



WHAT'S UP DOWNTOWN?

PRINCE ALBERT DOWNTOWN IMPROVEMENT DISTRICT ASSOCIATION

Jan 2009

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A Look Back At 2008

Another amazing year for Downtown Prince Albert!

2008 started out to be a very challenging year for our association and it was evident from the beginning that we had a lot to achieve in the months to come.

January is always a busy month for the association, with year end reports and preparations being made for the year ahead. We started off the year with visits to all of our members to update our contact information so that a complete and comprehensive business directory could be developed.

As the association continues to grow and develop programming of course the need to secure funding also grows. The PADIDA began submitting proposals and requests for funding early in January. We were very successful in receiving over \$50,000.00 in additional financial support above the 3% levy and membership fees collected.

Events have become a large part of the activity in the Central Business District. Starting with the Canadian Challenge Dog Sled Race in February, our Spring Pitch In and Clean Up event in May, the David Thompson Voyager boat races and river bank event, our signature event the Downtown Street Fair, Summer in the Square Activities, The Prince Albert Farmers Market, the 1st annual Cinema for Change Outdoor Movie Theatre, the Prince Albert Exhibition Parade, the 1st annual Green Living Action Day Festival, Rally for a Violence Free City, and the Gateway Mall Santa Parade.

In April the PADIDA received funding through Community Futures to prepare a Strategic Plan for the association. Mr. Al Loustel was hired as a facilitator for week long sessions and the board was very successful in identifying priorities and direction for the association.

PADIDA Mission Statement:

To encourage the development of a vibrant and prosperous downtown district:

- *By promoting and marketing the area.*
- *By undertaking initiative and projects*



**“Be the change
you want to see.”
-Mahatma
Gandhi**

**A group of
residents were
feed up with illicit
activity occurring
beneath a street
light on a corner
in Seattle. Finally
the group of
seniors set up a
table under the
street light one
evening and
started playing
cards. The Card
dealers effectively
reclaimed the
corner.**

The Community On Patrol Ambassador Program continues to be a valuable program to the district. The association was able to take advantage of many additional training opportunities, including CPR, Advocacy, Hospitality and Social Development training. The COP Ambassador program has also received recognition for its achievements. 2008 and has seen an increased interest from partnerships such as the Safer Communities and Neighbourhoods Program.

The PADIDA was nominated for two Samuel McLeod Awards for 2007 and was the proud recipients of the Community Involvement Award received at the event in April of 2008.



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We were invited as guest speakers to many events and organizations throughout the community in 2008 and were willing to take every opportunity to speak about our neighbourhood and business community.

Our web site was launched during the summer and our world wide presence has attracted some new interest in our district.

On the economic development front the association was successful in working with the City of Prince Albert to designate the district as a Municipal Enterprise Zone, securing the City's commitment to attracting new business and the development of the Central Business District.

The district saw a number of new businesses in 2008: including Chandeliers Fine Dinning, Ten Foot Toque, Team Jump Off and the newly renovated location for Treasures in White.

PADIDA membership continued to be represented by the association on a number of committees and boards that make decisions affecting our community, region and neighbourhood.

New in 2008 our "After 6:00 Membership Socials". These once per month get-togethers were a great way to showcase our businesses and get to know our neighbours.

Of course we need to take this opportunity to thank our members, volunteers, and partners for making 2008 such a successful year, and wish everyone a healthy and prosperous New Year!

Looking Forward to 2009

After 6:00 Membership Social

Your host business for January will be Ten Foot Touque.

Wednesday Jan. 28th

6:00 p.m. to 8:00 p.m.

Watch for more details!

Canadian Challenge

His Honour Lt. Gov. Gordon Barnhart and Her Honour Mrs. Naomi Barnhart have been invited once again this year to be a part of this world class event. The 12 dog race is slated to run February 17th to the 22nd, starting in Downtown Prince Albert. Please call 763-1539 for more details and sponsorship opportunities.

PADIDA Annual General Meeting

The PADIDA Annual General Meeting is planned for sometime in late March. Everyone is welcome to attend. The Association is currently seeking nominations to fill 2 Board of Director vacancies. Please call our office if you are interested in letting your name stand for nomination.

Pitch In

It's Up to You! Monday, May 4th Downtown Prince Albert will host the annual Launch of the City Wide Pitch In. This event is our opportunity as a neighbourhood to be a leader in community pride and set an example for the other participating neighbourhoods. The Clean and Safe Committee have plans to launch a "Garbage Container" Sponsorship Program to replace the in effective and deteriorated brick containers and unsightly wire baskets that are currently being used. Watch up coming newsletters for details on this campaign.

Street Fair 09

It is never too early to start planning how you and your business plan to participate and the sooner you let our office know the better we can promote your activities. The event only gets better each year! This year will be a particularly vibrant weekend for Downtown Prince Albert as Treaty Day Celebrations are planned for Friday June 19th, Street Fair Saturday June 20th, Heritage Day Sunday June 21st, and Urban Aboriginal Day on Monday June 22nd.

The Firefighters Challenge hosted by the Gateway Mall last year was such a success that they will be hosting this event again this year on the day of Street Fair and Gainer The Gopher had such a great time he plans to attend and take the 09 Mascot Olympic Cup home with him.

Summer In The Square/ Farmers Market

Downtown Prince Albert will host the Prince Albert Farmers Market and Live entertainment in Memorial Square every Wed. starting in Mid Aug. until Sept.

The Farmers Market will run every Saturday and Wednesday from 8:00a.am. to 2:00 from May until Thanksgiving.

Cinema for Change Outdoor Movie Theatre

The PADIDA plans to partner again this year with SaskTel and Fresh Air Cinema to host an outdoor movie night. The 1st event last July was a great success attracting 180 people to watch "Horton Hears a Who". It was wonderful to see the families out, little children in their PJ's and plenty of popcorn. The weather all day leading up to the event was less than desirable and I'm sure we would have seen double the numbers if the sun had have been shining that day. The exact date and movie will be announced closer to the date.

There are sponsorship opportunities available and packages will be distributed when they are received from Fresh Air Cinema.



Provincial Conference

In the Fall of '09 PADIDA will be host to the 1st Provincial Improvement District Associations Conference. -**"Investing In Our Existing Neighbourhoods"**.

The Conference will be a two day event with attendees from all Saskatchewan Improvement Districts, developers, investors, heritage professionals, civic officials and business owners. We are expecting a registration of approximately 250 people.



We will be hosting workshops on day one with an evening banquet featuring key note speaker Mike Harcourt, the former Premier of BC and mayor of Vancouver.

The second day will consist of presentations from various improvement district associations and round table discussions regarding the formation of a provincial body of Improvement Districts.

Green Living Action Day Festival

In September Downtown Prince Albert plans to host the 2nd annual GLAD Festival. This event features local entertainment, locally produced foods and examples of sustainable living choices.



Antique Car Show

The PADIDA is planning to partner with the Prince Albert Historical Society to host an Antique Car Show. We will keep you posted on the details as they become available.

Haunted Downtown

The PADIDA is planning to combine our history with some of the colourful local ghost stories for a frighteningly entertaining evening in Oct.



A Christmas To Remember

Father Christmas, old fashioned carollers, and sleigh rides.



Your Membership

If you are a property owner within the defined Business Improvement District you are automatically a member of the association by way of a 3% levy. If you are a non property owner business you may become a member for an annual membership fee of \$150.00. The association also offers an associate membership for a fee of \$200.00 to persons or organizations that are not property or business owners from within the district.

There are 161 properties within the district, approximately 1/3 of all business within the City of Prince Albert occurs in the downtown core, with an estimated daily population of 3000 people.

The Prince Albert Downtown Improvement District Association represents our members and neighbourhood on: the following boards and committees;
PREPARE – Inter- Agency Economic Development Working Group
Prince Albert Tourism – Events, Marketing and Bid Committee
Historical Society Board of Directors
Saskatchewan Architectural Society Board of Directors
International Downtown Association - IDA
Association of Business Improvement Areas – BC – BIA
North Central Multi Stakeholders Working Group – development of the North Central Enterprise Region.
Museum and Heritage Advisory Committee
Heritage Selection Committee
Race Relations and Social Development Committee
Municipal Enterprise Zone Committee
Beautification Sub-Committee

The Prince Albert Downtown Improvement 2009 Committees are:

Clean and Safe – meet the last Friday of every month, 7:30 a.m. PADIDA office.

Marketing, Promotion and Events Committee

Historical Preservation and Promotion Committee

Economic Development Committee

Finance Committee

Governance Committee

All members are welcome to participate on any of our committees or volunteer with the Community On Patrol or event planning.

Contact us

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