

DOWNTOWN

STRATFORD



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NEW BIA LOGO

Announced at our AGM in March, our new logo is now official! Over the coming months, we will be incorporating our new look throughout our marketing materials and our new website that is currently being built. Watch for it!

DOWN TOWN STRATFORD

DOWNTOWN STRATFORD

RETAIL BUSINESS HOLIDAY ACT



WONDERING IF YOU ARE TO BE OPEN OR CLOSED FOR EASTER? PLEASE READ BELOW!

The Retail Business Holiday Act is Provincial Legislation that requires most retail businesses to be closed on most holidays in Ontario; however, municipalities may adopt by-laws allowing certain stores to open on certain holidays for specified hours.

The City of Stratford adopted a By-law allowing some retail stores to be open during Stratford's designated **Tourism Season which extends from May 1st to mid-November** each year.

Small retail stores may open on Victoria Day, Canada Day, Labour Day and Thanksgiving Monday in Stratford between the hours of 10:00 am and 4:00 pm provided that they have 4 employees or fewer normally employed and have less than 3,000 sq ft / 278.71 square metres for serving, selling or displaying goods or services to the public.

Large retail stores need to apply to the City for an exemption in order to open for business in Stratford on Victoria Day, Canada Day, Labour Day and Thanksgiving Monday between the hours of 10:00 am and 4:00 pm. A completed [application](#) and fee must be submitted to the Clerk's Office for consideration.

If the holiday does not fall between May and November the retail store may not open for shopping. However you should check the Legislation link below as there are some exceptions for retail stores.

Minimum fines for opening businesses on prohibited days of retail operation are

\$500 for the first offence, \$2,000 for a second offence and \$5,000 for a third or subsequent offence. Retail stores may be fined up to \$50,000 or the total amount of gross sales for the holiday, whichever is greater. For information about closures, contact the Ministry of Government and Consumer Services, which administers that Act.

Enforcement of the Retail Business Holidays Act in Stratford is the responsibility of Stratford Police Services.

For more information please visit the [Retail Business Holiday Act](#).

NEW BUSINESS



Welcome to Cory (middle), Jereme (left) and John Brown (right) on the opening of **The Bunker Cafe and Recording Studio** ! It's a plan that's been long in the making; construction began just before the pandemic hit. But you would never know...

Cory Mullen is just as enthusiastic as he was when we spoke with him more than two years ago!

A former pastor, Cory has successfully married his three passions under the roof of his new venture - community, youth and music. If you are a lover of any or all of these things, you can drop into The Bunker and connect with like-minded people to enjoy Tuesday Let's Talk: Songwriting, Wednesday Open Mic Night, Friday Night Movie Nights/Live Music, Saturday Night Live or Live Rehearsals. Open Tuesday to Thursday from 6PM to 10PM and Friday-Saturday from 6PM to 11PM.

During the day you can book Bunker Underground Sessions and have Cory produce a professional YouTube recording for FREE! He's that keen to help your musical dreams come true! And if you're more into talking rather than singing, maybe try the Podcast studio. Cory is interested in learning from you and in all things community so if you have something to share, he's your guy for a great discussion.

To ensure the venue is welcome to everyone and all ages, this is a no-alcohol establishment. The Bunker Cafe, owned by Jereme Berg offers the highest grade, locally roasted coffee called UP. Enjoy a delicious pour-over coffee, espresso-based beverage or fancy tea while you watch your live music. And soon you'll be able to purchase coffee beans to take home!

Cory stands by his philosophy of "building into the community, not from it." He's aware of the great cafes we have downtown and so purposely opens his cafe after the others are closed. You will note too that each live music concert is sponsored by a Stratford business. He is grateful for this supportive community and in turn is sure to splash the sponsor's name far and wide.

**The Bunker Cafe & Recording Studio | 104 Wellington St
514.825.4593 | thebunkerstratford@gmail.com**



Isis Manning (left) and Sandra Stewart (right) are the RN Team Extraordinaire offering every kind of Medical Aesthetics treatment under the sun - right here in Downtown Stratford at **Centre Stage Medical Aesthetics**! Isis recently retired from her nursing duties on the cardiac floor at Cambridge Hospital, while Sandra currently juggles her new jig while winding down her nursing at Spruce Lodge.

There are three main treatment rooms (Main Treatment, Injectables, Vaginal Rejuvenation) available at 156 Waterloo Street (also home to Bru Garden in the warmer months).

Centre Stage first offered services in 2020, but have recently opened opened its doors full-time now that the pandemic is (mostly) behind us. The RNs offer a

substantial array of services from injectables (such as botox, fillers, B12) for cosmetic or medical use, to acne treatments, laser hair removal, tattoo and scar removal, peels, snoring prevention, and so much more. They also have a beautifully extensive line of skincare that includes Vivier, Skin Better, ZO, Alastin and Oxygenetix. And their knowledge is vast!!

So vast in fact that Sandra has just gained her accreditation to be the International Instructor of DermaplanPro - a specialized treatment that leaves the client's face smooth, bright and glowing. In May she will offer her first workshop to train other RNs with an interest in this speciality service.

And finally, part of their “give-back” to the community, Isis and Sandra are offering laser hair removal for anyone currently undergoing gender transition. WOW!

Centre Stage Medical Aesthetics | 156 Waterloo St S
IG - @c.s.medicalaesthetics | 519.573.6610



Native Stratfordian, Charlie Whitlock, and his American partner, Santanna McClain, have recently opened their first business together in downtown Stratford... neighbours to The Bunker in fact! **Lucky Chance Tattoo and Piercing** shop is the perfect space for this dynamo duo who are so excited to soon promote their grand opening.

Charlie has loved drawing since he can remember and up until 22 years of age was providing his art to tattooists to use on their clients. It wasn't until that year in his life when someone getting out of the business literally dumped on his lamp their tattoo equipment that he started to think he could elevate his art to the

next level. So after many years in the business now - in Calgary and in Toronto - he has settled back in his hometown to offer clients his specialty, Japanese Traditional tattooing.

Santanna apprenticed in piercing and tattooing down in Alabama. She is learning all she can about the various types of piercings but right now offers her service for "above the belt" locations. She is also keen on tattooing and her specialty is Western Traditional. Her mantra is "bold will hold!" Charlie as very generously donated his leg for her to practice on!

We especially love that Charlie and Santanna both ride their bikes to work, no matter the weather!

Lucky Chance Tattoo & Piercing | 106 Wellington
Instagram - @luckychancestudio | 519.508.TATU



A warm welcome to Yoko Pollack who has set up her Yoko Nail Art business

inside of the **Green Hair Spa**. You know if she's under Jessica Guy's roof then her business is as green as can be!

Yoko hails from Kyoto, Japan, arriving in Banff, Alberta back in 2008 with a goal to improve her English after finishing univeristy in her home country. Here she met her husband and together they spent some years in Canmore and had a son before coming to Ontario to be closer to his family in Goderich.

Yoko has always loved art and not surprisingly has worked at Michael's since it opened in Stratford six years ago, specifically in the framing department. She has long followed a couple nail artists in Japan and along the way while raising her son has taken courses to learn the profession. For a little while she worked at Dee Image Co on Downie St. It's always been a goal of hers to open her own studio and to offer "healthier" methods and products for manicures. For hand care she uses Cocoon Apothecary - a product line sold in the Green Hair Spa - and uses Sundays nail polish that is "10-free." Ten-free means the polish formula is made without 10 of the most common (and sometime controversial) chemicals found in old school polishes. A number of nail brands have excluded these harmful ingredients to create a more health-conscious and green-friendly nail care line for consumers.

Check out Yoko's instagram for her beautiful nail designs. Treat yourself this Spring!

**Yoko Nail Art | 123 Waterloo St S.
Instagram - @yoko.nail.artist
Mondays - 10am-7:30pm | Fridays - Noon-8pm**

MOVERS & SHAKERS

Congratulations the following businesses that are moving on up in Downtown Stratford!

- **Designs by Cate** - Now at 138 Downie St
- **Wills & Prior** - Now at 94 Ontario St

And we'll catch up with the new owners of Rocky Mountain Chocolate Factory and the newly renamed Tuque Shawarma in our May newsletter.

REMINDER

PARKING in DOWNTOWN

PARKING HOURS OF ENFORCEMENT

Please note that on April 1st, the City of Stratford's hours of parking enforcement were changed to 9 a.m. - 8 p.m., Monday to Saturday (excluding holidays).

This is a change in parking enforcement hours that takes place each April in

keeping with the City's Traffic and Parking By-law.

As a reminder, the 4 hours of free parking on Saturdays will remain in effect until April 30.

NO PARKING PERMITTED IN PRIVATE PARKING LOTS

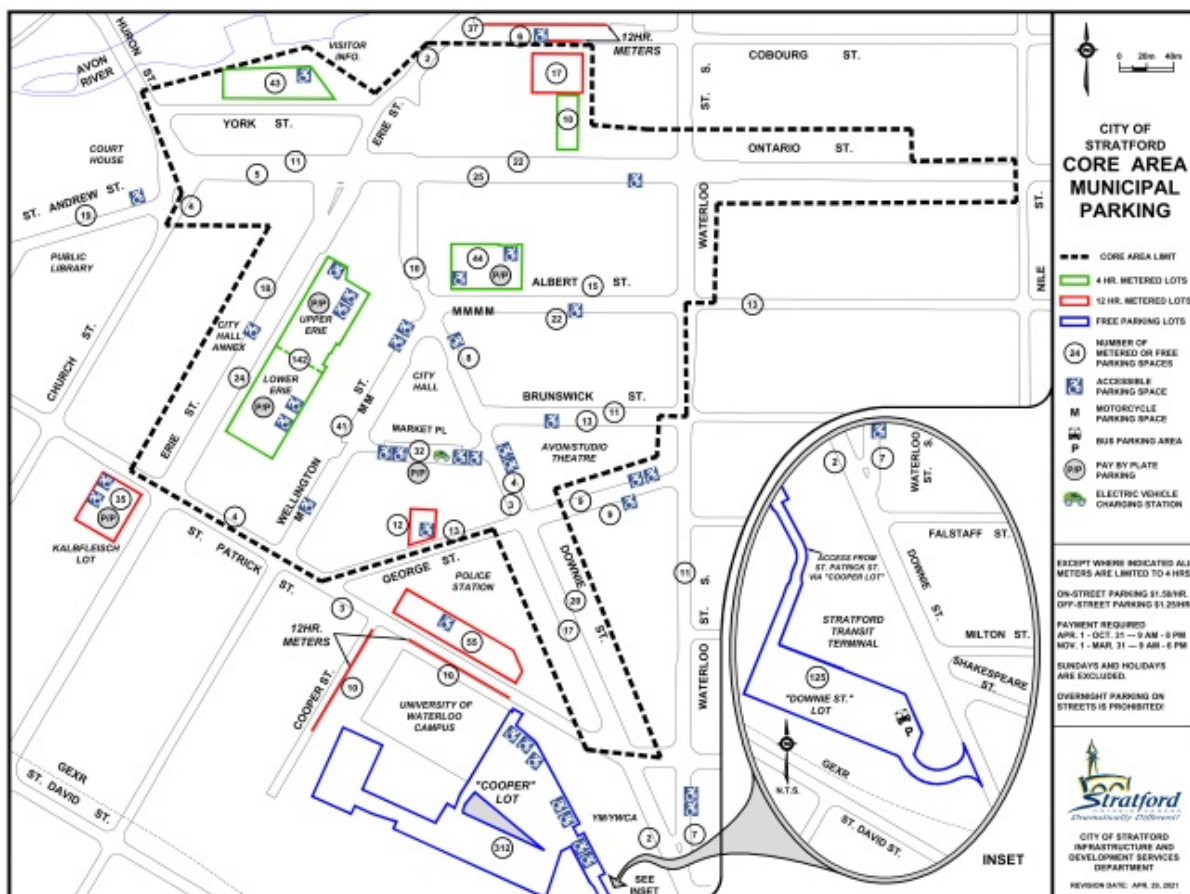
Unless you are a patron or an employee of the shops/services belonging to private lots such as Shoppers, Downie Street strip mall, LCBO, YMCA, parking in these lots is NOT PERMITTED and you will be subject to parking fines.

Be kind and please tell your staff to park in the marked areas on this map.

We need to keep these spaces available to customers and especially those with accessibility issues and seniors!

Please be reminded that there is FREE parking offered at the Cooper Lot, located between the YMCA and the University of Waterloo building on St Patrick Street. Double click the image below for designated parking areas in Downtown Stratford. Spring is here and walking to and from this lot is a treat in the good weather! :-)

Additional parking information can be found [HERE](#).



REMINDER

UPDATED BYLAW FOR SIDEWALK

SIGNAGE

The Infrastructure and Development Services department of the City of Stratford have recently made us aware of changes to the bylaw (in December 2020) pertaining to sidewalk signs.

Formal applications will need to be made to the City for the use of sidewalk signs, such as A-frame sandwich boards, as soon as possible. The department will be following up for compliance to the bylaw after March 31, 2022.

The fee for a sidewalk sign is \$51.00 and \$5.00 for the Indemnity Agreement.

Please [click here](#) for the details of the bylaw and the link to the application located at the bottom of page three.

Any questions, please contact:

Greg Rabe, MLEO
City of Stratford
519-271-0250, ext. 327,
grabe@stratford.ca

SPRING CLEANING



IT'S THAT TIME OF YEAR!

If it's graffiti on your building, we've got you "un" covered! Please email members@stratfordcitycentre.ca to borrow our Graffiti Removal Kit!

And for the inside, we recommend you check your "dormant spaces" for **PESTS**, **MOLD** and **WATER** damage. Covid lockdowns do basements no favours; when spaces are unused for lengthy periods of time there is no end to the surprises that may be lurking in there!

Garbage Disposal

Please be mindful not to dump your garbage in bins that do not belong to you.

GARBAGE TAGS can be purchased for \$3.70 each from the following outlets:

- City Hall 1 Wellington St. (call 519-271-0250 ext 5237 to order)
- 7-Eleven 327 Erie St.
- Blowes Stationery 34 Wellington St.
- Canadian Tire Gas Bar 1101 Ontario St.
- East End Variety 231 Douro St.

- Esso 501 Ontario St.
 - Festival Variety 555 Downie St.
 - Giant Tiger 477 Huron St.
 - Hallmark/Blowes 1067 Ontario St. (Festival Marketplace Mall)
 - Joe's Variety 760 Ontario St.
 - Mornington Variety 231 Mornington St.
 - Shell Station 405 Huron St.
 - Sobey's 581 Huron St.
 - Stratford Mini Mart / GoCo 666 Ontario St.
 - Stratford Variety 542 Downie St.
 - Video 99 and Convenience 332 Erie St. (Temporarily unavailable)
 - Zehrs 865 Ontario St.
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ENGAGE STRATFORD



The City of Stratford has launched a new online tool to make it easier for the community to engage with us.

At www.engagestratford.ca, citizens are invited to provide feedback and share ideas about significant City projects and initiatives. That input will help City Council and staff make informed decisions that, in turn, help shape our community.

The first Engage Stratford project is the City's Transportation Master Plan (TMP) and more projects, including the Official Plan review, will be added over the coming months.

Registration can be completed at www.engagestratford.ca, and participants can use a screen name if they would rather not have their actual name appear when they offer a comment or share an idea.

Registration is not required to view information on Engage Stratford, but it is necessary to participate in the engagement activities like polls, surveys, interactive mapping, idea boards and forums.

Please keep in mind that Engage Stratford is intended to be a safe, respectful and welcoming online space where people can share ideas without fear of being attacked, insulted, harassed, bullied or belittled.

Be engaged, but please be civil and courteous.
We look forward to hearing from you at www.engagestratford.ca.

WEBINAR TO SUPPORT LGBTQ2S+ IN STRATFORD



Join Stratford-Perth Pride for a FREE webinar on how to meaningfully support the LGBTQ2S+ community during Pride Month and beyond.

**The webinar will take place on May 4, 2022
from 7pm-8pm.**

This webinar is open to any business, non-profit, or community group that is interested to learn how they can better support the LGBTQ2S+ folks in their community.

Learn more and register: <https://stratfordperthpride.com/rainbowwashing/>

SOCIAL MEDIA Tips & Tricks from Sara Bradford



HASHTAGS. Are they a mystery to you? Maybe.. but they're worth getting to know. We all want to gain exposure through our social media posts, and this is one great way to be seen on Instagram.

Did you know you can use up to 30 hashtags on Instagram in one post???

It's true. Use hashtags in your post - either in the copy, or in the first comment (it all counts).

Don't know where to start? Well...

1. Start by looking at the hashtags your industry leaders are using
2. Research! The ideal number lies usually between 500-500,000 uses
3. Use a variety of "types" — and rotate them on occasion
4. Useful also in Twitter, not so much Facebook
5. Need ideas? Look at the list below

INDUSTRY

#accounting #nailsalon #photography #foodporn

NATIONAL DAYS (especially if they apply to your industry)

#groundhogday #NationalBeerDay

COMMUNITY

#cocktailsofinstagram #stratfordrestaurant

LOCATION

#stratfordon #dtstratford

NICHE

#weddingmakeupartist #portraitphotographer

CAPTION or PHOTO RELATED

#howtomakecheese #brusselssprouts #renovations

There is talk of moving away from hashtags and into keywords being most effective. Try using both for now - because they're still working!

Please include us in your social media feeds so you can keep on top what's going on downtown!

***We want to FEATURE your GREEN products on our socials!
Send us what you got!***

Reach out to us through our Stratford City Centre BIA Social Media platforms and remember to tag us so we can share in our stories!

Facebook: @stratfordcitycentre

Instagram: @stratfordccbia

Twitter: @stratfordccbia

WORKPLACE SAFETY & PREVENTION SERVICES

WSPS Resources



- *Should you keep some COVID controls in place?*- Should your workplace lift its restrictions in line with the province? “Not necessarily,” says WSPS Consultant Pamela Patry. “It’s about merging them into a sustainable system.” See what Pamela suggests.
- *6 ways to help employees recover from COVID-19 burnout*- Because many factors may contribute to COVID-related burnout, WSPS Specialized Consultant Kart Vyas recommends a multi-

faceted approach that supports physical, social and mental health.

- *A new approach to hazard controls at work*- WSPS' Wagish Yajaman, Manager, Specialty Services, proposes a version that could be more understandable and generate more effective solutions.
- *Help COVID recoverees return to work with these 4 steps*- Returning employees and their co-workers may be anxious and fearful. WSPS Consultant Katie Bobra outlines four steps to avoid stigma and ensure a smooth transition.

Small Biz Safety Podcast

- *Violence and Harassment Prevention: De-escalation Tips*– Safety expert Kristy Cork shares tips on managing angry or agitated customers. Then, Drea Mulligan from Sleeping Giant Brewery offers insights on creating a culture of caring for employees.



WEBINAR

Breaking Down Mental Health Barriers - Stress

DATE: Wednesday, May 18 or June 8

TIME: 10:30am-12:00pm

PRICE: Free

The level of stress in our work and home lives is increasing and our response to these stressors is very different than how our cavemen ancestors reacted.

Join the WSPS for this interactive webinar where we explore what stress really is and how it may impact the workplace and home office, the effects of stress on the body and why some people are more resilient to stressors than others.

[REGISTER HERE](#)

FUNDING OPPORTUNITIES



RAISE Service and Grant Program

The Ministry of Citizenship and Multiculturalism, joined by DMS, TABIA and OBIAA, announced the RAISE program.

Racialized and Indigenous Supports for Entrepreneurs (RAISE) is a service and grant program developed and administered by the Ontario Business Improvement Area Association (OBIAA), the Toronto Association of Business Improvement Areas (TABIA), and in partnership with the Parkdale Centre for Innovation (PCI), to support Indigenous, Black and other racialized entrepreneurs in Ontario to start and scale their business. Funded by the Government of Ontario, the RAISE Grant program provides access to business development training, culturally responsive support services, and grant funding.

The objectives of the RAISE Grant program are to:

- Increase economic inclusion by supporting Indigenous, Black and other racialized small business owners with one-to-one culturally responsive services
- Transfer knowledge through relevant online training and business plan mentorship
- Provide funding to facilitate innovation and growth within the Indigenous, Black and racialized small business community (\$10,000 Grant)
- Determine Main Street Readiness through the applicant assessment phase

For more information and to start the application process, go to the *Digital Main Street website*.

For marketing and communications material, go to our *Campaign-in-a-Box*.

Check back frequently as more collateral is being uploaded for your use in the near future.

Ontario Working for Workers by Raising the Minimum Wage

Third increase in one year will be effective October 1, 2022

Ontario is working for workers by raising the general minimum wage to \$15.50 per hour, starting October 1, 2022. This eight per cent increase over one year will help workers keep up with rising costs and inflation. The next increase this fall, which is tied to the Consumer Price Index, means that workers earning the general minimum wage and working 40 hours per week would see their annual pay rise by \$1,768. Liquor servers who work 40 hours per week would see an annual raise of \$5,512.

- In October 2022, Ontario's new minimum wage rates will be:
 - General: \$15.50 per hour, a raise from \$15 per hour
 - Students under 18: \$14.60 per hour, a raise from \$14.10 per hour
 - Hunting, fishing and wilderness guides: \$77.60 per day, a raise from \$75, when working less than five consecutive hours in a day; and \$155.25 per day, a raise from \$150.05, when working five or more hours in a day
 - Homeworkers (those who do paid work out of their own homes for employers): \$17.05 per hour, a raise from \$16.50 per hour
- [Ontario's minimum wage](#)
- [Working for Workers Act, 2022](#)
- [Working for Workers Act, 2021](#)
- [Employment Standards Act, 2000](#)

[Read More](#)

New Accessibility Self-Assessment Tool for Small Business and Non-profit Organizations

The Ministry for Seniors and Accessibility recognizes that the COVID-19 outbreak has created challenges for many businesses and non-profit organizations. The Ministry has recently published the [Accessibility Standards Checklist \(ASC\)](#), which is a voluntary tool designed to make it faster and easier for organizations to understand and meet their accessibility requirements under the Accessibility for Ontarians with Disabilities Act (AODA). Accessibility, which is critical to the vulnerable population of people with disabilities during this pandemic, can also help organizations expand their talent pool and customer base.

Download the Accessibility Standards Checklist

To download the ASC, visit the [Central Forms Repository](#).

To access the checklist:

- save it to your computer's hard drive first rather than trying to open it in your browser
- do this by right clicking on the "Accessibility Standards Checklist" PDF icon, choosing "Save link as" and saving it to your computer
- open the checklist from your computer using [Adobe Reader version 10 or later](#)

Ideal for small business

Small businesses and non-profit organizations (less than 20 employees) who are exempt from the requirement to file an accessibility compliance report to the ministry, like your organization, can use the ASC to:

- identify the accessibility requirements your organization must meet,
- assess your organization's compliance with the accessibility requirements, and
- discover resources that can help you better understand and meet accessibility requirements.

Simple and Easy to Use

After answering a few questions to determine your organization's size and type, you will be presented with a tailored list of requirements from the Integrated Accessibility Standards Regulation that apply to your organization. The ASC covers the General section, as well as the Customer Service, Employment, and Information and Communications Standards of the regulation.

Upon completion of the checklist, the ASC provides you with a record of your results to identify where your organization has met the requirements and where more work is needed.

Anonymous

Please note that responses entered into the tool and the results will not be collected or sent to the ministry. The only information collected by the ministry is the type of organization you are (e.g. designated public sector or business non-profit) and your organization size (i.e. number of employees). This information is collected for statistical purposes only.

Questions and Feedback

You will also have the opportunity to provide feedback on the checklist through an optional survey, which will help inform the design of future compliance assistance tools.

For more information about the AODA and its standards, please visit our website at www.Ontario.ca/accessibility.

