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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.kevinlouisdsgn.com

July - August 2005

Please distribute this newsletter
to your Owner/Manager

Kerrisdale Business Association

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Vancouver, BC V6M 3Y2 Fax 604 257-8502
www.kerrisdalevillage.com

Village Voice

Summertime in Kerrisdale!

Kerrisdale Idol, Part of the Line-up this August 25th, 26th & 27th

As we write this, Vancouver has been denied the rights of summer, at least weather wise, and cooler heads (and thermometers) are longing for the dog days of August when shorts, t-shirts and sandals make up the Kerrisdale Village dress code.

KBA 2005 Forward Planner

Music Under the Clock	Saturdays 12 - 4 pm July, August
Kerrisdale Days (Celebrate Kerrisdale's B'Day!)	Thursday, August 25th, Friday, August 26th and Saturday, August 27th
Annual General Meeting - BIA Renewal	September 14th, 2005 at The Arbutus Club
Kerrisdale "Show and Shine" Car Show	Date to be Announced
Christmas in Kerrisdale	Month of December 2005

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

What could be easier than a stroll through the business district where one can pick up an al fresco lunch, do the marketing, buy those birthday and seasonal wedding gifts while finishing up with an ice cold coffee listening to a free KBA concert under the clock.

KERRISDALE DAYS

Because we like looking forward to better weather and special events, now is the time for interested KBA members to mark their calendars for Kerrisdale Days set this year for August 25th - 27th. All the usual ingredients that go into our time-honoured recipe for the village's birthday party will be back to help make the last full weekend of August a fitting close to the summer season. Free horse & carriage rides, clowning, face painting, children's amusement rides, inflatable slides and live music will bring the streets to life, especially on Saturday, August 27th when we pull out all the stops.

KERRISDALE IDOL

New this year will be a Kerrisdale Idol singing competition where three outspoken and well-known judges will rate the first come first served performers at the north Yew Street and West 41st Avenue street end. Ads describing the free competition will run in the Courier newspaper for three weeks leading up to the big day when early risers can sign up on site to be heard later that day under a big white tent for all passersby to hear. The winner will receive a cash prize and publicity in the next KBA newsletter.

LET THEM EAT CAKE

Though falsely attributed to the much-maligned Marie Antoinette in pre-revolutionary France, nothing better describes what the Kerrisdale Business Association freely doles out at 3 pm to celebrate the village's birthday. Moore's Bakery whips up three huge confections so that everyone remembers the real reason for the party. Join KBA

President Ross Hill and other hard working Board Members as they slice and dice the official cake ensuring all Kerrisdale patrons get a piece of the delectable action.

BE A SPONSOR

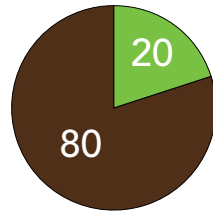
In addition, businesses within the KBA area can sponsor music or entertainers in front of their own stores (if space allows) through our very own sponsorship program. To be a special sponsor and have your logo displayed front and center, read the following page and take note of the deadlines for inclusion in the Vancouver Courier newspaper's advertising feature and to be included in the KBA full colour poster that is distributed city-wide.

**MEMBER SURVEY
RESULTS INSIDE!**

EVENTS AND PROMOTION

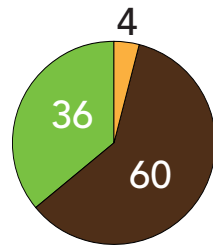
Are you supportive of the current special events within the BIA?

80% No Change
20% More Events
0% Less Events



Are you in favour of allocating more KBA funding to advertising?

60% No Change
36% More Events
4% Less Events

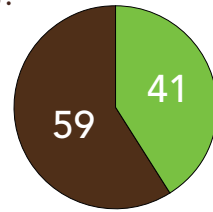


With over 50% of members responding to the KBA survey, Board Members are confident that a draft budget for the next five years will keep the KBA on track with these directions and strategies for the upcoming Business Association Renewal.

BEAUTIFICATION

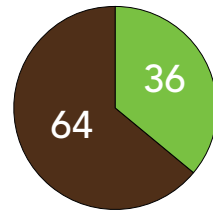
Would you be in favour of allocating more funds to provide clean-up graffiti removal services for all KBA store fronts?

59% Yes
41% No



Would you be in favour of allocating more funds to general clean-up ie: power washing sidewalks, garbage cans etc.?

64% Yes
36% No

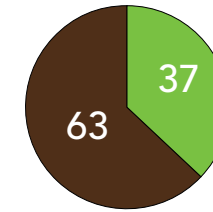


Please review the survey results above and remember to attend the Annual General Meeting the evening of September 14th when our BIA Renewal and budget will be considered.

SECURITY

Are you in favour of allocating additional funds for new security options?

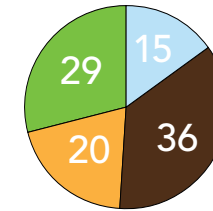
63% Yes
37% No



BIA PRIORITIES

Please rank from 1 to 4 the following in order of importance to you.

36% Security
29% Marketing and Promotion
20% Beautification
15% Special Events



MARKETING

Would you be in favour of spending additional funds to develop a strategic marketing plan?

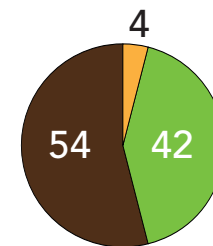
53% Yes
47% No

Do you feel the KBA should invest more to attract the tourist market?

70% Yes
30% No

Who is your primary target?

54% 40-60 Years
42% 20-40 Years
4% 0-20 Years



SPONSORSHIP OPPORTUNITIES

The Kerrisdale Days event is quickly approaching.

Please consider one of the sponsorship opportunities listed below to enrich this fine Kerrisdale tradition. Questions? Call Terri Clark, KBA Coordinator at 604-266-9875.

SECURITY ADVISORY	LANDSCAPE IMPROVEMENTS	SWEEP THE STREETS
<p>Provident Security is contracted by the KBA to provide nightly, with some additional daytime, security coverage within the district. Please phone them if you have any questions or concerns about panhandlers, additional security for your business or any suspicious activity in the KBA area.</p> <p>Recently we were advised that pickpockets were frequenting coffee shops and restaurants where backpacks and handbags are often casually exposed on edges of chairs or tables. Alert all your customers to this possibility and report any incidents to the helpful staff at Provident Security. Phone: 604-664-1087</p>	<p>The East Boulevard and West 41st cross-walk on the north side has been transformed with ornamental brick paving and a stylish granite retaining wall all under the direction of KBA beautification volunteer and Board member, Brent Beattie. Topsoil and ornamental plantings are yet to come but all will be completed by end of summer matching up the south side enhancements of four years ago with this new project. Just another example of your KBA dollars at work in conjunction with a matching fund from the City of Vancouver Engineering Department. Take a look!</p> 	<p>With our beautifully planted pots now reaching their summer perfection, please remember that it is each store's responsibility to tidy and maintain the sidewalk area in front of their business. A morning sweep followed by a just-before-closing broom job, will keep Kerrisdale Village litter free.</p>

\$250 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 KBA newsletter

\$500 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

\$600 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 sponsorships will be July 22nd, 2005

Phone **Terri Clark** at **604-266-9875** and leave a message and we'll get back to you. Contact us soon as possible to avoid missing out on the poster publication.