

THE DRIVE



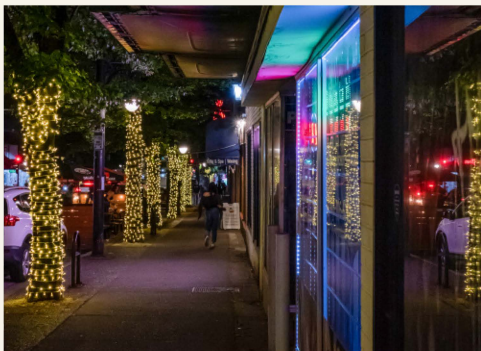
The Commercial Drive Business Society continues to strengthen The Drive as one **Vancouver's most vibrant and distinctive neighbourhoods**. Our focus remains on supporting the businesses that make it all possible, attracting visitors, and creating more reasons to experience The Drive.



2026 CDBS AWARDS

We are proud to recognize three long standing businesses that have been part of Commercial Drive for decades: **Arriva Ristorante, 45 years; Fratelli Bakery, 29 years; and Marcello Ristorante, 26 years.**

Together, they represent 100 years on The Drive — a remarkable legacy and testament to the independent businesses that have shaped our neighbourhood.



STREET ENHANCEMENT

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

- **150 trees lighting up The Drive** — with even more being added in Spring 2027
- **New Little Italy mural** underway at Graveley Street & Commercial Drive
- **Flower baskets and landscaping** maintenance throughout The Drive
- **Ongoing logo and paint maintenance** to keep The Drive looking its best

NEIGHBOURHOOD SAFETY

Seasonal patrols are in place and making a measurable impact across The Drive.

- **Report graffiti and other concerns** through Member Resources at TheDrive.ca
- **Trespass Prevention Program** — free for members; enrolment authorizes Intercomlux Security to act on your behalf

→ **Sign up for the Trespass Program through Member Resources on TheDrive.ca**

EVENTS & FESTIVALS

Our growing event lineup attracts more visitors to The Drive, supporting our local business community year-round.

- **FIFA World Cup Street Banners** — building visibility for The Drive as a destination to Watch, Play, Eat and Shop
- **Italian Day on The Drive** — bringing Little Italy to life during the World Cup
- **Cinema Sul Corso** — free outdoor film series every Sunday in August
- **Spaghetti Disco** — a new festival inspired by the spirit of Ferragosto in Grandview Park

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



MARKETING

Keeping The Drive top of mind — showcasing more of the businesses that make it unique.

- **Seasonal campaigns** designed to encourage visitors to explore The Drive
- **Partnerships with digital creators** that bring The Drive to new audiences

Retail & Service Businesses — Let's Get Social
Tag us in your promotions, new products, services and other share-worthy content.

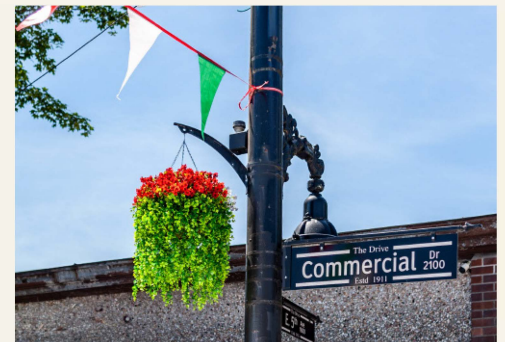
→ **Have great professional photos we can feature? Send us a DM!**

OUTREACH & ADVOCACY

We advocate for businesses on The Drive while helping members stay informed, get involved and access the resources they need.

- **Member Resource Portal** — your hub for important information and resources
- **Event Sign-Up** — view upcoming opportunities and register to participate
- **Member Resource Guide** — your go-to overview for programs and services

→ **Explore Member Resources on TheDrive.ca**



2026 AGM NOTICE

The Commercial Drive Business Society invites members to participate in the Annual General Meeting—your opportunity to stay informed, and help shape the business improvement area.

- **Thursday, October 1 at 7:00 PM**
- **Mezzanine Amenity Room, Britannia Community Centre Ice Rink**
- **Attend in-person or virtually**

Board Nominations — must be made by a voting member in good standing and seconded by two additional voting members in good standing. → **Completed nomination forms must be received by September 3**

Voting By Proxy — must be assigned to a voting member in good standing. Maximum 10 proxies per person; one vote per proxy. → **Completed proxy forms must be received by September 29**

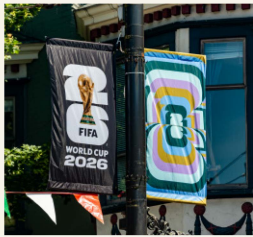
Pre-Registration Required — to attend in-person or virtually. Late or unregistered attendees will not be admitted.

- Registration closes at 6:00 PM on AGM day
- Check-in: 6:30 PM | AGM: 7:00 PM
- Virtual login credentials sent in advance

→ **Complete online registration form today**
→ **Visit TheDrive.ca/AGM for forms and info**

Scan to explore
Member Resources
on TheDrive.ca





FIFA WORLD CUP

June 11 – July 19, 2026

With FIFA World Cup 2026 banners lining the neighbourhood, the world came to eat, play, shop, watch and explore The Drive.

→ **COMPLETED**



ITALIAN DAY ON THE DRIVE

Sunday, June 14, 2026

Campione! The Drive celebrated passion, pride and community while showcasing the neighbourhood's cultural and sporting roots.

→ **COMPLETED**

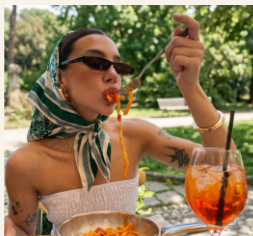


CINEMA SUL CORSO

Every Sunday in August | 5:30 – 10:30 PM

New this summer! Free outdoor Italian movie nights every Sunday in August, with activities and films under the stars.

→ **NEW EVENT**



SPAGHETTI DISCO

Saturday, August 22, 2026 | Grandview Park

In partnership with Feaster — Spaghetti Disco brings the spirit of Ferragosto to Grandview Park this summer.

→ **NEW EVENT**



CAR FREE DAY ON THE 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

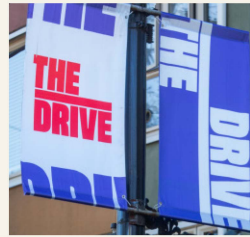


OKTOBERFEST ON THE DRIVE

September 28 – October 4, 2026

Oktoberfest returns! Get promoted as an official destination and join the fun. **Promo kits limited to the first 12 participants.**

→ **SIGN UP TO PARTICIPATE**



ANNUAL GENERAL MEETING

Thursday, October 1 | 7:00 PM

For Members only — attend in-person or virtually. Pre-registration required to attend and vote. **Complete online registration, view forms and info at TheDrive.ca/AGM.**



COMEDY ON THE DRIVE

Saturday, October 24 | 7:00 PM | York Theatre

Laugh and dine on The Drive. Become a Restaurant Partner and attract new customers — sold-out last year.

→ **SIGN UP TO PARTICIPATE**



HALLOWEEN ON THE DRIVE

Saturday, October 31 | 3:30 – 5:30 PM

A major community attraction on The Drive. Don't miss out — receive a Treats Here poster and free candy for the first 50 to register.

→ **SIGN UP TO PARTICIPATE**



EAST SIDE CULTURE CRAWL

November 19 – 22 | Various Locations

The 30th Annual Culture Crawl celebrates artists and studio spaces across the East Side Arts District. Visit culturecrawl.ca for more information.



CHRISTMAS WONDERLAND

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.



LOVE YOUR CITY

Coming February 2027

A month-long celebration of Vancouver neighbourhoods, encouraging locals to shop & discover The Drive. Stay tuned to get involved.

→ **NEW EVENT**

LET'S WORK TOGETHER

Sign up for upcoming events and connect with us on social. Opportunities are now open for Oktoberfest, Comedy, and Halloween. View events at Member Resources on TheDrive.ca — or scan to sign up!

Follow and tag us!



Sign up for events at
Member Resources
on TheDrive.ca

