

Investment Profile

MISSION

Where Success Finds Its Place



ECONOMIC DEVELOPMENT DEPARTMENT

mission.ca/invest





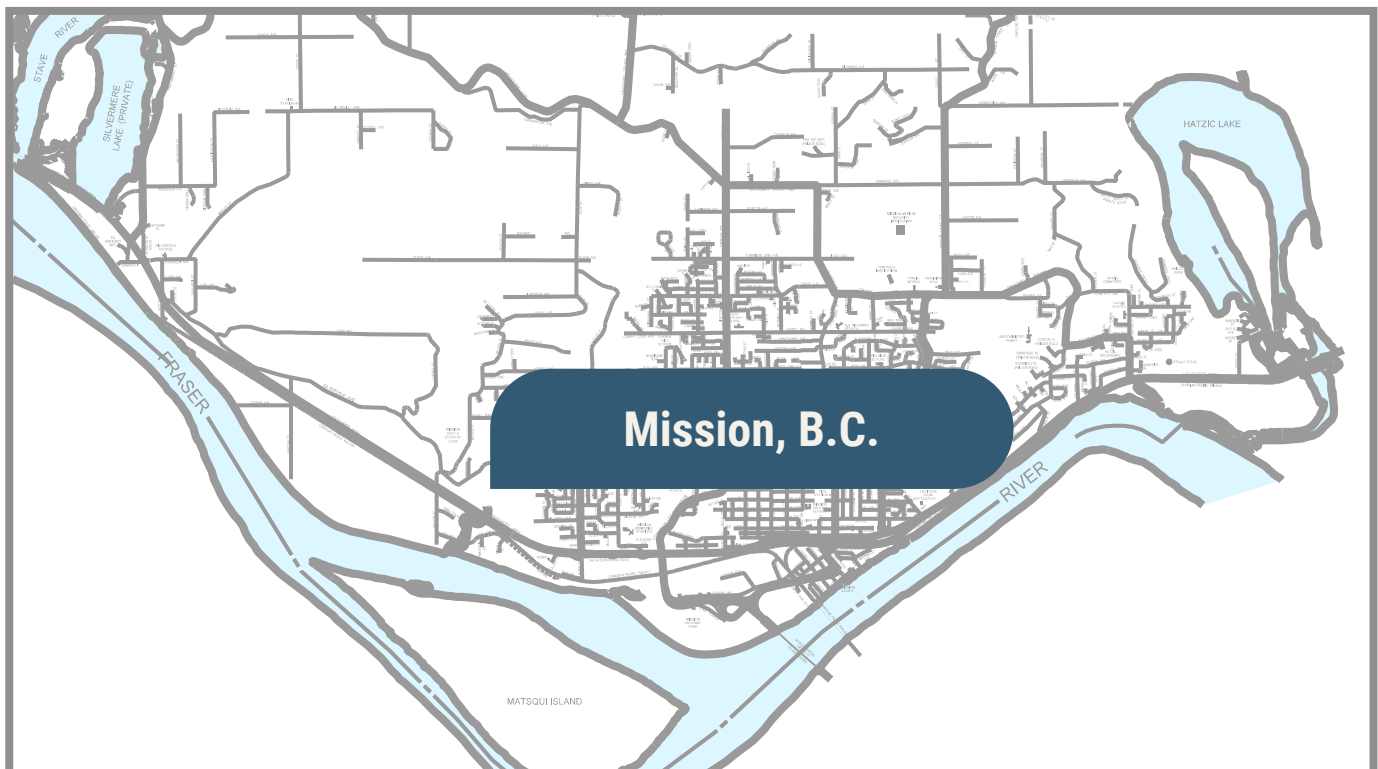
Mission, British Columbia, Canada

Strategically located near Metro Vancouver, the City of Mission is beloved for its charming small town feel, proximity to world-class outdoor recreation, and celebrated arts and culture scene. Our future is bright and we will apply the tenacity and grit that characterizes our hard-working community roots.

Mission is primed and ready for investment, offering spectacular natural beauty, relatively affordable land, a diverse workforce and accessibility to major highways, border crossings and airports. Mission residents enjoy an enviable lifestyle, surrounded by spectacular mountain vistas, the Fraser River and a 26,000 acre municipal forest teeming with lakes and trails.

OUR LOCATION

Mission is centrally located near international airports, rail, major urban centres, highways, ports, the U.S. border crossing, and post secondary institutions. We're a one hour drive to Vancouver, B.C.



COMMUNITY PROFILE

With a host of cultural, music and family events throughout the year, Mission encapsulates all that is community. We receive significant interest from developers, investors and businesses looking to offer residential, commercial, industrial and institutional projects. Here are highlights of our community profile.



44,000 residents

1,500+ businesses

Source: City of Mission

4.1% unemployment rate

Source: Stats Canada, Jan. 2024



TOP EMPLOYMENT INDUSTRIES

1. Construction
2. Retail Trade
3. Health Care and Social Assistance
4. Manufacturing
5. Transportation and Warehousing
6. Educational Services

KEY TARGET SECTORS

1. Industrial and Commercial Development
2. Light and Advanced Manufacturing
3. Commercial Retail
4. Tourism
5. Information Technology



Investment Ready

What you get for your money is important, and that rings just as true for investors. With the unstable costs of construction materials, increased transportation costs, and long-delay shipping issues, the wider the profit margin for investors, the better.

Mission is emerging as the best bang for an investor's buck. The following initiatives demonstrate our commitment to building relationships and partnerships for success.

WATERFRONT REVITALIZATION MASTER PLAN

Mission is undergoing a generational transformation and it's all coming together at the waterfront. The Waterfront Revitalization Master Plan charts the reactivation of underutilized land as a vibrant hub of activities, residences, industry, and commerce to support a resilient and complete community.

Mission is home to one of the largest underdeveloped waterfronts in Western Canada, encompassing 296 acres (120 ha) of land and over 3.5 km of frontage along the magnificent Fraser River.

The Waterfront Revitalization Master Plan is, at its heart, a set of long-term strategies integrated within the City's Official Community Plan. Viewed together, these strategies interweave policy, partnerships, and infrastructure to guide how the Waterfront will grow and develop over the next 40 years.

Both the Economic Development Association of Canada and Canadian Deputy Director of MIPIM called the Mission Waterfront Revitalization Master Plan Canada's most outstanding investment opportunity in 2023.



EMPLOYMENT LANDS STRATEGY

The Employment Lands Strategy provides guidance towards a calculated and intentional approach to future development to help ensure a better balance of dedicated employment lands in Mission.

It further illustrates that Mission is open for business.

The strategy revolves around three main principles:

- **People:** Providing a diverse and accessible range of employment opportunities in Mission
- **Space:** Advancing Mission's opportunities and capacity to accommodate economic growth
- **Place:** Promoting the development of Mission as a competitive, economically vibrant, and resilient destination for businesses.



MISSION BRIDGEHEAD INVESTMENT CORPORATION

Mission Bridgehead Investment Corporation (Bridgehead) champions community development by partnering on revitalization projects that keep local interests at heart. While the City is its sole shareholder, Bridgehead operates as a stand-alone corporation from the City of Mission.

The City of Mission has many economically favoured attributes and amenities. Bridgehead works to identify priority areas and address and resolve land use issues.

Revitalization projects are too complex, costly, and uncertain for landowners to solve independently. Bridgehead plans to make strategic investments that help overcome the challenges impeding landowners from redeveloping their property.

Bridgehead is an entrepreneurial resource and catalyst that drives opportunities for investment, promotion, and partnership. It helps the City of Mission recognize its economic development priorities and achieve its potential.

Bridgehead acts as a vehicle to attract and retain business, revitalize underutilized lands, and facilitate partnerships that provide solutions that benefit the community.



The Place to Be

The City of Mission is nestled on a southern coastal mountain slope, overlooking the lush valley of the mighty Fraser River.

Founded in 1892, Mission, BC was originally inhabited by the Stó:lō Peoples, and today this rapidly growing and dynamic centre is home to a population of over 44,000 residents.

COMMUNITY SPIRIT

Located on the beautiful West Coast of Canada, where the forest meets the Fraser River, on Leq'á:mel, Semá:th, Kwantlen, Sq'ewlets, Máthexwi, and Katzie traditional territories, the City of Mission is a thriving, vibrant community.

Mission has one foot firmly placed in one of Canada's largest urban centres, while the other is planted on the edge of stunning mountain wilderness, surrounded by forests, lakes, and rivers.

The diversity of our backgrounds means we all bring unique experiences and perspectives to our common belief and shared commitment to fostering a healthy and welcoming community. We share the belief that everyone deserves opportunities to thrive. Together, we can work to make sure that everyone truly is welcome here.

Known for community events both large and small, residents enjoy bumping into their neighbours throughout the city at farmers markets, block parties, outdoor concerts, restaurants, boutique shopping, parks, and other public spaces.



MISSION MUNICIPAL FOREST

Mission's Municipal Forest is a community-owned forest operating under the highest possible standards. The Mission Municipal Forest exists for people by creating a sustainable balance of various economic, social, scientific and environmental forest values as well as providing memorable forest experiences to all who visit it.

Mission has managed the Tree Farm License #26 since 1958 and has regularly used profits from timber harvesting to fund local community projects. Recent projects include funding toward the Boswyk Seniors Centre, a portable mill for woodworking students at Mission Secondary School, and project costs for the Centennial Park tree lighting.

Each year the City of Mission plants 80,000 trees; a mix of western red cedar, Douglas-fir, and western hemlock.

As part of our climate change adaptation approach, the Forestry Department is working with researchers and other levels of government to consider pathways to more diversity and resiliency in future forests.



EDUCATION AND SKILLS TRAINING OPPORTUNITIES

Access to education and skills training opportunities are available within city borders or by making a trip on public transit.

UNIVERSITY OF THE FRASER VALLEY

Home to over 14,000 students, the University of the Fraser Valley is a full service post-secondary offering a breadth of programs, from continuing education to masters-level degrees. The Mission campus is homebase for the Faculty of Education, Community, and Human Development.



RIVERSIDE COLLEGE

Offering a wide selection of trades training, career programs, continuing education, and upgrading opportunities, Riverside College is a multi-faceted institution offering practical job training close to home.

EASY ACCESS TO CAMPUSES LOCATED THROUGHOUT METRO VANCOUVER

With easy access to reliable public transportation, the University of British Columbia, Simon Fraser University, British Columbia Institute of Technology and others are all within commuting distance by car or rail.



Get in Touch

We invite you to contact us to find out more about investing in Mission.

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