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November 6, 2019

Mayor Lisa Helps and Council
City of Victoria Municipal Hall
1 Centennial Square, Victoria BC,
V8W 1P6

Dear Mayor & Council,

**Re: 1312-1324 Broad Street, Victoria, BC
Rezoning and Heritage Alteration Permit Applications**

On behalf of the Greater Victoria Chamber of Commerce, I am writing to express support for the above noted Rezoning Application.

For over 150 years, The Chamber has played a significant role in the success of Greater Victoria. Today, the Chamber represents the interests of 1,400 small, medium and large businesses across all sectors. It is our mission to “work together to build good business and great community”. One way we do that is by helping to advance existing businesses and attract new ones. We believe Chard Development’s proposal to bring 139 much-needed hotel rooms and supporting retail to the 1300 block of Broad Street aligns perfectly with that goal.

Tourism has long been a major economic contributor to Greater Victoria. The industry contributes significantly to the employment and economic growth of the region. In 2018, Destination Greater Victoria reported that overnight and same-day visitor spending in Greater Victoria exceeded \$1.4 billion and equated to 22,300 direct, indirect and induced jobs.¹ That same year, the average occupancy of hotels in Victoria reached 76.43% annually with a shortage of hotel rooms leading to high daily rates and reports of the entire city being “sold out.”²

Chard Development’s proposed hotel on Broad Street would be the first purpose-built hotel constructed in Victoria in more than 15 years. Having reviewed Chard’s proposed development, The Chamber is confident this project will bring significant economic and employment gains to the City of Victoria while helping to reinvigorate an important block within the Old Town District.

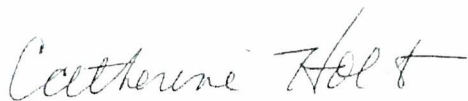
¹ https://www.tourismvictoria.com/sites/default/files/economic_impact_of_tourism_in_greater_victoria_may_2018.pdf

² <https://www.timescolonist.com/business/busy-tourism-industry-faces-shortage-of-workers-and-hotel-rooms-1.23777424>

Further, Chard's commitment to pursuing this redevelopment in a manner that is respectful of the site's heritage — rehabilitating the existing Duck's Building and the Duck's Carriage Factory rubble wall — will make this a destination that truly reflects the city's past while encouraging its future growth.

I urge mayor and council to support this redevelopment as submitted. Should you wish to discuss this further, please do not hesitate to contact me directly.

Sincerely,



Catherine Holt
CEO, Greater Victoria Chamber of Commerce