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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 Forward Planner

KBA Board Meetings (Members Welcome)	1st Wednesday Monthly (Moore's Bakery)
Carnival Days & Parade (Saturday at 10 am)	Friday, April 28 & Saturday, April 29
Shaughnessy 8K Race www.lgrr.com	Kerrisdale Arena May 21 at 8:30 am
Music Under the Clock	Saturdays 12-4 pm July, August
Free Outdoor Movie @ Elm Park	Friday, September 8 (Rain Date Sept. 9)
Kerrisdale Days & Idol Contest!	Friday & Saturday, September 8 & 9
Annual General Meeting	Thursday, September 7, 2017 @ The Arbutus Club
October Halloween On Ice – Free Skate	TBA
Gliding On Ice – Free Skate	TBA
Christmas In Kerrisdale (Saturdays)	December 2, 9, 16 & 23

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

Spring 2017 Issue

Please distribute this newsletter
to your Owner/Manager



Village Voice

IN THIS ISSUE: Carnival Days, Kerrisdale Parade Wants You!, KBA Sponsors Shaughnessy Race/Walk, New Canada 150+ Street Banners, Arbutus Greenway *and more!*

Celebrating Canada 150+



Kerrisdale Village has been around 112 years as a business community, almost as long as Vancouver itself. But an even bigger celebration will happen this summer as the nation of Canada marks a special milestone July 1st. It's called a *Sesquicentennial* which means 150 years as a country. Recognizing that First Nations people lived on this very land for thousands of years before, the official celebration is called 150 +. Kerrisdale plans to pay collective tribute through a collaborative banner design set for unveiling

in time for National Aboriginal Day June 21st.
(Read more inside about the artist.)

Carnival Days - Our annual spring Carnival Days event will be slightly slimmed down with no road closures, saving up resources for a bigger event in September. The emphasis will be on sidewalk sales, music and the popular horse & carriage rides.

Carnival Days

Set For April 28 & 29!

Turn the page and find out about our annual Sidewalk Sales and opportunities to be a balloon or entertainment sponsor.



— KERRISDALE —

Details about Upcoming
Carnival Days Sponsorship

Carnival Days 2017
Friday, April 28 and
Saturday, April 29

Sponsorship Opportunities

The Carnival 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 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
- 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

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 April 10th, 2017.

PRESENTED BY THE KERRISDALE BUSINESS ASSOCIATION
KERRISDALEVILLAGE.COM

FREE PARKING IN THE KBA PARKADE
BETWEEN WEST 41ST & 42ND AVENUE AT YEW STREET



Carnival Days Pulls Out All the Stops

For new businesses that are not familiar with Carnival Days here's the lowdown on the event. **Friday April 28** is the start of the sidewalk sales weekend where shops proffer up specials from quick bites and sips to slashed prices on clothing, books, linens, electronics and much, much more. We collectively hope for clear and warm climes but it's all a go regardless of the weather. A Steel Band starting at noon will be playing under the clock to set the mood. **Saturday April 29** starts at 10 am with the annual Kerrisdale **Little League Parade** down West 41st Avenue featuring 4 marching bands, antique cars etc. See below. Bands will be spotted throughout the area as well as two face painters and the ever popular horse & carriage rides. *All Free! Join the fun!*

The Kerrisdale Parade Wants You!

Kerrisdale's community parade is legend. From Little League teams of varying ages, all supported by numerous Kerrisdale businesses, to the four diverse marching bands, antique cars, sport groups and more, there is something for everyone in the parade. If you want to have your business represented in the parade either by vehicle or walking, please sign up before April 14 by phoning the KBA line at **604-266-9875**. *The more the merrier!*

The Arbutus Greenway Coming Our Way

A spanking new City of Vancouver team has been assigned to planning the 11 kilometer **Arbutus Greenway** which tracks straight through the heart of Kerrisdale Village. Keep on top of the process and get involved by receiving the newsletter at: www.vancouver.ca/arbutusgreenway

KBA Sponsors Shaughnessy Race/Walk

The Kerrisdale Business Association will once again sponsor the annual **Shaughnessy 8Krun/5Kwalk** that will start at Kerrisdale Arena at 8:30 am Sunday May 15. This event will bring a gaggle of recreational runners and strollers to the Village area so be on the lookout for post race shoppers. For more information please visit the Lions Gate Road Runners web site at www.lgrr.com.

A Banner Year

Kerrisdale displays three sets of street banners each year. We try to get two seasons out of a single design but occasionally, when there is a special event, such as the Olympics or a local school's centennial, we create a one off. This year, in light of **Canada 150** + our designer will be working with First Nations Coast Salish artist **Thomas Cannell**. Thomas is a Kerrisdale boy who graduated from Point Grey Secondary School and called the Village his 'hood from the beginning. We are so excited about working with Thomas and having his artwork grace the streets for an entire season in time for National Aboriginal Day on June 21st. The banners will be for sale later in the autumn!



THOMAS CANNELL

Provident Security

Kerrisdale contracts with Provident Security to do night time patrols of our district as well as that of the Kerrisdale Parkade. We are fortunate, however, that their staff go above and beyond not only to keep our patrons and premises safe, but to gently council homeless individuals that frequent the area. Not only that, they proved beyond helpful when shoveling snow at crosswalks during the snowy weather. If you have any security questions please call them at **604-664-1087**.

Little Litter a Big Problem

For those shops new to Kerrisdale Village it is very important to know the rules re sidewalk litter - **it is your responsibility by law to sweep the pavement in front of your store daily to ensure Kerrisdale looks clean and tidy**. Please do not sweep into the gutter but dispose of litter in nearby or shop garbage receptacles. The most annoying litter are small bits and pieces so be mindful of that. A clean street will encourage patrons not to litter.

Kerrisdale Web Site

KerrisdaleVillage.com is the Kerrisdale Business Association web site. It has been revamped over the last year but needs you to review any information pertaining to your business. If something's missing or incorrect please let us know so we can make it right.