
Business Visitation Program

2020-2021



Our Message to the Public

At the City of Abbotsford we are committed to caring for and connecting with our community. The City of Abbotsford's **Business Visitation Program** is a part of our business retention strategy. It has been created to enable our Economic Development team to better understand the goals of your business. This program will allow us to refer customers to suppliers, provide businesses with opportunities for growth, and act as an avenue to develop business relations with local key contacts. We acknowledge your business as a valued contributor to the community. Your success is important to us.

Through the **Business Visitation Program** we will be able to learn about your organization, explore your issues and target areas where we may be able to help. Our team will be better equipped to represent the interests of Abbotsford Businesses. The program will provide business owners with a single point of contact within the City government. Thus streamlining your future inquiries and requests.

How to Participate

If you are interested in being a part of the City of Abbotsford's **Business Visitation Program** or want to learn more about the program, please contact our Economic Development team.

 econdev@abbotsford.ca  604-864-5586



your business matters to us

Key Objectives

Through the **Business Visitation Program**, we want to hear and capture the unique stories of the businesses we visit, and share their stories with a wider audience.

In addition we will:

- Deepen relationships and connections between business owners and the City
- Ensure business owners feel valued and respected
- Discover ways we can help owners to retain and expand their business
- Connect businesses to resources as well as one to one support
- Provide business owners with a platform to make recommendations to the City
- Gain unique and valuable insight that will allow us to adapt our business retention and expansion program to the constantly evolving needs of our community



*strengthen our connection
to the community*

Program Logistics

- **The formalized Business Visitation Program** will begin in Summer 2020
- We will start by reaching out to all licenced businesses in Abbotsford through existing relationships
- If businesses are interested in being a part of the program, they will register by filling out the **Business Visitation Registration Form**
- All completed registrations will be sent to the Economic Development department
- Registrations will be reviewed, and a representative from Economic Development will contact the business to schedule an on-site visit
- Once a visit has been scheduled, a confirmation email will be sent to the corresponding business
- At the time of visit, an Economic Development representative will conduct the **Business Visitation Program Check-in**
- The Economic Development department will record and respond to all inquiries and concerns in a timely manner

Follow Up

- After each visit is complete, we will routinely follow up to check in and see how the business is doing since our initial visit
- We will inquire to see if they would like to schedule a subsequent visit, or if they require any further assistance
- While visiting businesses throughout the year, we will take note of those that will benefit most from being a participant in the annual Business Walks program involving Mayor and Council



how to get involved

How to Reach our Community

- The **Business Visitation Program** will be communicated through a variety of platforms

 /CAED.Abbotsford

 @abbotsfordecdev

 @AbbotsfordEcDev

 abbotsford.ca

 letstalkabbotsford.ca

 visit abbotsford.ca/caednewsletter to sign up for our departmental newsletter

- A 2-3 minute video detailing the ins and outs of the program will be developed, outlining benefits for the businesses in our community
- The video will be shared on all communication platforms with a link to the **Business Visitation Program Registration Form**
- Throughout the year we will highlight success stories. This will promote the program but also give the businesses in our community recognition and exposure



*gaining the interest of
our business owners*

Business Visitation Program Registration Form

Are you a business owner in Abbotsford? In order for us to serve local businesses better, foster new business growth, and provide useful resources we would love the opportunity to come visit your business. If you are interested in being a part of the **Business Visitation Program**, please fill out the information below.

NAME OF BUSINESS:

BUSINESS ADDRESS:

TYPE OF BUSINESS:

CONTACT NAME: PHONE:

EMAIL ADDRESS:

What do you hope to achieve in this visitation? What is your greatest challenge?

What specific information would you like to have access to locally?

- EXPORTING
- FINANCING
- SUCCESSION PLANNING
- BUSINESS PLANNING
- SUPPLY CHAIN
- HIRING/HUMAN RESOURCES
- MARKETING
- PLANNING
- OTHER: _____

Additional Comments/Requests:

*Thank you for completing the registration form. Please email your completed form to **econdev@abbotsford.ca**. A representative from the Economic Development department will reach out to you to schedule your visitation.*

CLEAR FORM

Business Visitation Confirmation

BUSINESS NAME:

BUSINESS ADDRESS:

BUSINESS EMAIL ADDRESS:

BUSINESS OWNER/MANAGER NAME:

SCHEDULED DATE OF VISITATION:

Ask the Following Questions:

01 Does your business have adequate open space to allow for safe physical distancing throughout the duration of the visitation?

YES NO

If **No**, the visitation will need to be scheduled to take place outside or via video conference.

Please indicate which one below:

Read the Following Statement:

If you have the symptoms of a cold, flu, or COVID-19 including a cough, sneezing, runny nose, sore throat, fatigue or any other related symptoms, please inform the Economic Development department as soon as possible. Your visitation will be rescheduled to a later date.

Please ensure your site is equipped with a hand washing station or hand sanitizer.

If upon arrival, COA staff determine it is unsafe to continue with the visitation, COA staff will reschedule the visitation to a later date.

Do you have any questions or concerns regarding your business visitation scheduled for (date of visitation)?

Thank you and we look forward to our visit with you.

For Office Use Only:

Has an email confirmation been sent to the business owner?

YES NO

Notes:

Resources to bring to visitation:

Additional Comments:

CLEAR FORM

Business Visitation Email Confirmation

Thank you for scheduling your business visitation with the City of Abbotsford. We are looking forward to meeting you, and getting to know about your business and how we can help you to achieve your desired goals and outcomes.

Your Business Visitation is scheduled for _____ at _____.

date *time*

We will be meeting *(insert whether the meeting will be onsite or via video conference)*.

As a reminder if you have the symptoms of a cold, flu, or COVID-19 including a cough, sneezing, runny nose, sore throat, fatigue or any other related symptoms, please inform the Economic Development department as soon as possible. Your visitation will be rescheduled to a later date.

Please ensure your site is equipped with a hand washing station or hand sanitizer.

If upon arrival, we determine it is unsafe to continue with the visitation, we will reschedule the visitation to a later date.

Should you no longer able to meet with us on the scheduled date or time please inform as soon as possible so we can reschedule.

If you have any questions or concerns please contact us at **604-864-5586** or **econdev@abbotsford.ca**.

We look forward to meeting with you,

The Economic Development Team
City of Abbotsford



Business Visitation Program Check-In

part 1 of 2

BUSINESS NAME:

BUSINESS ADDRESS:

BUSINESS EMAIL ADDRESS:

BUSINESS OWNER/MANAGER NAME:

DATE OF CHECK IN:

Ask the Following Questions:

01 Please rate the current status of your business:

SLOW/POOR

FAIR/STEADY

GOOD/INCREASING

02 From the following options, what do you like most about doing business in Abbotsford?

LOCATION

COST OF DOING BUSINESS

AFFORDABILITY

BUSINESS FRIENDLY MUNICIPAL/LOCAL GOVERNMENT

CLIENTELE

AVAILABILITY OF TALENT/LABOUR/SKILLED WORKERS

OTHER (please specify): _____

03 What problems, barriers or issues do you encounter in operating your business in Abbotsford?

04 Are there plans to expand your operation?

YES

NO

05 Are there plans to increase your workforce?

YES

NO

06 If Yes to Question 5: How many new employees do you project over the next 36 months?

CLEAR FORM

Business Visitation Program Check-In

part 2 of 2

07 How can business be improved?

08 Do you have a recovery plan for your business in the event of a disaster/emergency?
(If yes, please describe)

09 How can we help you to achieve your goals and/or desired outcomes?

Additional Comments:

Based on your judgement, should this business be revisited by City of Abbotsford staff to provide business retention assistance?

NO

YES WITHIN:

30 DAYS

60 DAYS

90 DAYS

Action Items for Economic Development Team:

Assigned To:

Projected Completion Date: _____

Actual Date of Completion Date: _____

CLEAR FORM

3 Month Follow-Up

Date of Follow-Up: _____

01 Please rate the current status of your business:

SLOW/POOR

FAIR/STEADY

GOOD/INCREASING

02 How has your business changed or developed since we last spoke?

03 Have you met any projected goals or desired outcomes? *(please describe)*

04 What can we do to help your business thrive?

05 Additional Comments/Requests:

06 Would you like to schedule another Business Visitation?

YES

NO

Action Items for Economic Development Team:

Assigned To:

CLEAR FORM

COVID-19 Considerations

- In order to ensure the safety of all parties involved, we have set forth specific considerations for our Business Visitation Program in relation to the COVID-19 pandemic
- When scheduling the business visitation, COA staff will enquire as to whether or not the identified business location has adequate open space to allow for safe physical distancing throughout the duration of the visitation
- If physical distancing is not possible, there is an option to hold the visit outdoors; weather permitting, or as a last resort via video conference
- Once the visitation date and location has been identified, COA staff will read the following script to the business owner:

If you have the symptoms of a cold, flu, or COVID-19 including a cough, sneezing, runny nose, sore throat, fatigue or any other related symptoms, please inform the Economic Development department as soon as possible. Your visitation will be rescheduled to a later date.

Please ensure your site is equipped with a hand washing station or hand sanitizer.

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