

May 2008

UpTown Update

The Newsletter of the UpTown Waterloo Business Improvement Area



*Happy Mother's Day
on May 11th . . . enjoy!*



*... using UpTown
Dollars!*

**"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 about this program please contact the UpTown Waterloo Business Improvement Area office.

2008 Mastercard Memorial Cup May 16th - 25th ~ Kitchener Memorial Auditorium

We look forward to this exciting event, sure to bring thousands of out of town guests! We have advertised UpTown Waterloo in the event program, providing a direct map from the Auditorium to UpTown Waterloo. We would appreciate any feedback you may be able to share concerning traffic garnered from this event. See www.mastercardmemorialcup.com for more details.

Co-op Advertising Opportunities

We want to hear from you!

In conjunction with the **Shop UpTown Campaign**, encouraging people to shop locally, supporting local businesses, the community and the environment, we will be incorporating co-op advertising opportunities throughout the year. The way these opportunities work is that the UpTown Waterloo Business Improvement Area purchases and reserves the space and the various publications then sell you ad space at a discounted rate, typically half of their regular cost.

We have always done this during the holiday season but we want to encourage shopping in the core all year! Your feedback is important to help us decide when co-op should be offered to make it most effective.

Please contact our office with any comments you may have. We appreciate your time!

Discounted Parking Options For UpTown Waterloo Staff

BAUER LOT: The "Park n' Stride" program will continue until it is reviewed by the City of Waterloo. It is a FREE lot, 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 City of Waterloo Parking Services at 519-886-2310 or email parking@waterloo.ca.

Also visit www.city.waterloo.on.ca.



6th Annual UpTown Country Festival

Saturday, June 21st, 2008

Don't miss this fast-growing, FREE, Country music festival! Vendors, food and much more in a fully licensed outdoor venue! Sure to be a success once again!



Line-up:

- 2-3:30pm: Jamie Warren (new CD launch!)
- 4-5:30pm: Sean Patrick McGraw
- 6-6:30pm: Chantal Thorn
- 7-8:30pm: Alex J. Robinson
- 9-10:30pm: Golden Road: Keith Urban Tribute featuring Kevin Bushey!

For information on sponsorship, volunteer opportunities or general inquiries please contact our office at 519-885-1921 or visit www.uptowncountrywaterloo.com. **YEEHAW!!!!**

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	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	



UpTown Waterloo Jazz Festival

July 10 - 13, 2008!

Don't miss our Thursday night fundraising Gala under the big tent! Tickets only \$40!! More details TBA!

Performances: Friday, 6 - 10:30pm
Saturday, Noon - 10:30pm
Sunday, Noon - 5:30pm

For information on sponsorship, volunteer opportunities or general inquiries please contact our office at 519-885-1921 or visit www.uptownwaterloojazz.ca.

Mark Your Calendar!

Aug. 21-24	Waterloo Busker Carnival
Sept. 14	UpTown Dining Tour
Oct. 2-4	UpTown Waterloo Treasure Hunt
Oct. 11	Great Oktoberfest Barrel Race & Pancake Breakfast
Nov. 12	UpTown Waterloo Annual General Meeting

New Businesses:

BLG Borden Ladner Gervais
100 Regina St. S. Ste 220
519-579-5600

Rutter Hinz Inc.
100 Regina St. S. Ste 350
519-885-0448

Joe Somfay Architect Inc.
3 Father David Bauer Drive Ste 103
519-579-0072

Finishing Touches by Linda
75 King St. S., Unit 14
TBD



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