



### Shine Bright Downtown

Produced by the Downtown New West BIA  
December 5<sup>th</sup>, 2020 through January 3<sup>rd</sup>, 2021

### Brief Summary

The Downtown New West BIA launched a brand-new initiative called **Shine Bright Downtown** in place of our winter night market. We worked closely with City of New Westminster on the citywide initiative Shine Bright New West, leading the experience in Downtown. The BIA was able to secure sponsorship from the **Port of Vancouver** and **Warner Brothers** to execute several lighting installations throughout our Downtown, creating a magical experience for locals to enjoy the outdoors safely in the darkest part of winter.

Shine Bright highlighted the existing lights in Downtown New West and introduced three new installations: **Candycombs** in Hyack Square, **Selfie Stations** at Begbie and McKenzie streets and **SHINE** at Army & Navy.



*"SHINE" installation in the old Army & Navy windows, December 2020*

## Opportunity/Need

Obviously, traditional events were not permitted due to public health orders, but the demand for something to do in the darkest part of winter was high. Businesses needed more foot traffic, and locals needed a reason to get out and enjoy our Downtown in a safe way.

## Goal/Objectives

Two of our BIA's strategic initiatives are to **'Raise the Profile of Downtown New West'** and **'Make Downtown New West a Desirable Destination'**. Further to these goals, safety was a top priority, encouraging everyone to follow public health orders was top of mind.

By installing extra lighting we hoped to create an attraction for locals, driving more foot traffic and awareness to our Downtown. We also wanted to install lighting that reflects the theme of resiliency with messages of hope, inspiration, and togetherness, how we will all keep shining through the darkest days.

## Audience

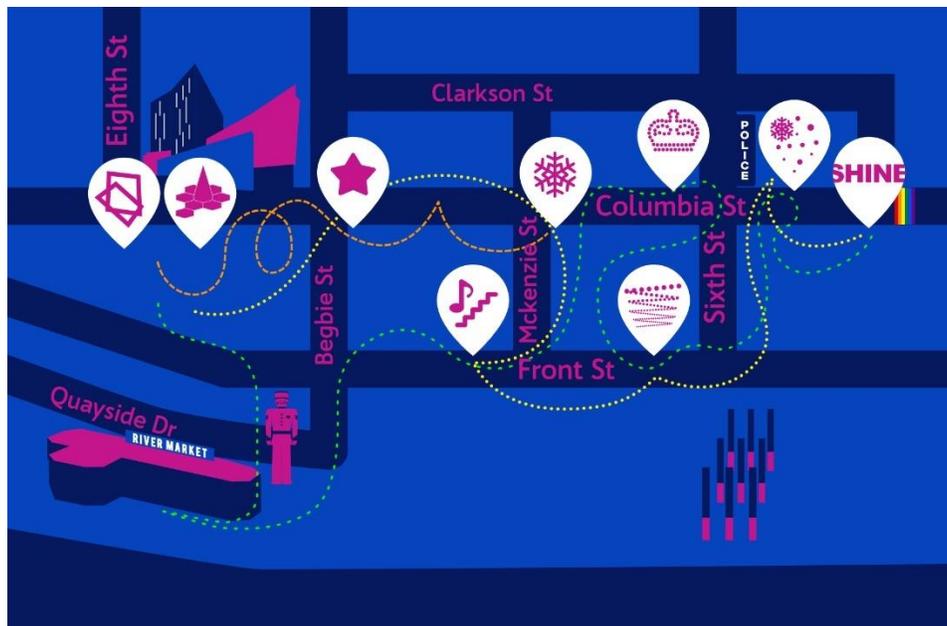
Due to public health orders, marketing this regionally was unfortunately not possible, so we targeted hyper local to New Westminster only.

## Implementation

The BIA was able to successfully repurpose a City of New West event grant towards this new initiative. In addition to supporting the repurpose, the City of New Westminster liked our idea so much that they came onboard to make this a City-wide initiative.

The campaign involved a citywide call to action for residents and businesses to light up their homes and storefronts – Shine Bright New West. In the Downtown, we created an overall experience packaging existing lighting features (the 4th Street pedestrian overpass, Wait for me Daddy at Hyack Square, Floralume, etc.) along with new interactive installations tying them all together.

The BIA also supported businesses in lighting up their storefronts, to create continuity throughout our business district. We created a map so that locals could plan their walk, supporting local shops and restaurants along the way.



See a full list of all lighting installations in the Downtown here: <https://downtownnewwest.ca/Shine-Bright-Downtown>

**New Installations for Shine Bright:**

**Candycombs at Hyack Square:** The Candycombs in Hyack Square were created for Downtown New West by Monkey C Interactive. This new interactive piece was designed to bring some light to the community during a dark time. They're bright, they have a fun tropical feel, and they play whimsical music while they light up. Built using 2,000 pounds of steel and sound-responsive LED lights, they're solid, safe and oh so sweet.

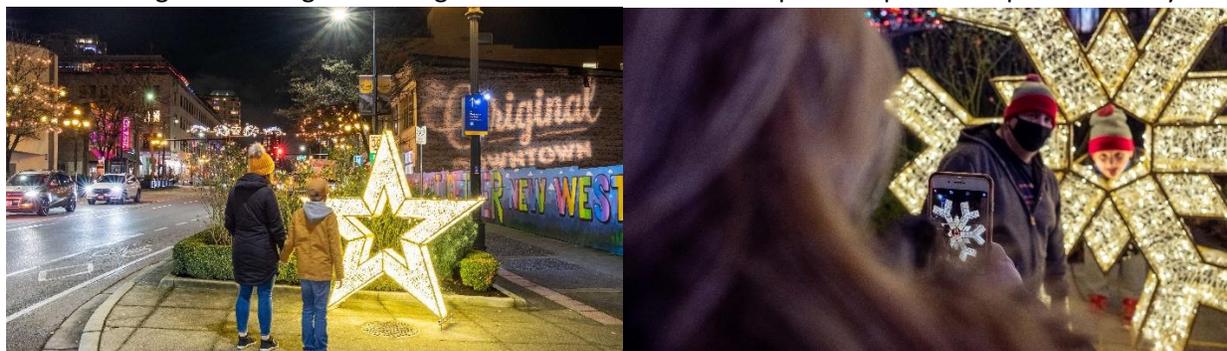


*Candycombs at Hyack Square by Monkey C Interactive*

**SHINE at 502 Columbia Street:** in collaboration with the Purpose Society, the Downtown New West BIA and Warner Bros. have installed "SHINE" in the old Army and Navy space. We hope that this installation brings you some hope and joy this holiday season. You can also visit the Overdose Memorial at this space, The New Westminster Overdose Community Action Team – Peer Network has assembled a memorial to commemorate the many lives that have been lost to the overdose crisis. learn more here: [New Westminster Overdose CAT \(@projectoverdose\)](#) • [Instagram photos and videos](#)



Selfie Stations: We encouraged people to take photos with their immediate households at our selfie stations using the hashtag #ShineBrightNewWest in order to win prizes in partnership with the City.



We marketed Shine Bright via digital marketing, social media, print and earned media. To encourage locals to interact with the lighting installations we held a contest: post photos using the designated hashtags to social media in order to win prizes.



## Results

The results far exceeded everyone's goals and objectives. We pulled this off in record time, with a relatively low budget for the high impact installations we were able to execute. Our partners and vendors pulled out all the stops to help us make this happen. Our sponsors were thrilled to be able to support a safe and hopeful initiative (and have already signed on to support this again in 2021).

Our website received almost 10,000 views, we reached tens of thousands of locals online, and the restaurants and shops in the Downtown reported seeing an increase in traffic to their businesses as a

direct result of marketing Shine Bright. 90% of members surveyed loved the initiative and want to see it come back next year. We raised the profile of our Downtown and certainly made it a more desirable destination to locals throughout the holiday season with our messages of hope and resilience.

We can't wait to do it bigger and better in 2021!

**Budget:**

<b>Expenses</b>		<b>Revenues</b>	
Installation at Hyack Square	\$ 16,000.00	CNW (50% of Hyack Square Installation)	\$ 8,000.00
Shine, Selfie Stations	\$ 8,000.00	CNW Lighting Grant	\$ 4,000.00
Graphics (logo, social images, map)	\$ 1,600.00	CNW Holiday Event Grant (repurposed)	\$ 2,500.00
Photography	\$ 600.00	Sponsorship	\$ 12,000.00
Member Engagement	\$ 1,200.00	DTNW contribution	\$ 3,900.00
Marketing	\$ 3,000.00		
<b>Totals</b>	<b>\$ 30,400.00</b>		<b>\$ 30,400.00</b>