



THE COLLECTIVE VOICE OF
DOWNTOWN VICTORIA
PROPERTY OWNERS

Clarity. Advocacy. Stewardship.

WHO We Are

Downtown CORE + US becomes **CORUS**. A name that signals both place and people, centrality and unity. It implies community (“us”) at the heart (“core”) and reflects a shared commitment to the stewardship, vitality and future of downtown Victoria.

CORUS is a voice for property owners in Victoria’s downtown core but is more than an advocacy group. It is the collective voice of those who own, invest in, and steward downtown’s built environment. While advocacy is part of its mandate, its purpose extends further — to inform and educate the broader public on the realities shaping the downtown core, and to bring clarity to how government policies, economic conditions, and civic decisions directly affect property, investment, safety, and long-term economic vitality.

CORUS exists not only to inform, but to bring forward the real stories of people who live the reality every day. Policy decisions do not exist in isolation — they shape investment, influence business survival, affect public safety, and ultimately define how people experience and enjoy their downtown. Through the firsthand experiences of property owners, businesses, tenants, and investors, **CORUS** helps the public understand the real-world consequences of government policies, taxation, and civic decisions. These stories illustrate how decisions made at City Hall can directly affect storefront vitality, investment confidence, public safety, and the overall accessibility and enjoyment of downtown Victoria.

Furthermore, by pairing data with lived experience, **CORUS** ensures the public conversation is grounded not only in statistics, but in reality, transparency, and shared understanding.

Through collaboration, research, and active engagement with civic leaders, media and the community, **CORUS** represents those who own, maintain and invest in the heart of Victoria.

WHAT We Do

- ✓ Advocate with City Hall and regional stakeholders
- ✓ Monitor and respond to emerging policies and regulations
- ✓ Engage media, public, and policymakers
- ✓ Conduct and share research to inform the public and guide data-driven decisions at City Hall
- ✓ Share real-world stories that illustrate how policy decisions affect businesses, property owners, and the public
- ✓ Unite and support downtown property owners
- ✓ Provide clarity and transparency on the real conditions shaping downtown Victoria

WHY It Matters

Downtown Victoria is the economic and cultural core of our city. Property owners face increasing taxation, declining foot traffic, growing retail and office vacancies, and widespread concerns over public safety and street disorder, yet lack direct unified representation. Investor confidence in the core has weakened, resulting in a significant downturn in investment and development sale transactions. This erosion of confidence threatens long-term reinvestment and revitalization of the downtown core.

The policies and decisions made today will shape whether downtown Victoria remains vibrant, accessible, and enjoyable for residents, businesses, and visitors. A strong downtown benefits the entire city — economically, socially, and culturally.

CORUS ensures that those who own, invest in, and sustain downtown Victoria have a unified voice — and that the public is informed about the policies, realities, and human impact shaping its future.

Get Involved

Whether you're a long-time property owner or developer, or a recent investor in Victoria's downtown, your voice matters. Join **CORUS** to help shape the future of our city's core.

To preserve a clear and aligned voice, **CORUS** membership is limited to owners of commercial, multifamily and development properties within the downtown core. Residential condo owners are not eligible under the current membership criteria.

CORUS / Victoria Chamber of Commerce Membership

It's very simple to set up your **CORUS** membership with the Greater Victoria Chamber. Simply [click this link](#) and you'll be directed to our online join form. You'll be asked a few questions, and we ask that you complete the form as fully as possible. When you reach the section "Membership Level", assuming your building is a bare trust, please use the 0-5 employees level when prompted.

If you prefer to fill in a fillable PDF to join the **CORUS** task force within The Chamber, please find attached an easy-to-use form. Once completed please email to chamber@victoriachamber.ca or drop it off to The Chamber with a cheque.

Once you're a member of the Chamber – or if you are already a member – please send a quick email to consultant@victoriachamber.ca to confirm that you would like to be flagged as a member of **CORUS. This will be invisible to the public.**

In that same email please indicate the specific name(s) that should be emailed regarding **CORUS** work. This will keep communication tight within the key members of your ownership team engaged in **CORUS** work.

As a Greater Victoria Chamber member you have the opportunity to belong to **CORUS**. And should you wish, you will have the opportunity to also be a part of a rich history of effective advocacy work that The Chamber has accomplished over the last 160+ years.

To be more engaged with directing the work of **CORUS, please indicate your desire to serve on the **CORUS** Task Force by emailing govrelations@victoriachamber.ca**

Thank you for your interest in **CORUS** and The Chamber and your commitment to helping shape the future of our city and for advocating for the sustainability, prosperity, and future of downtown Victoria.

Date: _____

General Company Information

Check to Exclude from Online Directory Listing

Company name: _____

Address: _____

City: _____ Province: _____ Postal code: _____ Business Launched: _____
Month / Year

Phone: (____) _____ General Company Email: _____
(e.g., info@company.com)

Fax: (____) _____ Website: _____

Family Business: Yes No Number of Full-time employees (including owner): _____ Part-time employees: _____
Circle appropriate answer

Primary Business Contact Information

Name: _____ Mr. Mrs. Ms. Dr. Title: _____

Direct phone: _____ Email: _____ Preferred correspondence
(e.g., jsmith@company.com **This will not be published or otherwise shared.**) Email Phone

Name: _____ Title: _____ Email: _____

The above will receive Chamber emails and news. Challenges may occur with role-based emails, such as info@abc.com or sales@abc.com. Additional emails can be added.

Benefits of Membership - see details at victoriachamber.ca/membership/benefits-discounts-savings/

Online Directory, BizNews and Social Media Promotion.

Please email the following to engagement@victoriachamber.ca.

Sector / Category: _____

- Logo Photo 25 words Elevator Pitch on your business 100 words promoting what your business does
(jpg, gif or png files) (promoted in print & online) (online directory along with logo, photo and video if available)

Additional Online Directory Features: Video Special Offer Online Calendar for Member Events Social Media

Why are you joining the Chamber?

Other: _____

- Building Connections Credit card processing discounts Gasoline discounts Increase business profile / exposure
 Advocacy Advertising/Sponsorship Office supply discounts Education / Professional Development
 Insurance plan (health) Payworks online payroll services Chamber Job Board Please assign me an Ambassador

Office Use Only

Source: _____ Sales rep: _____ CEO signature: _____

Transactions/Billing Voting & Affiliations Online Listing/Online access Invoice/Receipt

Investment in Membership

Base rate: \$ _____

First year administrative fee: \$ 68.00

Subtotal: \$ _____

Tax: \$ _____

Total investment: \$ _____

Authorized by: _____

Signature: _____

Payment Plan & Type

One payment **OR** 3 consecutive monthly payments

Monthly payment of \$ _____ on the _____ of the month

Cheque VISA M/C EFT/E-Transfer

Card #: _____

Expiry date: _____ 3-digit code: _____

Name on card: _____

Membership Information

Membership Fees

- Membership fees for the Greater Victoria Chamber of Commerce are payable in advance, are non-refundable for twelve consecutive months from the date of acceptance and will remain in force until revoked in writing.
- Membership Renewal invoice will be sent to you prior to your anniversary date.
- All members are fully responsible and accountable for all actions of, and all charges incurred by, their designated primary representative(s).
- Membership fees are based on the number of employees in your company, including owners, managers and full-time staff (two part-time equal one full-time employee for rating purposes).
 1. *Educational Institutions* - Membership benefits apply to faculty, staff and board members of educational institutions. Membership privileges are not extended to students.
 2. *Subsidiaries & Companies owned by the same owner, different company names & addresses* - A business that has multiple branches with common ownership and operating under the same name or different names, can have their branches join as a subsidiary/common owner for 50% of the base membership rate. No voting rights are provided to the management of these branches. The other branch or business receives a listing in The Chamber's online directory and referrals.
 3. *Students & Senior Members* - Students attending university or college on a full-time basis must provide a copy of their current student card. Seniors will need to provide proof of being over 60 years of age. This membership does not include a Chamber Directory Listing, nor is the member entitled to vote or to receive Member Benefits.
 4. *Not for Profit / Charitable Organizations / Associations* - Organizations in this classification join The Chamber based on the number of employees in their organization. The membership privileges apply to the board and paid staff of the organization, but do not apply to the members of the organization.
- Please note that there is no limit to the number of employees who may receive *BizNews & Chamber Events*, our weekly electronic newsletters. Sign up online at victoriachamber.ca/biznews.

Promotion

- Your membership will be promoted through a listing in the next available edition of BizNews and a complimentary Online Directory Listing on the Chamber website.
- Companies with over 50 employees will receive an additional online category.
- Companies with over 150 employees will enjoy four unique category listings for their business.
- Additional online categories can be purchased for \$75 annually.

Voting Information

Primary Representative receives voting information for electing The Chamber board of directors. and approving items at the Annual General Meeting Votes each member receives are based on the number of employees the member employs and weighted as follows:

1-10 Employees	1	101-149 Employees	5	351-450 Employees	12
11-49 Employees	2	150-199 Employees	6	451-600 Employees	14
50-75 Employees	3	200-275 Employees	8	600+ Employees	16
76-100 Employees	4	276-350 Employees	10		

Events

Registration and payment processing is available online at www.victoriachamber.ca. Payment is required at time of registration by credit card. The Chamber's cancellation policy for all events is five business days, unless otherwise specified. All employees can register for Chamber events at member pricing.

Advertising Opportunities

- advertising in our BizNews and Chamber Events electronic newsletters, emailed every week to over 3,000 business representatives;
- online box ads on www.victoriachamber.ca;
- sponsorship of events;
- other opportunities as they arise and are promoted in BizNews.

Check out our website at www.victoriachamber.ca for all our advertising rates.