



Hello from the Mount Pleasant BIA!

The 2017 Main Street Car Free Day Festival will take place on **Sunday, June 18th**, from noon to 7pm, during which time **Main Street will be closed between Broadway and 30th Avenue from 10 am to 9 pm**. The festival is part of the city-wide Car Free Day and we are inviting YOU to join US as we celebrate our neighbourhood's exceptional diversity and community spirit!

This festival is organized and run completely by volunteers and the people who live near Main Street. It is a celebration of who we are and where we live, and has no corporate sponsorship so that we can focus on the neighborhood businesses in our area. It's a day to open the street, have fun, celebrate and showcase local artists, businesses and community groups.

The number of people attending Car Free Day increases each year and in 2016 alone between 120,000 and 150,000 people visited Main Street. As the lead Car Free Day event, Main Street Car Free Day is the perfect opportunity to activate your business at street level and create visibility amongst the many potential new clients and customers that will be in attendance. This year, especially, Main Street is expected to see an enormous influx in foot traffic as Commercial Drive Car Free Day no longer occurs on the same day.

There are several ways you can participate in this event:

- **Reserve a vendor space on the street outside your place of business.**

All Members of the Mount Pleasant BIA (MPBIA) are entitled to receive a complimentary 10x10 booth space at their request. Please note that sign up is mandatory in order to ensure that we can partition your storefront to prevent set-up by other vendors. The MPBIA is committed to effectively communicating with vendors and is planning on enrolling coordinative volunteers to enforce the potential reservations placed on store fronts.

Please email charmaine@mpbia.ca to reserve your storefront.

- *(Food and Beverage Vendors Only)* **Promote additional sales for your business by applying for a patio extension, with or without alcohol.**

While a patio extension application may seem daunting, they are a great way to engage with the hundreds of thousands of people passing your storefront. The City of Vancouver has provided basic requirements and procedures for obtaining a [Sidewalk patio without liquor service \("small patio"\) permit](#) or a [Large sidewalk patio \(with railings\) permit](#) on their website. It's easy (we promise)!

- **Volunteer your time and expertise!**

Interested in becoming a volunteer? [Sign-up here.](#)

- **Contribute to the atmosphere on Main Street through musical, spoken word, dance or other performance.**

There are only a couple of stages worth of programming to schedule and that space fills up quickly. For other types of performers who don't have space/stage considerations, the organizing committee will try to be as inclusive as possible. To participate proceed to the [Car Free Day Entertainers Page.](#)

The festival is financed by the fees that the vendors pay and any financial contributions made by local businesses. If you want to make a donation please contact the MPBIA or [visit the Car Free Day Website.](#)

If you have any questions or concerns, need help developing activation ideas for your business, or need help integrating into the street festival please email our Special Events Coordinator, Andi Jordan, at specialevents@mpbia.ca.

We look forward to working with you to make the 2017 Main Street Car Free Festival a highlight on the Vancouver summer calendar!

All the best,

The Mount Pleasant BIA Team!



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