



## Truck Stop/Travel Plaza/Gas Station Opportunity Profile

<b>Description</b>	<ul style="list-style-type: none"> <li>↳ Retail gasoline, diesel fuel, and other amenities to travelers and transport operators.</li> <li>↳ Potential to offer other amenities such as restaurant, truck scales, showers, truck wash, card lock, RV facilities, and hotel/motel.</li> </ul>
<b>Location</b>	<ul style="list-style-type: none"> <li>↳ The Queen Elizabeth II Highway between Calgary and Edmonton is one of Canada's highest volume highways and has traffic of over 50,000 on it daily in many segments.</li> <li>↳ Junction 53 and 20 in Rimbey, <b>36 and 12 in Paintearth County (near Castor)</b>, and along Highway 21 at Trochu may provide good potential for truck stops.</li> <li>↳ The Town of Alix may have potential for a gas station.</li> <li>↳ Other viable locations in Central Alberta.</li> </ul>
<b>Investment</b>	<ul style="list-style-type: none"> <li>↳ Option exists to operate independently or as a franchisee.</li> <li>↳ A minimum investment of at least \$100,000 is typically required to start a franchise and will increase as scale of operation increases.</li> <li>↳ An inventory of fuel, convenience items, tobacco, etc. will be required</li> <li>↳ An investment between \$325,000 and \$750,000 is required to establish an independent operation depending on the options and amenities offered.</li> </ul>
<b>Market Opportunity</b>	<ul style="list-style-type: none"> <li>↳ Easy access from major highways is a key competitive advantage.</li> <li>↳ Economic activity in rural locations combined with Queen Elizabeth II Highway volume increases has led to increased traffic and opportunities on some secondary highway routes in Central Alberta.</li> <li>↳ Between 20,000 and 30,000 vehicles on average travel on the Queen Elizabeth II daily in Central Alberta (Mountain View County to Wetaskiwin County). 16% of the traffic is commercial (single and tractor trailer units and buses) - approximately 3,600 vehicles.</li> <li>↳ The average daily traffic count at Junction 53 and 20 near Rimbey is over 3,000 (2006), 15% which is made up of commercial traffic.</li> <li>↳ <b>The average daily traffic count at Junction 36 and 12 near Castor is between 1,200 and 1,570 (2006), 23% of which is made up of commercial traffic. Highway 36 is also a designated high load corridor meaning it is designed for heavy industrial traffic.</b></li> <li>↳ The average daily traffic count on Highway 21 at Trochu is over 3,000 (2006) and is made up of 14-19% commercial traffic.</li> <li>↳ Highways 11 and 21 to the northeast of Red Deer are a designated high load corridor. Highway 22 is another high load corridor.</li> <li>↳ A number of tourist highways exist in the region including: <ul style="list-style-type: none"> <li>- Highways 12 and 36 are part of The Trail of the Buffalo (<a href="http://www.albertabuffalotrail.org">http://www.albertabuffalotrail.org</a>) tourist region.</li> <li>- Highway 22 – The Cowboy Trail (<a href="http://www.thecowboytrail.com/">http://www.thecowboytrail.com/</a>).</li> <li>- Highway # 21 – the Boomtown Trail (<a href="http://www.boomtowntrail.com/">http://www.boomtowntrail.com/</a>)</li> <li>- Highway #11 – the David Thompson Highway (<a href="http://www.travelalbertacentral.com">www.travelalbertacentral.com</a>)</li> </ul> </li> <li>↳ An opportunity exists for providing traveler amenities in addition to fuel sales. Little currently exists in terms of full scale truck stops in Central Alberta.</li> </ul>

<b>Competition</b>	<ul style="list-style-type: none"> <li>↳ There are more than 16,000 retail gas outlets across Canada.</li> <li>↳ Utah based "Flying J" has received conditional approval to develop a travel plaza on 67<sup>th</sup> Street in Red Deer at the site of a current Shell cardlock fuel station. Flying J also has plazas to the north in Nisku, Edmonton, and Sherwood Park and to the south in Calgary.</li> <li>↳ In September of 2007, Flying J and Shell Canada announced a joint venture involving Shell Canada's cardlock network and Flying J's Canadian travel plaza in which the two companies plan to spend over \$200 million to build new travel plazas and remodel existing ones.</li> <li>↳ Services are not available between Killam and Hanna on Highway 36. Services between Stettler and Consort on Highway 12 are limited. Along Highway 21, Three Hills is the only major stop on the long haul between Strathmore and Camrose.</li> </ul>
<b>Employment</b>	<ul style="list-style-type: none"> <li>↳ Require cashiers, pump attendants and a manager at a minimum.</li> <li>↳ Servers and cooks needed if a restaurant is added.</li> </ul>
<b>Site and Utility</b>	<ul style="list-style-type: none"> <li>↳ Site needs include adequate space for parking, building, and adequate fuel storage. Parking areas will be large for transport trucks and RV's.</li> <li>↳ Access to standard utilities.</li> <li>↳ An environmental assessment is likely needed.</li> </ul>
<b>Environment/ Regulatory Issues</b>	<ul style="list-style-type: none"> <li>↳ Municipal zoning and development approval process.</li> <li>↳ Gas royalties, fuel taxes, etc.</li> <li>↳ Subject to environmental regulations regarding hazardous goods retailing.</li> <li>↳ Subject to the Dangerous Goods Transportation and Handling Act (<a href="http://www.infratrans.gov.ab.ca/519.htm">http://www.infratrans.gov.ab.ca/519.htm</a>).</li> <li>↳ An environmental assessment is likely needed.</li> </ul>
<b>Agency Support</b>	<ul style="list-style-type: none"> <li>↳ Alberta Industry and Economic Information: <a href="http://www.alberta-canada.com">http://www.alberta-canada.com</a></li> <li>↳ Alberta Infrastructure and Transportation: <a href="http://www.infratrans.gov.ab.ca/">http://www.infratrans.gov.ab.ca/</a></li> <li>↳ Canadian Petroleum Products Institute: <a href="http://www.cppei.ca/home.html">http://www.cppei.ca/home.html</a></li> <li>↳ Community Futures Wild Rose: <a href="http://www.cfwildrose.ca/">http://www.cfwildrose.ca/</a></li> <li>↳ East Parkland Community &amp; Business Development Corporation: <a href="http://www.eastparkland.com/">http://www.eastparkland.com/</a></li> <li>↳ Red Deer Centre for Business Development: <a href="http://www.rdcdb.com">http://www.rdcdb.com</a></li> </ul>
<b>Key Players</b>	<ul style="list-style-type: none"> <li>↳ Petro-Canada: <a href="http://www.petro-canada.ca">http://www.petro-canada.ca</a></li> <li>↳ Husky Energy: <a href="http://www.huskyenergy.ca/retail">http://www.huskyenergy.ca/retail</a></li> <li>↳ Flying J: <a href="http://www.flyingj.com/">http://www.flyingj.com/</a></li> <li>↳ Esso Imperial Oil: <a href="http://www.imperialoil.ca">http://www.imperialoil.ca</a></li> <li>↳ Shell Canada: <a href="http://www.shell.ca">http://www.shell.ca</a></li> <li>↳ Parkland Industries: <a href="http://www.parkland.ca">http://www.parkland.ca</a></li> <li>↳ UFA: <a href="http://www.ufa.net">http://www.ufa.net</a></li> </ul>