

Industry Sector Profile

Seniors
Support Services





Snapshot of Sylvan Lake

The town of Sylvan Lake is situated on the southeast edge of Sylvan Lake, a 15-kilometre-long freshwater lake in Red Deer County. Sylvan Lake is more than just a picturesque destination; it's a thriving community that combines lakeside charm with vibrant economic opportunities.



Location

The town of Sylvan Lake is centrally located within the Calgary-Edmonton Corridor, just 18 km west of Red Deer, the third largest city in the province, with access to all major highways, rail lines and airports, connecting it with national and international markets. The town has easy access to an immediate trading area of over 313,000 people and because of its close proximity to the QEII highway, is positioned to access a market of over 2.7 million.

About the Sector

Seniors care services encompass a broad range of supports designed to meet the medical, personal, and social needs of older adults as they age. These businesses directly operate community care facilities and also provide services that support seniors as well as others in the community.

Examples of community services include medical and rehabilitative services, including nursing, physiotherapy, occupational therapy, and specialized dementia or memory care.

Beyond health-related supports, seniors care services often incorporate **social programming and community engagement**, helping older adults maintain independence, connection, and quality of life.

Regional Approach

Red Deer serves as the region's primary medical and service hub, with ongoing investments aimed at expanding health infrastructure and specialized care for older adults. The Red Deer Regional Hospital Centre is significantly increasing surgical capacity, acute and complex care services, and diagnostic facilities, improving access to specialized treatment for seniors across Central Alberta.

The region offers a strong foundation for investors focused on stability, innovation, and success. This robust economic landscape draws businesses, supports job creation, and fosters steady population growth.



Local Competitive Advantage

Sylvan Lake is more than just a picturesque destination; it's a thriving community that combines lakeside charm with vibrant economic opportunities.

The municipality consistently ranks highly in terms of business friendliness, with local entrepreneurs noting a business-first mentality and ease of connection with municipal staff.

Specific to the seniors support services sector, the community's supportive municipal programs, engaged families, and focus on wellness create an ideal environment for innovative senior services. Additionally, new services bring economic benefits, including job creation in healthcare and social support sectors, while reducing pressure on hospitals and long-term care facilities through early intervention and community-based care. For organizations looking to grow in a vibrant, people-first community, Sylvan Lake offers both a meaningful mission and a sound business case.

Demographic Advantage

The town of Sylvan Lake is situated on the southeast edge of Sylvan Lake, a 15-kilometre-long freshwater lake in Red Deer County.

Sylvan Lake's economy is thriving, having experienced remarkable growth since the early 2000s, with growth rates of 21.1% (from 2006 to 2011), 19.9% (2011-2016) and 7.9% (2016-2021) over the previous three Census periods. More recently, the town has had a growth rate of 13.4% over the past five years, one of the highest rates in Alberta. This rapid growth supports a forward-looking economy, with a diverse population seeking employment across a host of sectors.

The quality of life in Sylvan Lake is unmatched along the Calgary-Edmonton Corridor. Whether you're looking to invest, grow your business, or enjoy lakeside living, Sylvan Lake is ready to welcome you.



Business Supports

Bringing your business to our community offers a unique opportunity to tap into a vibrant ecosystem of support, collaboration, and innovation.



[Alberta Health Services](#) is actively broadening the range of seniors' health care services across Central Alberta to meet the needs of an aging population. A key initiative is the \$1.8-billion redevelopment of the Red Deer Regional Hospital Centre, which includes the construction of a new 200-bed patient tower and an ambulatory building.

In addition to hospital expansions, AHS is increasing community-based and home care supports. Over the next 3 years, AHS plans to add approximately 1,000 new continuing care spaces annually and increase the number of unique home care clients by 4%. These efforts aim to provide seniors with more options to receive care in their homes or communities, promoting independence and quality of life outside of hospital structures.



Red Deer Polytechnic is building off the work done through AHS by contributing to workforce development in health and gerontology, training nurses, care aides, and allied health professionals to meet rising demand. The [Practical Nurse Diploma](#) program, which prepares graduates to deliver high-quality nursing care across patients' lifespans, is also integral to meeting the region's healthcare needs. Additionally, the [Bachelor of Science in Nursing](#) program offers designated seats for qualified Indigenous applicants, promoting diversity and inclusion in the nursing workforce.

Through these programs, RDP is equipping graduates with the skills needed for long-term care, home support, and rehabilitation services. In turn, this ensures the region has a sustainable pipeline of trained professionals ready to meet the needs of an aging population.



Sylvan Lake's **Healthcare Attraction and Retention Team (HART)** is a volunteer-based committee working closely with Alberta Health Services and the Rural Health Professions Action Plan to attract and retain health professionals in Sylvan Lake.

In 2024, HART supported six family physicians who located to the town. Each of the family doctors relocated to Sylvan Lake by HART has committed to stay in the community for five years, practice in a Sylvan Lake Doctor's clinic, and take regular shifts at the Advanced Ambulatory Care Service (AACs). HART is focused on helping healthcare workers integrate into the community, connecting them with local organizations, activities, and services. These efforts help create a sense of home for newcomers, ensuring that they not only find a place to work but also a place to build meaningful connections and relationships. HART also works closely with the municipal government and other community partners to continuously ensure that both recruits and long-term professionals have the resources and support needed to thrive.

Invest Sylvan Lake

Invest Sylvan Lake is a comprehensive online platform designed to support business owners, entrepreneurs, and site selectors with the tools and insights needed to thrive in Sylvan Lake.

The site features up-to-date demographic and economic data, helping professionals understand market trends, workforce characteristics, and client potential. It also provides step-by-step guidance for business startup and expansion, including licensing, zoning, and local contacts. Professional service providers can explore training opportunities, connect with local networks, and access programs that support innovation and growth.

Whether you're launching a new firm, expanding your practice, or relocating to Sylvan Lake, the platform simplifies decision-making and accelerates success. With its user-friendly design and curated content, Invest Sylvan Lake empowers professionals to make informed choices and tap into the town's vibrant, growing economy.

Industry Data

Sylvan Lake Business Counts

	1-9 Employees	10-49	50+	Sole Proprietor	Total
Dec 2013	26	9	0	24	59
Dec 2024	39	13	1	87	140

Sylvan Lake Exports and Sales*

Exports from Seniors Support
Businesses, 2016 :

\$38.1 million

Exports from Seniors Support
Businesses, 2022 :

\$32.3 million

2022 Seniors Support Sales : **\$49.1 million**

* Export and sales figures represent the sum of all subsector activity within this field. Exports are community-based; they reflect any dollars spent from outside Sylvan Lake. All economic impact data is from Lightcast Analyst 2024.3.

Wages

Average Seniors Support Wages

Alberta
\$50,400

Sylvan Lake
\$49,088

¹ Sylvan Lake, Red Deer, Red Deer County, Lacombe, Lacombe County.

² A location quotient (LQ) measures how concentrated an industry or activity is in a region compared to a larger reference area (like a province or country). An LQ above 1.0 means the industry is more concentrated locally (a local strength or specialization), while below 1.0 means it's less concentrated.

Job Counts

663

Sylvan Lake Job Count
(60% growth in the last decade)

12,934

Labour Recruitment
Area Job Count¹

Labour Recruitment
Area Location Quotient²

1.17

Value Proposition



Sylvan Lake presents a strong case for investment in senior support services, driven by its growing seniors population and commitment to community well-being. As more residents age, the demand for in-home care, assisted living, dementia support, and accessible transportation continues to rise, creating clear opportunities for service expansion. Investing in Sylvan Lake not only meets this demographic need but also contributes to improved quality of life for older adults, allowing them to age in place with dignity and connection.

Sylvan Lake is home to a growing older population. In 2001, 502 residents (6.7% of the total population) were aged 65+, while in 2021 that number had more than tripled, with 1,765 residents (11% of the population) being aged 65+. Both in total and as a percentage of the overall population, seniors are growing in Sylvan Lake, bringing opportunity with them.

Seniors Population, Sylvan Lake

Year	Total	Percentage of Population
2021	1,765	11.03%
2016	1,225	8.27%
2011	801	6.50%
2006	704	6.90%
2001	502	6.70%

Financial Data

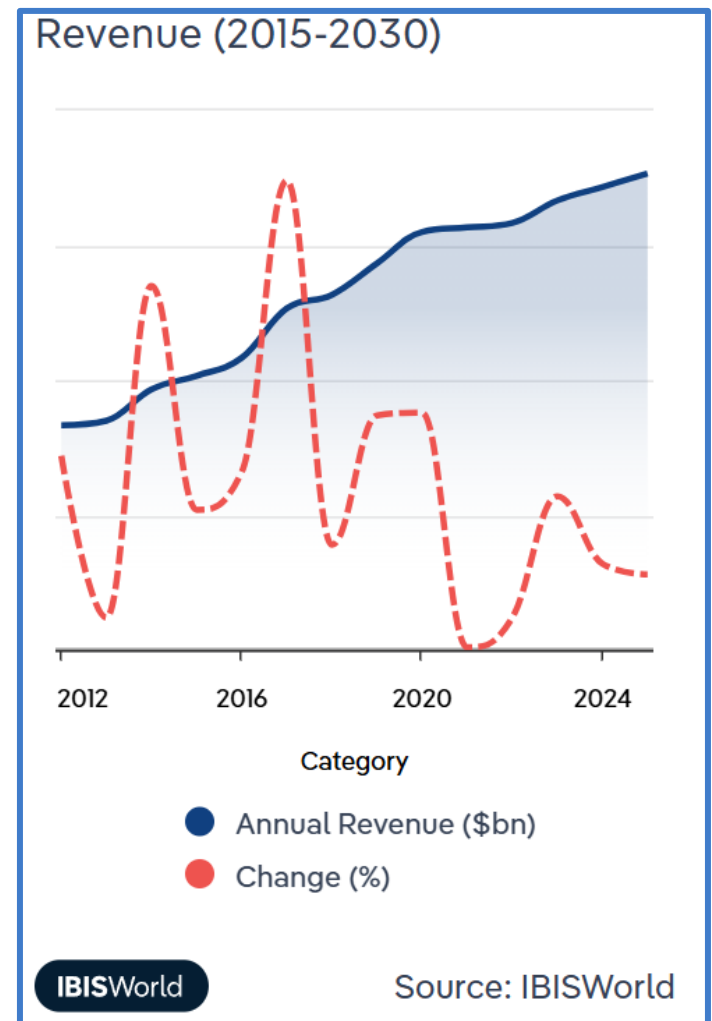
The broad seniors support services sector is experiencing steady growth over the past decade, with average growth rates of between 2% and 4% annually, depending on the specific subsector. The largest reason for this increased demand is the general aging population nationally, with this cohort of retirement-aged individuals accounting for a growing share of the population, and in turn spending a higher percentage of their wealth on healthcare spending.

The number of Canadians aged 65 and older is projected to reach about 8.1 million by 2025, putting increasing pressure on the system. This increasing demographic reality has prompted the expansion of long-term care beds and services across the country, alongside an expansion of the need for additional services to support seniors.

Looking ahead, the outlook remains positive, though somewhat constrained by supply-side realities. Specifically, challenges remain in finding enough staff to service the growing demand due to rising labour costs. Direct seniors care businesses are balancing the need for additional beds with rising demands among seniors to “age in place,” with home-care providers seeing some of the largest annual growth rates among subsectors.

Future outlook suggests there are strategic opportunities in specialization (i.e., providing dementia care, higher acuity clinical services, or recovery/rehab wings) and in developing integrated care pathways with home-care services and hospitals. This type of model may be especially pertinent to Sylvan Lake, as the community has easy access to Red Deer Regional Hospital. Across the spectrum, access to Red Deer, in concert with providing a community where aging in place is possible and desirable, positions Sylvan Lake well to take advantage of the coming demographic wave of seniors needing health care support.

Figure: Revenue History and Projections for Nursing Care Facilities in Canada, 2015-2030.



Living in Sylvan Lake

Sylvan Lake offers an exceptional quality of life, blending small-town charm with modern amenities and year-round outdoor recreation.

A Lifestyle That Balances Work and Play

In the heart of Central Alberta, Sylvan Lake glows with crisp skies, golden leaves, and plenty to explore. Stroll the trails, browse local shops, or cozy up on a patio, experience the small town charm, lakeside leisure and big-time adventures.

The NexSource Centre provides state-of-the-art facilities, including NHL-sized arenas, an aquatic center, and spaces for community events. The town features excellent healthcare services, strong public and Catholic schools, and a vibrant arts and culture scene. Residents and visitors enjoy summer activities like boating and paddleboarding, while winter brings ice fishing and hockey. The revitalized waterfront and affordable housing make Sylvan Lake a premier destination for living and recreation.



Local Spotlight

[Sylvan Lake Seniors Lodge & Manor](#) (Sylvan Lake Lodge Foundation) provides affordable, secure, home-like living for seniors of modest means, including subsidized housing with wellness programs, nutritious meals, and social and recreation activities with 24 hour staffing. The Sylvan Manor offers self contained apartments for seniors looking for independent living, with one-bedroom suites equipped with kitchen, living room, bathroom and storage, and on-site laundry facilities.

[Bethany Sylvan Lake](#) (Bethany Care Society) offers supportive living, long term care, and dementia care. It is designed to be an “aging in place” community, with multiple levels of care including for seniors with more complex health needs.

[Town of Sylvan Lake Wellness & Community Connections / FCSS](#) promotes the well-being of community members by offering social programs and services, such as Home Matters (light housekeeping, meal prep, errands, etc.), caregiver support, elder abuse awareness and case management, social programs (GrandPals, Indoor Walking, Senior Centre lunches), transportation options (Zoomers), and volunteer visitation (“Friendly Visitors”).



consider yourself
invited

Amanda Mercer
Economic Development Officer (EDO)

T: 1.403.887.1185 Ext. 226

F: 1.403.887.3660

E: amercer@sylvanlake.ca

W: invest.sylvanlake.ca

Invest
Sylvan Lake

Town of Sylvan Lake
Municipal Government Building
5012 48 Avenue
Sylvan Lake, Alberta, Canada
T4S 1G6



© 2025 Town of Sylvan Lake

Information in this document is subject to change without notice. Although all data is believed to be the most accurate and up-to-date, the reader is advised to verify all data before making any decisions based upon the information contained in this document.

sylvanlake.ca
MUNICIPAL

invest.sylvanlake.ca
EC DEV

visitsylvanlake.ca
TOURISM

engage.sylvanlake.ca
PARTICIPATION