



OLDS INDUSTRIAL LAND OPPORTUNITY

95.8 Acres of Raw Industrial Development Land
OLDS, ALBERTA, CANADA

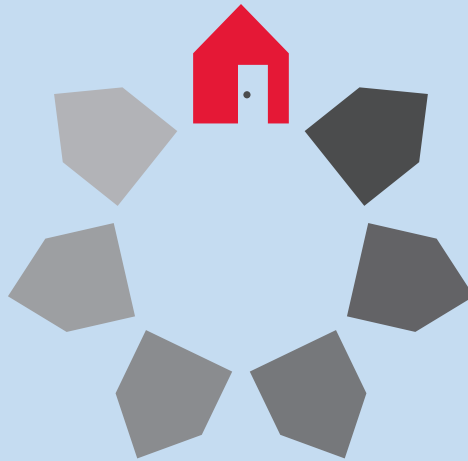


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Asking Price: \$3,100,000.00



Hugh Bodmer
Real Estate Associate
403 556 0262
hugh@hughbodmer.com
hughbodmer.com

Tom Sherry
Real Estate Associate
403 689 1548
tsherry@cirrealty.ca
tomsherry.ca

Because a Great Experience Begins with a Great Agent.

Olds Industrial Land Opportunity Outline

Why Olds?

Feature Sheet for Subject Property
Investment Highlights
Poised for Growth
Proactive Growth Environment
Annexations and Community Visioning Processes
Fibre to the Premises (FTTP)
From Agriculture to Technology
Community Economic Development Office (CEDO)
Eco Industrial Park Feasibility Plan
Eco Industrial Networking (EIN) – Implementing the Plan

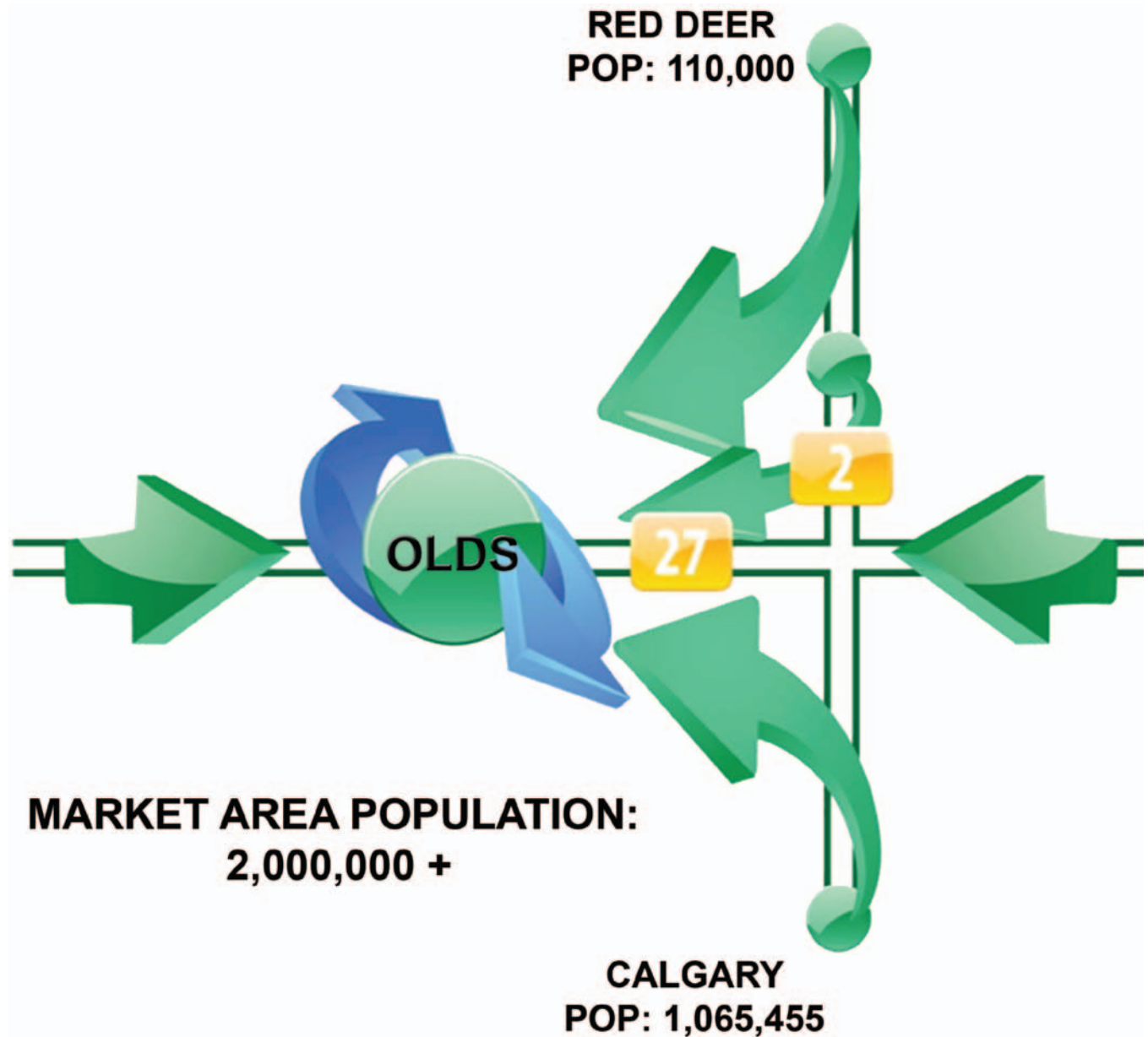
Appendices

1. A Strong Economic Development Arm - Olds Institute for Community and Regional Development (OICRD)
2. OICRD'S Community Economic Development Function
3. Eco Industrial Park Feasibility Study
4. Fibre to the Premise (FTTP)
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Contact Listing REALTORS® For Additional Information

Olds Proposal Summary – Eco Industrial Plan Feasibility Study RFP
Olds Demographic and Market Information – March 23, 2010
Council Supports Fibre Project – Olds Albertan June 22, 2010 (File CCF23062010_00000)
Town of Olds Land Use Map or use Link - <http://www.olds.ca/community/mapland.pdf>

Olds Industrial Land Opportunity



Olds Industrial Land Opportunity

LISTER: Hugh Bodmer, B.A., B.Ed., Ec.D.
Phone: (403) 556-0262

CO-LISTER: Tom Sherry
Phone: (403) 689-1548

Industrial Development Lands in Olds

PRICE: \$3,100,000.00

LOCATION: Adjoins Southeast Olds Industrial Park on South Side.

LEGAL DESCRIPTION: Ptn NE 29-32-1-W5

ACRES: 95.8

ZONING: Industrial

TYPE OF LAND: Raw Industrial Development Land.

SERVICES: Town services are available to the Northeast corner from the existing Industrial Park (48th Ave & 60th St).

POSSESSION DATE: 60 Days Negotiable

REMARKS: Industrial Development land with Highway 2A access. The property lies wholly within the Southeast Industrial Area Structure Plan adopted by the Town of Olds in 2001. Also see at Southeast Industrial Area Structure Plan.

ACCESS:

- Highway 2A (SE corner)
- Through the existing Industrial Park (48th Ave & 60th St)
- CPR Spur line near NW corner

PROXIMITY TO MAJOR CENTRES:

- Calgary: 45 minutes south
- Red Deer: 35 minutes north
- Edmonton: 2 1/2 hrs north

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The Town of Olds

PLANNING SERVICES: <http://www.olds.ca>

ECONOMIC DEVELOPMENT: <http://www.oldsinstitute.ca>

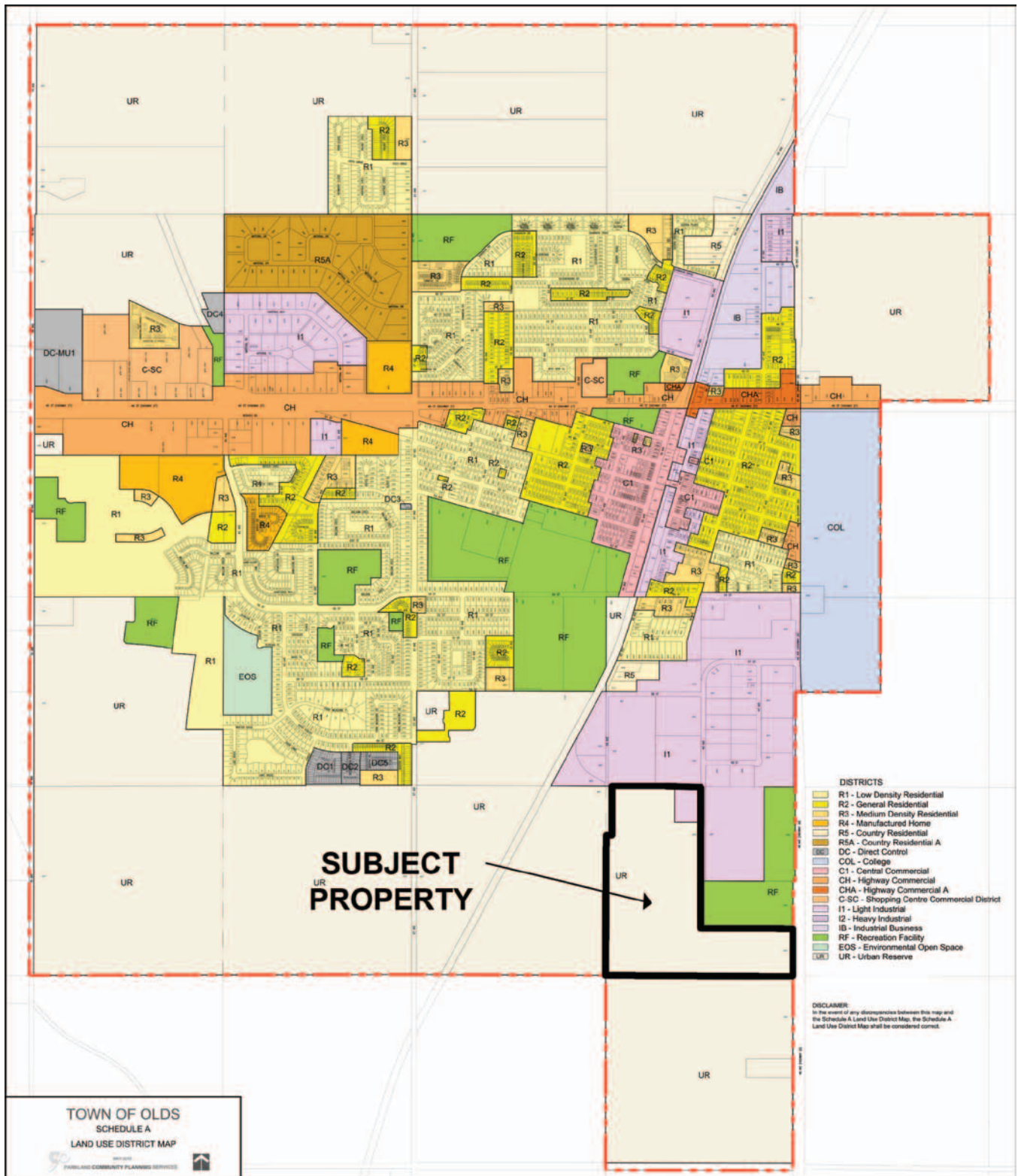
DEVELOPMENT SUPPORT EDUCATION AND TRAINING OPPORTUNITIES:

- Olds College (<http://www.oldscollege.ca>)
- Community Learning Campus (<http://www.communitylearningcampus.ca>)
 - Olds High School
 - Health & Wellness Centre
 - Bell E-Learning Centre
 - Fine Arts & Multi-Media Centre

RECENT DEVELOPMENTS:

- Cornerstone - Wal-Mart, Canadian Tire, Sobey's, Tim Horton's, Staples and more.
- Annexation of six quarters for future growth
- Olds Institute - Economic Development
 - Four Partners:**
 - Town of Olds
 - Olds College
 - Chamber of Commerce
 - Olds Agricultural Society
- Eco Park Initiative
- Fibre Optics to the premises

Olds Industrial Land Opportunity



Investment Highlights

Timing

The subject property is currently considered Industrial with an area structure plan completed. This land is **ready to be developed** into an Industrial Park **now**.

Access

The property is located within Olds Town limits. Olds is one of the most forward-thinking communities in the province of Alberta. We have elaborated on the details of why Olds is such an amazing opportunity for industrial development in the following pages. This specific parcel of land is located on Highway 2A, 5 kms West of Highway 2 and just a few blocks South of Highway 27, making the location **superb for highway access**. This corridor between Calgary, Red Deer and Edmonton is expected to be one of the **strongest growth areas** in Alberta in the years to come.

Pricing

This property is priced aggressively given the fact that it is **ready for development**. Anticipate little to no resistance from Olds in reference to this development. In fact, we expect that the Town of Olds will more than co-operative and willing to work closely with an interested developer. This land is being offered at **just under \$32,500 per acre**.

Why Olds?

Poised for Growth

The community of Olds has long been recognized by developers, investors and entrepreneurs, and settlers alike as an attractive and thriving area to grow. Olds has a recognized trade area population of over 45,000 people driven by both **regional service vitality and strong agribusiness performance**. Olds is located adjacent to the Queen Elizabeth II Highway between Red Deer and Calgary, with close access to international airport 45 minutes south in Calgary, and smaller regional services in Red Deer.

Proactive Growth Environment

Both private and institutional investors are driving the growth rates in Olds. Population growth in Olds was 9.7% from 2001 to 2006 (Alberta's growth rate, driven by high growth in Calgary, Edmonton, and Fort McMurray, was only marginally higher at 10.6%) compared with rural Alberta communities reflecting more stagnant growth (5-6%). **Olds ranks in the "top twenty" of best communities to do business** (Alberta Venture Magazine, June 2008) Source – Olds Institute for Community & Regional Development Aug 2008.

View the Town of Olds video at <http://www.oldsinstitute.ca/media.html>.

Development permits have risen markedly reinforcing Olds' reputation as a vibrant **regional business and service centre**. For complete demographic and development permit information, see attached file: Olds.demographic.mkt.info March 23, 2010.

The **Cornerstone shopping power centre** on the western entrance to Olds on Highway 27. Phase One is a \$50 Million, 275,000 sq-ft project which includes Wal-Mart, Staples, Canadian Tire, Mark's Work Warehouse, Bank of Montreal, an adult living condominium project, Ramada Inn with swimming pool and water slide, Sobey's, and a complement of over 20 other stores and services.

Why Olds? (continued)

Annexations and Community Visioning Processes

Strong economic growth in Olds is no accident. It results from the aggressive drive of the Olds Institute for Community and Regional Development and the Town of Olds to be the ***premier entrepreneurial and small business capital in Canada***. The community has become engaged in the economic development process through a bottom-up initiative that has resulted in the creation of the Olds Institute for Community and Regional Development (OICRD) (See Appendix 1). The OICRD was given the responsibility for developing the Olds Strategic Sustainability Plan (OSSP), with community participation. It outlines the community's vision for itself, and has been adopted and incorporated into the Town's budgeting and planning cycles and is being implemented through the Town's Municipal Development Plan. The OICRD continues in its responsibilities for monitoring and renewing the OSSP. ***The community's recognition of the need for industrial land development is key in the timing of this opportunity.***

The Town has annexed over 6 quarters (900+ acres) and earmarked areas for residential, commercial and industrial development in Area Structure Plans. It has engaged in 25 to 30 year transportation and infrastructure planning, and is confident in their planning for medium and long term needs, to a population base of 25,000.

Residential lot capacity at this time includes the following developments:

- **The Vistas:** 155 acres of which three of 11 development phases are completed. Phase 4A to commence Fall 2010 and currently has 21 residential lots serviced and available for sale. [The Vistas Area Structure Plan](#)
- **The Highlands:** 160 acres - Phase 1 – Construction of new Catholic School and servicing of 82 residential lots which will be available for Fall 2010. [The Highlands \(Richardson\) Area Structure Plan](#)
- **Discovery Plains:** 160 acres - Area Structure Plan process is underway. [Discovery Plains \(Northwest\) Area Structure Plan](#)

The Intermunicipal Transportation and Utility Plan (Town and County) addresses transportation and utility corridors to service existing and annexed lands.

The South-East Olds Industrial Area Structure Plan completed in 2001 provides ***clear direction for the use of this area for light industrial, value-added processing and manufacturing, and other complementary uses***. This Area Structure Plan includes the subject lands. This subject property also lends itself to heavy industrial uses as it offers CP rail access.

Why Olds? (continued)

Industrial Land Listed for Sale in the Town of Olds

As of June 30, 2010

Address	Size	Services	Price
4342 47TH AVE	2.85 ACRES	UNSERVICED	\$400,000.00
4346 47TH AVE	.30 ACRES	AT ROAD	\$130,000.00
4350 47TH AVE	.33 ACRES	AT ROAD	\$130,000.00
49TH AVE	2.32 ACRES	SERVICED	\$579,000.00
49TH AVE	1.35 ACRES	SERVICED	\$379,000.00

Fibre to the Premises (FTTP)

One of the major undertakings of the OICRD has been the exploration of *harnessing the power of the Internet and technology opportunities* in support of existing businesses and attracting more diversification in our local economy. Enhanced capacity of broadband supports industry involved in *medical, architectural, entertainment, multi-media, e-commerce, and educational applications*, among others.

The Olds Fibre to the Premises (FTTP) project has received national recognition in its objective to lead the way in getting high speed and high capacity internet through optic fibre connection to every household and business in the Town of Olds. The initiative has been successful in securing funding and completing a pilot project in ploughing in fibre to a test area, and has recently hired a consulting firm to survey the town to determine the initial take-up rate.

This project is expected to result in a community-owned infrastructure network that will be built by community debenture and paid off through user fees, generating ongoing capital that can be ploughed into the community's economic development initiatives. The impact of accessibility to broad band width, Voice over Internet Protocols (VOIP), and the inherent capacity to house technology-based industry within our community is expected to establish Olds potentially as a "Silicon Valley North".

The community's leadership in technology-based enterprise will have a strong impact on diversifying the economic base with clean and highly skilled workforce opportunities.

See Attached – Council Supports Fibre Project – Olds Albertan – June 22, 2010

Why Olds? (continued)

From Agriculture to Technology

Olds area boasts some of the richest and most productive soils, with ***proven viability of agriculture*** and particularly crop production, successfully operating even as other areas suffered losses through the “Dirty Thirties”. It is no wonder that Olds is the home of Olds College –soon to be celebrating ***100 years of serving agriculture and land based, and related business industries***. Olds College brings a unique combination of opportunities for ***collaboration, training, applied research, technology development and testing capability through its facilities, programs and industry partnerships***. Most notable industry collaborations have resulted in development of the Composting Technology Centre, the Centre for Innovation, the John Deere Centre, the Landscape Pavilion, and the Canadian Equine Centre.

More recently, innovative thinking with the Chinook’s Edge School Division and the Province of Alberta has resulted in a 3P partnership and joint development of the Community Learning Campus. The project the Bell ***e-Learning Centre housing the state-of-the-art e-learning, conference and teleconferencing facilities*** including a television production lab. Completed in 2010, the Ralph Klein Centre houses the ***new Olds High School, recreation facilities, government service offices***, and a TransCanada Fine Arts and Multi-media Centre with a ***390 seat performing arts theatre and multi-classroom complex*** that has elevated the capacity of the community to engage in a wider variety of visual, creative and performing arts.

Construction on the newest project – the Wetlands Research and Design project – is slated to commence in 2010. This trial area may provide some of the most exciting collaborations yet, through the marriage of the College’s land-based expertise in remediation, horticulture, biodiversity, and the challenges in maximizing oil and gas revenues and in particular the oilsands’ productivity in ways that are more sensitive to environmental protection and recovery.

Community Economic Development Office (CEDO)

In order to support and implement the economic development initiatives and the objectives of the OICRD, the community has retained the services of a Community Economic Development professional. With this resource, the ability to proceed with a number of projects has been enhanced.

Why Olds? (continued)

Eco Industrial Park Feasibility Plan

Given the strong community engagement with sustainability, the progress on the FTTP project, and partnerships existing through the OICRD between the founding essential members (Town of Olds, Olds College, Olds Agricultural Society and the Olds & District Chamber of Commerce) the timing is ideal to promote use of the subject area for an Eco Industrial Park. (See Appendix 3 for details and benefits.)

The OICRD is currently in the process of confirming funding to carry out an Eco Industrial Park Feasibility Plan. ***Both of the initiatives offer tremendous support for attracting industrial development to Olds.***

This parcel is uniquely positioned in terms of being adjacent to Olds College with all its inherent possibilities for training, consulting, applied research, exposure to industry partnerships, etc. This parcel is also on Highway 2A with direct access to Highway 2 (Queen Elizabeth II) and Highway 27.

Eco Industrial Networking (EIN) – Implementing the Plan

The synergies through location within an Eco Industrial Park are proven to be significant. Exploration of collaborative industry partnerships are enhanced through the existing working relationships between the members of the OICRD. Town of Olds, Olds College, Olds and District Chamber of Commerce, Olds Agricultural Society, Chinook's Edge School Division, and expanding numbers of businesses and individuals engaged in the concerted consideration of opportunities. In practice, the potential for spinoff benefits is extensive.

The Economic Development Office is in place to ensure these synergies and connections are made, such as waste = food synergies; multi-objective infrastructure systems (utilities/services); sustainable economic development; more efficient land use planning; green buildings, technologies & practices; greater return for capital investment; leveraged partnerships between public & private organizations; and integral consideration of ecological, social, and economic impacts.

Appendices

1. A Strong Economic Development Arm - Olds Institute for Regional and Community Development (OICRD)

Every community has them – business owners, residents, elected officials – friends who like to get together over a cup of coffee and talk about the things they’d like to do if they only had the time. “If we just had this,” or “If we only did that,” or “If we could get,”... and so it goes. The beauty is that instead of wondering “what if”, one day a group of community leaders said “Let’s do it!” and the Olds Institute for Community and Regional Development began. The Institute bases every objective on the philosophy that economic development should be driven by the community. As the community comes together in numerous ways to review what is happening and decide what type of community they want, they will direct Town Council as to what needs to happen to make it so.

Building on the support of the four founding Essential Members (Olds Agricultural Society, Olds & District Chamber of Commerce, Olds College, and the Town of Olds), the Institute generates significant synergy within the community by encouraging collaboration between the Essential Members and other community stake-holders so that the sum is greater than each of the individual contributors. In addition, the Institute acknowledges the support of our Associate Members: Mountain View County and Chinook’s Edge School Division.

OICRD Values

As the OICRD, we value accountability, collaboration, innovation, and behaving with integrity.

Vision

To be the recognized leader in sustainable community and regional development.

Mission Statement

Olds Institute for Community and Regional Development encourages, initiates, and facilitates community and economic development through the incorporation of the five dimensions of a sustainable community: cultural, economy, environment, governance and social.

Olds Institute Outcomes Are:

A vibrant Cultural scene; A strong Economy; A healthy Environment; Good Governance; A Strong Social Network and Diverse revenue streams for the Olds Institute.

OICRD directed the development of the Olds Strategic Sustainability Plan (OSSP) in February 2008. The purpose of the OSSP is to move the Town of Olds towards a sustainable future. The success of the OSSP is dependent on the following four commitments:

1. The plan will be an operational tool with an annual renewal process to keep it dynamic;
2. The plan will be an integral component of the Town’s Municipal Development Plan;
3. The plan will guide the creation of action plans with targets and sustainability indicators within all strategic areas of which economic development is a significant driver; and
4. Each stakeholder will ensure community capacity building through partnerships and alliances in an effort to engage as many resources as possible in the work towards achieving our sustainable preferred state and future.

Appendices (continued)

2. OICRD'S Community Economic Development Function

The community economic development office and the community economic development officer are one of the same because the office is staffed by one full time professional economic development practitioner, that being the community economic development officer (CEDO). The CED office is located within the Town of Olds Municipal building and the Town also manages the wage & salary administrations for the CED officer as well as provides for the operational overhead needs of the office such as equipment, communications, supplies, etc.

Purpose Of The Position

Reporting directly to the OICRD Board, the role of the CEDO is to support the role of the OICRD Board in its facilitation of community and economic development opportunities. The CED Officer is responsible for facilitating and promoting business development for the purpose of securing sustainable economic and community development opportunities that will lead to increased employment on a local level. The CED Officer is also an invited member of the Town of Olds Legislative Services Committee for the purpose of collaboration and sharing of information within the context of the Olds Strategic Sustainable Plan. Functions and activities carried out by the CEDO will be governed by the five dimensions of '**Sustainable Community** - a healthy **Environment**; a strong **Economy**; a vibrant **Cultural** scene; Good **Governance**; and a strong **Social** network'.

Scope

The CEDO reports to the OICRD Board of Directors and in consultation with the OICRD's seven Pillar Committees:

- Facilitates community and economic development planning and initiatives;
- Identifies and fosters community economic development opportunities;
- Secures funding for economic development activities and programs;
- Assists local organizations, businesses and individuals with establishing community and business development plans and projects; and
- Promotes the community for the purpose of expanding sustainable economic development opportunities.

Appendices (continued)

3. Eco Industrial Park Feasibility Study

Background/Proposal

Town Council and the OICRD Board passed a motion in April 2010 to support a funding development proposal for a project plan feasibility study. The study will examine the establishment of an eco-industrial plan that would lead to the development of an eco-industrial park within the boundaries of the Town of Olds. An eco-industrial plan would serve as a marketing tool to guide and facilitate the development of the Town of Olds industrial lands in a sustainable and systematic manner. The object of this project is to develop eco-industrial networking opportunities to integrate and enhance the industrial aspect of the community, increase the sustainability of the entire community and help Olds realize its potential as a Canadian leader in its sustainability policy and program. Specific objectives of the study will include:

- Guide planning and engineering staff in supporting and encouraging greener industrial development in the private sector; and
- Assist economic development staff in attracting and retaining progressive businesses, especially through the encouragement of eco-industrial networking.

It is anticipated that funding would come from the Rural Community Adaption Grant Program (RCAP). The purpose of RCAP is to increase the capacity of rural communities and regions to transition and adapt, resulting in greater resilience and new, more diverse economic opportunities. This grant is part of a Government of Alberta Community Adaption and Transition Initiative to support communities. Overall funding for the RCAP was made available through the National Community Development Trust. The Program funds up to 90% of eligible non-capital project costs and up to 50% of eligible capital costs, to a maximum of \$500,000 per project. RCAP has been set up to be a continuous in-take program, however program funding will expire on March 31, 2011 or earlier depending on availability of funds.

At this point, the cost of the study is not definitely known. Research is being conducted by the CEDO and Funding Committee to determine the cost of similar studies done by other Alberta communities – Spruce Grove, Hinton, and Fort McMurray. Information to date indicates that such a study may cost approximately \$100,000. RCAP will cover 90% of that cost. The remaining 10% will need to be covered by OICRD and/or the Town of Olds. This situation could lead to 50% cost sharing of the 10% or the Town may decide to absorb the whole 10%.

Appendices (continued)

3. Eco Industrial Park Feasibility Study (continued)

Community Impact

- Eco-Industrial Plan would compliment the “Olds Strategic Sustainability Plan”.
- Eco-Industrial Plan feasibility study will provide potential investors with necessary information to make decisions relative to relocation to Olds.
- Eco-Industrial Plan will fulfill need to provide industrial real estate that encourages new investment in Olds. Current industrial parks (2) are near 100% capacity.
- Eco-Industrial Plan will lead to the attraction of more professional, trades, and crafts persons to Olds. In turn, resulting in higher wage jobs related to innovation, research and technology based services and manufacturing through the creation of new job opportunities.
- Eco-Industrial Plan will encourage natural partnerships between industry, educational and business support service providers in Olds.
- Eco-Industrial Plan will help to diversify the Town’s current business and industry sector’s and change the strong reliance on primary resource based industry through the creation of opportunities attached to the technology and secondary or value added sectors.
- Eco-Industrial Plan will meet multiple objectives:
 - Maximize competitiveness and profitability
 - Improved productivity
 - Increase direct and indirect value from private and public investments
 - Attract and retain workers
 - Improve environmental and human health
 - Provide for a healthier, prosperous community in which to live, work, learn, play, invest and raise a family.

Proposal & Plan

- Eco-Industrial Plan feasibility is the first step in a sustainable community economic development approach to develop an eco-industrial park in Olds.
- The feasibility study will identify:
 - Availability of commercial and industrial real estate suitable for industrial park development;
 - Services (power, water, sewer, etc.) availability;
 - Location vs. neighbouring industrial park locations;
 - Transportation services (QE II Highway, Railroad and spur availability); and
 - Land values (Olds vs. neighbouring parks).

Appendices (continued)

3. Eco Industrial Park Feasibility Study (continued)

Rationale

- Current Industrial Park development is nearing no vacancy status – almost 100% sold out.
- Access to transportation modes is essential for the success of eco-industrial parks and this makes Olds more than suitable because Olds is all about location, location, location.
- Industrial park development will be necessary to compliment “fibre-to-the-premise” infrastructure development and vice versa, “Fibre-to-the-premise” broadband infrastructure will complement eco-industrial park development.
- Eco-Industrial Plan/Park will provide innovative training and educational partnerships opportunities with our Post-Secondary School of Innovation research centre for excellence.

Deliverables

- Eco-Industrial Plan for Olds.
- The feasibility study will identify:
 - Availability of commercial and industrial land suitable for industrial park development.
 - Services (power, water, sewer, etc.) availability.
 - Location vs. neighbouring industrial park locations.
 - Transportation services (QE II Highway, Railroad and spur availability).
 - Land values (Olds vs. neighbouring parks).

Appendices (continued)

4. Fibre to the Premise (FTTP)

FTTP is a 100% fibre optic (tiny strands of glass/plastic that are bundled into cables and used to transmit information coded in pulses of light) based communications network for residential and business customers. The network will be built past every home and business in Olds. People will be able to access telephone, television, video, and internet services.

Advantages of the system are improved quality of services, expanded HDTV channel offerings, faster internet download / upload. It will cost the same as existing telephone or TV service and it will be provided by licensed service providers.

The goal of this project is to link every household and business in Olds to Alberta's SuperNet. We are talking about a community portal, a single port of service for e-commerce, secure service sites and e-markets.

Every citizen will have access to advantages such as Voice Over Internet communications, mass storage, virtual private networks, and all of the attendant training and services for users.

A study of the US FTTP market found the average homeowner sees FTTP being worth an additional \$4k-\$7k (\$US) per house in the future resale value of a home.

Adding connectivity of this quality is seen as a major competitive advantage for business and industry in making location decisions. The OICRD Technology Committee Chairman states "We believe that adding connectivity is going to future-proof the community and that businesses will start to come here because of that availability of connectivity." (Olds Albertan – July 6, 2010)

Olds is proactively leading the way in creating the infrastructure to help ***keep Olds business and industry at the forefront of technology-driven innovation.***

Appendices (continued)

5. Eco-Industrial Plan

Eco-Industrial Networking (EIN) embraces a system approach and lessons from nature. In practice, EIN creates collaborative relationships between businesses, government, and communities to more efficiently and effectively use resources such as materials and energy, but also including land, infrastructure, and people.

In practice, this results in waste = food synergies; multi-objective infrastructure systems (utilities/services); sustainable economic development; more efficient land use planning; green buildings, technologies & practices; greater return for capital investment; leveraged partnerships between public & private organizations; and integral consideration of ecological, social, and economic impacts.

The objective of the project is to secure funding through the provincial government Rural Community Adaption Fund Program to develop a plan that serves as a marketing tool to guide and facilitate the development of Olds industrial / commercial lands in a sustainable and systematic manner, and to develop eco-industrial networking opportunities to integrate and enhance the industrial aspect of the community, increase the sustainability of the entire community and help Olds realize its potential as a Canadian leader in its sustainability policy and programming.

Specific objectives would include:

- Guide planning and engineering staff in supporting and encouraging greener industrial development in the private sector; and
- Assist economic development staff in attracting and retaining progressive businesses, especially through the encouragement of eco-industrial networking.

Olds' pursuit of this plan through RCAF program funding with the above stated objectives indicates the **level of priority** that Council has in addressing industrial land needs, as well as commitment to the **level of cooperation and collaboration anticipated** in working with an industrial developer at this time.