



In the District



New to the District: CREATIVE TOUCH WEDDING DESIGNS!

The Warehouse District is excited to announce that Creative Touch Wedding Designs has relocated to a newly renovated facility at 2334 8th Avenue! Established in 2006 by Samantha and Shane Friesen, Creative Touch is a full-service wedding and event décor company that specializes in event décor rentals, both large and small, as well as installations and teardowns. Creative Touch also offers walk-in services, as well as one-on-one design consultations with prospective clients. With their recent move to the Warehouse District, their new location features approximately 4,800 sq. ft. of usable space across two floors. The space offers patrons a full showroom where they can visualize and test out products. In addition to operating their flagship location in Regina, Creative Touch also maintains a 1,700 sq. ft. storefront located at 123 – 2834 Millar Avenue in Saskatoon which recently opened in January 2016.



Samantha was inspired to start Creative Touch after some of the frustrations she experienced in planning for her own wedding. "When I was shopping around at the time, I couldn't find what I was looking for," she says.

Initially a home-based business, Creative Touch opened up their

first store at 220 McIntyre Street in 2008. Over a ten-year period the company has forged strong relationships with clients, vendors, and venues all across the city. Creative Touch boasts a large and highly diversified portfolio of clients. In addition to planning thousands of weddings, the company has been contracted to organize decor for corporate and private functions. A list of clients includes major names such as the Canadian Football League and the Canadian Red

Cross, as well as locally-based organizations like Hillberg and Berk, and the Regina Symphony Orchestra.

The business is extremely active on social media, having dedicated Facebook, Twitter, Instagram, and Pinterest channels. This should act as no surprise to our readers, given the aesthetic nature of their work. "Image-oriented channels such as Instagram and Pinterest play an integral role in our branding efforts and serve to influence and inspire our client's own choices," she states.

When asked about her thoughts on the exciting new development in the area, Samantha was extremely optimistic. "We've had a really positive response from our clients. There's also a real strong sense of community here."

You can check out Creative Touch on the web at www.creativetouch-weddingdesigns.com, call their location at 306-949-8152 or visit them at their brand new showroom! ☑

Warehouse District Showcases Canadian Talent at BreakOut West 2016!

FROM OCTOBER 13-16, the city of Regina played host to the 14th annual BreakOut West Conference and Festival. This four-day event took place throughout 11 different venues all across the city. BreakOut West is a multi-genre music festival organized by the Western Canadian Music Alliance and combined with the Western Canadian Music Awards Gala. The Western Canadian Music Alliance is comprised of music industry association partners from British Columbia, Alberta, Saskatchewan, Manitoba, the Yukon, and the Northwest Territories. Each year the event is held in a different Western Canadian region on a rotational basis. Regina's Warehouse

District was proud to be a Premier Partner for this year's festivities. The Warehouse District's own Bobby's Place Olde World Tavern, Durty Nelly's on Dewdney, and The Cultural Exchange were chosen as venues to host performances during the evenings of Friday, October 14th and Saturday, October 15th. The conference portion of the event was held at the DoubleTree by Hilton in downtown Regina and featured informative workshops and seminars by Canadian music industry experts, and a conversation with up-and-coming Canadian country music



sensation Brett Kissel. The Western Canadian Music Awards Show took place at Casino Regina on Thursday, October 13th. Winners were honoured for several award categories and Regina-born artist Collin James was inducted into the Western Canadian Music Hall of Fame for 2016 on behalf of FACTOR. Congratulations to all of those who participated and best of luck to those artists performing in Edmonton at BreakOut West 2017! To see a full list of this year's award winners or to check out the latest news on BreakOut West, visit their website at www.breakoutwest.ca or follow them on Facebook and Twitter. ☑

Richardson Lighting: Five Decades of Keeping the Lights on!

When Store Manager Don Richardson of Richardson Lighting was asked about his thoughts regarding the business' upcoming 50th anniversary for 2017, the stoic and well-spoken grey-haired gentleman summed up his sentiments in a few brief but powerful statements. "Honesty, integrity, dedicated customers, excellent staff, and certainly an element of luck," he says reminiscing fondly about his 35 years with the company.

Initially starting out as a building supply company selling such items as Pella windows and sliding doors, founder Ernie Richardson saw a demand for lighting products and tapped into this demand after being encouraged to do so by his friends and colleagues at the time. A former world curling champion in the late 1950s, Ernie would go on to open his first location at 1431 Scarth Street in 1967 and would remain there until 1973. This business seemed a good fit for Ernie, given that his father was an accomplished homebuilder.

Eventually Ernie would partner with Regina Rent it Centre and purchase a 1,500 sq. ft. building located at 2460 7th Avenue. Despite a slowdown in activity during the early 1970s, Richardson's reputation for honest and knowledgeable service grew, along with their need for more space. "The early 1970s were a slow time," says Don, who was an Electrician just prior to joining his dad in the family business in 1978.



Once the site of a former skating rink, the store moved to its present-day location at 2101 7th Avenue in 1982. With the growth of the retail side of the business over the years, their current location has expanded to a total of 20,000 sq. ft. of useable space across multiple floors. In addition to its flagship store in Regina, Richardson Lighting also maintains a 16,000 sf. ft. showroom at 402 47th Street East in Saskatoon.

Don states that the secret to the business' long-term success and longevity comes down to a tried and true formula of offering a good selection of products and services by knowledgeable staff at competitive pricing. Turnover is extremely low as most of their staff members are long-term employees. This dynamic allows their more experienced staff to pass on their well-

honed knowledge, and form strong, long-lasting relationships with their customers, both wholesale and retail. "Intimate knowledge of product is crucial given the technical and complicated nature of the industry," he says.

To celebrate its upcoming 50th anniversary, the company is hosting a warehouse sale and customer appreciation event for spring 2017, and participating in the Regina Spring Home Show. A big congrats to Richardson Lighting for its 50 years of continuous business and here's to 50 more!

Want to learn more about Richardson Lighting's product selection and expert repair services? You can visit them at www.richardsonlighting.com, call their Regina location at 306-525-8301 or stop in and visit them at their showroom! ☐



To celebrate the Saskatchewan Roughriders' final game at Taylor Field, The Warehouse District in association with the Regina Downtown Business Improvement District and the Roughriders partnered for the Postgame Party in the Districts promotion during the evening of October 29th! Businesses throughout the Warehouse District and Regina Downtown had the opportunity to participate in this once-in-a-lifetime celebration!

Participating bars and restaurants were on-hand displaying Postgame Party in the Districts-branded merchandise such as coasters, posters, and banners at their locations, as well as hosting in-house special events. In the Warehouse District, Rebellion Brewing Co. hosted four rounds of Riders-themed trivia throughout the evening. Jack Keaton's BBQ offered patrons their delicious Burger and a Pint for \$15 promotion, While Bobby's Place Olde World Tavern, Durty Nelly's on Dewdney, and The Cultural Exchange rocked the house with live music from local bands. To top it all off, the Grey Cup made a special appearance at The Keg Steakhouse and Bar at Regina Centre Crossing.

The Warehouse District would like to thank the Regina Downtown Business Improvement District, the Saskatchewan Roughriders, and all participating businesses for their involvement! ☐

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Tel • 306-789-0743 Fax • 306-789-0876
Email • Alton@atalarch.ca
Website • www.altontangedalarchitect.com

Real Deals on Home Décor:

DEFENDING YOUR HOME FROM THE ORDINARY!

For our readers on the lookout for unique and fabulous gift ideas this holiday season, be sure to check out Real Deals on Home Décor Regina located at 1376 Lorne Street to bring all of your domestic dreams to life! Whether you are looking for clocks, mirrors, lamps, or wall art, Real Deals has what it takes to transform your house into a home. Owners and self-described "Retail Therapists" Chantelle and Scott Albert are excited to announce that they have recently expanded their store hours to five days a week Tuesdays to Saturdays to better serve you.

Chantelle is no stranger to the retail industry. With 13 years of experience, she cut her teeth early on working for her mother's gift basket company. Prior to moving back to Regina 10 years ago, she was employed by an independently owned and operated store in Alberta for a number of years. So when it came time to open their own Real Deals franchise, it seemed like a natural fit for Chantelle and Scott given the mom-and-pop feel of



the brand, combined with their own retail backgrounds.

The Real Deals on Home Décor franchise was originally founded by five sisters in the U.S. over a decade ago who opened mom-and-pop-style home décor shoppes in their communities purely for fun. After tremendous success early on,

Real Deals on Home Décor was established as a franchise in 2006 and since then has been featured on Entrepreneur Magazine's Franchise 500 list ranking #1 in the home furnishings category. Real Deals stores have won many reader's choice awards from a variety of local publications. At first, franchise stores were exclusively open two or three days a week but many locations are now open five or six days a week.

The company's claim to fame is the laid-back and cozy atmosphere of its stores coupled with unique home décor items from all across the globe at budget-friendly prices. Topping this all off is what the company refers to as "The Experience" which aims to create an environment in which customers

can feel at home while shopping for their home. In addition to its home décor offerings, some franchise stores have begun carrying the latest women's fashions through their RD Boutique line. Complementing its product lines are craft-based classes and workshops designed to educate customers.

Real Deals' showroom features an eclectic array of styles that includes everything from the rustic and vintage to the modern and contemporary. Their diverse product selection is reflective of the diverse tastes of their clientele. Popular trends include reclaiming or repainting old furniture (what Chantelle refers to as *shabby chic*), as well as steampunk industrial designs that make liberal use of iron and wood. "People want to reuse things. As we move into 2017, old is gold," Chantelle says with a laugh.

Looking for the latest trends in home décor? Check them out at www.realdeals.net/regina, on social media (Facebook, Twitter, Instagram, Pinterest) or call them at 306-559-0264.

Congratulations to Richardson Lighting for celebrating 50 YEARS in 2017!

The Great Canadian Pulse Off!

2016 is the International Year of Pulses and to celebrate, Regina recently hosted the first annual Great Canadian Pulse Off! sponsored by the Saskatchewan Pulse Growers and presented by AGT Food from October 24-28. The restaurant competition features pulse-inspired dishes at five local restaurants. Local chefs competed to create the best dish showcasing lentils, dry peas, chickpeas or beans.

The Warehouse District's own Jack Keaton's BBQ participated in the restaurant pulse-off along with other local favourites including Lancaster Taphouse, Malt City, Spices of Punjab, and Victoria Tavern. Jack Keaton's signature dish was a BBQ Cassoulet, which

centered around smoked beans topped off with chicken, sausage, and bacon.

"We had a great time doing this event. It was well constructed, planned, and executed. We felt it really helped raise awareness for locally sourced products," says owner Brett Huber commenting about the event's success.

Warehouse District brewpub Rebellion Brewing Co. served as the official beer sponsor for the event and featured their signature Lentil Cream Ale throughout several locations. Rebellion's Lentil Cream Ale uses 20 percent King Red Lentils which contribute a richness and depth of flavour, as well as a



creamy well rounded body not otherwise found in a light 4% beer.

Saskatchewan grows 90 percent of the nation's pulses for export or 35 percent of the global pulse trade.

Pulse crops grown in the province include lentils, peas, chickpeas, beans, and faba beans. Saskatchewan grows more pulses than anywhere else in Canada and Regina is at the center of the action!

A big thank you to all of the organizations involved for making this such a successful promotion and congratulations to the winner of this year's restaurant competition, Victoria's Tavern!

Regina's Warehouse Business Improvement District

OUR MISSION: To enhance, showcase, promote, market, facilitate, and rejuvenate the Warehouse District.

OUR VISION is stated as: Regina's Warehouse District is a vibrant, growing, and welcoming community where people live, work in and experience an attractive and distinct setting where design matters.

What do you want to see in the District Newsletter?

For Warehouse District members celebrating a business anniversary, wanting to advertise, having an upcoming event or an idea for an article, please contact the Warehouse District office at 306-585-3958 or info@warehousedistrict.ca.

Is your business info/email current with us?

We want to make sure that you receive the most up to date info on happenings in the Warehouse District and we want to link your business to our website. Call 306-585-3957 or email info@warehousedistrict.ca and let us know.

Our 2016 Board of Directors

- | | |
|----------------------------|----------------------------|
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Advertising Opportunities:

Have a special promotion coming up? Have an event coming up? Does your business have a busy season that we can help you promote (i.e. back to school, seasonal change, home renos, redecorating). We want to help you promote and highlight the businesses in the Warehouse District. Call Sandy Doran at 306-585-3955 or email sdoran@warehousedistrict.ca for further details.

4 to 40 is an initiative to connect people experiencing disability with forward-thinking employers who embrace a flexible 4 to 40 hour work week.

visit us at 4to40.ca

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In the District V.2.0.17

Starting early 2017, the Warehouse District seasonal newsletter will be transitioning from print-based to an e-newsletter format. If you would like to subscribe to our e-newsletter moving forward, visit our brand new website at www.warehousedistrict.ca and sign up on the home page. Don't forget to follow us on Facebook and Twitter!

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In the District Newsletter is published by Regina's Warehouse Business Improvement District. For more information please contact our office: 202-1275 Broad Street, Regina, SK S4R 1Y2 PH: 306.585.3948 FX: 306.585.1765 Email: info@warehousedistrict.ca



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