

Lining the streets of downtown Georgetown, fans of the Lions Club's annual Santa Claus parade chase the community's traditional commercial core as the backdrop to their day of fun. Decorative planters, trees and shrubs installed by the BIA add to the street's natural elegance but, thanks to ample parking space at the rear of Main Street, don't pose any congestion problems along the street.



## Unique buys for shopper BIA role -Markou

For George Markou (who along with brother Nick owns the McGibbon Hotel), membership in the Georgetown Business Improvement Area (BIA) means taking part in a collective marketing approach aimed at attracting shoppers to downtown shopping possibilities.

"We're making a concerted effort to make the Main Street core a viable shopping area," Mr. Markou said, adding that the active advertising carried out by the BIA's professional and retail membership is intended to show people "that they're getting a good deal downtown."

While not a retail business, the imposing pre-confederation hotel is a favorite entertainment spot for many Georgetown residents and attracts



GEORGE MARKOU

business to and enjoys business from the uniqueness of the town's refurbished Main Street business core.

Relative newcomers to the area, the Markou brothers have worked hard to make the hotel's tavern and restaurant facilities one of the downtown area's points of interest. George's executive affiliation with the BIA, helping to coordinate beautification projects in town along with architect Paul Martel, has earned him respect among other members of the board.

"Islands" in the middle of Main Street, curbside trees, extra trash bins and signs promoting the downtown shopping area are examples of the joint effort carried out by retailers, professionals and restaurateurs to give the old Georgetown central business area an historical uniqueness already enjoyed by other towns across the province.

Plans for the future of the Main Street shopping area include vertical banners on lampposts along Mill Street to advertise the district as a business improvement area and changing the street lighting to stylish lampposts to get rid of ugly, overhanging wires.

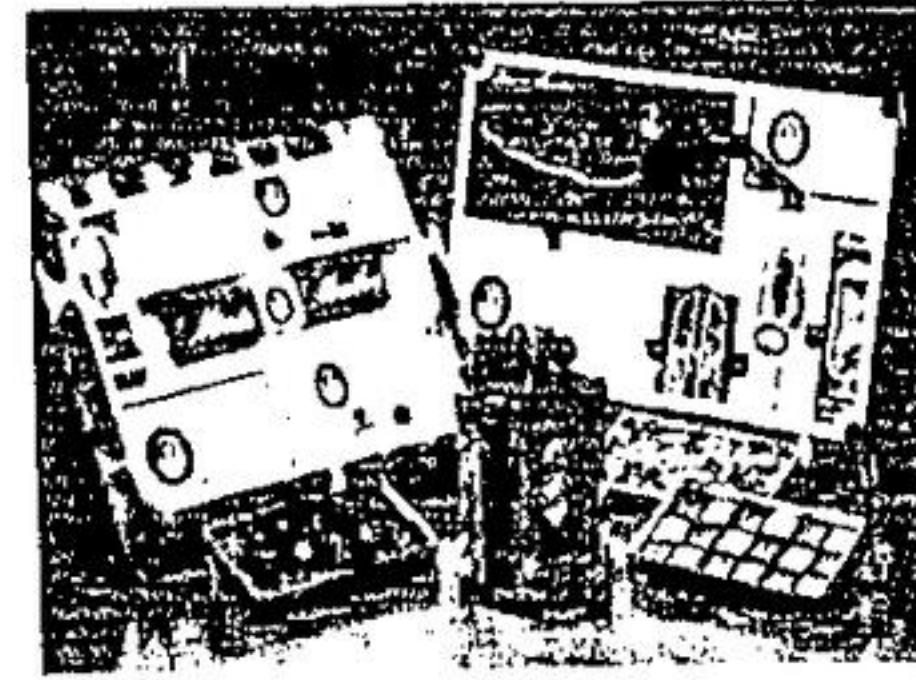
Mr. Markou said it is important that changes planned for the downtown core maintain the quiet historical flavor already evident in many of the Main Street storefronts. Guest speakers featured at BIA general meetings (which are open to the public) have also helped the merchants in planning advertising programs and retailing techniques.

"The businessman has to be aware of the changes taking place in the marketplace," Mr. Markou said. "I think we're offering what we consider to be a better buy for the consumer."

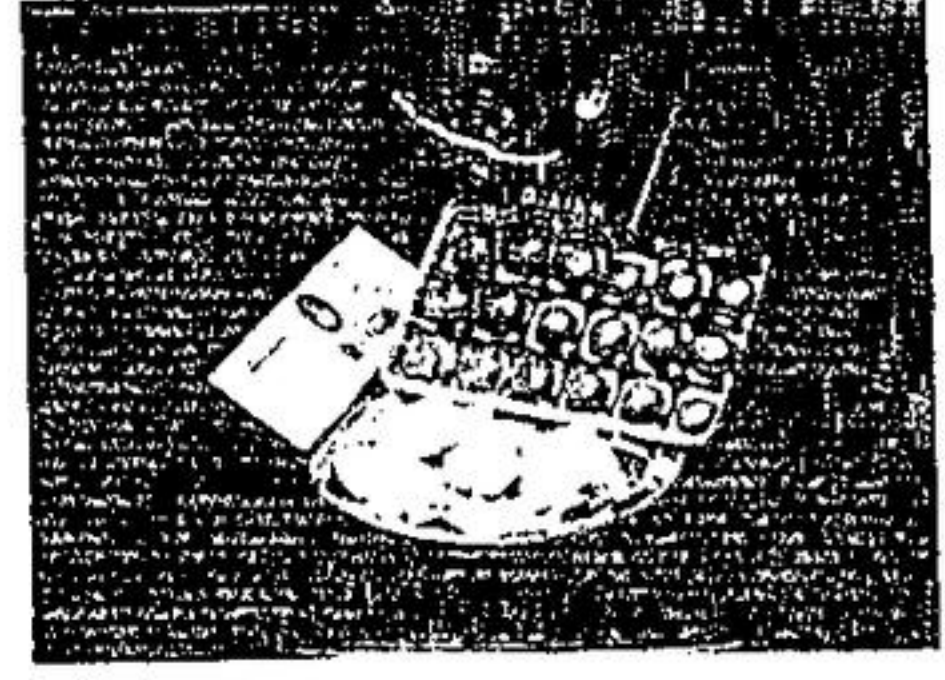


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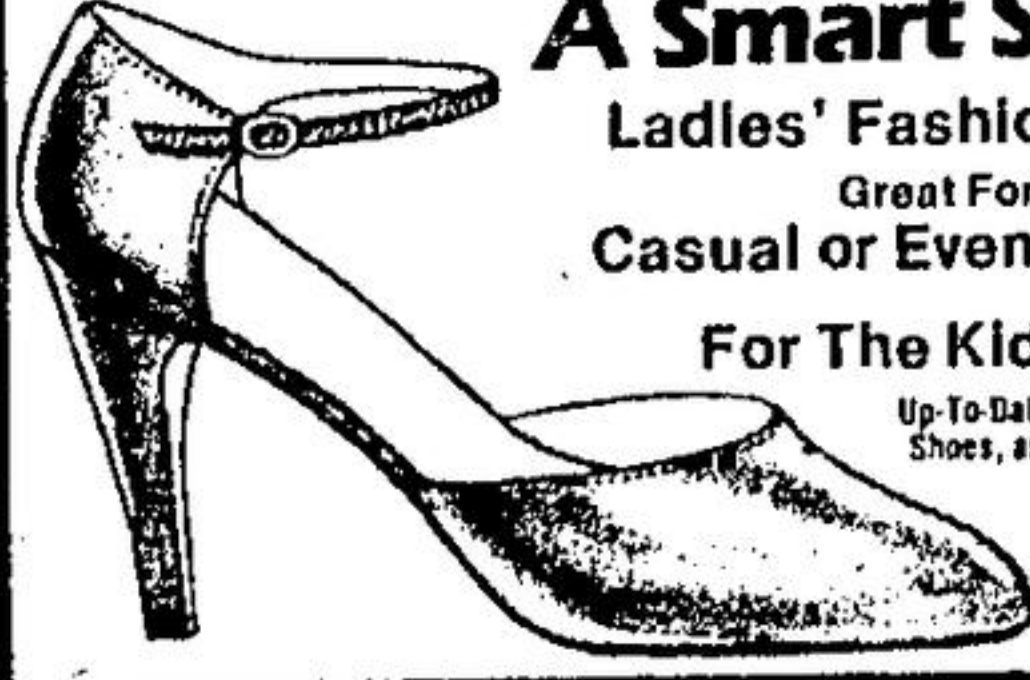
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