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BIA Name:

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Project Title:

Fridays #QuestNewWest

Q5

Category:

Events,

Placemaking

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Project Description:

When the pandemic hit we knew we couldn't produce our beloved Fridays on Front series of street socials, a weekly party full of family fun, food trucks, local vendors, live music and beer.

So, like so many others we pivoted and came up with... Fridays #QuestNewWest!

A free weekly scavenger hunt style experience where participants complete a series of challenges while exploring Downtown New West. We wanted to use our Fridays on Front brand to introduce an entirely new and safe concept, motivating locals to visit Downtown New West on a weekly basis.

Q7

Audience:

We targeted local, using digital and print, encouraging locals to walk or bike around our Downtown New West.

Q8

Implementation:

We release challenges every Friday at noon at www.fridaysquest.com. The challenges are designed to highlight local gems, teach historical facts, feature interesting public art and support local shops & restaurants. Participants follow our clues to come up with answers to 6 questions each week.

Participants can complete the challenges and enter their answers weekly anytime between noon on Fridays and 8pm on Sundays. This ensures that there is plenty of time and lots of space for people to explore Downtown New West safely while keeping physically distant.

However, on Friday evenings our team acts as ambassadors out on the streets, answering questions, providing details on how to play, maybe even giving away a hint or two. We also throw in a few surprises like free bottles of branded hand sanitizer, local treats or mini bouquets of flowers.

All correct entries are entered into our grand prize draw, where one person will win $1000 cash at the end of the summer. There are weekly prizes of several $50 restaurant gift certificates for those who complete bonus photo challenges, highlighting their adventures on social media using the hashtag #QuestNewWest.

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Results:

We have averaged 150 entries per week, with an estimated attendance of twice that, for a total of 1200 people taking part in the month of August. While smaller than our usual summer programming, we are confident that we can build on this concept in 2021 while ensuring safety for all.

Businesses love the extra foot traffic, and locals love learning new things about their own neighbourhood (while discovering new businesses to support).

View all the details here: https://downtownnewwest.ca/Blog/Fridays-Quest-New-West-Edition

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Cost:

Total cost is $12,000, we're grateful to our sponsors who were able to cover all costs, thank you City of New Westminster, Douglas College and BOSA Developments.