DVBA RENEWAL: 2015-19

ADVOCACY, ACTION & VALUE

COUNCIL INITIATIVE

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2% per annum

5-YEAR BUDGET

2015	2016	2017	2018	2019
$994,872	$1,014,077	$1,035,065	$1,055,766	$1,076,882

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Five-Year Parking Review

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PACIFIC
COAST
FIRE
EQUIPMENT
INSERT COINS

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DVBA's **Meter Fairy** noticed your meter had expired so we added an extra 15 minutes, plus....

METER FAIRY

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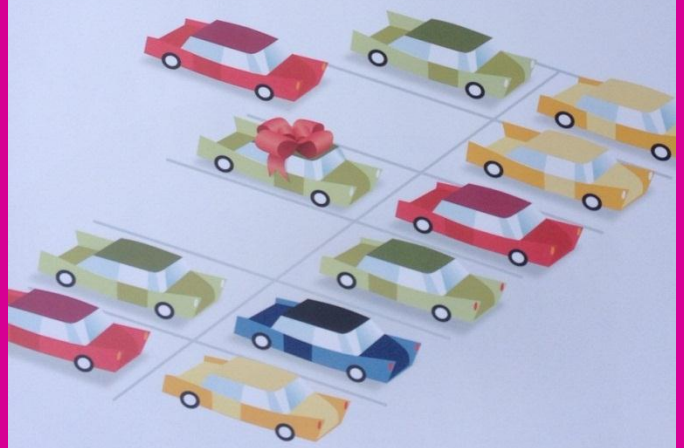
FIRST HOUR FREE PARKING
TODAY IS COMPLIMENTS OF THE DOWNTOWN VICTORIA BUSINESS ASSOCIATION

Our Christmas gift to you:

Your first hour of parking will be free at all 5 City parkades every Saturday from November 24th until December 22nd. Thank you for shopping downtown!

(No First Hour Free voucher required)



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Call panhandlers on aggressive practices.

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THERE ARE FOUR THINGS PANHANDLERS SHOULD NEVER DO.

Panhandling is a reality in our city, but did you know that the following are contraventions of the City of Victoria's Streets & Traffic By-law? A) aggressive panhandling, B) sitting down and obstructing pedestrian traffic while panhandling, C) having possessions piled up on the sidewalk while panhandling, or D) using signage to panhandle.

If you are a business owner or manager who believes your business is being negatively impacted by panhandlers who are disobeying the by-law, we encourage you to call the City of Victoria's Bylaw Enforcement Office at the time of the occurance (250-361-0215, 8:30 a.m. - 4:30 p.m., Monday to Friday). If a bylaw officer is in the downtown and available, that officer will address the issues you have identified with the panhandlers. In the evening and on weekends, please call VicPD's non-emergency line at 250-995-7654 and police officers will similarly respond.

Aggressive panhandling harms the overall appeal of our downtown as a destination for residents and visitors to shop, relax, and dine. These telephone numbers have been provided to help. Don't hesitate to use them.

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2010

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1000 kg/month

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Paper: 1200 kg/year
Cardboard: 1440 kg/year

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Soft plastics: 600 kg/year

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33 offenders: 1,047 hours

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TELL US WHAT YOU LOVE ABOUT DOWNTOWN VICTORIA

DOWNTOWN VERY COLOURFUL VICTORIA

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15 events/year

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DOWNTOWN VICTORIA

BUSINESS STRATEGY

2013-15

July 17, 2013

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The City of Victoria collected approximately **$22,078,000** in municipal taxes from properties within boundaries of the DVBA in 2011. This represents approximately **21%** of municipal property tax revenue collected that year.

	EDMONTON	HALIFAX	LONDON	SASKATOON	OTTAWA	VANCOUVER	VICTORIA	TORONTO
PERCENT PROPERTY TAX REVENUE	7 %	8 %	9 %	10 %	18 %	19 %	21 %	25%

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Downtown Commercial Census

TOTAL DOWNTOWN EMPLOYMENT: 23,488
This includes full-time, part-time, seasonal employees

Notable sectors:

COMMUNICATIONS & TECHNOLOGY	1105
RETAIL	3225
RESTAURANTS	3834
ARTS & ENTERTAINMENT	4183
GOVERNMENT	5745

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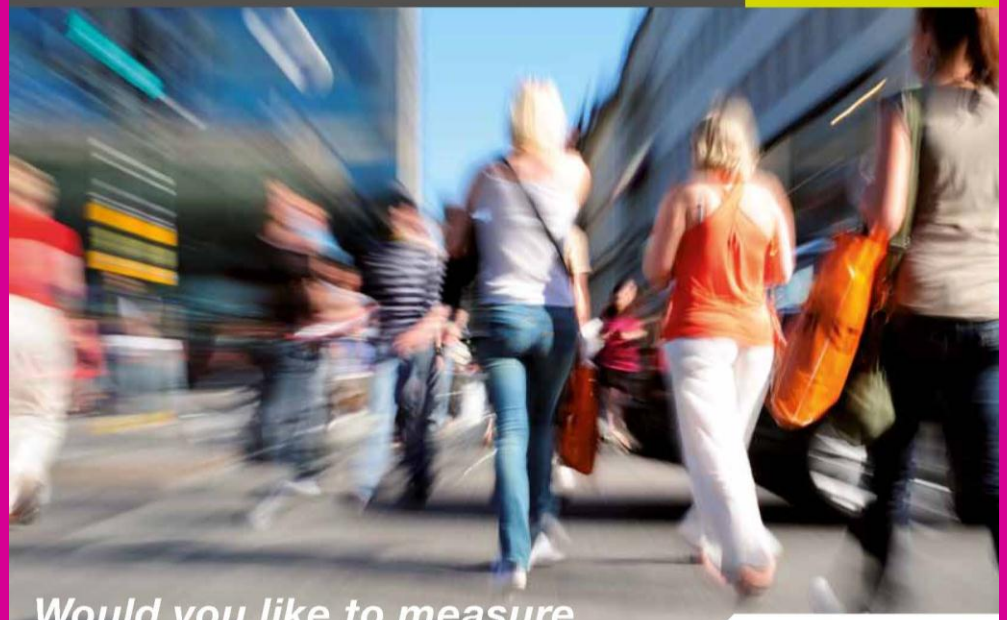
eco counter®

COUNTING PEOPLE, ANALYSING DATA



Would you like to measure the value of pedestrian traffic?

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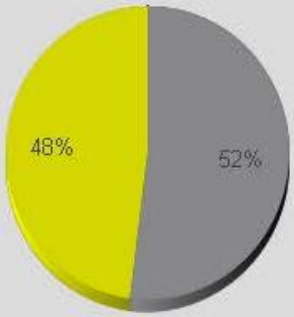
Key Figures

- Total Traffic for the Period Analyzed: 906,332
- Daily Average : 4,953
- Monthly Average: 129,476
- Busiest Day of the Week : Saturday
- Busiest Days of the Period Analyzed:
  1. Saturday 17 May 2014 (10,685)
  2. Sunday 18 May 2014 (10,029)
  3. Friday 30 May 2014 (9,670)
- Distribution by Direction:

Murchie's Northbound... : 48%

Murchie's Southbound... : 52%



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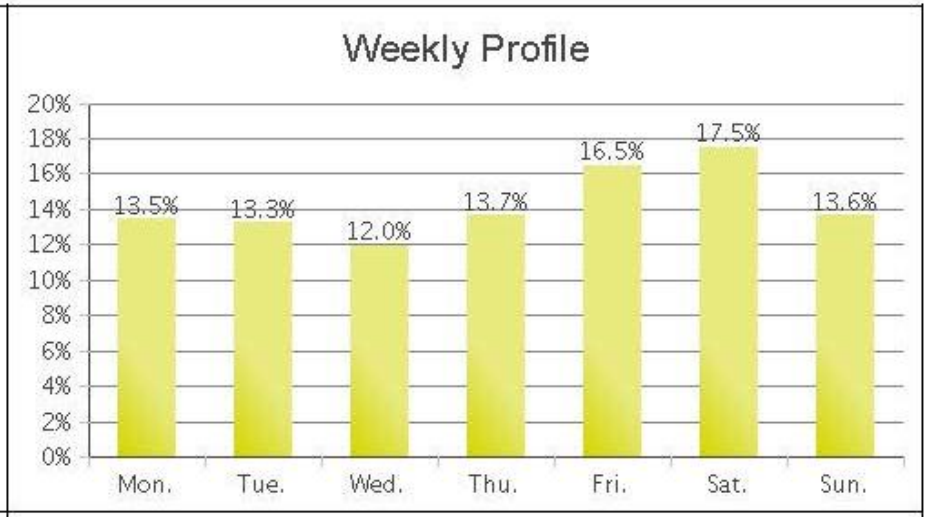

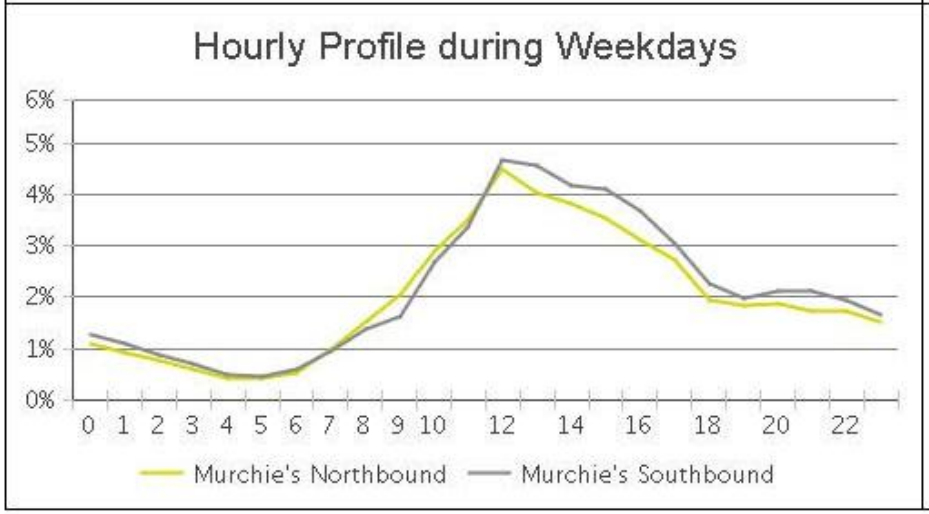

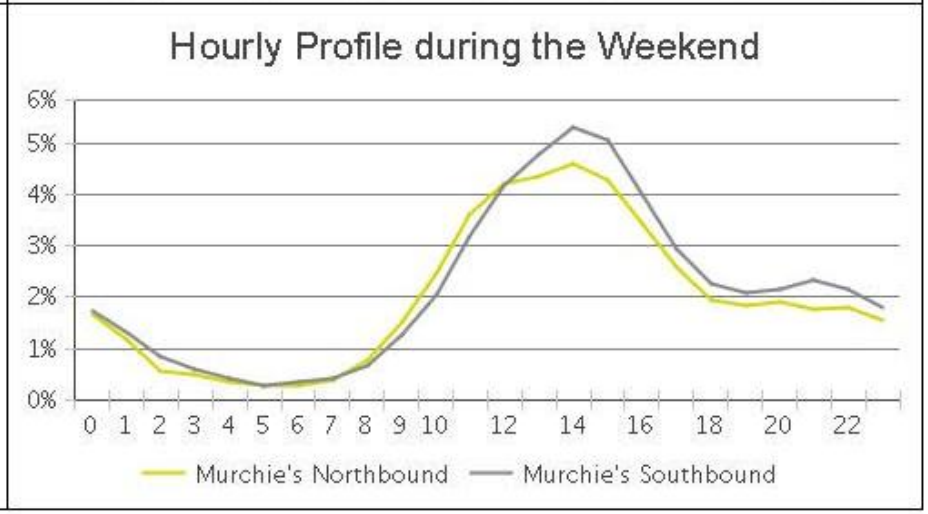

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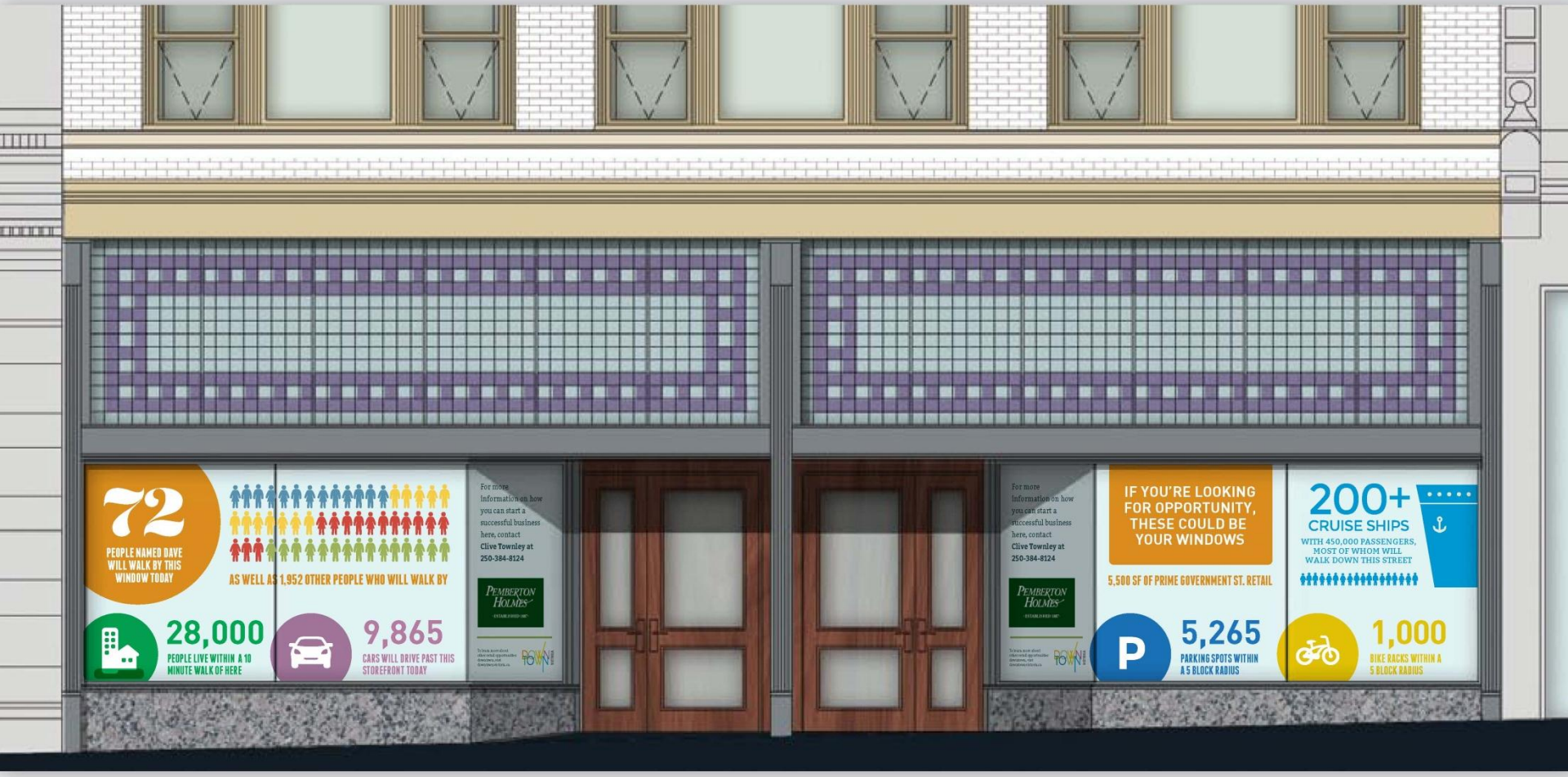

TRAPEZE

ICONS AND STATS

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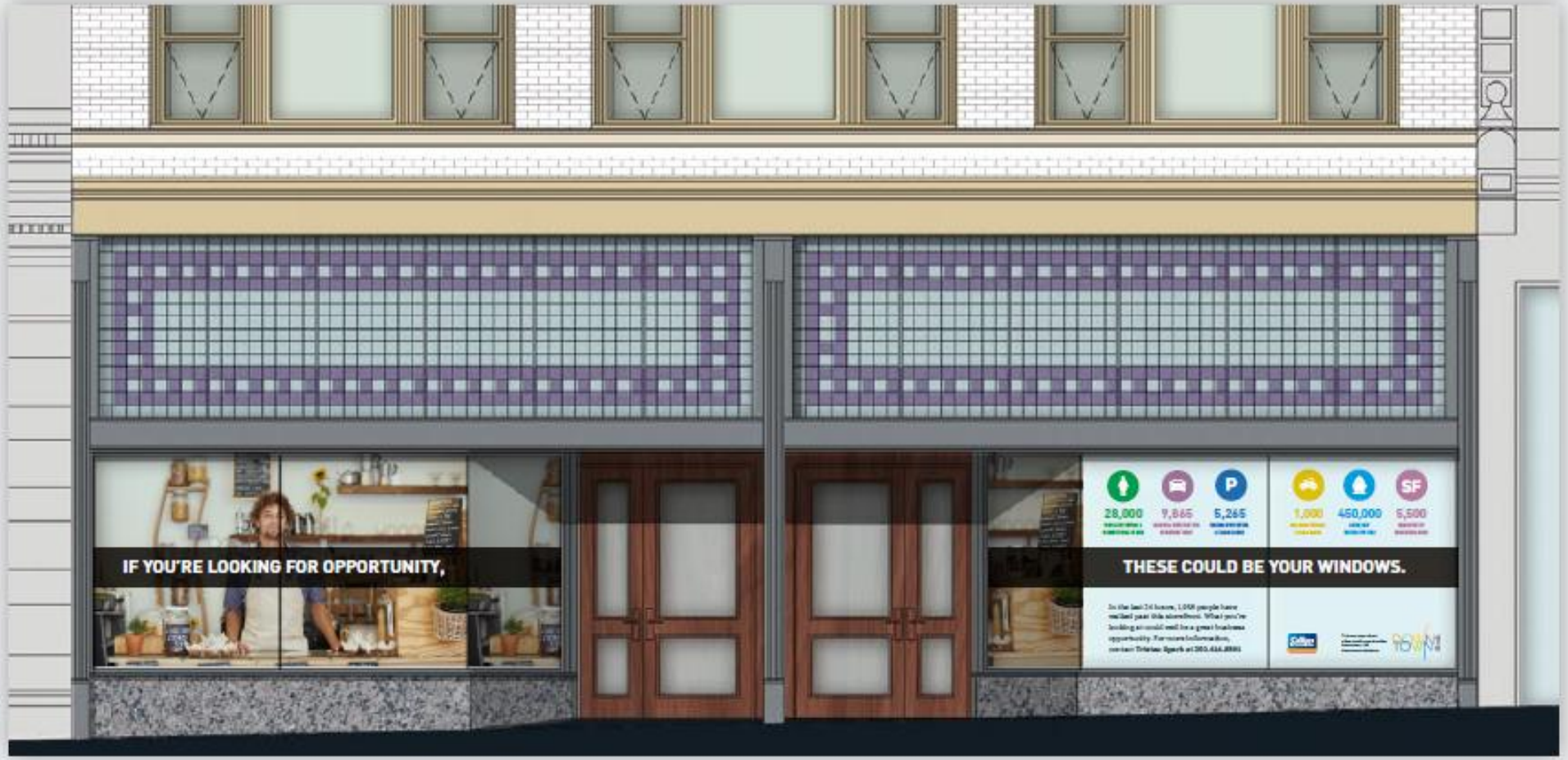

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WINDOWS OF OPPORTUNITY WITH PHOTOS/STATS/ICONS

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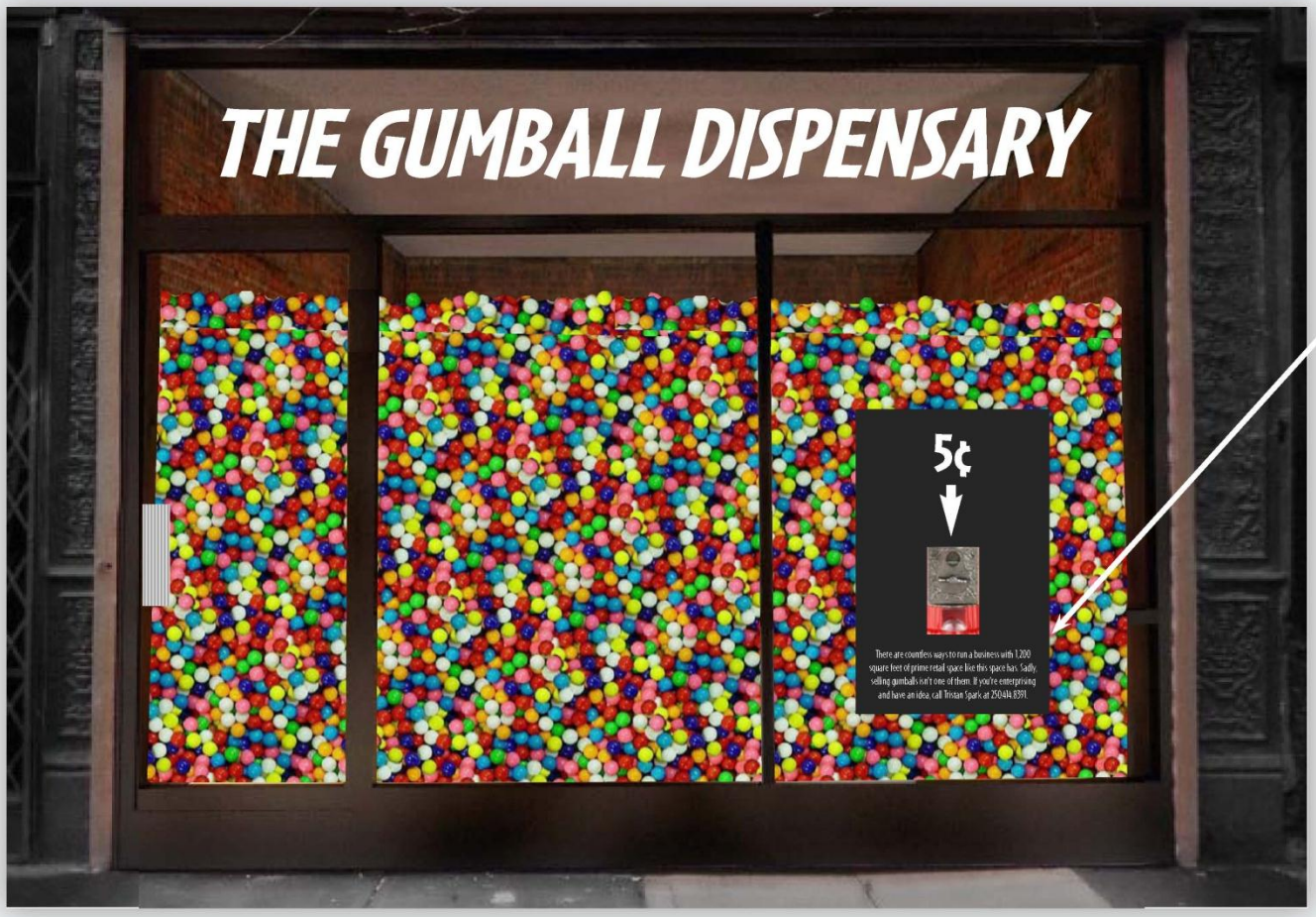

There are countless ways to run a business with 1,200 square feet of prime real estate like this location has. Sadly, dispensing gumballs isn't one of them. If you're enterprising and have an idea, call Tristan Spark at 250.414.8391

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MOCK STORE WITH WORKING GUMBALL DISPENSER. WINDOW CLINGS MAKE THE ILLUSION WORK.

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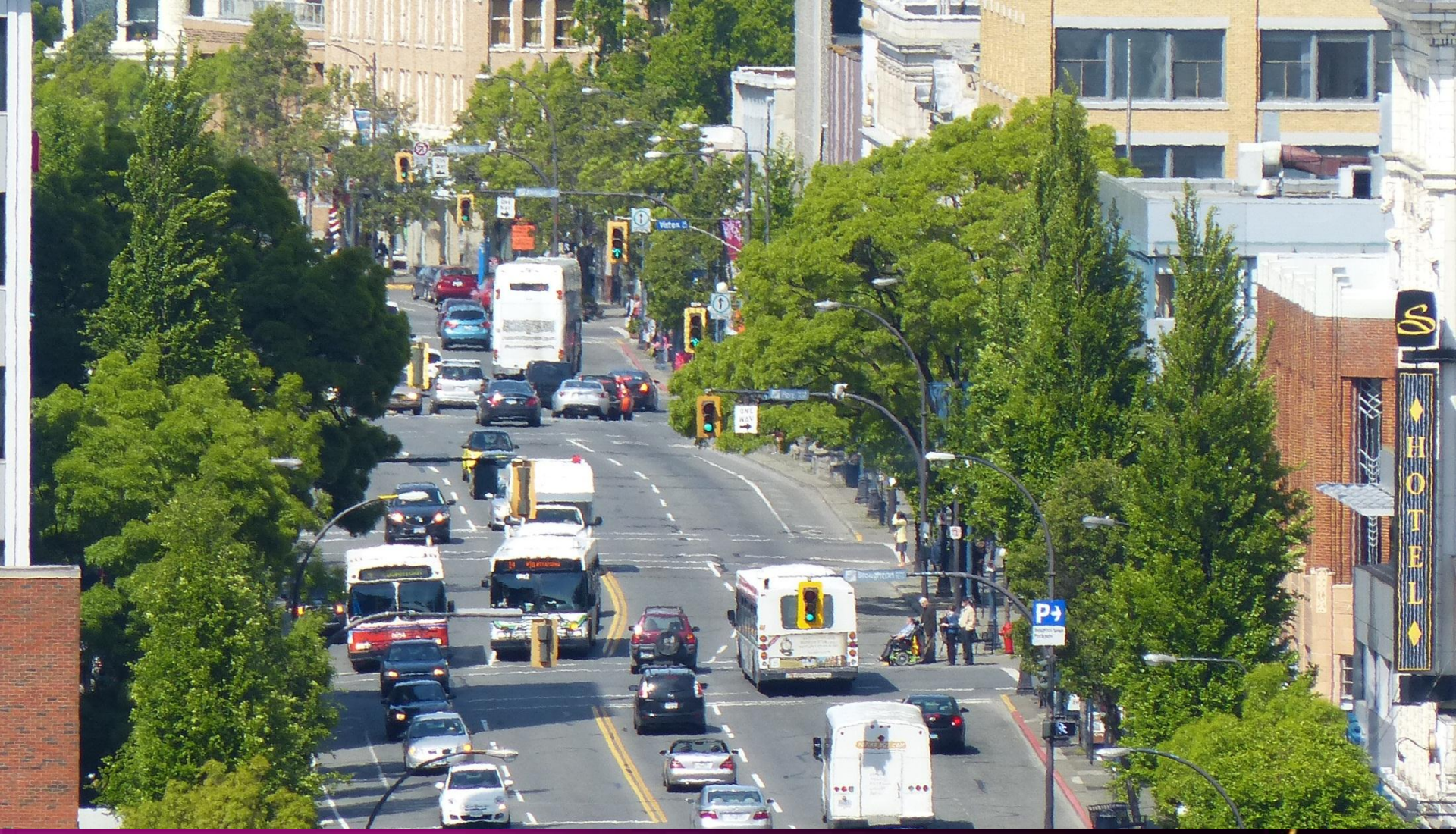

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MASTER PLAN FOR DOUGLAS STREET ENHANCEMENT

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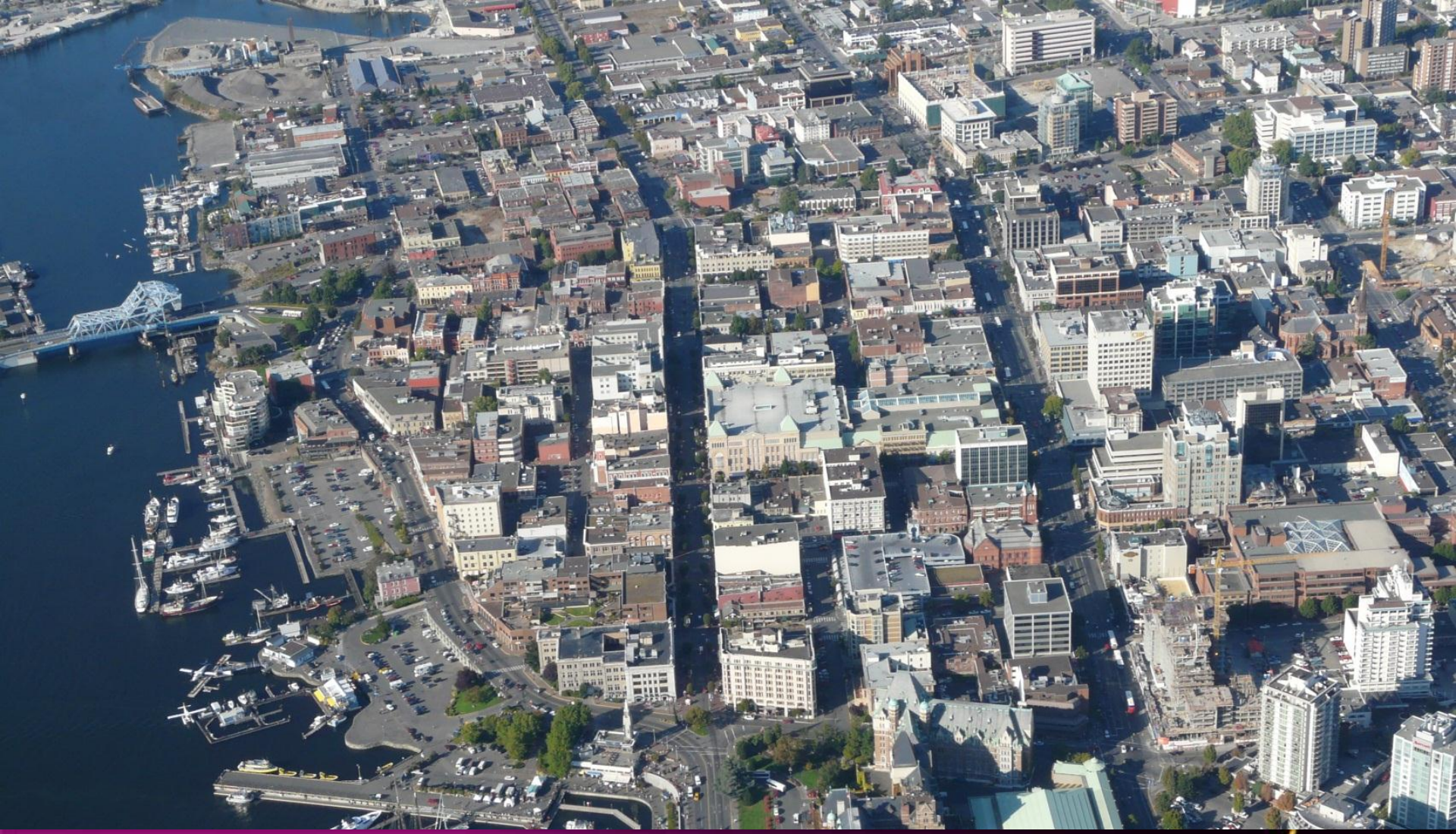

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24 buildings

$75,000+ in ILLUMINATE grants

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5 MORE YEARS!

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