



DVBIA Strategy Plan (2017-2022)

Year two Priorities 2018-2019

Our Vision:

Downtown Vancouver is where everyone is welcomed and wants to be

Our Mission:

To champion an unmatched urban experience

Goals:

1. ENHANCED EXPERIENCE

Downtown Vancouver is a distinctive sense of place and arrival.

MILESTONES:

- a) Downtown is clean, safe and welcoming
- b) A healthy, life-affirming place to spend time
- c) Renowned for year-round festivals and events
- d) Block 51 a prominent public space destination
- e) A connected series of activated /laneways

2. MORE LIVEABLE

Downtown Vancouver is walkable, bikeable and liveable.

MILESTONES:

- a) All major transit services operate 24 hours a day/7 days a week
- b) Change perception that it isn't easy to get in and around downtown
- c) Meets international best practice scores for walkability and accessibility
- d) A variety of affordable housing options

3. VIBRANT ECONOMY

Downtown Vancouver is the regional hub for high-quality jobs, unique businesses and innovation.

MILESTONES:

- a) A business nexus with more headquarters
- b) Incubator for local businesses and entrepreneurs
- c) Permitting streamlined, especially for small businesses

4. SUSTAINABLE

Downtown businesses have a positive social, economic, cultural and environmental impact on society.

MILESTONES:

- a) Locals and businesses support arts and culture
- b) Network of ecologically vibrant greenspaces
- c) Partners and businesses adopt sustainability practices in operations as it relates to waste reduction and energy consumption
- d) Downtown Stakeholders are educated and supported in social, cultural, economic and environmental sustainability

5. EFFECTIVE ORGANIZATION

DVBIA members, stakeholders and staff are engaged in the well-being and success of the association.

MILESTONES:

- a) Goals supported by members and stakeholders
- b) Resources balanced among championing, managing and supporting roles
- c) A go-to resource and leader to champion downtown issues