



# 2026 Budget Presentation

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# Meet The DVBA Team

Becca Blachut – Marketing Manager

Rob Caunter – Clean Team Manager

Alison Gair – Executive Assistant

Madison Sutcliffe – Member Engagement Coordinator

Connor Tanton – Membership Engagement Coordinator



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# DVBA 2023 – 2026 Strategic Plan

The Board of Directors identified four main areas of focus for the DVBA:

- Downtown Streetscape
- Membership Engagement
- Advocacy
- Partnerships



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# The Clean Team

Year	Graffiti	Needles
2022	17,029	5,787
2023	18,418	5,048
2024	19,210	4,479
<b>2025 (to September)</b>	<b>11,429</b>	<b>3,936</b>

# DVBA Marketing

- Ongoing social media highlighting downtown, businesses, and events
- Ongoing What's Up Downtown? Events newsletter
- Event marketing for business-led events (Second Hand Shop Around, Wicked Victoria, Winter Wander, Fresh Air Museum, etc.)
- Lights of Wonder (advertising, giveaways, influencers, social media)
- Large-scale campaigns (ex. 2025 We Are Downtown)
- Smaller campaigns (Pride Month, Small Business Month)



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# DVBA Membership Engagement

**Member Communications:**

- Bi-weekly Business Compass newsletter: key updates on programs, resources and downtown business news.
- Ongoing business outreach + surveys: building awareness of our services, gauging member needs and wants, and maintaining contact with over 1,800 businesses via CRM updates.
- Annual member survey: capturing data to monitor engagement and drive year-over-year growth in feedback.

**Event, Program & Place Activation:**

- Grant Programs: enabling storefronts, activations, and business participation in key initiatives.
- Precinct and major-event coordination: place-branding, business support and leveraging community events (e.g., large-scale festivals, parade activations).
- Seasonal activations & creative placemaking: initiatives such as window-painting toolkits, lighting deployments, and public-realm installations to boost vibrancy and draw foot traffic.

**DOWNTOWN VICTORIA**  
BUSINESS ASSOCIATION

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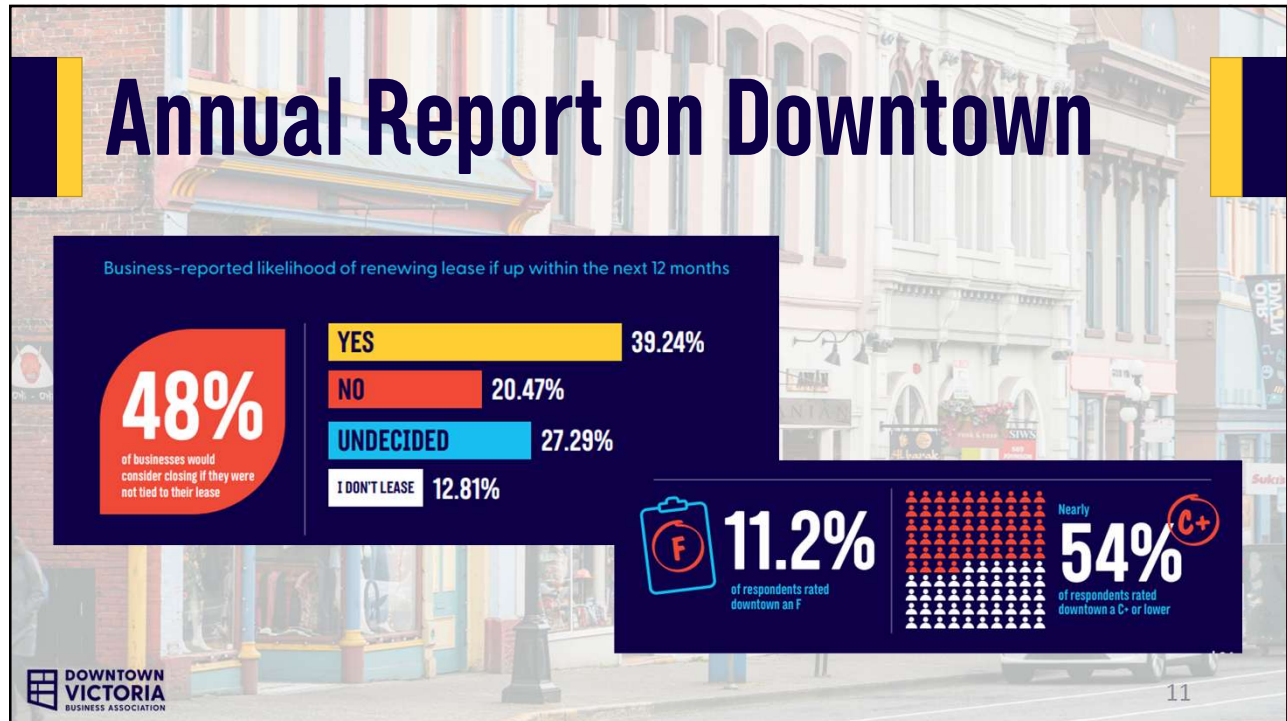
# Downtown Gift Cards

- Launched Nov 2023, over \$200K issued so far
- Direct revenue to members, no cost to them
- DVBA sells cards (online, bulk, and independent gifts) and gives away cards (influencers, radio promotions, events, etc.)



# Lights of Wonder 2024

- Over 80,000 attendees (over 5,000 on New Year's Eve)
- 27 performances
- Activations including two no charge photo booths, silent discos, Lion Dancers, Father and Mother Christmas, Ferris Wheel.
- Thank you to the City of Victoria for the Major Event Grant of \$200,000.00 and for staff's ongoing assistance support of the event.



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# Partnership Opportunities

- Façade Improvement Grants; Security Grants
- Our Downtown – very successful program, well received by downtown businesses
- Arts, Innovation and Industry District
- Clean Team, Bylaw and Public Works focus on specific areas
- VicPD, Bylaw, City Economic Development staff at DVBA Board Meetings
- Neighbour Network Pilot

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# 2025 Budget\*

\*As approved at the 2025 DVBA Board Meeting

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# Questions?



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