



Corner Brook Downtown Business Association

Welcome New Businesses!

The DBA would like to extend a warm welcome to several new businesses that have opened in the downtown.

Club Vertigo – 14 Herald Avenue

An upscale, classy, nightclub featuring live entertainment – a great place to relax and unwind.

Fancy That – 98 Broadway

Fine Gifts and Crafts for that special someone on your list. Come see the new line of Byer's Choice Carolers!

Corner Studio Hair Salon – 55 Broadway

Excellent customer service and reasonable prices guarantees you the results you want.

Our Space Home Décor – 25 Broadway

Unique Style for Every Space

McGowan's Quality Meats – 8 Broadway

It's an old fashioned butcher shop with excellent customer service. *You can taste the quality of fresh meats at McGowans!*

Permanent Perfection – 74 Broadway

Electrolysis, Waxing & Skin Care

Pinchin Leblanc Environmental Ltd. – 74 Broadway

A multidisciplinary consulting firm providing services related to asbestos and other hazardous materials, environmental assessment and management, indoor air quality, and occupational hygiene.

Western Petroleum – 7 Main Street

A supplier of automotive and heating fuels with small company values, excellent customer service, 100% Newfoundland owned and operated.

Jackie Tans Restaurant – 83 West Street

Chinese & Canadian cuisine featuring a Buffet Lunch from 12pm – 2pm, Monday to Friday and Buffet Dinner from 5pm – 8pm, everyday. Take out service available.



12th Annual Christmas Tree Lighting Ceremony

Wednesday, Dec 5, 2007 at 7:00pm
Remembrance Square

The public is invited to join the Downtown Business Association members and City Council in the official tree lighting ceremony.

The event will feature the Salvation Army Band and caroling, hot chocolate & sweets courtesy of Coleman's and Tim Horton's, and Canada Post will be collecting letters from children to deliver to Santa! Newfoundland Power will be there to swap your old outdoor lights for a brand new set of LED lights. Donations to the Food Bank will be gratefully accepted.

**Gather friends & family and
Catch the Spirit of Christmas!**

Management Development Seminars

The division of Community Education & College Relations in partnership with the Centre for Management Development is offering a variety of one-day Management Development Courses in the coming months.

Nov 2008 – The Power of Effective Business Writing (\$175)

Jan 2008 – Performance Coaching (\$195)

Feb 2008 – Conflict Resolution (\$175)

Mar 2008 – Effective Presentations (\$175)

Apr 2008 – Planning and Goal Setting Skills (\$195)

Apr 2008 – Problem Solving and Decision Making (\$195)

For more information please contact:
Marilyn Forward, Program Developer

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E: mforward@swgc.mun.ca

W: www.swgc.mun.ca/commeduc/

The Downtown as a Heritage District

The DBA is one step closer to seeing the downtown designated a Registered Heritage District. A partnership was formed with the College of the North Atlantic's Tourism program to develop a draft set of heritage by-laws for the city. We provided the students with the by-laws from six cities in Atlantic Canada which they reviewed to compile the draft set. They are now being reviewed by City staff to ensure the terminology marries up with that in the current City Act.

Once the review is completed they will be submitted to Council for approval. The by-laws are user friendly to encourage development and restoration in the downtown core yet protecting the heritage of the area. Hopefully the words "Historic Downtown" can soon be used in our marketing material.



DBA Website

The new DBA interactive web site will be up and running shortly. The site will allow visitors to see what shops and services we have in the downtown as well as special events, available vacant space, site map, promotions and much more.

To be listed on this site and to have a link to your website you **must** be a member in good standing with the DBA. So if you have not paid your DBA surcharge do so now to be listed on the website. The new web site is expected to be up and running in January.

Web Ads/Online Ads

Did you know:

- 4 in 5 Canadians have some kind of internet access
- 88% of Canadians under the age of 54 are online
- 77% of Canadians access the web from home
- 45% of Canadians access the web from work
- 78% of users earn \$40k plus
- 60% of visitors to NL are locally based in Atlantic Canada
- 22% of visitors to NL are from Ontario region

From City Hall

The Business Resource Centre of the City of Corner Brook, along with the Downtown Business Association and the Greater Corner Brook Board of Trade is launching a Business Retention and Expansion study.

Business retention and expansion is a community-based economic development strategy with a focus on "*taking care of, nurturing and supporting*" businesses already existing in the community. A structured business survey is utilized as a means of beginning a dialogue with local businesses with the intent of identifying issues, concerns and potential opportunities and taking action where appropriate.

Short-Term Objectives

- Build relationships with existing businesses
- Demonstrate and provide community support for local business
- Address urgent business concerns and issues
- Improve communication between the community and local businesses
- Retention of businesses and jobs where there is a risk of closure

Long-Term Objectives

- Increase the competitiveness of local businesses
- Job creation and new business development
- Establish and implement strategic actions for local economic development
- Strong viable local economy

Business owners will be contacted to see if interested participating in the study. For more information, please contact Geoff Wareham (639-9406) or Steve Hefferton (634-8201) board members of the Downtown Business Association.

Message from the Chair



Greetings,

The signs of winter are here once again as we all prepare for one of the busiest times of the year. As chair of the DBA, I'd like to take a moment to look back and give an update on the summer successes and current progresses underway.

Many businesses saw increased activity due to the summer tourists and in particular, the cruise ship visits. The DBA partnered with the Corner Brook Port Authority and chartered buses to take cruise ship passengers from the dock to various areas in the beautiful downtown region. This initiative cost the DBA \$3,850.00 and we shuttled nine ships with an average of 2500 passengers per ship. It is important to us, as we plan our budget for 2008, to know the value of this initiative. Before committing to a similar service in 2008, we welcome any feedback you may have.

Beautification and infrastructure enhancement are still key priorities for the DBA and we are working with our partners (the City of Corner Brook and ACOA) for a continued application valued over \$900,000.00. If approved, this application will see the official completion of the street infrastructure work but we will continue to look for opportunities to make the downtown area an attractive location for business activity.

While we work on the beautification projects, the DBA held a Strategic Planning session on October 26th and 27th facilitated by INTRD. The goal of the session was to build on our successful track record by making sure all our activities in the future are in line with our mandate and vision. The session was a huge success and we have already begun implementing the new work plan. I want to personally thank those that attended as the input and support will benefit the entire region.

One of the key areas identified as an opportunity for the DBA was to help members maximize marketing efforts. To this end, I am pleased to welcome Karen Brinson as our new Marketing Co-ordinator. Karen comes to us from Memorial (SWGC) where she held the position of Learning Vacations Coordinator. Karen will be visiting all our members over the next few months so please share with her any ideas or opportunities you may have.

As always, we welcome feedback on the items mentioned above or any other suggestions that you may have as a member or the downtown business association. We are pleased with the success we have had and we look forward to working with you to ensure more success in the future. You can contact us via email at dba@nf.aibn.com or by telephone at 634-7052.

On behalf of the Board of Directors and staff we wish you all a Merry Christmas and a Very Prosperous 2008.

Keith Watton
Chairperson

Other Events...

Dec 1st **Christmas Parade:** Begins at 10:00am at the Pepsi Center parking lot, and proceed down O'Connell Drive pass Margaret Bowater Park, down West Street around Broadway and back to the Pepsi Center .

Come out and enjoy a great morning with your family ...don't forget your Food Bank Items!

