



## Downtown Salmon Arm 2010 Happenings

### Collaborative Programming

Working in **collaboration** with membership businesses, community groups and organizations for the betterment of our Downtown community:

- WorldHost Action Group Member;
- OCP Review Committee Member;
- Shuswap Geo Quest Steering Committee Member;
- Relationship Agreement Shuswap District Arts Council;
- Member of Economic Development Working Group;
- Member of the Partners in Community Leadership Board of Directors (Downtown Activity Centre);
- Working Group Member Shuswap Regional Tourism re-branding process;
- Active stakeholder and committee member of the Downtown College Committee (DCC);
- Member of the Salmon Arm and District Chamber of Commerce Board of Directors;
- Financial supporter of the Business Development Program

### 2010 Programming

- Wednesday on the Wharf – In partnership with Shuswap and District Arts Council;
- Twilight Market - As lead organization have entered into an agreement with the CSRD to facilitate Twilight Market near Marine Park;
- Think Local Marketing and Awareness Campaign—Conducted extensive photography sessions within membership business locations;
- Summer Stomp Outreach in Partnership with the Stomp planners;
- Implementation of Fall Fair Outreach with introduction of Downtown pocket farmer's market and enhanced parade involvement;
- Directional signage pillars adorned with Downtown Salmon Arm branded messaging in partnership with the Chamber of Commerce;
- Lunch Box Stage and Lunch Box Specials Program;
- Implementation of the Conference and Event Readiness program;
- Joint advertising and promotions in partnership with Shuswap Tourism, Salmon Arm Chamber of Commerce Salmon Arm Economic Development Society, SCIP and Community Futures-Shuswap
- Delivery of 20th Annual Downtown Halloween Treat Trail;
- Coordinator of 2010 Holiday Campaign;
- Development and delivery of Dinner and a Movie concept.

### Communication and Engagement

Effectively communicating and sharing information with membership, community stakeholders and community members through:

**Re-branding** the organization to focus on Downtown Salmon Arm, not the DIA, has been successfully implemented. New logo, marketing materials and website have been launched to more effectively communicate with members, stakeholders and community;

**Improving communication** with the City of Salmon Arm;

**Enhancing communication** with membership through introduction of regular electronic newsletters & updates;

**Enhancing communication** with local and regional communities through development and distribution of monthly 'Downtown Happenings' updates and current website information;

**Increasing Membership Engagement** & involvement—through membership meetings (sector or geographical location); Member surveys and increased reporting to the membership.

### Infrastructure, Beautification and Planning

Acting as an advocate and catalyst for positive infrastructure, planning, and beautification initiatives that will support and/or facilitate a vibrant downtown community/town centre through;

Implementing annual and semi-annual reviews related to **infrastructure, beautification and planning for Downtown Salmon Arm.**

**Working to enhance** Seasonal Decorations through planned sustainability and fund development

### Governance

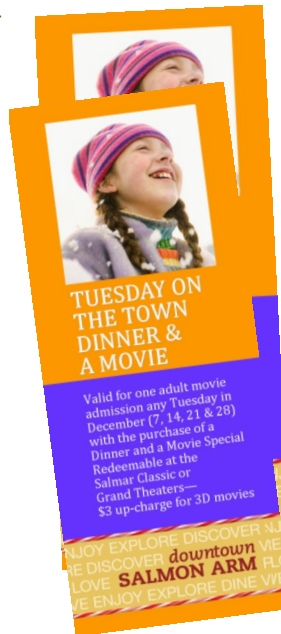
Effectively operating a fiscally responsible non profit, community-based, membership organization that adheres to all legislation and society act requirements.

Supporting increased **governance capacity by implementing** policies to ensure operational stability of the organization;

Introduction of Senior's Representative & Community Representative on the Board of Directors



The 2010 Regional winter marketing campaign was designed to highlight new branding and was created with images captured in Downtown Salmon Arm by local photographer Vickie Maurer



## Looking Ahead 2011

Fiscally speaking, the DIA's 2011 budget has seen a decrease in overall administrative costs with increases being allocated for enhanced attention to signage, long term, sustainable seasonal decorations and local and regional marketing campaigns.

### Signage

Address the renewal of the Wharf signage at Marine Park;

Develop and implement sidewalk signage to direct visitors to the community to various Downtown Salmon Arm locations/areas (parks, wharf, shopping and dining, etc);

Engage the City of Salmon Arm and Ministry of Transportation with TCH signage requests

### Regional Marketing Campaign

Reinforce Downtown Salmon Arm branding in all marketing & advertising campaigns

Create and introduce tear-sheet maps for use at Tourism Centres and other community-based outlets across the region;

Introduce regional mail-out marketing invitation featuring community highlights and contest;

### Think Local

Implement a volunteer Community Ambassador training program and visitor welcome strategy;

Capture current landscape photographs of Downtown Salmon Arm through the Downtown In Focus—Visual marketing campaign

Enhance Conference and Event Readiness concept through active community-wide engagement;

Create viable communication related to upcoming conferences and events to assist membership in realizing increased economic benefits

Continue participation in community-based working groups to advance awareness and engagement of Downtown Salmon Arm in all conferences and events

Support the development and delivery of World-Host Community Ambassador program

### Membership Engagement

Introduce Semi-Annual Business Mixer events in partnership with the Salmon Arm and District Chamber of Commerce;

Ongoing membership and community-based communication through electronic updates, current website information and social media campaigns

Retail and Eatery Membership Engagement Meeting in preparation of Sturgis North event

### Collaborative Programming

2011 will be filled with a number of collaborative programs & initiatives including the following:

April 12	DIA AGM
April 20	Salmon Arm Business Mixer
April 18– May 6	Downtown In Focus—photography
May and June	Regional Marketing Campaign
June 22 - August 31	Wednesday on the Wharf
June 29 - August 31	Twilight Market (Wednesday nights)
July 5 - August 26	Lunch Box Stage (Tuesdays/Fridays)
August 6	Paint the Town
August 18	Roots & Blues Downtown Block Party & Corn Roast
September 8	Fall Fair Downtown
September 9-11	Salmon Arm Fall Fair
September	Dinner and A Movie
October	Salmon Arm Business Mixer
October 31	Downtown Treat Trail
November & Dec	Regional Marketing Campaign
Dec 6, 13, 20	Holiday Campaign

### Revitalization and Sustainability

Development of sustainable seasonal decoration/legacy lighting program featuring year-round visual decorations attached to light standards. These new adornments will be light equipped.

Exploration of downtown Wi-Fi initiative

Development of Downtown Memorial Walkway

Re-development of Ross St Pedestrian Breezeway



With thanks to Louise Wallace of Mediability, we have been able to introduce QR (Quick Response) Codes in all regional marketing strategies - with the click of a smart phone code scanner, we are able to direct the print media viewers to our desired online location. For this advertising campaign, we opted to direct viewers to the Downtown Salmon Arm website. Technology will be working for Downtown Salmon Arm in 2011!