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: Mount Pleasant Block Party Series

Project Timeframe: June 2024 - June 2025

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):

The Mount Pleasant BIA Block Party Series is a decentralized event model designed to bring vibrant, community-driven activations directly to businesses across distinct micro-neighbourhoods within our district. Rather than relying solely on our two large-scale festival footprints in the district, this series distributes impact equitably, reducing barriers to participation for businesses with limited capacity and ensuring engagement extends beyond Main Street to harder-to-reach areas. Delivered as daytime weekend activations in the afternoon and early evening throughout the summer, each block party involves coordinated street closures in partnership with the City of Vancouver's Festival and Event Support (FASE) team, creating safe, accessible environments for community gathering and local economic activity.

Each block party is rooted in a consistent framework; live music, food and beverage programming in partnership with local breweries & restaurants, and a curated market, while being uniquely tailored to reflect the identity, business mix, and community needs of its specific location. This approach allows us to authentically showcase the diversity of our district while fostering a strong sense of place.

The series prioritizes low-barrier participation by enabling businesses to engage directly outside their storefronts. This has resulted in strong member involvement across all events, including a fully member-based vendor market and consistent participation from 8 – 13 businesses per event. By bringing activation directly to businesses, the series creates meaningful economic opportunities and increased visibility without requiring significant time or resource investment from participants.

Beyond economic impact, the Block Party Series strengthens relationships across sectors. We collaborate with local breweries, property owners, community organizations, and member businesses to co-create each event. These partnerships have supported initiatives such as fundraising for a local 2SLGBTQIA+ cycling group, bike safety programming with the Community Policing Centre, and resident engagement through partnerships with property managers.

The series also serves as a strategic tool for activating underrepresented or challenging areas within the district. Events in locations such as Fraser Street and Kingsway have successfully drawn new audiences, increased foot traffic, and contributed to a more positive and vibrant street presence in areas that are typically more difficult to engage.

By combining flexible programming, strong partnerships, and a place-based approach, the Mount Pleasant BIA Block Party Series has become a sustainable and replicable model for inclusive economic development, community building, and neighbourhood activation.

Top Three Measurable Outcomes (maximum 200 words each):

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

1. Increased Member Business Participation & Accessibility

KPIs: the number of participating member businesses per event, diversity of participating business types, engagement from businesses outside major festival zones.

Across the five-event series, each block party engaged between 8-13 member businesses, with additional participation from non-member neighbourhood businesses. Notably, the 11th Avenue Block Party achieved 100% member-based vendor participation, demonstrating strong buy-in and accessibility. By bringing events directly to business doorsteps, the series significantly lowered participation barriers, enabling businesses with limited staffing or capacity to take part. This approach also successfully engaged businesses located outside traditional high-traffic festival areas, expanding overall participation across the district and strengthening connections between the BIA and its members.

2. Direct Economic Support & Business Visibility

KPIs: the number of businesses supported through direct sales opportunities, pop-ups, and vendor participation and instances of targeted business support.

The Block Party Series created direct economic opportunities through vendor markets, food and beverage partnerships, and targeted activations. For example, a delayed storefront opening was supported through a highly attended pop-up activation at one block party, generating awareness and sustained customer engagement prior to launch. Additionally, strategic partnerships, such as a property owner/management company purchasing food from a local vendor for residents, provided immediate revenue support to businesses facing challenges. Across all events, participating businesses benefited from increased foot traffic, customer exposure, and sales opportunities, contributing to local economic resilience.

3. Expanded Community Engagement & Activation of Underserved Areas

KPIs: attendance across all events, activation of historically low-engagement areas, number of community partnerships.

The series successfully brought high-quality, accessible programming to areas that have historically experienced lower engagement, including Fraser Street and Kingsway. Each event saw anywhere from 800-1300 attendees throughout each day (depnding on each event). These events attracted strong attendance and introduced new audiences to businesses in these locations, helping to shift perceptions and increase foot traffic.

Community partnerships further enhanced engagement, including collaborations with local non-profits, community policing initiatives, and neighbourhood groups. Programming such as free pancake breakfasts and inclusive cycling fundraisers ensured events were accessible, family-friendly, and reflective of the community's diversity.

Collectively, the series strengthened neighbourhood vibrancy, increased positive street presence, and reinforced Mount Pleasant as a connected and inclusive district.

Project Budget

	Category	Dollars
REVENUES:		
	TOTAL REVENUES	
EXPENSES:	operations	2000
	marketing	1000
	programming	2500
	TOTAL EXPENSES	5500
	PROFIT/LOSS	-5500

Budget Notes (Maximum 100 words):

The Block Party Series is intentionally designed to generate revenue for participating member businesses rather than the BIA. There are no vendor or participation fees, ensuring low-barrier access for businesses of all sizes. The BIA does not generate direct revenue from these events. Instead, the model focuses on creating high-impact opportunities for businesses to increase sales, visibility, and customer engagement. By driving foot traffic directly to commercial areas, vendors, and storefronts, the series supports local economic activity and business sustainability across the district.

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.