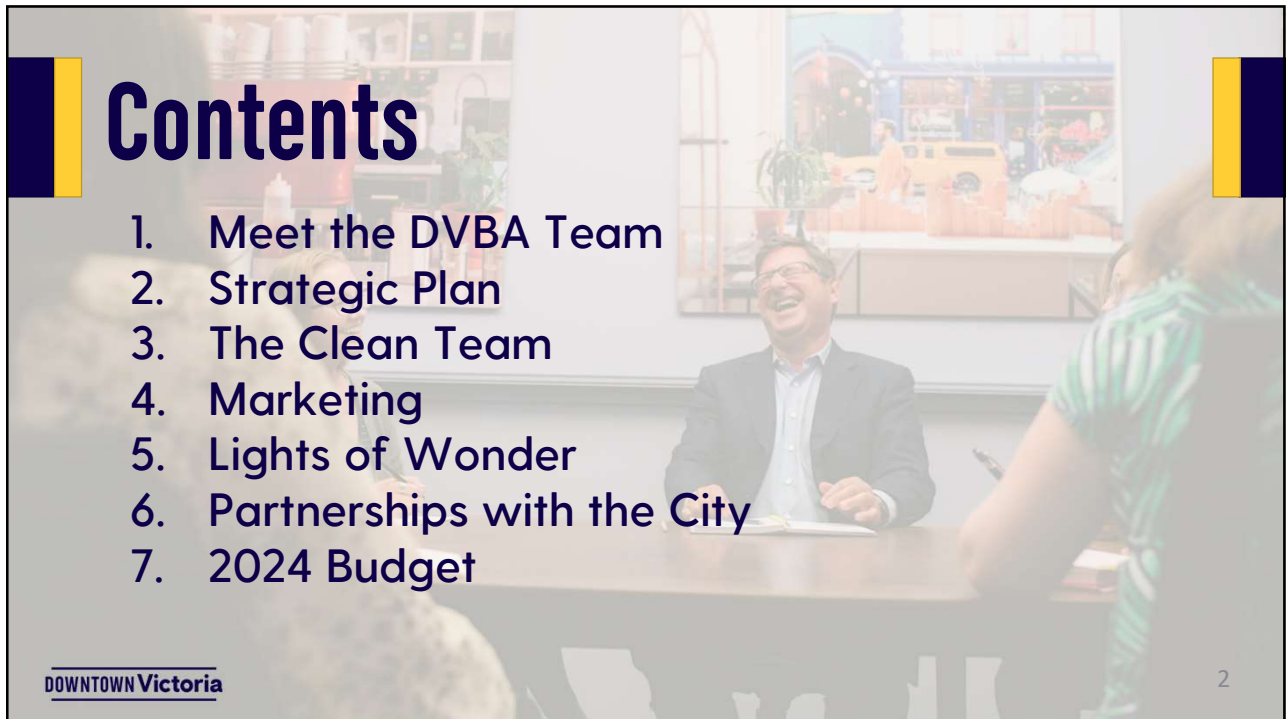


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2024 Budget Presentation

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Contents

1. Meet the DVBA Team
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DVBA 2023 – 2025 Strategic Plan

The Board of Directors identified four main areas of focus for the DVBA:

- Downtown Streetscape
- Membership Engagement
- Advocacy
- Partnerships

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Meet The DVBA Team

Becca Blachut – Marketing Manager

Rob Caunter – Clean Team Manager

Alison Gair – Executive Assistant

Madison Sutcliffe – Member Engagement Coordinator

John Kletke – Community Resource Coordinator

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JBO

The Clean Team

Year	Graffiti	Needles
2020	14,550	5,015
2021	14,293	5,028
2022	17,029	5,787
2023	18,418	5,048

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DVBA Marketing Activities

- Ongoing social media highlighting downtown, businesses, and events
- Ongoing What's Up Downtown? Events newsletter
- Partner giveaways and influencer partnerships
- Business features – monthly professionally produced Instagram reels: Queer-owned businesses, sustainable businesses, longstanding businesses, office worker videos
- Small Business Month (daily reels introducing small business owners)
- Lights of Wonder (advertising, giveaways, influencers, social media)
- New 2024 summer marketing campaign in production
- Event partnerships: Design Victoria, Winter Arts Festival, Awakening Chinatown

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Downtown Gift Cards

- Launched Nov 2023, over \$60K issued so far
- Direct revenue to members, no cost to them
- DVBA sells cards (online, bulk, and independent gifts) and gives away cards (influencers, radio promotions, events, etc.)



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Marketing – 2023 Reels



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Lights of Wonder 2023

- Over 80,00 attendees (over 5,000 on New Year's Eve)
- 27 performances
- Activations including two no charge photo booths, silent discos, Lion Dancers, carolers.
- Thank you to the City of Victoria for the Festival Event Grant, and for staff's ongoing assistance support of the event.

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Annual Report on Downtown

Top 3 Negative Impacts

- Customer Perceptions
- Downtown Drivability
- Business Property Taxes

Letter Grade for Victoria as a Place of Business

B ⁺	24.64%
B	60.56%
C	14.79%
D	
F	

Top 3 Elements to Improve the Downtown Business Environment

- Increased mental health and addictions treatment available in the region
- Increased emphasis on a clean downtown
- Increased police presence in the downtown core

Net Profit Growth/Decline

Growth	Decline
2022	

Rental Vacancy

2020	2.1%
2021	1.0%
2022	1.5%

Commercial Vacancy

Retail	2022	Office
6.0%		10.2%

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Partnership Opportunities

- Façade Improvement Grants; currently have approved \$110,000.00 in grants
- **Heritage Preservation Grants – Downtown Corridor**
- Our Downtown – very successful program, well received by downtown businesses
- Arts, Innovation and Industry District
- Street activations such as Upper Fort StreetFest
- Clean Team, Bylaw and Public Works focus on specific areas
- VicPD, Bylaw, City Economic Development staff at DVBA Board Meetings

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2024 Budget*

Income:	
BIA Levy	\$1,762,438.00
Expenses:	
Administration	\$475,858.00 (27%)
Clean, Safe & Sustainable	\$546,358.00
Marketing	\$352,487.00
Events	\$370,111.00
Contingency	\$17,624.00
Total Expense	<u>\$1,709,662.00</u>

*As approved at the 2023 DVBA AGM

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