

Olympic Update

With less than 100 days to go, Olympic fever is building in the city.
 Olympic Winter Games February 12 to 28, 2010
 Paralympic Winter Games March 12 to 21, 2010

OLYMPIC TORCH RELAY

The Torch Relay will be going down Main Street on either February 11th or 12th.

The MPBIA will be working with our local elementary schools on a "Greet the World" event which will bring the children out into the community to greet the torch bearers and salute the athletes. We will be providing schools with Olympic Torch Kits (designed by our own Urban Source) and supplies to make classroom banners with their own Olympic messages.

The theme for the Torch Relay is "Paint the Town Red". You are encouraged to decorate your storefronts and be photographic ready. Given the potential press coverage, your business could be the backdrop for the world to see.

OLYMPIC PRESS WILL BE IN OUR COMMUNITY

The International Press (up to 50 at one time) will be staying at our Best Western Uptown Hotel. This provides us with an amazing opportunity to showcase our community to the world. All businesses are encouraged to start planning for your own special events and promotions.

OLYMPIC BANNERS

By January 14th, 157 Olympic Banners will be installed within the MPBIA, along Main and Kingsway. Having these banners in our community will help showcase us as one of the "to visit" destinations within the City.

OLYMPIC TRANSPORTATION ROUTE

Transportation within our community will be affected during the Olympics. The transportation plans are still evolving as Vanoc releases details. For current information please go to www.travelsmart2010.ca.

Broadway will be a designated Olympic Lane. Olympic Lanes will dedicate the curb lane in each direction to Olympic vehicles and TransLink buses, providing priority access for athletes, officials, the media and public transit 24-hours a day. No other vehicles, including taxis, couriers or motorcycles will have access to these lanes.

Main Street, Kingsway and 12th Avenue are designated as "24 hour no stopping". This means there is no parking permitted with the exception of Olympic vehicles and transit.

Obviously, these restrictions will place a premium on parking within our community during the Olympics. Members should pre-plan to avoid last minute problems. Special delivery arrangements may be needed by those who do not have convenient lane access.

2009 - 2010 Board of Directors

President	Dane Baspaly	Lark
Vice-President	Sean Pacey	Pacey's Pianos
Co-Treasurer	Rick Sair	Best Western Uptown Hotel
Co-Treasurer	Doris Jung	Automind Collision
Secretary	Sandy Greig	Glider Productions / Aion Art
Director	Jim Dreichel	Mine Salon
Director	Luke Harrison	Rize Alliance
Director	Nigel Pike	The Cascade Room / Habit Lounge
Director	Michael Wiebe	eight 1/2 restaurant lounge
Director	Simon Conway	Three Lions Café
Director	John Boychuk	Banana Tans
STAFF		
Executive Director	Lynn Warwick	Mount Pleasant BIA

Open for Business

Mount Pleasant welcomes...



O Christmas Tree

MPBIA Marketing Opportunity - December 2009

To attract shoppers to our community and enhance our visual appeal over the all important Christmas season, the MPBIA is offering our member businesses a FREE Christmas tree to decorate and display proudly for all to see. This will be a cultured Douglas fir (5 - 6 feet high).

Trees will be delivered to you on December 7th or 8th. You will have a few days to create your masterpiece and then the public will have a chance to select the winning trees from December 10th to the 18th. Prizes for the selected businesses will be \$500.00 for first place, \$250.00 for second place and \$100.00 for third place. It is hoped, obviously, that you will elect to spend these funds within the MPBIA.

All participating businesses will be provided with a ballot box and a poster and postcards describing the program. We will place ads in both the Vancouver Courier (Friday, December 11, 2009) and the Georgia Straight (Thursday, December 10, 2009). These ads will name all businesses decorating our trees. They will also include a voting ballot.

On Friday, December 18th we will do a light up of all the trees. At 7:00 pm all participating members will turn their trees on for all to enjoy (Trees will have been lit previously to facilitate judging). We encourage all our business to stay open until 9:00pm for late night shopping that night. We will have strolling Christmas entertainment at various locations and hope you will participate with free hot beverages, candy canes or other goodies to give to your customers and those passing by.

By working together we can create a really warm and inviting Yuletide experience for those visiting our community.

We want to reward those who take the time and make the effort to judge your Christmas tree masterpieces. Members who choose to decorate a tree are asked to supply a contribution toward a gift basket in the amount of \$30 or more. This may be merchandise, a gift certificate - anything that works for you. This should be something that will entice the winners to come back to your store. Contributors will receive recognition in our advertisements.

You also are invited to take advantage of the discounted price available to place your own advertisement on the page adjacent to the ad the MPBIA is placing in either of the publications. This gets you free colour and a price discount of 25% in the Georgia Straight and 35% in the Courier.

Please join with us and help Mount Pleasant / Main Street reflect the beauty of the holiday season. A response form is enclosed.

You may also email us the information at mpbia@telus.net or fax us at 604.841.9316.

The Main Event

From Monday, January 18th to Sunday, January 24th, you are invited to experience Main Street's diverse restaurants during "The Main Event".

"The Main Event" 2010 will include an array of Main Street's restaurants, offering three-course tasting menus for set prices of \$25, \$35 and \$45.

All restaurants will join the fight against hunger by donating a percentage of their food receipts from this tasty, week long event to benefit The Greater Vancouver Food Bank. All participating restaurants and other Main Street retailers will be accepting food donations.

Visit our website at www.themaineventvancouver.com

Christmas Tree Chipping for Charity

Date: Sunday, January 3, 2010
 Time: 10:00 am to 4:00 pm
 Location: Kingsgate Mall lower East Side Parking Lot

In what we hope to become an annual event, your MPBIA will be offering Christmas tree chipping and disposal by donation, on the first Sunday in January. All proceeds will go to Mount Pleasant Elementary School to help them raise the very much needed funds for classroom computers, Smart Boards, and an up-graded Network Server. This equipment will allow students to access, create, share and store information with and from anywhere in our ever shrinking world.

Thank you so much to Kingsgate Mall for allowing us use of their parking lot and to Arbutus Tree Service who are providing the equipment and manpower at a greatly reduced rate.



301 - 3102 Main Street, Vancouver BC
www.mountpleasantbia.com
 Phone: 604.874.9816 email mpbia@telus.net

Condolences and Kudos

following the devastating fire on November 12, 2009.

Our heart felt sympathy goes out to the owners and employees of the businesses who lost their livelihood in such a shocking fashion. We hope you will be able to reopen and rejoin us as soon as possible.

The Mount Pleasant BIA wishes to thank the residents and our member businesses who reached out and helped when it was needed the most. Your actions and generosity showed to the soul of our neighbourhood.

We would also like to recognize the Fire Department, Police and Emergency Services. Thank you for your dedication, hard work and professionalism.

If the MPBIA can be of help to those members affected, please do not hesitate to contact us.



It's Your City, Your Taxes, Your Budget

The City of Vancouver is asking you to get involved in the 2010 Operating Budget. They want your opinion on how they can prioritize services and (HOPEFULLY!) keep property taxes down. It's your chance to learn more, ask questions, and offer your ideas to Mayor and Council on service levels and property tax increases for 2010. <http://dialogue.vancouver.ca/survey/2010-Operating-Budget>

MARKET 1886

Car free, fun for free, like it used to be

This summer, your MPBIA co-sponsored the revolving closure of various sections of Main Street. These events were held on three Sundays in July and August.

As the picture clearly shows, by the final event on August 23rd, we were drawing huge crowds. Of the four areas chosen throughout the city to participate, the Main Street events are recognized as being one of the most successful. The City undertook pedestrian counts before and during the events and their results show an impressive increase on the Sundays the events were held.

We became known for our great music, children's chalk art, balloon bubbles, family friendly atmosphere and as an enjoyable area to spend a Sunday afternoon. The festivals drew people from many parts of the city and given the response forms received back, overall there was a very positive reaction. We anticipate they will come back and visit our community and our merchants again and again in the future.

Thankyou is due to our many member businesses who actively participated in these events, either by sponsoring entertainment, merchandising to the crowds or by extending their businesses out into the street. You are too many to list but you know who you are.



Mount Pleasant Community Policing Branch Office NOW OPEN

Hours of Operation: Tuesday & Wednesday 12 pm to 4 pm
Phone 604.874.6610

The Mount Pleasant BIA, in partnership with the Vancouver Police Department and Collingwood Community Policing Centre has established a new Community Policing branch office in Mount Pleasant. The office is located next to the MPBIA office in Heritage Hall.

This new branch office will give residents and businesses the opportunity to meet with a civilian staff member or police officer to discuss questions, concerns and inquiries regarding issues regarding crime and security. All walk-ins and phone calls are welcome. No appointments necessary.



BC TRUCKING SURVEY

The B.C. Trucking Association, in partnership with the City of Vancouver, is compiling a list of Vancouver businesses willing to make and receive deliveries during off-peak hours. This list will be made publicly available to companies that provide transportation services as a tool to help plan off-peak deliveries during the 2010 Winter Games.

The City of Vancouver has asked that the following survey link be circulated to our membership. Deadline for completion is December 1, 2009. <http://olympichostcity.vancouver.ca/gettingaround/driving/goods-movement.htm#1>

Annual 21st General Meeting

We had an excellent turnout for our 21st Annual General Meeting on September 14th 2009. Thank you to all who attended and for your approval of the budget and goals as presented for the coming year. It was lovely to see so many stay after the meeting and socialize with fellow business people and the Board of Directors.

A very strong volunteer Board of Directors was voted in to spearhead the activities and initiatives planned for 2009 - 2010. Welcome to Nigel Pike (The Cascade Room / Habit Lounge), Michael Wiebe (eight ½ restaurant lounge), Simon Conway (Three Lions Café) and John Boychuk (Banana Tans) who were elected to the Board for the first time. We now have a significant representation from among our dining establishments, which is a vital sector of our membership. These individuals bring to the Board great enthusiasm and vision for new initiatives and progressive improvements that will benefit our entire business community.

Representatives spoke from Translink and the City of Vancouver on the status of the UBC Line Rapid Transit Study, which is a multi-year technical study regarding rapid transit service options along the Broadway corridor from Commercial Drive west to UBC. This project is of significant importance to our community and your board, which



felt it was important to ensure the membership was informed, even at this very initial stage of the project.

Dane Baspaly, President of the MPBIA, provided the membership with a review of the past years accomplishments and plans for the coming year.

Some of the past years highlights detailed included partnering with the Main Street Car Free Day Festival, our City Summer Spaces initiative "Market 1886", the placement of street planters, the opening of a Mount Pleasant Community Policing office, the outreach to restaurants along Main to determine how we can best work together to address mutual concerns and to enhance Main Street's reputation as a trendy and desirable dining destination as well as the distribution of Christmas wreaths to enhance the visual appeal of our community during the vital Christmas retail period.

Dane advised that some of the projects the MPBIA will be working on in the coming year included development of a "Taste of Main" concept, an enhanced Christmas event, the promotion of our community during the Olympics and community outreach to businesses to the north of us with the goal to expanding the boundaries of the MPBIA, a cornerstone of our approved 5 year plan.



Fraud prevention Be on the alert!

The Vancouver Police are warning businesses to be on high alert during the Olympics.

They stress that you need to ensure all employees are fully trained on the appropriate procedures and in how to check bank notes, including US currency, to avoid accepting counterfeit money.

We will have visitors from all over the world and you will be seeing credit cards from countries that you may not normally encounter. It is a good time to review all prevention systems you have in place.

We have a number of Bank of Canada "Check to Protect" packages in the office. We would be happy to provide you with this resource as well as additional information contacts.

Halloween Fun

Congratulations to all of you who did such a great job of decorating your businesses for Halloween. Themes ranged from whimsical to humorous to scary.

Winners were:

- 1st place: F as in Frank \$500.00 (pictured on left)
- 2nd place: Cobs Bread \$250.00
- 3rd place: Zigs Dining Lounge \$100.00

Honourable mention for humour goes to Main Yan Physiotherapy who had a poster done up reading "Torture House on Main".