

DOWNTOWN Victoria

COVID-19 Response

1

DVBA's Focus Amid COVID-19 Pandemic

- Given the unprecedented nature of the Covid-19 Pandemic, the DVBA has re-focussed our efforts.
- Our immediate attention has shifted to supporting our members to ensure they have all the information they may need on programs that can support them in the near term.
- Using all methods available to inform consumers on how they can support their local businesses through online orders, and for restaurants on using take out and delivery options.

2

DVBA Operations

- The DVBA has implemented an immediate hiring freeze.
- Our team members are working primarily from home to maintain social distancing (exception being the Clean Team).
- We are dedicating staff resources to assist in programs to provide food for the homeless and supporting our restaurant kitchens to maintain some staff levels.
- Looking to all resources to gather necessary strategies so the DVBA can be on the front lines in helping our businesses recover.

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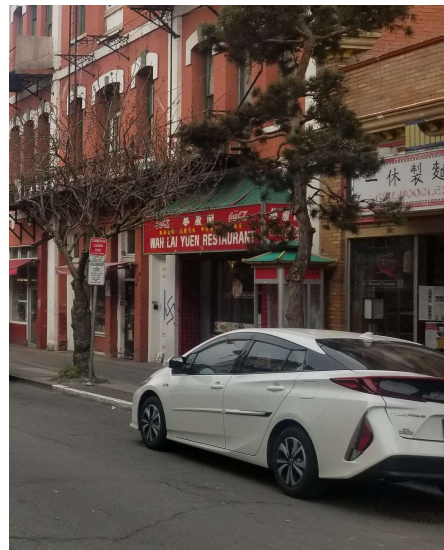
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Clean Team

Effectively immediately our amazing Clean Team are focussing on 3 key areas:

- 1) Sanitizing and cleaning all transit stops in downtown
- 2) Staying on top of graffiti to ensure the area continues to feel safe for people (the offensive tag on this restaurant was removed March 23 in the morning)
- 3) Being extra eyes on the street, especially in back alleys, and looking for signs of criminal activity or break-ins and reporting accordingly.



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4

4

Communications and Marketing



- The DVBA has placed all our communications efforts in 2 immediate areas:

1) Regular information to our 1,500 members on emerging issues and resources

2) Constant consumer facing marketing, including online, social media and paid advertising, promoting ways the public can support our businesses

DOWNTOWN Victoria

5

5

DVBA Leadership Role

- The DVBA is currently connecting on a daily basis with the City, Chamber of Commerce, Destination Greater Victoria, the Coalition to End Homelessness.
- We participate daily on conference calls connecting various sectors of our economy with each other in an effort to coordinate information flow and share best practices among businesses
- The DVBA is connecting with the International Downtown Association to gain insights on how Business Improvement Associations can best support the local economy both in the short-term and through recovery.

DOWNTOWN Victoria

6

6