



THE CHAMBER.

GREATER VICTORIA
CHAMBER OF COMMERCE

**DOWNTOWN
Victoria**



DESTINATION GREATER
VICTORIA

Vancity

July 2, 2021

Free Meals as Part of Successful Picnics and Patios Contest Comes to an End

VICTORIA, B.C. – Free meals as part of the inaugural Picnics and Patios contest has ended with \$5,000 worth of food and drink provided through a generous donation by lead sponsor Vancity. Representatives from participating community organizations and local celebrities visited restaurants across Greater Victoria on Tuesdays, Wednesdays and Thursdays from June 8-30, 2021, surprising lucky patrons by paying for their meal.

“It was great to be part of Picnics and Patios and to see all the people out and enjoying downtown,” said Lisa Helps, Mayor – City of Victoria. “The City has worked hard to support our beloved small businesses through the pandemic so it was a natural fit to partner on this exciting new initiative. I look forward to Victoria’s downtown bustling this summer as locals and visitors alike gather and enjoy all the downtown has to offer.”

“The goal of Picnics and Patios was to promote our amazing restaurant scene – and it did just that,” said Bruce Williams, CEO of the Greater Victoria Chamber of Commerce. “The response when I told customers we were paying for their meal was heartwarming with tales of friends and families finally able to see each other again. This was a perfect way to celebrate the first steps as the local economy begins its takeoff to better days.”

“The visitor economy – including restaurants – have had many challenges in the past year,” said Paul Nursey, CEO – Destination Greater Victoria. “But as the economy reopens and people begin to travel again, its promotions like these that highlight our culinary scene. I would like to thank our many partners – especially Vancity – for making this contest possible.”

“The feedback we have heard from our members has been great. They are very happy with the contest,” said Peter de Bruyn, Chair - B.C. Restaurant Food Services Association – Victoria Chapter. “Giving restaurants profile on social media and in the community is exactly what they needed after many challenging months.”

“There are so many fantastic restaurants in our downtown core. Putting a focus on them through a coordinated promotion like Picnics and Patios was great to see,” said Jeff Bray, Executive Director – Downtown Victoria Business Association. “Hopefully, this provides some momentum for our restaurant owners and people get out and enjoy what our downtown has to offer.”

“Vancity was proud to stand with the Greater Victoria Chamber of Commerce to support local businesses. Andrea Harris, Vancity’s Director of Community Investment, said. The pandemic has been extremely difficult for local businesses which are the heart of our communities and supporting our local economies is more important now than ever before, and supporting Picnics and Patios was a great way to continue this commitment.”

Picnics and Patios was a promotion delivered in partnership by Greater Victoria Chamber of Commerce, Downtown Victoria Business Association, Destination Greater Victoria, City of Victoria, B.C. Restaurant and Food Services Association – Victoria Chapter and Vancity.

DESTINATION GREATER VICTORIA

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This summer, these restaurant partner organizations are asking Greater Victorians and those visiting Greater Victoria to show support for the hospitality industry as we safely enjoy delicious food and drinks across the region. Not only are these businesses staples in the Greater Victoria community, but they are also run by friends, families, and neighbours. Next time you are looking for a tasty way to support local businesses, consider one of the amazing restaurants in Greater Victoria.

For more information, please check out the Picnics and Patios website here:
<https://www.victoriachamber.ca/picnics-and-patios.html>

Greater Victoria Chamber of Commerce

Since 1863, The Chamber has served Greater Victoria by working together to build good business and great community through advocacy, networking, professional development and innovative services as changing times require. In 2020, the Chamber Champions initiative added a powerful resource to provide leadership and guidance to our organization. Current Champions are: Big Wheel Burger, CHEK News, CIBC, Kinetic Construction, Knappett Projects, Mike Geric Construction, MNP, RBC, Seaspan, Spinnakers, TELUS Business, and the University of Victoria. Find out more at VictoriaChamber.ca.

Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) is our region's official, not-for-profit destination marketing organization working in partnership with nearly 1,000 businesses and municipalities in Greater Victoria.

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