

# Community Forum – Arts & Culture

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## Provide your input on Economic Development

The following survey is specific to the recommendations made by Esquimalt's Economic Round Table on Arts & Culture. Your input on what are the priority areas for action will assist us in drafting an Economic Development Strategy for Esquimalt.

Thank you in advance for your feedback. Please submit completed survey to Development Services (3<sup>rd</sup> floor, Esquimalt Municipal Hall) by **May 9, 2014**.

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- Other Capital Regional District Municipality
- Other \_\_\_\_\_

### 2. What is your age range?

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- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or Above
- Prefer Not to Answer

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*In addition to this survey, there are 7 other sector surveys and backgrounder reports available for review and comment from the Economic Development page at [www.esquimalt.ca](http://www.esquimalt.ca).*



*The Esquimalt Economic Round Table on ARTS & CULTURE identified a number of priority areas for action.*

**3. What are your top 5 priority areas for action?**

- Actions** *(Please select up to 5 items from the below list)*
- Research arts & culture best practices of other municipalities
- Create a long-term vision for Arts & Culture in Esquimalt (Strategy)
- Review public arts policy and commit a budget
- Commit funding for arts in the annual municipal budget
- Develop an "Open for Art" marketing strategy encouraging the placement of art on private property
- Create a network of local artists to promote the arts in Esquimalt
- Display art work in empty store fronts along Esquimalt Road
- Involve artists in developing a wayfinding strategy for Esquimalt
- Decorate utility structures in Esquimalt (e.g. telephone poles, fire hydrants, etc.)
- Host a design contest for artsy bike racks
- Develop an "Art Tool Kit" for artists to create temporary art installations
- Continue hosting the Esquimalt Arts Festival
- Host a Home & Garden Tour to showcase the work of local artists
- Consider incorporating a space dedicated to hosting arts & cultural events in the Esquimalt Village Project

**4. Would you like to share any comments with us on the priority areas you selected?**

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# Community Forum - Development

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## Provide your input on Economic Development

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The Esquimalt Economic Round Table on DEVELOPMENT identified a number of priority areas for action.

3. What are your top 5 priority areas for action?

- Checked box: Actions (Please select up to 5 items from the below list)
Unchecked boxes: Create an "updated vision" - beyond the built environment - look at strengthening economic sustainability; Develop a visual model of future development in the Township; Develop community plan promoting Esquimalt to the development community; Host open doors (incubator sessions) to liaise with developers; Review property maintenance bylaw; Encourage quality commercial developments; Communicate development possibilities to Esquimalt Road property owners; Investigate rezoning and density along Esquimalt Road; Investigate what Nanaimo did regarding the form and character of businesses in downtown core; Development of a green book to clarify development approval process and improve certainty for developers; Have a clear plan for all departments on approving development applications; Clarify process and requirements for Building Permits; Investigate "development" trends including supply/demand analysis; Review parking requirements; Investigate development of a "small lot" zone; Investigate secondary suites, carriage homes and regulations in regards to renting

4. Would you like to share any comments with us on the priority areas you selected?

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# Community Forum – Education & Training

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## Provide your input on Economic Development

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# Community Forum - Environment

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# Community Forum – Health & Wellness

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## Provide your input on Economic Development

The following survey is specific to the recommendations made by Esquimalt's Economic Round Table on Health & Wellness. Your input on what are the priority areas for action will assist us in drafting an Economic Development Strategy for Esquimalt.

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# Community Forum – Ship Repair & Defence

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## Provide your input on Economic Development

The following survey is specific to the recommendations made by Esquimalt's Economic Round Table on Ship Repair & Defence. Your input on what are the priority areas for action will assist us in drafting an Economic Development Strategy for Esquimalt.

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*The Esquimalt Economic Round Table on SHIP REPAIR & DEFENCE identified a number of priority areas for action.*

### 3. What are your top 5 priority areas for action?

- Actions** (Please select up to 5 items from the below list)
- Develop recruitment strategy for physicians
  - Promote Esquimalt as "best place to live and work"
  - Consider sister-city relationship with Asia Pacific
  - Gather Industry/CFB Esquimalt input on OCP Update
  - Discuss "best use" of Work Point lands with Base Commander
  - Establish a first point of contact between Township and CFB Esquimalt
  - Develop a communication plan and highlight benefit of ship repair/fitting industry to residents/businesses
  - Promote "good news stories" of environmental actions being completed by industry and CFB Esquimalt
  - Organize shipbuilding industry awareness week event
  - Develop an integrated transportation strategy
  - Research how North Vancouver has resolved traffic and transportation issues
  - Use social media channels to create stronger link between Seaspan and community
  - Improve partnerships between industry, community and the Chamber
  - Host Graving Dock Open House
  - Advocate for shipbuilding industry as much as possible
  - Support a lengthy in-stream maintenance support contract for Seaspan
  - Support IMTARC as much as possible
  - Take leadership role in facilitating regional coordination
  - Create briefing binder for politicians on ship repair and fitting industry with easy messaging
  - Educate regional MPs and MLAs on importance of ship repair and fitting industry
  - Invite MPs and MLAs to information sessions on ship repair and fitting industry
  - Advocate for "shipbuilding and repair" to be its own category in provincial labour reports
  - Have the municipal council presence at all industry announcements
  - Investigate opportunity for new business on First Nations land
  - Advocate for more direct flights to Victoria Airport
  - Host workshop to plan for the future needs of industry
  - Investigate what infrastructure is needed for industry
  - Develop child care strategy catering to industry workers
  - Find a large warehouse space for the Victoria Class submarine in Esquimalt
  - Develop a secure industrial park facility catering to needs of ship repair and fitting industry
  - Move forward rezoning of the industrial park

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- Communicate needs of industry to industrial land owners
- Host workshop to introduce industry to industrial land owners
- Consult with planners/industry in Halifax/Dartmouth
- Upgrade Graving Dock facilities against tsunami
- Get message out to university graduates
- Host a Trades Awareness Day
- Provide messaging on career opportunities on the Community Chanel
- Coordinate economic development strategy with shipbuilding workforce strategy
- Provide link from Township website and social media channels to "Workforce Strategy"
- Promote research and innovation by collaborating with the University of Victoria

**4. Would you like to share any comments with us on the priority areas you selected?**

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**5. Do you believe there is a priority area missing?**

- Yes
- No

*If Yes, please list the priority area and provide details as to why you believe it is important.*

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**6. Do you have any other comments you wish to share with us on this sector or on economic development in general?**

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# Community Forum – Small Business

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## Provide your input on Economic Development

The following survey is specific to the recommendations made by Esquimalt's Economic Round Table on the Small Business. Your input on what are the priority areas for action will assist us in drafting an Economic Development Strategy for Esquimalt.

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*The Esquimalt Economic Round Table on SMALL BUSINESS identified a number of priority areas for action.*

### 3. What are your top 5 priority areas for action?

- Actions** (Please select up to 5 items from the below list)
- Update the Esquimalt Brand
  - Have all community members promote Esquimalt
  - Use endorsements from residents and businesses as part of a promotional strategy for Esquimalt
  - Organize a promotional video competition among high school students
  - Create an information package to promote Esquimalt to potential businesses
  - Promote each neighbourhood (create profiles)
  - Provide links to local resources on community web sites
  - Have Township of Esquimalt become a member of Chamber
  - Partner with Chamber to get information on Economic Development Strategy (EDS) out to members
  - Improve communications between Council and Chamber to create synergies
  - Welcome new businesses
  - Include recommendations from EDS in Council's Strategic Plan
  - Enhance and promote the "E=" brand
  - Conduct analysis of tax and business friendly policies
  - Introduce a business revitalization tax program
  - Be proactive in reacting to citizens' concerns
  - Have more town hall meetings
  - Continuously update Esquimalt information in CFB Esquimalt welcome package
  - Request dates from CFB Esquimalt when classes are coming
  - Recruit a store front insurance agent
  - Develop promotional partnerships with small businesses and ship repair industry
  - Develop an Esquimalt App
  - Develop a business registry (e.g. Map Quest)
  - Promote community amenities and businesses as a solution to traffic
  - Streamline planning processes
  - List projects going through approval processes on website
  - Renovate and "green" older homes
  - Host tour of homes to Real Estate Agents (e.g. Home and Garden Contest)
  - Promote living in Esquimalt to local workforce
  - Communicate the cost effectiveness of living in Esquimalt
  - Market underdeveloped commercial areas including industrial area
  - Conduct gap analysis of local businesses and services
  - Replicate the success of the west shore (but differently)
  - Promote walkability and multi-modal transportation including water access in Esquimalt

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- Encourage enhanced access to the E&N regional trail system
- Investigate what is needed for a complete community
- Continue to hold community events, publish an events calendar and publicize events
- Continue annual home and garden contest
- Make the Centennial Celebration an annual community event
- Create a new annual community event in Parks

**4. Would you like to share any comments with us on the priority areas you selected?**

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**5. Do you believe there is a priority area missing?**

- Yes
- No

*If Yes, please list the priority area and provide details as to why you believe it is important.*

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**6. Do you have any other comments you wish to share with us on this sector or on economic development in general?**

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# Community Forum – Tourism

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The following survey is specific to the recommendations made by Esquimalt's Economic Round Table on Tourism. Your input on what are the priority areas for action will assist us in drafting an Economic Development Strategy for Esquimalt.

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*The Esquimalt Economic Round Table on TOURISM identified a number of priority areas for action.*

### 3. What are your top 5 priority areas for action?

- Actions** (Please select up to 5 items from the below list)
- Partner with Wilson's Transportation to provide bus tours
  - Nurture relationship with Victoria Harbour Ferry
  - Build partnerships with roundhouse market (Vic West), CFB Esquimalt and Songhees Wellness Centre
  - Leverage resources of Tourism Victoria and Tourism BC
  - Install public washroom at West Bay to support snorkeling and dive site (completed)
  - Develop tourism opportunities at West Bay (e.g. walkway connectivity, water access, food services)
  - Develop further tourism opportunities along E&N Rail Trail
  - Establish an Environment Education/Management Centre
  - Develop a creative 'venue' in Saxe Point Park
  - Place a map of the municipality at the West Bay Kiosk
  - Develop wayfinding strategy and install signage along Esquimalt Road and West Bay Walkway
  - Celebrate Esquimalt's history with more interpretive signage
  - Include a clear focus on tourism in OCP
  - Determine the Township's role in tourism promotion
  - Complete a report on the 2009 Tourism Strategy successes and opportunities
  - Brand Esquimalt as a green community (e.g. events, walkability, and homes)
  - Encourage use of "Esquimalt" in addresses
  - Promote recreational and sporting opportunities
  - Host as many meetings, conference and themed festivals as possible
  - Encourage the involvement of Esquimalt businesses in Attractions Victoria's "Be a Tourist in your own Hometown" program
  - Set-up a seasonal tourist information office
  - Have military vehicles return to participate in Buccaneer Day Parade
  - Develop partnerships with post-secondary institutions to host small conferences
  - Convene a meeting to discuss the potential of attracting cruise ship tours to Esquimalt
  - Create a Saturday Night Market to attract cruise ship visitors
  - Investigate operation of steam train excursions with Vic West
  - Develop a bus tour of Esquimalt that visits 3 to 4 points of interest
  - Explore the possibility of hosting tours of CFB Esquimalt and Esquimalt Graving Dock operations
  - Work with CFB Esquimalt to open museum at Work Point

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- Develop partnerships with First Nations to promote cultural tours (e.g. Songhees Wellness Centre)

**4. Would you like to share any comments with us on the priority areas you selected?**

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