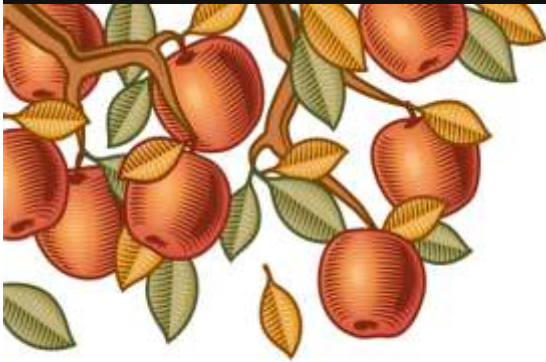


DOWNTOWN UPDATE

Friday September 4, 2015



2015 Salmon Arm AppleFest

The 1st Annual AppleFest is taking place Saturday Sept 26th at the Ross Street Plaza from 10am – 4pm. Local orchard growers will be present and sampling this year's crop. Vendors will be selling local dried apples, apple butter and apple baked goodies. Stop

by the Shuswap Farm Market booth, the local nutritionist or bring in your unnamed apple varietal to be identified by experts.

There's family fun all day. The Kids Zone is from 11-2pm. Activities and games, face-painting and children's entertainer will put smiles on faces all day long.

Visit the merchants to discover their apple-themed goodies - like apple pies, juice and cider and apple-smoked cheddar.



AppleFest



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downtown SALMON ARM

2015 Salmon Arm SalmonFest



The 2015 Adams River salmon run is fast approaching, and with it comes an influx of visitors to the Shuswap. Help welcome tour groups to Salmon Arm by celebrating the Salmon throughout the month of October. Highlight menu items, current stock or anything salmon related. Downtown Salmon

Arm will be distributing information to hotels, tours and in Roderick Haig-Brown Park promoting SalmonFest in an effort to engage visitors to the area and bring them to our downtown.

25th Annual Downtown Treat Trail

2015 marks the 25th year of the Downtown Treat Trail.

Transform your businesses and get ready! Princesses, cowboys, ghosts and ghouls will be prowling downtown

Friday October 30, 2015 in search of treats and tricks. This spooky event will take place between 3:00pm and 5:00pm (Street closures begin at 2:30pm)

Every year more and more children and parents are learning about this downtown multi-block party so, join in and take advantage of this fantastic promotional opportunity!

****NB Access to Hudson Avenue from Shuswap to Ross St. will be restricted during the event for the safety of the trick-or-treaters and their families.**



Cardiff Miller Experiment in F# Minor

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

Show runs until September 19, 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.



SALMON ARM
downtown

Salmon Arm Arts Center receives Canada Council for the Arts Funding

The Shuswap District Arts Council recently received Canada Council for the Arts funding for the Salmon Arm Arts Centre internationally renowned Cardiff & Miller exhibition.

The Salmon Arm Arts Centre is now one of only three arts organizations in the Shuswap to ever qualify for Canada Council funding (along with Roots & Blues and Caravan Farm Theatre).

“We’re delighted,” said Director/Curator Tracey Kutschker of the award. “It’s a tremendous compliment to the caliber of our talented and hard-working team to achieve national recognition of this kind.”

The exhibition Experiment in F# Minor features two works by Janet Cardiff and George Bures Miller, and runs until September 19, 2015. The Gallery is open Tuesday to Saturday from 11am to 5pm. Admission is by donation.

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 salmonarmdowntown.com/conference-and-event-guide for a full listing of upcoming events

Heroes & Rogues: Ten Years Later Photographs by Craig Pulsifer created for Salmon Arm's 2005 Centennial	Sept 5 - 26
Salmon Arm Fall Fair	Sept 11 - 13
*Probus Clubs of the Shuswap A Western Canada Rendezvous Cancelled	Sept 15 - 17
*Shuswap Naturalists Fall General Meeting	Sept 25 - 27
*Southern Interior Dressage Association Fall Finale	Sept 25 - 27
Adam's River Salmon Run	Oct 2015
The Knitted Tree A community installation	Oct 3 - Nov 7
Downtown Treat Trail 25th Annual Community Trick or Treat event downtown	Oct 30
In Nature's Footsteps Wildlife paintings by Valerie Rogers	Nov 14 - Dec 19

* Indicates a planned Downtown Dollars event



Peace in the Park—Group Yoga—August 29, 2015

Staff Parking Downtown

Downtown Salmon Arm strives to be a customer friendly parking environment and therefore provides many options for any visitor to the downtown. Though you may not always find a spot right in front of your destination, all parking lots in the downtown core are within a five-minute walk of your destination. Please encourage your staff to leave on-street parking available to your customers and to utilize one of the day lots within the downtown.

*Downtown Parking Guide:
salmonarmdowntown.com/?p=170*

Coming Events September to October

- Salmon Arm Fall Fair Sept 11 - 13
- AppleFest - Sept 26
- Adams River Salmon Run
- Salmon Fest - October
- The Knitted Tree—A community installation Oct 3—Nov 7
- Halloween Treat Trail Friday - Oct 30
- In Natures Footsteps—Wildlife paintings by Valerie Rogers
- December Downtown

August 14 - Lunch Box Stage



downtown
SALMON ARM

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. 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 or

Roger events@salmonarmdowntown.com



SALMON ARM
downtown

Downtown Dollars Program

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.

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



Contact Us

Give us a call for more information

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As always, thanks for reading.