

DISCOVER DOWNTOWN salmon arm

ANNUAL REPORT 2006

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Downtown Improvement Association

President's MESSAGE

JIM KIMMERLY, Edward Jones

The year of 2006 is well behind us now and it was a very busy and important period for downtown Salmon Arm. Looking back over the past year, the implementation of the Tax Exemption Bylaw was one of the major accomplishments of the Downtown Improvement Association and the Revite Committee. This has been a catalyst for downtown property owners to refresh the look of their buildings and progress can be seen, especially on Hudson Ave. Another major initiative of the DIA is soon to begin, with construction of the Ross Street Plaza. The Board of Directors of the DIA has worked with great determination to ensure public washrooms

are available, which our membership has requested for several years. Public washrooms are included in the Ross Street Plaza Project.

In closing, my two-year term as your DIA President has now concluded. I truly enjoyed my time with the DIA and I appreciate all the support I received from both the Board and all of our members. Your new president for election at the February AGM is Rob Marshall, the Managing Partner at Pharmasave. Rob has lots of experience with volunteer organizations and will do a great job with the DIA.

I wish all of you great success in the years to come in downtown Salmon Arm.



DIA Background

Incorporated in 1974, Salmon Arm Downtown Improvement Association is a non-profit society devoted to the promotion, beautification and marketing of the Salmon Arm downtown core. Established as one of the first business improvement areas in BC, the DIA continues to strive to enrich the downtown core through planning and development initiatives as well as marketing and beautification projects. The DIA encourages revitalization and growth so that the downtown core is the place to work, do business, live, shop and play.

DOWNTOWN MERCHANT MATINEES AT THE SALMAR CLASSIC

A new partnership this year with the Salmar Community Association brought a series of four family Saturday Matinees to the Salmar Classic. Several downtown merchants showed customers their appreciation by sponsoring this event and handed out free tickets to these matinees. More than 500 people took advantage of the opportunity to take their family to the movies compliments of the merchants of downtown.

2ND ANNUAL MARKET DAY

Vendors from the Farm and Craft Market joined the merchants on Hudson Ave for Salmon Arm's 2nd annual Market Day. Live music and barbeque aromas filled the air, enticing residents and visitors to wander through open-air booths featuring fresh produce, original art, and locally-made products while perusing merchant sidewalk sales. Street entertainers and children's activities heightened the day's festive nature.



BOARD OF DIRECTORS

EXECUTIVE

President

Jim Kimmerly
Edward Jones

Vice President

Bryan Kassa
Partners in Financial Planning Services

Secretary / Treasurer

Michael Wagner
Salmon Arm Savings and Credit Union

DIRECTORS

Tanja Carlson

Community Futures Development
Corp. of the Shuswap

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Hudson Street Holdings

David Magnien

Erma Main

Askew's Foods / Shuswap Park Mall

Rob Marshall

Pharmasave

Aram Schneider

Shuswap Employment Centre

Joan Sholinder

Lakeside Insurance Services

Cathie Thompson

The UPS Store

Representative

Ivan Idzan

Councillor, City of Salmon Arm

Representative

Roger Ayles

Salmar Community Association

**Resigned before the end of their term



Vision Statement

Salmon Arm – a safe, vibrant town centre community rich in architectural and natural beauty, cultural diversity, and economic prosperity.

Purpose

We provide leadership to promote and market our town centre, plan and assist with business development, beautification and property enhancement initiatives; all in partnership with property owners, retailers, professionals, government and community groups to ensure a vibrant, prosperous and safe downtown community.

Committees

Given the vast variety and amount of work the DIA attempts to complete in a year, committees are developed to streamline the process and produce the best results. In 2006, the DIA had a number of their own committees and worked on numerous other community organization boards & committees.

JL Jackson Site Select Committee
Downtown Parking Commission
Design Review Panel
Revitalization Committee
Salmon Arm & District Chamber of Commerce
Salmon Arm Economic Development Commission Board
RCMP Community Consultation Group
Salmon Arm Bay Nature Enhancement Society
Salmon Arm Partners in Community Leadership
Okanagan College Community Advisory Group
Transportation Centre

Partnerships

Partnerships are the way of the present and future. The synergy created when we work together can have powerful results. The DIA has worked on various projects and programs with the following agencies and corporations in 2006.

Canadian Pacific Railways

CPR Holiday Train

Community Futures Development Corporation

Business Excellence Awards
Small Business Week

Economic Development Corporation

Business Development Program
Revitalization Tax Exemption

Katimavik

Market Day

Royal Canadian Mounted Police

Community Consultation Group

Salmar Community Association

Merchant Matinees
Afternoon at the Movies - Holiday Promotion

Salmon Arm & District Chamber of Commerce

Business Excellence Awards
Small Business Week
Customer Service Training
Downtown Visitor Parking Passes

Salmon Arm Folk Music Society

Roots & Blues Outreach Downtown

Salmon Arm Secondary

Graduation Garden & TC Hwy Floral Beautification

Shuswap Association for Community Living

Street Cleaning

City of Salmon Arm

Town Centre Design Guidelines
Revitalization Tax Exempt Bylaw
Downtown Beautification
Ross Street Revitalization & Parking Lot
Visitor Downtown Parking Pass

Thank you to our members who sponsored and participated in the numerous promotions over the year.

SWEEPS WEEK CLEANS UP DOWNTOWN

Sweeps Week brought merchants together in a frenzy of spring-cleaning to spruce up downtown. Neighbourly encouragement and friendly competition induced sparkling streets, beaming buildings, shimmering signs and dazzling window displays. After the weeklong spring-cleaning frenzy, downtown was dressed to impress and ready for guests.



PASSPORT TO CURE THE BLUES

Residents and visitors hit the merchants of downtown as the community hosted the annual Roots and Blues Festival. Shoppers were rewarded for filling up their 'Passports' with value stamps by being entered to win a downtown shopping spree and passes to the 2007 Roots and Blues Festival. A visitor from Victoria won the prize and will be back in 2007 to spend her Downtown Dollars.



2006 INITIATIVES

The DIA Board of Directors sets goals by attending a facilitated yearly Strategic Planning Session. Directors review the annual, short term and long-term strategies, goals and objectives, and set the course for the next year. Timelines and budgets are developed for the priority initiatives of the year through the Operational Plan. The DIA Strategic Plan is clearly separated into three key areas:

1. Revitalization & Beautification

OBJECTIVE:

To establish downtown Salmon Arm as a visually interesting and unique area that both residents and visitors will be drawn to.

Initiatives include:

- Lobby City Council for Revitalization Tax Exemption Program
- Graduation Garden & TC Hwy Floral Beautification
- Work with City of Salmon Arm regarding Ross St. Parking lot
- Revitalization Committee
- Street Cleaning
- Lobbying City of Salmon Arm regarding downtown beautification issues

2. Communications & Cooperation

OBJECTIVE:

Proactively lobby and act as the conduit for information on issues pertaining to property owners, business and professionals and community. Partner with organizations and elected representatives on our town centre vision.

Initiatives include:

- JL Jackson Site Redevelopment
- Batch Fax
- Membership Surveys
- Joint Marketing & Events
- Mail Outs
- Newsletters

3. Marketing & Promotion

OBJECTIVE:

Create a partnership with businesses to attract awareness of businesses and services available and to promote the downtown both internally and externally as a unique, accessible area that meets consumer shopping and service needs and identify increased revenue opportunities for individual businesses.

Initiatives include:

- Business Excellence Awards
- CPR Holiday Train
- "Feel the Rhythm"
- Street Entertainment
- Gateway Banner Project
- Halloween Downtown
- Treat Trail
- Passport to Cure the Blues
- Shopping Promotion
- Sweeps Week
- Very Important Visitor
- Merry Merchant
- Shopping Promotion
- "Do the Holidays Downtown"
- Advertising Campaign
- Market Day
- Visitor Downtown Parking Pass



Photo: Vinnie Fischer

HOLIDAY TRAIN DELIVERS

Over 4500 people greeted the brilliantly decorated CPR Holiday Train. The showcase boxcar treated the crowd to an all-star performance. After Santa rocked the people-packed parking lot, Lisa Brokop and Wide Mouth Mason shared the stage, delivering a high-energy performance. Together with the CPR Holiday Train donation, this community donated a total of \$4860 and 3100 lbs of non-perishable food items.

SHUSWAP SANTA SIGHTINGS

Evidence that Santa had his elves out shopping was found in the Merry Merchant program. The returned cards represented \$420,000 spent downtown Salmon Arm. From the piles of cards entered, three were drawn and awarded shopping sprees totaling \$2000.

SPONSORSHIPS

DIA is committed to community involvement and often times this requires financial support. The DIA is proud to support projects and programs that enhance the downtown experience.

The DIA also utilizes its funds to support community projects and programs, which directly affect the DIA area. In 2006, the DIA sponsored the following organizations with their projects.

- Economic Development Corporation Business Development Coach Program
- Business Excellence Awards
- Salmon Arm Partners in Community Leadership - Downtown Activity Centre

Financing

The BIA legislation provides for a special levy to be placed on each business within a designated area. The levy is based on the total assessed value of class 5 & 6 properties in the designated area. The levy is collected by the City of Salmon Arm and applied to DIA operating budgets. The DIA relies on the levy funds, program revenues, grants, subsidies and in-kind donations to operate its activities. private foundation and corporate gifts to operate its activities.

For every \$1 of the property owners' levy, the DIA has sourced an additional \$0.55 in grants, sponsorships, in-kind donations and other program revenues.

Levy Contributions

\$129,581.00

Program & Grant Revenue

\$34,074.00

Other Revenues

\$1,453.00

Total Revenues

\$165,108.00

In-Kind Donations, Discounts & Subsidies

\$35,000.00

Total

\$200,108.00

New & Moved Faces

Barley Station Pub
Bella Interiors & Redesign
Boon's Beans `N Bistro
Committee for a Strong and Sustainable Salmon Arm
Fancy That
Growth Spurts
Harbourfront Café on the Lake
Harbourfront Family Chiropractic
H204U Water Pure & Simple
Kim's Better Bookkeeping Services
New Era Promotions
Pinz Tattoo & Art Gallery
Power Health & Fitness
Prisa Lighting
Quantam Tax Solutions
Shelia Jean's Boutique
Shuswap Acupuncture Clinic & Chinese Medical Centre
Shuswap Core Pilates
Shuswap School of Motorcycle Riding
Studio 3 Salon
Synergy Studio
Technology Brewing Corporation
Time + Plus
Yarn & Craft Centre

New Locations in Downtown

Benieta Bookkeeping
Crowning Glory Day Spa & Beauty Supplies
Davidson & Company
IPC Investments Corporation
Lakeside Insurance
Marla Beblow, Denturist
The Movie Company
Salmon Arm Financial
Shuswap Clothing & Shoe
Shuswap Pawn

New Faces at Old Businesses

Colour Your World
Evelyn's Eyewear (formerly Dr. Specs)
The Matchbox
Re-Loveables

HALLOWEEN DOWNTOWN

On a quest to find as many treats as they could carry, 2500 princesses, superheroes, ghosts and goblins visited disguised merchants in elaborately decorated businesses during the 16th Annual Downtown Halloween Treat Trail. Costumed children received bags to store their treasure and glow-sticks to brighten the trail. Candy-hunters were also invited to play a few tricks along the way.

Photo: Glenda Cooper



STAFF

Jennifer Moore, Manager
info@salmonarmdowntown.com

glenda Cooper, Events
events@salmonarmdowntown.com

Gena Giandomenico, Events
events@salmonarmdowntown.com



**SALMON ARM DOWNTOWN
IMPROVEMENT ASSOCIATION**
121 Shuswap St., Salmon Arm, B.C. V1E 4H8

Phone. 250-832-5440

Fax. 250-832-5039

Web. www.salmonarmdowntown.com