



Letters of Support Policy

From time to time the Greater Victoria Visitors & Convention Bureau (Tourism Victoria) will receive requests for letters of support. Requests may come from either member or non-member businesses. The President & 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.

Request 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. Tourism Victoria believes strongly in responsible and sustainable investment in the tourism industry in Greater Victoria
2. Tourism Victoria respects the democratic process and the legal authority of elected officials to make decisions
3. Tourism Victoria is a collaborative organization that has dialogues with similar organizations
4. Tourism Victoria is not a political organization. Tourism 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, Tourism Victoria's public affairs management will review the proposal for its alignment with the organization's strategic objectives, and assess its support of the Tourism industry as a whole. Tourism 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, Tourism Victoria will consult with the responsible jurisdiction to gain broader perspective before issuing a letter of support.

Tourism Victoria will not write letters of support during a bidding process as Tourism Victoria is not privy to the quality of the other bidders.

All decisions by Tourism Victoria on letters of support are final.