

# Economic Development

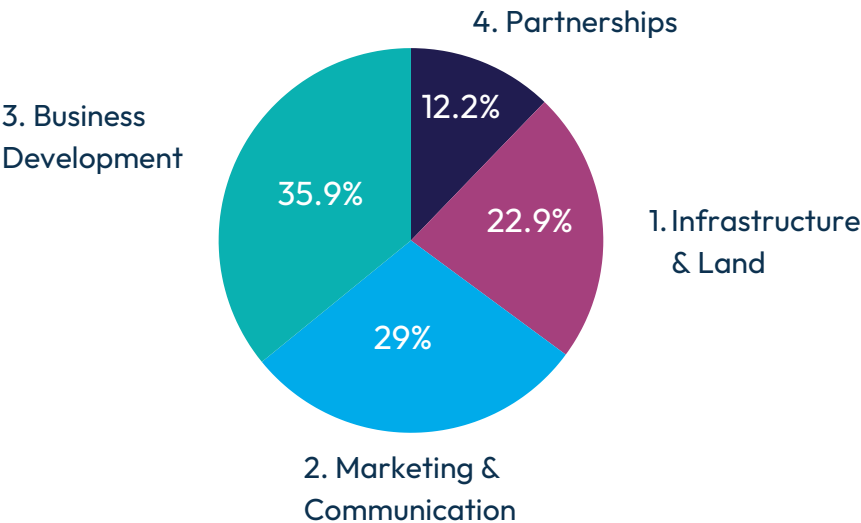
This period report summarizes actions and metrics in alignment with the 2023-2025 Economic Development Action Plan initiatives. Key indicators (engagement, projects, and use of funds) help measure the effectiveness and progress of the Action Plan.



## Engagement Total by Action Plan Themes

121

Total Engagements



## Top 6 Engagement Purpose



## Top 3 Enquiry Topics

**Support & resources**  
Related to internal and external customers

**Procurement & Tendering**  
RFQ related to 500 Park Place North

**General Enquiry**  
External to Esquimalt - Industry organizations, government agencies, contractors looking to work with the Township.



# Economic Development



3 Newsletters  
& 4 EDM's

Subscriber list of 800+ business subscribers emailed monthly newsletters and targeted campaigns (Active Transportation Plan and outstanding business licences)

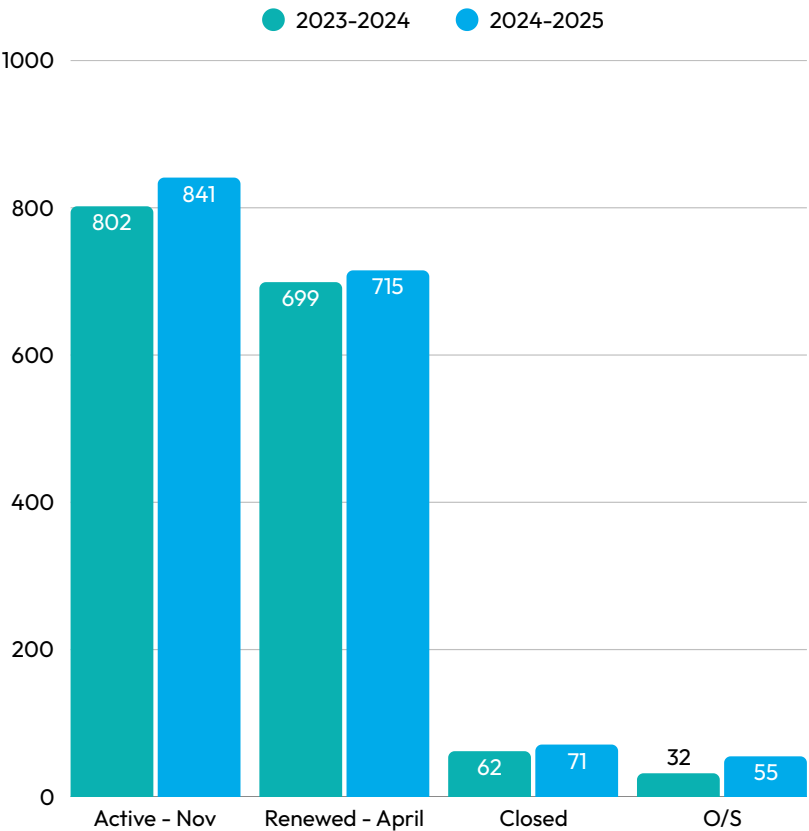
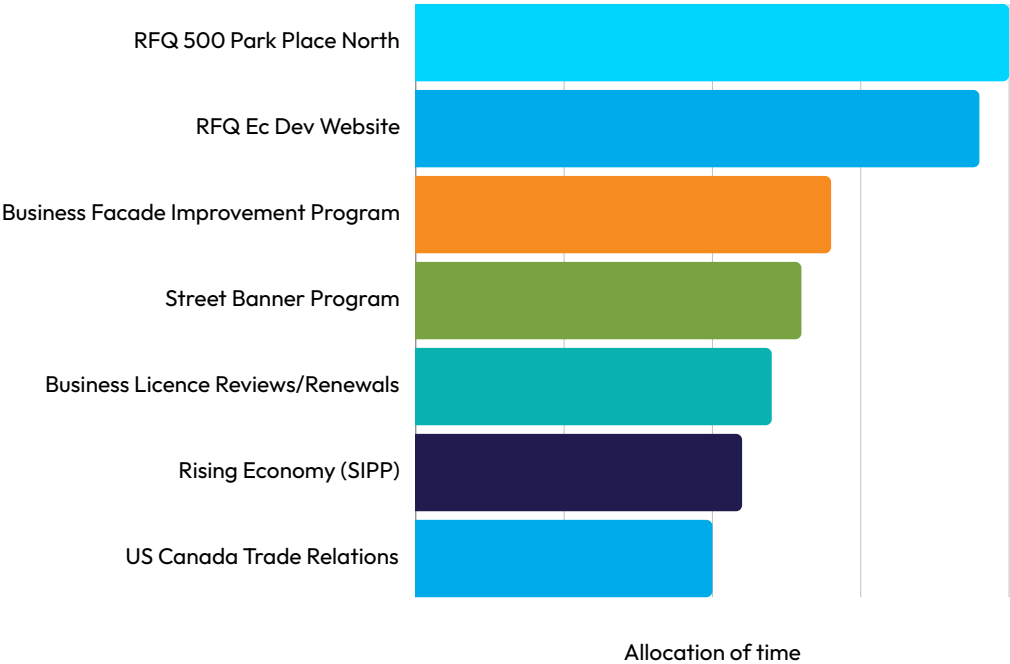


55.9 %  
Average  
open rate



2,750  
Average  
click rate

## Project Based Work -Internal and external work



## Business Licence Renewals

### Open and active year on year November

- The number of active businesses increased by 4.9% between November 2023 and November 2024

### Renewed year on year April

- Existing business licences showed a modest growth of 2.3% (from 699 to 715)

### Uncertainty in the geo-political environment

- The number of businesses closed increased by 14.5%
- 32 to 55 (an increase of 71%) in the outstanding business licences (so neither active nor closed) indicates the uncertainty and lack of business confidence due to the ongoing geo-political environment.