Best in the West 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: Hastings Crossing BIA
Contact: Landon Hoyt, Executive Director
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Project Information
Project Title: The Crossing Pop-up
Project Timeframe: November 29-December 22, 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 Crossing Pop-up is a dynamic initiative designed to activate underutilized spaces and bring people together through art, creativity, and local entrepreneurship. Hosted in an empty storefront on the 100 block of W Hastings Street, this series transformed a vacant storefront into a vibrant hub of creativity, offering a platform for emerging businesses, artists, and cultural experiences.

HxBIA invited local artists, makers and entrepreneurs to activate a Hastings Street storefront, sharing their passions and warmly welcoming supporters to see the beauty, positivity and talent that lives in the Downtown Eastside. The first in a series of pop-up installments, The Crossing Pop-Up @ 130 West Hastings Street was a weekend pop-up series featuring art exhibitions, creative workshops, live music, DJ sets, stand-up comedy, open-mic and jam sessions, and 'sip & shop' holiday markets with local female BIPOC artists and makers. With a total of four weekends, a new host took over the storefront at 130 West Hastings Street each week and activated the space in their own unique way.

These events were free admission (or very affordable), fully accessible, and open to the public. Community Safety Navigators, provided by Mission Possible, were also on site to ensure the safety and comfort of our guests.

The four weekends included:

- **Art & Alchemy** — a collaborative weekend designed to bring together BIPOC artists + collectives to inspire connection and creativity, empower each other, and celebrate diversity. Art, live music, and creative workshops were held lending themselves to immersive exhibitions and DJ sets with

live instrumentalists. Hands-on sessions in mindfulness and poetry writing as well as live music in an open jam format culminated in exclusive performances, unique connection, and inspiring interactions.

- **Club Soda Sober Events and Arts Collective** — Known for creating iconic, alcohol-free events and exhibitions in Vancouver, Club Soda took over The Crossing with an exciting program of community-building workshops, poetry, comedy, visual and performance art! All contributing artists self-identified as being sober/in recovery, with Indigenous, Métis and BIPOC people represented at every event, and a high proportion of queer and trans people engaged.
- **The Gallery George (two weekends)** — An HxBIA member business,The Gallery George hosted two weekends of holiday markets, offering a unique way of connecting the community with the arts by supporting local established and emerging artists and artisans, including vendor space specifically for women from the Downtown Eastside Women's Centre. Each weekend also included live caroler performances while guests were offered hot chocolate, wine, and cider.

Beyond economic development, The Crossing Pop-up series prioritizes placemaking and community engagement. Through interactive workshops, live performances, and collaborative activations, these events encouraged participation and a sense of belonging. By reimagining vacant spaces, this pop-up series demonstrates the potential for long-term vacant storefront activation opportunities and longer term sustainable economic development in the Downtown Eastside.

HxBIA is now in conversation with property owners and community partners to establish a more permanent pop-up incubator space to serve as a hub of activity and homebase for future storefront activations in our area.

Top Three Measurable Outcomes (maximum 200 words each):
Remember to include your Key Performance Indicators and how they were met.

1. **Addressing the high vacancy rate in HxBIA through a demonstration pop-up initiative.** HxBIA faces one of the highest ground-level commercial vacancy rates in Vancouver with approximately 30% vacancy in 2024. This initiative serves as a proof of concept for activating empty storefronts with quick, community-serving activities. Working collaboratively with keen community organizations, we were able to fill a space for a full month, breathing life into this block, with the aim of replicating this going forward, and for longer periods. This project served as a demonstration to the City and property owners of what can happen in these empty storefronts at low cost and low commitment.
    a. 1 empty storefront filled for 1 month
    b. A total of 14 events over 4 weekends
    c. 3 community organizations/businesses provided an opportunity to showcase their work/product
2. **Supporting local artists and artisans.** Through our partnerships with local organizations each weekend of The Crossing Pop-up, we sought to showcase the beauty, positivity and talent that lives in and around the Downtown Eastside. This initiative served as a way to amplify the reach of the three community organization partners, showcase their respective work, and demonstrate that they are ready and willing partners for future storefront activations.
    a. ~166 artists supported and showcased throughout pop-up
    b. ~500 attendees throughout pop-up
    c. Significant "new" audience attendance for each respective organization (~15% for Art & Alchemy; ~75% for Club Soda; ~80% for The Gallery George)

3. **Expanding reach of HxBIA, drawing people to our neighbourhood.** The Crossing Pop-up series also sought to expand the brand and reach of HxBIA, with the goal of drawing people to the community, driving additional traffic to surrounding businesses, and breaking down the often negative perception of the neighbourhood. HxBIA created a joint-branding and promotion campaign for The Crossing Pop-up, featuring the full four-weekend lineup.
    a. The campaign included:
        i. Pavement decals throughout the neighbourhood in eight locations.
        ii. 1,000 posters throughout city
        iii. Digital promotions campaign through Curiocity and Vancouver is Awesome, and paid ads which resulted in:
            1. 102,826 impressions on social media, both organic and paid
            2. 2,806 interactions and engagement on social media

Project Budget:

	Category:	**Dollars:**
REVENUES:	City of Vancouver DTES Matching Grant (portion of larger $50,000 matching grant/$100,000 grant budget)	$41,850
	Community sponsorship	$2,000
	Other revenue (film donations)	$7,000
	Total Revenues:	**$50,850**
EXPENSES:	Vacant space rent	$14,196
	Community org partnership fees	$23,411
	Marketing, promo, staff coordinator	$11,814
	Supplies, rentals, insurance	$1,709
	Total Expenses:	**$51,130**
	PROFIT/LOSS:	**-$280**

Budget Notes (Maximum 100 words):

This project was funded by a larger matching grant from the City of Vancouver that supported the HxBIA Placemaking Initiative. This initiative is meant to enhance placemaking and beautification efforts in our catchment area, while also serving to increase economic opportunity and decrease stigma about the Downtown Eastside. We received $50,000 from the City and sourced funding from reserves and sponsorships for the matching $50,000.

Along with your application, you can upload any marketing or other project materials to a maximum of10 MBs. Formats can include Word, Excel, PDF. JPG and PNG.

- Report
- Select images
- Poster, decals, ads