

August 2008
the
BUZZ
BBID Newsletter

BBID Board of Management

Celeste Lemieux - Chair
Positive Passions

Shirley Steiger - Treasurer
Affinity Credit Union

Tess Hodgins - Secretary
Broadway Ice Cream Works

Charlie Clark
City Councillor - Ward 6

Chad Haaf
McDougall Gauley

John Kearley
Millennium III

Andrew Kent
The Hose & Hydrant Brew Pub

Peter Kooy
Off Broadway Arts Centre

Deb Moody
Pumpkins & Monkeys Toys

Barbara Morrison
Prairie Therapists & Trainers

Debbie Taylor
Hats & That

*This newsletter has been printed
compliments of*

**mister
print**

619 8th Street East, Saskatoon, SK
934-7575

Get the Goods.
www.onbroadway.ca

BROADWAY




A Message to Broadway Merchants, from the BBID Office:

The Sept 6th *Broadway Street Fair* is the BBID's biggest event of the year. With the theme of an 'old country Fair,' this year's Street Fair promises to be bigger and better than ever, with new rides, games for all ages, and even a few surprises for adults. There will be something for everyone to experience, savour, and enjoy!

New to the *Broadway Street Fair* this year is:

-A Coffee Tasting Bar—supported by some of our own Broadway coffee specialists
-A 'revamped' Broadway Cupcake Challenge- this year we are challenging every merchant on Broadway to find someone on their staff who has an amazing cupcake recipe and to bring it out in support of Broadway!!!

The Wii Tent- a tent will be set up with some Wiis to give the crowds a chance to show off their bowling, tennis, and other skills. Also at this station will be a **'Win a Wii' Raffle**.

As with everything that the BBID organizes, it's truly the participation of the merchants that makes the event successful. Our job is to market the event, and get people down to Broadway. The experience we offer them when they are here – and the impression people form of the Broadway District – is up to each and every member of the BBID. WE NEED YOUR HELP TO MAKE THE STREET FAIR A SUCCESS.

Here are some ways that you can help make the 2008 *Broadway Street Fair* the best ever!:

Volunteer- get staff, family, friends and neighbours to come down and give us a hand
Offer/ Lend us your supplies to use during the event (e.g., tables, tents, chairs, etc.)

Challenge staff, co-workers, and/or other merchants to a Jousting competition (details coming soon!)

Encourage someone on your staff to participate in the Broadway Cupcake Challenge – for example, they could make cupcakes based on the 'theme' of your store

Donate items to the silent auction- we will be knocking on doors soon!

Call all the entertainers/artists/musicians you know and encourage them to participate in Street Fair

-And – finally – **the biggest way you can help out is through your positive attitude, by getting the word out to everyone you know about this year's event** Word of mouth is, by far, the BBID's most effective marketing tool!

Thanks, in advance, for your participation and involvement in this year's *Broadway Street Fair*. We do hope that this year's event will be better than ever. If you have any questions/ comments/ concerns or suggestions please contact Marissa Croft, the BBID's Marketing Assistant, at broadwaymarketing@sasktel.net or give her a call at 664-6463. She is overseeing many details surrounding the *Broadway Street Fair*.

Welcome to Broadway, **JUPITER!**

On May 27th, Sheldon Lakinger opened the doors to his first store – **Jupiter** – at Five Corners on Broadway. According to Jupiter’s website, Jupiter sells “hundreds of cannabis related products such as bongos, pipes, rolling papers, seeds and more. What really sets us apart [,] however [,] is our impressive selection of high quality glass pipes and bongos.” Recently retired from his government job in Wetaskawin, Alberta, Sheldon decided to move to Saskatoon to start this new business venture. “I was born and raised in Tisdale, and for me this is my homecoming,” says Sheldon. “I have wanted to come back [to Saskatchewan] almost since I first left.” Sheldon’s reasons for establishing his business on Broadway are straightforward: he simply loves the Broadway District. He sees Broadway as the best location in all of Saskatoon. “[Broadway] still has a small town feel,” Sheldon asserts. “I go to the Broadway Roastery and the girls know me there. Where else can you get that sense of community?” Sheldon appreciates that – when he walks out the door of his store – the other merchants on Broadway all say ‘hi’ and ask him how the store is going. While Sheldon enjoys Broadway’s



Sheldon Lakinger in his new shop

sense of community, he also gives back. “Bev [owner of *Witch’s Brew*] is such a great person, and why compete? Why would I bring something in that she has? Instead, I send customers her way and she sends them my way,” Sheldon says. He also believes strongly in supporting the aspirations of young people in the area. “There [was] this talented young artist who came in one day –very nervous,” describes Sheldon, “and we started talking, and I gave him free wall space for his work. Now we are selling a ton of [his work] and I am hooking him up with more connections.”

When asked ‘Why open up a “head shop?,” Sheldon recalls his family members’ struggle with cancer. He believes that people who use medicinal marijuana should have access to ways of using the drug that are less damaging to ones’ health than rolling papers. “That’s hard on the lungs, and I want to provide them with alternatives.” Sheldon does not believe in hard drugs and in no way promotes their use through his store. In Jupiter, one will not find any drug paraphernalia associated with the use of any hard street drugs. Jupiter Saskatoon belongs to a co-operative – i.e., one of three “Jupiter” franchised stores – in Canada. The other two Jupiter stores are located in Edmonton and Toronto. The co-op structure allows the three stores to buy in bulk and provide customers with lower prices.

Sheldon has two staff members and believes in giving them freedom and room to grow. This philosophy has only helped his business, he asserts. He is especially proud of his assistant manager – hired just before the store opened – who has been an incredible asset to Jupiter’s day-to-day operations. “Both my staff are great. They are here each morning ready to go with a smile on; and the hardest part is having to almost kick them out at the end of the day,” Sheldon jokes. “It’s a good thing, though. Business is good.”

Jupiter is located at: 102-626 Broadway. Jupiter’s phone number is: 652-2706.

Welcome to Broadway, **EDGEWATER SPA!**

Edgewater Spa opened its doors March 17th at Five Corners to the delight of clients of the extremely popular Spa Ahava. The two spas, located only blocks apart, offer the same services, share staff, and are both owned by Melissa Hampson. When asked ‘Why open a second spa on Broadway?’ Melissa says she’s been asked that question a lot. She says the answer is quite simple: Spa Ahava has been overbooked for a long time, and people had to wait weeks for appointments. So – it made sense to open another spa location. But why so close together? “Because it’s so much easier to transfer clients over,” asserts Melissa. “They know where Spa Ahava is and they don’t have to go much further to Edgewater; it seemed a natural fit.”

At Edgewater Spa, clients can expect to savour the same high quality spa experience that Spa Ahava offers. In other words, they will not be disappointed. Many of the services are the same – the prices, too, are similar – but Edgewater

Spa carries a different skin-care line, and different scents. Edgewater Spa does have more square footage than Spa Ahava and, consequently, offers more group services, couples rooms, and even a large group room which can be booked (opening soon).

Melissa never planned to own one spa, much less two, in Saskatoon. Life just seemed to take her there. What started as an interest in Ahava products, eventually led her to sell these products out of her office while working for a local engineering firm. Soon, people were asking if she provided facials or other treatments with the products. Although the answer was 'no,' it sparked an idea. One day while walking by Marca College, Melissa decided to walk in and have a look. The next thing she knew, she had earned her esthetics diploma and things just evolved from there. She opened the doors of Spa Ahava on Broadway in 2000. When the doors opened, Melissa employed 3 staff members. Now, there are 30 employees at Spa Ahava and 7 at Edgewater.



“Spa Ahava has been here so long and Broadway has been good to us,” says Melissa. “Edgewater is just a ‘sister.’ Clients can expect the same experience and the same quality [at Edgewater.]” There are few places in Saskatoon that offer full body treatments and, in wanting to bring that to Saskatoon, Melissa designed Edgewater Spa with 5 tubs for that very purpose. If you are looking for one treatment that is sure to please and relax, Melissa recommends a facial. “You usually fall asleep with a facial, it’s so relaxing. It’s the power of touch”.

Edgewater Spa is open Monday, Tuesday, Friday & Saturday from 9-6 and Wednesday & Thursday 9-9. Edgewater Spa is closed Sunday.

Edgewater Spa is located at 101 – 611 University Drive. To book an appointment, call 978-4111.

Melissa Hampson, owner of Broadway’s newest spa

HISTORY OF CORSETRY CURIO

Positive Passions invites you to visit its beautiful, new display on the history of corsetry! The exhibit – located on the lower level of Positive Passions – highlights both traditional and contemporary corsets.



Walk with our guides from the Meewasin Valley Authority, and ‘Daisy,’ our resident historian and busy-body, who will entertain & enlighten with tales of the people & places that created Broadway - Saskatoon’s original commercial district.

Every Saturday at 10:00 a.m. through August 30th

Tour departs from front steps of Victoria School (639 Broadway Avenue) weather permitting.

Pre-registration encouraged; walk-ons welcome, space permitting.

Cost: Adults \$8.00

Children (under 12) \$5.00

For more information, visit www.onbroadway.ca or call the Broadway BID at 664-6463 to book a tour.

360° BROADWAY

CREATING OUR NEIGHBOURHOOD PLAN

The Broadway Business Improvement District, in association with the Nutana Community Association and the City of Saskatoon, are undertaking *Broadway 360°* - a neighbourhood plan to guide growth and development, led by the consultant firm: The Planning Partnership.

Broadway 360° builds on the previous plans and studies such as the Nutana Local Area Plan and will provide further guidance with respect to land use, urban design, open spaces and transportation. Among other things, this study will identify the appropriate uses, scale and character of new developments so as to ensure that the best qualities and characteristics of the Broadway Area are reinforced.

During this year's Fringe Festival, Saskatoon residents and visitors alike were introduced to *Broadway 360°* through an interactive exhibit set up on Pedestrian's wall at the corner of Broadway and 11th Street. Hundreds of Fringe-goers participated and provided their feedback and suggestions on how they see Broadway evolving. Using a series of coloured stickers, people marked spots on a map of the Broadway District indicating such things as their most treasured buildings, favourite places, and suggestions for new public spaces. People were also asked to provide written comments on their vision for what should be included in an 'ideal Broadway' 10-20 years out. The extensive comments and ideas generated by the exhibit will provide The Planning Partnership with a useful foundation on which to launch *Broadway 360°*'s public consultations in mid-September. Watch for more details about this in the September BUZZ. The interactive exhibit will also be set up on Broadway (at the same location) during the Broadway Street Fair.



Fringe-goers 'make their mark' on Broadway at the *Broadway 360°* interactive exhibit.

SASKATOON Fireworks FESTIVAL

The Saskatoon Fireworks Festival will be held over the Labour Day long weekend – Saturday August 30th and Sunday, August 31st – along the riverbank in downtown Saskatoon. Plans have been made for a gala event – *The Sparkler Social* – at Persephone Theatre featuring “Jump Me Martha” with catering by Calories. An outdoor beer gardens in Rotary Park will feature great Saskatoon acts like Jen Lane, Wyatt and 7even Levels from 4:00 PM– 11:00 PM. A cultural showcase runs from 4:00 PM – 8:30 PM at the Riverfront Amphitheatre.

Hosted by Tourism Saskatoon, and produced by On Purpose Leadership Inc., the event will include food and retail vendors, face painting – fun for young and old. Ruggieri Fireworks & Special Effects is engaging two companies to shoot fireworks from the “Traffic Bridge” – a different one each evening. A great way to end off your summer! Visit www.saskatoonfireworksfestival.ca for more information or phone 652-1479.



Proud Sponsor of 2008 Broadway Events

Broadway Business Improvement District
 613 9th Street East
 Saskatoon, SK S7H 0M4
 Ph: (306) 664-6463 Fx: (306) 664-6487
 Email: onbroadway@sasktel.net

