ABBOTSFORD
A CITY OF OPPORTUNITY

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Abbotsford: A Place of Opportunity

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.

This GIS Microsite tool can be viewed at www.abbotsfordsitefinder.ca

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/
Be a Part of the Story
WORKFORCE STRATEGY
The City of Abbotsford is proud to be named as one of the SMART21 Communities of 2019.

Taste of Abby
Connect with us about participating in 2019’s initiative!
For more information visit www.caed.abbotsford.ca/about-abbotsford/think-local-think-abbotsford/

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.

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

TASTE OF ABBY
TOP CHEF FOR 2018
1ST PLACE WINNER BRODEURS BISTRO
CLOSE SECOND SPROUTED OVEN

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 Abbey 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.

ABBOTSFORD SMART COMMUNITY 2019
The announcement of Smart21 was made on October 25, 2018 at the ICF Canada conference in Hamilton, Ontario.
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.