

Christmas in Downtown Camrose

Santa Claus will be passing out candy canes in Downtown Camrose on **Friday, December 5th**.

Old St. Nick is back for **Midnight Madness** along with carolers from **Camrose Composite High School**.

For the third year Foss Irwin of Wetaskiwin will have his horse drawn wagon circling through Downtown. He and his wife decorate the wagon, have their own Christmas music and lots of extra blankets in case the night is chilly.

And early Christmas shoppers have started stamping around Downtown Camrose filling out entry forms for the ever popular **Stamp Around Downtown**.

The Stamp Around promotion begins in November with the first weekly draw for \$100 in Downtown Dollars to take place on November 12th.

City Center will be handing out a total of \$700 worth of Downtown Dollars in weekly draws and the grand prize will be \$1,500 in Downtown Dollars.

Last year more than 24,000 entries were received from people who did their Christmas shopping at participating Downtown businesses.

For more information either call the City Center office at 672-5191 or your Camrose Booster sales rep at 672-3142.



Tom Gerling, (Cobblers and Craftsman) shows new Downtown shopping bags to his customers. (See **Green City Center** on page 4)

Inside this issue:

Camrose Main Street Project	2
Tourism News	3
Downtown Policing	3
City Center Website	3
A Future Prime Minister...	3
Green City Center	4
Downtown Tidbits	4
City Center Seeks New Manager	4

Downtown Dollars Expiry Dates

New Alberta legislation concerning gift cards has an impact on **Downtown Dollars** issued by **City Center Camrose**.

City Center is still permitted to put expiry dates on Downtown Dollars given out as prizes by the organization. However Downtown Dollars which are sold to be used as gifts or prizes by other groups cannot have expiry dates.

The new rules adopted by the province were effective on November 1st and affect gift cards and vouchers that were purchased before that date with an expiry date after November first. The legislation does not impact cards and vouchers with expiry dates prior to November first.

Changes Coming to City Center Camrose

The contract between the **City of Camrose** and the province for the **Camrose Main Street Project** expires in mid-December, and with that comes the end of the sharing of the office with City Center Camrose. Plans are for City Center to keep its office in the same space on 50th Street, but staffing will change.

Currently the City Center and Main Street offices have a staff of a full time manager/coordinator and a half time clerical assistant. City Center is hiring a new half time manager (see page 4 **City Center Seeks New Manager**) to start work January 1st.

Holland Roth Architects, the Project Architect for the Main Street Project, have their Camrose office in the same space as City Center and Main Street. **David Roth** plans to share the office space with City Center, but operating costs for the office will be higher, split two ways rather than three ways.

The 2009 budget is currently being prepared and will be presented to the membership of City Center at the Annual General Meeting which will be held on **Wednesday, November 26th**. Eight new board members are needed for the board in 2009.



Camrose Main Street Project

By Robert Earley

After a fire in Downtown Camrose May 9, 2008 a ghost sign was revealed for Duggan's Foodland, a meat market and grocery store at 4944-4946 50 Street.

Duggan's Foodland building. In 1928 they added a freezer cooled with liquid ammonia to keep the meat cool.



1 Duggan Foodland ghost sign May 2008

Sign Reads...
FOODLAND
GROCERIES MEATS
LOCKER STORAGE
PHONE x-xxxx

The fire destroyed the Pop'lar Books building on the north side of the Duggan building uncovering the ghost sign on the north facing wall.

Joe Gau died in 1937 and in 1943 twenty five feet was added on the north side of the building and the business was renamed Duggan's Foodland.

The addition included refrigerated lockers where local residents who did not have freezers would store foods needing to be

Charlie Duggan and partner Joe Gau opened The Alberta Meat Market in 1909 in the north block of 50th Street.

“When a person needed meat they would go to the store and get it from their locker.”

In the winter large blocks of ice were cut from Mirror

Lake and hauled to the meat market where it was used to keep meat cool through the summer.

They built a new building one block south of the original location in 1917, the south portion of the later



2 Camrose Millinery, Duggan & Gau, Gngong Kee Laundry

frozen, such as meat. If the cooling system sprung an ammonia leak, workers would have to wear breathing apparatus to repair the equipment.

When a person needed meat they would go to the store and get it from their locker.

The wall sign would have been covered in 1946 when a building was constructed north of Duggan's Foodland.

Duggan's Foodland closed in 1962.

Plans are for the destroyed building to be re-built, once again covering the sign.



3 Duggan's Foodland

Tourism News—BoomTown Trail & Tourism Camrose

The **BoomTown Trail** is becoming one of the busiest tourists loops in the province. More than 40 people attended the end of season conference in Three Hills in mid-October where it was announced that tourism related business was up by 15-percent over the previous year.

Even if you don't know about the BoomTown Trail, you have travelled at least parts of the route. The Trail is Highway 21 from **Strathmore to New Serepta**, and Highway 56 from east of **Camrose to Drumheller**.

City Center Camrose and the Camrose Main Street Project have been members of the BoomTown almost since the representatives of tourist attractions and municipalities formed the group.

In the last year the Royal Tyrrell Museum of Paleontology in Drumheller has joined the membership. **Tourism Camrose** is embarking on a new era with an increase in money for marketing. As of October 1st four hotels, **Augustana** and the new **CRE** campground have started collecting a one-percent levy from overnight customers. The money will be matched with money from **Tourism Alberta** to market Camrose. The accommodation properties themselves will make decisions on how the money will be spent. Three-quarters is for marketing Camrose in general, and the remainder is for marketing the specific properties.

Downtown Policing

Camrose Police Chief Daryl Kambeitz attended the September City Center board meeting to discuss a recent rash of break and enters in the Downtown. He told board members that most of the ten break ins involved the theft of cash which had been left in the businesses overnight. And in most cases the thieves were in and out of the businesses in a very short period of time. Chief Kambeitz says investigators are continuing to work on clues from the B & Es.

City Center is working with Crime Prevention Officer Sgt. Aaron Hamilton to promote the Business Watch program in the Downtown. Business Watch operates in a similar manner to the residential Neighbourhood Watch program by encouraging business owners to be aware of what is happening not just around their own business but also at neighbouring businesses.

If you are interested in joining the Business Watch program, you can reach Sgt. Hamilton at 780-672-8300.

City Center Website

From Russia to the Seychelles people are visiting the City Center website, **www.DowntownCamrose.com**.

Since the website went public earlier this summer the top three countries for visitors to the website are from Canada, United States and Nigeria. Traffic coming from the top four cities in Alberta are Edmonton, Calgary, Camrose and Red Deer.

All advertising for City Center now includes the website address and we are using other means to get the information to the public. Recently City Center distributed almost 500 canvas shopping bags to Downtown businesses to celebrate City Center's 20th Anniversary, but also to get out the website address.

A Future Prime Minister and Premier at The Bailey

The Bailey Theatre Society has submitted an application to the province to have the Bailey Theatre designated as a provincial historic resource. Here are two historic events from the theatre's past...

On October 8, 1920 recently elected federal Liberal (Opposition) leader **Mackenzie King** made a stop in Camrose in anticipation of a federal election. He arrived by train from Edmonton and was given a whirlwind tour of the Camrose area by car. That evening he spoke first to an overflow crowd at the Methodist Church and then at the Bailey Theatre.

King wrote in his diary, "Then a large meeting in the theatre which I spoke at for nearly two hours, one of the finest audiences I have ever addressed, most attentive and receptive."

The Camrose Canadian (Oct 14, 1920) reported more than 600 people crowded into the **Bailey Theatre**. It must have been a tightly packed audience because there would have only been seating for about 300 people.

In June 1930, on the eve of a general provincial election, **Premier John Brownlee** gave his last speech of the campaign at the **Bailey Theatre**. The speech was carried by phone line to radio stations in Edmonton, Red Deer, Calgary and Lethbridge, and broadcast live across the province.

The Camrose Canadian (June 19, 1930) reported standing room only in the theatre while people sitting in their automobiles for blocks around the theatre listening on their car radios.



City Center Camrose

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Email: camroses@telusplanet.net

www.DowntownCamrose.com

Heart of the Rose City



CCC Board Members

President: Elaine Nixon
(The Shirt Off My Back Tailoring)

Vice-President: Rodger Forth (4th Street Home Services)

Treasurer: Paul Pedersen
(Pedersen Florists)

Directors:

Barb Hall (Ezee Brew)

Alana Hogstead (Martha's Music)

Don Jones (Fine Framing & Such)

Crystal Westergard (Battle River Physical Therapy)

Wayne Thronson. (City Council representative)

Robert Earley, Manager

Carole-May Coty, Office Assistant

City Doin's

Nov 2- 9 **World Junior 'A' Hockey Challenge** 13 games at the Edgeworth Centre. Tickets are on sale through Ticketmaster. For information either visit www.hockeycanada.ca/wjac or contact the Kevin Gurr at kgurr@cable-lynx.net or Glen Vinet at glenv@pplevents.ca.

Nov 14 **Craft Centre Christmas Sale** The Camrose and District Craft Centre Christmas Craft Sale from 5 - 8 pm at the Community Centre, 4516 - 54 Street. 672-4857.

Nov 15 **Festive Feast** Live and silent auctions at the CRE. Doors open at 5:30pm, dinner at 7:00pm. The auctioneer for the live auction will be Kevin Sorenson. Semi-formal dress - advance ticket sales only. Ticket sales close Nov. 7th. Phone 672-4677, Citizen Advocacy Society of Camrose.

For up-to-date event information, please go to www.DowntownCamrose.com.

Downtown Tidbits

Sticky Fingers has moved from 49th Street to a new location, 5013-50 Street. The business name has also changed to **Consignments on Main**.

Battle River Physical Therapy has re-located to 4931- 49 Street.

Rose City Barber is now in a new location at 4931- 48th Street.

Pam Reber is the new owner of **Wisemen's Way Bookstore**, 5028-50 Street.

Effective November 1st, **The Shirt Off My Back Tailoring** moves to 4937 49 Street.

A correction to the business name... **Sheila Viegas** has opened **Beginning to End Kitchen and Bath** at 4857-50 Street.

Green City Center

Nearly 500 high quality canvas shopping bags have been delivered to Downtown businesses for distribution to their customers.

The bags are part of City Center's 20th Anniversary celebrations. The bags also carry the website address for City Center.

Following a request for quotes from several Downtown Camrose embroidery businesses, the work was given to Custom n' Classics.

We have received very positive comments from both retailers and customers about the sturdy high quality bags which should have a long life expectancy.

City Center Seeks New Manager

With the end of the Camrose **Main Street Project** in December, **Robert Earley** will step down as Manager of **City Center Camrose**.

Robert was hired as Manager in 1995, and in 2000 also became Coordinator for the Main Street Project.

The Manager is responsible for the day-to-day operation of City Center. This includes answering questions from Downtown business owners and the public; updating information on the City

Center website; working with City Hall staff, the Chamber of Commerce and other community groups; preparing financial information for the board of directors; preparing advertising; and working on retail promotions.

Resumes can be either mailed or delivered to 4949-50 Street, Camrose AB T4V 1P9. **The deadline is November 7th**. Only those selected for interviews will be contacted.

The new manager will start on January first.