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 April 20, 2026.
No extensions will be given.

Applicant Information

Organization: Mount Pleasant BIA

Contact: Sierra Morrison

Email: sierra@mpbia.ca; hope@mpbia.ca

Project Information

Project Title: Pleasant Day Festival

Project Timeframe: Project Start October 2024 for August 2025 event.

Category:

- [ ] Community Leadership
- [x] Events and Marketing
- [ ] External Relations / Public Relations
- [ ] Organizational (Operational) Excellence

Values:

- [x] Innovative
- [x] Sustainability
- [x] Relationship Building

Project Overview

Brief Description (maximum 500 words):

Pleasant Day was a first-year, large-scale, BIA-led street festival that transformed our district into a fully activated community experience. The event brought together over 150 member businesses in a highly collaborative model that positioned local businesses not as vendors, but as co-creators of programming.

We approached Pleasant Day as a large-scale, city-wide destination from the outset, programming it with a strong mix of hyper-local vendors, food, and live music to reflect what Mount Pleasant does best. A key part of our strategy was working closely with business members to develop tailored "mini" campaigns to engage their audiences into the festival. This ensured the event wasnt just happening on the street, but was fully integrated with the businesses themselves. Combined with consistent, high-impact marketing, broad community appeal, and a free, all-ages format, we were able to create something that felt unmissable and drive significant attendance in its first year.

A key sustainability and placemaking component of Pleasant Day was the transformation of a major commercial street corridor into a pedestrian-only zone for the duration of the event. This shift prioritized people over vehicles, creating a safe, accessible, and highly walkable public space that supported increased dwell time, local spending, and community interaction. To further support sustainable transportation and reduce vehicle reliance, we also implemented a large-scale bike valet service, encouraging active transportation and making it easier for attendees to access the event by cycling.

Originally projected to attract 50,000 attendees, Pleasant Day exceeded expectations with over 100,000 people participating across the district. The scale and complexity of the event required a coordinated, district-wide approach to programming, logistics, and marketing, demonstrating the capacity of a BIA to successfully execute a city-scale festival while maintaining strong neighbourhood identity, sustainability considerations, and business integration.

A defining feature of Pleasant Day was its innovative business engagement model. Rather than traditional booth-based participation, businesses activated their own spaces and contributed directly to event programming. This included activations like bars operating full beer gardens, a record store curating a live music stage, a cat café creating a " chill zone" in a public plaza, and an arts and crafts retailer hosting interactive programming in the family zone. These activations extended the festival beyond a single street event into a distributed neighbourhood experience, driving foot traffic across the entire district.

The marketing approach was equally place-based and relationship-driven. While external media support was utilized, the primary strategy focused on hyper-local, business-integrated campaigns, including in-store physical marketing, co-branded materials, and targeted social media initiatives designed in partnership with participating businesses.

Pleasant Day also generated measurable economic and community impacts, including significant increases in post-event foot traffic and sales for participating businesses, with multiple reported record-breaking trading weeks and strong coupon redemption outcomes directly linked to festival activations.

Beyond economic outcomes, Pleasant Day significantly advanced awareness of the BIA's role in community building and demonstrated a scalable, replicable model for district-wide activation that strengthens relationships between businesses, residents, and public space.

Top Three Measurable Outcomes (maximum 200 words each):

Remember to include your Key Performance Indicators and how they were met.

1. KPI: Pedestrianization and Active Transportation Enabled Safe Delivery of Large Scale Event Without Vehicle Reliance

Pleasant Day incorporated sustainability measures focused on reducing vehicle reliance and prioritizing pedestrian- and cycling-first access to the event.
- A major commercial street corridor was temporarily converted into a pedestrian-only public realm, removing vehicle traffic and creating a safe, accessible, high-density community space
- A large-scale bike valet service encourage active transportation and reduced reliance on private vehicles for event access
- The pedestrianized design supported increased walkability, dwell time, and accessibility across the district, enabling safe movement of over 100,000 attendees without vehicle congestion in the core event area

This KPI measures sustainability through transportation demand management and public realm reallocation, demonstrating the ability to host a high-attendance urban festival while prioritizing active mobility and people-centred street use.

2. KPI: 100,000+ Attendees Achieved Through District-Wide Marketing & Activation

Pleasant Day demonstrated the effectiveness of its hyper-local, business-integrated marketing strategy through exceptional first-year attendance outcomes.
- The event welcomed over 100,000 attendees, exceeding the initial projection of 50,000 by 100%
- Attendance was distributed across multiple blocks and public spaces throughout our district, indicating strong district-wide engagement rather than single-node concentration
-High attendance levels reflected the success of a multi-channel marketing approach combining organic, business-led outreach, in-store activation, and targeted community promotion - especially given this is a first year event

This demonstrates the effectiveness of the marketing strategy through attendance scale and geographic distribution, demonstrating strong public uptake of a locally driven, neighbourhood-integrated promotional model.

3. KPI: 150+ Member Businesses Activated Through Programming and Co-Created Event Participation

Pleasant Day achieved exceptionally high levels of member business participation through direct integration into event programming and activation across the district.
-150+ Mount Pleasant BIA member businesses actively participated in the event
- Participation included direct programming contributions such as hosted beer gardens, live music stages, curated in-store activations, interactive family programming, and public space installations
-Businesses also supported event engagement through in-store promotional activity and tailored outreach campaigns designed in collaboration with the BIA

This KPI measures engagement through the number of participating businesses and the depth of their programming contributions, demonstrating strong cross-sector involvement and full-district activation across retail, hospitality, and service-based members.

Project Budget

	Category	Dollars
REVENUES:	sponsorship	58,000
	vendors	50,000
	TOTAL REVENUES	
EXPENSES:	production	195,000
	TOTAL EXPENSES	
	PROFIT/LOSS	-87,000

Budget Notes (Maximum 100 words):

The Pleasant Day budget is highly detailed and spans several hundred line items across programming, production, infrastructure, safety, marketing, and operations. A full breakdown can be provided upon request for review purposes. The Mount Pleasant BIA intentionally operates this event at a planned deficit, as the primary objective is not direct cost recovery but the generation of broader economic impact for the district. This includes increased foot traffic, business sales, and sustained post-event commercial activity across member businesses. The event is positioned as a strategic investment in neighbourhood economic development and long-term district vitality.

Along with your application, you can upload any marketing or other project materials to a maximum of 10 MBs. Formats can include Word, Excel, PDF. JPG and PNG.