
DOWNTOWN Victoria

AGM 2021

Executive Director's Report



Contents

1. The Team
2. COVID Response
3. Marketing
4. Advocacy
5. The Clean Team
6. Looking Forward



Meet Your DVBA Team

- Becca Blachut – Marketing Manager
- Rob Caunter – Clean Team Manager
- Alison Gair – Executive Assistant

COVID Response

Ongoing response:

- Keeping members informed
- Marketing focussed on supporting local
- Collaborating on shared interests:
 - SIPP Task Force
 - Canadian Urban Institute's Bring Back Mainstreet Project
 - Business Support Group with the City, Chamber, DGV and others

COVID Special Programs

Partnered with the City of Victoria to deliver:

- Vandalism Grants
- Security Grants
- Block Watch for businesses downtown – VicPD
- The Good Neighbour Program
- Clean Team expansion – summer weekends

COVID Response: Marketing

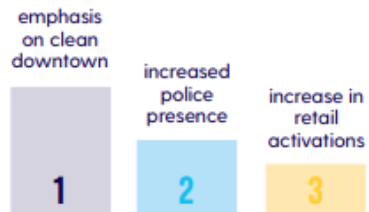
- Focussed on “support local” call to action through several campaigns:
 - Online shopping directory
 - “Save The Sales” contest and faux telethon garnered \$365,000 in registered sales;
 - Meet Downtown - a series of videos highlighting ‘who’ downtown is. [Watch the 2020 Meet Downtown video.](#)

Marketing Cont'd

- Created a second slate of Meet Downtown videos introducing new businesses. 2021 Meet Downtown video.
- Launched Downtown Delivers
- Created experiential videos including
 - Date Night Essentials (Valentine's Day)
 - Staycation video (Spring Break)
 - Outdoor Essentials video (leading into summer)
- Promoted Small Business Month.

Third Annual Report on Downtown

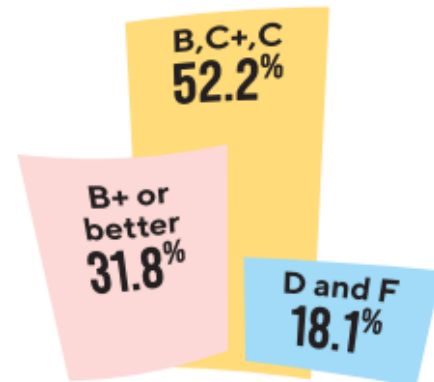
Top 3 Elements to Improve Downtown Business Environment



Top 3 Factors Negatively Impacting Businesses



Letter Grade for Victoria as a Place of Business



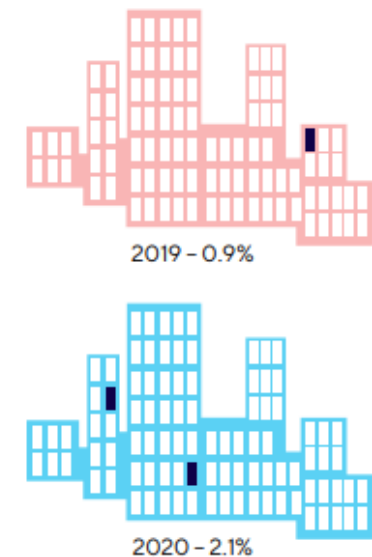
Commercial / Retail Vacancy Rates



Growth in Condo Units



Rental Vacancy Rates



COVID Advocacy

- Wrote/co-wrote numerous advocacy letters on behalf of our members:
 - Wage Subsidy Programs
 - CECRA – then a better CECRA
 - Property Tax Relief
 - Support specifically for Tourism based businesses
 - A regional approach to health advisories
 - An end to downtown tent encampments
 - The ability for businesses to use the public realm to expand business capacity (patios)

Advocacy Cont'd

- Focus on need to reduce the crime and street disorder in our downtown:
 - Coalition - continue to call for a de-centralization of support services from the downtown core;
 - Increased support for Victoria Police to manage criminal actions;
 - Increase in complex care supports where community supports are not able to meet the needs;
 - The Province needs to amend the BC Assessment Act

The Clean Team

Year	Graffiti	Needles
2017	6,402	3,271
2018	10,445	6,696
2019	15,098	10,070
2020	14,550	5,015
2021	11,491 (as at September)	4,311 (as at September)

Looking Forward

- Continue supporting members through to full re-opening
- December 2021: Lights of Wonder, with title sponsor Starlight Investments
- 2022: Boundary expansion

Questions?