

2025 DVBA Budget Report To Council  
March 13, 2025

To Mayor and Council,

This report accompanies the detailed 2025 DVBA Budget as passed by the membership at our 2024 AGM and our Board of Directors in late 2024.

As per the DVBA Bylaw:

4. Council must consider the proposed DVBA budget and may:
  - a. approve the budget as submitted;
  - b. request additional information or clarification from the DVBA; or
  - c. reject the proposed budget if, in Council's opinion, it does not adequately achieve the objectives of the business promotion scheme.
5. If Council rejects the proposed budget, the DVBA may, within 30 days, resubmit a new proposed budget that, in addition to meeting the requirements of subsection (2), addresses Council's concerns and Council must promptly consider the revised proposed budget in accordance with subsection (4).

The budget presented is divided into four main areas:

1. Administration
2. Marketing
3. Clean and Safe (Clean Team)
4. Events

These are designed to meet the DVBA Bylaw requirements in accordance with the following section of the DVBA Bylaw:

- carrying out studies or making reports respecting the BIA,
- the improving, beautifying, or maintaining streets, sidewalks, or municipally owned land, buildings, or structures in the BIA,
- removing graffiti from buildings and other structures in the BIA,
- conserving heritage property in the BIA, and
- encouraging business in the BIA.

Many of the line items are generally repeated year over year, as we carry out the mandated activities of the DVBA. Within the four main categories, Clean and Safe makes up the most significant portion of the budget.

Of note is the major event the DVBA runs which is Lights of Wonder. We want to thank to City for our 2025 Major Events Grant of \$200,000.00 which helps defray the costs of this large, free event. In 2024 we have over 88,000 people attend.

In 2022 the DVBA expanded its boundaries. As a result of that and the timing our increased levy, the DVBA end the year with a sizable surplus. Council noted the expectation that excess those funds were spent on the core activities of the organization. It is estimated that the residual of this surplus will be fully expended within 2025.

Respectfully submitted,

Jeff Bray  
CEO, Downtown Victoria Business Association

	2024 Budget	2025 Proposed	
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
<b>40000 · Revenues.</b>			
40050 · Tax Levy BIA	\$ 1,762,438.00	\$ 1,832,936.00	
40100 · Associate Memberships.	\$ 250.00	\$ -	
40150 · Interest Income			
40200 · Clean Team Charges.			
40250 · Grants & Subsidy			
40260 · BFB Building Improvement Grant	\$ 50,000.00	\$ 50,000.00	
40300 · Sponsorships.			
40310 · Christmas Sponsorship	\$ 200,000.00	\$ 200,000.00	
<b>Total 40300 · Sponsorships.</b>	<b>\$ 200,000.00</b>	<b>\$ 200,000.00</b>	
<b>Total 40000 · Revenues.</b>	<b>\$ 2,012,688.00</b>	<b>\$ 2,082,936.00</b>	
<b>45000 · Other Income.</b>			
<b>Total Income</b>	<b>\$ 2,012,688.00</b>	<b>\$ 2,082,936.00</b>	
<b>Gross Profit</b>	<b>\$ 2,012,688.00</b>	<b>\$ 2,082,936.00</b>	
<b>Expense</b>			
<b>50000 · ADMINISTRATION</b>			
50050 · Accounting.	\$ -	\$ -	
50100 · Parking/Auto	\$ 5,000.00	\$ 4,000.00	
50150 · Bad Debts.	\$ 500.00	\$ 500.00	
50200 · Bank Charges & Interest	\$ 5,000.00	\$ 5,000.00	
50210 · CIBC Loan Interest	\$ 11,000.00	\$ -	LoW loan fully repaid
50250 · Bookkeeping.	\$ 15,000.00	\$ 15,000.00	
50300 · Computer & Software Expense	\$ 8,000.00	\$ 8,000.00	
50350 · Hospitality.	\$ 2,000.00	\$ 3,000.00	
50400 · Insurance - Board/Office.	\$ 15,000.00	\$ 15,000.00	
50450 · Retention/Recruitment	\$ 7,000.00	\$ 7,000.00	
50500 · Miscellaneous.	\$ 2,000.00	\$ 2,000.00	
50550 · Office Expenses.	\$ 12,000.00	\$ 11,000.00	
50600 · Professional Fees.	\$ 17,000.00	\$ 17,000.00	
50650 · Rent.			

50655 · Property Taxes	\$	-	
50650 · Rent. - Other	\$	46,800.00	\$ 50,000.00
<b>Total 50650 · Rent.</b>	\$	46,800.00	\$ 50,000.00
50700 · Security.	\$	800.00	\$ 900.00
50750 · Telephone/Communications.	\$	4,000.00	\$ 6,000.00
50800 · Training.	\$	2,500.00	\$ 3,000.00
50850 · Capital Purchases.	\$	5,000.00	\$ 5,000.00
50900 · Depreciation Expense.	\$	17,000.00	\$ 17,000.00
50950 · Capital Improvements.	\$	10,000.00	\$ 10,000.00
51000 · Memberships, Dues & Subs	\$	3,000.00	\$ 6,000.00
51050 · Research	\$	20,000.00	\$ 13,000.00
51100 · Database	\$	6,000.00	\$ 6,000.00
51150 · AGM	\$	11,000.00	\$ 18,000.00
51200 · Conferences	\$	7,500.00	\$ 10,000.00
51250 · Strategic Planning	\$	2,000.00	\$ 2,000.00
51300 · Networking & Partnerships.	\$	3,000.00	\$ 5,000.00
51350 · Advocacy	\$	5,000.00	\$ 5,000.00
51400 · Relocation Expenses	\$	-	\$ -
52000 · Payworks fees.	\$	1,700.00	\$ 1,800.00
52050 · WCB Expense	\$	950.00	\$ 1,100.00
52100 · Office Employee Benefits	\$	11,000.00	\$ 13,000.00
52150 · Office Employee CPP	\$	7,000.00	\$ 8,000.00
52200 · Office Employee EI	\$	2,600.00	\$ 3,000.00
52250 · Office - Wages	\$	230,000.00	\$ 245,000.00 COLA lift
52300 · Office - Vacation Expense			
<b>Total 50000 · ADMINISTRATION</b>	\$	496,350.00	\$ 516,300.00
<b>55000 · CLEAN &amp; SAFE &amp; BEAUTIFUL.</b>			
55050 · Policing Initiatives	\$	-	\$ -
56000 · Capital Invest. & Improvements.			
56150 · Gull Grants.	\$	3,500.00	\$ 4,000.00
56200 · Illumination Grants.	\$	10,000.00	\$ 10,000.00
56225 · Broken Window Grant	\$	-	
56275 · Security & Vandalism Grants	\$	-	
56300 · Maintenance ongoing program	\$	8,500.00	\$ 8,500.00

				recorded as income, this is our 50K + city's 50K expense)
	56260 · Building Improvement Grants	\$ 100,000.00	\$ 100,000.00	
	<b>Total 56000 · Capital Invest. &amp; Improvements.</b>	<b>\$ 122,000.00</b>	<b>\$ 122,500.00</b>	
	<b>57000 · Clean Team</b>			
	57050 · CT CPP	\$ 17,000.00	\$ 20,000.00	
	57075 · CT EI	\$ 5,000.00	\$ 6,500.00	
	57100 · CT Vacation Expense	\$ -		
	57150 · CT Benefits	\$ 6,500.00	\$ 7,000.00	
	57200 · CT Wages	\$ 390,000.00	\$ 430,000.00	
	57250 · CT Supplies	\$ 23,000.00	\$ 26,000.00	
	57300 · CT Uniforms	\$ 10,000.00	\$ 10,000.00	
	57350 · CT Telephone	\$ 7,500.00	\$ 8,000.00	
	57400 · CT Utilities	\$ 240.00	\$ 250.00	
	57450 · CT Storage Expense	\$ 18,000.00	\$ 18,000.00	
	<b>Total 57000 · Clean Team</b>	<b>\$ 477,240.00</b>	<b>\$ 525,750.00</b>	
	<b>Total 55000 · CLEAN &amp; SAFE &amp; BEAUTIFUL.</b>	<b>\$ 599,240.00</b>	<b>\$ 648,250.00</b>	
	<b>60000 · MARKETING.</b>			
	60050 · Marketing Employees CPP	\$ 7,000.00	\$ 8,000.00	
	60075 · Marketing Employees EI	\$ 3,000.00	\$ 4,000.00	
	60100 · Marketing Empl'ees Vacation Exp	\$ -		
	60150 · Marketing Employees Benefits	\$ 3,000.00	\$ 3,000.00	
	60200 · Marketing - Wages	\$ 115,000.00	\$ 120,000.00	
	61025 · Promotion / Giveaways	\$ 66,300.00	\$ 66,000.00	
	61200 · Advertising	\$ 120,000.00	\$ 125,000.00	
	61225 · Media Production	\$ 36,000.00	\$ 37,000.00	
	61250 · DVBA Event Marketing	\$ 1,000.00	\$ 2,000.00	
	61300 · Miscellaneous Marketing	\$ 30,000.00	\$ 30,000.00	
	61350 · Marketing Ops& Web Management	\$ 10,000.00	\$ 10,000.00	
	61400 · Marketing Grants	\$ 10,000.00	\$ 10,000.00	
	61450 · Precinct Marketing	\$ 5,000.00	\$ 5,000.00	
	<b>Total 60000 · MARKETING.</b>	<b>\$ 406,300.00</b>	<b>\$ 420,000.00</b>	
	<b>65000 · EVENTS.</b>			
	65050 · Events - Wages	\$ 138,000.00	\$ 130,000.00	COLA lift
	65500 · Festival & Events Sponsorship	\$ 5,000.00	\$ 10,000.00	

66200 · Christmas	\$	-	
66225 · Light Maze Operations	\$	310,000.00	\$ 360,000.00
66250 · Christmas Lights	\$	-	
66275 · Light Maze Amortization Expense	\$	100,000.00	\$ 5,500.00
			years unless new equipment bought
66350 · Street Activation	\$	20,000.00	\$ 20,000.00
66400 · Seasonal Campaigns	\$	-	
66450 · Member Engagement	\$	10,000.00	\$ 20,000.00
66500 · Contingency	\$	-	
<b>Total 65000 · EVENTS.</b>	<b>\$</b>	<b>583,000.00</b>	<b>\$ 545,500.00</b>
<b>Total Expense</b>	<b>\$</b>	<b>2,084,890.00</b>	<b>\$ 2,130,050.00</b>
	<b>-\$</b>	<b>72,202.00</b>	<b>-\$ 47,114.00</b>
<b>Net Ordinary Income</b>	<b>-\$</b>	<b>72,202.00</b>	<b>-\$ 47,114.00</b>