

March/April 2004

**Please distribute this newsletter
to your Owner/Manager.**

Kerrisdale Business Association

**300 - 5687 Yew Street
Vancouver, BC V6M 3Y2**

Tel 604 266-9875

Fax 604 257-8502

kerrisdalevillage.com



Village Voice

“Batter Up” for Carnival Days 2004

Yes, it's that time of year again when the city's street trees sport canopies of cherry blossoms, the first hint of warmth is in the air and the umpire's familiar “play ball” can be heard in the perfect evening light.

The Kerrisdale Business Association is once again planning to offer its traditional Carnival Days celebratory weekend on Friday, April 23rd and Saturday April 24th with free entertainment, music and sidewalk sales both days. But of course the biggest excitement starts early Saturday morning when the village of Kerrisdale marches on parade with bands, antique cars, this year's crop of Little League teams and a growing favourite, Pets on Parade. Add to this the KBA Hot Dog stand, operated by volunteers from the Royal Bank at West 41st and Yew Street, and you have one perfect day. All funds from the sale of hot dogs and soft drinks go to the KBA beautification fund.

For those of you who are new to the Kerrisdale Business Improvement area, this event is much looked forward to by children and adults alike. It is estimated that nearly 10,000 people attend over the two days with the most activities set for the Saturday. It's a time when retailers take to the streets with their sale goods and others stroll the avenues with free samples of coffees, muffins and the like.

You can enrich the Carnival Days experience by becoming an event or balloon sponsor. Read on and find out how you can lend a hand and receive more publicity for your shop or business in paid ads and on the official Carnival Days poster.



More details about Carnival Days Sponsorship inside.

Visioning for Kerrisdale Continues

COMMUNITY VISION WORKSHOPS

KBA President Brent Beattie and other Board members have been attending open houses and community meetings regarding the city's Visioning process for the Kerrisdale neighbourhood. It's in all our best interests for more businesses to get involved by signing up below. Fill out the coupon below, clip it out and drop it off at Hobbs in Kerrisdale (2129 West 41st Avenue) and Brent will make sure the city planner working on this project gets your information.

Name: _____

Home Tel: _____ Work Tel: _____

Address: _____

Postal Code: _____ Fax: _____

Email: _____

I am 0 – 11 yrs old 12 – 17 yrs old 18 yrs and over

I am interested in the following workshops:

- Transportation
- Housing
- Neighbourhood Centres/Shopping Areas
- Environment
- Safety & Community Services
- Character & Public Places

The workshops will be during the day on Saturday and Sunday OR held Monday to Thursday evenings. Please let us know the times you generally could NOT attend a workshop (check the worst times).

- | | | | | | | |
|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| <input type="checkbox"/> Mon | <input type="checkbox"/> Tue | <input type="checkbox"/> Wed | <input type="checkbox"/> Thu | <input type="checkbox"/> Fri | <input type="checkbox"/> Sat | <input type="checkbox"/> Sun |
| eve | eve | eve | eve | eve | am | am |
| | | | | | pm | pm |

The Carnival Days event is quickly approaching.

Please consider one of the sponsorship opportunities listed below to enrich this fine Kerrisdale tradition.

CARNIVAL DAYS 2004 • FRIDAY APRIL 23 & SATURDAY APRIL 24 • SPONSORSHIP OPPORTUNITIES

Balloon Sponsor

You receive:

- Helium tank and balloons delivered to your business to hand out during event
- Your business name to be included in the event schedule to be published in the *Vancouver Courier*
- Your business logo on event poster
- Recognition as a supporter in all media and promotional material
- Recognition in all follow-up materials including the *KBA Newsletter*

Entertainment Sponsor

You receive:

- Sponsorship of an entertainment feature either in front of your business or where practical
- Your business logo in all print advertising
- Your business name published in the event schedule in the *Vancouver Courier*
- Your business logo on event poster
- Exclusive on-site signage
- Recognition as a sponsor in all media and promotional material
- Recognition in all follow-up materials including the *KBA Newsletter*

Entertainment / Balloon Combo Sponsor

You receive:

A combination of two very good things includes sponsorship of an entertainer and a helium balloon tank delivered with balloons for your use during Carnival Days!

Deadline for above sponsorships to ensure full logo recognition in media campaign is March 26th, 2004

Questions?

Call Terri Clark
KBA Coordinator
604 266-9875

\$250

\$500

\$600

Advertising Kerrisdale

Each year the Board of Directors decides on a communication strategy for events and to generally heighten the awareness of the business improvement area. Last year we embarked on a campaign for tourism interest and to that end placed six ads (April to September) in *Where Vancouver*, a colourful magazine available through all hotels, cruise ship lines, general Lower Mainland attractions and Tourism Vancouver outlets. As well, we placed an ad in *Tourism Vancouver's Official Visitors' Guide* with 500,000 published and 200,000 delivered via insert to *Vancouver Sun* readers in late May. This year the KBA will continue to advertise in the tourism market but we'd like to get feedback from the membership as to how we're doing. Please try and get a sense of whether or not some of your customers are visitors to the city. Let the KBA Coordinator know your observations by leaving a message on the phone line at 604 266-9875 or send an email via our Website: www.kerrisdalevillage.com

Each special event in Kerrisdale is accompanied by a comprehensive local advertising campaign including:

- **Full page ad in the city-wide edition of the *Vancouver Courier***
- **Special insert section Re: all event activities in the *Vancouver Courier***
- **Quarter page ad in the *Ming Pao* Chinese newspaper**
- **Eighth page ad in the *Georgia Straight***
- **Eighth page ad in the *Vancouver Sun***
- **500 full colour posters with sponsors noted – distributed city-wide and in the KBA area**
- **News releases issued to a comprehensive media list**

Traffic Closure Notice



As you may have noticed, the City's construction project to rehabilitate the water and sewer mains along West 37th Avenue is well underway. The sewer construction is complete and the watermain replacement is progressing as scheduled. The City is now approaching one of the most technically challenging components of the project which involves building the watermain across West 37th Avenue at West Boulevard.

To perform the work safely with the least impact on residents, commuters, students and staff of nearby schools, the City plans to shut down the intersection and undertake this work on the weekend when there is significantly less traffic on the road.

KERRISDALE TRAFFIC FLOW IMPACTS

SATURDAY, MARCH 27TH AND SUNDAY, MARCH 28TH

TRAFFIC RESTRICTION	LOCATION
Intersection Closure	West 37th Ave and West Blvd
Access to Businesses Only	Southbound West Blvd from West 41st Ave to West 37th Ave
Access to Businesses Only	Northbound West Blvd from West 33rd Ave to West 37th Ave

For more information please contact Donny Wong, Engineering Services at 604 873-7687.

Pets on Parade Returns

Last year's contingent of canine walkers made the annual community parade that kicks off Carnival Days an unqualified success. "Pets" organizer Kelly Josling of the popular doggie-designated store Fetch is looking forward to even more four legged participants this year. If you or your friends have willing pooches, just show up for the parade at the assembly point behind the Kerrisdale Arena at 9:30 am on April 24th .



EXECUTIVE



PRESIDENT - Brent Beattie
HOBBS

2129 West 41st Avenue V6M 1Z6
Tel 604 261-5998 Fax 604 261-5979



PAST PRESIDENT - Andrea Davies
HAGER BOOKS

2176 West 41st Avenue V6M 1Z1
Tel 604 263-9412 Fax 604 263-1314



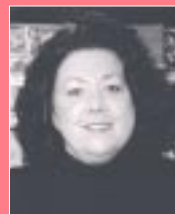
VICE-PRESIDENT - Ross Hill
HILL'S OF KERRISDALE

2125 West 41st Ave V6M 1Z6
Tel 604 266-9177 Fax 604 266-6834



TREASURER - John Richter
RICHTER AND COMPANY

310-5687 Yew Street V6M 3Y2
Tel 604 264-1110 Fax 604 264-1108



SECRETARY - Marilyn Buchan
BUCHAN'S KERRISDALE STATIONERY

2141 West 41st Avenue V6M 1Z6
Tel 604 261-8510 Fax 604 261-5339

Kerrisdale Business Association 2003 - 2004 BOARD OF DIRECTORS

Tony Arias

NUTRITION HOUSE
2311 West 41st Ave. V6M 2A3
Tel 604 261-8873 Fax 604 261-8873

Melissa Baker

LAURENTIAN BANK OF CANADA
2118 West 41st Ave. V6M 1Z1
Tel 604 269-2170 Fax 604 263-0479

Larry Davidson

BEAN BROTHERS
2179 West 41st Ave. V6M 1Z6
Tel 604 266 -2185 Fax 604 266-2175

Philip Francis

RBC INVESTMENTS
3rd Floor 2052 West 41st Ave. V6M 1Y8
Tel 604 665-0693 Fax 604 266-1147

Leo Franken

THE SPECTACLE SHOPPE
5683 West Blvd. V6M 3W7
Tel 604 263-2628 Fax 604 263-2458

Tina Ippel

KLEI
2070 West 41st Ave. V6M 1Y8
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Irena Hladki

TORREFAZIONE ITALIA COFFEE
2154 West 41st Ave. V6J 1K7
Tel 604 267-1003 Fax 604 267-1005

Mike Jagger

PROVIDENT SECURITY & EVENT
MANAGEMENT
400-2309 West 41st Ave. V6M 2A3
Tel 604 664-1087 Fax 604 664-7669

Kelly Josling

FETCH
5617 West Blvd. V6M 4W7
Tel 604 879-3647 Fax 604 879-3640

Aly Karmali

TD CANADA TRUST
2198 West 41st Ave. V6M 1Z1
Tel 604 261-1301 Ext 250
Fax 604 269-3054

Mirza Kassam

PHOTO MASTER
2098 West 41st Ave. V6M 1Y8
Tel 604 263-5111 Fax 604 263-5417

Stephen Lampman

S LAMPMAN LTD
2126 West 41st Ave. V6M 1Z1
Tel 604 261-2750 Fax 604 261-2726

Jane Lanctot

RONSON'S SHOES
2145 West 41st Ave. V6M 1Z6
Tel 604 261-5305

Raymond Li

ROYAL BANK OF CANADA
2208 West 41st Ave. V6M 1Z8
Tel 604 665-0531 Fax 604 665-8001

Jeff Rothman

ED'S LINENS
2142 West 41st Ave. V6M 1Z1
Tel 604 270-4169 Fax 604 270-4434

Ken Sim

NURSE NEXT DOOR
Suite 302-2309 West 41st Ave. V6M 2A3
Tel 604 228-4357 Fax 604 228-4359

Barbara Smith

THE PERFECT GIFT
2431 West 41st Ave. V6M 2A5
Tel 604 261-1501 Fax 604 261-1704

Catherine Spearman

CHESHIRE CHEESE INN
5645 West Blvd. V6M 3W7
Tel 604 261-2834 Fax 604 263-2854

The mandate of the Kerrisdale Business Association is to foster goodwill in the community, promote the business area, contribute towards a safe, well planned, attractive and friendly environment and to increase the public awareness of Kerrisdale.

Editor: Terri Clark
Design: www.kevinlouisdesign.com

Upcoming Special Event Dates to Remember

Carnival Days and Parade	Friday, April 23rd – Saturday, April 24th
Music Under the Clock	Saturdays 12 – 4 pm June, July, August
Kerrisdale Days (Celebrate Jazz & Kerrisdale's B'Day!)	Thursday, August 26th, Friday August 27th and Saturday, August 28th
Annual General Meeting	September 15th, 2004
Christmas in Kerrisdale	Month of December 2004

Mark these dates on your calendar and remember to support these popular events through easy to participate sponsorship programs from balloons to live entertainment!