

THE DRIVE

MEMBER

NEWSLETTER

SPRING 2025

Our volunteer-led committees are driving advocacy, safety, street beautification, marketing, and events to support local businesses and attract more people to The Drive. Here's a snapshot of current projects and seasonal updates.



MARKETING

- New billboard installation scheduled for April at Hastings and Commercial
- Large-format HUB banners and updated street banners coming in May
- Member Resources and Business Directory section of TheDrive.ca to be refreshed this spring

Get Involved and Stay Connected

CONNECT!

Follow and tag us on socials — we regularly promote local businesses and events to help boost visibility. Engage with our posts by liking, commenting, and sharing to increase exposure across the community. We also welcome collaborations and giveaways with local businesses. Don't forget to review your business listing on TheDrive.ca to ensure your information is accurate and up to date.

STREET ENHANCEMENT

- Planter and tree lighting project begins late April and continues through May
- Includes installation of pole lights (street side), antique acorn lights (sidewalk side), and electrical infrastructure review throughout the BIA area

NEIGHBOURHOOD SAFETY

- New seasonal patrols to begin this spring
- Reminder: The Trespass Program is free for members, but enrolment is required
- For reporting graffiti or safety concerns — visit the Member Resources section at TheDrive.ca

SIGN UP!

Trespass Prevention Program Enrollment

Participation is free, but businesses must enroll to authorize INTERCOMLUX SECURITY to act on their behalf under the B.C. Trespass Act and local bylaws. **To sign up, visit the Member Resources section at TheDrive.ca**

OUTREACH AND ADVOCACY

NEW GUIDE!

- **New Member Resource Guide now online! Visit TheDrive.ca (member resources)**
- Civic recognition of Italian Heritage Month planned for announcement ahead of June
- Pedestrian First initiative in early planning stages
- Save the date: CDBS Annual General Meeting scheduled for Sept 24 — more information coming this August



EVENTS AND FESTIVALS

- Italian Day on The Drive, Sunday, June 8 from 12 – 8pm. **Deadline for registration is April 15 at italianday.ca**
- Car Free Day, hosted by the Car Free Vancouver Society, Sept 6. **Visit carfreevancouver.org to sign-up**
- Launch of Oktoberfest, a brand-new event this fall!
- Returning annual favourites: Comedy on The Drive (Oct 18), Halloween on The Drive (Oct 31), Christmas Wonderland on The Drive (Nov 30)

THE

COMMERCIAL DRIVE BUSINESS SOCIETY | #106 – 2055 COMMERCIAL DRIVE | VANCOUVER BC, V5N 0C7
THEDRIVE.CA | MEMBERSHIP@THEDRIVE.CA

DRIVE



The Drive hosts some of Vancouver’s most vibrant events — drawing thousands, supporting local business, and celebrating the neighbourhood’s creative spirit. Mark your calendar and stay tuned for 2025 dates and participation details.

NEW EVENT!

SPRING & SUMMER

June 8 – Italian Day on The Drive

Location: Little Italy and Commercial Drive

Vancouver’s largest cultural street festival, Italian Day on The Drive, attracts hundreds of thousands of visitors for a day of food, music, performances, and family fun. **Registration closes April 15 at Italianday.ca (member receive a discounted rate.)**

DEADLINE!



September 6 – Car Free Day on The Drive

Location: Commercial Drive

A traffic-free celebration of sustainability, community, and local culture—featuring vendors, food trucks, and live performances. Hosted by the Car Free Vancouver Society. **Visit carfreevancouver.org for details and to sign-up.**

FALL

September 24 – CDBS Annual General Meeting (AGM)

For members only — attend the AGM at 7:00 pm (in person or virtual). Pre-registration is required to attend and vote, in person or by proxy. A key chance to learn about CDBS initiatives, vote on key decisions, and connect with fellow members. Details will be shared via The Drive’s newsletter.

October (date TBA) – Oktoberfest on The Drive

New this year! Raise a stein and celebrate Oktoberfest on The Drive — a lively event bringing Bavarian spirit to the neighbourhood! Enjoy seasonal brews, Bavarian eats, and festive music. Businesses are encouraged to participate. Date and sign-up details coming via The Drive’s newsletter.

October 18 – Comedy on The Drive

Location: York Theatre

A night of laughs with top comedians and exclusive promos at participating businesses — a great way to boost foot traffic and celebrate The Drive’s entertainment, retail, and dining scene. Sign-up details coming via The Drive’s newsletter.

October 31 – Trick’r Treat on The Drive

Location: Participating Merchants on The Drive

A fun, family-friendly tradition where businesses welcome trick-or-treaters with candy and a ‘Treats Here’ sign. Sign-up info coming soon via The Drive’s newsletter.



WINTER

November 30 – Christmas Wonderland on The Drive

Location: Grandview Park & Commercial Drive

Join in the holiday magic with live music, carriage rides, free Santa photos, and a tree lighting celebration at Grandview Park. Businesses are encouraged to participate. Details will be shared through The Drive’s newsletter.