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Q1

BIA Name:

Gastown Business Improvement Society

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Project Title:

Murals of Gratitude

Q5

Category:

Events,
Marketing,
Partnerships & Advocacy,
Placemaking

Q6**Project Description:**

A virtual gallery from #OurGastown community:

What started as a grassroots initiative had quickly gained momentum as our local businesses have come together to provide boarded-up storefronts as a canvas to local artists. The acrylic odes are testament to the influence the frontline staff has had on our community and a reminder that we are all in this together.

The movement has spread to over 45 murals of gratitude completed by more than 25 local artists throughout Gastown. The movement is a true example of Gastown resilience; finding beauty and hope in the darkest of times. The murals beautified the neighbourhood and brought life back to the streets of Gastown. What started in Gastown, quickly spread through the entire City of Vancouver. Project received countless media coverage, nationwide - and internationally.

A selection of the Murals of Gratitude are currently featured in an outdoor gallery in Gastown - Dr. Bonnie Henry visited to open the gallery to the public on July 3rd and the gallery remains until the end of September for the public to enjoy. The outdoor gallery is a partnership project and is one of the features at Vancouver Mural Festival. Murals are placed to provide enjoyment while keeping physical distancing.

Q7**Audience:**

Public

Q8**Implementation:**

Started with one business and has been supported by Gastown BIA to empower all businesses to support local artists while beautifying the neighbourhood. The murals became a beacon of hope with more than 40 businesses working collaboratively to showcase Gastown resilience. People visited Gastown which kept the streets safer than they would have been with just boarded up storefronts.

Q9**Results:**

Positive media coverage in times when it was most needed, safer streets, hope, building community spirit. Generated sponsorship.

Q10**Cost:**

App. \$10,000 (sponsorship not included.)
