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 15, 2024.

No extensions will be given.

Applicant Information

Organization: Austin Heights BIA

Contact: Lisa Landry

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Project Information

Project Title: HollyDaze in the Heights

Project Timeframe: May 2023 - event date; November 18, 2023

Category:

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

Values:

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

Project Overview

Brief Description (maximum 500 words):

In the 16 years the Austin Heights BIA (AHBIA) has been in existence, the organization has had many requests to execute a holiday-themed event. In 2022 the AHBIA created and hosted the first annual HollyDaze in the Heights event on Le Bleu St. and hoped to attract 1000 local residents to the event. However, over 3,000 people turned out from Coquitlam and the surrounding Lower Mainland communities, and it was quickly confirmed that there was a huge appetite for a holiday evening event. With the popularity of the event it became apparent that the 2023 event would require more space. The Austin Heights BIA worked with city staff and secured the south side of the 1000 block of Austin Ave. For the first time in the history of the city of Coquitlam, allowed part of a primary street to be shut down for a community event. The results were overwhelmingly - with over 12,000 attending!

HollyDaze in the Heights is a fun-filled community event that kicks off the holiday season in Austin Heights, while showcasing the area as a vibrant urban neighbourhood to eat, shop and live in. This free outdoor event allows event-goers to move freely throughout the festival site without restrictions while enjoying holiday shopping, tasty food from local restaurant and food trucks, a holiday photo booth, carolers, local artisans and crafters offerings, kids crafts and games; including a cookie decorating tent and craft making tent, roaming holiday characters, and site-wide beer, wine and hot apple cider. Additionally, the event offers two stages (kids stage & main stage) featuring live local entertainment along with over 80 vendor booths from local community groups, businesses and crafters. It's a wonderful night of fun and holiday festivity for Coquitlam residents and visitors from throughout the Lower Mainland to come together and enjoy an evening of holiday shopping, family fun, local food and entertainment.

Top Three Measurable Outcomes (maximum 200 words each):

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

1) Attendance & Awareness
- Increased attendance from over 3,000 event-goers in 2022 to over 12,000 in 2023

-Steps we took to ensure to achieve success in our project included:

1) strong print & social media campaign
2) using highly visible signage on Coquitlam's community sign boards
3) engaging our community partners, community not-for-profits (Coquitlam Library, Mackin House, Place des Arts, SHARE Community and Family Services. etc.) and business members to participate in the event and use their social media channels to promote the event
4) engage the services of local talents, including musicians, singers, buskers
5) highly visible banners in the median along Austin Ave.
6) offer good selection of food trucks, snacks and treats for sale
7) offer kid friendly games and activities, including cookie decorating, craft tent, face-painting and a holiday photo booth
8) used survey information to add to and alter the event format
9) Changing the event location and increasing the event space

2) Vendor & Attendees Satisfaction

***Information collected through online surveys, social media feedback, and onsite communications

- Vendors Satisfaction:

In addition to generating significant income ($400,000 -$500,000) during the five-hour event, increasing sales for surrounding businesses and showcasing the Austin Heights area to Coquitlam residents and those from Lower Mainland, participants were extremely happy with the event. Feedback from our participant survey (participating acts, vendors, crafters, community groups and businesses) shows that 81% were either "fully satisfied or very satisfied" with their sales or public engagement during the event, with another 13% saying they were somewhat satisfied. Additionally, 87% have said that they would like to participate in the 2024 event, with 13% indicating they maybe would, and 0% saying no. Like the attendee survey, almost all participants commented that they would like to see the event expand for 2024 due to the overwhelming number of attendees.

- Attendees Satisfaction:

Our surveys indicated that overall the event attendees were very pleased with the event with:

- 55.5% saying they were very satisfied with the event
- 44.4% saying they were somewhat satisfied

* Please note; that whether attendees were very satisfied or somewhat satisfied - the only negative comment was that they thought the event needed to have more space. We have noted this and the 2024 event will be doubling in size. *

- 77% of attendees were from Coquitlam
- 23% from other areas in the Lower Mainland

- 55% stayed 1-2 hours, 19% stayed 3-4 hours and 10% stayed the entire event

Attendees spent:
-20.2% spent $50 or more
-37.5% spent $20 - $50
-37.5 spent $20 or less

3) Increased Economic Impact for the Austin Heights Business Area and Local Economy

- By expanding the event in 2023 and changing the event location, there was a major increase in the economic impact from the event for the area

-Our public surveys have shown that the average person spent $25-$30 at the event generating $400,000 - $500,000 during the event. Also, the stores and restaurants that were located inside the event area were busy throughout the event hours; many of whom had line-ups all evening. Additionally, the businesses located throughout the Austin Heights area have reported being extremely busy due to the event attendees, and many of them have reported an increase in business following the event. Our survey also showed that over 77% of attendees saw/learned about a business in the area that they did not know about before. Businesses in the area have also reported an increase in sales and new customers following the event.

Project Budget

	Category	Dollars
REVENUES:	Austin Heights BIA funding	$45,000
	Spirit of Coquitlam Grant	$15,000
	Vendor Booth Charges	$4,614
	Sponsorships	$5,000
	TOTAL REVENUES	$69,614
EXPENSES:	Venue	$17,049.80
	Site Equipment	$28,271.78
	Entertainment & Activities	$9,649
	Marketing, Print Materials & Project Management	$14,914.5
	TOTAL EXPENSES	$69,885
	PROFIT/LOSS	($271)

Budget Notes (Maximum 100 words):

Please note; HollyDaze in the Heights is a free community events sponsored and organized by the Austin Heights BIA. This is not a fundraising event - it's a marketing investment on behalf of our businesses to showcase their businesses and products and services. The objective is to enhance their economic growth and stability while fostering community pride and support from the residents of Coquitlam, and encouraging visitors from other areas of the Lower Mainland.

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.