

# DOWNTOWN SALMON ARM

FEBRUARY 2011

NEWSLETTER

## SPECIAL POINTS OF INTEREST:

- **Nominations - Board of Directors**
- **Business Excellence Awards first round of nominations closes March 11**
- **Retail /Eatery Conference & Event Readiness April 6**
- **AGM Tuesday, April 12 - 5:30 pm SAGA**
- **After Five Business Mixer hosted in partnership with the Chamber of Commerce**

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## Have You Seen Excellence?

The Salmon Arm and District Chamber of Commerce and Downtown Salmon Arm invite you to nominate an individual or business you believe has demonstrated business excellence during the past year. The Salmon Arm Business Excellence Awards are intended to publicly recognize and celebrate successful companies in the area, and acknowledge the hard working people behind them who continue to demonstrate a passion for business excellence.

The Business Excellence Award categories open for nomination for this first round of awards includes Rookie of Excellence (For outstanding achievement

in the first 18 months of operations in a for-profit business), Community Booster of Excellence (For remarkable contri-



**Four Business Excellence Award categories will be considered in the first round of nominations**

butions to community initiatives by a non-profit community-based organization), Ex-

cellence in Customer Service – Individual (For demonstrated commitment to excellent service by an individual) and Business Person of Excellence (For overall business excellence and achievement in a for-profit business).

Full details and nomination forms are available online at [www.shuswapbusiness.com](http://www.shuswapbusiness.com) at or at the Chamber of Commerce office (#101-20 Hudson St NE, Salmon Arm)

While Business Excellence Award nominations are welcomed year-round, the deadline for consideration for this first round of awards is Friday March 11, 2011.

## After Five Business Mixer

Downtown Salmon Arm in partnership with the Salmon Arm and District Chamber of Commerce will be hosting a Spring Business Mixer.

This casual gathering will create a relaxed format for business owners of all business

types to enjoy refreshments and appetizers while networking and sharing insight and information.

Shuswap Tourism will be on hand to guide businesses through registration on the new Shuswap Tourism web-

site. This exceptional marketing opportunity is offered free of charge.

Plan to attend—Wednesday, April 20 at 5:00 pm. SAGA Please RSVP by April 15 [events@salmonarmdowntown.com](mailto:events@salmonarmdowntown.com)

## Annual General Meeting - April 12

The Salmon Arm Downtown Improvement Association (aka Downtown Salmon Arm) will host its Annual General Meeting on Tuesday, April 12 at the SAGA Public Art Gallery.

All property owners, business owners and/or managers within the Downtown Salmon Arm boundary are invited to attend the Annual General Meeting of the Membership which will commence at 6:00 pm.

An informal meet and greet will be held from 5:30-6:00 pm with local entertainment, beverages and appetizers being served.

Presentation of the President's Annual Report to the membership; 2010 Financial Report and election of new Board members will take place during this meeting.

Please RSVP 250.832.5440 or [events@salmonarmdowntown.com](mailto:events@salmonarmdowntown.com)

## Board of Directors Nominations

The Salmon Arm Downtown Improvement Association's membership covers a broad area and diverse sectors. In an effort to ensure balanced representation on the Downtown Salmon Arm Association's Board of Directors a Nomination Committee has been struck by the Board. This committee will administer the processes related to nominations and elections for Board positions at the upcoming Annual General Meeting to be hosted at **the SAGA Public Art Gallery on Tuesday, April 12, 2011 at 5:30 pm**

Individuals interested in becoming actively involved as a Board Member of the Salmon Arm Downtown Improvement Association must meet the following criteria:

Be a business leader or property owner within the geographical area described as Salmon Arm Downtown Business Improvement Area;  
Be 19 years of age or older;  
Have an interest in working for the betterment of the entire Business Improvement Area.  
Nomination applications are available by contacting the Downtown Salmon Arm offices

at 250.832.5440 or by emailing [info@salmonarmdowntown.com](mailto:info@salmonarmdowntown.com)

If you are interested in being nominated for either a 1 or 2 year term Board position you must complete and return a Board Member Application by no later than Tuesday, March 8, 2011.

The Nomination Committee will communicate directly with interested individuals following receipt of application.

Nominations for Board positions **will not** be accepted from the floor of the AGM.



### Wednesday on the Wharf

A limited number of sponsorship opportunities are available to support this much loved community event.

For more information contact Roger at 250.832.5440 [events@salmonarmdowntown.com](mailto:events@salmonarmdowntown.com)

## Conference and Event Readiness Meeting

In an effort to inform & assist Downtown Salmon Arm businesses in becoming more prepared for the diverse blend of conferences, festivals and other events being hosted in Salmon Arm during 2011, a special retail and eatery members meeting has been planned for Tuesday April 6 at the SAGA Public Art Gallery.

Cookie Langenfeld of Culinary Inspirations will share some best practices for capturing increased market share during special events.

Steve Hammer of Sturgis North will also be on hand to share current information on the summer event as well to offer suggestions to businesses on how to be best prepared to

welcome the participants of this event.

If you would like to learn more about Sturgis North or would simply like to learn about some new business approaches, please plan to attend. To ensure we have adequate seating, please RSVP 250.832.5440 or [info@salmonarmdowntown.com](mailto:info@salmonarmdowntown.com)

## 2011 Conference and Event Readiness

Each year Salmon Arm hosts a number of conferences and special events that attract visitors to the area. Being aware of these events and exploring opportunities to better position your business are key steps in realizing increased business traffic and economic gain. The following list of events and conferences has been collected and summarized to assist your businesses in becoming more conference and event ready.

### Shuswap International Film Festival

Feb 25—March 5, 2011

Movie-lovers from across the region are anticipated to attend this 22nd annual festival.

### BC Cup Tournaments

April 27th - May 1st and May 12th- 15<sup>th</sup> 2011

Six teams with 120 competitors and traveling family members are anticipated to partake in this tournament at being hosted at Sunwave Centre

### Skookum Cycle's Salty Dog Enduro

Sunday, May 15, 2011

Over 400 participants are expected to partake in this event with many travelling from outside the region.

### Shuswap Lake International Writers Festival

May 27-29, 2011

This multi-day event attracts participants from across the province. Approximately 100 people are anticipated to attend

### 2011 Triple Crown Championship

#### Canadian Professional Paintball League

June 11 and 12, 2011

The Fall Fairgrounds will come alive with paintball enthusiasts from across the province. The weekend long event will see many travellers to the area.

### Sturgis North

July 13-17, 2011

This multi-day motor cycle/music festival anticipates between 5,000-10,000 attendees.

### Roots and Blues Music Festival

August 19-21, 2011

This multi-day music festival anticipates 30,000 attendees over the three day festival.

### Implicit Career Search Training

September 8 – 12, 2011

This multi-day training event will see professionals from across the province arrive in Salmon Arm.

### Salmon Arm Fall Fair

Sept 9-11, 2011

This long standing Fall Fair attracts daytrip visitors from across the region. Attendance at the three-day long event is typically 8,000 people.

### Canadian Society of Questers Fall Conference

Sept 23 - 26 2011

This fall conference will see approximately 100 people travelling from across Western Canada and some States to attend this multi-day event.

### MYABC Connections Conference

October 2011

This annual provincial conference will host middle school teachers from across the province. The number of attendees is yet to be determined though is expected to be significant

## Downtown Events 2011

### 2011 Wednesday on the Wharf (WOW)

6:45 pm

June 15 to August 31

Marine Park Downtown Salmon Arm

### Twilight Market

Wednesday nights

5:30-9pm

June 22—August 31

Marine Park, Downtown Salmon Arm

### Lunchbox Stage @ the Ross St. Plaza

Tuesdays and Fridays

12 noon to 1pm

July 5, to August 26

### Roots and Blues Block Party

4:30 pm

Thursday August 18<sup>th</sup>

Ross St Plaza Downtown on Hudson Ave.



### Fall Fair Downtown

10:00 am

Thursday September 8<sup>th</sup>

Ross St. Plaza

### Fall Fair Parade

10 am

Saturday, Sept 9, 2011

### 21<sup>st</sup> Annual Halloween Treat Trail

3:00—5:00 pm

Monday October 31<sup>st</sup>

## Roots & Blues Downtown Block Party



Each year in advance of the official kick off to the Salmon Arm Roots and Blues Festival, the event organizers, engage in a number of community outreach events. Historically Downtown Salmon Arm has been home to one community outreach event that brings 3-4 of the festival's performers out for a free community concert. Over the years this event has included an open air market and has created an opportunity for community members and visitors alike to come and experience some of the diverse music being presented at the popular festival.

This summer the Downtown

Salmon Arm Roots and Blues outreach will take on a new name, look and feel with a goal to create a later day festive celebration for area visitors, community residents and business people to enjoy.

While planning for the August 18 event is still in the early stages a few things are known. The outreach event will be known as Roots and Blues Downtown Block Party and the fun surrounding the event will kick off at 4:30 in the afternoon rather than noon.

A family friendly kid zone and a yummy community Corn Roast are among the activities being planned to compliment

the four musical performers.

Increased emphasis will be placed on the Roots and Food strategy with hopes that area food banks will benefit through increased donations during the event.

This new format is expected to minimize traffic disruptions in the downtown during this busy time of the year and will also create an opportunity for downtown business people to come out and enjoy the block party at the end of the business day. More information on the exciting new changes being planned for this great community event will follow in the coming months!

## Lunch Box Stage and WOW Opportunities



Two popular summer music programs help keep Downtown Salmon Arm alive with music and vibrancy. Both concert series attract numerous local residents and visitors to downtown each week throughout the summer months.

While these community events offer support to local and regional talent and increase awareness of the rich artistic thread that is woven through our community, these events also create the opportunity for increase business engagement.

Twice weekly throughout the summer the Ross Street Stage comes alive with music on the Lunch Box Stage. Entertainment is presented from 12:00 - 1:00 pm (Tuesdays and Fri-

days) and will create the opportunity for those working, frequenting or visiting downtown to come out and enjoy a relaxing, entertainment filled lunch.

These regular events draw a steady flow of workers seeking a little sun and relaxation during the busy work day. As the performances run over the lunch hour, eating at the concert is becoming the norm... To increase awareness and help promote all lunch time dining options, *free advertising* of downtown eateries offering 'Lunch Box Specials' is again being offered by the DIA this summer. Another great opportunity for eateries to increase sales volumes is with

the creation of a 'WOW Picnic Basket'. This concept encourages downtown businesses to create a weekly special for WOW concert goers to pre-order and pay for their Wednesday night meal and then with one quick stop, concert goers are on their way to WOW, with dinner in hand! This easy take-out dining experience will surely be a hit with those wanting to enjoy a meal out and attend the weekly WOW concerts series.

With a concert start time scheduled for 6:45 pm... the WOW Picnic Basket concept could be an ideal fit for many of our downtown eateries.

More details to follow in March and April!

## Revitalization and Sustainability

In 2010, a revitalization and Sustainability Committee was struck with a complement of Downtown Salmon Arm representatives (Bill Laird, Jeff Johnson, Patti Munro, Winston Pain) and City of Salmon Arm representatives (Dale McTaggart, John Rosenberg, Brad Ackerman). Twice yearly this group meets to discuss issues relevant to the sustainability and revitalization of Downtown Salmon Arm. An Annual walking review of the downtown is conducted with items of concern being noted.

On an annual basis the DIA spends between \$6,000—9,000 on seasonal decorations (banners, holiday lights) with the City of Salmon Arm contributing manpower to install, maintain and remove two community trees and some 75 holiday wreaths. Each year the seasonal decorations require replacement and

upgrades a cost that is shouldered by the DIA.

With the seasonal wreaths, trees and over 200 banners nearing the end of their lifespan, the Revitalization and Sustainability Committee is exploring long-term, more sustainable seasonal decorating investment options that will reduce energy, manpower and maintenance costs and will reduce the long term environmental impact which has been created by the current seasonal decorations.

To simply replace the existing inventory of seasonal decorations comes with an anticipated cost of approximately \$100,000 to 120,000 - a significant investment for assets with a 3-15 year lifespan!

Seeing this challenge as an opportunity, the Committee, with the endorsement

of the Board of Directors has engaged local designer, Warren Welter of Creatability to help define not only the design of new seasonal decorations, but to create a visual awareness and branding which can be carried throughout the entire downtown area.

It is hoped through this concept, that costly vinyl or nylon banners and plastic wreaths will be replaced by innovative, sustainable year-round adornments that will capture and convey Downtown Salmon Arm's uniqueness. When complete, this innovative project is anticipated to be a best practice that is of such a calibre that other communities will wish to duplicate. More information on this exciting concept will follow in the coming months!

## Christmas Campaign 2010 Report

The following summary has been compiled from participating Downtown Salmon Arm businesses concerning the 2010 Christmas Campaign.

In total 68 responses were received from participating businesses.

To help assess the feedback as it related to this campaign the following ratings were assigned to each narrative comment provided to the DIA office. :

- + positive feedback
- ± neutral feedback
- negative feedback

A full report of membership feedback comments is available. For more information or to request a copy of this report, please feel free to contact 250.832.5440 or email [info@salmonarmdowntown.com](mailto:info@salmonarmdowntown.com)

### Summary of Responses:

Total Number of responses 68

Number of **positive +** responses  
48 or 71%

Number of **neutral ±** responses:  
12 or 17%

Number of **negative -** responses:  
8 or 12%



*“Last year I couldn’t figure out why you guys picked a Tuesday night. This year I got it and invested the time and thought to add a few simple things (like treats, drinks and some specials) and boy have our customers been appreciative! I think opening late on Tuesdays allows the focus to be on Downtown and not to compete with the malls.”*

# Free Listing - Shuswap Tourism Website

The newly designed Shuswap Tourism web-site is now live at [www.ShuswapTourism.ca](http://www.ShuswapTourism.ca)

The web-site allows stakeholders to log on and supply current information, pictures and video for their listings. There is no charge for this listing and only takes a few minutes to set up.

Don't wait, if you don't have a listing you are missing out on an amazing marketing opportunity.

The new web-site already has hundreds of visitors each day.

For instructions on how to create a listing click on this link:

[http://shuswaptourism.ca/files/Shuswap\\_Tourism\\_Web-Site\\_Instructions.pdf](http://shuswaptourism.ca/files/Shuswap_Tourism_Web-Site_Instructions.pdf)

This is a 2 step process.

Set up or activate an account so you can log in

Create a public listing for your business or organization

If you have any questions or need assistance, please Shuswap Tourism at 250.833.5906 or send an e-mail to [info@shuswaptourism.ca](mailto:info@shuswaptourism.ca)

## Training Opportunity

### Jeff Mowatt's customer service seminar is coming to Salmon Arm!

The Salmon Arm Chamber of Commerce and Community Futures Shuswap is pleased to announce that we are sponsoring Jeff Mowatt's seminar coming to Salmon Arm on May 5th. Register to reserve your seats at early-bird rates. Here's an overview of the program and registration details. See you there!

### Boost your Business without Cutting your Prices

Smart business people know that your options to stand out from the competition are limited... cut prices? Not very profitable. Improve product quality? Certainly, but that can take substantial time and money. The fastest, most cost-effective way to differentiate yourself is to focus on your service. Customer service can no longer be merely *average* or simply *friendly*; it needs to be *remarkable*. Here's your opportunity to make that happen for your team...

### Jeff Mowatt's half day seminar, "*The Art of Customer Service...Influence with Ease*"

Some people claim that taking customer service to the next level is complex. Jeff Mowatt disagrees. That's why he calls his seminar, *Influence with ease*. Jeff reveals easy-to-apply tips, tools and phrases that generate significant results including:

- Strengthen customer loyalty
- Increase spending per customer
- Recharge customer service teamwork

Recharge your spirit and brighten your interactions with others

**Seminar times: Morning session** Check-in: 8:30 - 9:00 am. Program: 9:00am - 12:00 noon. OR **Afternoon session** Check-in: 1:00 - 1:30pm. Program: 1:30 - 4:30pm.

**Enrolment is limited.** To guarantee your seating register today by calling 1-800-JMowatt (566-9288), Or [click here to register on line](#)