

# DVBA Budget Presentation

April 12, 2018



## Downtown Victoria

- Downtown Victoria is in the midst of an exciting urban renaissance;
- Retail vacancies down to 3.7%;
- Low unemployment;
- Significant growth in residential housing right in downtown;
- The new retail, food and beverage scene is creating a vibrant feel to downtown;



## The DVBA

- **The DVBA Mission** is to nurture and promote the vitality and vibrancy of downtown Victoria and its business community.
- **Our Vision** is to be the authority on all things happening in Victoria's downtown core.

### Guiding Principles

- The Downtown Victoria Business Association is committed to:
  - Being focused and strategic in deployment of resources
  - Being accountable, fiscally responsible, and transparent
  - Being responsive to the needs and expectations of stakeholders
  - Act with integrity

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## 2017 In Review Events

- The DVBA was the prime sponsor of YYJ Car Free Day
- The DVBA was the organizer and main sponsor of the Downtown Victoria Buskers Festival
- 183 businesses participated in our Halloween "Pumpkin Pursuit" event
- At Christmas the DVBA helped light up the streets with seasonal displays and sponsored the ever-popular horse drawn carriage rides for families



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## Festival Support

Throughout the past year, the DVBA has also helped support a number of events & festivals taking place downtown:

- Victoria Independent Film & Video Festival
- TD Victoria International Jazz Festival
- Victoria Beer Week
- Wicked Victoria
- Kaleidoscope Family Theatre Festival
- Eventide Music Series
- Eco-Star Awards
- Integrate Arts Festival
- Spirit of 150 Victoria
- Pretty Good Not Bad
- Victoria Glass Festival
- Island Farms Victoria Day Parade
- Victoria Vintage Expo
- Victoria Cheese & Meat Festival
- Victoria International Wine Festival
- Victoria Fringe Festival
- UrbaCity Challenge
- Victoria Symphony Splash
- Caravan Theatre Festival: Nomadic Tempest
- Vancouver Island Blues Bash
- Island Farms Santa's Light Parade

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### Bastion Square Arts Hub

- The DVBA funded the initial consultant's report looking to transform the old Provincial Court House into a thriving multi-use Arts Space.
- Ian Peirs, the DVBA's Cultural Outreach Manager, continues to take a leadership role on the Arts Hub working group.
- The DVBA is excited to support the transformation of this building as it will lead to the revitalization of Bastion Square.



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### Precincts

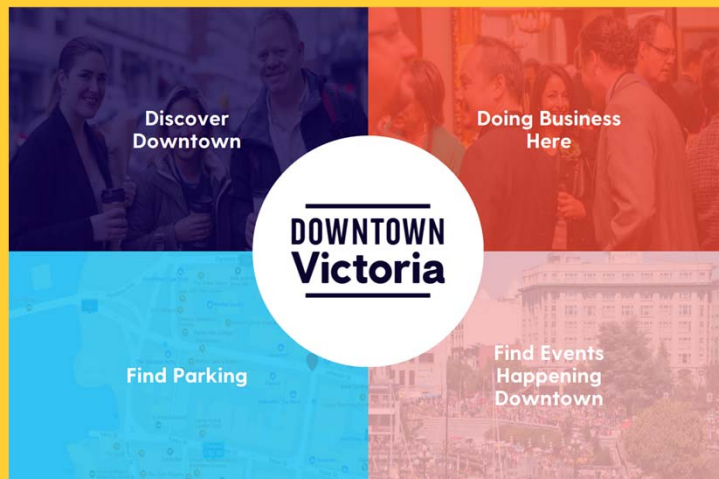
- The DVBA supports various precincts within Downtown to promote their unique brand.
- Lower Johnson is an excellent example of what a Precinct can do when the businesses work together – their lighting project was a shining success.
- The DVBA develops the branding tools, such as banners or parking station cards to help Precincts promote their areas.
- Strong precincts are also becoming valuable allies to our local police force as they work well together to ensure the safety of all citizens in our downtown community.



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### Marketing

- The DVBA focuses on marketing downtown to residents from Sooke to Sidney.
- Through our e-newsletter we communicate weekly with our member businesses.
- Our website currently has over 300,000 visitors, with our Events page being particularly well viewed.
- Our Marketing Manager and the Marketing Committee are delving into enhancements to our social media platforms and increasing the marketing and branding tools that can be made available to our members.



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## Clean, Safe and Sustainable

- Our Clean Team helped keep our streets clean. They also removed over 6,400 graffiti tags and properly picked up and disposed of 3,271 improperly discarded needles;
- Illumination grants help enliven the look and feel of downtown. They were awarded to the Janion Building & Ocean Island last year, while Suds alley will be the latest area with new lights;
- Gull grants assisted 10 property owners with installing gull deterrent systems, reducing the overall impact of seagulls on Downtown Victoria.

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### Current and Upcoming Projects

- 2018 Capital City Comic Con
- 2018 Victoria Buskers Festival
- 2018 YYJ Car Free Day
- Walk about Wednesdays
- Christmas Committee
- The DVBA is currently collaborating with:  
Tourism Victoria  
The GVHA  
The Greater Victoria Chamber of Commerce  
The Downtown Service Providers  
The Coalition to End Homelessness  
The City of Victoria Business Hub



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## 2018 Budget

**Income:**

BIA Levy	1,055,766.00
Other Income	63,000.00
Total Income	<u>1,096,266.00</u>

**Expenses:**

Administration	391,950.00
Clean, Safe & Sustainable	187,600.00
Marketing/branding/communications	143,950.00
Events	341,950.00
Networks/Partnerships	29,500.00
Total Expense	<u>1,094,950.00</u>

**Surplus** 2,116.00

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