

# Esquimalt Economic Development Assessment and Business Investment Roadmap

Council Update

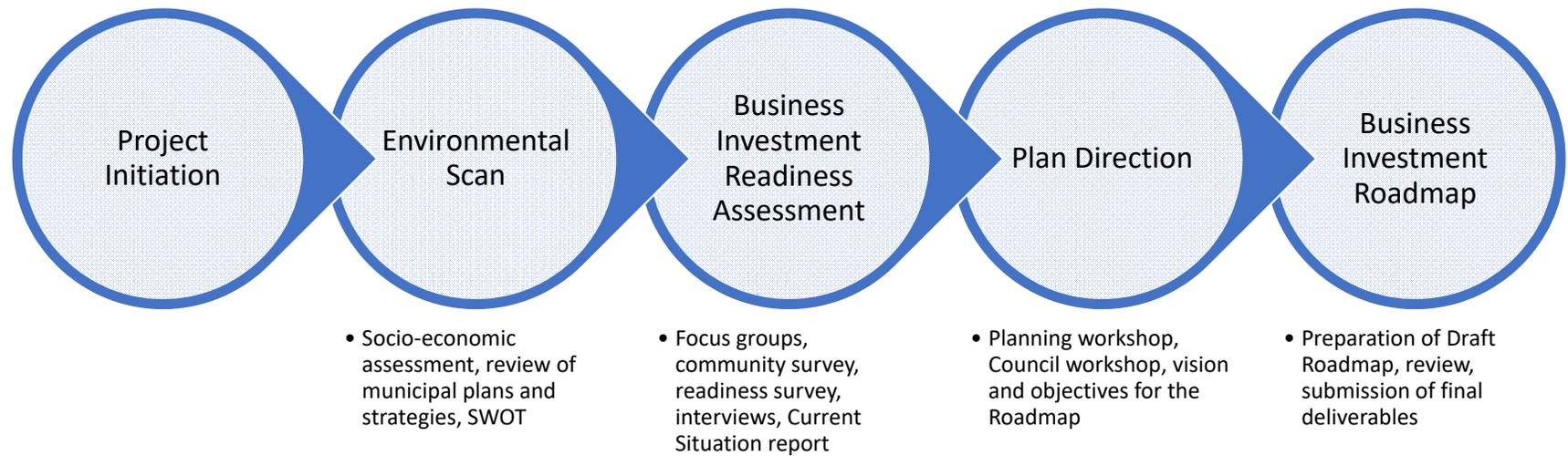
Dallas Gislason, Director of Economic Development

South Island Prosperity Partnership

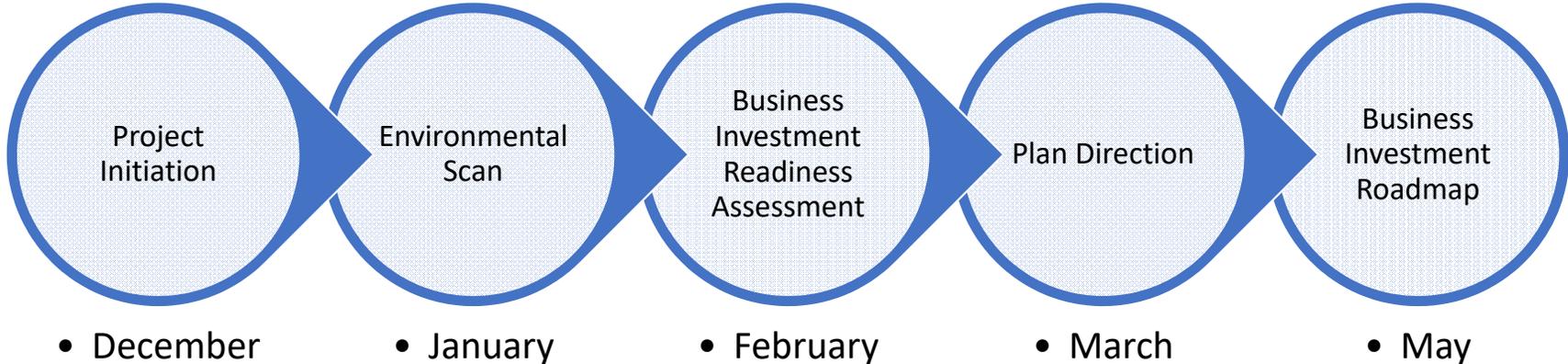
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# Process



# Timelines



# Situational Analysis Report

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# Demography

- Growing population in Esquimalt
- Average age comparable to BC average, slightly below CRD average
- Population is projected to continue growing, though growth will lag BC and CRD
- Average personal incomes slightly above BC for both men and women

# Economic Conditions

## Leading industries by employment

- Federal government public admin
- Food services and drinking places
- Professional, scientific and technical services
- Educational services
- Provincial and territorial public admin.
- Ambulatory health care services
- Food and beverage stores
- Specialty trade contractors
- Nursing and residential care facilities
- Social assistance
- Hospitals

# Economic Conditions

Leading industries by employment share (LQ is high in Esquimalt)

- Federal government public admin
- Provincial and territorial public admin.
- Transportation equipment manufacturing
- Scenic and sightseeing transportation
- Nursing and residential care facilities
- General merchandise stores
- Transit and ground passenger transportation
- Postal service
- Health and personal care stores
- Miscellaneous manufacturing
- Administrative and support services
- Water transportation

# Economic Conditions

## Other general trends

- Demographic change
- The shift in manufacturing to services, technology and outsourcing
- Decline of traditional resources
- Environmental and sustainability issues
- Climate change adaptation
- Networking, communications, infrastructure
- Geographic winners and losers
- Public assets as economic drivers

# Engagement Results

## Community Survey

- Satisfaction with Esquimalt as a place to live?
  - satisfied (20%), very satisfied (45%), extremely satisfied (20%)
- What would make Esquimalt a better place to live?
  - parks and greenspaces, road and sidewalk improvements, affordable housing, transit/transportation improvements, property revitalization
- Business development priorities:
  - attracting new businesses, helping existing businesses grow, helping entrepreneurs and start-ups
- Top ranked industries for future potential:
  - technology services, retirement services, professional and technical services, marine industries, tourism
- Community development goals:
  - improving quality of life for residents, growing business investment, improving household incomes, creating more local jobs

# Engagement Results

## Focus groups

- **Strengths and Advantages**
  - Greenspace, water/waterfront, strategic location, Seaspan, CFB Esquimalt, marine economy, First Nations, “we’re better than our image”, positive business climate, small town vibe, friendly
- **Weaknesses, Barriers and Constraints**
  - Non-resident workforce at CFB, land shortage, shipyard capacity, dock space, residential and industrial interface/tension, need to stick to OCP guidance for development approvals, rising housing prices, residents unaware of benefits of development, lack of hotels, lack of pride in some commercial properties, slow follow through on Esquimalt Road development, no clearly defined “downtown”, prescriptive zoning impediment to growth, need for greater reliance on professional input
- **Opportunities**
  - Shipbuilding, supply chain development, housing, waterfront amenities, market our walkability and quality of life, professionally craft and pre-zone the OCP, gateway developments, Esquimalt Road

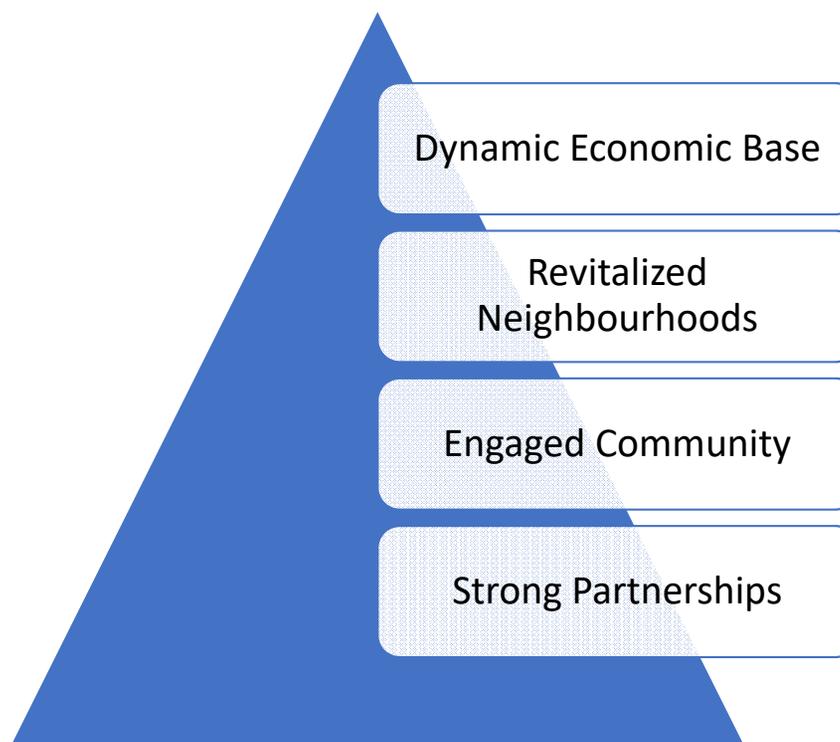
# Business Roadmap

## Focus Areas



# Business Roadmap

## Goals



Questions?  
Thank-you!

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