



**DOWNTOWN
VAN**

ANNUAL REPORT 2026

THE DOWNTOWN VANCOUVER BUSINESS IMPROVEMENT ASSOCIATION



TERRITORY ACKNOWLEDGMENT

We undertake this work with gratitude on the unceded territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səlilwətał (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.



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MESSAGE FROM THE PRESIDENT & CEO

At Downtown Van, our goal is to ensure downtown Vancouver remains safe, vibrant, and welcoming for everyone. Over the past year, we've seen what's possible when we work together, with our members at the heart of everything we do.

Advocacy and government relations played a critical role in our efforts this year. Through more than 200 meetings with elected officials, we ensured our members' voices were heard, championing meaningful, measurable change at every level of government.

One of our key priorities this year was the proposed OPS site at 900 Helmcken. We heard our members' concerns loud and clear and emphasized to the provincial government that meaningful consultation with the business community is essential when considering facilities of this nature in our district. Through our advocacy efforts, we helped foster a more constructive dialogue and ensured the consultation process moved forward.

The three provincially owned SROs on Granville Street were also a major focus of our advocacy efforts. Following the province's commitment to relocate and rehouse residents from the Luugat, St. Helen's, and Granville Villa, we worked closely with elected officials to ensure progress was made. Through sustained advocacy, the province committed to rehouse residents of the Luugat, however there is still work to be done. The St. Helen's, Granville Villa, and remaining residents in the Luugat will continue to be a priority and we will advocate for meaningful action and push for progress at all locations.

Looking ahead to the municipal election, we also undertook a Municipal Election Engagement Survey informed by seven engagement sessions with members and stakeholders. The survey, which received more than 600 responses, will help shape our advocacy priorities and policy recommendations. The findings will ensure our members' voices are reflected in discussions with municipal leaders and help inform the priorities adopted in mayoral candidates' election platforms.



While advocacy remained a cornerstone of our work, this year also marked a banner year for our placemaking and marketing efforts, particularly along Granville Street and through initiatives supporting Vancouver's preparations for the 2026 FIFA World Cup.

The highlight was the Granville Street Pedestrian Zone, supported by Downtown Van and the City of Vancouver. For 39 days, from June 11 to July 19, 2026, Granville Street transformed into one of the city's premier destinations for celebrating football. The vibrant corridor became a gathering place for locals and visitors, uniting thousands through the excitement of the game and the spirit of cultures from around the world.

The five-block stretch of Granville Street, from West Georgia to Davie, featured interactive elements such as selfie stations, sit-down soccer games, illuminated fixtures, market vendors, live music, and 28 expanded patios.



Complementing these efforts were several public art installations that enhanced the fan experience, creating a sense of arrival throughout the city, and becoming one of Vancouver's most photographed attractions. This includes *Soccerscape* at Robson Square and the *Gathering Place* mural on the façade of the London Drugs building on Granville Street.

The Pedestrian Zone energized the Entertainment District, driving record sales for many local businesses, and creating an energy that Vancouver had not experienced since the 2010 Winter Olympics. Granville Street captured international attention, helping position Vancouver as one of the standout host cities of the 2026 FIFA World Cup. The success of the Pedestrian Zone generated strong support for its continuation by business, locals, and City Council, and offered an exciting vision for the future of Granville Street.

On July 2, 2026, Vancouver City Council approved the extension of the Granville Street Pedestrian Zone through September 7, building on the success of the 39-day World Cup transformation. We didn't want the momentum to end with the World Cup. We saw an opportunity to think boldly and prove that a pedestrian-first Granville Street can succeed beyond a major international event.

We look forward to applying this year's learnings as the pedestrian zone evolves over the next three years, as approved by Council. The project demonstrated that when you create a welcoming, people-first destination, people show up, and that's exactly the future we envision for the Granville Entertainment District.

The past year has been a defining one for both Downtown Van and our city. From advancing key advocacy priorities to creating memorable public spaces and experiences, we have seen what can be achieved through collaboration and a shared vision.

As we move forward, we have an opportunity to build on the successes and lessons of 2025/2026, using them as a foundation for continued progress and to help shape our priorities for the year ahead.

JANE TALBOT

President & CEO

Jane Talbot

MESSAGE FROM THE OUTGOING BOARD CHAIR



VERA LIU

Executive Director, Investments,
KingSett Capital

A stylized, handwritten signature in white ink, appearing to read 'Vera'.

As I reflect on the past two years as Board Chair of Downtown Van, I am proud of the organization's continued growth and the impact of our work.

During this time, Downtown Van has made significant strides in government relations and advocacy, while expanding how we use data and insights to support and strengthen our initiatives.

One highlight was the 2024 Better Safe / Than Sorry campaign, launched ahead of the provincial election to bring greater attention to the importance of safer downtowns across British Columbia. The campaign drove meaningful change at both the provincial and municipal levels and was recognized with a Pinnacle Award from the International Downtown Association. Since then, we have continued to build on this momentum, expanding our engagement on behalf of our members across all levels of government.

Our Annual State of Downtown Report remains a cornerstone of this work. Each year, it provides a data-driven view of downtown Vancouver's economic and social health. As we have strengthened our data capabilities, the report has evolved to incorporate new insights from Downtown Van events and major moments, such as The Eras Tour and the 2026 FIFA World Cup. I look forward to seeing how we continue to leverage data to advance our work in the years ahead.

It has been a privilege to serve as Board Chair of Downtown Van, and I am grateful to have been part of this period of growth for the organization.

MESSAGE FROM THE INCOMING BOARD CHAIR



KRISTINE ST. LAURENT

Principal,
Colliers Project Leaders

After serving on the Board of Downtown Van for the past three years, I am honoured to step into the role of Board Chair and begin this new chapter with the organization.

The upcoming year will be pivotal for Downtown Van. With my background in government relations, I am especially excited to take on this role during a municipal election year. I look forward to working closely with the Downtown Van team and elected officials to ensure that the priorities of downtown Vancouver remain front and centre in their platforms.

During my tenure as Board Chair, I am committed to strengthening our collaboration with elected officials, members, stakeholders, and the broader community to build productive relationships that help shape the future of downtown Vancouver. I also look forward to continuing to advocate on behalf of our members at all levels of government and serving as a clear, consistent voice for the priorities and support they need to succeed.

I am looking forward to the next two years and to championing the Downtown Van team as they continue to do their best work and deliver meaningful results for our members and downtown core.

ANNUAL HIGHLIGHTS

2026 FIFA WORLD CUP



MAKE DOWNTOWN VAN YOUR GOAAAAAAAL

Ahead of the 2026 FIFA World Cup, the Marketing and Communications team launched the Make Downtown Van Your GOAL campaign, encouraging locals to visit downtown Vancouver and support small businesses throughout the tournament.

The campaign included three 15-second video ads across social media, Crave, and other streaming platforms, along with billboards and transit shelters throughout the Lower Mainland, a dedicated landing page featuring an interactive map, and radio advertising during 2026 FIFA World Cup coverage.



GRANVILLE STREET PEDESTRIAN ZONE

In partnership with the City of Vancouver, Downtown Van transformed five blocks of Granville Street into a vibrant, pedestrian-first corridor. From June 11 to July 19, 2026, the Granville Entertainment District welcomed locals and visitors from around the world in celebration of the 2026 FIFA World Cup. The pedestrian zone featured selfie stations, art installations, 28 expanded patios, 15-foot illuminated soccer players, market vendors, local businesses, and more.



The pedestrian zone exceeded all expectations, becoming a premier gathering place for football fans and drawing thousands of visitors daily. Local businesses experienced record-breaking sales, with some establishments even selling out of beer as crowds filled the streets. The energy throughout the Granville Entertainment District was truly electric, creating an atmosphere many will remember for years to come—reminiscent of the excitement and civic pride of the 2010 Winter Olympics. Following its overwhelming success, the Pedestrian Zone was extended by seven weeks through September 7, 2026.



SOCCERSCAPE

Created by Vignettes™ and Downtown Van to celebrate the 2026 FIFA World Cup in Vancouver, *Soccerscape* highlighted the qualifying tournament countries that played in the city and was accented with larger-than-life soccer balls. The playful mix of giant spheres, set against the iconic architecture of the Vancouver Art Gallery, created a fun and unexpected moment for people to capture and share. Custom soccer ball seating and turf knolls invited the public to sit, play, and enjoy while experiencing the bustling pace of Robson Square.



GATHERING PLACE

Overlooking Granville Street from the London Drugs building, *Gathering Place* by artist Joshua Conrad served as a vibrant gateway to the Entertainment District during the 2026 FIFA World Cup. Inspired by the connection between river, ocean, land, and community, the mural honours the relationships and stories that have shaped Vancouver for generations. The installation was proudly supported by Downtown Van and London Drugs.



WARM-UP SERIES

As part of efforts to encourage downtown visitation on match days, the Downtown Van team launched the “Warm-Up” series, providing funding and local DJs to participating member businesses to host daytime events on match mornings in Vancouver. Participating businesses included RIDE Cycle Club, Slo Coffee, Nizu Cafe, The Stores at Shamrock Storehouse, Red Card Sports Bar + Eatery, and Mink Chocolates.

The series was a memorable highlight of the tournament.

ANNUAL HIGHLIGHTS BY THE NUMBERS

MARKETING

Apr 1, 2025 – Mar 31, 2026



3 influencer tours
featuring **13 businesses**

295

businesses and events
featured on social media

4.88M+

impressions across
social channels

21

podcast episodes

46.6M+

eyes on Summer Movie Nights
2025 transit ads

36.7M+

online & radio coverage during
Granville Block Party 2025

183K

page views + 93k visitors
on website

423

media mentions with over
490M impressions

ECONOMIC DEVELOPMENT

Apr 1, 2025 – Mar 31, 2026



Over \$90,000 in funds
distributed across
35 businesses and
38 approved projects



991

attendees across 9
member events

5

policy advisory council
meetings:

3

Granville stakeholder
meetings

- Granville Street
- Arts & Culture
- Hotels
- Childcare
- Emissions Regulations
- Municipal Election

COMMUNITY SAFETY

Jan 1, 2025 – Dec 31, 2025



3,253
welfare checks

16,892
graffiti removed

2,264
incident response/
superphone

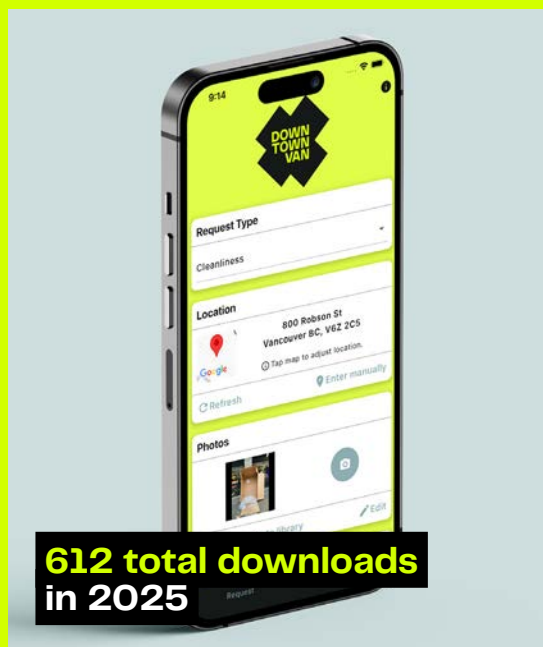
3,986
trash bags collected

6,619
trash bags collected

6,619
open drug use

167
911 calls

DOWNTOWN VAN APP



539
downloads to
Apple devices

73
downloads to
Android devices

378
tickets issued from the app
16.7% of all service requests

42%
of all tickets were issued
from the app

28%
of calls were referred externally
(VPD, VFR, 311, etc)

72%
of calls were completed by
the Community Safety Team

2026 HIGHLIGHTS

YEAR IN REVIEW

PLACEMAKING

Apr 1, 2025 – Mar 31, 2026

EVENTS

162

total events, including pop-ups
and small activations

Summer Movie Nights



19,000

attendees

\$1.2M

economic impact

Granville Block Party



45,000

attendees

\$1M

economic impact

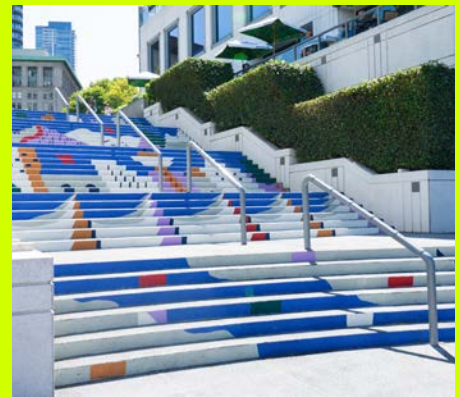
BEAUTIFICATION



128 new Snowflake Lights were added to Howe and Robson Streets, complementing the existing snowflake lighting on W Hastings



Spherescape aerial installation as part of the Art Overhead series at Robson Square, designed by Vignettes™



Urban Currents mural in partnership with Cadillac Fairview, designed by artist Lemonii

SPONSORSHIP

Apr 1, 2025 – Mar 31, 2026

Lumière Festival



Photo: Lumière Festival

50+

festivals and events supported

\$600,000+

in funding

Public Disco: Downtown



Photo: Public Disco

Japan Market



Photo: Japan Market

Jazz Festival



Photo: Jazz Festival

SURVEY RESULTS

MUNICIPAL ELECTION PROJECT

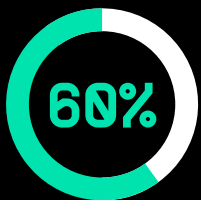
Ahead of the 2026 municipal election, our goal was simple: ensure that the voices of the people who work, operate, invest, and live in downtown Vancouver are reflected in this election cycle.

In February of 2026, Downtown Van held eight roundtable sessions, bringing together members representing multiple sectors of the downtown economy: retail, hospitality, professional services, education, and nonprofit. We asked direct questions about what is working, what is not, and what must change. The member survey that followed was designed around what we heard in those meetings, ensuring that every question asked reflected concerns that were real, local, and grounded in daily experience.

The respondents who completed that survey are not a random sample. Over 50% of the businesses represented have operated in downtown Vancouver for 20 or more years, and approximately 35% employ 200 or more people. These are long-established stakeholders, and when they speak, we listen, and then we take action.

WHO WE HEARD FROM

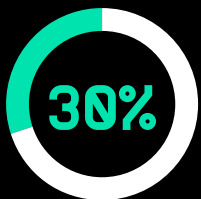
RESPONDENT PROFILE



Work in or near downtown



Regularly visit downtown



Live in or near downtown



Own or manage a downtown business

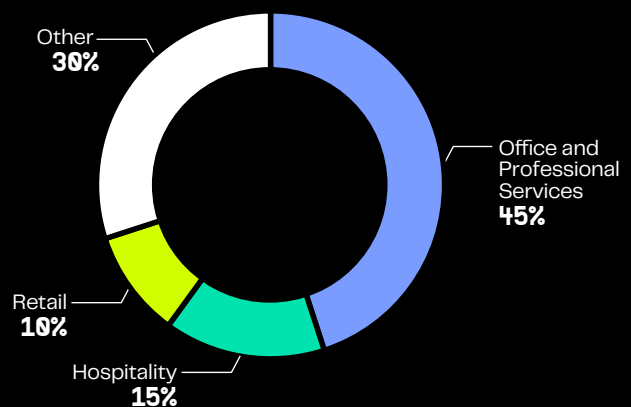
50%+

of businesses represented have operated in downtown Vancouver for 20+ years

35%

of business respondents employ 200+ people — thus representing the concerns of major downtown employers

INDUSTRIES REPRESENTED



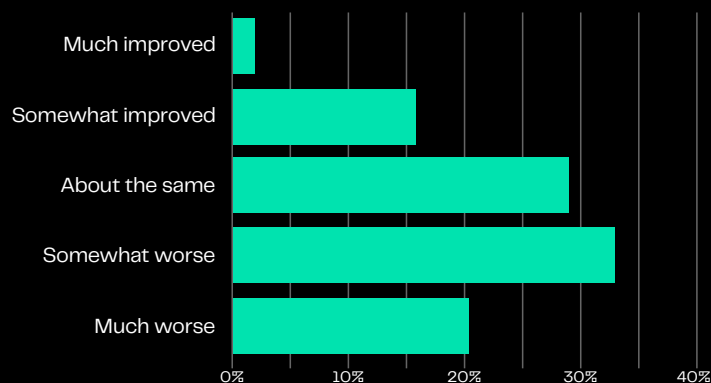
Other = education, finance, non-profit and more

WHAT WE HEARD

HAVE DOWNTOWN CONDITIONS CHANGED IN THE LAST 2-3 YEARS?

DOWNTOWN CONDITIONS, THEN AND NOW

By % of respondents, compared to 2-3 years ago



When asked to compare today's downtown to conditions two to three years ago, the response was clear: 53% of respondents described downtown as somewhat or much worse, while only 18% saw improvement. The conditions respondents described reflect responsibilities that span more than one level of government. In their own written comments, respondents pointed to municipal services such as policing, bylaw enforcement, and street cleaning; provincial systems such as mental health care, addiction treatment/overdose prevention sites, and SRO placement; and, less often, federal areas such as the criminal justice system and immigration policy.

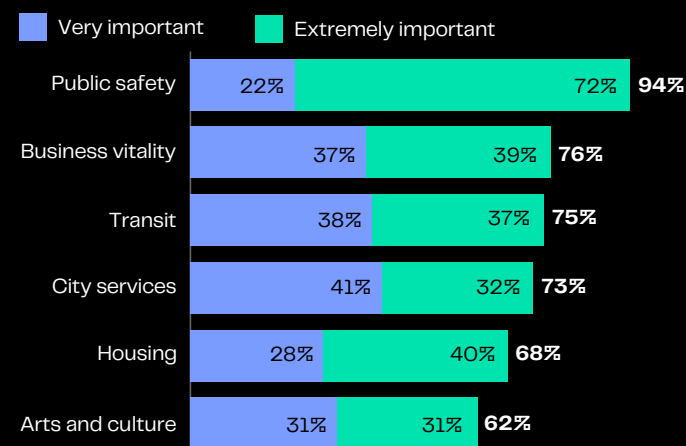
The open-ended responses point to several consistent themes, including:

- Persistent and worsening street disorder
- The spread of homelessness and open drug use beyond the Downtown Eastside into the broader core
- Gaps in mental health and addiction treatment capacity
- Continued business closures and empty storefronts
- Deteriorating cleanliness and sanitation
- The effects of supportive housing placement decisions on nearby street conditions
- Personal safety concerns that are changing how people use and move through the city

WHAT MATTERS TO THE DOWNTOWN COMMUNITY

DOWNTOWN PRIORITIES, RANKED

By % rating very or extremely important



Respondents rated six issue areas by importance. Public safety and cleanliness stood far above everything else. Nearly all respondents — 94% — rated it very or extremely important, with 72% choosing the highest rating of “extremely important.”



SURVEY RESULTS

MUNICIPAL ELECTION PROJECT

THE COUNCIL'S PRIORITY RANKING: PUBLIC SAFETY IS NON-NEGOTIABLE

COUNCIL PRIORITY RANKING

By weighted score (1 = highest)



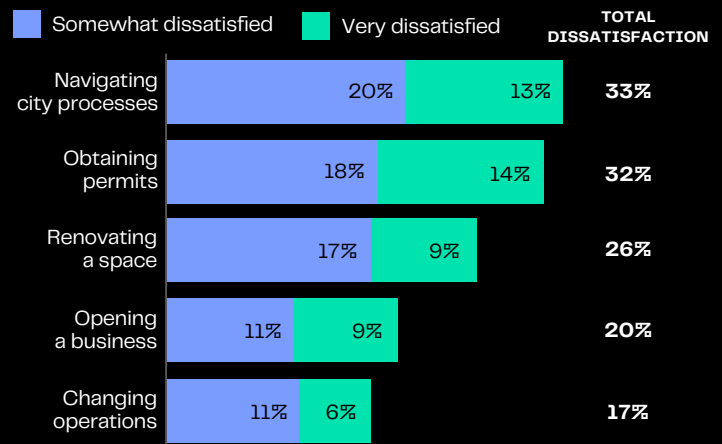
Respondents were asked to rank five issue areas in order of priority for Vancouver City Council attention. The result was decisive: public safety received a weighted average score of 1.49 out of 5 (where 1 = highest priority), driven by 71% of respondents placing it in the #1 position.

No other issue came close. Housing affordability ranked second with a weighted average of 2.76, well behind public safety at 1.49. Permitting reform and arts investment ranked third and fourth. Transit ranked last.

BUSINESSES ARE FRUSTRATED BY CITY PROCESSES

DISSATISFACTION WITH CITY PROCESSES

By % very and somewhat dissatisfied

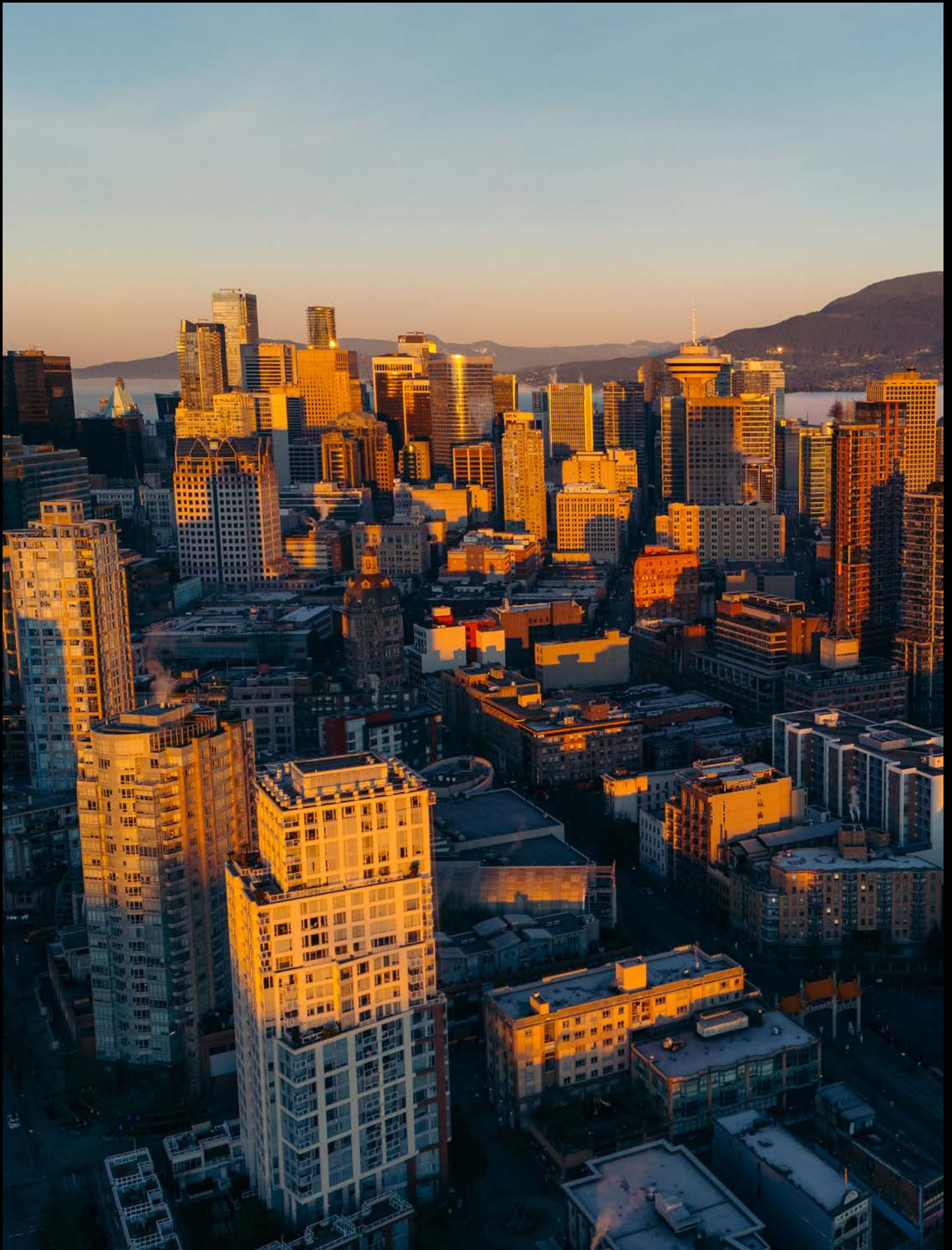


The survey asked respondents to rate their satisfaction with five specific city processes. The results reveal a consistent pattern of dissatisfaction. Across all five categories, those who expressed an opinion were far more likely to be dissatisfied than satisfied. The most problematic areas were navigating City processes and obtaining permits and approvals.

WHAT HAPPENS NEXT

The insights gathered through this project will help shape Downtown Van's advocacy priorities, policy positions, and engagement with all levels of government well beyond the 2026 municipal election. They will provide an evidence-based foundation for our work with elected officials, government staff, and community partners as we continue advocating for a safer, more vibrant, and more economically resilient downtown.





SURVEY RESULTS

MUNICIPAL ELECTION PROJECT

2026 MAYORAL CANDIDATES

Vancouver voters will head to the polls on October 17, 2026, to elect the city's next Mayor and Council. Below is a brief overview of the declared mayoral candidates, their backgrounds, and the priorities they have publicly identified as part of their campaigns.

In alphabetical order:



KAREEM ALLAM, VANCOUVER LIBERALS

Kareem Allam is the Vancouver Liberal candidate for Mayor of Vancouver in the 2026 civic election. A lifelong Vancouverite with more than 25 years of experience in public policy and governance, he is a partner at Richardson Strategy Group and previously served as Director of Public Policy at the Vancouver Board of Trade. His campaign focuses on economic growth, public safety, housing, and government accountability.



REBECCA BLIGH, VOTE VANCOUVER

Rebecca Bligh has served on Vancouver City Council since 2018 and is running for Mayor in the 2026 municipal election as leader of Vote Vancouver. She is focused on building a more affordable, innovative, and inclusive city by improving housing affordability, strengthening neighbourhood planning, and fostering collaboration across City Hall. Her vision is for growth that supports thriving, connected communities.



PETE FRY, VANCOUVER GREEN PARTY

Pete Fry is a two-term Vancouver City Councillor, first elected in 2018 and re-elected in 2022. His work on Council has focused on housing, climate policy, governance, waste reduction, and local economic development. He also serves on several regional and municipal boards, including as Vancouver's representative to the Union of BC Municipalities.



COLLEEN HARDWICK, TEAM FOR A LIVABLE VANCOUVER

Colleen Hardwick was a Vancouver City Councillor from 2018–2022 and is now TEAM for a Livable Vancouver's mayoral candidate for the 2026 civic election. A lifelong Vancouver resident, she founded the community engagement platform PlaceSpeak after a successful career in the film industry. Her campaign emphasizes intentional city planning and preserving Vancouver's livability for future generations.



KEN SIM, ABC VANCOUVER

Ken Sim is the 41st Mayor of Vancouver and a founding member of ABC Vancouver. A lifelong Vancouverite and entrepreneur, he co-founded Rosemary Rocksalt and Nurse Next Door. His priorities as Mayor include public safety, housing, affordability, and improving city services. He also serves on the board of the St. Paul's Hospital Foundation and supports community initiatives.

DISCLAIMER:

These biographies above have been prepared using publicly available information from each candidate's official campaign website and other publicly available sources. They are provided for informational purposes only and do not constitute an endorsement by Downtown Van. Downtown Van remains strictly non-partisan and is committed to engaging fairly and equally with all serious mayoral candidates.

AUDITED FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL POSITION

For the year ended March 31

Assets	2026	2025
Current		
Cash and cash equivalents	316,336	495,490
Term deposits and GICs	142,178	146,000
Accounts and interest receivable	32,708	91,344
GST receivable	86,630	81,541
Prepaid expenses and deposits	435,810	278,535
Total Current Assets	1,013,662	1,092,910
Tangible Capital Assets	210,068	263,024
Total Assets	1,223,730	1,355,934
Liabilities		
Current		
Accounts payable and accrued liabilities	94,973	137,824
Accrued vacation pay and payroll liabilities	118,503	85,415
Deferred revenue	15,000	0
Total Current Liabilities	228,476	223,239
Net Assets		
Invested in tangible capital assets	210,068	263,024
Legal defence reserve	213,686	180,397
Unrestricted	571,500	689,274
Total Net Assets	995,254	1,132,695
Total Liabilities and Net Assets	1,223,730	1,355,934

STATEMENT OF CHANGES IN NET ASSETS

	Invested in Capital Assets	Legal Defense Reserve	Unrestricted	Total
Balance, April 1, 2024	201,563	147,920	1,218,599	1,568,082
Excess (deficiency) of revenues over expenses	-58,830	32,477	-409,034	-435,387
Investment in capital assets	120,291	-	-120,291	-
Balance, March 31, 2025	263,024	180,397	689,274	1,132,695
Excess (deficiency) of revenues over expenses	-73,472	33,289	-97,258	-137,441
Investment in capital assets	20,516	-	-20,516	-
Balance, March 31, 2026	210,068	213,686	571,500	995,254

STATEMENT OF OPERATIONS

For the year ended March 31

Revenue	2026	2025
Assessment levy	6,624,536	6,462,962
Assessment levy and contributions – legal defence reserve	33,289	32,477
Graffiti Abatement Grant	45,000	50,000
Membership event	213,200	76,730
Public events and other contributions	67,365	46,755
Provincial Grants	36,600	50,600
Interest	62,778	79,417
Total Revenue	7,082,768	6,798,941
Expenses		
Economic Development	288,099	380,313
Marketing and Communications	351,460	326,057
Placemaking and Public Spaces	1,473,920	1,465,048
Community Safety	1,716,140	1,820,477
Sponsorship	716,071	620,081
Membership	133,325	110,427
Staff Wages and Benefits	1,777,216	1,702,726
Administration	763,978	809,199
Total Expenses	7,220,209	7,234,328
Deficiency of revenue over expenses	-137,441	-435,387

STATEMENT OF CASH FLOWS

For the year ended March 31

Cash flows from operating activities	2026	2025
Deficiency of revenue over expenses	-137,441	-435,387
Item not involving cash amortization	73,472	58,830
	-63,969	-376,557
Changes in working capital items		
Accounts and interest receivable	58,636	-53,349
GST receivable	-5,089	-13,272
Prepaid expenses and deposits	-157,275	116,501
Accounts payable and accrued liabilities	-42,851	88,651
Accrued vacation and payroll liabilities	33,088	3,332
Deferred revenue	15,000	0
Net cash generated from operating activities:	-162,460	-234,694
Cash flow from investing activities		
(Increase) decrease in term deposits and GICs, net	3,822	766,588
Purchase of capital assets	-20,516	-120,291
Net cash generated from investing activities	-16,694	646,297
Net increase (decrease) in cash	-179,154	411,603
Cash, beginning of year	495,490	83,887
Cash, end of year	316,336	495,490

PROPOSED BUDGET

APRIL 1, 2027 – MARCH 31, 2028

Revenues	2027-28
BIA Levy	6,994,877
Event Sponsorship	130,000
Other Revenue	30,000
Graffiti Removal Grant	45,000
Interest	45,000
Total Revenues	7,244,877
Programming Expenditures	
Retail Districts	588,599
Community Safety Program	1,726,958
Marketing and Communications	289,434
Public Space/Placemaking	841,531
Sponsorships	637,500
Economic Development and Advocacy	117,087
Liveability	82,305
Sustainability	97,392
Membership Events	112,200
Member Relations and Recruitment	23,717
Total Programming	4,516,723
Administration	
Operations	808,030
Wages and Benefits	1,898,000
Total Administration	2,706,030
Total Expenditures (Programming + Administration)	7,222,753
Excess Revenues (Expenditures)	22,124
Projected Operating Fund, Beginning Of Year	571,500
Projected Operating Fund, End Of Year	572,679

NOTICE OF AGM

Notice is hereby given that the 37th Annual General Meeting of Downtown Van (Downtown Vancouver Business Improvement Association) will be held at 3:30 PM on Tuesday, September 29, 2026, at Terminal City Club 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, 2026.
- Appoint an auditor for the coming year.
- Review and adopt the proposed 2027-2028 budget.
- Elect five (5) and re-elect five (5) Directors.
- Transact such further and other business that may properly come before the meeting and any adjournments thereof.

DIRECTOR ELECTION NOTICE

The following individuals are up for re-election to the Board of Directors:

- Galib Bhayani (*TR)
- Serene Chow (*TR)
- Kim Ficocelli (*OR)
- Nate Sabine (*TR)
- Malcolm Shield (*TR)

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

- Cary Frank (*TR)
- Jesse Hague (*OR)
- Sophie Perndl (*TR)
- Maria Pontikis (*TR)
- Ryan Roguski (*TR)

During the AGM, the Association will elect five (5) directors to the Board; one (1) director to be elected who is a commercial property owner, and four (4) directors to be elected who are business tenants. The Association opened written nominations for directors from voting members on August 1, 2026. Nominations closed September 1, 2026.

If you are a member and would like to attend the meeting, RSVP as a voting member, or have questions, please contact jennifer@dtvan.ca.



Published for Downtown Van members by:
Downtown Vancouver Business Improvement Association

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