

Richmond  
Economic  
Development

# 2014 Business Development Report

# Start or grow your business in Richmond, British Columbia.

## We can help.

### A Top 10 “American Cities Of The Future”

In three categories, Richmond ranked in the top 10 by fDi Magazine - including 3rd overall among small cities in the Americas.

**Find out why** ➔

### International Recognition for Richmond Economic Development

Site Selection Magazine names City of Richmond services for businesses and investors among top in Canada.

**View Article** ➔

### Richmond named “Top Town in the West”

Major logistics projects and transit-oriented development mark the future for economic development in Richmond, BC.

**View Ranking** ➔

Join the conversation on Twitter and Facebook, or contact us by phone or e-mail to talk about business and investment opportunities in Richmond, BC.



604-247-4923



economicdev@richmond.ca



www.businessinrichmond.ca



@RichmondEDO



/RichmondEconomicDevelopment

# Business Program Outcomes

The City of Richmond Business Development Program provides businesses with one-on-one support during start-up, relocation or expansion. Established companies also access the program for help with resolving specific issues so they can continue to grow and be successful in Richmond. The graphic below demonstrates how the program works from initial business engagement to opportunity generation, business development support and jobs maintained or established in the community.

## ENGAGEMENT

Website

Outreach

Events

Referrals

Now in its second year, the Program is generating more leads from inbound inquiries as more clients access the City's business services through a variety of channels, including the [www.businessinrichmond.ca](http://www.businessinrichmond.ca) website, social media and referrals.

**130 total opportunities generated to date came from the following sources:**

- 36% Direct contact with the Richmond Economic Development Office
- 35% Business outreach
- 22% Internal and external referrals
- 7% Events & other

## OPPORTUNITIES

39%  
Retention

27%  
Expansion

18%  
Start-up

16%  
Attraction

**130 Opportunities Created**

	Total	Average
Employees	6,265	67
Facility Size	5,646,194 sq.ft.	60,066 sq.ft.
Revenue	\$5,883,200,000	\$62,587,234

An opportunity is a qualified business lead (company or project) that requires the City's support to launch, grow or remain in Richmond. Richmond's existing businesses are the primary source of opportunities (**86 of 130 to date**), which is in line with the economic development industry's best practice to proactively focus on business retention.

## COMPLETED

**47 Opportunities Completed**

38%  
Retention

21%  
Lost

19%  
Attraction

17%  
Expansion

4%  
Start-up

Depending on its complexity, a business development opportunity can take between a few days and several years to complete. Of the 130 opportunities generated since the program was launched in 2013, **47 have been completed**.

## OUTCOMES

3,652  
Jobs Maintained

777  
Jobs Created

83  
Ongoing Opportunities

Program outcomes are measured as jobs maintained and created through the facilitation work of Richmond's economic development team. **83 opportunities** are currently in progress; and more continue to be generated through the Program's lead generation channels.

# What Businesses Said

As part of the 2013 and 2014 business outreach efforts, 77 companies were surveyed on topics ranging from export markets and workforce to business operations and future expansion plans, as well as constraints to growth. The data collected is used to identify community-wide business needs and trends, and to guide City policies and programs that ensure Richmond remains a competitive location for business and investment.

**Companies invited to complete the survey are locally established economic drivers spanning the sectors representative of Richmond's economy.**

## Profile of Survey Participants

**Total # of businesses:** 77 out of 198 contacted

**Response rate:** 39%

**Average size of facility:** 80,074 square feet

**Average number of employees:** 110

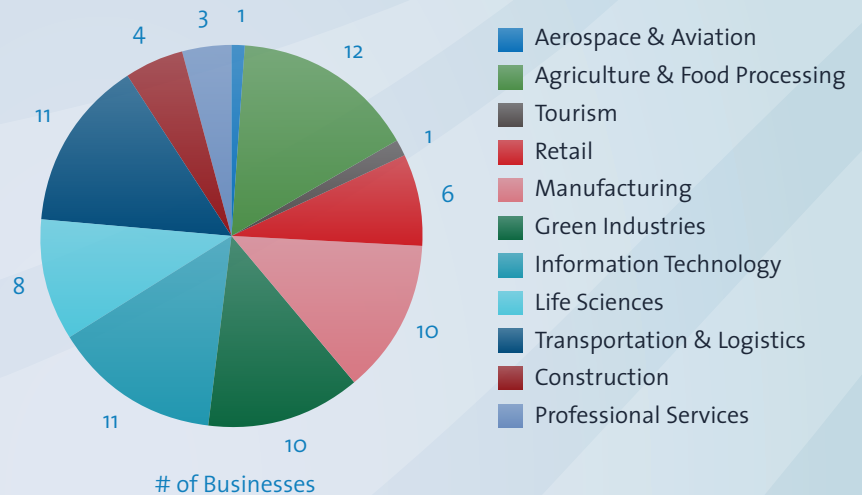
**Average revenue reported:** \$106,702,974

**Total commercial space:** 6,165,718 square feet

**Total number of employees:** 8,436

**Total revenue reported:** \$8,216,129,000

Surveys Taken by Sectors



## Expansion Plans

**92%** of businesses surveyed indicated that they plan to expand their operations in the next two years.

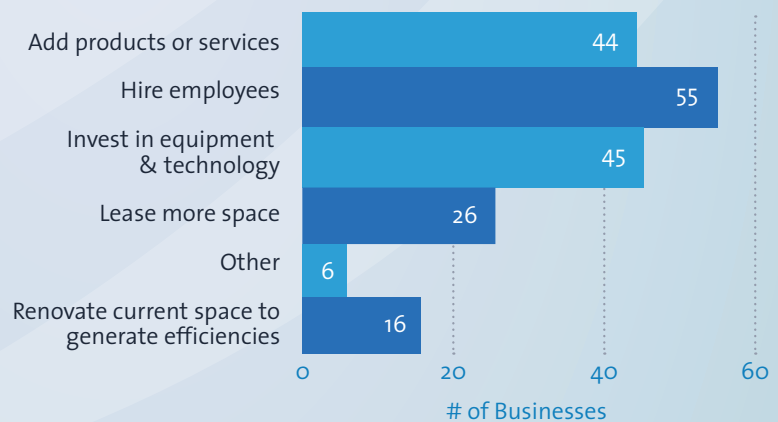
The most expansion opportunities were identified in the transportation & logistics, agriculture & food processing, information technology, green industries and manufacturing sectors.

**28** of the businesses surveyed are considering a location change; of those, **25** are looking for commercial space elsewhere in Richmond, and **14** are searching for the most suitable facility throughout all of Metro Vancouver.

**Of the businesses with expansion plans, the most significant constraints to expansion identified are:**

- 1. Lack and/or affordability of space & facilities (28 businesses)**
- 2. Lack of skilled workers (27 businesses)**
- 3. Timing (22 businesses)**
- 4. Financing (21 businesses)**

Expansion Plans - Next 2 Years



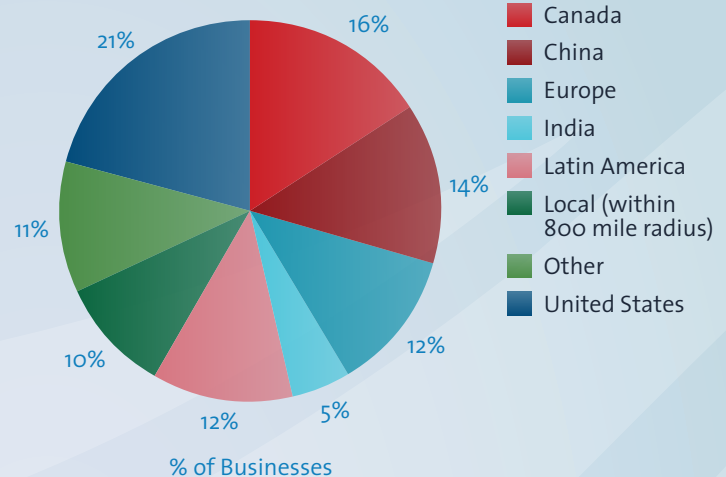
## Sales & Markets

**73%** of businesses surveyed reported an increase in sales during the last two years; **19%** reported no change, and **4%**, a decrease.

Currently **41%** of businesses export their products and services to regional and Canadian markets; the second most significant market for local companies is the United States (**19%**). **15%** of companies surveyed have sales in Asian countries including China, India and Japan, and benefit from Richmond's premier position in North America as a gateway for trade with Asia Pacific.

In the next two years the majority of businesses (**65%**) plan to grow their exports. **21%** of businesses indicated a desire to grow their sales in the US, and **16%** throughout Canada. The next largest target markets are China (**14%**), Europe (**12%**) and Latin America (**12%**), which is consistent with Federal and Provincial market development initiatives.

Future Export Growth by Markets



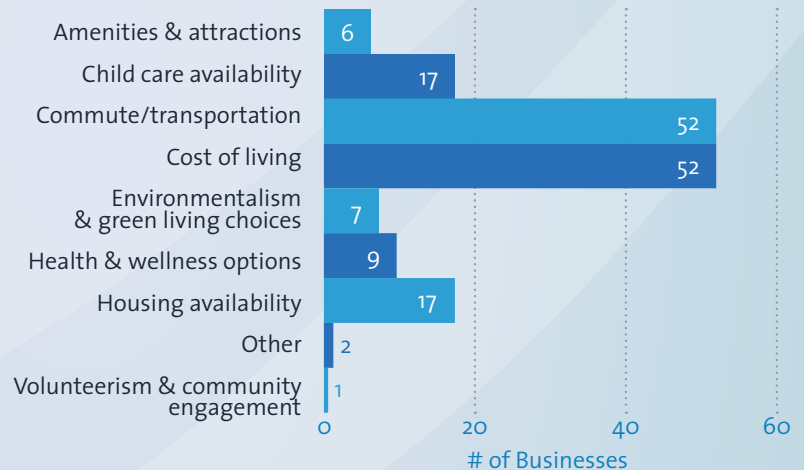
## Employee Concerns

**52 companies representing 7,014 employees cited commute and transportation to be their employees' top concern.**

**The challenges to workforce attraction and retention are ranked below:**

- 1. Commute/transportation – 52 companies with 7,014 employees**
- 2. Cost of living – 52 companies with 6,450 employees**
- 3. Child care availability – 17 companies with 3,229 employees**
- 4. Housing availability – 17 companies with 2,705 employees**

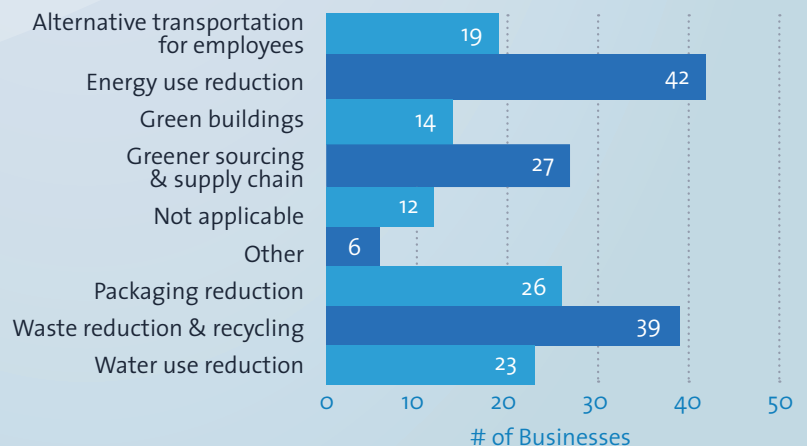
Critical Issues for Employees



## Sustainability Plans

The majority of businesses surveyed indicated that they plan to increase the environmental sustainability of their operations within the next two years. The most frequently cited measures were energy use and waste reduction, greener sourcing and supply chains, and alternative transportation for employees.

Sustainability Measures



# Online Business Tools

The following tools have been developed to provide 24/7 self-serve, online access to the most commonly requested information by business and investment clients.

They are available at [www.businessinrichmond.ca](http://www.businessinrichmond.ca).



Search all commercial and industrial real estate listings to find the perfect business location.

**Search Now** ➔



Explore interactive, up-to-date statistics on housing & development, tourism & trade, business growth and commercial space.

**Explore Stats** ➔



View, filter or download information on 13,000+ Richmond businesses.

**View Info** ➔



Find available loans or grants through a database of 7000+ government and private funding sources.

**Access Funding** ➔



Generate a custom list of required business permits and licenses from all levels of government, in one place.

**Generate List** ➔



Use Richmond's dynamic mapping system to find information on commercial properties such as zoning, rights of way, legal details and taxation amounts.

**Find a Property** ➔



View, download or print information about Richmond's key sectors including major employers, available government incentives and industry research and networks.

**Download or Print** ➔

## Services Provided

The Richmond Economic Development Office works with businesses to:

- Assist with commercial, office and industrial site selection
- Provide support during business start-up, expansion or relocation
- Source economic, property, demographic and other statistical information
- Identify incentives for locating in Richmond
- Facilitate municipal permits, licenses and processes
- Serve as a liaison between businesses, City departments, other government agencies and partners
- Connect businesses with local and regional services and resources



# Case Studies



## Popular car sharing company car2go expands into Richmond

After car2go accessed the City of Richmond's business development services online, the Economic Development Office facilitated the company's expansion into Richmond's City Centre.

As a result, the company added 50 new Smart cars to its fleet. It now offers car sharing services to over 75,000 members throughout North Vancouver, Vancouver and Richmond, providing alternative transportation options for residents and employees.

Car2go joins the efforts of Modo and Zipcar, already in Richmond, in helping achieve the City's goal to provide alternative transportation solutions while reducing greenhouse gas emissions.



## Businesses receive help to reduce energy use, save money

Using data collected through the Business Development Program's survey tool, 15 businesses were identified that had indicated a desire to reduce their energy consumption. These businesses (representing 1 million square feet of commercial space) were connected to the City's Building Energy Challenge, where property owners and managers receive tools, incentives, funding and training to measure and reduce their energy use.

So far, 44 buildings representing at least 4 million square feet of space have registered in the Building Energy Challenge. Participating businesses will be able to reinvest the money they save on energy costs, while reducing their environmental footprint.



## 130 businesses helped to locate, expand or remain in Richmond

Businesses contact the City of Richmond Economic Development Office on a wide variety of topics. Services offered include assisting with site selection, facilitating municipal permits and processes, making introductions to service providers and partner agencies, and providing information such as market research data and industry sector profiles.

So far, 130 companies in all sectors and sizes have used these services throughout their start-up, relocation and expansion phases.



## Transportation solutions for Richmond business parks

In late 2014 the City and TravelSmart signed a Memorandum of Understanding to jointly explore alternative transportation solutions, such as carpooling and car sharing, in business and industrial parks throughout Richmond. This pilot program addresses a major concern raised through the Business Development Program's survey: 52 companies representing 7,014 employees cited commute/transportation as their employees' top concern.



# Start or grow your business in Richmond, British Columbia. We can help.

Join the conversation on Twitter and Facebook, or contact us by phone or e-mail to talk about business and investment opportunities in Richmond, BC.



604-247-4923



[economicdev@richmond.ca](mailto:economicdev@richmond.ca)



[www.businessinrichmond.ca](http://www.businessinrichmond.ca)



[@RichmondEDO](https://twitter.com/RichmondEDO)



[/RichmondEconomicDevelopment](https://www.facebook.com/RichmondEconomicDevelopment)