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KERRISDALE BUSINESS ASSOCIATION 2005 – 2006 BOARD OF DIRECTORS

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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

KBA 2006 Forward Planner

Carnival Days	Friday, April 28, Saturday, April 29
KBA Board of Directors Meetings Members are also welcome to be part of the Director's meeting @ 7:30 am	April 5, May 3, June 7 Drop into the Avenue Grill @ 8:15 am for coffee and to hear interesting guest speakers
Music Under the Clock	Saturdays 12- 4 pm June, July, August
Kerrisdale Days Celebrate Kerrisdale's B'Day!	Thursday, August 24, Friday, August 25, Saturday, August 26, 2006
Annual General Meeting	September 13, 2006
Kerrisdale "Show & Shine" Car Show	September 23, 2006 (tentative)
Christmas In Kerrisdale	Month of December 2006

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

March - April 2006

Please distribute this newsletter to your Owner/Manager

Kerrisdale Business Association

300 - 5687 Yew Street Tel 604 266-9875

Vancouver, BC V6M 3Y2 Fax 604 257-8502

www.kerrisdalevillage.com

Village Voice

Carnival Days! April 28 & 29

Vancouver's Best Community Parade & Neighbourhood Event

Just when you think Vancouver has become too much of a big city, Kerrisdale's Carnival Days rolls around like an old friend stopping by for an annual visit!

Arguably one of the most charming and hip neighbourhood shopping districts in Vancouver, Kerrisdale is famous for its community based events that feature free music, children's activities and entertainment just in time to herald the coming of spring and the new baseball season. There's little doubt among long-time residents or newcomers that Kerrisdale Village is a kinder, gentler place where 1950s virtues still rule within a 21st Century environment.

Read more below about what to expect when Carnival Days steps up to the plate in late April!

- **PARADE** - Little League/KBA Parade – 10 am start time – line up along West 41st between Maple and Elm. Antique cars, baseball teams, bands and more
- **PETS ON PARADE** - Arrive by 9:45 am at the Kerrisdale Arena and walk your canine cutey
- **HORSE & CARRIAGE RIDES** - Free tram rides from 11 am to 4 pm at 41st Avenue and Yew Street
- **MERRY-GO-SWING** - free sit-swing rides from 11 am to 5 pm at West Boulevard & West 40th Avenue
- **MUSIC, BANDS, CLOWNS, FACE PAINTERS** - peppered throughout Kerrisdale Village
- **BALLOONS** - available throughout the neighbourhood and provided by local event sponsors
- **GIANT INFLATABLE** - slide and dive at West 41st & Yew Street
- **KBA HOT DOG STAND** - sponsored by the Kerrisdale Business Association Sidewalk Sales
- **KERRISDALE BUSINESSES** take to the streets with great deals on merchandise, food and services



CARNIVAL DAYS

SPONSORSHIP OPPORTUNITIES!

For those of you who are new to the Kerrisdale Business Improvement area, this event is much anticipated by children and adults alike. It's estimated that nearly 10,000 people attend over the two days with the most activities set for the Saturday.

Read more about how you can further showcase your business through event and balloon sponsorships as outlined on the right!

Questions about sponsorship? Please contact Terri Clark, KBA Coordinator at 604-266-9875.

Deadline for above sponsorships to ensure full logo recognition in media campaign is March 30th, 2006

ENTERTAINMENT SPONSOR \$500

YOU RECEIVE:

- Sponsorship of an entertainment feature either in front of your business or as near to it as 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 KBA newsletter

BALLOON SPONSOR \$250

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

ENTERTAINMENT/BALLOON COMBO SPONSOR \$600

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!

KBA Web Gets New Look

When the first KBA web site was launched nearly three years ago, your hard working Kerrisdale Association Board of Directors was pleased with the look and feel of the pages. These pages gave an overall description of what a business improvement area is, listed special events and history of the area and boasted a membership list of all shops and services in the area. But like everything to do with information technology, and especially the web, yesterday's model can soon seem a bit passé.

The new KBA Marketing Committee recently put forward a motion that was passed unanimously by the Board to totally revamp the www.kerrisdalevillage.com web site in time for our upcoming Carnival Days event scheduled for April 28th & 29th this year. With that date in mind, our graphic designer is working on a homepage style that reflects a Kerrisdale neighbourhood whose demographic is transforming, putting an emphasis on a slightly younger generation with continually changing feature boxes.

The new look and features will keep web visitors coming back on a regular basis to see what's happening in the village. In addition, there will be links to community services within the broader area making our site the portal to recreation and parks, community health, schools and even real estate. Envisioned as well is a one-page description of the Kerrisdale Business District translated into Chinese to give a taste of what we offer to a population that now comprises nearly 40% of our neighbourhood.

Still on site will be our popular history section, Carnival Days video and Avenue Art section where web surfers can reflect on all the past and planned beautification efforts that set Kerrisdale apart from other shopping districts.

Send Us Your Business Email

From time to time the KBA Board needs to get out information quickly to members regarding special speakers or meetings. Please send us your business email so we can add your name to our list and reach you in a more timely fashion. You can submit it through the web site contact us button at www.kerrisdalevillage.com

Update Your Web Listing Today

We try and keep the web membership list up to date with all the essential information but it's a constant challenge. Please take the time to check your listing today under the "members" section at www.kerrisdalevillage.com and, if it's not there or is incorrect, email us back with any corrections or additions.

Kerrisdale Goes to the Movies

Over the past six months Kerrisdale Village has been the recipient of nearly \$10,000 in revenue due to donations from movie companies. These donations are made voluntarily when the movie producers get permission from the City to use parking areas. We know that this is sometimes inconvenient and the KBA always asks that a sign be posted pointing shoppers to the free village parkade. The movie funds will be used this spring to further beautify and clean-up the tracks area. Call us if you have any ideas for other beautification projects: 604-266-9875.

Kerrisdale Parkade Gets New Look

The City-owned Kerrisdale Parkade has recently been out of commission to receive a total make-over. New surfacing has been applied to reduce noise and a two-toned painting plan makes it safer and easier to keep within the allotted spaces. The Kerrisdale Parkade is owned and financed by the city of Vancouver and the KBA manages it on their behalf in exchange for a modest annual fee and free parking spots for village patrons.

Kerrisdale Watch!

Kerrisdale merchants are reminded that if they observe any suspicious activity to report it immediately to our excellent security forces at Provident. The number is 604-664-1087.

Provident Security recently found three unlocked doors in the village when doing their evening rounds. Please remind staff to make sure businesses are locked-up before leaving the premises!