

The Downtown Pulse

News from Downtown Charlottetown Inc.

April 20, 2009

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Downtown Value Card 2009/10



We are now accepting names of companies who would like to participate in the 2009/2010 Downtown Card Program. This discount value card provides your customers, old and new, with an additional savings when they do business with you, using an offer you designed for them. You can choose to simply provide an offer on the card along with 42 other merchants or you can also sell the card in your store.

Cards sell for \$5.

The purpose of this card is to give downtown customers an added reason to shop downtown and to create for you rewarded customer loyalty.

There is no cost to participate in this program . . . we do ask you for a \$25 gift certificate as a give-away for the TGIF Live it UP Downtown promotion.

Space is limited so apply now.

For a list of current participants; www.liveitupdowntown.ca

Downtown Space Inventory



The DCI office receives several calls a week from people looking for space in the core. We direct them to our space inventory list which we keep on our website. We hope the list is current but we rely on you our members to inform us if your space is no longer available or if you have new space to offer. Please take a look at the list via this link and advise us of any changes or additions. We'd also like to advertise this list in the future so accuracy is important. Thanks for your help!

<http://www.downtowncharlottetown.com/business/office.php>



THE ADOPT A CORNER PROJECT 2009

Last year this program turned out to be a real addition to the beautification of Downtown Charlottetown. Twenty companies adopted corners and the results were exceptional. Beautiful plants and flowering bushes bloomed all over the city. For 2009 we'd like you to adopt your corner . . . or the corner around the corner, or any grassy knoll in the BIA. We need to expand to plant more spots on Prince and Pownall.

Your only expense would be the cost of your plants. What fun for you and your staff. . . a real feel good project and you get to enjoy the results of your labour for the rest of the summer.

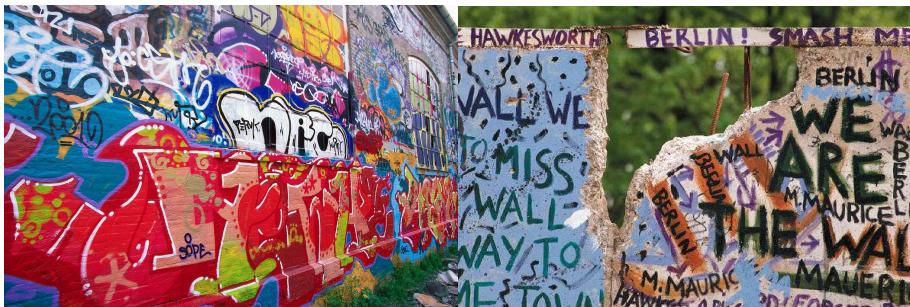
Thank you to the City staff and the City Beautification Committee for maintaining these blooming spaces.

Win an Award!

During the City's *Make Charlottetown Bloom Awards*, in August the best Adopted Corner Garden will be presented with an award! Last year's first place winner was the Shop's of Confederation Court Mall with 2nd place going to Bill Chandler Architects on Lower Queen and did we not all love those huge beautiful flowers at TD Bank?

A small sign will be placed in your garden to say "Corner Garden Adopted by XYZ Company"

So come on, get involved, have fun with your team and make Charlottetown . . . and especially your corner, just a little more beautiful. Remember, corners and grassy knolls are limited (we already . . . reserve yours now by calling the DCI office 368-8636 or email to dawn@downtowncharlottetown.com)



The Graffiti Removal Project

DCI continues to clean graffiti from the City. Our staff will hit the street early in June to begin the process again.

New this year; DCI has created "Graffiti Removal Kits" which we will distribute free of charge to our members. It is our hope that having this kit on site will encourage property owners to remove graffiti as soon as it appears. If you are interested in receiving a kit, call our office.



Communities In Bloom

Help beautify downtown by participating in the Communities In Bloom Adopt A Barrel Program. It's easy and a great way for businesses and staff to show off their civic pride. You supply and plant the flowers and Communities In Bloom supplies the barrel bearing a plaque with your company name. The City will then maintain the barrels throughout the summer.

Sponsorship is \$150.00. Reserve your barrel by calling Karen Lavers at 566-5548 before June 18th.

LET'S REVISIT - THE PARKING "FLEX PASS"

Downtown Charlottetown Inc. and CADC announced in the spring of 2005 the STAFF FLEX PASS PROGRAM available for businesses in the downtown core. This program lets you offer your valued part time and shift staff a cost effective option for parking in the downtown.

Staff using the Flex Pass will be able to park in the Pownal or Fitzroy Parkade for \$4.00/day with all the conveniences that Parkade parking offers. No more meters, no more parking tickets!

The move of staff from the street level parking to Parkades also means increased sales revenue for your business with more open spots available for short term parkers who will be spending more money on goods & services at your business.

Participation in the Program is FREE, but all businesses wishing to participate must register their staff so the program can be administered fairly.

The Parking "FLEX PASS"

Downtown Charlottetown Inc. and CADC announced last spring the STAFF FLEX PASS PROGRAM available for businesses in the downtown core. This program lets you offer your valued staff a cost effective option for parking in the downtown.

Staff using the Flex Pass will be able to park in the Pownal or Fitzroy Parkade for .50 cents per hour to a maximum of \$4.00/day with all the conveniences that Parkade parking offers. That's a 50% savings with no more meters, no more parking tickets!

The move of staff from the street level parking to Parkades also means increased sales revenue for your business with more open spots available for short term parkers who will be spending more money on goods & services at your business.

Participation in the Program is FREE, but all businesses wishing to participate must register their staff so the program can be administered fairly.

If you require further information please call CADC at 892-5341.



The DCI Clean Team Help Wanted!

DCI is in the process of seeking out employees for our new “Clean Team”, there is no age range for these jobs and both male and female applicants are welcome. The job will involve light maintenance, painting, cleaning, graffiti removal . . . and directing the occasional tourist. Some experience and a good attitude are required. If you know of anyone looking for such a summer job, please contact us.
368-8636

Looking for Work

DCI has been contacted by a couple of students looking for summer employment.

- A female business student looking to work in an office environment.
- A young man from France (bilingual) who is looking for any type of work whilst living one PEI for the Summer.

If you'd like to receive a resume on either contact our office.



POLICE SATELLITE OFFICE

DCI welcomes the CPS back to Downtown Charlottetown for the summer!

UPCOMING EVENTS AT THE CENTRE

See the attachment for the great summer line up at the Confederation Centre of the Arts!

APRIL 2009

April 18	Chuck & Albert	The Mack	8 p.m.
April 25	dance umbrella: A World of Dance	Mainstage	2:30/7:30 p.m.

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