

UpTown Update



Autumn!

The Newsletter of the UpTown Waterloo Business Improvement Area



...It's to Dine For!

Sunday, September 14th, 2008

This year's gourmet walking tour is completely **SOLD OUT** which means close to \$17,000 will be donated to local charities once again! This year's recipients are: **Habitat for Humanity Waterloo Region** and the **Alzheimer Society of Kitchener-Waterloo**. A huge THANK YOU goes to the following UpTown Waterloo restaurants for their generous support: **Rude Native Bistro & Lounge, McMullan's on King, Fox and Fiddle, Solé Restaurant & Wine Bar, Huether Hotel, Whole Lot-A Gelata, Masala Bay, Marbles, Duke of Wellington, Lucy's Seafood Kitchen** and **Starbucks**.



40th Anniversary! October 10-18, 2008

IMPORTANT DATES:

Mayor's Lunch **October 9th**
FREE community BBQ at the Waterloo Recreation Centre, 11:30am-1pm.

FREE Pancake Breakfast **October 11th**
27th Annual event taking place on King Street (between William St and Willis Way) in UpTown Waterloo. Free pancakes (while supplies last), sponsored in part by UpTown Waterloo businesses.

Great Oktoberfest Barrel Race **October 11th**
Help us "roll out the barrels" in celebration of our 30th anniversary this year! \$35 to pre-register a team. All proceeds to the Out of the Cold Program. For more information visit: www.uptownwaterloobia.com/barrelraces.htm

Call 519-885-1921 for more details.

Co-op Advertising Opportunity

Contact Carly Gibbs, 519-886-2830 x222, for details on the September 10th issue of the Waterloo Chronicle. UpTown Waterloo businesses only!

Oktoberfest ist Wunderbar!

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 penant	\$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 Sept. 10th so orders can be placed, 519.885.1921.

Or have your windows painted by a professional window painter for only \$75.

To arrange please contact: **Denis Pellerin at 519.742.1565.**

UPTOWN WATERLOO TREASURE HUNT

What: A fun and easy way to get the public through your doors!
When: October 2-4, 2008
How: Participation requires an \$80 entry fee, a contribution to the Grand Prize (min. \$50 value) and at least 150 of the treasures you plan to hand out.

Deadline: To confirm your participation call 519-885-1921 by **September 8th** (Space is limited!)

STAFF NEWS!

It is with MUCH regret that we have accepted Brennan Kraft's resignation as Executive Assistant of UpTown Waterloo BIA. Brennan has been a valuable part of our team for two and a half years and we are going to miss her. Brennan has accepted a position in Grand River Hospital's Privacy Office and we wish her all the best as she begins this new journey. Brennan's last day was August 28th.

We are pleased to announce that Brenda Woods has accepted the position as Executive Assistant and will start her new role on September 2nd. Please join the UpTown Waterloo Board of Director's and myself in welcoming Brenda to our team. She will be visiting UpTown Waterloo businesses as much as possible but please feel free to drop by our office to say hello.

As always, if you have any issues you would like to discuss or suggestions please do not hesitate to contact me, or one of our board members.

Have a wonderful September!
Stay well, Patti Brooks - Executive Director, UpTown Waterloo BIA

Newsletter Insert Opportunity

The UpTown Update, a monthly newsletter produced by the UpTown Waterloo Business Improvement Area, is hand-delivered and emailed on the 1st of each month to our UpTown Waterloo Business membership. Member businesses may include an insert up to 4 times per year which will be sent out on your behalf. We accept 3 inserts per month so reservations must be made in advance to ensure a space is available. This is a free service for member businesses and a great way to let your business neighbours know who you are, where you are and what you do! The details are as follows:

Size: 8.5" x 5.5" or smaller (if larger must be folded to fit within)
of copies: 350 printed copies plus e-file if available
Stipulations: Insert cannot promote a sale or include a coupon of any kind. Opportunity is available to UpTown Waterloo Businesses only.

MARK YOUR CALENDAR!

**UpTown Waterloo Business Improvement Area
ANNUAL GENERAL MEETING | NOVEMBER 5TH
Location: TBD**

**New
Businesses**

**Englert's Gift Shop
33 Erb St. W. (new location)
Ph: TBD**

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

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 Longeway 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
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Website: www.uptownwaterloobia.com