

April 2008

UpTown *Update*

Spring has Sprung!



The Newsletter of the UpTown Waterloo Business Improvement Area

Experience... unique fashion... fine dining... casual dining... entertainment... services... beauty... arts and culture... Experi



Watch for the launch of the *Shop UpTown Campaign*, encouraging people to shop locally, supporting local businesses, the community and the environment. A marketing plan will be implemented for this initiative so watch for co-op advertising opportunities throughout the year!

Part of this campaign will be to promote the UpTown Dollars program:
"the perfect gift, the perfect size, the perfect colour, everytime!"

UpTown Dollars can be used in any business in UpTown Waterloo (excluding the LCBO) and are available in denominations of **\$5, \$10 and \$20**.

UpTown Dollars are now available for **SALE** at
The UpTown Waterloo Business Improvement Area office
100 Regina St. S., Suite 160, UpTown Waterloo
www.uptownwaterloobia.com 519.885.1921

The Shops at Waterloo Town Square
75 King St. S., UpTown Waterloo
www.waterlootownsquare.com 519.886.4190

For more information contact the UpTown Waterloo office.

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ATTENTION ALL LICENSED ESTABLISHMENTS:

As you know, the UpTown Waterloo Business Improvement Area membership approved money from our 2008 budget for added security in the UpTown Waterloo core.

As of March 13th, 2008 we have hired paid duty officers, working in pairs, Thursday, Friday and/ or Saturday evenings (mostly Thursdays and Saturdays currently).

We have had feedback from Waterloo Regional Police Services that the program, albeit in its early stages, is having positive impact. The officers think it is wonderful that the BIA has taken this initiative. They are finding most bar and/ or restaurant owners are appreciative of the added presence, especially on busy nights. The officers will do a walk-through of UpTown facilities and the surrounding area. The officers are mainly focused on King and Regina Sts north of Erb, the heart of the bar district, but will check other areas as well.

The UpTown Waterloo BIA Board of Director's will receive a formal report every 3 months from Waterloo Regional Police to monitor the success of this initiative. If you should have any questions of the police contact Mark Bullock at 519 653-7700, ext. 3312 or by email at mark.bullock@wrps.on.ca.

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!!!!**



20 MINUTE MAKEOVER

The City of Waterloo is pleased to announce that the 20 Minute Makeover is coming back to K-W and Cambridge the Friday before Earth Day. We are asking everyone to play a part in cleaning up litter from our neighbourhoods and business areas for 20 minutes on **Friday, April 18th at 2:00pm**. We are hoping that the 20 Minute Makeover will result in thousands of people showing their community pride in the Spirit of Earth Day, Tuesday, April 22nd.

There is no cost to participate: the Cities of Kitchener-Waterloo and Cambridge will provide specially-marked plastic bags and gloves to registered groups of 10 or more participants and supplies will be delivered right to your door! To join, register your group or organization by April 15th, 2008 online at www.waterloo.ca or by calling **519-747-8606**.

New Businesses:

Angel Associates 33 Bridgeport Rd. E. 519-884-1181	Eleventh Hour 4 King St. S. 519-725-1147 (11hr)	Channer's Menswear 95 King St. S, Unit C105 519-888-9888
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Matter of Taste Coffee House 75 King St. S, Unit 30 519-885-1812	Sapphire Health Group 100 Regina St. S. Ste 340 519-725-5900
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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.

Phone: **519-885-1921**
Email: uptownbia@waterloo.ca
Website: www.uptownwaterloobia.com