

My name is Teresa Woolard and I own Swirleez Frozen Yogurt and Chillz Dessert Lounge

I'm a licensed **veterinarian, who practiced for 17 years**. I also did a lot of **Sales, Marketing, Self-Publishing and Consulting** work in both the Animal health and Pharmaceutical industries. I changed careers 6 years ago when the **creative entrepreneur** in me wasn't being heard nor satisfied and I got passionate about the healthfulness and simplicity of the **frozen yogurt** business. I decided to be an independent, rather than a franchise because I'm creative, believed in myself and felt strongly that I could do it better and I did - I opened Swirleez in **May, 2014** to a mob scene on our first weekend and to winning the **Invest Barrie New Business of the Year Award** just 7 months later. We serve on avg about **80,000** customers a year, have built a solid base of **loyal** customers and are my supplier's best FROYO customer in all of Ontario!

Two years ago, I had the vision of a sit-down indulgent dessert atmosphere where people could be a bit more pampered, in a sexier atmosphere. A year ago, we opened **Chillz Dessert Lounge** and now have wait lines of customers trying to get in every weekend because it's a unique experience, unlike anywhere else in Barrie.

I stress to my staff that we serve more than just a bowl of yogurt or a piece of cheesecake on a plate - we serve up an experience - one that is unique, and memorable which builds loyalty and great third-party endorsement. That's what any business should want, and that's what I envision for our downtown.

Our **biggest opportunity** is the DT/waterfront connection - its unique, beautiful and memorable...it's just that its our little secret. It needs to be properly showcased, utilized and promoted. A DT that has character, is fun, unique, entertaining, with outdoor patios, restaurants, retail, a cinema, a park and a central stage for people to enjoy - gives a far different, more desirable experience than that the Big Box feel of Park Place in the South and the mall in the North.

As far as what **change** I would like to see - definitely **more people Downtown!** I want to see the DT become a **destination, like the Distillery** in Toronto - where tourists and residents alike want to come to explore and shop; spend money, have a good time. Attract them with a beautiful setting, provide more events, music festivals, year round ideally. Give them a reason to come, than they see what we have to offer and want to return again and again. Good for long term business vitality and success!