

DOWNTOWN UPDATE

Friday May 1, 2015

May is Shuswap Bicycle Month!

It's time to ride! May is Shuswap Bicycle Month and the perfect time to be outside. Bicycle Month is a celebration of human powered transportation, calling attention to the joys and benefits of cycling for young and old alike. Save money on gas, reduce air pollution and stay healthy by riding your bike to work, school, on errands or just for fun. From street festivals, Bike to Work Week Celebrations, races and a multitude of riding opportunities, Shuswap Bicycle Month will have something for everyone.

Schedule of Events:

- **Cycling events throughout the month:**
<http://salmonarmdowntown.com/event/shuswap-bike-month>
- **Salty Street Fest, Saturday May 9 - 9:30am—5pm**
- **SD83—Bike/Walk to School Challenge - May 11—29**
- **Downtown Family Fun Ride, Friday May 22 - 6:30pm - 7:30pm**
- **Shuswap Bike to Work Week - May 24—30**
- **Canadian Mental Health Ride Don't Hide - June 21**

May 22, 2015 Downtown Family Fun Ride 6:30—7:30 pm

The Downtown Twilight Family Fun Ride is a celebration of all things bike on Friday, May 22 from 6:30pm – 7:30pm. It is a “come-one-come-all” ride through downtown, hosted by downtown Salmon Arm businesses and the Shuswap Cycling Club. It will be an evening filled with great family activities and a few silly ones thrown in for good



2014 Family Fun Ride

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Wednesday on the Wharf

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Updated 2015 Wednesday On the Wharf WOW!

WOW! is a series of summer Wednesday evening musical concerts at Salmon Arm’s Marine Park. Musical styles ranging from jazz to rock, funk to folk are offered from mid-June through to the end of August. Held in the Park’s gazebo, listeners are invited to bring a deck chair or blanket and enjoy the music. Concerts begin at 6:45pm, and go until 8:30pm. Admission is by donation.

Jun 10, 2015	SAS Jazz Bands	Jazz
Jun 17, 2015	Majesty	Funk/Soul
Jun 24, 2015	Cod Gone Wild	Folk/Celtic
Jul 1, 2015	Greg Drummond	Folk/Rock
Jul 8, 2015	Blackberry Wood	Country/Gypsy Jazz
Jul 15, 2015	100 Mile House	Folk
Jul 22, 2015	Folk Road Show	Folk
Jul 29, 2015	The Elk Tribe	Modern Folk
Aug 5, 2015	Seal Skull Hammer	Bluegrass/Jug
Aug 12, 2015	Paul Filek	Pop
Aug 19, 2015	GB Roots	Blues/Roots Rock
Aug 26, 2015	The Salmon Armenians	Rhythm & Blues

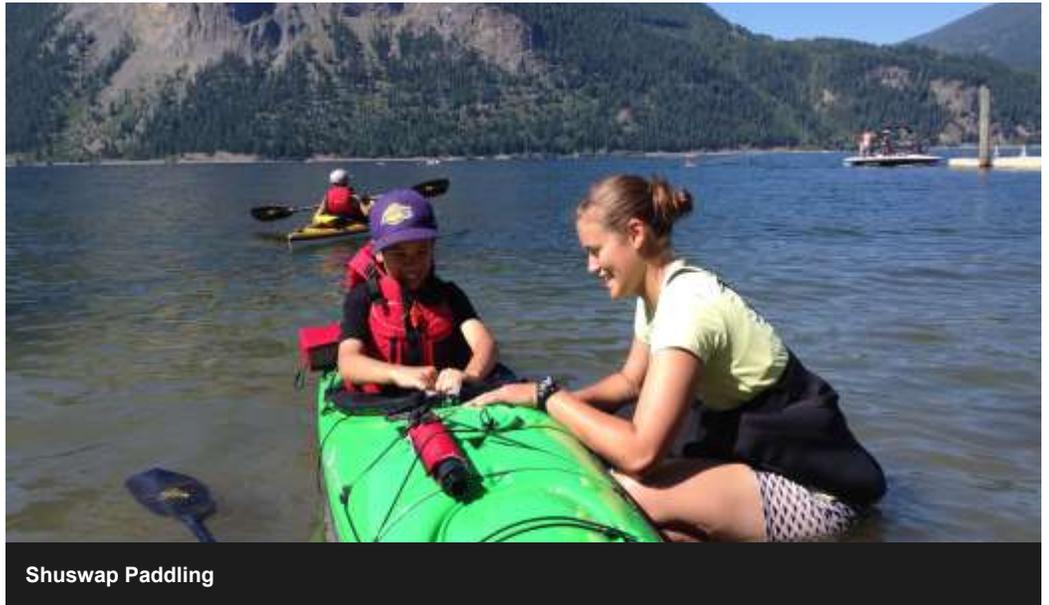
WoW brings together a diverse group every week from dancing toddlers to toe tapping seniors. It is a celebration of live music that is loved by everyone.

Tracey Kutschker

Director/Curator,
Salmon Arm Arts Center

The goal of the Paddle Month is to promote human powered watersport in Salmon Arm and the greater Shuswap area; with the aim of developing Salmon Arm and Shuswap into a leading paddling destination.

*Ted Crouch
Shuswap Rowing and
Paddling, President*

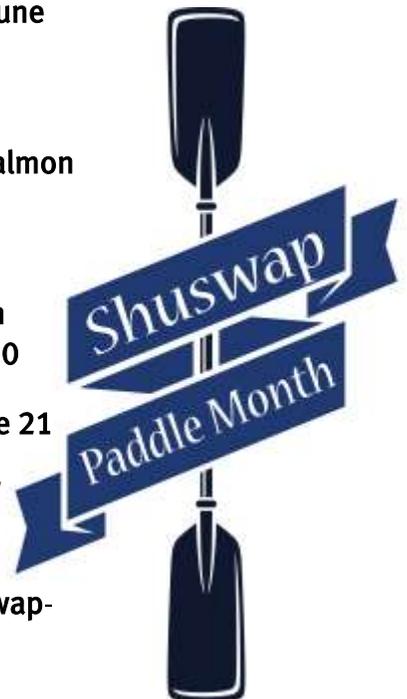


Shuswap Paddling

Shuswap Paddle Month

Recently, a group of dedicated rowers, paddlers and first nations representatives came together to create and implement a series of events throughout the Salmon Arm and Shuswap area during the month of June 2015 – a “Shuswap Paddle Month”. In addition to activity-based initiatives, this group will seek to increase cultural awareness and paddling opportunities, as well as provide an organizational framework for non-motorized waterway advocacy to promote human powered watersports in the region.

- **Paddle for the Public, Wednesday’s in June (10, 17, 24)**
- **The 5th Annual “Survive the Triangle” Outrigger Canoe Races will be held in Salmon Arm on June 20 and 21, 2015**
- **Race #3 of the CORA Cup Series for OC6 paddlers will be a feature of this Salmon Arm event to be held on Saturday June 20**
- **Small boat races will run on Sunday June 21**
- **Paddle Day in the Bay, Saturday June 27**
- **More activities to come visit: <http://salmonarmdowntown.com/event/shuswap-paddle-month> for updates**



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Program and Event Links



Bike Month Calendar - <http://salmonarmdowntown.com/event/shuswap-bike-month>

Wednesday on the Wharf - <http://salmonarmdowntown.com/event/wednesday-on-the-wharf-2>



Shuswap Paddle Month - <http://salmonarmdowntown.com/shuswap-paddle-month>

<http://salmonarmdowntown.com/members-2/downtown-live>



<http://salmonarmdowntown.com/event/shuswap-bike-month/family-fun-ride>



Lunch Box Stage 2015

The 2015 Lunch Box Stage performer applications are now available at:



<http://salmonarmdowntown.com/event/lunch-box-stage>

Coming Events May to September

- Shuswap Bike Month - May 1-31
- Salty Street Fest - May 9
- Downtown Family Fun Ride - May 22, 6:30pm
- Spring Business Mixer - May 13
- Shuswap Paddle Month - June 1 - 30
- Wednesday on the Wharf - June to August
- Lunchbox Stage - July & August
- Jazz Nights - July & August
- Singletrack 6 - July 26
- R&B Pancake Brunch - Aug 14
- AppleFest - Sept 26

Downtown Focus Session—Southside

Java Jive, Wednesday May 6, 2015

5:45pm – 6:45pm

Downtown Salmon Arm would like to get your input on events, programming, marketing, beautification and engagement pieces specifically to meet the needs of businesses located South of TransCanada Highway, but within the Downtown Salmon Arm geographical boundary.

This first 1 hour session will focus on what DSA can be doing to attract more business to the area

As time is valuable to all, please come prepared with your ideas or feel free to email them in advance to : info@salmonarmdowntown.com

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Salmon Arm Art Gallery is pleased to present internationally renowned artists Janet Cardiff and George Bures-Miller Experiment in F# Minor, a mixed-media sound installation, July 4 to August 29, 2015

www.salmonarmartscentre.ca

On a large table sits a collection of bare speakers of all shapes and sizes. Light sensors are inlaid into the edge of the table and as the viewers move around the room, their shadows cause the various sound and instrumental tracks to fade up and overlap, mingle and fade down. Numerous viewers in the room create a cacophony of musical compositions that vary according to where the audience walks or how many people are in the room. When the space is empty, the table fades to silence.

JANET CARDIFF GEORGE BURES MILLER

see



here

Experiment in F# Minor

summer 2015

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

Conference and Event Readiness 2015

The following is a snapshot of some of the many upcoming conferences and events that are scheduled to be hosted in Salmon Arm during 2015. This list will be updated as new information becomes available. Resources to increase awareness of downtown businesses and services have been developed (dine downtown guide, boutique walking tour, spa and personal care guide). Conference and event coordinators will be offered a supply of resources that highlight all that our downtown community has to offer. Please keep these dates in mind as you plan business activities for 2015.

Go to <http://salmonarmdowntown.com/conference-and-event-guide> for a full listing of upcoming events

Silver Backs Spring Camp	May 1 - 3
4-H Rally Day	May 3
Salty Dog Street Fair	May 9
Golden Rockets Jr. B Camp	May 9 - 11
Southern Interior Timber Cruisers Association	May 14 - 15
*Victoria Days Rally - GOLD WING ROAD RIDERS ASSOCIATION	May 16 - 17
*Beta Sigma Phi "Garden Party"	May 23 - 24
*Keeping it Rural Conference	May 26 - 28
*Southern Interior Dressage Association - Spring Fling	May 28 - 31
*Salmon Arm Barrel Association	June 6 - 7
*BC Seed Orchard Association (Tolko)	June 17 - 18
*Outrigger Survive the Triangle Race/Dragon Boat Festival	June 21 - 23
Experiment in F# Minor	Jul 4 - Aug 29
*Summer Hockey Camps (30 camps being hosted)	August 5 - 29
4-H (Summer Sizzler)	Aug 6 - 10
Roots and Blues Festival	Aug 14 - 16
PROBUS Clubs of the Shuswap - A Western Canada Rendezvous	Sept 15 - 17
*Southern Interior Dressage Association Fall Finale	Sept 25 - 27
Adam's River Salmon Run	Sept - Oct

* Indicates a planned Downtown Dollars event

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LOVE *your* trails?

Build - a - Metre - of - Trail



Support 2015 trail projects.
\$10, \$20, \$50, \$100... EVERY LITTLE BIT HELPS.
PLEASE DONATE BY MAY 30th.

Help build more trails, become a Trailblazer.

**Build.
Maintain.
Use.**



Donate online!

www.ShuswapTrails.com

The Shuswap Trail Alliance
is a registered charity. Your
contributions are tax deductible.

The Shuswap
TRAIL ALLIANCE

250.832.0102

info@shuswaptrails.com

Drop your **DONATION**
at these locations!

CHASE:

G-Force
Sports
927 Shuswap Ave.

ENDERBY:

Sutherland's
Bakery
101-1701 George St.

SALMON ARM:

Skookum
Cycle & Ski
141 Shuswap St. SW

SICAMOUS:

Eagle Valley IDA
Pharmacy
317 Main Street

SORRENTO:

Sorrento
Prescription IDA
1250 TC Hwy.

Shuswap Wild Wonders Summer Camps

Shuswap Wild Wonders Summer Camps offer a unique experience for children and youth. Unlike any other program experience in this area, these camps are aimed to inspire awe and wonder in the natural world by showcasing some of the most beautiful and ecologically rich trails and parks in the region. Their team of outdoor educators includes certified teachers, wildlife biologists and horticulturists. Activities included hiking, canoeing, climbing, environmental education, fine arts, team-building and leadership activities. Through a variety of games and field studies, campers develop their sensory awareness skills and powers of observation to transform the way they interact with natural spaces. Our camps instil a sense of place and the skills to continue exploring the natural world.

This group is asking businesses throughout the Shuswap to support their initiative by either sponsoring kids to go to camp or to donate auction items for their upcoming dance fundraiser. The cost of sponsoring one child is \$150. They are partnering with regional School Districts and working with teachers to identify students that qualify for the sponsorship program. To qualify, a student should meet one or more of the following criteria:

- the child would not be able to participate due to cost
- the child would benefit physically, mentally or emotionally from the time outdoors
- the child is struggling and in need of a positive outlet and support
- this is a new experience for the child

Your financial support will help in their mission to create outdoor experiences that enable personal growth that inspire wonder, and that create a deeper connection with the natural world.

Please contact: shuswapwildwonders@gmail.com
or call (250) 833-7593



In the end we will conserve only
what we love. We will love only what
we understand. We will understand
only what we are taught.

-Baba Dioum

Downtown Dollars Gift Vouchers

These vouchers are available in \$5.00, \$10.00 and \$25.00 denominations and make great gifts, promotional items or prizes.

They encourage shopping locally and introduce customers to downtown businesses. A little bit smaller than a standard dollar bill (but larger than a business card), they are easy to handle and keep track of. The different denominations each have individual color codes making them easily identifiable.

When a customer wishes to pay with a Downtown Dollar Gift Voucher

- Check for authenticity...These vouchers are printed on a heavy plasticised stock, with layers of paper sandwiching a plastic layer.
- Treat the voucher as cash, providing change if required. A customer may use more than one voucher at a time.
- Contact the office to make arrangements to be reimbursed for the full amount of the voucher
- If you have any concerns about counterfeiting, do not accept the voucher. Contact the office to report the incident immediately.

To purchase Downtown Dollar Gift Vouchers

- Contact the office to purchase the desired amount
- Payment can be made by cash or cheque
- There are no expiration dates on the vouchers

For more information, please contact:

Lindsay info@salmonarmdowntown.com or

Roger events@salmonarmdowntown.com



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Downtown Dollar Program 2015

For 2015 we will again be engaging with select conferences, events and gatherings to bring visitors to our beautiful downtown by offering Downtown Dollars as part of delegate and attendee packages. We ask you, our membership, to please accept these coupons as part of the visitors' welcome to Salmon Arm—at no cost to your business.

Here's how it works:

Downtown Salmon Arm will produce a set number of \$5 valued discount tickets for select conferences and events—the specific event will be identified on the coupon to aid in tracking.

These Downtown Dollars will be shared with conference and event organizers for distribution to delegates and guests—one ticket redeemable per person at participating downtown businesses.

Your participating downtown business will honour the tickets for their face value with the understanding that you will be reimbursed for all tickets collected. **PLEASE, keep all Downtown Dollars you receive, as we cannot reimburse lost/missing tickets.** The Downtown Dollars will typically expire a day or two after the event ends, and we ask that you contact our office at this time to request reimbursement.



What we need from you:

Confirmation that your business will participate and honour these coupons for their face value of \$5 per ticket. Once we have your confirmation we will distribute a Downtown Dollar sticker to be displayed in your window to let visitors know they can redeem their coupon with you.

Following the event expiry date, please contact our office to let us know how many tickets your business has redeemed. Please let us know who the cheque should be made out to (your name, business name, holding company, etc.).

What we will provide:

We will create a listing of conferences and events coming to Salmon Arm in 2015 and distribute to our membership.

Production of Downtown Dollars as well a window sticker identifying your business as a program participant.

Redemption of Downtown Dollars to participating downtown businesses.

The fine print:

These coupons have no cash value. Don't give change back if the purchase is less than \$5. Please submit your Downtown Dollars for reimbursement within two weeks of their expiry so we may properly track their use.

Guaranteed increases in local and visitor spending!

Branding | Product Development | Marketing



Roger Brooks

Roger Brooks

Ralph Waldo Emerson said, “Nothing great was ever achieved without enthusiasm.” Roger Brooks lives by this motto. One of the world’s most sought after experts in place branding and marketing, tourism and economic development, Roger energizes audiences with exceptional content – using humor, stories and examples, rules and ingredients that inspire audiences to achieve incredible success. As CEO of Roger Brooks International, Roger has assisted more than a thousand communities over the past 30 years in their quest to become outstanding destinations for residents, businesses, and visitors. Author of the book “Your Town: A Destination – The 25 Immutable Rules of Successful Tourism,” Roger provides communities with bottom-line solutions and fresh ideas that can be implemented today to make a difference tomorrow. Roger’s insights and experience provide an incredible wealth of content for each of his presentations. Topics include: THE SEVEN DEADLY SINS OF DESTINATION MARKETING and what to do about them to make sure your marketing is 100% effective. Are you getting the best return on your city’s marketing investment? THE 20 INGREDIENTS OF AN OUTSTANDING DOWNTOWN. After researching 400 successful downtowns, Roger uncovered the 20 most common elements that led to their success. The heart and soul of a community is its downtown. How’s yours? THE ART OF BRANDING A COMMUNITY. Perhaps the most misunderstood subject, branding is demystified in this insightful presentation. Your attendees will discover the ten things they need to do to be successful in this new age of specialization. What sets your community apart from everyone else?

Downtown Salmon Arm has gained access to the Roger Brooks video library to share with our membership. Please contact our office to arrange a viewing.

Need confidential documents shredded?

The Community Employment Services department, part of Shuswap Association for Community Living, have many experienced individuals seeking employment. This involves on-site shredding at your place of business to free up valuable space and time in your offices!! For more information please call 250-832-3885 EXT-1310



Spring Business Mixer

You're invited to attend a relaxed afternoon of business networking at the Salmar Classic on Alexander St. Come out and meet other business owners and managers.

Enjoy delicious snacks and beverages.

Recline Ridge Winery and The Barley Station Brew Pub will be offering their award-winning wines and beers

Wednesday May 13, 2015 – 4:30 – 6:30pm
@ The Salmar Classic

RSVP:

events@salmonarmdowntown.com or
admin@sachamber.bc.ca



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Contact Us

Give us a call for more information

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Visit us on the web at
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