

Growing Your Community

Virден Insight: Industry Report

- The community of Virден is compared to other select communities in three ways.
 - Nearby communities are defined as urban communities and rural regions within roughly 50 km and Brandon given that it's the major community in the larger region.
 - Similar communities are defined as Census Divisions within the SE Saskatchewan and SW Manitoba oil and gas region.
 - The provincial average comparison is Manitoba.
- Comparison Method: A weighted average is used when aggregating nearby and similar communities largely because of the influence of larger populated centres. Provincial data is reported as a weighted average and essentially compares Virден with larger centres like Winnipeg and Brandon.
- Virден is the major urban community within the nearby community group. It means that the comparison to similar communities will be the more relevant analysis in most cases.
- This report shows that the largest driver of Virден's economy is oil and gas extraction and the secondary industries of retail trade, accommodation and food services, and health care. Many of Virден's industry's are significantly above average when compared to nearby and similar communities, and the Manitoba average. It demonstrates what an oil & gas boom looks like on the local economy and looks like Moosomin in some ways.
- Agriculture, forestry, fishing and hunting accounts for 2.7% of the population, and while, as expected, this is lower than in the mostly rural nearby farming communities, it is also lower than in similar communities. Drilling down to the sub-industry reveals that actual farm numbers are slightly lower, while support activities for agriculture are slightly higher than in other similar communities.
- Mining, quarrying, and oil and gas extraction is much higher than nearby & similar communities, and the provincial average showing the oil & gas boom that occurred in 2015.
- While certain aspects of the heavy construction industry is being drawn upward with the oil and gas boom (i.e. specialty trade contractors), it's noteworthy that construction of buildings is roughly equal to other similar communities in Manitoba and Saskatchewan.
- Manufacturing is one industry that is lagging behind in Virден. While it employs more than the predominately rural nearby communities at 2.3% of the population, this is 25% less than being employed in other similar communities, and also behind the provincial average.
- Virден's retail trade is very well developed and is the largest industry at 16% of the population. It is 151% higher than in similar communities and highlights a number of factors: (1) Virден is on the #1 highway and benefits from a lot of traffic through its community. (2) The oil and gas boom. (3) Virден's is increasingly become more of a destination for the predominately nearby communities.
- The only retail sub industry lagging behind is general merchandise and likely reflects an opportunity.
- Virден's health care industry reflects higher employment when compared to other similar communities reflecting the reality of a retirement community.