

the drive

Heads Up for Next Issue:

- Google search results — why having the #1 position really does matter

Newsletter from your Commercial Drive Business Society: Winter, 2009, issue 9, volume 3

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Who ya gonna' call?

If you've ever wondered who to call for assistance with neighbourhood issues, check our comprehensive list of contact numbers at:

thedrive.ca/call.shtm

Commercial Drive
Business Society
#4 - 1726 Commercial Drive
Vancouver, BC V5N 4A3

T: 604.251.2884
F: 604.251.2899
E: info@thedrive.ca

www.thedrive.ca

This site now gets over
60,000 unique visitors
annually from 127
countries!

Street Lighting Project is ON!

After years of planning and negotiation with Translink, City Engineering and Dekralite, we have finalized the new LED lighting project for the Drive! These energy efficient lights will be on throughout the gloomy winter season, adding a sparkly, festive glow to the street — designating the Drive as a destination shopping district in the same way our street banners do. Lights were installed and operating just in time for the holiday shopping season.

One more way we're making the Drive the place to be for great dining and shopping!

Carmen D'Onofrio, president



Toronto Gets Significant Bump in Business From LED Lighting

According to John Kiru from the Toronto Association of BIAs, their seasonal lighting projects have resulted in a significant increase in pedestrian traffic and business.

Each year merchants and customers alike eagerly look forward to the lighting displays which mark the start of their holiday shopping season.

Based on the experience of other neighbourhoods that have installed these energy efficient light displays, we're excited about the bump it should give to our retail business.

We'll also see an increase in overall lighting levels which will improve safety on the street.



Our New Lights Will be Powered by Wind Energy!

As part of our focus on sustainability, these energy efficient lights will be powered by wind energy from BC's first wind farm — the Bear Mountain Wind Park in BC's Peace River region.

We subscribed to this wind energy through Bullfrog Power. For more information on this project or to find out how to power your own home or business with emission-free wind energy, please visit: www.bullfrogpower.com/ or contact Michelle Barile at the BIA office.

We Have the Full Support of Power Smart for this Project!

According to BC Hydro Power Smart, LED lighting lasts 10 times longer than conventional bulbs and they can save as much as 95% on energy use.

Our decision to enhance street lighting on the Drive with these attractive seasonal LED fixtures gets the full support of BC Hydro Power Smart. To help business save energy and reduce operating costs, BC Hydro has developed the *Product Incentive Program* which offers financial incentives to offset the cost of energy efficient upgrades or retrofits. Find out more at: bchydro.com/incentives or call: 1.866.522.4713

Absolutely brilliant!

AGM Was a Huge Success!

Our renewal AGM in September was another great success. Thanks to all of you that attended. Your suggestions, discussion and energy all help make this BIA one of the most vibrant in the City. Thanks also for your vote of confidence in renewing our BIA for another 5 year term.

And thanks to Federico Fuoco for once again providing the venue and to all the member businesses that donated the great assortment of door prizes (surely all part of the draw for such great attendance)!

Peter Vaisbord, BIA coordinator for the City of Vancouver, tells us that our AGMs are the best attended in the City. Nice work people!

This term will see a few changes such as the blended mil rate of our original BIA area north of Grandview with the 2007 expansion area south to 13th. Despite the blended rate, we opted to maintain our operating budget at the same levels as the previous 5 year term.

We have a number of exciting new initiatives in the works such as:

- Site selection for new public green space
- Our giant cappuccino cup sidewalk planters
- Grandview Park major renovation

Watch for new developments on www.thedrive.ca

Art = empowerment: the spirit of 2010

The Kettle Friendship Society has organized a show that will feature 200 pieces of original art in store fronts and public spaces along the Drive. The show opens February 11, 1:00 - 3:00 with a launch reception in the foyer of the Il Mercato Shopping Centre at 1st and Commercial.

All art will be produced by people living with mental illness and will reflect the Olympic and Paralympic values of friendship, solidarity, peace, fair play, optimism, inspiration - and of course, empowerment. The Kettle has organized extensive media coverage for this event.

For more information, please contact Michelle at the BIA office.



Banner Bags Still Getting Amazing Press and Now We're Working on Site Selection

Our reusable nylon shopping bags made from our old street banners are still big sellers. This project continues to get worldwide media coverage and has now raised over \$13,000 for our fund to develop new public green space in the neighbourhood.

Working with City Engineering we're now developing parameters to select suitable sites. The current plan is to identify City-owned property such as lane ways, boulevards and neglected or under-utilized sites that meet the criteria for redevelopment. By identifying sites the City already owns, our fund can be spent entirely on improvements rather than land acquisition. We're also exploring other possibilities for additional funding which will stretch our budget even further.

For more information on this program; the environmental benefits and a list of retailers, visit: www.thedrive.ca/bags.shtm



Discount Rate of 24% for Commercial Drive Patrons!

We've negotiated a great accommodation arrangement with the Holiday Inn on Broadway which entitles you to a year-round discount of 24% off the Best Flexible Rate of the day (that's the deepest discount since this program started in 2008).

The Holiday Inn, Vancouver Centre at 711 West Broadway is 3.6 km (2.2 miles) or about a 7 minute drive from Commercial Drive.

The perfect choice for a good hotel near the Drive. For details visit thedrive.ca and follow the link on our home page.

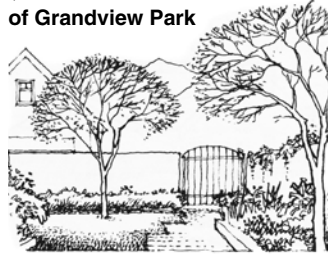
Watch for the first of our giant cappuccino cup planters coming to 1st & Commercial!

Hey Commercial Drive Vancouver Loves Us!



The results are in and Commercial Drive scooped 44 of Georgia Straight's annual Best of Vancouver awards — including 13 first choices! You can follow the link on our home page for a complete list. Congratulations to all our winners. You all help make the Drive the best neighbourhood in the City. Thanks and keep it up!

\$1 Million Renovation of Grandview Park



An open house is scheduled for January 19, 6:00 - 8:00 PM in the Learning Resource Centre of Britannia Community Centre where you can review concept designs and comment on the planned renovations of Grandview Park.

Design work began in the fall of 2009 following community consultation sessions that summer.

Planned renovations include changes and upgrades to the tennis court, playground and stage. Construction is tentatively scheduled for July 2010 and \$1 million has been allocated to renovations from the 2009-2011 City of Vancouver Capital Plan. In addition, the Parks Board will receive a federal grant.

You can follow the progress on this project at: <http://vancouver.ca/parks/info/planning/grandviewpark/index.htm>



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For information, or to join a committee, contact:

Michelle Barile,
Executive Manager

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For a wealth of information on the neighbourhood and our BIA, please visit:

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