

UpTown Update



The Newsletter of the UpTown Waterloo Business Improvement Area

UpTown Waterloo Ice Dogs Festival

Saturday February 21, 2009 ~ 11:00am - 3:00pm

For further information visit www.icedogsfestivalwaterloo.ca

Co-hosted by you - UpTown Waterloo Businesses
and the City of Waterloo

WANT TO BE INVOLVED IN THIS FUN FILLED FESTIVAL?
SPONSORSHIP AND VOLUNTEER OPPORTUNITIES ARE AVAILABLE.
Please contact us at 519-885-1921 or e-mail bwoods@waterloo.ca

FREE! Join us for a family and dog friendly day in UpTown Waterloo! Enjoy an exciting variety of activities -- dog sled rides, ice carving demonstrations, a pet look-a-like contest, an ice slide, photos with malamute puppies, and much more -- all the fun is centred around our furry canine friends!

Activities are located in the Regina Street Parking Lot, the Waterloo City Centre Atrium and WCAC (The Button Factory).



SPECIAL EVENT NOTICE:

Retail Workshop

Tuesday, February 24, 2009
8:00 am to 4:00 pm

High Impact Retailing

Strategies for success in tough economic times. A retail-focused seminar event that will help you with the way you do business!

A must attend workshop for anyone in the Retail Business. Please see enclosed brochure for Workshop Topic details and registration information. Register by Feb.20th. Space is LIMITED! For more information, call 519-747-6265.

Upcoming Festivals

Performing, volunteering and sponsoring opportunities are available.
Please contact our office at 519-885-1921 for more details.

Performer submissions for **UpTown Country** and the **UpTown Waterloo Jazz Festival** must be received by February 15th, 2009 to be considered.

DON'T LEAVE CUSTOMERS OUT IN THE COLD...

We're asking for your help...please make sure that sidewalks surrounding your business are kept clear of ice and snow. Your customers will appreciate your concern as will all members of our community passing your way.

A City by-law is in place to regulate the removal of snow and ice from sidewalks and walkways that surround buildings and roofs that overhang sidewalks. This by-law is enforced on a complaint and proactive basis.

For more information, or to speak with someone regarding a sidewalk that has not been cleared, please call:

City of Waterloo By-law Enforcement, 519-747-8714

UpTown Dollars *proved to be a very popular holiday gift item.*

As customers circulate UpTown Waterloo shopping with these dollars, please ensure all your staff know to treat them as CASH during a transaction!



Certificates can be used by customers in any business located in UpTown Waterloo (excluding the LCBO). Deposit UpTown Dollars received from your customers at your bank as you would a cheque. If you have any questions please call 519-885-1921.

Our **NEWS FROM THE STREETS** segment shares good news items from the UpTown Waterloo business community. Please e-mail any business milestones, special events, special recognition information, etc. to the UpTown Waterloo BIA office (bwwoods@waterloo.ca), and we will share the good news with your business neighbours.

Congratulations!!

NEWS FROM THE STREETS

A Dutch Mill Flower Shop celebrates 10 years.
Please celebrate with them at their open house January 30th 4pm-9pm and January 31st 9am-5pm

A FOND FAREWELL

Alpine Cafe
Relocated to 501 Krug St. Kitchener
519-570-3608

Frosted Smile Dental
Joining Personal Focus at the corner of Northfield and Bridge Sts. Waterloo
519-886-smile (7645)



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

UpTown Waterloo Events:

UpTown Waterloo Ice Dogs Festival	Feb. 21 2009
UpTown Waterloo Jazz Fundraiser	Apr. 17 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
FREE Horse Drawn Trolley Ride	December 2009
Victorian Carolers	December 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 Councillor	
Angela Vieth	519-747-8784
Lakeshore Ward Councillor	
Marlene Coffey	519-747-8539
City of Waterloo, Liaison	
Kimberley Yantha	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	

WELCOME NEW BUSINESSES

Va Va Vintage

14 Princess Street East
Phone: 519-221-1507