



September 2017 Edition

DOWNTOWN UPDATE

Friday September 8, 2017



The Fair Parade will take place on Saturday September 9 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. Advance Wristbands go on Sale at Askew's September 4-7. Get them early and save while they last! **Only \$25!**

Parade Route



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

2017 Applefest

Downtown Salmon Arm and Askew's are proud to bring you Salmon Arm's 3rd Annual Apple Fest, Ross Street Plaza, Saturday September 30th, from 10am- 4pm. This lively community event celebrates the historical background and the importance of apples and their role in the Shuswap. Local orchardists will be on-site, offering samples and selling their apple varieties, and the Mobile Juice Factory will be running public juicing. Meikle Art Studio is hosting a communal art project and R.J. Haney Heritage Village and Museum is running their famous old-fashioned midway games. Enjoy kids crafts & face-painting, balloon animals and live music on the Stage. There will be a selection of vendors and information booths, plus plenty of choices for tasty treats and lunch. The Shuswap Community Foundation is hosting the BBQ and Dough Boyz are serving up hot, stone-baked pizza. Local downtown businesses like Intwined Fibre Arts and Savori Oils & Vinegars will be participating too. Come and enjoy all the festivities that Apple Fest has to offer.

For more information, contact info@salmonarmdowntown.com or claire@askewsfoods.com



**Salmon Arm
Apple Fest**

TASTINGS & OTHER APPLE RELATED
ACTIVITIES AT ALL 4 ASKEW'S LOCATIONS
SEPTEMBER 29th - OCTOBER 1st 2017

MAIN EVENT IN DOWNTOWN SALMON ARM
SEPT 30th 2017
ROSS STREET PLAZA | 10AM-4PM

MOBILE JUICE FACTORY ON SITE!
#salmonarmapplefest

  @AskewsFoods www.AskewsFoods.com

   



2017 Conference and Event Schedule

Salmon Arm Art Gallery New works by artist Chris Cran	September 1 - September 30
Salmon Arm Fair	September 8 - 10
Salmon Arm Bike for Your Life Century Ride bikeforyourlife.com	September 16
Terry Fox Run	September 17
Shuswap Naturalists Fall General Meeting	September 25 - 27
Southern Interior Dressage Association - Fall Finale	September 23
Salmon Arm Art Gallery Kanata, new works by aboriginal artists, co-curated by Aaron Leon	October 6 - November 10
Adam's River Salmon Run	October 2017
Salmon Arm Art Gallery The Great White North. Juried exhibition on the theme of winter. All artists in the Shuswap region	November 18 to December 16

Noticed something we've missed? Please let us know!
Contact Roger at events@salmonarmdowntown.com



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CSRD Food Waste Diversion Program

Don't Treat your Food Waste Like Garbage!

On July 1, 2017, the CSRD's organic waste diversion program went into effect.

According to these new bylaws, you may no longer freely throw food or yard waste out with the trash. Even paper products soiled by food waste need to be recovered through organic collections.



Diverted Materials

As a rule, if you can grow it or feed it, you must compost it. The materials that should be diverted from your waste stream includes, but is not limited to:

- Meat and fish
- Bones
- Seafood shells
- Egg shells
- Pasta, bread and rice
- Dairy products
- Sauces, dressings, etc.
- Vegetable and fruit peels, seeds and pits
- Coffee grounds
- Coffee filters and tea bags
- Paper towels
- Food-soiled paper plates and cups
- Food-soiled newspapers
- Paper bags and paper bag liners used for collecting food scraps

The Rules Apply to Everybody

The change with organic waste disposal applies to businesses in the Salmon Arm & Shuswap areas, including:

- Hotels
- Apartment Buildings
- Businesses
- Restaurants
- Schools
- Theatres, Arenas and Sports Facilities
- Grocery Stores
- Factories
- Hospitals, Nursing Homes and Senior Care Centres
- Farms and Greenhouses
- All other residences, businesses and institutions



Contact the CSRD at 250.832.8194 or 250.833.5950 or your current service provider for more information.

Content Marketing & Social Media Marketing



As part of downtown Salmon Arms ongoing series of Social Media education seminars with Sydney Barron, we present the next installment **“Social Content Marketing for Social Media: Bring Attention to your Business with Engaging Posts”** A social media campaign is about more than just posting updates and promoting sales. A well-rounded social media program will involve the following:

- Utilizing an appropriate social media platform
- Creating Engaging Content & Cross Promotions
- Creating meaningful one-on-one relationships with customers that will lead to return purchases or recommendations to their peers
- Create a “Buzz” about your business

Content marketing means attracting and transforming prospects into customers by creating and sharing valuable free content. The purpose of content marketing is to help the company to create sustainable brand loyalty and provide valuable information to consumers, as well as create willingness to purchase products from the company in the future. This relatively new form of marketing usually does not involve direct sales. Instead, it builds trust and rapport with your audience.

When: Tuesday, October 24, 2017 - 5pm to 8pm

Where: The Prestige Harbourfront Inn

What (to bring): your favorite internet-enabled device

Cost: \$40 (light dinner included)

How (to register): [salmonarmdowntown.com/membership/Social Media](http://salmonarmdowntown.com/membership/Social%20Media)

Seating is limited! Reserve your seat now! Contact us at events@salmonarmdowntown.com



Social Media Done Right

Social media marketing has become a huge part of doing business in the past decade or so. It is both ever-growing and ever-changing — and your business needs to be as well.

Here are three informal rules in terms of social media marketing:

1. *Passion* — do something you enjoy

2. *Patience* — good things don't happen instantly

3. *Persistence* — think things through and don't stop doing so

These rules alone won't help you though. Here are the steps to effective social media marketing:

Target your audience:

Determine your target audience — who you want to market to — and cater your content towards them. Social media is all about simple, easy to digest content, so make your posts short, to the point, and engaging to your target audience. For example, if your marketing for an art & craft business, you want to base your posts around themes of creativity and artistry.

Although, determining your target audience isn't as simple as saying males aged 18-35, as a business owner, you are in the perfect position to envision who your audience is.

There are several details that characterise your audience, including interests, behaviour, occupation, location, and which social media sites they use. In order to gauge this, you'll need to conduct trial-and-error — only a few businesses get it exactly right the first time. Publish a few posts and after a few days, revert back to the social media sites' analytics sections and check out how many people the posts had reached, and how many people actually clicked on your page.

This leads into the next step...

Develop a content plan:

Now, use the analytics you have as feedback to mould your own content plan. In a content plan, you must determine which type(s) of content you want to post to your audience, as well as how many posts and at what times they are to be posted.

Social Media Done Right

See which days and what times of day that your posts were most engaging, and base your future content plan off of that data.

The trick is that, a content plan isn't just a first plan you design and implement, and stick to. The plan is supposed to be ever-changing, as your page and its viewers are ever-changing.

Imagine a situation: you start posting on Wednesdays and Thursdays at 12PM and 5PM, and then next week realise that that plan isn't showing results, so you'll need to change it up, and get back to the analytics page to understand your audience a bit more.

Example:

In this example post the business owner has demonstrated their creativity and artistry while promoting products that are available through their business.

This post also creates an opportunity for her customers to engage with her business both on line and in person.

Bonus points: Co-promotion of another business as well as recognizing the importance of locally sourced products to their customers as well as the business they are partnering with.



Ross St. Plaza

Downtown Salmon Arm (DSA) is inviting you to host your next fundraiser, community awareness booth or small event at the Ross Street Plaza & Stage.

This unique and central public meeting space hosts a water feature (spring, summer), performance stage, bench seating, public washrooms, drinking fountain and parking access. Located at 311 Ross Street, on the corner of Ross Street and Hudson Avenue downtown, it is the perfect spot to gather, listen to music, enjoy lunch and meet with friends.

As a funding partner in it's construction, DSA recently assumed the responsibilities of the bookings for the facility. We are invested to see this asset be utilized and enjoyed by the community and our visitors.

DSA has hosted several events at the Ross Street Plaza - Downtown Live music events, Downtown Farmer's Market, Apple Fest, Roots and Blues Pancake Brunch, Hallowe'en Treat Trail and Winter Solstice Bonfire Night.

As each event has different needs and requirements, we encourage you to contact us for more information and guidance.

For more information on bringing your event to downtown, contact Lindsay Wong, info@salmonarmdowntown.com or Roger Parenteau, events@salmonarmdowntown.com, or call 250.832.5440.



Event Listing

Have an event coming up? Shuswap Tourism has a free comprehensive event calendar on their website. It is very easy to register, add and update your events. The Shuswap Tourism website & calendar have a regional, national and international reach and is professionally maintained and curated.

It's easy to become a member and add your event. Visit: shuswaptourism.ca/user/register



SHUSWAP
Beautiful. Casual. Down-to-earth.

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WorldHost Courses

WorldHost Fundamentals

A One-day Course teaching front-line employees the skills and techniques needed for world-class service professionalism

Objectives in the Fundamentals Workshop

- Understanding the importance of excellent customer service
- Learn how to communicate more effectively and efficiently with customers
- Learn how to demonstrate attentiveness to customer needs
- Understand the social and economic contribution of a healthy tourism industry

Sales Powered by Service

This two-to-three hour ‘refining’ workshop is designed to increase the effectiveness of front-line employees in the tourism and retail sectors. These training tools are ideal for anyone wishing to provide exceptional customer service and can be customised to any business

Objectives in the Sales Powered by Service Workshop

- Review the sales cycle and its influence on customers’ purchasing decisions
- Discuss the value of knowing your products/services and your customers’ needs
- Understanding the impact of “moments of truth”
- Understand the benefits of selling beyond the basics
- Learn in a highly interactive, informative and fun environment

Remarkable—YOU!

This is a 3.5—hour workshop that teaches the value of “being present” when interacting with visitors and reminds participants of the importance of providing Remarkable Service

Objectives in the Remarkable-YOU! Workshop are to help participants:

- Understand the power of engagement
- Understand expectations
- Choose a positive approach
- Prepare for successful outcomes
- Share local and regional knowledge and pride

WorldHost Fundamentals	Oct 6/17	9am—3:30pm	\$95
Sales Powered Service	Oct 5/17	9am—12 noon	\$70
Remarkable—You!	Oct 5/17	12:30—3:30pm	\$70
WorldHost Fundamentals	Oct 6/17	9am—3:30pm	\$95

Registration deadline is September 29

Call 804-8888 for more registration information

Summer Wrap Up

- 21 Downtown Live performances
- 1 downtown Movie Night
- 21 Busk Stop performances
- 10 downtown Market days

We'd like to extend our sincere gratitude to our partners, sponsors and community supporters for a fantastic summer of events and music.



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Roger Brooks

Have you ever seen those "Top Ten Destinations" lists? There are certain ingredients that those cities/towns have that make them outstanding destinations for both locals and visitors. Roger and his team help communities develop and implement those ingredients so that they can increase local and visitor spending. Some call it "tourism development", others call it "Economic Development", but the ultimate goal is to improve the local economy. That is Roger's passion.



The **20** Ingredients of an Outstanding Downtown



1

Razor sharp focus

Food, art, entertainment, antiques, wine, nightlife...



2

The Action Plan

Your to-do list from A to Z. It takes a whole community to win.



3

Critical mass

10 eateries, 10 retail shops, 10 open after 6, in three blocks.



4

Anchor tenants

Shops, restaurants, activities people will travel for.



5

Consistent hours

Businesses open common days and hours.



6

Living, staying downtown

Condos, loft apartments, hotels, and inns.



7

Pioneers with vision

And patient money, who take the chance and make the investment.



8

Just one block

Concentrate on creating one awesome block. Your demonstration project.



9

Four hour parking

Better yet, all-day parking within two blocks.



10

Public restrooms

Relieved shoppers and visitors spend more. Open after 5:00!



11

A Programmed Plaza

250 days of activity a year. Retailers will follow - in droves.



12

Community gateways

First impressions are critical. Add directions to downtown.



13

Wayfinding system

Vehicular & pedestrian wayfinding, pole banners, visitor info kiosks.



14

Downtown gateways

Create a sense of place and sense of arrival. You're here!



15

An Intimate setting

Just one traffic lane each direction and crosswalks every half block.



16

Blade signs

Retail signs perpendicular to traffic. Consistent height and width.



17

Sidewalk cafe dining

Beautification, umbrellas, lighting = incredible ambiance.



18

Curb appeal

70% of first-time sales come from curb appeal. Beautification pays!



19

Constant activity

Activities and entertainment. Bring downtown to life!



20

Give downtown a name

A name makes it a destination, not a geographic designation.



Salmon Art Gallery

Salmon Arm Art Gallery Presents



Save The Date



A selection of new and well-known works by

Chris Cran

September 2 to 30, 2017

Preview and Artist Talk Thursday, August 31, 7pm

Opening Reception Friday, September 1, 7pm

Gallery Hours Tuesday to Saturday, 11am to 4pm

Coffee Break Thursday, September 21, 2pm to 4pm

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

Sponsored by: McDiarmid Construction

Ongoing support
provided by:



salmon arm
arts
centre

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

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Bike For Your Life

Join in the fun of a community bike ride on the scenic back roads of the Shuswap – North Okanagan on Saturday, September 16th, 2017 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, 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!



For more information and registration go to: www.bikeforyourlife.com

Christmas 2017

Downtown Bonfire Night & Late Night Shopping –Thursday, December 21

Dinner and a Movie Nights—December 6, 13, 20

The Great White North—Salmon Arm Art Centre

Breakfast with Santa/ Elves Workshop—
December 9

Downtown SASCU Elf—Throughout the month

Christmas Day—Monday, December 25



*Please contact our office if you have a holiday inspired event you would like us to add to our promotional materials - events@salmonarmdowntown.com

Salmon Arm Retrospective

In January of 1909, Salmon Arm's first Fire Brigade was formed. Firemen depended on the use of chemical tanks to extinguish fires. This would remain Salmon Arm's only defense against fire until the community installed a water system and a new fire protection structure was organized.



Recycling Issues

The good news: recycling containers around downtown are being used.

The bad news: contamination in the bins is to the point where quite a bit is being landfilled and not recycled.

When using these bins please ensure that only appropriate material is deposited. We are working with city staff to provide clearer instructions as to what can and cannot be recycled through this program.



Contact Us

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

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Visit us on the web at
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As always, thanks for reading.