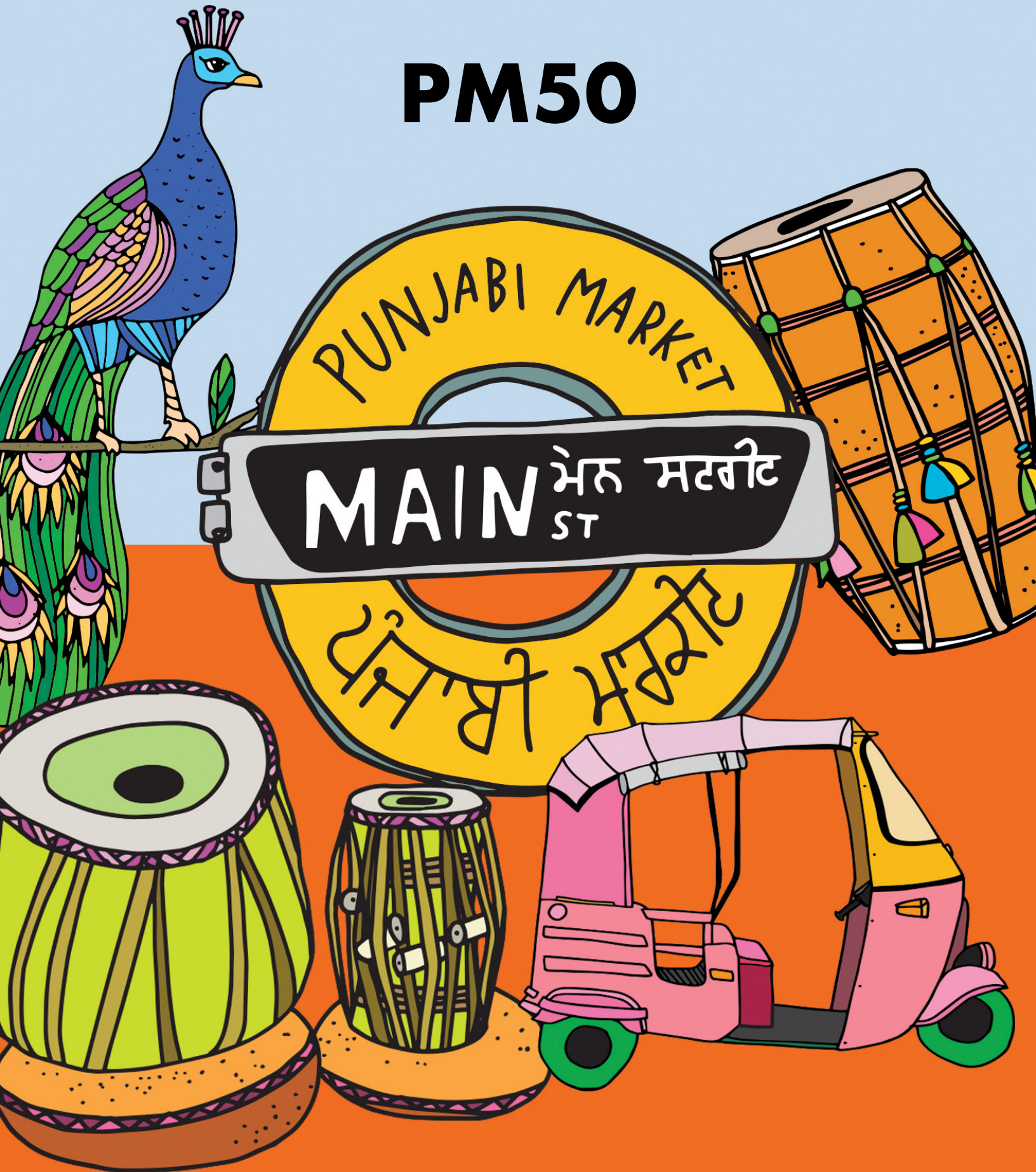


# PM50



In the last year, we have accomplished so much together.

Thanks to your support, our non-profit, the Punjabi Market Regeneration Collective, was part of the process to bring Motion B.4: "Punjabi Market at Fifty: Celebrating the Past and Planning for the Future" to Vancouver City Council. The Motion passed unanimously and we could not have done this without you. The Motion stated that the Mayor determine May 31, 2020, and the occasion of its 50th Anniversary as "Punjabi Market Day." It also stated that Council direct staff to report back by the end of 2019 with budget and resources for the creation of a collaborative and participatory community process and as part of the city-wide planning process: to imagine the future of the Punjabi Market.

## **CONNECTING COMMUNITIES**

A lot has changed since this motion was passed. Due to the COVID-19 pandemic, we were not able to actualize parts of the planned celebrations, especially events that were supposed to happen in Punjabi Market on Main Street to commemorate the 50th anniversary. However, we still had the opportunity to come together as a community to honour the market that has connected us to [our] South Asian cultures for the past 50 years.

## **WORK PERFORMED**

We reviewed background documents related to the Punjabi Market and researched archival photographs to include in our digital celebration.

We reviewed written and oral histories of the Punjabi Market and documented them on film including poems by Mohan Gill and stories by Shushma Datt (broadcasting pioneer), Harinder Singh Toor (owner of Punjab Food Centre) and Sucha Singh Claire and Harbans Kaur Claire (Punjabi Market's first shop owners).

We formed partnerships with key stakeholder groups (5X, Indian Summer Festival, South Asian Arts Society, Musqueam Nation) to deliver a virtual celebration for PM50 that deepened community understanding of the Punjabi Market's significance.

We built community capacity and understanding of the 50th anniversary among key stakeholder groups including, but not limited to:

- Local businesses such as Tim Hortons, Orr Development, Hi-Class Jewellers

- Community organizations such as Punjabi Market Association and United Way

- Cultural groups & poets such as: Shan-e-Punjab Arts Club, Balkar Singh, Mohan Gill

- Faith groups such as KDS Ross Street Sikh Temple

- Educational institutions such as Langara College which helped us reach international students and newcomer populations in the neighbourhood and among the broader South Asian diaspora living in Metro Vancouver

We created a portfolio of digital assets including archival photographs, video clips and artwork which will be used in the future for various community building scenarios.

We liaised with the City of Vancouver and the community at select meetings, such as the production of the digital PM50 livestream.





Photo courtesy of Gurveer Pabla of Vaisakhi in Punjabi Market in the early 80s



Photo courtesy of Gurleen VirK



## **FINANCIAL INFORMATION**

We were very grateful for the grant from the City of Vancouver. We utilized the funds as outlined below. Many community members were also encouraged by our efforts and chose to support us with their time, sponsorship and donations in-kind such as props (Decor By Polly), set design (East India Carpets) and desserts (Tim Hortons).

- \$3,792: 12 honourariums of \$316 each were given to cultural performances for the PM50 livestream for a total of
- \$1,000: Production (studio, equipment, food, etc)
- \$1,073: Research and production of archival materials and collection of oral stories
- \$1,035: Administration fee

## **COMMUNITY SUPPORT AND ENGAGEMENT**

We were supported by businesses in Punjabi Market with sponsorship towards creating memorabilia, such as PM50 shirts.

Businesses in Punjabi Market also created their own art displays to commemorate 50 years, such as, the Tim Hortons 50 years window display

Many businesses and individuals not physically in the market, supported the PM50 celebrations with donations in-kind including Decor by Polly and East India Carpets .

## **ANALYTICS**

PMRC increased our Instagram following by over 150%. We went from approximately 500 followers to over 2,000 currently. @punjabimarketyvr

We also helped increase the social media followers of various businesses in the Punjabi Market by promoting them through our marketing campaign and through giveaways.

This social media presence will allow us to reach a greater audience for arts and culture programming and social issues in the future.



Impressions  
**953,595**

## FACEBOOK

Reach: 437,894

Engagement: 106,430

Followers: 4,289

Engagement rate: 1,508.88%

## TWITTER

Profile Visits: 1,397

Engagement: 14,491

Website Clicks: 650



Impressions  
**228,647**



## INSTAGRAM

Reach: 31,901

Engagement: 8,238

Followers: 2,061

Engagement rate: 145.67%



Impressions  
**237,626**



**YEAR TO DATE**



## YOUTUBE

Views: 2,035

Gain in Subscribers: 25

Impressions: 4,353



## LIVE STREAM VIEWS

Peak Live Viewers: 131

Shares: 36

Total Minutes Viewed: 6,831

Total Reactions: 368

Total Comments: 201



Revenue

**\$13,315**

## PUNJABIMARKET.CA

Unique Visitors: 6,282

Page Views: 14,275

Units Sold: 379



**YEARS**

PUNJABIMARKET.CA

**YEAR TO DATE**





punjabimarketyvr

Message



110 posts

2,058 followers

1,092 following

The Punjabi Market

The Punjabi Market Regeneration Collective is a group of passionate advocates, artists & entrepreneurs working to revitalize historic Punjabi Market

[punjabimarket.ca](http://punjabimarket.ca)

Followed by southasianarts, doaamq, michael.dosanjh +46 more



EVENTS



THE PMRC



PM50



FEATURED



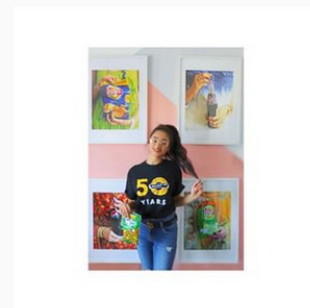
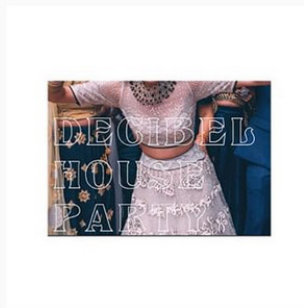
COMMUNI...



ARTS



UPDATES



## OUTCOMES

Cultural Performances: Indian Summer Festival, 5X and South Asian Arts Society arranged culturally-significant performances and assisted with technical aspects of the livestream.

Integrated Social Media Campaign: Daily Hive leveraged social media channels to promote the event and highlighted the market's history in the weeks leading up to the event. Daily Hive also video captured Punjabi Market's oral history.

A "virtual" Punjabi Market: to be hosted on the PMRC website at [punjabimarket.ca](http://punjabimarket.ca) (an online shopping portal highlighting market products to support small businesses). Restaurants are currently being marketed at <https://discoverlocalshops.org> which is supported by Westcoast Foundation & the Daily Hive.

The "Virtual Punjabi Market," could help local retailers as it would provide them with a new channel to market and sell their products; however, due to a number of constraints, it isn't suitable for service-oriented businesses at this time.

At the onset of the pandemic, Westcoast Foundation and Daily Hive partnered with one another to help local restaurants that were negatively impacted by the economic downturn brought on by the pandemic. They created a website called Discover Local Shops ([discoverlocalshops.org](http://discoverlocalshops.org)) to assist entrepreneurs who were struggling to build an online presence for their business.

Discover Local Shops is an online platform that facilitates the digitization of a restaurant's billing function. Further, the platform aims to promote partner businesses to the segment of the community that actively seek to shop local. Daily Hive utilized their extensive reach to promote partner restaurants.



Tim Hortons window display at Main and 49th

PMRC partnered with the Westcoast Foundation and Daily Hive to onboard four restaurants located in the Punjabi Market. To date, Himalaya Restaurant, All India Sweets & Restaurant, Roots Cafe, and Main Kabab Hut have benefited from the program. Although we are unable to provide the accounting data of our partner restaurants, we can say that the results have been mixed. Our conversations with the restaurateurs have indicated that their businesses are improving relative to the period directly preceding the enactment of British Columbia's State of Emergency. That being said, business has not returned to pre-covid levels for the majority.

During the lead-up to the 50th anniversary, we received many messages and emails from members in the community—young and old—who shared their memories and experiences of the Punjabi Market of the 80s and 90s. We heard stories about shops that no longer exist, of the many lunches and dinners enjoyed at the iconic restaurants, and most importantly of what the market meant to them as South Asians living in Vancouver.

We put a call-out on our social media channels for archival photos of Punjabi Market, and once community members started sharing their photos, the nostalgia many people shared was a common denominator. It reignited our passion for the work we are doing because we realized just how much the market means to so many people—even outside of British Columbia.

During the day on May 31st, we set up a booth outside of Tim Hortons on Main and 49th where folks who purchased our PM50 t-shirts and sweatshirts could do curbside pick-up of their orders while practicing social distancing. We had support from Harj and Ajit Thandi—long time Sunset residents (and owners of Tim Hortons at Main and 49th) who also took part in the 50th anniversary celebrations in Tim Hortons.

The turnout over the few hours we were there was great and we were able to connect with many people who we had previously only communicated with online. People made an effort to come to the market and again, they shared their stories of growing up in the neighborhood and reminiscing about what it was like in the past. The work we're doing to preserve the history and move Punjabi Market into the next stage of its life has been



met with positive feedback and encouragement. The trust we've been able to build with community members who are seeing that we are making good strides with the City of Vancouver to revitalize the neighborhood has shown us that we are doing the right thing to preserve Punjabi Market.

It's been especially encouraging to see our elders supporting the work we're doing. To have their blessing as we take Punjabi Market into the future is an honour.

## **NEXT STEPS**

The work of the PMRC has been supported by the community who wish to see more arts and culture programming in the area so that they can continue to access their culture.

The PMRC will continue to work with community groups and stakeholders to create programming and also address social issues so that community voices can be heard.

The PMRC will continue to provide a platform for artists and social causes alike.



5

