

# DESTINATION GREATER VICTORIA

## Letters of Support Policy

From time to time the Greater Victoria Visitors & Convention Bureau (Destination Greater Victoria) will receive requests for letters of support. Requests may come from either member or non-member businesses. The CEO of the organization is empowered to write letters of support based on sound judgment according to this policy. Any potential requests for support which may pose risk to the organization will involve the Board of Directors.

Requests can typically come in the following form:

1. Request for support for a funding application
2. Request for support for an application to the City of Victoria or a municipality in Greater Victoria, the Provincial Government or another regulatory body
3. Request for support in a bidding process

Overarching guiding principles:

1. Destination Greater Victoria believes strongly in responsible and sustainable investment in the tourism industry in Greater Victoria
2. Destination Greater Victoria respects the democratic process and the legal authority of elected officials to make decisions
3. Destination Greater Victoria is a collaborative organization that has dialogue with similar organizations
4. Destination Greater Victoria is not a political organization. Destination Greater Victoria is an organization that will engage constructively, when appropriate, on critical issues that affect the health of the tourism industry

Upon receiving requests for letters of support, Destination Greater Victoria's management will review the proposal for its alignment with the organization's strategic objectives and assess its support of the tourism industry. Destination Greater Victoria may also consult with appropriate parties and partners to seek input. Appropriate parties will vary on a on a case-by-case basis but could include organizations such as the Hotel Association of Greater Victoria (HAGV), Greater Victoria Chamber of Commerce (GVCC), Greater Victoria Harbour Authority (GVHA), Downtown Victoria Business Association (DVBA) or VIATEC.

Whenever a request for a letter of support is received that touches on a regulatory matter, Destination Greater Victoria will consult with the responsible jurisdiction to gain broader perspective before issuing a letter of support.

Destination Greater Victoria will not write letters of support during a bidding process because Destination Victoria is not privy to the quality of the other bidders.

All decisions by Destination Greater Victoria on letters of support are final.