

# A GUIDE TO DOING BUSINESS IN WARMAN

Your definitive guide to starting a business in Canada's fastest growing City! Whether you are starting with just an idea, or are looking to expand an established business - start here, and then contact our Economic Development Department to further discuss your opportunity!



## Do your homework



Bringing your business to Warman is an investment. Knowing the market here is your first step to ensuring you get the the most out of it! Some of the important questions you should be asking include: What is the competitive environment like? What is the population and what do the general demographics look like? Are both of these growing? What is the tax structure and are there any incentives to bringing a business here?

## Site Selection



Once you decide to bring your business to Warman, your next step will be to determine where your business fits best in the City. A variety of options exist within Warman's 4 distinct business districts; ranging from empty lots, to full buildouts for lease, to properties where the developer will build to suit. You will want to talk with developers, real estate agents and the City when determining the site that works best for your business.

## Get your paperwork!



Before opening your doors it is important that your business is compliant with local bylaws and provincial regulations. This will require ensuring that all development and building permits have been obtained and approved. If the site you have chosen for your business is not zoned for your intended use, you will have to go through the discretionary use process. But don't worry, we make it quick! The final step before opening your doors: obtain your business license, which is set at a universal rate of \$100 / year.

## Market, Market, Market...



Your doors are open, but now is not the time to sit back. Start building your customer base and build some buzz before you open! You should be thinking about building your market at least 3 months before opening your doors. Getting the word out about your business requires finding out what marketing options are best for your business. What is your target market and what is your budget? A great marketing mix falls within both of these.

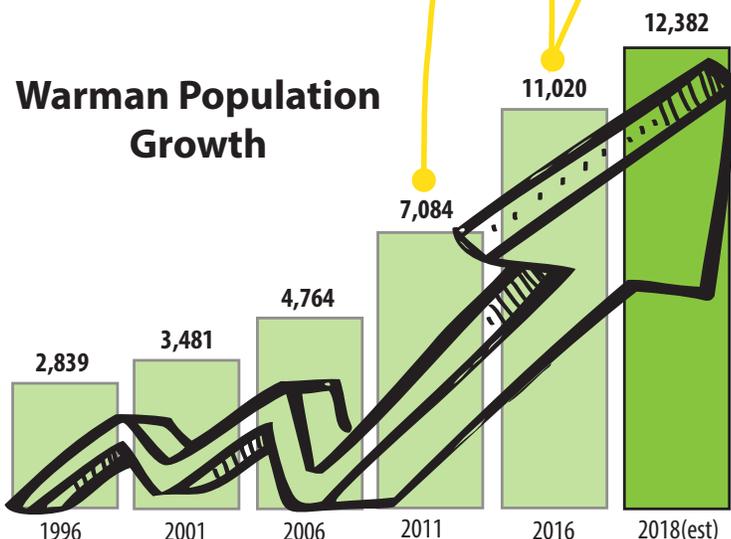


**Warman has over 200 acres of park space!**



# DEMOGRAPHICS

Understanding market demographics is the first step to determining if your business is a good fit for Warman, so here they are.



Following the census numbers released in 2017, Warman was officially the fastest growing City in Canada with a confirmed 5 year

**growth rate of 55.1%**

This population growth is largely being driven by young families who are attracted to the City's many family friendly amenities, affordable housing market, schools and proximity to Saskatoon. The average age of this growing demographic is 32.4, with roughly 2 children per household. These families are largely comprised of working professionals, with a median combined household income of \$110,558.

## Total Household Expenditures

The total household expenditures for all Warman households in 2016 were \$207,321,262; equating to \$55,359.48 per individual household in Warman. The three top expenditures for the City, in order, were Food (12%) Transportation (20.6%) and Shelter (26.5%).

Food: 12%

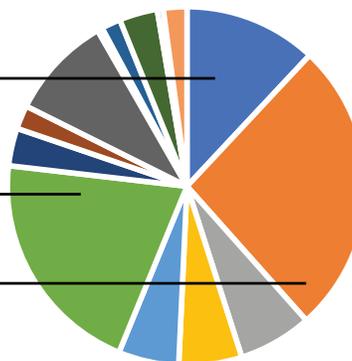
\$24,821,541

Transportation: 20.6%

\$42,808,999

Shelter: 26.5%

\$54,885,967



- Food
- Shelter
- Household Operation
- Household Furnishings
- Clothing
- Transportation
- Health Care
- Personal Care
- Recreation
- Reading Materials
- Education

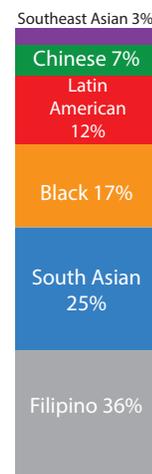
Sources: Townfolio.co, Statistics Canada census profile 2016

## QUICK HITS: Just the info, to the point!

- Median Household income: \$110,558
- Top 3 Household Expenditures: Food, Transportation and Shelter (59.1%)
- Average House Price: \$356,600.17
- Total # of households (2018): 3,886
- Average Age: 32.4
- Average household: 2 adults, 2 children

## Immigration to Warman

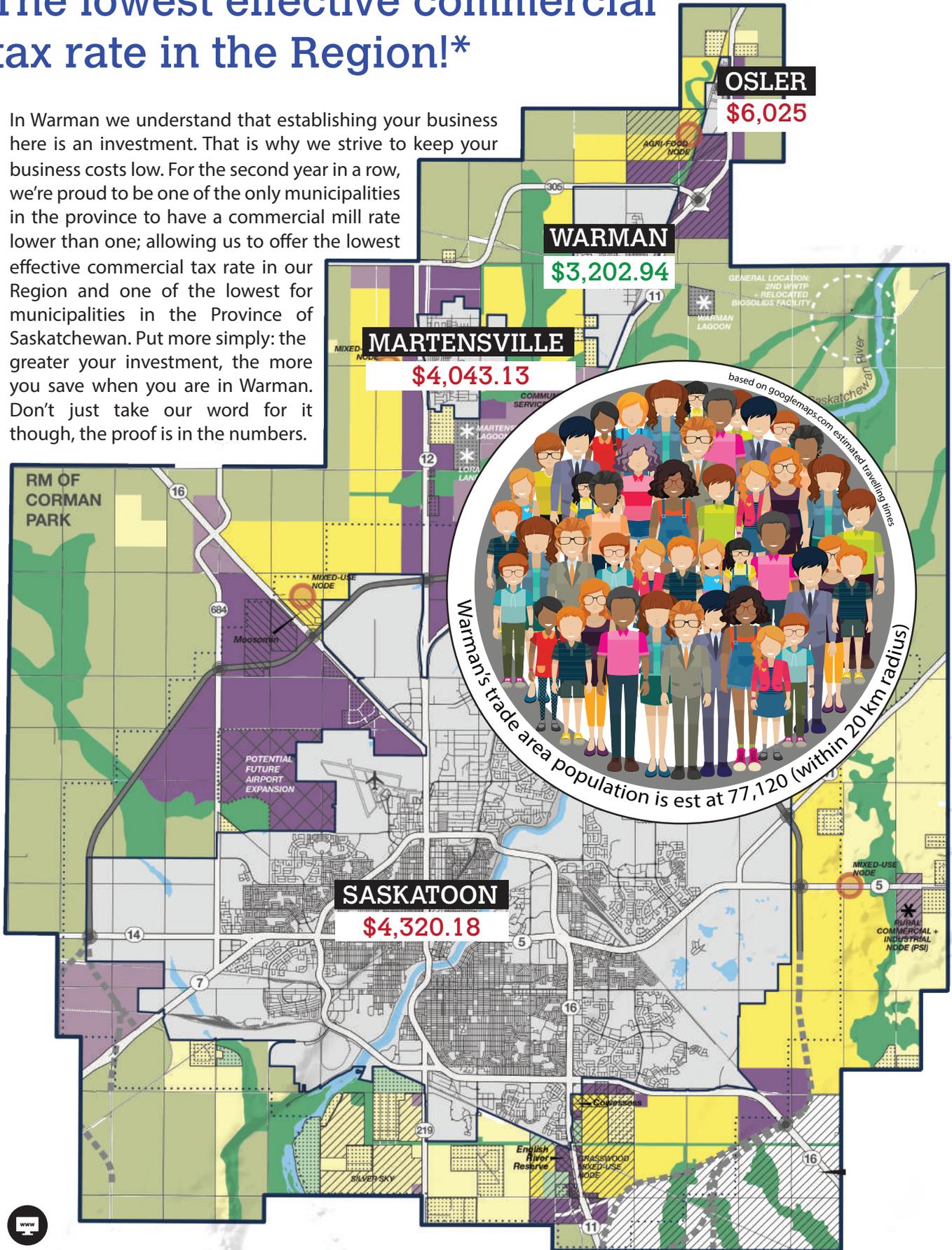
Immigration to Warman has exploded over the last ten years, doubling in numbers between the census periods of 2006 - 2010 and 2011 - 2016. Much of this immigration aligns with the growing demographics here; young families, drawn to the City's amenities, schools and community feel. The 3 fastest growing immigrant categories are *Filipino* (36%), *South Asian* (25%) and *Black* (17%).



Source: Townfolio.co, "Visible Minorities"

# The lowest effective commercial tax rate in the Region!\*

In Warman we understand that establishing your business here is an investment. That is why we strive to keep your business costs low. For the second year in a row, we're proud to be one of the only municipalities in the province to have a commercial mill rate lower than one; allowing us to offer the lowest effective commercial tax rate in our Region and one of the lowest for municipalities in the Province of Saskatchewan. Put more simply: the greater your investment, the more you save when you are in Warman. Don't just take our word for it though, the proof is in the numbers.



\* Tax amounts are based on the assessed value of a business. This comparison uses a business assessment of \$500,000. The effective commercial tax rate is determined by multiplying a municipalities mill rate by it's mill rate factor (and where applicable, by the library mill rate). Total municipal tax is calculated by the following: (assessed value x effective tax rate/1000)+base tax. For a complete comparison completed by SREDA, please visit: <http://warman.ca/430/Investing-in-Warman>

# 5 REASONS to do business in Warman



The City of Warman has adopted an “Open for Business” mentality, meaning we make doing business in Warman as easy as possible. We do this by making regulations straightforward, shortening timelines and reducing the costs to do business here. Below are a few reasons why you should consider starting your business in Warman!

## #1. We have the lowest effective tax rate in the Region

Warman is one of the only Cities in the Province to have a mill rate factor under 1. In 2016 we were named the best City in all of the Province for the municipal tax gap. This means that businesses in Warman pay the least amount of tax by proportion, in comparison to businesses in all other Saskatchewan towns and cities!

## #2. We reduce the red tape and decrease your timelines

Time is money, and we understand that. As a small City we are able to respond more quickly and efficiently to your requests, allowing us to approve permits and applications in shorter periods of time compared to our larger counterparts - the average building permit or discretionary use application are completed within 4 - 8 weeks!

## #3. Affordable space that is zoned for convenience

As a secondary market, Warman offers land and leasable space that is ideal for all types of business. Space here is more affordable, larger in size and more often than not, new; all while providing access to the Province's largest market. We have created zoning bylaws that are easy to understand, all-encompassing and reflect demands in the market. Can't find your described use in our bylaws? Don't worry, we will find a place for your business and help guide you through the process!

## #4. A City that is planned to help your business succeed

Good planning is integral to any City. In Warman, we are proud in the way that we have grown; being able to accommodate a staggering 131% residential growth over the past decade. We continue to plan for our future, and understand that this is important for your business. Our plan for growth will provide certainty for your business, which includes our investments into infrastructure, future areas for commercial growth and access to proper servicing and utilities.

### QUICK HITS: Just the info, to the point!



Annual cost for a business license: \$100



Business licenses 2018 (est): 430



Average time for permit or application approval: 4 - 8 weeks



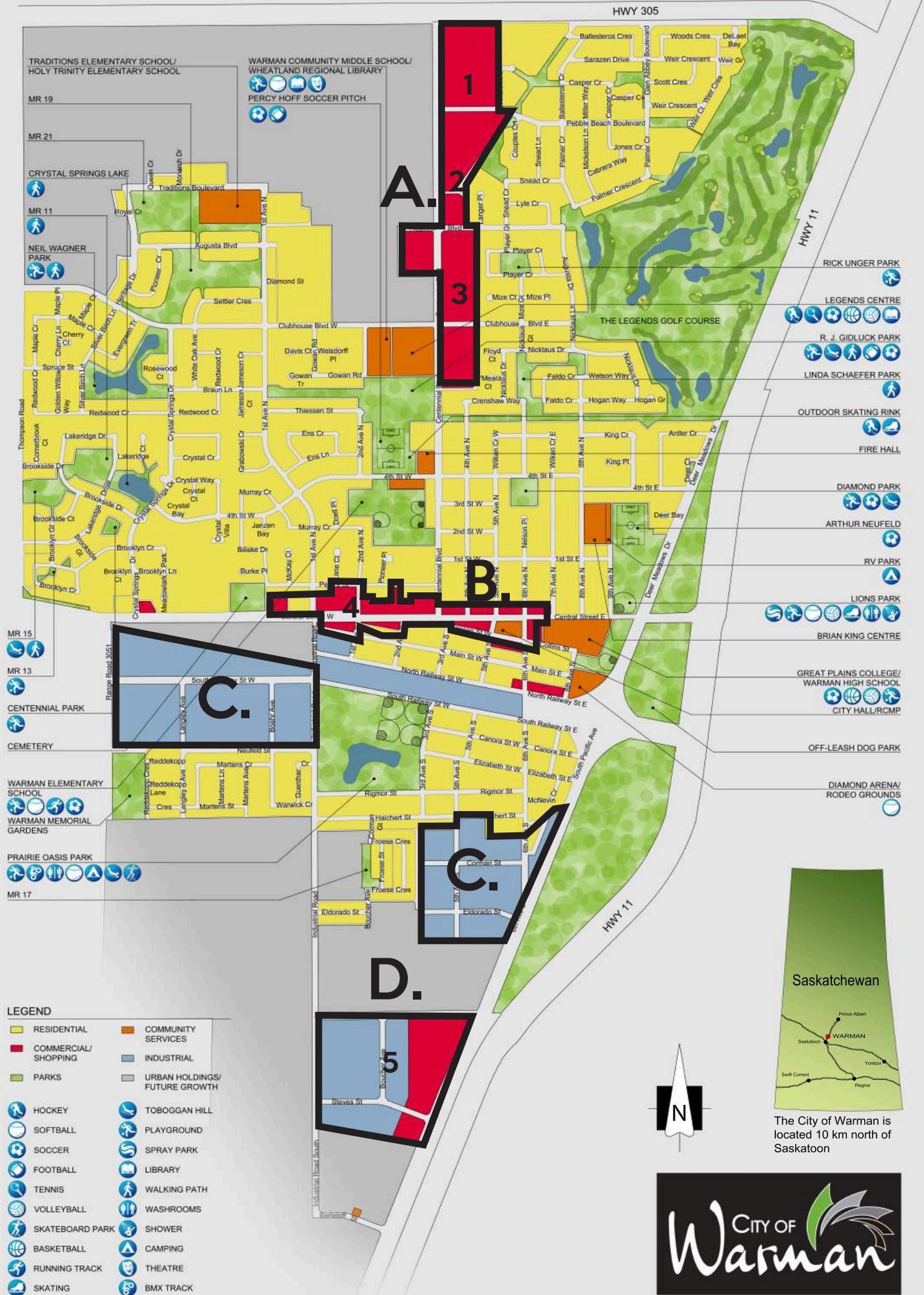
Top 3 employers by industry:  
Construction (12%), Retail Trade (8%)  
and Healthcare/Social Assistance (7%)



Labour Force by Occupation (top 3):  
Trades & Transport (20.5%), Sales & Service  
(18.2%) and Business & Finance (15.8%)

## #5. As the fastest growing City in Canada, Warman offers Customers and employees right at your doorstep!

Since 2011 Warman has grown by over 55%, increasing from 7,084 to 11,020 in 5 short years! The City's population is estimated to have surpassed 12,000 by the end of 2018. This growth is being driven by young working professionals and their families. While many of them work in Saskatoon, there is a perennial demand for products and services in the community and a growing demand for employment at home, in Warman!



TRADITIONS ELEMENTARY SCHOOL/  
HOLY TRINITY ELEMENTARY SCHOOL

WARMAN COMMUNITY MIDDLE SCHOOL/  
WHEATLAND REGIONAL LIBRARY

PERCY HOFF SOCCER PITCH

MR 19

MR 21

CRYSTAL SPRINGS LAKE

MR 11

NEIL WAGNER PARK

MR 15

MR 13

CENTENNIAL PARK

CEMETERY

WARMAN ELEMENTARY SCHOOL

WARMAN MEMORIAL GARDENS

PRAIRIE OASIS PARK

MR 17

**LEGEND**

- RESIDENTIAL
- COMMERCIAL/  
SHOPPING
- PARKS
- INDUSTRIAL
- URBAN HOLDINGS/  
FUTURE GROWTH
- HOCKEY
- SOFTBALL
- SOCCER
- FOOTBALL
- TENNIS
- VOLLEYBALL
- SKATEBOARD PARK
- BASKETBALL
- RUNNING TRACK
- SKATING
- COMMUNITY SERVICES
- TOBOGGAN HILL
- PLAYGROUND
- SPRAY PARK
- LIBRARY
- WALKING PATH
- WASHROOMS
- SHOWER
- CAMPING
- THEATRE
- BMX TRACK

HWY 305

HWY 11

HWY 11

A.

1

2

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B.

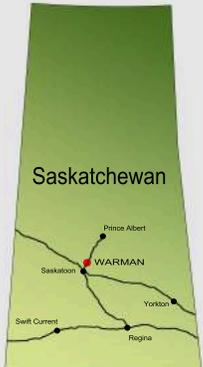
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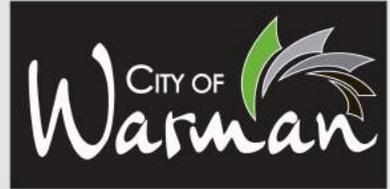
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- RICK UNGER PARK
- LEGENDS CENTRE
- R. J. GIDLICK PARK
- LINDA SCHAEFER PARK
- OUTDOOR SKATING RINK
- FIRE HALL
- DIAMOND PARK
- ARTHUR NEUFELD
- RV PARK
- LIONS PARK
- BRIAN KING CENTRE
- GREAT PLAINS COLLEGE/  
WARMAN HIGH SCHOOL
- CITY HALL/RCMP
- OFF-LEASH DOG PARK
- DIAMOND ARENA/  
RODEO GROUNDS



The City of Warman is located 10 km north of Saskatoon



# WARMAN BUSINESS DISTRICTS



Planning is integral to the effective operation of any municipality, and is important to your investment. In Warman, we have planned for both residential and commercial growth. Our City is proud to boast distinct neighbourhoods dedicated to commercial and industrial success. Below is a description of each of the different unique business areas in Warman, and all of the information you need to know about each, including: zoning, anticipated lease or sale rates, current and prospective businesses, traffic counts and who to contact to inquire about properties.

## A. Centennial Blvd

**WARMAN'S PRIMARY COMMERCIAL DISTRICT** is zoned C1 & C2 and supports a variety of business types and uses. It is ideal for mid to large retail businesses that are looking for high traffic volumes and increased visibility.

**Notable businesses:** McDonalds, Great Canadian Oil Change, Burger King, RBC, Co-Op food store and gas station, The Source, Days Inn. *Coming soon: Home Hardware (2019), Buy Low Foods (2019), Urban Cellars Liquor (2019), Leopolds Tavern (2019), Esso Gas (2019).*

**Price per/square ft:** \$23- \$40, not including occ. costs

**Av. sale price/acre:** \$550,000 - \$650,000

**Traffic count:** 15,000 weekly

### WARMAN STONEGATE

Jesse Rudge, AVATEX  
jesse@avatexdevcorp.com  
780-718-0876  
avatex.ca

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## B. Central Street

**WARMAN'S DOWNTOWN DISTRICT** was originally zoned for residential dwellings, but has recently been rezoned to C1, allowing for small to medium sized retail and commercial businesses. A mix of old and new commercial developments exists here.

**Notable businesses:** 7/11, Passions Beauty Salon, Clothing Obsession, Affinity Credit Union, Dollarama, Tim Hortons, Warman Urgent Medical Care, Co-op Pharmacy, Auto Source One. *Coming soon: Prairie Records (2019)*

**Price per/square ft:** \$15- \$20, not including occ. costs

**Av. sale price/acre:** \$350,000 +

**Traffic count:** 25,000 weekly

### CENTENNIAL COMMONS & WARMAN STONEGATE

Ben Kelley, CBRE  
ben.kelley@cbre.com  
306-803-5979  
cbre.ca

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## C. Warman's Established Industrial Areas

**WARMAN'S OLDER INDUSTRIAL AREAS** are located in the southwest and southeast sections of Warman. Vacancy rates are relatively low, however properties for sale or lease come available from time to time. These areas offer a mix of M1 - M2 zoning, allowing for light to moderate industrial activity.

**Est. price per/square ft:** \$8 - \$12, not including occ. costs.

**Av. sale price/acre:** N/A

**Notable businesses:** Warman Homes, Warman Home Centre, Crossfit Warman, Santosha Yoga, Dymark Industries, Prairie School Spirit Division, Warman Truss, Boosted Auto Service, OK Tire, CJ's Climb and Play, Hanson RV, Pillar Lasers.

### LEGENDS PLAZA

Cody Chewka, ICR  
cody.chewka@icrcommercial.com  
306-933-2929  
icrcommercial.com

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### WARMAN PLAZA

Ryan Glover, Fortress Properties  
ryan@fortressproperties.ca  
306-955-3275  
fortressproperties.ca

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## D. South Industrial Business Park

**WARMAN'S SOUTH INDUSTRIAL BUSINESS PARK**, located along 6th Avenue South. This area is zoned C3 & M1, supporting a variety of commercial and industrial purposes. Ideal for small to large commercial or light industrial businesses.

**Est. price per/square ft:** \$8 - \$12, not including occ. costs

**Av. sale price/acre:** \$250,000 - \$550,000

**Traffic Count:** 7,500 weekly

**Notable businesses:** Water/Sewer, power and gas ready, this is the City's newest commercial/industrial zoned land. A handful of lots are currently under development (anticipated early 2019), with roughly 33% of phase one lots being sold.

### SOUTH INDUSTRIAL BP & CENTENNIAL BLVD

KH Land  
info@khland.ca  
khland.ca

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# Contacts & Additional Resources

## City of Warman Economic Development Department

Josh Welz, Economic Development Officer

[joshw@warman.ca](mailto:joshw@warman.ca)

306-385-2333

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### **Prairie Sky Chamber of Commerce**

*Advocates for local business providing opportunities to network, member benefits and much more!*

Jaimie Malmgren, Executive Director

[contact@prairieskychamber.ca](mailto:contact@prairieskychamber.ca)

306-292-7066

### **Alternative Access to Capital**

*In need of capital to grow your business? Here are several options other than banks.*

MidSask Community Futures - [cfsask.ca/mid-sask](http://cfsask.ca/mid-sask)

Women's Entrepreneur Network - [wesk.ca](http://wesk.ca)

Futurepreneur - [futurepreneur.ca](http://futurepreneur.ca)

### **SQUARE ONE**

#### **Saskatchewan's Centre for Entrepreneurs**

*Square one provides support to entrepreneurs via guidance, market research, resources & tools and much more!*

[info@squareonesask.ca](mailto:info@squareonesask.ca)

306-242-4101

#### **Business Permit and License Information**

*Find information regarding what permits and licenses are required provincially and federally.*

[www.bizpal.ca](http://www.bizpal.ca)