

Celebrating 2012

GRANVILLE ISLAND YEAR IN REVIEW



Granville
Island

Canada



“The future – Granville Island, like any part of the city – will never be ‘finished’. It must continually respond to changing needs.”

– Granville Island Annual Report for the period ending March 31, 1983

Granville Island is a revitalized, urban waterfront neighbourhood, respectful of its heritage; committed to excellence; serving the Vancouver community.

MISSION: To provide a self-sustaining environment that fosters diverse cultural, educational, and commercial enterprises while maintaining the Island’s historical character.

Go to granvilleisland.com for an electronic copy of this and other documents about Granville Island. The Granville Island Trust, an advisory body to CMHC’s Granville Island Office, brings a broad range of expertise and acts as a liaison to the Minister responsible for CMHC. To contact the Trust directly, please email trust@granvilleisland.com.

DIRECTOR’S MESSAGE

Another busy and exciting year has passed, and we are proud to summarize our accomplishments for this 2012 Year in Review.

This past February, on a beautiful, sunny day, the Honourable Diane Finley, Minister of Human Resources & Skills Development and Minister Responsible for CMHC, officially opened the new accessible playground, providing a safe and welcoming place for families to enjoy year round.

Thanks to new alliances formed this year, we have been able to introduce enhanced programming for the Francophone community, both locals and visitors from around the world, at our signature festivals, O Canada Day and Winterruption.

Granville Island’s commitment to environmental sustainability continued this year with our zero-waste strategy, consisting of a range of initiatives to help meet or exceed the municipally mandated 70 percent waste diversion rate by the year 2015. In the Public Market, we have installed zero-waste stations that include an assortment of recycling and composting options for both tenants and visitors.

We welcomed an exciting group of tenants to spaces directly managed by CMHC: Mia Bella in the Net Loft, L’Epicerie Gourmande & Rotisserie and Thai Eleven

in the Public Market, as well as a new group of day vendors specializing in gourmet food products. Continuing the legacy of promoting local food and farmers, our biggest Farmers Market to date operated Thursdays this past summer, attracting more vendors and customers than ever.

Granville Island is a model worldwide for urban planners. In the past year alone, we welcomed delegations from as near as Victoria, to as far as Copenhagen and Hong Kong. Both well established, successful markets and newly developing markets continue to emulate the Granville Island model.

Although my tenure as Director has been relatively short, I am so pleased that I will remain connected to Granville Island in my new role as the General Manager, CMHC BC Region, and I look forward to visiting often in coming years.


Jan Rice | DIRECTOR



FOR THE RECORD

The Farmers Market, which ran every Thursday from May to October, was the largest and most **successful** in the Island's history.

3,400 linear feet of lighting was installed on lintels throughout Granville Island.

Granville Island Summer Ambassadors greeted and answered the questions of **63,000** visitors, an **8%** increase from last year.

More than **82,000** people attended performances and events at Performance Works, Waterfront Theatre, and Studio 1398 this year.

GranvilleIsland.com received **521,774** visits & **2,295,659** page views in 2012.

CHAIR'S MESSAGE

On behalf of the Granville Island Trust, I am proud to present the 2012 Year in Review.

The Granville Island Trust is appointed by the Government of Canada, and acts as a liaison to the Minister of Human Resources and Skills Development and Minister responsible for CMHC. Throughout the year, Trust members work in an advisory capacity to the Director of Granville Island to discuss the many diverse aspects of Granville Island administration. In 2012, we welcomed the opportunity to meet a wide range of community representatives, from business owners to cultural partners, artists and artisans, and the Granville Island Business & Community Association.

As Granville Island approaches the 34th anniversary of the opening of the Public Market, I would like to acknowledge the hardworking employees that take care of the many aspects of managing the Island, in Maintenance, Janitorial, Operations, Public Affairs & Programming, Leasing, and Finance. I would also like to thank Jan Rice, who led the team as Director during 2012 and is now the General Manager, CMHC BC Region.

Thank you to everyone who contributed to the success of 2012. I wish you the very best for 2013.

GRANVILLE ISLAND TRUST MEMBERS

- Michael Chan
- Sergio Custodio
- Richard Dickson
- Maureen Enser
- Alma Lee
- Ethel Niessen
- Bob Ransford
- Jane Shackell

You may reach us by email at trust@granvilleisland.com.



Dale McClanaghan | CHAIR



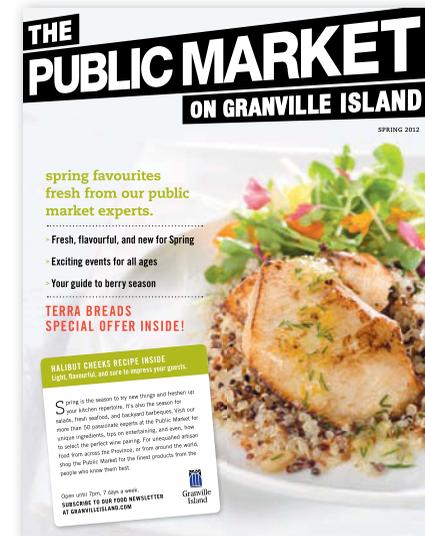
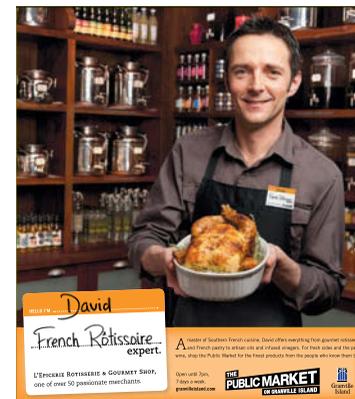
“The Granville Island brand creates an understanding and expectation in the mind of consumers, tenants, employees, and other stakeholders as to what the Island is and what they can expect to find here. The Granville Island brand is fundamentally about delivering a unique and enriching experience to visitors each and every time they visit. The foundation of the brand is Granville Island’s urban, waterfront location and the Island’s rich industrial heritage, which are at the core of the visitor experience. Without these elements, the experience, and by extension, the brand, would be diminished.”

– Excerpt from 2012 Granville Island Communications Strategy

MARKETING

Granville Island’s highly targeted advertising campaign included colourful and cost-efficient transit buys (this year, purple and green kale was added to the bus fleet); vibrantly photographed flyers filled with recipes, ingredients, gift ideas, and upcoming events, and extensive on-line and point-of-purchase promotion.

The Granville Island website, granvilleisland.com, continues to make significant gains in traffic, with visits increasing by 17 percent this year to more than 500,000.



2012 EVENT HIGHLIGHTS

**January 17 to
February 06**

PuSh International
Performing Arts Festival



January 20

Plated & Paired in
the Public Market:
Launch of Dine Out
Vancouver Festival's
10th anniversary



**February 24
to 26**

Winterruption 2012



July 01

O Canada Day



August 23 to 26

Vancouver Wooden Boat Festival



**October 16
to 21**

Vancouver
International
Writers' Festival



**May 29 to
June 03**

Vancouver International
Children's Festival



**June 22 to
July 01**

Vancouver
International Jazz
Festival



September 6 to 16

Vancouver International Fringe Festival



May to October

Farmers Market



December 01 to 23

Yuletide Festivities



STEWARDSHIP

2012 was a productive year in which several large projects were completed, including:

- Structural upgrades and reconstruction of the northwest corner of the Public Market seating areas
- Development of the new accessible playground
- Re-roofing of a portion of the Public Market and installation of new energy-efficient windows
- Installation of new energy-efficient windows on the second floor of the Net Loft Building
- Replacement of 14 existing parking meters with new user-friendly solar meters
- Removal of nine decommissioned hydro poles and five transformers throughout Granville Island

The design and development of specifications associated with the following projects were a major focus of operations:

- Dock replacement at the east end marina
- Roof, skylight, and HVAC system replacement in the Net Loft building

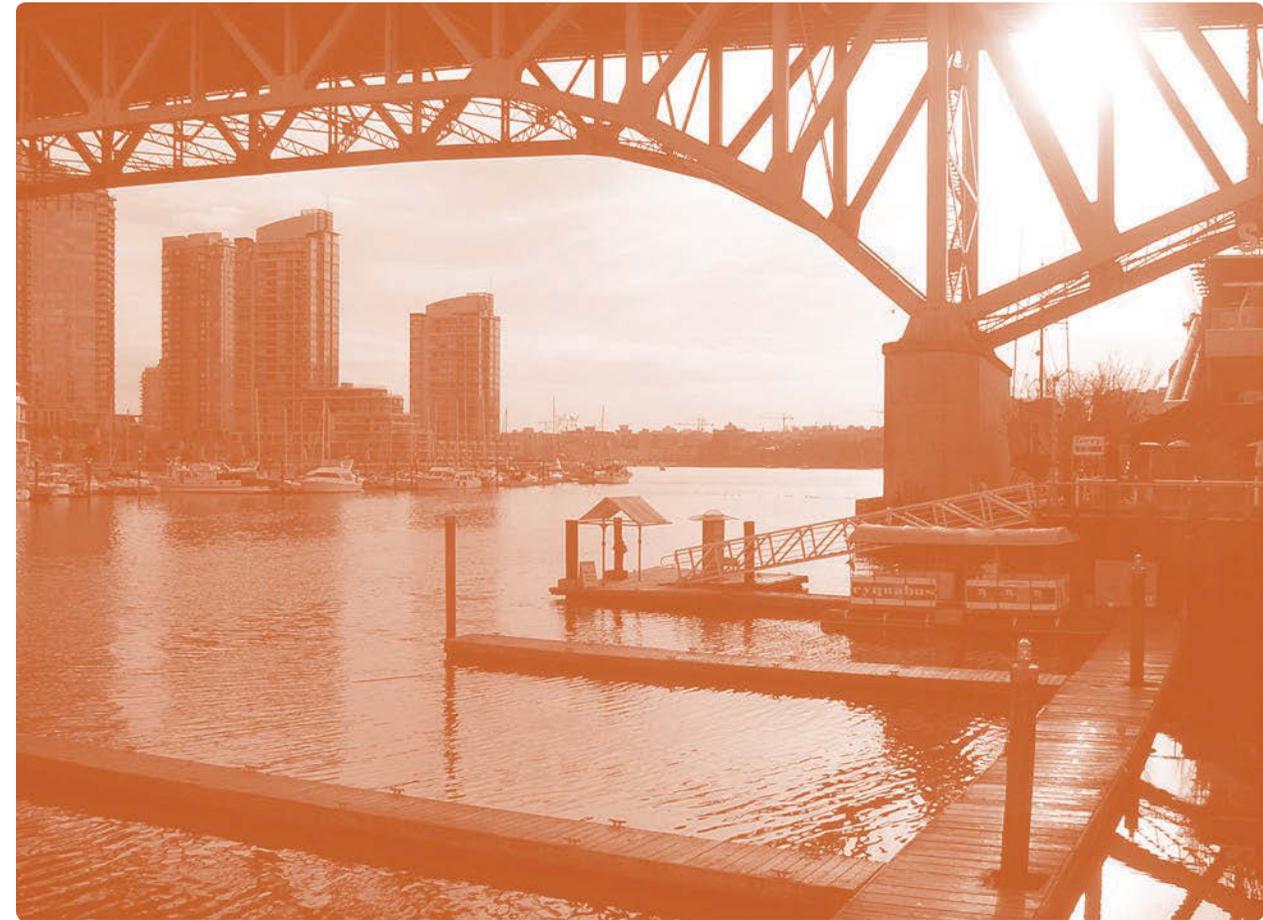
- Granville Island Docks and Seawall report update
- Enhanced exterior lighting
- Expansion of Public Market courtyard
- Resurfacing of Triangle Square
- Underground services upgrades

Many smaller projects throughout the year were completed including the upgrades to a portion of the seawall and the removal of the curbs in the Public Market Courtyard.

Contracts for Security and Parking Operations were both publicly tendered and awarded in 2012.

Sustainable transportation was further enhanced on Granville Island with the following project completed:

- To encourage walking, cycling, and transit for most everyday trips, while still allowing access to a vehicle on an as-needed basis, Car2Go was expanded to nine dedicated car sharing vehicles on Granville Island.



SUSTAINABILITY

Granville Island has five key goals to help ensure the Island's long-term sustainability for generations to come:

1. Green the Island's core building stock
2. Create a low-impact public realm
3. Enhance sustainability in operations
4. Foster sustainability behaviour
5. Showcase innovations towards sustainability

In 2012, the Island was primarily focused on improving the sustainability of its ongoing operations in the areas of waste management.

On an annual basis, Granville Island currently generates approximately 1,504 tonnes of mixed waste, 537 tonnes of organics, 321 tonnes of cardboard, and 205 tonnes of glass, metal, and plastics.

To reduce, reuse, or divert as much of that waste as possible, the Island has implemented a new zero-waste strategy, which is designed to help it meet or exceed the municipally mandated 70 percent waste diversion rate by the year 2015.

As part of that strategy, the Island has already launched a number of new waste management and diversion initiatives, including:

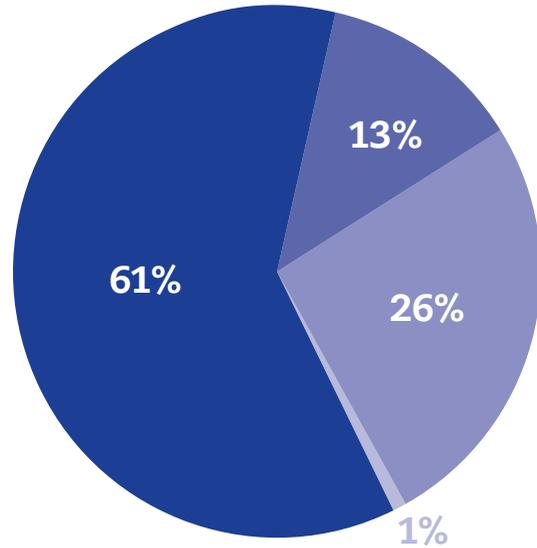
- Expanding its composting programs to include both the Public Market as well as the Island's restaurants, with a goal of increasing its overall organic composting by as much as 15 percent in 2013
- Enhancing the Island's recycling options for cardboard, cooking oils, industrial metals, batteries, wooden pallets, glass, metal, and plastic
- Replacing garbage containers with zero-waste stations that include an assortment of recycling and composting options for both tenants and visitors
- Investing in specialized signage, tenant information sessions, and other educational programs to encourage more waste diversion and recycling by Island businesses

- Facilitating the installation of electric vehicle charging stations and car-sharing services, in addition to the electric truck already used by maintenance staff
- Finalizing research into the potential for in-vessel composting to help reduce greenhouse gas emissions and minimize waste removal costs
- Encouraging CMHC staff on the Island to minimize office waste by replacing individual garbage containers with a central zero-waste station, recycling lost cell phones to a local non-profit group, and promoting reusable containers for food and other Island purchases



FINANCIAL HIGHLIGHTS Year ended March 31, 2012

REVENUES \$11.30 MILLION

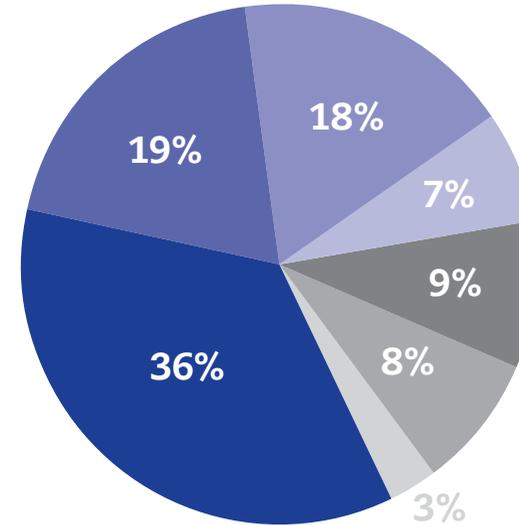


- Rent \$6.9 million
- Parking \$1.39 million
- Recoverables \$2.93 million
- Other \$0.08 million

- Revenue overall increased by \$165,000.
- Rent increased by \$150,000, generally attributable to areas outside the Public Market and Net Loft which continued with stable rent revenues as a result of modest sales increases.
- Revenue from recoverables remained consistent with the prior year, with a net increase of \$3,000.
- Parking revenues increased modestly by \$24,000 over the prior year.
- Other revenue which includes interest income and various miscellaneous items decreased by \$12,000 reflecting lower revenues from filming which were partially offset by increased interest income.

Net Income for 2011 – 2012 was \$755,000. All operating surpluses are retained on Granville Island and are re-invested in maintenance and capital projects.

EXPENSES \$10.54 MILLION



- Salaries \$3.75 million
- Maintenance \$2.05 million
- Utilities, Taxes, Insurance \$1.87 million
- Communications & Marketing \$0.73 million
- Amortization \$0.96 million
- Other \$0.86 million
- Cultural Partners \$0.32 million

- Expenses overall decreased by \$98,000 compared to the 2010 – 2011 fiscal year.
- Salary costs remained the same as in 2011.
- Maintenance expenses declined by \$318,000 reflecting lower costs for various operating items such as landscaping, waste removal, and the deferral of certain projects due to weather conditions.
- Property taxes increased substantially this year due to City of Vancouver assessments for certain locations directly managed and occupied by CMHC. Utility costs increased modestly primarily as a result of increased water consumption.
- Communications & Marketing expenses decreased to reflect changes in amounts spent for programming activities and holiday lighting.

“Other” expenses include administration costs, CMHC’s management fee, and janitorial supplies. These costs increased modestly over 2011 as a result of additional professional fees and consultant costs.

