



2010 Yaletown Business Readiness Hot Sheet No. 2

Flag Walk: Designed to Bring Visitors to Yaletown

Are you looking for ways to create excitement for your business in the weeks leading up to the games but don't know where to start? In the spirit of the Games (and free enterprise!), Yaletown BIA and South Granville BIA are excited to announce a first-of-its-kind collaborative program that will bring residents and visitors alike to our neighbourhood starting this Fall through to the 2010 Olympic celebrations.

A Challenge of Olympic Size and Proportion

Thousands of visitors will be descending on our neighbourhood during the Games. Will they shop or will they simply pass through on their way to a Venue? Will local residents stay home to avoid the congestion or divert their disposable income to Games related activities? How can we get people excited about Christmas shopping in our areas as well? The Salt Lake City Games taught us that some businesses did well during the Olympic period while others did not. Your BIA has been taking this reality very seriously and we have come up with an exciting program that will leverage the Games and generate traffic for your business before and during the Games.

Introducing the Flag Walk

Picture yourself in a business district that is celebrating all things international; a restaurant is featuring Italian cuisine, the spa is featuring French beauty products, and all things German are on sale for one day at your store. Above-ground level offices will have flags and pennants on display and you will see employees everywhere wearing flag pins. Some shops will adopt a specific country, while others will want to support the home team and focus on cheering Canada through the whole celebration season. All participation will be unique and suited to the individual participating business. The Flag Walk project will create energy that screams Olympic fun for everyone – not just for two weeks but for the one hundred days leading up to the Games.

The excitement will build with a full media campaign and daily contests, an active social media wave, and the highly visual “Flag

Walk” pathway. The Flag Walk route connects our two great neighbourhoods to the Olympic Venues. This is a newsworthy activity that has the City of Vancouver and VANOC buzzing with enthusiasm. With 10,000 media representatives coming from around the world, the flags, an atmosphere of friendship, and great shopping are all free press and attention for you. No Olympic City has ever attempted a project like the Flag Walk, making this a first in Olympic celebration history. *We will be celebrating friendship and showing off our truly multicultural spirit.*

Media support info

A comprehensive print and online media campaign will promote the Flag Walk with \$100,000 worth of coverage from the Vancouver Sun and the Province, social media programs like Facebook, twitter, and multiple blogs. This coverage will appear prior to Christmas and then during the Games. The focus of the pre-Christmas campaign is to build retail sales and to position our area within the Vancouver market as a hot spot for Christmas spending. “Find the Flag” will be a major ongoing contest where the public are given clues to locate a specific flag and the winners will be rewarded with prizes such as local gift certificates to our merchants. The Flag Walk maps showing the walking route will be distributed and collectible flag buttons and pins will give people more ways to get excited. Flag Walk Starter Packs will be available to BIA members and will include lapel pins, maps and other promo materials needed to participate in the Flag Walk.

Flag decals will be bright and colourful, thermo-fixed to the sidewalk, and clearly visible to traffic and pedestrians. Flag Walk decals will be installed Fall 2009 and will be in place until Spring 2010. Join before Christmas and celebrate all through the Games!



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How to get involved in Flag Walk

Start Planning Now! Look at your business. Is there a country you would like to adopt that would be a logical fit for your goods and services or is *Go Canada Go* (anything red or white will do: wine, clothing, food, shoes, etc.) more your style? What matters is that you get on board and go for it. Do you have employees from various countries? Let them celebrate their heritage and make sure your customers know if their language of choice is spoken in your premises. We will have materials available to make your celebrations easy to launch.

- ✓ **Window displays**
Build your window display around the Flag Walk program to show your involvement in the program and create a buzz with pedestrian traffic and local residents and employees.
- ✓ **Fly the flag in your window or from your awning**
Any business can display the flag of the day in your window and support the program and become part of the Flag Walk route. Or become a Canada booster with a red and white theme.
- ✓ **Sponsor a flag**
Put sponsorship dollars to good use by making the flag of your choice a physical reality while receiving recognition and boosting your brand power. Which flag would you be proud to sponsor?
- ✓ **Supplying or sponsoring prizes**
Many prizes will be won in daily ongoing contests. Sponsoring or supplying prizes that promotes your business and encourages repeat customers is the goal for this program.
- ✓ **Adopt a country**
Step up to become the official retail location for the country of your choice. You can attract some attention as the “headquarters of fun” for that country and build your promotions around it.



The details of this project are still in development and we welcome your ideas and feedback to help us shape the program to your needs. Tell the BIA of your plans and ideas, so we can ensure the promotion includes your activities too!!