



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

MAYOR'S AND COUNCILLORS' REPORTS

Report from: Mayor Barbara Desjardins

Subject: Economic Development Partnership with Chamber

Council Agenda: April 23, 2018

Recommendation

Council approve funding for printing materials to be provided to Cruise staff, crew, and contract workers who arrive and stay on ship during refits at Esquimalt Graving dock.

Background

On March 9th 2018, Chris Edley, President of Esquimalt Chamber of Commerce, Bill Brown and myself toured the Esquimalt Graving Dock and Babcock facility (Submarine repair). We heard about upgrades current and that are being determined within the EGD as well as about the needs and requirements for the submarine repair program which will be ongoing to maintain the fleet ability on the west coast. There is significant upgrade occurring to the EGD, and this will meet the needs of work scheduled in the future. Babcock recently took office space at Uptown as well as the facilities they have at EGD. They also work with many suppliers, and tech companies some of whom are already in our area. We engaged staff of these facilities to understand some of their business and with the purpose of gathering information about economic development opportunities for our community.

On April 9th Chris Edley and I met with Joe O'Rourke VP of Operations Vic Shipyards with the same focus to understand possible economic development opportunities within the Township. They have significant and continuous work at EGD that includes BC Ferry conversion to LNG, New Zealand and Canadian Naval ship work, and cruise ship refits at least twice per year for the next several years.

Two areas of potential surfaced. One is the use by these companies of high tech and the advantage of having a tech cluster close to the Graving dock area because of this. This will take significant thought, planning and possible resource for Esquimalt to move forward and should be considered in the future as to how we could influence the growth, or facilitate the development of a cluster in Esquimalt. As an aside I have been doing further connecting with high tech clusters in Victoria to understand their requirements better.

The second potential that surfaced is related to cruise ships at the graving docks for 10+ day periods twice yearly which include over 1500 staff and contractors they typically

bring with them for work done within the vessel while in dock. These people continue to live aboard and when off duty, there is a stream of taxis and tour busses taking these people to Victoria for entertainment, meals out etc. Services such as restaurants, coffee shops, groceries, dental, barber, dry cleaning are just a few that would be accessed during their short stay. In discussion with Mr. O'Rourke it was felt that knowledge about these services within Esquimalt would divert some of these trips to our local businesses and thereby provide greater local benefit. The concept of a brochure that Vic Shipyard would distribute to all cruise staff and contractors at the beginning of their stay developed. Esquimalt Economic Development strategy speaks to partnership of the Township and the Chamber and it is felt this would be an excellent opportunity to do this.

Chris Edley has committed the Chamber: "The chamber will look after creating the content. The printing would be a tri-fold brochure - both sides in colour on 32lb paper.

We'll create a map of Esquimalt that will guide the workers/visitors to the barber shops, pub, restaurants and grocery and liquor stores. All the things that they might want while off-shift for a few hours."

He has also looked into the costing of printing for this fall's cruise ship visit:

"The cost to print 1500 brochures for Seaspan to hand out to cruise ship staff in September will be \$450 plus both taxes. Grand total \$504".

The request and support the Township is being asked to provide is funding the cost of printing the brochure.

The outcome of this project should be significantly increased foot and taxi traffic to local establishments, and enhance awareness of our community to cruise staff who may help to direct passengers to Esquimalt.

This project meets council's strategic objective: **We encourage a resilient and diverse economic environment**; through 1) Implementation of the Economic Development Strategy; and 2) Encourage and facilitate community involvement that supports non-governmental initiatives.

Respectfully submitted,

Barbara Desjardins