



## **YP2B Storytelling Project Toolkit**

### **Why share your story with us?**

A major benefit of your membership with the DVBA is participation in our marketing campaigns. The Your Place to Be campaign is a tool for connection and promotion within the downtown community. When you join our campaign, we create branded graphics for your business. This project is also an opportunity for your business to be featured on our blog and shared by other community members.

### **Sharing Your Story:**

- Reminds people that downtown Victoria businesses are built by strong and unique individuals
- Helps put a face and a voice to your business
- Builds emotional connections and strengthens Victoria's downtown business community
- Uses the DVBA's established marketing platform and branding to promote your business