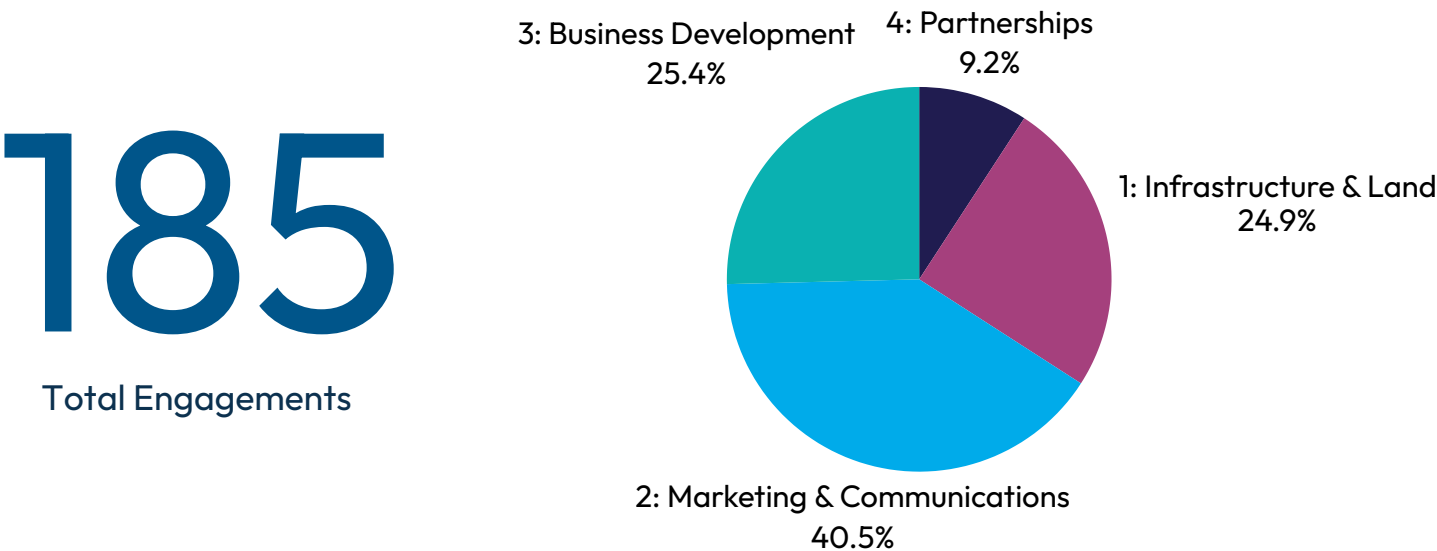


Economic Development

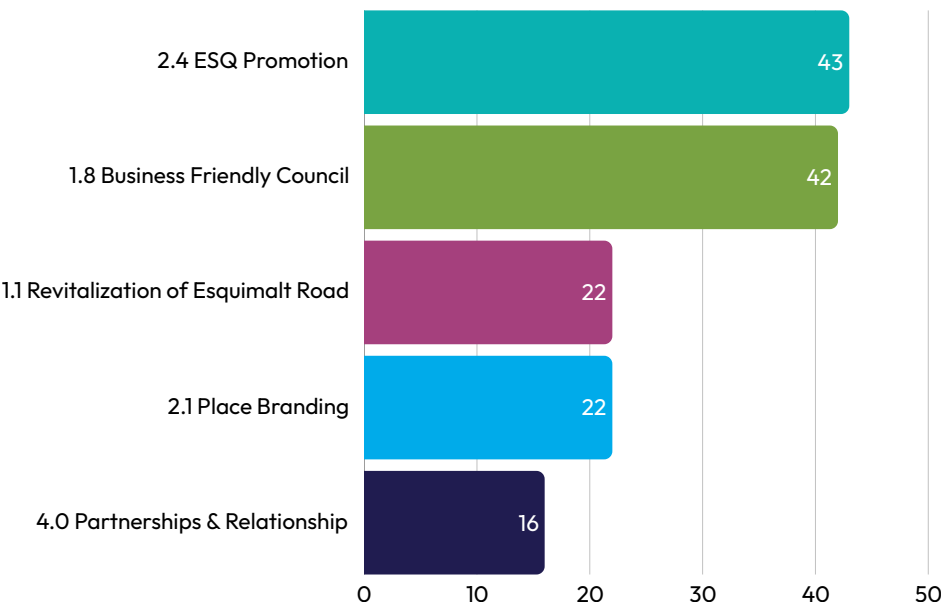
This period report summarizes key economic development activities from May to August 2025, including actions and metrics in alignment with the 2023-2025 Economic Development Action Plan initiatives.



Engagement Total by Action Plan Themes



Top 6 Engagement Purpose



Top 3 Enquiry Topics

- Support & resources**
Enquiries focused on promotion and branding support.
- Business expansion**
Businesses sought growth through facade & revitalization projects.
- Permits & business licence**
Questions centered on licences and business friendly processes.



Economic Development



3 Newsletters &
2 Electronic Direct
Marketing (EDM's)

Subscriber list of **850+** business subscribers
emailed monthly newsletters (all subscribers)
and targeted campaigns topic specific
(Esquimalt Road Parking & OCP recalibration).



53%
Average open rate



2,479
Total campaign
emails sent

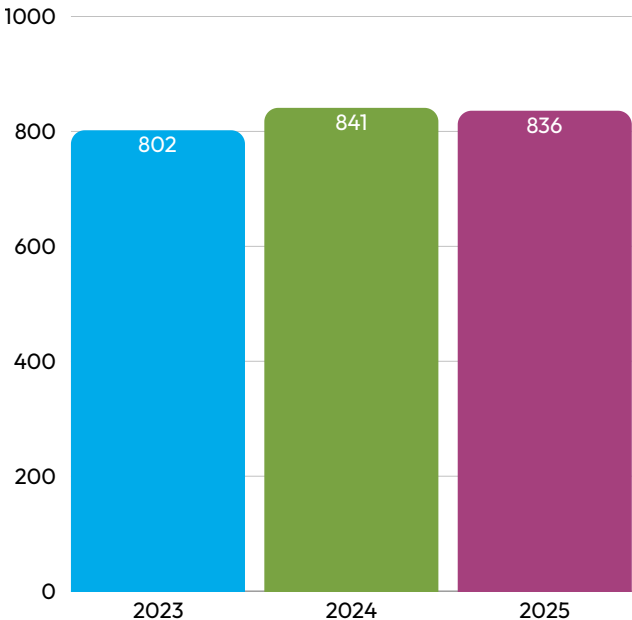
Project-based Work



Business Licence Renewals

Business uncertainty

Despite ongoing geopolitical and economic uncertainty, business attraction and retention efforts have remained stable, with losses and gains holding steady



New Business Licences

98 new business have registered in 2025
making up 11% of total licences

