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Kerrisdale Business Association  
2018 – 2019 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 Forward Planner

KBA Board Meetings (members welcome)	1st Wednesday Monthly (Moore's Bakery)
Carnival Days & Parade (Saturday at 10 am)	Friday, April 26 & Saturday, April 27
Music Under the Clock	Saturdays 12-4 pm July, August
Free Outdoor Movie @ Elm Park	Friday, September 6 (Rain Date September 7)
Kerrisdale Days & Idol Contest!	Friday & Saturday, September 6 & 7
Annual General Meeting	Thursday, September 5, 2019 @ The Arbutus Club
October Halloween On Ice – Free Skate	TBA
Gliding On Ice – Free Skate	TBA
Christmas In Kerrisdale (Saturdays)	December 7, 14, 21

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 2019 Issue

Please distribute this newsletter  
to your Owner/Manager



Kerrisdale Business Association  
Kerrisdale P.O. Tel 604 266-9875  
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www.kerrisdalevillage.com

Twitter: @KerrisdaleKBA  
Facebook.com/KerrisdaleBusinessAssociation

Village Voice

IN THIS ISSUE: Carnival Days Pulls Out All the Stops, The Kerrisdale Parade Wants You, The Arbutus Greenway Update, Parklet Planned for Kerrisdale, Kerrisdale's Iconic Sequoia Tree, Kerrisdale Parkade and more!

Marching into Spring-  
Kerrisdale's Parade!

There's hardly anyone who can remember when there *wasn't* a Little League Parade in Kerrisdale. Its genesis evolved over the decades as Kerrisdale businesses were the



kick off the opening pitch at Elm Park with a community parade that's been part of our heritage for over 50 years. It's also Carnival Days featuring sidewalk sales and free

major sponsors of our area's Little League entertainment for all.

teams. Many do so to this day. The Business Association and the League organizers help *So much more is happening – read on inside and find out how you can sponsor entertainment near your own business!*



— KERRISDALE —

Details about Upcoming  
Carnival Days Sponsorship

**Carnival Days 2019**  
**Friday, April 26 and**  
**Saturday, April 27**

# 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 9<sup>th</sup>, 2019**

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 26** 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 along with Face Painting near RBC. **Saturday, April 27** starts at 10 am with the annual **Kerrisdale Little League Parade** down West 41st Avenue featuring 4 marching bands, roving quartet, antique cars etc.. 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. 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!

## Parklet Planned for Kerrisdale



**Dairy Queen, located at 2293 West 41st Avenue, will be the site of Kerrisdale's first 'Parklet'.** Due to open before summer, the City's *Parklet* Program is designed to turn parking spaces into people places and provide increased seating and public space opportunities for communities. A nice spot to enjoy an ice cream cone!

## Kerrisdale Parkade

The Kerrisdale Business Association has managed the City owned parkade for over 25 years and because of that it has been free. Late last year your KBA was advised that the COV's parking division, Easy Park, will take over the management of this much appreciated Kerrisdale asset. After **November 30, 2019** the KBA will no longer be involved. We are hopeful that it remains free of charge, is maintained well and safe for visitors to Kerrisdale.

## The Arbutus Greenway Update

The conversion of the old CPR tracks to a greenway featuring walking, running and biking, has been a major success. There's rarely a moment when the pathway is not full of people having fun and getting exercise at the same time. The Kerrisdale Business Association hopes to contribute other passive recreational amenities to the site such as benches and plantings once the COV plan unfolds. Hopefully these active folks will spend some quality time in Kerrisdale Village too.

## Kerrisdale's Iconic Sequoia Tree

To everyone's disappointment, the iconic *Sequoia* tree in the 2300 Block of West 41st succumbed to whatever ailed it and was taken down by the property owner on March 2.



The tremendous task of dismantling this huge woody sentinel on a major emergency route in Vancouver, called for a late night removal starting at 10 pm and finishing up at 4 am. Your KBA was able to negotiate with the owner for an 18 foot piece of the tree from the butt end (71 inches across). Kerrisdale Lumber owner Mark Perry arranged the transport of the wood where it will eventually be milled and transformed into beautiful benches for the Arbutus Greenway. A plaque is planned paying homage to an omnipresent landmark that had its start over 100 years ago when Kerrisdale too was just a whippersnapper. Gone but not forgotten.

## New Banners

A new blue and pink banner will grace the streets of the KBA by end of March. In addition, we are planning a new design to replace the winter standards we've had for over five years.

## Kerrisdale Web Site

**KerrisdaleVillage.com** is the Kerrisdale Business Association web site. Please review any information pertaining to your business. If something's missing or incorrect please let us know so we can make it right.