THE small housing summit

The Summit: In Review
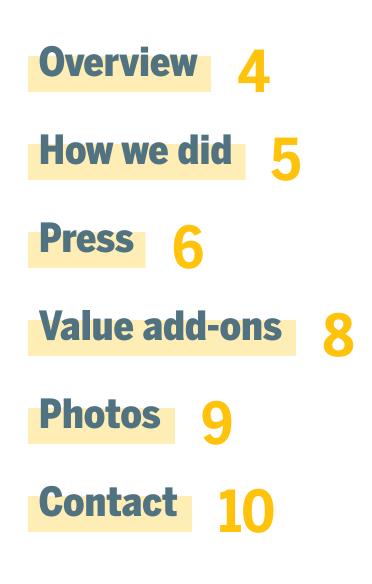
SHBC | the voice of small housing in bc

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Project partners

MAPLE RIDGE British Columbia · City of NELSON · BCNPHA BC Non-Profit Housing Association · BC tiny house collective · GREATER VANCOUVER HOME BUILDERS ASSOCIATION gvhba.org · Social Purpose REAL ESTATE COLLABORATIVE · UBC SAUDER SCHOOL OF BUSINESS

Overview

On November 17, 2018, Small Housing BC launched its first public event, and Canada's inaugural conference on small housing. We called it the Small Housing Summit.

Two-hundred participants were in attendance from over 40 municipalities across BC, and included a wide cross-section from the following sectors: design, construction, finance, real estate and policy (councillors, city planners and First Nations communities). The conference ended with a joint networking event in partnership with the BC Non-Profit Housing Association. Additionally, a three-day public display, called the Small Housing Showcase, was held at 800 Robson Street on November 16 through to the 18. Over 30,000 passerbys stopped and visited the tiny houses on-site and our container unit, which featured poster boards of local designers and builders working in the small housing space.

#wedosmallhousing

#smallchangeiscoming

#shs2018

Acknowledgements

We have many people to thank. First off, to our funders, sponsors and project partners. Thank you. To our fabulous moderators, speakers and presenters. Much gratitude. To our AV providers, hotel staff and volunteers. Many high fives. And of course to our board, Summit team and to everyone who came out and made the day memorable and action-packed. Next, we're focused on bringing our coalition to life. We hope you will join us in this momentous gathering of big thinkers on small housing and for another round of Summiting should we do it again next year.

All the best,
Anastasia, Nat, Jake, Akua and the SHBC team

How we did

Post-Summit, we shared an online survey with all conference participants. Here's what we heard:

"Some conferences are full of ideas, as this summit was. But SHBC went further, to examine issues for real communities and lean into solutions that could be taken immediately into consideration and application."

"Loved everything about the Summit!"

"You got the right people in the room."

"The Summit was exceptionally well run. It may have been one of the smoothest events I've ever attended."

"It was inspiring to hear many different ideas and small house success stories."

"Good mix. Excellent facilitation, both from the front and on the floor."

94.4% liked our choice of speakers and how we managed the event

89% liked our session topics, the venue and catering

94.4% would attend the Summit again

Press

Outlet	Type	Reach/metrics	Date	Link
SHBC website	Digital	Over 4000 unique web visitors and 14,380 unique page views	August 15 – November 26	smallhousingbc.org
@SmallHousingBC Twitter page	Digital	110 800 impressions; over 4000 profile visits of the account; following increased by 25%	August – November	twitter.com/smallhousingbc
Right Sizing	Print & digital	115,000 copies, inserted in *Globe and Mail* across BC and in Calgary; 125,000 readership	September / October	rightsizingmedia.com/magazine/digital-issue/ september-october-2018 (p.46-47)
The Tyee	Digital	Over 684 shares; 300,000 monthly web visitors	November 1	thetyee.ca/Presents/2018/11/01/ Small-Housing-Summit-Big-Changes
Canadian Architect	Digital	13,510	November 6	canadianarchitect.com/architecture/ small-housing-summit-to-address-british- columbias-housing-crisis/1003745101
The Tyee	Digital, banner ads	251,568 impressions	September 5 – 19	-
Price Tags	Digital	Up to 50,000 daily web visitors	September 23, November 13	pricetags.ca/2018/09/24/ small-housing-summit-nov-17-vancouver pricetags.ca/2018/11/13/two-days-left-to- register-for-the-small-housing-bc-summit
BCBusiness	Print & digital	100,000 print readers; 110,000+ monthly unique web visitors	November 1	bcbusiness.ca/Magazine
Business in Vancouver	Print & podcast	62,000 weekly readers	November 7	bcbusiness.ca/Middle-Ground-Are-smaller- homes-the-solution-to-the-affordability-cri sis?fbclid=IwAR3K5q22YOdKcH8qOV9cXh 8En-GdxXKmom6boZpvb3-8VwlZdJn5vPaqHN0 biv.com/audio/2018/11/thinking-small-solve- housing-crisis-biv-today-no-131

Outlet	Type	Reach/metrics	Date	Link
Vancouver Courier	Print & digital	Over 250,000 readers; syndicated across 9 BC papers, including *Vancouver Courier, New West Record, Burnaby Now, Virden Empire-Advance, North Shore News, Delta Optimist, The Coast Reporter, Times Colonist* and *PG Citizen*	November 14	vancourier.com/real-estate/q-a-why-small-housing-is-a-key-solution-to-affordability-challenges-1.23497531
Georgia Straight	Print & digital	816,000 unique weekly readers/web visitors	November 16	straight.com/news/1164156/small-house-advocate-jake-fry-sees-need-alternatives
CBC *BC Today*	Radio	Live with open talk line; provincially aired; available digitally	November 16, 12:30 – 1:00 PM	cbc.ca/listen/shows/bc-today/episode/15633224
Vancouver Courier	Print & digital	275,000 monthly digital views 102,000 printed issues	November 21	vancourier.com/opinion/1.23505368
Spacing	Digital	20,000 daily web visitors	November 26, December 3	spacing.ca/vancouver/2018/11/26/do-small-in-a-big-way-bc-housing-societys-first-annual-summit Link: TBA
CBC *On the coast with Gloria Macarenko*		Airs within Greater Vancouver Area and available digitally		TBA

Value add-ons

» Content shared on USBs, offered to all sponsors / partners

» Design / build sponsors featured on poster boards at the Small Housing Showcase

» Video interview clips with select sponsors / speakers posted on social media

» Further captured viewership via filmed Summit panels to be released on SHBC's YouTube page at youtube.com/channel/UCxEkVQhPYBoHBCxl6UhlYCA

» Forming of a BC-wide small housing coalition, a legacy of the 2018 Summit

Total campaign:

More than 12 million sets of eyes and ears on the Summit, valued over $400,000.

Building a community of small housing changemakers:

Priceless!

Photos

See more photos of the Summit at: <u>drive.google.com/drive/folders/1tjyLv1dNpAj_Po05fJ8HSXALVq3la16X?usp=sharing</u>

Alex Wells, hoop dancer

Photos: Mazin Al Hakim

Jake Fry, opening remarks

Denise Pinkston, keynote speaker

Contact

Want to partner with SHBC again? Let us know!
Email Anastasia at anastasia@smallhousingbc.org.

This is Nat Quek at the Small Housing Showcase.

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