

HxBIA STRATEGIC PLAN AT A GLANCE

2026-2031



We work toward steady, tangible improvements in street cleanliness, safety and coordination with city services, creating an environment where businesses can operate with greater confidence and fewer incidents.

Goal: Enhance safety and cleanliness in the neighbourhood

How we get there:

- Advocate for city to increase their existing cleaning services to match need of each block
- Advocate for a relationship-based policing approach with both businesses and residents
- Collaborate with Mission Possible and Gastown Hastings Crossing Community Policing Centre



We work to fill empty storefronts that will build a resilient local economy and bring renewed energy to our streetscape. We reduce barriers and red tape for start ups, entrepreneurs, established businesses and social enterprises to succeed.

Goal: Fill vacant storefronts to build and sustain a thriving local economy

How we get there:

- Create and support pop-ups, incubation projects, and temporary cultural and art events
- Advocate for policy changes that reduce barriers to open and maintain businesses
- Host info sessions, member events, and workshops aimed at building community



We reposition Hasting Crossing as a creative, eclectic, and safe place to shop, work, and explore while being unapologetically unique from other neighbouring communities. We focus on marketing to those that live and work here, knowing visitors will follow.

Goal: Branding and marketing campaigns targeted to local residents and visitors

How we get there:

- Create district brand campaigns and events
- Social media marketing and feature campaigns
- Beautification projects



We support a diverse mix of businesses that meet the everyday needs of those who live and work here, and we help those businesses be successful.

Goal: Align business mix with the people who live and work here.

How we get there:

- Collaborate with property owners / listing agents
- Use research completed to seek out "missing" amenities and matchmake with property owners
- Advocate for municipal, provincial and federal incentives for businesses / social enterprises who meet community needs

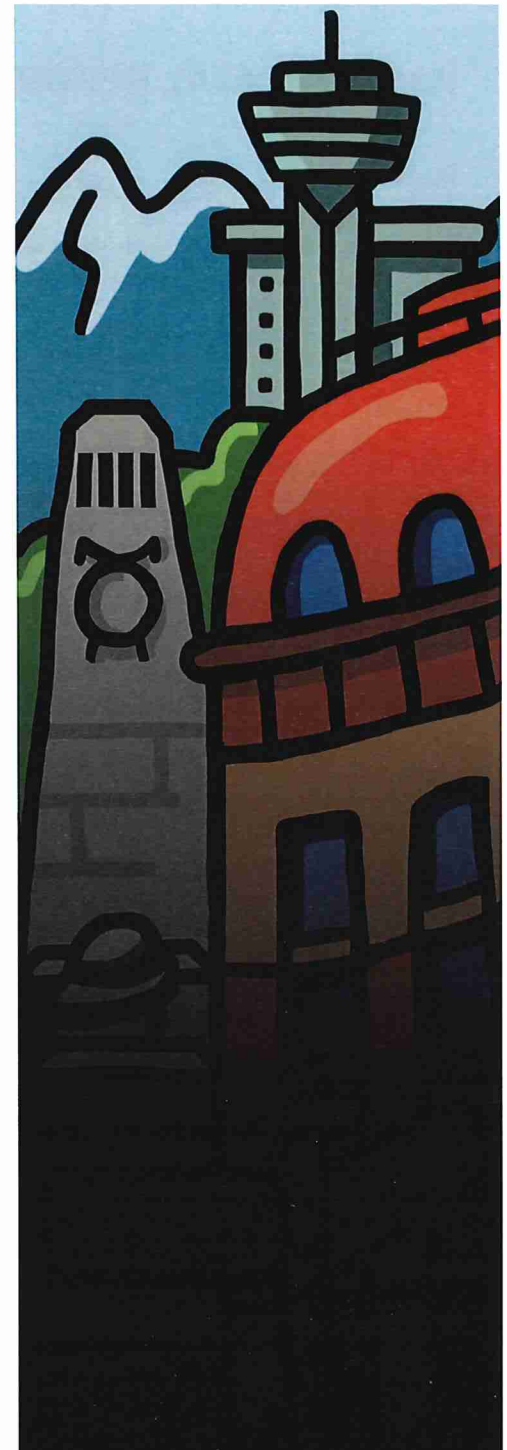
VISION

To be Vancouver's eclectic heart: a welcoming, diverse community rooted in social innovation, compassion, and cultural wisdom

MISSION

Through a commitment to social innovation and impact, we are stewards of the public realm and local economy which serves all businesses and property owners in the HxBIA

For more about our organizational values, visit: hxbia.com/about-us



HxBIA STRATEGIC PLAN
2026-2031

HASTINGS
CROSSING 
Business Improvement Association

HxBIA ANNUAL REPORT AT A GLANCE 2024-2025

PLACEMAKING

Key Highlights:

- **14 pop-up events over 4 weekends of activation** through *The Crossing Pop-up*, featuring art exhibitions, creative workshops, live music, DJ sets, stand-up comedy, open-mic & jam sessions, 'sip & shop' holiday markets with local female BIPOC artists and makers, and more.
- **New murals and 5 vacant storefront art installations** co-created with Downtown Eastside artists, turning chronic graffiti sites into community assets.
- **Title sponsor for the Never Grow Up Graffiti Jam** (formerly Clean Lines Graffiti Jam), which continues to transform the newly memorialized "Ashtrey Alley" into a world-class sanctioned graffiti alley.
- **New tree lighting on Carrall Street with more coming on Abbott**, making Hastings Crossing more welcoming and navigable for visitors and residents.
- **Love Your City campaign** to drive customers to our area in collaboration with neighbouring BIAs.

MARKETING & EVENTS

Key Highlights:

- **Grew @hxbia's social media following by over 52%**, with expanded collaborations, contests, and promotions with member businesses.
- **Delivered targeted storytelling campaigns** highlighting business resilience and community pride.
- **Directly sponsored or organized over 15 public events** for the community, helping to drive foot traffic, highlight businesses, and celebrate our community.

HxBIA proudly supported and partnered on events that bring life to our streets, including:

- | | |
|--|------------------------------------|
| • LOCO BC Buy Local Week | • Binners' Project Coffee Cup |
| • CiTR 101.9FM Victory Square Block Party | • Revolution |
| • First United Coldest Night of the Year | • National Indigenous People's Day |
| • Central City Foundation Fair in the Square | • Block Party |
| • Indian Summer Fest | • Pinup Canada Taylor Swift Event |
| • Clean Lines Graffiti Jam | • Downtown Eastside Women's |
| • Pride Collaboration with Gastown BIA | • Centre Summer BBQ |
| • SFU Vancouver Welcome Back BBQ | • Love Your City Pop-up |
| | • Quarterly membership events |
| | • And more |

ADVOCACY & RESEARCH

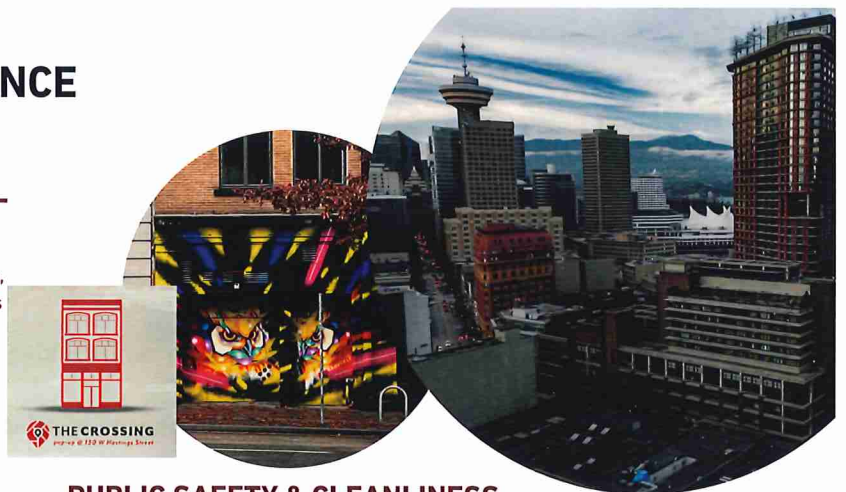
HxBIA advanced research and policy advocacy focused on filling empty storefronts and strengthening the local economy through partnerships, pilot programs, and coordinated strategy development.

Key Highlights:

- Partnered with LOCO BC on better understanding how to support independent business success in HxBIA, and with SFU on identifying unmet goods and services on the Hastings Corridor, undertaking both projects with the **goal of filling empty storefronts in HxBIA**.
- **Crafted the Temporary Occupancy Pilot motion** that City Council passed unanimously on July 9, 2025 to create a new pilot program to reduce barriers to obtaining a change of use permit, helping to fill empty storefronts faster.
- Engaged in ongoing collaboration with neighbouring BIAs and the Vancouver BIA Partnership.
- Continued work to develop a coordinated economic development strategy for the DTES.



Scan to review our full annual report!



PUBLIC SAFETY & CLEANLINESS

Key Highlights:

- **Community Navigator Patrols with MP Neighbours**, including regular business check-ins and de-escalation support.
 - ~115 average check-ins with businesses per month
 - 9,674 needles and drug paraphernalia removed from streets
 - 95 incidents de-escalated
 - 352 encampment wellness checks
 - 215 referrals to other services
- **Incident Reporting Tool** continued to provide real-time data, with over 500 incidents reported in the first 15 months of operation, strengthening our data and advocacy to the City of Vancouver.
- **Continued graffiti removal maintained a baseline of cleanliness across HxBIA**.
 - 1,143 instances of graffiti removed from buildings throughout HxBIA, approximately 3% of which are west of Abbott Street.
- **After a full year of our new "Poop Fairy" program**, in partnership with Clean Start BC, we saw 4,329 poops removed from sidewalks since program started in January 2024.
- **Advocated for increased city resources** to address persistent challenges on the street and sanitation gaps.
- **Establishment of the new Gastown Hastings Crossing Community Policing Centre at 109 W Hastings**, which will provide additional business safety resources, programming, and sustained police presence.
- **2 de-escalation training events** held for HxBIA member businesses and staff.
- **The HxBIA Safety Committee** continues to meet monthly and work toward pragmatic solutions to persistent issues in the community. Committee attendance frequently includes City Councillors, and VPD is invited to attend every other month.
- **Media presence** continues to help shift narrative, while being pragmatic and solution-oriented.
- **Advocacy around filling empty storefronts** remains at forefront of our safety work.



HxBIA was influential in setting the foundation for the **Gastown Hastings Crossing Community Policing Centre** and will continue to play a pivotal role in its ongoing community safety programming.

LOOKING AHEAD

A few things to look forward to in the coming year:

- Expanded placemaking work with permanent installations and larger-scale community events.
- Fostering the Temporary Occupancy Pilot to ensure new businesses have access to the program and can open shop with minimal barriers.
- HxBIA hosted the Vancouver Horror Show Film Festival in October 2025, in addition to the FIFA World Cup 2026 happening blocks from our doorsteps.
- Additional pop-up events and block parties.
- New tree lighting and street pole banners.

