

WHAT'S UP DOWNTOWN

SPRING ISSUE 2011

Street Fair 2011

The Prince Albert Downtown Assoc. welcomed local businesses and organizations to participate in the annual Street Fair held Saturday, June 18. This event attracts 4,000-6,000 people from all over the region each year, and gives them an opportunity to become familiar with your business. This is a time of celebration for our community. We invited shoppers and residents to re-discover the numerous opportunities in our downtown. Those who attended participated in the history, arts, and culture of our city at its core.

The Farmer's Market opened at 8am and the sidewalk vendors at 9am. There were also local performing artists and visual artists showcasing their talents. Some of the planned activities for the day included Fire Fighters Challenge, two live entertainment stages, the Klassic Kruiser Car Show, guided Historical Walking Tours, Historical Vignettes, and the Mascot Olympics. There was also an Artisan & Crafters Village, local restaurants and food vendors, pony rides, a bouncing castle, children's programming, sidewalk sales, and more!

Central Avenue's closure from 15th Street to River Street and 11th St. West allowed the downtown to ensure shoppers and residents were able to come and enjoy all the festivities. Businesses located on Central Avenue were encouraged to provide entertainment or host tables, sales, or displays on their storefront up towards the centerline of the street.

Thousands of residents came and participated in one of Prince Albert's largest events, and enjoyed a wonderful day downtown at the 2011 Street Fair.

It's really kind of hard to be a suburb of nothing. If you don't have a downtown, you really don't have anything. It's hard to build a community around parking lots and subdivisions.

~Ed McMahon~



NEW PADIDA Staff

The BID is excited to announce that we were able to hire Lori Bourne as our new office administrator. Lori will be doing our accounting and will help keep us connected with the business and property owners in the area. She's looking forward to getting to know you as she works to promote the district and revitalize the community

We're also very excited to welcome Julie Penner back for her second summer working for the Downtown Improvement. She began May 17th and will be with us until early August!



Downtown Prince Albert



Vision for main street Saskatchewan



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Main Street Saskatchewan

Demonstration Project Application

In 2009 the province of Saskatchewan announced a main street program designed to assist local communities in improving their main streets. Since this original announcement, two years have past, and now in the 2011 budget, dollars have been attached to the plan.

Twenty-four communities attended an introduction workshop on May 5th to learn about how to apply and what types of communities the ministry of Tourism Parks Culture Sport are looking for. By June 13th these communities submitted their applications in hopes of receiving approval for a three year contract of up to \$125,000 matching funding per year, for three years .

Each application was based on five criteria.

- Community Readiness
- Community Support
- Community Capacity
- Historic Commercial Fabric and Cultural Identity
- Potential Growth as a Main Street Community

Prince Albert's Downtown and community met strongly all five criteria, making us a tough contender among the other applicants.

The intent of the funding is to improve the overall appearance of the downtown by restoring building façade's and improving the streetscape; making the district a more attractive place to visit and do great business.

The main street committee is meeting this month, and each of the applicant communities will be notified by mid to late July.

www.princealbertdowntown.ca

Weekly Walk by the River

Last summer Julie Penner, our summer student, led a weekly walk by the river in the downtown area. It was a success with the downtown residents, especially at Marquis Towers, as there were many regular attendees who showed up every week ready for their morning walk. Julie will be leading another walk this summer beginning on June 22nd. It will take place every Wednesday at 8:30am, and they will meet outside of the 33 River Street Apartments building for a walk that takes about half an hour. We would love if you joined us in the morning in order to connect with residents of the city. Come on out for an opportunity to enjoy nature and meet with the community!

Summer on the Square Begins

Summer on the Square is expected to begin at the beginning July this summer. The downtown will once again be filled with music as we will be booking entertainment again this year. The entertainment will be running from 11am-1pm each Wednesday so be sure to stop by and enjoy the music during your lunch break. There will also be children's programming organized by Lori Bourne during that time, and the Farmer's Market will be open from 8am to 1pm giving you the opportunity to pick up fresh strawberries, potatoes, and maybe even that unique gift you've been looking for.

After Six Social

You're invited to our upcoming After Six Social with keynote speaker Michelle Taylor! This event is a chance for business and property owners to get to know each other, and will be held at the Historical Museum on Wednesday July 13th at 6:00pm. This is an excellent opportunity for you to learn about the history of your building and what significant events have taken place in Downtown Prince Albert. We hope to see you there for an evening of food and socializing, but make sure you RSVP soon as there are only 25 spots! To RSVP call our office at 763-1802.



Downtown Riverbank



Summer In The Square August 2010

Downtown Beautification

The Enchanted Florist has once again provided flower barrels to those downtown businesses that pre-ordered them in April. Last summer they were appreciated and enjoyed not only by business owners, but also by customers and visitors downtown. You'll certainly notice how they brighten up the streets and make downtown feel like a welcoming and friendly place.

Email us at:

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It's Been 100 Years

From 1910 to 1913 Prince Albert was in the middle of a hopeful and widespread boom. Industries were expanding, large and ornate homes were built, and the population had expanded by over 65% since the early 1900s. It is fitting, then, that exactly 100 years later Prince Albert is once again in the midst of a large boom. According to the City of P.A., last year was a record breaking year for commercial construction, new commercial business licenses, and housing construction. Commercial construction was up 40%, new commercial business licenses were up 33%, and housing construction was up 50%.

According to P.A. Tourism, along with the boom in the early 1900s Prince Albert was also a meeting point for transportation such as railway and steamboat activity, and a hub for commerce. Prince Albert continues to be a “Gateway to the North” today. Mayor Jim Scarrow elaborates:

There is one thing that I have learned while being your Mayor - that Prince Albert is more than I ever thought possible, the Gateway to the North. From the top of the province, border to border, the North comes to Prince Albert – and remember the centre of the province is 147 kilometers north of Prince Albert. Virtually every piece of equipment and infrastructure comes through Prince Albert and area. It is “who we are” and inevitably, indelibly Prince Albert’s future is linked to the North. Through economic development, health care, education, professional services and retail – Prince Albert is the funnel from and to the North.

Besides being the “Gateway to the North,” Prince Albert has also been named the 4th best city in Canada in which to do business by the Canadian Federation of Independent Business. Prince Albert was behind Saskatoon by just 1.6 points and beat out cities such as Kelowna, Edmonton, and Red Deer. Not only did the CFIB measure business policy and presence, they also incorporated the beliefs and perspectives of business owners to help monitor how the local economy is doing. Prince Albert scored highest by far in this category. Prince Albert is growing economically and has huge potential for expansion in the future, especially in light of its positive views on business.

