

Downtown Victoria Business Association hires Jeff Bray as Executive Director

VICTORIA, BRITISH COLUMBIA, FRIDAY APRIL 20, 2018—The Downtown Victoria Business Association (DVBA) is pleased to announce it has hired Jeff Bray as its Executive Director. Mr. Bray, who was acting as interim Executive Director since December 2017, accepted the offer this week and started his permanent tenure in this position as of today. The DVBA offered Mr. Bray the position after conducting an extensive, nation-wide search to fill this position.

“We are thrilled Jeff Bray has accepted our offer to become the Downtown Victoria Business Association’s next Executive Director. Jeff Bray is a true community leader, and the DVBA Board of Directors has complete confidence in Mr. Bray’s ability to expand the ways the DVBA is able to support the 1500+ unique businesses that make downtown Victoria such a special place for us all,” says Suzanne Bradbury, Chair of the DVBA Board of Directors.

“On a more personal level, many of us who live or work downtown have had a chance to get to know Jeff through his community leadership. Jeff brings a lot of integrity and heart to this position, and I’m sure many will join me in saying that he is a thoughtful, cheerful, compassionate and caring person, who is wholeheartedly dedicated to helping downtown Victoria become even more vibrant and exciting than it is today,” Bradbury adds.

Jeff Bray grew up in Vancouver, B.C. After graduating from UBC, Bray embarked on a 13-year career with the BC Government. In 2001, Bray was elected the MLA for Victoria-Beacon Hill. More recently, Bray was the Manager of Government and Regulatory Affairs for Shaw in BC. Bray was President of Capital Public Affairs Inc., a public affairs consulting firm, and acted as the interim Executive Director of the DVBA since December 2017. Bray is Vice-Chair of the Royal BC Museum Foundation, Vice-Chair of the Garth Homer Society, Vice-President of the Former MLA Association of BC, and is Vice-President of the North Quadra Community Association.

“I’m thrilled to collaborate with the outstanding DVBA team in continuing the work of building a vibrant and prosperous downtown,” says Jeff Bray, Executive Director of the Downtown Victoria Business Association. “As a team, we have the expertise and experience needed to lead innovative projects and offer programs and services that support our business members in downtown Victoria.”

The DVBA Board conducted an exhaustive, multi-stage executive search process that garnered 37 applications from across Canada. After a rigorous selection process, with multiple interviews, the DVBA hiring committee made its recommendation to offer the position to Jeff Bray this week, which was unanimously accepted by the Board. For details on the position, visit <https://downtownvictoria.ca/about/job-postings/>

The DVBA’s Annual General Meeting will be on May 2nd from 5-7 pm at the Legacy Art Gallery where our new Executive Director will be formally introduced. Suzanne Bradbury will also be completing her 3-year term on the board and Kathy Hogan, current Vice-Chair of the Board, will be officially welcomed as the DVBA Board Chair.

The DVBA also welcomes Tyler Dolan on the board of directors. A few more board nominations have been received and will be confirmed at the upcoming Annual General Meeting. For more information about the DVBA office team and board members visit

<https://downtownvictoria.ca/about/team/>

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MEDIA SPOKESPEOPLE:

Suzanne Bradbury
DVBA Board Chair

Kathy Hogan
DVBA Vice-Chair

For all interview requests please contact Alison Gair at the DVBA office:

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Media Image

BACKGROUND INFORMATION

The Downtown Victoria Business Association (DVBA) was established as a not-for-profit organization in 2005 through a municipal bylaw in 2005. We are what's known as BIA, or Business Improvement Area. The bylaw established that all businesses within the DVBA's [boundaries](#) are automatically DVBA members. The DVBA is funded through a special levy (tax). The cost of a membership (tax levy) is based on the property's commercial assessment. Members do not have to pay any additional fees outside of the levy managed via their regular property tax payments with the City of Victoria.

The DVBA Mission is to nurture and promote the vitality and vibrancy of downtown Victoria and its business community. Our Vision is to be the authority on all things happening in Victoria's downtown core.

For more information about the DVBA mission, vision and history, visit <https://downtownvictoria.ca/about/mission>

For more information about DVBA membership, visit: <https://downtownvictoria.ca/members/membership-info/>

For more information about the DVBA team expertise and to see the full list of current board members, visit <https://downtownvictoria.ca/about/team/>