

UpTown Update

*Happy St. Patrick's Day -
March 17th, 2008!*



The Newsletter of the UpTown Waterloo Business Improvement Area

UpTown Waterloo Ice Dogs Festival — a fun, and *furry*, family day!

On Saturday, February, 16th, 2008 the 5th Annual UpTown Waterloo Ice Dogs Festival was held and welcomed an estimated 1500 guests, furry friends in tow!

The day was cold, but sunny -- perfect for keeping our ice maze and the beautiful ice carvings frozen for all to enjoy!



A special thank you goes to all of the sponsors who support this day:

- Moonsnoe Registered Kennel
- K-W Humane Society
- iceculture inc.
- Waterloo Community Arts Centre
- Bark & Fitz
- Bents Foto Source
- Chicopee Ski & Summer Resort
- Hillcrest House
- Melloul-Blamey Construction
- My Pet at Home
- Netfirms
- New Orleans Pizza
- Raymond James Steel Wealth Management
- Raytheon
- Royal Canin
- Signable Inc o/a 1 Hour Signs
- Starbucks
- Touch Me Knot
- Waterloo Fire Department



*Hosted by UpTown Waterloo Businesses and the City of Waterloo!

The day would not be possible without your generous support! Watch for information about next year's festival - February 21st, 2009!

6th Annual UpTown Country Festival Saturday, June 21st, 2008

Don't miss this fast-growing, FREE, Country music festival! Sure to be a success once again! For information on sponsorship, volunteer opportunities or general inquiries please contact our office at 519-885-1921 or visit www.uptowncountrywaterloo.com.

YEEHAW!!!!



Board Meetings

Please be reminded that UpTown Waterloo Business Improvement Area Board of Directors meetings are held the last Friday of every month (*excluding July, August and December*) at 8am. These meetings are open to the full membership. If you plan to attend please contact our office in advance at 519-885-1921.

Public Square Update:

During the past few months, working drawings for the public square project have been completed. On March 3, 2008, the call for tenders closed, and an internal review process is underway. In mid-April, the project team will return to Council to award the tender. Shortly afterwards, construction of the public square will begin, with a completion date of fall 2008.

If you have any questions please contact Anna lee Gunn, City of Waterloo - Development Services, at 519-747-8790.

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 \$5 fee.

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:

Can be used in any business located in UpTown Waterloo (excluding the LCBO). Just treat the dollars 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.

Goodbye...

Zacks Fashions, a chain of women's clothing stores (with a location UpTown Waterloo), is closing all locations after 87 years in business.

Chiropractic Associates has left their location in UpTown Waterloo.

Please join us in bidding each a fond farewell.

UpTown Waterloo

Events:

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
UpTown Waterloo Ice Dogs Festival	Feb. 21

2007-2010 UpTown Waterloo Board of Directors:

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



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.

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