

DOWNTOWN UPDATE

Tuesday, September 6, 2016



Its Fall Fair Time Again!

The Fall Fair Parade will take place on Saturday September 10 starting at 10:45am. The procession will pass through the downtown as it winds it's way from the fairgrounds and back. Please be aware of temporary street closures and parking restrictions during the event.

Ride bracelets are available at Askew's Foods September 3—9th.



For the most up to date downtown information follow us on Facebook!

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Watch for the **Summer Business Survey** next week
Please take a few moments to share your thoughts with us

Salmon Arm AppleFest

SALMONARMDOWNTOWN.COM

2ND ANNUAL

Salmon Arm AppleFest

SATURDAY OCTOBER 1ST
ROSS ST. PLAZA
10AM - 4 PM

KID'S ZONE 11AM - 2PM

 **SHUSwap**
Beautiful. Casual. Down-to-earth.

 **MOBILE JUICE FACTORY**
ON SITE

 **Salmon Arm Apples**

downtown SALMON ARM

Downtown Salmon Arm is hosting the 2nd Annual AppleFest, Saturday October 1, 2016. This free community event will be held at the Ross Street Plaza & Stage from 10-4pm, to celebrate our agricultural history and showcase our local apple growers. We expect to attract several hundred people to the downtown core to sample, taste and learn more about apples.

In addition to local growers, there will be vendors with apple products such as dried apples and apple preserves. The Shuswap Farmers Market will have a booth and Provincial organizations such as BC Fruit Growers Association and BC Fruit Trees Association will also be participating.

What's an Apple Fest without entertainment? Children's activities will take place from 11-2pm, with games, crafts, a face painter and entertainment. We will be encouraging our merchants to showcase apple-themed products. NEW! This year is the Mobile Juice Factory where the public can bring down their apples to get them juiced.

downtown
SALMON ARM



Summer Wrap Up



Over the course of the summer downtown hosted:

- 23 musical performances at the Ross St. Stage
- 11 Market Days at the Plaza
- 1 Free Community Yoga Event at Marine Peace Park
- The 3rd Roots and Blues Pancake Brunch at the Plaza

Shuswap Emergency Services Day



SHUSWAP

EMERGENCY SERVICES DAY

SEPTEMBER 17, 2016

11AM - 3PM AT ROSS ST. PLAZA

- BBQ fundraiser for Shuswap Search and Rescue
- Salmon Arm Girl Guides
- Salmon Arm Citizens Patrol
- CSRD
- Salmon Arm Rapattack
- And more to come

SALMON ARM
downtown

2016 Calendar of Events

Plein Air Paintings, Salmon Arm Arts Center,
September 3—October 1

Salmon Arm Fall Fair, September 9—11

Emergency Services Day, Ross St. Plaza, September 17

Bike for Your Life Century Ride, September 17

First Day of Fall, September 21

AppleFest, October 1

Art Felt Collective, Salmon Arm Arts Center, October 8—29

Reino Run @ Larch Hills, October 16

Downtown Treat Trail, Saturday October 29

Daylight Savings Ends, November 6

Remembrance Day, Friday November 11

Banff Film Festival, November 19&20 at Salmar Classic

Christmas Downtown, December

First Day of Winter, December 21

Christmas, December 25

SALMON ARM
downtown



2016 Fall Fair

119TH SALMON ARM FAIR!

SEPTEMBER
9 - 11, 2016

SEW IT GROW IT SHOW IT

**SOMETHING FOR
EVERYONE!**



MORE ENTERTAINERS & ATTRACTIONS!

- SEAL SKILL HAMMER
- LOCAL DANCERS
- CLINTON W GRAY - MAGICIAN
- MINI CHUCKWAGONS
- PIONEER COLLECTOR CLUB
- DOG DUCK HERDING
- CANADIAN GOAT DOE SHOW
- HEAVY HORSE
- 4-H ANIMALS TO VISIT
- ...& SO MUCH MORE!

EARLY BIRD ADMISSION

SAVE ON A 3 DAY PASS
AUG 2 - SEPT 2

\$5 UNTIL 5 PM

FRIDAY, SEPT 9

RIDE BRACELETS

FAIR OFFICE AUG 2 - SEPT 2
ASKEW'S FOODS SEPT 5 - 9

FAIR ENTRIES

AUG 2 - AUG 27

FAIR HOURS

FAIRGROUNDS OPEN AT 9 AM
EXHIBITS OPEN AT 10 AM

SHOOTING STAR MIDWAY
FRIDAY 3 PM - 11 PM

SAT & SUN NOON - CLOSE

PARADE

SAT. SEPT 10 AT 10:45 AM
DEADLINE FOR ENTRY AUG. 31

CHECK OUT THE
WALKING SCARECROW!

SING & WIN CASH!!



Auditions:

Wed, Aug 24 • 7:00pm

Shuswap Theatre

41 Hudson Ave NW

All contestants MUST pre-register
by email to: lorisling@hotmail.com

OR Applications available at: Acorn Music
122 Lakeshore Dr. NE, Salmon Arm



MORE INFO? SALMONARMAIR.COM

SALMON ARM
downtown

2016 Fam Tours

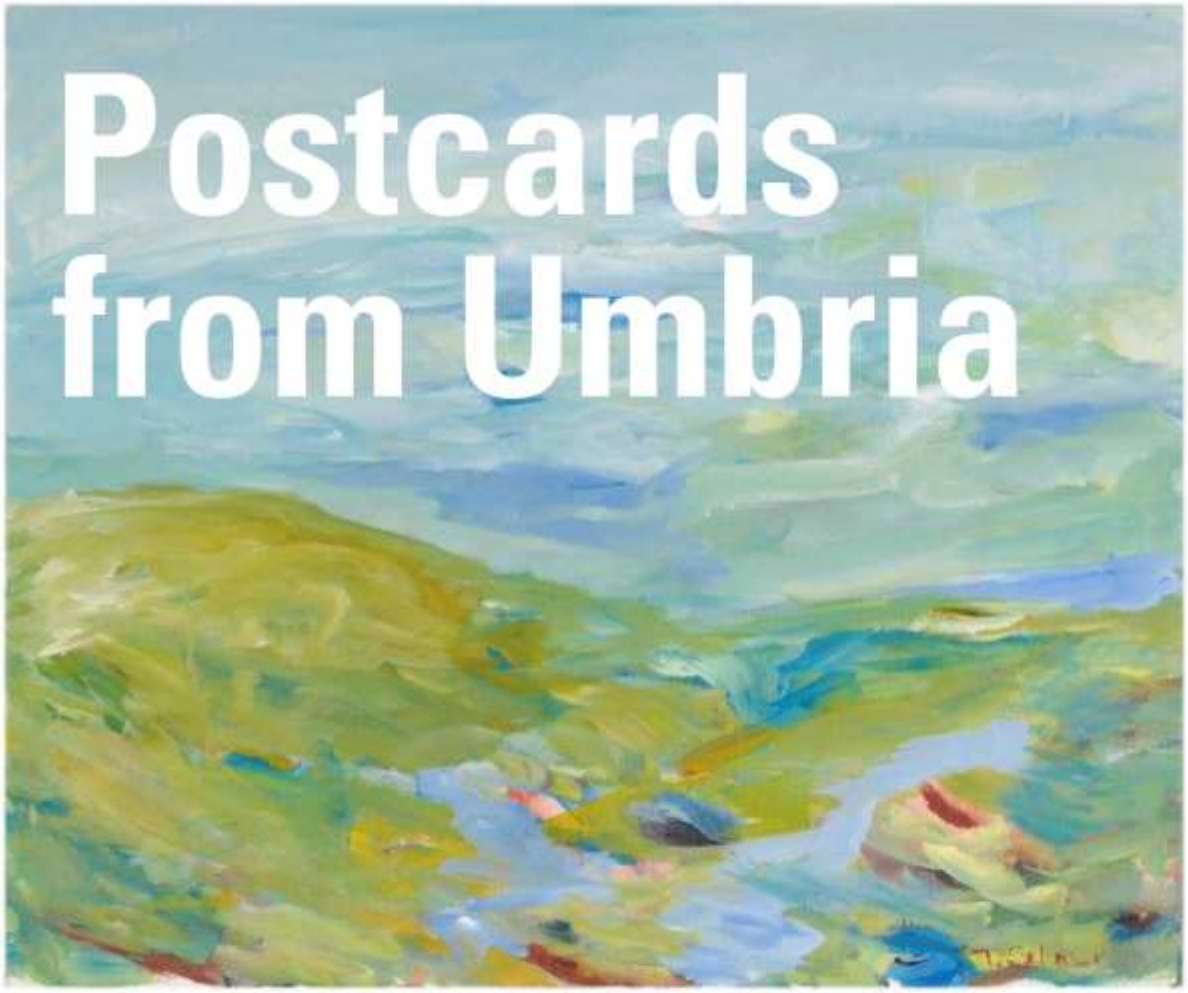
In June of this year DSA staff undertook a project to reach out to local hoteliers and educate them and them of all that our beautiful downtown has to offer. Several Salmon Arm accommodation providers were contacted and offered to have their front end staff taken for a tour of the downtown and provided with information packages to better prepare them to inform visitors of the multitude of dining, shopping and entertainment options within the downtown. Numerous individuals took advantage of the program, and have been able to utilize the knowledge gained throughout the summer season.

This program will continue for the 2017 season.

SALMON ARM downtown



Salmon Arm Art Gallery Presents



Postcards from Umbria

Plein air paintings by Tricia Sellmer

September 3 to October 1, 2016

Opening Reception Friday, September 2, 7pm

Gallery Hours Tuesday to Saturday, 11am to 4pm

Coffee Break Thursday, September 15, 2pm to 4pm

BC Culture Days Open Plein Air event Saturday, October 1

Family Saturdays 11am to 3:30pm drop-in

Sponsored by Linda Rohlf Agency, Inc.

salmon **a**rm
a **r**ts
cen **t**re



70 Hudson Ave. NE • Salmon Arm, BC
250 832-1170 • www.salmonarmartscentre.ca

SALMON ARM
downtown



SALMON ARM downtown

Join in the fun of a community bike ride on the scenic back roads of the Shuswap – North Okanagan on Saturday, September 17th, 2016 at 9 a.m.

Challenge yourself, ride with family & friends , enjoy the view. Four routes highlight the scenic beauty of the Shuswap – North Okanagan. The BBQ Lunch and Celebration (live music, draw prizes) following the ride is casual, down to earth showcasing our Shuswap hospitality.

The Bike For Your Life Tour started in 1998 with the hopes of promoting a healthy lifestyle, family solidarity, and community involvement through a fun cycling event in which all ages and abilities could participate.

The four bike routes are designed to be safe and fun. Whether you have never ridden a bike before, or you are an endurance cyclist join in. Everyone is welcome!



Bike for Your Life Century Ride

Salmon Arm: Then

1980's view east from Shuswap Park Mall Parking Lot to CP Building



Student, photographer, musician. **Brianne G.**
Best. Summer Student. Ever! Thank you for a great
summer!



Contact Us

Give us a call or drop us a line
for more information

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As always, thanks for reading.