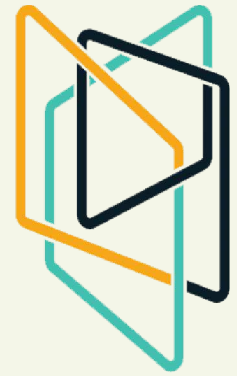


# Business Walk Report 2024



**Final Report Prepared by:**  
Mission Regional Chamber of Commerce

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## Research conducted by volunteers from:

Mission Regional Chamber of Commerce Staff & Board  
Mission Downtown Business Association Staff & Board  
Community Futures North Fraser  
Stó:lō Community Futures  
The Mission Record  
Work BC Centre - Mission  
What's On! Mission Magazine  
Lacey Construction Ltd.



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

# Executive Summary



Meridian Farm Market



Mr. Lube &amp; Tires



Cloverdale Paint

During the week of June 10-14th 2024, business and community leaders visited 150+ local businesses and organizations throughout our city in the Mission Chamber's 8th Annual Business Walk. For the first time, this year's Business Walk was followed by a Business Q&A Forum with the Mayor & Council in attendance to answer questions and listen to the business community's concerns. The event was free and open to all Mission businesses.

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.

2024's Business Walk survey built on the foundation set in previous years, allowing us to see developing trends, and to identify and capture key areas of growth and need within our business community. This report contains data for the entire community as well as breaking it down into nine specific business areas. What emerges is the collective voice of the business community. It is our sincere desire that local leaders and stakeholders will use this data to address common business challenges, as well as when planning for strategic resource allocation and neighborhood development.

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

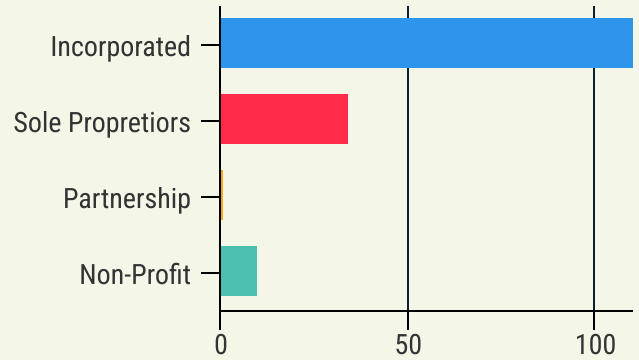
# Overview

**Total Businesses Surveyed: 156**

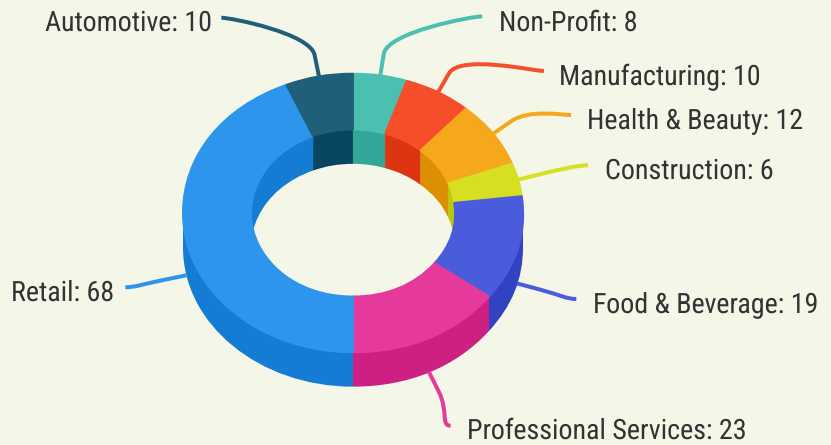
Visits were conducted on foot by volunteers and Chamber staff and additional responses were gathered through an online survey. Mission businesses come in all sizes:

- Owner Operators - 13**
- 1-5 Employees Organizations - 57**
- 6-20 Employees - 61**
- 21-40 Employees - 11**
- 41+ Employees - 12**
- 100+ Employees - 2**

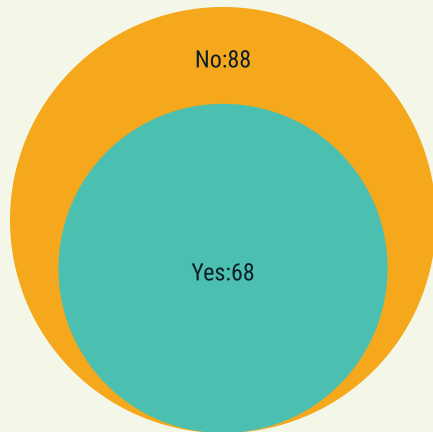
## Types of Businesses Surveyed



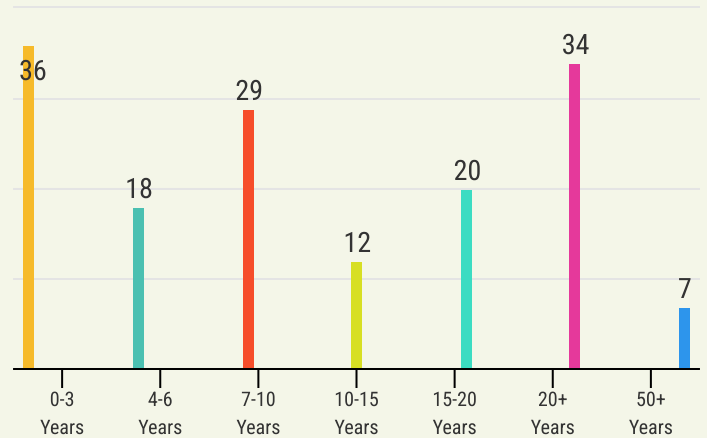
## A Snapshot of Industry in Mission:



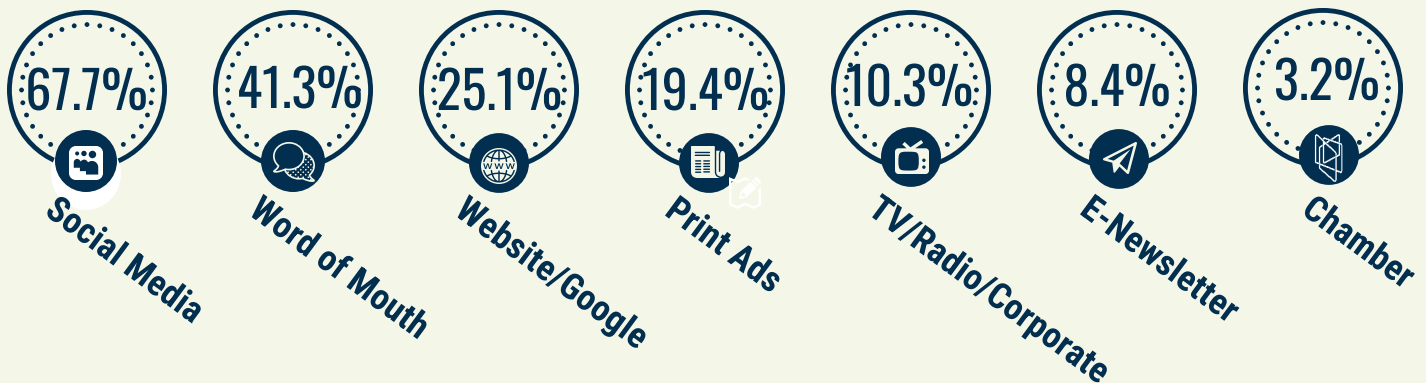
## Are businesses set up for e-commerce?



## Business Longevity

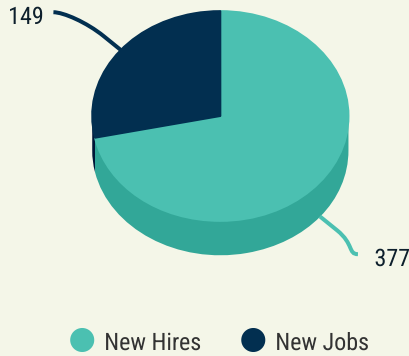


## What tools do businesses say are the most effective tools to get the word out?



# A Snapshot of Employment in Mission

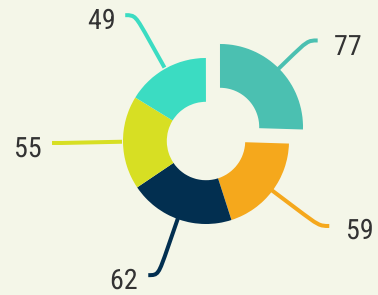
How many people were hired in the last year and how many of those were new positions?



Overall, there has been less hiring in 2024 than 2023, however 39.5% of hires were newly created positions in 2024 compared to only 28.5% in 2023.

## Top 5 Areas for Hiring

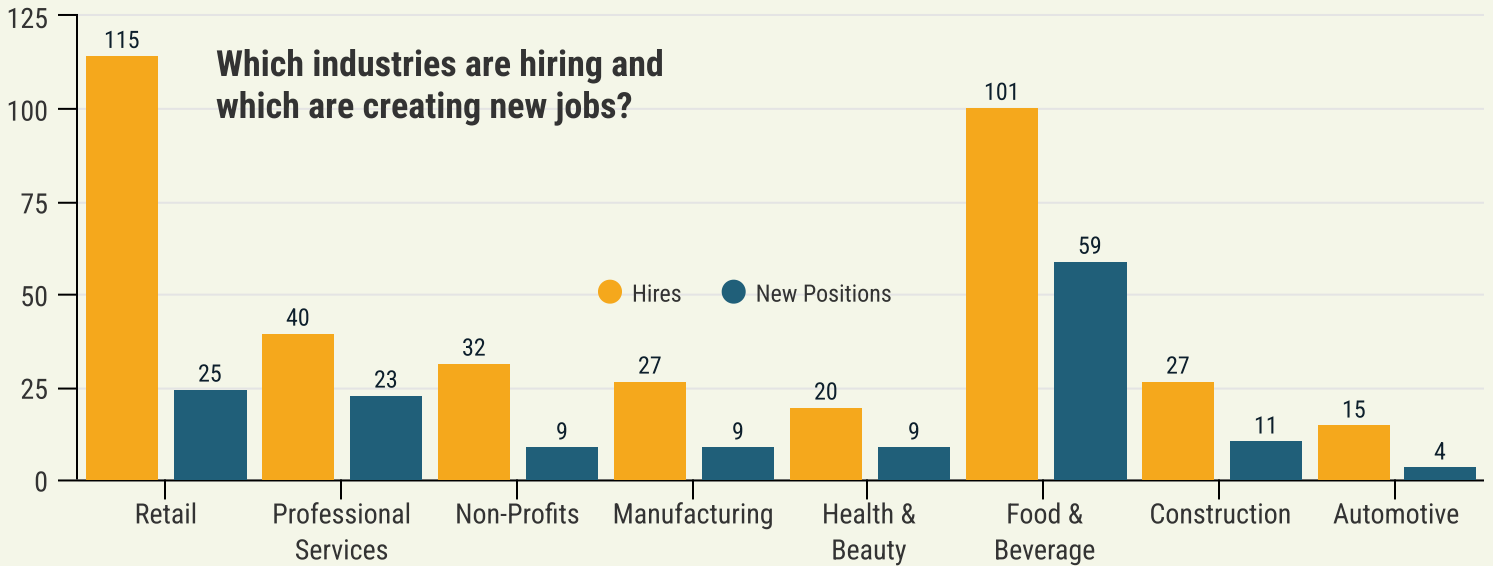
# of hires in the last year (new or existing positions)



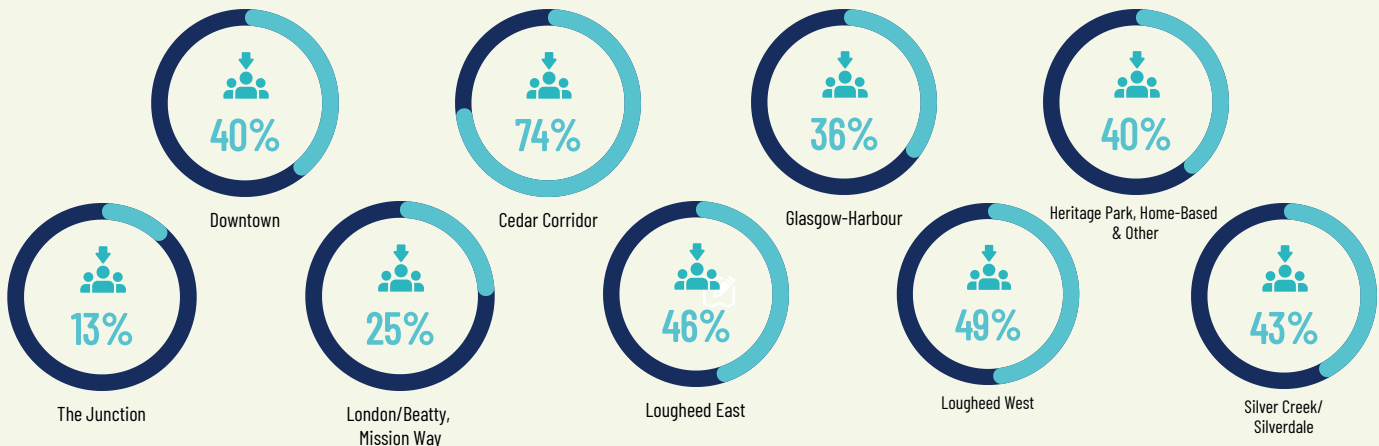
● Downtown 
 ● Lougheed East 
 ● The Junction  
● Lougheed West 
 ● Silverdale/Creek

**43%** of respondents said that *Staff Recruiting & Retention is one of the top challenges for their business.*

Poor performance was the reason for 51% of terminations, with restructuring (23%) and budget cuts (12%) also strong factors.



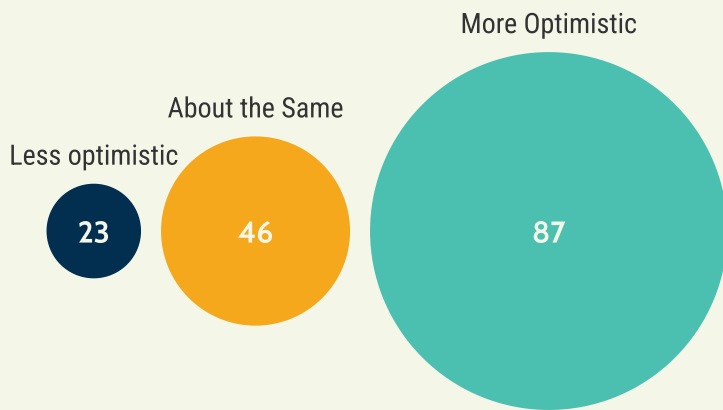
**Which areas are creating new jobs?** Charts show how many hires in the last year were newly created positions.



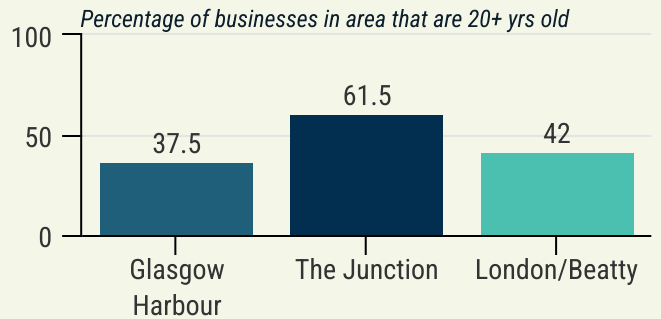
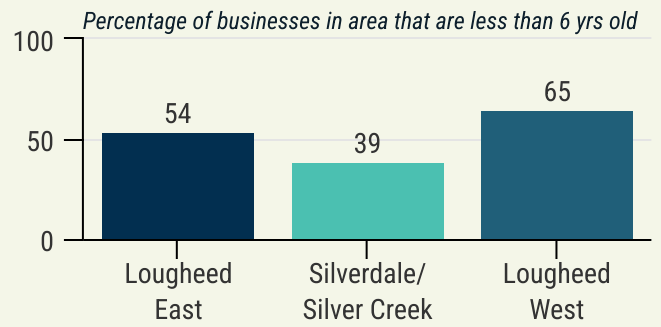
# Overview (cont.)

## The Future of Business in Mission

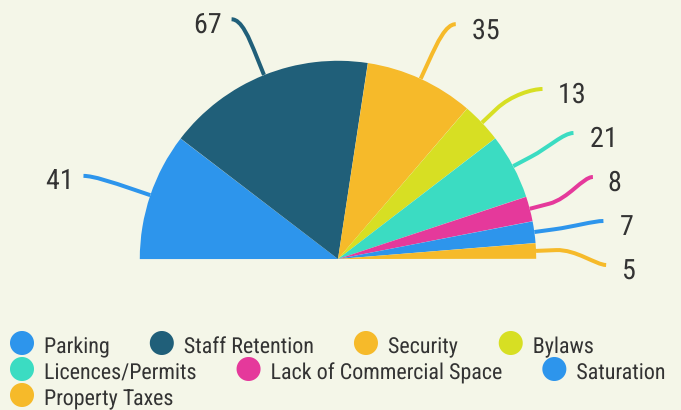
When asked if they were more or less optimistic about their business today than they were a year ago, here's what they said.



## Longevity of Business by Area (Top 3)

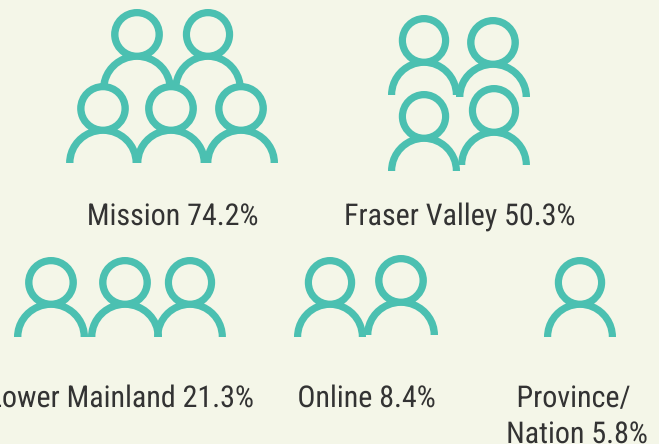


## Biggest Challenges to Business



## Where are customers coming from?

Businesses were able to choose more than one category.



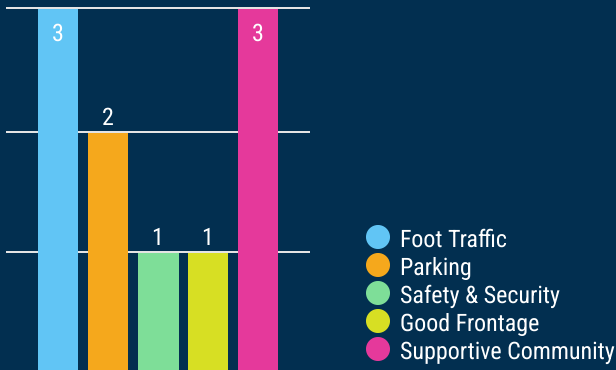
# Cedar Corridor

June 2024

Total Businesses Surveyed: 5

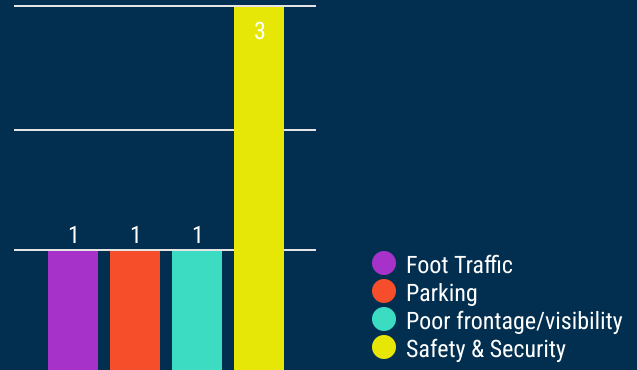
## What are the benefits of doing business in this location?

Businesses were able to choose more than one category

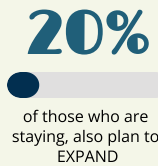


## What are the biggest barriers to doing business in this location?

Businesses were able to choose more than one category



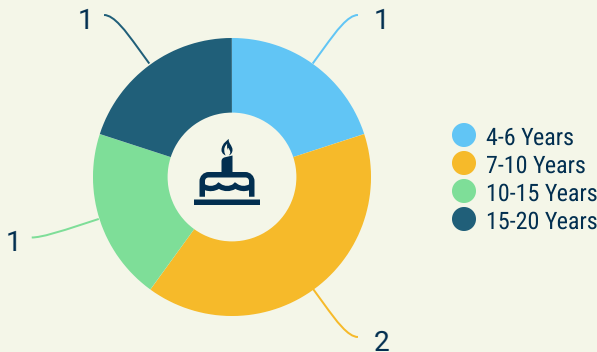
## What are your future business plans?



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

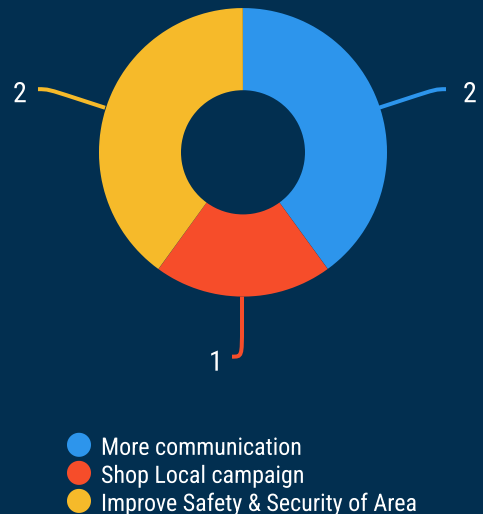


## Business Longevity



## 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 - Education on how to find and get more Grants
- #1 - Increased Policing to Area

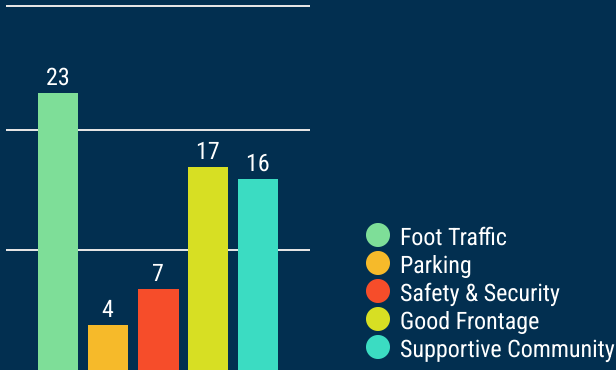
# Downtown Mission

June 2024

Total Businesses Surveyed: 42

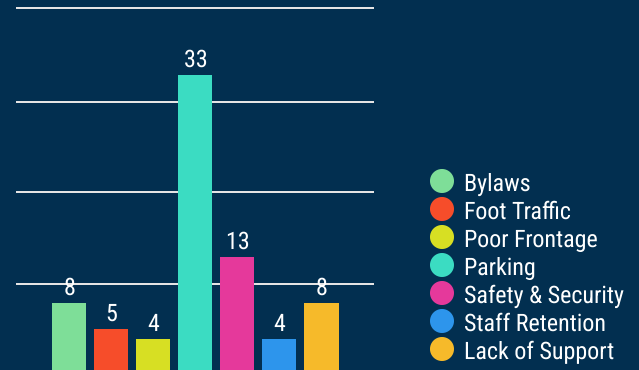
## What are the benefits of doing business in this location?

Businesses were able to choose more than one category

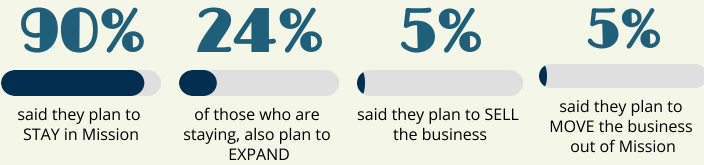


## What are the biggest barriers to doing business in this location?

Businesses were able to choose more than one category



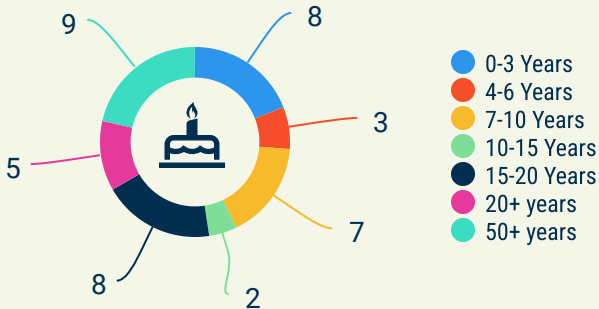
## What are your future business plans?



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

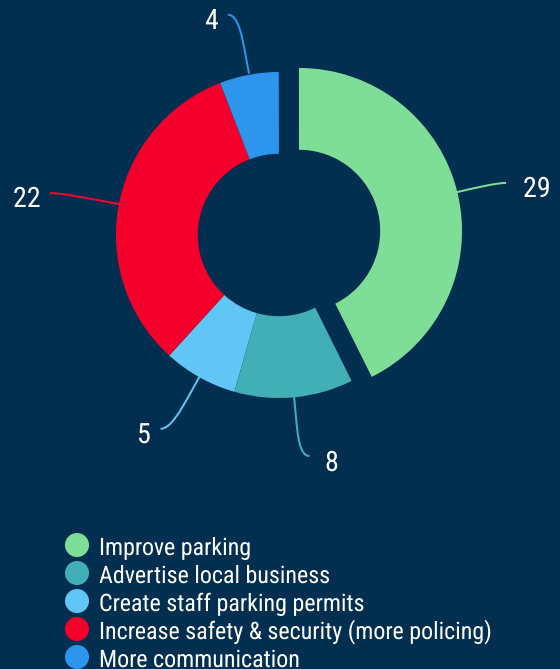


## Business Longevity



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

Businesses were able to choose more than one category of preference



## 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
- #2 - Website Development Training
- #3 - Financial Management Courses
- #4 - Customer Service Training/HR Education
- #5 - Financial Management Courses
- #6 - Mental Health/Work-Life Balance education
- #7 - Training on AI and DEI in business

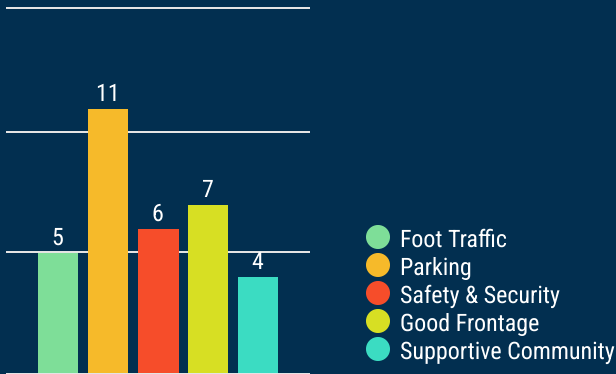


June 2024

Total Businesses Surveyed: 13

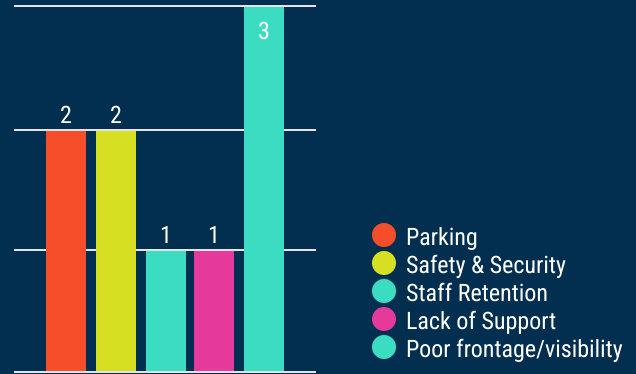
## What are the benefits of doing business in this location?

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?

92%

said they plan to STAY in Mission

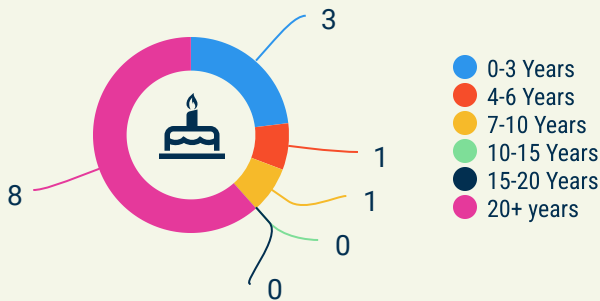
15%

of those who are staying, also plan to EXPAND

8%

of businesses said they plan to move the business away

## Business Longevity

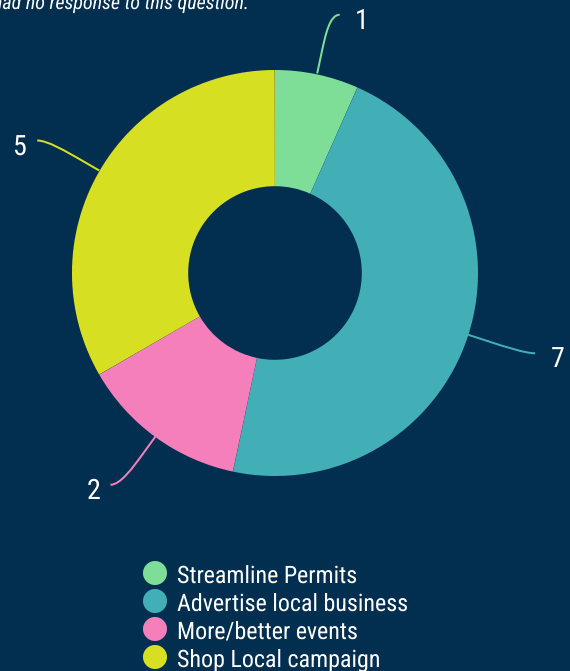


## How many people did you hire in the past year and how many of those were newly created jobs?



## 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 - Website Development Training
- #3 - Mental Health Support
- #4 - Diversity, Equity, & Inclusion Training

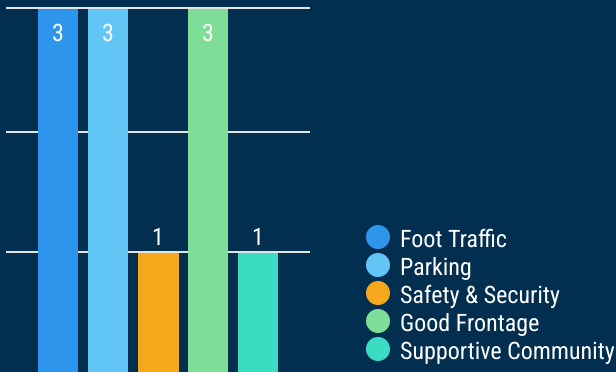
# Glasgow - Horne - Harbour Ind.

June 2024

Total Businesses Surveyed: 8

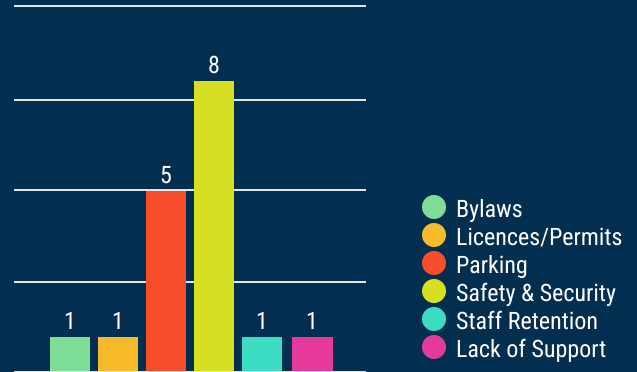
## What are the benefits of doing business in this location?

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?



100%

said they plan to STAY in Mission

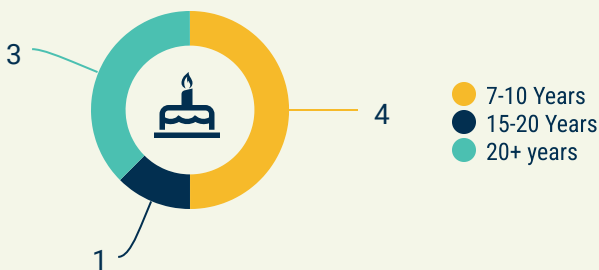
25%

of those who are staying, also plan to EXPAND

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

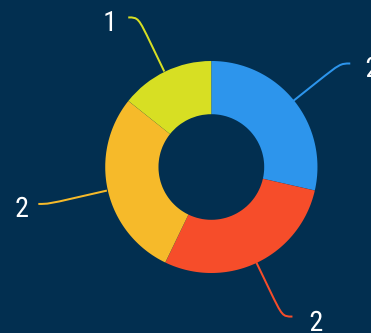


## Business Longevity



## 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 - HR Training
- #2 - Social Media & Marketing Education
- #2 - Mental Health support
- #2 - Increased Policing to the Area
- #3 - Education on how to find and get more Grants

- Shop Local campaign
- Procure services/products locally
- Regular cleanups of area
- More communication

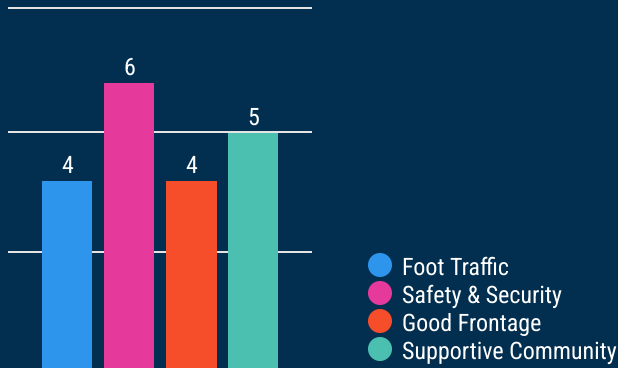
# Heritage Park, Home-Based Businesses, & Other

June 2024

Total Businesses Surveyed: 11

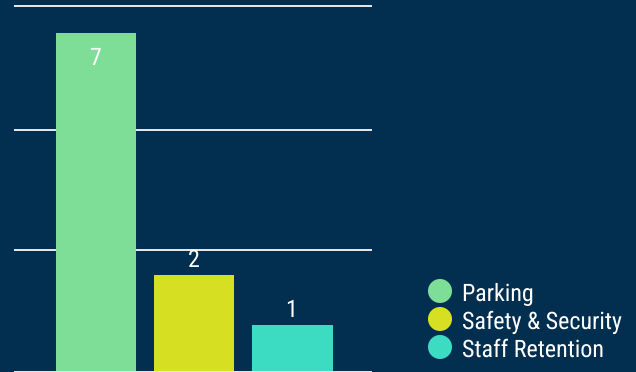
## What are the benefits of doing business as a home-based model?

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



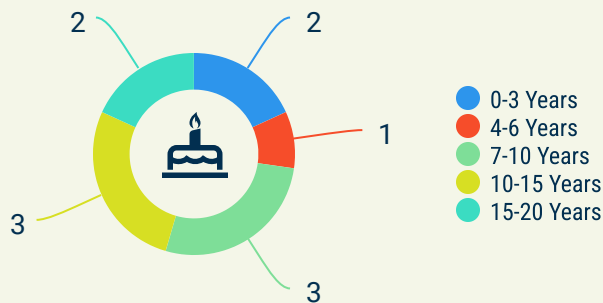
## What are your future business plans?



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

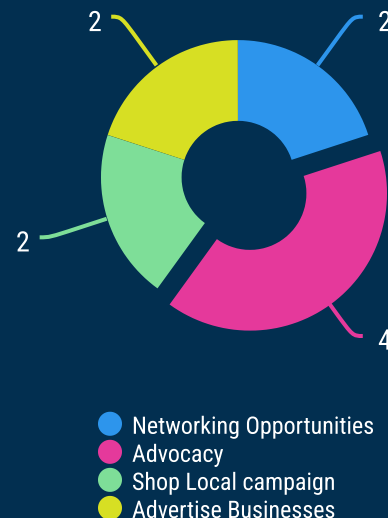


## Business Longevity



## 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 - Social Media & Marketing Education
- #2 - Education on how to find and get more Grants
- #2 - Mental Health Supports
- #2 - HR Training
- #3 - Financial Management Training
- #3 - Diversity, Equity, and Inclusion Education

# London-Beatty Industrial Area

June 2024

Total Businesses Surveyed: 19

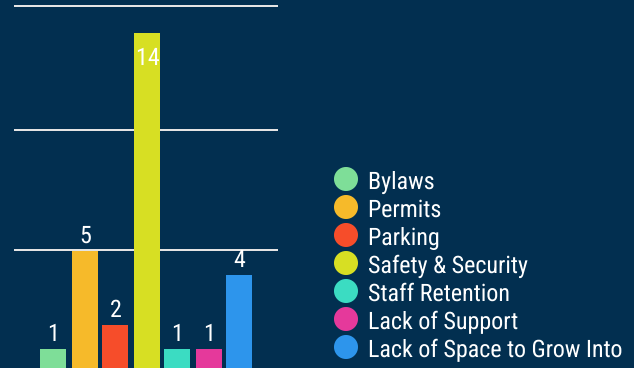
## What are the benefits of doing business in this location?

Businesses were able to choose more than one category

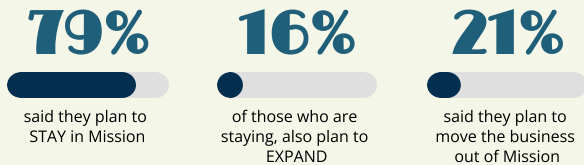


## What are the biggest barriers to doing business in this location?

Businesses were able to choose more than one category



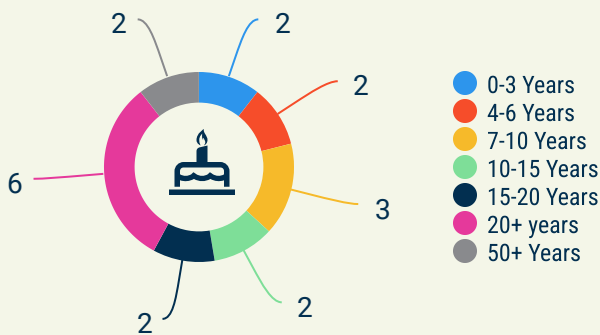
## What are your future business plans?



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

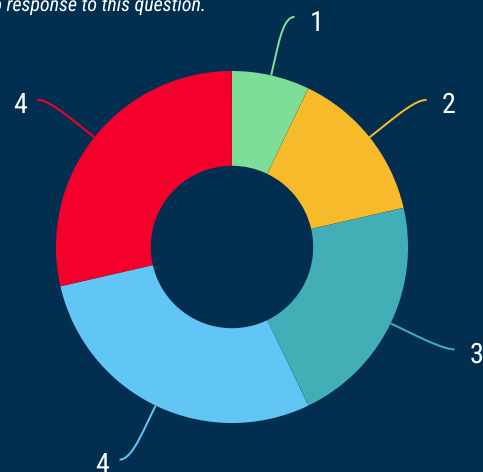


## Business Longevity



## 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 - Education on how to find and get more Grants
- #2 - Social Media & Marketing Education
- #3 - Increase policing to the area

- Business advocacy
- Reduce property taxes
- Advertise businesses
- Local apprenticeship opportunities
- More crime prevention programs

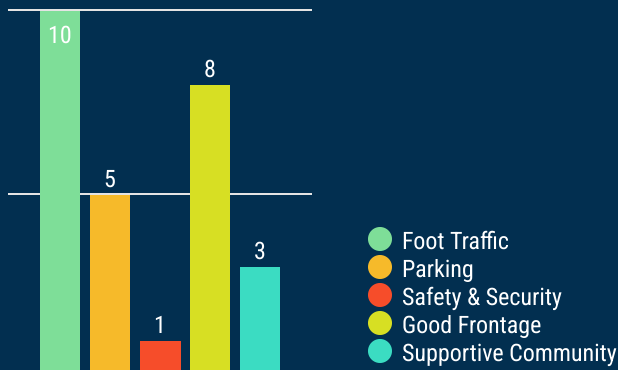
# Lougheed East - Mission Hills

June 2024

Total Businesses Surveyed: 22

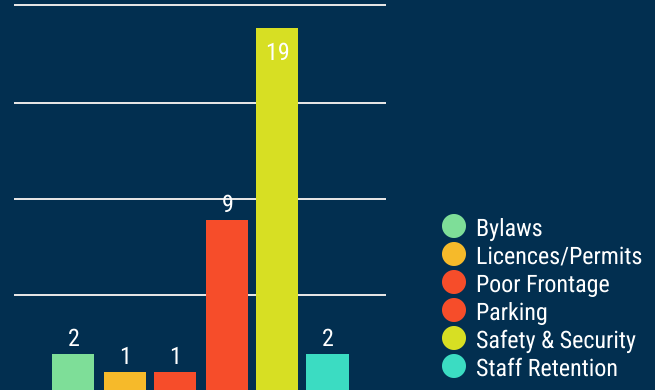
## What are the benefits of doing business in this location?

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



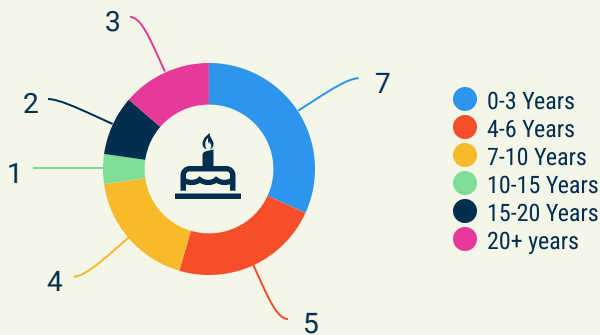
## What are your future business plans?



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

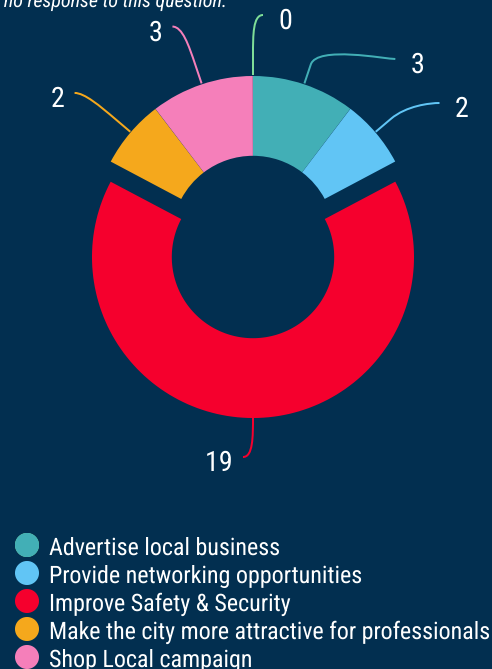


## Business Longevity



## 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 - Increased Policing to Area
- #1 - Social Media & Marketing Education
- #2 - Education on how to find and get more Grants
- #2 - Finance Training
- #3 - Customer Service Training/HR Education
- #4 - HR Training

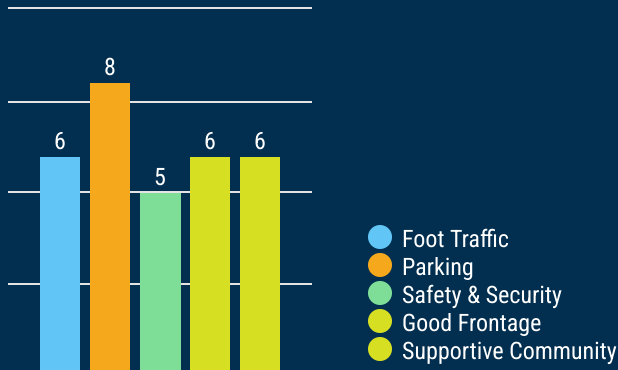
# Lougheed West - Outlook Village

June 2024

Total Businesses Surveyed: 17

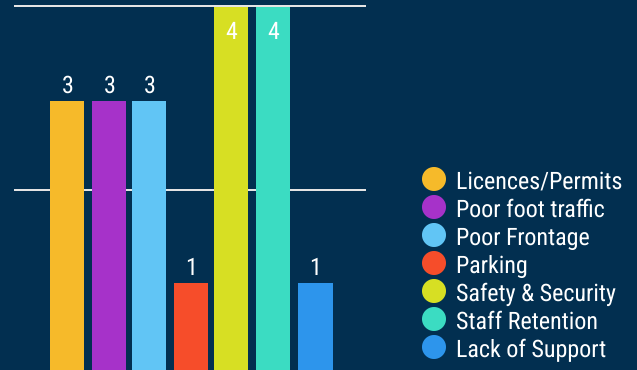
## What are the benefits of doing business in this location?

Businesses were able to choose more than one category

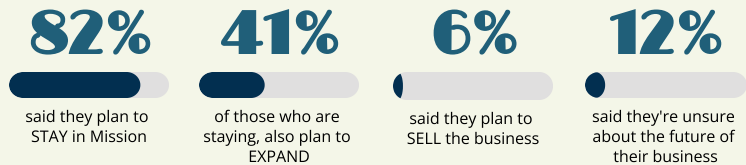


## What are the biggest barriers to doing business in this location?

Businesses were able to choose more than one category



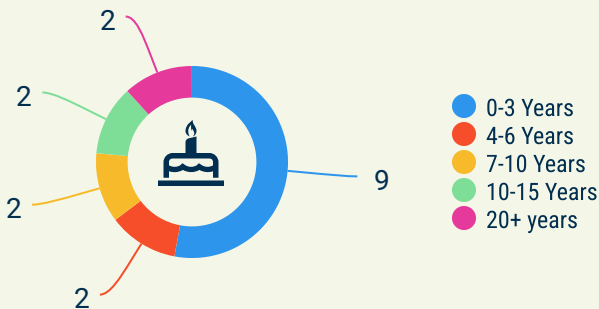
## What are your future business plans?



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

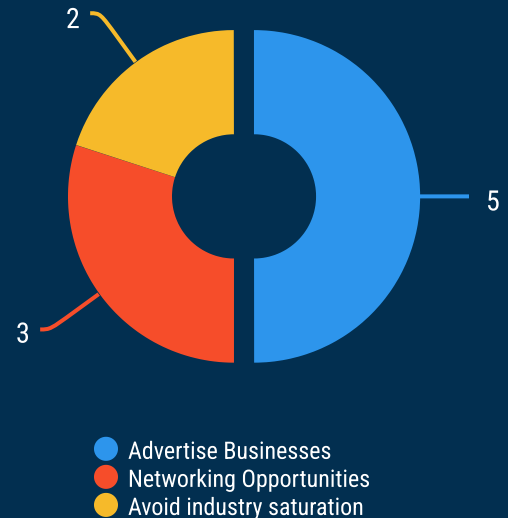


## Business Longevity



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

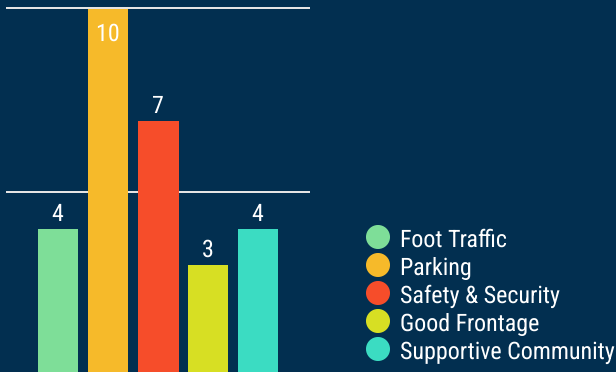
# Silverdale-Silver Creek Industrial

June 2024

Total Businesses Surveyed: 18

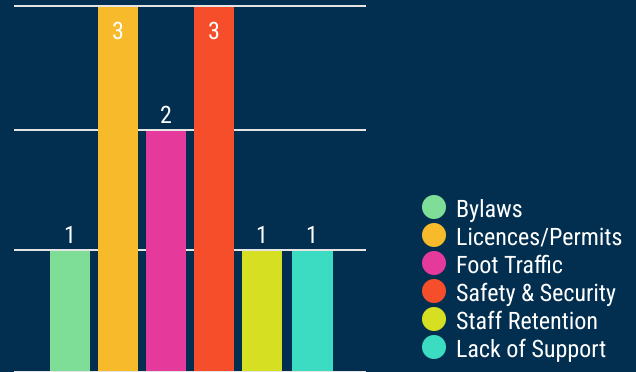
## What are the benefits of doing business in this location?

Businesses were able to choose more than one category

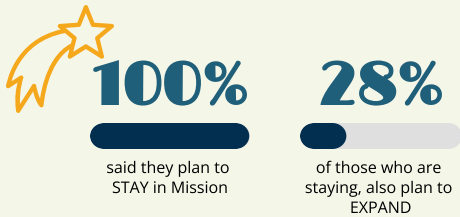


## What are the biggest barriers to doing business in this location?

Businesses were able to choose more than one category



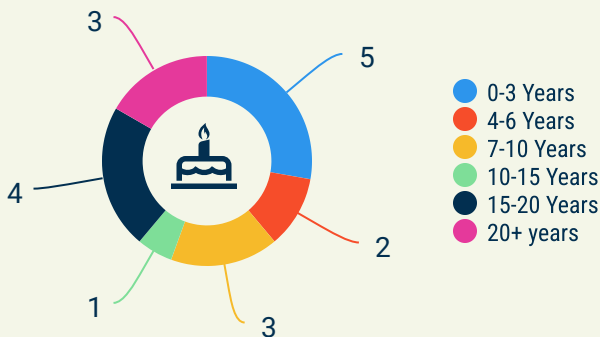
## What are your future business plans?



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

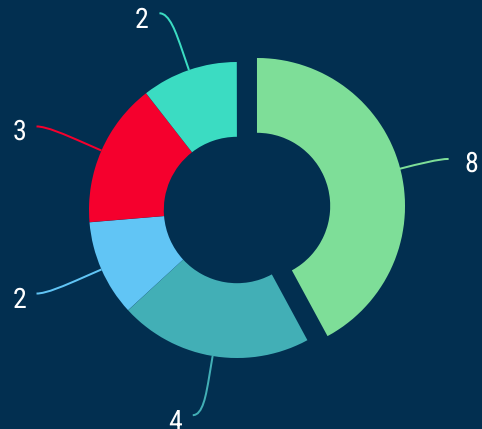


## Business Longevity



## 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 - Social Media & Marketing Education
- #2 - Education on how to find and get more Grants
- #2 - Website Development Training
- #2 - Financial Management Training
- #3 - Mental Health Supports
- #3 - HR Training
- #3 - Increased Policing in the Area

- Advertise businesses & area
- Improve transit/emergency access
- More events to the area
- More/better communication
- Lower property taxes

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. Through membership in the Canadian Chamber 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, networking nights, business forums, educational opportunities, 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.

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