



SBA secures grant for strategic planning

Back in 2003, a group of forward-thinking business and commercial property owners got together to form the Sackville Business Association. The objective was to promote and increase business in the Sackville Business District.

Ten years on, it's a good time to review the SBA's objectives, set new goals and figure out the best way to achieve those goals.

"The Sackville business district has changed a lot in the past 10 years," said executive director Michelle Champniss.

"We've made great strides in things like signage and streetscape improvements, but we're also facing new

challenges like the development of business parks."

The SBA has started a five-year strategic planning process to identify key hurdles facing the district, recommend solutions to these and identify measurable goals. The end result will be a plan of action that will be implemented over the next five years.

The SBA has undertaken the strategic planning process with the help of a grant from the Nova Scotia government.

As part of the process, the SBA is collecting feedback from members via an online survey, which can be found at: <http://www.surveymonkey.com/s/TXN7NJF>



One of 70 hanging baskets along Sackville Drive, installed by the Sackville Business Association in partnership with Halifax Regional Municipality.

IN THIS ISSUE

PAGE 2



HRM Regional Plan review

PAGE 3



Sackville Sneaker Shredder

PAGE 4



Business Notebook

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MEET & GREETS

The next Meet & Greet will be hosted by Telus, 720 Sackville Drive, on Thursday, September 5 from 8:30 to 9:30 a.m.

Everyone is invited to join us for refreshments and the chance to meet and connect with other people in business.



The following Meet & Greet will be held on Thursday, October 3 at Sherwin-Williams Paints, 405 Sackville Drive.



November's Meet & Greet will be held Thursday, November 7 and hosted by Vogue Optical, 405 Sackville Drive.



TREE DONATION

Payzant Home Hardware is sponsoring a tree plant at Acadia Gardens to celebrate National Tree Day in September.

Payzant's is donating \$3,000 worth of trees to the community gardens project under construction behind the Sackville Public Library and Acadia Hall.

Payzant's will work with Acadia Gardens and Tree Canada to select the best species of trees.

SBA provides Regional Plan feedback



MESSAGE FROM THE EXECUTIVE DIRECTOR

The Sackville Business Association recently provided feedback to Halifax Regional Municipality's regional plan, which is going through a five-year review.

The goal of the regional plan is to direct growth in an economically viable and sustainable manner. While the regional plan sets out clearly defined objectives and guidelines for residential development, it lacks provisions for directing commercial development and preventing commercial sprawl.

Our concern is that large

tracts of commercial space are developed without consideration for how that will affect existing commercial districts, like the Sackville Business District. New commercial space in HRM is being filled, to a large extent, by drawing retailers and offices out of existing commercial space, rather than attracting new businesses. This hollows out existing commercial districts.

Commercial sprawl comes at a high cost to HRM. Developing new commercial space means paying to extend municipal services such as transit

and taking on the burden of maintaining infrastructure. If new commercial space is developed at the expense of existing commercial districts, HRM is only adding to its maintenance costs without bringing in new revenue.

We have asked HRM Council to develop a coherent plan for commercial development that considers the impact on existing commercial districts in HRM and ensures that new development is sustainable.

Michelle Champniss
Executive Director

Coffee with the Premier



Board members Tara Hill and Janice Butler and executive director Michelle Champniss with Premier Darrell Dexter. Dexter joined the SBA for a coffee meeting on June 26.



Sneaker Shredder race looking for prize donations

The Sackville Sneaker Shredder draws competitors of all kinds, from dads pushing strollers to serious runners pushing themselves to a new personal best.

This year, watch out for caped crime fighters and space villains. Halifax Comic Con has come on board as a sponsor and the 3K race has a superhero/sci-fi theme.

Also new this year is a 15K race, and the Sneaker Shredder is now a Run Nova Scotia series race.

The Sackville Business Association is sponsoring the event, now in its second year, and there are opportunities for local businesses to get involved. Race organizers are looking for prize donations for race winners. They've also suggested that Sackville restaurants could provide coupons or deals for hungry runners looking to refuel after the race; for example a free appetizer with order of an entrée.

"This is a fantastic com-

munity event that brings a lot of people to Sackville," said executive director Michelle Champniss. "Once they're in Sackville, we want to bring them down to the Sackville Business District, and there's a great opportunity for restaurants to do that."

Any businesses wishing to include an item in the participants' bags can contact the SBA office at info@sackville-business.com or 252-3099.

All proceeds from the event will be donated to the Cobequid Health Foundation Priority Health Care.

SBA introduces litter cleanup on Sackville Drive

Beautification can add to a streetscape – benches, flowers, lighting – and it can take away. In this case, pop cans, fast food wrappers, old newspapers, coffee cups, plastic bags and more.

The Sackville Business Association has hired Lisa Hayhurst to clean up litter in the Sackville Business District. Since starting work in early June, Lisa has picked up 50 bags of garbage along Sackville Drive.

The Sackville Business Association received a grant from Halifax Regional Municipality for enhanced maintenance, which also helps cover the cost of graffiti removal in the district.

Lisa was hired through Affirmative Industries, a non-profit organization that helps people with disabilities secure employment.

"Lisa has been doing a great job," said SBA executive director Michelle Champniss. "Litter makes an area look neglected and unsightly, so this makes a big improvement to the appearance of the Sackville business district."

Association prepares redesigned website

There's a new look coming at www.sackvillebusiness.com. The SBA is working with Prime Creative to develop a clean, professional redesign for the site.

The new site will feature member businesses more prominently and highlight the Shops & Services and Available Properties pages, which receive the highest traffic.



BUSINESS NOTEBOOK



Haley Schmuland shows off a sample of goodies on offer at **Sugarush Candy Store**, now open at 619 Sackville Drive.

Other new businesses in the district are:

Sienna's Ink, 73 Sackville Drive

Kevin Martin Accounting Services, 281 Sackville Drive

Marlin Pools and Spas, 295 Sackville Drive

Renovations are underway at 560 Sackville Drive in the space next to Angles Pub, where **Wasabi House** will be opening a 100-seat, all-you-can-eat sushi restaurant this fall.

Phillip Hong's mango chicken is one of the delectable dishes featured in Halifax Tastes. **Hong's Kitchen** is one of 25 restaurants in Halifax region that supplied recipes for the book, including Five Fisherman, Seasons by Atlantica and il Mercato Trattoria.

Jim Gill and Derrick Giffin, owners of **Chef's Menu Restaurant**, are the new food and beverage service providers at Armdale Yacht Club.



A rendering of the new Family Life Centre under construction at **Rock Church**, 222 Sackville Drive. The addition is expected to open in December 2013. For more drawings, visit www.rockchurchnext.ca.



This isn't just a basket of flowers. It's a new season and a fresh start. It's businesses stepping up and supporting their community. It's just one way they give back to the growing, vibrant place they call home. www.sackvillebusiness.com