



2900 Plaza

2022 Review and looking forward
to 2023 (in five minutes)





The good old
days when it was
still warm





Meaningful
family time





Wonderful place
to relax





Enjoy Vernon's
creative spirit





Play some games





Wayne Emde
PHOTOGRAPHY



And so much
more!



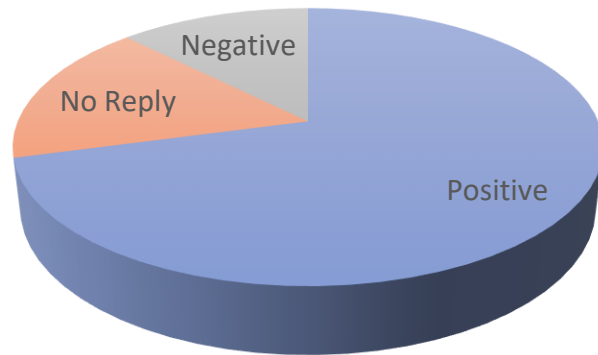
Summer 2022 Data

- 2022 saw more activation and programming. E.g., shade, games/activities, story time, overall colour and seating.
- Added full time Plaza Attendant. 340 hours.
- No businesses operated directly in the 2900 Plaza. (E.g., bars or restaurants extending patios onto street. They did have sidewalk patios.)
- The 2900 Plaza attracted approx. **9000 visitors** over a 44 day period from July 6 to September 3. No Sundays or Mondays were programmed.
- Successfully executed **64 live performances**.
- Cancelled one performance on July 27 due to record setting temperatures. (37.6C air temp. in Vernon.) Managed to open the 2900 Plaza for half the day.
- Thursdays were most attended due to Downtown Sounds. **Crowds ranged from 300 to 650.**
- Special events (E.g., Downtown Days, car show, Pride Week) attracted the next largest crowds.
- Days with noon-time performer averaged about **50 people a day**.



Summer 2022 Member Feedback

2900 Plaza



■ Positive ■ No Reply ■ Negative

- 24 (100%) of 2900 Plaza businesses contacted half way through Plaza initiative.
- 20 (83%) responded.
- 17 (71%) heralded the Plaza as a success and would support it again in 2023.
- 4 (17%) did not reply.
- 3 (12%) described and experienced some disruption to their business.



Summer 2022 Member Feedback

- Most common statement (x12) was members indicating an increase in sales/revenue and attributing the increase to people coming to the Plaza.
- Tied for the second-most common comment (x3 each) was, the DVA should focus our efforts over two or three days. The other comment was 'our staff love it'.
- A few random comments highlighting the improvement in overall appearance, increase in activities, full-time ambassador and 'we should close all of 30th'.



What can we conclude?

- The 2900 block BIA members enjoyed and financially benefitted from the 2022 effort.
- Public participation and engagement was up over 2021
- The DVA, as an organization, believes there is ongoing value to its membership and is committed to planning the 2900 Plaza in 2023.
- The DVA sees this transitioning into a core competency in 2024 and beyond.
- The DVA cannot do it without the support of the City of Vernon as an ongoing partner.
- The DVA will be back with another presentation in the new year with more detail for the 2023 initiative.





Thank you for
your time

