

Uptown Charlottetown Inc.

The Engine of Charlottetown – What Moves Us Forward

Our Vision

Uptown Charlottetown is where the Island works, grows, and thrives. It is the primary hub of business, innovation, culture, and commerce that fuels Prince Edward Island's future. From global brands to local entrepreneurs, from thriving neighbourhoods to green spaces alive with activity. We're home to PEI's largest regional shopping area, West Royalty industrial Park, Sherwood Industrial Park, Bio-Science Park, Medical School and many small locally owned businesses. **Uptown** is the place where people create, connect, and celebrate.

It's time to recognize and amplify this energy. It's time for **Uptown** to show its strength.

Background/opportunity

Two member funded organizations, Downtown Charlottetown Inc. and Discover Charlottetown are primarily focused on promoting Downtown Charlottetown and are doing a poor job of representing businesses in the area defined by former West Royalty and are focused too much on heritage and life in the downtown core. There needs to be a new business improvement area (BIA) called **Uptown Charlottetown Inc.** to represent the businesses that fuel growth and prosperity in Charlottetown. We believe we can work with Discover Charlottetown in using their staff and platform to create an equal partnership to market the entire city, not just downtown Charlottetown.

Why Uptown Matters

- **The Economic Engine:** **Uptown** is home to the highest density of businesses, the greatest tax base, and the largest employers in the province.
- **The Community Hub:** Families live, work, shop, and play in the immediate area. Yet festivals, cultural events, and recreational opportunities are too often absent.
- **The Innovator's Ground:** Entrepreneurs, creators, and leaders are building the future of Charlottetown from **Uptown Charlottetown**—without the voice or representation they deserve. We manufacture, grow, build and create products and market to the world.

Charlottetown may call downtown its "heart," but **Uptown** is the pulse that makes it thrive. Without **Uptown Charlottetown**, the city is not whole.

Our Mission

Uptown Charlottetown exists to:

1. **Promote** businesses, innovators, and cultural offerings to residents and visitors alike through an equal partnership with Discover Charlottetown to leverage and amplify marketing assets to encourage people to visit and do business in the whole city.
2. **Advocate** for improvements to the road network and traffic flows with a focus on safety, and to ensure that City and Provincial planning reflect Uptown's needs.
3. **Build Community** by creating and hosting events that bring people together.
4. **Give Uptown a Voice** at City Hall and with the Province, ensuring fair representation and recognition for this important area of commerce.

What We're Building

- A **membership-based advocacy group** with strong leadership and a clear mandate.
- A **marketing and promotional hub** with Discover Charlottetown Inc. to showcase **Uptown** businesses, artists, and creators, City wide.
- A **staffed office** and professional team to drive campaigns and programs.
- A **collaborative network** of businesses, residents, and partners committed to **Uptown Charlottetown's** growth.

Call to Action

Uptown Charlottetown is vibrant, diverse, and powerful—but underrepresented. This must change and with a nominal fee of .02 cents per \$100 of property assessment it won't be a burden on area businesses.

We are inviting businesses, creators, and residents to join us in building an organization that celebrates **Uptown**, fights for its fair share of resources, and unlocks the full potential of this part of Charlottetown to be the true engine of Charlottetown.

It's time for **Uptown Charlottetown Inc.** to be formed and recognized, so that our City can prosper as one strong identity.