



AUGUST NEWSLETTER

Highlights

1. Hello from Downtown BIA General Manger, Jamie Pritchard
2. New Business - Elizabeth, Sunshine & Bliss Sugar Spa (Matilda Swanson Art Gallery and Hungry Ninja - next month!)
3. Car-Free Friday - Visit us TOMORROW on York St
4. Public Art Plan and Activities
5. Little Women Scavenger Hunt - Promote this fun family activity!
6. Social Media - Tips & Tricks by Sara, SM Guru
7. Webinar

A Message from our new General Manager



"I would like to introduce myself to all; my name is Jamie Pritchard and as of July 18th I am the General Manager for the Downtown Stratford BIA. Four years ago I

moved from Barrie to take a job in Kitchener. My wife and I had fallen in love with Stratford during a visit before that and decided to make this community our home. As the initial days went by we enjoyed the theater, the horse drawn carriage rides, walks along the river, the swans, the people, and the unique collection of shops in one of the finest downtowns I have ever seen. I have been so impressed over the past 4 years by the number of new businesses that have opened during some very tough times. It was refreshing to watch businesses pivoting to adapt and overcome adversity.

I feel honoured to be able to work with the downtown businesses and hopefully be able to offer something you will find valuable. I have an extensive retail and wholesale background in a variety of industries so hopefully I can resonate with your particular business. My goal is to meet each and every one of you and get to know you and your business in depth.

I am a member of the disabled community and when you see me scooting around downtown please stop me and say hi and introduce yourself. Most evenings you will find Cathy and I walking down by the river with our 2 Keeshonds (Nova and Tarry). We bought a house in Stratford, which with the help of the community, almost immediately became a home.

See you Downtown!"

NEW BUSINESS



ELIZABETH.

Traditional Cocktails - Quality Fare - Elevated Comfort.

Welcome to Brian Clarke, owner of the new Elizabeth. at the corner of Ontario St and Waterloo St. This 34-seat restaurant has been booked solid the last two weeks and it's no wonder why. With ingredients sourced locally, Brian creates his menu almost daily, with his main goal being to "not taking away from others, but fitting into Stratford." He offers unique menu items, such as fan favourites Fried Halloumi & Seafood and Mexican Street Corn Ribs with help from recently hired Danny Nabitu who has just completed a practical year at the Stratford Chefs School in pursuit of a second career.

Elizabeth. is an ode to Brian's grandmothers - one Elizabeth (whose favourite colours were green and gold hence the restaurant interior) and the other, Dot (Dorothy). Grandma Elizabeth used to exclude Brian from the kitchen, permitting only his two sisters to learn how to cook. He found himself yearning to discover their secrets and this led to many months and

years spent overseas, in the kitchens of French and Italian chefs... anyone who would offer to take him in really - learning the tricks of this "mysterious" trade that happened behind closed doors in his childhood.

Brian has worked in the restaurant industry in London and also at Bayfield's Black Dog, with his most recent venture in that town being the Finer Things Market that he owned and operated with a partner.

The back room at Elizabeth. has seating for 30 people and can be reserved for wedding receptions or celebrations. And Brian's life partner, Sarah Sylvester, owner of Little Shed Flowers offers her expertise on decor for the occasion!

Open Tuesday to Saturday, 4-10PM

Reservations by email only at info@elizabethstratford.ca

ELIZABETH. | 159 ONTARIO ST
[@elizabeth.restaurantstrat](https://www.instagram.com/elizabeth.restaurantstrat) | elizabethstratford.ca



SUNSHINE & BLISS SUGAR SPA

Shelby Marchand is exactly the personality you'd expect behind this business's name - bubbly, smiley and sweet! This young mother of three girls, 5 and under, has opened her very first bricks and mortar business, on Erie St.

Lemon, water and sugar are blended together to create the paste required for body sugaring, a means to eliminate body hair. Simultaneous with the hair removal, the sugaring exfoliates, removing dead skin cells to make the skin smoother.

Shelby first launched her business during pandemic times - conducting home visits for new moms who couldn't leave the house without their newborns and/or toddlers. Shelby wanted to offer a service that made these women feel good. "I named my business Sunshine & Bliss; I thought about what makes me happy and it's the sun - whether it's rising or setting and definitely the feeling of being on a sunny beach!" As a young adult, Shelby struggled with self-confidence due to unwanted hair and when she tried this product she couldn't believe the amazing results. Her goal is to make people feel good about themselves, the same way the treatment made her feel back then.

Shelby lives in Thorndale with her children and husband, Muay Thai Champion, Joe Marchand (owner of 5th Round gym) but these entrepreneurs hope to one day move their tribe to Stratford!

Open Monday to Friday, 9AM-4PM; Saturday, 9AM-Noon; Appointment Only.

Sunshine & Bliss Sugar Spa | 42 Erie St
@sunshineandblissugarspa | 519-851-2528

More about these two new businesses next month!

MATILDA SWANSON ART GALLERY - 100 Downie St
HUNGRY NINJA - 5 York St.

CAR-FREE FRIDAY - FRIDAY, AUG 12



Friday Aug. 12th 8-10am
(new location)



~ BIKE TO WORK ~ FREE COFFEE/JUICE - FREE SWAG -

Visit us tomorrow morning by BIKE! 8-10AM

Car-Free Friday will be set up on **YORK ST** across from Jenn and Larry's so we can showcase our **NEWLY INSTALLED** bike repair station!

We'll be offering hot coffee, cold juice and bells or bike lights if you are in need!

Participants will be entered into a draw to win another piece of custom-made license plate art, made by Jeremy Witzel (City of Stratford, Public Works) and his daughter - a cool place to hang your keys (to your bike lock of course! ;-)

#carfreefriday @oneoffshakespeare



DOWNTOWN PUBLIC ART SURVEY



STEPS Public Art ([@stepspublicart](#)) and Downtown Stratford BIA ([@stratfordccbia](#)) are working together to develop a public art plan that will reflect the history and future of the Stratford community and enliven the experience of the downtown area for both residents and visitors!

If you were downtown this past weekend you likely saw at least one of the four "public art activities" we had running to engage our community. Stratford citizens had the opportunity to provide feedback on what public art means to them and this valuable information will help us to develop and implement a Public Art Plan.

The Colour Your Future Mural at Market Square, Meaning of Public Art and Play for Public Art at Tir na nOg, and Weave Your Voice at the World in a Weekend down by the river were all super successful events and garnered lots of positive feedback.

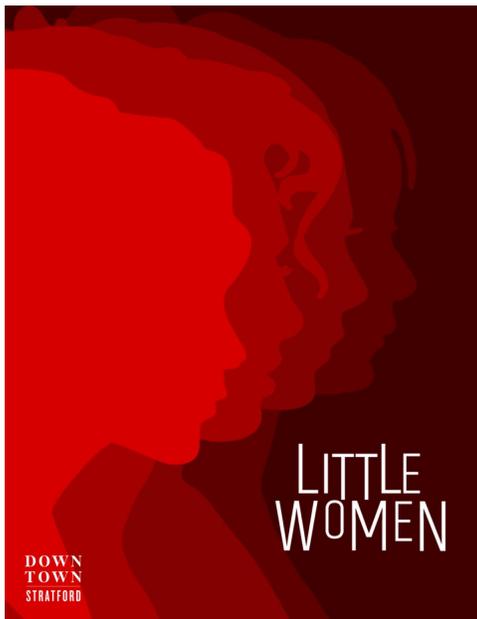
If you missed the chance to fill in the survey, we would really appreciate if you could click below and take the five minutes to fill it in now. Every idea matters! This survey is anonymous.

STEPS is an award-winning cultural organization based in Toronto and specializes in public art planning, installations and community engagement and DTS BIA is excited to be working with them on this phase of the development of the plan.

Thank you to Claire Scott [@ArtByClaire.ca](https://www.instagram.com/ArtByClaire.ca) and our community for turning our Market Square hut into a work of art!

SURVEY

SUMMER SCAVENGER HUNT



Our July Winner of the scavenger hunt is... Anke Rejik of Toronto! Anke is the winner of \$50 in Downtown Dollars.

Please help us promote this great family activity for our downtown!

We have another \$50 in Downtown Dollars up for grabs for August and then a grand prize of two tickets to the Festival and some Little Women swag after Labour Day!

Last day of the Scavenger Hunt is Monday, September 5th.

Riddle cards can be picked up at Destination Stratford, 47 Downie St, or at a

participating business below:

1. Angela's Gelato
2. Avon Theatre Shop
3. The Livery Yard
4. Alley Cat Cafe
5. revel
6. Sound Fixation
7. Carman's Foto Source
8. Wuerth's Shoes
9. Rheo Thompson Candies
10. APT. 6 Apothecary
11. Queen's Inn at Stratford
12. Treasures
13. The Touchmark Shop
14. NEOB Lavender
15. The Dressing Room
16. F!NDS
17. Boutique 14-Plus

SOCIAL MEDIA Tips & Tricks from Sara



Reels and TikToks are all the rage. If you haven't figured that out yet, this is a MUST-KNOW-THING for social media. Today we're going to talk about Instagram Reels.

REELS TIPS - and HOW TO INCREASE VIEWS:

1. Do NOT repost TikToks with a TT watermark. Instagram does not favour this and you won't get your awesome reel seen nearly as much.
2. Use keywords in your captions - even if few people read them.
3. Use hashtags that are relevant in your captions.
4. Encourage people to use your audio. Especially if the audio is important OR catchy.
5. Use trending audio.
6. Keep them SHORT.
7. Keep them to the point.
8. Remove boring parts - as no one has patience or time.
9. Use engagement stickers.
10. Have fun and don't be afraid to be silly. Funny reels are more likely to go viral.

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

WEBINARS

Digital Main Street Webinars

Tiktok for Small Business: Online Webinar -Register

Thursday, August 17, 2022 7:00-8:30pm

How to use TikTok to build a following for your small business, and how best to engage with your customers on the platform.

519-508-1415 | members@stratfordcitycentre.ca | stratfordcitycentre.ca

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