

## Olympic Excitement Downtown

January 15, 2010 was a history making day in Camrose. Though this may seem like old news now, as time has flown by since then, it is still worth noting and remembering. Community spirit was very evident that day as hundreds flocked to Downtown waving their Canadian flags and cheering on the athletes and their entourage. Much celebrating took place at the Edgeworth Centre featuring many fine musicians,



visiting dignitaries, ice sculptures, ending the day with a spectacular fire works display.

Many Downtown Businesses created remarkable Olympic themed window displays showing their Olympic spirit and all round general Canadian patriotism. Thanks to all those who went the extra mile. To view great photos of this Camrose event, visit website

[www.flickr.com/photos/camrosetorch](http://www.flickr.com/photos/camrosetorch).

Photos courtesy of Sean Mascaluk.

### Inside this issue:

<i>Bailey Theatre News</i>	2
<i>CCC 2010 Budget</i>	3
<i>Parking Reminder</i>	3
<i>Flag of Hope</i>	3
<i>Have You Paid Yet?</i>	3
<i>Snow Removal</i>	3
<i>Events</i>	4
<i>Downtown Tidbits</i>	4
<i>BRZ - Business Tax</i>	4

## New President for City Center Camrose

City Center Camrose has a new President, namely Dan Olofson of Duff Layton's Men's Wear. Dan has been on the City Center Board as Vice President for a couple of years. He has now moved into the position of President to replace Elaine Nixon who resigned as of December 31st because of pressing family matters. City Center Camrose has several new Board members: Greg Chrabaszcz, Creative Bedrooms; Kim Clennett, Interiors On Main; Linda Conron, Rumorz; Mark Doberstein, TD Canada Trust; Michael Wetsch, Tien Rostad; and Pamela Reber, Wisemen's Way Bookstore. Continuing Directors are: Paul Pedersen, Treasurer (Pedersen's Florists); Shauna Arrowsmith now Vice-President (Camrose Canadian); Alana Hogstead (Martha's Music); Audrey Pfannmuller (Candler Art Gallery); Pat Westergard (Cathel Books); and Wayne Thronson (City Council Rep/Fielding & Company). A successful year ahead to all!

## 2009 Stamp Around Winner



The 2009 Grand Prize winner of \$1,500 Stamp Around dollars was a very generous one. Winner Cathy Kennedy of Camrose, was so delighted and filled with the spirit of the season that she shared her winnings with two Camrose charities. She donated \$500 each to the Camrose Neighbor Aid Center (Food Bank) and The Open Door Society of Camrose. Pictured here left to right, City Center Camrose Manager Carole-May Coty, Elaine Hook past Board Chair of Camrose Neighbor Aid Center, winner Cathy Kennedy, and The Open Door Society Executive Director Randal Nickel.



# BAILEY THEATRE NEWS

## NEW YEARS EVE EXTRAVAGANZA



A successful fundraiser took place at the CRE on New Years Eve which proved to be a magnificent evening. This was the second Black & White themed fundraiser for the Bailey. Over 260 people attended the New Years Eve extravaganza who enjoyed a lovely dinner while listening to the lively Joel Gray Horns jazz ensemble. Dancing to the popular Xtatix

Big Band joined by Joel Gray Horns was one of the highlights of the evening, with champagne at midnight and plenty of noisemaking to ring in the new year in grand style. Approximately \$11,000 was realized from this fundraising event by means of ticket sales, bar, and 50-50 tickets with a pot of \$1,120 for the lucky winner. A big thanks to all who supported this event!

## SNEAK PEAKS



Pictured here is a shot of the proposed design of the entrance and lobby of the Bailey Theatre as well as a sneak peek of the reconstruction of the façade currently under way. See below for more details. An unveiling of the façade is expected in early April so that Camroseans can see the progress of the Bailey reconstruction. Photos courtesy David Roth.



## Art Deco Facade

Sometime in the thirties or forties the façade was reconstructed to create a classic Art Deco appearance. Black glass below with white plaster and racing stripes above gave the theatre a dashing new look. A new modern sign pylon with a metal marquee complete with chaser lights and neon sign were a major presence on Camrose Main Street for many years. While live entertainment and dances continued to be held at the theatre

until soon after WWII, movies became the mainstay until the mid-1990s when a multiplex theatre opened at Duggan Mall. In 1996, Landmark Cinemas donated the building and one of the two projectors to the Bailey Theatre Society. It will be a monumental day for Downtown Camrose when the current restoration of the Bailey is complete and the unveiling takes place.



## CCC Proposed 2010 Budget

## Parking Reminder

	Expenses	Income
Levy		\$60,000
Gst rebate		\$3,000
<b>Operations:</b>		
Insurance	\$1,300	
Accountant	\$700	
Annual General Meeting	\$200	
Memberships	\$200	
Conference/Convention	\$400	
Newsletter	\$600	
Office supplies	\$1,200	
Office equipment	\$500	
Rent	\$9,450	\$6,300
Electricity/Water/Gas	\$3,200	\$2,133
Office Cleaning	\$2,500	\$1,666
Salaries	\$20,400	
Telephone	\$1,600	
Website	\$1,217	
<b>Total Operations:</b>	<b>\$43,467</b>	
<b>Project Expenses:</b>		
New Planters & Refuse Containers	\$14,000	\$5,000
Plants & Plant Watering	\$3,000	
Asset Purchase	\$0	
Asset Maintenance	\$400	
Beautification Maintenance	\$800	
Lights (Winter)	\$2,500	
Recycling Bins	\$4,400	
<b>Total Project Expenses:</b>	<b>\$25,100</b>	
<b>Promotions:</b>		
Tourism Advertising	\$500	
BoomTown Trail	\$750	
Music On Main	\$3,500	\$5,000
Show n' Shine	\$500	
Jaywalkers	\$4,200	
Stamp Around Downtown \$\$\$	\$2,500	\$1,500
Midnight Madness	\$3,000	
<b>Total promotions</b>	<b>\$14,950</b>	
Reserve	\$1,000	
<b>Totals:</b>	<b>\$84,517</b>	<b>\$84,599</b>
<b>Surplus (deficit)</b>	<b>\$82</b>	

Where are you parking? Reminder: parking spaces near your business establishment should be left open to accommodate your clients or customers. Business owners or employees of the business should not take up parking spaces but leave them open for use by your precious clients and customers. Doing so demonstrates your willingness to honour your 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. Parking signage indicates 2 hour only parking as enforced by Camrose Police Service. Please keep this in mind before leaving a vehicle parked all day. **Note: parking violations are currently being monitored.**

## Snow Removal

Downtown businesses who have made a conscientious effort in keeping sidewalks near their location clear of ice and snow are to be commended for their efforts. Considering the many residents as well as visitors who come into the Downtown, it is vital that the walk-ways be kept as clear as possible for the safety of our valued clients and customers. It was great to see the cooperation of business owners in preparation for the Olympic Relay event that took place mid-January. Kudos to you and keep up the good work!

## Have You Paid Yet?

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 2009, it will be carried forward into 2010. The 2010 invoices will be mailed to you soon. As a member of the City Center Camrose you are provided with many

benefits in operating your business in the Downtown, such as several promotions designed to bring people into the Downtown area, flower planters and other methods of beautification, cardboard recycling, to name a few, for which your levy helps to pay. See 2010 Budget this page and/or refer to page 4, BRZ article for more details.

## Flag of Hope

## Music On Main

The Schizophrenia Society of Alberta (SSA) Camrose Chapter is presenting its annual **Flag of Hope Iris Campaign**, an exciting flower delivery campaign that is held in Camrose each spring. You can celebrate spring by purchasing a vibrant Iris bouquet. The campaign runs April 20 to 22. Visit their website for details & ordering information, [www.schizophrenia.ab.ca](http://www.schizophrenia.ab.ca) or call 780-679-4280.

Back by popular demand, our Music On Main street program will run again this summer. Having M O M return to the Downtown last year on Thursday evenings in July and August proved to be very successful. The City Center Board is considering enhancements to the program TBA.



## 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 5 - 14 About Time Productions - Dear Edwina at Camrose United Church
- Mar 19 - 27 ChurchMice Players - Anne of Green Gables -Norsemen
- Mar 27 Railway Museum's Annual Hot Cross Bun Tea and Easter Egg Hunt

- April 9 & 10 Hard Hat Tea at the Bailey Theatre
- Apr 20-22 Camrose Schizophrenia Soc. (SSA) 2010 Flag of Hope Iris Campaign

### Downtown Tidbits

**Kevin Brown** has opened **Garvin's Steak & Rib** restaurant at 4969 - 50 St..

**Kimberly Turre** is operating her high end lingerie boutique, **Bra Necessities**, at 4904 - 50 St..

Another business, **Pure Oasis Massage Therapy**, is operating at 4904 - 50 St., by owner **Tracy Kelly**.

**Tracy Marie Green** has opened a scrapbooking supply store, **Polka Dot Alley Corp.**, at #6, 5000 - 51 Ave.

**Effie Longhe** is the new owner of **Fine Framing & Such**, 4941 - 49 St.

**Gregory Andrukow** has open **SDMC Ag. Inc.** at #101, 4827 - 48 St.

### 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 Pfanmuller** (Candler Art Gallery)

**Kim Clennett** (Interiors On Main)

**Linda Conron** (Rumorz)

**Mark Doberstein** (TD Canada Trust)

**Michael Wetsch** (Tien Rostad LLP)

**Pamela Reber** (Wisemen's Way)

**Pat Westergard** (Cathel Books)

**Wayne Thronson** (City Council Representative/Fielding &Co.)

**Carole-May Coty**, Manager (City Center Camrose)

**Harvey Nadeau & Denise Nadeau** have opened **Greater Vision Ltd.** at #210, 4825 - 51 St., which provides safety training, home inspection, home renovation, and is a Tomboy Tool Consultant.

**Lorraine McPhee** is the new owner of **Dairy Queen Camrose**, 4954 - 50 St.

**Lisa Rohr** has opened **Business I Q Training** at 4711B - 51 Ave.

**Corrections: Cheryl Shold** opened **Yin Yang Wellness Centre** at 4819 - 51 St. as sole proprietor, not as a partnership which was implied in the December newsletter; **Liana Alias** opened **Liv With Yarn** at 4612 - 50 Street. Apologies to both Cheryl & Liana.

**A warm welcome and great success to all!**

### BRZ - Business Tax

BRZ - what does this mean? Answer: Business Revitalization Zone. Downtown Camrose aka City Center Camrose is a Business Revitalization Zone, (BRZ) which was developed in 1987-8. A by-Law was passed by the City of Camrose to designate the Downtown area as a BRZ and to established a Board of Directors for the BRZ. The Business Revitalization Zone was established to be known as City Center Camrose (CCC), which is an area bounded by 45 & 46 Streets on the East, 53 Street on the west, Highway 13 (48 Avenue) on the south, and the CP Railway on the north. CCC consists of 12 Board members and one representative from the City of Camrose, who represent City Center Businesses.

CCC works with an annual budget of approximately \$60,000 (See page 3) used to beautify the Downtown area, as well as developing and maintaining a variety of promotions and activities to enhance the Downtown and attract visitors from far and near.

As a business owner in the Downtown, you are automatically a member of CCC by virtue of your location in the BRZ/Downtown. In addition to the business license fee, the City of Camrose will mail an additional levy (Business Tax) to you, the business owner, in the spring of each year. The amount of the assessment is based on the size of your premises. All business owners in the City Center pay this levy/tax annually.