

UpTown Update



*Happy
Valentine's
Day!*

The Newsletter of the UpTown Waterloo Business Improvement Area

UpTown Waterloo Ice Dogs Festival Saturday, February, 16, 2008 ~ 11:00am-3:00pm



FREE! Join us for a family and dog friendly day in UpTown Waterloo! Enjoy an exciting variety of activities -- dog sled rides, ice carving demonstrations, a pet look-a-like contest, an ice maze, photos with malamute puppies, and much more -- all centred around our furry canine friends!

Activities are located in the Regina Street Parking Lot, the Waterloo City Centre Atrium and WCAC.

For further information please contact 519-885-1921 or visit: www.icedogsfestivalwaterloo.ca

DON'T LEAVE CUSTOMERS OUT IN THE COLD...

Thousands of residents living in our community have mobility restrictions that are aggravated during the winter months. People using wheelchairs, walkers, canes or strollers find the going gets tough when it snows. Snow or ice-covered sidewalks can be treacherous for all residents, especially those who already have mobility restrictions. This can force pedestrians to the roadways where their safety is compromised due to traffic. It can also result in dangerous falls.

We're asking for your help...please make sure that sidewalks surrounding your business are kept clear of ice and snow. Your customers will appreciate your concern as will all members of our community passing your way.

A City by-law is in place to regulate the removal of snow and ice from sidewalks and walkways that surround buildings and roofs that overhang sidewalks. This by-law is enforced on a complaint and proactive basis.

For more information, or to speak with someone regarding a sidewalk that has not been cleared, please call:

City of Waterloo By-law Enforcement, 519-747-8714



Discounted Parking Options For UpTown Waterloo Staff

BAUER LOT: The "Park n' Stride" program will continue until May 2008 at which time it will be reviewed by the City of Waterloo. It is completely free to park here as the \$35 deposit is refundable at any time. This lot is located on Father David Bauer Drive across from the Waterloo Rec Centre.

UPTOWN PARKADE: The Prox Card program offers a half price discount on the daily maximum rate at the UpTown Parkade (currently \$10/ day). A card may be purchased for a one-time fee of \$5.

To take advantage of one of these two options please come to our office at Waterloo City Hall, 100 Regina St. S., Main Floor, Monday to Friday, 9-5pm. For additional parking information please contact the City of Waterloo's Parking Services at 519-886-2310.

UpTown Dollars:

Certificates can be used in any business located in UpTown Waterloo (excluding the LCBO). Just treat these certificates as CASH and then deposit them at the bank as a cheque. Please share this information with your staff and/ or post for them to view. If you have any questions please call 519-885-1921.

Congrats!

Failte Irish Pub celebrates its 10th anniversary January 27th - February 2nd, 2008. Stop by and see Susy and her staff for events and specials all week!

ShaughnessyHowell Inc. recently earn its 6th gold medal award from the Canadian Society for Training and Development. Congratulations on celebrating your 18th year in business with another win!

Upcoming Festivals

Performer submissions for **UpTown Country** and the **UpTown Waterloo Jazz Festival** must be received by February 15th, 2008 to be considered.

If you or someone you know is interested in performing, volunteering or sponsoring please contact our office at 519-885-1921.

New Businesses:

JBU Lifestyles
95 King St. S. Unit C107
519-886-3334

The Fishing Widow
8 Regina St. N. Unit 5
519-885-0222

Nadia's Jewellery
66 Bridgeport Rd. E.
519-747-4699

UpTown Waterloo

Events:

UpTown Waterloo Ice Dogs Festival	Feb. 16
UpTown Country	June 21
UpTown Waterloo Jazz Festival	July 10-13
Waterloo Busker Carnival	Aug. 21-24
UpTown Dining	Sept. 14
UpTown Waterloo Treasure Hunt	Oct. 2-4
27th Pancake Breakfast	Oct. 11
30th Annual Great	
Oktoberfest Barrel Race	Oct. 11
Thanksgiving Day Parade	Oct. 13
Santa Claus Parade	Nov. 15

2007-2010 UpTown Waterloo Board of Directors:

Jeff Zavitz, Chair	519-884-0540
Tavis Roland Development	
Paul Puncher, Vice-Chair	519-888-7999
Paul Puncher Men's Wear	
Kim MacCormack, Treasurer	519-885-9330
Bank of Montreal	
Craig Beattie	519-886-4190
First Gulf	
Sylvia Hartig	519-886-7271
BMO Nesbitt Burns	
Terry Hollohan	519-886-1320
Bents Foto Source	
Curtis Chandler	519-885-9039
Lucy's Seafood Kitchen	
Tony Graci	519-822-0015
22 King Street East	
Ian McLean	519-747-8784
UpTown Ward Councilor	
Marlene Coffey	519-747-8539
City of Waterloo, Liaison	
Joan La Croix	519-888-3900
SunLife Financial	
Dan Moran	519-725-2361
Ethel's Lounge	
Patti Brooks	519-885-1921
Executive Director	



The UpTown Waterloo Business Improvement Area is a not-for-profit organization directed by a volunteer Board of Directors whose mandate is to promote, beautify and maintain the UpTown Waterloo core.

Phone: 519-885-1921
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Website: www.uptownwaterloobia.com