

# OAKRIDGE BLOCK PARTY



## EVENT PROPOSAL

### Oakridge Block Party 2011

Sunday, Sept 11

### Event Overview

The sound of laughter echoes down the street! Eager families head toward Baillie Street anxious not to miss a minute of fun – the party's already started! 'Wow, look at the **vintage cars!** So that's what Oakridge transportation looked like in the 1950!"

Cheerful volunteers greet kids and their parents as they line up to meet **Bobs and Lolo**, local children's performing artists. **The Carnival Band** plays popular tunes as they stroll along the street and neighbours stop to greet each other. "Hey, nice to see you! How was your summer?" They catch up on the latest news as they stroll down the block. "I can't believe the great weather today," one man comments. "Remember all the rain we had last year during the block party? I still can't believe how many of us showed up in that downpour!"

Dozens of **local organizations and businesses** share information about their programs and services and display information about their history. The **Vancouver 125** booth is busy sharing details about the City's special anniversary year. In the courtyard area the **1950's style BBQ** is serving up sizzling hotdogs, chili fries, and marsh mellow salad for dessert. "Now this is what I ate when I was your age," a mom tells her teenager. "This was *real* food!"

All too soon the block party draws to a close, as contented Oakridge residents walk up the street towards home, "I come every year and it just keeps getting better and better," a happy voice says. "I think we have the best community festival in all Vancouver!"

### Event Purpose

- To provide a fun and safe venue for Oakridge residents to meet each other and celebrate their local community
- To introduce local residents to organizations, services & businesses in their community
- To celebrate the history of the Oakridge community, and learn more about the growth and development of the community
- To collaborate with City of Vancouver's 125th birthday celebration
- To find out more about the history of many local organizations
- To facilitate host organizations, businesses and services working together to build a stronger Oakridge community

### Event Location

The Oakridge area, 2 block radius between 5300-5400 Baillie Street, (Baillie Street is midway between Oak & Cambie) with block closure between 37<sup>th</sup> & 39<sup>th</sup> Avenues, in front of Ecole Jules-Verne and Ecole Rose-des-Vents

#### Event Date & Time

Sunday, September 11, 1 – 4 pm

#### Event Attendance

2007 – 500 (actual)

2008 – 800 (actual)

2009 – 1400 (actual)

2010 – 800 (record rainfall day)

2011 – 1500+(anticipated)

## Event Advisory Board

Lily Wong – Manager, Vancity Savings

Jackie Kloosterboer - Emergency Planning Coordinator, City of Vancouver

Julie Douglas & Dana Chen – Vancouver Public Library, Oakridge Branch

Mark Andrew Becket – Manager, Starbucks Cambie & 39th

Niels Andersen – Board Chairman, Oakridge Seniors Centre

Nicolas Prevost – Vice Principal, Jules Verne High School

Carol Dixon - Manager, Volunteer Services- Providence Health Care

Charlotte Humphries – Program Manager, YMCA Langara

Oscar Cruz - Manager, Supported Volunteering, Volunteer Burnaby

Gaileen Woytko - Community Relations, Oakridge Adventist Church

## Marketing and Promotion

Unaddressed ad mail to entire Oakridge community 9,000 postcards

2000 event postcards for all host and sponsor organization for their internal promotions

Posters around Oakridge community

www.oakridgeblockparty.ca website updated by June with 2010 details

City of Vancouver & Vancouver125 events calendar

Various community web calendars

Vancouver Courier (Westside edition only, Fri Aug 27)

Public Service Announcements (Omni, CTV, Global)

## Event Hosts

Oakridge Adventist Church

Ecole Secondaire Jules-Verne

Conseil Scolaire Francophone de la Colombie-Britannique

Ecole Rose-des-Vents

Providence Health Care

Vancity Oakridge Community Branch

City of Vancouver

City of Vancouver, Emergency Social Services

Vancouver Public Library, Oakridge Branch

Oakridge Seniors Centre

YMCA Langara

Starbucks (Cambie & 39)

### For further information contact:

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