

Ross St. Survey Results

The survey showed that the majority of the respondents wanted a place where they could relax, meet friends and eat/read during their work breaks.



Grad Garden

Check out the Graduation Garden at the corner of Alexander Street and the TCHwy. Over 45 grads assisted in planting the garden and the planters along the Highway - in the rain!

Come see the Graduation Garden dedication plaque donated by the DIA.

This partnership project is made possible by the SASS Grad Class, District of SA, and the DIA.

May the garden inspire and excite the spirit within you.

Graduation Garden Dedication Plaque

The preferred plaza elements included: benches, flowers & trees, a water feature and public art. A strong majority indicated that a well monitored and maintained public washroom would also be an asset to the location.

The detailed results of the survey were forwarded to the DSA appointed Ross Street Plaza Committee.

Thanks for taking part and being part of the downtown solution.

Tree Canada Grant

Over 30 new urban trees were planted along Harbourfront & Marine



Drive and Ross street through a matching grant involving Tree Canada and the District of Salmon Arm.

The grant proposal was submitted in partnership by Sustainable Shuswap, the District of Salmon Arm and your DIA. The trees will continue to enhance the environment and beauty of the downtown core. Just one more reason to love downtown.



Tree Canada Foundation

FYI

DID YOU KNOW?

Total number of Class 5 & 6 properties in downtown zone 309

Total number of downtown property owners 194

Absentee owners 4 overseas, 9 out of province, 62 out of Salmon Arm but in BC (primarily within a 100 km radius)



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Centennial Float Takes to the Road

BY LOUISE DELANEY

Follow the Town Crier throughout BC and Alberta as he steers the Centennial float down many featured parade routes. The float is the brainchild of Duncan Myers and Patrick Allwood who recognized the need for province wide marketing of Salmon Arm's 2005

and the SS Salmon Arm, a replica paddlewheeler, won the blue ribbon for best float.

The next outing was a trip to the Victoria Day Parade where our very own Town Crier led the parade with his counterparts from Victoria and Anacortes, Washington. In Summerland, on June 5,



Centennial. The float was created and engineered by John & Gerry Luchtmeijer who have captured the heritage spirit through their imagination.

The float's inaugural appearance was at the Falkland Rodeo on May 23

the paddlewheeler won yet again.

Watch for the SS Salmon Arm and its crew to make Salmon Arm proud, yet again, by representing us at the best summer parades in Western Canada.

PARADE ROUTE

June 19
Cranbrook
Sam Steele Days

July 9
Calgary
Calgary Stampede

July 17
Kelowna
Kelowna Regatta

July 22
Edmonton
Klondike Days

July 24
Revelstoke
Homecoming Parade

July 31
Whiterock
Spirit of the Sea Festival

August 7
Penticton
Peach Festival

September 4
Armstrong
Interior Provincial Exhibition

September 11
Salmon Arm
Fall Fair

The float has been made possible by the Salmon Arm Centennial Gold Sponsors and the District of Salmon Arm.

SS Salmon Arm rolls along the parade route in Victoria, BC on the Victoria Day Long Weekend.

What We Have

(that others don't...)

- benches
- hanging baskets
- public spaces
- decorative lamp standards
- downtown decorations
- receptacles & cleanliness
- sidewalks
- revitalized streets
- public parking
- street trees & lighting
- banner programs
- two lakes
- fabulous vistas
- commercial & residential mix
- safety
- great people

Thanks to the District of Salmon Arm, DIA, businesses, property owners and others.

Summer Fun

Who's in town?

Welcome to our out of town guests.

June 17-19
Grand Masonic

June 25-27
International Writers Festival

July 1
Canada Day Celebrations

July 10-11
Salmon Arm Rodeo

July – August
Weddings
Family Reunions
Bus Tours

August 13-15
Roots & Blues Festival

September 10-11
SA Men's Golf Open

September 11-12
107th Fall Fair

September 17-18
It is Written

Very Important Visitor Program

This popular program returns every Tuesday throughout July & August. Three gift baskets per week, will be given away to unsuspecting visitors by our Welcoming Team. Over 100 Downtown businesses have

donated great items for this years' baskets. Bring your guests downtown between 10:00 – noon and get spotted by the Welcoming Team. Sponsored by the DIA and its members.

Feel the Rhythm Downtown

Back By Popular Demand...this year, enjoy great sounds along downtown streets throughout July & August. Every Monday & Thursday between 10:30 – 2:30 pm, enjoy live music and street entertainment. Watch for them at various locations in the downtown area. Sponsored by the DIA. Visit www.salmonarmdowntown.com for details.

Who is SAM?

SAM is short for the Salmon Arm Mobile Marketing Unit – this portable Visitor Information Service will be stationed at most Salmon Arm events throughout March – October. Looking for something to do, want to enter to win great prizes, want to get your tourism message out...visit the unit and get everything you need. The unit is a partnership between the District of Salmon Arm, Government of Canada and the Economic Development Corporation along with many other sponsors. Watch for it this summer!

WOW concert series

Wednesdays On the Wharf, the summer concert series, is sponsored by the Shuswap District Arts Council. Concerts begin at 7pm in June and July and 6:45 pm in August.

coming soon Celebrate your Business Community

Question: Where do 400 people go in October to celebrate business?

Answer: Shuswap Business Excellence Awards Gala Event

The Shuswap Business Excellence Awards committee is busy organizing this years' gala event. Event partners include: Downtown Improvement Association, SA Chamber of Commerce and the Shuswap Construction Industry Professional Association (SCIP).

Nominate your favorite business or person in 25 different categories and give them the recognition they deserve. Event volunteers more than welcome. For more information, please call 832-5440.

The gala event will be held on Wednesday, October 20, 2004 at the Salmon Arm Rec Centre.

Feel the Rhythm

July

- 5 Nunn Family Classical Trio
- 8 Rhiannon Schmidt, Fiddle
- 12 Mashamba Drumming, African
- 15 Landridge Brothers Trio, Jazz
- 19 Grianan, Celtic
- 22 Lyn Sande, Gospel/Country
- 26 Accordion Trio
- 29 Kelly & Blu Hopkins, Blues Folk

August

- 2 TBA
- 5 Nunn Family Classical Trio
- 9 Jamengo, Latin Jazz
- 11 Horns a Plenty, French Horn
- 12 Accordion Trio
- 16 Rhiannon Schmidt, Fiddle
- 19 Landridge Brother Trio, Jazz
- 23 Dust Puppets
- 26 Ron Harder, Country/Jazz
- 30 Shades of Blonde, Folk

subject to change without notice

How does downtown Salmon Arm rate?

It has been well studied and documented that physical inactivity contributes to numerous physical and mental health problems and

Designing Downtowns for Active Living

is responsible for an estimated 200,000 deaths per year in the US. Recent studies done by health professionals, planners and policy makers have shown that by effectively designing downtown neighborhoods in such a way as to encouraging active living directly contribute to the increased activity and health of a community.

Certain downtown elements are needed to encourage a more physical lifestyle and a healthier community.

a. Access to Facilities

Several studies have found that people get more physical activity if they have good access to specific places to exercise, such as parks, gyms, and activity centers. People with access to such recreational facilities were twice as likely to get recommended levels of physical activity – minimum 30 minutes per day of moderately intense activity.

b. Aesthetics and a positive Social Environment

Scenery and the friendliness of neighbors in the downtown community have been linked to physical activity levels.

c. Safety and Weather

Safe sidewalks, trails and

good consistent weather have shown to motivate downtown residents to partake in physical activity.

d. Walkability

“Walkable” downtown neighborhoods are those where it is possible to walk to common destinations such as food stores and shops. They are connected by a mix of homes, stores, connected streets and higher densities. Studies show that residents in highly walkable neighborhoods engaged in about 70 or more minutes per week of moderate activity than residents in a low-walkability neighborhood.

Is downtown Salmon Arm meeting the latest downtown design trend?

a. Access to Facilities

Downtown features; private gyms, specialty sport / leisure groups, 3 public parks, skateboard park, birding, walking trails, nature reserve, water sport access, downtown activity centre for youth & seniors.

b. Aesthetics and a Positive Social Environment

Beautiful scenery, famous bird species, great floral displays, urban trees, friendly shop keepers and residents.

c. Safety & Weather

Safe sidewalks, low crime rate, street tree lighting, shading from the heat, oxygen from the trees, breeze from the lake.

d. Walkability

Close distance from residential housing to shops, considerably flat land, newly created boardwalks, parking in the core of shopping area, service center concentration.

So far, the existing downtown environment is what other municipalities are designing and desiring.

Let's keep moving in the right direction, when access and opportunity increase – activity will as well.

No wonder people come to visit and stay for a lifetime...

Excerpts from: Active Research Institute, Urban Planning Institute, Planning for People & Health.

Revite News

The DIA revite committee is busy working in partnership with the District of Salmon Arm on a Design Guideline photo document and catalogue. The Design Guideline document will feature quality design photos of the do's and don'ts regarding downtown design for Salmon Arm.

The document will be available to all interested in property development in Salmon Arm.

Another great way to work together to ensure the best downtown.