



# DVBA 2015 BUDGET PRESENTATION

WORKING TOGETHER TO CREATE A MORE DYNAMIC  
DOWNTOWN VICTORIA






DOWNTOWN VICTORIA  
BUSINESS ASSOCIATION  
COMMITTED TO THE CORE

Where else but

DOWNTOWN  
VICTORIA





During my term as Mayor of  
Victoria, I pledge to work hand  
in hand with the DVBA - Every  
day. Every hour. Every minute...

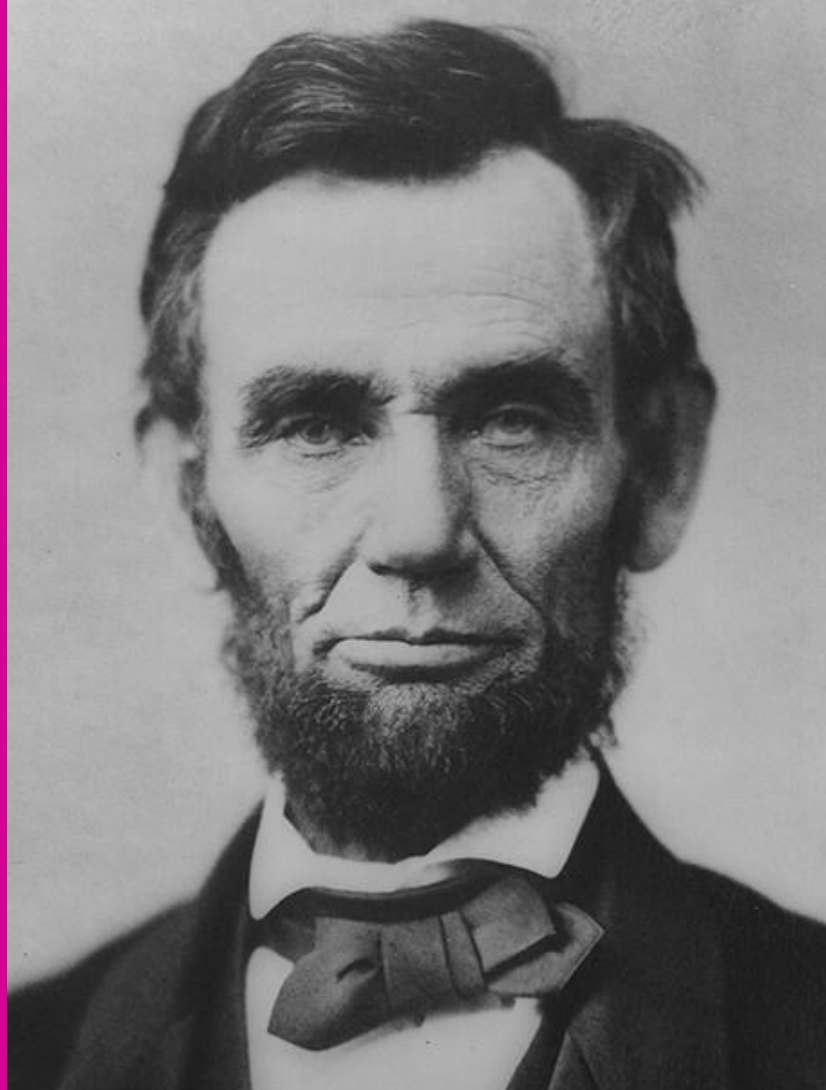
**HANDS ACROSS THE SQUARE!**



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Where else but

**DOWN**  
**TOWN** VICTORIA



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2005-2010:  
**\$298,519**



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# ILLUMINATE Downtown



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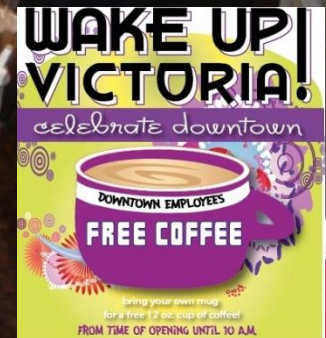


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21,000 riders



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

**METER FAIRY**

**DVBA** DOWNTOWN VICTORIA  
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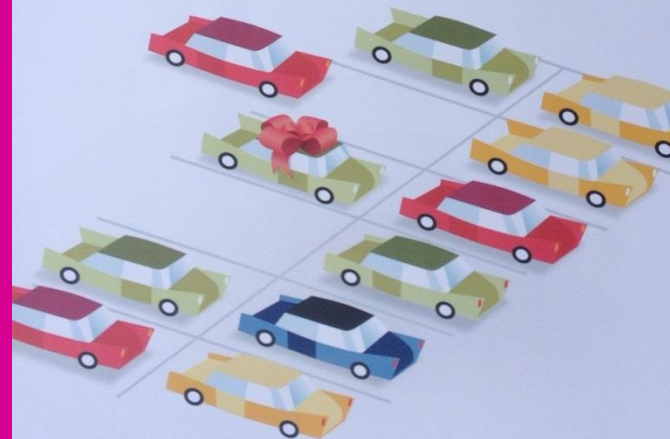


## FIRST HOUR FREE PARKING TODAY IS COMPLIMENTS OF THE DOWNTOWN VICTORIA BUSINESS ASSOCIATION

### 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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CONAIR



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Where else but







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# 2015 BUDGET

January 1<sup>st</sup> – December 31<sup>st</sup>, 2015

## INCOME

BIA LEVY (100%)	\$994,872.00
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## EXPENSE

ADMINISTRATION (33%)	\$328,307.76
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CLEAN, SAFE & SUSTAINABLE (26%)	\$258,666.72
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MARKETING/EVENTS (32%)	\$318,359.04
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RESEARCH & ANALYSIS (5%)	\$ 49,743.60
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NETWORKING & PARTNERSHIPS (4%)	<u>\$ 39,794.88</u>
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<b>TOTAL EXPENSE (100%)</b>	<b>\$994,872.00</b>
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# **DOWNTOWN VICTORIA BUSINESS STRATEGY 2013-15**



July 17, 2013



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# RESEARCH & ANALYSIS





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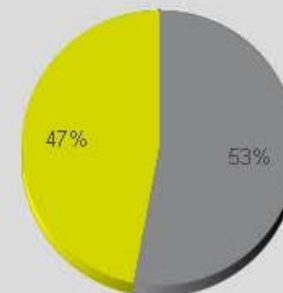
## Key Figures

- Total Traffic for the Period Analyzed: 2,345,166
- Daily Average : 6,496
- Monthly Average: 195,431
- Busiest Day of the Week : Saturday
- Busiest Days of the Period Analyzed:

1. Tuesday 01 July 2014 (15,652)
2. Friday 25 July 2014 (12,772)
3. Sunday 03 August 2014 (12,724)

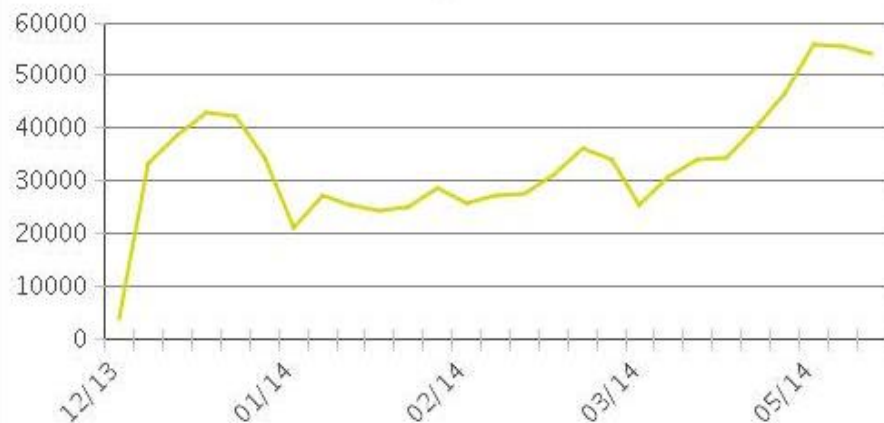
- Distribution by Direction:

- Murchie's Northbound... : 47%
- Murchie's Southbound... : 53%

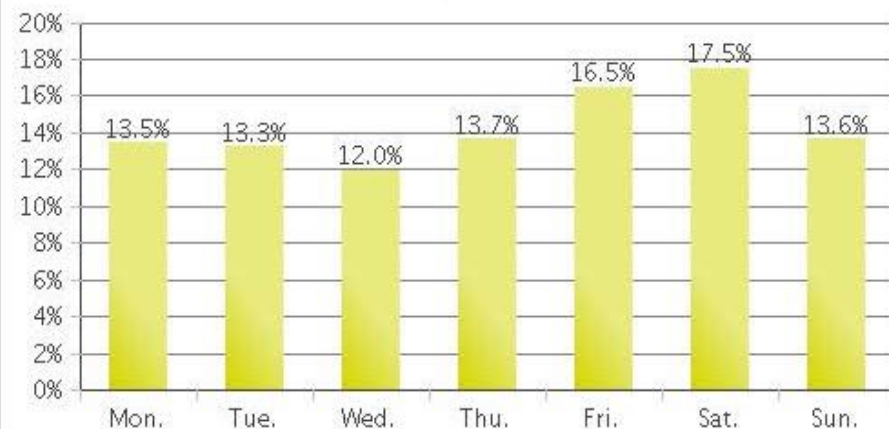




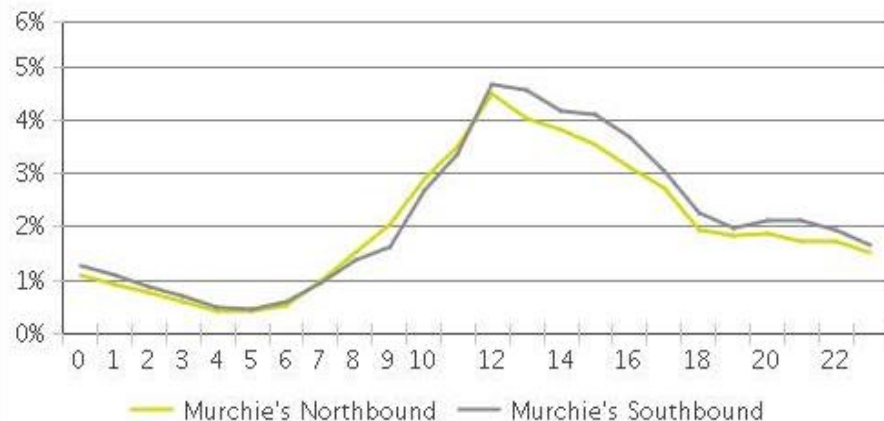
### Weekly Traffic



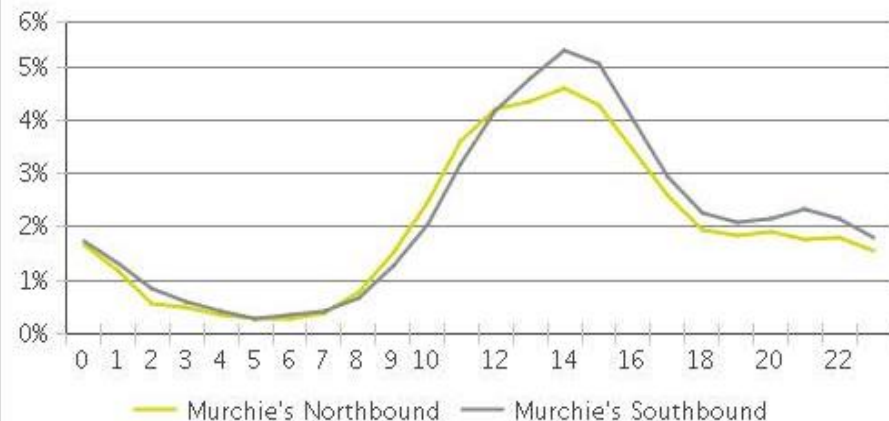
### Weekly Profile



### Hourly Profile during Weekdays



### Hourly Profile during the Weekend

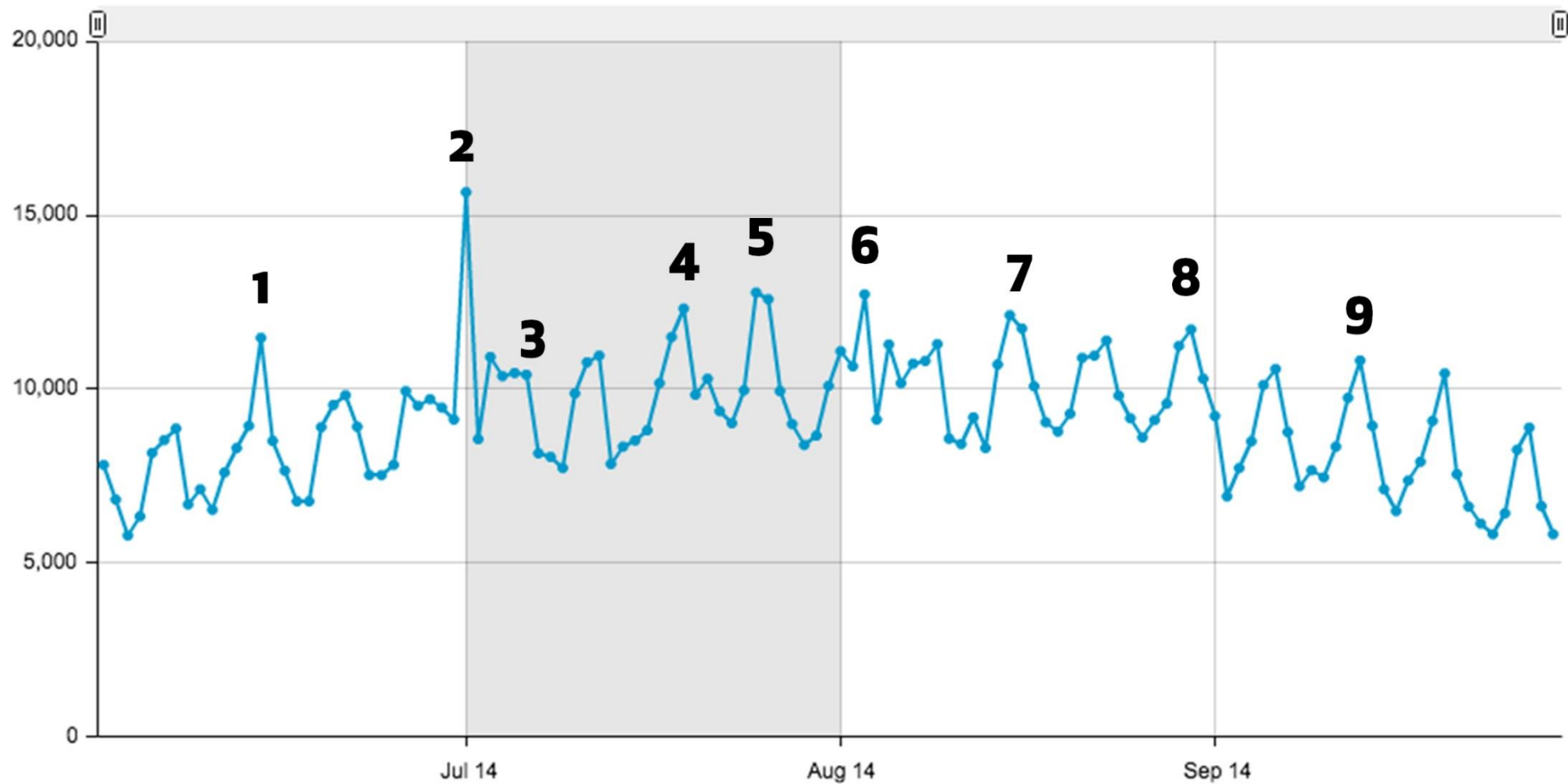


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The City of Victoria collected approximately **\$22,078,000** in municipal taxes from properties within boundaries of the DVBA in 2011. This represents approximately **21%** of municipal property tax revenue collected that year.

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





# MARKETING



INSERT  
THIS END UP

FIRST  
HOUR  
FREE



CITY OF VICTORIA PARKADES

PARK  
VICTORIA



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255 RESTAURANTS

369  
RETAIL STORES

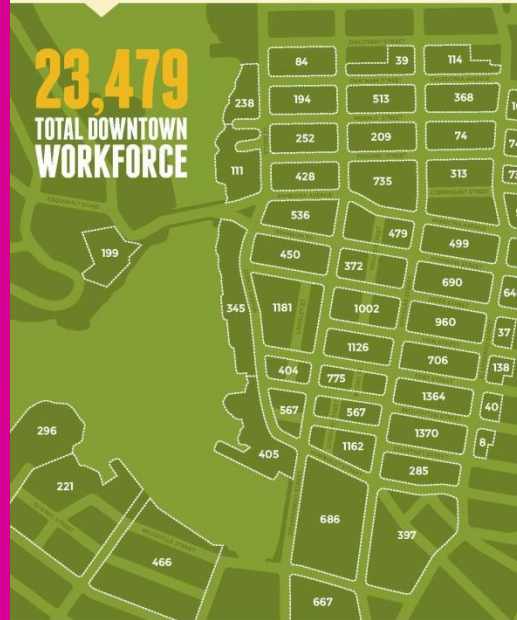
94  
HEALTH/  
MEDICAL

30 HOTELS

65  
BEAUTY/SPA

360 PROFESSIONAL OFFICES

23,479  
TOTAL DOWNTOWN  
WORKFORCE



5,745 GOVERNMENT  
4,183 HOSPITALITY  
3,834 RESTAURANT

3,225 RETAIL WORKERS  
1,105 TECH/MARKETING



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# INVEST

DOWNTOWN VICTORIA

## DO BUSINESS HERE.

Victoria is a world-renowned destination and downtown is at the heart of it all.

### DID YOU KNOW?

**58%** OF VICTORIA'S OFFICE SPACE IS LOCATED IN THE DOWNTOWN CORE



TOURIST HUB OF VANCOUVER ISLAND  
**3.65 MILLION**  
VISITORS PER YEAR

DOWNTOWN HAS  
**24,000**  
JOBS



**BX** DOWNTOWN VICTORIA  
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# INVEST

DOWNTOWN VICTORIA

## LOCATING YOUR BUSINESS DOWNTOWN IS A SMART MOVE.

Downtown Victoria is the employment hub of Vancouver Island. Accessible by a variety of modes of transportation, it is the focal point of our growing tech sector, home to a thriving tourism and hospitality industry, and a retail centre for the region. With a coffee shop on every block and the most restaurants per capita in Canada (second only to San Francisco in North America), it is no wonder that our downtown is the best place to locate your business in the region.

Find out more about why investing in Downtown Victoria is the right business move, visit:

[INVESTDOWNTOWNVICTORIA.CA](http://INVESTDOWNTOWNVICTORIA.CA)



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## DO BUSINESS HERE.

Downtown is a diverse and vibrant place to do business. Constantly evolving, always dynamic.

### DID YOU KNOW?

DOWNTOWN  
VICTORIA  
HAS A TOTAL  
WORKFORCE OF  
**23,479**

- 5,745 GOVERNMENT
- 4,183 HOSPITALITY
- 3,834 RESTAURANT
- 3,225 RETAIL WORKERS
- 1,196 TECH/MARKETING



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## LOCATING YOUR BUSINESS DOWNTOWN IS A SMART MOVE.

Downtown Victoria offers incredible amenities, a superb quality of life and remarkable opportunities for new and relocating businesses.

### DID YOU KNOW?

- ➔ **58% OF VICTORIA'S OFFICE SPACE IS LOCATED IN THE DOWNTOWN CORE**
- ➔ **THE MEDIAN HOUSEHOLD INCOME: NATIONAL \$69,680 | VICTORIA \$77,820**
- ➔ **GOOD NEWS FOR EMPLOYERS: 40,000 POST-SECONDARY STUDENTS ARE READY TO WORK IN VICTORIA**



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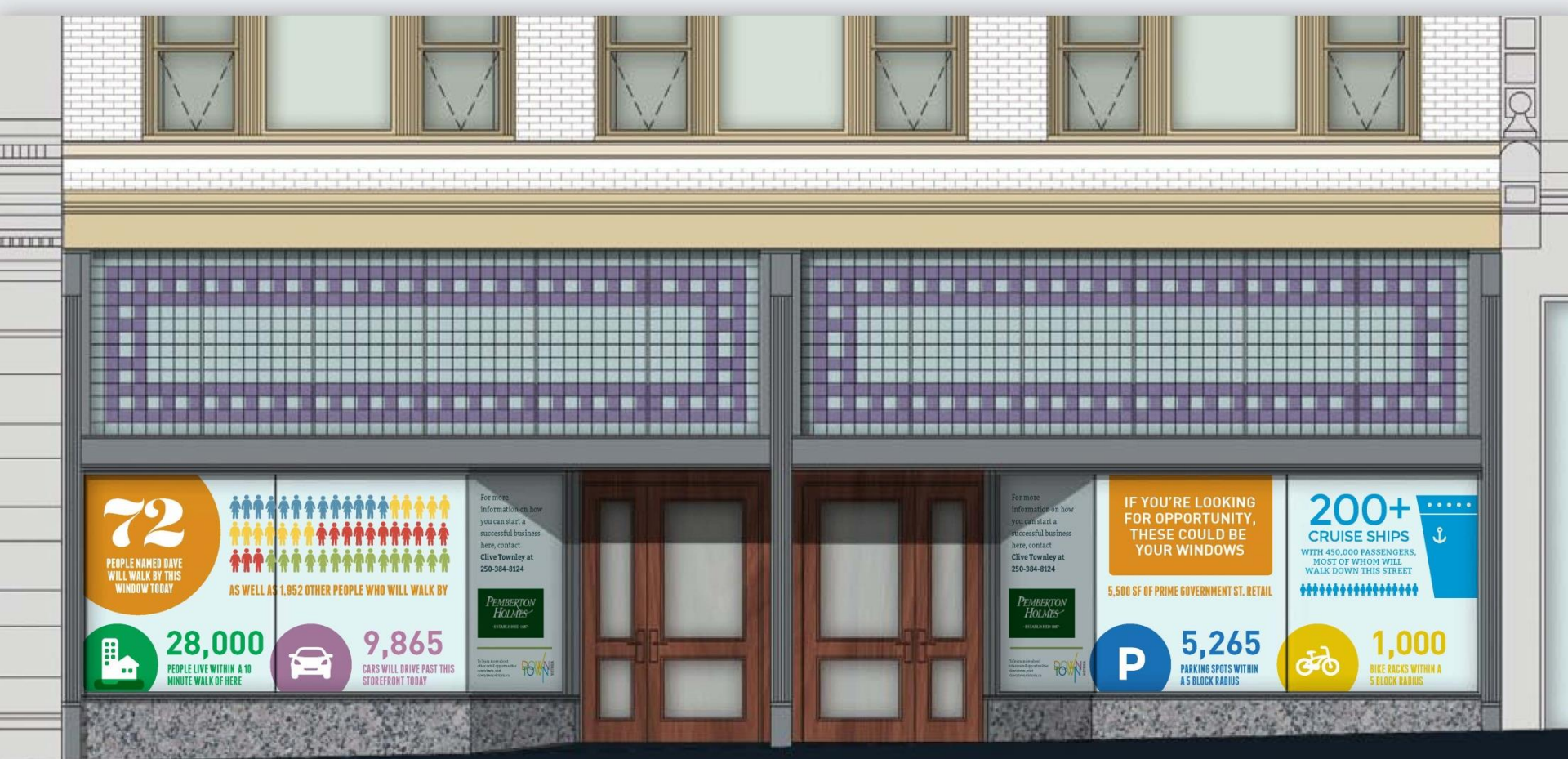


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ICONS AND STATS

TRAPEZE

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**CAR FREE DAY: JUNE 21, 2015**  
A CELEBRATION OF COMMUNITY





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# INVESTMENT



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## MASTER PLAN FOR DOUGLAS STREET ENHANCEMENT



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BUS LANES



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Centennial  
Square



The Bay  
Centre



CARLTON  
PLAZA HOTEL



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Government Street  
1300



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