
The Langley Good Times Cruise-In is Coming to Aldergrove Saturday September 7, 2019!

The 2019 Langley Cruise-In is coming to Aldergrove on Saturday September 7, 2019. The Cruise-In will see **50,000+ people come to our town** to check out hundreds of classic cars, hot rods, and specialty vehicles.

Estimates suggest that the Cruise-In brings in **several million dollars annually in spin-off economic activity**.

The Aldergrove Business Association is proud to be supporting the Langley Good Times Cruise-In. See below for important information for area business owners / managers.

FAQs for Aldergrove Business Owners / Managers

What are the show hours?

The Cruise-In will be open to the public from 8:00 AM to 4:00 PM. There will be food trucks and live music from 9:00 AM to 4:00 PM.

What roads will be closed? When will the roads be closed?

Fraser Highway will be closed between 264th St. and 272nd St., and 272nd St. **No traffic will be permitted on closed roads between 6:00 AM and 7:00 PM on the day of the show, apart from merchants with a valid parking pass. MERCHANT PARKING PASSES ARE AVAILABLE FROM THE ABA – PLEASE EMAIL info@aldergroveba.ca to obtain passes.** 264th St. and 272nd St. running north to south will be open.

Where will public parking be located?

Free public parking will be available at Jackman Park (272nd St. and 32nd Ave.), Parkside Centennial Elementary (272nd St. and 32nd Ave.), and the Langley Banquet Center (264th St. and 32nd Ave.).

What can I do to promote my business during the car show?

- Have a small sidewalk table featuring merchandise relevant to the event (e.g. optometrist selling sunglasses, pharmacy selling sunscreen, etc.)
- Offer a low-cost giveaway branded with your business (keychains, bottled water etc.)
- Offer a coupon good for a return visit after the Cruise-In (e.g. “valid Sep. 15-Dec. 31, 2019”)
- Hold a draw and collect contact information for later follow-up, e.g. email addresses (be sure to obtain explicit consent to send email)

I have a restaurant / bar / coffee shop / etc. How can I prepare for the large crowds?

Consider modifying your regular menu to offer quick service items that can be prepped and sold quickly. Minimize the need to calculate order totals or make change.

Can I operate a food or drink booth (sell hot dogs, pop etc.) in front of my store?

The Langley Cruise-In would prefer that businesses do not sell food or drink items (if your business does not normally sell food or drink items). The official Cruise-In food and drink vendors are community partners (Elks, Rotary, Lions etc.) and all monies from food sales go to local charities.

Can I sell [whatever] in front of my store?

The ABA is encouraging local merchants to sell items that relate directly to your business, so that attendees will think of your business the next time they visit Aldergrove.

Can I have a booth at the Swap Meet and Car Corral?

Businesses can take out a 10 x 20 space at the marketplace for \$350. The cutoff date to register for the Swap Meet is September 3, 2019. Visit the Cruise-In website at www.langleycruise-in.com for Swap Meet details.

- Admission to the Swap Meet is free on Saturday September 7, 8:00-4:00 PM
- Admission to the Swap Meet is \$2 on Sunday September 8, 8:00-3:00 PM

How can I help make the event a success?

- Be sure your sidewalk / storefront / store is clean and tidy before Saturday September 7, 2019
- Consider decorating your store in a car-related theme
- Volunteer with the ABA to help out during the event – contact us at info@aldergroveba.ca

Where does money from the Cruise-In go?

Admission to the show is free, though donations to local charities are encouraged. The Langley Good Times Cruise-In is a not for profit society, with all net proceeds from donations and food and drink vendor sales going to charity.

Where can I get more information about the Cruise-In?

Visit the Cruise-In website at www.langleycruise-in.com for show details.

I have a question not answered here. Who can I contact for more information?

Email info@aldergroveba.ca and we'll do our best to answer your questions.

