



1

Context

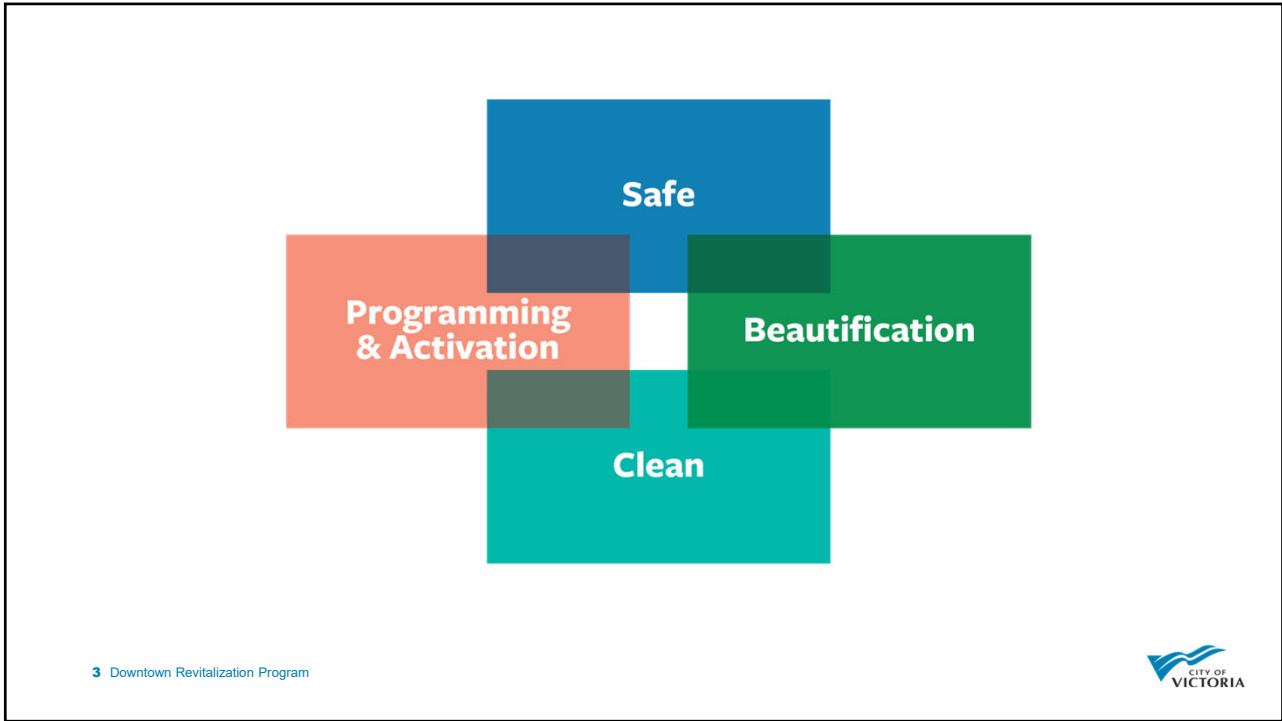
Council Motion (COTW, March 16/23):

That Council direct staff to implement paid on-street and parkade parking from 8 a.m. - 9 a.m. and from 7 p.m. - 8 p.m., at rates to be determined by staff, with all of the funds to be re-invested in the downtown core towards beautification and maintenance, cultural opportunities, new public parks and amenities, and investigate programs to support downtown safety.

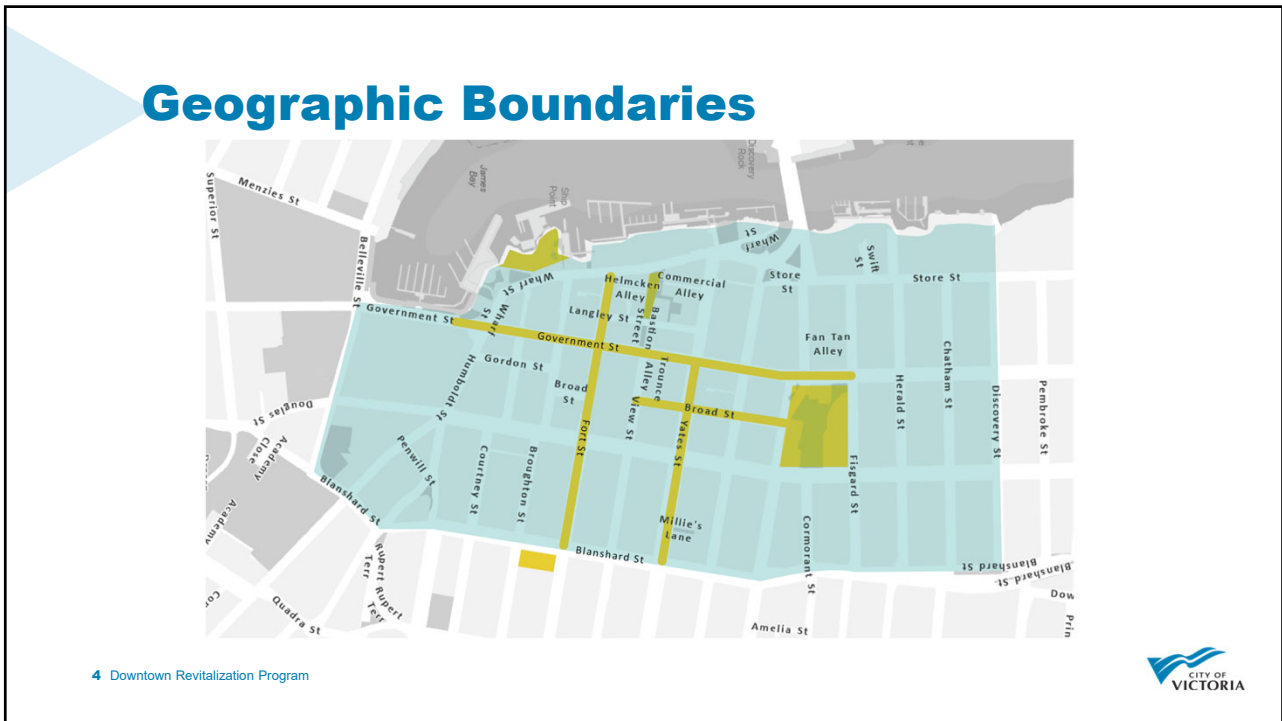
Downtown Late Night Motion (April 6/23):

That the balance of the funds be allocated towards downtown revitalization. This will encourage people to visit downtown by increasing the number of events, for example, music and art shows and family friendly experiences, and for things such as placemaking initiatives, expanding green spaces, and adding community gardens. This will attract more residents and visitors to the downtown core, which will boost vitality and community safety and well-being in the neighborhood.

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Programs and Service Themes

Programming and Activation

Arts, culture, recreation and parks programs

Temporary interactive, playful, participatory public art interventions, downtown block parties

Markets (night, maker, indoor/outdoor)

Events and festivals

Walking tours

Pop-up retail, culinary, art exhibitions

Food trucks

5 Downtown Revitalization Program

Beautification

Street furniture (temporary, movable, tactical)

Public art

Horticultural displays/hanging baskets

Seasonal lighting/digital projections

Banners

Painting (railings, street lights)

Clean

Streets and sidewalks: sweeping, power washing, graffiti removal, litter and garbage collection

Scrub-up events including transit shelters, private business awning/facade clean-ups

Infrastructure maintenance: sidewalk, crosswalk repair

Façade Beautification Grant program delivered by DVBA

Safe

Lighting (practical and decorative)

Increased VICPD and Bylaw patrols and programming

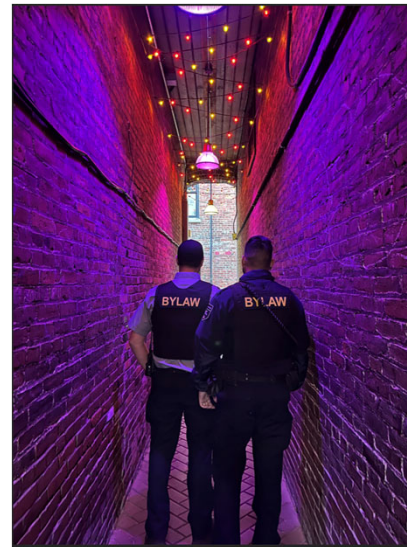
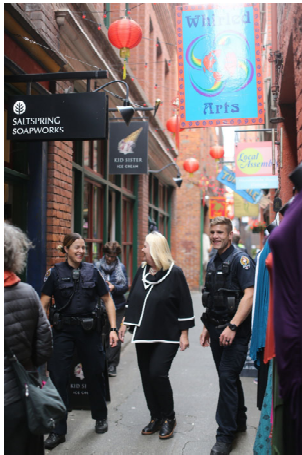
People and social connection: creating spaces for people, placemaking

JK1



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Safe



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Slide 5

JK0 temporary, moveable, tactical, furniture?

Joaquin Karakas, 2023-04-18T23:13:40.664

JK1 consider includeing 'people' under safe as the key move to creating /perceiving safe downtown

Joaquin Karakas, 2023-04-18T23:14:22.384

Clean



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Slide 8

TSO This could be more visually appealing by reducing the number of pics and making them larger

Thomas Soulliere, 2023-05-15T23:08:04.830

Programming and Activation JKO



SP1

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Programming and Activation



10 Downtown Revitalization Program



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Slide 9

JK0 govt st car free zones - a focal point for downtown activation

Joaquin Karakas, 2023-04-18T23:20:40.026

SP1 Wasn't the pickleball in CS a protest activity?

Shannon Perkins, 2023-05-16T19:19:22.991

Programming and Activation



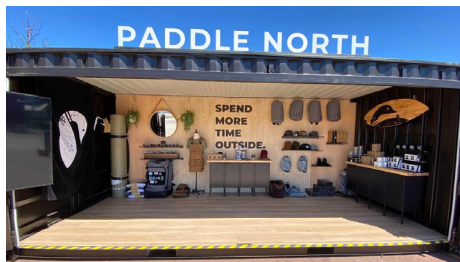
First Night Celebrations

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Programming and Activation



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Beautification



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Beautification



Vladimir (Waone) Manzhos

14 Downtown Revitalization Program



Jill Stanton
Concrete Canvas



14

Measuring Our Success



15 Downtown Revitalization Program



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Branding and Marketing

- A comprehensive marketing strategy that invites everyone to come and experience downtown
- The program is branded **“OUR DWTN”**:
 - **To convey ownership of the heart of our city**
 - **To instill a sense of community pride in our downtown**
- Shift the narrative to "celebrate what downtown has to offer"
- Branding will include "Brought to you by the City of Victoria"
- Flexible marketing strategies can brand and bundle offerings to broad or specific audiences

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Branding and Marketing



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Next Steps

- Continue inter-departmental staff team meetings
- Create a measurement dashboard to track progress
- Determine feasibility of larger scope ideas that involve infrastructure and capital improvements to downtown core.
- Project Plan to guide investment across time, budget and intended outcomes (short and long term)
- Reaffirm partnerships and role clarity (e.g., DVBA, Destination Greater Victoria)
- Implement Communications and Marketing Plan

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Questions

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