

## KEY FINDINGS

### SUMMARY

City Councillors, partner organizations, business and community leaders as well as City staff embarked on the second annual Business Walks initiative between November 29 and December 1, 2016. The Business Walks is aligned with City of Abbotsford's vision to foster a diverse and vibrant economy and is a key component of CAED's Business Retention and Expansion (BR&E) strategy, in place to support over 7,000 licensed businesses currently operating in Abbotsford.

Business Walk Program finds

**92%**

of Abbotsford Businesses indicated 'Steady' or 'Increasing' business growth

Over 125 short interviews were held with business owners and managers. The interviews help in connecting agencies to businesses, provide a venue for business owners and operators to share key challenges and opportunities with local decision makers, and identify the businesses that require a more comprehensive follow up from Abbotsford's CAED team. The information collected also provides the City of Abbotsford with a high level 'temperature test' for gauging feedback from businesses in Abbotsford.

This year, sixty volunteers participated in three days of Walks across Historic Downtown, Peardonville Industrial/Wheel Avenue, Maclure Industrial, Mount Lehman, Blueridge, Highstreet and Clearbrook/South Fraser Way.

**47%**  
of businesses rate 'Location' as #1 reason for doing business in Abbotsford

**35%**  
businesses rate 'Clientele' as #2 reason for doing business in Abbotsford

**28%**  
of businesses seek support with Hiring/HR and are challenged with finding skilled workers

**21%**  
of businesses see support with marketing

**OVER 50 BUSINESSES**  
have been identified for follow up support

**TO FIND OUT MORE, OR TO REQUEST FOLLOW UP SUPPORT,  
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