

## **BEST IN THE WEST AWARD APPLICATION**

### **Trick or Treat Yourself (TOTY) - South Granville BIA**

#### **OPPORTUNITY/NEED**

##### **Identifying the challenge and the opportunity**

As a result of the COVID-19 pandemic, traditional Trick or Treating was widely restricted by public health regulations in the fall of 2020. In October 2020, British Columbia entered the 'second wave'. Case numbers increased drastically calling for people to celebrate at home instead of collecting candy in indoor shopping centres, as had become the custom.

Per Public Health Orders, events were limited to less than 50 people. The public was very concerned about exposure. Restaurants were buoyed by summer patios, but experienced slower sales from diners hesitantly returning to dining indoors in the Fall. The community was grieving the loss of a beloved holiday and fatigued by the continued burden on the normalcy of life.

South Granville merchants were longing for a Halloween activation that created a safe, sales generating environment that would uplift people's spirits. It was important to the businesses to demonstrate that going shopping and dining in your social bubble is still safe.

- 54% of our businesses experienced revenue decreases of 75% or more
- 33% do not qualify for any federal programs
- 76% had to lay off employees

#### **GOAL/OBJECTIVES**

##### **About the Project**

Together with its member businesses the South Granville Business Improvement Association (SGBIA) hosted a special, pandemic compliant event in October 2020. Trick or Treat Yourself invited adults to indulge in trick or treating nostalgia while exploring their neighbourhood biz. For a \$50 ticket, visitors received a \$30 credit to dine at participating restaurants and a loot bag filled with over \$450 worth of swag. As an exclusive pilot event, tickets were capped at 50, purchasable online and visits were to comply with health restrictions.

##### **Big Picture Success**

The primary goal for the BIA is to raise and sharpen the neighbourhood's profile as an exciting and unique shopping area. In the long run, to elevate the South Granville brand from formerly haughty and cavalier to still upscale but more approachable and fun.

Trick or Treat Yourself was a great tool to get closer to this goal: participating businesses reflected the neighbourhood's strengths and showcased the diverse retail mix excellently through the choice of high quality merchandise for the loot bag, underpinning the BIA's mission.

Our secondary goal for the event was to generate cash influx for the participating businesses of South Granville after an extended period of economic hardship and to provide the opportunity to shine in front of the right audience.

The chosen event structure addressed formal and informal challenges simultaneously: On top of fulfilling the mandated safety requirements, the SGBIA determined multiple hard and soft goals that had to be met for the project to be considered successful.

Hard goals:

- Amortize at least 20% of the event costs through ticket sales
- Generate cash influx for the businesses and restaurants
- Access younger target group, women aged 25-34
- Reach at least 20,000 people with the TOTY campaign

Soft goals:

- Uplift people's spirits
- Increase consumer confidence in safe shopping environments
- Showcase South Granville's diverse mix of retailers and eateries
- Improve the South Granville experience for participants

TOTY shone a positive light on South Granville as a fun and approachable neighbourhood as it proved to be an exciting experience for participants and businesses alike which helped with the desired reception of the brand. The BIA's slogan was changed to 'Treat Yourself' in summer 2020 which therefore was printed on the reusable tote loot bags, repeating the brand message with every future use.

## **AUDIENCE**

The primary target audience for Trick or Treat Yourself were women in their mid 20s to mid 30s with disposable income, who are trend oriented and value a high quality lifestyle. This target group is relatively new to the SGBIA's set of desired visitors as it is slightly younger than the classic South Granville clientele. South Granville's untapped audience of residents are [affluent, well educated and in their thirties](#) and therefore an attractive target group to unlock as they are most likely familiar with the South Granville businesses and brand, but are in the habit of going to other neighbourhoods to do their shopping. The pandemic had them staying closer to home.

That being said, the SGBIA didn't want to repudiate the former main target group of women aged 50 and above, and thus we planned the event to work well for younger and more mature participants alike.

## **IMPLEMENTATION**

Relevant businesses for the target group were fashion retailers, florists, beauty salons and shops, galleries, restaurants and coffee shops. Businesses were asked to provide merchandise that they would usually sell (no rebate vouchers, no normally free swag) restaurants were asked if they accepted TOTY Dollars for the duration of the event and the following weekend. The BIA would collect the TOTY Dollars from the restaurants after the event and reimburse the according amount. This brought a direct cash influx to the participating South Granville restaurants et al.

## Budget

TRICK OR TREAT YOURSELF					
Total Budget Planned	\$7,000.00	Spent	\$5,200.00	Residual Budget	\$3,320.00
EXPENSES					
Swag	\$4,000.00				
<a href="#">Printed Bags</a>					
TOTY Dollars (50x \$30)					
Design Services				Real Spend:	\$3,680.00
Purdys Chocolates					
Balloons					
Helium Tank					
Printed Collateral					
Marketing	\$400.00				
Promoted Ads					
Influencer					
Operations	\$800.00				
MISC	\$0.00				
Revenue (Ticket Sales)	\$1,520.00				

- The BIA had put aside \$7,000 to spend on Trick or Treat Yourself and ended up spending \$5,200 while generating a revenue of \$1,520 through ticket sales which reduced the actual spend to \$3,680.
- We only paid one out of the five influencers to do the tour and talk about it extensively in her stories and create content around the event. The other influencers joined because the value of the event and loot bag was high.
- We used inhouse resources to create content of our own to use for social media.
- This was a sellout inaugural event.
- We received PR coverage from partners like VITA Daily and Tourism Vancouver.

## RESULTS

### Measuring success

We conducted a follow-up survey with event participants and business participants to find out who participated and what they liked and didn't like about the event and their general sentiment towards the neighbourhood. About half of the event participants answered the survey and four business owners responded.

### Comparing goals and outcomes

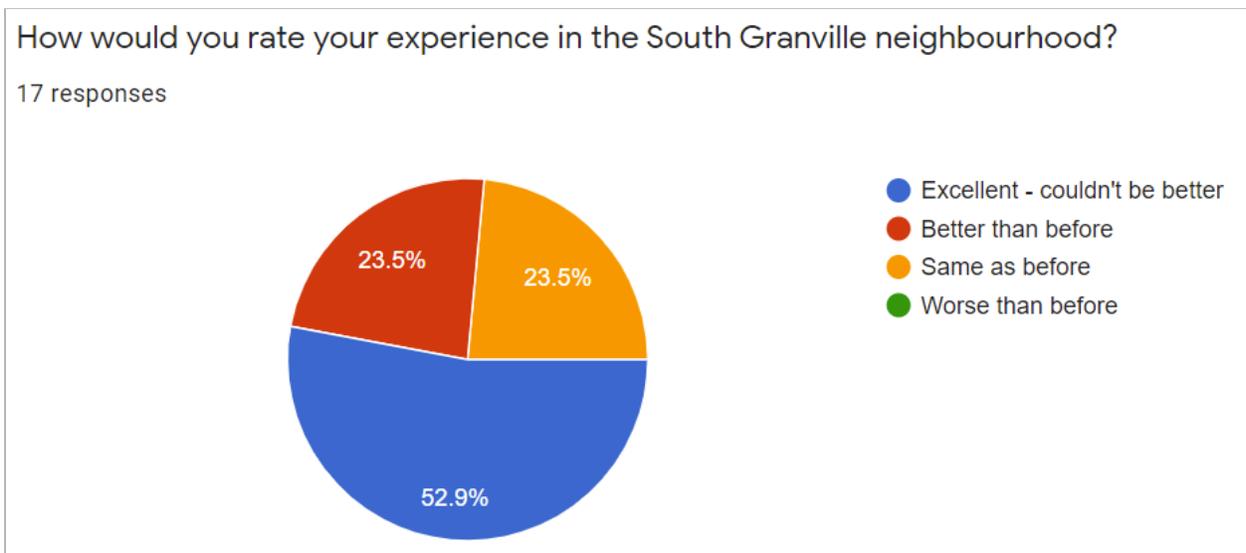
Hard goals:

- Amortize at least 20% of the costs through ticket sales
  - over 29% of the costs were amortized by ticket sales
- Generate cash influx for the businesses and restaurants
  - We asked if participants spent money of their own at TOTY businesses. Based on the answers and the direct cash influx through the TOTY Dollars we extrapolated a cash influx to the neighbourhood of \$6,325.

- Access primary target group
  - 47% of participants were in the target age group of 25-34
- Reach at least 20,000 people with the TOTY campaign
  - We reached over 30,000 people with the TOTY campaign.

Soft goals:

- Uplift people's spirits
  - see supplemental material
- Increase consumer confidence in safe shopping environments &
- Showcase South Granville's diverse mix of retailers and eateries
  - Anecdotal quote for both points: "Wonderful event! Loved the variety of stops and that it wasn't crowded. There seemed to be a bit of confusion at some of the vendors in that they weren't prepared for ToTY participants. (...) We enjoyed a great brunch at Breakfast Table and even had leftover money to supplement a lovely dinner at the Rise Eatery. Overall, it was the perfect way to spend a day with a close friend. Thank you so very much to all the businesses for their generosity and organizing this amazing event! :)"



### Quotes from participating businesses

- "I thought it was a good idea to try to get new business and for people to have fun and a different experience in the neighbourhood."
- "This event brought in those who may not know our existence in South Granville prior."
- "I love the initiative and everyone who came in was extremely happy and excited."