



Business Walk Report 2019

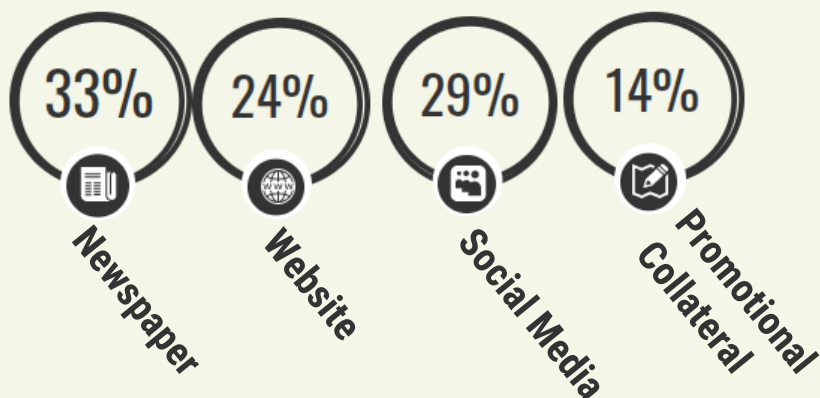


Final Report Prepared by:
Mission Regional Chamber of Commerce

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Icon Legend



Executive Summary



2019 marked the fourth consecutive year where business leaders visited local organizations to collect confidential information during the annual “Business Walk”. Business Walk is a Chamber-lead initiative that was designed to complement economic development efforts in Mission as well as contribute important data to the Chamber’s retention and expansion strategies.



To strengthen the economic conditions in Mission, the Chamber along with our partners, visited 141 businesses and conducted an impact survey. The survey was created in partnership with the District to focus on, and identify, key areas that showcase the current needs of businesses in our community. Business Walk is essential to the economic growth of Mission, as it identifies labor-relation challenges, business achievements, and future goals and strategies being developed within the business community.

Jo-Anne Chadwick
Executive Director



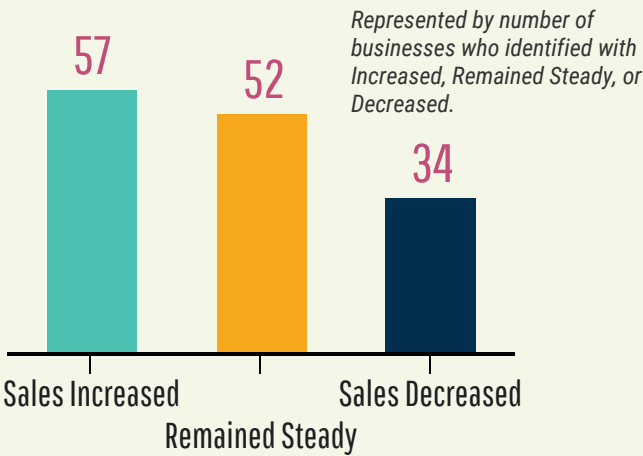
Overview

Total Businesses Surveyed: 143

The 2019 Business Walk saw an increase of 104% (over 2018) in the number of businesses visited. Visits were conducted on foot by volunteers and Chamber staff. Business surveyed had a combined total of 1415 Individuals employed broken down as follows:

- 839 Full Time
- 472 Part Time
- 104 Temporary

Growth in Term of Sales Revenue Comparative to the Same Time Last Year



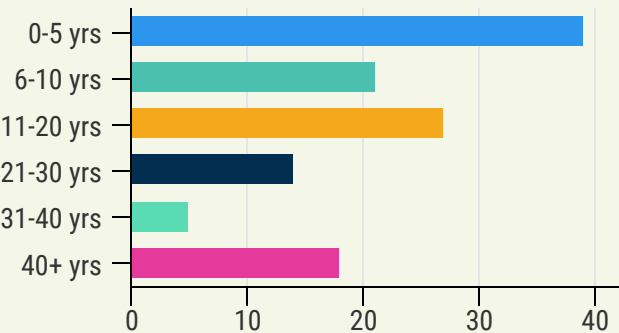
Number of Businesses that use each Marketing Channel



What does Mission Businesses Say Will Help Their Business Locally the Most?

- More effort from landlords to fill vacancies in mall areas.
- Increasing Bylaw and/or RCMP presence around businesses
- Assistance with transient issues
- Stronger value-based proposition from District, in order to attract and keep business in Mission. Incentives for businesses to come to Mission and do business here
- Affordable housing to be able to find and retain local employees
- Marketing & advertisement training
- Funding or grants for hiring of entry level staff

Years in Business



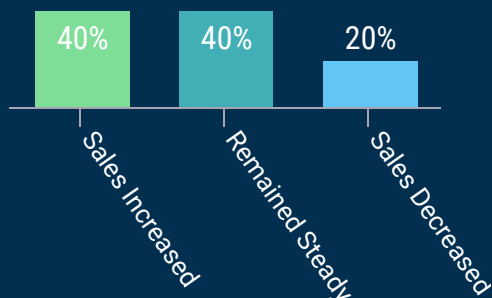
*Some Businesses abstained from this question

Junction Mall

June 2019

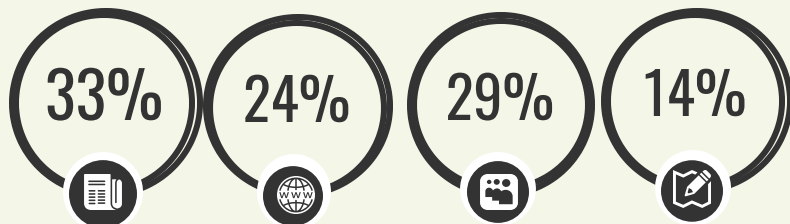
Total Businesses Surveyed: 12

How is Growth in Terms of Sales Revenue Comparative to the Same Time Last Year?



What Marketing Channels do you Use?

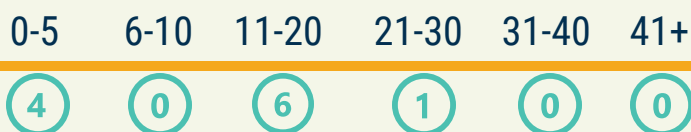
Businesses were able to choose more than one category of preference



Is there something that you would like to see locally that would help your business?

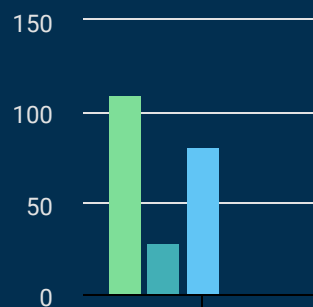
- District to place pressure on mall landlords in regards to vacancies
- Subsidizing Bookstores
- Review of what District of Mission does for value-proposition to encourage business in Mission
- Marketing training for employees
- Landlords to provide better signage for businesses that are in the Mall
- Web design assistance to be able to sell online
- Security continued after 10:00 pm in the mall

Years In Business



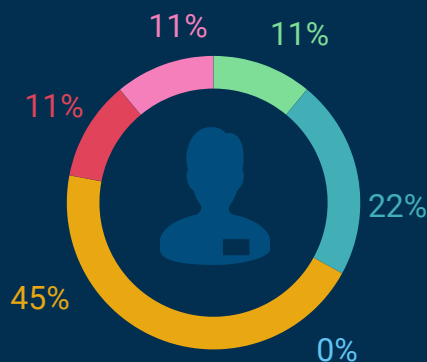
*Some Businesses abstained from this question

How Many Employees do you Have?



- ★ Total (110)
- ★ Full Time (29)
- ★ Part Time (81)
- ★ Temporary (0)

What Type of Human Resource Challenges does your Business Come Across?



Businesses were able to choose more than one category

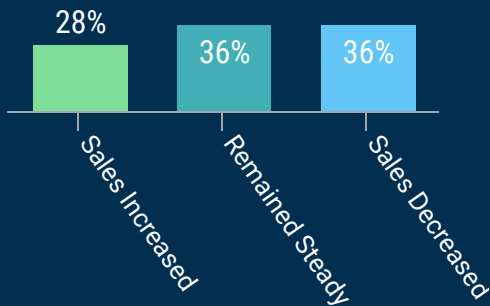
- ⚙ Not enough applicants for vacant positions
- ⚙ Staff Retention
- ⚙ Conflict Resolution
- ⚙ Difficulty finding skilled workers
- ⚙ Staff Training Opportunities
- ⚙ Contracts

Mission Way & Beatty Drive

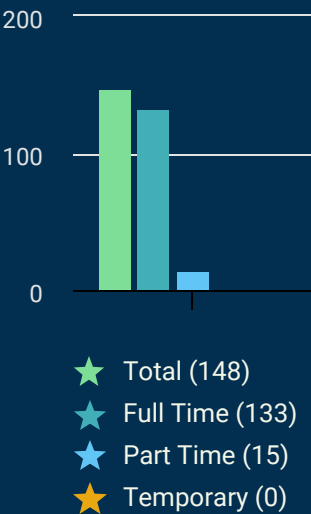
June 2019

Total Businsses Surveyed: 14

How is Growth in Terms of Sales Revenue Comparative to the Same Time Last Year?

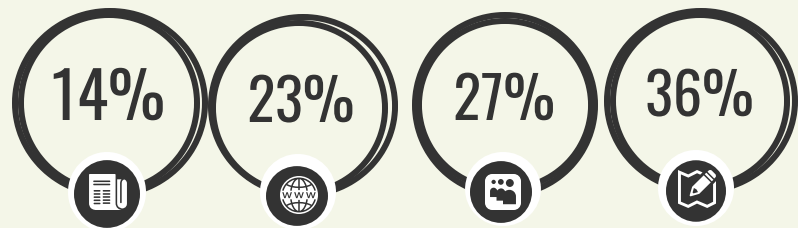


How Many Employees do you Have?



What Marketing Channels do you Use?

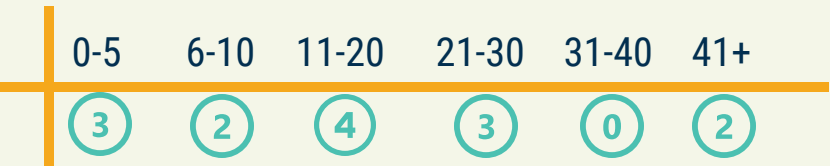
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Is there something that you would like to see locally that would help your business?

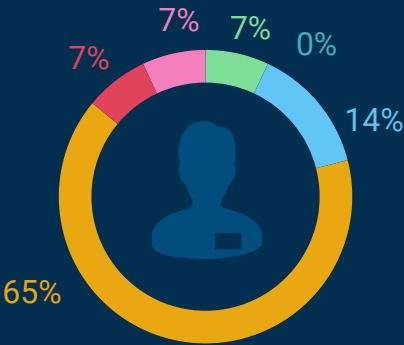
- Lower Business Taxes
- Assistance with transient Issues which has lead to theft
- More RCMP presence in the area especially in the evening
- Programs for internet marketing
- First Aid Training
- Training in competitive advantage to online giants ie. Amazon
- Workshops in staff retention
- Advocacy on tariffs for local Mills
- Property taxes

Years In Business



*Some Businesses abstained from this question

What Type of Human Resource Challenges does your Business Come Across?



Businesses were able to choose more than one category

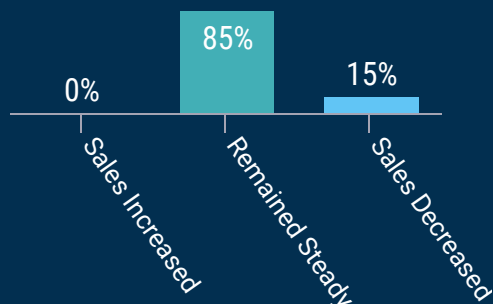
- Not enough applicants for vacant positions
- Staff Retention
- Conflict Resolution
- Difficulty finding skilled workers
- Staff Training Opportunities
- Contracts

Glasgow Industrial Area

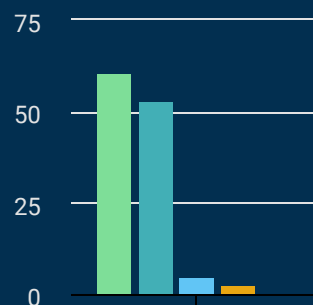
June 2019

Total Businesses Surveyed: 7

How is Growth in Terms of Sales Revenue Comparative to the Same Time Last Year?



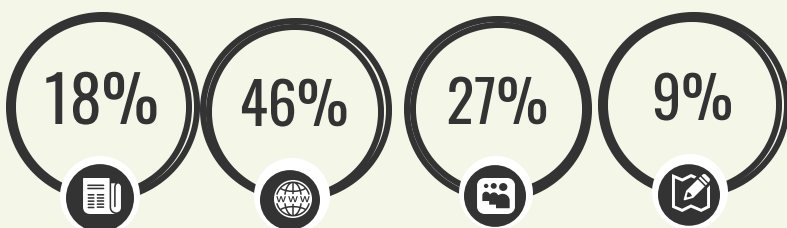
How Many Employees do you Have?



- ★ Total (61)
- ★ Full Time (53)
- ★ Part Time (5)
- ★ Temporary (3)

What Marketing Channels do you Use?

Businesses were able to choose more than one category of preference



Is there something that you would like to see locally that would help your business?

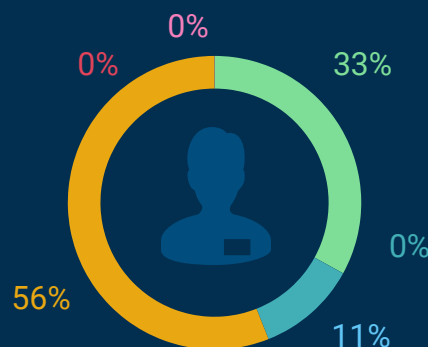
- OPE Training at local institutions
- Assistance in creating Advertisements
- Transparency to businesses in regards to the future of this particular area
- More qualified technicians
- Aid in finding and retaining good staff
- Better public transit to Industrial area for staff and customers

Years In Business



*Some Businesses abstained from this question

What Type of Human Resource Challenges does your Business Come Across?



Businesses were able to choose more than one category

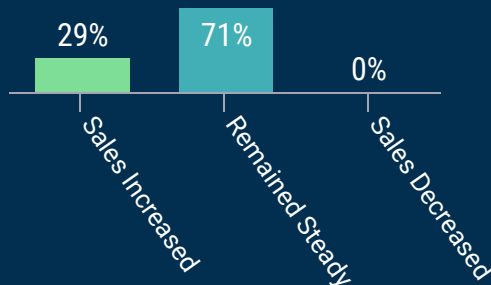
- ⚙ Not enough applicants for vacant positions
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- ⚙ Difficulty finding skilled workers
- ⚙ Staff Training Opportunities
- ⚙ Contracts

Timberlake | Horne | Harbour

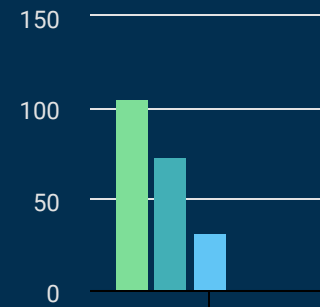
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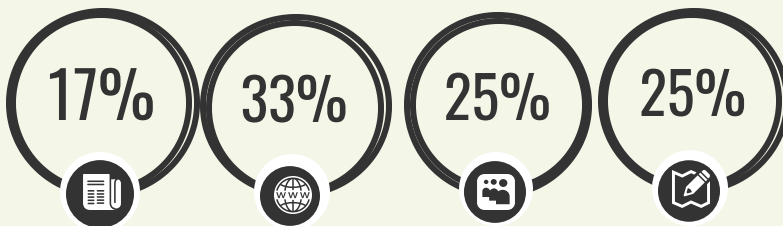
How Many Employees do you Have?



- ★ Total (105)
- ★ Full Time (73)
- ★ Part Time (32)
- ★ Temporary (0)

What Marketing Channels do you Use?

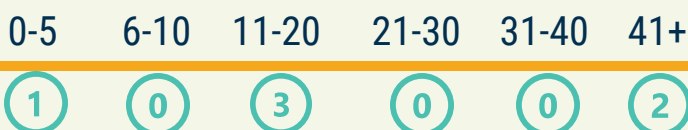
Businesses were able to choose more than one category of preference



Is there something that you would like to see locally that would help your business?

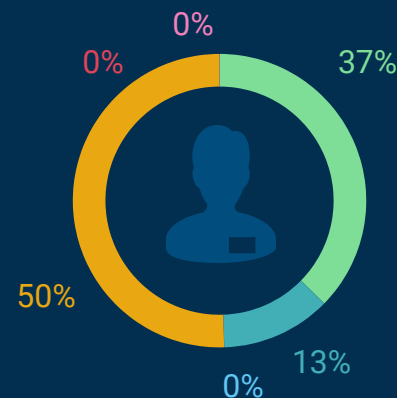
- Creating a partnership with Riverside
- More locations available for business (Moving to Abbotsford due to this)
- Good service support from the District
- More Policing / Patrols in the evenings
- Advocacy in regards to tariff & duties new to cedar
- Clear communication from District in regards to future of waterfront. Allowing businesses to plan ahead.

Years In Business



* Some Businesses abstained from this question

What Type of Human Resource Challenges does your Business Come Across?



Businesses were able to choose more than one category

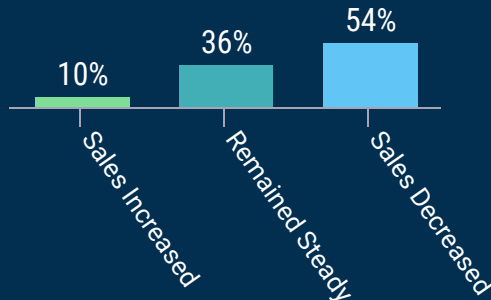
- ⚙️ Not enough applicants for vacant positions
- ⚙️ Staff Retention
- ⚙️ Conflict Resolution
- ⚙️ Difficulty finding skilled workers
- ⚙️ Staff Training Opportunities
- ⚙️ Contracts

Silver Creek Industrial

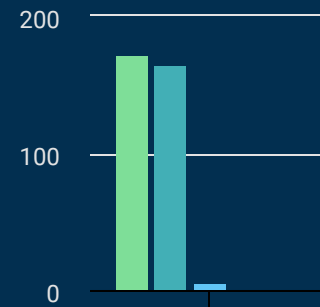
June 2019

Total Businesses Surveyed: 12

How is Growth in Terms of Sales Revenue Comparative to the Same Time Last Year?



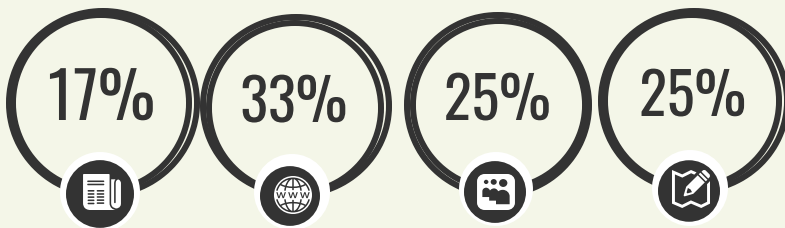
How Many Employees do you Have?



- ★ Total (172)
- ★ Full Time (165)
- ★ Part Time (6)
- ★ Temporary (1)

What Marketing Channels do you Use?

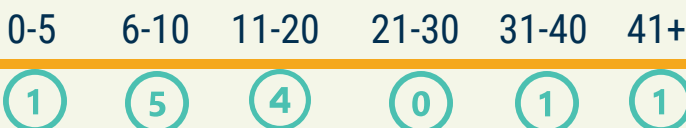
Businesses were able to choose more than one category of preference



Is there something that you would like to see locally that would help your business?

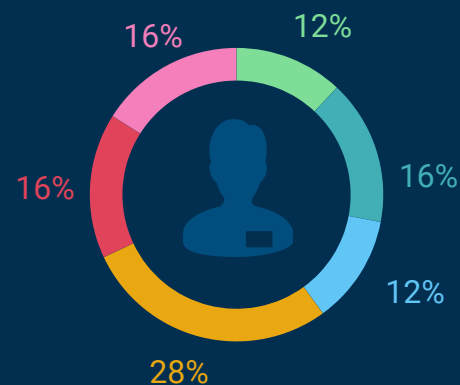
- Bylaw over viewing parking in the area
- More opportunities to work with other local businesses
- Exporting assistance | FDA Regulations
- Forklift and First Aid Training
- Scaled expenses | Small Business Overhead
- Improvement on building permit delays
- More affordable housing in Mission so businesses can attract and keep employees
- More Value-based proposition for industrial businesses to come to Mission
- For Mission to become more "development friendly"

Years In Business



**Some Businesses abstained from this question*

What Type of Human Resource Challenges does your Business Come Across?



- ⚙ Not enough applicants for vacant positions
- ⚙ Staff Retention
- ⚙ Conflict Resolution
- ⚙ Difficulty finding skilled workers
- ⚙ Staff Training Opportunities
- ⚙ Contracts

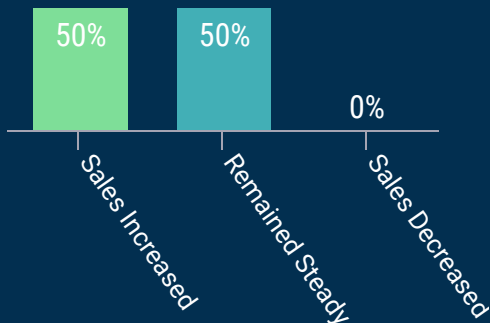
Businesses were able to choose more than one category

Heritage Park Mall

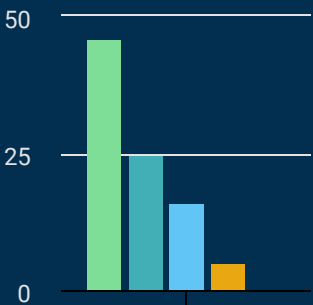
June 2019

Total Businesses Surveyed: 6

How is Growth in Terms of Sales Revenue Comparative to the Same Time Last Year?



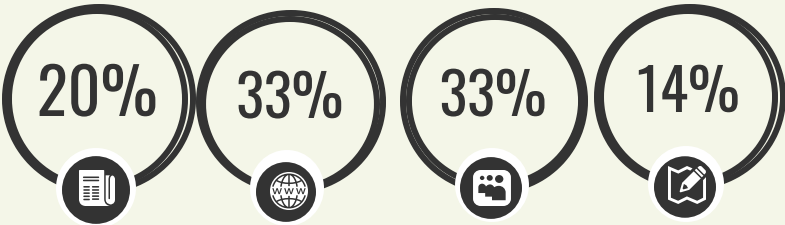
How Many Employees do you Have?



- ★ Total (46)
- ★ Full Time (25)
- ★ Part Time (16)
- ★ Temporary (5)

What Marketing Channels do you Use?

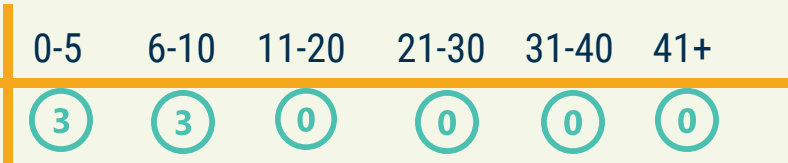
Businesses were able to choose more than one category of preference



Is there something that you would like to see locally that would help your business?

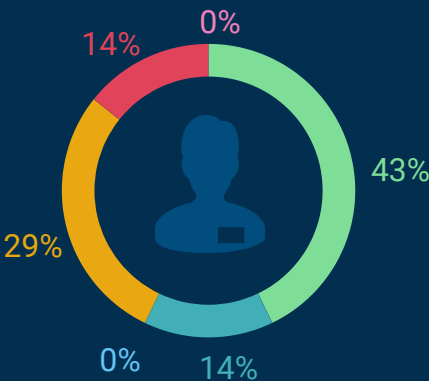
- More emphasis on monitoring the School Zones around mall
- Collaboration with School District around School drop off/pick up
- Cost Sharing program for Training
- More Parking in Mall
- More Taxi services in Mission
- Workshops in maintaining growth and moving forward when in a sales plateau

Years In Business



*Some Businesses abstained from this question

What Type of Human Resource Challenges does your Business Come Across?



- ⚙ Not enough applicants for vacant positions
- ⚙ Staff Retention
- ⚙ Conflict Resolution
- ⚙ Difficulty finding skilled workers
- ⚙ Staff Training Opportunities
- ⚙ Contracts

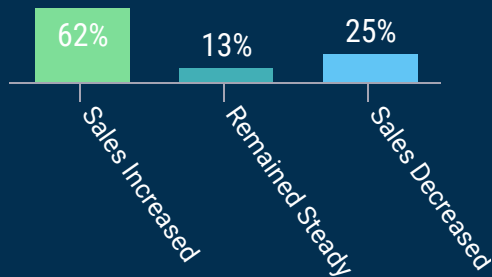
Businesses were able to choose more than one category

Mission Hills Shopping Centre

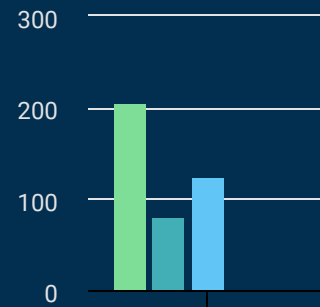
June 2019

Total Businesses Surveyed: 9

How is Growth in Terms of Sales Revenue Comparative to the Same Time Last Year?



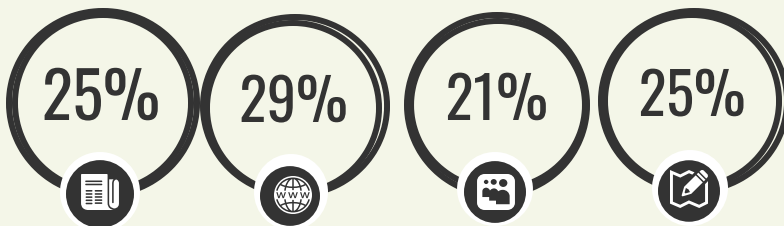
How Many Employees do you Have?



- ★ Total (205)
- ★ Full Time (81)
- ★ Part Time (124)
- ★ Temporary (0)

What Marketing Channels do you Use?

Businesses were able to choose more than one category of preference



Is there something that you would like to see locally that would help your business?

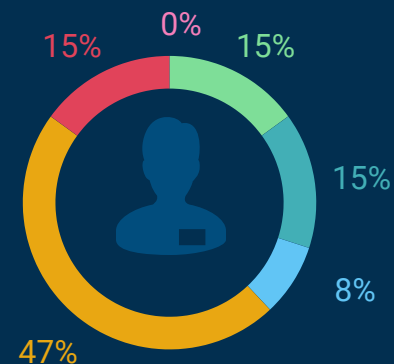
- Security in the mall
- Assistance with the level of theft that happens to multiple stores in the mall
- Assistance with transient issues
- Marketing Training
- More visibility and assistance from Bylaws
- Advertising methods
- Partnership with community organizations

Years In Business



*Some Businesses abstained from this question

What Type of Human Resource Challenges does your Business Come Across?



- ⚙ Not enough applicants for vacant positions
- ⚙ Staff Retention
- ⚙ Conflict Resolution
- ⚙ Difficulty finding skilled workers
- ⚙ Staff Training Opportunities
- ⚙ Contracts

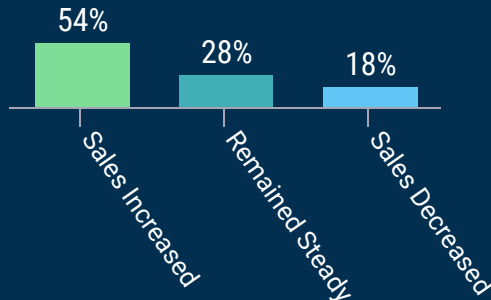
Businesses were able to choose more than one category

Prospera Mall

June 2019

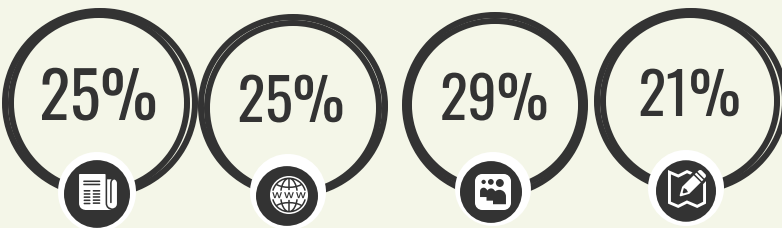
Total Businesses Surveyed: 11

How is Growth in Terms of Sales Revenue Comparative to the Same Time Last Year?



What Marketing Channels do you Use?

Businesses were able to choose more than one category of preference



Is there something that you would like to see locally that would help your business?

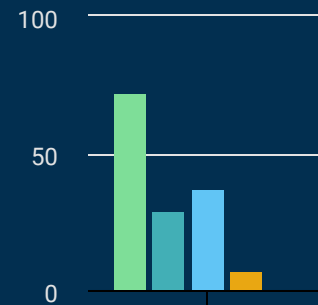
- Grants to help with the cost of staffing for small businesses
- Awareness of advertising methods in Mission
- Partnership with community organizations
- Support to allow for the promotion of the hemp industry
- Advocacy support to the provincial government for funding for pensioners who are in need of hearing aids
- Ride service for elderly or handicapped to medical professionals/services

Years In Business



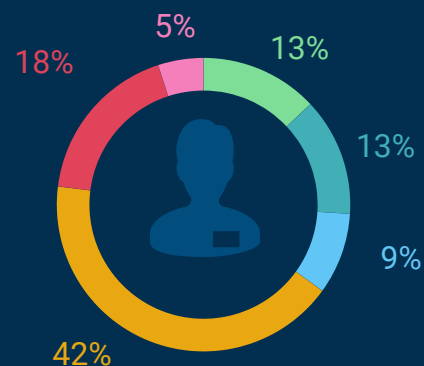
* Some Businesses abstained from this question

How Many Employees do you Have?



- ★ Total (73)
- ★ Full Time (29)
- ★ Part Time (37)
- ★ Temporary (7)

What Type of Human Resource Challenges does your Business Come Across?



- ⚙ Not enough applicants for vacant positions
- ⚙ Staff Retention
- ⚙ Conflict Resolution
- ⚙ Difficulty finding skilled workers
- ⚙ Staff Training Opportunities
- ⚙ Contracts

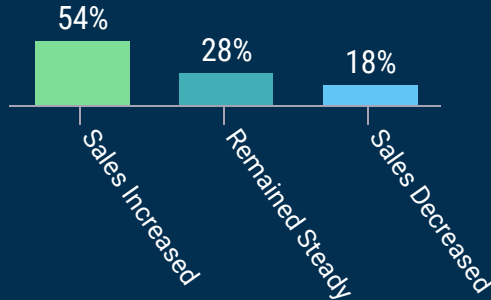
Businesses were able to choose more than one category

Lougheed Corridor

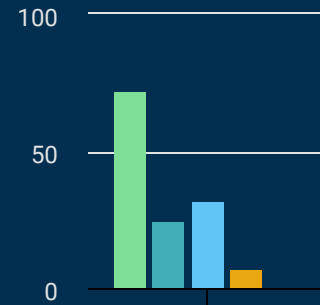
June 2019

Total Businesses Surveyed: 8

How is Growth in Terms of Sales Revenue Comparative to the Same Time Last Year?



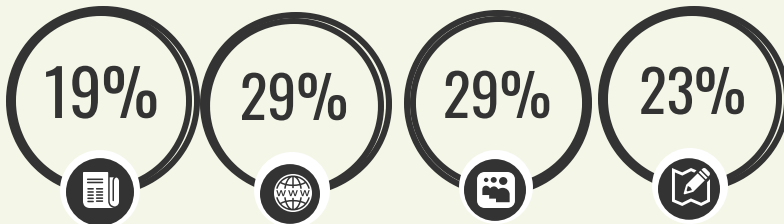
How Many Employees do you Have?



- ★ Total (72)
- ★ Full Time (25)
- ★ Part Time (32)
- ★ Temporary (15)

What Marketing Channels do you Use?

Businesses were able to choose more than one category of preference



Is there something that you would like to see locally that would help your business?

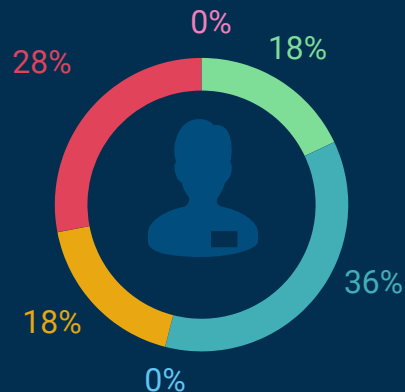
- Funding for entry-level training to attract more employees
- Community support for creating a stronger "fitness culture" in Mission and including all fitness-related businesses
- More housing in Mission to help with the shortage of Full-Time staff
- Workshops on the Grant Application Process (held quarterly)

Years In Business



*Some Businesses abstained from this question

What Type of Human Resource Challenges does your Business Come Across?



- ⚙ Not enough applicants for vacant positions
- ⚙ Staff Retention
- ⚙ Conflict Resolution
- ⚙ Difficulty finding skilled workers
- ⚙ Staff Training Opportunities
- ⚙ Contracts

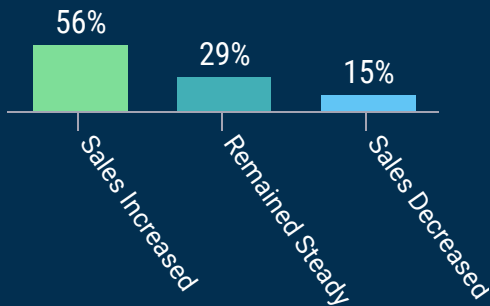
Businesses were able to choose more than one category

Downtown Mission

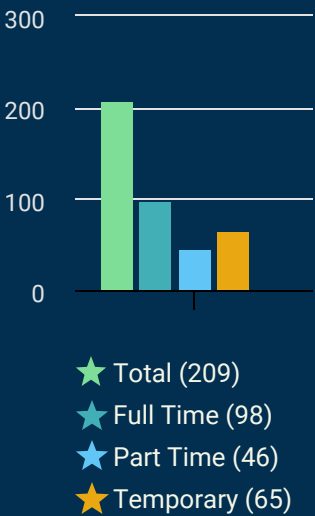
June 2019

Total Businesses Surveyed: 41

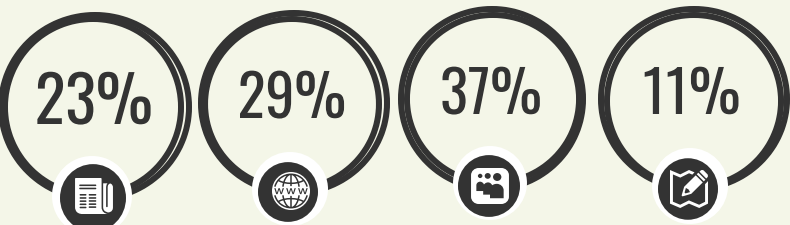
How is Growth in Terms of Sales Revenue Comparative to the Same Time Last Year?



How Many Employees do you Have?



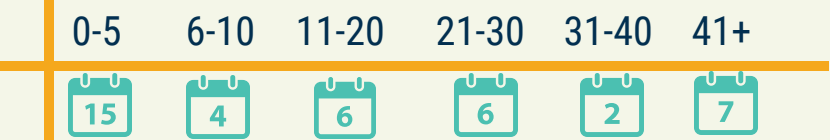
What Marketing Channels do you Use?



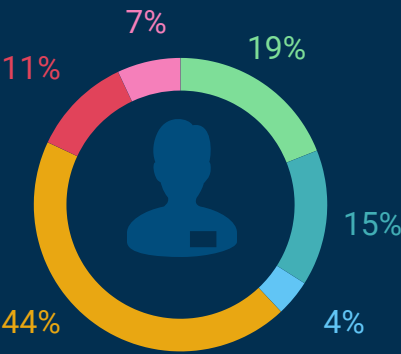
Is there something that you would like to see locally that would help your business?

- Monitored but increased time on parking for downtown Mission. Two hours is not enough time for a service (ie. Hair) or to stroll the core
- The attraction of customers to Downtown
- More resources/avenues to help transient issues
- Security to monitor transients and "move them along"
- Assistance with advertisement
- Cross-promotion through downtown businesses
- Security due to theft
- Government Funding program for hiring entry-level employees
- Local Esthetician Programs
- Partnership Businesses to work with youth
- Social Media Training
- Cleaning program for Downtown
- TED Talks for Startups/ Business
- WestCoast Express to run both ways or at more times
- More RCMP presence
- Area Cleanups for Downtown
- More "Sunset Markets" for local businesses to attend as vendors
- Advocacy on re-routing of logging trucks through the downtown core
- Mission Retail Magazine

Years In Business



What Type of Human Resource Challenges does your Business Come Across?



- Not enough applicants for vacant positions
- Staff Retention
- Conflict Resolution
- Difficulty finding skilled workers
- Staff Training Opportunities
- Contracts

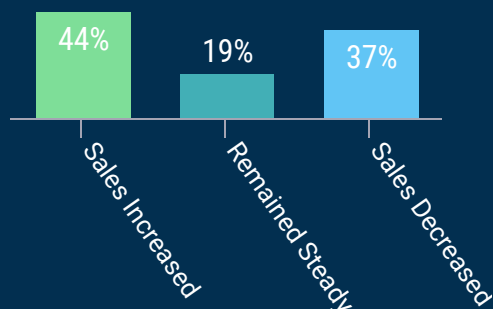
Businesses were able to choose more than one category

Other Business

June 2019

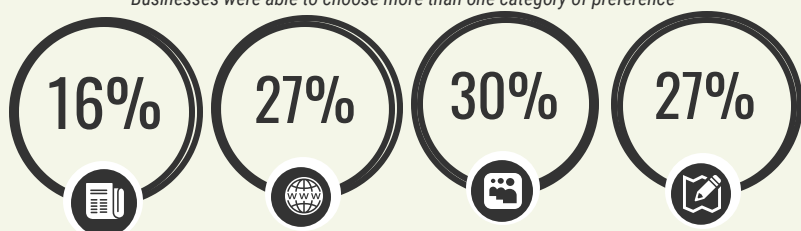
Total Businesses Surveyed: 16

How is Growth in Terms of Sales Revenue Comparative to the Same Time Last Year?



What Marketing Channels do you Use?

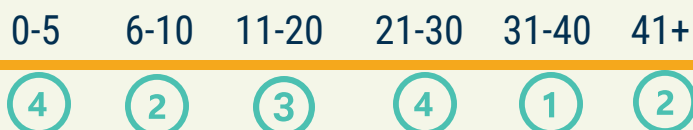
Businesses were able to choose more than one category of preference



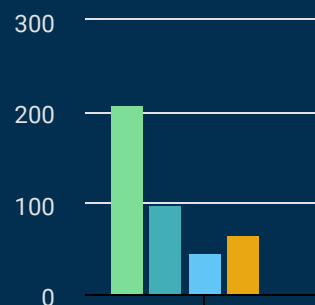
Is there something that you would like to see locally that would help your business?

- Assistance with Funding and Grant Application
- Sponsorship from Business Community
- More volunteers for Board of Directors
- Food Safe level 1 and Serving it Right Certification Courses
- Small Business day courses
- Local First Aid training
- Advanced web marketing courses
- Seminars on exportation
- Bursaries or scholarships for low income to take CDA (certifies Dental Assistant) training
- Bonafide co-working space
- Crosswalk safety at 7th & James
- Assistance with Mission Secondary School and it's affect on business along 7th (ie. Vandalism, fights, littering)
- Marketing Assistance

Years In Business

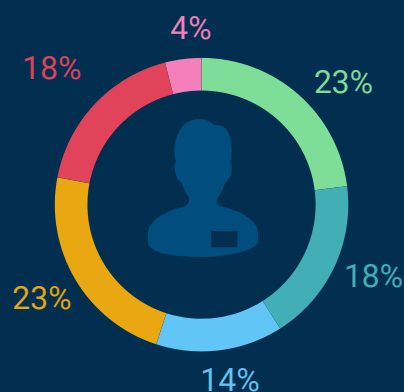


How Many Employees do you Have?



- ★ Total (214)
- ★ Full Time (128)
- ★ Part Time (78)
- ★ Temporary (8)

What Type of Human Resource Challenges does your Business Come Across?



- ⚙️ Not enough applicants for vacant positions
- ⚙️ Staff Retention
- ⚙️ Conflict Resolution
- ⚙️ Difficulty finding skilled workers
- ⚙️ Staff Training Opportunities
- ⚙️ Contracts



Business Walk 2019

Research conducted by volunteers from:

Mission Regional Chamber of Commerce Staff & Board

Community Futures North Fraser

Downtown Mission Business Association

The Mission Record

Maximus Work BC Centre

District of Mission Economic Development

Thank you to our volunteers who make "Checking The
Business Pulse of Mission" possible

Final Report Prepared by:

Mission Regional Chamber of Commerce