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: Yaletown BIA

Contact: Annette O'Shea

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Project Information

Project Title: Yaletown BIA TaylorTown Promotional Partnership

Project Timeframe: February 2024 to December 2024

Category:

- ☐ Community Leadership
- ☐ Events and Marketing
- ☐ External Relations / Public Relations
- ✔ Organizational (Operational) Excellence

Values:

- ✔ Innovative
- ☐ Sustainability
- ✔ Relationship Building

Project Overview

Brief Description (maximum 500 words):

The Yaletown BIA partnered with Destination Vancouver and the Vancouver Destination Hotel Association for 10 months to produce a city-wide Taylor Swift experience that would boost revenues for local hotels, restaurants and retail businesses. Our goal was to boost Yaletown member sales by inviting Swiftie fans to Yaletown to stay, shop, dine and have a unique Taylor Swift fan experience.

The YBIA developed a comprehensive marketing strategy branded as TaylorTown to ensure that our members would benefit during the 3 concert days, and also to extend the economic benefits for the week prior to the concerts. This required extensive member outreach to develop partnerships with our members to create an offering that would attract media attention and draw thousands of consumers amidst the huge “media noise” that accompanies Taylor Swift. We needed our offer to be outstanding and unique enough to transform Yaletown into a “must see” destination for Swifties.
The YBIA included components of beautification, public art, signage, social media, media tours, advertising, storefront display incentives to members plus a one day street festival with vendors, live music and selfie stations. It took seven months to organize the promotion and festival and to partner with our business members to create their own programs. We assisted members by supplying Swiftie-themed decorations to transform their locations into TaylorTown, and we showcased member offerings to the media during a hosted media tour. Two of our members won prizes from Destination Vancouver for their installation and promotions during “Best of Taylor Swift Week“ contest. The media coverage began 3 weeks before the concerts, which increased the foot traffic in Yaletown by 100% daily in advance of the TaylorTown week and continued to a 900% increase in foot traffic during each of the 3 days of the concerts. Yaletown was crowded with Taylor Swift fans engaging with our activations, purchasing concert fashions from our boutiques and sampling special cocktails and meal promotions. Our hotel member was fully booked for the entire week, at room rates 300% higher than average.

TaylorTown featured several event installations that engaged fans in various creative ways. We added activations and selfie stations to generate more excitement and to increase the dwell time and therefore spending, of TaylorTown guests. Our partnership with Destination Vancouver and the Vancouver Destination Hotels Association included Yaletown in the city-wide “Win Tickets to Taylor” contest featuring giant lit letters STYLE as one of the 13 contest entry spots. This activation attracted more than 15,000 guests to Yaletown during the days leading up to the concerts. We transformed our public plaza into a Swiftie stage set with hanging LED snowflakes and silver fringe, reminiscent of Taylor Swift's performance outfits. We created a giant LED friendship bracelet spelling out "ANTI-HERO" selfie station, as well as a giant digital Happy Birthday Taylor card that fans could write messages and share them on social media. Dwell time of visitors averaged 4 hours, an increase of 400% over a typical December day.

Top Three Measurable Outcomes (maximum 200 words each):

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

1. Increase in Retail, Hotel and Restaurant Revenues during TaylorTown weeklong promotion: Members who actively participated by committing early and delivering unique promotions and experiences during the entire TaylorTown week achieved a revenue boost of 400% to 800%. These early adopters physically transformed their locations into Taylor Swift themed experiences such as; a Shimmer Lounge patio, On Stage with Taylor selfie station, Friendship Bracelet Trading Centre, Swift Eras Tour cocktails & meal specials, concert fashions, Taylor Swift Candy Cart. Members who joined the promotion only during the concert days experienced a revenue increase of up to 30%.

2. Increased Foot Traffic: Yaletown saw a 500% increase in afternoon foot traffic during the 3 concert days, and a 900% increase in foot traffic from 5pm-8pm during concert evenings. Dwell time increased 400% to 4 hours per guest.

3. High Rating in Member Satisfaction: We surveyed post-event all 300 ground-floor businesses in Yaletown, and the majority of members gave a score of 8/10 for their overall promotional experience.

Project Budget

	Category	Dollars
REVENUES:		
	TOTAL REVENUES	0
EXPENSES:	Event Production	30,000
	Advertising	33,000
	Operations/Salary	20,000
	TOTAL EXPENSES	83,000
	PROFIT/LOSS	-$83,000

Budget Notes (Maximum 100 words):

Event Budget included the hiring of entertainment & performances, event signage, paid contractors, plaza art and selfie station installations, and power rental.
Advertising Budget included transit stations, social media influencer posts of member offers, elevator ads in 50 residential towers, digital media advertisement, hosted media tour, radio and television interviews.
Operation/Salary includes Yaletown BIA employee/contractor wages based on the period allocated towards the planning and execution of the program.

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.