

DVBA Budget Review 2019

Your Place to Be



Budget Request

- The Downtown Victoria Business Association is seeking approval of its 2019 Budget as per the *BUSINESS IMPROVEMENT AREA BYLAW, 2015*



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



Last Year: A Review

- Downtown Victoria is in the midst of an exciting urban renaissance;
- Retail vacancies below 4%;
- Low unemployment;
- Significant growth in residential housing right in downtown;
- The new retail, food, and beverage scene is creating a vibrant feel to downtown;



On The Map

- WASHINGTON POST:

“Victoria may be best known for high tea at the Empress, its proximity to the Butchart Gardens and for having one of the oldest Chinatowns in North America but while everyone was dismissing it as predictable, the British Columbia city got funky. Its compact, walkable downtown core is home to plenty of local artisans doing their own thing, from screen printing to letterpress, first-flush tea to cold-pressed olive oil. Chalk it up to the small population, a dedication to supporting locals and the space that comes from slowing down to island time.”

- THE NEW YORK TIMES:

“On lush Vancouver Island, this urban jewel offers innovative restaurants, gorgeous parks and gardens, and museums that celebrate the area’s many cultures.

This compact, eminently walkable city, set amid the breathtaking beauty and bounty of Vancouver Island, is lauded as one of the world’s top small urban destinations. Beyond the picture-perfect downtown waterfront, British Columbia’s capital is an exhilarating blend of cultures, from Canadian and First Nations to Chinese and European.”

**DOWNTOWN
Victoria**

The Team

- Jeff Bray, Executive Director
- Alison Gair, Executive Assistant – 12 years
- Rob Caunter, Clean Team Manager – 10 years
- Anne-Sophie Dementz, Marketing Manager
- Becca Blachut, Marketing Coordinator
- Annie Buck, Culture and Events Manager

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DVBA Marketing



- Our Events Calendar is recognized as the go-to source for what's happening
- Our webpage has over 30,000 hits a month
- We have used a combination of leading edge social media content, coupled with traditional print and radio media

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DVBA Events



- YYJ Car Free Day
- Capital City Comic Con
- Downtown Victoria Buskers
- Pumpkin Pursuit
- Government Street Pedestrian Mall Pilot
- Winter Holiday Activations
- 28 Bastion Square Creative Hub

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DVBA Clean Team

- Our Clean Team is our most valued service for our members.
- They augment the work done by City staff and property managers.
- In 2018 they picked up 6,696 needles and removed 10,445 graffiti tags!



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DVBA Precincts

- Lower Johnson
- 600 Block Johnson
- Food Eco District
- Government Street
- Broad Street



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Lighting Grants



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DVBA Collaborations

- The DVBA collaborates with many groups in downtown:
 - City of Victoria
 - Destination Greater Victoria
 - Greater Victoria Harbour Authority
 - Greater Victoria Chamber of Commerce
 - Local businesses
 - Other BIAs
- Jeff sits on the Downtown Service Providers Committee
- Jeff is the Chair of the Communications and Community Engagement Working Group, and a member of the Steering Committee for the Coalition to End Homelessness

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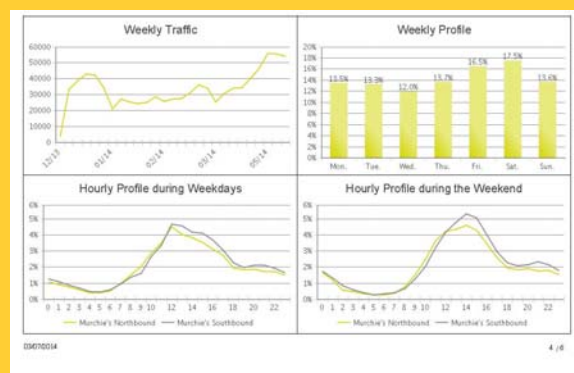
2019

- As downtown continues to evolve so to will the DVBA
- The DVBA will become the trusted authority on the elements required for a successful and sustainable downtown
- The DVBA will become a place making leader in Canada

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Additional Capacities of Focus

- Research
 - The DVBA will publish The Annual DVBA Report on Downtown (Spring 2019)
 - We will enhance the use of our pedestrian counters to better inform members and City staff to trends, patterns, etc.



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Marketing

The DVBA will focus on the experiential nature of downtown



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Events

- The DVBA will continue to support a variety of events as a sponsor
- We have re-committed to producing a first-class Buskers Festival
- Our new Culture and Events Manager is working to connect the Arts community to opportunities for creative activations downtown
- We will place an emphasis on the 'shoulder' seasons



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Proposed Winter Light Maze

- The DVBA would like to explore producing an amazing Light Maze for Decembers in Centennial Square
- We would of course need to work with the City for use of the public space
- The goal would be to create THE regional draw for everyone to come downtown

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- Key elements:
 - zero barrier
 - all ages and abilities
 - no charge
 - fully inclusive
 - scalable year over year
 - fully funded by the business community

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2019 Budget

Income:

BIA Levy	1,076,882.00
Other Income	40,500.00
Total Income	<u>1,117,382.00</u>

Expenses:

Administration	329,870.00
Clean, Safe & Sustainable	233,515.00
Marketing/branding/communications	223,500.00
Events	302,700.00
Networks/Partnerships	25,500.00
Total Expense	<u>1,115,085.00</u>

Surplus	2,297.00
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QUESTIONS?



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