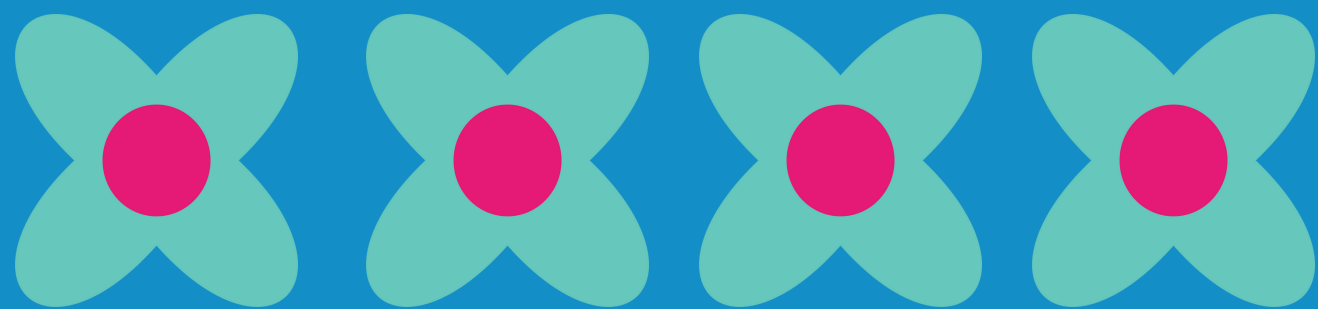


GRANVILLE BLOCK PARTY

PRESENTED BY



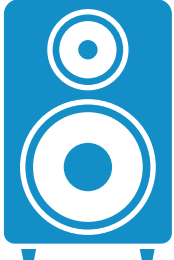
AUGUST 26 + 27, 2023
1PM - 7PM
ROBSON + GRANVILLE

Free, family friendly and fully licensed two-day street party in the heart of the Granville Entertainment District.



44,205

ATTENDEES



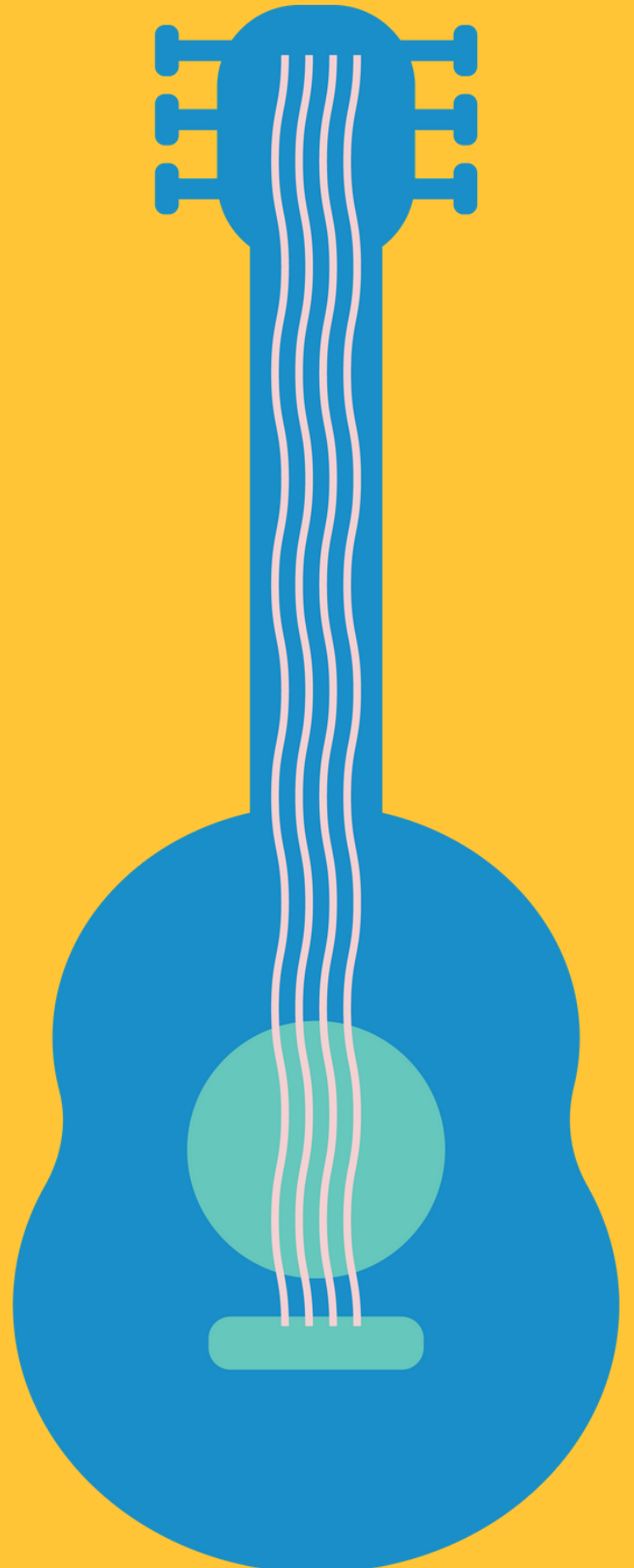
3

STAGES



58

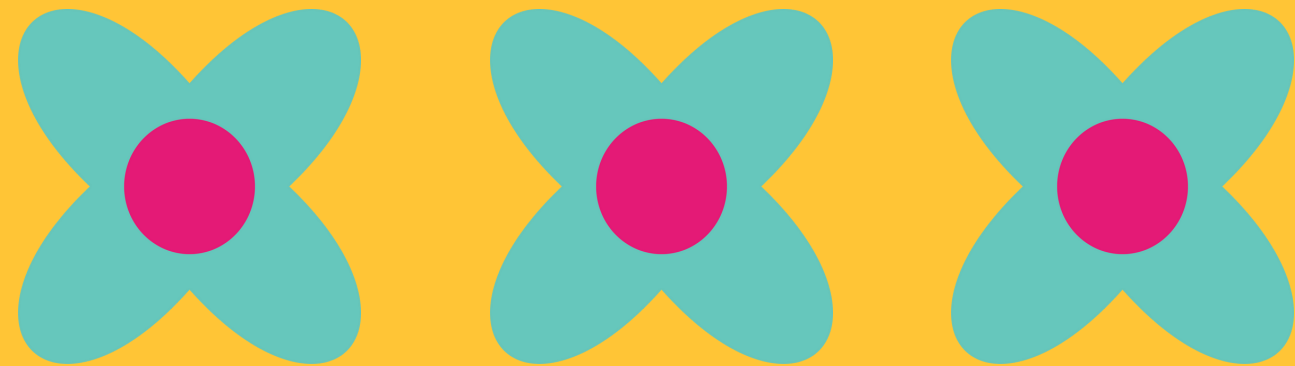
PERFORMERS



**ECONOMIC
IMPACT \$1,224,000**

GOALS

- 1** Shine a spotlight on Granville
- 2** Engage attendees and community
- 3** Make a notable economic impact
- 4** Foster diverse programming





PROGRAMMING

ARTIST ACTIVATIONS MUSIC, DANCE + VISUAL ART

- 28** Music acts
- 20** Live painting demonstrations
- 6** Dance acts
- 4** DJs

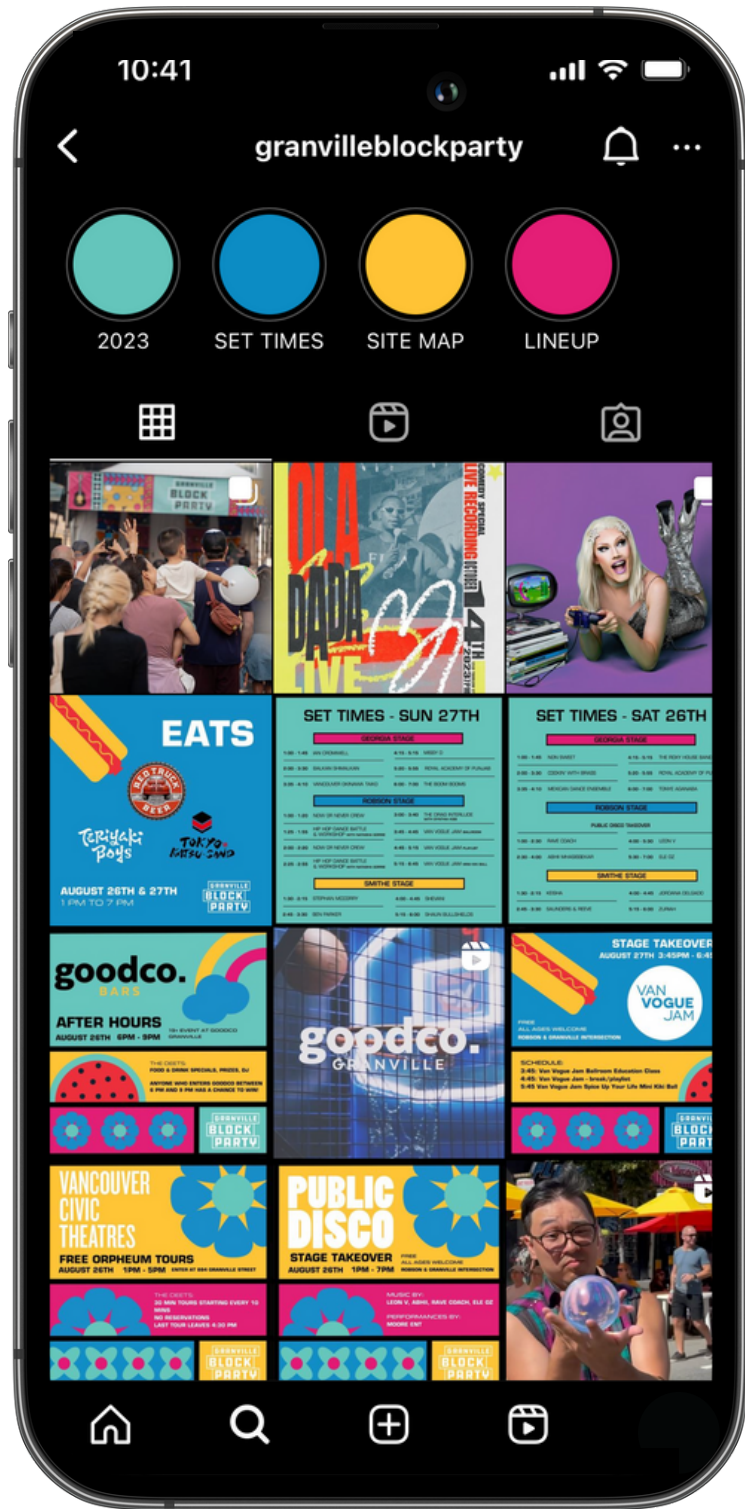
GOODS + SERVICES VENDORS + BUSINESS ENGAGEMENT

- 24** Market vendors
- 15** Downtown business activations
- 12** Food vendors



VISUAL ART ACTIVATIONS
144 HOURS

MUSIC + DANCE
36 HOURS



SOCIAL MEDIA TRACTION

84,074

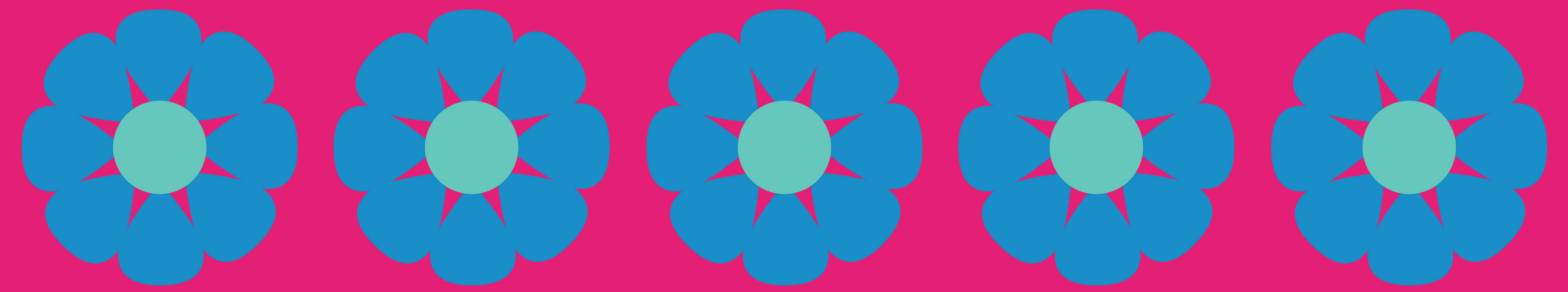
Impressions on Instagram

73,000

Views on TikTok

1,552

New @GranvilleBlockParty followers



VOLUNTEER FORCE

- 70** Applicants
- 40** Recruited
- 27** Engaged
- 15** Surveyed

VOLUNTEER SURVEY

- 100%** felt "welcomed and included" into the event by our team
- 93%** want to return to Volunteer at future Downtown Van events



"I think everything was super organized and we received prizes for our work, for me as an immigrant was helpful to know more about this event and I felt included."





SURVEY OUTCOMES

PUBLIC SURVEY 457 PEOPLE SURVEYED

- **98%** surveyed want to see this event return next year
- **80%** are motivated to come downtown more often, just from attending this event
- **53%** came downtown just for this event
- **45%** heard about this through social media
- Sense of safety was rated **84/100**

BUSINESS SURVEY 23 BUSINESSES SURVEYED

- Majority of businesses surveyed saw an increase in sales due to GBP
- **98%** of businesses would like the event to return next year



PUBLIC REACTION

"It's amazing to have outdoor events where people can meet each other and connect!"

"The Granville Block Party is a must do summer event and I look forward to it."

"I was visiting Vancouver and came across this festival. It is great thank you so much for having it."

THANK YOU TO OUR 2023 SPONSORS



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