Yaletown has evolved into a very distinct commercial and residential district with its world class amenities and reputation for leading edge thinking. Our BIA mandate is due for renewal this year, as the BIA seeks its sixth, five-year term. The renewal will ensure the continuation of current programs and new initiatives like our public realm, security and tourist marketing plans. We believe that careful planning and innovative programming provide good value to our members by solving problems and investing in our collective future.

The Yaletown BIA has beautified our area, driven economic development and welcomed thousands of visitors per year. We have effectively marketed Yaletown and ensured our streets remain safe and attractive for businesses, employees and customers. Remember years ago when overflowing dumpsters and tow trucks dominated our streets? We worked hard to remove over 60 dumpsters and fought to regain our parking, and now appreciate a cleaner, smoother running district.

Yaletown is enjoying its lowest crime rate in twenty years, due in large part to the effectiveness of our security and beautification programs. On-street security patrols, partnerships with police and an aggressive anti-graffiti program has made a difference. A safe and strong community means this is a vibrant place to do business, helping to attract new businesses and maintain one of the lowest vacancy rates in Vancouver.

Today, the Yaletown BIA is focused on ensuring that Yaletown continues to attract, promote and enhance local properties and businesses well into the future.

The Yaletown BIA is undertaking new initiatives to solidify our economic strength and protect our vibrant district. New lighting, public art and area amenities will keep us attractive and interesting. Marketing initiatives that attract visitors, tenants and employees are important to our future. The return on this investment will be immediate and important. Businesses will benefit from new sources of sales and the area will continue to be competitive and attractive.

*BIA Member survey mailed to 544 members; 86 respondents (15% response rate)
YALETOWN BIA PROGRAM #1

STREET BEAUTIFICATION

OBJECTIVE: Continue to enhance and upgrade Yaletown, protect our Heritage District, and keep the entire area clean and welcoming for our businesses, staff and customers.

HIGH PRIORITY ACTIONS

1. Expand the Yaletown Clean Team litter patrol and pick up to 25 days a month.
2. Consistently remove graffiti, gum and weeds in the area.
3. Preserve Yaletown’s unique heritage by increasing brick and specialty sidewalk treatments.
4. Enhance Yaletown’s environment by expanding seasonal lighting and decor, and installing more public art.

ART HAPPENS

Keeping Yaletown attractive by combating graffiti with public art has resulted in a cleaner, more interesting public realm. This program will be expanded to combat even more targets.

BIA CREATES & INSTALLS PUBLIC ART

A clean and beautiful public realm strengthens the reputation of Yaletown businesses as being innovative, creative and welcoming. Art encourages interaction with public space.

BRANDING THE AREA

Street banners create an impression of vibrancy to welcome visitors, communicate our brand and assist in parking wayfinding. Yaletown created the first ‘parking’ wayfinding banners in Canada.

YALETOWN DUMPSTERS

Constant surveillance of dumpsters and daily cleaning has had a positive daily impact on Yaletown. With over 60 dumpsters permanently removed, new parking spaces are being created for the benefit of all businesses.
OBJECTIVE: Continue to influence planning and policy issues that affect the economic health of Yaletown and invest in area infrastructure.

HIGH PRIORITY ACTIONS
1. Invest in providing free public WiFi throughout the area to attract visitors.
2. Keep vacancy rates low by supplying tools to leasing agents and property owners. Continue listing agreement with CLS and produce updated BizMap economic profiles for Yaletown.
3. Continue to lobby City for more efficient permit processes, increased street parking spaces, enlightened liquor and patio policies, modernized signage and lighting bylaws.

PARKING SPACES UNDER FIRE
When the City planned to remove most of the street parking in Yaletown, the BIA fought hard against the City, demanding a more reasonable plan to retain the parking for our members. Our crisis management and media outreach was so successful that it brought the City to the negotiating table and helped to restore many of the parking spaces.

YALETOWN IS VANCOUVER’S FIRST, AND ONLY, FREE AREA WIFI DISTRICT
• #YALETOWNFREE is an Economic Development program of YBIA
• Vancouver’s first free area WiFi district
• Partnered with 13 private properties within Yaletown
• Currently available on Hamilton and Mainland streets only. Future expansion to Homer and Pacific streets
• START OF YEAR ONE – 2704 users per week
• END OF YEAR ONE 2018 – 12,590 users per week
• Planned to provide advertising opportunities exclusive to YBIA members only

LEASING MADE EASIER
We provide tools and reports to leasing agents, property owners and new businesses to find locations in Yaletown. BizMap 2018 will provide demographic and commercial profiles and our partnership with CLS continue to make it easy to find locations within Yaletown.
YALETOWN BIA PROGRAM #3
MARKETING

OBJECTIVE: Promote Yaletown businesses to attract customers to the area and to support the Yaletown brand.

HIGH PRIORITY ACTIONS
1. Continue to produce quality marketing materials and develop the Yaletown BIA mobile site to promote businesses, events and the neighbourhood.
2. Invest in a year-long sustained advertising and social media campaign.
3. Integrate marketing initiatives across all platforms, with special attention on social media influencer campaigns and tourism targeted channels.
4. Partner with area members to develop customer specific or industry specific promotions that spotlight Yaletown as a specialist area. Campaigns such as Yaletown Loves Runners, Sustainable Yaletown & Creative Yaletown will be further developed.

AD AND SOCIAL MEDIA CAMPAIGNS FOR VISITORS
Maps, brochures, advertising and digital campaigns invite visitors to Yaletown as a Top Ten destination. Coverage includes; WHERE Magazine, Official Visitors Guide, Jazz Festival Guide, all downtown Vancouver hotels, YVR Visitor Centre, False Creek Ferries, BC Ferries, all local newspapers, Daily Hive and many more.

CANADA LINE ADVERTISING - TRAIN WRAP
We take bringing visitors to Yaletown seriously! Our wrapped train delivers the Yaletown message to thousands of travelers and commuters daily, increasing our shopping and dining reach.

TARGETED PROMOTIONAL CAMPAIGNS
Campaigns that target customer lifestyles and specific interests help Yaletown businesses reach the right audience. Our partnerships with BMO Marathon and Sun Run bring our “runner focused” members directly to more than 50,000 customers.

MOBILE OPTIMIZED SITE
Making certain that the Yaletown message is on every screen, every time. Our mobile messaging showcases daily offers and special deals on an uncluttered, easy to read screen. Delivered by #Yaletownfree WiFi of course.

TRADE SHOW MARKETING
We don’t wait for tourists and conference delegates to visit Yaletown, we go to them. Our tradeshow and conference outreach programs take the Yaletown invitation directly to them.
YALETOWN BIA PROGRAM #4

SPECIAL EVENTS

OBJECTIVE: Host events that showcase Yaletown as a fun and creative destination.

HIGH PRIORITY ACTIONS

1. Recruit and host new events that support the Yaletown brand and provide opportunities for members to participate and benefit.
2. Develop new events by partnering to conceive and celebrate business anniversaries, awards, brand launches and corporate parties.
3. Continue signature events such as Taste of Yaletown, Candytown, Petapalooza, Halloween, Kissmas, Community BBQ.

TASTE OF YALETOWN

Yaletown is known as a dining district due in large part to this annual signature event (since 2005). With a broad media campaign that reaches nearly 1/3 of Vancouverites, we attract dining dollars to our members in the lead up period prior to the busy winter season.

HALLOWEEN

Our most popular annual event hosts thousands of parents and tots to come and play with the businesses of Yaletown. Merchants and employees get into the spirit by dressing up and welcoming the friends & families of Yaletown.

CANDYTOWN AND KISSMAS

Candytown and Kissmas bring thousands of customers to Yaletown every year. We make it easy and fun for Christmas gift buying, corporate parties and family gatherings to book Yaletown into their plans. Specially planned to synchronize with pay periods to increase retail and dining purchases, our promotional and event campaigns have a significant economic impact to our merchants.
YALETOWN BIA PROGRAM #5
SECURITY

OBJECTIVE: Create and maintain a safe and strong community for Yaletown property owners, businesses, residents and customers.

HIGH PRIORITY ACTIONS
1. Increase security personnel to patrol the streets of Yaletown and add late night patrols.
2. Hire additional security personnel during key events to ensure safety needs are met.
3. Maintain and add area lighting for improved safety.
4. Encourage increased use of public space by community groups.
5. Assist members to develop safe and secure workplaces for staff.

COMMUNITY PROGRAMMING IN THE PUBLIC REALM
Public space is the heart of every district. We care for our public realm to keep it clean and attractive, and we assist member businesses and community groups to activate the space and enjoy the neighbourhood. Free outdoor music, yoga, dance classes and pop-up events are all part of a vibrant exciting district.

PARTNERING WITH VPD
Yaletown is enjoying its lowest crime rate in 20 years, due to our partnership with VPD and our private security patrols. Crime deterrence programs and quick response initiatives such as bike donations for mobile patrols enables the police to respond and pursue more effectively.

COMMUNITY TEAM
Our teams help to reduce auto crime, shoplifting, street issues and even assist drivers to find parking. Keeping Yaletown safe and welcoming is our main objective.
YALETOWN IS VANCOUVER’S FIRST, AND ONLY, FREE WIFI DISTRICT

#YALETOWNFREE is the first and only area WiFi that is completely free to all users. It’s simple to connect to and attractive to out-of-town visitors who can avoid roaming charges and enjoy being connected in Yaletown. Look for the expansion of this service to more blocks in Yaletown for increased coverage, plus an exclusive advertising opportunity for YBIA members only. We have the bandwidth to help grow your reach.

YALETOWN BIA AWARDS AND ACCOLADES

- International Downtown Association Award of Excellence for Economic Development
- International Downtown Association Award of Merit for Public Space and Public Realm improvements
- International Downtown Association Award of Excellence Creating Member Partnerships in Marketing
- BIABC Award of Merit for Heritage Bring Back the Bricks Marketing Campaign
- BIABC Award of Excellence for Crisis Management and Member Engagement to Save Parking Spaces
- Heritage BC Recognition Award for restoration of heritage bricks