



The Downtowner

The Downtowner

Feb - Mar, 2011

Bailey Opening Soon



The Bailey Theatre celebrated its 100th birthday party February 26th, complete with cake, coffee, entertainment, and tours. Having the Bailey open and operational is a welcomed addition to City Center Camrose. Completion of the Bailey's restoration seems to have been a long time coming but definitely worth waiting for.

Having the Bailey Theatre open in City Center should be a real boost to downtown businesses. Besides having our wonderful shops and services, clean and safe streets, and beautiful planters cascading with colour, we can now boast of having vibrant and rich cultural events and top notch entertainment. This will serve to attract visitors to Camrose and will provide Camroseans and surrounding communities with a new venue of exciting events and a new place to eat, as the Bailey will offer high quality lunches in its Bistro. The Bailey restoration project has been supported by many individuals, businesses, service groups, and Municipal, Provincial, and Federal governments. The MacInnis Family Foundation (Frank McInnis grew up in Camrose) has donated \$1.75M plus \$750,000 to match private donations. This is a must-see for City Center businesses. Tours are available - 780-672-5510.

Inside this issue:

Bailey Theatre News	2
2011 City Center Budget	3
Have You Paid Yet?	3
Music On Main Street	3
Events	4
Downtown Tidbits	4
Business Tips	4
City Center Board	4

City Center & Augustana

City Center is currently working with a class of Augustana third & fourth year students as part of their course curriculum. The course is Strategic Management and the students have been given a list of ideas to research and report on that will be of value to City Center businesses. The goal is to take their ideas and recommendations to The City of Camrose for possible implementation. Their ideas would ensure a vibrant and desirable Downtown in which to shop, work, and conduct business. The students will focus on such things as parking issues (levies, regulations, etc.), ways to unify retail hours, some marketing and other logistical issues, and developing a vision for City Center Camrose. Their recommendations will be published in a future Downtowner newsletter.

Snow & More Snow

Keeping the sidewalks clear of ice and snow has been a definite challenge this winter. The abundant snowfall, deep-freeze temperatures, warm melting ones, then back to freezing has kept us scrambling to keep the walk ways safe for our patrons. Most business owners as well as property owners have risen to the challenge and done their best to comply with the City of Camrose's bylaws regarding snow removal. However, we have a few property owners who have been negligent in taking care of their responsibilities.

In such cases the Bylaw officer has dealt with the issue by writing a letter to the property or business owner asking that the sidewalks be cleared within a 24 hour period. If not a snow removal company has been hired with the bill being sent to the owner. It would be ideal if all concerned would practice being a good neighbour. Kudos to those of you who are doing your best to keep the sidewalks safe and clear of ice and snow. Keep up the good work!



BAILEY THEATRE NEWS

New Paint in Auditorium

Bailey Birthday Party



The Bailey celebrated its one hundredth birthday Saturday February 26th, 2011. Many visitors attended to commemorate the event and tour the building which is almost completed. Everyone enjoyed cake, coffee, and some great local entertainment. As well, many visitors were given tours of the theatre.

Visit the Bailey Blog www.BaileyTheatre.com to view these photos in colour.

Seats Installed in the Balcony

The seats on the Bailey's balcony have been bolted in place and look very good. Step lights have been installed along the aisle floor to ensure safe movement when main lights are dimmed. The walls in the balcony area are receiving a wonderful new paint job to match the colours in the main auditorium. See above.



Photo courtesy of David Roth.



Ways You Can Help

You can help see the Bailey through to completion much faster and easier by donating funds, your time and/or your talents to the Bailey.

Donations of any size are welcomed and charitable receipts are available. Why not purchase a seat which will have a plaque with your name on it? It would make a great gift for a family

member and wonderful way to honour a loved one. Perhaps you'd like to have one of the many rooms in the Bailey named after your business.

New volunteers are welcome and greatly appreciated. For info call 780-672-5510 or email info@baileytheatre.com. Check the website at www.baileytheatre.com.



CCC Proposed 2011 Budget

Have You Paid Yet?

City Center Camrose 2011 Proposed Budget

	Expenses	Income
Levy		\$60,000.00
Gst rebate		\$ 3,000.00
Previous year's surplus		\$ 2,317.00
Operations:		
Insurance	\$ 1,300.00	
Accountant	\$ 700.00	
Annual General Meeting	\$ 200.00	
Memberships	\$ 200.00	
Conference/Convention	\$ 550.00	
Newsletter	\$ 600.00	
Office supplies	\$ 1,200.00	
Office equipment	\$ 500.00	
Rent	\$ 9,450.00	\$ 4,725.00
Electricity/Water/Gas	\$ 3,200.00	\$ 2,133.00
Office Cleaning	\$ 2,500.00	\$ 1,250.00
Recycling Bins	\$ 4,400.00	
Salaries	\$ 20,808.00	
Telephone	\$ 1,600.00	
Website	\$ 1,217.00	
Write-offs	\$ 1,500.00	
Total Operations:	\$ 49,925.00	
Project Expenses:		
Planters & Refuse Containers	\$ 10,000.00	\$ 5,000.00
Plants & Plant Watering	\$ 3,000.00	
Asset Purchase	\$ -	
Asset Maintenance	\$ 1,000.00	
Beautification Maintenance	\$ 800.00	
Lights (Winter)	\$ 2,500.00	
Rendering for Entranceway	\$ 1,500.00	
Plant reimbursement program	\$ 500.00	
Total Project Expenses:	\$ 19,300.00	
Promotions:		
Tourism Advertising	\$ 500.00	
BoomTown Trail	\$ 750.00	
Music On Main	\$ 3,500.00	\$ 5,000.00
Show n' Shine	\$ 500.00	
Jaywalkers	\$ 4,200.00	
Stamp Around Downtown \$\$\$	\$ 2,500.00	\$ 1,500.00
Midnight Madness	\$ 3,000.00	
Total promotions	\$ 14,950.00	
Reserve	\$ 1,000.00	
Totals:	\$ 85,175.00	\$84,925.00
Surplus (deficit)	\$ (250.00)	

If you have not yet paid your levy/business tax to the City of Camrose, it is a good idea for you to pay as soon as possible to avoid the additional 1.5% penalty added every month. If you had an unpaid balance at the end of 2010, it will be carried forward into 2011. The 2011 levy invoices will be mailed to you soon. As

a member of City Center Camrose your levy helps to pay for the following benefits: several annual promotions designed to bring people into City Center, Camrose, flower planters, other methods of beautification, and cardboard recycling, to name a few. See 2011 Budget on this page.

Music On Main

As a result of the great success last summer, City Center's Music On Main Street program will be offered again this summer on most Thursday evenings from 7 to 9 pm in July & August. We have another terrific line-up being put together for your enjoyment. We hope to expand the activities to include artisans selling their wares and possibly some farmers market participants selling fresh produce.



Some downtown businesses stay open for customer convenience. The Music On Main Street program is sponsored by over 40 downtown businesses. If you were one of the sponsors last year we trust that we can count on your support again this year. Reminder letters will be sent in April. If you were not a supporter last year and would like support the Music On Main Street program this year, call City Center office at 780-672-5191 to make arrangements.

To help promote the program, signs will be placed at the Mirror Lake Centre which suggests that folks visit Downtown for Music On Main after their ride on the Mirror Lake Express.

The dates are as follows: July 7, 14, 21, & 21 (none July 28th, Big Valley parade day) August 4, 11, 18, & 25. Be sure to come out Thursday evenings to enjoy a great community gathering.



Up-Coming Events in Camrose

City Center Camrose
4949-50 Street
Camrose AB
T4V 1P9

Phone: 780-672-5191

Email: camroses@telusplanet.net

Website: www.DowntownCamrose.com

Heart of the Rose City



- Mar 13 - Daylight savings time begins - turn clocks ahead
- Mar 17 - St. Patrick's Day
- Mar 20 - First day of spring...Yahoo!
- Mar - 25 & 26 Augustana Welcome Weekend

- Apr 2- Easter Veggie Tale movie at Wisemen's Way
- Apr 17 - Palm Sunday
- Apr 22 - Good Friday
- Apr 24 - Easter Sunday

Downtown Tidbits

Anson Tse has opened **Happy Kitchen Ltd** at 5017 49 St.;

Diane Calahoo has opened **Camrose Ideal Weight Loss Center** at 4926 50 St.;

Colette Zeniuk has moved **CKU Therapeutic Bodyworks** to 4825 52 St.;

Shelly Simpson Niven is operating **Seven Stones Holistic Health** at #6, 4825 51 St.;

Tripolis Tasty Choice, 5004 48 Ave is being operated by **Iraya Kamaledine**;

Frankie Lee Crumblin is operating her **Touch For Health Massage & Live Blood Cell Analysis business** at 4819 51 St.;

Business IQ Training has move from 51 Ave to 5044 52 Street.;

Dr. Scott Clifford is the new owner of **Battle River Veterinary Services**, 5308 51 Ave.

Anna Harder is operating **Anna A. Harder Professional Corp.** at 4825 51 St.

A hearty welcome to Downtown Camrose and may you experience great success!

CCC Board

- President: Dan Olofson** (Duff Layton's Men's Wear)
- Vice-President: Shauna Arrowsmith** (The Camrose Canadian)
- Treasurer: Paul Pedersen** (Pedersen's Florists)
- Directors:**
- Alana Hogstead** (Martha's Music)
- Audrey Pfannmuller** (Candler Art Gallery)
- Greg Chrabaszcz** (Creative Bedrooms)
- Deb LaPointe** (The Players Club)
- Ken Mix** (Hyperion Laser Therapy)
- Kim Clennett** (Interiors On Main)
- Michael Wetsch** (Tien Rostad LLP)
- Pamela Reber** (Wisemen's Way)
- John Howard** (City Council Representative/Fielding & Co.)
- Carole-May Coty** Manager (City Center Camrose)

Business Tips

The following business tips arrived in City Center's inbox recently, which you should find interesting and useful.

Ten Tips for Effective Customer Service Training

Who are the most important people in your organization? It may come as a surprise to learn that the most important people are your employees, not your customers.

Customers come second. Without qualified and well-trained employees committed to strong customer service all of your efforts to please customers will be fruitless.

Customer service training has become a popular way for organizations to provide employees with the information they need to meet customer needs.

1. Start with the end in mind.
2. Define success.
3. Communicate your expectations.
4. Provide the tools that employees

5. need to serve your customers.
6. Let employees know their limits.
7. Gather common situations and scenarios to use as examples.
8. Role play common challenging situations.
9. Encourage employees to talk to their "worst nightmare" customers.
10. Share failures—celebrate successes.
10. The most effective training? The example you set.

It should not, however, be considered a one-time or annual event. Customer service training is an ongoing process that needs to be incorporated into the organization's culture and way of doing business.

(Copyright 2011. Reprinted with permission from Barbara Wold's Retail & Consumer Tips, bwold@ix.netcom.com.)