

## Gold Award

1994 and 1995  
Marketing Campaign  
Eau Claire Market

Second place honours went to Eau Claire Market for meeting the challenges of becoming an innovative alternative to shopping centres in Calgary, and a one-of-a-kind attraction. Not only was Management at Eau Claire charged with overcoming negative media and public scepticism, they were committed to create a festival-like environment to draw Calgarians city-wide, as well as become a tourist attraction.

All this was accomplished during 1994-95 with a marketing budget similar to size of that of a smaller established neighbourhood mall with a 5-mile radius draw. But Karen Hope, now with The Marketing Edge, and her team at the Market rose to the challenge, implementing and executing a unique and innovative plan that included advertising, frequent programming and promotional opportunities, with new successes added under the leadership of Monica Zajac.

An aggressive leasing program for attracting specialty stores and services achieved a 95-98% occupancy rate by the end of 1994. This was supported by a powerful Marketing campaign that recorded a maintained level of 95% occupancy in the food market by January 1995. Eau Claire market is now well known for its' comprehensive Buskers Program that promotes the musical and comical abilities of local buskers. In 1994, the list of performing buskers at the market was 60, by the end of 1995 it had reached 233 entertainers, with none of them on the payroll.

By meeting and exceeding their goals, Eau Claire Market is making people take notice, while they continue to make great strides in breathing new life into downtown.

