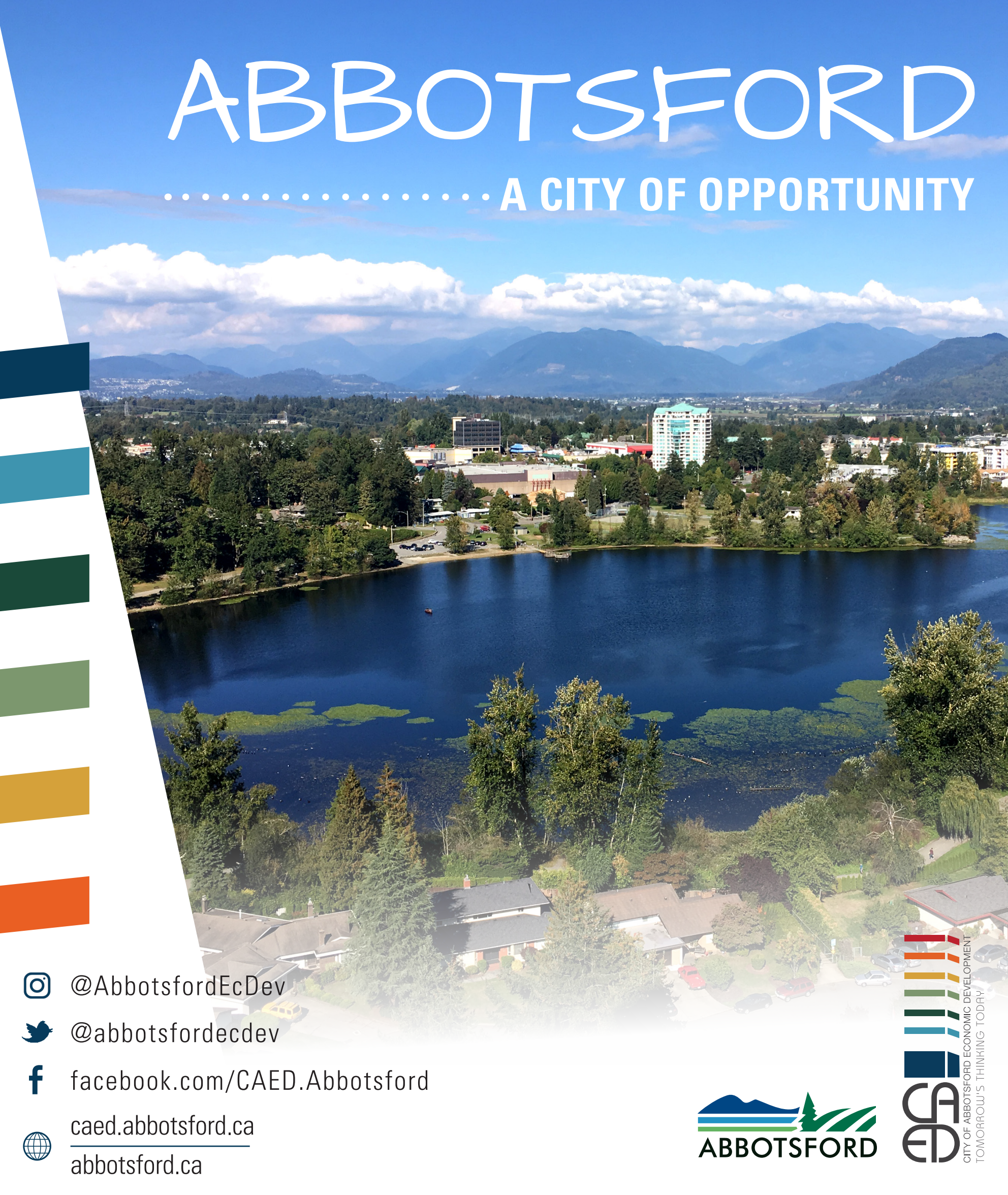


ABBOTSFORD

..... A CITY OF OPPORTUNITY



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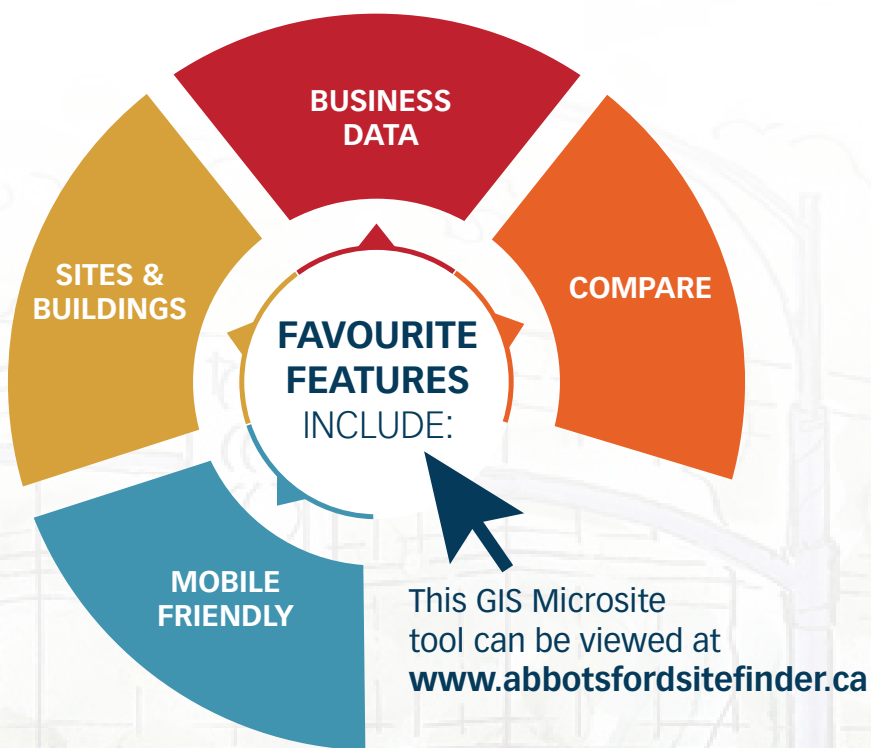
Abbotsford: A Place of Opportunity

Be a Part of the Story

From creating ground-breaking tools for business and collecting current data on what businesses need to succeed and thrive, the City of Abbotsford is designing opportunities for investment and growth. Here is a snapshot of our current work focused on building a vibrant economy in Abbotsford.

GIS Microsite

We have continued to enhance our Geographic Information System (GIS) microsite to include cutting edge tools to help businesses obtain key information.



BUSINESS DATA: Explore industry clusters; find major employers, and information on competitors or customers.

COMPARE: Compare statistical data from Abbotsford with any other community/region across Canada.

SITES & BUILDINGS: View searchable MLS listings for available industrial and commercial sites and buildings in Abbotsford. Within this tab you can also seek out statistical demographic, labour force and consumer data for any specific location.

MOBILE FRIENDLY: We are happy to support a mobile friendly environment with our GIS microsite.

Abbotsford Business Walks

Our Business Walks program takes place each year and allows the City to gather vital information from our business community and to identify support services needed for business growth.

The information gathered is a high level “temperature test” for businesses in Abbotsford that is utilized to connect agencies to businesses, share key challenges and opportunities, and identify any businesses requiring more comprehensive follow up from the City’s Business Retention and Expansion Program.

As a result of business community needs; the City has developed three useful tools to assist businesses in our community:

- 1 **MARKETING TOOLKIT**
- 2 **BUSINESS PLANNING GUIDE**
- 3 **WORKFORCE STRATEGY**

These resources are available on our website in English and Punjabi.

NOVEMBER 27, 28 AND 29TH 2018

The Business Walks team was out in the community with key partners walking from business to business. Watch out for the summary report coming out soon!

SMART21 Abbotsford

The **City of Abbotsford** is proud to be named as one of the **SMART21 Communities of 2019**.

The Intelligent Community Forum’s list of the Smart21 Communities in the world includes cities from over 10 nations on 6 continents, including: Canada, the United States, Taiwan, Australia, Finland and France. Nearly 400 overall submissions are evaluated on six intelligent community indicators: broadband, knowledge workforce, innovation, digital equality, sustainability, and advocacy.

For more information about Abbotsford’s designation visit www.caed.abbotsford.ca/locate-here/smart-city-abbotsford/

Taste of Abby

THINK LOCAL, THINK ABBOTSFORD.

The Taste of Abbotsford is another event where we encourage businesses to be a part of a week-long promotion and celebration of local food production.

Since Abbotsford is the agriculture capital of Canada, the City organizes this event to support growth in the agricultural sector as well as showcase the diversity of production in our community. The Taste of Abby initiative focuses on the promotion and benefit of buying local. This past year we had over 57 businesses participate.

The Economic Development department hosted a local Chef's competition using the @Abbotsford app – allowing the Abbotsford community to vote for their favourite local chef/restaurant.



TASTE OF ABBY TOP CHEF FOR 2018

1ST PLACE WINNER BRODEURS BISTRO
CLOSE SECOND SPROUTED OVEN

Connect with us about participating in 2019's initiative!

For more information visit www.caed.abbotsford.ca/about-abbotsford/think-local-think-abbotsford/



ABBOTSFORD SMART21 COMMUNITY 2019

The announcement of Smart21 was made on **October 25, 2018** at the **ICF Canada conference** in **Hamilton, Ontario**.

Tourism Abbotsford

The economic impact of the tourism industry in Abbotsford cannot be ignored. Driven by events, location, great community assets, authentic experiences, a favourable dollar and overall growth of travel world-wide, Abbotsford is well-positioned to continue to grow the economic impact of tourism.

TOURISM PERFORMANCE

QUICK FACTS:

2018 was the **fourth straight year** of record setting tourism performance in Abbotsford with overnight visitors driving an estimated economic impact of **\$42 million**.

Abbotsford has **17** accommodation partners with **1045** rooms available for visitors.

Accommodation operators experienced occupancy rates **above 80%** during peak visitation months. Abbotsford is on pace for an occupancy rate of **over 65%** for 2018.

Arrivals to the Abbotsford International Airport in 2017 were nearly **700,000 passengers**. In 2018 it is anticipated this number will surpass **800,000**.

It is expected that approximately **\$500,000** in Municipal & Regional District Tax (hotel tax) revenue will be realized in 2018. This revenue supports Tourism Abbotsford's activities, visitor servicing, and destination development.

Community Special Events

159 outdoor events supported by the City over **281 days** with an estimated economic impact of **\$18,104,098.**

LIGHTS CAMERA ACTION!

ABBOTSFORD, OR "ABBYWOOD"
IS A STAR ON THE RISE!

WHETHER IT IS A
TV SERIES,
A MOVIE OF THE WEEK,
OR A FEATURE FILM,
OUR COMMUNITY HAS CONTINUED
TO ATTRACT FILM PRODUCTIONS TO
THE HUB OF THE FRASER VALLEY
THROUGHOUT 2018.

FILM STATS

51 FILM PRODUCTIONS

152 FILM DAYS & MULTIPLE LOCATIONS

\$1.2 MILLION INVESTED IN OUR COMMUNITY

THE FUTURE SURE
LOOKS BRIGHT!



Have you seen our forward thinking augmented reality video journey of Abbotsford? Check out our futuristic video on our CAED homepage at www.caed.abbotsford.ca

2018-2022 Mayor and Council

Mayor and Council were sworn into office on November 5, 2018 and will serve the community of Abbotsford through to November 2022. Mayor and Council are responsible for setting the direction of the City and establishing the policies and priorities for leading the community. Mayor and Council also serve on many local committees and boards, and are the level of government closest to citizens for issues ranging from local service delivery to economic development.

For more information about your Abbotsford City Council and to get in touch with them, visit www.abbotsford.ca/council.

Mayor Henry Braun



Henry was first elected as Mayor of Abbotsford in 2014 after serving on City Council from 2011 – 2014. Henry has been an Abbotsford resident for most of his

life and ran Abbotsford-based Pacific Northern Rail Contractors Corporation up until his retirement in 2003. As a long-time Abbotsford business owner, he is enjoying the opportunity to put his years of business experience to work for the city and people of Abbotsford.

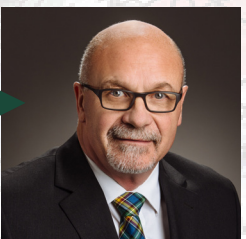
Councillor Bruce Banman



Bruce was the former Mayor of Abbotsford from 2011 – 2014. He is a life-long resident of the Fraser Valley and the owner and operator of Banman Chiropractic. Bruce is a strong supporter of

local small business, has a passion for public involvement and consultation, and supports an inclusive community for everyone.

Councillor Les Barkman



Les was first elected to Council in 2008. Les' history with the City goes back to 1974 when he started working in the Parks and Recreation Department. Les believes that it is

important to give back to the community; he has coached kids' fastball, officiated basketball for 40 years, and has fundraised and volunteered for a variety of local charities.

Councillor Sandy Blue



Sandy was first elected to Council in 2014. Sandy's diverse career included marketing and economic development in the private and public sectors. A lifelong learner, Sandy is internationally certified as both

an economic developer and as a business communicator. She is passionate about helping communities innovate and thrive, and envisions Abbotsford as a preferred destination.

Councillor Kelly Chahal



Kelly was first elected to Council in 2014. Kelly has her MA in Criminal Justice; she currently works for the Ministry of Justice, is appointed as an Independent Chairperson for Correctional Service

Canada and is a guest lecturer at various UFV and SFU Criminology classes. With a passion for social justice and intercultural relations, Kelly has served on the UFV Senate, the Advisory Board for the Centre for Indo-Canadian Studies, is a current member of the Abbotsford Character Council and a director of the Fraser Valley Indo-Canadian Association.

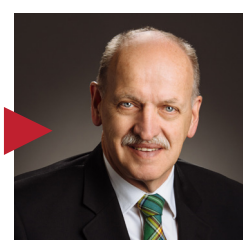
Councillor Brenda Falk



Brenda was first elected to Council in 2014. As the owner of Tanglebank Gardens and Brambles Bistro, Brenda is a farmer, entrepreneur and business woman. With a commitment to community involvement

and horticulture, she is especially excited to be involved in Abbotsford's Communities in Bloom, a national competition that helps to create a safer, more engaged community while encouraging environmental responsibility.

Councillor Dave Loewen



Dave was first elected to Council in 2005. Dave is a retired educator, with 37 years of experience teaching in Australia, Manitoba, Abbotsford and Chilliwack. Born and raised in Abbotsford,

Dave has watched Abbotsford grow from a small town into a vibrant, multicultural community with a rich heritage and strong economic base, and he is proud to serve the community's residents.

Councillor Patricia Ross



Patricia was first elected to Council in 1994. She has travelled the world and truly believes Abbotsford is the most beautiful place on earth, with amazing people she is honoured to serve. Patricia is a

Fellow of Leadership for Environment and Development International, an organization committed to fostering leadership in sustainability. She is currently the chair of GrowYourBiz Abbotsford, an advisory and mentoring board for women in business. As a councillor, Patricia is committed to sustainability principles and considers the environmental, social and economic impacts in all decision making.

Councillor Ross Siemens



Ross was first elected to Council in 2014. Ross previously served on the District of Abbotsford Council from 1986 to 1990. Ross runs his family's business, Hub Motor Service, in Downtown

Abbotsford. Ross understands the unique role that small businesses play in building a strong and engaged locally based economy and is excited about opportunities to help these businesses thrive.

Stay in the know! Council meetings are broadcast live online every second Monday through the website: www.abbotsford.ca/livecouncil