

# ABBOTSFORD

THE HUB OF THE FRASER VALLEY

**CITY OF ABBOTSFORD | ECONOMIC DEVELOPMENT**

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# ABSOLUTELY ABBOTSFORD

With a steadily growing population and escalating building permit activity, Abbotsford continues to attract the attention of investors and developers both locally and internationally. Our **location, diversity** and **eye on sustainable practices** all signal a City that is positioned for new ideas, innovation and investment.

## TOP 7 INTELLIGENT COMMUNITY

In 2019, Abbotsford garnered the attention of an international audience being recognized as one of the Top 7 Intelligent Communities across the globe. This designation was awarded by the Intelligent Communities Forum, a non-profit policy research organization headquartered in New York City, focusing on job creation and economic development in the broadband economy.

Abbotsford's debut in the global rankings among the Top 7 was determined through a thorough assessment of our digital readiness, our ability to embrace evolving technology, the quality of talent being cultivated through the University of the Fraser Valley, the adoption of sustainable practices by the City which are yielding measurable results, and as the home of some truly ground-breaking innovation being fostered by Abbotsford-based companies.

Nearly 400 submissions were received for evaluation from all around the world and Abbotsford was one of only four Canadian cities to be considered for Top 7 in 2019. Other cities included Victoria, Winnipeg and Sarnia.

## ECONOMIC DEVELOPMENT: AT YOUR SERVICE FOR BUSINESS

Our role as a City is to create a business climate that helps first time entrepreneurs as well as established firms to invest with confidence in Abbotsford. We draw on our expertise with Municipal, Provincial and Federal regulations and statutes to help navigate processes, aid businesses to ensure compliance with applicable legislation and to work efficiently to help get your projects rolling.

Behind the scenes, this often requires the collaboration of multiple City departments to ensure that you have the most complete information and best-in-class knowledge and experience working for you. Setting up a new business may involve working with the Economic Development, Planning, Engineering, and Operations departments as well as liaison with external agencies such as the Fire Department and Fraser Health to fully meet your requirements.

## CONNECT WITH US TO GET YOUR PROJECT STARTED

Let's start the conversation at the **City of Abbotsford Economic Development (CAED)** office, located on the 5th floor at City Hall. Tell us your business idea, share with us your needs for buildings or land, let us connect you with resources for business plan development, grant funding or business loan support and identify your next steps to bring your vision to life. We can help you to connect with the appropriate City departments as your project evolves and ensure direct access to the departments that can assist you at every stage of the process.

## LET'S GET STARTED!

Consider us your personal concierge to help launch your next venture. Call or email us today!

 **604.864.5586**     **[econdev@abbotsford.ca](mailto:econdev@abbotsford.ca)**





## 2019 COMMUNITY SPECIAL EVENTS STATISTICS

**162** OUTDOOR  
COMMUNITY EVENTS

**321** EVENT  
DAYS

**540,771**  
PARTICIPANTS

**\$18,223,058**  
TOTAL REVENUE

**75/25 RULE**  
LOCAL / VISITORS

**\$4,054,658**  
REVENUE FROM 75% AT \$10

**\$13,515,525**  
REVENUE FROM 25% AT \$100

## 2019 TOURISM PERFORMANCE

**600,000**  
OVERNIGHT VISITORS  
20% INCREASE IN 4 YEARS

**71%** AVERAGE HOTEL  
OCCUPANCY\*

**\$46M**  
TOTAL REVENUE  
27% INCREASE IN 4 YEARS

**1MILLION**  
EXPECTED PASSENGERS  
AT YXX BY DEC. 2019

\*BASED ON AN INVENTORY OF 930 ROOMS, AMOUNTING TO 241,000 ROOM NIGHTS. 22% INCREASE IN 4 YEARS

## STAR SPOTTING

If you were out about town and thought that you saw your favorite Hollywood celebrity at a local coffee shop or bistro, chances are that it wasn't a doppelganger, but rather those stars themselves. As Abbotsford's participation in the film industry continues to rise, so does the list of prominent performers that are being exposed to the charms of Abbotsford.

Local productions over the past year have included the appearances of Jason Priestley, Patrick Duffy, Mark Wahlberg, Holly Robinson Peete and Candace Cameron-Bure among others for films that have been featured on television and the big screen over the past year. This year, the feature film "Good Boys", produced by Vancouver-born Seth Rogen, also featured familiar scenes from Abbotsford.

The economic impact of the film industry in Abbotsford cannot be understated. Check out these numbers which reflect the activity and impact of this industry here in Abbotsford:

## 2019 FILMING STATISTICS

**60** FILM PRODUCTIONS  
IN ABBOTSFORD

**15** FILMED IN  
DOWNTOWN  
ABBOTSFORD

**\$1.56M**  
TOTAL REVENUE  
\***09** OUTSTANDING  
WRAP SHEETS

**\$400,000**  
FROM DOWNTOWN  
PRODUCTIONS

**120+**  
INQUIRIES

ALL STATISTICS AS OF NOVEMBER 6, 2019



# YOUR CITY. YOUR VOICE; GET INVOLVED!

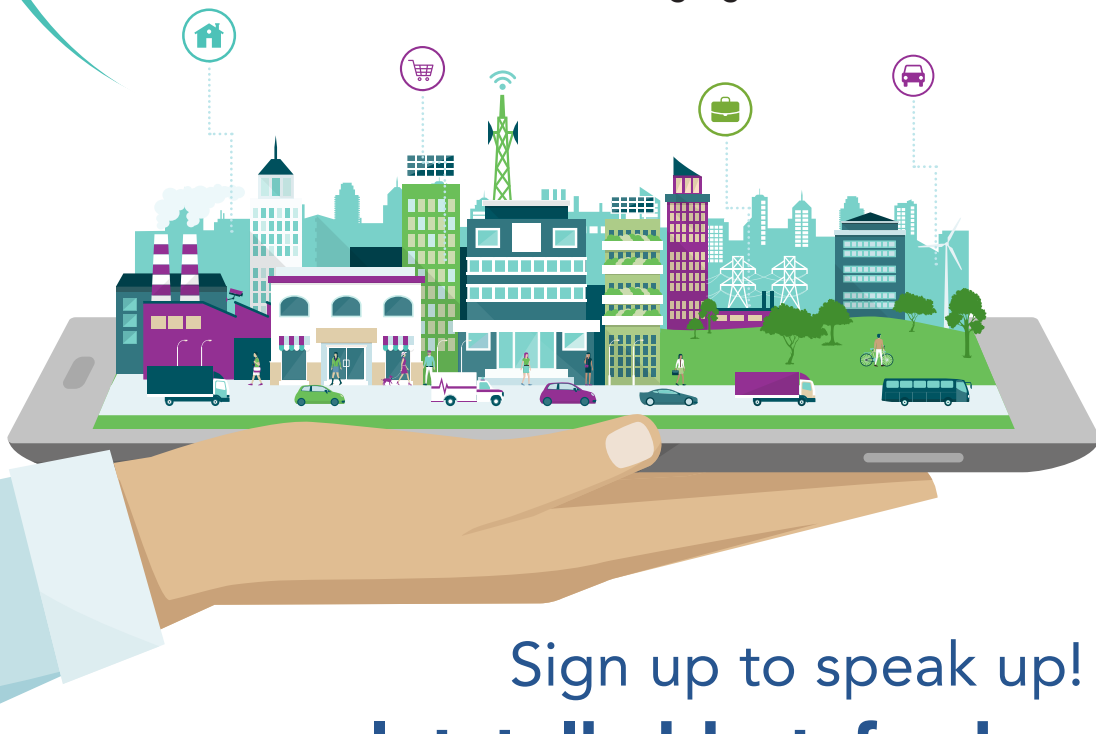
Here is your chance to tell us your ideas! The City of Abbotsford is committed to working more closely with the community to improve engagement and better improve council decision making. This is your opportunity have an impact on the activities, strategies and programs that are important to you.

Our new online engagement website - **LET'S TALK** - allows you to connect with City decision makers at any time on major community projects and initiatives. You'll need to sign up to speak out on projects from parking, new fields, culture and trees. LET'S TALK is your way to make a difference by being a part of the conversation. Here you can find and share ideas, participate in discussions, or show us through images, stories and maps how you feel. LET'S TALK is the hub where we will collect ideas to grow Abbotsford the way you want.

City staff and Council are building this community for you, the residents.

We care about what you think and genuinely want to work with you to build Abbotsford as the Hub of the Fraser Valley. Help us and make a difference, visit [letstalkabbotsford.ca](http://letstalkabbotsford.ca), and register today.

Let's Talk Abbotsford currently has 15 projects online. Check out the highlights on a few.



Sign up to speak up!  
[letstalkabbotsford.ca](http://letstalkabbotsford.ca)

## HIGHLIGHTS

### HISTORIC DOWNTOWN PARKING STUDY

Currently in Stage 1 of 2, the Abbotsford Historic Downtown Parking Study is looking at the existing and future needs for parking in the historic downtown. An online questionnaire just concluded, and results will be shared on the website soon.

[letstalkabbotsford.ca/parking](http://letstalkabbotsford.ca/parking)



### TREES IN ABBOTSFORD

Currently in Stage 2 of 4, the Urban Forestry Strategy will provide a clear direction and long-term vision for managing the City's urban trees for the next 15 years and beyond. Take the online survey available until December 16.

[letstalkabbotsford.ca/urbanforestry](http://letstalkabbotsford.ca/urbanforestry)



### CULTURE STRATEGY

Currently in stage 1 of 5, The Culture Strategy will provide a vision and an action plan for strengthening culture delivery and services in Abbotsford. Share your ideas on what Culture means to you! An online survey will be available in December.

[letstalkabbotsford.ca/culturestrategy](http://letstalkabbotsford.ca/culturestrategy)



### HOUSING STRATEGY

Currently in stage 3 of 4, the Affordable Housing Strategy will determine housing needs in our community and will provide information to help the City in its decision making and partnerships with all levels of government, private sector and non-profit partners.

[letstalkabbotsford.ca/affordablehousing](http://letstalkabbotsford.ca/affordablehousing)



### FRASER HIGHWAY IMPROVEMENTS

Currently in Phase 1 of 3 phases of improvements planned for Fraser highway.

[letstalkabbotsford.ca/fraser](http://letstalkabbotsford.ca/fraser)

