



INDUSTRIAL DEVELOPMENT OPPORTUNITIES STUDY

CLIENT CONTACT INFORMATION

City of Martensville
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PROJECT DESCRIPTION

The City of Martensville is interested in a strategy to increase industrial growth within the City. Building on a study completed by Wallace Insights for the Saskatoon and Region Economic Development Authority which indicated Martensville is within a favourable area for attracting agribusiness industries, Martensville wanted to explore the opportunities and constraints to attracting more employment growth.

The project focused on analysis of industrial growth and land use within the Saskatoon region. The focus was on competitive jurisdictions who have existing industrial land. The study was comprised of data analysis, industrial policy, trends in industrial demand, and provided a strategy for developing a new approach to industrial attraction and development.

PROJECT DURATION

This project commenced in November 2020 and concluded in March 2021.

CHALLENGES AND SOLUTIONS

The analysis found that there is an over-abundance of industrial land (both existing and planned) to accommodate industrial development in the Saskatoon region for the next 60 years. The main challenge for any municipality wanting to increase industrial development is to develop a strategy which sets it apart from other jurisdictions. Wallace Insights provided a set of strategies to assist Martensville with a new industrial development policy centred around 'Readiness – Marketing – Incentives'. Specific recommendations were made for each component of the strategy which is designed to leverage the unique locational advantages in Martensville.



SERVICES PROVIDED

Data Analysis

Incentive Policy

Land Use Planning

Industrial Development Strategies