

**DOWNTOWN VANCOUVER
BUSINESS IMPROVEMENT ASSOCIATION**
Suite 1380 -1100 Melville St
Vancouver, BC V6E 4A6
info@dtvan.ca



March 30, 2026

Dear Mayor and Council,

Re: Creating a City of Vancouver Festival Support Fund

On behalf of the Downtown Vancouver Business Improvement Association (Downtown Van), I am writing to express our support for Councillor Fry's motion to establish a City of Vancouver Festival Support Fund.

Festivals and events are central to Vancouver's identity as a vibrant, inclusive, and economically dynamic city. They animate public spaces, bring communities together, and generate significant economic activity for local businesses. As outlined in the motion, many of Vancouver's free public events are facing growing financial pressures driven by rising costs, shifting sponsorship models, and inconsistent funding.

Downtown Van invests approximately \$600,000 annually in festivals and events across our district because they drive foot traffic, support small businesses, and strengthen the overall vitality of downtown. We also produce two major public events. The Granville Block Party costs approximately \$250,000 and generates nearly \$1 million in economic impact over two days. Summer Movie Nights, delivered every Thursday over seven weeks, costs approximately \$200,000 and generates an estimated \$1.3 million for surrounding businesses. Downtown Van's own studies suggest that multi-year festivals that attract regional locals tend to have longer-lasting impacts on spending in the area than those that may attract a global audience.

Festivals and events also play a critical role in fostering a safe and welcoming downtown. They draw people into public spaces, create activity and natural surveillance, and build a shared sense of community. When our streets are active and well-used, they feel safer for everyone.

This motion is a practical step toward sustaining Vancouver's festival sector. A dedicated, stable, and transparent Festival Support Fund will provide certainty for organizers, help address rising costs, and maintain access to free public events that benefit residents, visitors, and businesses. The proposed model, including multi-year funding, tiered support, and alignment with senior government contributions, reflects proven approaches in other leading cities.

Downtown Van strongly supports this motion and would welcome the opportunity to work with the City and event organizers to advance this important initiative.

Sincerely,

A handwritten signature in cursive script that reads "Jane Talbot".

Jane Talbot
President & CEO
Downtown Van