



The Event

HxBIA would like to invite you to participate in our **second annual event: Experience Hastings Crossing**. Similar to 'Dine Out Vancouver' in concept, for ten days in the Spring (Feb 23-Mar 4) we will be promoting the businesses in our area through the unique partnerships they have with local nonprofits and social enterprises. The event will also feature activation events, including a crawl, and we encourage other businesses to hold their own one off events such as open houses, single day dining specials, or sales.

In order to showcase the unique culture and community focus of our neighbourhood, we ask that each participating business partner with a local social enterprise or nonprofit organization in the Downtown Eastside. If you already have a partnership with a DTES organization, that's great! These partnerships will vary and could include anything from selling a featured retail item on behalf of a social enterprise, donating a percentage of the profits from a special dish or day of sales to a non-profit, or hosting a special event on behalf of the organization, like a special tasting or book signing.

Experience Hastings Crossing will show off the diverse array of products and services our businesses offer, while simultaneously attracting new shoppers interested in supporting local businesses and maximizing their social impact. We plan to advertise in a variety of publications and draw media attention to the event, as well as update the event page on our website: hxbia.com/experience. Last year, we partnered with *Georgia Straight* and *The Tyee* for media campaigns, and we received a generous sponsorship from Warner Brothers to make the event possible.



Marketing

A key purpose of the event is to attract new shoppers to the area. We will be marketing extensively to shoppers interested in making different consumer choices: young urban couples and friend groups, socially conscious shoppers, and visitors to the city. Our outreach will combine social media with traditional advertising and newspaper features to maximize audience reach. We also plan to draw media attention through news stories and special features and partnerships with well-established groups like Van Foodie Tours.

Participation

Experience Hasting Crossing is **free** for our businesses. In order to participate, we simply ask that you:

- Inform us of who you plan to partner with and what the feature/promotion/special will be.
- Send us your logo
- Assist in tracking the level of engagement people had with Experience Hastings Crossing (how many people attended, took advantage of a promotion, etc). We will provide tracking tools to help you.
- Assist us in showcasing your partnership so that we can demonstrate your commitment to area (let us take photos, provide us with quotes)

Partnerships

Please let us know if you have an existing relationship with a DTES social enterprise or nonprofit, as we would be happy to incorporate your history with them into the event. If you are looking to form a new connection, please see below for a few suggestions of potential partnerships customized for your business. We are happy to facilitate the relationship in order to make Experience Hastings Crossing mutually beneficial for both you and the great, local social enterprise or nonprofit.