

Signs of Prosperity Downtown

Many signs of prosperity are evident in Downtown Camrose. Kudos to the Downtown business owners who have made improvements to their establishments, who have stepped 'out side of the box' and ignored talk of economic challenges. Their stepping forward and making positive changes adds to greater Downtown experiences gained by everyone. The first forward thinking busi-



ness, Camrose Pawn has had several improvements to the storefront including a striped black & white awning, a fresh paint



job, and the large overhead sign which is the old English/Universal sign for pawn shops.

The next business to show improvements, is The Shirt Off My Back Tailoring, which has been freshly painted with an inviting and eye-catching terra cotta red, has new signage, and has replaced a crumbling front step ensuring safety as well as adding pleasing aesthetics.

A great new face-lift for the 'Tee' Mall is a welcomed sight in the Downtown. These long



awaited improvements are finally underway and should be completed over the next month or two. Businesses at the north end of Main Street are very excited about these bold and prominent changes. Continued on page 3...

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Preparing For Christmas Season

The City Center Board is doing their due diligence and forward planning for this year's Holiday season. The popular **Stamp Around** promotion program is on again for another year. The 2009 Stamp Around promotion will begin mid October and run until a few days before Christmas. Stamp Around is a great promotion designed to promote retail sales as well as professional services. Last year over \$2million was spent downtown by people entering the Stamp Around promotion. It's amazing how special this sales promotion is to shoppers. Have your staff start early to stamp your customers' s Stamp Around entry ballot.

Another event that is popular with Downtown shoppers is **Midnight Madness**. As in the past the late night event will be held on the first Friday in December, Friday the 4th. Santa Claus will be Downtown handing out candy canes, and we'll have Prairie Rock back with his horse drawn wagon rides through the streets of Downtown.

The carolers from Camrose Composite High School will be invited back once again. It's a delight to see these young people thoroughly enjoying their time entertaining throughout the Downtown. Let's trust that the weather this year will be as wonderful as last year's. Regardless of weather, let's all make it another Midnight/Moonlight Madness to remember.

Announce-

The Bailey Theatre Society has announced an exciting new fundraiser. This year will mark the First Annual New Year's Eve gala dinner & dance complete with the Xtatix, and will be held this year at the CRE. Tickets for the event are \$75 per person and will be available at the City Center/Bailey Theatre offices, 4949 - 50 on a first come first served basis. Table numbers will be assigned at the time of purchase to avoid line-ups on the night of the event, Dec 31st, 2009.



BAILEY THEATRE NEWS

Bailey Theatre Gets Federal Financial Support



August 27th was an exciting and memorable day in Camrose. MP Kevin Sorenson presented a cheque for \$2.2 million to the Bailey Theatre Society. This generous Community Adjustment Fund cheque will assist in the completion of the current restoration project of the Theatre, which is a municipal historic site in downtown Camrose. Besides the benefits to this worthy cause, the fund was granted as a means to stimulate economic growth in the community, attract a multitude of visitors, and assist in job creation. Many gathered at the Bailey for the presentation, with encouraging and inspirational words from attending dignitaries. Pictured in the photo are Dan Olofson, Frank MacInnis, a key Bailey benefactor, MP Kevin Sorenson, Mayor Clarence Mastel, and MLA Verlyn Olson. Photo courtesy of the Camrose Booster.

Familiar Sites - Speedy Progress



Shown in the photo to the left are mechanical contractors analyzing for plumbing, heating, and cooling and photo to the right shows construction crews removing the marquee to be repaired in a sheet metal shop.

Photos courtesy of Robert Earley.



More Funds Needed

The recent Community Adjustment grant funds that were received by the Bailey Theatre Society for the restoration of the Bailey Theatre will cover the costs of construction for the project, which will largely take care of the structure. However, once the 'outer' is completed, the 'inner' must be taken care of. To begin, the whole inside must be painted, which will be done by volunteers. Fortunately, much of the paint has been donated, thanks to Benjamin Moore. However, much more money is needed to cover expenses involved in developing the interior of the Theatre in order to get those doors open.

Large costs are expected for lighting and sound equipment, light fixtures, some 300 new seats, office furniture, lobby décor, all floor coverings, stage design and finishing costs, mechanical scissor lift, and many more. It is hoped that a Bistro will be opened to further complement the Theatre. These expenses are expected to cost over \$500,000. Therefore, these funds must come in the form of donations to the Bailey Society and through serious (and fun) fundraising. Check out the Announcement on page 1 for details about the next fundraiser. Also, visit the Bailey website at www.BaileyTheatre.com, where you will find regular updates, progress reports, a featured blog as well as donor information.



Prosperity Downtown

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The location of three connected businesses, Pan Dora's Box of Treasures, Bad Hair Dayz, and Norma Jean's Fashions have been enhanced with a new chocolate brown fascia above and new flagstone brick



along the bottom 3 feet of the building. This makes for a definite 'welcome to my establishment' to existing customers and well as being a positive invitation to new customers and passers by. All of the above enhancements is a positive gain for Downtown Camrose and for greater Camrose.



More Beautification

Passers-by have been thrilled by the beautiful gardens around the Professional Building located at 51st Street & 50th Avenue. Kudos to those responsible for the summer-long sensory delights.



Recycling Bins Now Green

The yellow cardboard recycle bins have been replaced by green ones. Downtown recycle bins are located in the lanes behind: Scrapbooking Heaven, Pedersen's Florists, Precision Vacuum, Candler Art Gallery, Crystal Glass, and The Camrose Booster. The Bins are available to ALL downtown businesses.

Butt Cans Help

Thanks to smokers who are making good use of the butt cans that have been placed on the Rosemaled flower planters in the Downtown area. Using the butt cans instead of butting out in the flower beds or tossing them onto the sidewalks or cobblestone has helped with keeping the Downtown clean for visitors as well as local patrons. Keep up the good work!

Sweep Clean

Now that summer has passed and blustery autumn is upon us, complete with swirling leaves and debris, take up thy broom and sweep! It may be more challenging at this time of year, but regularly scheduled cleaning of sidewalks limits the accumulation of leaves, cigarette butts and trash. Keeping your storefront immaculate is very inviting and sets a good impression. Remember, first impressions are lasting impressions, so make visits to your business memorable for your new and returning customers. Let's all pitch in and keep the Downtown looking clean and tidy.

Have Fun With Your Customers

More interesting business tips arrived in City Center's Inbox recently from Barbara Wold, Business Strategist.

Deliver Better Customer Service by Having Fun

Wold claims that one of the biggest reasons customers do not return is they have no reason to. They may get what they want but often without 'personality'. There was nothing memorable about their experience.

Businesses that enjoy tremendous loyalty offer their customers something they can't get anywhere else—FUN. Similarly, their employees enjoy their work, each other and their customers. They find ways to bring fun and joy into their work and bring their customers along for the ride.

- **Fun increases productivity** – Research shows that coworkers who have fun together increase productivity and performance.
- Laughing reduces stress - Laughter is

a natural stress buster and fun is meant to be part of your life. Learn how to blend work and fun.

- **Acting 'silly' requires maturity** - When you think of great leaders all have had a great sense of humour.
- **Fun is a 'natural social glue'** - Groups that have fun together are more relaxed, interact better and are more comfortable with each other when problems need to be worked out.
- **Having fun gets the job done** - Fun is not the reward, it's the lubricant that gets things done easily and effectively.
- **Have fun with your customers** - Your customers will have fun shopping with you and will return more often.

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



Up-Coming Events in Camrose

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Heart of the Rose City



- Oct to Dec - 2009 Stamp Around
- Oct 7 & 8, Travel Alberta workshops at CRE
- Oct 18 - 24 Small Business Week
- Oct 20 Employer workshop - attracting & retaining employees at CRE

- Oct 30 Rose City Roots presents Po'Girl at Scalliwags 7:30
- Oct 30 Fashion Show for Cancer Cure at CRE
- Dec 4 Midnight /Moonlight Madness

Downtown Tidbits

Vuong Mai Phong has opened **James's Family Vietnamese & Chinese Food Restaurant**, formerly ABC Restaurant, at 5017 49th Street.

Melanie Ritchie has opened **Nailzz By Mel**, in #102, at 4946 50th Street.

Stephen Horyn is operating **Camrose Osteopath Inc.** at 4825 51st Street.

Darelle Bergen is operating **Darelle Bergen Massage Therapy** at the Martinson Chiropractic & Massage, 4923 51st Street.

Krystell Dahlen has moved her business, **Peace of Mind Home Support & Respite Services Inc.**, to a new location at 5044 52nd Street.

Your Business Advertising Specialist Ltd., has been opened by **Randy Thate & Krystell Dahlen**, also located at 5044 52nd Street.

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)

Shauna Arrowsmith (The Camrose Canadian)

Wayne Thronson (City Council representative)

Carole-May Coty, Manager (City Center Camrose)

A new furniture store, **Encore Furnishings**, has been opened by **Debbie De Jong**, at 5012 50th Street.

Alicja Kononowica, is operating **Beltone Hearing Centre** two afternoons per week at 4849 49th` Street.

Rosa Cranston will be operating **Natural Beauty Hair Design by Rosa** at 4830 48th Street.

Brenda's Restaurant at 4868 50th Street, has new owners, **Harry & Gyorgyi Ramkissoon**.

A warm welcome and great success and prosperity to all!

New Winter Tree Lights

The City Center Board is working together with the City of Camrose to acquire new tree lights that will keep our spirits lit up all winter besides just during Christmas holiday time. Extensive research is taking place to determine the best kind of lights to be purchased, for the best cost, and for greatest life expectancy. It is expected that LED lights will be purchased. Although LED lights can be four times as expensive as the regular glass bulbs, the LED ones last 160 times longer. LED lights use a much smaller amount of electricity, which should prove a cost savings in the end.

Beautify Back Lanes

Recently, some back lanes have been paved in the Downtown, with more already underway. Considering back lanes and entrances, how many of us enter our establishments through the back door? Is yours as pleasant as your front entrance? Do you keep trash picked up, place flower planters in summer, clear walks in winter there as readily as in the front? Is the back area well lit at night, thus ensuring safety as well as helping to deter vandalism? These are a few things that can be done to improve your work day experience as well as make the back lanes more pleasant for all. City Center has been given permission by our landlord to paint the back wall of our building. What ideas do you have to improve the 'out back'?