



DIAMOND VALLEY  
**INVESTMENT  
GUIDE**

Where working and living intersect with history and natural foothills beauty.  
Come experience this vibrant, eclectic community on the banks of the Sheep River.

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## LAND ACKNOWLEDGEMENT

The Intermunicipal Economic Development Committee (IEDC) acknowledges the Town of Diamond Valley is situated on the traditional territories of the Treaty 7 First Nations including the Stoney Nakoda First Nations; Siksika Nation, Kainai Nation (Blood Tribe), Piikani Nation, Tsuu T'ina Nation, as well as the Metis Nation of Region 3, and all people who make their homes in the Treaty 7 region of southern Alberta.

# WELCOME

As a growing region within the foothills of Alberta, the Town of Diamond Valley is building on our farming, ranching and natural resource legacy, while also diversifying our community for the future.

The current economy is based on a mix of residential development, tourism, agri-business, film industry, service industry and retail.

Our key location along Highway 22 and proximity to regional markets make us ideal for highway-commercial and residential development. Recent land annexation has provided a long-term land supply, prime for development.

Our proximity to the urban centre of Calgary, outdoor recreation areas, access to major highways, investment in modern infrastructure, as well as a growing pool of diversified skilled labour, makes our community an ideal location to **invest, live and work**.

On January 1, 2023, our two communities of Black Diamond and Turner Valley amalgamated to create the Town of Diamond Valley, working together as one to welcome new investment and businesses.

On behalf of our community, we are delighted to present our Investment Guide.



# A LOCATION BUILT ON OPPORTUNITY

Located in the foothills region of southwestern Alberta and 40 minutes from the City of Calgary, our community is well positioned for innovative economic activity across a broad spectrum of sectors. We are a dynamic region that welcomes investment and growth.

We are a vibrant and safe community prompting rapid population and business growth and are the perfect location to call home.

**30 min**  
to South  
Calgary

**40 min**  
to downtown  
Calgary

**60 min**  
to Calgary  
Airport

**3 hrs**  
to US border

**4 hrs**  
to Edmonton



# FAST FACTS

## CURRENT POPULATION

2021 Federal Census – Statistics Canada

**5,341**

Combined Population

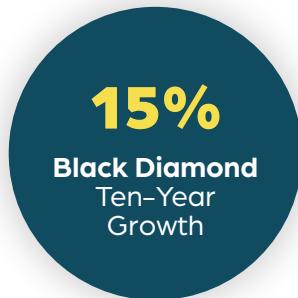


## POPULATION GROWTH

2021 Federal Census – Statistics Canada

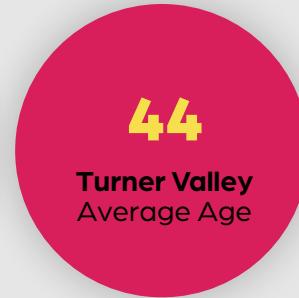
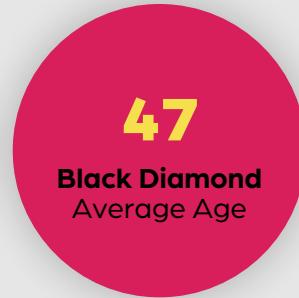
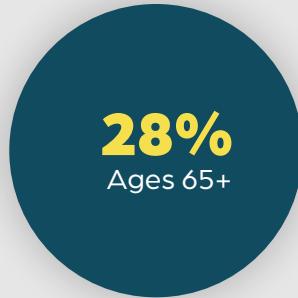
**17.5%**

Ten-Year Population Growth



## AGE GROUPS

2021 Federal Census – Statistics Canada



## MEDIAN HOUSEHOLD INCOME

2021 Federal Census - Statistics Canada (2020 Income)

**\$96,000**

Alberta

**\$86,000**

Turner Valley

**\$75,500**

Black Diamond

**\$132,000**

Foothills County  
(13th highest in Alberta)

## EDUCATION

Combined, 2016 Federal Census, Statistics Canada

**29%**

High School

**12%**

Trades

**23%**

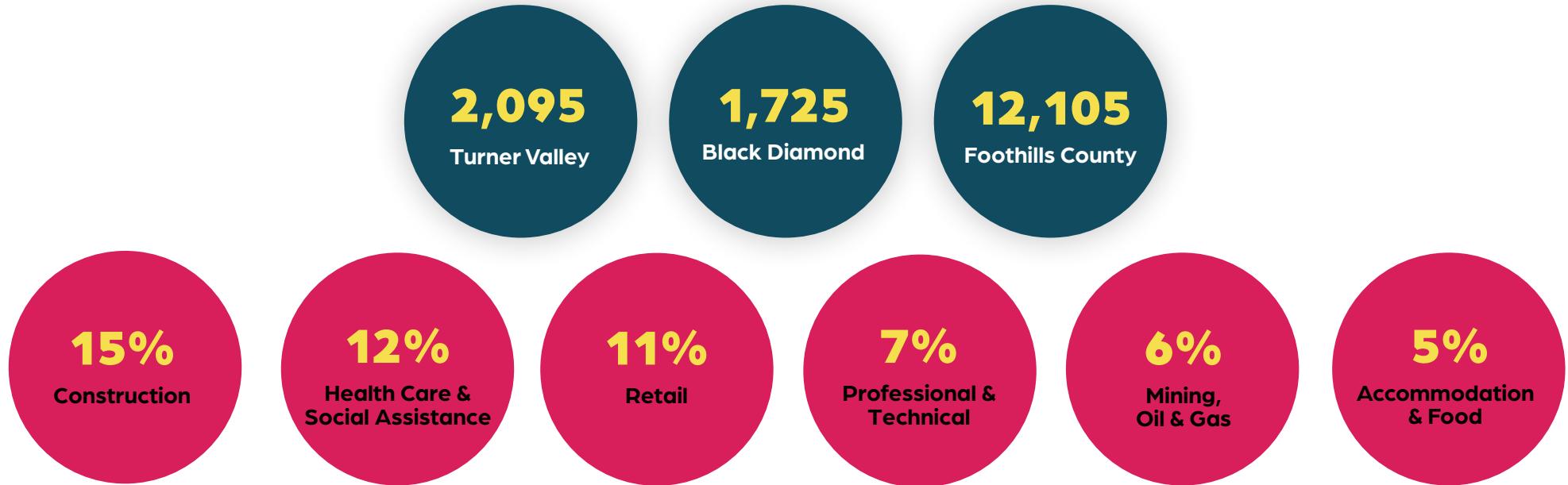
College

**15%**

University Degree

# REGIONAL LABOUR FORCE

2016 Federal Census, Statistics Canada



Labour Force Statistics – Black Diamond & Turner Valley Combined  
Statistics Canada North American Industry Classification System (NAICS)

The community is within easy commuting distance from south Calgary (30 minutes) and Okotoks (20 minutes), offering access to a skilled, diverse, and growing workforce.

## INDUSTRY PROFILE

2021 Regional Dashboard Alberta – Black Diamond & Turner Valley Combined

168

Local Businesses

# POTENTIAL TO GROW

## RESIDENTIAL PROPERTY SALES

Over 80% of the residential properties in our community are detached homes.

	2016	2017	2018	2019	2020	2021
<b>Properties Sold</b>	88	84	69	73	117	134
<b>Average SQ. FT</b>	1,294	1,319	1,354	1,402	1,360	1294
<b>Average Sale Price</b>	\$346,154	\$359,331	\$360,331	\$335,018	\$362,347	\$416,139 Detached \$242,871 Semi-attached / Townhouse

## AVAILABLE LAND

With the recent annexation of 800 acres there is now a diverse inventory of land available for development.

# DISCOVER FOR YOURSELF.

Located on the edge of the prairies, and with views of the Rocky Mountains, the foothills of Alberta are unique and distinct. Kananaskis Country is at our doorstep, offering the opportunity for outdoor recreation and an escape into nature that is never out of reach.

In town, you will find cool cultural experiences for locals and visitors alike. Explore our unique landscape and unwind by touring our eclectic local shops, breweries, distillery and restaurants.



# SOUL OF THE AREA.

The spirit of the community exists in its people and their resilient, 'never quit' attitude. The area is inspired by its location; a mountain-region community with a relaxed lifestyle; home to free spirits, artists, musicians, outdoor enthusiasts and entrepreneurial individuals wanting to achieve a true life/work balance.

Supporting happy, healthy communities, we have a health-centric Family Wellness Centre and many complimentary health practitioners in addition to the Oilfields General Hospital.

Recreation opportunities abound including interconnected trails, an outdoor pool and spray park, bike / pump track, newly refurbished skate park, indoor and outdoor skating arena facilities, and dog-friendly spaces with a riverside dog park.

The Sheep River Library offers an extensive variety of programs and services and regional education options include K-12 in both private and public school systems.



With an affluent population throughout the Foothills, and among the highest per capita income in rural populations of Alberta, the region is primed for business growth.

## TOURISM OPPORTUNITIES AND THE VISITOR ECONOMY

The Foothills region is rich in cultural heritage, boasting a vibrant arts scene and rooted in sustainable agriculture. The mottos 'field to fork' and 'gate to glass' are authentically reflective of the industry in the area. A quick 30-minute scenic drive takes visitors from Calgary to Diamond Valley and Kananaskis Country where they can experience the jaw-dropping beauty and offerings of the area.

The Foothills Tourism Association actively promotes the region; supporting the growth of this rural business community by attracting visitors locally, provincially, nationally and internationally. Developing the tourism economy in the Foothills drives economic growth, job creation and works to build a sustainable community for the future.

Foothills Tourism Association's website shows off this unique part of Alberta and encourages visitors to explore the Foothills. Their collection of business listings, events, history and stories of the Foothills is unmatched. Visitors can build their own itinerary or embark on one of the self-driven tours.

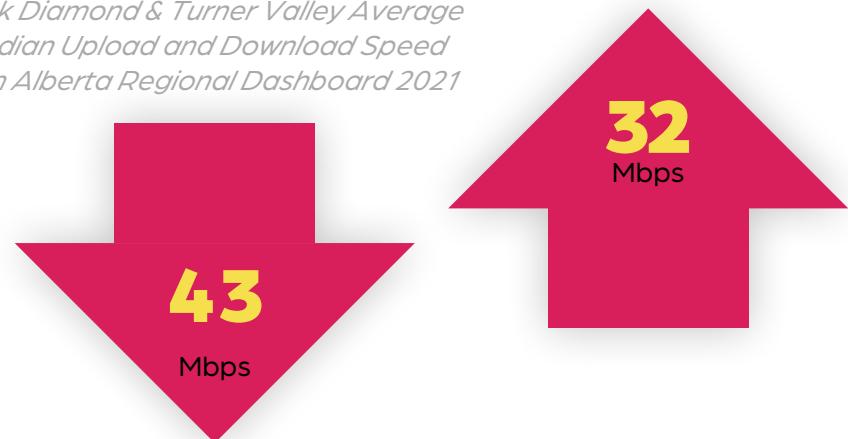
Learn more at [foothillstourism.com](http://foothillstourism.com).



# ADVANCED TECHNOLOGY

## TELUS PUREFIBRE NETWORK

*Black Diamond & Turner Valley Average  
Median Upload and Download Speed  
from Alberta Regional Dashboard 2021*



Canada's major cellular service providers supply excellent service in our community.



# TYLER ROCK & JULIA REIMER

## FIREBRAND GLASS STUDIO

**Firebrand Glass Studio** is home to award winning artists Julia Reimer and Tyler Rock. Renowned locally and internationally, their work can be found in private collections from Ottawa to Japan. Several times a year, Firebrand Glass opens their studio to the public to come see their works in progress, or take a glassblowing workshop.

Reimer and Rock chose Black Diamond by chance. When family circumstances called them back to the area, they had set their sights on Calgary, but on a whim, they took a look at properties in Black Diamond and fell for the first one they viewed. With three garages it was ideal for a studio.

For this artistic duo, the region is perfect. From the natural beauty to the well-established arts community, Black Diamond is home.

"What we love the most about living here is the access we have to the provincial parks, the river and other wild spaces," says Reimer. "We also love the space we have in our yard; it gives the studio and our artistic practices a special feel to have wildlife visiting."

"When we moved here, we felt that the town was excited to have our studio open up," recalled Reimer, who credits their successes to the support of community members.

"Our success helps the community financially, but is also something that becomes part of the community," explained Reimer. "We feel like there is a spirit of openness and engagement that allows people to come and try something in terms of business and lifestyle."



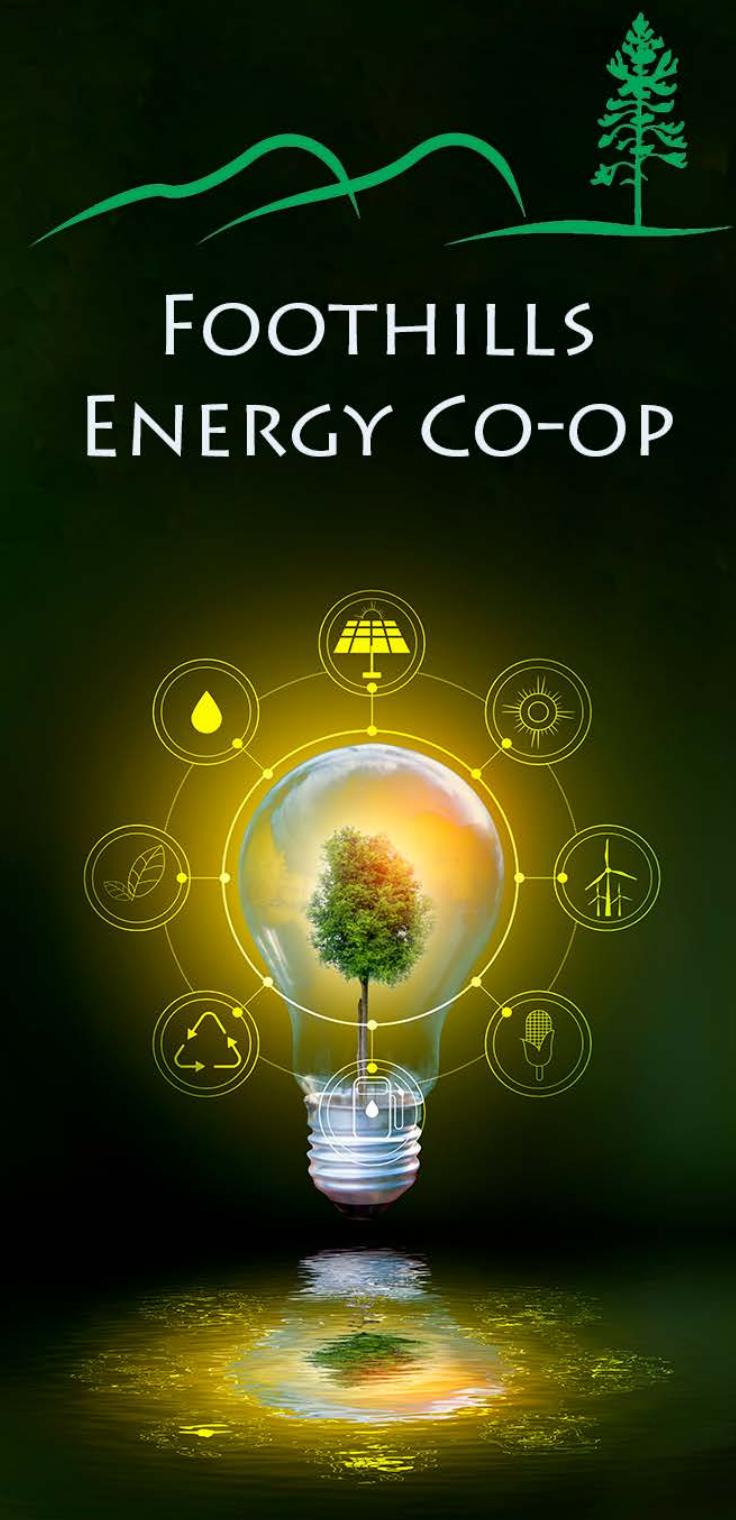
# FOOTHILLS ENERGY CO-OP

When **Foothills Energy Co-op** went looking to set up shop, it was not a case of seeking out the town where the most profits could be found. It was about community, belonging and home. For the board of Foothills Energy Co-op, Black Diamond and Turner Valley is home. Their members live here, love it here and want to contribute to making this place beautiful and sustainable.

When the Co-op floated the idea of marketing energy locally and re-investing the profits within the community, it was welcomed with open arms. Six years later, Foothills Energy Co-op has 500+ members and are welcoming more all the time.

"We love being here in the same way many and most people around the world love being in the places they are from," said Executive Coordinator Graham Lettner. "We love the people we've come to know, with whom we've built acquaintance and friendship; we love the familiarity of the streets and the houses, the trees and the garden beds and the sky above us; we love the little animals that leave tracks in the snow overnight and walk the same paths in the woods as we do; we love the birds that stay here, or that come and go with the seasons; we love our friends and family and the neighbours that have become friends and family; we love being here and resting in this place and knowing we are at home."

Join Foothills Energy Co-op in supporting community sustainability initiatives by becoming a member and keeping your energy dollars local.



# CRYSTAL SALAMON

## ART WITH CRYSTAL

Crystal Salamon started her business, "Art With Crystal", in Turner Valley while her kids were small. She wanted to contribute to her family financially while being able to stay home with her kids. The ultimate dream was to find a way to use her art to make a positive impact in the world. Salamon launched her business by publishing her own hand-drawn adult colouring book, *Awakening*, in 2015. "The incredible support I received from my community in town and throughout the Foothills helped make my book a best-seller in less than three months," recounts Salamon.

Now, seven years later, her business is growing and thriving and she has a broad range of products which sell all over the world. "I love that I can run a thriving and impactful business from my home with the full support of my community," said Salamon. "Since my business is mainly web-based, the fast Internet and dependable cell service are extremely important."

Access to shipping and delivery options is also vital and the local post office staff know her and the needs of her business well. "They are a valuable part of my support system," explained Salamon. "The town makes it easy and affordable to have a home-based business, which definitely keeps my overhead expenses quite low and makes this all possible."

Being close to Okotoks and Calgary allows her to easily access the supplies, vendors and manufacturers she needs, while enjoying small town life, a large yard and an affordable home mere minutes from the mountains she and her family love to explore.



# JOCHEN FAHR

## BRAUEREI FAHR / FAHR BREWERY

Turner Valley feels like home to Jochen Fahr. Having grown up in a mostly rural, German village at the toe of the Alps, the views and lifestyle of this small Canadian town at the toe of the Rockies was a natural fit. The locals feel the same way about Jochen and his wonderful beers. Filled with support and good cheer, residents of the neighbouring towns of Black Diamond and Turner Valley have welcomed Jochen into the community.

"It's always a little tricky to start an alcohol business in small towns, with all the stigma attached, but the residents have quickly realized that we do not necessarily fulfill all the stigmas and are actually a net positive for the town," said Jochen.

While making award-winning and world-renowned beers is his passion, he had to wade into the sometimes murky waters of business ownership to get there. Happily, the town Council in Turner Valley, where **Fahr Brewery** is located, was open to amending bylaws and supporting his business as they saw it as a way of advancing the prosperity of the town.

Besides the likeness to the German village of his youth, Turner Valley is well situated as a distribution point for Fahr's wares. It's only 20 minutes from the major north-south thoroughfare – Alberta's Highway 2, the main traffic artery in the province. Jochen has no regrets about his decision to settle here and build a business in Turner Valley.

"Being able to set up in a small town that might be on the verge of seeing significant growth is an exciting spot to be," he said.



# DAVID FARRAN

## EAU CLAIRE DISTILLERY

**Eau Claire Distillery** was established in Turner Valley in 2014. Since that time, the company has invested millions in growth capital to become the largest single malt whiskey producer in Alberta with exports around the world. Eau Claire employ 35 full-time employees and many more on a seasonal basis.

They chose Turner Valley because of the availability of reasonably priced land and close proximity to Calgary; just 30 minutes away from the new Stoney Trail ring road. The Town has a strong, supportive community and is on the verge of a major, transformative change in the tourism sector. It has rare access as a gateway to Kananaskis Country and all the leisure sports that area entails, just 20 minutes west into the Rocky Mountains.

Turner Valley has a deep economic and societal history in Alberta and that was important to Eau Claire from a branding perspective. It also has good access to a talent pool, drawing from both Calgary and Okotoks – making it a shorter commute than to downtown Calgary or the Foothills Industrial Park.

Owner David Farran imparts: "We believe Turner Valley is a hidden gem, both as a burgeoning small business community and as an attractive community for our staff to work and play. Apart from pure economics and business reasons, it is important to us to work, play and live in a welcoming community with future promise. Our business; our home."





# CONTACT

Municipal staff are available to work with entrepreneurs and developers to help streamline application processes and provide support throughout the journey of making your business vision come alive in Diamond Valley.

## TOWN OF DIAMOND VALLEY

**Monique LeBlanc**  
**Manager of Community Services**  
[monique@diamondvalley.town](mailto:monique@diamondvalley.town)  
**403.933.4348**





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