



The Downtowner

The Downtowner

April/May 2009

APPEAL FOR ASSISTANCE!

WE NEED HELP WITH DIGGING & PLANTING May 31 & June 8

This year we are appealing to Downtown business owners and their employees to come out and support this year's soil tilling and planting the flowers in our planters. Paul Pedersen of Pedersen's Florists, who has faithfully led volunteers in the past for this task, is having knee surgery and will not be able to do the physical part this year. Much planning, purchasing, mapping, and direction has already been done by Paul. (Thank you, Paul!!!)

We would like several volunteers to come out and help with these tasks this year.



Help turn this.....



Into this.

Visitors to Camrose as well as Camrose residents enjoy the beauty of these glorious planters. Let's keep our community a great place to visit, live and shop.

Dates & Times:

Digging up planters - May 31 at 9 a.m. meeting on Main Street by City Center office.

Planting flowers - June 8th at 6:30 p.m. meeting at the United Church corner (50th Street & 48A Ave.) Call the City Center office at 780-672-5191, if you have any questions. **See you there for some planting fun!**

Inside this issue:

Bailey Theatre News	2
New Retail Environment	3
Employee Parking	3
New Butt Cans	3
Jaywalkers	3
Snowbirds	3
Downtown Tidbits	4
Fraud Prevention	4
Events	4

Special Legion Stamp Around Promo

CCC has arranged a special Stamp Around promotion with Camrose Branch 57 of the Royal Canadian Legion. These folks will be hosting more than 600 delegates and guests at their Biennial Convention from June 7th to 10th. Visitors from all over Canada and the United States will be arriving over the weekend of June 4th. You can expect many to visit the Downtown for a unique shopping experience and to enjoy your usual fine, friendly hospitality. These visitors will present a familiar Stamp Around ballot for stamping with their purchase. Note: If you no longer have a stamp, simply initial each block for \$10 worth of shopping. This ballot is different from the ones used at Christmastime. These special ones require only 6 stamps instead of the usual 10. The prize for this promo is \$200 worth of Downtown Dollars to spend in any Downtown business. Call City Center at 672-5191 for reimbursement.

Planter Policy Again This Year

You'll be happy to know that City Center Camrose is once again offering to subsidize the cost for businesses to buy plants for outside their business location.

The City Center Board of Directors has again passed this policy to help businesses do their part to add some colour to the Downtown.

Business owners can receive up to \$50 to purchase plants for private planters in front of their business.

Our budget for this is again \$500.

The money will be available on a first come first serve basis until the \$500 runs out.

If you missed out on this opportunity last year, here's your chance to take advantage this year.

The procedure is simple. Bring a copy of your receipt to the City Center office and arrangements will be made to reimburse you. If you have any questions call City Center office at 780-672-5191.



BAILEY THEATRE NEWS

BLACK & WHITE CABARET FUNDRAISER A GREAT SUCCESS

The Bailey Theatre Society presented the people of Camrose with a Black & White Cabaret dinner, dance and fundraiser recently, featuring the well-know local band, The Xtatix, who reunited for the occasion. The event included a silent auction table filled with enticing donations to bid on. Bids were generous as well as the purchase of seats for the Bailey, raising in the neighbourhood of \$50,000. One can safely say that a good time was had by all. Pictured below are shots taken at the fun-filled gala. Photos courtesy of David Roth.



Bailey Theatre Gets City Financial Support

City Council at the February 4th meeting approved funding of \$500,000 for The Bailey Theatre. The money will be paid out in four annual payments of \$125,000 starting in January 2009. As of May 1st, \$250,000 has been received.

The decision by council comes a week after Camrose native Frank MacInnis appeared before city councilors to explain why he made a \$2.5 million donation to the Bailey Theatre restoration. Mr. MacInnis was born and raised in Camrose. After graduating from law school at the University of Alberta, his career eventually led him to New York where he bought a troubled construction company, EMCOR Group, which is now the largest specialized construction company in the world.

The Bailey has also received \$230,000 in donations from three other individuals.

Work on the front of the theater will be undertaken this summer with funding from the Camrose Main Street Project. More fundraising is needed to complete the project. For more information about donating contact Dan Olofson at 672-2797.

Bailey Theatre Society Gets CFEP Grant



Pictured here is Verlyn Olson presenting a cheque for \$125,000 to Ross Shuman, Vice-President of the Bailey Theatre Society. The funds received are a grant from the Alberta Community Enhancement Program (CFEP) and will be put toward the restoration of the

Bailey Theatre building. Photo courtesy of The Camrose Canadian.



New Retail Environment

The following article arrived in City Center's inbox recently from retail expert Barbara Wold. "Retailers must be able to respond quickly to meet the needs and demands of the ever-changing customer and retail climate.

The successful business will:

- **Remain flexible** and respond quickly to the changing customer and economy.
- **Target the market** to provide improved and innovative services.
- **Sell a package or experience** to enhance the unique merchandise and services.
- **Train the front-line staff** to be personal and knowledgeable.
- **Constantly communicate** and learn from customers and staff.
- **Get out of the store** and see what the competition and other businesses are doing."

Additional gems from B. Wold: "Knowledge is golden: Businesses that can identify their individual customers' preferences and make targeted, personalized offers can expand their business in a down economy and keep customers loyal.

- Customer satisfaction is worthless - customer loyalty is priceless.
- Prioritize customer experience touch points.

While consistently delivering an excellent product or service is the biggest key to a successful business, loyalty programs help attract new customers and, most important, ensure repeat visits from your current patrons. Evolve promotions to encourage customers to try new products. Keeping your patrons engaged leads them to comeback for more!" Copyright 2009. Reprinted with permission from Barbara Wold's Retail & Consumer Tips, bwold@ix.enetcom.com.

Employee Parking Reminder

In keeping with the advice printed on this page regarding a new retail environment, comes a reminder that parking near your business establishment should be left open to accommodate your customers. Business owners or employees of the business should leave parking spaces open for use of your precious clients and customers. Doing so demonstrates your willingness to please clients and customers by making parking as easy for them as possible.

If parking behind your place of business is not available, off street parking lots can be used.

Public lots are conveniently located in the Downtown within walking distance from most businesses. Take advantage of a fitness opportunity. Signage indicates 2 hour only parking as enforced by City Bylaw. Please keep this in mind when leaving a vehicle parked all day.

Recycling Bin Locations

Yellow cardboard recycling bins for the use of all Downtown businesses are located in the back lanes behind: Scrapbook Heaven, Pedersen's Florists, Precision Vacuum, Candler Art Gallery, (all 50 St) Crystal Glass (49 St), and The Camrose Booster (48 St).

Smokers Get Butt Cans

City Center Camrose has purchased new butt cans and will place them at the flower planters on Main Street as well as at Founders Square. We hope this will encourage smokers to butt out in the cans rather than use the planters as ashtrays. Let's all do what we can to help eliminate unsightly cigarette butt litter!

Snowbirds To Visit Camrose



Jaywalkers June 5 & 6

June 5 & 6 marks the 52nd annual Jay Walkers Jamboree this year. This will be one to remember! The Downtown streets will be closed to vehicle traffic to make way for over 70 booths with an assortment of wares, games, crafts, and lots of wonderful food. Experience the thrilling amusement rides in the midway. Many Downtown retailers will put out unbelievable sales items. Two stages will provide continuous entertainment throughout both days. Be sure to take advantage of this one-of-a-kind outdoor, fun in the sun festival.

Get ready for the multitude of potential shoppers who will visit Camrose to see the Snowbirds this summer! The team arrives the evening of Tues., July 28th, the following day they will attend a Youth Picnic to give autographs and visit with Air Cadets, Cubs, Brownies, and members of the Boys & Girls Club. Also on Wed., July 29th, Snowbirds perform their 40 minute aerobatic demonstration along with the appearance of the famous Hawk One: F-86 Sabre Jet. Thurs., July 30th has them visiting hospital and long term care residents in the morning, and performing a Flat show (no Aerobatics) which will be

great entertainment for the large crowds attending the Big Valley Jamboree. The Snowbirds Demonstration Team is a Canadian icon comprised serving of members of the Canadian Forces. Their pilots and technicians work as a team to bring thrilling performances to the North American public. Serving as Canadian ambassadors, the Snowbirds demonstrate the high level of professionalism, teamwork, excellence, discipline and dedication inherent in the women and men of the Air Force and the Canadian Forces.



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



- May 29 - 31 Camrose Cruisers
- June 5 & 6 Jaywalkers Jamboree
- June 12 Wine sampling - Centennial Museum
- July 28 - 31 Snowbirds
- July 30 Big Valley Parade 10:30

- July 30 - Aug 2 Big Valley Jamboree
- Aug 7 & 8 Camrose Founders Days Festival - Details next newsletter
- Music On Main - 6 Thursdays throughout July & August

Downtown Tidbits

Martha Sites has opened **Premier Modeling** and is teaching at Tish's Fashions, 5003 50 Avenue.

Luisa Davidse is the new owner of **Herbal Magic** located at 5212 51 Avenue.

Danielle Dey has opened a massage therapy studio, **Calming Chaos** at #8, 4825 51 Street.

Dustin Platz is now operating **Dustin Platz Accounting** at #104, 4909A 48 Street.

Gary Wowk has opened **Shoppers Drug Mart # 2367** at 4823 51 Street, formerly the Guardian Drug City Centre location.

Gary O. Brown is now operating **G B Mens Hair** at 4931 48 Street.

Sheri Hrdlicka has opened **Brides & Beaus Ltd.** at 4904 50 Street.

Tight-Grip Distribution Canada, located at 4802 50 Avenue has been opened by **Eric Verwindt and Terry Briault.**

Toni Beriault opened **Polish'd Etc.** at #102 4946 50 Street.

Aaron Surek is operating **Hammer Ink Tattoo Studio** at 4975 50 Street.

And last but not least for this publication, **Gay Daquiug** is opening his new business, **Greek Village Family Restaurant** at 4969 50 Street.

A warm welcome and great success to all!

CCC Board

President: Elaine Nixon (The Shirt Off My Back Tailoring)

Vice-President: Dan Olofson (Duff Layton's Men's Wear)

Treasurer: Paul Pedersen (Pedersen's Florists)

Directors: Alana Hogstead (Martha's Music)

Audrey Pfanmuller (Candler Art Gallery)

Crystal Westergard (Battle River Physical Therapy)

Pat Westergard (Cathel Books)

Rodger Forth (4th Street Home Services)

Wayne Thronson (City Council representative)

Carole-May Coty, Manager (City Center Camrose)

Beware of Counterfeit \$20s

The Bank of Canada has provided tips on how to spot counterfeit twenty dollar bills.

They recommend using the 'TiLL' acronym for remembering the features that should be checked.

- Touch (the raised ink on the Queen's portrait and bill's number)
- Tilt (to see the 2 vertical holographic stripes change colors)
- Look through (bill against light to see ghost image & puzzle number)
- Look at (the appearance and action of each security feature) The best way to learn about the security features is to visit www.bank-banque-canada.ca/en/banknotes/index.html for an interactive graphic on their website. Just roll your cursor over the numbers to get explanations. You see what you need to know in a glance or two.

Fraud Prevention Seminar

On May 14th, 8:30 a.m. to 4:00 p.m. in Salon A at the Norsemen Inn, AMA and the Camrose Police Service are hosting training sessions for the Fraud Awareness Toolkit.

The Toolkit was developed after consultation with several police agencies, government, businesses, and community crime prevention organizations in Alberta.

The purpose of the training is to provide an overview of the components in the Toolkit and to highlight the resources available to educate the public on fraud issues. Issues to be covered are Identity Theft, Inheritance/Lotto Scams, Cyber Crime, Social Networking Sites, and Counterfeit Cheques to name a few.

For more information or if you have any questions, contact Noelle Andersson at Camrose Police Service, 780-672-8300. There is no charge for the training.