

October 2008

UpTown Update



Happy Thanksgiving!

From Patti Brooks, Brenda Woods,
and the UpTown Waterloo Business
Improvement Area Board of Directors

The Newsletter of the UpTown Waterloo Business Improvement Area

30th Annual Great Oktoberfest Barrel Race & 27th Annual FREE Pancake Breakfast!

Oktoberfest comes to UpTown Waterloo!
Saturday October 11th, 2008

FREE Pancake Breakfast starts 7am (while supplies last)

Barrel Racing FREE to watch! Includes Men's, Ladies and Co-Ed relay style races. 4 people per team.

NOTE:

King Street will be CLOSED from
William Street to Willis Way.

5am to 12noon Saturday October 11th

Thanksgiving Day Parade in UpTown Waterloo!

Monday, October 13th, 2008 at 8:30am!

Parade starts at the corner of King and Erb Sts. and travels through UpTown Waterloo, ending in Downtown Kitchener. Volunteers will be collecting non-perishable food items and/or donations to the Food Bank of Waterloo Region.

WATERLOO'S OFFICIAL OKTOBERFEST OPENING!

The Mayor and Council of the City of Waterloo cordially invite you to :

THE MAYOR'S OKTOBERFEST LUNCHEON!

Thursday October 9, 2008 -- 11:30am - 1:00pm

Waterloo Memorial Recreation Complex
101 Father David Bauer Drive, Waterloo

FREE community BBQ (while quantities last) served by Mayor Halloran and Council!

Please join us!

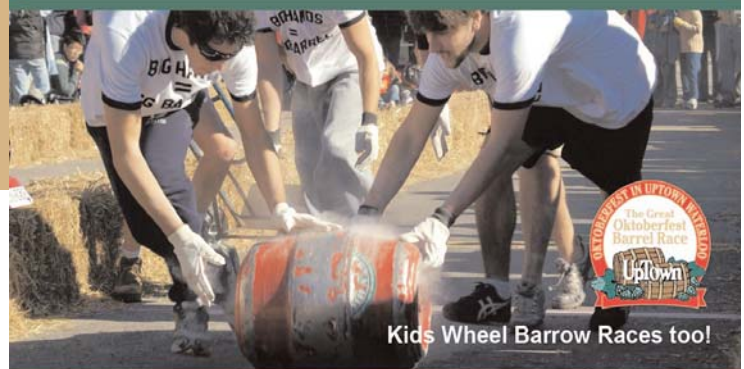


Paint the Town Wunderbar! Oktoberfest's 40th Anniversary!
K-W Oktoberfest generates an additional \$21 million in consumer spending annually. Are you getting your share?? Contact us to find out how you can get involved in this exciting promotion... UpTown Waterloo Business Improvement Area 519-885-1921



The 30th Annual Great
Oktoberfest Barrel Race

SATURDAY, OCTOBER 11TH, 2008
9am - 12 noon



Kids Wheel Barrow Races too!

FREE for spectators. \$35 per team (of 4) pre registration, \$40 day of registration
Barrel races are held on King St, William to Willis Way, in UpTown Waterloo.
Relay style races; mens, ladies, and co-ed teams are encouraged to come out and 'roll out the barrel'! Prizes and trophies for top teams in each category.
After race party for all participants (Guests are welcome to join for \$5)
Register early by contacting the UpTown Waterloo Business Improvement Area

UPTOWN WATERLOO BUSINESS IMPROVEMENT AREA
ph 519 885-1921 • fx 519 747-0069 • email uptowbia@waterloo.ca
or visit our web site www.uptownwaterloobia.com

UpTown Waterloo Businesses are proud to host the 30th Annual Great Oktoberfest Barrel Race, one of the longest running events during Oktoberfest! We are a unique shopping district with over 395 shops and services, UpTown Waterloo boasts art galleries, live theatre, cinema, fabulous dining and exciting night life!

The perfect gift, UpTown Dollars!
Available at the UpTown Waterloo Business Improvement Area



27th FREE Pancake Breakfast (same location as above)
7:30-11:00 am (while quantities last). Hosted by 96.7 chym fm, 570 News and KIX fm.



IMPORTANT NOTICE

The UpTown Treasure Hunt is being rescheduled to November 6-8th.

This change in dates, we believe, will more effectively generate awareness of and foot traffic through your shop or service at the start of the busy Christmas shopping season.

TO PARTICIPATE OR RECEIVE MORE INFORMATION PLEASE CONTACT OUR OFFICE AT 519-885-1921 OR E-MAIL BWOODS@WATERLOO.CA

Annual General Meeting* (AGM) of the UpTown Waterloo Business Improvement Area

Wednesday, November 5th, 2008 Location: McMullan's on King
 Cocktails: 5:00-6:00pm
 Dinner: 6:15-7:15pm Cost: \$15 (Dinner & AGM)
 Meeting: 7:15-8:30pm *AGM only is free of charge.

For more information or to purchase tickets please contact the BIA office at 519-885-1921 or e-mail bwoods@waterloo.ca.

It's never too early to start planning:
Give the gift everyone wants to receive
UpTown Dollars

Give the gift everyone wants to receive
UpTown Dollars

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

Now available for **SALE** at the UpTown Waterloo Business Improvement Area Office
 100 Regina St. S., Suite 160, 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

**WELCOME
 NEW
 BUSINESSES**

Casa Mia
 deli and cafe
 7 Father David Bauer Drive
 Phone: 519-725-2272

UpTown Waterloo

Events:

27th Annual Pancake Breakfast	Oct. 11 2008
30th Annual Great	
Oktoberfest Barrel Race	Oct. 11 2008
Thanksgiving Day Parade	Oct. 13 2008
UpTown Waterloo BIA	
Annual General Meeting	Nov. 5 2008
UpTown Waterloo Treasure Hunt	Nov.6-8 2008
Santa Claus Parade	Nov. 15 2008
UpTown Horse Drawn Trolley Rides	Dec. 2008
UpTown Victorian Carolers	Dec. 2008
UpTown Waterloo Ice Dogs Festival	Feb. 21 2009
UpTown Country	June 20 2009
UpTown Waterloo Jazz Festival	July 17-19 2009
Waterloo Busker Carnival	Aug. 27-30 2009
UpTown Dining	Sept. 13 2009

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
Stephanie Longeway Brick Brewing Co.	519-576-9100
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