

August 2008

UpTown Update



The Newsletter of the UpTown Waterloo Business Improvement Area

20th Annual Waterloo Busker Carnival | August 21-24, 2008

**FREE! King Street in UpTown Waterloo.
Fun for the whole family!!**

Ontario's largest street performance festival celebrating it's **20th anniversary!** The Buskers will be back in UpTown Waterloo with zany, hilarious, extra-unordinary, bizarre entertainment from around the world!



Reminder to businesses that King Street from William to Erb Sts. will be closed from 8am Thursday through 5pm Sunday.

Please consider participating in the **Busker Sidewalk Sale, August 20 to 24!** This is advertised as part of the Carnival.

519-747-8769 or www.waterloo-buskers.com

Kitchener-Waterloo Oktoberfest 40th Anniversary!

We are hoping to create an Oktoberfest atmosphere in UpTown Waterloo to celebrate this milestone year. Oktoberfest contributes to the social, economic and cultural vitality of Waterloo Region and we should be a part of it!

A great way for businesses to get involved is by purchasing decorative Oktoberfest "swag"! Imagine most of UpTown Waterloo decorated in time for thousands of guests arriving in our community! The costs are minimal:

7.5' Oktoberfest banner	\$5.99
6 piece cut-out	\$6.00
38" Oktoberfest door banner	\$3.79
50' Oktoberfest pennant	\$20.00
100' penant	\$30.00
Oktoberfest colour banners	\$1.25



If you are interested in purchasing any of these items, please contact our office no later than Aug. 25th so orders can be placed.

Or have your windows painted by a professional window painter for only \$75. To arrange please contact: **Denis Pellerin at 519.742.1565.**

What's Happening When?

Wednesday August 20, 2008 | 7:30pm
Festival of Fools Gala Fundraising Event
Centre for International Governance Innovation

Sponsored by Sun Life Financial
Tickets \$60/person includes Busker Entertainment, beverages and hors d'ouvres, and a municipal tax receipt. Unlimited Fun, limited Tickets!
Call Colleen Dostle at 519.747.8769 to reserve your tickets.

Thursday August 21 | 5:30 pm
Free Community BBQ hosted by 96.7 CHYM FM, 570 News, KIX 106.7 FM and M&M Meat Shops

Celebrate the 20th Anniversary of the Waterloo Busker Carnival with a cupcake from The Cake Box! Music from Traces Steel Band — Opening Ceremonies - 6:30 pm, Busker Acts until 11:00 pm

Friday August 22
Kidz Day- noon to 5:00pm - Lots of activities and surprises for the kids!
Busker acts from 1:00 - 11:00pm
20th Anniversary Fireworks from the Parkade - 10:00pm

Saturday August 23
Kidz Day- noon to 5:00pm - Lots of activities and surprises for the kids!
Busker acts from 1:00 - 11:00pm
Late Night Adult Show - 11:30pm — Adult entertainment with elements of shock and surprise (please leave the children at home!) All proceeds raised from this show go directly back to the Carnival.

Sunday August 24
Busker Acts from noon - 4:00pm
Family Vaudeville Show - 4:00pm — An ensemble act featuring all of the performers. Fun for the whole family!
Voluntary contributions support the Carnival.

For information visit: www.waterloo-buskers.com

Or contact Colleen Dostle at 519-747-8769.

UpTown Dining... "It's to Dine For!" 2008

Tickets are now on sale for our 5th Annual tour on **Sunday, September, 14th, 2008!** \$60 each! All proceeds are donated to the Alzheimer Society of Kitchener-Waterloo and Habitat for Humanity Waterloo Region.

Thank you to our participating restaurants for their immeasurable generosity: **Duke of Wellington, Fox and Fiddle, Huether Hotel, Lucy's Seafood Kitchen, Marbles, Masala Bay, McMullan's on King, Rude Native Bistro & Lounge, Solé Restaurant & Wine Bar, and Whole Lot-A Gelata!**



UpTown Waterloo Events:

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. 14
UpTown Country	June 20
UpTown Waterloo Jazz Festival	July 16-19

WELCOME!

We would like to welcome **Brenda Woods** to our BIA office team! Brenda works part-time and has already made her mark! Brenda will be visiting you from time to time so please take a moment to say hi and welcome her to UpTown Waterloo!

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	
Stephanie Longeway	519-576-9100
Brick Brewing Co.	

Public Square Update

Public Square construction is underway and will continue for the duration of the year with an anticipated completion date of December 2008.

For more information, contact Barb Magee Turner, bmtturner@city.waterloo.on.ca or 519.747.8757.



... 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 519.885.1921

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

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, as well as in the Record for November and December's gift guides. We subsidize the cost of the space so our membership pays a reduced rate. The sales representatives for each medium may contact you, or you can contact them directly if you are interested.

[Carly Gibbs](mailto:cgibbs@waterloochronicle.ca) 519.886.2830 x 222

[Hilary Abel](mailto:info@qatalystmedia.com) 519.208.6620

[Sandy Delion](mailto:sdelion@therecord.com) 519-894-2231 x2309



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

**New
Business**

Soul Awakenings

46 Princess St. E
519-954-2562