

## OUR MISSION

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



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# What's Up Downtown

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## A Look Back at '09

As we plan ahead for 2010 it is essential for us to look back a 2009 in review. Addressing the challenges and maybe even more importantly highlighting our achievements allows us to move forward by building on success and learning from the challenges.

As always January 09 proved to be a busy month for the association as we were tasked with closing out the year, preparing for our AGM, reporting to our funders, and planning for the up coming year with budgets, grant applications, and preparing our marketing and events calendar .

Very early in the Year we were invited to be apart of the plans to host the Olympic Torch in our City. It was not difficult to encourage the committee members to consider Downtown for the event location and once the site location was approved by VANOC, committee members worked very hard to make this a reality that many of us had the opportunity to experience on Monday January 11th along with 8,000 other proud citizens.

As one of the many partners of an Inter-Agency Economic Development Working Group, PADIDA continued in early 2009 to participate in the surveying of over 200 business for the Business Retention and Expansion (BR & E) program. This program is an economic development approach that emphasizes the importance of existing businesses to the local economy and is a valuable mechanism to deal with concerns and barriers to survival and growth of business within our region. Many "Red Flag" issues were identified and dealt with very effectively as well as the partners were able to identify priorities and begin to develop a strategy for addressing systemic issues. The partners are continuing to work in collaboration to move a series of projects forward. "Moving Forward" report will soon be posted on <http://www.ncer.ca/> . Two projects that are of particular interest and value to Our District are: The implementation of a "Think Local" marketing and purchasing campaign, Business Incubator and "One Stop Economic Development Facility.

PADIDA launched our After 6:00 Social program in January with Ten Foot Touque as our host business. Other hosts for 2009 were Fresh Air Experience, Canada Hotel and Suites, and On the Avenue Artisan Gallery.

Established in partnership with the City of Prince Albert as of January 2009 the Municipal Enterprise Zone. The Zone is an area of the Downtown District designated for revitalization by providing incentives by the City of Prince Albert for new and existing businesses.

In February the PADIDA hosted a very successful "Why I Love Downtown" contest with CTV. Business were encouraged to participate as advertising and prize sponsors. The Prize package had a value of 800.00 and included dinner for two, one dozen roses, 2 tickets to the Choc fest, 2 tickets to show at the E.A. Rawlinson Centre, one night stay in the Diefenbaker Suite and transportation as well as gift baskets from PADIDA and PA Tourism. Entries were e-mail to [padida@sasktel.net](mailto:padida@sasktel.net) or dropped of at participating sponsors.

# A Look Back At 2009 *continued*



**USA Volunteers helping plant flowers on Central Ave.**

*"I love shopping downtown. I can get unique items and the merchants know their products. I can park my car once and walk between stores. I especially enjoy this in the summer. The Farmers Market is a big draw for me and the Street Fair is a must on my summer list"*  
-Nicole Charlebois  
Winner of the "Why I love Downtown" contest

**"Be the change you want to see."**  
-Mahatma Gandhi

In March the PADIDA Annual General Meeting and the launch of the Prince Albert Northern Gateway Magazine was launch featuring Downtown Prince Albert, many of our businesses and advertising our "Investing In Existing Neighbourhoods" 1st ever provincial BID's conference to be held in Downtown Prince Albert in the Fall of 2009.

In May Downtown Prince Albert was host to the Annual Pitch In Campaign launch with hundreds of volunteers participating to clean up our neighbourhood.

In late May early June the PADIDA Executive Director attended two conferences representing the association as members of the International Downtown Association. The 1st conference was the BIA's of British Columbia and the 2nd titled "Transforming and Revitalizing Downtowns" hosted by the Strategy Institute of Toronto. See next 3 article "Summary of what was learned and confirmed"

The Farmers Market began in late May, reporting an increase in members and that they had tripled their sales since relocating to the Downtown Core.

Street Fair and Cinema For Change Outdoor Movie Theater were held in June.

The months of July, August and September proved to be a challenge for the association as our Volunteer Coordinator position was eliminated and our Summer Student had completed his contact hours early due to an earlier start date. These three months were very busy with conference planning and managing the Farmers Market and Summer in the Square activities.

In October the PADIDA hosted the 1st Saskatchewan Improvement District Associations Conference. This event took many months of planning and was attended by delegates and speakers from Saskatchewan, British Columbia, and New York City.

November was host to the 1st Annual Santa Parade of Lights sponsored by the Gateway Mall. Other Christmas activities in the Downtown in 2009: Christmas Casaba at the Art Gallery of Prince Albert, Festive Magic at the E.A. Rawlinson centre and the Annual Christmas at City Hall events.



**Ethan Kent  
Project for Public Spaces  
New York**



**Marlboro Inn  
Investing In  
Our Existing  
Neighborhoods  
Conference**



**Dr. Malcolm Wilson  
Director of the Office of Energy  
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# Summary of What Was Learned and Confirmed