

November 2008

UpTown Update



*Let Us
Forget*

Remembrance Day
Tuesday, November 11th, 2008

The Newsletter of the UpTown Waterloo Business Improvement Area

UpTown Waterloo Business Improvement Area ANNUAL GENERAL MEETING

Wednesday, November 5th, 2008

Guest Speakers include:

Tim Anderson, City of Waterloo -- Streetscape Lighting Project
Eckhard Pastrok, City of Waterloo -- Streetscape Lighting Project
Cam Rapp, City of Waterloo -- Public Square Update
Staff Sgt Mark Bullock, Waterloo Regional Police -- Paid Duty Police Officers

Location: **McMullan's on King**
(King and Princess Street)

Social - 5:00-5:45pm

Welcome and Dinner - 5:45-7:00

Annual General Meeting ** - 7:15-8:30

**Annual General Meeting is free of charge and does not require the purchase of a dinner ticket

Annual General Meeting Dinner: \$15 per person
(Advance Ticket Purchase Required)
---- Cash Bar Available ----

For Tickets UpTown Waterloo Business Improvement Area office. (Cash or cheque payment only please)

Note: Please contact us if you are interested in donating a door prize.

MAKING A POSITIVE IMPACT....

MAKING A DIFFERENCE!



These words do not seem to go far enough to describe what the restaurants have done for the community through their involve-

ment in the 2008 UpTown Dining... "It's to Dine For!" restaurant tour. As a result of their generosity the two recipient charities, The Alzheimer Society of KW and Habitat for Humanity Waterloo Region, will each receive over \$8600 for their worthy causes.

Please join us in thanking: McMullan's On King, The Rude Native Bistro Lounge, Sole Restaurant & Wine Bar, Lucy's Seafood Kitchen, Whole Lot-A Gelata, Duke of Wellington, Huether Hotel, Fox and Fiddle, Masala Bay Fine Indian Dining, and Marbles. We would also like to thank Starbucks, our coffee sponsor; First Gulf (The Shops at Waterloo Town Square) our facilities sponsor; and the Waterloo Region Record, our media sponsor.



November 6-8th

Each participating shop or service has a treasure waiting for you. Plus enter for a chance to win the GRAND PRIZE!

PASSPORTS AND MAPS AVAILABLE AT THE FOLLOWING BUSINESSES:

- Whole lot-a Gelata
- Seven Shores
- The Bead Bazaar
- Read for your Life
- Ontario Seed Home Hardware
- Foot Solutions
- Queen of Hearts Costumes
- Sangster's Health Centres
- Casa Mia Deli and Cafe
- Whispering Willows
- The Art Studios

Tis the Season in UpTown Waterloo!



We have so much to offer and we want to let our customers know how they can make holiday shopping the best it can be, by making UpTown Waterloo their shopping destination! We have been encouraging customers to shop UpTown Waterloo all

year by promoting our UpTown dollars through various medium advertising. UpTown Dollars can be used only in UpTown Waterloo, in all businesses, dining establishments and services (excluding the LCBO).

Our holiday season co-op advertising program begins with some exceptional print and radio advertising opportunities for you, the businesses of UpTown Waterloo.

Please contact the sales representatives from each of the mediums below for more details:

SNAP Magazine Dawne Taylor-Gilders.....519-573-7627
Waterloo Chronicle Carly Gibbs.....519-886-2830 x222
Waterloo Regional Record Sandi Delion.....519-894-2231
107.5 DAVE FM & 91.5 THE BEAT Lindsay Martin..519-621-7510 x210

Horse-Drawn Trolley Rides thru UpTown Waterloo and Waterloo Park!

Thursday, December 11th and 18th ~ 5:30-9 pm

Victorian Carollers serenading the streets!

Saturday, December 13th and 20th ~ 12-3 pm

Friday December 19th ~ 5-8 pm

Tuesday December 23rd ~ 5-8 pm

*All compliments of you, the UpTown Waterloo Businesses!



Public Square Update:

The push is on to finish the plaza, stairs and King Street front so the hoarding can be removed in those areas with final items finished in the spring. The rink part of the plaza is to be poured either October 28th or 29th provided there is no precipitation. The City of Waterloo still feels they will meet the December date for most of the square.

Please direct questions to Barb Magee-Turner at 519-747-8757.

**WELCOME
NEW
BUSINESSES**

Whispering Willows

76 Regina Street North, Building A
Phone: 519-747-4777

UpTown Waterloo Events:

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
27th Annual Pancake Breakfast	Oct. 10 2009
30th Annual Great	
Oktoberfest Barrel Race	Oct. 10 2009
Thanksgiving Day Parade	Oct. 12 2009

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	
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	
Stephanie Longeway	519-576-9100
Brick Brewing Co.	
Patti Brooks	519-885-1921
Executive Director	



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