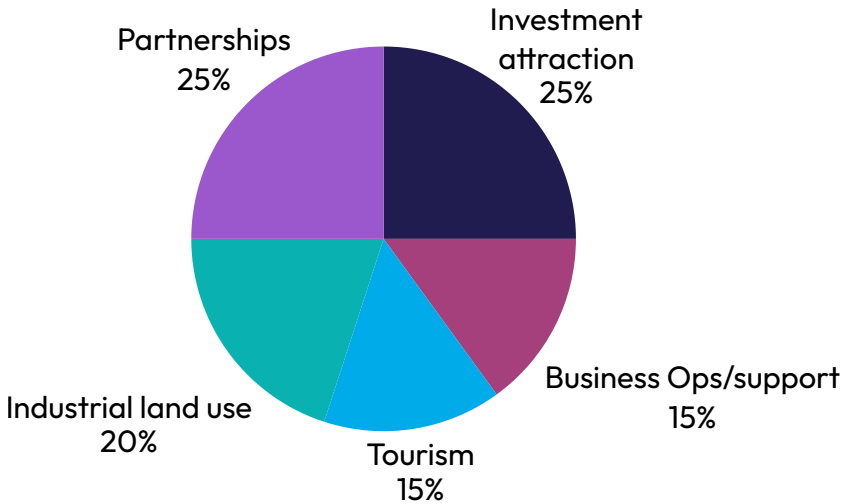


Economic Development | January - April

Advancing Esquimalt's position as an investment-ready community through targeted engagement, sector development, and strategic partnerships.



Engagement by Focus Area



101

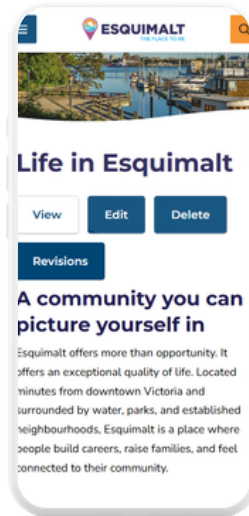
touchpoints including one on one meetings, group meetings, network events, email and phone calls.

Marketing & Communications

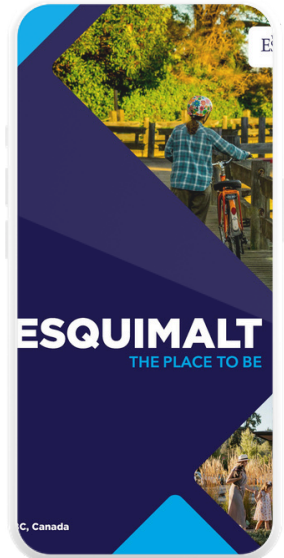
Community Guide

Launch of the Esquimalt Community & Visitor Guide. A new digital resource designed to help people better understand, experience, and invest in Esquimalt.

The guide is a key initiative from the Economic Development Action Plan (2023–2025) and brings together Esquimalt's story, neighbourhoods, amenities, and opportunities in one accessible place.



DOWNLOAD



CHEK News Business Highlights

Business storytelling and media engagement (CHEK News). 5 businesses highlighted - Lyall Street Auto, Cask & Keg, ERC, Kid Sister Icecream & Errant Herbal

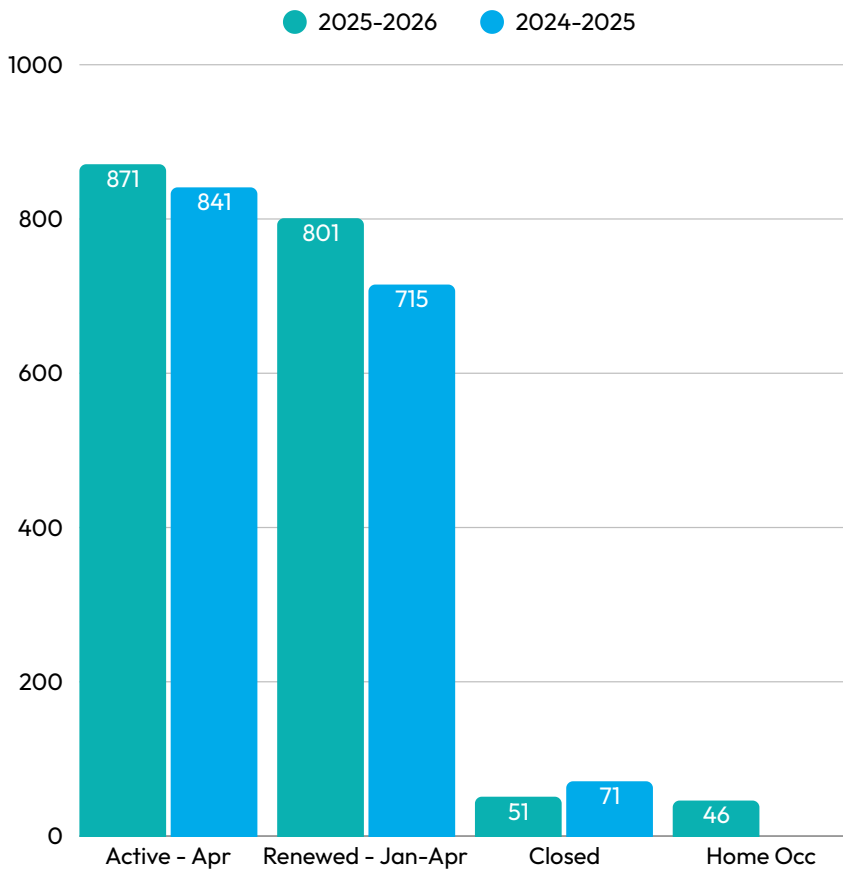
Economic Development | January - April

Investment Readiness

Hotel Development Working Group

Final report completed and published (April 2026) • Strengthened understanding of market demand and feasibility • Increased confidence in attracting a right-fit hotel investment

Key Outcome: Municipal readiness is a competitive advantage, with clear processes, informed staff, and proactive engagement supporting investment attraction. Hotel investment works best when approached regionally. A coordinated regional narrative helps provide investors with clarity, confidence, and a sense of scale, strengthening Greater Victoria’s overall competitiveness



Business Licence Trends (Jan-Apr)

Active business licences increased to 871 (+30 year-over-year), indicating modest growth in the local business base. Renewals were notably higher at 801 (+86), suggesting strong retention and improved renewal uptake. Business closures declined to 51 (down from 71), reinforcing improved stability compared to the prior year. Home Occupation licences (46) are being tracked for the first time in 2026, establishing a baseline for future reporting and providing new visibility into home-based economic activity.