



# The Downtowner

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May/June, 2011

## SPRING FLOWERS



Yes, flowers are on the way! Soon we'll be looking for volunteer helpers to assist with planting the rosealled planters throughout City Center. It's been a long, cold winter but once again we're almost ready to plant. Traditionally the planters have been filled with new plants the Monday following Jaywalkers Jamboree, which will be June 6th starting at 6pm. If you can help with planting, meet us on Main Street near CCC office - bring a trowel. We also need help with digging up the planters the weekend before Jaywalkers. If you can help dig, meet us Monday May 30th at 6 pm on Main street near CCC office - bring a shovel. Thanks in advance for your help. Let's all pitch in to make our downtown inviting and more beautiful than ever!

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### Planter Policy Again

City Center is once again offering to subsidize the cost of plants. **Business owners can receive up to \$50 to purchase plants for private planters in front of their business.** This program is offered to help businesses do their part in adding colour to the Downtown. Funds are available on a first come first serve basis until our budget of \$500 runs out. Call the office at 780-672-5191 for reimbursement.

### Email Addresses

City Center would like to communicate important information to all CCC members in a timely manner. If you've been receiving emails from City Center then we already have your e-address. If not, please call 780-672-5191 to provide your email address. This is an attempt to 'green' up as well as serve you better. Thank you for your help with this endeavour.

### Where are you parking?

It has been said that if you drive downtown and cannot find a parking spot on Main Street, that is a good thing. That statement implies that business is really good and people are shopping and doing business downtown, patronizing our diverse City Center. But, is this really the case?  
Business owners, are your employees parking in front of your business using parking stalls that should be left available for your patrons? Are you a business owner parking in front of your own es-

tablishment using those stalls that would serve as a courtesy to your VALUED patrons? If you answered yes to either of these questions perhaps it's time for you to consider making some changes.  
Parking is often available at the rear of buildings. As well, there are several free public parking lots within a short walking distance that if used would serve a dual purpose: a) leave parking stalls for your patrons, and b) provide health-promoting

### CCC Office Moving

City Center Camrose will be moving its office June 30 from the current location of 4949 50 Street to 4909C 48 Street. This move will free up a very valuable retail space on Main Street that will no doubt add to the downtown in a positive way. City Center shared the office with the Main Street Program office, Holland Roth Architects, and then The Bailey Theatre Society when the Main Street program ended December 31, 2008. The Bailey office has moved out as the theatre is now open. The Holland Roth office will also move June 30th.



# BAILEY THEATRE NEWS

## Financial Help From The City of Camrose

Recently, The City of Camrose very generously donated a much needed \$500,000 towards the completion of the Bailey restoration project bringing their total support to \$1M. These funds were need in order for the Bailey to secure a line of credit with a local bank to ensure sufficient funds

are in place to pay the balance of the construction costs.

It is wonderful to see that our City Fathers support 'The Arts' to the degree that they do. Given the size of our city and the population base they are to be commended for their support.

## Interior Views: 1) from stage 2) from the back



## Official Opening

The official opening of the Bailey Theatre is scheduled to take place May 21st. The Bailey has had some 'soft' openings such as the 100th Birthday Celebration on February 26th and a few other exciting events such as a dinner theatre, Back to Borneo, on April 30th. The official grand opening May 21st will honour Frank MacInnis, a major private benefactor of the Bailey, along with many others who have contributed financially to the successful restora-

tion project. There will be a variety of entertainment for the grand opening including Stringbeans Quartet (a string quartet), Isokan Afrika (African drumming & dance), Martin Janosky (comedy pianist) as well as an array of other short performances.

Tickets are available at the Bailey box office, 5041 50 Street or call 780-672-5510.



## Cruisers Show 'n Shine



Watch for the Camrose Cruisers Show 'n Shine event which will take place May 27 - 29. This year 51 Street from 48A Ave to 51 Ave, the new location for the car show, will be closed to traffic on Saturday. Many beautiful Classics and Customs will be on display for a grand show. As the event wraps up on 51 St, one of Camrose's long standing traditions continues with 'Cruise Night'. The cars will parade through downtown and will wrap up this fun day at the Edgeworth Centre parking lot for a drive-in movie. Great fun!

## 54th Jaywalkers Jamboree



No doubt you are already preparing for the 54th Jaywalkers Jamboree to take place June 3rd & 4th. This year should prove to be even more exciting than the last. There will be continuous entertainment on two stages, and a variety of visiting vendors' booths along with many downtown merchants selling their products. Many service groups providing a variety of great food will be on deck to delight your pallet. West Coast Amusements will be set up for rides and games providing fun for the whole family.

## Downtown \$\$

You may have already experienced shoppers using Downtown Dollars to pay for their merchandise or service during other than Stamp Around season. Downtown \$\$ are available for purchase from City Center. Some take advantage of buying DT \$\$ to use as gifts or rewards and these have no expiry date as they've been paid for up front. For example, the Battle River School Division purchased over one hundred

DT \$\$ and presented them to students who participated in their student trade fair that was held a few months ago. Each student was given 2 or 3 to spend at **any** City Center business. Others buy them to give to customers or volunteers as a 'thank you'. They're as good as cash, so please accept them if they are presented to you. Simply call City Center office at 780-672-5191 for prompt reimbursement.

## 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 have been sent in April and early May. 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 (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 and of course the music.



## Up-Coming Events in Camrose

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

Phone: 780-672-5191

Email: [camroses@telusplanet.net](mailto:camroses@telusplanet.net)

Website: [www.DowntownCamrose.com](http://www.DowntownCamrose.com)

### Heart of the Rose City



- May 21 Bailey Theatre grand opening
- May 28 Camrose Cruisers Show n Shine on 51st Street
- May 28 (evening) The Cruise through downtown
- May 28 (evening) Drive-in movie-Edgeworth

- June 3 & 4, 54th annual Jaywalkers Jamboree
- June 30 City Center office moving
- Thursday evenings Jul & Aug Music On Main Street 7 - 9 pm

### Downtown Tidbits

**Anson Norman Tse** has opened the **Miracle Place** restaurant at 4969 50 St.

**Anna A. Harder Professional Corporation** has been opened by **Anna Harder** at 4825—51 St. providing public accounting.

**Stephanie Jacobsen** has opened **Jacobsen Financial Consulting Inc.** at 4915 50 Ave.

**Inoa Paris** has opened her massage therapy business, **Inoa Paris RMT**, at #204, 4917 50 Ave.

**Marci Kendall** recently opened her business, **Body Focus**, at 4819 51 St.

Registered massage therapist, **Jennifer Dufresne**, is operating **Massage Therapy** at # 205, 4917 50 Ave.

**Lisa Taillon** will open **Lia T's** in June, a fashion accessories business, at 5006 50 St.

**Arnold & Linda Gertz** will open Imperial GSE Inc. , a gold & silver exchange business at 4946 50 St. (upper level).

**Welcome to all and may you experience great success in City Center Camrose!**

### CCC Board

### Business Tips

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

**Vice-President: Alana Hogstead** (Martha's Music)

**Treasurer: Paul Pedersen** (Pedersen's Florists)

**Directors:**

**Audrey Pfanmuller** (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)

**City Center Camrose** has agreed to partner with the Camrose Chamber of Commerce and Camrose Regional Exhibition (CRE) to sponsor and promote a business building half day seminar "The Art of Customer Service...Influence With Ease" by Jeff Mowatt which will take place in Camrose at the Ramada Inn June 22nd 8:30 am to noon or 1:00 to 4:30 pm. Register at 1-800-566-9288 or [info@jeffmowatt.com](mailto:info@jeffmowatt.com). Early-bird \$145 (ends May 15) or standard fee \$197.

With permission from Jeff Mowatt the following reprint is provided as a brief example of ideas you can expect to be covered in his business seminar.

From the archives of Jeff Mowatt's bi-weekly 30-second customer service training tips...

**No Problem**

How do you respond when your boss, customer or coworker asks you to do

something? Untrained employees use phrases like, "Ok." "I'll try." "I'll do my best." All of these responses are adequate. But who wants to be thought of as being merely being *adequate*? Professionals, on the other hand, use language that conveys confidence, capability, and willingness to pitch in. So they respond to requests with two simple words, "No problem." It's another way of increasing your perceived value - without working harder.

Jeff Mowatt, B. Comm., CSP is a professional speaker and best-selling author who works with organizations who want to strengthen customer loyalty, increase spending per customer, and recharge customer service teamwork. To inquire about engaging Jeff for your team, email us at [info@jeffmowatt.com](mailto:info@jeffmowatt.com) or call toll free 1-800-JMowatt (566-9288).