



UPTOWN RUTLAND BUSINESS IMPROVEMENT AREA

UPTOWN RUTLAND 2008 – The Issue

Uptown Rutland Business Association was partly formed and has been working hard to have these problems addressed.



URBA BOARD OF DIRECTORS 2008

Left to Right:

Third Row:

Brian Given: City of Kelowna
Council

Nicolas Aubin: Nicholas Aubin
Notary Public

**David Willoughby - Vice
President: Old Town Market**

Joe Iafrancesco: BJ's

Kevin MacDougall: RCMP
Community Police

Second Row:

Rose Shawlee: Benson, Salloum,
Watts

Susan Rayner: Credit Union

Mary-Ann Graham: Maggie's Cafe

David Donaldson: Maxwell Realty

**Todd Sanderson - President:
Sanderson & Company**

First Row:

Deborah Guthrie:

Executive Director URBA

Wendy Nelson - Secretary:

Nelson & Associates

Joyce Van Norman: Hollywood
Shoes

Ray Menard: RBC

Missing:



Administrative

January - April

Although not the most exciting piece of a Business Improvement

Area, it is the meat & potatoes of any organization:

- Hiring of Deborah Guthrie as Executive Director
- Acquiring Office Space (temporary location) 101 – 200 Dougall Rd. N.
Phone # 250-47 0-8236 Email addresses: info@uptownrutland.com
- Development of Uptown Rutland BIA Membership Database
- Securing BC Worksafe Certification and insurance
- Obtaining Serve It Right certification for our Uptown After Hours

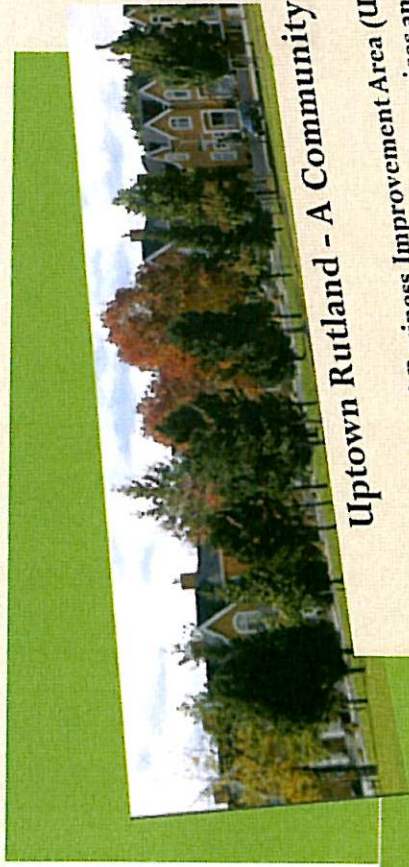
July 31st Uptown Rutland introduced their new logo.

- **The sun** represents a positive rising business community.
- **The different interlocking circles** represent the meshing of a diverse community and businesses. This network of overlapping circles are interrelated; one cannot exist without the other, there is an interdependence.
- **Business and community contribute to each other.** Each is enriched and enlivened by this connection.

OUR LOGO TOGETHER WE GROW



UPTOWNRUTLAND.COM



Uptown Rutland - A Community with Personality!

Uptown Rutland Business Improvement Area (URBIA) is a

The Uptown Rutland Business Improvement Area (URBIA) is a partnership of over 260 businesses, shops, services and restaurants in Kelowna's Uptown Rutland area.

URBIA's vision of revitalization will ensure the Uptown Rutland community continues to be a great place to live, work and play. URBIA provides a forum for members to share their vision for the community and ensures the voice of our business community is heard by municipal, provincial and federal governments.

In addition to monthly business networking events like Uptown After Hours, URBIA also organizes community events that bring people together in our community.

Uptown Rutland ... together we grow!

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Upcoming Events

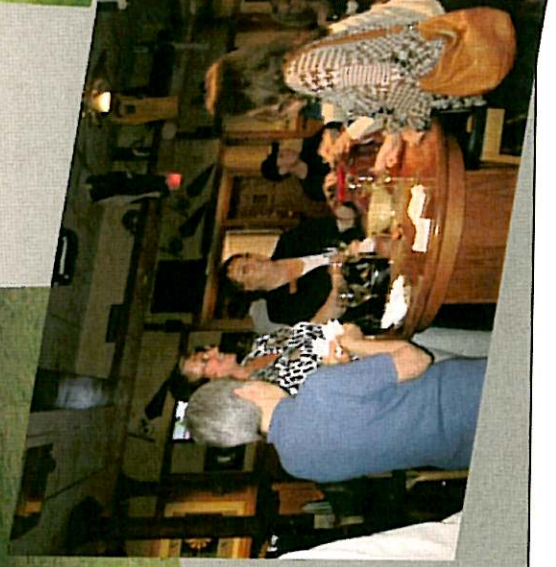
[Christmas Light-Up Festival - Nov 27](#)

[Uptown After Hours](#)

EVENTS

One of the best parts of a Business Improvement Area is Community Events.

Uptown Rutland participated in community parades, Rutland Centennial Celebrations. We held two Outdoor Movie Events and our Uptown After Hours is now so popular, people are shoulder to shoulder at our hosted venues.



SCARECROW CONVENTION

UPTOWN RUTLAND

BUSINESS
PARTICIPATION



UTILITY BOX WRAPS

Uptown Rutland partnered with **Ministry of Transport, Telus and Fortis BC** to wrap the Utility Boxes along the Highway 33 corridor.

Associations throughout Rutland were invited to contribute pictures that were used to create graphics unique to Rutland. Activities such as **BMX biking, Ben Lee park activities, Hockey, skiing and snowboarding, family activities** just to mention a few of the many activities in Rutland. As of today, **13 boxes have been wrapped.**

The boxes contribute a unique streetscape element that showcase the Rutland community pride.





CONVENTIONS

UPTOWN RUTLAND PARTICIPATED IN TWO
CONVENTIONS IN 2008

**BIA BC - PEN TICTON
MAY**

Annual BIA BC
Conference
May 1 - 3, 2008
Penticton, BC

**IDA CONVENTION
CALGARY**

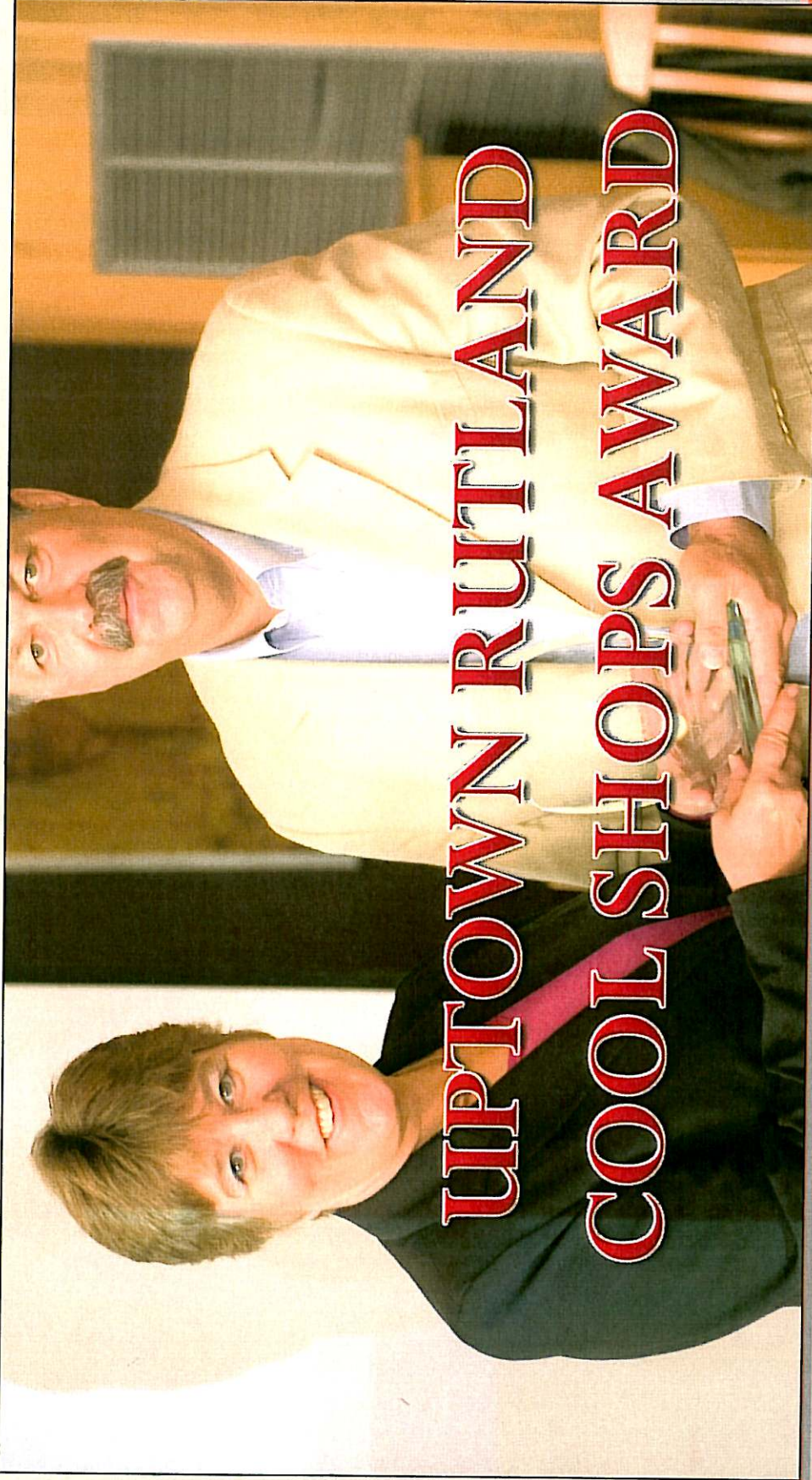


UPTOWN RUTLAND SECTIONAL

Working together with Capital News Uptown Rutland is publishing a quarterly sectional promoting Uptown Rutland businesses and the community of Rutland.

Our first 24 page sectional came out on August 20th.
Our second 20 page edition was delivered on
November 19th.

It is the first Rutland Newspaper and the people and businesses of Rutland have embraced it.



Deborah Guthrie – Executive Director of Uptown Rutland receiving their first award for their participation in the Fortis Cool Shops Green Initiative Program

Thank you to Mayor and Council