

MEMORANDUM

November 30, 2022

TO: Mayor and Council

CC: Paul Mochrie, City Manager
Armin Amrolia, Deputy City Manager
Karen Levitt, Deputy City Manager
Rosemary Hagiwara, Acting City Clerk
Maria Pontikis, Chief Communications Officer, CEC
Teresa Jong, Administration Services Manager, City Manager's Office
Kareem Allam, Chief of Staff, Mayor's Office
Trevor Ford, Director of Operations, Mayor's Office
David Grewal, Senior Advisor, Mayor's Office
Chris Robertson, Assistant Director, Planning, Urban Design and Sustainability

FROM: Theresa O'Donnell
General Manager, Planning, Urban Design and Sustainability

SUBJECT: 2022 Storefronts Report – BIA-specific storefront reports

RTS #: N/A

Background and Purpose of this Memo

On June 15, 2022, Council received [a memo](#) from Staff outlining the results of the annual storefront inventory field work for 2022. The memo included a staff commitment to produce area specific profiles for the City's 22 Business Improvement Areas (BIAs).

Area-specific storefront profiles have now been created and published on the City website.

This memo provides Council with an overview of the data contained in the profiles, website links to the profiles and an overview of how the information is important for long range planning and programming decisions for the City and our community partners.

Annual Storefronts Inventory and Report

The Storefronts Inventory, conducted annually in March, tracks changes in the city's retail-commercial areas, and forms the foundation of the annual Storefronts Report. The Inventory and Report are key resources for the development of City programs and policy to support small businesses and business districts. Community partners also benefit from the annual inventory

and reporting process. For example, the data can provide BIAs with important insights into business and customer trends in their areas, providing important information for programming, marketing, and business retention /recruitment.

The annual City-wide Storefronts Report, released online to the public each Spring, is the first step in the annual reporting cycle. The second step is the release of the 22 BIA area-specific profiles in the fall. The updated report published November 25, 2022 includes area-specific profiles appended to the city-wide report published in the spring.

New Area Specific Content

Figure 1 outlines the area-specific content that has been published as part of the November 2022 reports. Area-specific content will continue to be a feature of the annual Storefronts Report going forward. Potential additional indicators may be added in future as needed to better understand the health of retail-commercial districts and their storefront businesses.

Figure 1: Area Specific Report Content for BIAs

Indicator	Measure	Assessment	Source	Geography	Reference Periods
Vacancy Rate	% of storefronts vacant	<10% threshold for healthy vacancy	COV Storefronts Inventory	BIA	2020 – 2022
Change in Vacancy Rate	% change in vacancy rate	Directional: improving (-) or worsening (+)	COV Storefronts Inventory	BIA	2021 – 2022
Turnover	Openings and closings by business category	New business openings compared to closures by category	COV Storefronts Inventory	BIA	2021 – 2022
Retail Mix	Distribution of businesses by category	Distribution compared to other areas and past year	COV Storefronts Inventory	BIA	2021 – 2022
Sales*	Sales by category	Spending trend by total and by category	Moneris	BIA	2021
Visitors*	Visitors by time of day	Distribution of visitations by time period	Data360	BIA	2020 – 2021
Visitors*	Visitors by origin	Local visitors (<3km away) vs. non-local (>3km)	Data360	BIA	2020 – 2021

*New this year. Note: Sales time series will be available beginning in 2023.

The new area-specific reports are available on the City website:

<https://vancouver.ca/files/cov/2022-storefronts-report.pdf>

Staff intend to notify community partners of the availability of this new information on December 5, 2022.

If you have any questions or require further information, please contact me or Chris Robertson, Assistant Director, City-Wide & Regional Planning, at 604-873-7684 or chris.robertson@vancouver.ca.

A handwritten signature in black ink that reads "Theresa O'Donnell". The signature is written in a cursive style with a large initial 'T' and 'O'.

Theresa O'Donnell
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