

the

July 2008

# BUZZ

BBID Newsletter

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# SASKATOON FRINGE THEATRE FESTIVAL July 31 – August 9, 2008

## A message from 25th Street Theatre to all Broadway merchants!

The Saskatoon Fringe Theatre Festival kicks off this year on July 31 with over 300 live performances and hours of fantastical, engaging outdoor street entertainment. To make this a mutually beneficial venture for the patrons, performers, volunteers, and you, the merchants, we have prepared some information you may be interested in.

### Buttons on Broadway

The festival is rapidly approaching and we would like to offer pre-sale of Fringe buttons (required to see any Fringe performance) through merchants on and around Broadway. Consignment sales will begin July 7 and run until July 30. For your help promoting the festival, we will recognize your business on our website and provide merchandising material for your store window or counter. You may also choose to simply offer free Fringe programs to your patrons. If you are interested in either of these please contact us at 664-2239.



### Performer Discounts

This year the Fringe will see 51 performing companies from all over the world coming through the Broadway area. This will constitute approximately 175 individuals who would greatly appreciate any Saskatoon hospitality you would be able to provide them. If you are interested in providing discounts for Fringe theatre performers, please contact us at 664-2239.

### Volunteer Prizes

The Fringe would not be possible without the 350 dedicated volunteers we have providing 6000 volunteer hours every year. We provide them with food, drink, and show passes as thanks for their time and dedication. We also throw a volunteer appreciation party. Part of this party is the volunteer prize draw, where every volunteer has a chance to win donated items from local

SEE MORE FRINGE DETAILS ON PAGE FOUR

## Welcome to Broadway, HARLINGTEN'S OF LONDON!

Croft Harlinton is Broadway's newest hair artist. Originally from England, Croft's 35+ year career began in London at Vidal Sassoon's flagship salon where he worked his way up to manager before leaving the U.K. to immigrate to Canada. Croft's decision to establish a salon in Saskatoon, and on Broadway, was almost accidental. He recently closed his salon in Calgary and moved to Saskatoon with the intention of semi-retirement. "My wife has her family here," said Croft. "And with the economic boom it seemed like a good time to come." Croft wasn't actively looking for a new salon in Saskatoon. But in the process of looking for a haircut – and in his search for another stylist who is upbeat – he found himself at Crimpers and in Van Broste's chair. During Croft's haircut, he and Van began talking and, by the end of the appointment, Croft had found a new home for his own chair. Harlinton's of London and Crimpers will be two separate entities working out of the same shop. "The next thing we are working on is a new sign that will say both salons' names," said Croft.



**Croft Harlinton**

Croft is excited about bringing his perspective on hair to Broadway and feels that Saskatoon is so lucky to have such a unique district. "There is nothing else like it in the whole city. I was just drawn [to Broadway]." he said.

Even with Croft's considerable background and training in hair artistry, he believes that your "training" never really ends. "You're always looking for new ideas," he said. "It's like playing a piano; once you can play you are always looking for new ideas and new ways to improve." In fact, Croft returns to London at least once a year to touch base with his contacts there, to keep up with the latest trends, and to get new ideas for his own clients. When it comes to hair, Croft was taught to look at the whole person – to get a sense of who they are and what would work best for them. A client's first appointment with Croft lasts at least 2 hours; the initial ½ hour is spent in consultation. "I look at [the person's] features, the texture of their hair, and their skin colouring to get an idea of what would look best on them," he said. "I then ask them questions about their lifestyle and find out what would work for them. You don't just ask them what they want, although that's important – you're the professional and they are coming to you because of your training." After a complete consultation, Croft presents suggestions to his clients that are designed just for them, for them to choose.

There is an added bonus of becoming a client of Croft: if you refer another client to him during the coming year, then your next haircut is half price. "Your hair is the cheapest garment you own," said Croft. "When it's done right it is also your greatest accessory that you have with you 24/7. A dress you can wear maybe once a week, but a perfect haircut and colour can last months."

Croft takes appointments every 2 hours, and can be reached at 381-3981.

## Welcome to Broadway, FINE ART BARTENDING SCHOOL !

The Fine Art Bartending School recently opened its doors at 630B 10<sup>th</sup> Street East in the lower level of the building occupied by Lofty Ladies Boutique. Touted as "Canada's Oldest and Most Respected Bartending School," the School boasts several locations across western Canada, from Vancouver to Winnipeg. The Broadway venue is the School's newest location, and Saskatoon's first exposure to the chain.

Saskatoon native, Derek Morrison, manages the Broadway location and also serves as an instructor. He first learned about the Fine Art Bartending School while living in Vancouver and Kelowna, and jumped at the opportunity to return to Saskatoon to launch and manage the new School in the Broadway District. "Broadway has a very distinct culture," said Derek. "There is nothing else like it in the city, and – not to sound cheesy – it has a sense of family and community." When the School's owners investigated possible Saskatoon locations, Broadway always seemed like the right fit for the School and certainly had Derek's backing. Growing up in Saskatoon "you spend your summers on Broadway," Derek said. "It's the place to be. And I grew up doing just that, whether it be the Fringe or just shopping."

Established over 30 years ago, the Fine Art Bartending School has developed an impressive array of bartending courses designed for a diverse clientele, including amateurs wanting to learn the craft, individuals seeking a career, and established bartenders looking to hone their skills in Flair Bartending. Fine Art Bartending classes are recognized within the industry and offer a great way for people to 'get into the business' or simply learn how to host a good party. Derek asserts that their courses are ideal for anyone with an interest in bartending, pointing to the fact that their Calgary School recently had a 75 year-old man complete a course.



**Derek Morrison makes a Purple Haze martini**

Currently, Derek is planning afternoon crash courses for martinis and spirits followed by a traditional tasting. The regular course runs for two weeks. Both day and evening classes are available. Students learn not only theory, but technique; they gain a background in how spirits, wine and beer are created and come to understand the processes involved in producing them. "The course book alone is worth paying for the class, with everything you learn from it," said Derek. "Many of our graduates already have job offers before the course is finished." Derek can be reached at: 242-7783.

## Welcome to Broadway, **KEO'S!**

On May 16<sup>th</sup>, Keo's opened its doors at 1013 Broadway, a restaurant proudly offering a tantalizing menu of Thai and Laotian cuisine. Owner Keoudone Chanthavone ("Keo"), along with husband Kongsing ("Kong"), daughters Susan and Jennifer, and son Souk all help run the restaurant. It's truly a family affair. And Keo is thrilled to be on Broadway. "It has always been my dream to be on Broadway, but until now I never thought that was possible. I am so happy to be here. This is a place I can really grow."

Keo and Kong first immigrated to Canada in 1979 and moved to Two Hills, Alberta. They later moved to Saskatoon in 1983. They opened Keo's Kitchen on 33<sup>rd</sup> Street in 2000 – prior to moving the restaurant to Broadway – and have been sharing their family recipes and culture with Saskatoon ever since.

Preparing the restaurant for its May Broadway opening was quite the race to the finish line. "Everyone helped," said Keo. "Even the two little grandchildren painted." Keo's daughters fondly remember that day as being a crazy time but also fun and full of the excitement of finally opening on Broadway. They all spent time painting the entire day before – and even the day of – the grand opening but "it was not a negative thing," said Keo. "Everyone just pitched in and helped and we opened up that evening."

Cooking is Keo's passion – a legacy passed down from her mother who ran restaurants in Laos. "This is my food," Keo said, "the food [Kong and I] both grew up with." Keo loves sharing her passion for food with her customers. Her dedication to the art of cooking is evident in the final product. Everything is made from the freshest ingredients. Nothing is pre-packaged. Even the chopping and dicing is done by hand. And Keo is committed to the needs of her customers, including any dietary restrictions. She also offers items for people with gluten allergies and wheat-free diets, and provides vegetarian and vegan meals as well. For reservations, call Keo's at 652-2533.



**From L-R: Kong, Keo, Susan, and Jennifer**

# MORE . . . FRINGE DETAILS

(CONTINUED FROM PAGE ONE)



merchants. If you would like to contribute to this prize pool, you will be recognized in the volunteer handbook, distributed to all of our volunteers, as well as on a thank-you board in the volunteer centre. Please contact us at 664-2239 if you would like to contribute to recognizing our Fringe volunteers.

## Street Closure

The 600 block of 11<sup>th</sup> Street East will be closed to through vehicle traffic from 7am Thursday, July 31 to 6pm Sunday, August 10. Daily street closures will affect the 600, 700, and 800 blocks of Broadway Avenue during the following hours:

6pm -10:30pm on weekdays (July 31, Aug 1, 5-8)

12pm to 11pm on weekends (Aug 2-4, 9)



## Merchant street displays

Broadway area merchants are welcome to extend their displays out onto the street during festival hours without a fee or permit from the festival. If your business is not located within the street closure you are still welcome to set up a display but please let us know where you will be located so we can inform our volunteers who are responsible for checking that all displays are licensed by the festival.

We appreciate your cooperation in removing your display one half hour before the street is reopened to vehicles (10pm on weekdays and 10:30pm on weekends). This greatly assists our volunteers, lead by the Saskatoon Police Service, in clearing the crowds at the end of each day.

## Fringe Contact Information

Pre-festival inquiries are welcome by phone or email: 664-2239

Robert Wyma, Festival Producer

[Robert.wyma@sasktel.net](mailto:Robert.wyma@sasktel.net)

Nicole Barlow, Operations and Finance

[finance@25thstreettheatre.org](mailto:finance@25thstreettheatre.org)



During the festival it is more effective to contact us by phone to have one of our volunteers or contract staff track us down or answer your questions as we are not usually near our computers. If you require a response from our senior staff we will do our best to get back to you the same day.

## Broadway Area Development Plan: Update

The BADP Steering Committee has been meeting regularly with consultants from The Planning Partnership to organize the September roll-out of this project to the public. In an effort to engage as many stakeholders as possible – and market the process broadly – the Broadway Area Development Plan will now officially be called **Broadway 360: Creating Our Neighbourhood Plan**. Interactive Broadway 360 exhibits will be on display at The Fringe, as well as the Broadway Street Fair (Sept 6th), to give the public an initial opportunity to learn about Broadway 360 and to share their vision for the Broadway area. A special thanks goes out to Broadway merchants Janet Crouch (Haarley's) and Chris Stadnichuk (Guru), as well as to commercial stakeholder representatives Karl Miller (Meridian Development) and John Kearley (Millenium III), for their substantial contributions to the Steering Committee and for their commitment to making the Broadway 360 process successful.

## Street Security

The BBID, 25<sup>th</sup> Street Theatre, and the Saskatoon Police Service have prepared a community-safety strategy to ensure the Fringe is a safe and inviting environment. The Police Service will have a visible presence onsite during festival hours through both the deployment of officers as well as the use of police volunteers. Incidents requiring immediate attention should be directed to the police at 975-8300.

## Bus Rerouting

City Transit buses will be rerouted to Dufferin Avenue and Main Street. "No Parking" signs will be placed at temporary bus stops. Your cooperation is requested to ensure that the temporary bus stop signs are maintained and visible at all times.

## Interested in Gardening?

The Marr Residence (326 11th Street) is looking for volunteers to look after the flowerbeds in the Marr Garden. Call and leave a message: 653-5395 (Sue) or 652-1201 (Marr Residence).

