APPLICATION

Please review guidelines before submitting an application. Applications must be received at info@bia.bc.ca no later than 5:00 pm PST on March 3, 2025.

No extensions will be given.

Applicant Information

Organization: Downtown Van

Contact: Sofia Laratta

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Project Information

Project Title: Hey, Downtown Van Podcast

Project Timeframe: February 2024 - Ongoing

Category:

- [ ] Community Leadership
- [x] Events and Marketing
- [ ] External Relations / Public Relations
- [ ] Organizational (Operational) Excellence

Values:

- [x] Innovative
- Sustainability
- [x] Relationship Building

Project Overview

Brief Description (maximum 500 words):

The Hey, Downtown Van Podcast was created as a dynamic and engaging platform designed to connect the Downtown Vancouver Business Improvement Association (BIA) with its members, stakeholders, and the broader community. Launched with the goal of providing a fresh avenue for conversation, the podcast has become a powerful tool for fostering relationships, sharing insights, and building a sense of community within the downtown core.

At its core, the podcast was conceived to serve as a bridge between the BIA and the people who are at the heart of downtown Vancouver—business owners, employees, customers, community leaders, and visitors. Recognizing the power of storytelling and the growing importance of digital media, the BIA sought to create a medium that would allow for deeper engagement, beyond the more traditional channels of communication.

The podcast features a wide variety of guests, from local business owners to cultural influencers, community advocates, and city officials. Each episode offers listeners a chance to hear firsthand from individuals who are making a difference in the downtown community. Through in-depth conversations, the podcast highlights the challenges, successes, and day-to-day realities of life in Vancouver's downtown, offering valuable insights into what it takes to thrive in the area. This focus on real stories has allowed the podcast to connect with a diverse audience, providing a platform where people can learn, share, and engage with the issues that matter most to them.

One of the key goals of the podcast was to create a more intimate and personal connection between the BIA and its members. Unlike traditional newsletters or meetings, the podcast offers a unique opportunity for listeners to hear the voices of local leaders and stakeholders in a relaxed, conversational setting. This format not only helps humanize the BIA and its initiatives but also makes it easier for community members to relate to and engage with the content. By hearing directly from the people who are shaping the future of Downtown Vancouver, listeners feel more connected to the BIA and the work it does.

The relationships built through the podcast have been remarkable. Many guests have shared that being on the show allowed them to connect with new audiences, expand their networks, and showcase their businesses in ways that traditional marketing simply couldn't achieve. Guests often express their gratitude for the opportunity to share their stories and expertise, and many have reported meaningful follow-ups, collaborations, and partnerships that stemmed from their podcast appearances. For the BIA, this has been a rewarding experience as it has not only helped build trust with its members but has also led to long-lasting partnerships that strengthen the downtown business ecosystem.

Overall, the podcast has been an invaluable tool in creating deeper connections, building relationships, and sharing the stories that make downtown Vancouver a vibrant and thriving place. Through this innovative platform, the BIA continues to engage with its community in new and exciting ways, strengthening ties with stakeholders while fostering a sense of belonging among residents and visitors alike.

Top Three Measurable Outcomes (maximum 200 words each):

Remember to include your Key Performance Indicators and how they were met.

1. Listener Engagement - Tracked through episode streams, social media interactions, and listener feedback. The podcast aims to consistently grow its audience by attracting listeners who engage with the content and share it within their networks. We have acheived 1,197 streams to date and anticipate more as we close out season 1.

2. Guest Participation - A focus on the number of diverse and influential guests appearing on the show. The podcast has successfully featured local business leaders, entrepreneurs, and community advocates, ensuring that it reflects the variety of voices shaping downtown Vancouver. We completed 23 episodes in season 1, which was approximately 2 guests a month.

3. Community Impact - Measured through the feedback and connections generated by each episode. Positive responses from listeners, as well as increased visibility for featured businesses and guests, signal that the podcast is achieving its goal of strengthening relationships within the downtown community.

All three KPIs have been met, demonstrating that the podcast has successfully become a valuable resource for fostering connections and providing a platform for local voices to be heard.

The podcast serves as an innovative platform for sharing the stories of downtown Vancouver's diverse businesses and leaders, offering insights into how these entities are embracing new technologies, adapting to market shifts, and cultivating fresh ideas. It highlights the innovative ways local businesses are navigating challenges and creating value for their customers.

The podcasts focus on Relationship Building is perhaps its most significant contribution. By providing a platform for community leaders, business owners, and stakeholders to share their experiences and expertise, the podcast strengthens bonds within the downtown community. It fosters a sense of belonging and encourages collaboration, allowing listeners to connect with one another and with the businesses that make Vancouver unique. This multifaceted approach ensures the podcast is in alignment with the values of innovation, sustainability, and relationship building.

Best Practices

1. Set Clear Goals and Know Your Audience

2. Curate Diverse and Engaging Guests

3. Maintain Consistency

4. Engage with Listeners

5. Prioritize Audio Quality

6. Promote Episodes

7. Seek Feedback and Evolve

Project Budget

	Category	Dollars
REVENUES:		
	TOTAL REVENUES	
EXPENSES:	Equipment	$5,000
	Editing (Yearly)	$30,870
	Guests	$2,000
	TOTAL EXPENSES	$37,870
	PROFIT/LOSS	

Budget Notes (Maximum 100 words):

We currently don't have enough streams to generate revenue from the podcast, but monetization is a goal for the future.The podcast equipment is likely the most significant expense, though it's an important investment. Once it's purchased, you will not need to purchase again unless there are technical issues with your devices.

If you have the internal capacity to handle editing, there will be no additional editing costs. However, due to our team's capacity, we outsource professional editing to streamline the process and ensure high-quality production. Professional editing is optional if you have the in-house capacity to manage it.

A small number of our guests required a fee, with only about 3 out of the 23 episodes incurring this cost.

Along with your application, you can upload any marketing or other project materials to a maximum of 10 MBs. Formats can include Word, Excel, PDF. JPG and PNG.