

# Media Release

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## Town of Prescott Business Improvement Area

For Immediate Release

November 14, 2016

### A New Spirit of Optimism in Downtown Prescott

As downtown Prescott swings into the 2016 holiday season, a new spirit of optimism is certainly in the air. And it is more than the dazzling decorations, glittering lights and sparkling River.

It is even more than the widely anticipated Fire Service's "Light Up the Night " Parade that will wend its way from South Grenville District High School, down Edward Street to King Street on Friday, November 18<sup>th</sup> starting at 7:00 p.m. COGECO will be broadcasting the event for those who just cannot get out to experience the excitement first hand.

In the past month, downtown Prescott has celebrated eight charming new businesses in the Luxe Boutiques complex at the corner of Edward and Dibble Streets – that is *eight* new businesses providing everything from children's clothing to art, specialty foods and teas and a wide array of other unique items; all in a heritage stone building. Leslie Ambler Bottigoni has certainly demonstrated the impact that hard work and entrepreneurship can make.

And GreenThings have moved into a beautifully renovated shoppe in the historic Doyle building across from the Clock Tower. It is shaping up beautifully and they expect to open their doors on November 15<sup>th</sup> with a wide array of items for hearth, home and even indoor greenery. Their window is spectacular. Donna and Bert White are also spearheading something new for our downtown with "Ladies' Night Out " on November 25<sup>th</sup> when their specialty women's apparel

and much more will be on sale. They too will be open on the night of the parade so you can go in and look around.

Dr. Jim Holmes and Kylie Malanka have opened the bright new Optometric Centre next to Brister's Insurance – their open house is Friday, November 25<sup>th</sup> from 3:30 to 5:30. You will have to see it to believe the transformation of this core health service right in our downtown!!

Next door to Fort Town Treasures we now have Fort Town Mercantile where Doug and Laverne Johnston have established a beautiful shop filled with linens, jewelry and much more - all complementary to the antiques, jewelry and collectables at Fort Town Treasures. Their grand opening is Friday November 18<sup>th</sup> at 4:30 p.m.

Also new this month is "Cardinal Flowers and Gift Gallery" almost directly across from Shoppers Drugmart. Owners Frank Fralick and Michael O'Brien and floral designers Heather Stephenson and Kaitlyn Morehouse are looking forward to being open in time for the Light Up the Night Parade. Their windows are already decorated for the Christmas season and they are delightful.

Sandra Lawn, chair of the downtown Business Improvement Area is pleased with the progress made in the last month with 12 new businesses opening in the month of November alone. There are also discussions underway for even more – but we don't want to count our chickens before they are hatched. The BIA budget for 2017 has been drafted. It calls for a zero increase in the BIA levy and provides for further advocacy of a well-functioning BIA. The Town has also begun a Business Retention and Expansion project and we expect to gain even more insights into what our businesses, property owners and investors would like to see in a more prosperous historic downtown Prescott.

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