



Feb/March 2018 Edition  
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# downtown SALMON ARM

# DOWNTOWN UPDATE

Friday February 9, 2018

We would like to extend a huge 'Thank You' to Relan, who served us as our 2017 SASCUC Elf. We appreciate the energy and enthusiasm she shared with businesses and patrons of the downtown community.



Thank you to everyone who participated in our 2017 December Downtown. Your donated time, energy and sponsorships were vital components in the execution of our annual events. Please visit our website and facebook page for event images.

<http://salmonarmdowntown.com/>

As always, we welcome your feedback and look forward to making the 2018 holiday season even better. Contact us at

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

[info@salmonarmdowntown.com](mailto:info@salmonarmdowntown.com)

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

# Coldest Night of the Year



The Coldest Night of the Year is a super-fun, family-friendly fundraiser that raises money for The Salvation Army Salmon Arm and Second Harvest Food Bank. Funds raised allow them to offer hot meals, beds, showers, laundry facilities, breakfast and fresh, healthy grocery goods. Since 2011, CNOY communities have raised over \$16,500,000! <https://cnoy.org/home>

## 2018 Downtown Clean Up

Downtown Salmon Arm in partnership with Askew's Downtown is hosting the 3rd annual community clean-up day, 'Fresh Start to Spring' on Saturday April 28, 2018. This event will begin with orientation at Ross Street Plaza at 9am. Volunteers will be organized into teams and given a work plan of approximately 2 hours. Everyone will reconvene back at Ross Street Plaza for lunch at 11:30am.

More information to follow in the Spring newsletter.



# Ross Street Plaza - You're Invited

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

While we can assist with promoting your event through our social media channels, ***Shuswap Tourism's on-line event calendar*** is a great avenue for event exposure.

It's easy to become a member and add your event.

Visit [shuswaptourism.ca/user/register](http://shuswaptourism.ca/user/register)

## Fee Structure

- DSA members incurs no fees
- Not-for-Profit or Charitable (local) organizations incurs no fee
  - Not-for-Profit or Charitable (regional and beyond) incurs a \$15 fee
  - Other organizations will incur a \$25 fee if they do not fall under the other categories

Any booking for the sole purpose of generating a profit for use other than as a charitable donation will incur a booking fee.

For more information on bringing your event to downtown, contact Lindsay Wong at [info@salmonarmdowntown.com](mailto:info@salmonarmdowntown.com) or Jennifer Broadwell [events@salmonarmdowntown.com](mailto:events@salmonarmdowntown.com), or ring 250.832.5440.



## Downtown Live



Downtown Salmon Arm will again be presenting a full schedule of music and entertainment for the 2018 summer season. In order to streamline the application and presentation the former Lunch Box Stage, Jazz Nights and Saturday Night Live will now be collectively know as 'downtown LIVE'.

And speaking of, the 2018 Downtown LIVE application is now available! The form is available for download on our website at [salmonarmdowntown.com](http://salmonarmdowntown.com) under 'Music'.



## Best Dressed Window Display Contest

Make your business stand out from the crowd this Spring by entering the Downtown Salmon Arm Best Dressed Window Display competition! To enter, email [events@salmonarmdowntown.com](mailto:events@salmonarmdowntown.com) to confirm your entry and ensure that your shop or business window is all dressed up by May 2018 in time for the Salty Street Fest event. Judges will be out beginning May 7. Entries will be judged on the following criteria: Creativity, Use of Window Space, Theme, Lighting, Use of Recycled Material and Overall Impact of the display.



# 2018 Conference and Event Schedule

<b>Salmon Arm Art Gallery, Open Exhibition</b> Welcoming artists of all ages and media.	<b>January 20—Feb 24</b>
<b>Salmon Arm Art Gallery, Coffee Break</b> Discussions on the diverse selection of artwork in the 18 exhibition.	<b>February 15</b>
<b>Shuswap International Film Festival</b>	<b>February 16 - 24</b>
<b>Shuswap Theater Presents - Opening Night</b> By Norm Foster, Directed by Paul Kirkwood-Hackett	<b>February 23– March 10</b>
<b>Coldest Night of the Year Walk</b>	<b>February 24</b>
<b>Salmon Arm Art Gallery, Formation Inspiration</b> Salmon Arm Art Gallery presents Formation Inspiration, an exhibition by BFA students from Thompson Rivers University	<b>March 2</b>
<b>Salmon Arm Art Gallery, Coffee Break &amp; Artist Talk</b> Featuring the participating BFA students from Thompson Rivers University.	<b>March 15</b>
<b>Shaw Center Challenge I</b> Adult Rec Hockey 19+	<b>March 23 - 25</b>
<b>Shaw Center Challenge II</b> Adult Rec Hockey 19+	<b>April 6 - 8</b>
<b>Shuswap Music Festival</b> The purpose of the Shuswap Music Festival is to provide an opportunity for amateur and/ or young performing artists to demonstrate their achievements in music to their peers and to the community.	<b>April 16 - 27</b>
<b>Silver Backs Spring Camp</b>	<b>April 27 - 29</b>
<b>Shuswap Theater Presents - Perfect Pie</b> By Judith Thompson, Directed by Elizabeth Ann Skelhorne	<b>April 27- May 12</b>
<b>National Garage Sale for Shelter</b> 10th Annual National Garage Sale for Shelter supporting the Royal LePage Shelter Foundation and the S.A.F.E. Society @ Royal LePage Access Real Estate	<b>May 12</b>
<b>Salty Dog Street Fest</b>	<b>May 12</b>
<b>Salty Dog Salty Enduro</b> Hosted by Downtown Salmon Arm's own Skookum Ski & Cycle, this highly regarded event will see 500 riders taking part.	<b>May 13</b>
<b>Shuswap Writers Association – Word on the Lake Writers Festival</b>	<b>May 11 - 13</b>

# 2018 Conference and Event Schedule

<b>Eats and Beats Food and Music Fundraiser</b> Ross Street Plaza	<b>May 25</b>
<b>BC High School Mountain Biking Provincial Championship</b>	<b>May 26</b>
<b>BC/Shuswap Bike Month</b>	<b>May 28 - June 30</b>
<b>Shuswap Bike to Work and School Week</b>	<b>May 28– June 1</b>
<b>Relay for Life</b>	<b>June 9</b>
<b>14<sup>th</sup> Annual Dragon Boat Festival</b>	<b>Summer TBA</b>
<b>Canada Day Children’s Festival</b>	<b>July 1</b>
<b>Summer Hockey Camps</b>	<b>August 7 – 24</b>
<b>Shaw Center Challenge IV</b> Female 28+ and Oldtimers 40, 50	<b>August 10 - 12</b>
<b>Roots and Blues Festival</b>	<b>August 16 - 19</b>
<b>Shaw Center Challenge III</b> 60, 65, 70	<b>August 21 - 23</b>
<b>Shaw Center Challenge V</b> Men’s and Co-Ed Adult Rec 19+	<b>August 24 - 26</b>
<b>Demolition Derby</b>	<b>August 2018</b>
<b>Salmon Arm Fair</b>	<b>September 7-9</b>
<b>Terry Fox Run</b>	<b>September 16</b>
<b>Adam’s River Salmon Run</b>	<b>October 2018</b>

**Noticed something we’ve missed? Please let us know!  
Contact Jennifer at [events@salmonarmdowntown.com](mailto:events@salmonarmdowntown.com)**