BOW VALLEY LABOUR MARKET REVIEW

Fall 2020

Moving Beyond the Crux

Ordinarily, early spring is the lead-up to peak tourist season in the Bow Valley. This spring was anything but ordinary as the coronavirus pandemic swept across the world, closing international borders to travellers, closing local ski areas prior to the end of the winter season, and significantly disrupting spring/summer recruiting plans for local businesses. Any other spring, recruiters would be busy hiring staff for the upcoming summer season. This spring, small and large employers were navigating temporary and permanent staff layoffs as non-essential businesses were required to close their doors.

Our normally predictable labour market became hard to forecast, making planning and staffing for the summer months extremely challenging. Alberta reached record high unemployment rates in May and June. By mid-June, Alberta moved into Phase 2 of the relaunch allowing non-essential businesses to reopen their doors and call back laid-off staff. As businesses and the National Park welcomed visitors for the first time since April, Albertans flocked to the mountains for a change of scene after the lengthy 'stay at home' message was lifted. Albertans exploring their own backyard, provided a much-needed boost to the Bow Valley economy considering the earlier business closures and the lack of international visitors.

According to Todd Hirsch, chief economist at ATB Financial, this upcoming year is still going to be brutal for the economy. But if we do the right thing and use extreme caution as we learn to live with COVID, 2021 holds the promise of a gradual—if not hesitant—economic recovery for Alberta. (Todd Hirsh Commentary June 3, 2020) toddhirsch.com)



Job Resource Centre Employer Resources

- Labour Market Information
- Job Posting Service: Including our new online job board
- HR Guidance: Short-term coaching specific to employer needs (i.e. HR best practices)
- Hiring Events at JRC offices in Banff and Canmore
- Employer workshops and webinars
- Government of Alberta publications
- Canada Alberta Job Grant information

Call 403.760.3311 for more information

Planning Tips and Helpful Resources for Employers

There are some great local resources and useful tips to help business owners navigate through the unpredictable nature of our labour market:

- Bow Valley Chamber of Commerce COVID-19 Important Information for you and your business
- The Business Development Bank of Canada (BDC) supports small and medium sized businesses in all industries and at every stage of growth with money and advice. Information to help your business take action during the COVID-19 crisis.
- Consider developing a **Business Continuity Plan** for inevitable staff absences due to isolation requirements, or another economic shut-down allowing for continuity of your business operations. The BDC offers Business Continuity templates for entrepreneurs.

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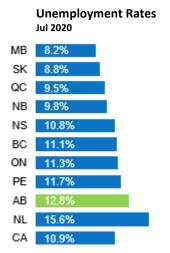
Labour Market Trends

Unemployment Rates The provincial unemployment rate for July 2020 was 12.8% - almost double the 7% rate this time last year. Closer to home, the Banff-Jasper-Rocky Mountain House region showed a rate of 14.4% unemployment, almost triple the 5.7% rate of July 2019. These high unemployment rates haven't been seen since the early 1980s and were a direct result of the COVID-19 pandemic and reduced tourist traffic.

Occupational Demand The Job Resource Centre received 1,197 job orders (for a total of 2,585 positions) from 281 Bow Valley employers between February and July 2020. Job orders decreased by 46% compared to the same period last year.

Staff Housing Of all jobs posted at the Job Resource Centre, 43% were advertised with staff housing, slightly down from 2019. More jobs in Banff (54%) came with staff housing than in Canmore (22%). Employers had to limit staff housing to one person per bedroom due to COVID safety precautions for spring/summer 2020.

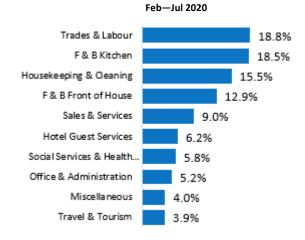
Average Starting Wages The average starting wage in the Bow Valley was \$19.14 per hour during this six month period, a 7.6% increase over last year's average of \$17.78.



Occupational Demand

Job Supply and Demand 30% 25% 20% 15% 10% 5% 0% Feb Jul '20 Mar Apr May Jun Job Orders Job Seeker Visits

Between Feb—Jul 2020 the Job Resource Centre served 10,221 job seekers and posted 1,197 jobs. The graph above is a monthly comparison between these two variables.



BOW VALLEY JOB ADS & WAGES	JOB ADS Feb-Jul '20	JOB ADS Feb-Jul '19	AVERAGE WAGE Feb-Jul '20	AVERAGE WAGE Feb-Jul '19		
Food & Beverage Front-of-House	155	291	\$16.15	\$15.63		
Food & Beverage Kitchen	222	495	\$17.12	\$17.62		
Hotel Guest Services	74	181	\$16.35	\$16.57		
Housekeeping & Cleaning	186	292	\$17.05	\$16.38		
Miscellaneous	48	72	\$23.52	\$22.92		
Office & Administration	62	96	\$21.50	\$22.10		
Sales & Services	108	304	\$19.05	\$16.72		
Social Services & Health Care	70	83	\$23.49	\$19.37		
Trades & Labour	225	313	\$22.92	\$19.75		
Travel & Tourism	47	113	\$19.24	\$18.94		
Total Job Orders	1,197	2,240				
*Based on job ads placed with the Job Resource Centre in Banff and Canmore between Feb 1 and July 31, 2020						

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Tip of the Day

The Harvard Business Review 'Tip of the Day' Don't Just Give Feedback. Engage in a Conversation.

When giving feedback, you might assume your role is to tell your employee what you see, but it's far more effective if you engage in a two-way conversation. Start by asking questions about their strengths. You might say, "Tell me about a time this month that you felt energized," or, "What have you learned about yourself from working on this project?" When employees hint at a challenge, try to draw out their concern. You might ask questions like: "What outcome are you trying to achieve? What have you tried so far to get there? How have you handled similar challenges in the past?" Help them shape the path forward. Let the employee offer ideas about next steps, but steer the conversation and offer concrete feedback. Close with questions like, "How do you think you'll act on this?" and "What would happen if you tried this?" The best feedback helps your employees understand and build upon their strengths. (Tip of the Day—July 27, 2020)

Subscribe to the HBR <u>'Tip of the Day'</u> and receive practical management advice to help you do your job better.

Housing Rental Rates

Rental rates in Banff and Canmore continue to be expensive. The Banff Housing Corporation and Canmore Community Housing are doing their part to provide affordable housing opportunities for local residents.

AVERAGE RENTAL RATES*	BANFF	CANMORE
1 Bedroom	\$1,390	\$1,502
2 Bedroom	\$2,080	\$2,028
3 Bedroom	\$2,475	\$2,954
Studio/Bachelor	\$1,018	\$1,122
Roommate/Shared	\$ 954	\$ 843

^{*} Based on listings in local media between February and July 2020. Banff data sourced from Kijiji and Bow Valley Home Finder on Facebook. Canmore data collected by Canmore Community Housing.

New online Job Board

The launch on July 1 of the Job Resource Centre's online job board marked a big change for the Bow Valley labour market. Uniquely local, this current and convenient hub brings employers and job seekers together with detailed, searchable job listings.

Between July 1 and September 30, 13,000 views were logged equating to 1,290 views per week. That's a lot of job seekers looking for work in the Bow Valley!

Job Search Workshops



Great Community Resources

- Town of Banff Access Program
- Town of Canmore Affordable Services Program
- BanffLIFE
- CVAN
- Towns of Banff and Canmore volunteer opportunities
- Bow Valley Food Alliance
- Banff Mental Health 403.760.4696
- Canmore Mental Health 403.762.2990

CAREER EXPLORATION JOBS RESUMÉS

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Development News

Banff

Bear Street Project Going Ahead—A \$9.5 million construction project to turn Bear Street into a permanent plaza-like area is going ahead in a bid to help stimulate the local tourism economy that has been crippled by the global COVID-19 crisis. (RMO Today March 26, 2020)

Banff YWCA receives almost \$360K—The Alberta Rural Development Network announced that the Banff YWCA will be receiving \$359,450 from Canada's Homelessness Strategy in support of Project HOME, a program designed to provide support for Bow Valley residents experiencing precarious housing or homelessness. (RMO February 27, 2020)



Banff in the age of COVID-19. Banff Avenue is closed off to traffic to allow for more outdoor seating and physical distancing in the tourist hot spot. PHOTO: Tom Ross, 660 NEWS Sep 17, 2020

Canmore

Canmore Creating Task Force to Look at Future of Tourism—Even before COVID-19 arrived in Alberta at the beginning of March, Canmore's municipal and elected

officials wanted to have a conversation on the future of tourism for the community. (RMO Today May 26, 2020)

Bow Valley

Exshaw School Saved—It was announced that Indigenous Services Canada has agreed to continue funding Exshaw School for the next three years at current funding levels. (RMO February 6, 2020)

Family Resource Network to Replace Parent Link-With Bow Valley Parent Link set to close its doors by end of March, its current team is doing everything it can to ensure the communities of Banff, Canmore and Exshaw have proper

early childhood services. (RMO Today January 31, 2020)

Calgary to Banff Rail Link Eyed in UCP's Grand Recovery **Plan**—Premier Jason Kennev is setting his sights on potentially laying the groundwork for a new passenger rail

service between Calgary and Banff. (Calgary Herald July 2, 2020)

About the Job Resource Centre

The Job Resource Centre is a leading, Banff and Canmore based career and employment service. Our mandate is to help people find jobs and new careers and assist employers with hiring and retaining workers. Services are available in English and French and are free of charge.

Services for Job Seekers and Career Changers: job search support, professional resumé writing assistance, physical and online job boards with local opportunities, career coaching, student advice, training information, access to computers, copiers, telephones and resource areas.

Services for Employers: job posting service, employee referrals, hiring fairs, workshops, HR guidance, labour market information and an interview room for employer use.

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