

COUNCIL MEMBERS' MOTION

4. Permanent Outdoor Location for an Iconic Vancouver Sign

Submitted by: Councillor Meiszner

WHEREAS

1. The temporary outdoor Vancouver sign located in Coal Harbour has quickly become a popular photo spot for residents and visitors alike and has established itself as an iconic landmark and symbol for our city;
2. The Vancouver sign in Coal Harbour is the result of an investment made by the Vancouver Hotel Destination Association (VHDA), in partnership with the Vancouver Convention Centre and Port of Vancouver, as part of the winter 2023/24 Coal Harbour "Liven Up" activation;
3. Vancouver continues to rank as a top international destination based on its natural beauty, Indigenous culture, and diversity, along with its commitment to sustainability, as a gateway to the Pacific Rim with well-integrated tourism infrastructure, and as a City of Reconciliation;
4. The City of Vancouver has successfully hosted major events in the past such as the Olympic and Paralympic Winter Games in 2010, and will be hosting the 2024 Grey Cup, the 2025 Invictus Games, and FIFA in 2026, all of which have and/or will attract thousands of visitors from around the world;
5. Vancouver offers unparalleled destination value and one of the most cohesive and supportive hospitality networks in the world;
6. Tourism makes a significant contribution to Vancouver's economy. For every \$100M in Tourism revenue, it has been estimated that there is a further \$69M in economic impact which supports local communities;
7. The Vancouver sign – removed at the end of February – successfully promoted the city's brand and identity and has contributed to the city's vibrant, dynamic image; and
8. The success and popularity of the Vancouver sign in Coal Harbour has led to calls for a permanent "Vancouver" sign in a high-profile outdoor location in the city that can provide a unique and iconic backdrop for events and celebrations such as the Grey Cup, the Invictus Games, and FIFA 2026 that enhances the city's branding and provides a memorable photo opportunity for residents and tourists alike.

THEREFORE BE IT RESOLVED THAT Council direct staff to report back by or before the end of Q3 2024 with recommendations for potential locations, funding sources, and implementation timelines for a high-profile permanent public outdoor Vancouver sign, with consideration given to Indigenous design elements and other factors such as visibility, accessibility, and alignment with the city's aesthetic and cultural identity and

upcoming major events scheduled in the city such as the Grey Cup, Invictus Games, and FIFA 2026 World Cup;

FURTHER THAT staff be directed to seek to work with various partners and stakeholders, including the Vancouver Hotel Destination Association (VHDA), the Vancouver Convention Centre, Downtown Vancouver Business Improvement Association, Destination Vancouver, and the Port of Vancouver among others, and consult with local First Nations, to explore options for a permanent public outdoor Vancouver sign.

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