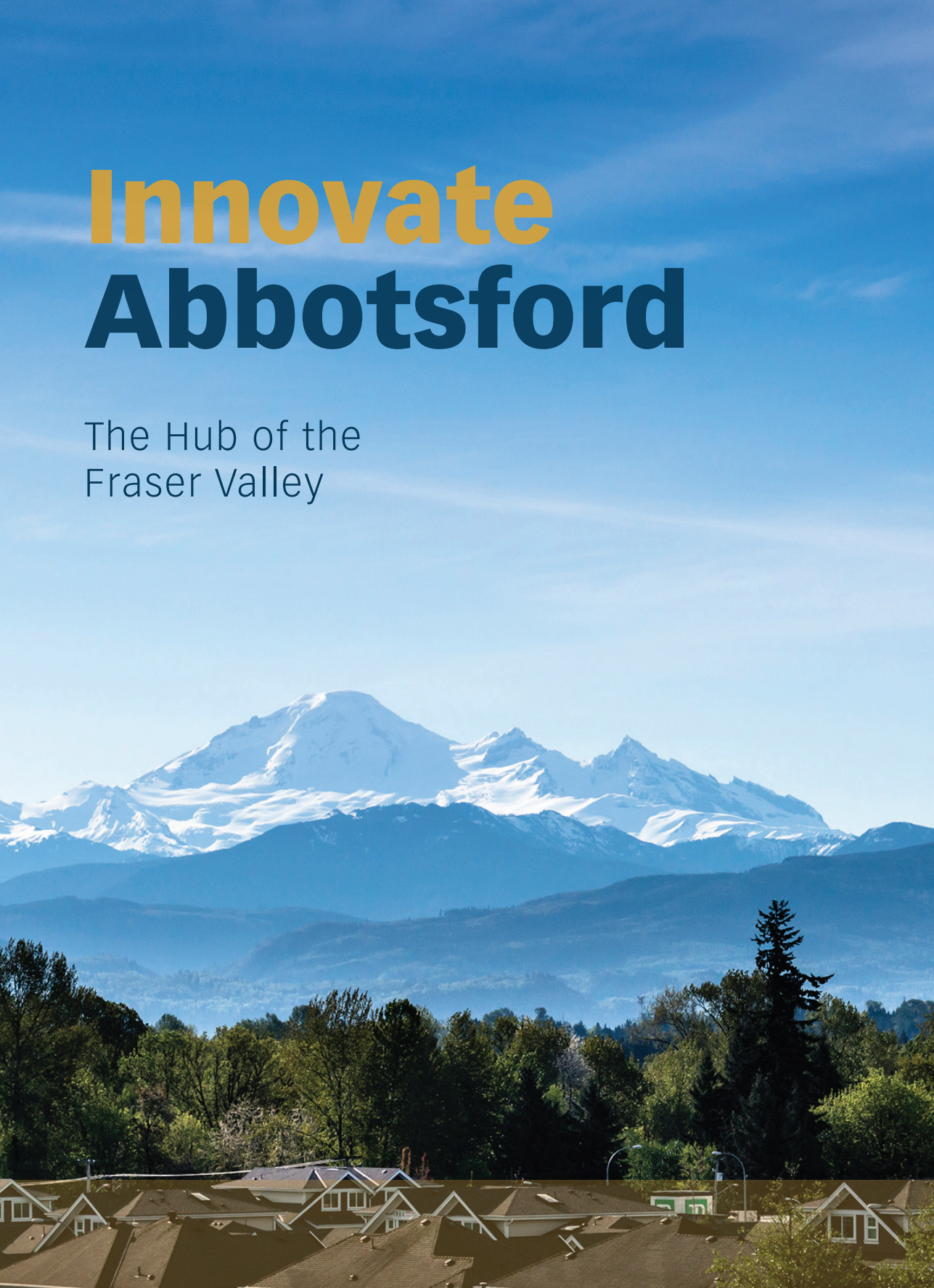


Innovate Abbotsford

The Hub of the
Fraser Valley



ECONOMIC DEVELOPMENT
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CITY OF ABBOTSFORD
ECONOMIC DEVELOPMENT
TOMORROW'S THINKING TODAY





"As Hub of the Fraser Valley, the City of Abbotsford will reside as the regional centre for communities in the Fraser Valley. This vision sees Abbotsford as home to regionally centralized services and agencies including health care, courts, transportation, the university, airport, provincial and federal government, entertainment & cultural facilities, and commerce."

- Mayor Henry Braun



Why Abbotsford attracts global business:

- Abbotsford is the most strategically positioned community within Greater Vancouver
- Abbotsford's transportation network provides affordable, highly efficient access to the whole of Canada, the U.S. Pacific Northwest and Asia Pacific
- Abbotsford is a diverse, livable community within one of the most desired global hubs in the world

Economic Development: Tomorrow's Thinking Today.

Since its beginnings just over a year ago, the City of Abbotsford Economic Development Department (CAED) has been developing innovative programs and gathering vital information in order to attract new businesses and industries to Abbotsford as well as support the needs of existing businesses. A creative, energetic Economic Development team provides one-on-one support to businesses, connecting them with the contacts, resources and information they need to thrive and grow in Abbotsford.

"As ambassadors for economic growth, we've had a busy first year of establishing some forward-thinking and engaging tools, driven by 21st Century technology."

- Wendy Dupley, Economic Development, Director

Abbotsford: A Global Destination

International investment is one of the keys to building a vibrant economy for Abbotsford. It provides jobs, creates economic growth and development and stimulates business growth.

Just recently, Economic Development launched the City of Abbotsford's first ever International Business Attraction Strategy. The plan focuses on how to share Abbotsford's story with the international community as the city positions itself to be a global destination in years to come. By leveraging Abbotsford's key international assets and building on the strengths of three core industry sectors, the strategy defines Abbotsford's competitive advantage for investment and doing business.

The plan also identifies markets and recommends new ways to bring investment into our growing city. Entitled "Flying Higher in Abbotsford," the strategy document is available at <http://caed.abbotsford.ca/locate-here/caed-resource-library/>

Smart Tools

A new stand-alone website featuring Economic Development has gone live. Fresh, inviting and easy to use, the website is uniquely designed for businesses to access information, find resources and connect with Economic Development staff for any kind of support they may need. A key feature is the site's live chat capability – the first of its kind for Economic Development departments in Canada – which connects clients directly to a team member for an immediate response.

Integrated into the website is an innovative Geographic Information System (GIS) planning tool that provides up-to-date real estate, demographic, and industry data to help businesses and site selection professionals choose optimal geographic locations through powerful online mapping analysis. With all of the critical data that is easily accessed, this interactive site simplifies the process of relocating or expanding a business. Abbotsford is the first city in BC to offer this resource to businesses looking to grow and expand.

Visit the new Economic Development website at www.caed.abbotsford.ca.

KEY INDUSTRY SECTORS

- Manufacturing
- Agriculture
- Aviation/Aerospace

YOUNG, EDUCATED WORKFORCE

Total population aged 15 years and over in the Labour Force:

70,535

Total population aged 15 years and over with a University certificate, diploma or degree at bachelor level or above:

15,165

LOCATION, LOCATION, LOCATION

- Access and proximity to:
- Hwy 1 and Interchanges
 - Metro Vancouver
 - US border crossings
 - Abbotsford International Airport (YXX)
 - Railway (CN, CP and Southern)

Economic Development Business Walks Program

During 2015, Economic Development created the City of Abbotsford Business Retention and Expansion (BR&E) program, which focuses on building relationships with the existing 6000 licensed businesses in the community. As part of the program, staff led an inaugural business walk across three locations in Abbotsford to "take the temperature" of businesses in the community. Thirty-eight volunteers – from elected officials to representatives from business organizations – participated and connected with 143 businesses located in Historic Downtown, Clearbrook/South Fraser Way, and Peardonville Industrial area.

The purpose of Abbotsford Business Walks is to connect support agencies to business, share key challenges and opportunities with local decision makers, and identify businesses requiring more comprehensive follow up from Economic Development – all with the goal of fostering business growth in the community.

"Feedback and participation from local businesses has been fantastic," says Wendy Dupley. "We look forward to future walks in 2016 and the opportunity to discover new ways to serve Abbotsford businesses."

Business Walk Program finds **93%** of Abbotsford Businesses indicated 'Steady' or 'Increasing' business growth

OVER 70 BUSINESSES have been identified for follow up support

58% of businesses rate 'Location' as #1 reason for doing business in Abbotsford

25% of businesses rate 'Clientele' as #2 reason for doing business in Abbotsford

71% of businesses interviewed do **NOT** have a succession plan

27% of businesses seek support with Hiring/HR and are challenged with finding skilled workers

53% of businesses interviewed are looking to hire 1/+ new employee(s)

Current Development in Abbotsford

Over the last 20 years, the City of Abbotsford has grown by more than 50 percent, and we are planning for a population of 200,000. With a significant number of improvements (84 and counting) regarding how development applications are processed, we are ready for this growth and the opportunities it will bring. Below is a snapshot of current development.



Hudson's Loft

This project by Canterra Developments (134 apartments) on Gladwin Road is a part of the larger Central Park Village mixed-use development (townhouses, low-rise and high-rise apartments and office/retail) and comprises the first phase of the development.



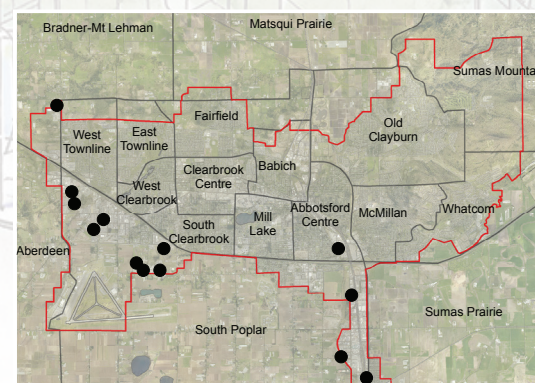
The Mark

Recent winner of a Fraser Valley Commercial Building Award, this 68,000 ft² office/retail development by Diverse Properties is located within the City Centre; phase one of two is now complete.



LaGalleria

Phase one of a 312 unit mixed-use project by Quadra Homes is currently under construction within the City Centre on Trethewey Street.



Industrial Growth

Industrial Development Permit (DP) applications currently in-stream (black dots) with a total proposed floor space of 545,000 ft² are shown to the left. DP approvals to-date in 2015 total 96,000 ft² of industrial floor space. However, based upon the quantity of in-stream applications we anticipate 2015 will likely be a banner year for Industrial Development Permit approvals in Abbotsford. (Statistics are from January 2015 to end of September 2015)

Abbotsforward: The City's Official Community Plan Update

The City of Abbotsford is undertaking a once in a generation opportunity to shape the community through the Abbotsforward project, an update to the City's Official Community Plan (OCP). The completion of the OCP will help shape the community as it grows and provides the certainty that investors are looking for.

A Four Stage Process

Abbotsforward was launched in the summer of 2014. In Stage 1, staff and a consultant, Dialog, began to study Abbotsford's current conditions, because to create a vision for tomorrow, we had to understand how our city functions today.

In early 2015, Stage 2 focused on reaching out to all community members and hearing their vision for Abbotsford's future. With various engagement activities, including an online survey, road show events and neighbourhood walks, we received over 4,000 interactions. These helped us create **7 Big Ideas** that we showcased at a Big Ideas Fair in Historic Downtown on June 12 and 13.

Today, in Stage 3, we're preparing a draft OCP and are back out in the community seeking input from residents and other stakeholders.

Stage 4, the final stage, will refine the draft OCP, obtain the necessary approvals from external government agencies and have it adopted as a bylaw by Council.



7 Big Ideas



CREATE A CITY CENTRE

When asked where the heart of the city is located, all residents will point to the same recognizable place that is the centre of civic, public, economic, and cultural life. This City Centre will have a clear identity and sense of arrival, and will evolve into Abbotsford's most vibrant area, scaled to pedestrians and rich with diverse destinations and activities.



FOSTER NATURAL BEAUTY

Abbotsford will become both more "city" and more "country", where the city becomes more urban and the integrity of the country becomes stronger. In the country, Abbotsford's cherished natural areas will remain intact. Nature will also find its way into the city, with a growing tree canopy and other green and naturalized open spaces.



MAKE WALKING, BIKING AND TRANSIT DELIGHTFUL

Residents will choose to get around by foot, bike, and transit because they will be convenient and enjoyable options in Abbotsford. Along with wheelchair use, walking will be safe, accessible, interesting, and enriching, and it will be the first choice for residents for short trips.



ENHANCE AGRICULTURAL INTEGRITY

Abbotsford's agricultural areas – which comprise a long-standing pillar of the local economy and form a vital part of Abbotsford's character – will be protected as places for agricultural production and processing, and of thriving livelihoods.



ESTABLISH DISTINCT NEIGHBOURHOODS

Abbotsford will be a city where neighbourhoods and smaller districts will be as complete and mixed use as possible, while also having their own diverse and distinct character and sense of place. Residents can work, and enjoy amenities and services such as cafés, shops, schools and parks, within walking distance of home.



DESIGN PLACES FOR PEOPLE

Abbotsford will have attractive and interesting public spaces. While pedestrian-friendly buildings will provide the frame for public life, streets and other open spaces such as parks and plazas will provide the stage. Many sidewalks will be filled with people going about their daily lives, walking, lounging, socializing, playing, eating, kissing, shopping, creating, dancing, exploring, and people-watching.



MAKE IT WORK

This Plan will reflect a turning point for Abbotsford and will not sit on a shelf collecting dust. Much energy and passion will go into making the Plan real in the face of challenges and tough choices. Implementation, follow-through, consistent commitment, culture change, and capacity-building will all be necessary.

