



# ANNUAL REPORT 2025





# TERRITORY ACKNOWLEDGEMENT

We undertake this work with gratitude on the unceded territories of the x̱m̱əθḵʷəy̱əm (Musqueam), Sḵw̱x̱w̱ú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.

Since time immemorial, these Nations and many more First Peoples have sustained strong, collaborative communities and rich economies while thriving in balance with the natural world.

Downtown Van pledges to continue our journey along the road of truth and reconciliation by advancing our understanding and working to meaningfully support these principles. We look forward to collaborating with local Indigenous communities to create an inclusive, resilient, and welcoming downtown district.

# A MESSAGE FROM THE PRESIDENT & CEO



At Downtown Van, we champion the needs of our members while driving progress that fosters a thriving, inclusive, and welcoming downtown Vancouver.

2024 marked one of our most impactful years to date, as we helped shape meaningful change on a broader scale. In the lead-up to the provincial election, Downtown Van launched the *Better Safe / Than Sorry* campaign, an initiative born from important conversations led by our Downtown Safety Task Force. The campaign called on provincial candidates across all parties to make public safety a key priority in their election platforms. It was a first-of-its-kind initiative for our BIA, capturing international recognition. Importantly, it secured acknowledgement of all three policy asks in the February 2025 Speech from the Throne, impacting both the 2025 BC Budget and subsequent community safety initiatives.

Additionally, I hosted or participated in nearly 80 government relations meetings, significantly elevating the BIA's profile and reinforcing the urgency of our Strategic Priorities. A key highlight was a trip to Ottawa, where I joined the International Downtown Association Canada and BIA leaders from across the country to meet with Members of Parliament and advocate for meaningful solutions to the urgent challenges facing our downtowns nationwide — including homelessness, mental health, and addiction.

Nonetheless, our government relations work is far from over, and we remain committed to advancing these efforts well into the coming year.

In 2024, we saw significant progress in our Community Safety program. In response to our members' increasing safety concerns, we launched the Paladin Security pilot program last August. This initiative allowed us to test a more comprehensive security service, providing enhanced support for both our members and Safety Ambassadors. The pilot proved effective, complementing the work of our Safety Ambassadors and resulting in Paladin's permanent addition to our Community Safety team. Additionally, in the fall, we introduced the Downtown Van Mobile App—an easy-to-use tool that allows members to quickly report safety and cleanliness issues across our 90-block district. Since its launch, the app has seen nearly 400 downloads—a strong response that underscores its utility for our members.

Championing a thriving Granville Street is a key strategic priority for Downtown Van, which is why advocating for the revitalization of the Granville Entertainment District has been a central focus of our efforts. Throughout the development of the Granville Plan, we actively consulted with our Granville Street members through our Granville Stakeholder Group and Policy Advisory Council. These collaborative discussions informed our input to the City of Vancouver, helping shape the plan that was ultimately approved in June 2025.

In 2024, Downtown Van hosted our two flagship events—Summer Movie Nights and the Granville Block Party—drawing a combined audience of 60,000 and generating over \$2.5 million in economic impact. Beyond these marquee celebrations, we proudly supported more than 50 festivals and events throughout the district, investing over \$600,000 in sponsorships to help bring vibrancy, connection, and increased foot traffic to the heart of downtown.

Looking back, I am inspired by the strength of our community. As we navigate the year ahead, I remain hopeful and optimistic that our shared values, collective resilience, and commitment to one another will continue to light the path forward. The team at Downtown Van is committed to deepening our collaboration with members and stakeholders as we work together to foster a thriving, vibrant downtown in the year to come.

**Jane Talbot**

President & CEO, Downtown Van



# A MESSAGE FROM THE BOARD CHAIR



As I reflect on my five-year tenure serving on Downtown Van's Board of Directors, and most recently in the role of Board Chair, I'm continuously inspired by the organization's dedication and commitment to supporting businesses and property owners, all while maintaining a sharp focus on improving the downtown economy.

When I walk through the downtown core, the impact of our organization is felt in every corner of the district. From the free, family-friendly community events to the refreshed storefronts and patios made possible through funding from our Economic Development program, and the marketing campaigns that spotlight the businesses shaping our city, this team works tirelessly to ensure downtown Vancouver remains resilient and welcoming.

The last 12 months have been a banner year for Downtown Van's government relations and advocacy efforts. The team has led strategic one-on-one engagements across all levels of government and issued more than 30 letters of support—always centring our members' needs and the health and safety of the district.

I'm deeply appreciative for the opportunity to serve alongside such a passionate team and Board, and to contribute to shaping the future of our downtown.

**Vera Liu**

Board Chair + Executive Director, Investments, Kingsett Capital




# YEAR IN REVIEW

## COMMUNITY SAFETY

363 DAYS A YEAR,  
ACROSS ALL 90 BLOCKS OF OUR DISTRICT,  
OUR COMMUNITY SAFETY TEAM IS A VISIBLE PRESENCE.

<b>1,478</b>	SHARPS COLLECTED	<b>16,985</b>	GRAFFITI TAGS REMOVED	<b>4,480</b>	RECYCLING & TRASH BAGS FILLED
<b>2,923</b>	WELFARE CHECKS	<b>1,843</b>	RESPONSES TO INCIDENTS	<b>3,162</b>	INSTANCES OF OPEN DRUG USE

Date range: January 1, 2024 – December 31, 2024

## PLACEMAKING

We believe that public spaces should surprise, inspire, and bring people together. From bustling outdoor markets and epic movie nights under the stars, to vibrant murals that will stop you in your tracks – this is the magic of our Placemaking Team.



### GRANVILLE BLOCK PARTY

**\$1.05M**

Economic Impact

**42.5K**

Attendees

(Average over last 2 years)



### SUMMER MOVIE NIGHTS

**\$1.4M**

Economic Impact – 2024

**20K**

Attendees Over 7 Weeks

(Average over last 2 years)

# YEAR IN REVIEW

195 POP! EVENTS



TAYLOR SWIFT INSTALLATIONS  
CRANKED OVER 4.4M TIMES



PEOPLE OF DOWNTOWN MURAL BY CHAIRMAN TING



ART OVERHEAD POEM  
BY SJ VALIQUETTE

To guide and elevate our future Placemaking work, we also introduced two new initiatives: the Vancouver's Awesome Alleys Strategy and the Downtown Van Public Art Strategy.

# YEAR IN REVIEW

## MARKETING

2024 was a year of bold firsts and new creative ways to champion our members. This year, we spotlighted 80+ member businesses and 60+ events across our social media platforms, reaching an audience of over 3 million.

We kicked off the year with the launch of our podcast, “Hey, Downtown Van!” Season 2 followed in spring 2025 with a new visual format, expanding our reach across YouTube, Apple Podcasts, and Spotify.

In Summer 2024, we introduced our Influencer Tour series, bridging the gap between creators and businesses. So far, we’ve led four successful tours through areas like Alberni Street, Granville Street, and Pacific Centre, with more to come.

As Taylor Swift’s tour took over Vancouver in December 2024, we launched *ShopDTVan2Win*, our first district-wide contest to capitalize on the opportunity and drive traffic to our local businesses. This contest generated over 933 positive reviews for our member businesses and \$130,000 in economic impact.



## ECONOMIC DEVELOPMENT

From delivering high-impact research to elevating our business community, our Economic Development team delivers across the board.

13	MEMBER EVENTS SAW TOTAL 1600+ ATTENDEES
12	UPDATES TO ECONOMIC DASHBOARD
16	GRANVILLE PLAN STAKEHOLDER ENGAGEMENTS
9	RESEARCH PROJECTS
\$110K	IN FUNDS DISTRIBUTED ACROSS 53 PROJECTS
5	ECONOMIC DEVELOPMENT COMMUNITY PROJECTS FUNDED

### POLICY TOPICS

- CHILDCARE POLICY REFORM
- HOTEL POLICY REFORM
- REGIONAL RAIL + TRANSPORTATION INFRASTRUCTURE
- PROPERTY TAX DISTRIBUTION
- LAND USES IN THE GRANVILLE ENTERTAINMENT DISTRICT
- COST OF DOING BUSINESS

## SPONSORSHIP

Over the past year, we proudly sponsored over 50 events, providing over \$600,000 in funding. From major gatherings like Canada Together at Canada Place to beloved community events like the Vancouver Queer Film Festival and Junction Public Market, we champion events of all sizes. We believe they play a vital role in transforming public spaces and fostering connections. That’s why we continue to support inclusive events that bring people together in the heart of downtown.



# UPCOMING EVENTS & PROJECTS

## Community Safety Forum

October 2, 2025, 3 – 6:30 PM

Downtown Van is hosting another Community Safety Forum this October at the Rosewood Hotel Georgia. This year's event will feature a diverse panel of experts who will address bail reform, repeat offenders and other pressing issues affecting the downtown core and the vital work that needs to be done to address them.

This year, speakers include:

- Howard Chow | Deputy Chief Constable, VPD
- Galib Bhayani | Chief Safety and Risk Officer, SFU
- Adam Dalrymple | President of B.C. Crown Counsel Association

Your presence and engagement are essential for ensuring our members' voices are heard and that you are at the forefront of changes related to community safety.



## "Hey, Downtown Van!" Podcast

Available on Youtube, Spotify, and Apple Podcasts  
Get ready to discover the best of downtown Vancouver with our podcast. In each episode we feature local business owners, influencers, and community leaders to offer the latest insights and trends shaping the downtown landscape.



## 2025 State of Downtown Report

Discover the Latest Trends



To find out how downtown Vancouver is performing, check out the 2025 State of Downtown Report. This edition focuses on how the downtown core can evolve to ensure continued growth and prosperity while offering a look at our city's cultural, social, and economic health.

## Dashboards

Community Safety Dashboard



For frontline insights into community safety in downtown Vancouver, explore our Community Safety Dashboard.

## Downtown Van App

Reporting Made Easy



The Downtown Van App allows members to easily report safety and cleanliness issues with just a few taps. Upload photos to capture and describe any situation with ease. Download for free on the Apple App Store and Google Play Store.

\*This app is not a replacement for 311 or emergency services.  
Hours of operation: 8:30 AM – 10:30 PM (7 days a week)

Economic Dashboard



Want to know how downtown Vancouver's economy is doing? Check out our Economic Dashboard, updated monthly, for the latest insights.

# APPRECIATION AWARDS

For over three decades, Downtown Van has celebrated the people and organizations driving the success of our downtown core. This year, we're recognizing excellence across six categories: Outstanding Individual Award, Outstanding Organization, Emerging Leader, Sustainability Award, the Charles Gauthier Lifetime Achievement Award, and new this year— the Unsung Hero Award, which shines a light on the quiet heroes who elevate their teams, organizations, and communities.

The 2025 award winners exemplify what it means to lead with purpose, inspire others, and contribute to a vibrant and inclusive downtown Vancouver.



## CHARLES GAUTHIER LIFETIME ACHIEVEMENT AWARD DOUGLAS COUPLAND

Douglas Coupland is a globally renowned writer, artist, and cultural commentator whose work has profoundly shaped Vancouver's identity and influence. Best known for coining "Generation X," Coupland's novels, essays, and public art have left an indelible mark on literature and the city's cultural landscape. From his iconic storytelling to civic contributions like the Terry Fox Memorial, his career exemplifies creative excellence, innovation, and a deep commitment to British Columbia. His visionary impact makes him a deserving recipient of the Charles Gauthier Lifetime Achievement Award.



## OUTSTANDING INDIVIDUAL AWARD WILLIAM DONNELLAN

This year, we're proud to award William Donnellan the Outstanding Individual Award for his exceptional contributions to Vancouver's hospitality scene and local community. As the founder of Donnellan's Irish Pub and the IRL Group, William has created an authentic and welcoming Irish experience that fosters deep community ties and customer loyalty. A true Granville Street champion, William has helped energize the area through his support and organization of community events like the Irish Fusion Festival and Celtic Picnic. His passion doesn't just stop at hospitality; he's also a strong advocate for youth in trades and continues to lead with a strong focus on service, growth, and meaningful community engagement.



## SUSTAINABILITY AWARD SOLE FOOD STREET FARMS

This year, the Sustainability Award goes to Sole Food Street Farms for their incredible work in transforming underutilized urban spaces into thriving farmland. Since 2009, they have become one of North America's largest urban farms, producing fresh, organic and hyper-local food for the public while supporting local food security. They also provide meaningful employment and training for individuals in the Downtown Eastside facing barriers to traditional work. Their commitment to sustainability, social impact, and community empowerment is helping build a greener, more inclusive Vancouver.

# APPRECIATION AWARDS

## UNsung HERO

### GILLIAN MACGREGOR

In recognition of her dedication, expertise, and quiet impact behind the scenes, Gillian MacGregor has been named the first-ever recipient of the Unsung Hero Award.

Through her decades of work at the BC Ministry of Labour and her experience advising the food and beverage industry, Gillian has been a trusted resource for countless business owners navigating complex human resource challenges. Her tireless efforts during the pandemic working around the clock to support businesses through uncertainty, demonstrated her extraordinary commitment.

Gillian's ongoing work with the BC Restaurant and Foodservices Association continues to influence and strengthen the industry in meaningful, lasting ways.



## OUTSTANDING ORGANIZATION

### MISSION POSSIBLE

Mission Possible has been named this year's Outstanding Organization in recognition of its constant dedication to empowering individuals facing poverty and employment challenges in Vancouver.

Through job training, transitional employment, and social enterprises, Mission Possible creates a lasting impact — particularly in the Downtown Eastside and downtown core. As a long-time Downtown Van partner on initiatives like power washing and graffiti removal, their work not only uplifts individuals but also strengthens the entire community by fostering inclusion and resilience.



## EMERGING LEADER

### DANIELLA ATKINSON

This year, the Emerging Leader Award goes to Daniella Atkinson, a rising voice in Vancouver's media landscape. In just a few short years, Daniella has become a familiar presence on social media through her engaging street interviews, offering a fresh, unbiased, and optimistic take on issues that matter. Whether she's being a correspondent for JUNOS, covering the 2024 Whitecaps season, or spotlighting local events, she's quickly gaining recognition as a trusted and relatable storyteller. Her work resonates strongly with the younger generation, covering pressing topics like housing, affordability, and entrepreneurship—all while putting downtown Vancouver in the spotlight.



# AUDITED FINANCIAL STATEMENTS

## Statement of Financial Position

	2025	2024
March 31		
<b>Assets</b>		
Current		
Cash and cash equivalents	495,490	83,887
Term deposits and GICs	146,000	912,588
Accounts and interest receivable	91,344	37,995
GST receivable	81,541	68,269
Prepaid expenses and deposits	278,535	395,036
	1,092,910	1,497,775
<b>Tangible Capital Assets</b>	<b>263,024</b>	<b>201,563</b>
	<b>1,355,934</b>	<b>1,699,338</b>
<b>Liabilities</b>		
Current		
Accounts payable and accrued liabilities	137,824	49,173
Accrued vacation and payroll liabilities	85,415	82,083
	<b>223,239</b>	<b>131,256</b>
<b>Net Assets</b>		
Invested in tangible capital assets	263,024	201,563
Legal defence reserve	180,397	147,920
Unrestricted	689,274	1,218,599
	<b>1,132,695</b>	<b>1,568,082</b>
	<b>1,355,934</b>	<b>1,699,338</b>

## Statement of Changes in Net Assets

For the years ended March 31, 2025 and 2024

	INVESTED IN CAPITAL ASSETS	LEGAL DEFENCE RESERVE	UNRESTRICTED	TOTAL
<b>Balance, April 1, 2023</b>	216,512	113,595	677,546	1,007,653
Excess (deficiency) of revenues over expenses	(51,474)	34,325	577,578	560,429
Investment in capital assets	36,525	-	(36,525)	-
<b>Balance, March 31, 2024</b>	201,563	147,920	1,218,599	1,568,082
Excess (deficiency) of revenues over expenses	<b>(58,830)</b>	<b>32,477</b>	<b>(409,034)</b>	<b>(435,387)</b>
Investment in capital assets	<b>120,291</b>	-	<b>(120,291)</b>	-
<b>Balance, March 31, 2025</b>	<b>263,024</b>	<b>180,397</b>	<b>689,274</b>	<b>1,132,695</b>

# AUDITED FINANCIAL STATEMENTS

## Statement of Operations

For the year ended March 31

	2025	2024
<b>Revenue</b>		
Assessment levy	6,462,962	6,302,689
Assessment levy & contributions – legal defence reserve	32,477	34,325
Graffiti Abatement Grant	50,000	50,000
Membership event	76,730	5,000
Public events & other contributions	46,755	94,677
Provincial grants	50,600	24,200
Interest	79,417	101,327
<b>Total Revenue</b>	<b>6,798,941</b>	<b>6,612,218</b>
<b>Expenses</b>		
Sustainability and livability	225,376	156,029
Vibrant economy	343,829	246,809
Administration	1,292,943	1,187,952
Membership and governance	272,183	279,915
Placemaking and marketing	3,077,571	2,505,634
Safety and security	2,022,426	1,675,450
<b>Total Expenses</b>	<b>7,234,328</b>	<b>6,051,789</b>
<b>Deficiency of revenue over expenses</b>	<b>(435,387)</b>	<b>560,429</b>

## Statement of Cash Flows

For the year ended March 31

	2025	2024
<b>Cash flows from operating activities</b>		
Excess (deficiency) of revenue over expenses	(435,387)	560,429
Item not involving cash		
Amortization of capital assets	58,830	51,474
	<b>(376,557)</b>	<b>611,903</b>
Changes in working capital items		
Accounts and interest receivable	(53,349)	(10,429)
GST receivable	(13,272)	4,992
Prepaid expenses and deposits	116,501	(255,192)
Accounts payable and accrued liabilities	88,651	(63,881)
Accrued vacation and payroll liabilities	3,332	14,084
Net cash generated from operating activities	<b>(234,694)</b>	<b>301,477</b>
<b>Cash flow from investing activities</b>		
(Increase) decrease in term deposits and GIC's, net	766,588	(412,588)
Purchase of capital assets	(120,291)	(36,525)
Net cash generated from investing activities	<b>646,297</b>	<b>(449,113)</b>
Net increase (decrease) in cash and cash equivalents	<b>411,603</b>	<b>(147,636)</b>
Cash (cheques issued in excess of deposits), beginning of year	<b>83,887</b>	<b>231,523</b>
Cash (cheques issued in excess of deposits), end of year	<b>495,490</b>	<b>83,887</b>

# PROPOSED 2026-27 BUDGET

## Proposed Budget for April 1, 2026 – March 31, 2027

### REVENUES

B.I.A. Levy	6,824,271
Event Sponsorship	130,000
Other Revenue	30,000
Graffiti Removal Grant	45,000
Interest	45,000
<b>TOTAL REVENUES</b>	<b>7,074,271</b>

### PROGRAMMING EXPENDITURES

#### Program Expenses

Retail Districts	577,058
Community Safety Program	1,693,096
Marketing and Communications	283,759
Public Space/Placemaking	825,030
Sponsorship	600,000
Economic Development and Advocacy	114,791
Liveability	80,691
Sustainability	95,483
Membership Events	115,000
Member Relations and Recruitment	23,487
<b>TOTAL PROGRAMMING</b>	<b>4,408,395</b>

### ADMINISTRATION

Operations	784,482
Wages & Benefits	1,878,561
<b>TOTAL ADMINISTRATION</b>	<b>2,663,043</b>

<b>TOTAL EXPENDITURES (Programming + Administration)</b>	<b>7,071,438</b>
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<b>EXCESS REVENUES (EXPENDITURES)</b>	<b>2,833</b>
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<b>PROJECTED OPERATING FUND, BEGINNING OF YEAR</b>	<b>500,960</b>
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<b>PROJECTED OPERATING FUND, END OF YEAR</b>	<b>503,793</b>
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# AGM UPDATES

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## NOTICE

Notice is hereby given that the 36th Annual General Meeting of Downtown Van (Downtown Vancouver Business Improvement Association) will be held at 3:30 PM on Wednesday, September 10, 2025, at the Sheraton Vancouver Wall Centre for the following purposes:

- Review Downtown Van's activities for the past year
- Receive and approve the Auditor's Report for the fiscal year ending March 31, 2025
- Appoint an auditor for the coming year
- Review and adopt the proposed 2026-2027 budget
- Elect five (5) Directors
- Transact such further and other business that may properly come before the meeting and any adjournments thereof



Voting members can register for this event at [www.dtvancouver.ca/agm](http://www.dtvancouver.ca/agm) or scan this QR Code:

During the AGM, the Association will elect five (5) Directors to the Board; two (2) Directors to be elected are commercial property owners, and three (3) Directors to be elected who are business tenants. The Association invites written nominations for Directors from voting members. Nomination and membership application forms are available by emailing [dvbia@dtvan.ca](mailto:dvbia@dtvan.ca) no later than **July 27, 2025**.

If you are a Downtown Van member and would like to attend the meeting, register as a voting member, or have questions, please contact Jennifer Lai at [jennifer@dtvan.ca](mailto:jennifer@dtvan.ca).

## DIRECTOR ELECTION NOTICE

The following individuals are endorsed by Downtown Van's Nominating Committee for election to the Board of Directors:

- Vera Liu, KingSett Capital (\*OR)
- Kristine St. Laurent, Colliers Project Leaders (\*TR)
- Chuck We, Hudson Pacific Properties (\*OR)
- Royce Chwin, Destination Vancouver (\*TR)
- Steve Vanagas, TransLink (\*TR)
- Owner Representative (OR) | Tenant Representative (TR)



Thank you to the Official Sponsor of Downtown Van's  
Annual General Meeting and Appreciation Awards

**boughtonlaw**

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DOWNTOWN VANCOUVER BUSINESS IMPROVEMENT ASSOCIATION

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