



Business Walk Report 2021

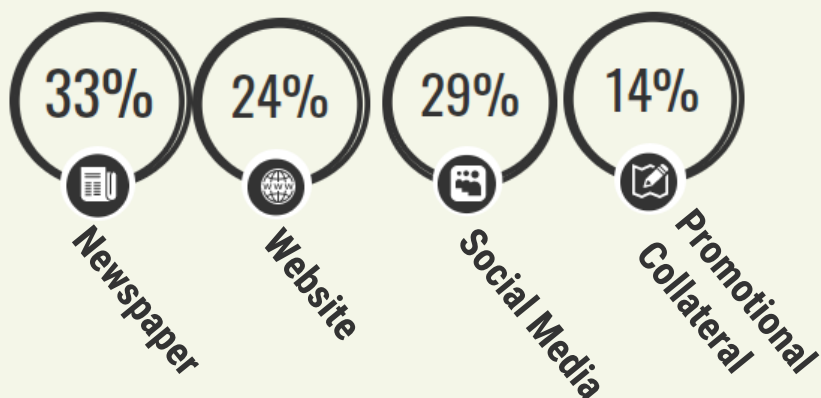


Final Report Prepared by:
Mission Regional Chamber of Commerce

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Executive Summary



During the week of July 19-23rd 2021, business and community leaders visited over 140 local organizations and businesses throughout Mission. These face-to-face conversations shed light on the resilience the Mission business community has had to summon throughout the pandemic. This is the 6th annual 'Business Walk', a Chamber-led initiative that was designed to complement economic development efforts in Mission. Conducted over a one-week period what emerges is a snapshot of challenges, and successes our businesses have had through the pandemic and their hopes and dreams for the future.

2021's Business Walk saw the Chamber and our partners conduct a 10 question survey created in partnership with the City of Mission, and was designed to identify and capture key areas of needs within our business community.

The report contained within is the compilation of the data from the individual businesses, and what emerges is the collective voice of the business community. Data which informs on labour challenges, the need for strategic resource allocation, in addition to business achievements, and the demonstrated resiliency of our business community through the pandemic.

Overview

Total Businesses Surveyed: 141

Visits were conducted on foot by volunteers and Chamber staff. Business surveyed had a combined total of 1489 Individuals employed broken down as follows:

- 899 Full Time
- 570 Part Time
- 20 Temporary

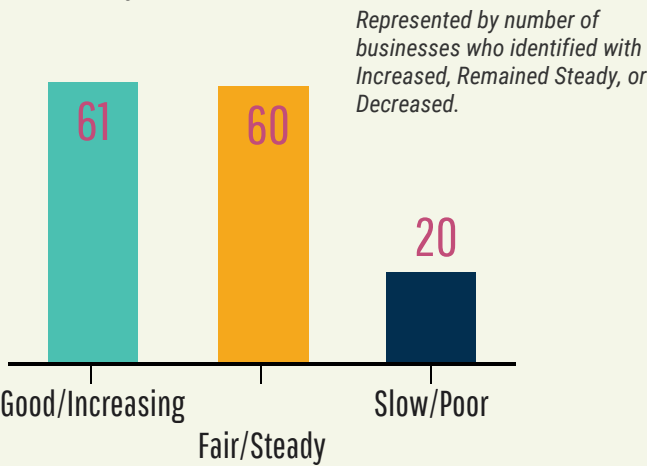
What does Mission Businesses Say Will Help Their Business Locally the Most?

- Advertising
- More RCMP presence around business areas
- Clear permit wait times from City of Mission
- Landlord assistance
- Traffic Management in congested areas
- Promotion of Shop Local initiatives
- Programs to aquired skilled staff
- Business Workshops
- Educational opportunities
- Improvement of the permit and inspection process with the City of Mission

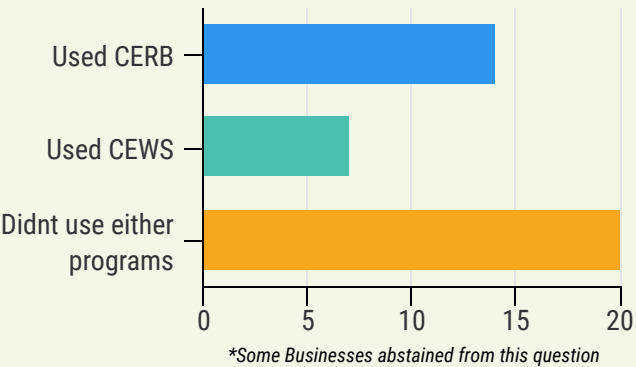
Number of Businesses that use each Marketing Channel



How businesses currently rate their process/state of recovery.



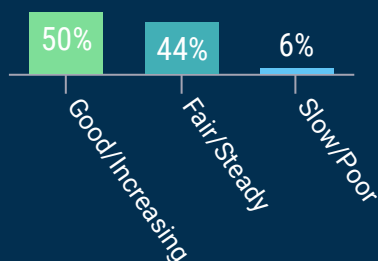
Use of CERB and CEWS programs with business



July 2021

Total Businesses Surveyed: 16

How would you gauge your process/state of recovery?



25%
of Businesses
found it difficult to
get PPE

What is the greatest challenge facing your business today?

- Keeping members and regular customers
- Business traffic being slow, as COVID perceptions affect customer interactions
- Internal challenges
- Finding and retaining staff
- Customers view regarding the Face Mask Mandate
- Reliance on surrounding businesses staying open
- Commercial rent prices

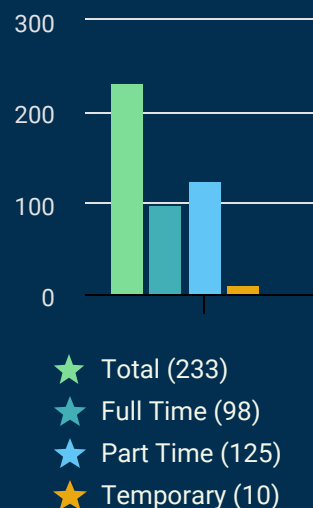
Is there something that you would like to see locally that would help your business?

- Shop Local initiatives
- Additional retail space in Mission
- Job Fair
- Local Advertising
- Improvement on permitting process, inspection timing with City of Mission

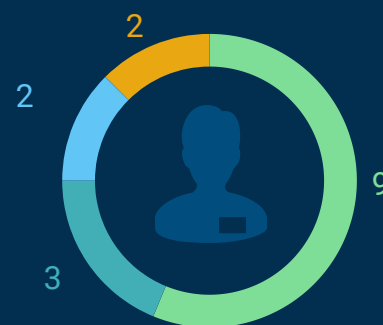
How has your customer base changed for your business through the COVID-19 Pandemic?

- Timed bookings through online platforms
- Lineups due to social distancing
- Seniors being added to family accounts (financial institution)
- Switched to more services online
- Addition of third parties (Skip the Dishes and Door Dash)
- Shift to more than 80% of clients to drive-thru
- New faces, CERB providing disposable income
- Online ordering
- Delivery requested
- More takeout

How Many Employees do you Have?



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



Businesses were able to choose more than one category

- ⚙ Stated there were no HR challenges
- ⚙ Not enough applicants for vacant positions
- ⚙ Staff Retention
- ⚙ Difficulty finding skilled workers

What Marketing Channels do you Use?

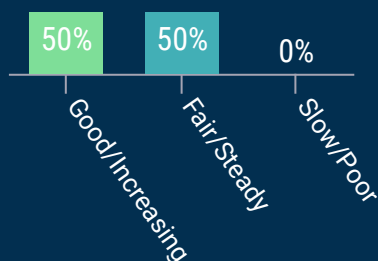
Businesses were able to choose more than one category of preference



July 2021

Total Businesses Surveyed: 12

How would you gauge your process/state of recovery?



2%
of Businesses
found it difficult to
get PPE

What is the greatest challenge facing your business today?

- Property Taxes
- Finding the right marketing platform
- Inventory and supply
- Management
- Finding skilled employees
- Not owning the property, leasing, and wanting to grow
- Maintain customers
- Clients perception of the industry
- Mental health support

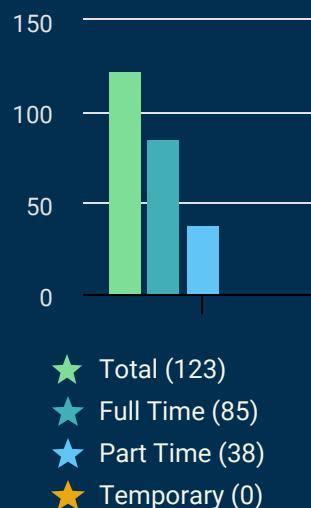
Is there something that you would like to see locally that would help your business?

- Better merchant services options
- Environment process clarification
- Advertising
- Access to capital
- Auto rental service
- Community safety support

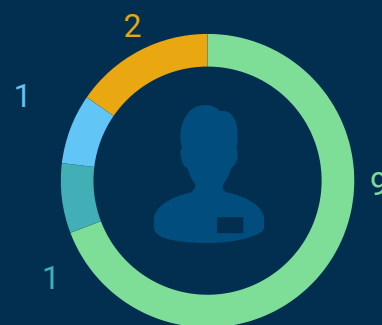
How has your customer base changed for your business through the COVID-19 Pandemic?

- The virtual transition has been positively received
- New customers looking to support local rather than big box stores
- New customers
- More customers as people focused on working on their home during the pandemic

How Many Employees do you Have?



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



Businesses were able to choose more than one category

- ⚙️ Stated there were no HR challenges
- ⚙️ Not enough applicants for vacant positions
- ⚙️ Staff Retention
- ⚙️ Difficulty finding skilled workers

What Marketing Channels do you Use?

Businesses were able to choose more than one category of preference

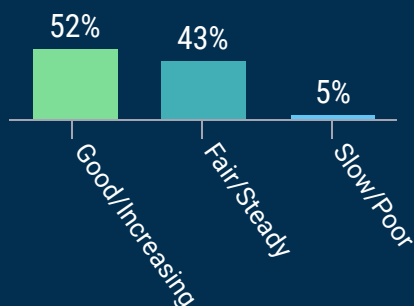


London, Beaty, Mission Way Industrial

July 2021

Total Businesses Surveyed: 21

How would you gauge your process/state of recovery?



19%
of Businesses
found it difficult to
get PPE

What is the greatest challenge facing your business today?

- Supply chain issues
- Landlord passing on increases of property tax 20-30%
- Logistic struggles
- Shipping issues
- Advertising
- Industrial area
- Permit process with City of Mission
- Forced renovations
- Introduction of HR program
- Staffing
- Receiving/sourcing
- Red tape for existing structures
- Business license and permit process
- Too busy

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

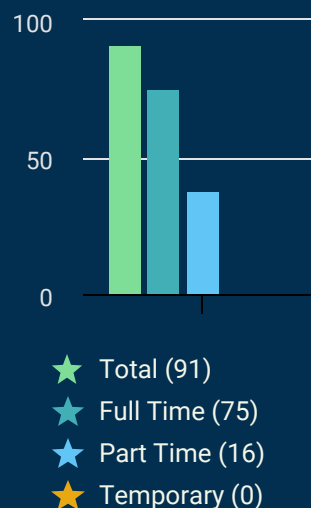
- Tax increase transfer
- Assistance in expanding
- More clarity with business owners on waterfront development
- Crosswalk at Horne
- Traffic with Bypass
- A simpler way for businesses to start with the City of Mission
- Traffic assistance
- Additional land for light industrial
- More land zoned industrial

How has your customer base changed for your business through the COVID-19 Pandemic?

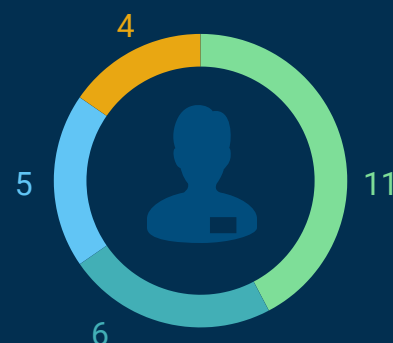
- Many new residents and new customers
- Regular clients moved away
- Meetings moved online

*More than 95% of businesses in this area stated no change

How Many Employees do you Have?



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

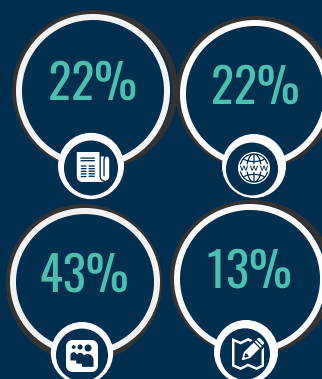


Businesses were able to choose more than one category

- Stated there were no HR challenges
- Not enough applicants for vacant positions
- Staff Retention
- Difficulty finding skilled workers

What Marketing Channels do you Use?

Businesses were able to choose more than one category of preference

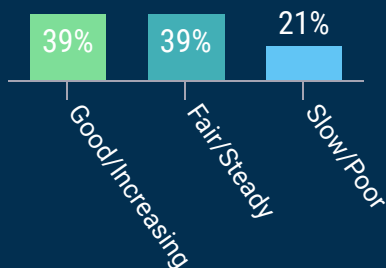


Downtown

July 2021

Total Businesses Surveyed: 38

How would you gauge your process/state of recovery?



21%
of Businesses
found it difficult to
get PPE

What is the greatest challenge facing your business today?

- Getting the word out for new businesses
- Advertising with a low marketing budget
- Parking
- Not enough staff
- City of Mission Permitting/Inspection
- Supply chain & lack of stock
- connecting with similar organisations in the community
- Lack of support for business from City
- Shipping costs
- Big Box store competition
- Visibility
- Transient issues, with vandalism of fecal matter, needles etc.
- Trying to stay current with up to date products

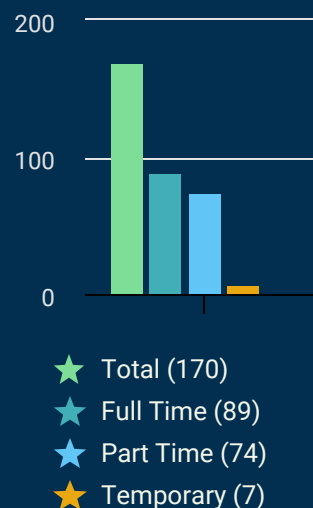
Is there something that you would like to see locally that would help your business?

- Exposure programs
- Social Media programs
- Clients need more than 2 hours of parking allocation
- Speed control on 1st avenue
- Pedestrian controlled lights
- Clear permit wait times from the City of Mission
- More filming downtown
- Community garden, local playground
- Improvement on current inconsistent inspection process with City of Mission
- Parking availability
- Increased safety in the area
- Streetlight/crosswalk at 2nd & Horne

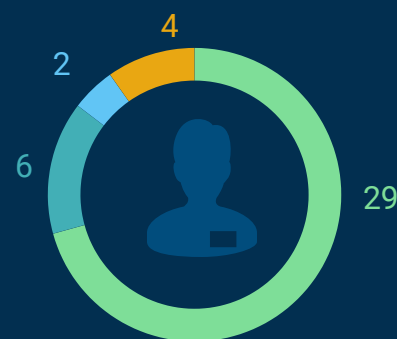
How has your customer base changed for your business through the COVID-19 Pandemic?

- Hard to get customers to participate in in-person activities
- Fewer clients getting personal services
- Younger clients
- More consumers moving here from Vancouver metro area
- More people working from home and shopping locally
- Over the phone, sales accounted for 90% of all business

How Many Employees do you Have?



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

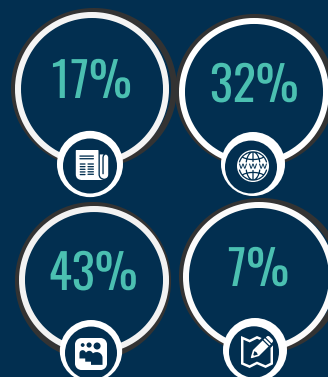


Businesses were able to choose more than one category

- ⚙️ Stated there were no HR challenges
- ⚙️ Not enough applicants for vacant positions
- ⚙️ Staff Retention
- ⚙️ Difficulty finding skilled workers

What Marketing Channels do you Use?

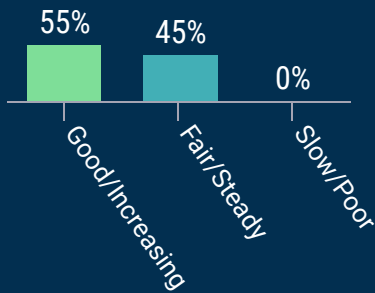
Businesses were able to choose more than one category of preference



July 2021

Total Businesses Surveyed: 9

How would you gauge your process/state of recovery?



77%
of Businesses
found it difficult to
get PPE

What is the greatest challenge facing your business today?

- Online processes
- Mandatory closures
- Anti-maskers
- New business gaining momentum
- Time management
- Supply costs - 100% increase
- Training to foster client relationships
- Supply shortage and price increase

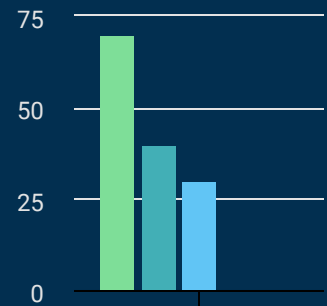
Is there something that you would like to see locally that would help your business?

- Advertising and Marketing
- Promotion of small businesses outside the downtown core
- RCMP presence for intoxicated driving
- Better public transit

How has your customer base changed for your business through the COVID-19 Pandemic?

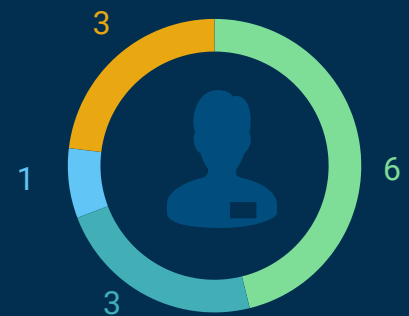
- Use of third parties (Skip the Dishes)
- Reduced appointments to follow maximum capacity allowed in business
- More clients that live closer to business
- Growing population in Mission, younger families
- More online appointments

How Many Employees do you Have?



- ★ Total (70)
- ★ Full Time (40)
- ★ Part Time (30)
- ★ Temporary (0)

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

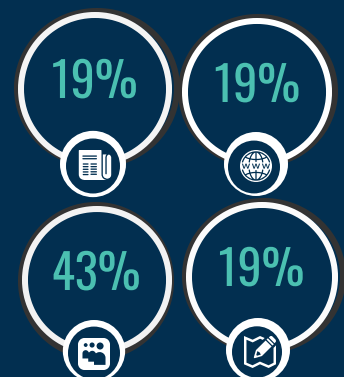


Businesses were able to choose more than one category

- ⚙ Stated there were no HR challenges
- ⚙ Not enough applicants for vacant positions
- ⚙ Staff Retention
- ⚙ Difficulty finding skilled workers

What Marketing Channels do you Use?

Businesses were able to choose more than one category of preference



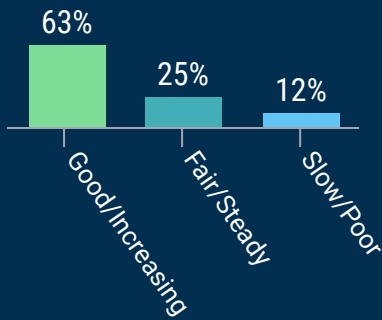
Lougheed (Park - Haig)

Page 8

July 2021

Total Businesses Surveyed: 8

How would you gauge your process/state of recovery?



38%
of Businesses
found it difficult to
get PPE

What is the greatest challenge facing your business today?

- Homelessness, theft, vandalism
- Staffing
- Short-staffed
- Supply shortage
- Too many similar stores in Mission
- Increased summer heat temperatures
- Transient community in the area with new housing initiative at motel

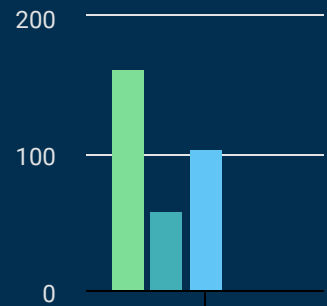
Is there something that you would like to see locally that would help your business?

- The one-way access for Logan Avenue
- Customer services training sessions
- Trades training program
- How to handle homeless patrons programs for business
- Speed control
- Advertising to promote local
- RCMP presence to deter the altercations taking place along Logan Avenue
- Business workshops

How has your customer base changed for your business through the COVID-19 Pandemic?

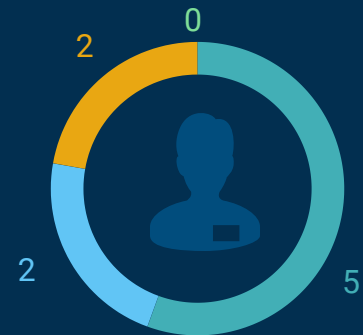
- Use of third parties (Skip the Dishes)
- Increase of customers
- Seeing more non-locals visiting the location
- Seniors not travelling or visiting stores in person

How Many Employees do you Have?



- ★ Total (162)
- ★ Full Time (59)
- ★ Part Time (103)
- ★ Temporary (0)

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

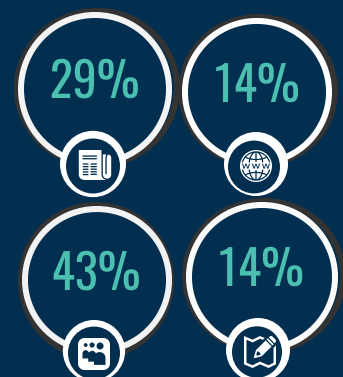


Businesses were able to choose more than one category

- ⚙ Stated there were no HR challenges
- ⚙ Not enough applicants for vacant positions
- ⚙ Staff Retention
- ⚙ Difficulty finding skilled workers

What Marketing Channels do you Use?

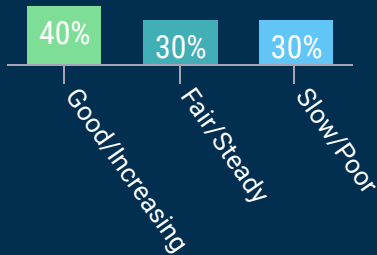
Businesses were able to choose more than one category of preference



July 2021

Total Businesses Surveyed: 10

How would you gauge your process/state of recovery?



20%
of Businesses
found it difficult to
get PPE

What is the greatest challenge facing your business today?

- Finding affordable warehouse and office space locally
- Hiring skilled trades
- International markets have not recovered from pandemic
- Supply price increases
- Inflation
- Supply chain price increases and lack of inventory
- Inflation
- Staffing
- Suppliers - Delay, price increases
- Property tax increases
- City of Mission procedures and processes

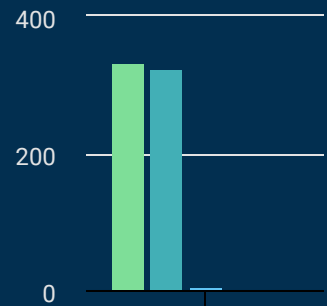
Is there something that you would like to see locally that would help your business?

- More health & safety training programs
- Assistance finding skilled workers
- Property tax cuts
- Clarified permit process
- Improvement of City of Mission systems
- Gill Ave. Needs maintaining
- Educational opportunities
- Chamber of Commerce Membership
- Grant money to adjust to increased property taxes

How has your customer base changed for your business through the COVID-19 Pandemic?

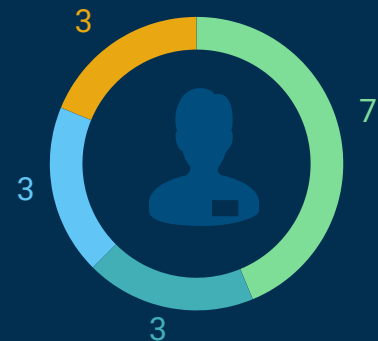
- Increase in business to customer sales
- South American sales down
- Lack of customers due to Provincial Health Orders on indoor dining

How Many Employees do you Have?



- ★ Total (331)
- ★ Full Time (325)
- ★ Part Time (6)
- ★ Temporary (0)

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

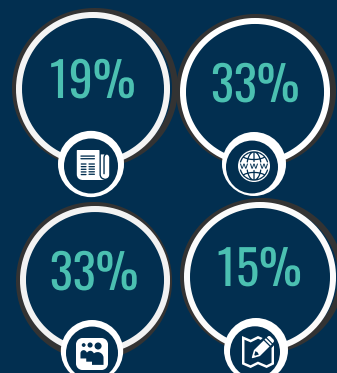


Businesses were able to choose more than one category

- ⚙ Stated there were no HR challenges
- ⚙ Not enough applicants for vacant positions
- ⚙ Staff Retention
- ⚙ Difficulty finding skilled workers

What Marketing Channels do you Use?

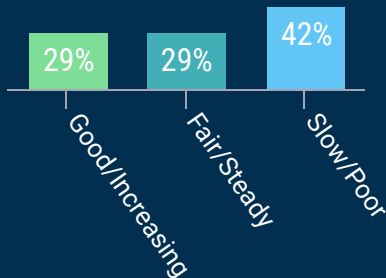
Businesses were able to choose more than one category of preference



July 2021

Total Businesses Surveyed: 7

How would you gauge your process/state of recovery?



57%
of Businesses
found it difficult to
get PPE

What is the greatest challenge facing your business today?

- Not enough customers
- Supply chain - Lack of inventory, increased costs
- Lack of visibility from Cedar
- Getting regular patrons back in the store
- Social service housing in the area

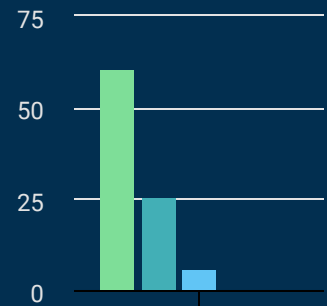
Is there something that you would like to see locally that would help your business?

- Advertising

How has your customer base changed for your business through the COVID-19 Pandemic?

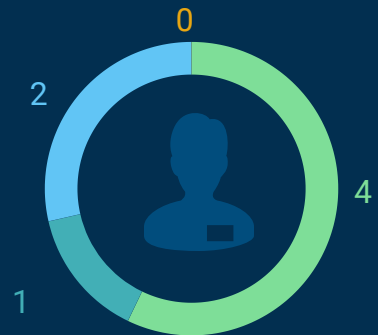
- Less customers overall
- Increase in online customers

How Many Employees do you Have?



- ★ Total (61)
- ★ Full Time (26)
- ★ Part Time (35)
- ★ Temporary (0)

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

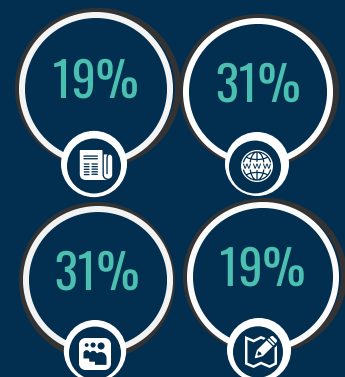


Businesses were able to choose more than one category

- ⚙ Stated there were no HR challenges
- ⚙ Not enough applicants for vacant positions
- ⚙ Staff Retention
- ⚙ Difficulty finding skilled workers

What Marketing Channels do you Use?

Businesses were able to choose more than one category of preference

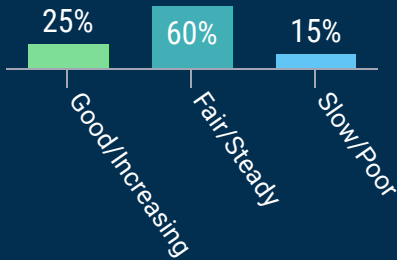


Mission Hills Shopping Centre

July 2021

Total Businesses Surveyed: 20

How would you gauge your process/state of recovery?



25%
of Businesses
found it difficult to
get PPE

What is the greatest challenge facing your business today?

- Finding and retaining staff
- Supply chain issues - Lack of inventory
- Having people understand the value of the business
- Staff
- Federal flavor ban from Government
- Consistent foot traffic
- Shortage of machine parts
- Theft/homelessness
- Security
- Less walk-in customers

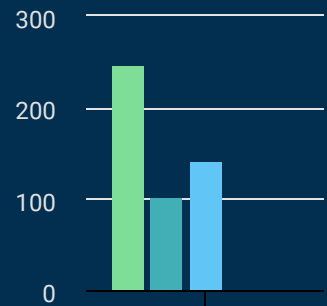
Is there something that you would like to see locally that would help your business?

- Senior programs
- I Love Mission campaign was great
- A smoother process with the City of Mission permit process
- Affordable Nail technician training
- Advertising
- Access to foreign workers
- Advocacy on federal vaping flavor ban
- Marketing training
- Help with getting employees
- Homeless assistance in the area
- Landlord assistance (Mall is owned by two different landlords)
- Security, policing of the area
- Beautification of area
- Fix of congestion of Cedar and Lougheed

How has your customer base changed for your business through the COVID-19 Pandemic?

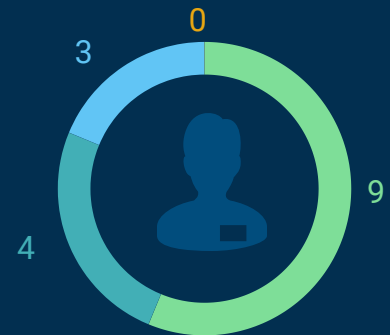
- An influx of customers as the industry has become more complicated with COVID
- Personal shopper program
- Online
- Third-party delivery service
- New faces
- Regulars have stayed committed to the business
- New customers from using different marketing platforms
- Noticing a strong commitment to "Shop Local"

How Many Employees do you Have?



- ★ Total (248)
- ★ Full Time (102)
- ★ Part Time (143)
- ★ Temporary (3)

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

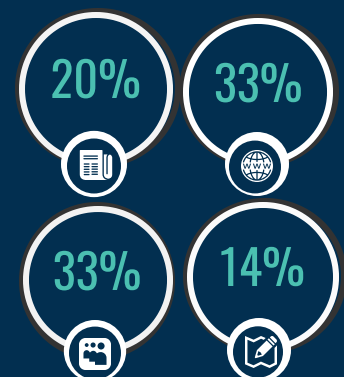


Businesses were able to choose more than one category

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- ⚙ Difficulty finding skilled workers

What Marketing Channels do you Use?

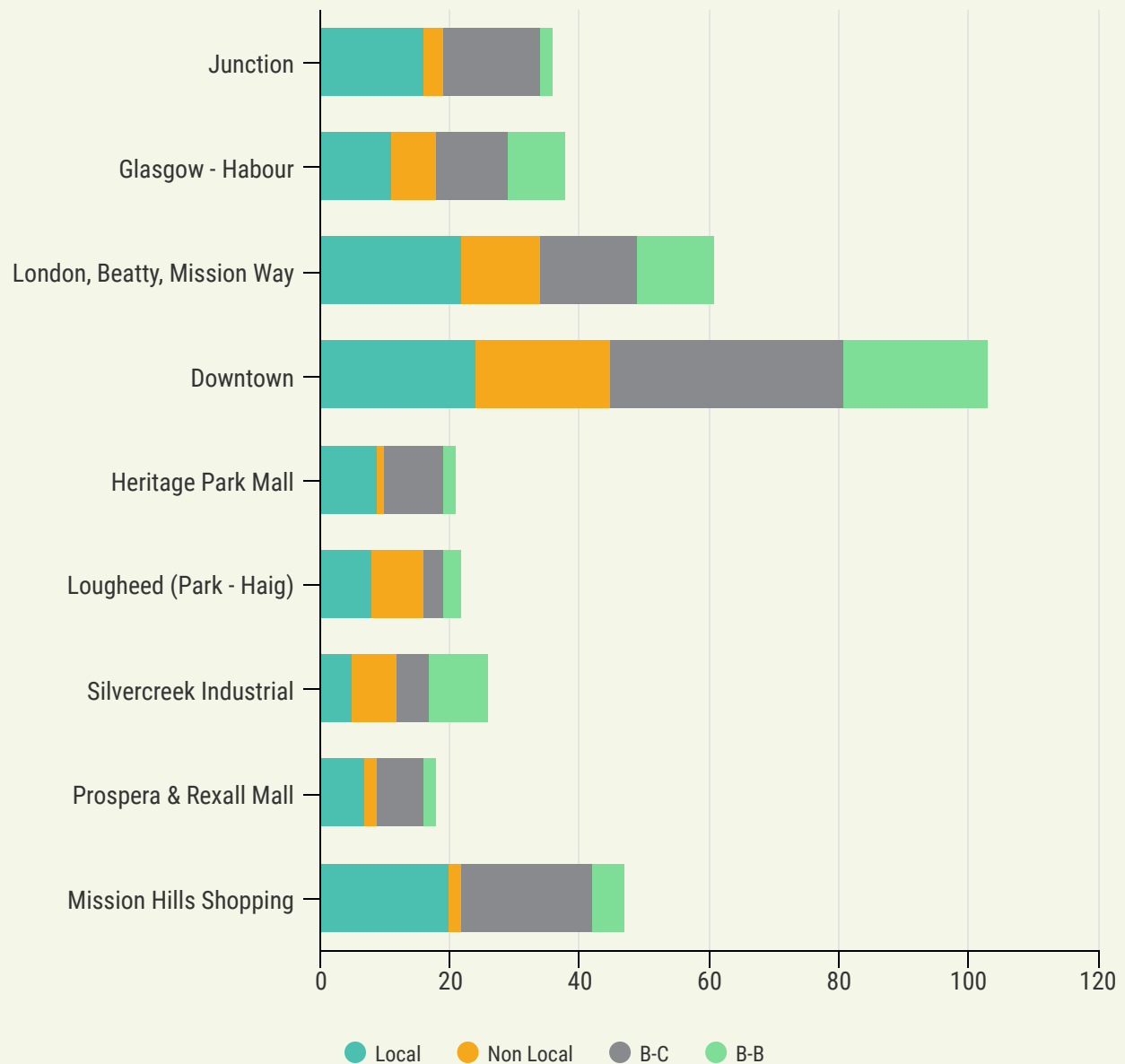
Businesses were able to choose more than one category of preference



July 2021

Who are Mission Businesses customers and where are they from?

We asked the businesses surveyed if their customers were local or non-local and if they catered business to business sales or business to the consumer directly. Here were the results per area.



B-C | Business to Consumer
B-B | Business to Business





Business Walk 2021

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