



Council Member Motion
For the Committee of the Whole Meeting of April 9, 2020

To: Committee of the Whole **Date:** April 9 2020
From: Mayor Helps, Councillor Thornton-Joe, Councillor Loveday
Subject: DVBA 2020 Levy

BACKGROUND

The DVBA receives its annual levy from the City in July, however they operate on a fiscal year of January to December. Thus they are, (as usual) now drawing on their line of credit. They have one manager vacancy, and have instituted a hiring freeze, including their usual two co-op students for the summer. They have focussed all their efforts to support our downtown and their businesses immediately, and then to be in a position to lead and support recovery. Attached is an Appendix that highlights their current activities.

The DVBA Clean Team has stepped up its efforts in the downtown and is helping to keeping downtown clean. Additionally the DVBA has teamed up with the Coalition to End Homelessness and is helping to coordinate volunteers to distribute food at Topaz Park.

Their fiscal reality is that without assurance of their traditional July levy payment (which for 2020 is slated at \$1,103,804.00) they will have to institute staff layoffs immediately. This will greatly reduce their ability to be effective now, and will hamper their ability to support our small and medium businesses through recovery.

The DVBA Board is currently looking at scenarios to ensure that they have maximum resources available for significant marketing efforts and other recovery activities. The City supporting the DVBA through these challenging times sends an important signal to businesses in downtown Victoria that we are all in this together.

RECOMMENDATIONS

1. That staff be directed to remit the DVBA levy in July 2020 as per the regular schedule.

Respectfully submitted,

Handwritten signature of Mayor Helps.

Mayor Helps

Handwritten signature of Councillor Thornton-Joe.

Councillor Thornton-Joe

Handwritten signature of Councillor Loveday.

Councillor Loveday