



ADMINISTRATIVE REPORT

Report Date: February 28, 2017
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Meeting Date: March 28, 2017

TO: Vancouver City Council
FROM: General Manager of Planning, Urban Design and Sustainability
SUBJECT: Innovation Fund Grant Application - BizMap Renewal Project

RECOMMENDATION

THAT Council approve a grant of \$97,750 under section 206 (1)(j) of the Vancouver Charter to Small Business BC to fund the BizMap Renewal Project in partnership with participating Business Improvement Associations, including web platform development, data purchase and analysis, and content production. For the purposes of this grant, Small Business BC, a not-for-profit organization, is deemed to be an organization contributing to the welfare of the City. The source of funding for this grant is the City's Innovation Fund.

Approval of grant recommendations requires eight affirmative votes.

REPORT SUMMARY

This report recommends a grant of \$97,750 from the City's Innovation Fund to Small Business BC to match \$97,750 in BIA partner contributions. These funds will be used to recreate former BizMap web pages through development of a new, advanced platform, to update BizMap data profiles for participating Business Improvement Areas (BIAs), and to develop a sustainment system that enables BIAs to receive ongoing data and content updates. The new BizMap site would be developed by Small Business BC in consultation with the City of Vancouver and participating BIAs.

COUNCIL AUTHORITY/PREVIOUS DECISIONS

On July 23, 2014, as part of the Vancouver Entrepreneur Initiative, Council directed the Vancouver Economic Commission (VEC) to consult with the small business community, in partnership with key organizations including the Business Improvement Associations and the Vancouver Board of Trade in order to identify the best practices for the City and VEC to support locally owned small businesses and neighbourhood shopping areas.

Strategic priorities include supporting and enabling the success of neighbourhood shopping and business areas by preserving existing locally owned small businesses and, where appropriate, encouraging new businesses that complement and improve the business mix for local residents.

Guidelines for accessing Innovation Funds, and a project alignment table, are attached as Appendix A.

CITY MANAGER'S/GENERAL MANAGER'S COMMENTS

The City Manager and General Manager of Planning, Development and Sustainability RECOMMEND approval of the foregoing.

REPORT

Background/Context

Following Council direction, consultation with key business organizations, including business improvement associations (BIAs), was undertaken. Among potential best practices identified by the BIAs, renewal and update of the BizMap site was identified as a high priority.

BizMap site

BizMap was a website developed by the Vancouver Economic Commission (VEC) between 2006-2009 with funding from Western Economic Diversification (WED), as a free, publicly accessible resource to help strengthen BIA local shopping areas by providing market-area statistics and business district data and information. Small Business BC (SBBC) was contracted to scope, obtain and analyse the data. The website was hosted by VEC.

The BizMap site responded to a need for ready access to data organized specifically and geographically for BIAs and their surrounding market areas. This is different from Open Data, which is not currently able to organize data geographically, such as by BIA commercial area or market area.

The BizMap information was useful to a range of users including:

- BIA boards and staff
 - to aid BIA planning and marketing through better understanding of customer characteristics and trends in their neighbourhoods, and the ability to track key indicators in their respective commercial areas
- businesses owners/managers
 - to aid business retention and growth by helping businesses to understand customer characteristics for the purpose of marketing and product selection

- property owners, realtors and developers
 - to provide market data and commercial area statistics and information to help recruit business tenants, minimize vacancies, and facilitate investment in commercial renovation and development
- businesses looking to locate, relocate or expand
 - to provide market data and commercial area statistics and information to help business owners or agents determine suitable locations for new or existing businesses
- special event planners
 - to provide neighborhood data and commercial area statistics to help corporations or organizations find areas to host community events, or to help strengthen BIA bids for community events (i.e. Races, festivals, cultural events, etc.)
- members of the public generally
- City staff responding to enquiries
 - Staff regularly referred callers to the data provided on the BizMap site.

Data Profiles

The BizMap website hosted geographically-specific data and information for 20 BIAs. Each BIA had two 'profiles': a 'commercial' profile and a 'neighbourhood' profile. The profiles were static reports uploaded to the website as pdf pages. Although this platform was innovative at the time, the content was not searchable, was difficult to update, and the website lacked functionality to compare, organize and display data sets. Despite its limitations, the BizMap site was a valuable resource to BIAs and a range of users. A sample of an original BizMap profile is attached in pdf format as Appendix B.

1. Commercial profile: Data, analysis, and information about the commercial district within a BIA boundary, including
 - a. Data on property values, commercial lease rates, and vacancies
 - b. Business mix and change
 - c. Employment base
 - d. Zoning and development-related policy
 - e. Major current re-zonings and developments
 - f. Pedestrian and traffic counts
 - g. Customer access including major streets, transit lines, bicycle routes and other facilities
 - h. General business-area characteristics
2. Neighbourhood profile: Statistics, analysis, and information about the surrounding neighbourhood 'market' area, including
 - a. Population and density
 - b. Built form and zoning
 - c. Demographics such as family size and income, age, ethnicity, education, etc.
 - d. General neighbourhood area characteristics

BizMap was completed in 2009 with major funding from Western Economic Diversification (WED). It was understood that BizMap would only remain useful if the data was current; therefore, the intention was to update the profiles at regular intervals as new data (e.g. Statistics Canada, pedestrian counts) became available. VEC proposed (and BIAs agreed) that funding for updates would be cost shared between VEC and participating BIAs. This did not occur. WED funding is no longer available to develop or support this kind of project, and VEC was not able to provide the cost-sharing and resources required to update the data. As a result, the existing BizMap data is now dated, has limited utility, and is no longer publicly accessible as the pages are no longer on line. A new BizMap iteration would need to update the data profiles, incorporate best practices in web functionality, and facilitate sustainment for ongoing updates.

Strategic Analysis

Current status

In 2015/16, the Downtown Vancouver Business Improvement Association (DVBIA) worked with Small Business BC (SBBC) directly to develop a new iteration of BizMap profiles for their market area. A sample of these most current BizMap profiles set is attached in pdf format as Appendix C. Additionally, the West End BIA updated its market area data using in-house resources to produce its own version of BizMap profiles.

Whereas most BIAs cannot afford the full cost of an update, most of the BIA's have indicated they would like to participate if the cost could be shared. A list of the seventeen participating BIAs is attached as Appendix D. The BIAs would accept a higher initial cost in return for improved features that could be built into a new shared website. The remaining BIAs could potentially join future BizMap iterations after seeing the features of the enhanced site in operation, and if the initial and ongoing costs are reasonable. The participating BIA's are keenly interested in a new enhanced BizMap-like site or other joint platform that would:

- Update data from 2009 to the most recently available data
- Enhance 'back end' site maintenance functions:
 - to facilitate SBBC edits and reduce the effort and cost of updates, which would help justify the initial investment and improve BizMap sustainability over time
 - to facilitate BIA edits where a BIA is managing additional data or analysis pieces
- Functionality to link data sets with data sources to enable electronic updates of additional data sets such as Open Data, if Open Data is enhanced in future to generate geographic reports, or if other data sources are available
- Enhanced functionality for navigation and key-word search
- Enhance BizMap user-interface and functionality to allow for storage and retrieval of historical data sets, comparison of profiles between BIA areas, and generation of graphic and other presentation formats such as graphs and charts.

Project Outcomes

The BizMap refresh will provide the following outcomes:

- BizMap Market Area Profiles
 - Current market-area data for seventeen BIA's, displayed in both report and web-based platforms (data including householder income and demographics updated to the 2017 census release, for each participating Business Improvement Area (BIA))
 - Current (2017) business district data in both report and web-based platforms, including pedestrian counts, vacancy and lease rates, and development activity, and other information updated to most recent source material
 - Data organized geographically by BIA /business area.

- A new and improved BizMap.ca website would feature
 - Web-based functionality as opposed to uploaded, static pdf reports
 - BizMap site can be accessed by way of link, or content can be embedded directly into BIA and other web pages.
 - User-friendly, infographic format and platform, easily navigated and searchable by keyword
 - 'Back end' access to owner of BizMap.ca website (SBBC) to facilitate updates and editing; back end access to BIAs to update additional data or analysis sections managed by the BIAs
 - Storage, retrieval and application of prior data sets for comparison and analysis
 - Retrieval and comparison of current and prior data sets for one or more BIA areas without having to toggle between profiles
 - Display of results using reports, graphs, charts and other formats
 - Potential comparison of data profiles with other Canadian cities/BIAs as part of a proposed Downtowns Canada on-line commercial 'dashboard'; BizMap could be a model for the future Canada-wide site
 - Functionality to enable automated data updates if Open Data is enhanced to generate geographic reports, or other data sources are available.

- Enhanced web-based functionality would:
 - Reduce cost and effort required for edits and updates
 - Increase sustainability by facilitating updates
 - Justify the initial investment, encouraging universal BIA participation.

- Resource for:
 - BIA boards and managers for area branding, promotion and business recruitment
 - BIA property owners and businesses for understanding their market and market trends
 - Property owners and developers looking to purchase, sell, lease or redevelop property, and their realtors
 - Business owners or prospective business owners looking to locate in an area, and their realtors.

Project Development

The new BizMap site would be developed by Small Business BC (SBBC), a not-for-profit organization having a BC-wide mandate to serve as resource centre for knowledge-based business products and services. The requested matching funds would be provided to SBBC to complete the project, in consultation with the City of Vancouver and participating BIAs. SBBC has acquired ownership of the BizMap.ca domain and would be the owner of the BizMap site, of data purchased by SBBC, and of site content generally.

Project Cost and Matching Target

The project cost per BIA for development of an enhanced BizMap site and the associated new data profiles is \$11,500; therefore, based on 50-50 cost sharing between participating BIAs and the City, the cost to the BIAs and the City would be \$5,750 per BIA area.

Based on the participation of seventeen BIAs in this project, the total project cost is \$195,500 of which \$97,750 (50%) would come from participating BIAs and \$97,750 (50%) would come from the City.

Some staff time will be required to co-manage the project, and to retrieve data in the City's possession that may not be readily available through Open Data or other sources. This work can be done within existing budgets and staffing.

In addition to the initial project cost, ongoing annual web maintenance costs are estimated to be approximately \$4,000 (\$235 /year per BIA if shared among seventeen BIAs). The annual maintenance cost is not included in this Application on the understanding that the BIAs will each budget for their respective share of the annual cost. Participating BIAs would also fund costs to promote BizMap and would link their websites to the BizMap site. The City of Vancouver, VEC, SBBC, Vancouver Board of Trade and others could also link to the site.

Long-Term Project Sustainability

It is recommended that BizMap data profiles be renewed in conjunction with the upcoming release of Census data in 2017, and it is anticipated that further updates would occur in five-year intervals as new Census data is released, the next update being in 2022. Other data types could be refreshed more frequently depending on availability and funding. The unit cost to update individual profiles from the 2022 Census is estimated to be approximately \$8,500 per BIA.

It is expected that funding for this and any subsequent BizMap update will be cost shared between the BIAs and SBBC. These updates would depend on the successful acquisition by SBBC of third party funds through grants, government contributions and/or revenue associated with the BizMap website, possibly including advertising and corporate sponsorship / logo recognition. No further City contributions would be required, other than incidental staff time to research or retrieve data in the City's possession.

Public/Civic Agency Input

The Vancouver Economic Commission believes that the proposed updates to BizMap data, and the upgrade to an enhanced web platform with comparison and analytic capability, will advance the goals of the Vancouver Entrepreneur Initiative for supporting entrepreneurship and neighbourhood commercial districts. The renewed BizMap website would be a positive contribution for Business Improvement Associations (BIAs), BIA commercial districts and member businesses, and to the small business community generally.

Implications/Related Issues/Risk

Financial

The total project cost is \$195,500 including website development, data purchase and analysis, and content production.

This report seeks approval of a grant of 50% of the total cost (\$97,750), with the balance of funding to be provided by the participating BIAs. The source of funds for the grant is the City's Innovation Fund. Guidelines for accessing Innovation Funds, and a project alignment table, are attached as Appendix A.

The City is not expected to incur any additional or future costs associated with this project or future updates, as any incidental work to research or retrieve data in the City's possession can be done within existing budgets and staffing.

CONCLUSION

The initial BizMap website was developed by the Vancouver Economic Commission in 2006-2009 as a free, publicly accessible resource to help strengthen BIA local shopping areas by providing neighbourhood market-area and business district data and analysis (profiles) for 20 BIA areas. The BizMap profiles are out of date and the original website is off-line.

During consultation with Vancouver's business improvement associations (BIAs), renewal and update of the former BizMap website was identified as a high priority. This report recommends a grant of \$97,750 from the City's Innovation Fund to match \$97,750 in partner contributions from seventeen BIAs. The funds would be provided to Small Business BC to build a new BizMap site hosting BIA profiles updated to 2017, provide a new web-based platform with greatly enhanced functionality for research and comparison, and to develop a sustainment strategy that enables BIAs to receive ongoing data and content updates. By updating and making the BizMap website available to the public, SBBC will be contributing to the welfare of the City. There are no anticipated future costs to the City.

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City of Vancouver Innovation Fund

Increasingly, more opportunities exist to work with other parties to leverage expertise, funding, and access to various in kind resources in order to focus on strategic areas important to the city. This form of leverage allows the City to continue to advance its policy priorities at a lower cost to taxpayers.

The Innovation Fund is expected to build on the City's experience in leveraging funding and expertise with outside agencies, other levels of government, private sector, universities and not-for-profits to advance key City priorities through aggressive leveraging of external partners.

Some examples of these types of unique opportunities would include: Enhancing the success of our urban aboriginal residents; enhancing our local economy with an emphasis on social enterprise particularly in the green sector; innovative child care programs for children at risk; cultural programs which enhance the community and create local jobs for artists; enhancing the involvement of our seniors in community; enhancing our sport strategy through partnerships of significant sporting initiatives; sport for youth at risk; and others.

Guidelines for accessing City of Vancouver Innovation Fund:

With the establishment of an Innovation Fund, one time innovative projects can be funded to advance key agendas in the city. Accessing the City of Vancouver Innovation is at Council discretion; however, the following guidelines have been established to optimize the use of the fund:

- Aligns with Council Agenda (Housing, Public Safety, Economy, Environment)
- Demonstrates clear outcomes
- Matching requirements - target leverage of 3:1 (minimum 1:1) 3rd party investment (cash and in-kind) to City funding
- Size of CoV contribution should enable a broad range of programs to be supported by fund (Guideline - maximum project size of \$250,000 recommended).
- Projects which are one-time innovative opportunities; maximum commitment for expenditure of funds - up to 2 years
- Supports transformation and innovation in meeting City goals; shines a spotlight on Vancouver

Table 1 following indicates how the BizMap renewal project aligns with the guidelines for the Innovation Fund:

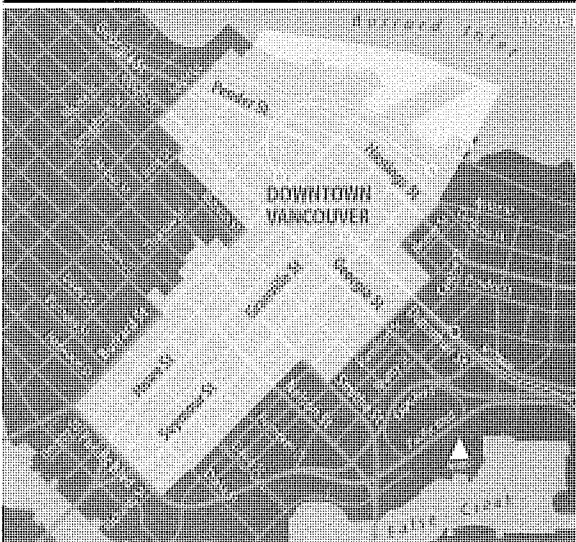
TABLE 1 - Project Alignment

Innovation Fund Guidelines	Project Alignment
<p>Aligns with City Priorities</p> <p>Supports transformation and innovation in meeting City goals</p>	<ul style="list-style-type: none"> • Vancouver Entrepreneur Initiative <p>Aligns with Council’s July 23, 2014 resolutions to:</p> <ul style="list-style-type: none"> • Empower the local entrepreneurial community to network, support and help other entrepreneurs • Maintain and strengthen locally owned small businesses and neighbourhood shopping areas
<p>Leverages 1:1 third party investment</p>	<p>\$97,750 City investment leverages \$97,750 in equal contributions from 17 participating Business Improvement Associations (BIAs)</p>
<p>One-time opportunity (2 year maximum)</p> <p>\$250,000 maximum/year</p>	<p>1 year initiative</p> <p>City contribution is limited to \$97,750</p>
<p>Demonstrates clear outcomes and transformation toward City of Vancouver goals</p>	<p>This is an opportunity to:</p> <ul style="list-style-type: none"> • support technical innovation to create a state-of-the-art on-line platform to facilitate commercial area data analysis, planning, and business retention and recruitment • apply learning from the previous BizMap iteration toward a new product that is sustainable through BIA financial support and other external revenue sources without the necessity for ongoing City support. • BizMap furthers Vancouver Entrepreneur Initiative goals to support the entrepreneurial community and strengthen local small business and shopping areas, and supports the City’s BIA Program goals to facilitate the economic vitality and competitiveness of neighbourhood commercial areas.

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DOWNTOWN VANCOUVER (DVBIA) COMMERCIAL PROFILE

BIZMAP
MARKET AREA PROFILES



FAST FACTS

- BIA size: 90 city blocks.
- 698 commercial properties, 8,216 businesses.
- 145,000+ employee base, including more than 50,000 within the BIA.
- A mixture of Comprehensive Development District Zoning (CD1, CWD and DD).
- Over \$9.6 billion in assessed commercial properties, representing 63% of commercial properties within the city. Ranked 1st among Vancouver BIAs.
- An in-demand commercial area, with low vacancy rates and high lease rates.
- The financial centre of Vancouver, DVBIA's major business types include a high proportion of office-type businesses such as financial, legal, mining/mineral and engineering businesses. Retail businesses are focused toward eating and drinking establishments and high end apparel and accessory stores.
- Several major east-west thoroughfares pass through the BIA, including Robson Street, Burrard Street, West Hastings Street, West Pender Street and West Georgia Street. Almost 250,000 vehicles pass through the BIA each day, and there is a high level of foot traffic. In addition, thousands of commuters use the BIA's two SkyTrain stations and major bus routes from both the city and suburbs enter the BIA each day.
- Reflecting its relative stability and low vacancy rate, the number of businesses in the BIA grew by 25% between 2003 and 2008. This is lower than the Vancouver average of 30.5% and the Metro Vancouver average of 25.6%.

ABOUT THE DOWNTOWN BIA

Located in the heart of Vancouver's cosmopolitan business district, the Downtown Vancouver Business Improvement Association (DVBIA) is the city's largest, serving a 90-block area through which thousands of employees, tourists and shoppers pass every day.

Almost 40,000 people have moved into the Downtown core in the last decade alone, and over 8 million people visit the city each year. Business thrives here, and many have been established or expanded to service this flourishing business centre. The DVBIA's mission over the next five years is to champion a vibrant, healthy and diverse downtown so that by 2012, Vancouver will be recognized as having North America's #1 business-friendly downtown core and be a premier destination for Lower Mainland residents for business, shopping and entertainment. The DVBIA has been instrumental in improving safety and combating crime and was a leading founder of the Safe Streets Coalition.

The BIA comprises over 8,000 businesses and more than 50,000 daytime employees. Another 95,000 employees work on the Downtown Peninsula outside of the BIA and nearly 80,000 residents live within the BIA's primary catchment area. Since Downtown is also a major tourist centre, this provides a strong potential market for businesses locating here.

PHYSICAL PROFILE

The Downtown Vancouver BIA is situated in the heart of Vancouver, approximately 2.5 kilometres from City Hall.¹ The BIA is home to 698 commercial properties and 8,216 businesses. The hotels, restaurants, shopping and entertainment district of the downtown core are a major draw for tourists from around the world and residents from across the Lower Mainland. The BIA has more than 100 structures listed on the Vancouver Heritage Register – including the Art Deco Marine Building at 355 Burrard Street, the Vancouver Block at 736 Granville Street and the Bank of Commerce building at 698 West Hastings Street. Key elements of the BIA's physical profile are discussed below.

ZONING MIX

The Downtown Vancouver BIA covers over 250 acres of land, 33.7 million square feet of commercial area and 5.9 million square feet of residential area.²

City of Vancouver records indicate that the BIA is primarily comprised of Comprehensive Development District Zoning (CD-1, CWD and DD, as illustrated in Figure 2). CD-1 zoning is individually tailored to each site's development, while DD zoning ensures the highest possible standards of design and amenity for buildings in the Downtown area. CWD zoning,

¹ City of Vancouver VanMap: <http://vancouver.ca/Vanmap/Index.htm>

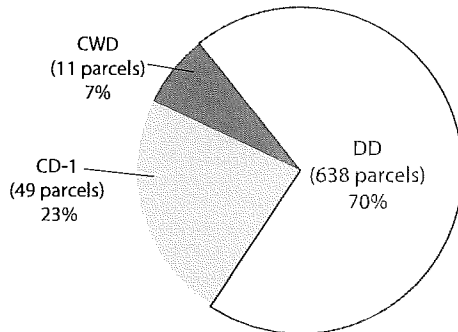
² BC Assessment 2001 data as analyzed for City of Vancouver 2005 Retail Study.

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DOWNTOWN VANCOUVER (DVBIA) COMMERCIAL PROFILE

BIZMAP
MARKET AREA PROFILES

Figure 2: Zoning Mix
Commercial Sq. Ft.



meanwhile, is specifically designed to encourage the development of commercial, recreational, cultural and public uses throughout the Central Waterfront and Coal Harbour area, as well as residential uses west of Burrard Street.

ASSESSED VALUE

The total 2008 assessed value of all Downtown Vancouver commercial properties was \$9.6 billion making this the 1st ranking among Vancouver BIAs. This represents 63% of the value of all Vancouver BIA properties and contributes just over \$129 million in property taxes annually.

AGE AND QUALITY OF BUILDINGS

The majority of commercial buildings in the Downtown Vancouver BIA (33%) were constructed pre-1946 (see Figure 3a). Only 10% of DVBIA commercial buildings were constructed post-1991. However, many of the area's buildings were renovated in North America's post-war years (between 1946 and 1970) such that only 20% remain in pre-1946 conditions (see Figure 3b).³

Figure 3a: Year Built

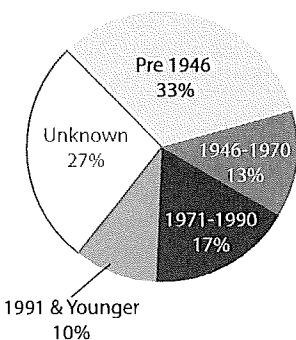
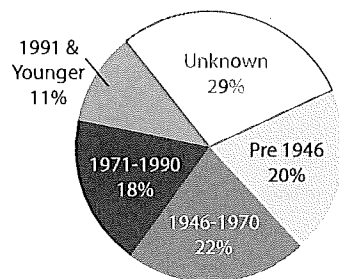


Figure 3b: Effective Year



Many of the buildings in the BIA – particularly those housing offices – are of concrete construction and are generally in good repair, with lots of recent tenant improvements. Comprehensive developments



continue, with many older buildings having been demolished and redeveloped into mixed-use commercial/residential buildings.⁴ In the past 10 years, the DVBIA has seen a significant amount of this type of redevelopment, particularly in the Coal Harbour area, but also along Seymour, Richards, Smith, Homer and Hamilton streets.

LEASE AND VACANCY RATES⁵

Downtown Vancouver has a long history as a major commercial and retail centre and serves as the city's premier destination for both residents from across the region and tourists from around the world. In 2008, lease rates within the Downtown Vancouver BIA ranged from \$20-40/sq ft per year for office rentals and up to \$200/sq ft for office space sales. Retail space, which is always in high demand due to the BIA's strong customer base, was over \$150/sq ft. Pressure on lease rates eased somewhat toward the end of 2008, as region-wide economic conditions shifted and vacancy rates began to increase from a record low of 3% for office space and even lower for retail. The opening of Vancouver's new Trade and Convention Centre will add 80,000 sq ft of retail space in the downtown area, which should relieve some pressure on increasing retail lease rates.

DEVELOPMENT POTENTIAL

Despite its largely built up area, significant development potential remains within the DVBIA. In 2007/2008, the City of Vancouver issued numerous rezoning applications, primarily to CD-1 (Comprehensive Development Zoning, which allows for mixed use). These have paved the way for the new convention centre at Canada Place (foot of Burrard Street), the Coal Harbour area residential towers, the new Shangri-La hotel and numerous other residential towers. The City also issued thousands of development permit and building applications that have allowed for new construction

³ In Figure 3b, "effective year" refers to the "effective" year of construction based on the year in which any significant renovations have been made. "Unknown" means no information was provided. DVBIA has a significantly higher proportion of buildings of "unknown" age, as compared with other BIAs; possibly because of the significant redevelopment taking place in this area.

⁴ Lucent Strategies site tour, Fall 2008.

⁵ Lucent Strategies web search, December 2008. Sources: www.downtownvancouver.net/files/CBREOfficeReports.pdf, www.biv.com/publications/officespace/asp/suburban.asp, [www.colliersmn.com/PROD/ccbrkr.nsf/publish/6CDA99F721787476882573ED007E255B/\\$File/Q3-07+Colliers+Retail+Market+Report-Email.pdf](http://www.colliersmn.com/PROD/ccbrkr.nsf/publish/6CDA99F721787476882573ED007E255B/$File/Q3-07+Colliers+Retail+Market+Report-Email.pdf). For current lease rates in the area, please visit the Downtown Vancouver BIA commercial profile at www.bizmapbc.com (electronic link provided courtesy of the Greater Vancouver Real Estate Board. Note: link remains under development as at November 2008).

projects as well as significant renovations of existing buildings. Key projects of note include:

Construction	Renovation
955 Burrard Street	1166 Alberni Street
1055 Canada Place (Convention Centre)	200 Burrard Street
833 Homer Street	500 Block of Burrard Street
1252 Hornby Street	666 Burrard Street
667 Howe Street	1081 Burrard Street (St. Paul's Hospital)
1205 Howe Street	602 Dunsmuir Street
1055 Richards Street	777 Dunsmuir Street
1321 Richards Street	1055 Dunsmuir Street
833 Seymour Street	200 Granville Street
1022 Seymour Street	600-block of Granville Street
535 Smithe Street	736 Granville Street
565 Smithe Street	700 Hamilton Street
1101 West Cordova Street	701 West Georgia Street
1151 West Georgia Street	855 West Georgia Street
830 West Hastings Street	1055 West Georgia Street
	555 West Hastings Street
	1000-Block of West Hastings Street

According to the City of Vancouver, the downtown peninsula will be home to about 100,000 people by 2021 (an increase of 61 per cent over 1996). Employment is also expected to increase. The number of employees may grow to more than 173,000 (up 28 per cent from 1996). While little growth is expected in either population or employment in mature areas such as the West End, developing neighbourhoods, such as Downtown South and Triangle West - Coal Harbour, will experience substantial growth. The traditional Central Business District will retain its dominant employment role.⁶

Changes to the face of the Downtown Vancouver BIA include redevelopments at the corner of Alberni and Thurlow streets, as well as the Granville Street redevelopment. There are several properties that are still not at highest and best use meanwhile the limited available land space continues to be of high value. Downtown South and Coal Harbour/Triangle will absorb most of the residential and commercial growth.

BUSINESS MIX

The zoning mix and commercial building structure of the BIA primarily supports office businesses, with a significant percentage of finance, insurance, real estate and mining companies. The majority of businesses (55%) have fewer than five employees, however Downtown is also unique for its relatively high proportion of large businesses with 500-plus employees. Major business types include legal services, miscellaneous retail, engineering and management services, business services and eating and drinking establishments.

BUSINESS TYPES

Fully 61% of Downtown Vancouver's businesses are retail or service businesses. The majority of these are within the service sector. Despite a concentration of retail outlets in certain parts of the BIA, it actually contains far fewer than the Vancouver or Metro Vancouver average, as illustrated in Figure 4.

Figure 4: Commercial Business Mix

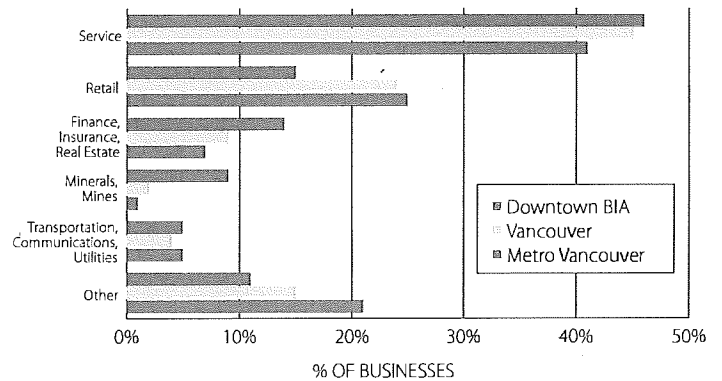


Table 1 provides a detailed breakdown of business types for the Downtown Vancouver area as compared with the city and Metro Vancouver.⁷

Table 1: Business Mix

Business Type	Downtown BIA		Vancouver		Metro Vancouver	
	Count	%	Count	%	Count	%
Service	3,760	46%	16,371	45%	37,708	41%
Retail	1,234	15%	8,609	24%	22,730	25%
Finance, Insurance, Real Estate	1,179	14%	3,197	9%	6,596	7%
Minerals, Mines	766	9%	866	2%	988	1%
Transportation, Comm., Utilities	391	5%	1,371	4%	4,212	5%
Other:	786	11%	5,711	15%	20,223	21%
Public Administration	308	4%	1,058	3%	2,083	2%
Wholesale	247	3%	1,743	4%	6,489	7%
Manufacturing	208	3%	1,449	4%	5,304	6%
Construction	105	1%	1,126	3%	5,069	5%
Agriculture	11	0%	314	1%	1,226	1%
Non-Classifiable	7	0%	21	0%	52	0%

Of the 15% retail businesses, most are eating and drinking establishments (40%), miscellaneous retail⁸ (25%) and apparel and accessory stores (14%), as outlined in Table 2 below. Of the 46% service businesses, the most common are legal services (30%), engineering and management services (21%) and business services (16%), also illustrated in Table 2. This business mix is very different than most BIAs, which tend to have a much higher proportion of retail businesses and within retail, a much higher proportion of eating and drinking establishments.

⁶ Extracted from Downtown Transportation Plan web page of COV site (<http://vancouver.ca/dtp/context06.htm>).

⁷ Businesses maintaining a post office box address within the BIA are included in SBBC data. They may not actually operate within the BIA itself.

⁸ Miscellaneous retail includes a variety of store types, primarily Jewelers (43), Cigar Cigarette & Tobacco Dealers (30), Art Galleries & Dealers (23), Florists-Retail (20), Gift Shops (19), Cosmetics & Perfumes (11), Jewelry Designers (10), Pharmacies (10), and Sporting Goods (10).

Table 2: Breakdown of Service & Retail Businesses

Service Business Breakdown

Legal Services	1,121	30%
Engineering & Management Services	789	21%
Business Services	584	16%
Health Services	312	8%
Personal Services	195	5%
Educational Services	173	5%
Membership Organizations	157	4%
Amusement & Recreational Services	106	3%
Hotels, Rooming Houses, Camps & Other Lodging	91	2%
Social Services	90	2%
Automotive Repair, Services & Parking	42	1%
Motion Pictures	40	1%
Miscellaneous Services	32	1%
Miscellaneous Repair Services	17	0%
Museums, Art Galleries, Botanical & Zoological Garden	11	0%

Retail Business Breakdown

Eating & Drinking Places	490	40%
Miscellaneous Retail	310	25%
Apparel & Accessory Stores	170	14%
Furniture, Home Furnishings & Equipment Stores	121	10%
Food Stores	119	10%
Building Materials, Hardware, Garden Supply & Mobile	8	1%
General Merchandise Stores	8	1%
Automotive Dealers & Gasoline Service Stations	8	1%

As for individual business types, there are a significant number of legal service offices (1,121), engineering and management services (789), business service providers⁹ (584), eating and drinking establishments (490) and health services (312).

On a percentage basis, the Downtown Vancouver BIA has significantly more legal services, engineering and management services and non-metallic mineral companies than average for the city or region (as discussed further below). The BIA also has higher than average representation in all mineral industries, non-depository credit institutions, security/commodity brokers/services and executive/legislative/general government. It has correspondingly lower than average representation in special trades contractors, wholesale and most retail (except apparel), personal services, amusement and recreation, museums/art galleries and membership organizations.

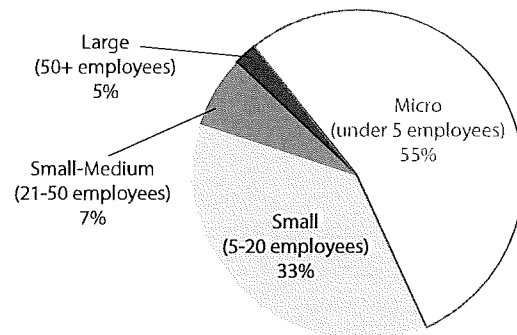
BUSINESS SIZE

Despite housing multiple office towers, the Downtown Vancouver BIA is comprised primarily of businesses with less than five employees (55%), followed by small sized businesses with 5-20 employees (33%) as Figure 5 illustrates. Fully 5% of DVBIA businesses have more than 50 employees, with several having more than 500 employees.

These include:

- Accenture Business Services (formerly BC Hydro)
- Ainsworth Lumber Company Inc.
- Allied Hotel Properties Inc.
- Amica Mature Lifestyles Inc.
- B. Wireless Communications Inc.
- Bentall Inc.
- Canwel Building Materials Income Fund
- Canaccord Capital Corp USA Inc
- Eldorado Gold Corp
- Fairmont Hotel Vancouver
- HSBC Bank of Canada
- Hyatt Regency-Vancouver
- Intrawest Corp.
- KPMG Inc.
- Jim Pattison Group
- Methanex Corp
- Pan Pacific-Vancouver
- Pricewaterhousecoopers
- Raymond James Ltd
- Sandwell International Inc.
- Sierra Systems Group Inc.
- Teck Cominco Ltd.

Figure 5: Commercial Business Size



ANCHOR TENANTS AND DOMINANT BUSINESSES

The BIA is unique in Vancouver, with almost 63% of its businesses coming from only five sub-sectors. These include:

- Eating and drinking places (23%) - about three times the city and regional average
- Health services (13.7%) - about three times the average
- Miscellaneous retail (9.9%) - about average
- Food stores (8.5%) - more than triple the city and regional average
- Personal Services (7.8%) - about double the average

Anchor tenants in the Downtown Vancouver area are diverse and include the hotels and conference venues, Vancouver Art Gallery and the local head offices of all major banks. The BIA is known for

⁹ Primary business services include Employment Agencies & Opportunities (76), Internet Service Providers (72), Advertising-Agencies & Counselors (33), Computers-System Designers & Consultants (32), Graphic Designers (24) and Interior Decorators Design & Consultants (21).

its large branches of major retailers such as Holt Renfrew, The Bay, Sears, Future Shop and Winners, as well as entertainment centres such as the Orpheum, Vogue and Queen Elizabeth theatres, and the Scotiabank and Granville 7 cinemas. In the next five years, the Vancouver Art Gallery will move to its new location just east of the Downtown Vancouver BIA, providing multiple development opportunities for the current location, which occupies a full city block within the heart of the BIA.

CHANGE IN BUSINESS MIX (2003 to 2008)

Between 2003 and 2008, the number of businesses in the BIA grew by 25% - somewhat lower than the Vancouver average of 30.5% but in line with the Metro Vancouver average of 25.6%. Growth was highest among the following sectors:

- Construction – 69 businesses (192% increase) – in part reflecting the significant amount of major infrastructure projects underway such as the CanadaLine rapid transit project, the Golden Ears Bridge, Pitt River Bridge, Abbotsford Hospital, etc.
- Public administration – 151 businesses (96% increase)
- Agriculture – 5 businesses (83% increase) – including landscaping, pet services, and forestry consulting

In terms of sub-industries, the fastest growing in the BIA were engineering and management services (183 businesses), executive, legislative and general government (132 offices) and security, commodity brokers and services (122 businesses). Figure 6 provides a breakdown of the fastest growing Commercial sub-industries, as defined by Statistics Canada.

Figure 6: Fastest Growing Commercial Sub-Industries

Sub-Industry Type

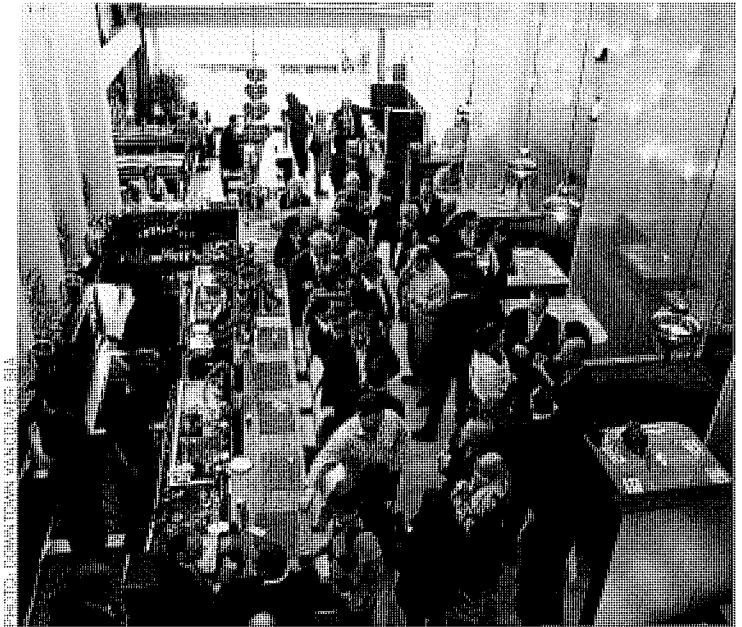
Engineering & Management Services	183
Executive, Legislative & General Government	132
Security, Commodity Brokers & Services	122
Eating & Drinking Places	119
Nonmetallic Minerals, Except Fuels	113
Metal Mining	63
Educational Services	61
Real Estate	60
Business Services	54
Health Services	53

DEMAND POTENTIAL

The Downtown Vancouver BIA's demand potential comes from three primary sources: area residents, BIA employees and other employees in the surrounding area. In addition, businesses in the BIA are exposed to 8 million tourists a year and thousands of daily commuters and city residents travelling by SkyTrain, bus, bike and car. Each of these potential customer groups is discussed below.

RESIDENTIAL BASE

Just over 79,100 residents live within the BIA's primary catchment



area¹⁰ and provide the primary market base for businesses.

Downtown Vancouver is a multicultural area, but the most common ethnic origins for its residents are still English, Chinese, Scottish, Irish and Canadian. English is by far the most dominant household language, but with a large number of foreign students in the area, other commonly heard languages include Chinese, Korean, Persian, Japanese and Spanish.

Household sizes in the area are smaller than the city and the Metro Vancouver average, with proportionately fewer families and less children per household. The area is comprised almost entirely of apartment dwellings, with a much higher density than average for the city of Vancouver.

With a high level of education, Downtown Vancouver residents tend to be proportionately more employed in management positions, as well as in occupations related to natural and applied sciences and art, culture, recreation and sport than average for the city and the region. This area will continue to grow, with up to 20,000 more inhabitants by 2021.

A companion document, *Downtown Vancouver - Neighbourhood Market Report* provides more detail about this important market segment.

EMPLOYEE BASE¹¹

More than 50,000 people are employed within the BIA itself. Surrounding businesses outside of the BIA employ an additional 95,000 workers. This provides a total estimated daytime employee market base for Downtown Vancouver businesses of just over 195,000. Between 2003 and 2008, employment for the businesses in the surrounding area increased by 25%. A further 25,000+ people are expected to be employed on the Downtown Peninsula by 2021, as a result of the Metro Core Jobs initiative designed to refocus employment to the downtown and central Broadway area of Vancouver.

¹⁰ Defined in conjunction with the BIA, as all of the Downtown Peninsula, to Main Street.

¹¹ Source of employee information is InfoCanada courtesy of Small Business BC.

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09DOWNTOWN VANCOUVER (DVBIA)
COMMERCIAL PROFILEBIZMAP
MARKET AREA PROFILES**PEDESTRIAN AND VEHICLE TRAFFIC**

Nearly 250,000 vehicles per day pass through Downtown Vancouver.¹² However, in the past 10 years, there has been a 7% decrease in vehicles entering the downtown. New trips to Downtown have been by transit, cycling and walking. In particular, walking has become the fastest growing and most important way of getting around the Downtown area.¹³

Almost every major bus route, as well as SkyTrain, SeaBus and West Coast Express, connects to the Downtown Vancouver BIA, which sees 22,000 transit trips a day, including thousands of daily SkyTrain and transit bus travellers. There are also 1,500 walking trips and 1,000 bicycle trips.¹⁴ The BIA is also home to the bustling corridors of West Georgia and Granville Street, which provide the city's primary routes to and from the North Shore and Vancouver International Airport – and Robson Street, one of the city's busiest shopping streets.

The City of Vancouver conducts pedestrian counts for key blocks in the city (approximately 250 blocks, with the majority being in the downtown core). Major surveys are conducted about once every five years. The most currently available information is for 2002, which includes almost every major intersection with the Downtown Vancouver BIA. More than 750,000 were counted in the BIA – which boasted 19 of the 25 highest pedestrian counts – during the 2002 study. The busiest intersection in the city is at Robson and Burrard, which sees upwards of 29,000 pedestrians a day. The corners of Granville and Dunsmuir, Seymour and Pender and Granville and West Georgia also have significant foot traffic.

CONCLUSIONS

Downtown Vancouver BIA businesses have a ready-made market, thanks to the thousands of Lower Mainland residents who view it as the ultimate shopping and nightlife destination; the captive market of area employees; and the many tourists who throng to the city. The BIA is full of a wide variety of shops thanks to the presence of several different malls, and home to the city's biggest concentration of hotels for all budgets and tastes. This diversity will only continue to expand along with the area's population.

With the Vancouver 2010 Olympic and Paralympic Winter Games drawing nearer, a vast number of visitors are anticipated. Since several Olympic activities, including the Games' opening ceremonies, will take place in the downtown core, the BIA is poised to take full advantage of the city playing host to the world.

Potential areas for business growth to serve the growing number of residents and employees in the area include:

- Building materials, hardware, garden supply
- Automotive dealers and gasoline service stations
- Personal services
- Miscellaneous repair services
- Amusement and recreational services

In addition, the DVBIA continues to be a mecca for fine dining and entertainment, as well as art galleries and museums. In these areas of business, higher concentrations tend to attract larger volumes of clientele who benefit from wide variety in a single location.



These types of businesses are likely to continue to flourish well into the future.

This report provides an overview of the Downtown Vancouver commercial market, focusing primarily on zoning and development potential as well as business and employee mix. Unless otherwise stated, source of all statistics is City of Vancouver or Small Business BC (InfoCanada) data files. InfoCanada files are based on postal code boundaries. As such, some minor inconsistencies with actual BIA profile may occur. A companion document – Downtown Vancouver Neighbourhood Market Profile, focuses on key market information, including population, household and spending statistics. To access this profile, visit www.bizmapbc.com. Neighbourhood Market Profiles are based on Statistics Canada census data. The most current Neighbourhood Profile is based on 2006 data.

downtown
vancouver **BIA**
BUSINESS IMPROVEMENT ASSOCIATION

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¹² City of Vancouver traffic counts as extracted from <http://vanmappub.vancouver.ca/web/vanmap/vanmappe.htm>

¹³ <http://vancouver.ca/commsvcs/cityplans/transportation/traffic.htm>

¹⁴ <http://vancouver.ca/commsvcs/planning/corejobs/pdf/research/step4openhousepanels.pdf>

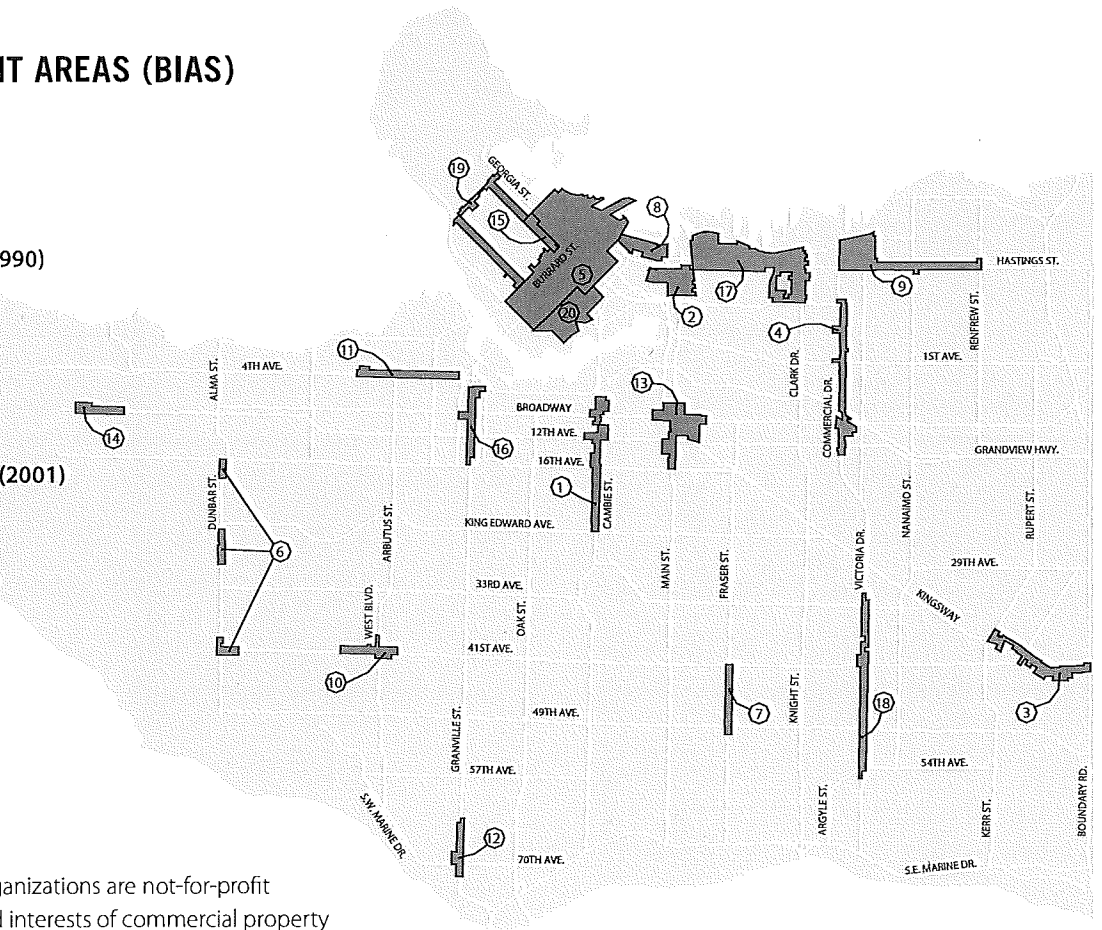
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DOWNTOWN VANCOUVER (DVBIA) COMMERCIAL PROFILE

BIZMAP
MARKET AREA PROFILES

BUSINESS IMPROVEMENT AREAS (BIAS)

1. Cambie Village BIA (2006)
2. Chinatown BIA (2000)
3. Collingwood BIA (2001)
4. Commercial Drive BIA (2000)
5. Downtown Vancouver BIA (1990)
6. Dunbar Village BIA (2008)
7. Fraser Street BIA (2007)
8. Gastown BIA (1989)
9. Hastings-North BIA (2001)
10. Kerrisdale BIA (1991)
11. Kitsilano Fourth Avenue BIA (2001)
12. Marpole BIA (2000)
13. Mount Pleasant BIA (1989)
14. Point Grey Village BIA (2004)
15. Robson Street BIA (1991)
16. South Granville BIA (1999)
17. Strathcona Area BIA (2000)
18. Victoria Drive BIA (2004)
19. West End BIA (1999)
20. Yaletown BIA (1999)



Business Improvement Area (BIA) organizations are not-for-profit associations that promote the shared interests of commercial property owners and businesses located within specified geographic areas. Established by municipal bylaw, BIAs are funded through a special tax levy that is collected by the municipality, and passed on entirely to the individual BIA. These funds support programs such as marketing & promotion, street enhancement, safety & security, events & festivals, and business development. Each BIA organization is independently managed by a Board of Directors, with autonomy for decision-making and priority-setting.

The City of Vancouver has a formal program to support merchants and property owners who wish to establish a Business Improvement Area. Presently, there are 20 BIAs within the city of Vancouver, representing over 15,000 businesses. Many of the businesses that are represented by BIAs are small and locally-owned.

Production of the BizMapBC commercial and neighbourhood profiles has been made possible with support from the Vancouver Economic Development Commission, Small Business BC, the City of Vancouver, Western Economic Diversification Canada and the participating BIA. The initial phase of the BizMapBC project (2005) established profiles for 9 of Vancouver's 20 BIAs and in 2007/08, commercial profiles for 6 of these BIAs were updated. In 2009, the remaining 11 BIAs will receive both commercial and residential profiles.

www.bizmapbc.com

PARTNERS:



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada



For further information, please contact the Vancouver Economic Development Commission at 604-632-9668.

www.vancouvereconomic.com



where business
grows naturally

2016
DOWNTOWN VANCOUVER (DV BIA)
COMMERCIAL PROFILE



PHOTO: DOWNTOWN VANCOUVER BIA

FAST FACTS

- 6,700 businesses and an employee base of 150,000
- A mixture of Comprehensive Development District Zoning (CD-1, CWD and DD)
- Over \$15.1 billion in assessed commercial properties – ranked 1st among Vancouver BIAs
- There is 24 million square feet of office space, with 1.4 million square feet created over the last year
- Easily accessible by transit, vehicle and cycling, and ranked the most walkable neighbourhood in all of Canada
- Connected to almost every neighbourhood in Vancouver and Metro Vancouver through three SkyTrain stations, major bus routes, SeaBus and West Coast Express.
- As the financial centre of Vancouver, major business types include financial and legal services, mining and mineral, and engineering and management businesses. Retail businesses are focused towards eating and drinking establishments with a growing number of high-end fashion stores.

OVERVIEW

The Downtown Vancouver Business Improvement Association (DV BIA) is Vancouver's largest BIA, serving a 90-block area. Restaurants, shopping, entertainment, and arts and culture make Downtown Vancouver a major draw for both residents from across the Lower Mainland and tourists from around the world.

There are 100,660 residents in Downtown Vancouver, with almost 40,000 people having moved into the area in the last 10 years. The area is a thriving hub for businesses, and is a premier shopping destination with large retail stores and small boutiques.

Downtown Vancouver is headquarters for financial institutions, national and international banks, mining companies, forestry product companies, and federal organizations.

Alberni Street is fast becoming a destination for high-end retailers and trendy restaurants, and Granville Street continues to be the City's entertainment hub with theatres, clubs, and restaurants. The historic commerce and banking area of Hastings West, with its many heritage buildings, is home to some of the most prestigious retailing in Western Canada.

PHYSICAL PROFILE

The DV BIA is located in the heart of Downtown Vancouver, bordered by Burrard Inlet to the north, Stanley Park and the West End to the west, Gastown and Yaletown to the east, and False Creek to the south. It has 33.7 million square feet of commercial area and 5.9 million square feet of residential area.

Downtown Vancouver has a growing number of high-rise buildings, and ranks ninth in the world and second in Canada on a list of cities with the largest number of highrises¹. The area has more than 100 structures listed as heritage buildings, including the Marine Building – a 21-storey art deco building built in 1929 that was the first of its kind in Vancouver. The Olympic Cauldron, situated at Jack Poole Plaza just east of the Convention Centre, is one of many iconic landmarks in the area.

¹Source: <http://skyscraperpage.com/cities/?cityID=1>.

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DOWNTOWN VANCOUVER (DVBIA)
NEIGHBOURHOOD PROFILE

PHOTO: DOWNTOWN VANCOUVER BIA

ZONING MIX

The zoning in Downtown Vancouver is primarily comprised of Comprehensive Development District (CD-1, DD and CWD). CD-1 zoning is tailored to each site's development, while DD zoning ensures the highest standards of design and amenities for buildings. CWD zoning is specifically designed to encourage the development of commercial, recreational, cultural and public uses throughout the Central Waterfront and Coal Harbour area, as well as residential uses west of Burrard Street.

ASSESSED VALUE

In 2015, the total assessed value of all commercial properties in Downtown Vancouver was \$15.1 billion, more than all of the other Vancouver BIAs combined². The most valuable commercial real estate assets are Pacific Centre and TD Tower/Nordstrom. The top 10 highest valued commercial real estate properties total over \$3.5 billion in assessed value³.

Table 1 summarizes the 10 most valuable commercial real estate assets in Downtown Vancouver.

Table 1: Assessed Values of Commercial Real Estate Assets

Property Name	2015 Assessed Value (\$ million)
Pacific Centre	\$626
TD Tower /Nordstrom	\$519
Bentall 5	\$392
Park Place	\$353
Bentall 4	\$328
Royal Centre	\$296
Harbour Centre	\$260
Waterfront Centre	\$257
Bentall 3	\$247
Vancouver Centre	\$247

VACANCY AND LEASE RATES

Downtown Vancouver is a major commercial and retail hub, and is a desirable place for business. It has over 24 million square feet of office space. Newly developed office towers created 1.4 million square feet of available office space over the last year, attracting big businesses to move to the area. Additional tower projects in varying proposal stages will create an additional 2.3 million square feet of office space in the near future.

New commercial projects, along with a rise in local and international economic volatility, have caused commercial vacancy rates in Downtown Vancouver to rise to nearly 10 per cent in June 2015 – the highest level of office vacancy for the area since 2004⁴.

Pre-leased tenants moving into new office buildings will effectively cause the vacancy rate to decline. Major companies such as Amazon, Microsoft and Sony Pictures will become new tenants of the Downtown core as they move into the Telus Gardens building.

Lease rates have been holding steady in recent years, as major banks, financial services, legal companies, and mining companies are committed to their Downtown locations. The average office space lease rate in Downtown Vancouver is \$47.83 per square foot, compared to \$39.12 in Metro Vancouver. Burrard Street has the second highest rent per square foot for office space in Canada, at \$57.19⁵.

DEVELOPMENT POTENTIAL

While the Downtown core is largely developed, there is still building potential in the area with a wave of new office and retail/residential buildings coming in the next five years. New development projects include The Exchange, a conjoined redevelopment of the Old Vancouver Stock Exchange building at Howe and West Pender Street, and Burrard Place at Burrard and Drake Street.

BUSINESS MIX

Major business types include legal services, mining companies, eating and drinking establishments, financial institutions, business and management services, and health care offices.

BUSINESS TYPES

Sixty-two per cent of Downtown Vancouver's businesses are retail or service businesses, while 14 per cent are finance, insurance and real estate businesses, and 13 per cent are mineral and mining companies. Although there is a concentration of retail outlets in the area, it contains far fewer than the average of the City and region, as illustrated in figure 1.

² Source: City of Vancouver, BIA Taxable Assessed Values and Levies 2015-2016. <http://vancouver.ca/files/cov/bia-total-taxable-assessed-values-and-levies.pdf>

³ Source: Vancouver Market, Metro Vancouver Commercial Properties 2015. <http://www.vancouvermarket.ca/2015/02/25/top-metro-vancouver-commercial-properties-2015/>

⁴ Source: Avison Young, Metro Vancouver Office Market Report, June 2015. http://www.avisonyoung.com/fileDownload-er.php?file=files/content-files/Offices/Vancouver/Research/2015/Vancouver_OVR_MY2015.pdf

⁵ Source: CBRE Canada, Vancouver Real Estate Market Report, Vancouver Office, Q3 2015.

2016
DOWNTOWN VANCOUVER (DVBIA)
COMMERCIAL PROFILE



Figure 1: Commercial Business Mix

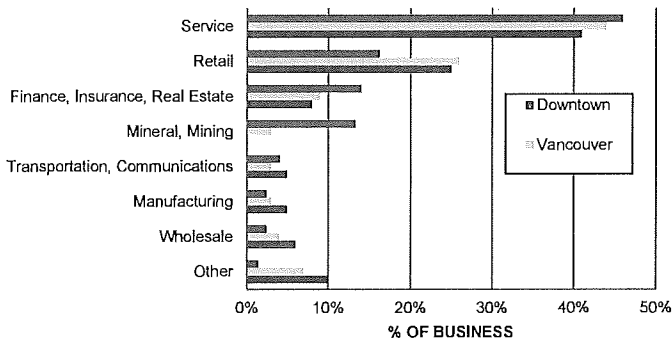


Table 2 provides a detailed breakdown of business types and number of businesses in Downtown Vancouver as compared with Vancouver and Metro Vancouver.

Table 2: Business Mix

Business Type	Downtown		Vancouver		Metro Vancouver	
Service	3,104	46%	14,829	44%	39,283	41%
Retail	1,093	16%	8,884	26%	25,886	25%
Finance, Insurance, Real Estate	952	14%	2,857	9%	7,937	8%
Minerals, Mining	895	13%	1,064	3%	0	0%
Transportation, Communications, Utilities	276	4%	1,147	3%	4,307	5%
Wholesale	165	1%	1,318	4%	5,785	6%
Manufacturing	161	2%	1,142	3%	4,746	5%
Construction	84	1%	943	3%	5,551	6%
Other: Agriculture, Public Administration, Nonclassifiable	13	0%	1,418	4%	3,971	4%

Of the 46 per cent of service businesses, the most common are legal services (30 per cent), engineering and management services (20 per cent), and business services (14 per cent), as outlined in table 3. Of the 16 per cent retail businesses, the vast majority consist of eating and drinking establishments (42 per cent), miscellaneous retail⁶ (23 per cent), and apparel and accessory stores (14 per cent). This business mix is very different than most BIAs, which tend to have a higher proportion of retail businesses, eating and drinking establishments and personal services.

Table 3: Breakdown of Service & Retail Businesses

Retail Business Breakdown	# of businesses	% of service sector
Eating & Drinking Places	455	42%
Miscellaneous Retail	249	23%
Apparel & Accessory Stores	149	14%
Food Stores	104	10%
Furniture, Home Furnishings & Equipment Stores	98	9%
General Merchandise Stores	24	2%
Building Materials, Hardware, Garden Supply & Mobile	9	1%
Automotive Dealers & Gasoline Service Stations	5	0.5%

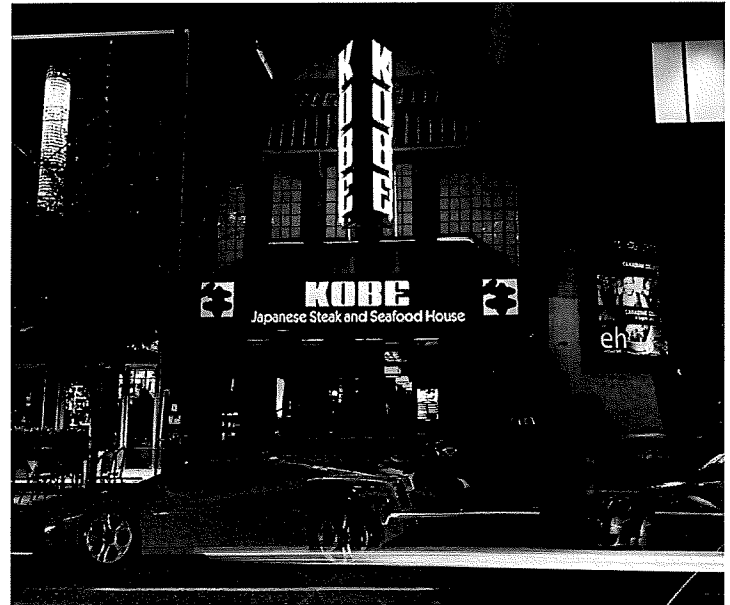


PHOTO: DOWNTOWN VANCOUVER BIA

Service Business Breakdown	# of businesses	% of service sector
Legal Services	916	30%
Engineering & Management Services	627	20%
Business Services	434	14%
Health Services	347	11%
Personal Services	168	5%
Membership Organizations	122	4%
Educational Services	118	4%
Hotels, Rooming Houses, Camps and Other Lodging	84	3%
Amusement & Recreational Services	79	3%
Social Services	75	2%
Miscellaneous Services	50	2%
Automotive Repair, Services & Parking	37	1%
Motion Pictures	20	1%
Miscellaneous Repair Services	14	0.5%
Museums, Art Galleries, Botanical & Zoological Garden	13	0.4%

As for individual business types, there are a significant amount of legal service offices (996), engineering and management services (627), eating and drinking places (455), and business service providers⁷ (434).

On a percentage basis, Downtown Vancouver has more legal services, engineering and management services, and mineral and mining companies than the average for Vancouver and Metro Vancouver. It also has higher than average representation in non-depository credit institutions, security/commodity brokers services, and executive/legislative/general government.

BUSINESS SIZE

Downtown Vancouver consist of almost 6,700 businesses and 150,000 employees. Over half of the businesses are micro businesses with less than five employees (54 per cent), followed by small-sized businesses with five to 20 employees (34 per cent). The number of large businesses with over 50 employees makes up five per cent of all businesses in the area, as figure 5 illustrates.

⁶Miscellaneous retail includes a variety of store types, primarily Jewelers & Designers, Cigar/Cigarette & Tobacco Dealers, Art Galleries & Dealers, Florists, Gift Shops, Cosmetics, Pharmacies, and Sporting Goods.

⁷Primary business services include Employment Agencies & Opportunities (67), Internet Service Providers (42), Executive Search Consultants (15), Computer System Designers & Consultants (15), Graphic Designers (13), and Interior Decorator Design & Consultants (13).

2016
DOWNTOWN VANCOUVER (DVBIA)
COMMERCIAL PROFILE



Some of these large businesses include:

- Accenture Business Services
- Amica Mature Lifestyles Inc.
- Bentall Inc.
- Canaccord Capital Corp USA Inc.
- Eldorado Gold Corp
- Fairmont Hotel Vancouver
- HSBC Bank of Canada
- Hyatt Regency-Vancouver
- Intrawest Corp.
- KPMG Inc.
- Jim Pattison Group
- Methanex Corporation
- PwC Canada
- Raymond James Ltd.
- Royal Bank of Canada
- Teck Resources Limited

Figure 5: Commercial Business Size

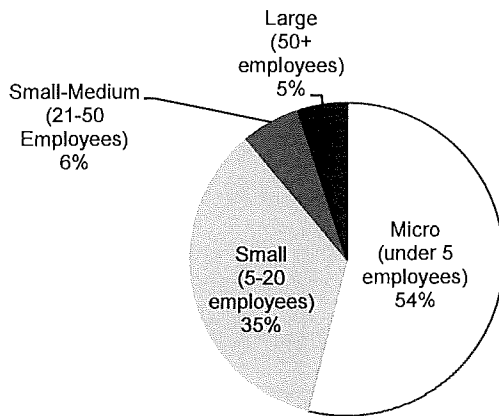


PHOTO: DOWNTOWN VANCOUVER BIA

Fairmont Hotel Vancouver, Shangri-La Hotel, and Pan Pacific Vancouver, make Downtown Vancouver a tourist and business destination of choice.

The area is also known for its entertainment and shopping, and is home to major retailers such as Hudson's Bay Company, Holt Renfrew, Nordstrom, Victoria's Secret, and Best Buy Canada, along with entertainment venues such as The Orpheum, Queen Elizabeth Theatre, and Scotiabank Theatre.

ANCHOR TENANTS AND DOMINANT BUSINESSES

Half of the businesses come from six primary sub-sectors. These include:

- Legal Services (14 per cent) – more than double the City and triple the region
- Minerals and Mining (11 per cent) – about five times the City and regional average
- Engineering and Management Services (9 per cent) – above average
- Eating and Drinking Places (7 per cent) – slightly below the City and regional average
- Business Services (6 per cent) – about average
- Health Services (5 per cent) – 30 per cent less than the City and regional average

Anchor tenants are diverse and include hotels, conference venues, local head offices of major banks, financial institutions, mineral and mining companies, and major retailers. Hotels and convention centres, including the Vancouver Convention Centre,

CHANGE IN BUSINESS MIX (2010-2015)

Between 2010 and 2015, the number of businesses in Downtown Vancouver decreased 13 per cent from 7,769 to 6,743 businesses. All sectors saw a reduction in the number of businesses, with the exception of the agriculture sector. The decrease in the number of businesses was primarily due to changes in the financial markets and commodity prices.

Sectors with the largest decrease in the number of businesses include:

- Services sector – decrease of 408 businesses (12 per cent)
- Finance, Insurance and Real Estate sector – decrease of 217 businesses (19 per cent)
- Transportation and Communications sector – decrease of 107 businesses (28 per cent)

Businesses with 500+ employees have decreased by almost 60 per cent over the last five years, from 43 companies to 16 companies. Some local companies, such as Blueprint, have outgrown their space in the Downtown core, and have relocated their offices to other parts of Vancouver, such as Gastown and Railtown.

2016

DOWNTOWN VANCOUVER (DVBIA)
COMMERCIAL PROFILE**DEMAND POTENTIAL**

Demand potential in Downtown Vancouver comes from three primary sources: area residents, Downtown Vancouver employees, and employees in the surrounding area. In addition, businesses are exposed to nine million tourists a year and thousands of daily commuters and city residents travelling by bus, SkyTrain, SeaBus, West Coast Express, bike and car.

RESIDENTIAL BASE

A total of 100,600 people live in the residential catchment of Downtown Vancouver⁸, and are the primary market base for business in the area. Downtown Vancouver is a multicultural area, and the most common ethnic origins of its residents are English, Irish, Scottish, Canadian and Chinese. English is the most dominant spoken language, with a large number of residents also speaking Mandarin, Cantonese, Farsi, Korean and Japanese.

The average household size is smaller than that of Vancouver and Metro Vancouver, with proportionately fewer families and less children and seniors per household. Residents are also young by regional standards – nearly 50 per cent are between the ages of 25 and 44, with the average age being 25 to 29. Residents live primarily in apartments and condos, and the area has a much higher density on average compared to the rest of the City.

Downtown Vancouver residents have higher levels of education than the average for the City and region, and tend to be proportionately more employed in management, sales and service, and business and finance positions. The area will continue to grow, and it is expected that 110,000 people will call Downtown Vancouver home by 2018.

A companion document, Downtown Vancouver – Neighbourhood Profile provides more detail about this important market segment.

EMPLOYEE BASE

Almost 150,000 people are employed in Downtown Vancouver. As large companies, such as Amazon and Microsoft move into the completed Telus Gardens building, in addition to the recent opening of Nordstrom, the employee base in the area is expected to rise over the next year.

PEDESTRIAN AND VEHICLE TRAFFIC

Downtown Vancouver is easily accessible by transit, vehicle, and cycling. Walking is the most predominant way of getting around, and the area has been ranked the most walkable neighbourhood in all of Canada⁹.

Downtown Vancouver is connected to almost every neighbourhood in Vancouver as well as Metro Vancouver through bus, SkyTrain, Seabus and West Coast Express. There is access to the Expo, Millennium and Canada SkyTrain lines through the Granville, Burrard and Waterfront SkyTrain stations. The Canada Line provides direct access to the Vancouver International Airport and Richmond. Bus routes serve the North Shore, Burnaby, Richmond, Surrey and beyond.



PHOTO: DOWNTOWN VANCOUVER BIA

The area is home to the bustling corridors of West Georgia and Granville Streets, which provide the city's primary transportation routes to and from the North Shore and the Vancouver International Airport, and Robson Street and Burrard Street, some of the city's busiest shopping streets.

The City of Vancouver's Pedestrian Volume conducts pedestrian counts for key blocks in the city (more than 400 blocks), with the majority being in the Downtown core. Pedestrian volumes have increased between 2008 to 2013, with the busiest intersections at Granville and Georgia Streets, Granville and Pender Streets, and Georgia and Howe Streets. At Robson and Hornby Street, the number of people walking (65 per cent) exceeded the number of people in automobiles (35 per cent)¹⁰.

Downtown Vancouver is rich in amenities, from businesses, shopping, entertainment and great places to eat and drink. It is one of the most thriving urban centres in Canada, and home to over 6,700 businesses and 150,000 employees, and a key destination for thousands of local residents and tourists every day. Downtown Vancouver is comprised of a wide variety of retail shops, and has the most concentration of hotels for all budgets and styles anywhere in Vancouver.

As major commercial property developments are being completed this year, along with others currently in development, businesses are migrating their head offices to these new office spaces. Businesses are likely to continue to flourish in the Downtown core well into the future.

CONTACT

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⁸ For the purpose of this study, the residential catchment area is defined as being the Downtown peninsula to Main Street.

⁹ Source: Walkscore. <https://www.walkscore.com/CA-BC/Vancouver/Downtown>.

¹⁰ Source: City of Vancouver, 2013 Pedestrian Volume and Opinion Survey. <http://vancouver.ca/files/cov/report-2013-pedestrian-volume-opinion-survey-summary.pdf>

APPENDIX D

BIA's Participating in BizMap Renewal 2017

1. Cambie Village BIA	(Cambie Village Business Association)
2. Collingwood BIA	(Collingwood Business Improvement Association)
3. Commercial Drive BIA	(Commercial Drive Business Society)
4. Downtown Vancouver BIA	(Downtown Vancouver Business Improvement Assoc.)
5. Dunbar Village BIA	(Dunbar Village Business Association)
6. Fraser Street BIA	(South Hill (Fraser Street) Business Association)
7. Gastown BIA	(Gastown Business Improvement Society)
8. Hastings North BIA	(Hastings North Business Improvement Association)
9. Kerrisdale BIA	(Kerrisdale Business Association)
10. Kitsilano 4 th Avenue BIA	(Kitsilano 4 th Avenue Business Association)
11. Marpole BIA	(Marpole Business Association)
12. Mount Pleasant BIA	(Mount Pleasant Commercial Improvement Society)
13. Point Grey Village BIA	(Point Grey Village Business Association)
14. Robson Street BIA	(Robson Street Business Association)
15. South Granville BIA	(South Granville Business Improvement Association)
16. West Broadway BIA	(West Broadway Business Improvement Association)
17. Yaletown BIA	(Yaletown Business Improvement Association)
BizMap renewal participants:	17
Total number of Vancouver BIA's:	22