

Market Analysis Report for Grande Pointe

General Overview

- Grande Pointe is primarily a residential community with a commercial zone to the South. Lot sizes are large (2 acres) with well and septic fields. Most residents work in Winnipeg, but live in Grande Pointe as a way of living in the “country”. Many residents are disappointed with the Grande Pointe Secondary Plan that includes smaller lots, and water and sewer brought into the area.
- The Grande Pointe Homeowners Association exists to continue to develop and maintain their park. They also organize some events that enable local residents to meet a few times over the year, with a larger gathering in the beginning of June each year.

Market Opportunities

- Commercial lots are available to the South of the existing commercial area. There will also be a 30 lot commercial subdivision coming in called Cobblestone Estates.

High Level Reasons of Market Attractiveness

- Proximity to Winnipeg.
- Access to Hwy 59, TransCanada Hwy and Hwy 75.
- Land value and taxes are lower than in Winnipeg.

Cautionary Flags

- No visibility for the commercial businesses from Hwy 59.
- No running water or sewers
 - Limits business opportunities to low/no water consumption.
 - Many residents view this as an advantage and are not interested in investing in running water and sewer.
- Proximity to Winnipeg.
- Aside from the Grande Pointe Homeowners Association, there isn't a strong group uniting this community.

Suggested Strategies and Initiatives

- Two of the local auto body and repair shops work with expensive cars, requiring them to trailer the vehicles in and out of the area as the roads are gravel. Paving the roads in the commercial area may create more opportunities for the local businesses to expand.
- Working with the existing businesses, improve the signage and visibility for the businesses in the area.
- Municipality should evaluate the types of businesses that they would like to attract to the Grande Pointe commercial area.

What would be the short-term and longer-term impact of adding sewer or water? The RM may want to consider evaluating whether the lack of sewer and water is a real or perceived deterrent for future expansion.

Additional Information

The following three categories describe a community's general attractiveness. The information is qualitative in nature.

Residential Growth

	In the Area	Near the Area	Comments
Quality affordable housing	yes		
Good schools and a solid education system		Yes	
Quality accessible proximate health services		Yes	
Affordable, varied and attractive consumer products		Yes	
Variety in recreational and arts and culture activities	Yes	Yes	
Well-maintained infrastructure	Yes		
Welcoming, inclusive environment	Yes		

Attractive Business Environment

	In the Area	Near the Area	Comments
Sufficient skilled individuals	Yes	Yes	
Business friendly tax environment	Standard		
Good transportation systems and logistics			
Start-up and ongoing capital financial assistance			Upon request only.
Community support for products and services			Appears to be support for the local recreational opportunities.
Support for entrepreneurs and businesses			Upon request.

Tourism

	In the Area	Near the Area	Comments
Widespread marketing of destinations and events	Limited	Yes	
Attractive destinations and events that meet the needs and desires of tourists	Limited	Yes	Primarily geared to local residents. There are a few

	In the Area	Near the Area	Comments
			MCA bike races that happen.
Accommodations and other services that enhance the visitor experience.	No	Yes	

Business Listings¹

- Backstage Pro Audio Service Inc. – www.backstageproaudio.com
- Blahnik Jewellery Ltd –
- City Press – www.citypress.ca
- Corporate Concepts Ltd –
- Earis Family Home Daycare – home daycare
- Fraser’s Auto Service – www.fraserauto.com
- Gallant Sales Inc. – www.galantsales.com
- GenX Enterprise – residential and commercial development
- Global Electric Ltd – www.globalelectricltd.com
- Gotta Go – www.gottagoportabletoiletrentals.ca
- Hydon-Aire Ltd. – www.hydroaire.com
- Kenny Lang Auto Body –
- Kerry Lipischak Artist – oil paintings, prints, commissions
- Keystone Western – www.keystonewestern.com
- Little Treasures Daycare – home daycare
- Mannatech – www.mannapages.com/b/evt
- Marxx Brothers Enterprises – residential contractor, building foundations
- Maynard Skid Steer Service – grading, levelling
- Music for Young Children (MYC) – www.myc.com/teacher/munrau
- Northwest Decorating & Sandblasting Ltd. – www.northwestandblasting.com
- Parc Récréatif Grande Pointe Recreational Park
- Putt’s Transfer Ltd. – www.putts.ca
- Re-Max Performance Realty – www.angierondeau.com
- Ren-Lin General Contractors – custom framing, homes & cottages, residential & commercial,
- Ridge Tech Industries Inc. www.ridgetech.ca
- SanDale Fabrications – www.sandalefabrications.com
- Sound Art – www.soundart.com
- Southside Golf Course – www.southsidegolf.ca
- Spa Solutions – www.spasolutions.com
- The Lemon Train – fresh squeezed lemon and mini donuts mobile concession
- XL Transportation – hauling, snow removal, topsoil, sand & gravel

¹ Source: [Ritchot Municipality Business Directory](#). It should be noted that the listing does not include all of the businesses in the area.

Population

Total Population – unknown

Population by age group

RM of Ritchot (Total population 5,480)

Data not available for Grande Pointe only

- 0 to 17 years 1,840 (34%)
- 18 to 39 years 1,525 (28%)
- 40 to 59 years 1,763 (32%)
- 60 years and over 790 (14%)

Household total income in 2010 of private households

RM of Ritchot (Total households 1,855)

- less than \$20,000 125
- \$20,000 to \$49,999 270
- \$50,000 to \$99,999 670
- \$100,000 to \$149,999 560
- \$150,000 and over 215
- Median household total income (\$) \$88,031
- Average household total income (\$) \$94,118

Population by highest certificate, diploma or degree (aged 25 to 64 years)

RM of Ritchot (Total population surveyed: 3,105)

- No certificate, diploma or degree 330 (11%)
- High school diploma or equivalent 1,010 (33%)
- Postsecondary certificate, diploma or degree 1,775 (57%)

Total population aged 15 years and over by labour force status 4,300

- In the labour force 3,285
- Employed 3,155
- Unemployed 130
- Not in the labour force 1,020

- Participation rate 76.4%
- Employment rate 73.4%
- Unemployment rate 4%

Total labour force aged 15 years and over by class of worker 3,285

- Employee 2,770
- Self-employed 475

Total labour force population aged 15 years and over by occupation 3,280

- 0 Management occupations 450

- 1 Business, finance and administration occupations 670
- 2 Natural and applied sciences and related occupations 160
- 3 Health occupations 175
- 4 Occupations in education, law and social, community and government services 305
- 5 Occupations in art, culture, recreation and sport 40
- 6 Sales and service occupations 610
- 7 Trades, transport and equipment operators and related occupations 680
- 8 Natural resources, agriculture and related production occupations 75
- 9 Occupations in manufacturing and utilities 80

Total labour force population aged 15 years and over by industry
(North American Industry Classification System (NAICS) 2007) 3,285

- 11 Agriculture, forestry, fishing and hunting 110
- 21 Mining, quarrying, and oil and gas extraction 0
- 22 Utilities 50
- 23 Construction 505
- 31-33 Manufacturing 245
- 41 Wholesale trade 100
- 44-45 Retail trade 335
- 48-49 Transportation and warehousing 185
- 51 Information and cultural industries 60
- 52 Finance and insurance 200
- 53 Real estate and rental and leasing 95
- 54 Professional, scientific and technical services 140
- 55 Management of companies and enterprises 0
- 56 Administrative and support, waste management and remediation services 75
- 61 Educational services 185
- 62 Health care and social assistance 340
- 71 Arts, entertainment and recreation 45
- 72 Accommodation and food services 115
- 81 Other services (except public administration) 215
- 91 Public administration 240

Households by type (own, rented, single family, etc.)²

- Estimated 160 households in **Grande Pointe**

Total number of private households by tenure

RM of Ritchot (Total households 1,860)

- Owner 1,750
- Renter 105

Total number of occupied private dwellings by period of construction

RM of Ritchot (Total households 1,860)

- 1960 or before 240
- 1961 to 1980 660
- 1981 to 1990 315
- 1991 to 2000 260
- 2001 to 2005 125
- 2006 to 2011 260

² This information is available for free on the Web through FCM by Municipality or census population centre.