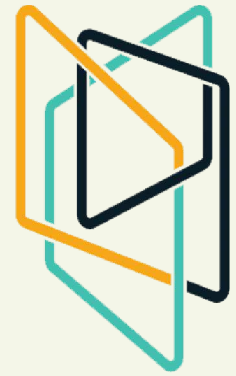


Business Walk Report 2023



Final Report Prepared by:
Mission Regional Chamber of Commerce



Business Walk 2023

Research conducted by volunteers from:

Mission Regional Chamber of Commerce Staff & Board

Community Futures North Fraser

Mission Downtown Business Association

The Mission Record

Maximus Work BC Centre

What's On Mission Magazine

Lacey Construction Ltd.

Rep Air Heating & Cooling

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

Final Report Prepared by:

Mission Regional Chamber of Commerce



Contents

Executive Summary	01
Overview	02
Downtown Mission	05
The Junction Mall	06
Silverdale/Silver Creek Industrial	07
Lougheed East Corridor - Mission Hills to Prospera/Rexall	08
London, Beatty, Mission Way Industrial	09
Horne/Glasgow Harbour Industrial	10
Lougheed West Corridor - Cedar to Wren	11
Home Based Businesses	12
Various - Heritage Park Mall, 7th Ave, etc.	13
About the Mission Chamber	14



Thank you to our 200+ participants!



Blenz Coffee



Canadian Tire



Cloverdale Paint

Executive Summary

During the week of June 19-23rd 2023, business and community leaders visited 200+ local businesses and organizations throughout our city in the Mission Chamber's 7th Annual Business Walk. The event proved to be a resounding success, gathering more responses than ever before and leaving organizers brimming with insights, connections, and a sense of excitement for the future. The Business Walk demonstrates the power of in-person interactions in an increasingly digital age by facilitating face-to-face conversations. These interactions give us a snapshot of the challenges and successes businesses have had through the year and their hopes and dreams for the future. The Business Walk is a Chamber-led initiative that was designed to complement economic development efforts in Mission.

2023's Business Walk saw the Chamber and local stakeholders conduct a survey created in partnership with the City of Mission. It was designed to identify and capture key areas of growth and need within our business community. The report contained within is the compilation of data from individual businesses, and what emerges is the collective voice of the business community. This annual report informs local stakeholders on business challenges, the need for strategic resource allocation, in addition to economic achievements.

The Mission Regional Chamber of Commerce is pleased to provide this information in hopes that it will help to support a healthy and thriving business community in Mission.

Overview

Total Businesses Surveyed: 205

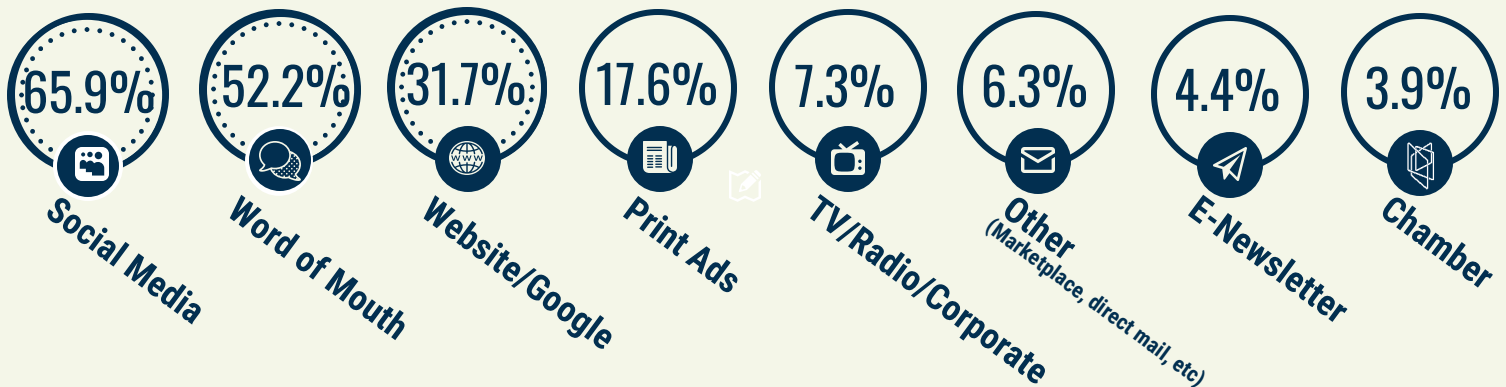
Visits were conducted on foot by volunteers and Chamber staff and additional responses were gathered through an online survey. Mission businesses come in all sizes:

- Owner Operators - 9**
- 1-5 Employees Organizations - 80**
- 6-20 Employees - 95**
- 21-40 Employees - 10**
- 41+ Employees - 11**

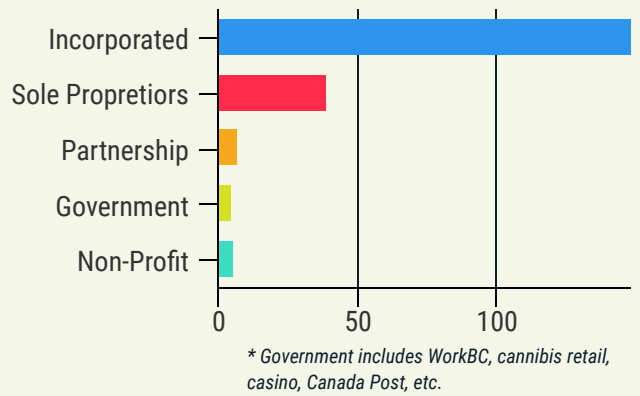
What advice would you give a new Mission business?

- Know your community and your location/neighbors
- Build positive relationships with other business owners/leaders
- Don't give up!
- Join local groups for support - Chamber, Rotary, etc.
- Location, location, location!
- Listen to your customers & serve them well
- Be actively involved in the community
- Do your homework - research!
- Educate yourself on the land you work on
- Pay attention to AI and how it can help you
- Be patient & resilient, careful & realistic - grow slow
- Focus local and support local
- Understand cash flow and have a business plan
- Never stop learning and innovating

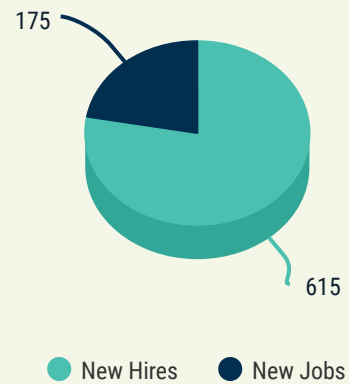
What did Businesses say is their most Effective Marketing Tool?



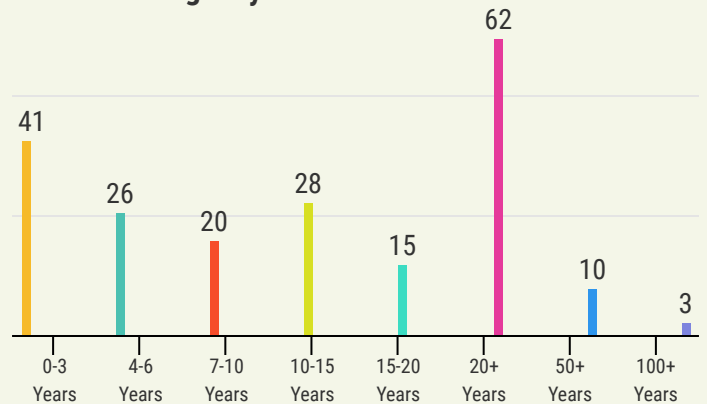
Types of Businesses Surveyed



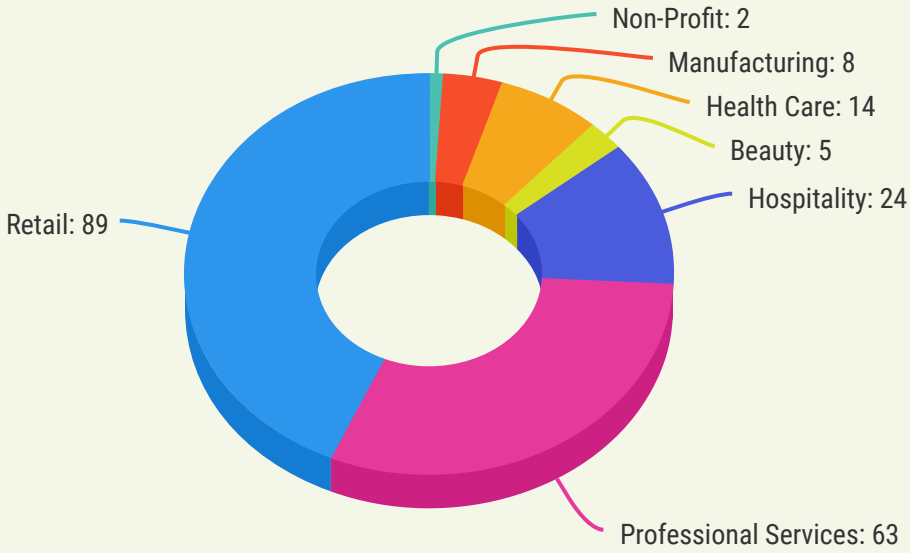
How many people were hired in the last year and how many of those were new positions?



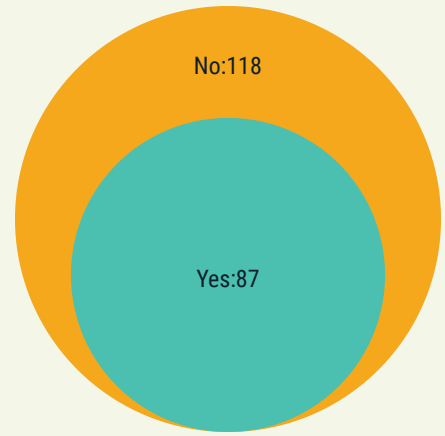
Business Longevity



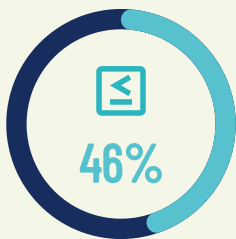
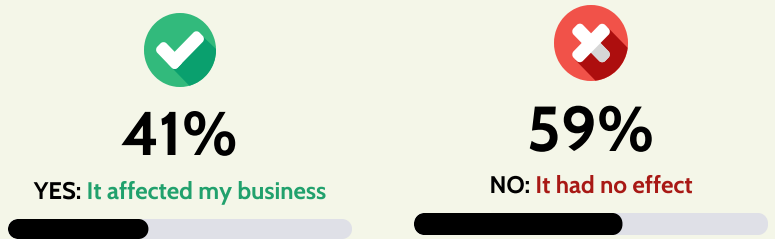
A Snapshot of Industry in Mission:



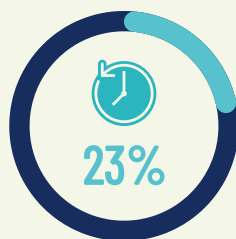
Are businesses set up for e-commerce?



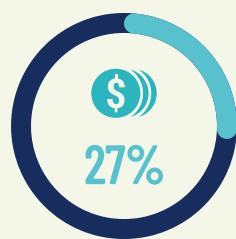
Has the recent increase to Minimum Wage affected your business? If yes, how so?



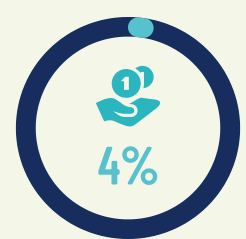
are experiencing reduced profit margins



have been forced to reduce business or staff hours



have been forced to increase pricing



have been looking for more grant opportunities

Where are customers coming from? Businesses were able to choose more than one category.



Mission 80.5%



Fraser Valley 47.3%



Lower Mainland 17.6%



Online 14%



Other 2%

Overview

The Future of Business in Mission

Respondents were positive overall about their plans for the future of their establishments. Of those polled, here is what we found:



94%

plan to **STAY** in Mission



61%

of those staying, also plan to **EXPAND**



3%

plan to **MOVE** the business out of Mission



2.5%

plan to **SELL** the business

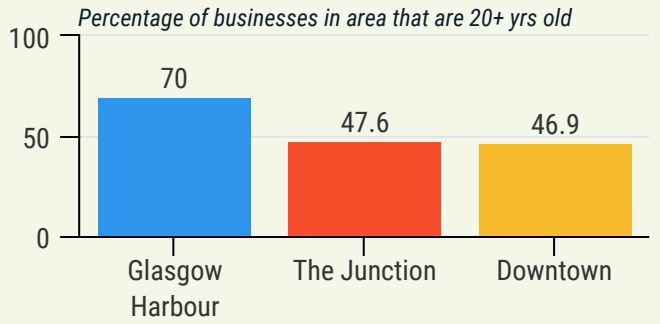
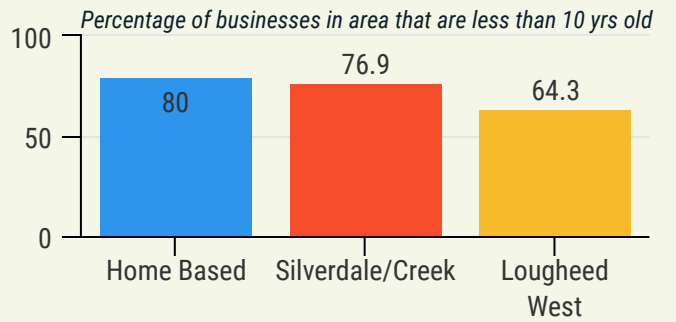


1%

are unsure of future plans

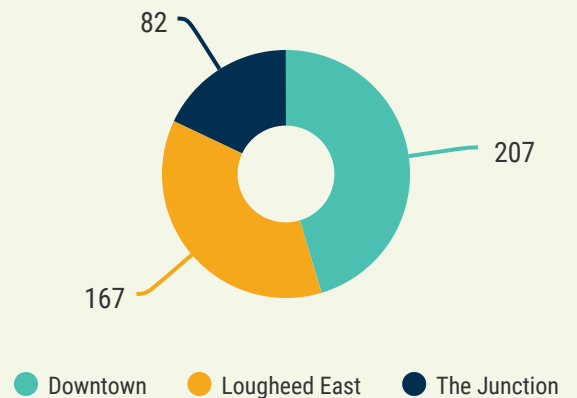


Longevity of Business by Area

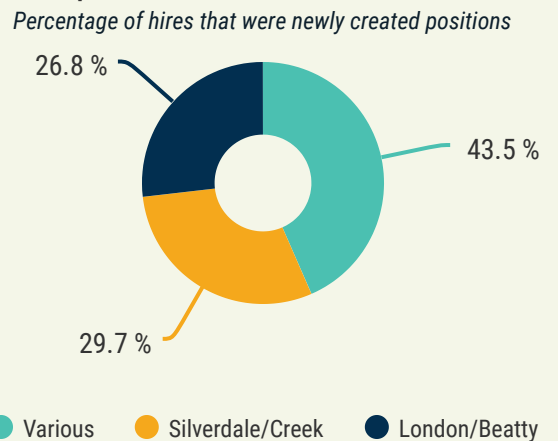


Employment Growth by Area

Top 3 Areas for Hiring



Top 3 Areas for Job Creation



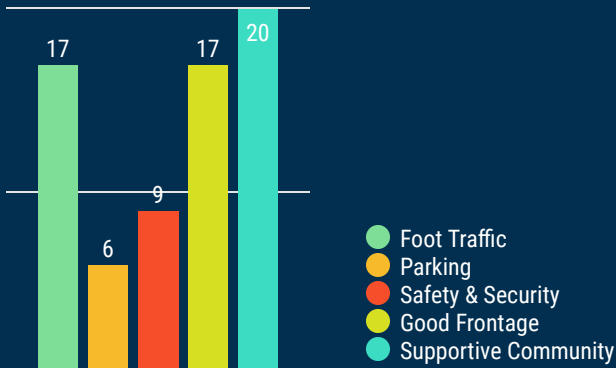
Downtown Mission

July 2023

Total Businesses Surveyed: 64

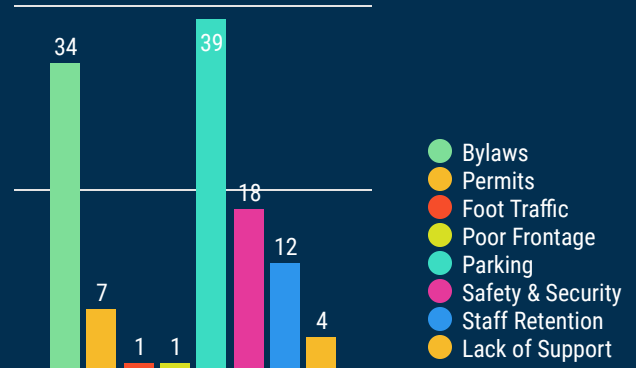
What are the benefits of doing business in this location?

Businesses were able to choose more than one category



What are the biggest barriers to doing business in this location?

Businesses were able to choose more than one category



What are your future business plans?

85%

said they plan to STAY in Mission

33%

of those who are staying, also plan to EXPAND

3%

said they plan to SELL the business

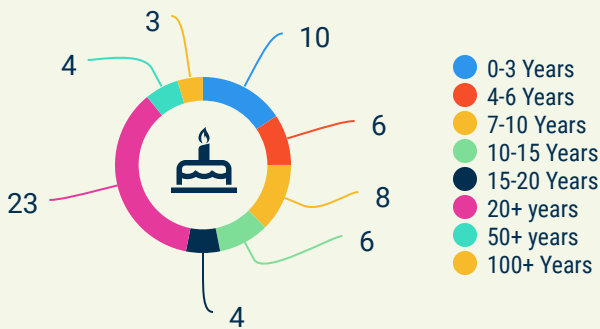
3%

said they plan to MOVE the business out of Mission

3%

said they're unsure

Business Longevity



Is there a service or program you would like to see locally that would help your business?

- #1 - Social Media & Marketing education
- #2 - Education on how to find and get more Grants
- #3 - More Referral/Collabs/Networking opportunities
- #4 - Customer Service Training/HR Education
- #5 - Website Development Training
- #6 - Financial Management Courses
- #7 - More advertising of businesses
- #8 - Training on AI and DEI in business
- #9 - Mental Health/Work-Life Balance education

How many people did you hire in the past year and how many of those were newly created jobs?



How can community stakeholders & business support organizations best support your business?

Businesses were able to choose more than one category of preference

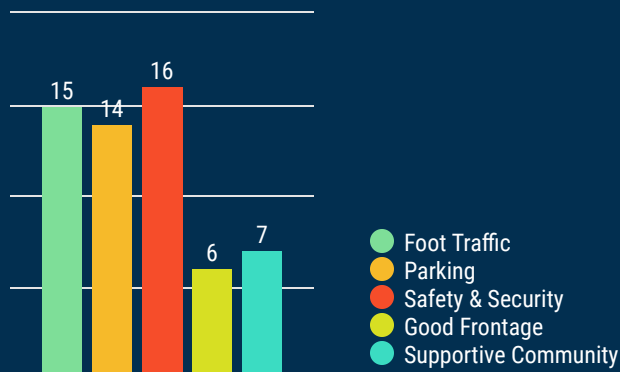


July 2023

Total Businesses Surveyed: 21

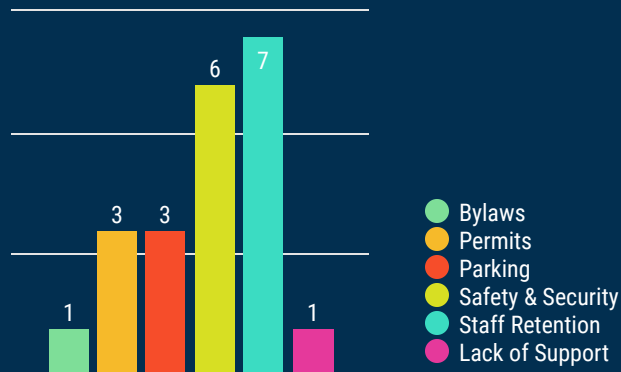
What are the benefits of doing business in this location?

Businesses were able to choose more than one category



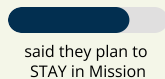
What are the biggest barriers to doing business in this location?

Businesses were able to choose more than one category



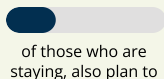
What are your future business plans?

76%



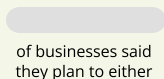
said they plan to STAY in Mission

31%



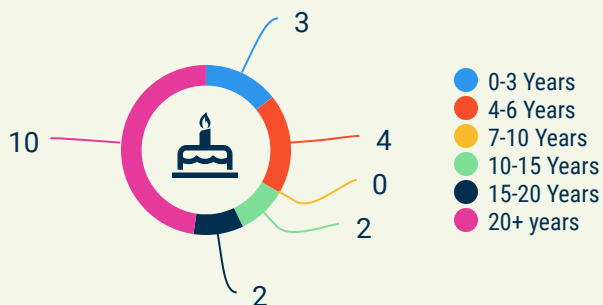
of those who are staying, also plan to EXPAND

0%



of businesses said they plan to either sell or move the business

Business Longevity

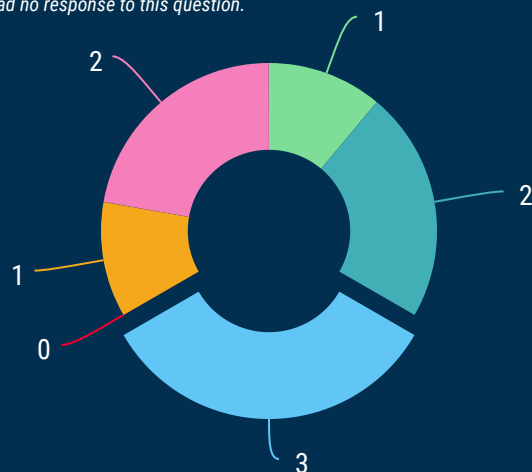


How many people did you hire in the past year and how many of those were newly created jobs?



How can community stakeholders & business support organizations best support your business?

Businesses were able to choose more than one category. Some businesses had no response to this question.



Is there a service or program you would like to see locally that would help your business?

- #1 - More Referral/Collabs/Networking opportunities
- #2 - Social Media & Marketing education
- #3 - Education on how to find and get more Grants
- #4 - Customer Service Training/HR Education
- #4 - Website Development Training

- Streamline Permits
- Advertise local business
- Provide networking opportunities
- Beautification
- More/better events

Silverdale-Silver Creek Industrial

July 2023

Total Businesses Surveyed: 13

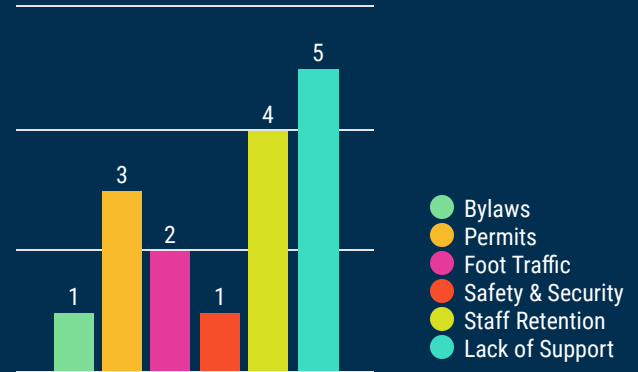
What are the benefits of doing business in this location?

Businesses were able to choose more than one category

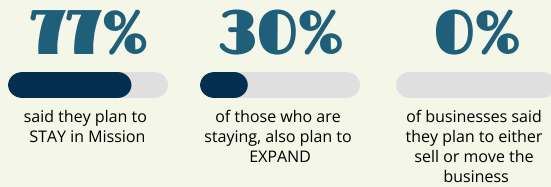


What are the biggest barriers to doing business in this location?

Businesses were able to choose more than one category



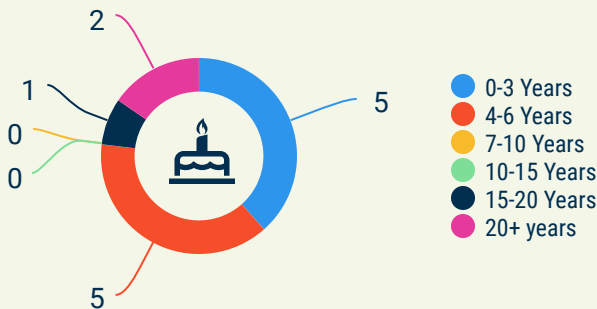
What are your future business plans?



How many people did you hire in the past year and how many of those were newly created jobs?

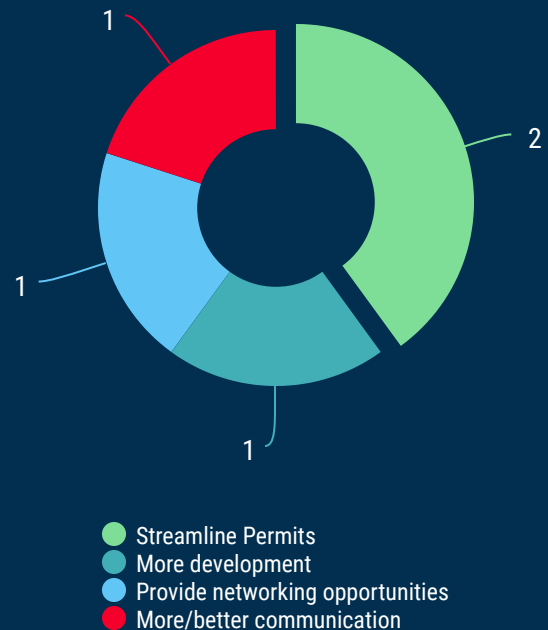


Business Longevity



How can community stakeholders & business support organizations best support your business?

Businesses were able to choose more than one category. Some businesses had no response to this question.



Is there a service or program you would like to see locally that would help your business?

- #1 - Customer Service Training/HR Education
- #2 - Social Media & Marketing education
- #3 - More Referral/Collabs/Networking opportunities
- #3 - Education on how to find and get more Grants
- #4 - Financial Management Training

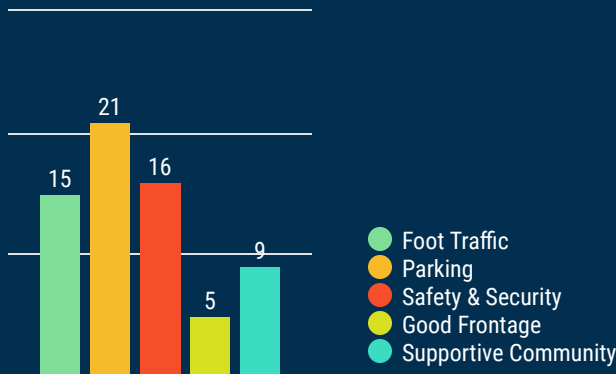
Lougheed East - Mission Hills

July 2023

Total Businesses Surveyed: 37

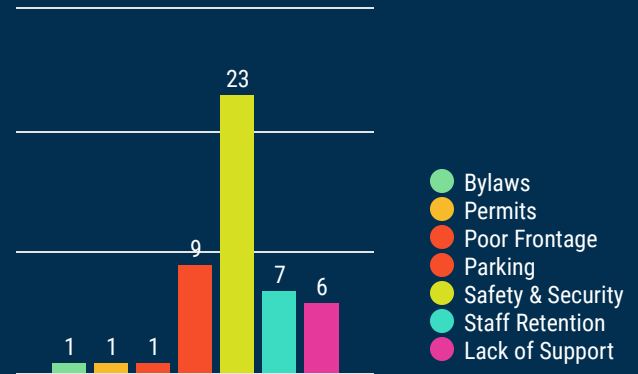
What are the benefits of doing business in this location?

Businesses were able to choose more than one category



What are the biggest barriers to doing business in this location?

Businesses were able to choose more than one category



What are your future business plans?

60%

said they plan to STAY in Mission

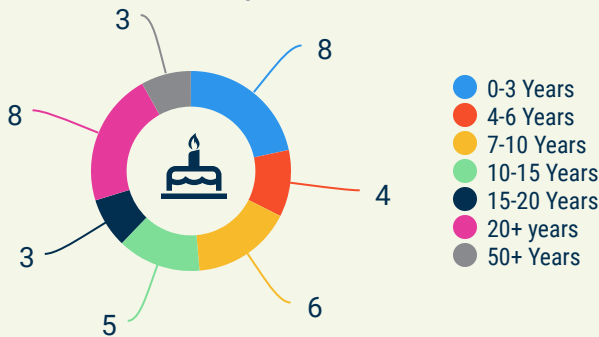
68%

of those who are staying, also plan to EXPAND

0%

of businesses said they plan to either sell or move the business

Business Longevity

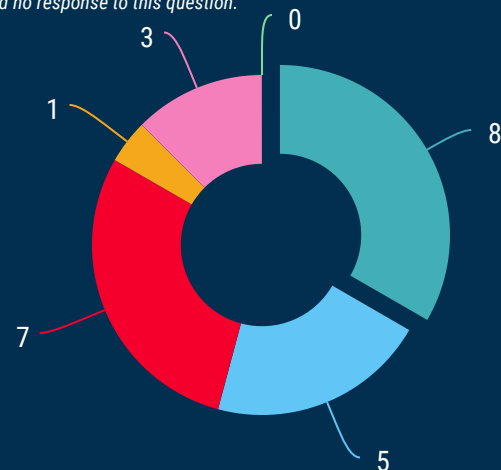


How many people did you hire in the past year and how many of those were newly created jobs?



How can community stakeholders & business support organizations best support your business?

Businesses were able to choose more than one category. Some businesses had no response to this question.



Is there a service or program you would like to see locally that would help your business?

- #1 - Social Media & Marketing education
- #2 - Customer Service Training/HR Education
- #2 - Education on how to find and get more Grants
- #3 - More Referral/Collabs/Networking opportunities
- #3 - Website Development Training
- #4 - Mental Health support
- #5 - Advertising local businesses
- #6 - Training on Finance, AI, and/or DEI

- Advertise local business
- Provide networking opportunities
- Improve Safety & Security
- More/better Communication
- More/better Events

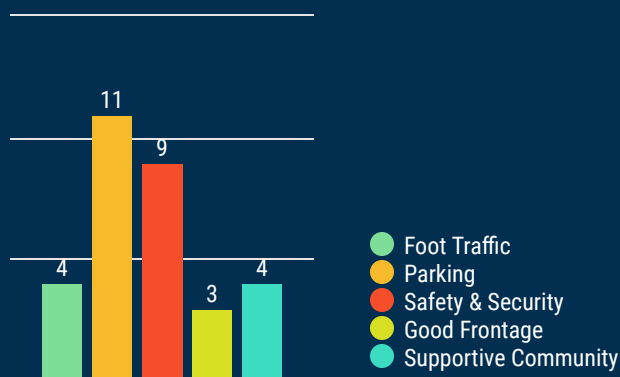
London-Beatty Industrial Area

July 2023

Total Businesses Surveyed: 30

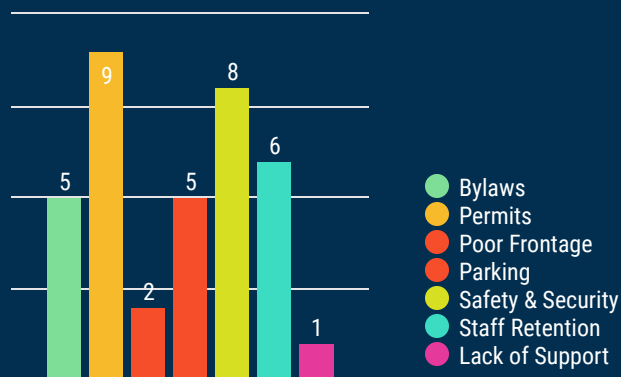
What are the benefits of doing business in this location?

Businesses were able to choose more than one category



What are the biggest barriers to doing business in this location?

Businesses were able to choose more than one category



What are your future business plans?

57%

said they plan to STAY in Mission

53%

of those who are staying, also plan to EXPAND

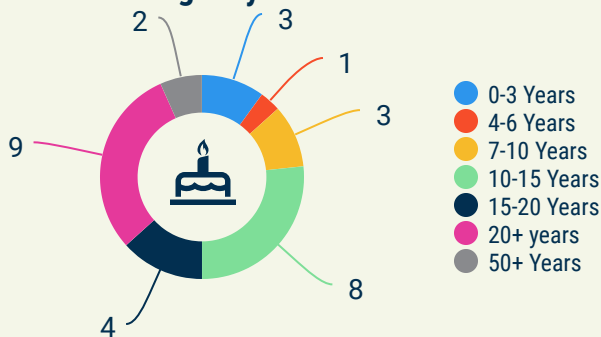
3%

said they plan to SELL the business

10%

said they plan to move the business out of Mission

Business Longevity



Is there a service or program you would like to see locally that would help your business?

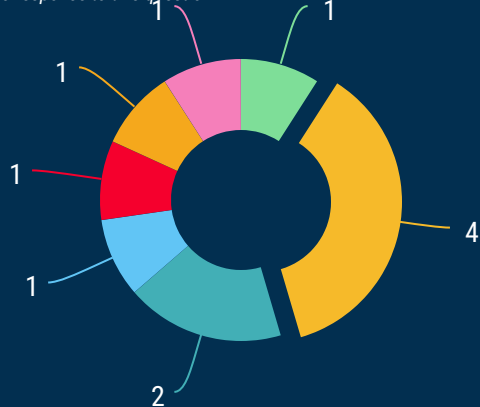
- #1 - Social Media & Marketing education
- #2 - Education on how to find and get more Grants
- #3 - Customer Service Training/HR Education
- #4 - Diversity, Equity, and Inclusion Education
- #4 - More Referral/Collabs/Networking opportunities
- #5 - Website Development Training
- #5 - Financial Management Training

How many people did you hire in the past year and how many of those were newly created jobs?



How can community stakeholders & business support organizations best support your business?

Businesses were able to choose more than one category. Some businesses had no response to this question.



- Improve Parking
- Streamline Permits
- Advertise local business
- Provide networking opportunities
- Improve Safety & Security
- Beautification
- Provide Employment Resources

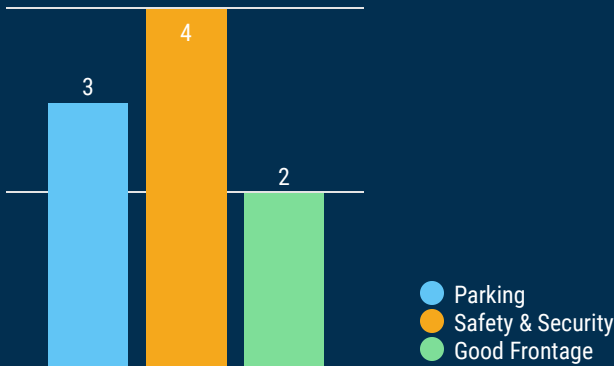
Horne - Glasgow Harbour Ind.

July 2023

Total Businesses Surveyed: 10

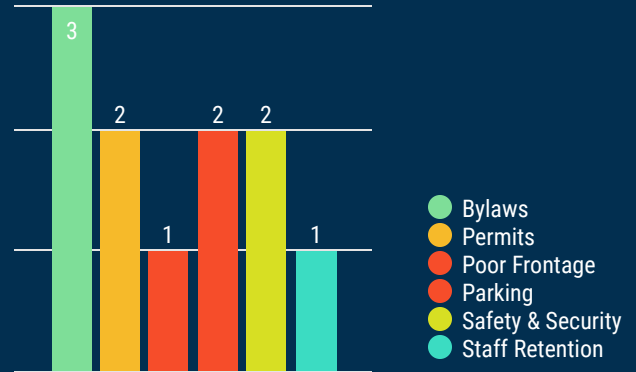
What are the benefits of doing business in this location?

Businesses were able to choose more than one category



What are the biggest barriers to doing business in this location?

Businesses were able to choose more than one category



What are your future business plans?

50%

said they plan to STAY in Mission

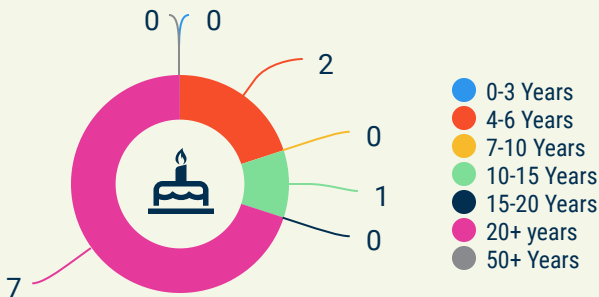
100%

of those who are staying, also plan to EXPAND

0%

said they plan to either SELL or MOVE the business

Business Longevity



How many people did you hire in the past year and how many of those were newly created jobs?



How can community stakeholders & business support organizations best support your business?

Businesses were able to choose more than one category. Some businesses had no response to this question.



100%

Improve Safety & Security

Is there a service or program you would like to see locally that would help your business?

- #1 - Social Media & Marketing education
- #1 - Education on how to find and get more Grants
- #1 - More Referral/Collabs/Networking opportunities
- #1 - Advertise local business
- #1 - Mental Health support

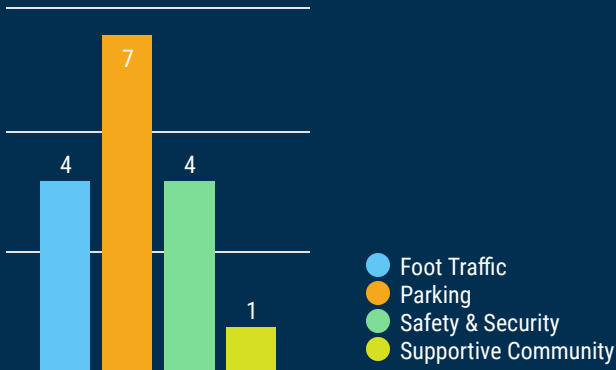
Lougheed West - Wren

July 2023

Total Businesses Surveyed: 14

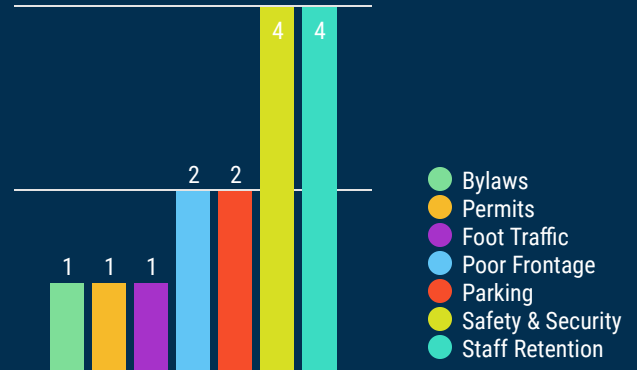
What are the benefits of doing business in this location?

Businesses were able to choose more than one category



What are the biggest barriers to doing business in this location?

Businesses were able to choose more than one category



What are your future business plans?

93%

said they plan to STAY in Mission

54%

of those who are staying, also plan to EXPAND

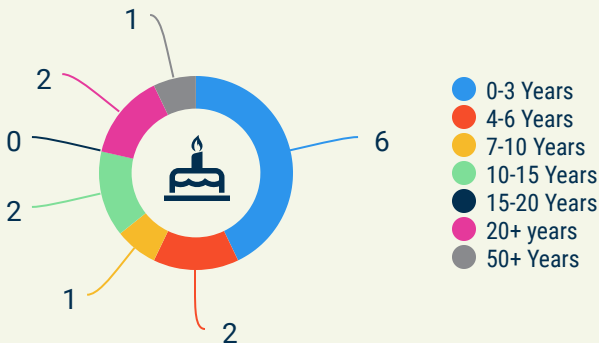
0%

said they plan to SELL the business

7%

said they plan to MOVE the business out of Mission

Business Longevity

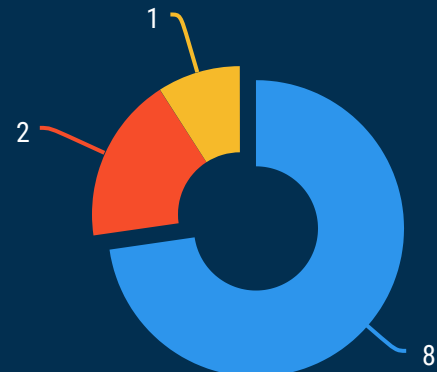


How many people did you hire in the past year and how many of those were newly created jobs?



How can community stakeholders & business support organizations best support your business?

Businesses were able to choose more than one category. Some businesses had no response to this question.



Is there a service or program you would like to see locally that would help your business?

- #1 - Customer Service/HR Training
- #1 - Education on how to find and get more Grants
- #2 - Website Development Training
- #3 - Social Media & Marketing Education
- #3 - Financial Management Training
- #3 - Diversity, Equity, and Inclusion Education
- #3 - Advertise Local Business

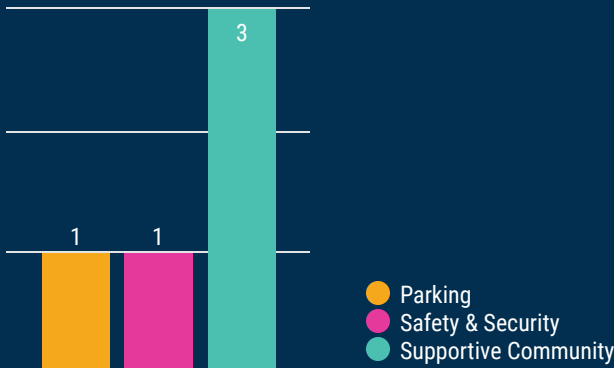
Home-Based Businesses

July 2023

Total Businesses Surveyed: 5

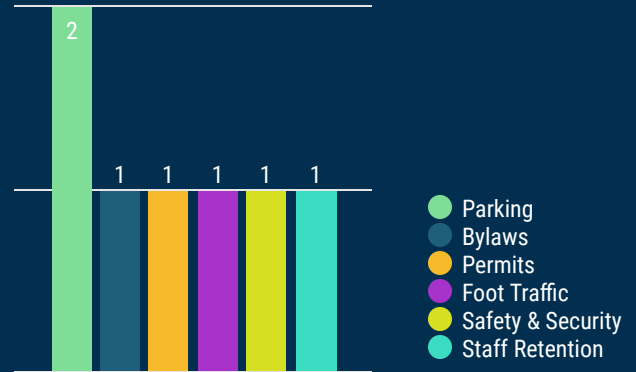
What are the benefits of doing business as a home-based model?

Businesses were able to choose more than one category and some chose not to respond



What are the biggest barriers to doing business as a home-based model?

Businesses were able to choose more than one category



What are your future business plans?

100%

said they plan to STAY in Mission

80%

of those who are staying, also plan to EXPAND

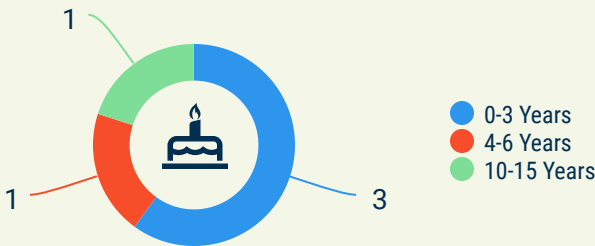
0%

said they plan to SELL or MOVE the business

How many people did you hire in the past year and how many of those were newly created jobs?

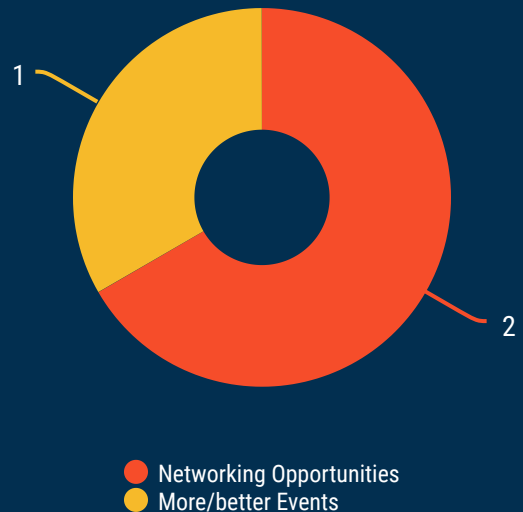


Business Longevity



How can community stakeholders & business support organizations best support your business?

Businesses were able to choose more than one category. Some businesses had no response to this question.



Is there a service or program you would like to see locally that would help your business?

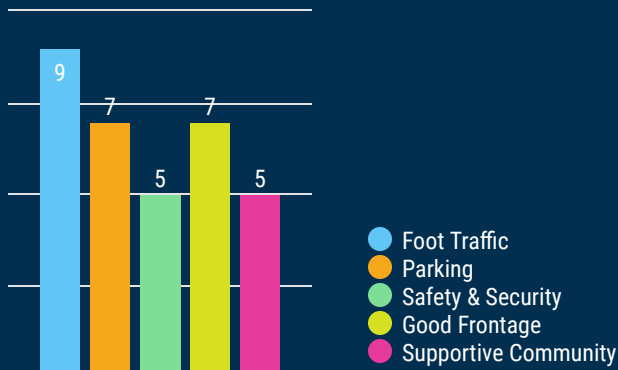
- #1 - Customer Service/HR Training
- #1 - More Referral/Collabs/Networking opportunities
- #1 - Education on how to find and get more Grants
- #2 - Social Media & Marketing Education
- #3 - Website Development Training
- #3 - Customer Service/HR Training
- #4 - Financial Management Training
- #4 - Diversity, Equity, and Inclusion Education

July 2023

Total Businesses Surveyed: 11

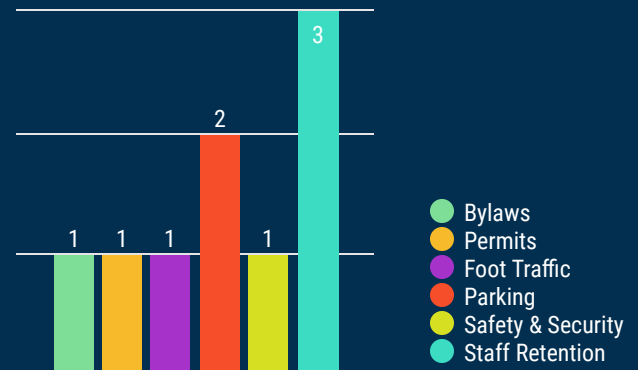
What are the benefits of doing business in this location?

Businesses were able to choose more than one category



What are the biggest barriers to doing business in this location?

Businesses were able to choose more than one category



What are your future business plans?

64%

said they plan to STAY in Mission

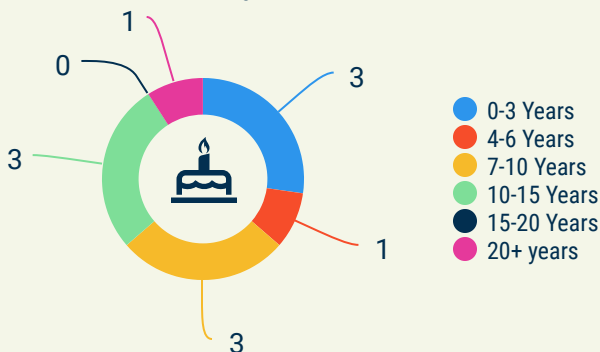
57%

of those who are staying, also plan to EXPAND

0%

said they plan to SELL or MOVE the business

Business Longevity



Is there a service or program you would like to see locally that would help your business?

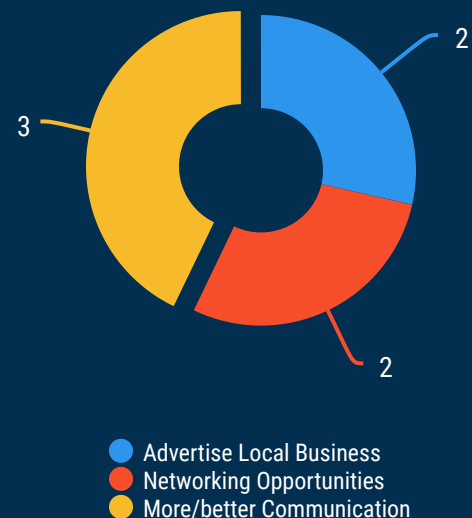
- #1 - Social Media & Marketing Education
- #1 - Customer Service/HR Training
- #2 - Website Development Training
- #3 - Education on how to find and get more Grants
- #3 - Financial Management Training
- #3 - Diversity, Equity, and Inclusion Education
- #3 - Learning how to use AI for business

How many people did you hire in the past year and how many of those were newly created jobs?



How can community stakeholders & business support organizations best support your business?

Businesses were able to choose more than one category. Some businesses had no response to this question.





Thank you to our 200+ participants!

The Mission Regional Chamber of Commerce (MRCC) was established in 1893. The MRCC is a member-driven organization made up of close to 400 businesses and organizations in the region. The Chamber is a not-for-profit organization, incorporated under the Federal Board of Trade Act. The Chamber is governed by a Board of Directors, who adhere to the MRCC Bylaws and Constitution. The MRCC is also a member of the BC Chamber of Commerce and the Canadian Chamber of Commerce.

Membership in the BC and Canadian Chambers of Commerce is fundamentally important when advocating to senior levels of government. Through membership in the network, the MRCC becomes a part of more than 200,000 businesses' voices across Canada.

Through our advocacy efforts and our strong working relationship with the City of Mission, Downtown Business Association, and Community Futures North Fraser, we promote business growth, sustainable development, and job creation while cultivating productive relationships with the community, educational facilities, businesses, non-profits, and other government organizations.

The Chamber's strength comes from an informed and engaged membership. The MRCC works to engage the community through the annual Business Walk, surveys, round-tables, and other Chamber events. The Mission Chamber staff and volunteer board work to promote a healthy and vibrant economy while protecting and advancing the interests of our members and the community. The Chamber will seek input from citizens, businesses, and educational and government partners to promote a positive business environment that will improve quality of life in the city.

Your business is our business!

Our Mission

To be the resource of choice for businesses and organizations in our community.
Attract – Support – Empower

Our Core Objectives

Advocacy

We engage, support, and are a resource for businesses and organizations in our community. We work to create community dialogue and identify concerns and opportunities for our members.

Connection

We provide members with strategic connections that strengthen and optimize their business or organization.

Benefits

Membership provides access to benefits, opportunities, and resources for businesses and organizations.

Our Values

In all our efforts, we will ensure that we follow these fundamental values:

Integrity

Creativity, Innovation, Resilience

Relevant Engagement

For more info on how to access the connections, benefits, and advocacy of the Mission Regional Chamber of Commerce, please reach out to us or attend one of our events.

34033 Lougheed Highway, V2V 5X8

Ph: 604-826-6914

connect@missionchamber.bc.ca

Mission Regional Chamber of Commerce
34033 Lougheed Highway, V2V 5X8