

DOWNTOWN Victoria

Downtown Victoria Business Association
20 Centennial Square
Victoria, BC
V8W 1P7
(250)386-2238
info@downtownvictoria.ca

June 4, 2019

Mayor Lisa Helps & City Council
City of Victoria,
1 Centennial Square,
Victoria, BC
V8W 1P6

Dear Mayor Helps & Council,

RE: Canada Day Celebrations

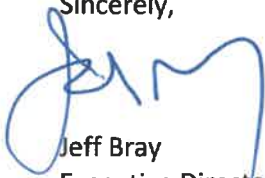
The Downtown Victoria Business Association strongly urges Council to utilize contingency funds to support the Police Budget to allow Canada Day celebrations to go forward this year.

The event is a key regional event, and positive input for our downtown economy. Adequate policing ensures the event is safe and welcoming for all.

As a sponsor of Canada Day, the DVBA supports events that are free for the public to attend. It builds a sense of community, pride, and inclusiveness. Events such as this are key to creating a vibrant and inclusive downtown. Canada Day also creates additional employment opportunities as retail businesses and food and beverage outlets add extra staff to manage the huge influx of downtown visitors.

The DVBA supports the City's desire for more festivals and events. To that end, the DVBA encourages Council to make plans now to ensure the police budget shortfall for this, and other events, is addressed now. Events require sponsorship dollars, and sponsors want assurance that events will in fact occur, so it is vital that Council provide this certainty.

Sincerely,



Jeff Bray
Executive Director, Downtown Victoria Business Association