

DOWNTOWN Victoria

2020 Budget Presentation

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Budget Request

The Downtown Victoria Business Association (DVBA) is seeking approval of its 2020 Budget as per the *BUSINESS IMPROVEMENT AREA BYLAW, 2019*

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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
- Acting with integrity

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The Team

- Jeff Bray, Executive Director
- Alison Gair, Executive Assistant – 14 years
- Rob Caunter, Clean Team Manager – 12 years
- Becca Blachut, Marketing Specialist
- Maggie Caravaca, Culture and Events Manager (on leave)
- Marketing Manager (vacant)

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The 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 2019 they picked up 10,070 needles and removed 15,098 graffiti tags!



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Events

- Lights of Wonder
- YYJ Car Free Day
- Capital City Comic Con
- Downtown Victoria Buskers
- Winter Holiday Activations
- 28 Bastion Square Creative Hub



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DVBA Marketing

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



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DVBA Collaborations

The DVBA collaborates with many groups in downtown and beyond:

- City of Victoria
- Destination Greater Victoria
- Greater Victoria Harbour Authority
- Greater Victoria Chamber of Commerce
- Local businesses
- Downtown Resident's Association
- Other BIAs

Jeff Bray is Community Co-Chair of the Coalition to End Homelessness, sits on the Downtown Service Providers Committee, and is a member of the Policy Committee for the Greater Victoria Chamber of Commerce.

Jeff is also a Board member for the BC Business Improvement Association of BC.

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DVBA's Focus Amid COVID-19 Pandemic

Given the unprecedented nature of the COVID-19 Pandemic, the DVBA has re-focussed our efforts.

- 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.
- We are 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.

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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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Clean Team

Effectively immediately our Clean Team are focused on three 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 after it appeared)
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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Communications and Marketing

The DVBA has placed our communications efforts in two immediate areas:

1. Regular information to our 1,500 members on emerging issues and resources
2. Consumer-facing marketing, including online, social media, and paid advertising, promoting ways the public can support our businesses

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DVBA Leadership Role

- The DVBA is currently connecting on a daily basis with the City, Chamber of Commerce, Destination Greater Victoria, and 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 now and through recovery.

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2020 Budget*

Income:

BIA Levy	1,103,804.00
Total Income	<u>1,103,804.00</u>

Expenses:

Administration	386,331.00
Clean, Safe & Sustainable	198,685.00
Marketing/branding/communications	259,394.00
Events	250,394.00
Total Expense	<u>1,094,804.00</u>

Surplus 9,000.00

* As approved at 2019 DVBA AGM

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