

## THE DVBIA RELEASES INAUGURAL “STATE OF DOWNTOWN” REPORT

### FOR IMMEDIATE RELEASE

VANCOUVER, BC, June 18, 2019 – The Downtown Vancouver Business Improvement Association (DVBIA) has just released their inaugural *State of Downtown* publication, which is a retrospective report that highlights the people, businesses, and places that contribute to downtown Vancouver’s economy and vibrancy. The report analyzes a variety of indicators and summarizes data from over 30 different sources, telling a cohesive story about population trends, building development, and the overall urban experience in Vancouver’s downtown core.

Although these publications are fairly common for American downtown associations, Vancouver is one of the first major Canadian cities to produce a *State of Downtown* report. The State of Downtown sets important benchmarks that can be used to measure future data, and will also help the DVBIA set our strategic direction in the future.

“With over four million square feet in office space coming online over the next five years, we are seeing unprecedented opportunities to build a more robust and inclusive downtown,” says Charles Gauthier, President and CEO of the DVBIA. “2018 was a pivotal year for downtown and the DVBIA, and we look forward to the upcoming next few years and the role we will play in downtown’s evolution.”

Key findings from the report:

- More than **four million square feet** of office space will be added to the DVBIA’s downtown catchment by 2023. It is anticipated to bring approximately 20,000 jobs to the downtown core.
- The value of 2018 issued building permits in the DVBIA catchment was **\$1.8 billion**, a 200 per cent increase since the prior year.
- Night bus ridership has increased **21 per cent** since the establishment of the Translink’s “NightBus district” at the intersection of Granville and West Georgia street in 2018.
- In 2018, Pacific Centre’s sales per square foot ranked **second** for shopping malls in Canada, even though Pacific Centre’s gross leasable area is considerably smaller than other Canadian malls such as West Edmonton Mall and Toronto’s Eaton Centre.
- Downtown’s cruise ship port continues to see record numbers of cruise ships and passengers. In 2018, 241 voyages departed from downtown with a total of 889,162 passengers. The number of passengers is expected to increase by **12 per cent** in 2019 with new cruise ships scheduled to dock.
- Although Vancouver may not have ride-sharing services such as Lyft or Uber, Vancouver ranks **1<sup>st</sup> in North America for car-sharing services** such as Evo and Car2Go. Between 2013 and 2017 there was a 106 per cent increase in the number of car share memberships. In 2017, 620,000 Evo trips were made in the downtown peninsula alone.

To access the full *State of Downtown* report, please visit [www.dtvancouver.ca/](http://www.dtvancouver.ca/)

**About the Downtown Vancouver Business Improvement Association:**

The Downtown Vancouver Business Improvement Association (DVBIA) supports, promotes and represents the shared interests of over 7,000 businesses and property owners in the central 90-block area of Vancouver's downtown core. To learn more, please visit [www.dtvancouver.ca](http://www.dtvancouver.ca).

For more information on this release, or to schedule an interview, please contact:

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