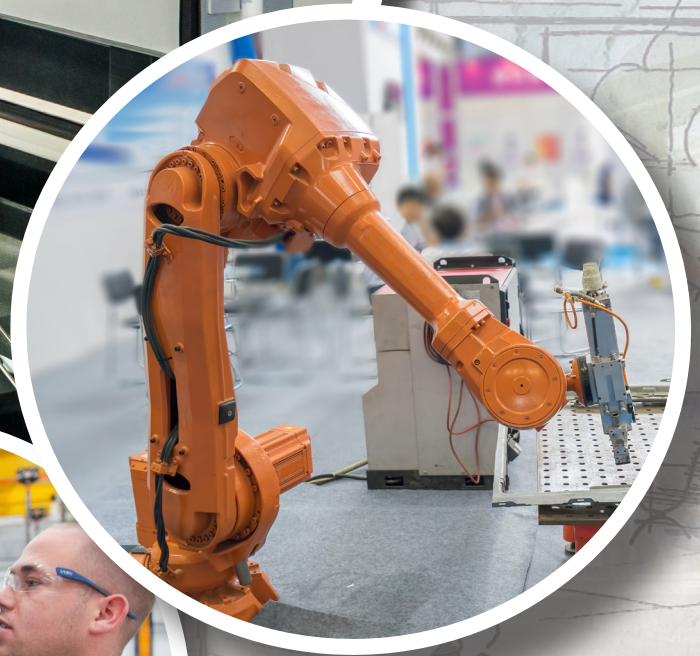


TOMORROW'S



thinking  
TODAY





## Ag-tech in Our City

"Agriculture in Abbotsford has evolved into an increasingly high-tech industry with many opportunities for collaboration, spin-off industries and dynamic growth." **Mayor Braun**

As part of the new international marketing blueprint, the City's Economic Development Department will be launching a campaign to attract agriculture technology business entrepreneurs to Abbotsford. Featuring the diversity of local produce as well as innovative ag-tech businesses, the campaign promotes Abbotsford as a prime community for ag-tech opportunities.

## Why Abbotsford for Ag-tech?

AGRICULTURE ACTIVITY AMOUNTS TO **\$1.8 billion** ANNUALLY OR ABOUT 35% OF TOTAL GDP

GROSS FARM RECEIPTS **\$20,441/ha**

AGRICULTURE SUPPORTS 1 IN 5 JOBS IN ABBOTSFORD

LARGEST MUNICIPALITY IN BC WITH A TOTAL AREA OF 389KM<sup>2</sup> WHERE APPROXIMATELY

**75%** OF THE LAND IS WITHIN THE AGRICULTURAL LAND RESERVE



## Abby Business Walks: November 29 to December 1

The purpose of Business Walks is to connect support agencies to businesses, share key challenges and opportunities with local decision makers, and identify businesses requiring more comprehensive follow-up from Economic Development.

**OVER 65** VOLUNTEER WALKERS – ELECTED OFFICIALS, BUSINESS ORGANIZATION REPRESENTATIVES, & STUDENTS FROM THE UFV FACULTY OF BUSINESS



**OVER 100** LOCAL BUSINESSES PARTICIPATED AND PROVIDED FEEDBACK



## A Place of Opportunity

From international marketing strategies and small business support to an industrial land study and neighbourhood plans, the City of Abbotsford is creating opportunities for investing in the city. Here is a snapshot of our current work to build a vibrant economy in Abbotsford.

## Creating an Economic Development Strategy

Strong economic development strategies are driven by local values and build on the community's strengths and assets. As a result, our new strategy is being developed with consultation from organizations, industry sector groups and the business community. Through online surveys, direct feedback, and our Elevate Abbotsford forum, we are creating strategies that will direct how we support and enhance business, economic growth, and innovation in Abbotsford.



CITY OF ABBOTSFORD ECONOMIC DEVELOPMENT TOMORROW'S THINKING TODAY

## TOP 3 FINDINGS OF OUR ONLINE BUSINESS SURVEY

- Attract new industry, businesses & resources
- Support local business retention & expansion
- Make Abbotsford more business friendly



## ELEVATE ABBOTSFORD Tuesday, December 6

Join representatives from across our business community, local government, education institutions and community organizations to engage in practical, action-oriented conversations about how to place innovation at the heart of our new Economic Development Strategy.

Reserve your spot now: <https://innovatingabbotsford2016.eventbrite.ca>

## SMALL BUSINESS MARKETING

*Building Blocks of Marketing*, just released by Economic Development, helps small businesses build a tailored marketing plan. Download the workbook at [abbotsford.ca/growhere](http://abbotsford.ca/growhere)



## DID YOU KNOW?...

Thanks to an \$80 million investment from Telus, **90% of Abbotsford residents and businesses** will be able to access a fast and reliable fibre optic network by 2017.

## THE FIBRE OPTIC ADVANTAGE

What does this mean for businesses?

- **Greater** Employee Productivity
- **Better** Customer Service
- **Enhanced** Global Business Opportunities



## FIRST EVER TASTE OF ABBY WEEK



**50+ local businesses** showcased local products and hosted community events, including a live local chef competition.



## COMMUNITY SPECIAL EVENTS

**150 outdoor events** supported by City staff over 268 days with an estimated economic impact of **\$14,107,000**

## LIGHTS, CAMERA, ACTION!



In 2016, Abbotsford had **32 film productions** and 116 film days with approximately **\$576,418** invested in our community.

## GIS SITE SELECTOR TOOL



**Find it. Map it. Export it. Print it.** Providing up-to-date critical data to help growing businesses and new investors.

## CAED TV

**12 videos** highlighting the diversity of local businesses and the value of innovation in our community.



## LIVE CHAT!

**Need to talk?** We have staff available to chat with business owners live on our website at: [caed.abbotsford.ca](http://caed.abbotsford.ca).



## DID YOU KNOW?...

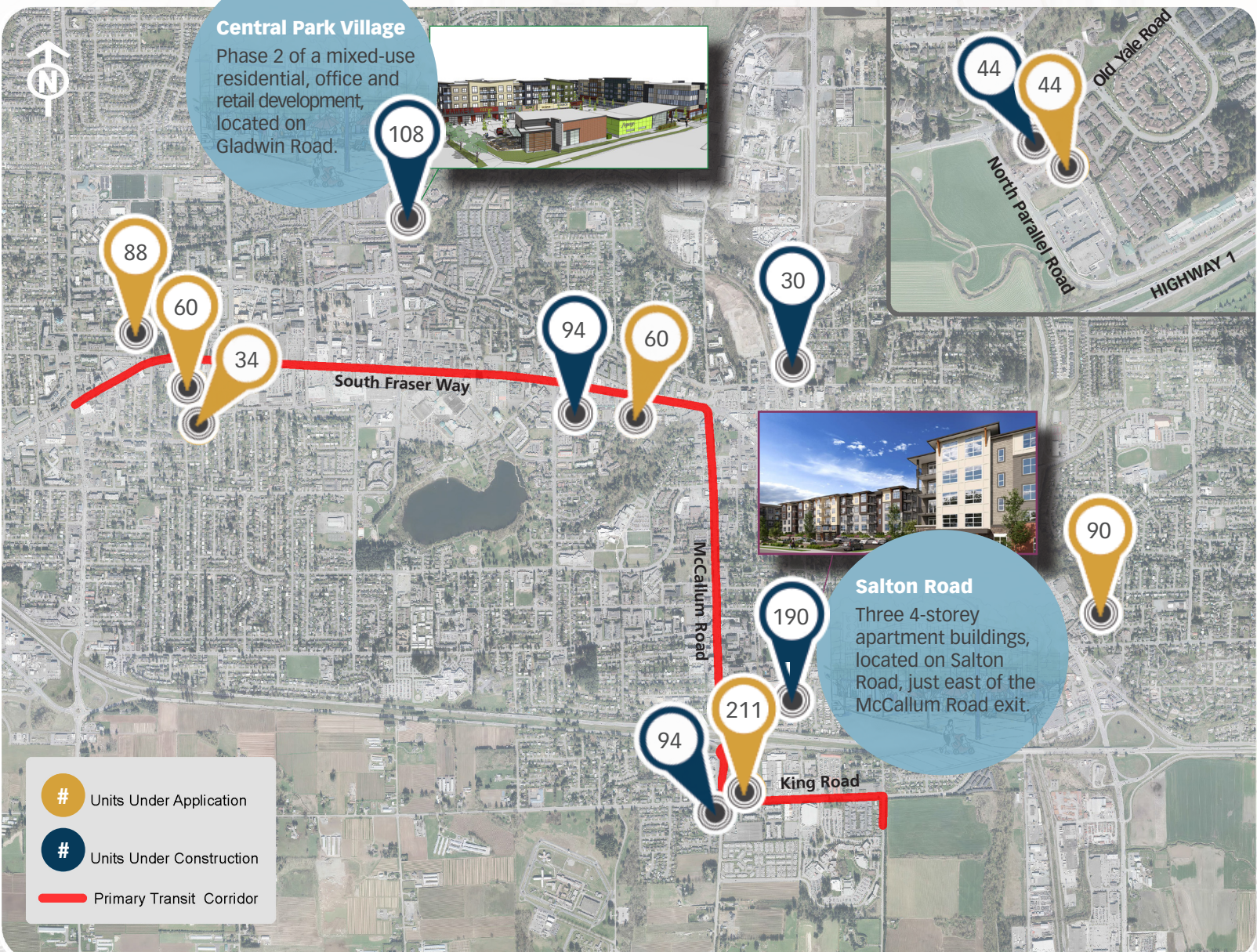
CAED won a 2016 EDAC (Economic Developers Association of Canada) Marketing Award for **"CAED Year in Review."**



## Current Development of Rental Units

There has been a steady increase in the number of purpose built rental units under development in the past year. A total of 1,147 units are being developed with 587 units under application and 560 units under construction.

### Rental Development in Abbotsford



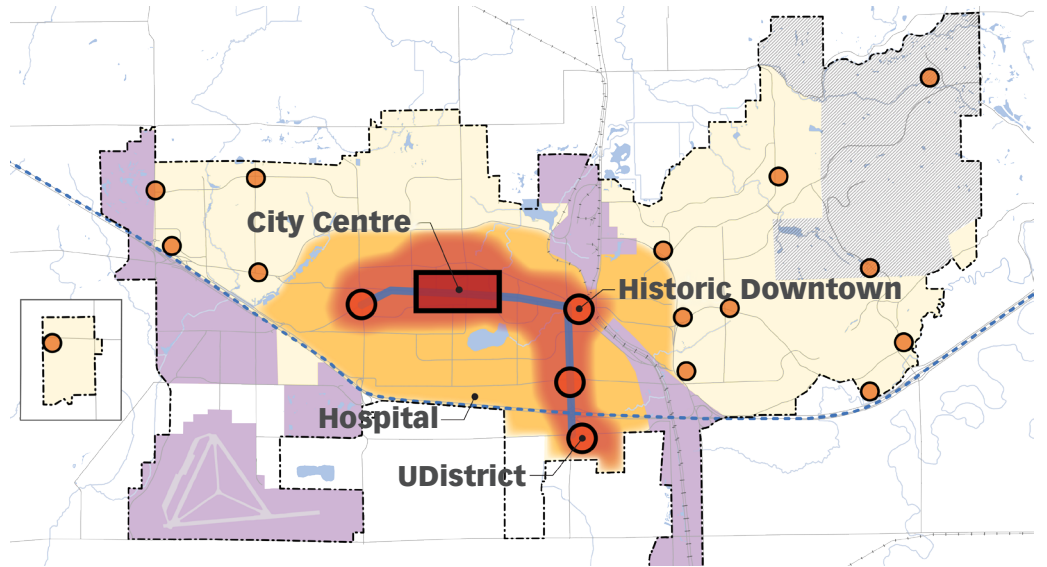
# Abbotsforward: The City's New Official Community Plan!

The City of Abbotsford completed a review of the Official Community Plan (OCP) through the Abbotsforward project and adopted a new OCP in June, 2016. The new OCP is one of the City's most important planning tools to guide the way Abbotsford grows.

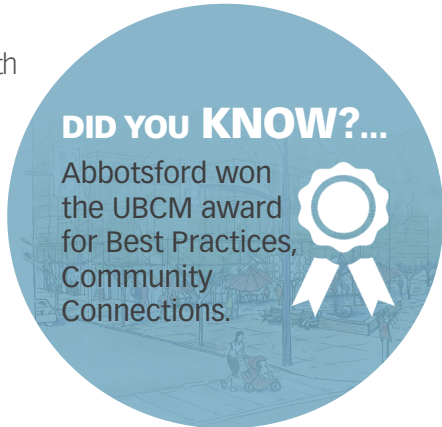
## A Plan for 200,000 people

The new OCP is a powerful catalyst for a more focused and improved Abbotsford at 200,000 people and is based on the input and ideas from nearly 8,000 interactions with residents.

The OCP's urban structure focuses the most diverse and dense areas in three types of centres: a City Centre, four Urban Centres and many Neighbourhood Centres. 75% of new growth will occur in these centres and nearby areas, and 25% of new growth will occur in new neighbourhoods. The Plan promotes growth in areas where it is financially sustainable by using existing infrastructure and amenities, and aligns itself with new priorities like making walking, biking and transit delightful.



Implementation of the OCP begins with several Neighbourhood Plans for specific areas of the city, along with many Master Plan updates in other City Departments. The complete OCP can be found on the City's website: [www.abbotsford.ca/ocp](http://www.abbotsford.ca/ocp)



- City Centre**
- Urban Centre**
- Neighbourhood Centre**
- Urban Core**
- Existing Neighbourhoods**
- Infill Areas**
- New Neighbourhoods**
- Employment Lands**
- Primary Transit Corridor**
- Regional Transit Connection**
- Urban Development Boundary**

## City Centre Neighbourhood Plan

The City Centre vision is to be "the centre of Abbotsford's public, economic, and cultural life," and the upcoming City Centre Neighbourhood Plan will explore many ways to do this. Everything from adding 10,000 new residents, transforming South Fraser Way into an urban boulevard, and breaking up large blocks into a people-friendly street network will be considered.

## AgRefresh

Agriculture plays a central role in Abbotsford's economy, culture, and identity, with approximately 75% of the City's land base located in the Agricultural Land Reserve (ALR). The City has launched AgRefresh, a comprehensive three stage planning process, to review and update Official Community Plan policies and Zoning Bylaw regulations, and to create a Bylaw Compliance Strategy for land within the ALR.



## Historic Downtown Neighbourhood Plan

The Historic Downtown vision is to be a neighbourhood with "distinct character and sense of place," including more housing options and people to support retail. The upcoming Historic Downtown Neighbourhood Plan will explore many ways to do this. Being a catalyst for thriving retail streets through urban design and land use is one of the plan's primary objectives.



## Industrial Land Study

The City is beginning a comprehensive planning study to identify opportunities for future industrial growth in Abbotsford. The study will include an analysis of the existing capacity and future demand for industrial development, taking into consideration regional and local market trends. Areas identified for potential industrial growth in the Official Community Plan (OCP) will be assessed through the process.