

## DON'T MISS THIS!

Mark November 3rd on your calendars and be sure to attend a special presentation for downtown **business and property owners**. The event will take place at 11 AM for one hour at the newly renovated Bailey Theatre, 5041 50 Street and will feature valuable feedback from the renowned and enthusiastic speaker, Roger Brooks, a destination development expert. Brooks has been engaged to let us know how well we are doing with the City of Camrose Downtown Action Plan, which was created for City Center Camrose, your Business Revitalization Zone. You are urged to attend this important presentation and take advantage of your tax dollars working for you. **The event is no charge to you!**

This presentation is designed to inspire both property and business owners alike and will be beneficial in countless ways. Even if you are a one person operation, place a note on your door stating that you are attending a one hour presentation on how to better serve and improve our downtown. Your customers should be impressed that you care enough to learn new ways and means to do

business in City Center and surely will not mind calling back in one hour. For more information about Roger Brooks, visit [www.DestinationDevelopment.com](http://www.DestinationDevelopment.com).

As a follow up to the Brooks presentation, business and property owners will be invited to give feedback and to add their names to City Center's contact list to be invited to attend follow up sessions and/or future brainstorming meetings. Let's keep the momentum going!



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## STAMP AROUND 2011

The successful, very popular Stamp Around promotional program will run once again this November & December. **Stamp Around will begin November 1st**, with week one winner being drawn November 9th. If you are new in the Downtown, you will be approached by a sales rep from The Camrose Booster to see if you would like to participate in the Stamp Around program. (There is a nominal fee to participate.)

The majority of your customers look forward to this very popular shopping bonus program. You will be given Stamp Around ballots, with a stamp to use to mark ballots. Participating in Stamp Around provides an additional means for you to engage in a fun way with your clients or customers, besides offering them a chance to win Downtown Dollars that can be spent at your establishment or any participating business. They will be collecting stamps on their ballots, one stamp for every \$10 spent, ten stamps fills a ballot, and they may enter unlimited ballots into a draw for the weekly prize of \$100 and also a chance at winning the Grand Prize of \$1,500 which will be drawn December 22nd. Ballots will be picked up each week, generally Tuesday mornings. **Be sure to enroll when the Booster rep comes to call.**

## UNIFIED HOURS

We often receive complaints both from shoppers and business owners alike about the lack of consistent hours of operation downtown. With Christmas shopping right around the corner, now is a good time to experiment with making changes to extend your hours. How about creating **core** hours such 10:00 AM to 6:00 PM? Think about taking a shopper's point of view. It would be good if they knew that the majority of shops were open at specific times. They would know when to come downtown, similar to

the consistencies they presently experience at a mall. Currently several shops are open late Thursdays and we suggest that you join your fellow merchants to show solidarity and stay open late Thursday evenings during the month of December. We also suggest that all downtown retailers agree to stay open evenings during the last week before Christmas. The more stores that stay open, the more accessible and convenient you are for shoppers. Let's try something NEW to satisfy your customers!!!



## Up-Coming Events in Camrose

- Oct 31 - Halloween
- Nov 1 - Stamp Around begins
- Nov 3 - Roger Brooks Presentation
- Nov 11 - Remembrance Day
- Nov 25 - 27 Festival of Trees at CRE
- Dec 2 - Midnight Madness
- Dec 3 - Annual Cookie Walk - Railway Stn
- Dec 22 - Stamp Around Grand Prize draw



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**Heart of the Rose City**

### Downtown Tidbits

**Sandy Veilleux** has opened a Yoga studio, **Swan City Yoga**, at 4826 47 Street. **Chasity Poirier** has opened **Backcountry Supplies Inc.**, a new and used sporting goods store, at 4895 50 Street.

**Wendell Travers** is operating **Canada Loyal Financial** at 4909C 48 Street. **A hearty welcome to Downtown Camrose! May your business succeed beyond your wildest dreams.**

## THANK YOU Newsletter Team!!!

Grateful thanks to the team of City Center business people who cheerfully deliver your Downtowner newsletter to you. Thanks Patricia, Morris, Dixie, Elaine, and those who fill in for them. Also, a big thanks to Michael & Patricia for editing help!

### CCC Board

- 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)
- Kim Clennett** (Interiors On Main)
- Meredith Ambler** (Hyperion Laser Rehabilitation Therapy)
- Michael Wetsch** (Tien Rostad LLP)
- Pamela Reber** (Wisemen's Way)
- John Howard** (City Council Representative)
- Carole-May Coty** Manager  
(City Center Camrose)

### MOONLIGHT / MIDNIGHT MADNESS

Get set for this year's Midnight Madness event which will take place Friday December 2nd in Downtown Camrose. This delightful event comes complete with Santa Claus handing out candy canes, several carolers from Camrose Composite High School, horse drawn wagon rides 6:00 PM to 9:00 PM, (possibly more than one wagon this year!) and hopefully wonderful weather for the event. This should prove to be an exciting evening of festivities for everyone, young and old. Stop, shop, and stroll in the

many City Center businesses, some of whom provide refreshments for customers, to show appreciation for their patronage. Many retail stores will remain open late into the night. The annual Kinsmen Radio Auction will take place downtown again this year. The Auction is an additional highlight for Midnight Madness and should attract many charitable folks to participate. The auction will raise funds for serving those in our community with the greatest needs.

#### AGM

City Center Camrose will hold its Annual General Meeting **November 23rd** in our new office location, 4909C 48 Street at **7:00 PM**. All City Center businesses are urged to attend. Nominations of new board members will take place and the 2012 City Center budget will be presented for membership approval.

#### Winter Lights

Many businesses have taken advantage of our Winter Lights program, which offered three strands of LED lights free of charge for you to hang in front of your business while the weather was still moderate. There are still some funds available to provide these for you. Call 780-672-5191 to order. For those of you who have them please **turn them on!!!**

#### On-Line

If you would like to view your newsletter in colour you may do so by visiting [www.DowntownCamrose.com](http://www.DowntownCamrose.com) then selecting 'Newsletter' from the menu. There are several back issues there for your convenience. City Center would like to eventually send the newsletter via email. We currently send bulletins to several businesses. **Do we have your email address?** If not, please send yours to [camroses@telusplanet.net](mailto:camroses@telusplanet.net).