Economic Impact Analysis

Bragg Creek, Rocky View County, Alberta

April 28, 2025

Prepared for: Rocky View County

Prepared by: Tate Research

1 Introduction

Tate Research ("TR") has prepared the following Economic Impact Analysis that quantifies the economic benefits of future commercial and residential development in Bragg Creek, a community in Rocky View County ("County"), Alberta.

2 Background

Rocky View County is updating the Greater Bragg Creek Area Structure Plan ("Bragg Creek ASP"). The Bragg Creek ASP was adopted in 2007. Bragg Creek is located approximately 30 kilometres southwest of the City of Calgary. The Bragg Creek ASP is bound on the west by Kananaskis Country, on the south by the Municipal District of Foothills, on the east by the Tsuut'ina Nation, and on the north by a block of agricultural lands.

The Bragg Creek ASP is being updated to explore the potential land use scenarios for the Hamlet Expansion Area in accordance with the Bragg Creek ASP and the Bragg Creek Revitalization Plan. The result will be specific policies to guide the development of the expansion lands. The Hamlet Expansion Area is approximately 86 hectares (214 acres) and consists of approximately 20 parcels ("Expansion Lands").

As part of this process, the following studies were contracted by Rocky View County:

- Zonda Urban: Residential Feasibility Study, April 2025 ("Residential Feasibility Study"). The Residential Feasibility Study quantified future residential demand in the Bragg Creek Hamlet and Expansion Lands.

- Tate Research: Commercial Market Study, Bragg Creek Hamlet & Expansion Lands ("Commercial Market Study"). The Commercial Market Study quantified commercial demand based on the future residential demand.

The County has requested that "*an economic impact analysis is required to assess the economic impact of building Bragg Creek out to the levels contemplated in the commercial and residential feasibility study. This study should include the economic impact of the construction phases as well as the annual ongoing benefits of the development, excluding municipal revenues (to be*

captured by the fiscal impact study). This will include an estimate of the number of jobs that will be created for Bragg Creek and nearby communities."

3 Development Scenarios

This Economic Impact Analysis is based on future residential and commercial development scenarios as quantified in the Commercial and Residential reports. A summary of the finding is provided on the following sections.

3.1 Bragg Creek Residential Feasibility Study

The Residential Feasibility Study quantified the need for housing under two scenarios. These scenarios are referred to as the "Low Scenario" and "High Scenario" for the 2051 horizon year. The Low Scenario assumes a 2051 Bragg Creek population of 1,105 persons whereas the High Scenario assumes a 2051 population of 2,035 persons.

Figure 1: Housing Need by 2051

Low Scenario				
Bragg Creek Hamlet + Expansion Lands	2024	2031	2041	2051
Population Projection	420	820	950	1,105
Population Growth		400	130	155
Housing Need [1)]				256

High Scenario				
Bragg Creek Hamlet + Expansion Lands	2024	2031	2041	2051
Population Projection	420	910	1,360	2,035
Population Growth		490	450	675
Housing Need [1)]				604

Source: Tate Research; Zonda Urban.

[1)] Based on the proposed residential units within the Gateway Village and the development of the Bragg Creek Expansion Lands, both yielding a population estimate of 2.5 persons per unit.

These forecasts vary depending on the assumed 2051 population level as well as the housing need methodology, which recognizes either total population or headship rate. This Economic Impact Analysis utilizes the total population methodology which results in a 2051 housing need of 256 units in the Low Scenario and 604 units in the High Scenario, as illustrated in Figure 1.

3.2 Bragg Creek Commercial Market Study

The Commercial Market Study quantified the warranted demand for commercial space based on the Low and High population growth scenarios.

The resulting commercial demand ranges from an additional 42,000 square feet in the Low Scenario to 69,000 square feet in the High Scenario in 2051, as illustrated in Figure 2.

Figure 2: Commercial Space Need by 2051

	Low Population Scenario				High Population Scenario			
	2024	2031	2041	2051	2024	2031	2041	2051
Total Retail (Sq. Ft.)		12,000	17,000	21,000		14,000	27,000	32,000
Total Service (Sq. Ft.)		9,000	14,000	21,000		11,000	21,000	37,000
Total Retail & Service (Sq. Ft.)		**21,000**	**31,000**	**42,000**		**25,000**	**48,000**	**69,000**

Source: Tate Research

4 Economic Impact Analysis Findings

This Economic Impact Analysis quantifies the economic benefits in terms of the following components. A brief description of each of these components is also provided below:

- Total Residential Construction Cost (Residential Component): The total capital expenditure allocated to the development of housing units.
- Total Commercial Construction Cost (Commercial Component): The total capital expenditure allocated to the development of commercial units.
- Total Economic Output: The comprehensive monetary value of all goods, services, and economic activity generated by the construction process over a defined period.
- Total GDP Increase: The increase in the Gross Domestic Product in the local area.
- Total Wages & Salaries: Indicates how much total earnings are created in a region as a result of a single dollar of new earnings.

- Total Jobs Created Per $1,000,000: This refers to the total number of employment opportunities generated per $1 million of investment.
- Direct Impact: The immediate and primary effects of a new commercial enterprise or policy, such as job creation or increased sales within the core industry.
- Indirect Impact: Secondary effects that arise from the direct impacts, often stemming from the supply chain or business-to-business transactions.
- Induced Impact: Tertiary effects that result from increased household spending due to the direct and indirect jobs created.

It should be noted that the analysis is conducted in 2021 dollars to match the Statistics Canada multipliers and quantifies the 2051 economic impact assuming full build-out (versus a dynamic model that would account for phasing of development and costs).

The Economic Impact Analysis excludes municipal revenues as a result of the development. A detailed methodology and sources for the analysis is found in Appendix A.

4.1 Economic Impact Analysis – 2051 Residential Development

Figure 3 summarizes the economic impact of realizing the Low Scenario for the residential development. The following observations are made with respect to Figure 3:

- In the Low Scenario, the construction of 256 new homes in Bragg Creek will cost approximately $64 million.
- The Total Economic Output for the construction of the 256 new homes would be approximately $110 million.
- The local GDP will increase by approximately $53 million.
- Total Wages & Salaries for the construction of the 256 new homes is approximately $25 million.
- There will be approximately 422 total jobs created.

Figure 3: Summary of Low Scenario Residential Component

Low Scenario	Housing Density			
	Low	Medium	High	Total
Price Per SF	$160.0	$147.5	$217.5	
Average Size (SF)	1,750	1,450	1,050	
Residential Housing Cost	$280,000	$213,875	$228,375	
Housing Total	128	51	77	256
Total Residential Constuction Cost	**$35,840,000**	**$10,907,625**	**$17,584,875**	**$64,332,500**

Low Scenario				
	Direct	Indirect	Induced	Total
Economic Multiplier	1.000	0.494	0.228	1.722
Total Economic Output	$64,332,500	$31,780,255	$14,667,810	**$110,780,565**
GDP Multiplier	0.429	0.248	0.154	0.831
Total GDP Increase	$27,598,643	$15,954,460	$9,907,205	**$53,460,308**
Wages & Salaries Multiplier	0.228	0.115	0.048	0.391
Total Wages & Salaries	$14,667,810	$7,398,238	$3,087,960	**$25,154,008**
Jobs Per $1,000,000	3.681	1.838	1.037	6.556
Total Jobs Created Per $1,000,000	237	118	67	**422**

Source: Tate Research.

Figure 4 summarizes the economic impact of realizing the High Scenario for the residential development. The following observations are made with respect to Figure 4:

- In the High Scenario, the construction of 604 new homes in Bragg Creek will cost approximately $152 million.
- The Total Economic Output for the construction of the 256 new homes would be approximately $261 million.
- The local GDP will increase by approximately $126 million.
- Total Wages & Salaries for the construction of the 604 new homes is approximately $59 million.
- There will be approximately 995 total jobs created.

Figure 4: Summary of High Scenario Residential Component

High Scenario	Housing Density			
	Low	Medium	High	Total
Price Per SF	$160	$147.5	$217.5	
Average Size (SF)	1,750	1,450	1,050	
Residential Housing Cost	$280,000	$213,875	$228,375	
Housing Total	302	121	181	604
Total Residential Constuction Cost	**$84,560,000**	**$25,878,875**	**$41,335,875**	**$151,774,750**

High Scenario				
	Direct	Indirect	Induced	Total
Economic Multiplier	1.000	0.494	0.228	1.722
Total Economic Output	$151,774,750	$74,976,727	$34,604,643	**$261,356,120**
GDP Multiplier	0.429	0.248	0.154	0.831
Total GDP Increase	$65,111,368	$37,640,138	$23,373,312	**$126,124,817**
Wages & Salaries Multiplier	0.228	0.115	0.048	0.391
Total Wages & Salaries	$34,604,643	$17,454,096	$7,285,188	**$59,343,927**
Jobs Per $1,000,000	3.681	1.838	1.037	6.556
Total Jobs Created Per $1,000,000	559	279	157	**995**

Source: Tate Research.

4.2 Residential Component Economic Impact Analysis Summary

Overall, the Low Scenario of population growth in Bragg Creek will result in a combined Total Residential Construction Cost of $64 million, Total Economic Output of $111 million, GDP Increase of $53 million, Total Wages & Salaries of $25 million and 442 Total Jobs Created.

Overall, the High Scenario of population growth in Bragg Creek will result in a combined Total Residential Construction Cost of $152 million, Total Economic Output of $261 million, GDP Increase of $126 million, Total Wages & Salaries of $59 million and 995 Total Jobs Created.

4.3 Economic Impact Analysis – 2051 Commercial Development

Figure 5, on the following page, summarizes the economic impact of realizing Low Scenario for the commercial development. The following observations are made with respect to Figure 5:

- In the Low Scenario, the construction of 42,000 square feet of new commercial space in Bragg Creek will cost approximately $9 million to construct.
- The Total Economic Output for the construction of the 42,000 square feet of new commercial space would be approximately $16 million.
- The local GDP will increase by approximately $7 million.
- Total Wages & Salaries for the construction of the 256 new homes is approximately $4 million.
- There will be approximately 57 total jobs created.

Figure 5: Summary of Low Scenario Commercial Component

Low Scenario	
Price Per SF	$212.5
New Commercial Space Need by 2051	42,000
Total Commercial Constuction Cost	**$8,925,000**

Low Scenario	Direct	Indirect	Induced	Total
Economic Multiplier	1.000	0.494	0.250	1.744
Total Economic Output	$8,925,000	$4,408,950	$2,231,250	**$15,565,200**
GDP Multiplier	0.347	0.257	0.169	0.773
Total GDP Increase	$3,096,975	$2,293,725	$1,508,325	**$6,899,025**
Wages & Salaries Multiplier	0.248	0.129	0.053	0.430
Total Wages & Salaries	$2,213,400	$1,151,325	$473,025	**$3,837,750**
Jobs Per $1,000,000	3.307	1.990	1.138	6.435
Total Jobs Created Per $1,000,000	30	18	10	**57**

Source: Tate Research.

Figure 6, on the following page, summarizes the economic impact of realizing High Scenario for the commercial development. The following observations are made with respect to Figure 6:

- In the High Scenario, the construction of 69,000 square feet of new commercial space in Bragg Creek will cost approximately $15 million.
- The Total Economic Output for the construction of the 69,000 square feet of new commercial space would be approximately $26 million.

- The local GDP will increase by approximately $11 million.
- Total Wages & Salaries for the construction of the 604 new homes is approximately $6 million.
- There will be approximately 94 total jobs created.

Figure 6: Summary of High Scenario Commercial Component

High Scenario	
Price Per SF	$212.5
New Commercial Space Need by 2051	69,000
Total Commercial Constuction Cost	**$14,662,500**

High Scenario	Direct	Indirect	Induced	Total
Economic Multiplier	1.000	0.494	0.250	1.744
Total Economic Output	$14,662,500	$7,243,275	$3,665,625	**$25,571,400**
GDP Multiplier	0.347	0.257	0.169	0.773
Total GDP Increase	$5,087,888	$3,768,263	$2,477,963	**$11,334,113**
Wages & Salaries Multiplier	0.248	0.129	0.053	0.430
Total Wages & Salaries	$3,636,300	$1,891,463	$777,113	**$6,304,875**
Jobs Per $1,000,000	3.307	1.990	1.138	6.435
Total Jobs Created Per $1,000,000	48	29	17	**94**

Source: Tate Research.

4.4 Commercial Component Economic Impact Analysis Summary

Overall, the Low Scenario of population growth in Bragg Creek will result in a combined Total Commercial Construction Cost of $9 million, Total Economic Output of $16 million, GDP Increase of $7 million, Total Wages & Salaries of $4 million and 58 Total Jobs Created.

The High Scenario of population growth in Bragg Creek will result in a combined Total Commercial Construction Cost of $15 million, Total Economic Output of $26 million, GDP Increase of $11 million, Total Wages & Salaries of $6 million and 94 Total Jobs Created.

4.5 Total Economic Impact Summary

The following Figure 7 indicates the total economic impact of the residential and commercial components combined for both the Low and High Scenarios.

Figure 7: Summary of Total Economic Impact

Residential + Commercial		
	Low Scenario	High Scenario
Total Construction Cost	$73,257,500	$166,437,250
Total Economic Output	$126,345,765	$286,927,520
Total GDP Increase	$60,359,333	$137,458,930
Total Wages & Salaries	$28,991,758	$65,648,802
Total Jobs Created	479	1,089

Source: Tate Research.

Overall, the Low Scenario of population growth in Bragg Creek will result in a combined Total Construction Cost of $73 million, Total Economic Output of $126 million, GDP Increase of $60 million, Total Wages & Salaries of $29 million and 479 Total Jobs Created.

The High Scenario of population growth in Bragg Creek will result in a combined Total Construction Cost of $166 million, Total Economic Output of $287 million, GDP Increase of $137 million, Total Wages & Salaries of $66 million and 1,089 Total Jobs Created.

Appendix A – Methodology and Inputs

The following section describes TR's methodology and inputs for the Economic Impact Analysis.

Residential Price Per Square Foot

The Bragg Creek Development is proposed to include single detached homes, single attached homes, and apartment units. The 2021 Altus Canadian Cost Guide[1,2] estimates a single detached home in Calgary costs between $125 and $195 per square foot, a single attached home costs between $125 and $170 per square foot, and an up to six storey apartment building costs between $180 and $255 per square foot.

TR has taken the midpoint of each range to determine a cost per square foot for each unit type ($160, $147.5, and $217.5, respectively).

Commercial Price Per Square Foot

2021 Altus Canadian Cost Guide estimates a retail strip plaza in Calgary costs between $185 and $240 per square foot. TR used the midpoint of this range ($212.5 per square foot) in our analysis.

Average Unit Type Size

Natural Resources Canada[3] estimates the average single detached home in Canada to be 164 square metres (~1,750 square feet), a single attached home to be 135 square metres (~1,450 square feet), and an apartment to be 97 square metres (~1,050 square feet).

Economic Multiplier

The Statistics Canada Input-Output Multipliers Report[4] indicates that the Economic Multiplier of residential building construction is 1.722. The Economic

[1] Canadian Cost Guide Altus Group 2024, page 5.
[2] TR is using the 2021 Altus Canadian Cost Guide instead of the 2024 version in order to be consistent with the years of our other sources.
[3] Natural Resources Canada. https://oee.nrcan.gc.ca/corporate/statistics/neud/dpa/showTable.cfm?type=HB&sector=res&juris=00&year=2020&rn=11&page=0
[4] Stats Canada Input-output multipliers, provincial and territorial, detail level 2021. https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=3610059501

Multiplier is split into Direct Impact (1.000), Indirect Impact (0.494), and Induced Impact (0.228).

The Economic Multiplier of commercial building construction is 1.744. The Economic Multiplier is split into Direct Impact (1.000), Indirect Impact (0.494), and Induced Impact (0.250).

GDP Multiplier

The Statistics Canada Input-Output Multipliers Report indicates that the GDP Multiplier of residential building construction is 0.773. The GDP Multiplier is split into Direct Impact (0.429), Indirect Impact (0.248), and Induced Impact (0.154).

The GDP Multiplier of commercial building construction is 0.773. The GDP Multiplier is split into Direct Impact (0.347), Indirect Impact (0.257), and Induced Impact (0.169).

Wages & Salaries Multiplier

The Statistics Canada Input-Output Multipliers Report indicates that the Wages & Salaries Multiplier of residential building construction is 0.391. The Wages & Salaries Multiplier is split into Direct Impact (0.228), Indirect Impact (0.115), and Induced Impact (0.048).

The Wages & Salaries Multiplier of commercial building construction is 0.430. The Wages & Salaries Multiplier is split into Direct Impact (0.248), Indirect Impact (0.129), and Induced Impact (0.053).

Jobs per $1,000,000

The Statistics Canada Input-Output Multipliers Report indicates that the Jobs per $1,000,000 Multiplier for residential building construction is 6.556. The Multiplier is split into Direct Impact (3.681), Indirect Impact (1.838), and Induced Impact (1.037).

The Jobs per $1,000,000 Multiplier of commercial building construction is 6.435. The Multiplier is split into Direct Impact (3.307), Indirect Impact (1.990), and Induced Impact (1.138).