



Small Business

Esquimalt is a well-populated community for small businesses with 16,215 residents and a weekday workforce influx of thousands of employees from CFB Esquimalt, Esquimalt Graving Dock and the Esquimalt Industrial area.² Approximately 33% of residents walk to their destinations in Esquimalt meaning there is greater opportunity for residents to stop and make purchases at local shops.³

The main commercial areas in the Township include Esquimalt town centre, from Admirals to Joffre, Esquimalt and Head, West Bay, and Tillicum and Craigflower. A handful of small businesses in Esquimalt serve the tourism market, such as outdoor adventure, and accommodations. For more information, please see the backgrounder report on tourism.

The Esquimalt Chamber of Commerce (established in 1947) has a mandate to help start, run and grow businesses in Esquimalt. The Chamber advocates on behalf of its members and organizes workshops and networking opportunities. To learn more about the Chamber and how to become a member, visit www.esquimaltchamber.ca.⁴

Key Facts

- Small business generates 32% of the province's Gross Domestic Product, and is responsible for more than 41%

Definitions

Small businesses are all registered establishments, including sole proprietorships, partnerships and corporations, which sell goods or provide services with the intent of making a profit. Small businesses are defined by their number of employees which range from no paid employees (self-employed) to less than 50, or in some sources, less than 100 employees.¹

of the total value of goods exported from the province.⁵

- Small Businesses (having less than 50 employees) accounts for 98% of all businesses in BC and employ over one million people.⁶ Medium sized businesses (100-499) employ just over 260,000 people and large businesses (500+) employ approximately 92,000.⁷
- In 2011, there were 2.67 million self-employed workers, representing around 15.4% of all employed workers in the Canadian economy.⁸ In BC the number of self-employed is approximately 14.1%.⁹
- The number of businesses in Esquimalt has decreased from 692 at the end of 2010 to 649 by December 31, 2013. Currently there are 635 active business licences in Esquimalt, 21 of these businesses were new in 2014.

Business Licences	Number
Home Occupations	210
Intermunicipal	203
Commercial - Large	34
Restaurants	28
Daycares	21
Other	139
Total	635

Esquimalt Businesses by Classification (2014)

Township In Focus

The municipality regulates businesses in Esquimalt. Council recently adopted a new *Business Licence & Regulation Bylaw No.2810*. Changes included the addition of new business licence classifications of home occupations and professional office, including an increase to the licensing fee for money lenders and drug paraphernalia sales. The Township collects a higher fee from some business types including liquor stores and money lenders.

The Township is very supportive of small businesses and is working closely with the Esquimalt Chamber to understand the issues and concerns facing small business in Esquimalt. In 2013 Council reduced the tax revenue requirements for the business property class by 2.36%. The Township would like to see a more diverse range of retail and service-based businesses in the community.

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This is one in a series of eight backgrounder documents available for public review as part of Esquimalt's Economic Development Strategy. To provide your input, please visit our website to review information and take our online survey.

Round Table Recommendations

The Esquimalt Economic Round Table on Small Business identified the following as priority areas for action.

1. Promote Esquimalt

- 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

2. Council Support

- 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

3. Promote Small Business

- 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

4. Promote Development

- 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)

5. Improve Transportation

- Promote walkability and multi-modal transportation including water access in Esquimalt
- Encourage enhanced access to the E&N regional trail system

6. Improve Community Assets

- 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

Sources

¹ Statistics Canada (2013). Key Small Business Statistics - August 2013.

² Statistics Canada (2014). 2011 Census.

³ CRD (2012). 2011 CRD Origin-Destination Household Travel Survey.

⁴ Esquimalt Chamber of Commerce (2014). About the Chamber.

⁵ British Columbia (2010). Action Plan for Small Business 2010-2013.

⁶ British Columbia (2010). Action Plan for Small Business 2010-2013.

⁷ Statistics Canada (2013). Key Small Business Statistics - August 2013.

⁸ Statistics Canada (2012). Labour Force Survey.

⁹ Greater Victoria Development Agency. Business Community.

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