

Downtown News

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NOVEMBER & DECEMBER 2009 ISSUE

PASSPORT TO DOWNTOWN SAVINGS!!!

As the Christmas shopping season quickly approaches, we would like to offer you the opportunity to participate in a new initiative currently being organized by the Elgin-St. Thomas United Way and the St. Thomas Downtown Development Board.

To encourage downtown shopping and dining the weekend of the annual St. Thomas Tree Lighting and Christmas parade, we are looking for downtown businesses interested in participating in a "Passport to Downtown Savings". The "Passport" will include a list of discounts or promotions available to passport holders from Thursday November 19th through to Saturday November 22nd. The passport will be available for a cost of \$10. with all proceed going towards the 2009 Elgin-St. Thomas United Way Campaign. Please note that all participating businesses will be asked to validate the passport once the customer takes advantage of the listed discount/promotion.

If you would like to participate in this initiative, please contact Erin Woolley at the Elgin-St. Thomas United Way at 519-631-3171 or ewoolly@stthomasunitedway.ca with the following information: Name of your business, Description of promotion (i.e. 20% off all xxxx; free appetizer with the purchase of xxxx; buy one xxxx get one free), any restrictions of the discount/ Promotions.

We look forward to working with you on this exciting opportunity!!

DOWNTOWN WINDOW DISPLAY CHALLENGE

Participate in this year's Downtown Window Display Challenge! With the Optimist Santa Claus Parade's theme "**Christmas Past, Present and Future**" we thought it would be great to continue their theme to our window challenge. With the Santa Claus Parade being on November 21st, this will also kick off a week of judging by both a panel of judges and public support, utilizing the DDB website.

If you are interested in participating in decorating your storefront or business, please contact our office at 519.633.5248 or email us at info@downtownstthomas.com

This will be an exciting time to participate with the Tree Lighting Event, Santa Claus Parade as well as the Olympic Torch Relay coming thru our downtown.

More people to participate the more we can light up downtown St. Thomas and have fun doing it!! Did I mention that there are prizes to be won!!!



ATTENTION TO ALL BUSINESS OWNERS

Graffiti Eradication Program

St. Thomas Police Services, the Downtown Development Board, the Salvation Army Community Alternatives for Youth and the St. Thomas & District Chamber of Commerce are working in conjunction with local retailers to rid our fair city of graffiti. The issue of graffiti is ongoing and difficult to beat, but with your help it can be done! Business owners are encouraged to notify police and the Chamber when their building is "tagged" with graffiti. The police will investigate the incident and document the damage, and the Chamber will provide a special "flyer" to the business owner to purchase graffiti removal supplies from various local suppliers. Currently ICI Paints, Canadian Tire and Wallpaper Loft are prepared to help owners choose the proper material to remove the offending graffiti and have generously agreed to give business owners a 25% discount off these materials. **YOU MUST HAVE A FLYER FROM THE CHAMBER TO RECEIVE THE DISCOUNT!** Business owners would like to give the work to young offenders who have community hours to make up, the Chamber can contact the Salvation Army to arrange assistance. The young person's will paint over the graffiti at no cost to you.

WE

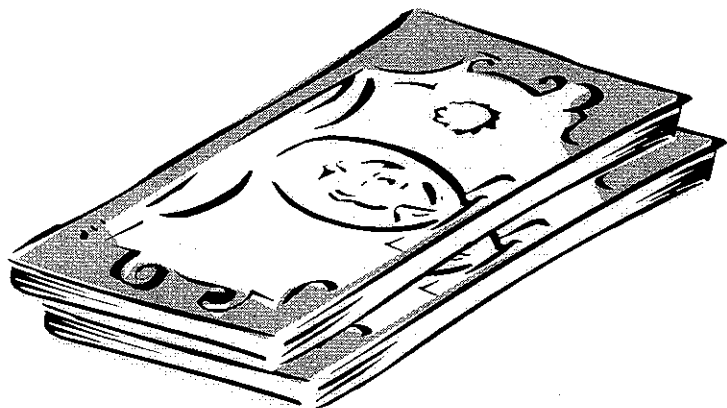
**CURRENTLY HAVE PEOPLE WAITING TO
WORK—PLEASE CALL THE CHAMBER
OFFICE TODAY!!!**

This project is in its infancy, and will run this year until the weather does not allow for painting. Please bear with us while we work on the logistics of this project. There are many agencies involved, and it will take some time to perfect the process. We will e-commence with this project in the spring. Call the Chamber for more information at 519-631-1981 ext. 23 and speak with Mike Vecchio.

Downtown Dollars..

What's in it for you!

The Downtown Development Board (DDB) offers prizes and incentives to various organizations and events in the form of DDB Dollars. This program promotes Downtown St. Thomas to shoppers throughout the community and area. By placing spendable cash in their hands, we get them inside your door. After that, it's up to you! These \$5.00 coupons entitle the bearer to this amount towards the purchase of merchandise at any retail or service outlet in the Downtown BIA area. When you receive these coupons ensure that the back of the coupons are filled out completely. We are trying to do a marketing survey on the value of the Downtown dollars. You can assist by filling out the back of the dollars were it states Merchant Information completely. What we would like to see is the total amount purchased spent by the customer using the Downtown dollars. Ex. Coupon is worth \$5.00 but the customer spent \$20.00. That would advise us that the customer spent \$15.00. If you receive the coupons, just give the office a call @519-633-5248 and you will be reimbursed for the full face value of all the DDB dollars returned. **We have signs for your doors/windows to advise that you are participating with redeeming the Downtown Dollars.**



2010 OLYMPIC TORCH RELAY

As you are aware the Olympic Torch will be making its way across Canada and specifically across Elgin County on December 22, 2009.

On December 22nd the City has been selected by VANOC to host a Community Celebration around the noon hour for approximately 2 hours. This event, to be held at the CASO Station, will be promoted to all residents of St. Thomas and Elgin County.

Publication of a commemorative booklet which will advertise the event and be distributed to all households in the City/ Elgin County approx. 1 week before December 22nd.

It is anticipated that the Torch will travel down Talbot Street. The actual Celebration Event will see a caravan of Olympic vehicles and national sponsors including RBC and Coke.

Please mark this day on your Calendar!!

DOWNTOWN PROPERTY OWNERS INTEREST FREE LOANS AND GRANTS AVAILABLE TO RENOVATE YOUR FACADES AND RESIDENAL UNITS

As you walk through the downtown core area you can see evidence of many successful projects completed under the City's **Community Improvement Program**.

If you are considering a project relating to your storefront façade or to the rehabilitation of residential units please contact the City of St. Thomas to see how they may be able to assist you!

Contact: Wendell Graves, City Clerk
City Clerk's Office
City Hall
545 Talbot Street
Tele : 519 -631-1680 x 4120

New Businesses to Downtown!

**The Downtown Development Board
would like to welcome New Businesses
to the Downtown!**

TIS PROPERT MANAGEMENT

Market Square
809 Talbot Street
Tel: 519-637-8200

**If you see a new business opening, a current
business relocating, or even one closing, be
sure to give us a call so we can mention it in
this column! DDB Office
519-633-5248**

PLEASE DO YOUR PART IN KEEPING DOWNTOWN BEAUTIFUL!

Please keep your entranceways swept and free of litter. If you happen to see some garbage on the streets, please pick it up and dispose of it in one of the garbage cans that are located throughout the downtown area. If we all pitch in, our downtown will stay fresh, and clean and most of all beautiful!!

Your Board of Directors

Mark Cosens, *Chairman*
Monty Fordham, *Vice Chairman*
Brian Dempsey, *Secretary-Treasurer*
Terry Ranta-Hall, Richard Hodgkinson, Kathy Easton,
Andy Lerikos, Shelley Holmes, Glenn Thorel,
Jennifer Copland, Chuck Gratton

Council Representatives:

Alderman Lori Baldwin-Sands
Alderman Heather Chapman

Board Advisors:

Bob Allen, *Bob Allen Horticultural*
Sean Dyke, *Economic Development*
Bob Hammerlsey, *Chamber of Commerce*
Ross Tucker, *Parks Department*

UP COMING EVENTS FOR 2009

November 6, 7,8 - Artist Guild

The Artist Guild will be hold the annual "T'Was The Art Before Christmas" This is the 3rd annual event on November 6, 7, 8 at the CASO Station. This is a must see for Everyone.

November 19-22 - Passport to Downtown Savings

The Elgin-St. Thomas United Way and the DDB working in partnership to Passport to Downtown Savings, this passport will include discounts for participating stores and business in the downtown area.

November 20 - Tree Lighting Event

The event starts at 6pm on Friday November 20th. We will have music, prizes, hay rides, free hot chocolate and treats. We will even have Santa arrive by a Fire Truck for a visit for kids of all ages.

November 21 - Santa Claus Parade

The Optimist Club of St. Thomas will once again organize the annual Santa Claus parade. The date is Saturday November 21st beginning at 6pm, with this year's theme of " Christmas Past, Present and Future". There will be a total of 6 bands in this years parade which will be the most that St. Thomas parade has ever had.

November 27 to December 31 - Fantasy of Lights

The holiday Fantasy of Lights will celebrate it's 17th anniversary this Christmas season! The park opens nightly from 5pm to 10pm from Friday November 27th until Thursday December 31st.

December 22—2010 Olympic Torch Relay

The Olympic Torch Relay will be coming through our downtown area, but first stopping at the CASO station at noon on December 22nd.

TALBOT STREET 400 BLOCK

Would like to invite you to their "WINTER WONDERLAND IN TALBOT CENTRE"

The businesses on the 400 block of Talbot Street will be having a **Open House**, each individual store will be having **Christmas Specials!!** So mark on your calendars **November 4, 5, 6, and 7th** . Some stores are offering extended hours for this event.

Just to name a few stores participating are : Mugford Shoes, Zabian's fashions, Abbeywood's, Wind'N Willow, Edge Sports, Jennings Furniture, Ted's Place, K.C. Closet

If you are on the block and would like to participate please contact Terry Ranta-Hall at Wind'N Willow at 519.637-3904.

Great time to start your Christmas Shopping!!!

KEEP US INFORMED

We're here to communicate the news about our downtown, so we would love to hear what is new at your business: special events, a new staff person, a change in ownership, a new service...

Give us a call at 519-633-5248 or email us at info@downtownstthomas.com so that we can share the news.

DDB MEETINGS

Board Meetings

Board Meetings take place on the first Wednesday of the month at 8 am in room 204, City Hall.

- November 4, 2009
- December 2, 2009
- January 6, 2010
- February 3, 2010

DDB OFFICE

Karen Gordon Administrator
Open Monday to Friday
8:30 am - 4:30 pm
(Unless otherwise posted)
City Hall, Main Level
545 Talbot St. P.O. Box 520
St. Thomas, On N5P 3V7
Tel 519-633-5248

St. Thomas
downtown
DEVELOPMENT BOARD

DOWNTOWN WINDOW DISPLAY CHALLENGE

Optimist Santa Claus Parade, November 21, 2009 will kick off a week of judging by both a panel of judges and public support, utilizing the DDB website www.downtownstthomas.com

**Winners will be announced and contacted on:
Friday December 4, 2009**

Judges will consider the following:

- **Use of lighting (preferably white lights)**
- **Festive Theme (Christmas Past, Present and Future)**
- **Originality**
- **Use of Merchandise**

ONE Winner will be determined in each district:

- **West Village**
- **Talbot Centre**
- **Market Square**
- **East Village**

PLUS...ONE Grand Prize Winner!!

**Please register your business at the DDB office by
Phone: 519.633.5248 or email: info@downtownstthomas.com**

**Information for the public regarding voting online will be
made available to registered contest entries**

