

Kirkland Lake Rocks!

When people reminisce about Kirkland Lake they talk about the fun they have had. They talk about all the wonderful people they have met and the friendships they have formed. I hear people saying that Kirkland Lake was the place to come for shopping, for the carnival, for a pub, or even for a weekend out at the bars. In fact, I have often heard it said that Kirkland Lakers love a good time. And you know what? I agree completely.

The retail and business committee of the Chamber of Commerce has been busy planning this years summer festival to be held July 2nd and 3rd. It will be entitled K.L. Rocks on the Mile of Gold and will be a 2 day event filled with fun and hopefully sun. Once again, the Mile of Gold will be blocked off from Kirkland St. thru to Duncan Ave. Retailers, service clubs, and individuals will be asked to line Government Rd. with displays, games, merchandise, food and music. I have been told that there will be, face painting and henna tattoos, music and karaoke, snow cones, and candy floss, sidewalk sales and psychic readings, kids games and bingo, and the list goes on. It is guaranteed to be a festival that the entire family can enjoy.

An event such as this is important for a variety of reasons. First, it gives people a sense of community, a place to gather, an opportunity to talk, and to celebrate amongst one another. It gives the business community an opportunity to sell their wares or promote their services. It is a venue to celebrate with the people of the community who support our retail stores, service club and organizations all year long. Last and maybe most importantly, it is about celebrating our most valuable commodity: Our citizens, the people who make Kirkland Lake a great place to live, work, raise a family and play.

Overall, this event is positive for our community. But, the thing is, I can already hear some of the negatives that will be raised. For example; "I am not in the zoned off section so why should I do anything"? I do understand these concerns because I too was once located outside of the barricaded area. But guess what? I quickly learned that people had to park somewhere and when they stepped out of their cars and walked along the "Mile of Gold" to the zoned off section they had no choice but to walk right by my business. It is only a suggestion; but, I would suggest you come

up with creative ways to take advantage of the extra traffic passing by your store or restaurant.

I am sure you would agree that if people are walking by our businesses it is our job to get them into our shops. So, why not have a side walk sale, or host an event in your parking lot or maybe even offer a lunch special. In fact, some business owners who are located outside of the zone have decided to set up retail kiosks in that area. It is up to you to turn this event into something positive for your business. Remember, you will only get out of something what you put into it. It is easy to be negative but with a little bit of imagination or creativity you too can benefit from this festival. So get involved and have fun because that is what a festival is all about.

It only takes a little bit of effort on the part of many to turn something into a huge success. If you want more information on this event or would like to participate please contact the Kirkland Lake and District Chamber of Commerce at 567-5444. It is never too late to get involved and like the old saying goes: the more the merrier.