

July 23, 2024

FOUR LOCAL VENDORS SELECTED FOR INNOVATIVE MICRO MARKET RETAIL HUB

Get a sneak peek during the July 24 CR Live Streets Event, when they'll first open their doors.

The City of Campbell River (the City) is pleased to announce the first four local vendors to make the colourful units at 1235 Shoppers Row their new retail space.

The innovative retail hub aims to foster entrepreneurial growth and community engagement by providing a unique opportunity for micro-businesses to establish a storefront presence in Campbell River.

Applications were reviewed by a selection committee with representatives from the Downtown Business Improvement Association, the Campbell River Farmer's Market, Mayor Kermit Dahl, and City staff. The chosen vendors reflect the vibrant spirit and creativity of the local community and include:

- The Mossy Coast | Custom printed clothing and accessories | [The Mossy Coast](#) | [log stamped](#)
- Maggie's Treats | Dog treats and accessories | [All Natural Pet Treats](#) | [Maggie's Treats \(maggiestreats.ca\)](#)
- The Tin Can Pottery Shop | Artisan and local pottery collective | [instagram.com/emmaheitzmannartstudio](#)
- Sinfully Delicious | Cake pops and baked goods | [Baked Goods](#) | [Sinfully Delicious](#)

Each vendor is outfitting their unit in preparation for an appearance at the CR Live Streets opener on Wednesday, July 24, 2024, ahead of summer hours, which will begin in August: Fridays, Saturdays, Sundays and Mondays, from 10 a.m. to 3 p.m. Work on the site and within the vendors' units will continue through August, in preparation for the official opening of the year-round market in the fall.

"We are thrilled to welcome these talented vendors to Campbell River's newest retail hub. Each business offers something unique, including local apparel, pottery and tasty treats for both humans and their furry friends," said Mayor Dahl. *"This initiative not only supports local entrepreneurs but also enhances the vibrancy of the downtown, making Campbell River a more attractive destination for residents and visitors alike. Come downtown and visit the colourful units at 1235 Shoppers Row."*

This initiative is part of the Micro Market Business Incubator Program. It offers a supportive environment for entrepreneurs and artisans to elevate their businesses and gain a foothold in Campbell River's dynamic retail landscape. Funded by the City in partnership with the Island Coastal Economic Trust and the Province of British Columbia, this investment project seeks to enhance local business vitality and attract visitors while engaging residents.

Shoppers are encouraged to visit and support these local businesses as they open their doors to the community. Watch for more details as the micro market site develops throughout the summer.

For more information on the Micro Market, visit www.getinvolved.campbellriver.ca/micro-market.

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