

LABOUR MARKET REVIEW

Fall 2021

Staff Shortages Intensify in 2021

As spring arrived in the Rockies, employers turned their focus to recruiting for the upcoming summer season. Bow Valley employers are used to seasonal staffing challenges, however, the shortages faced during the spring and summer of 2021 were unparalleled.

The waves of COVID-19 have made staffing extremely difficult. With each wave of COVID-19 and the associated health restrictions, including reduced store capacities and limiting restaurants to take-out only, employers were forced to lay off staff. As health restrictions eased, the Bow Valley experienced an onslaught of visitors eager to get away, enjoy the pedestrian-only main streets and numerous outdoor patios in Banff and Canmore. Businesses found they had to be fully staffed, yet as each wave of COVID-19 eased, more staff opted not to return to the workplace.

Government supports may have contributed to staff shortages, however, the lack of staff encountered this year is more complex than one contributing factor.

Staff have faced a year of uncertainty. The multiple layoffs were stressful and demoralizing for staff and some were concerned about the safety of returning to work and contracting COVID-19. When staff did return to work, they found they were not always guaranteed full-time hours. Others have described how the uncertainty made planning for childcare an impossible task. Frontline hospitality workers that are typically dedicated to providing exceptional

customer service were now faced with managing disgruntled, rude guests. The result was many staff chose to leave these front-facing roles as the ongoing stress of the negative encounters and continual uncertainty had taken its toll on their mental well-being.

Typically Bow Valley businesses rely upon temporary foreign workers and out-of-province Canadians to staff their businesses. Early in the pandemic there was a mass exodus of workers on Working Holiday Visas and they have yet to return to Canada and the Bow Valley. As well, the seasonal influx of job seekers from Eastern Canada wanting to work and play in the mountains for a summer did not happen. Most chose to stay closer to home with the ongoing uncertainty during the pandemic.

Some workers took the time to explore new opportunities. Pre-pandemic, Career Coaches at the Job Resource Centre typically helped 80% of clients with a job search and 10-20% with career changes. Since April 2020 this ratio has flipped and now 80% of clients working with our Career Coaches are seeking help exploring new career options.

Employers and workers are looking forward to a more certain and predictable labour market. As vaccination rates increase, there is hope that the subsequent waves of COVID-19 will be less disruptive and staffing levels will increase to ease the burden on employers and employees alike.



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BOW VALLEY LABOUR MARKET REVIEW

Labour Market Trends

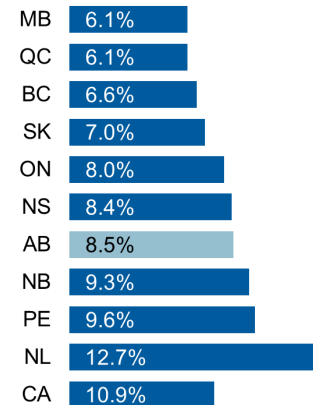
Unemployment Rates The Banff-Jasper-Rocky Mountain House region showed an 8.2% unemployment rate this July, down from last year's rate of 14.4%. The pandemic has affected unemployment rates in this region. It has created an anomaly of high unemployment rates combined with severe staff shortages; two indicators that don't typically occur simultaneously. *Source: Statistics Canada*

Occupational Demand The Job Resource Centre received 2,009 job orders (for a total of 5,244 positions) from 380 Bow Valley employers between February and July 2021. Job orders almost doubled compared to the same period last year. This reflects the demand for staff this spring & summer as COVID-19 restrictions were dropped for the summer months and more businesses were able to operate again.

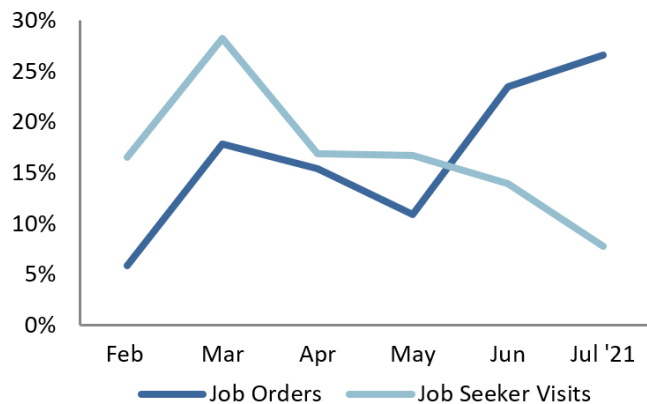
Staff Housing Thirty-nine per cent of all jobs posted at the Job Resource Centre from February-July were advertised with staff housing. More jobs in Banff (50%) came with staff housing than in Canmore (21%).

Average Wages The average wage held steady in the Bow Valley at \$19.11 per hour compared to the same six month period in 2020 at \$19.14. These wages are based on jobs posted at the JRC.

Unemployment Rates July 2021

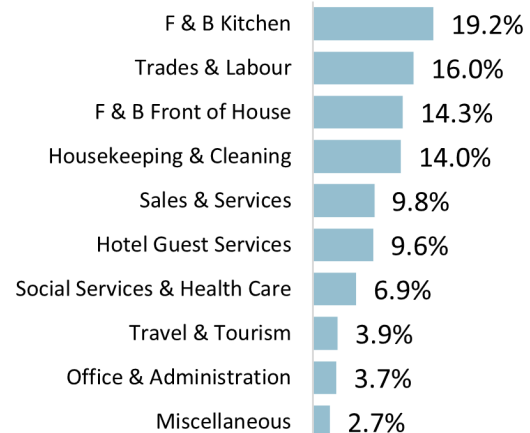


Job Supply and Demand Feb 2021—Jul 2021



Between February and July 2021 the Job Resource Centre served 6,478 job seekers and posted 2,009 jobs. The graph above is a monthly comparison between these two variables.

Occupational Demand Feb 2021—Jul 2021



BOW VALLEY JOB ADS & WAGES

	JOB ADS Feb-Jul '21	JOB ADS Feb-Jul '20	AVERAGE WAGE Feb-Jul '21	AVERAGE WAGE Feb-Jul '20
Food & Beverage Front-of-House	287	155	\$16.74	\$16.15
Food & Beverage Kitchen	385	222	\$18.00	\$17.12
Hotel Guest Services	193	74	\$18.33	\$16.35
Housekeeping & Cleaning	281	186	\$17.76	\$17.05
Miscellaneous	54	48	\$19.00	\$23.52
Office & Administration	75	62	\$21.39	\$21.50
Sales & Services	196	108	\$17.07	\$19.05
Social Services & Health Care	138	70	\$24.20	\$23.49
Trades & Labour	321	225	\$22.51	\$22.92
Travel & Tourism	79	47	\$20.10	\$19.24
Total Job Orders	2,009	1,197		

**Based on job ads placed with the Job Resource Centre in Banff and Canmore between February 1 and July 31, 2021.*

Financial Supports for Businesses

The provincial and federal governments have programs to assist businesses:

Alberta Jobs Now – Employers can apply for funding to offset the cost of hiring and training unemployed or underemployed Albertans in new or vacant positions.

REP Implementation Grant – Offers a one-time payment of \$2000 to eligible Alberta small and medium-sized businesses who choose to implement the Restrictions Exemption Program.

Canada Emergency Rent Subsidy (CERS) – The federal government is proposing to continue COVID-19 business support programs until May 2022 for organizations hit hardest since the start of the pandemic or most affected by public health restrictions.

Tourism and Hospitality Recovery Program – Support will be targeted to organizations in selected sectors of the tourism and hospitality industry that have been deeply affected since the outset of the pandemic and that continue to struggle.

Housing Rental Rates

AVERAGE RENTAL RATES*	BANFF	CANMORE
1 Bedroom	\$1,489	\$1,550
2 Bedroom	\$1,865	\$2,036
3 Bedroom	\$2,563	\$3,083
Studio/Bachelor	\$1,081	\$1,111
Roommate/Shared	\$858	\$827

*Based on listings in local media from February to July 2021. Banff data sourced by JRC from Kijiji and Facebook Bow Valley Homefinder. For more information on Banff Housing, visit banff.ca/1060/Housing-in-Banff. Canmore data collected by Canmore Community Housing.

Workshops



To register for any or all of the Job Search workshops: 403-678-6601 or canmore@jobresourcecentre.com

JRC Employer Services

- Bow Valley specific job board available in our Banff & Canmore offices and [online](#).
- HR Assistance: General HR inquiries, job description development, employee recruiting & retention tips.
- Hiring Events at JRC offices in Banff and Canmore.
- Employer workshops and webinars.

Banff JRC moved!



PHOTO: Eva Urbanska Photography/evaurbanska.com

Drop by our brand new space on the second floor of 304 Caribou Street. We look forward to saying hello!

Development News

Banff

Paid parking set to roll out in Banff - Implementing a paid parking program on July 5th, the Town of Banff aims to increase short-term parking downtown. Day visitors and commuters are encouraged to utilize any of the designated free parking sites near the downtown area. (RMO, June 24, 2021)

New Banff pedestrian bridge - The Town of Banff hopes to start construction of a new pedestrian bridge linking the Banff Recreation Grounds and Central Park no later than fall 2021. (RMO, January 28, 2021)

Bear Street 'ready to welcome back the world' - The \$9.5 million redevelopment and beautification of Bear Street is complete and was fully opened to pedestrians and slow-moving vehicles as of July 19. (RMO, July 20, 2021)



Newly finished Bear Street in Banff, July 2021.
PHOTO: Evan Buhler, RMO

Canmore

Canmore pilot project offering shelter from the cold - A new pilot project in Canmore will provide shelter from the cold for those who are struggling with finding affordable and available housing in the community. (RMO, February 4, 2021)

Canmore backs away from plans to implement paid parking in 2021 - While considering the 2021 operational budget, Canmore council voted to postpone implementation of paid parking for the downtown core until 2022. (RMO, February 18, 2021)

Three Sisters Village ASP defeated by Canmore council - Three Sisters Village area structure plan has been defeated after years of planning and months of being before town council. (RMO, May 25, 2021)

Bow Valley

Alberta Parks establishes \$90 a year park pass for Kananaskis Country - The government of Alberta is establishing a Kananaskis Conservation Pass that will see vehicles charged a per day, or annual fee to access the region's provincial parks and recreation areas, including those located in the Bow Valley corridor. (RMO, April 29, 2021)

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. All our services can now be accessed remotely including virtual appointments with a Career Coach.

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

CANMORE

710 10 St. 403.678.6601

the **JOB**
RESOURCE
CENTRE

BANFF

304 Caribou St. 403.760.3311