

## Rediscover Granville 2.010

### ***BACKGROUND:***

- Granville from Hastings to Smithe closed until Sept. 6 when buses return
- June 25 – September 6 lots of programming options available
- DVBIA and City of Vancouver working together on this 'trial'
- Report goes to City Council in Fall re: future street closures based on summer successes
- Focus on Friday afternoons/evenings, Saturdays, Sundays
- VPD closure of 900 & 1000 blocks (Smithe to Helmcken) Friday and Saturday nights through end of October starting @ 9pm

### ***BUSKING:***

- DVBIA worked with the busking and business communities to determine good designated 'busk stops' re: sound, revenue and traffic
- City has extended playing time until midnight and formalized inclusion of amplified sound for the trial, then ideally permanently
- Working with VPD to educate about and enforce new changes and inclusion of busking within the VPD weekend closure blocks
- DVBIA has hired a busker to help manage the programming
- DVBIA hiring buskers to play Friday nights 5-7pm from June 25-Sept. 6 on 600, 700 and 800 blocks plus three summer busker concerts on the 700 block 7pm-midnight July 2, August 6 and September 3
- Working with all stakeholders to monitor and measure the impact and feedback on the changes; all input welcome

### ***PASSIVE PROGRAMMING:***

- Installation of additional temporary seating in the middle of the street on 600-800 blocks to encourage lingering
- City of Vancouver art installation in the works
- A dozen restaurant/bar/pub patios on the street; more in the works; patios on 500-800 blocks can extend their patios to the curbs for the Summer

## ***INCENTIVES FOR FESTIVALS & BUSINESSES TO USE THE STREET:***

- The DVBIA has additional sponsorship funding specifically allocated to entice festivals/events & businesses to activate on the street, in particular, in the new 'civic space' between Robson & Georgia Streets; a 'try it, you'll like it' approach
- What we're looking for: free, open to the public, interactive or entertaining presentation, engaging, a 'lure' factor like music, colour, edgy or unique, makes good use of the space in the block
- Simply approach the DVBIA to discuss then fill out the Special Event Application on the City's website and mention 'Granville Street'
- 'Poking' festival organizers and businesses to come to the location
- Selling features: easy public transit access (Canada Line station), no street closure costs, hosted some events already so some kinks worked out, lots of foot traffic, highest point on the street, new decorative canopies and banners being installed, DVBIA will help promote, and DVBIA will help 'hand hold' organizers through the City permitting process

## ***NEW BRANDING: 'The Mix'***

- Re-branding for the street completed last Fall with input from businesses on the street, users, non-users and other stakeholders
- 'The Mix' best defines the street: where people come to mix, there's a mix of retail, you can drink a 'Granville Mix' at a club, it's where the world mixed it up at the Olympics etc.
- New branded banners being installed in June

## ***CONTACTS:***

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