

# DOWNTOWN Victoria

## 2021 Budget Presentation

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## Budget Request

The Downtown Victoria Business Association (DVBA) is seeking approval of its 2021 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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# Meet Your DVBA Team

- Becca Blachut (2 years) – Marketing Coordinator
- Rob Caunter (12 years) – Clean Team Manager
- Alison Gair (14 years) – Administrative Assistant
- Jeff Bray (3 years) - Executive Director

We had two positions historically – Marketing Manager and Culture & Events Manager, both vacant due to COVID.

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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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# The Clean Team



Grant Olson  
Co-Owner / GM, Strathcona Hotel

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# Events

- 2019 Lights of Wonder
- Car Free YYJ, Capital City Comic Con, Downtown Victoria Buskers Festival were cancelled this year.
- Winter Holiday Activations



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## 2019 Lights of Wonder

- More than 75,000 people visited over the 13 day event .
- A marriage proposal, a menorah lighting, and a wedding took place at the display.

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# 2019 Lights of Wonder



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# DVBA Marketing

- Business Buzz and What's On newsletters
- Event marketing (Car Free YYJ, Lights of Wonder, DVBF)
- Social media
- Small Business Month 2019
- COVID-19
- Save the Sales

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# SAVE the SALES Campaign



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

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# COVID Response

- Given the unprecedented nature of the COVID-19 pandemic, the DVBA re-focussed our efforts.
- Immediate attention shifted to supporting our members to ensure they had all the information they needed on programs that were becoming available to support them.
- Communicated to consumers the importance of supporting local business and how they could do so from home (online orders, curbside pickup, etc.) And shared ways downtown businesses were giving back to the community at the peak of the crisis.
- Coordinated the Boxes of Hope program.

# COVID Response: 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.

# COVID Response: Clean Team

The Clean Team focused on three key areas:

1. Sanitizing and cleaning all transit stops, parking pay stations, crosswalk buttons, and garbage can lids in downtown
2. Removing graffiti and garbage to keep the area pleasant and appealing for visitors (see photo).
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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# COVID Response: Communications and Marketing

**At the beginning of the pandemic, the DVBA placed communications efforts in two immediate areas:**

1. Updating 1,500 members regularly on emerging issues and resources via the Business Buzz newsletter.
2. Executing consumer-facing marketing, including online, social media, and paid advertising, promoting ways the public can support our businesses and educating on the added importance of supporting local during the crisis.



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## COVID Response: Marketing

- Social “Local Legends” posts with uplifting stories of downtown businesses during the pandemic
- “Open for Business” directory on the Downtown Victoria website
- CHEK Around video, Victoria Buzz video and giveaway, and radio ads all with messaging about importance of supporting downtown businesses through the crisis.
- Recovery video and marketing (social, CHEK, CTV, YAM)

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## COVID Response: Marketing



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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	1,131,399.00
Total Income	<u>1,131,399.00</u>

## Expenses:

Administration	395,989.66
Clean, Safe & Sustainable	203,651.82
Marketing	2265,878.76
Events	263,000.00
Total Expense	<u>1,128,520.24</u>

**Surplus** **2,878.76**

\* As approved at 2020 DVBA AGM

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