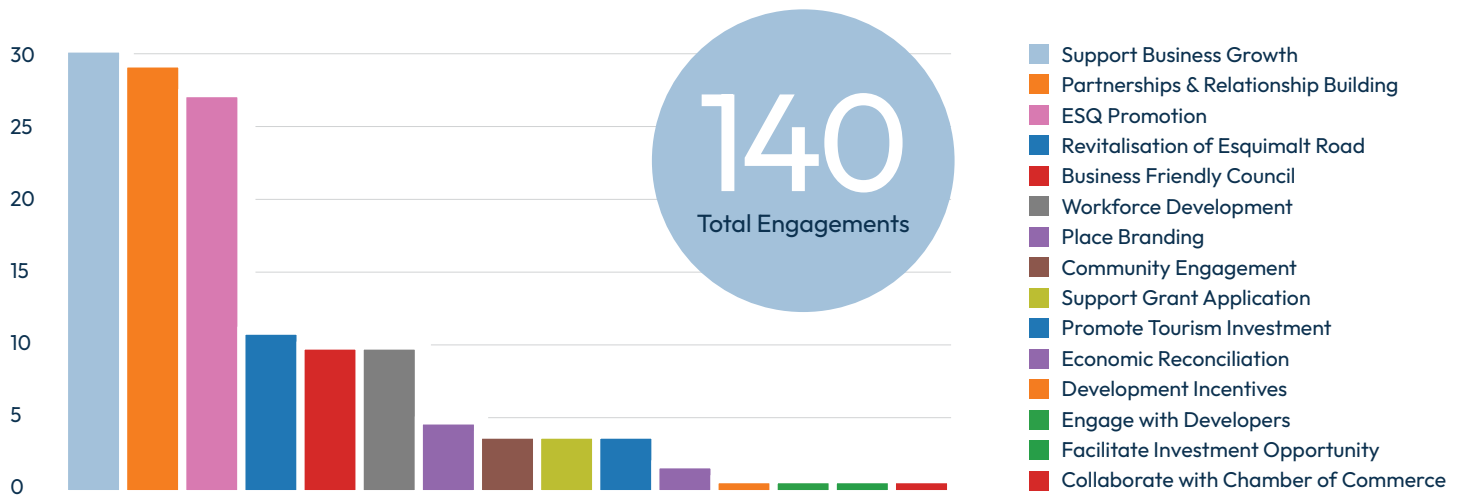


Economic Development

This period report summarizes actions and metrics in alignment with the 2023-2025 Economic Development Action Plan initiatives. Key indicators (engagement, projects, and use of funds) help measure the effectiveness and progress of the Action Plan.



Engagement Total by Purpose



Top 3 Engagement Purposes



High Priority for Business Support:

The prominent "Support Business Growth" ranking reflects businesses actively engaged with the Economic Development Manager, specifically requesting resources, grants, and programs. These inquiries align with the broader category of fostering business growth, emphasizing the community's interest in tools and support to drive economic success and expansion.



Emphasis on Relationship Building:

Ranked as the second most engaged purpose, "Partnerships and Relationship Building" underscores the critical role of collaboration and fostering trust.



Promotion of Esquimalt:

The promotion of Esquimalt as reflected in its third-place ranking was achieved primarily through networking events in the greater Victoria area. These efforts underscore the importance of branding and external communication to enhance Esquimalt's visibility, supported by ongoing initiatives under the "Place Brand" strategy.

35%

In-Person Engagements

65%

Remote Engagements

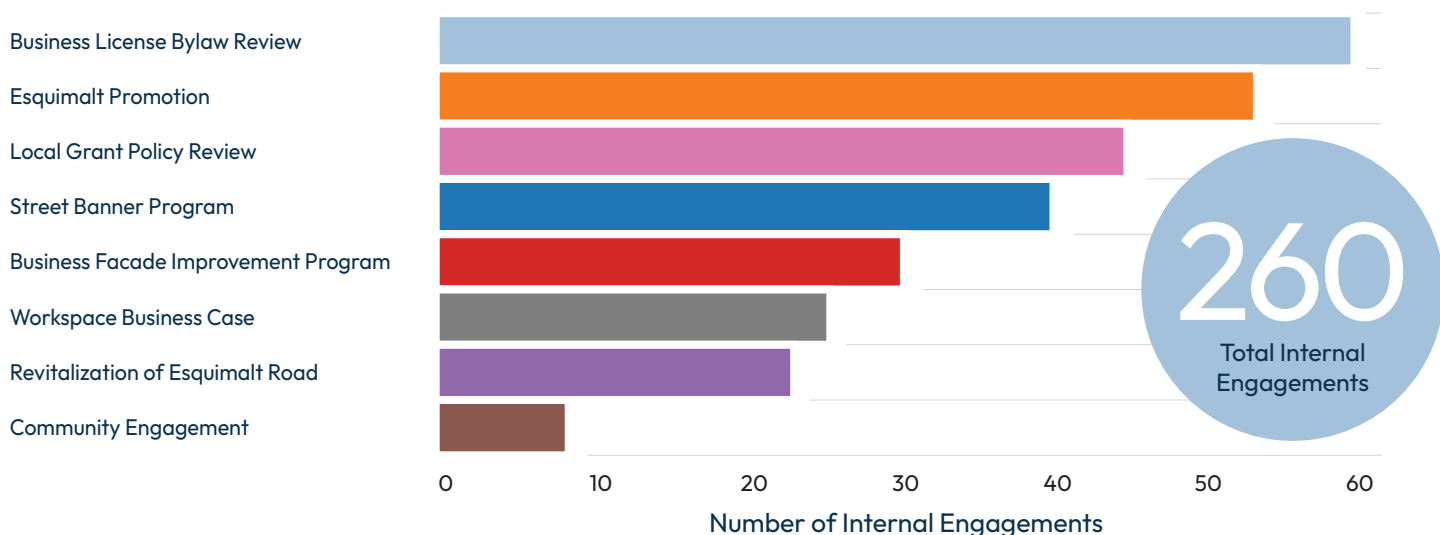


This distribution reflects adaptability to varied communication needs while maintaining direct collaboration.

Economic Development

Project initiatives involved close internal collaboration with various municipal teams, including HR & CR, Development Services, Engineering & PW, Finance, and Corporate Services. These engagements encompassed face-to-face meetings, information sharing, and coordinated efforts to drive project success.

What We Worked On



Ec Dev Communications

The Active Transportation Plan remains one of our E-Newsletters' most frequently clicked links.



Outcomes and Actions already taken: Offer one-on-one meetings for businesses with engineering staff in January in addition to the Open house on January 16. Efforts to keep businesses informed about engagement opportunities related to the Active Transportation Plan are ongoing.

Businesses have expressed an interest in engaging with other businesses which suggests a strong interest in supporting local and building community collaborations.

Outcomes and Actions

Feedback received: Businesses proposed having an active online directory to enhance Business to Business interactions and collaborations.

Proposed Actions

Welcome letter: Develop and send a welcome letter to all new businesses to introduce them to economic development (ED) services and help them understand the available support and resources.

Promote business growth: Showcase examples of successful partnerships and collaborations to inspire and encourage more business engagements.

Attract new opportunities: Highlight local success stories to draw attention to the community's business-friendly environment and encourage new opportunities and partnerships.

The overall goal is to foster a strong network.

2,750

Total Communications Sent

56.8%

Average Open Rate

6.6%

Average Click Rate