

# The Entrepreneur

DOWNTOWN COURTENAY BUSINESS IMPROVEMENT ASSOCIATION

FALL  
2009

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## A Word From The President

Michael Smale—Benjamin Moore House of Color

Greetings fellow BIA members. It seems so long since our last newsletter and much has happened in that time. I hope that all of you found time out of your busy work schedules to enjoy the wonderful summer weather that we had this year. Although those days were busy for me I did take in Musicfest and a couple of the CYMC events which were very satisfying.

As we enter the golden quarter of the year there are more events to look forward to. Besides our annual **Christmas Magic** event and **Christmas Parade** later in November there will be a special once in a lifetime occurrence as the **Olympic Torch Relay** travels down 5th street on it's way across Canada. This will attract many extra bodies to the

downtown core so coffee shops should be prepared. This 'run' should be fun to see.

Next year in September the Comox Valley will be hosting the **BC Seniors Games**. This is something to get really excited about as it involves upwards of 3,000 athletes and officials. Needless to say this is a very big undertaking for our community and will take the efforts of many volunteers to make it a success. I would encourage as many BIA members as can to lend their support to that end.

I am sure that most of you who have promenaded 5th street of late have heard a change in the music. After much study of alternative sources and delivery systems thanks



to Charlie Zerkee's hard work we have a new wireless transmission with Sirius Radio as the music provider. This will make it possible for all of the downtown to be covered by this service eventually.

And now is the time to make the call for those who would like to play a more active role in what the DCBIA is about. I know that many of you have some thoughts on how this association could be made to better serve its

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members. The best way to achieve this is to join the Board and thereby have a greater understanding on how events are the way they are, and also to provide fresh ideas on how things might be changed for the better. I would **STRONGLY** encourage one and all to think seriously about serving at least a term on the board. Downtown Courtenay needs you !

I wish you a happy, healthy and prosperous season !

Michael Smale  
President  
250-334-4132

*www.downtowncourtenay.com* - *Marketing Downtown*



The DCBIA's Marketing Committee has been very busy this year in a number of exciting ways.

The biggest marketing project this year has been the restyling of the DCBIA's website. As more and more people use the *world wide web* to plan their vacations, research and make purchases; it has become more important than ever to stay in the forefront of this technology. The BIA hired *Dialect* to develop this exciting new site for downtown businesses.

If you haven't visited the Downtown Courtenay website for awhile, now is the time to have a look at the fresh new layout. Each business downtown has their own listing, and is represented on the interactive map.

Look at your business listing: Is the description up to date?

Do you include key words that people might use to search for what you have? Try thinking like a visitor looking for your business.

Having an event downtown? You can list your event yourself, and include a picture. Just navigate to the "What's Happening" page and you'll see the place to put your information in.

Come to the launch of the new website for a step through presentation by the developers and find out how you can use it to your advantage.

This is free to all DCBIA members, so why not make the most of it?

## You are Invited

What? **Launch of the *new* Downtown Courtenay Website**

When? **Wednesday October 28th,  
5:30 pm—7:30 pm**

Where? **Courtenay and District Museum**

*Refreshments will be served*

RSVP to Kim by October 24th

250-337-2096 or email to [info@downtowncourtenay.com](mailto:info@downtowncourtenay.com)



*You've got the power*

**Join other businesses along with BC Hydro to conserve energy!**

Conserving energy is easy! With the help of a BC Hydro Power Smart program, your business can be energy efficient, reduce operating costs and contribute to environmental sustainability while creating a more secure energy future for British Columbia.

The Campbell River law firm of Shook Bishop Wickham & Field has taken full advantage of the BC Hydro Power Smart Product Incentive Program, which offers incentives to install energy-efficient technologies. Shook Bishop Wickham & Field upgraded all of their office lighting and reduced their energy consumption by 69 percent, achieving the highest percentage in energy savings amongst program participants in 2008. The company consequently was awarded the Product Incentive Program Achievement award at the recent BC Hydro Power Smart Excellence Awards.

Shook Bishop Wickham & Field has taken the steps to become more energy efficient and your business can too. To learn more about financial incentives available through the BC Hydro Power Smart Product Incentive Program, visit [bchydro.com/incentives](http://bchydro.com/incentives)

*Olympic Torch Relay down 5th Street*



# Olympic Torch Relay

Comes to the Comox Valley  
November 2nd  
9:30–10:30 am  
Right down 5th Street

We are expecting lots of national and international media coverage, so this is a huge opportunity for Downtown Courtenay to show off!

Dress your windows in red and white—  
and grab a flag!

*Special Good Neighbour Pricing to DCBIA*

Members from



The Helpful Office People

As a member of the DCBIA, your business is eligible for some great pricing discounts at our local Monk Office Supply. Just mention that you are a Downtown Courtenay BIA member when you make your purchases at Monk's, and they will give you the discount. "At Monk we have a good neighbour pricing program for account customers. These

prices are very competitive and cover top items like paper, envelopes, file folders, etc." says Lesley Smith, Manager of Monk Office in Courtenay. "Give us a call or an email for a quote on what you are looking for, or drop in and we will give you a list." For more information call 250-234-2322 or email [lsmith@monk.ca](mailto:lsmith@monk.ca)

# *It's Christmas Magic Downtown!*

## Christmas Magic

BIA Director **Sue Smith**—*'Beyond' the Kitchen Door*, **Jan Bruce**—*Cody & Company* and the BIA Coordinator Kim Stubblefield are visiting all BIA retailers and eating establishments during the first 2 weeks of October to explain the **Downtown Courtenay Christmas promotions** this year, and to sign up the "Walk the Windows" participants.

Below is a brief description of the events for your perusal. If you are not a retailer or eatery but would like to participate please let us know!

### **Here's how it works:**

#### **1 Day Promotion – Friday Nov. 20th:**

##### Traditional Moonlight Magic

Sales – 9:00 am to 9:00 pm, the sale that launches the Christmas shopping season. Special advertising opportunities available through the Comox Valley Record for the Christmas Magic supplement and the Eagle 97.3 Christmas Magic campaign. Posters are provided by the DCBIA.

Christmas Turn-On – 5:30 pm all the Christmas lights downtown are turned on, including the Christmas tree with a choir leading the crowd in caroling. The Salvation Army Christmas Kettle Campaign will be launched on the streets

of downtown.

Holiday Cheer – Downtown cultural partners: The Courtenay Museum with talks on the *traditions of Christmas around the World* and *dinosaur tree ornament workshop*, the Library with their *Christmas book launch* and the Sid Williams Theatre from Courtenay's own Light Fantastic with "*Fiddler on the Roof*"

Christmas Squares – evening entertainment located at the CV Art Gallery Plaza; in front of Scotiabank, the Mudsharks plaza corner of Cliffe & 4th, and the Potters's Place.

#### **3 Week Promotion – beginning Friday November 20th:**

Walk the Windows – Window dressing contest co-sponsored by the Comox Valley Record.

Businesses will be provided with a special draw gift bag to collect *Walk the Windows* ballots.

Ballots will be both provided by the DCBIA and published in the CV Record and the Daily.

Ballots will be collected on Saturday December 12th.

Businesses win: 1st prize full page ad, 2nd prize ½ page ad, 3rd prize ¼ page ad; advertising to be used in the CV Record by June 1st, 2009.

Shoppers have from Novem-



ber 20th to December 11th to vote for their favourite window as 'People's Choice' and a chance to win \$1000 of shopping at participating businesses. From these votes 1st, 2nd, and 3rd place windows are tabulated. From the ballots a winner is drawn for the \$1,000 shopping spree from the participating businesses.

**It's ONLY \$20 to participate in *Walk the Windows* and the \$1000 shopping spree and the deadline is**

**Oct. 26th.** If you're not already signed up contact the coordinator Kim Stubblefield at 250-337-2096, or email:

[info@downtowncourtenay.com](mailto:info@downtowncourtenay.com)

## *The CV Christmas Parade brings the Spirit of Christmas—We Welcome the World*



With Christmas less than 3 months away, DCBIA is working on the Comox Valley Christmas Parade. The date is set for Saturday November 28<sup>th</sup> with the Comox Valley Regional District joining Comox Valley Dodge, Quality Foods, the Comox Valley Echo, 97.3 The Eagle and of course the DCBIA as major sponsors.

Parade organizer Charlie Zerkee has his eye on the coming Winter Olympics. "We chose *The Spirit of Christmas; We Welcome the World* for the theme this year", says Zerkee. "We want visiting athletes and everyone to be welcomed and celebrated in this year's parade. With \$9,500 in cash and gift certificates as prizes, it's expected that even more groups will enter to help this vision come alive", Zerkee explains.

Prize categories and prizes are:

- ★ Best Overall Float - \$1,500 cash sponsored by **Comox**

### **Valley Dodge Jeep**

- ★ Runner-Up Best Overall Entry - \$1,500 gift certificates from **Downtown Courtenay**
- ★ Best Entertaining Entry - \$1,500 gift certificates from **Quality Foods**
- ★ Runner-up Best Entertaining - \$750 gift certificates from **Kingfisher Resort & Dairy Queen**
- ★ Best Themed (Welcoming the World) - \$1,500 gift certificates from **CV Regional District**
- ★ Runner-up to Best Themed - \$500 gift certificates from **Downtown Courtenay**
- ★ Best Nativity - \$500 gift certificate from **Jacob's Well**
- ★ Best Non-Profit Snow Sport - \$500 gift certificate from **Ski Tak Hut**
- ★ Most Innovative Entry - \$500 gift certificates from **Downtown Courtenay**
- ★ Best New Entry - \$500 gift certificate from **Thrifty Foods**
- ★ Best Children's Entry (12 & under) - \$250 cash from **McDonalds Restaurant**

Past parade floats and groups have been as varied as the float categories themselves: sports teams, dance troupes, church groups, pipe bands, businesses and associations have all submitted entries to the pa-

rade, "If businesses or groups invest in a float the first year, for the following years it can just be adjusted and no need to start from scratch," says Zerkee adding "The only limit is our imaginations!"

Be a part of the flourishing Comox Valley Christmas Parade! For a Float Application go to [www.downtowncourtenay.com](http://www.downtowncourtenay.com) or pick one up at the Comox Valley Echo, Quality Foods or Kradles Baby Boutiquel on 5<sup>th</sup> Street, or call Charlie Zerkee at 250-338-5139 for further information.



## *It's time again for the Halloween Parade and Party in downtown Courtenay.*

This event keeps on growing; 2008 saw somewhere between 800 and 900 kids partaking in the festivities.

This year the event will take place on **Saturday October 31**. The little ones (ages 11 and under) and their parents will gather at the

parking lot the corner of Fitzgerald and 5<sup>th</sup>. This means they will be starting at that end and proceeding up and down both sides of 5<sup>th</sup> Street to trick or treat at the doors of all of the 5<sup>th</sup> Street businesses.

The costume **Parade begins at 4:00 pm** so be prepared!

Following the Parade, the Courtenay Lewis Centre hosts a Halloween Party with carnival games, treats and more.

**We've Got It All Downtown.**

Box 3371 Courtenay  
 British Columbia V9N 5N5

Phone: 250 - 337-2096

Email: info@downtowncourtenay.com



- PRESIDENT**  
**MICHAEL SMALE** 334-4132  
 Benjamin Moore—House of Color
- VICE-PRESIDENT**  
**CHARLIE ZERKEE** 338-5139  
 Kradles Baby Boutique
- TREASURER**  
**KEITH CURRIE** 334-4722  
 Comox Valley Echo
- SECRETARY**  
**SHELLEY COMBS** 339-1102  
 Potter's Place
- AL DUNNETT** 334-2537  
 Ski Tak Hut
- SUE SMITH** 338-4404  
 'Beyond' the Kitchen Door
- LINDA GOODING** 338-6211  
 Comox Valley Art Gallery Shop
- JAN BRUCE** 338-1571  
 cody & company
- KIM STUBBLEFIELD** 337-2096  
*Coordinator*

## Garbage Collection Schedule

**Downtown Courtenay**

*Effective March 1, 2008—from 4th to 6th Street, alleyways between 4th and 5th, and between 5th and 6th only. Additional service is available for a fee. Call IPI Waste Disposal at 250-334-4427 for further information.*

**Mixed Garbage**  
 Tuesdays and Thursdays

**Cardboard**  
 Mondays, Wednesdays, Fridays

**Recyclables—Blue Bin required**  
 Every 2nd Wednesday

\*Note: please call Pat at City Hall 250-334-4441 if you have complaints about pickup service.

### Around Town Events

Month/Date	Event		Contact
<b>Monthly</b> <b>1st Wed. of</b> <b>each month</b>	DCBIA Board Meetings are held 7:30 AM at the Comox Valley Centre for the Arts upstairs boardroom, but call first if you plan on attending, just to make sure we haven't rescheduled it!		FMI 337-2096
<b>October—28</b>	New DCBIA website and video launch	Come and find out what's there for your business.	FMI 337-2096
<b>October 31</b>	CRA Halloween Parade	Buy candy, dress-up, consider staff	FMI call 338-5371
<b>November 2</b>	Olympic Torch Relay 5th Street 9:30 am—10:30	Wave some Canadian flags and dress your windows in red and white! Lots of national and international media expected.	
<b>November 20—</b> <b>December 11</b>	Walk the Windows decorating contest	People look at your windows and vote for the top 3	FMI call 337-2096
<b>November 20</b>	Christmas Magic	Window displays, advertising, staffing, sales	FMI call 337-2096
<b>November 28</b>	Comox Valley Christmas Parade	Staffing needs, enter float, post holiday hours	FMI call 338-5139