

APPENDIX I

PERFORMANCE MEASURES

| MEASURE | DESCRIPTION | SOURCE |
|--|---|---|
| Business Community | | |
| Business licences | <ul style="list-style-type: none"> Number of new businesses Total number | Township of Esquimalt |
| Esquimalt Chamber of Commerce Members | <ul style="list-style-type: none"> Number of new members Total membership | Esquimalt Chamber of Commerce |
| Commercial/Industrial | | |
| Businesses by size | <ul style="list-style-type: none"> Total floor area in square metres | Township of Esquimalt <ul style="list-style-type: none"> Business licencing |
| New commercial/industrial establishments | New floor space area <ul style="list-style-type: none"> Commercial Industrial | Township of Esquimalt <ul style="list-style-type: none"> Building/Occupancy Permits Rezoning Applications |
| Office and industrial vacancy rates | <ul style="list-style-type: none"> Number of sites for lease Total square footage of properties for lease | Township of Esquimalt <ul style="list-style-type: none"> Site Inspection |
| Total value of commercial & industrial assessments | <ul style="list-style-type: none"> Total assessed value | BC Assessment |
| Economic Development | | |
| Media mentions | Relating to economic development in Esquimalt | Local, regional, provincial and national media sources Social Media |
| Prospect activity | <ul style="list-style-type: none"> Information requests Visits/Meetings | Township of Esquimalt Esquimalt Chamber of Commerce |
| New project announcements | <ul style="list-style-type: none"> New developments Business opening Infrastructure upgrades | Local, regional, provincial and national media sources |
| Labour Force | | |
| Job numbers | <ul style="list-style-type: none"> Industry Esquimalt Region | DND and Graving Dock Victoria's Vital Signs (Industry) |
| Unemployment Rate | <ul style="list-style-type: none"> Region/Metropolitan Area – Victoria | BC Stats Victoria Vital Signs |
| Population in the 25-44 year old-demographic | <ul style="list-style-type: none"> Region Number/Percentage | BC Stats (regional est/projection) CRD (Esquimalt est/projection) Census (5 years) |
| Average income | <ul style="list-style-type: none"> Of residents In the region Average wage growth | Census (5 years) |