



DESTINATION GREATER VICTORIA MEMBERSHIP ANNOUNCEMENT

EXTENSION OF 2020 MEMBERSHIP BENEFITS TO DECEMBER 31, 2021

Effective from May 20, 2020

To our valued members,

Destination Greater Victoria understands the many significant challenges our member businesses are facing in light of the COVID-19 pandemic and its impacts on Greater Victoria's tourism industry. We recognize that the entire industry at all levels is enduring cashflow difficulties and support into 2021 is required where possible. We also recognize that many members cannot currently gain full use or benefits of their DGV membership.

Destination Greater Victoria values its members greatly as the foundation of the organization and drivers of our visitor economy. We also value having a solid, engaged and diverse membership to collectively take advantage of tourism recovery opportunities into 2021 and ensure we return to a vibrant, aligned and sustainable industry.

At a special meeting on May 20, 2020, Destination Greater Victoria's Board of Directors approved temporary changes in policy for DGV membership benefits. Approval was pursuant to Article 2.11 and Article 4.17 of Destination Greater Victoria's Constitution and Bylaws. The following changes are an exceptional measure to support members in response to the impacts of COVID-19:

- Benefits of 2020 DGV membership are extended through to the end of 2021. This means 2021 DGV membership will be included with 2020 DGV membership, merging the two years into one membership period with one payment of membership dues. This provides an additional year of membership benefits.
- The extension of membership to the end of 2021 not only applies to membership dues but also related benefits and services included in existing individual membership agreements, such as website and Vacation Guide advertising. The 2020 Vacation Guide will be utilized in 2021.
- There will be no need to renew membership agreements for 2021 and invoices will not be sent. The extension will occur automatically and seamlessly based on each member's agreement for 2020.
- The abovementioned policy will apply to all members who have paid their 2020 dues in full by September 30, 2020.

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- Additionally, until September 30, 2020 potential governance implications for members arising from non-payment or partial payment of membership dues will be waived temporarily, provided the member's dues were fully paid for the 2019 membership year. This could apply, for example, where a member might otherwise be deemed to be not in good standing, ineligible to vote, or ineligible to serve on the Board of Directors or an Advisory Committee.
- In late 2021 Destination Greater Victoria will resume standard membership renewal processes for the 2022 membership year.

Destination Greater Victoria will continue working and advocating for its members throughout the unprecedented challenges faced by Greater Victoria's tourism industry. In the weeks ahead we will restart marketing and promotions in line with directives from government. Based on feedback from our members, we believe extending membership benefits for an additional year is one way we can help support business recovery. We thank all members for their continued partnership.

If you have questions regarding this policy or your membership generally, please send them to: member.services@tourismvictoria.com.

The Destination Greater Victoria team