



April 12, 2023

Mayor and Council
City of Vancouver

**Support for Motion B.4: Amping Up the Arts Event License Policy
to Support Arts and Culture in Vancouver**

The Downtown Vancouver Business Improvement Association (Downtown Van) supports motion B.4 put forward by Councillors Sarah Kirby-Yung and Peter Meiszner. Increasing or doubling the frequency of events allowed each month under the bylaw will create greater flexibility for the arts and culture sector and will support an industry that remains overwhelmingly vulnerable to displacement.

The importance of a thriving arts and culture sector cannot be underestimated, particularly as we continue to emerge from the pandemic and seek opportunities for connection. Gathering at cultural events reduces isolation, builds connections, and creates community. Moreover, it helps develop pride in local traditions and cultures and helps promote a sense of belonging and involvement.

Importantly, the creative economy plays a vital role in the economic development of our city through job creation, talent development, support for small businesses and by providing increased occasions for people to visit downtown where they are likely to shop, dine out, and enjoy all that Vancouver has to offer.

Downtown Van fully supports policies that reduce barriers and red tape for those who wish to deliver cultural experiences in Vancouver. We have suggested several solutions in previous letters and consultations and are pleased to see increased momentum toward making it easier to host events in Vancouver.

Increasing the frequency of events allowed each month under the bylaw will help ensure a fun, lively, and diverse urban experience with a flourishing arts and culture sector and will further support the post-pandemic economic recovery.

Thank you for prioritizing Vancouver's arts and culture community and promoting a vibrant, economically strong, creative city.

Sincerely,

Jane Talbot
Interim President & CEO