

THE

LITTLE
italy



MEMBER RESOURCES GUIDE

COMMERCIAL DRIVE
BUSINESS SOCIETY
thedrive.ca

DRIVE

**This guide serves as a
resource to help businesses
on The Drive thrive.**

**If you have any questions or
need further assistance,
don't hesitate to reach out
to the Commercial Drive
Business Society!**

**Visit thedrive.ca or contact
us by email at
membership@thedrive.ca**

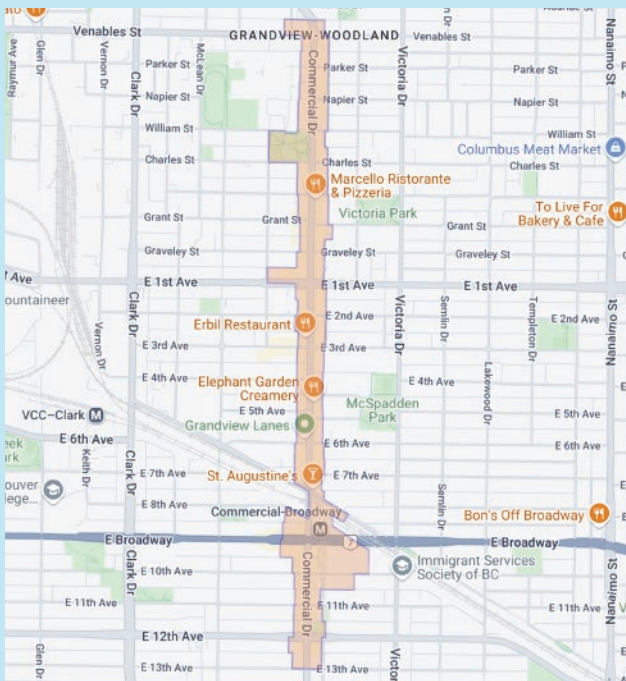
TABLE OF CONTENTS

Welcome to The Drive Business Community	PAGE 4
<ul style="list-style-type: none">• About the Commercial Drive Business Society• CDBS Membership	
Leadership & Advocacy: Meet the CDBS Board	PAGE 6
<ul style="list-style-type: none">• CDBS Board of Directors• Meet Your CDBS Board Members• Annual General Meeting	
CDBS Committees: Driving Growth, Safety, and Community Engagement	PAGE 8
<ul style="list-style-type: none">• Marketing Committee• Events and Festivals Committee• Neighbourhood Safety Committee• Street Enhancement Committee• Outreach and Advocacy Committee	
Membership Benefits: How CDBS Supports You	PAGE 10
<ul style="list-style-type: none">• Stronger Representation & Advocacy• Expanded Marketing and Business Exposure• A Safer Business Environment• Enhancing the Look and Feel of The Drive• Community Events and Festivals	
Neighbourhood Safety & Clean Streets Initiative	PAGE 12
<ul style="list-style-type: none">• Trespass Prevention Program• Graffiti Removal: Keeping The Drive Clean• Why Reporting Matters• Neighbourhood Safety & Reporting Issues	
Marketing Support for Members	PAGE 14
<ul style="list-style-type: none">• Promotional Support for Businesses• Stay Connected• Follow and Engage on Social Media• Review Your Directory Listing• Participate in Events	

WELCOME TO THE DRIVE BUSINESS COMMUNITY

About the Commercial Drive Business Society (CDBS)

The Commercial Drive Business Society (CDBS) is a not-for-profit organization representing over 750 businesses and property owners within the Business Improvement Area (BIA), spanning from Adanac Street to 13th Avenue and approximately one block East and West of Commercial Drive.



If you fall within the BIA catchment and would like to receive email communication, please visit Member Resources at thedrive.ca to update your membership profile and subscribe to our mailing list.





Dedicated to supporting local businesses and fostering a vibrant, thriving community, our mission is to advocate for businesses, enhance marketing opportunities, and create an engaging environment for residents, visitors, and entrepreneurs alike. Through our various committees—including Marketing, Street Enhancement, Safety and Security, Festivals, and Outreach and Advocacy—we implement programs and services designed to strengthen economic growth and improve the business district.

As a member service organization, we maintain open communication with our members through newsletters, surveys, and regular meetings, ensuring we remain accountable and responsive to their needs.

CDBS Membership

As a member of the Commercial Drive Business Society (CDBS) comes at no cost to eligible businesses and property owners within the Business Improvement Area (BIA) catchment. CDBS membership connects you to business advocacy, marketing support, networking opportunities, and resources designed to strengthen the local business district—all at no additional cost.

Our initiatives have helped members increase visibility, drive business growth, and foster community engagement. If your business falls within the BIA, we encourage you to join and take advantage of the many programs and services designed to support your success. Please refer to the BIA Catchment Map to confirm your eligibility.



LEADERSHIP & ADVOCACY: MEET THE CDBS BOARD

CDBS Board of Directors

The Commercial Drive Business Society (CDBS) Board of Directors consists of seven business owners and six property owners, all dedicated to fostering a thriving, dynamic, and prosperous business district. Representing a diverse range of sectors and experiences, the board works collaboratively to support local businesses, advocate for key initiatives, and enhance the overall vibrancy of Commercial Drive.

Elected by our members at our Annual General Meeting, these individuals play a vital role in shaping the future of the neighbourhood, ensuring that The Drive remains a welcoming and successful place for businesses, residents, and visitors alike. Below is an overview of our current board members and their contributions to the community.

Meet Your CDBS Board Members

The board continues to support and advocate for businesses within the Commercial Drive BIA.

Business Owners:

- Billy (Loula's)
- Domenic (La Grotta Del Formaggio)
- Dustin (Arriva Ristorante)
- Enzo (Angelo Tailors)
- Frank (Caffé Soccavo & Don't Argue Pizza)
- Rocco (East Van Ink)
- Truong (Busy Bee Dry Cleaners)

Property Owners:

- Carlos (1715 Commercial Drive)
- Carmen (1526 Commercial Drive)
- Jonathon (AWM Alliance Property Management)
- Marcos (1510 Commercial Drive)
- Robert (2018 Commercial Drive)
- Ted (1588 Commercial Drive)

The CDBS Board is composed of 13 members, with 7 seats designated for Business Owners and 6 for Property Owners. All board terms are two years in length.



Annual General Meeting (AGM)

The Commercial Drive Business Society (CDBS) invites all members to participate in our Annual General Meeting (AGM)—a key opportunity to stay informed, have your voice heard, and contribute to the future of The Drive’s Business Improvement Area (BIA).

Meeting Details

The Annual General Meeting (AGM) of The Commercial Drive Business Society (CDBS) is typically held the last Wednesday in September. Members may attend in person or virtually. Members are mailed an AGM package a minimum of 21 days prior to the meeting date.



Why Attend?

The AGM is an essential event where members:

- Learn about CDBS initiatives, programs, and financials
- Vote on key decisions that impact the business district
- Engage with fellow business owners and stakeholders
- Have a say in shaping the economic growth of Commercial Drive

Stay Connected

The AGM package is the only email communication all members receive annually. **If you wish to receive ongoing updates, promotions, and business opportunities, subscribe to our mailing list by becoming a member at thedrive.ca.** Further information about the AGM will be communicated through The Drive’s email newsletter to members.

Your participation in the AGM helps shape the future of The Drive—don’t miss this opportunity to get involved! To learn more about the business community, visit TheDrive.ca



CDBS COMMITTEES: DRIVING GROWTH, SAFETY, AND COMMUNITY ENGAGEMENT

The Commercial Drive Business Society (CDBS) is committed to supporting local businesses and enhancing the vibrancy of the neighbourhood through dedicated committees that focus on key areas of business development and community improvement. These committees work collaboratively to strengthen Commercial Drive's brand, ensure safety and security, enhance the streetscape, promote festivals and events, and advocate for the needs of our business community.

Whether through events and marketing initiatives, public safety programs, beautification projects, or advocacy efforts, each committee plays a vital role in shaping the future of The Drive.

The following is an overview of our five core committees and the impact they make:



Marketing Committee

Focuses on raising the profile of Commercial Drive businesses through strategic branding, advertising, events, and digital marketing. Recent initiatives include SkyTrain campaigns, billboards, and vibrant street banners. The committee drives social media growth, encourages businesses to enhance their online directory presence, and boosts community engagement through promotional initiatives.

Events and Festivals Committee

Supports major events that attract foot traffic and tourism, with a primary focus on Italian Day—one of Vancouver's largest and most beloved cultural festivals. In partnership with the Italian Day Festival Society and other key stakeholders, this committee ensures that festivals contribute to neighbourhood vibrancy and deliver economic benefits to local businesses. It also fosters community engagement through year-round events such as Comedy on The Drive, Oktoberfest (new event), Halloween on The Drive, and Christmas Wonderland.

Neighbourhood Safety Committee

Enhances safety and security for local businesses and visitors by tracking incident reports, managing the trespass program, and overseeing neighbourhood safety street patrols. The committee works closely with the Grandview Woodland Community Policing Centre (GWPC) and the Vancouver Police Department (VPD), supports members in reporting issues via the city's VanConnect platform, and advocates for increased law enforcement resources in the area.

Street Enhancement Committee

Enhances the public realm with initiatives such as graffiti removal, bike rack painting, sidewalk branding, tree maintenance, street signage, and decorative banners. The committee also oversees landscaping projects, tree lighting, and regular street cleaning—working in partnership with groups like The Kettle Society Clean Team for litter removal. These efforts help ensure Commercial Drive remains a clean, vibrant, and welcoming environment for businesses and visitors alike.

Outreach and Advocacy Committee

Advocates on behalf of Commercial Drive businesses by engaging with government bodies and policy stakeholders. This committee addresses key concerns—particularly around safety—by pushing for changes such as a shift in policing jurisdiction to better serve the area. It ensures that CDBS has a strong voice in decisions that impact the neighbourhood.



MEMBERSHIP BENEFITS: HOW CDBS SUPPORTS YOU

The Commercial Drive Business Society (CDBS) is dedicated to supporting local businesses by enhancing visibility, improving safety, beautifying the streetscape, organizing community events, and advocating for business interests with local government. Through various initiatives, CDBS helps drive foot traffic, strengthen security, and foster a thriving business district where businesses can grow and succeed.



By actively engaging with CDBS initiatives, members gain direct access to resources, advocacy, and programs that support business success and strengthen the Commercial Drive community.

A Safer Business Environment

- Crime prevention resources and reporting support.
- Access to the free Trespass Prevention Program.
- Collaboration with law enforcement and community safety partners.

Enhancing the Look and Feel of The Drive

- Graffiti removal, public art projects, and beautification initiatives.
- Maintenance of street furniture, banners, and tree lighting.

Community Events and Festivals

- Supports major events that drive foot traffic and tourism
- Collaborates with partner organizations to ensure festivals boost local vibrancy and benefit local businesses.

Stronger Representation and Advocacy

- Direct liaison with the City of Vancouver on key business concerns.
- Regular updates on policy changes, zoning, and regulations.
- Advocacy for public safety improvements and business support programs.

Expanded Marketing and Business Exposure

- Inclusion in The Drive's business directory, website, and social media promotions.
- Access to SkyTrain ads, billboards, and seasonal marketing campaigns.
- Support for branding, digital marketing, and customer engagement strategies.





NEIGHBOURHOOD SAFETY & CLEAN STREETS INITIATIVE

The Commercial Drive Business Society (CDBS) is committed to creating a safe, clean, and welcoming environment for businesses, residents, and visitors.

Through proactive programs focused on trespass prevention, neighbourhood safety, and graffiti removal, we work to ensure that The Drive remains a vibrant and thriving commercial district.

Trespass Prevention Program

Keeping Private Property Secure Trespassing on private property has become an increasing concern across the Lower Mainland, impacting businesses in many Business Improvement Areas (BIAs). To address this issue, CDBS has partnered with INTERCOMLUX SECURITY to provide trespass prevention services within the Commercial Drive BIA.

This service helps businesses and property owners manage:

- Unauthorized access to private property
- Sleeping or camping on business premises
- Loitering and trespassing violations

How to Enroll

The Trespass Prevention Program is free, but businesses and property owners must opt in to participate. To authorize INTERCOMLUX SECURITY to enforce the B.C. Trespass Act and applicable municipal bylaws on your behalf, please complete and return the CDBS Trespass Program Opt-In Form.

The Trespass Program is free to participate in, but enrolment is required. For more information and to sign up, please visit the Member Resources section at thedrive.ca

By joining this free program, you contribute to a safer and more secure Commercial Drive.

Graffiti Removal: Keeping The Drive Clean

CDBS provides free graffiti removal for businesses and property owners within our designated area. All reports remain anonymous.

Service Area and Response Time

Coverage Area:

- Commercial Drive from Adanac Street to 13th Avenue
- Includes side streets and alleys up to 24 feet

Removal Timelines:

- Standard graffiti: Removed within
- Hate, racist, or political graffiti: Removed within 24 hours

How to Report Graffiti

- Email: graffiti@thedrive.ca
- Include the date, address/location, and a brief description
- Attach a photo (if possible) for faster removal

By working together, we can keep The Drive safe, clean, and welcoming for all.



Why Reporting Matters

More reports result in more resources allocated to our neighbourhood. The City and VPD prioritize areas based on the volume of reports received. Frequent reporting helps ensure that The Drive gets the necessary enforcement and support. Please report all incidents diligently to help keep our community safe.

Neighbourhood Safety and Reporting Issues

Creating a safe business district requires community participation. If you witness issues related to public safety, crime, or bylaw violations, it is important to report them to the appropriate authorities.

How to Report Safety Concerns

Emergency Situations

- Call 911 for all emergencies.

VPD Non-Emergency Issues (handled by the VPD) for concerns such as:

- Open liquor and public intoxication
- Drug use or trespassing
- Camping or sleeping on private property

Call 604-717-3321 (VPD Non-Emergency)

- Request a reference number
- Take a photo whenever possible

City of Vancouver Issues (handled by the city) for concerns such as:

- Illegal vending or panhandling
- Busking without a permit

Report issues through the VanConnect App or call 311

- Visit vancouver.ca/van311
- Select Submit New Service Request > Street and Sidewalks
- Provide location details and a description
- Save the reference number

Once you have reported the incident to the VPD or City, please complete the Safety Incident Form located under Member Resources at thedrive.ca. Be sure to include the reference number, photos, and any relevant details, along with your name and phone number. This helps the CDBS Neighbourhood Safety Team track and respond to ongoing issues effectively.

MARKETING SUPPORT FOR MEMBERS



Promotional Support for Businesses

At the Commercial Drive Business Society, we're committed to helping our members maximize their visibility and connect with the vibrant community on The Drive. Our marketing channels are designed to showcase local businesses, promote events, and foster engagement—but we need your participation to make the most of these opportunities!

Stay Connected

To ensure you're up to date on promotions, events, and marketing opportunities, sign up for email communications from TheDrive.ca. Our newsletters keep you informed about important business updates, upcoming campaigns, and ways to get involved.





Follow and Engage on Social Media

We actively promote businesses on Instagram (@commerciald) and Facebook (@commercialdrive), sharing local stories, events, and features. To increase your reach:

- Follow us and stay informed about community happenings.
- Tag us in your social media posts so we can share and amplify your content.
- Engage with our posts—like, comment, and share to help boost exposure for all businesses on The Drive.
- Reach out to collaborate on giveaways, features, or joint promotions—we love teaming up with local businesses!

Review Your Directory Listing

Every member has a business listing on TheDrive.ca, helping customers find you online. Take a moment to review your listing—ensure your business name, contact details, and description are up to date. If any changes are needed, reach out to us so we can update your information.

Participate in Events

We host and support a variety of community events throughout the year, bringing foot traffic and energy to The Drive. We encourage all businesses to get involved! Whether it's offering special promotions, decorating your storefront, or actively participating, your involvement strengthens our business community and enhances the overall experience for visitors. Stay tuned for event announcements and opportunities to take part!

Let's Work Together!

Your engagement helps us build a stronger, more connected business community. By staying involved and using the marketing tools available, you're contributing to the success of The Drive as a thriving commercial district.

Have questions or need support? Contact us at membership@thedrive.ca or DM us on social—we're here to help!



COMMERCIAL DRIVE BUSINESS SOCIETY
#106 – 2055 Commercial Drive
Vancouver BC, V5N 0C7
thedrive.ca

