

Economic Development

This period report summarizes key economic development activities from September to December 2025, including actions and metrics in alignment with the 2023-2025 Economic Development Action Plan initiatives.



Focus areas this period

Served as Acting Director of HR & Community Relations from September to December 2025, resulting in reduced availability for business walks, one-to-one calls and deeper engagement follow-up.

Continued implementation of the Economic Development Action Plan across the four themes: Infrastructure & Land, Marketing & Communications, Business Development and Partnerships.

Maintenance of core tools and channels, including the CRM, business newsletter, EDM campaigns and WhyEsquimalt.ca, ensuring businesses remained connected to Township information and opportunities.

Progress by Action Plan Theme

MARKETING & COMMUNICATIONS



Core digital communications continued with 4 business newsletters sent to a subscriber list of 878 businesses, achieving an average open rate of 53% and maintaining engagement levels consistent with earlier periods.



A targeted **Electronic Direct Marketing** (EDM) campaign was delivered to 206 Esquimalt Business Park businesses, achieving a 55% open rate and generating 5 responses from businesses indicating they had space available for lease or sublease.



WhyEsquimalt.ca, launched in July 2025, continued to serve as the central hub for investment attraction and **business information**, with over 450 businesses already registered and a target of 850.

Several businesses reached out for assistance and advice on marketing.



The Banner to Bag initiative transformed retired nylon street banners into reusable shopping bags, which were sold at a community Christmas market, reinforcing Esquimalt's commitment to sustainability and the "Esquimalt – The Place to Be" brand.

The program received positive media coverage and external interest, including an inquiry from the City of Penticton on how to replicate the model, positioning Esquimalt as a leader in creative circular-economy branding.



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Business Development

867

Business licence renewal notices

867 business licence renewal notices issued for 2026, helping sustain a stable and well-informed local business base.

8

2025 approvals

The Business Façade Improvement Program continued into its third year, with a record number of approvals adding visible improvements along key commercial corridors.



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