



# The Downtowner

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Sept/Oct, 2010

## You Make A Difference

### Appreciation!

Isn't that what all of us want to experience?

Especially when we are spending our money.

City Centre is about to publish a flyer that will be distributed to Downtown businesses for you to hand out to all of your customers. Showing your appreciation to your patrons shows them that you are grateful for their business.

Can you call your patrons by name? They say that a person's name is the sweetest sound in the world to hear. Ensuring that your employees are always helpful and courteous is very important in building and maintaining a good customer base. Let's all go the extra mile to keep people coming back to Downtown for their business and professional needs.

Ensuring that you and your employees are practicing sound business principles as well as showing appreciation to all will help to ensure your patrons return time and time again.

A sample of one side of the flyer is shown here to give you an idea of what it will look like. The other side of the flyer will emphasize 'You Make A Difference.'



Your purchase today has made a huge difference for our local economy and for this independent business.

As consumers, we have the ability to sustain our local economy.

Your conscious choice to shop in Camrose says "YES" to a strong and vibrant local economy.



Your local merchant really cares about you and your shopping experience. Each tries to make a difference in your shopping experience by treating you with personal service.

You hold the key to the success of your local Downtown merchants.

**You are greatly appreciated**

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## Warning From CPS

CCC received the following message recently:

"Camrose Police Service would like to take this opportunity to warn business owners to be extra vigilant in securing their vehicles and property throughout business hours and prior to leaving for the day.

An unknown male is attending businesses and targeting unlocked vehicles with keys left inside. This male sees an opportunity to steal a vehicle and takes it. Two vehicles have been stolen since Monday, August 16<sup>th</sup>. These thefts have been occurring during daylight hours.

Always remember to keep vehicles locked with the keys out of the vehicle and remove all personal property from it.

When Police get a suspect description this information will be forwarded to you. If you have any questions please contact me as listed below. Thank you, Cst. Shawn Lofgren, Crime Prevention Officer, Camrose Police Service, (780) 672-8300."

## More Benches

The City Center Board is currently choosing locations for additional benches and refuse containers to be placed in the Downtown area. Selection of styles has been determined and will be ordered soon. The benches will be manufactured from recycled material which produces a very durable maintenance-free product similar to the ones currently used at the Camrose Golf Course. The intention be-

hind this stems from our desire to provide an inviting, comfortable experience for those visiting Downtown. More cities are encouraging 'loitering', and providing opportunities for people to sit and stay awhile. It is believed that outdoor seating areas boost foot traffic by 20%, leading to 10% more retail sales. (This according to data from the New York non-profit Transportation Alternatives.)



# BAILEY THEATRE NEWS

## Visitors From Japan Tour The Bailey



The Town of Kamifurano and The City of Camrose celebrated 25 years of partnership in Camrose on Wednesday, August 5th. A Ceremony was held at the Mirror Lake Centre, complete with presentations and traditional song and dance to mark the anniversary. The 32 Japanese delegates were given a tour of The Bailey Theatre as one of the many highlights for the Japanese visitors recently.

Photo courtesy of David Roth.

## Sprucing Up The Balcony

Volunteers were busy at The Bailey on Labour Day weekend. The balcony was scrubbed on Saturday, primed on Sunday, and painted on Monday. Pictured in the top left photo are Dan Olofson, (at 12 o'clock) Ross Shuman (standing), Sheila Viegas, (kneeling) and Carole-May Coty. Bottom photo shows the completed paint job preparing the way for the seats to be installed. Photos taken by David Roth who also scrubbed and painted each of the days.



## Ways You Can Help

You can help see the Bailey through to completion much faster and easier by donating funds, your time and/or your talents to the Bailey.

Donations of any size are welcomed and charitable receipts are available. Why not purchase a seat which will have a plaque with your name on it? A great gift for a family member and

wonderful way to honour a loved one. Perhaps you'd like to have one of the many rooms in the Bailey named after your business. New volunteers are welcome and greatly appreciated. For info call 780-672-5510 or email [info@baileytheatre.com](mailto:info@baileytheatre.com). Check the website at [www.baileytheatre.com](http://www.baileytheatre.com).



## FOUNDERS DAYS 2010

The 2010 Founders Days festival proved to be another successful event which took place August 13 - 15. Although rain dampened the ceremony location, it was warm and dry in the alternate location in the meeting rooms at the Edgeworth Centre. The ceremony was well attended with visitors from as far away as Sointula, BC.

Founders Days grows more and more each year, with many new and interesting additions to the event.

The founders that were honoured this year were Walter William Assheton-Smith - (Blue Smith) - First police officer in Camrose, Dr. P.F. Smith - Prominent medical doctor and founder of the Smith Clinic, and Duncan Sampson - who had the first store on Main Street.

2010 Founders Days commemorated 100 years since:

- First water lines were installed
- First Grand Trunk Pacific (G.T.P.) train arrived
- G.T.P. laid steel across Duhamel bridge
- Stoney Creek Collieries mine opened
- Street numbering system established
- First organized hockey event

Founders Days events took place at various locations in Camrose, including the Camrose Centennial Museum, Candler Art Gallery, The Bailey Theatre, Merchants Tea & Coffee House, with many highlights at the Camrose Railway Station Museum & Park.

The photos shown at the right were taken at the Railway Museum under the tent on Saturday, August 14th. Many displays were presented such as those by the Camera Club and the Genealogy Society, with a variety of hands-on demonstrations. These photos capture the

square dance demo and members of the Battle River Quilters Guild.



### Stamp Around

The successful Stamp Around promotional program will run again this November & December.

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 participation fee.)

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 the ballots. This provides an additional means for you to engage in a fun way with your client/customer, 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, 10 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.

### More Handicap Parking

City Center Camrose has had requests for more barrier free parking on Main Street. Therefore, in the interest of making the Downtown more accessible to more people, it is currently working with the City of Camrose to provide more handicap parking on Main Street. Some of the existing ones will be moved to different locations in order to accommodate handi-vans and a few new ones will be added.

### Newsletter Input

Your input is welcome. If you have any interesting articles or comments that you would like to see published in this Downtowner newsletter, please contact the City Center Camrose office at 780-672-5191 or email [camroses@telusplanet.net](mailto:camroses@telusplanet.net).



# Up-Coming Events in Camrose

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Website: www.DowntownCamrose.com

## Heart of the Rose City



- Oct 11 - Thanksgiving Day!
- Oct 31 - Halloween
- Nov 12 - Stamp Around begins
- Nov 16 - First Stamp Around pickup & draw
- Nov 26 - 28 Festival of Trees - CRE

- Nov 26 - 28 Trade show - CRE
- Dec 3 - Midnight Madness
- Dec 22 - Stamp Around Grand Prize draw

## Downtown Tidbits

**Sharon Selby** has opened **Kinks Out Massage Therapy** in room 237, 4825 51 Street. **Frankie Crumblin** is now providing touch therapy at 4935 50 Street.

**Kris Adair Nelson** has opened **Qi Energetics Acupuncture Occupational Therapy** at 4909A 48 Street, suite 103. **Rita Garrett** has opened her business known as **Class 5 Driving Academy** at #102, 4946 50 Street.. **Danny Missikewitz** is scheduled to open **Party Maxx Ltd.** in October at 4850 50 Street.. **Maria Oliveira** is operating **Maria's Nails & Waxing** at 4935 49 Street. **Ryan Wallace** has moved **Compute This!** to 4909C 48 Street. **Teresa Shott** is now operating **Shott's Copy That** at 4909C 48 Street. **Darelle Bergen** has moved **Darelle's Massage Therapy** to 4819 - 51 Street. **Evangolos Kaugadoulis** has moved **Evolve Style Counsel** to 4910 - 50 Street. **Kalyn Wilson** is operating her nail salon, **The painted Petals** at 4929 48 Street. **Heather Lundle** is operating **Living Rite Massage** at 4819 51 Street. **Melanie Warren** has opened **Therapeutic Lifestyle Essentials** at #10, 4825 51 Street.

**A hearty welcome to Downtown Camrose and may your business succeed beyond your wildest dreams.**

## 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)
  - 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)

## Business Tips

The following retail tips arrived in City Center's inbox recently, which you should find useful.

- 1. Stay positive.** Attitude is a big difference between winning and losing business this year. Every employee needs to do his or her part in keeping a positive outlook. Take a leadership role and turn negative colleagues positive. The press will be looking to cover how bad things still are, but your customers will be looking for businesses that make them feel good.
- 2. Take action on the things that move you toward your goals.** Delegate it, Ditch it, or Do it! Keep focused on the final outcome and plan each day around doing the action steps that move you ahead.
- 3. Stand out by showcasing your uniqueness.** Give your customers a unique experience that they can't get anywhere else.
- 4. Get more creative.** When times get tough, business is down, or our marketing budget is cut, is when most of us start to get creative and think outside the box.

- 5. Succeed one day at a time.** If you have a 'bad' day, shake it off. If you have a good day, do it again. You make your month by making your week. You make your week by making your day. You make your day by making your hour.
- 6. Maximize every customer opportunity.** Make your day by focusing on the needs of every single customer. Don't let your guard down and miss even one sale, because that one sale could be the difference in success or falling short.
- 7. Don't pre-judge what a customer is going to spend.** Customers are unique individuals who offer us a unique opportunity. Give them a unique experience and you're sure to be rewarded.
- 8. Be a better salesperson every single day.** Push yourself out of your comfort zone. Keep showing products until the customer says they're done. Focus on increasing your average sales and unit-per-transaction.

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