

UP TO WN

WATERLOO

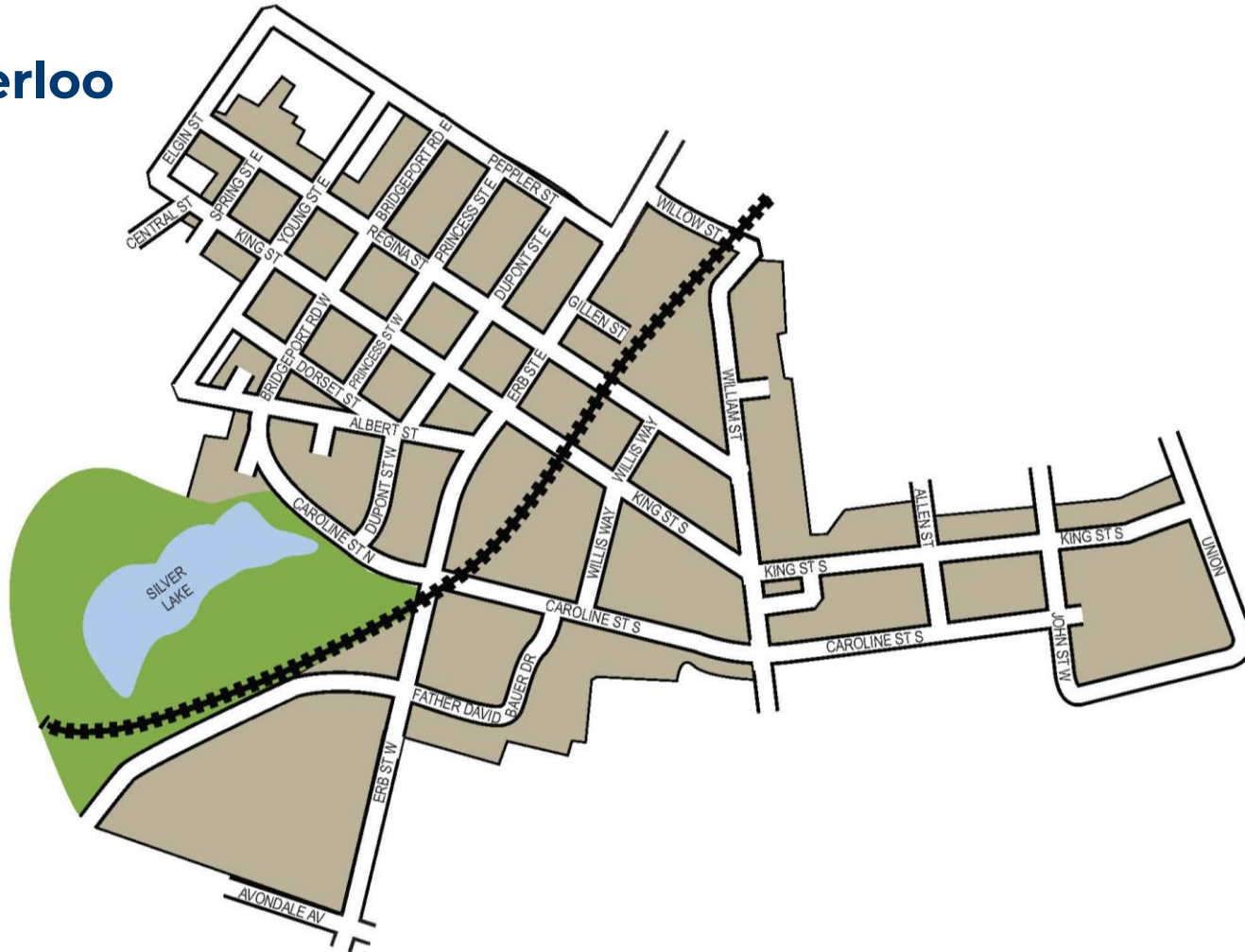


UPTOWN WATERLOO

KITCHENER
WATERLOO WOMEN'S
BUSINESS
ASSOCIATION

ABOUT THE BIA

Uptown Waterloo



UP
TOWN
WATERLOO



@uptownwaterloo

www.uptownwaterloobia.com

WHAT DO WE DO?

The prime mandate of the Uptown Waterloo Business Improvement Area (BIA) is to **promote** and **beautify** the core area of Waterloo

- Forum for concerns and issues – provide advocacy
- Conduit for communication
- Place-making and beautification
- Promotional and marketing initiatives
- Encourage visitors and stimulate economic growth
- Events, festivals and other destination initiatives



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BUILDING FOR THE FUTURE

LRT CONSTRUCTION

- Began in September 2014
- Corduroy road found March 2016
- Official launch: June 21, 2019

NEW STREETScape

- Tendered in 2017
- New amenities
- Separated bike lanes
- Multi modes of transportation
- Distinct LED lighting

NEW BRAND

- Updated brand in 2019

PLACEMAKING

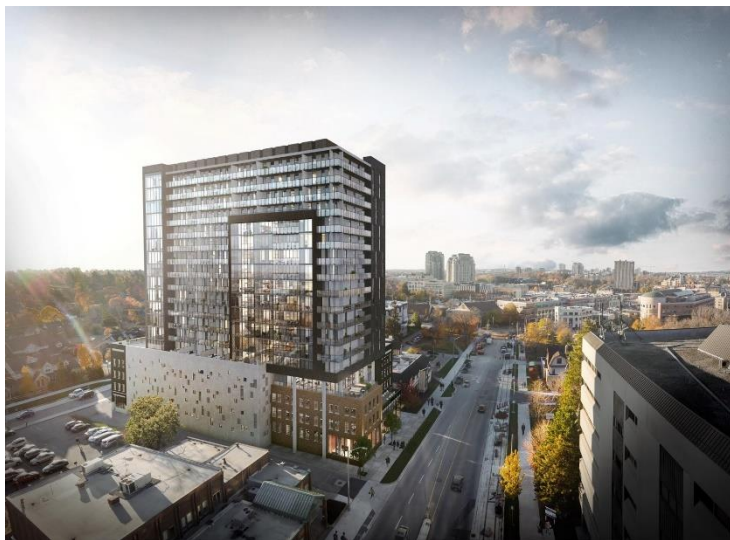
- Willis Way
- Princess Street
- Dominion Lane
- Art Walks
- Trails & maps



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DEVELOPMENTS



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VISIT AND EXPLORE

- 80+ restaurants and eateries
- Major festivals such as Jazz, Buskers and Lumen
- Active programming at Waterloo Public Square & City Hall
- Creative hub
- Cultural institutions
- Public art
- Parks, public spaces and trails



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SMALL BIZ NEED YOU

"One of the most significant inequities of the pandemic has been the impact on small business owners and their employees who have faced significant restrictions." ~ Minister Bethlenfalvy

- Buy local
- Go to the source
- Be social
- Add small biz to your philanthropic efforts
- Loyalty counts
- Pay the full price
- Participate in community efforts
- Offer your skills
- Practice kindness



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come on up.

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