



## WHAT'S HAPPENING ON THE DRIVE

Our volunteer-led committees continue to shape The Drive — advancing safety, advocacy, beautification, marketing, and events that support local businesses and attract more people to the neighbourhood.

→ *Here's what's happening now — and what's coming next*



## OUTREACH & ADVOCACY

We continue to advocate for the businesses that make The Drive what it is — while strengthening community connections.

- The **Member Resource portal** is your hub for everything you need — all in one place
- **NEW: Member Event Sign-Up Page** — view opportunities and register to participate
- The **Member Resource Guide** is your go-to overview for all things The Drive
- **CDBS Annual General Meeting — October 1.** Details to follow this August

→ *Explore Member Resources on TheDrive.ca*

## NEIGHBOURHOOD SAFETY

Seasonal patrols are in place — and making a measurable impact across the neighbourhood.

- The **Trespass Program** remains **free for members** (enrolment required)
- Help keep The Drive clean and safe — **report graffiti and concerns** via Member Resources at [TheDrive.ca](http://TheDrive.ca)

### Trespass Prevention Program

Enrolment authorizes Intercomlux Security to act on your behalf under the B.C. Trespass Act and local bylaws.

→ *Sign up through Member Resources*

## EVENTS & FESTIVALS

2026 is a defining year for The Drive — as Vancouver welcomes the **FIFA World Cup** and global attention turns to the city.

**Where the world comes to watch** isn't just a campaign — it's what The Drive has always been. And this year, that energy reaches a global stage.

- **Italian Day on The Drive** returns **June 14**, bringing Little Italy to life during World Cup
- **NEW: Spaghetti Disco — Buon Ferragosto!** In partnership with Feaster, a new event arrives this summer at **Grandview Park** — celebrating Ferragosto with music, culture, and community
- Following a strong debut, **Oktoberfest on The Drive** returns this fall

As The Drive continues to attract visitors year-round, this growing event lineup creates new opportunities for businesses to be part of the experience.

→ *Watch for ways to get involved through Member Resources at TheDrive.ca*

→ *Full event calendar on next page*



## STREET ENHANCEMENT

Ongoing work to keep The Drive vibrant, welcoming, and well maintained year-round

- **NEW: 150 trees lighting up The Drive** — installation underway
- Landscaping, trimming, and plant maintenance ongoing through June
- Side street weeding and mowing underway
- Graffiti removal and mural/logo refresh work underway
- Kitchener Street crosswalk maintenance in progress

## MARKETING

The Drive is growing as one of Vancouver's most visible and in-demand destinations.

- A new **billboard campaign** returns this **spring** at Hastings & Commercial
- With the **FIFA World Cup** approaching, we're building momentum across digital, social, and street-level presence

### Tell us what you're planning

Are you showing games? Hosting activations? Creating special menus or experiences?

→ *Submit your plans and we'll help amplify your activations on our socials and website*

→ *Visit Member Resources at TheDrive.ca*



## GET INVOLVED & GET SEEN

We actively promote The Drive — and your business — through one of the most engaged social platforms in the city.

- We collaborate with more creators and influencers than any BIA in Vancouver
- This approach has driven strong growth and increased visibility for businesses
- We regularly feature businesses through posts, reels, and collaborations

Want to be featured? We welcome collabs — keep content clean and elevated:

- Professional-style photography
- Minimal text
- No heavy graphics or logos

→ *Tag us, collab with us, or DM us anytime*

→ *Follow us on TikTok — The Drive is live*



# WHERE THE WORLD COMES TO WATCH

LITTLE  
*italy*



## FIFA WORLD CUP

*June 11 – July 19, 2026*

Where the world comes to watch — at the centre of the action between FIFA fan zones, match venues, and training sites. **Submit your FIFA plans** — and we'll help amplify. **Scan QR or visit Member Resources.**



## ITALIAN DAY ON THE DRIVE

*Sunday, June 14 | 12:00 – 8:00 PM*

*Grandview to Venables*

Vancouver's most iconic cultural street festival returns — Campione style. As the only event during the FIFA World Cup, we're ready to welcome the world.



## NEW: SPAGHETTI DISCO — BUON FERRAGOSTO!

*Saturday, August 22 | Grandview Park*

In partnership with Feaster — Spaghetti Disco brings the spirit of Ferragosto to Grandview Park this summer. **Stay tuned for announcements.**



## CAR FREE DAY — COMMERCIAL DRIVE

*Saturday, September 5 | 12:00 – 7:00 PM*

*Grandview to 1st Ave*

A day of sustainability, art, music, and culture. **Hosted by the Car Free Vancouver Society. Register at [carfreevancouver.org](http://carfreevancouver.org)**



## OKTOBERFEST ON THE DRIVE

*September 25 – October 2*

Oktoberfest returns to The Drive. Be an official destination, get featured on the map, and join the fun. **Promo kits to first 12 participants. Scan QR or visit Member Resources to sign up.**



## CDBS ANNUAL GENERAL MEETING

*Thursday, October 1 | 7:00 PM*

*Online and in person — Members Only*

Pre-registration required to attend and vote. Updates coming in August. **Learn more on Member Resources at [TheDrive.ca](http://TheDrive.ca).**



## COMEDY ON THE DRIVE

*Saturday, October 25 | 7:00 PM*

*York Theatre, Commercial Drive*

Laugh and dine on The Drive. Become a Restaurant Partner and attract new customers — sold-out last year. **Scan QR or visit Member Resources to sign up.**



## HALLOWEEN ON THE DRIVE

*Saturday, October 31 | 3:30 – 5:30 PM*

A major community attraction on The Drive. Get featured on the Halloween map and receive a "Treats Here" poster. **Free candy for the first 50 to sign up. Scan QR or visit Member Resources to sign up.**



## EAST SIDE CULTURE CRAWL

*November 19 – 22 | Various Locations*

East Side Arts presents the 30th Annual Culture Crawl, celebrating the diversity of artist studio spaces across the Eastside Arts District. **For updates and more info, visit [culturecrawl.ca](http://culturecrawl.ca)**



## CHRISTMAS WONDERLAND ON THE DRIVE

*Sunday, November 29 | 2:00 – 5:00 PM*

Where the season comes to life — a festive celebration with live music, carriage rides, Santa photos, and more. **Join us as we kick off the holidays together.**

## BE PART OF THE MOMENT — SIGN UP

2026 is a global moment for Vancouver — and The Drive is at the centre of it. As the FIFA World Cup arrives, it becomes a hub for culture, energy, and connection. Planning something for FIFA? Tell us — we'll help amplify.

Opportunities are now open for Oktoberfest, Comedy, and Halloween on The Drive. Explore events and sign up in the Member Events section of Member Resources on [TheDrive.ca](http://TheDrive.ca) — easy to plan ahead and participate.

→ View events at Member Resources on [TheDrive.ca](http://TheDrive.ca) — or scan to sign up!

