

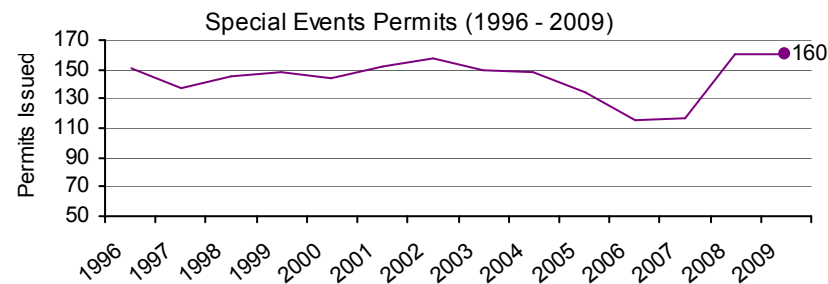
4.5 Community Connections

Vitality

The City of Victoria maintains records for all permitted events. Event categories include:

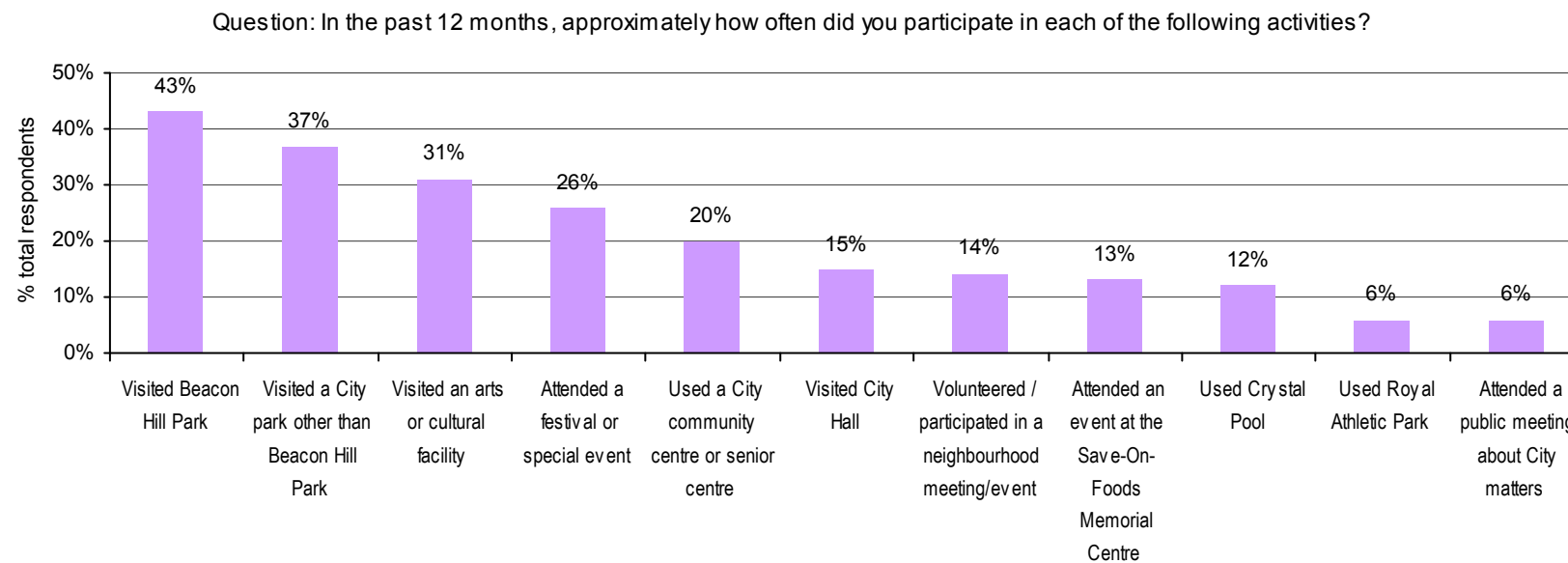
- Markets
- Sports Events/Run/Walk
- Festivals/Celebrations
- Parades
- Block Parties
- Commercial Events

Records show an average of 144 events each year (from 1996 to 2009). The years with the most permits issued were 2008 and 2009 (160), while the fewest were issued in 2006 (116).



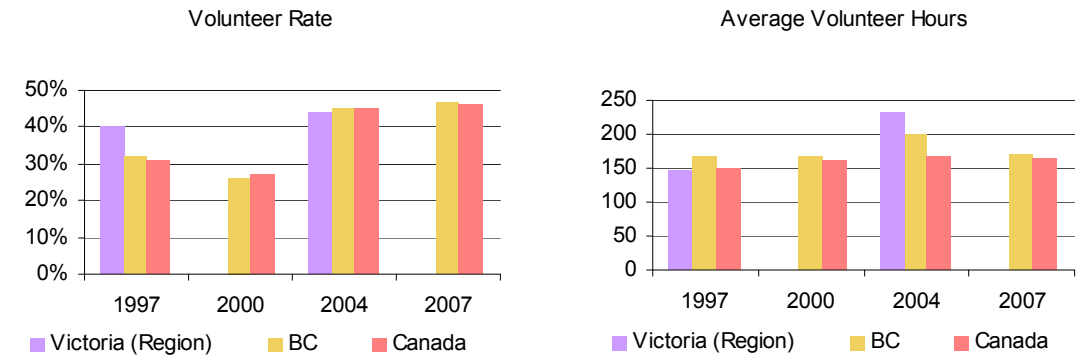
Activity Participation Rates

The most common activity reported by citizens in the 2008 Citizens Survey was visiting Beacon Hill Park (43%)



Volunteerism

Volunteerism in Greater Victoria represents a contribution of significant economic value. Based on the provincial volunteer rate and average hours, volunteer work in the region has a value of over \$546 million dollars per year.



Satisfaction with and Importance of Festivals and Special Events

The Victoria Citizens survey shows that 80% of respondents ranked Festivals and Special events as Very Important or Important in the 2008 citizens survey— this is approximately 16th (tied with other services) out of 31 ranking levels.



4.5 Community Connections

Vitality

Source: Special Event Permit Application, Parks Recreation and Community Development, Special Events Office.

Year	1996	1997	1998	1999	2000	2001	2002
# Permits	151	137	145	148	144	152	158
Year	2003	2004	2005	2006	2007	2008	2009
# Permits	150	148	134	116	117	160	160

Activity Participation Rates

Source: Citizens Survey 2008, City of Victoria

Volunteerism

Volunteer Rates	1997	2000	2004	2007
Victoria (Region)	40%		44%	
BC	32%	26%	45%	47%
Canada	31%	27%	45%	46%

Avg Volunteer Hours	1997	2000	2004	2007
Victoria (Region)	146		232	0
BC	169	169	199	172
Canada	149	162	168	166

ECONOMIC VALUE

Source: Volunteer Victoria

Notes: Calculated based on regional population aged 15+ (2006 Census), provincial volunteer rate (45%), BC Average weekly earnings (2006 Census).

- Statistics Canada "Highlights from the 2007 Canada Survey of Giving, Volunteering and Participating," reports 47% of population over 15 years volunteers in BC. and give 172 hours annually.
- Statistics Canada – BC Average Weekly Earnings \$800.02 in 2009

VOLUNTEER RATES AND HOURS

Statistics Canada 1997, 2000, 2004, 2007 Canada Survey of Giving, Volunteering and Participating
Catalogue No: 71542-XWE

Satisfaction with and Importance of Festivals and Special Events

Survey Year	2003	2005	2008
Satisfaction	78%	82%	60%
Importance	82%	84%	81%

Source: Citizens Survey 2003, 2005 2008, City of Victoria