



UPCOMING EVENTS

KAMLOOPS ART GALLERY

Lisa Klapstock, *liminal*
April 9 to May 26

Ernie Kroeger, *Beetle Letters*
April 9 to May 26

Dena Novak, *Frozen Passage*
April 9 to May 26

We've Gone to the Birds!
May 10 to June 11, Open Gallery

April 27 - 29
SPRING FESTIVAL

Downtown Live MADness
Music, Art & Dance

April 27 - May 13
ARTWALK

Walk the block as Downtown
businesses come alive with dis-
plays of local area artists.

April - June
SAFE HARBOUR

Diversity is the key to friendly,
open and successful communities.
Free 2-hour training sessions.
Call 372-0655 or
email kim@diversitykamloops.ca

April 22 - 9:30 am
BOOGIE THE BRIDGE

April 23 - 29
ARTS AND CULTURE WEEK
Community Arts Council

April 23
SUPER CITIES WALK FOR MS
One of the largest multi-site
fundraising special events in BC

May 2 - 6
**KAMLOOPS THOMPSON
REGIONAL HERITAGE FAIR**
Memorial Arena
Multi-media display of Canadian
history, unique community events
and/or family culture.

July 20 - 22
MERCHANTS MARKET

August 11 - 13
HOT NITE CAR SHOW

www.kcbia.com



SPRING 2006

It's MADness, live MADness!

Spring is here and it is time to celebrate! April 27 - 29 is the Downtown Spring Festival, our celebration of Spring in the Centre of the City and our Arts Festival. Live MADness: Music, Art and Dance. This is the third annual Spring Festival and will feature some new and some past favourite events. Friday is the ever-popular Flower Friday. Bouquets of flowers line the streets with a riot of colour, although not for long as customers snap up the bouquets quickly for the bargain price of \$5 each. Cheapest ticket out of the Doghouse (present or future) for any man or woman!

Along the flower theme and showcasing artists at work, is a new event on Thursday and Friday. In partnership with Communities in Bloom and Community Arts Council, we will have artists painting planter pots in the CIB tent located at 3rd and Victoria. These pots will be used for the Business Planter Pot Competition running this summer. (See story inside for details). Be sure to drop by and watch talented local artists creating works of art. This is a natural expansion of our "Paint The Town" component of the Spring Festival that we started last year. You can watch chalk artist Dann Gabriel sketch out artful visions on the sidewalks in various locations on Thursday and Friday. The window art component has Alex and



Mascot Mania - This crazy sidewalk parade happens Saturday as part of Live MADness!

Dwayne's creations splashed across business windows all over town. All these locations become part of the CAC ArtWalk. Of course, this exciting community event kicks off the same time as the Spring Festival. Grab a map and stroll our beautiful City Centre. You will be amazed.

Saturday is family day Downtown! Mascot Mania happens at 12:30 and 2:30 pm. Join Uncle Chris the Clown and a menagerie of mascots as they parade up and down the sidewalks of Victoria St. This one of a kind event is a huge hit with kids of all ages. We find it completely hilarious, actually.

Play City arts and crafts will be on site Saturday as well. Drop by the plaza in front of the TD Bank for the face painting and a generally fun pit stop from 11:00 am to 3:00 pm. Across the street at the CIBC will be the Dance Alive Entertainment Zone. Dance demos of all sorts - belly, square or hip hop. You will want to be a part of it all.

One new novelty this year will be supplied by the BX Stagecoach Company. Learn to rope a steer! No, they don't use live ones (though that might be interesting!). Larry Foss and gang will be on location Saturday teaching all the

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FINANCIAL AND STAFF MANAGEMENT

Bootcamp for Business

Financial Management for a Successful Business with Tom McNulty, Curtis Wilkinson, Kevin Sewell, BDO Dunwoody. May 10, 6:00-8:00 pm. at the Desert Gardens on Seymour Street.

There are so many aspects to managing a business and we tend to spend most of our time on the creative and customer service components. Without proper financial management we cannot survive. Protect yourself; learn more about financial management from the pros!

Staff Relations for Optimal Marketing, with Marg Archibald The Monday Communications Group Ltd.

Your staff is your touch-point with your customers. Is that relationship maximizing your results? We spend money on signs, ads, even uniforms. Are we missing the point when it comes to harvesting the best from our employees?

With Marg Archibald's guid-

ance, you will step back and take a fresh look at your staff relations and explore ways to optimize their role in your successful marketing.

For almost three decades, Marg Archibald has been supporting the growth of small, independent businesses and professionals. She knows the critical role that staff plays in building your business as well as the significant investment you make in them. She has taught marketing and business communication at countless conferences and educational institutions across the country and internationally. Audiences are swept up by her enthusiasm and leave her fun, lively workshops with ideas they are eager to try out back in their own businesses.

Sign up today for this educational evening brought to you by the KCBIA. Call the office at 372-3242 or go online at www.kcbia.com.

See you there.



Saturday, April 29 is family day Downtown. Look for face painting, mascots and more.



Live Music on the streets will be back for Spring Festival and Live @ Lunch.

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BIZ QUIZ WINNERS

- February
 - Val-Anna's Fashions
 - Executive Inn
- March
 - Spinners Sound Centre
 - Karin's Fashions



A blooming friendly competition

Communities in Bloom (CIB), City Council, the Community Arts Council (CACK) and the KCBCIA have partnered to create a 2-part blooming friendly competition.

Councilor/Business Planter Competition: This will be an expansion on the popular, annual City Council Planter Competitions where Mayor and Council compete with each other for the most creatively planted planter pot. These beautifully hand-painted round pots are currently located at St. Andrew's on the Square. For 2006, these pots will be relocated onto the 100 block of Victoria St. to enhance an additional site.

To add another dimension to this event we are offering the opportunity for business people - nine only - to partner with a Council member in designing and planting one of the Council Pots in their own unique way. Should make for some fierce competition!

The other all new part of this



Sponsor a planter in the one of the new business planter pot competitions.

program will involve street-front businesses competing in their own Business Planter Pot Competition. It will also be a fund-raiser for the CACK.

Local artists will be donating their services to paint 2' square planter pots, some of the pot painting will take place in the CIB tent during the downtown Spring Festival so shoppers will be able to watch the artists at work. Business owners will sponsor a pot, planting flowers and greenery in the planter and display it outside their business. Horticultural experts will do the judging in July and will

determine a Downtown Best Planter winner and a North Shore winner. These two winners will run against the top Councilor/Business Planter in a 3-way "Pot Off" for the Grand Prize "Bragging Rights"! Both the planting and prize awarding will be fun events with extensive media coverage.

At the end of the summer the CACK will collect the empty painted pots, which will be auctioned off next spring as a fundraiser. Community pride, Business/ City partnerships, good PR, beautification and fun, you have to love it!

Spring MADness Festival returns for third year

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dudes and dudettes how to handle a rope and lasso a wooden steer at the Dummy Steer roping lessons! Something for everyone to enjoy, especially all the unique shops filled with new Spring fashions and gifts.

This is an exciting time of year in the retail business, unpacking and merchandising boxes of new arrivals. It's like your birthday every day. So, come on down and see what's new, enjoy a meal outdoors in the fresh April air and take in some Live MADness. Experience Spring... Live in the Centre of the City!

- Look for the Spring Festival schedule pullout in the April 27th edition of the Downtown Echo -

WELCOME

Once again several new businesses have moved into our area. We would like to extend a warm welcome to:

Royal Victorian Tea House
372 Seymour St.

The Look Boutique
10-125 4th Ave.
Retail Sales Footwear/Clothing

Casa Decor
776 Victoria St.

Home Decor

Resolutions
#214-141 Victoria St.
Holistic Health

New addition to Castles and Cottages: Ciao Bella Boutique
265 Victoria St.

New locations:
Karin's Fashions, 238 4th Ave.
Total Health Clinic, 735 Victoria St.

KCBCIA MEMBERSHIP

Businesses and Property Owners are reminded to renew their **\$5 membership**. Our next Directory will be published shortly and KCBCIA members receive a **highlighted listing**. They also are eligible for a free business profile in the Downtown Echo and receive a monthly newsletter to keep them up to date.

Please call Peggy at the office 372-3242 for pickup or mail to: KCBCIA #4 - 231 Victoria Street, Kamloops, BC V2C 2A1.

Together we are stronger voice and communication throughout the Central BIA is good for all.