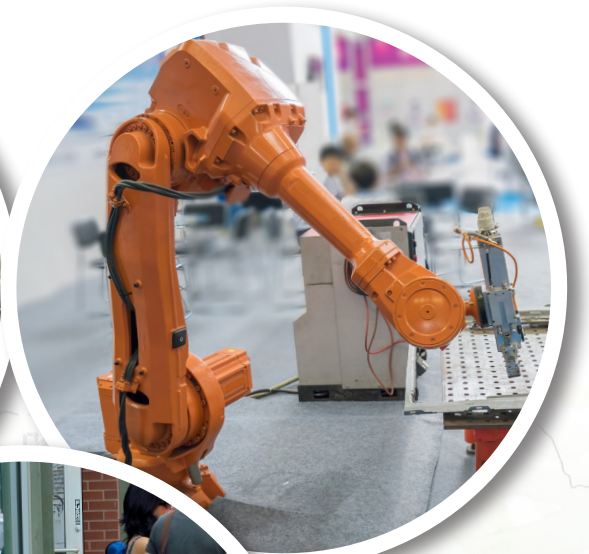


# ABBOTSFORD

<< Diverse. Dynamic. Connected. >>

WITH A BOOMING ECONOMY, A YOUNG AND DIVERSE POPULATION, AND AN ABUNDANCE OF BUSINESS RESOURCES, ABBOTSFORD IS A CITY OF OPPORTUNITY.



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 caed.abbotsford.ca



# Abbotsford: A Place of Opportunity

From creating ground-breaking tools for businesses, collecting the latest data on what Abbotsford businesses need to succeed, and to planning for an Abbotsford where businesses and residents can thrive, the City of Abbotsford is designing opportunities for investing in the city. Here's a snapshot of our current work to build a vibrant economy in Abbotsford.

## GIS Website Relaunch

City of Abbotsford Economic Development (CAED) was the first in Canada to launch a GIS (Geographic Information System) microsite, and has recently updated the site to include more cutting-edge tools to help businesses obtain key information, so they can open or expand in Abbotsford.

### The new features that have been added include:

- **A Data Resource Portal**, with a wide array of data tools
- **Community Profile Infographics**, which include illustrations of key data, sharable to social media
- **Statistical Data**, including demographic, labour force and consumer spending information for our community
- **Business Data**, including the ability to explore industry clusters, find major employers, and information on competitors or customers
- **Compare Communities**, a tool to compare data on Abbotsford with cities across Canada
- **Smart Mapping**, featuring demographic variables and GIS data related to growing or expanding business in Abbotsford
- **Sites & Buildings**, searchable MLS listings for all available industrial and commercial sites and buildings in Abbotsford
- **A Mobile friendly environment** for use on smart devices



The GIS Microsite can be viewed at [abbotsfordsitefinder.ca](http://abbotsfordsitefinder.ca).

## 3rd Annual Abby Business Walks

For the third year in a row, the Abby Business Walks program allowed the City to gather vital information from the business community to identify the types of support services needed for business growth. This information is a high level 'temperature test' for businesses in Abbotsford and its purpose is to connect support agencies to business, share key challenges and opportunities with local decision makers, and identify the businesses requiring more comprehensive follow up from CAED's Business Retention and Expansion Program.



# Be a Part of the Story

## Business Planning Guideline

As an outcome from last year's Abby Business Walks event, the business community expressed a desire for more information on business planning resources. As a result, CAED put together a step by step Business Planning toolkit to help encourage growth and business development. This free business plan template helps our local entrepreneurs define their purpose and strengthen their marketing and operating plans. A translated version in Punjabi will also be available.

**COMMUNITY SPECIAL EVENTS**  
**160 outdoor events** supported by City staff over 303 days with an estimated economic impact of **\$17,050,935.**

**LIGHTS, CAMERA, ACTION!**  
 In 2017, Abbotsford had **41 film productions** and 110 film days with approximately **\$775,332** invested in our community.

## Taste of Abbotsford Week

The City organized the second annual Taste of Abbotsford Week, which took place from May 28 to June 3, with the purpose of supporting growth in the agricultural sector, showcasing production in our community, and promoting local businesses.

The week-long event also featured a community chef's competition, which involved four of Abbotsford's restaurant chefs and an all-star panel of expert judges, including restaurateur, author and tv personality Chef Vikram Vij. Chef Nick Vacchiano of Lepp Farm Market and Sous Chef Amisa Joy took home the title of "Taste of Abby Top Chef 2017."



## Fraser Valley Mega Job Fair 2018

CAED has collaborated with Abbotsford Works to organize a mega job fair and business exposition for Spring 2018. This event is targeted to job seekers and employers from all sectors across the Lower Mainland. As a growing number of local businesses express the need for support in hiring, this initiative is intended to put Abbotsford on the map for job seekers across all sectors. More information will be available in early 2018.



## DID YOU KNOW?...

CAED won a 2017 Economic Developers Association of Canada Marketing Award for "AG Tech Video - Promotional Video" and a 2017 UBCM Community Excellence Award honourable mention in Leadership and Innovation for the "Think Local, Think Abby," Taste of Abbotsford Week.



## Translation Initiative for International Markets

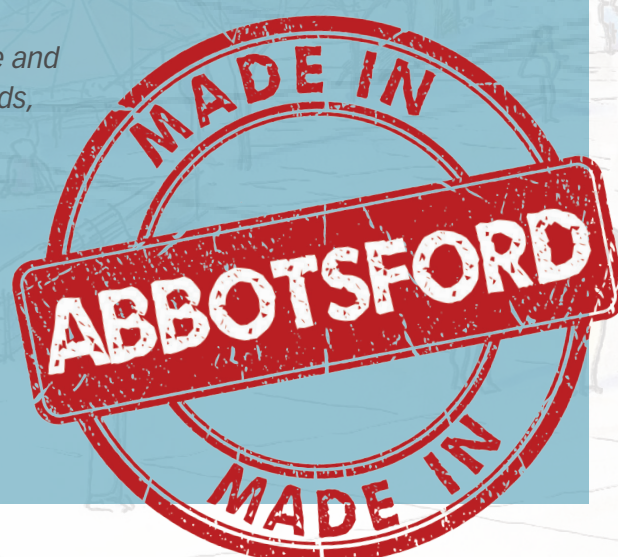
CAED has undertaken the initiative of translating key documents into Punjabi and Chinese to attract investment from international markets, and they are now available on the CAED website.

The CAED Marketing ToolKit business plan is also currently being translated into these languages and will become available online by the end of 2017.

In addition, the CAED team initiated an outreach campaign to key Canadian associations, Federal Trade Commissioners and Provincial representatives in crucial markets to push out the translated materials for their use.

## MESSAGE FROM MAYOR HENRY BRAUN

"Abbotsford's growing manufacturing sector is both diverse and innovative, with companies that are trail blazers in their fields, from product development to manufacturing technology. Not only do they provide specialized products and services across North America and the globe, they are growing our local economy, hiring skilled workers and fostering an entrepreneurial spirit in our city. A strong cluster of businesses in this sector gives our businesses a competitive edge and builds Abbotsford as the Hub of the Fraser Valley."



## Why is manufacturing so vital to our economy?

Manufacturing is a significant part of the economy in British Columbia, making the largest economic footprint among all sectors with the contribution of 400,000 jobs and 12,000 firms. Of these manufacturers, 77% are small and medium sized enterprises, businesses that are also at the heart of Abbotsford's economic success.

**7,155 PEOPLE** work in manufacturing in Abbotsford **REPRESENTING 6.18%** of the total working population.

**NICHE MANUFACTURING** is one of the four key sectors in Abbotsford, along with Aviation and Aerospace, Film, Television & Events, and Agriculture.

In BC, manufacturing represents **\$8.6 BILLION IN WAGES** at levels **15% higher** than the overall average wage for all industries.



# Plan200k: A Vision for How Abbotsford will Grow



In 2016 Council adopted 'Abbotsforward,' the Official Community Plan that brought together wide-reaching community engagement with thousands of residents alongside sound financial analysis to map out Abbotsford as the Hub of the Fraser Valley.

## Creating the Hub of the Fraser Valley

*Abbotsforward* focused on 7 big ideas, addressing everything from creating a vibrant city centre, establishing distinct neighbourhoods, making walking, cycling & transit delightful, and designing places for people. Today the City of Abbotsford is planning for a population of 200,000 residents — an increase of approximately 60,000 new people. Consequently 'Plan for 200K' was created. It is a broad-based initiative to turn the progressive ideas from the Official Community Plan into reality.



## Plan200k in Action

The Official Community Plan is coming to life in the form of 18 major projects, plans and studies out of almost every department at the City of Abbotsford. Plan for 200K is about transforming our City by collaboratively building the Hub of the Fraser Valley in partnership with First Nations, other levels of government, businesses, and citizens.

200,000 residents within the City of Abbotsford will require the building of new infrastructure, providing additional amenities, and developing new strategies to improve residents' lives.

It's a rare opportunity to watch such transformational change take place in a City. Abbotsford is building the future and invites you to be a part of it.

Visit [abbotsford.ca/plan200k](http://abbotsford.ca/plan200k) to help shape the future of Abbotsford.



**PLAN 200K SURVEYS:** NOVEMBER 20 – DECEMBER 22  
TAKE OUR SURVEYS, AND HELP SHAPE THE FUTURE OF ABBOTSFORD!



HOUSING STRATEGY



QUALITY OF LIFE



AGREFRESH

WIN a \$500 Visa Gift Card! Be entered to win 1 of 2 \$500 Visa Gift Cards with each survey you complete! Complete all 3 surveys before Dec. 22, and triple your chances of winning!

We want to hear from you! [abbotsford.ca/plan200ksurvey](http://abbotsford.ca/plan200ksurvey)

STAY CONNECTED!

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