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Downtown Market Days July 17-19, 2003

Upcoming Events in the Centre of the City

- Downtown Market Days: July 17-19
- Party 'Till the Cows Come Home! : Wakeboard Event, Logger Sports, Home Show: July 13-20
- Hot Night in the City: August 21

Through a partnership with the Kamloops Chamber of Commerce, the Kamloops Central BIA is pleased to announce that the annual **Downtown Market Days** will take place in conjunction with the Cattle Drive's "**Party 'Till the Cows Come Home**" event. This is a wonderful opportunity for the centre of the city as there will be many events taking place during the week of July 13-20, 2003. Some of these events include a Home Show at Sport Mart Place, a Wakeboarding Event on the Thompson River, and a Logger Sports Show. Your KCBIA is also planning a parade to welcome home the riders on Friday, July 18th. If you would like to enter a float into the parade, call

372-3242 for more info.

We are expecting that this partnership with the Chamber will bring many more consumers in to the centre of the city and will benefit all merchants.

As in the past, we are asking that the merchants of the 200, 300 and 400 blocks of Victoria Street contribute \$100.00 towards the overall costs. The KCBIA will match the amount of funds given by all merchants and this money will pay for the advertising, entertainment and equipment rentals needed to make this event a success once again.

It is our hope that all mer-

chants, whether they are located on 1st Ave. or 10th take part in the Downtown Market through one of our Showcase Events and join in on the fun!

***If you know of any entertainers that would like to show off their stuff or if you have any event ideas, please let us know!

Downtown Market Days—Showcase Events

Business Showcase

All businesses within the KCBIA boundaries are invited to participate by setting up a display or booth representing their store and services on Victoria Street. This is an open invitation to get everyone involved and therefore each business will have the opportunity to secure a spot to set up. The cost is \$50.00 per business with each supplying your own tents, tables, etc.



Entertainment Showcase

Once again, we will be securing street entertainers, clowns and assisting with staged events such as Fashion shows, martial arts demos, belly dancing and much more.

Community Showcase

We are again encouraging non-profit groups to set up interactive displays throughout the area to showcase their role in our community. There is no cost for non-profit groups.

Arts & Crafts Showcase

We will be encouraging the arts community to participate on the streets to showcase the wonderful talent we have in our community.

Sidewalk Sale

We are asking merchants to promote their business by taking part in the Sidewalk Sale for your best sale of the season!

KCBIA Banner Program

Banners are a colourful method of advertising or “branding” an area. As part of our ongoing beautification strategy for the centre of the city, we have recently purchased 81 colourful banners to be hung on light standards in various areas such as 3rd Avenue, Seymour Street, Lansdowne Street and Victoria St. from 10th inward. It is hoped that this will add to the ambience and liveliness of our

area. Look out for them and let us know what you think!



Flower Program

After discussions with the City of Kamloops, the 2003 Communities in Bloom Program for the centre of the city will consist of hanging baskets, new topsoil and flowers in the treewells along Victoria Street and flower pots in various locations throughout the downtown area. City employees will be visiting merchants in the next two weeks to talk with them regarding their responsibilities with the upkeep of these

flowers and planting is expected to finish by the end of May.



Spring flowers burst with colour from the Plaza Hotel on 4th and Victoria St.!

Information Cart

As summer nears, the KCBIA is looking at having an information cart staffed by volunteers or students (dependent on funding) to hand out pamphlets, leaflets and general information to visitors in our area. If you are interested in supplying the cart with brochures, want to help sponsor the operation of it, know of willing volunteers, or just want more information yourself, please contact our office and we will be glad to answer any questions you may have!

Message from the President

With the Downtown Market coming up, we hope that all businesses in the downtown try to become involved. What started out years ago as the “200 Block Party” has evolved and changed in size up and down over the years, but it has always been driven by the merchants. Ideas for promotions, events and activities is what makes the event succeed. With the current participation of the KCBIA we have the opportunity to expand into a larger party encompassing several events and locations. If you want to see something happen on your block, please contact the KCBIA with your ideas and we will be happy to help you any way we can. We will promote it as part of the whole package and assist with coordination. The KCBIA is an “umbrella” organization that will sponsor and coordinate all of the events, but everyone must pitch in and

we need the enthusiasm and participation of everyone to make this the best year ever! Please get something going by sponsoring, arranging or participating in an event or activity. Whether it’s a booth in the business showcase, music in your lot, or a contest, let’s have so much happening the people will flock down, have fun and spend some money!

Gay Pooler,
President, KCBIA

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Hot Night in the City August 21, 2003