



## OUR MISSION

- To Encourage the development of a vibrant and prosperous downtown district: by:
- Promoting and Marketing the area.
- Undertaking initiatives and projects.



[www.pitch-in.ca](http://www.pitch-in.ca)

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# What's Up Downtown

SPRING

APRIL 2010

## Spring Cleaning

The City Wide Annual "Pitch In" Campaign will be launched once again in the Downtown District. This is our opportunity for our neighbourhood to show our community pride and encourage others to participate in the City wide clean up.

Due to the early arrival of Spring, the organizing partners have decided to bump up our launch date to coincide with the National Pitch In Campaign and Earth Day activities.

Earth Day is Thursday April 22nd.

On **Saturday April 24th** we will start the day with a Kick of Breakfast at the Central Park Outdoor Bistro.

Participants can register and pick up their garbage bags and gloves to head out into the Downtown District and riverbank until noon.

We would ask that for those business operators that are unable to leave their place of business or send a representative that you make an effort to come a little earlier that morning and spend a little extra time in and around your property.

The afternoon from 1—4 will be filled with Earth Day Celebrations in Memorial Square. Hosted by Tiger Lilly Education and partners. There will be music, storytelling, displays and presentations. The Minister of Environment Nancy Heppner will be in attendance to bring a message from the Provincial Government..

With all the added activity, Saturday afternoon would be a great day to hold a neighbourhood wide rummage sale to clear out any unwanted fixtures, furniture, computers and other items that may be of value to a neighbouring business or bargain hunting customer. If your business is interested in participating in what could be the cities **Largest Rummage Sale** please contact the PADIDA office by April 15th to confirm.



The first round of New Garbage Receptacles will be installed this month. The new containers will replace some of the brick containers and the brick containers will replace the green wire baskets.

The goal is to eventually have new containers throughout the entire district.



## Discover Downtown!

PADIDA has booked two full pages of advertising space for 3 months in the Prince Albert Daily Herald, Rural Roots. Participating businesses were asked to make a 3 month commitment and donate a prize valued at \$50.00.

The banner at the bottom of the advertisement is a ballot that can be dropped of at participating businesses. A winner for a prize package of \$1,100.00 will be drawn during the Street Fair.

### PRINCE ALBERT FARMERS MARKET

The Farmers Market will begin in Mid May in Memorial Square on Wednesdays and in City Hall parking lot on Saturdays. The Market will move out on to Central Avenue on Wednesdays beginning in Mid June after the Street Fair.

This event brings 100's of people to our neighbourhood for a lovely morning of shopping and visiting.

As a business community let's take advantage of this wonderful opportunity to attract these visitors to our core shops and restaurants.

After our annual Street Fair we always receive comments on how we should host this event every month! Well why not have a mini version every week all Summer long.

Think of innovative ways that you can promote your business on Wednesdays and Saturdays.

Some suggestions:

- Partner with your neighbours and host a sidewalk sale.
- Put out some balloons.
- Send a staff member over to the market to hand out promotional items such as coupons, brochures or business cards.
- Book a "Busker" to entertain in front of your business.
- Let us know what you are doing so we can help promote it!



"Success is the sum of small efforts, repeated day in and day out."



## Street Fair 2010!



It is never too early to start planning your activities for Street Fair. Businesses on Central Avenue may use the portion of sidewalk and street to the centre line in front of your property. Talk to your neighbours and coordinate usage of the space and your activities.

For other Downtown Businesses not located on Central you are welcome set up on any unused sections of Central Avenue or plan an activity at your location and let us know about it so we may include you in our advertising and promotion of the event. If your business is non retail we would encourage you to participate by setting up an information display, hold an open house, volunteer wearing your company logo and/ hand out small gifts and business cards.

The Annual Street Fair has been a huge success and attracts thousands of people to our neighbourhood. Take advantage of this opportunity and participate!



Just a reminder the PADIDA is not responsible for the activities in front of **your business**. The Association looks after permission to host the event, street closure, event permit, insurance, clean up, advertising, securing funding, sponsorship, set up of main stages, sound equipment and booking main stage entertainment.

The Farmers Market will be located in their regular location, on Central Avenue between The Forest Centre and City Hall. The Artisan and Crafter Village will be located in Memorial Square next to the Arts Centre.

Please let us know your plans as soon as possible so that we may assist you and promote your activities.



“Be the  
change you  
want to  
see.”

-Mahatma  
Gandhi

# On The Avenue

**Saturday, April 10th, from 7:00 to 10:00 pm, On The Avenue Artisan's Gallery will be hosting coffee and desert, with music by Cathleen Lesperance and a book signing with Chris Clinton.**

**Clinton's new novel, takes place in Northern Saskatchewan and has just been released by Olympia Publishers. Many of the gallery artists will be in attendance and available to discuss their works.**



Not always as it appears. Beautiful Downtown Kelowna struggles with drugs, homelessness and other anti-social and criminal behaviors.



"The future depends on what we do in the present."  
-Mahatma Gandhi

## A COMMUNITY ON PATROL

**As of July last year our Community On Patrol Program has been suspended due to a lack of financial support. The PADIDA is waiting for confirmation of funding for 2010 to re-establish this program. We have applied for funding to hire two summer students and have budgeted and are expecting to hire one full time administrative support person before Summer.**

## DOWNTOWN SUMMIT

**The PADIDA and City Police will be hosting a "Downtown Summit" in May. The issue of the Downtown core and the importance of this neighbourhood received significant discussion at police planning meetings. It was decided that to move forward on many of these issues we need to look for solutions in a collective fashion and involve a group of stakeholders such as business owners, city departments, seniors, residents, and social agencies. The goal would be to develop a multi-agency plan for response to many issues such as: intoxication, nuisance, property maintenance, graffiti, litter and river-bank ownership.**

## POSITIVE TICKETING PROGRAM

**Pending approval from the police commission, Sgt. Jason Stonechild is spearheading a program targeted at rewarding youth for being caught in the act of committing good deeds. Police will approach youth when they observe positive behavior and give the individuals a ticket that is redeemable at various local businesses. The program is in the early stages of planning, but if your business is interested in sponsoring the program with coupons or prizes please contact Sgt. Jason Stonechild @ 953-4260 or 960-4100.**