

# **DOWNTOWN Victoria**

## **Budget Presentation 2021**

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# Meet Your DVBA Team

- Becca Blachut – Marketing Manager
- Rob Caunter – Clean Team Manager
- Alison Gair – Executive Assistant

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# COVID Response

## Ongoing response:

- Keeping members informed
- Marketing focussed on supporting local
- Collaborating on shared interests:
  - SIPP Task Force
  - Canadian Urban Institute's Bring Back Mainstreet Project
  - Business Support Group with the City, Chamber, DGV and others

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# COVID Special Programs

Partnered with the City of Victoria to deliver:

- Vandalism Grants
- Security Grants
- Block Watch for businesses downtown – VicPD
- The Good Neighbour Program
- Clean Team expansion – summer weekends

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# COVID Response: Marketing

- Focussed on “support local” call to action through several campaigns:
  - Online shopping directory
  - “Save The Sales” contest and faux telethon garnered \$365,000 in registered sales;
  - Meet Downtown – 2020 first slate
  - Downtown Delivers

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# Marketing – Small Business Month



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# Third Annual Report on Downtown

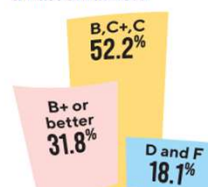
## Top 3 Elements to Improve Downtown Business Environment



## Top 3 Factors Negatively Impacting Businesses



## Letter Grade for Victoria as a Place of Business



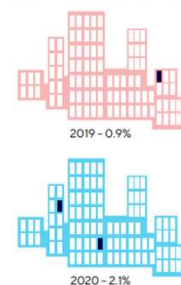
## Commercial / Retail Vacancy Rates



## Growth in Condo Units



## Rental Vacancy Rates



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# COVID Advocacy

- Wrote/co-wrote numerous advocacy letters on behalf of our members:
  - Wage Subsidy Programs
  - CECRA – then a better CECRA
  - Property Tax Relief
  - Support specifically for Tourism based businesses
  - A regional approach to health advisories
  - The ability for businesses to use the public realm to expand business capacity (patios)

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# Advocacy Cont'd

- Focus on need to reduce the crime and street disorder in our downtown:
  - Coalition - continue to call for a de-centralization of support services from the downtown core;
  - Increase in complex care supports where community supports are not able to meet the needs;
  - The Province needs to amend the BC Assessment Act

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# The Clean Team

Year	Graffiti	Needles
2017	6,402	3,271
2018	10,445	6,696
2019	15,098	10,070
2020	14,550	5,015
2021	11,491 (as at September)	4,311 (as at September)

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# Looking Forward

- Continue supporting members through to full re-opening
- December 2021: Lights of Wonder, with title sponsor Starlight Investments
- 2022: Boundary expansion

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# 2021 Budget\*

## Income:

BIA Levy \$1,159,684.00

## Expenses:

Administration \$395,700.00 (34%)

Clean, Safe & Sustainable \$333,940.00

Marketing \$202,250.00

Events \$217,000.00

Total Expense \$1,148,890.00

**Surplus \$10,794.00**

\* As approved at 2021 DVBA AGM

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# Questions?

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