

# DOWNTOWN UPDATE

Friday November 6, 2015

## 25th Annual Downtown Treat Trail

The 25th Annual Downtown Treat Trail was a huge success! From all of the great community support, the volunteers and business participation - even the weather cooperated. We would like to extend a HUGE Thank You to all the individuals and groups that made the 2015 Downtown Treat Trail so great!

In no particular order, we would like to extend our gratitude to:

- The Citizens on Patrol, The Salmon Arm Silverbacks, The SAS Leadership class and Jim Pendree for providing traffic control and keeping everyone safe.
- The volunteers and staff from RJ Haney, The Salmon Arm #1 Scouts, The Shuswap Farm and Craft Market, Okanagan College Enactus Students, Promise Photography, Vickie Maurier, In The Groove Studio, Salmon Arm Fire Department, The Salmon Arm RCMP, St. John's Ambulance, Shuswap Construction Industry Professionals for participating, assisting, photographing and just making the event fun for everyone.
- All of our Safety Sponsors - Acorn Dental, BDO, BMO, Dr. Jonathan Low (sorry for the earlier mis-spelling), Faster Than Light Computing, Intwined Fibre Arts, Lakeshore Physiotherapy, Johnston Meier Insurance Agencies Group, Salmon Arm Barber Shop, Salmon Arm Liquor Store, The Happy Zebra, and Canada Post Corp.
- The Salmon Arm Savings and Credit Union (SASCU) for their financial support



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Check out our Facebook page for more photos!

Salmon Arm Art Gallery Presents

# In Nature's Footsteps



Wildlife paintings by Valerie Rogers  
**November 14 to December 12, 2015**

Opening Reception Friday, November 13, 7pm  
Gallery Hours Tuesday to Saturday, 11am to 4pm  
Coffee Break & Artist Talk Thursday, November 19, 2pm to 4pm  
Family Saturdays 11am to 3:30pm drop-in  
Sponsored by Gail Dyer

salmon **a**rm  
a **r**ts  
c**e**ntr**e**

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**SALMON ARM**  
downtown



**There is lots coming up in  
December to know about!**

- **Sponsor a Tree Program is back! Sign up list is at: [salmonarmdowntown.com/members-2/sponsor-a-tree](http://salmonarmdowntown.com/members-2/sponsor-a-tree)**
- **Hub International Free Family Matinee/Toy Drive - A Christmas Carol Saturday, Nov 28 - 1pm**
- **Thursday Late Night Shopping! December 3, 10, 17 - Prize Draws, gift wrapping, carolers (TBC)**
- **Breakfast with Santa - Saturday Dec 12, 8 - 11am @ Bradbury's Restaurant**
- **Elves Workshop - Salmon Arm Arts Center - Dec 5 & 12, 11am - 4pm**
- **Family Resource Center Christmas Campaign - Dec 15, 16 & 17 Pre-registration required. Contact the FRC @ 832-2170**
- **CPR Holiday Train - Wednesday, December 16th 7:30pm @ Lordco Parking Lot**
- **Lakeside Insurance Free Family Matinee/Toy & Foodbank Drive - Arthur's Christmas - Monday, Dec 21 - 1pm**
- **Dinner and a Movie - Dec 2, 9, 16, 23**
- **Random Arts of Elfness—Throughout the month**



## Sponsor a Tree Program 2015

Following up on the success of the Sponsor a Tree Program from 2014, we will be repeating the program for 2015.

First off, we wish to thank the City of Salmon Arm and the Public Works, and in particular Mike, Candice and Jason for all their help in bringing this to project to fruition. A special thank you also needs to go to Jespersen Solvang Tree Farm. They have generously donated over 30 trees for this holiday season. The Farm is seeking your support by kindly requesting that you hang a poster and display a small basket with business cards attached to candy canes. These can be dropped off to your business prior decorating. Please indicate on your sign-up form if you are able to accommodate this request.

We will begin installing the trees around the downtown beginning in mid/late November – and should be completed by December 1<sup>st</sup>. Once the trees are in place, please have your tree decorated by December 4<sup>th</sup>.

There are just a few points I'd like to bring up regarding decoration as well as lessons learned from last year:

- For the businesses that did participate in 2014, please re-use the LED lights that were supplied
- For businesses that did not participate in 2014, Lindsay or myself will be dropping off a string of solar lights to everyone who has signed up for a tree
- **\*\*Important\*\*** When installing the lights, please install with the solar panel near the top of the tree. This will ensure it gets the maximum amount of light possible for recharging the batteries as well as being less susceptible to vandalism than if it were at ground level
- Please refrain from using flammable items on the trees, they will have to survive a few Christmas parties
- Please do not use glass or any other type of decoration that could become hazardous if removed/broken (see above)
- Please do not water the tree
- At the end of the holiday season, (you will be notified of the date) please remove all your decorations. We will take care of the actual tree removal and clean-up.



Sign up begins on November 6th with the receipt of this newsletter - sign up at:  
[salmonarmdowntown.com/members-2/sponsor-a-tree](http://salmonarmdowntown.com/members-2/sponsor-a-tree)  
 And follow the links at the bottom of the page.

### **Thursday on the Town**

We are embarking on a advertising and promotional campaign of late night shopping on Thursdays in December – 3rd, 10th, 17th. Broad participation by as many downtown businesses as possible is crucial to this program’s success

There will again be a prize draw on EZ Rock Radio to conclude the “Shop & Win” contest. Ticket pads will be distributed the week of November 23rd to downtown businesses – Prizes this year will consist of \$500, \$350 & \$150 Downtown Dollars Gift Vouchers (in \$25 denominations)

### **Dinner & a Show**

To further promote the Downtown core as a community hub for dining, entertainment and shopping, we will also be making a mass purchase of Salmar Theater tickets valid for any showings in December (from the 1<sup>st</sup> to the 31<sup>st</sup>)and distributing them to our participating restaurant members.

With the purchase of a Dinner and a Show Special, diners will receive free a ticket to a December show at either the Classic or Grand – 3D movies incur a \$2 up charge

### **Breakfast with Santa - Saturday December 5th & 12th 8-11am**

Breakfast with Santa – This is an open invitation to families to bring their younger children downtown early on a Saturday morning to enjoy a light breakfast with Santa

- Bradbury’s Restaurant, Sat December 12th, 8-11am—Sign up to open November 13
- Sponsored by Askew’s, Bradbury’s and Downtown Salmon Arm
- Food bank donations to the Second Harvest Food Bank
- Santa will be there 8:30-10:30am

### **Afternoon in the Elves Workshop – Saturday December 5 & 12, 11-4pm**

An Afternoon in the Elves Workshop – parents are encouraged to bring their kid’s downtown to the Salmon Arm Public Art Gallery for a Saturday afternoon of holiday-themed crafting with Santa’s Elves

### **CPR Holiday Train**

Monday December 16 7:30pm @ the Lordco Parking Lot—Feat. Jim Cuddy, Devin Cuddy and Kelly Prescott

### **By Donation Gift Wrapping**

New this year, Downtown Salmon Arm is partnering with the Canadian Cancer Society to provide gift wrapping by donation. Location to be announced

### **Letter Writing to Santa**

Children can write and drop off their letter to Santa. Location to be announced

## Downtown Christmas Elf

The downtown Christmas Elf will be back for 2015 and, we need to stock her up with presents for the holiday season. Is your business willing to contribute to the Downtown Christmas Elf's Basket of Holiday Treats? The downtown elf has provided a great deal of positive press for the downtown area and some very enjoyable experiences for shoppers in last few years. Downtown Salmon Arm will be stocking the Elf's basket with Downtown Dollars and Salmar tickets however, we also need your help with filling it with some great holiday treats. As in years past, we are asking you to contribute a \$25 donation, which we will match so that we may provide select downtown shoppers with a special \$50 surprise Elf gift from your business.

### What's in the Basket?

#### **\$5 Downtown Dollars /Salmar Movie Tickets**

How do they work?:

1. Downtown Salmon Arm produces a set number of \$5/movie tickets to be distributed by our 'Christmas Elf' – 1 ticket redeemable per person at participating business. eg. A group of four customers could redeem a maximum of \$20 - tickets have no cash value - do not give change
2. Participating downtown businesses honor the tickets for their face value with the understanding that they will be reimbursed for all tickets collected by Downtown Salmon Arm once the redemption period ends. The redemption period will expire on Sunday January 3<sup>rd</sup> at midnight.

#### **\$50 Gift Certificate**

How do they work?:

1. Reply to this message and confirm that your business is willing to contribute \$25 to the Elf's Gift Basket.
2. Downtown Salmon Arm will match contributions up to \$25 eg. \$25 business donation + \$25 Downtown SA match= \$50 gift certificate for your business.
3. Downtown Salmon Arm will produce \$50 Gift Cards for businesses that contribute and we will reimburse \$25 upon the Gift Card's redemption.

What we need from you:

1. Confirmation that your business will participate and honor the tickets for their face value.
2. Contact our offices, beginning January 4<sup>th</sup>, and inform us how many tickets your business has redeemed and how we can reimburse you (Cheque or Credit Card). \*\*\*NB. If you choose to be reimbursed by cheque, please let us know who the cheque should be made out to. (Your name, Business name, holding company etc.)

It's that easy. All you have to do is contact [Roger](#) and confirm your involvement via email. Call 250-832-5440 if you require more info

# 2015 Downtown Dollars Gift Vouchers— The perfect Christmas gift

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. Similar in size to a standard dollar bill, 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 serialized and 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](mailto:info@salmonarmdowntown.com) or

Roger [events@salmonarmdowntown.com](mailto:events@salmonarmdowntown.com)



SALMON ARM  
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## Contact Us

Give us a call for more information

**Downtown Salmon Arm**  
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Visit us on the web at  
[www.salmonarmdowntown.com](http://www.salmonarmdowntown.com)

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As always, thanks for reading.