



WHAT'S UP DOWNTOWN

Prince Albert Downtown Improvement District association

Christmas

2009

Gateway Mall Santa Parade of Lights Thursday November 19th 6:00 p.m.

Something new this year, the Gateway Mall has agreed to an evening illuminated Santa Parade.

Floats will be lining up in the Venice House Parking lot on 15th Street @ 5:00 on Thursday November 19th.

The Parade will make it's way on to Central Avenue @ 6:00 and proceed north to River Street.

A Christmas To Remember Merchants Open Door Event Thursday December 10th

A number of the downtown merchants have partnered to celebrate the season with open doors on **Thursday December 10th**. Scentsiments Floral, Kanga Kids Exchange, and Stacy D's Antiques are all planning, an evening of entertainment, holiday snacks and in store specials. Please Plan to organize an event at your location for the same evening. The more the merrier, and don't forget to let us know so that we may help to promote your business.





PADIDA Members Morning Coffee

with Police Chief Dale Mc Fee



Wednesday November 25th

7:30 am

Location TBA

RSVP by e-mail padia@sasktel.net

New this Christmas Season
The Art Gallery of Prince Albert
Presents

Christmas Casbah

Art and Craft Gift Shop

Open during regular Gallery Hours
www.artgalleryofprincealbert.com

After 6:00 Membership Social
Wednesday November 25th

Join us in welcoming
our newest business

On The Avenue

Artisan Gallery

911 Central Avenue

onthavenue@sasktel.net

Coming In 2010

Olympic Torch Relay Celebration
Monday January 11th
Memorial Square and Forest Centre Court
Yard.

Central Avenue will be closed to traffic
between 10th and
11th.

Watch for more de-
tails as the day
moves closer.
Downtown Prince
Albert will be seen
world wide!

Volunteers may soon be
approaching your business
asking you to display local
school children's Olympic
posters.

Why I Love Downtown—Valentines Promo-
tion.

This promotion was very successful last
year.

Please consider being a sponsor by do-
nating prize items for the win-
ning submission.

PADIDA Annual General Meeting
will be held on Wed. March
23rd, 2010.

Notices will be sent out in early
March.

Street Fair will be on Saturday June 19th.

Fall Festival/ Street Fair is planned for
sometime in September.

New Garbage Cans!



You Association, Your Neighborhood, Your Business!

Strengthening the fabric of our downtown district is crucial. This can not be achieved alone or by deferring the responsibilities to others. We need to all be doing what we can to improve local business and strengthen our local economy in a sustainable way. A successful BID can only be accomplished by a supportive and active membership. Successful, dynamic places do not just happen by accident. They take careful planning, design, capital investment, supportive government and programming: as well as stewardship by the businesses and residents that live and work around them.

One of the challenges faced by our association is convincing the membership that they are the association, not the Board of Directors, not the Executive Director, and not the staff and volunteers. During the associations strategic planning sessions held in the spring of 2008 and the Business Retention and Expansion survey undertaken by the PREPARE partners over the winter of 08/09, it became evident that the administration was not communicating well or engaging our membership. We know this because of the misconception of who the membership thinks their association is and what the association does. We know this because we have a difficult time attracting our members to be a part of the decision making, planning and engaging them to become a part of the solution and not just a beckon for flagging issues that we already know exist. Those issues are the very reason that the property owners and merchants decided to band together to collectively make a difference.

There are many opportunities for members to be involved: simply read the newsletter, respond by calling the office and leaving a message or sending an e-mail, check the Website www.princealbertdowntown.ca attend or host an "After 6:00 Social" to network with your neighbours, participate in special events and advertising opportunities, send us your information on special events and activities so that we may assist with promoting your business, attend a committee meeting, volunteer for the Community On Patrol, attend and VOTE at the AGM.

This association is governed and controlled by those members who choose to get involved. The association can only be as good as it's members allow it to be.

Collectively we have a very strong voice.

'Coming together is a beginning. Keeping together is progress. Working together is success.'

- Henry Ford

Who Are We

The Prince Albert Downtown Improvement District Association is a Not for Profit organization governed by a volunteer board of directors drawn from our membership. The membership is made up of property and business owners from within the designated business improvement district as defined in the City of Prince Albert's bylaw.

The association has established six committees: Marketing, Events, and Promotion, Heritage Preservation and Promotion, Community On Patrol Advisory, Governance, Finance, and Economic Development.

The association has representation on several outside committees and boards, insuring that our voice is heard by the civic, provincial and federal decision makers.

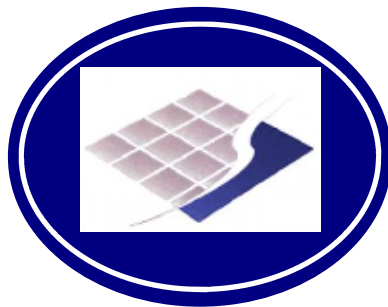
We are a voting member of the only Western Canadian Organization of Business Improvement Districts, the BIA- BC, and a member of the International Downtown Association.

The association receives approximately 42,000.00 from it's 264 members, this is an average levy payment of \$159.00 per member per year.

The remainder of the associations budget is secured through grants and sponsorships. The Associations budget is 143,000.00 for 2009.

The associations signature event the Annual Downtown Street Fair alone accounts for over \$10,000.00 of the budget, not including all the in-kind goods and services that are contributed to the event.

The association is able to take every dollar raised in membership levy to leverage two more dollars, tripling your investment in your neighborhood.



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