

UpTown Update

*Merry Christmas and
Happy Holidays*

From Patti, Brenda, Janice &
the UpTown Waterloo
Board of Directors



The Newsletter of the UpTown Waterloo Business Improvement Area

The streets are looking very festive!

*We have had all the tree lights
refurbished and the Christmas decor
was up for the Santa Claus parade.*

The holiday season is upon us!

*Please note that the UpTown Waterloo
Business Improvement offices will be
closing December 24th noon. We will be
open December 29th to December 31st
noon. The office will reopen in the new
year on January 5th, 2009.*



15th Annual Festival of Lights

Over 100,000 lights and more than 80 displays in Waterloo Park!
(Lights on daily from 5:30-10:30pm)
Saturday, November 29th, 2008 to Sunday, January 4th, 2009!

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

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

*Victorian Carollers serenading in the streets!**

Saturday, December 13th ~ 12-3 pm
Friday December 19th ~ 5-8 pm
Saturday, December 20th ~ 12-3 pm
Tuesday December 23rd ~ 5-8 pm

*All compliments of you, the UpTown Waterloo Businesses!

MAKING A POSITIVE IMPACT....

MAKING A DIFFERENCE IN UPTOWN WATERLOO!

**We are looking for volunteers to join the following
UpTown Waterloo committees:**

- MARKETING COMMITTEE** -- Chairperson and Members
- BEAUTIFICATION COMMITTEE** - Members
- UPTOWN WATERLOO JAZZ FESTIVAL** - Chairperson
- Sponsorship Subcommittee
- UPTOWN COUNTRY FESTIVAL** - Volunteer Co-Ordinator
- Sponsorship Subcommittee
- UPTOWN VISION COMMITTEE** - Business Representative

**If you or someone you know may be interested in any of
the above positions please contact Patti Brooks at 519-
885-1921 or e-mail uptownbia@waterloo.ca for further
information.**

UPTOWN WATERLOO BUSINESS IMPROVEMENT AREA ANNUAL GENERAL MEETING REVIEW

On Wednesday, November 5th, 2008 the UpTown Waterloo Business Improvement Area held its Annual General Meeting at McMullan's on King. The evening was very informative. The 2008 AGM minutes will be distributed via e-mail or please contact our office if you would prefer a copy sent by mail. If you have any questions or concerns please contact our office at 519-885-1921.

UpTown Dollars

Certificates can be used by customers in any business located in UpTown Waterloo (excluding the LCBO). Treat the certificates as CASH and deposit them at your bank as you would a cheque. Please share this information with your staff. If you have any questions please call 519-885-1921.



Tis the Season in UpTown Waterloo!



We have so much to offer and we are letting our customers know how they can make holiday shopping the best it can be by making UpTown Waterloo their shopping destination! Our UpTown dollar program has been extremely successful.

Many of you have taken advantage of our holiday season co-op advertising program. Some opportunities are still available. Please contact the sales representatives from the mediums below for more details:

SNAP Magazine (SOLD OUT) Dawne Taylor-Gilders.....519-573-7627

Waterloo Chronicle(SOLD OUT) Carly Gibbs.....519-886-2830 x222

Waterloo Regional Record Sandy Delion.....519-894-2231

107.5 DAVE FM & 91.5 THE BEAT Lindsay Martin..519-621-7510 x210



November 6-8th

We are pleased to announce the winner of the 2008 UpTown Treasure Hunt Grand Prize....

Rachel Lewis of Waterloo

From the comments we received, the many people who participated in the UpTown Waterloo Treasure Hunt thoroughly enjoyed exploring the streets of UpTown Waterloo; discovering new shops and rediscovering long-standing businesses. Thank you to the following businesses for participating and providing the wonderful treasures:

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

PARKING RATE INCREASES

Effective January 1, 2009 there will be an increase in City of Waterloo parking rates. Please see enclosed brochure for more details.

NEWS FROM THE STREETS

Congratulations!!

O.W. SPORTS celebrates 40 years.

Angel Associates has changed its name to Premier Homecare Services

A FOND FAREWELL

The Paper Tree
Owner Marion Weber is retiring from business after 23 years

WELCOME NEW BUSINESSES

ADVANIS **lululemon athletica**
100 Regina St. S., Suite 160 The Shops at Waterloo
Phone: 519-340-0125 Town Square

Nick and Nat's, UpTown 21
21 King St. N.

UpTown Waterloo Events:

FREE Horse Drawn Trolley Ride	Dec. 11&18 2008
Victorian Carolers	Dec. 13,19, 20,23 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
31st Annual Great Oktoberfest Barrel Race	Oct. 10 2009
Thanksgiving Day Parade	Oct. 12 2009
UpTown Waterloo BIA Annual General Meeting	Nov. TBA 2009
UpTown Waterloo Treasure Hunt	Nov.5-7 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