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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*



kerrisdalevillage.com

KBA Forward Planner

KBA Board Meetings (members welcome)	1st Wednesday Monthly
Music Under the Clock	Saturdays 12-4 pm July, August
Free Outdoor Movie @ Elm Park	Friday September 9 (Rain Date Sept. 10)
Kerrisdale Days & Kerrisdale Idol Contest!	Friday & Saturday, September 9 & 10
Annual General Meeting – BIA Renewal	Thursday September 8, 2016 @ The Arbutus Club
October Halloween On Ice – Free Skate	October 30 from 5:30-7 pm
Christmas In Kerrisdale (Saturdays)	December 3, 10, 17 & 23, 2016
Gliding On Ice – Free Skate	December 20 from 5:30-7 pm

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

Summer 2016 Issue

Please distribute this newsletter to your Owner/Manager

Kerrisdale Business Association

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Twitter: @KerrisdaleKBA

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Village Voice

IN THIS ISSUE: Kerrisdale Days Sponsorship Opportunities, Movie Night in Elm Park, Kerrisdale Idol Back for Year 13!, Web Site Redux, Annual General Meeting *and more!*

Refreshing *the* Kerrisdale Web Site *for* Summer

It seems like just yesterday when the KBA created its first ever web site for the internet. There was endless discussion about if it would accomplish much or be a good vehicle to promote *Kerrisdale Village*. We took the plunge and were one of the first Business Improvement Areas in the city to build a useful but simple platform. That was over 15 years ago and who could have predicted the unfathomable global popularity of the 'net' generally and our web site specifically?

Inside read more on the about-to-be launched and refreshed web site and our annual September Birthday Party – Kerrisdale Days!

Free Outdoor Movie!

Join us at Elm Park for a special screening of 'Raiders of the Lost Ark' Friday, September 9 (Rain Date Sept. 10)



Celebrate Kerrisdale's Birthday!

Kerrisdale Days

Music, Glows, Face Painting, Sidewalk Sales, Free Horse & Carriage Rides and more!

Now is the time for interested KBA members to mark their calendars for **Celebrate Kerrisdale Days** set this year for **September 9 & 10**. All the usual ingredients that go into our time-honoured recipe for the village’s birthday party will be back to help squeeze all the best there is out of summer’s hazy, lazy days. Free horse & carriage rides, incredible sidewalk sales, clowning, face-painting, inflatable slides, live music and the best layer cake this side of the Rockies will bring the streets to life, especially on Saturday, September 10 when we pull out all the stops.

Help Sponsor Kerrisdale Days

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 below 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.

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.

ENTERTAINMENT SPONSOR - \$500

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
- Recognition as a sponsor in all media and promotional material

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

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!*

Deadline for sponsorships will be August 15, 2016

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



Movie Night in Elm Park – Friday September 9 (Rain Date: Saturday September 10)

This year the KBA, along with our usual sponsor Provident Security, will be featuring a timeless favourite on film night at Elm Park, weather permitting.

Thrill to one of the best opening scenes of all time as Dr. Indiana Jones tries to out run a massive boulder in ‘**Raiders of the Lost Ark**’. Celebrating its 35 anniversary in 2016, this Steven Spielberg directed classic takes viewers on a roller coaster of a quest to find the Ark of the Covenant set in the late 1930s. Starring Harrison Ford, it would be the first instalment in the Indiana Jones franchise and go on to be one of the highest-grossing films ever made. If Friday is canceled ‘**Raiders of the Lost Ark**’ will be screened on the Saturday. Join your friends and neighbours at one of Vancouver’s most scenic community parks for an ‘almost full moon’ under the stars. Grab a blanket or lawn chair plus a flashlight and walk, bus or bike to Elm Park where you’ll cadge a spot on either side of the cool, green field. Movie will start around 7:45 – 8 pm. Check the KBA phone line after 5 pm re weather cancellation at 604-266-9875. **Please cart all litter home.**

Web Site Redux

After over a decade of use it was decided we needed a major renovation of the **KerrisdaleVillage.com** web site. Earlier in the year a consultant visited each business in Kerrisdale Village to get up-to-date contact information for incorporation into the new platform. In the course of this research we were able to weed out businesses that had closed or moved and as well to make a list of contact emails. This means that in the future the KBA can send important details via email to members for instantaneous retrieval of information. In addition, each business is linked to a *Google Map* that will put web visitors virtually in front of your address.

As with all new projects there will be changes that have been missed so *please* email us (directly from the web site) so that we can keep the site as ‘fresh’ as possible.

Litter & Sweeping – It’s Up to You

All businesses with a store fronting the street are responsible for sweeping the sidewalk and keeping it shipshape for prospective shoppers and clients. Though the Kerrisdale Business Association maintains the beautification aspects of the streets and common areas by planting and watering flower pots and installing teak benches etc, it is up to stores and businesses to sweep any refuse up and to discard it in rubbish bins, not into the gutter where it will eventually find its way back to where it started.

If we all do a little sweep, everyone will benefit and Kerrisdale Village is the *big winner!*

Kerrisdale Idol Back for Year 13!

Time marches on and so does the seemingly ever-popular ***Kerrisdale Idol Contest*** set this year for Saturday September 10 from 11-4 pm. Since the Kerrisdale Business Association initiated this very popular event in 2004 it has been an instant smash hit with singers and audience alike. In that time, we have awarded \$1000 each year to a talented participant who swept the judges off their feet. All ages can participate and from all parts of the realm. Our three opinionated and respected judges will all be back this year where they will rate the **first come, first served** performers at the north Yew Street and West 41st Avenue street end on Saturday, September 10. Sign up starts at 8:30 am but early risers will be first in line for the coveted 30 spots. Last year’s performers were stellar and most of us could not remember a better time or better way to pay homage to the end of summer. Ads describing the free competition will run in the Vancouver Sun and the Courier newspaper for weeks leading up to the big day. It all happens under a big white tent for all passers-by to enjoy.

Let Them Eat Cake!

Kerrisdale celebrates its 111th birthday in a big way during our **Celebrate Kerrisdale Days** event, this year on **Saturday, September 10 at 3 pm**, when the most delectable birthday cake gets served up free for the asking. It all happens near North Yew Street and West 41st Avenue where the Kerrisdale Business Association doles out generous chunks of layer cake to celebrate its birthday. Moore’s Bakery, the district’s longest operating confectionery, whips up huge custard-filled flat cakes– just enough for all our Kerrisdale stalwarts who keep coming back to Kerrisdale Days year after year. Join KBA members and other hard working Board associates as they slice and dice the official cake.

Annual General Meeting – The Arbutus Club – September 8 at 6:30 pm

Last year the Kerrisdale Business Association approved a **Five Year Plan** that will see the KBA through March 31, 2021. Board of Directors will approve the 2017-2018 budget as outlined in the larger 5 Year Plan at our **upcoming AGM at the Arbutus Club on Thursday September 8 at 6:30 pm**. The new plan will have no budget increase over the current budget year. The KBA Board has been careful when spending the City collected BIA Levy while achieving a modest surplus each year for the purpose of unexpected capital expenditures, rather like a rainy day fund. In order to vote at the AGM, businesses falling within the Kerrisdale Village boundaries **need to submit a membership form annually**. This form will be in the AGM Newsletter that will be distributed to all qualifying businesses and property owners in the beginning of August. We hope to have an excellent speaker that will inspire us on the future of the **Arbutus Corridor**. This future City project will have a huge impact on Kerrisdale Village. Please attend the AGM to help us design the best way forward as a business improvement area.