

DOWN TOWN

GRANDE PRAIRIE, AB

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ISSUE: **November 2016**

UPCOMING DOWNTOWN EVENTS

- Dec 4** **Santa Parade** - begins at 1pm. Lineup on 102 St. Parade proceeds East on 100 Ave. to 99 St. turns North and disbands on 101 Ave. **Thanks to the Co-op** for providing 100 candy bags for the children in the parade.
- Dec 5/6** **The 34th Annual Festival of Carols** will be held at St. Joseph Catholic Church, starting at 7:30pm. Each evening features different groups of adult & youth community musical groups performing Christmas selections. The performances are *FREE*, but attendees are encouraged to share in the spirit of the season with a donation to the Salvation Army Kettle Campaign. *EVERYONE IS WELCOME!*
- Dec 16** **Stuff a Bus** - Bama Furniture - 5:30am - 6pm
- December** **Mary Christmas and a Q99**, on air, personality will be downtown handing out gift cards to "thank" people for shopping downtown.
- Elf on My Shelf** - over 30 elves abound downtown. Customers are to look for the sign, find the hidden elf, take a photo & send it to the DT face book page <https://www.facebook.com/GPDownTown> to be eligible for a \$100 gift card weekly draw.
- In appreciation for your patience during the construction downtown, the **City of GP Enforcement Services**, have partnered with the DTA & will be plugging expired meters, at random times, in December and leaving a card advising they have done so and to thank people for shopping Downtown.
- March 1** **Annual General Meeting** - Legion 8:00a.m. Election of Officers, 2017 Budget & Activity Plan, Art Ouellette Award. If you are interested in serving on a Board or Committee, call Helen 780-538-1909 for more information.

T. Sedore Photography - Santa Mini Sessions

Nov. 25 - 11am to 7pm \$100. By appointment, no lines, no crowds, 15 minutes with Santa - 2 sheets of your choice colour or B&W. Each child will receive a small surprise from Santa. (Max 3 people). Add \$25 & 5 minutes for each additional person. 4x6 digital file available for an additional \$50. For more info contact Tanya 780-505-1267 or Lindsey 780-882-4238.

Affordable Elegance presents: Holly Berries, Christmas Store - Clearance. Buy 1 Get 1 Free **ON NOW!** Stop in at their **NEW LOCATION** across from the Co-op 9830 100 Ave.

Try to be a rainbow to someone's cloud.

News

Revolution Place

- Dec 3** **A Crystal Christmas** - Multi-office Dinner & Dance. Doors open 6pm, Dinner 7pm, Dancing 8:30pm. \$55.00 per guest. Call 780-538-0387 or visit their website at for details. <https://www.revolutionplace.com>
- Dec 6** **The Celtic Tenors** - A Christmas Concert.
- Feb 8** **Marianas Trench** - New date - original date was postponed as lead singer was sick.
- Mar 7** **Tom Cochrane's Mad Mad World Tour** with Red Rider. 8pm. For tickets call the box office 780-538-0387 or <https://www.tickets.revolutionplace.com>

Nov. 26 - Cancer Ride for the Boys - 5 Hour Ride at 214 Studio Fit & Wellness - 214 Place (12th floor). Participants must raise a minimum of \$200 a team or individual. *Only 20 stationary bikes available.* All money raised will go to the Alberta Cancer Foundation and designated to the Grande Prairie Cancer Centre. Also, everyone is welcome to join them for free yoga & stretching classes. Monetary donations will be accepted as well. Call NOW for YOUR BIKE 780-533-3212.

Dominion Lending Centre will be fundraising for the **Bikes for Kids**, again this year. They have partnered with the local Firefighters Charitable Foundation. Each year they hold the Sparky's Secret Wish Campaign. This campaign sponsors families in need at Christmas, and the Firefighters hand deliver wishes to each family mid-December. This is done very quietly, as to not draw attention to struggling families in our area. They are looking to be able to raise 80 bikes to donate.

You can donate to sponsor a bike or multiple bikes. If you would like to just donate a specific amount towards a bike, that is an option, as well. You can e-transfer funds, pay by cheque, or cash can be dropped off at the office, #101, 10001 100 Ave.. They are looking to have all donations in by November 25.

They will be hosting an event from noon until 2pm on Dec. 8, in their back parking lot. The firemen will be bringing a fire truck and they will make a presentation of all the bikes to them. They invite the community to attend this event and show their support for this amazing charity. If you have any questions, please contact Jodi or Carmen at Dominion Lending 780-513-6611 or email htmortgagegroup@dominionlending.ca

Midwest Furniture Rental - 10012 100 Ave. has for lease 1970 sq. feet with all utilities & taxes included. Store front with own entrance - Call Bob 780-532-4940.

Looking for a Unique Stocking Stuffer - **The Primitive Lane** has bags with hot chocolate mix & a giant marshmallow on a stick. Hard to describe - cool to see, worth a look. 10124 100 Ave.

Grande Prairie Public Library - GPPLreads: Online Bookclub. Discover the possibilities of an online bookclub. To join GPPLreads, use your Goodreads account to join the GPPLreads Community. Discussion for each novel opens at the beginning of the month and ends on the last day of the month. Post your favourite scenes, talk about the ending, and find people with similar reading interest - all without leaving your living room. November - *All the Light We Cannot See* by Anthony Doerr.

Downloading Magazines, Music and Movies - Learn how to download from their Zinio App, or movies and music from their Hoopla App. Register online or call 780-357-7455.

Law at the Library: Wills & Estates - Do you have a will? If you don't should you? Whether you have a large or small estate, learn the implications of making a will. You won't want to miss this informative session presented by Steven Shavers from Waliser Shavers LLP. Please register on line or by calling 780-357-7464. Wednesday, November 30 - 7pm - Rotary Room.

Library Hours

Monday to Thursday	10am - 9pm
Friday	10am - 6pm
Saturday	10am - 5pm
Sunday	1pm - 5pm

Thanks for Barbara Wold, International Speaker, Author and Business Strategist for the following:

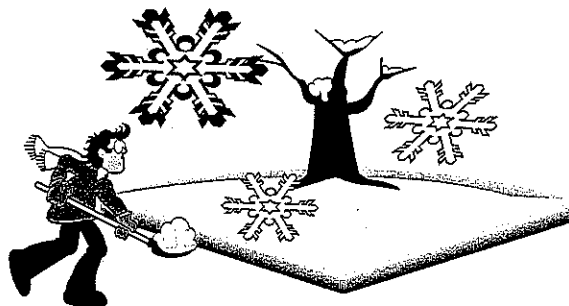
The Christmas and Holiday season easily outshines other times of the year in sales, but it can also be the most exhausting. With proper planning and preparation, it can be not only a successful and memorable season, but in the most positive sense of the word, an enjoyable one for owners, manager, staff and certainly customers.

CONSIDER:

- *Having all salespeople read company ads, catalogues, literature, Facebook, Twitter and Blogs before customers come in with questions and inquiries. An uninformed salesperson is bad for business.
- *Establishing dress codes for employees and enforcing these dress codes. Employees are the representatives of the business and should project the image the business wants to convey.
- *Greeting everyone who walks through the door. Coming up with different greetings - so customers don't hear the same greeting over and over when shopping in the store. Make it personal and inviting.
- *Making it comfortable for customers to shop. Adjusting the thermostat because customers may be wearing coats and the staff can wear a sweater. Perhaps a rack for customer's coats. Offering the customer a basket or shopping tote makes it easy for them to buy more.
- *Having employees identify themselves when answering the phone. This adds a professional touch and provides the caller with a person to identify with, on the other end of the line.
- *Cleaning up the cash area as-you-go and putting everything in its place. Customers are concerned about transaction accuracy and your services. If this area is a mess with clutter, drinks and food.
- *Listening, really listening to customers. If you don't really listen and show customers the wrong merchandise - they will assume you don't have what they are looking for and leave.
- *Getting to know what other merchandise and services are offered Downtown. Keep customers shopping in Downtown by knowing what all is available. The customers will be thrilled, always come to you first and will let the other businesses know you sent them.
- *Build your database and use social media. Use email marketing and social media platforms such as Facebook, Pinterest, Instagram, etc. Keep your brand in front of your customers at all times.
- *Stocking and cleaning during hours when the store is not open. Doing these chores when the store is open is inconsiderate to shoppers and doesn't convey a professional image. Instead have the staff mingle with the customers and help with suggestions.

LET'S STOP. . .

- *Trying to get a head start on store closing times. Vacuuming while the store is still open is rude and should be done after the business closes.
- *Helping phone inquiries while other customers are in the store waiting to be helped. The customer in the store should take precedence. Have someone besides the cashier answer the phone.
- *Running out of sale items or advertised specials early on the first day of the promotion. A product should not be advertised unless there is sufficient stock.
- *Using the store phone for personal calls or their cell phone on the selling floor.



REMEMBER TO KEEP YOUR SIDEWALKS FREE OF SNOW AND ICE