



Thursday, March 2nd 2017

Spring Garden Area Monthly Newsletter

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March Morning Mixer

Are you interested in learning about natural products that can help ease headaches, lower stress, boost your energy and much more? Join us on March 22nd at Saje Natural Wellness located at 5520 Spring Garden Road for our morning mixer! Learn from Saje staff about the variety of products they offer as well as the fun events they host throughout the year. Enjoy delicious treats, good conversation and enter your name for a chance to win a door prize from Saje! All are welcome; we can't wait to see you there!

Saje
NATURAL WELLNESS

**Spring Garden
Monthly
Morning Mixer**
Join us for coffee, tea and conversation

March Lunch and Learn

March is Fraud Prevention Month and we want to help keep you and your business protected from potential harm. Join us on Tuesday, March 28th to hear from the President and CEO of the Better Business Bureau, Peter Moorhouse. Mr. Moorhouse will provide information on recognizing fraud and tips on how you can be prepared and protected. Registration begins at 11:45 and the session will run from 12:00pm to 1:00pm at the Halifax Central Library in the RBC Learning Centre, lunch will be provided. We ask that you RSVP to rachel@springgardenarea.com.



You Choose – Shopping Under the Stars 2017

The Association is asking members for their input on finalizing the dates for this year's Shopping Under the Stars! With mixed feedback from our recent member survey on the timing of past holiday events, we are asking for your help to make sure the dates work best for your businesses. Based on your comments, and the work of our marketing committee, we have narrowed it down to two options:

A.) Friday December 1st and Friday December 8th

OR

B.) Friday December 1st and Saturday December 2nd

Please email info@springgardenarea.com with your preference. Deadline to submit is March 17th.

Women Rock Spring Garden

A new member-led initiative has begun in the Spring Garden area to raise awareness for International Women's Day and promote female-owned business in the area. A celebration to inspire, showcase and support the female-owned or co-owned businesses, Women Rock Spring Garden will be offering a variety of specials and savings throughout the week of March 6th through 12th. To learn about participating businesses and for more information, visit www.springgardenarea.com/womenrockspringgarden.



SGABA Survey Results Available Online

Thank you to everyone who responded to our membership and Shopping Under the Stars surveys. A summary report of the results is now available on our website. To view the findings, please visit www.springgardenarea.com/resourcesformembers.

Save the Date for SGABA Summer Events

Summer isn't that far away and we want you to save the date for our 2017 summer events. Join us on Wednesday June 7th for Clean Sweep, Saturday July 8th for Victoria Barks and Sunday August 13th for the Spring Garden Children's Festival. Keep an eye out for more information coming soon about how you can get involved with these fantastic Spring Garden events!

Member of the Month

If you've ever strolled down Birmingham Street on a beautiful day, you may have noticed the names of designer clothing and shoe brands written in chalk along the sidewalk. If you decided to follow the names, you would have found yourself in Brilliant Clothing, a boutique offering high end consignment and resale clothing, footwear and accessories. Open in the Spring Garden area since 2014, Brilliant has become known to many throughout Halifax for their unique products. "It's extremely curated" says owner Stacey Thompson, "half of everything in store is consignment and the other half we purchase outright from clients and resell to our customers."



Starting off by working one day a week at a store in the North End, Thompson decided to take her experience and open up her own store with a more modern spin. "I felt that social media was a great way to show people what we had to offer, and it just took off," said Thompson.

Customers now flock to Brilliant's social media platforms to view beautiful outfits and take a peek at the variety of products Thompson showcases. "I think we pioneered a lot of the social media promotion, we originally started putting up outfits just to raise awareness about the store and products however it's grown so much that people will call and ask us to put items on hold for us, it's become a huge success." (Thompson)

Working with many local consignors from across Nova Scotia and PEI, Thompson says she picks products that will fit with what the store offers, each item must be in perfect condition, a higher end brand and modern and contemporary. Thompson has also recently begun working with Nordstrom Rack and will receive shipments from them. "We never know what we're getting and there are always some good quality pieces. It's a lot of fun, we get to open many boxes and it's a surprise every time," said Thompson.

By working together with the other consignment businesses in the area, Thomson feels that customers will be that much more attracted to coming downtown. "I often recommend other consignment businesses in the area and they do the same for me. It's all about getting people downtown, if they have the option to go to three places instead of just one, it will be that much more successful," says Thompson.

Being a part of the Spring Garden area is very exciting for Thompson and she plans to continue to connect with and support her neighbours to grow the downtown business community. "We really enjoy being here, and it's important for us to support one another and encourage other businesses to open up downtown. We want to raise awareness about all of the businesses in our area, and we can do that by working together." (Thompson)

For more information on available products and for store hours, visit www.thisisbrilliant.com.

Celebrating 150 Years of the Halifax Public Gardens

As Canada celebrates its 150th birthday, so too does the Public Gardens! While each year the Gardens host a limited number of events throughout the season, this year the Friends of the Public Gardens (TFPG), with support from Halifax Regional Municipality and Canadian Heritage, will offer a 2017 season full of new events and activities. Drawing on the talents and participation of the arts and culture community, the Friends of the Public Gardens are looking to hear from: local performers (choirs, dancers, musicians, etc), sponsors who could help with events, supplies and equipment, people who can volunteer to help with an event or organize an activity.

If you are interested, please email info@halifaxpublicgardens.ca or visit <http://www.halifaxpublicgardens.ca/contact-us/> and fill out the form.

Business Navigation Program

To help businesses navigate the often complex regulatory environment, a Business Navigation Service is being piloted in Nova Scotia. Business Navigators have a single focus: help businesses navigate the rules and requirements that apply to their business so they can focus on succeeding.

Business Navigators will help businesses: Find timely information on rules and regulations specific to each business, understand how to comply with provincial regulations, secure the status of their business registration, find the status of permit and license applications, complete applications and forms.

You can contact a Business Navigator, Monday to Friday - 8 am to 5 pm at 1-844-628-7347(1-844-NAV-REGS) or by email BusNavigation@novascotia.ca.

Occupational Health and Safety Tip

Did you know the Occupational Health and Safety Division of the Department of Labour and Advanced Education is there to help you learn about your business requirements under OH&S legislation for Nova Scotia? On October 27, 2016, an Occupational Health and Safety Officer and Education and Outreach Officer presented at our Spring Garden lunch and learn. The Officer's stressed their commitment to working with Spring Garden area businesses to educate staff, employers, and the public on occupational health and safety. To learn more, or set up an appointment with an Officer, please contact them at ohsdivision@gov.ns.ca or by telephone at (toll free) 1 (800) 952-2867, (HRM area): 902-424-5400.

Parking around Spring Garden

How often do you hear "there's no parking in downtown Halifax?" We're betting quite a bit! This is a common complaint we hear from customers and clients when in reality there are over 1,000 parking spaces in the Spring Garden area. To help change the perception on parking, we ask that you spread the word and let your visitors know about the vast amount of parking available. We also have rack cards that provide a map of the Spring Garden area parking and would be happy to provide them to you to handout. Visit www.springgardenarea.com/parking for more detailed information.

For more information regarding any of the articles in this newsletter please contact **Rachel Brown** at rachel@springgardenarea.com or by phone at 1.902.423.3751.

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