

June 2008

UpTown Update

The Newsletter of the UpTown Waterloo Business Improvement Area

Summer comes to
UpTown Waterloo ...
June 21st!

UpTown country
SATURDAY, JUNE 21ST, 2008
FREE RAIN OR SHINE! Regina Street Parking Lot
BRING A LAWN CHAIR (Willis Way & Regina Street)

OPENING ACT:
Jamie Warren
performing 2:00-3:30

Alex J. Robinson
performing 7:00-8:30

Sean Patrick McGraw
performing 4:00-5:30

Chantal Thorn
performing 6:00-6:30

GOLDEN ROAD
an evening of
Keith Urban
performing 9:00-10:30

UpTown Waterloo
Business Improvement Area
100 Regina St. S. Suite 160,
Waterloo, Ontario
Phone 519.885.1921
www.uptownwaterloocountry.com

HOSTED BY: **UpTown** WATERLOO

SPONSORS: **KIX-106.7 FM** **SHERWOOD SYSTEMS LTD.**

**Happy Father's Day...
Sunday, June 15th, 2008**

Festival Sidewalk Sales

During all of our summer festivals we promote sidewalk sales to take advantage of the increased pedestrian traffic in the core. Please consider participating on the following dates:

UpTown Country
UpTown Waterloo Jazz Festival
Waterloo Busker Carnival

June 21
July 11- July 13
August 21- 24



... 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.

Co-op Advertising Opportunities

We have arranged co-op advertising opportunities for our membership in the Waterloo Chronicle and Qatalyst Magazine, September, November and December. The sales representatives for each medium may contact you, or you can contact them directly.

[Carly Gibbs](mailto:cgibbs@waterloochronicle.ca) 519.886.2830 x 222
[Hilary Abel](mailto:info@qatalystmedia.com) 519.208.6620

Public Square Update:

Construction will begin the week of June 16th. Target completion is the end of the year. For more information contact: Barb Magee Turner at the City of Waterloo, 519.747.8757 or bmtturner@city.waterloo.on.ca.

Committee Representation:

The City of Waterloo is currently in the process of filling mid-term appointments and have noted that they do not have the required UpTown Waterloo representation for the UpTown Vision Committee and the Safe and Healthy Community Advisory Committee. If you are interested in sitting to one of these committees please contact Linda Vandenaeker at the City of Waterloo: lvandenaeker@city.waterloo.on.ca or 519.747.8788.

Student Welcome Bags:

The City of Waterloo and Community Relations invite our local businesses to begin thinking about how they would like to sponsor this year's Student Welcome Bag. 1500 student homes receive a bag from their neighbours that provides them with local information and resources available to them in our vibrant community.

For more information, or with any questions, please contact Lauren McNiven at 519.747.6260.



UpTown Waterloo Jazz Festival July 10 - 13, 2008!

Don't miss our Thursday night fundraising Gala under the big tent! Tickets only \$40!! Performance by **The Alexis Baro Sextet**, silent auction, appetizers and cash bar!

Festival 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:

Knightsbridge Human Capital Solutions
115 King St. S, Ste. 202
519.772.1139

Raymond James
100 Regina St. S. Ste 175
519.743.7774

Frosted Smile Dental Hygiene Boutique
2 King St. S., Unit 2
519.886.smile (7645)

Foot Solutions
75 King St. S., Unit 45
519.886.WALK (9255)

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
Stephanie Longway Brick Brewing Co.	519-576-9100



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