

NEWSLETTER

MAY 1989

MOVING AROUND!

Lately the Downtown has been looking like a game of musical chairs, or stores. Many businesses are growing and need more space, or to take advantage of available space with window frontage, etc.

The latest on moves includes:

Reflective Images, from 136 West First to the former Kid Shop location at 305 West First. Owner Sandy Shelton has more room, and has done a lovely job redecorating the interior of this space.

Sincerely Yours, Rainbows End and Robi's Flowers will be moving to Two Rivers at the end of April. This move fills Two Rivers, but indeed leaves a hole to fill in Flinn's Village. The need for more space is a positive statement for downtown and the success of these three folks!

There is more upgrading in the works, be watching! The ADA will keep you updated on the shifting. If you are also contemplating a move, or if you are a property owner that has space, please let the ADA office know how we can help. Help us keep an updated list of available space, and we will try to keep it occupied!

W I N D O W S !

The sun is shining, or it was and will again very soon. Spring is here, and Summer is just around the corner! With all of this optimism in the air, (and the pollen), WINDOWS become the link to outdoors, or vice-versa.

Many people are out walking and taking in the beautiful weather, and looking in to window shop. Are these windows which display livelihoods in need of spring cleaning?

Window display is so vital, and this time of year tends to bring out the window shoppers. To bring those "glass gazers" into your shop try to use attractive displays with nice bright colors and bright lights. Keep it simple, don't put too much in your window. Customers who drive by have about 4 seconds to view the display. Display current merchandise and correspond with any special events or dates. Watch that sun, it can fade bright things and make them look dingy, old or worn.

Windows are an advertisement of what is inside, be sure and create an applicable display. Windows can be the most difficult and tedious task, and the most important. Keep it clean, simple and bright. The ADA has more information on window display.

1989 C R A Z Y D A Y S

It's coming! The biggest, baddest and most exciting retail event of the year! The Albany Area Chamber of Commerce is again organizing the City-Wide bash of a sale! The Albany Downtown Association Promotions Committee is working hard to bring the huge crowds of frantic sale-seekers back to the streets of downtown!

Joan Allen of the Oregon Girl is organizing the Crazy Days committee. Eugenia Esguerra from Phil Smalls is helping Joan and the entire promotions committee is in on the action. Because this is such a big event, **more bodies are needed!**

The theme for 1989 is "Jazz it Up" to correspond with the Albany Midsummer Jazz Festival which happens during the same week. Costume judging will be handled by the Chamber this year to avoid duplication of efforts and confusion.

Plans are to close off Broadalbin between First and Second, fill it with food booths, a flatbed stage with entertainment, and old fashioned contests like tug-o-war-over-the-tub-of-jello, or bed races?! The committee has started the preliminary planning and requested applications from groups interested in having a food booth, if you would like to sell some tasty treats please call the ADA office before May 15th.

OKAY DOWNTOWN, GET READY FOR A BIG ONE!



Sixth Annual
Albany Midsummer Jazzfest

Another big event for Downtown is the Jazzfest. July 13, 14, 15, and 16 brings Dixieland Jazz to Albany! The sites are chosen, including the Eagles on Broadalbin, and the Elks on Fourth. The kick-off will be with the Thursday night concert in Monteith Park. "Hot Frogs" with Janet Carroll will start off with a bang! Janet Carroll is star of stage and screen. She played Ed Asners wife on the Bronx Zoo, and is currently filming a new movie called "Family Business", she plays Sean Connery's girlfriend, and co-stars with Dustin Hoffman! Such exciting news to have a big name performer at the fest! This will attract quite a crowd!

Last year the Jazzfest attracted about 1500 people from out of state and 3500 total. These folks do some heavy souvenir shopping while they are in town.

Merchants will receive information and schedules to help guide the visitors to the festival. Donations and sponsors are still needed. This is a big event, and is very expensive to put on, so please help in any way you can.

For more information, or to make a contribution, feel free to contact Sharon Pope at the Chamber, 926-1517, the ADA office will keep you posted as the event progresses.

FOURTH ANNUAL DOWNTOWN PETTING ZOO

The Fourth Annual downtown Petting Zoo was a great success. This event is designed to portray a positive image for downtown, as well as attract future generations of shoppers. The zoo is growing each year with more animals and a variety of exotic pets as well. An estimated attendance of 3,500 shows an increase of nearly 1,000!!

The promotions committee worked hard on this project, and many merchants donated drawing prizes or materials for use during the zoo.

Wildlife Images, a non-profit rehabilitation center for injured animals, displayed their birds of prey, raccoon, opossum and even a skunk. Exotic birds complimented the mix of bunnies, lambs, pigs and goats, puppies and a Llama.

In 1988 Ray Kopzynski, former manager of J.C. Penney wrote and thanked the ADA committee for a promotion well done and noted his sales were up even though this is not intended as a retail event.

The 1989 zoo brought similar comments from merchants, and some very big thanks from the folks who came downtown to enjoy the animals.

A special **THANKS** goes out to all those who worked hard to make this a successful zoo!

Barbara Doolan, Gene Belhumeur, Scott Ingalls, Joan Allen, Judy Contreras, Jean Bonifas, Carolyn McKay, Susannah Doyle, Laurie Henderson, DuWayne Henderson, Mary Ann Goslow, Jeff Donahue, Mike Gerig, Two Rivers Market, The Shutterbug, Manna Pro, Big B, Lacombe Chapter of 4-H, Baron Farms, Rayleen Roberts, Wildlife Images, Linn Humane Society, St. Marys Church, and those who pitched in at the last minute for set-up and clean-up!!!!!!

CLEAN UP YOUR ROOM, COMPANY'S COMING!

National Tourism week is approaching! May 15-20 is a time to focus on the upcoming tourism season. The Albany Downtown Association in cooperation with the Albany Convention and Visitors Commission and the Albany Area Chamber of Commerce is sponsoring a week-long clean-up project. Starting in June many events will draw many visitors into our community and especially into downtown! In the coming weeks the "clean-up team" will be organizing volunteers to plant flowers, clean windows, sweep, dust, mop and get ready for company! We need everyone to get behind this effort (and maybe a broom too) to make downtown shine! The ADA office will keep you posted as information develops! If you have any specific requests or projects in mind please feel free to call 928-2469.

MYSTERY BANNERS????

The street banners that you have heard so much about really do exist! After many changes, details and more changes the banners are finally finished! 40 banners will actually grace our downtown streets with charm. The City of Albany has been contacted to go ahead with the installation, it's just a matter of scheduling a crew. Many folks have worked hard on these banners, and many others have donated cash to see it through. The total cost for the banners, brackets, weights and cable comes to nearly \$2,300.00. approximately half of that came from donations. A special thanks to Matt Morse for his last minute finishing and to Bussard's for donating their time and effort in re-stitching a changed hemline! Be watching for them, they really do exist, and are very striking. Banners will add a great bit of charm to downtown!

DOWNTOWN MERCHANTS MEET!

The Downtown Merchants have started to gather together on a monthly basis and discuss issues such as upcoming promotions, City Hall I, cooperative advertising and much more.

In March the group agreed to look into a cooperative advertising plan. Scott Ingalls agreed to help put together a preliminary program and to start a survey of the merchants to find exactly what commitment exists and determine the total amount of dollars that can be generated.

Kristen Kaltenstein from KEZI television in Eugene presented videos of commercials that are airing on her station and encouraged downtowners to advertise regionally. She felt there was a great deal happening in downtown Albany over the summer and people will travel to visit us! KEZI is offering a special for advertising, this is one more alternative to be aware of!

There were fewer attending the April meeting on 4/18. The Monster Sale of 4/22 was discussed, along with Crazy Days and the Victorian Week celebration. Fun (and good pizza) was had by all! The next merchants meeting will be Tuesday May 16, 6:15 p.m. at Market Place Pizza in Two Rivers. Be there for pizza at 5:30!

WE NEED YOUR INPUT AND COOPERATION!!!

If you have a topic for discussion, or would like to request a guest speaker, please call the ADA office and we will make the arrangements.

COOPERATIVE ADVERTISING DOWNTOWNERS UNITE!

The Downtown Merchants group discussed a cooperative advertising plan in their March meeting. Scott Ingalls has put together a preliminary program to promote downtown with funds raised among the merchants on a monthly basis.

This campaign will be implemented and managed by the ADA Promotions Committee. The budget will be established by contributions from merchants. The ads will be placed with the highest rated media available at the time of placement.

This plan will be dedicated to promoting downtown as a whole entity. No one business will be named, no discounts will be offered, it will simply let people know about downtown, what is available and the special events that are happening. The campaign will highlight Downtown's historic character, friendly shopping atmosphere, unique stores and exciting events. This plan is not meant to replace individual advertising, but to enhance it.

Surveys have been hand delivered by the ADA office. Your response is needed as soon as possible in order to determine the feasibility of the plan. If you have not received one please phone the ADA office immediately.

Downtown can pull together in a strong effort to promote business and traffic in the core district. This has been proven successful in many other cities throughout Oregon and the U.S. Albany is more fortunate than many towns to have so much to promote!

Together we can say "You'll Love Downtown!"

VICTORIAN WEEK

Victorian week is a nine day celebration of Albany's Victorian Heritage July 22-30th. It features Victorian architectural tours, 19th century entertainment, Vintage Fashions, garden and walking tours, quilt and antique shows. Victorian Week is sponsored by the historic groups in Albany, the Albany Convention and Visitors Commission and the ADA.

Downtown Albany can help to enhance this event by dressing the part. White shirts, black vests and arm bands will be just the touch of Victorian needed. The ADA Promotions committee is working on other ideas such as lemonade stands, informational booths etc.

For more information please contact Roz Keeney at the ACVC office, 926-1517. ADA and ACVC will work to keep you informed on this new event.

DOWNTOWN SHOPPING BAGS

The Shopping bags used last year as a welcome packet contained coupons for downtown and are in demand again! Several groups who come to Albany for events such as the Oregon Quarter Horse Show Circuit, Midsummer Jazzfest and others received bags filled with coupons last year. The bags are blue and have the same design as the banners. The cost starts at approximately 16¢ each, and range in sizes from 8½ x 11 to 17 x 4 x 24, and can be used as welcome packets or for merchandise in stores. The ADA would like to do them again as welcome packs, and hopes many merchants would order them to use in their stores.

Please let Jill at the ADA office know if you are interested. This is just one more way to tie downtown together in a unified effort!

ALBANY DOWNTOWN ASSOCIATION BOARD OF DIRECTORS

Olive Broders
President
Property Owner
928-8104

Sid Stevens
Treasurer
Sid Stevens Jewelers
967-8140

Peyton Perkins
Patron Member
Pegastian Press
928-3533

Gene Belhumeur
Puff-n-Stuff
967-4053

Donetta Horn
U.S. Bank
967-3702

Barbara Doolan
Sincerely Yours
928-6900

Judy Gray
Gray's Home Furnishings
967-8259

Matt Morse
Property Owner
The Wine Depot
967-9499

Arma Brown
First Interstate Bank
967-2244

John Shields
Shield's Printing
928-6434

Mary Ann Goslow
Two Rivers Market
926-2244

CALENDAR

May	2.....	ADA Board of Directors 8:a.m., Wine Depot
May	4-5	Downtown Managers Forum PDX
May	8	Visual Merchandising, LBCC
May	9	Chamber Retail Merchants 8:00 a.m., Chamber Office
May	11	Promotions, 8:00 a.m. TBA
May	12-13	Volunteer Leaders Conference LBCC
May	16	Downtown Merchants, 6:00 p.m., Marketplace Pizza
May	17	Business after Business, TBA
May	19	Historic Preservations Awards Dessert, 926-1517
May	21	DEADLINE FOR ADS IN ADA NEWS
May	23	ADA Board of Directors, TBA
May	24	Public Hearing: E.I.D.
May	29	Memorial Day!
June	6	ADA Board of Directors, TBA
June	13	Chamber Retail Merchants
June	14	Flag Day!
June	20	Downtown Merchants, TBA
June	21	Business after Business: SUMMER SEND-OFF, TBA

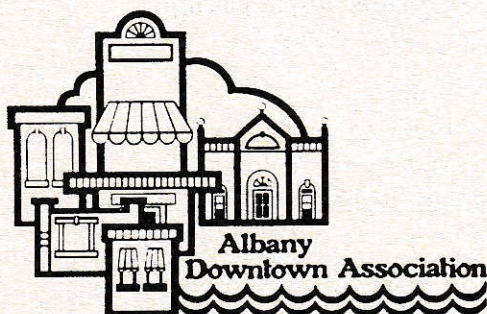
ADVERTISING RATES

Business card - 2 x 3½:	\$15.00
Square - 4 x 4 :	\$25.00
Back ½ page - 5 x 7½:	\$50.00

Deadline: 21st of the month prior to issue. All artwork must be camera ready, black & white only. ADA reserves the right to reject any ad copy. Send copy to ADA, 250 SW Broadalbin, Mezzanine suite, attn: Newsletter!



Host locations are needed for May & June. Call the ADA office ASAP 928-2469



(503) 928-2469

250 Broadalbin SW
Mezzanine Suite
Albany, OR 97321

BULK RATE
U.S. POSTAGE
PAID
Permit #50
Albany, OR 97321