

An Economic Development Strategy for the Township of Esquimalt

Summary Document

October, 2014

The Township of Esquimalt liaised with industry, local businesses, community groups and residents in the development of an economic development strategy over the course of two years.

Community Consultation

The extensive community consultation process involved:

- Economic Sector Round Tables
 - *Arts and Culture*
 - *Development*
 - *Education and Training*
 - *Environment*
 - *Health and Wellness*
 - *Ship Repair and Defence*
 - *Small Business*
 - *Tourism*
- Community Forums
- Online Surveying
- Public Input on the draft strategy

Strategies

The Economic Development Strategy is comprised of 4 focus areas and 15 strategies:

1. Business Attraction & Retention
 - *Nurture stronger partnerships with the Chamber of Commerce*
 - *Develop a "shop local" campaign*
 - *Ensure municipal planning, bylaws and policies support a vibrant local business sector*
 - *Identify and target the establishment of desirable businesses*
2. Commercial & Industrial Revitalization
 - *Drive the revitalization of Esquimalt Road through beautification, development and incentive programs*
 - *Drive the revitalization of Esquimalt's Industrial Park by informing property owners of industrial and tourism opportunities*
3. Community Image
 - *Improve community image by updating the Esquimalt 'brand' and promoting community pride*
4. Quality of Life
 - *Support the growth and promotion of local arts and culture*
 - *Continue hosting successful events, develop new events and build a new cultural facility*
 - *Protect and enhance Esquimalt's heritage areas and military history*
 - *Develop infrastructure to take advantage of recreational assets*
 - *Respond to community needs for information and resources to support community driven initiatives*
 - *Work closely with community partners to advance community health and safety*
 - *Actively pursue the establishment of additional health services in Esquimalt*
 - *Engage the community in protecting the environment by promoting green behaviour at home, work and in the community*

Implementation

The strategy identifies 98 actions to be implemented over five years as follows:

ACTIONS	Completed	Ongoing	In Progress	Short-term (2014-2016)	Medium-term (2017-2018)	Long-term (2019 +)	Total
<i>Business Attraction & Retention</i>	2	4	1	8	8	3	26
<i>Commercial & Industrial Revitalization</i>	2	0	1	4	1	2	10
<i>Community Image</i>	1	0	0	3	0	3	7
<i>Quality of Life</i>	2	9	4	9	8	23	55
Total # of Actions	7	13	6	24	17	31	98

The Economic Development Strategy is a living document that will be reviewed annually as part of Council's strategic priority setting process.