



# The Avenue News

WINTER 2015 ISSUE

*Happy Holidays to Everyone !!*



**Corydon Avenue** will be ready for the Christmas season once again with decorated light standards along the Avenue. Winnipeggers and tourists will love strolling down Corydon, enjoying all the wonderful businesses that Corydon has to offer.

**"The SnowTones"** bring their heavenly harmonies back to Corydon BIZ restaurants and shops this holiday season beginning on December 18th. This is the 6th year the group has entertained holiday revellers in our BIZ area. Listen for Bill Peasgood, Jodie Borle, Sara Clefstad and Bill Quin as they sing in Yuletide cheer for you and your patrons **December 18,19,20,21,22 and 23rd from 6pm to 8pm, and as a bonus they will perform from noon to 2pm on the 21,22 and 23rd.**

As another year finishes Corydon Avenue BIZ Board looks forward to an exciting 2016. We want to wish you all a Merry Christmas and a healthy and successful New Year !

# Annual General Meeting...

You are invited to the Corydon Avenue BIZ

*Annual General Meeting*

**Tuesday, December 1st, 2015**

**Time: 7pm to 10pm**

**Location: Ripe bistro , 842 Corydon Avenue**



All members of the Corydon Avenue BIZ are encouraged to attend. Come with another member, a spouse, or bring a member of your staff. A beautiful gift basket will be raffled off during the course of the evening.

For any information regarding the Annual General Meeting please call:

Katia von Stackelberg at the Corydon BIZ Office

Ph: 204 284 3700 or 204 228 2664

## BIZ Board of Directors & Contact Info

**Corydon Avenue B.I.Z** - 497 Corydon Ave Winnipeg, MB Tel. 284-3700 fax 477-0319 [www.corydonbiz.com](http://www.corydonbiz.com)

Craig Kitching

***President***

Subway

Eric Roller

Penner Auto Body

Joan Wheeler

Honorary member

Things

Peter von Stackelberg

***Vice President***

von Stackelberg Agency

David Ross

The Smith agency

Jerry Cianflone

Pizza Hotline

Councillor Jenny Gerbasi

City Councillor

Ron Reider

***Past President***

Reider Insurance Services

Yaron Walter

Walter International Inc.

Martin Pasieczka

Neighborhood Economic

Development Officer

Brenda Szunyog

***Treasurer***

Scotia Bank

Barbara Metrycki

Things

Executive Director

Katia von Stackelberg

**Corydon BIZ Office**

Elsie Medeiros

***Secretary***

Tonic Spa & Hair

Philip Marriott

Peepers Swimwear



## BIZ Spotlight on ...

The Vapour Mill, located at 661 Corydon Avenue, is a rustic vaporizer and e-liquid shop with friendly and knowledgeable staff. The passion behind the shop is evident with your first steps into it: hand-made showcases and displays, a long desk made from recycled pallets. The employees are attentive and seem eager to answer any question you may have about products or the industry in general. They assemble the kits in the shop for you and make sure that you leave confident in how to use your new vape. Their Facebook page testifies to the quality of their service, rating 5/5 stars over 25 customer reviews. Professionalism and good customer service are easy to find at Corydon's first and only vape shop.



### **The Vapour Mill**

**661 Corydon Avenue**

**[www.thevapourmill.com](http://www.thevapourmill.com)**



## BIZ Spotlight on ...

The Pennyloaf Bakery is a small-batch artisan bakery located in the Corydon Village area of Winnipeg. Our bakery is a retail local that offers takeaway, old-world style bread and bakery products baked fresh daily on a wood-fired brick oven. Whenever possible our bakery uses local, seasonal and organic ingredients.

Our breads are made with wild yeast (traditional sourdough leaven) and through a controlled, long fermentation process. We also make an effort to include whole grains in our bread and baked goods. The use of wild yeast, whole grains and a long fermentation creates bread that is tasty, has a longer shelf life (than breads made with commercial yeast) and has health benefits. Our bread is different than loaves found in traditional supermarkets and grocery stores. Wood fired brick bread ovens retain steam exceptionally well, which is key to making beautiful loaves.

Baking on a wood fired brick oven also has nostalgic value. Fire, wood and hearth baked bread has deep roots in all our communities and their baking/ culinary traditions. While this type of oven has many practical benefits, we at the Pennyloaf Bakery feel its charm and old-world-craft tradition are what make it unique and much needed in our present day, fast-paced world.



### **The Pennyloaf Bakery**

**858 Corydon Avenue**

**[www.thepennyloaf.com](http://www.thepennyloaf.com)**





## BIZ Spotlight on ...

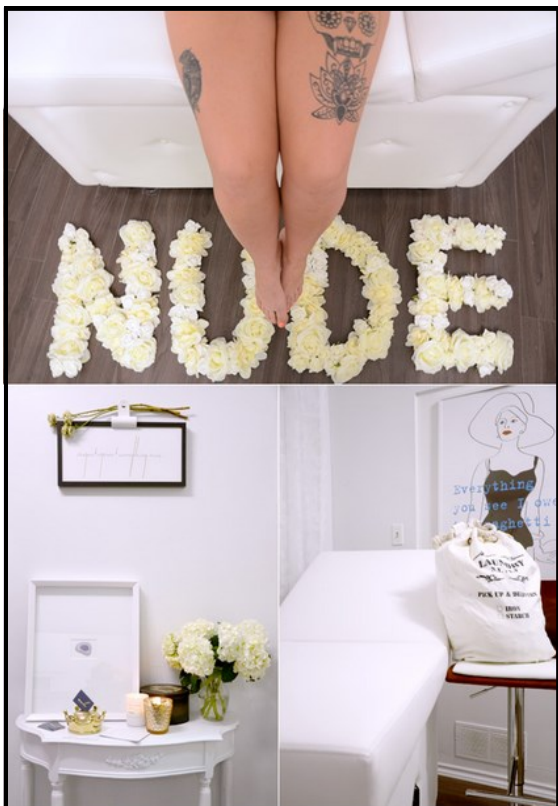


Shawarma break is now open! we offer chicken or lamb, as well as falafels. Every pita comes with your choice of side salad, as well as a small portion of fries. come out and try some out of the ordinary middle eastern food.

**Shawarma Break**  
**653 Corydon Avenue**



## BIZ Spotlight on ...



Come get Nude with us... Nude Sugar Bar offers all natural hair removal for both Men and Women

Located at 651 Corydon Ave.

Visit [www.nudesugarbar.com](http://www.nudesugarbar.com)  
for more info!



# Shop THE NEIGHBOURHOOD.


**YellowPages™**

Yellow Pages' Shop The Neighbourhood™ event is a free national initiative designed to support small businesses and remind Canadians that local shopping can have a far-reaching effect. On Saturday, November 28, 2015, Canadians nationwide will be encouraged to make local purchases and take advantage of exclusive event day deals offered by businesses in their neighbourhood. Here's how we supported participating Business Associations in 2014.



#### Advertising Campaign

Yellow Pages provided a six-week, large-scale multimedia advertising and public relations campaign to drive awareness, onboard businesses and encourage Canadians to shop locally on November 28, 2014.



#### Recognition Program

The 2014 Shop The Neighbourhood initiative awarded \$80,000 to participating Business Associations across Canada through our Recognition Program.



#### Marketing Tools

Local businesses received influencer endorsements, media exposure, promotional materials, and regular tips—all completely free—to make Shop The Neighbourhood a success.

## 2014 Results & Statistics

With 200 Business Associations participating and over \$89 million spent by consumers in local businesses nationwide, responses to the 2014 Shop The Neighbourhood campaign were overwhelmingly positive.

# 87%

of the more than 8,000 participating businesses fully endorsed the campaign

# 80%

of SMEs said the event promoted the role of local commerce in their neighbourhood

# 82%

of participants agreed the initiative helps Canadians discover new local businesses

Want in on these incredible benefits? Sign up for free to the 2015 Shop The Neighbourhood campaign and build local visibility, promote your Business Association, and support your members! [www.shoptheneighbourhood.ca](http://www.shoptheneighbourhood.ca)



## Spreading the word is easy

In 2014, participating Business Associations used a number of methods to ensure the event was a success, in addition to the media exposure and advertising already provided by Yellow Pages!

- 85% emailed their members to encourage participation
- 79% used social media like Twitter and Facebook to promote the event
- 75% distributed promotional materials provided by Shop The Neighbourhood
- 65% visited members at their place of business



### 2014 Fast Facts

**35%**

of shoppers in Toronto were aware of Shop The Neighbourhood, a 40% increase since 2013

**26%**

of shoppers in Ontario were aware of Shop The Neighbourhood

**98%**

of shoppers said they enjoyed the Shop The Neighbourhood event

## Why we participated

"As a Business Improvement Area, it was heartening to see how our independent owner-operated business owners came together to promote our beautiful lakefront destination. That passion and spirit is what makes Bronte Village a special place to Shop Dine Play. A big thanks to Yellow Pages for championing such an important initiative!"

→ **Ann Bargent, Executive Director of the Bronte Village BIA**

"The essence of this campaign, reminding us all about the importance of creating healthy, vibrant communities, is something we are passionate about and strive to achieve here in Burlington. I think that's why for the past two years our business owners, neighbours and volunteers have banded together and embraced Shop The Neighbourhood whole heartedly to express their love for our 'hood."

→ **Brian Dean, General Manager of the Burlington Downtown Business Association (BDBA)**

"As a local family business owner, I am amazed when I see the networking of family and friends making genuine connections in our neighbourhoods. When I see that happening, I feel at home. On November 29, 2014, Yellow Pages helped us celebrate the community and we welcomed new faces that we expect will soon become familiar ones."

→ **Cathy Beaulieu, Owner of Beaulieu Vision Care in Etobicoke, Ontario**

"We were thrilled to participate in Shop the Neighbourhood 2014. Events like this are a remarkable way of reminding people just how unique and vibrant independent businesses are in Ottawa, including the ByWard Market. It also validates how important it is to support our neighbours. We look forward to participating again in 2015 and years to come."

→ **Jasna Jennings, Executive Director of the ByWard Market BIA**

 **#shopthehood**

Support your small businesses and join us at [shoptheneighbourhood.ca](http://shoptheneighbourhood.ca)

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[ShopTheHood\\_ca](https://plus.google.com/+ShopTheHood_ca)

Corydon BIZ Merchants,

We want to remind our members that we will post your special event or promotion on the Corydon BIZ Facebook page.

We encourage you to put together your announcement with pictures and print and email to [katia@vonstackelberg.ca](mailto:katia@vonstackelberg.ca). We hope you take advantage of this opportunity.

*Thank you*



**"LIKE"**

Corydon improve- has a Fa- It is weekly



**US !!**

Ave Business ment Zone cebook page. updated with infor- mation and interesting facts about our beautiful street !

<https://www.facebook.com/corydonBIZ>

**Congratulations for 100 years of promoting French in Manitoba !**



Quick facts about Alliance Française du Manitoba :

- the Alliance française du Manitoba is a part of the vastest international cultural network, with 950 other Alliance Française institutions worldwide
- 100 years of existence in Winnipeg
- 10,000 people have taken classes at Alliance Française du Manitoba in the past 10 years
- over 700 students attend French classes yearly

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**Alliance Française du Manitoba**

934 Corydon Avenue, Winnipeg, MB

Tel : +1-204-477-1515 Web: [www.afmanitoba.ca](http://www.afmanitoba.ca)

**VISIT OUR WEBSITE AT [WWW.CORYDONBIZ.COM](http://WWW.CORYDONBIZ.COM)**