

the drive

Heads Up for Next Issue:

- Smokin' Hot Chile Cook-off and Commercial Drive Music Festival

Newsletter from your Commercial Drive Business Society: Spring, 2010, issue 10, 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

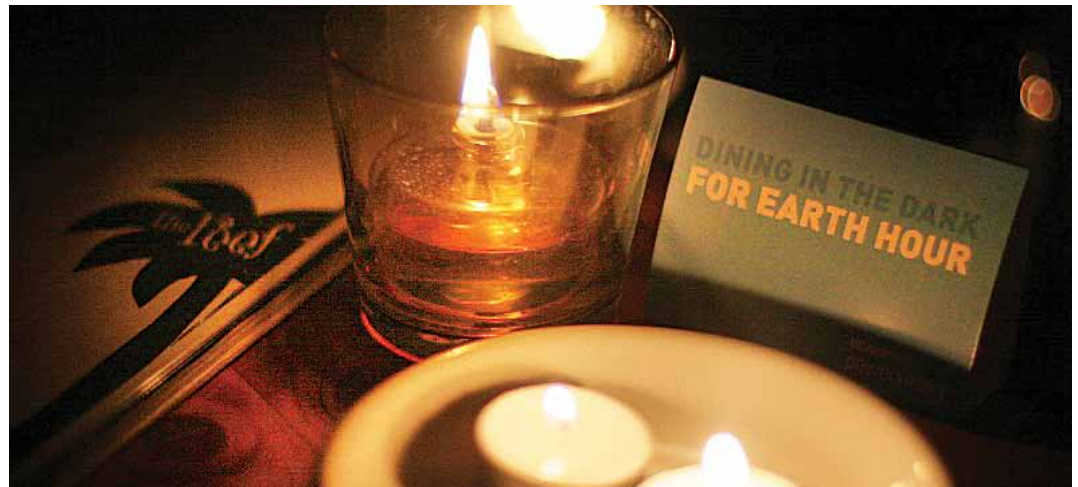
This site now gets over
60,000 unique visitors
annually from 127
countries!

The Drive shines on Earth Hour!

Time and time again, Commercial Drive just blows the doors off other neighbourhoods in the city. Whether it's the Georgia Straight's readers choice for best neighbourhood in the City; soccer central for World Cup and Euro Cup; Parade of Lost Souls; Poetry slams; you name it, we are the envy of other neighbourhoods for committed, involved businesses and patrons alike.

Last month's Earth Hour was no exception and we have lots more events in the works!

Carmen D'Onofrio, president



Earth Hour on the Drive Rocked!

On Saturday, March 27th, 27 restaurants and cafes on Commercial Drive partnered with BC Hydro Power Smart to celebrate Earth Hour by turning down the lights so guests could dine and drink by candlelight.

In the words of Ben Gardiner at BC Hydro PowerSmart **"No other community had a more diverse and cooperative participation than the Commercial Drive businesses in East Vancouver."**

Way to go, Commercial Drive!
Does it get any better than that?

Well, yes it does for at least one person. Patrons entered the prize draw at participating businesses and the lucky winner took home our Commercial Drive Candles and Spa prize package.

Congratulations!

Art=Empowerment Huge Success

A gallery-style opening and media reception launched this community spirit art event at Il Mercato Feb 10.

In partnership with the Kettle Friendship Society, the event featured over 200 original artworks by artists living with mental health disabilities. Themes reflected Olympic and Paralympic values of friendship, solidarity, peace, optimism, inspiration and fair play. 100% of art sale proceeds went to the artists.

Thanks to the artists, local merchants, organizations and City of Vancouver's Host a City Happening Program for their support. Also, special thanks to local media and Shaw TV, for their help promoting a great cause.

Passport to the Drive

The Spirit of 2010 on the Drive was the inaugural event for our new Passport to the Drive. We'll use this format again for many upcoming events and promotions including a Café Crawl, Smokin' Hot Chile Cook-off, and Drive Music Festival to name a few.

The tear-off panel of the passport lists participating venues for each event and the strip map of the Drive shows their locations. This tear-off can also be used as a ballot and contest entry as we did for the Spirit of 2010.

Too cool — and only on Commercial Drive!





Being #1 Does Make a Difference

Google 'commercial drive' and you'll find thedrive.ca is consistently the #1 position in search results. A Cornell University study showed that sites listed in the #1 spot get about 57% of the total 'click-throughs' or traffic, followed by a dramatic drop to 14% for the #2 spot. Traffic tapers off to about 1% for #11 spot.

It's not unusual for thedrive.ca to take the first 3 positions in search results which means we catch over 80% of visitors looking for information about the Drive! That adds up to over 60,000 unique visitors each year from 127 different countries!

Great opportunity to showcase our neighbourhood and we're planning an ambitious website overhaul to do more of just that.

Thoughts on what should be included? Send your ideas to Michelle and we'll see what we can do. Thanks.

Easter Egg Hunt was Hoppin!

The 2nd Annual Easter Egg Hunt and Chocolate Celebration on April 3rd was a sweet success! Kids hunted for eggs in Grandview Park, hung out with the Easter Bunny then enjoyed a free public swim at Britannia Community Centre pool with the Easter Bunny on deck! Celebrations continued on the Drive with the Easter Bunny hoppin' along with chocolate treats. Local elementary schools decorated Easter signs on display in merchant storefronts, and patrons could enter to win a "Spring on the Drive" gift basket.

Special thanks to local merchants and participating schools, the Grandview-Woodland CPC and Britannia Community Centre and event volunteers.



Italy comes to the Drive!



Italian Day returns to the Drive!

Sunday, June 6, 12 to 8 PM we'll see the return of Italian Day to the Drive! We're working hard to relaunch this ever-popular Vancouver event.

Come celebrate our Little Italy heritage. This free community event will be fun for the whole family and includes:

- delicious Italian food
- cultural activities
- exhibits & entertainment
- food contests & cooking demo's
- kids zone in Grandview Park
- 2 performance stages
- bocce & soccer activities!

We invite local merchants and organizations to participate in the celebration. For more information please contact our office.

Don' fuggeddaboutit.



Olympics Were Pure Gold

During the Olympics we advertised the Drive in print and radio as having "More big screen venues than any other street in the city!"

Result: Standing room only in restaurants, cafés, bistros and pubs during broadcast events.

We've heard that this ad campaign coupled with our new signature slogan *The world plays here!*™ caught the attention of other BIAs such as Gastown and Downtown Vancouver and prompted comments like "Look at Commercial Drive — 'more big screen venues than any other street in the city!' — why aren't we doing something like this?"

Once again, just as we did with our co-op ad format, we're the gold standard that others compare themselves to.

And just wait to see what we have in store for World Cup.

RIO Theatre On-screen Ads



Talk about a captive audience!

The RIO Theatre is now offering motion graphic advertising on its full-size movie screen.

One of the last full-size movie screens in Vancouver, the RIO seats 400 viewers for its schedule of first-run films. Your ad is shown approximately three times before each film, allowing a potential of hundreds of viewings per week.

For details and a rate card, visit: <http://riotheatre.ca/>

Board of Directors:

Carmen D'Onofrio, President
Stile Wines

Chris Thorne, Treasurer
Royal Bank of Canada

Robert D'Onofrio
Safety & Security Committee
Kalena Shoes

Paul Migliuri
Street Enhancement Committee
Migliuri Holdings

Federico Fuoco
Fair Tax Coalition Committee
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Jordan Allan
Continental Coffee

Steve Camele, Property Owner
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Rob Forest, Marketing Co-chair
Il Mercato Property Management

Kevin Innes
Scotiabank

Dan Kooner
Shopper's Drug Mart

Cory Lenzi, Festival Committee
Chair, La Rocca Restaurant

Bruce Shaw
The Peg

For information, or to join a
committee, contact:

Michelle Barile,
Executive Manager

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For a wealth of information on
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