



Newsletter Highlights

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BIA BUDGET MEETING

If you'd like to see the BIA Budget Meeting with the City of Stratford, please click [HERE](#).

Click [HERE](#) for the Beacon Herald article that followed.

REOPENING GUIDELINES

The following COVID restrictions changed on Monday, January 31, 2022 as part of the province's [Roadmap to Reopen](#).

Step One: Monday, January 31, 2022

- No longer legally required to work from home, but advised to if you can.
- Increasing social gathering limits to 10 people indoors and 25 people outdoors.
- Increasing indoor organized public events to 25 people.
- Indoor public settings at 50% capacity per room:
 - Restaurants, bars and other food or drink establishments:
 - Return to regular hours,
 - Alcohol can be served up to 2 a.m.,
 - Remained seated while eating and drinking,
 - Max 10 people per table,
 - Buffets allowed,
 - No dancing.
 - Retailers (inc. grocery stores and pharmacies)
 - Shopping malls
 - Sports and recreational fitness facilities, including gyms (with spectator areas at 50% capacity)
 - Venues to watch sporting events, concerts and theatre productions (50% or maximum 500 people, whichever is less. Food and/or drinks prohibited)
 - Religious services, rites, or ceremonies
 - Cinemas (food and/or drinks prohibited)
 - Meeting and event spaces
 - Museums, galleries, aquariums, zoos and similar attractions
 - Casinos

Step Two: Monday, February 21, 2022

- Increasing social gathering limits to 25 people indoors and 100 people outdoors.
- Increasing indoor organized public events to 50 people.
- Removing capacity limits in indoor public settings where proof of vaccination is required. Patrons must remain seated while eating and drinking.
 - Restaurants,
 - Sports and recreational facilities,
 - Cinemas,
 - Casinos.
- Increasing indoor capacity limits to two metres physical distancing for the following:
 - Personal care services,

- Retailers (including grocery and pharmacies),
- Shopping malls.
- Venues for sporting events, concerts and theatre productions (50% capacity)
- Indoor religious services, rites or ceremonies limited to the number that can maintain two metres of physical distance, or no limit if proof of vaccination is required
- Indoor nightclubs and wedding receptions with dancing can resume at 25% capacity.
- Step Three: March 14, 2022 Social gathering limits up to 50 people indoors with no limits outdoors
- Lifting capacity limits in all indoor public settings including religious services, rites, or ceremonies
- Proof of vaccination will be maintained in existing settings.

Please refer to [O. Reg. 364/20: Rules for Areas at Step 3 and at the Roadmap Exit Step](#) for the complete list of measures and conditions that apply to certain businesses, organizations, places and individuals.

SHORT-STAY PARKING on Wellington Street

WELLINGTON STREET 30-MINUTE METERS – **NEW!**

Six new **30-minute parking meters** have recently been installed on Wellington Street following approval from City Council on December 20, 2021. These meters were previously 4-hour parking. New 30-minute signage has been attached to each impacted meter to indicate this adjusted maximum parking time.

A total of 12 30-minute parking meters are now available for use on Wellington Street, on the stretch between Downie Street and Market Place.

For any questions or additional information about this, please contact the Clerk's Office at 519-271-0250, ext. 5230



QUICK SURVEY on WINTER WANDER-LAND



We'd love your feedback on the Winter Wander-land Weekend

that took place November 27-28 in Market Square, so we can make this year's event even better!

[Take Survey](#)

NEW BUSINESS

F!NDS

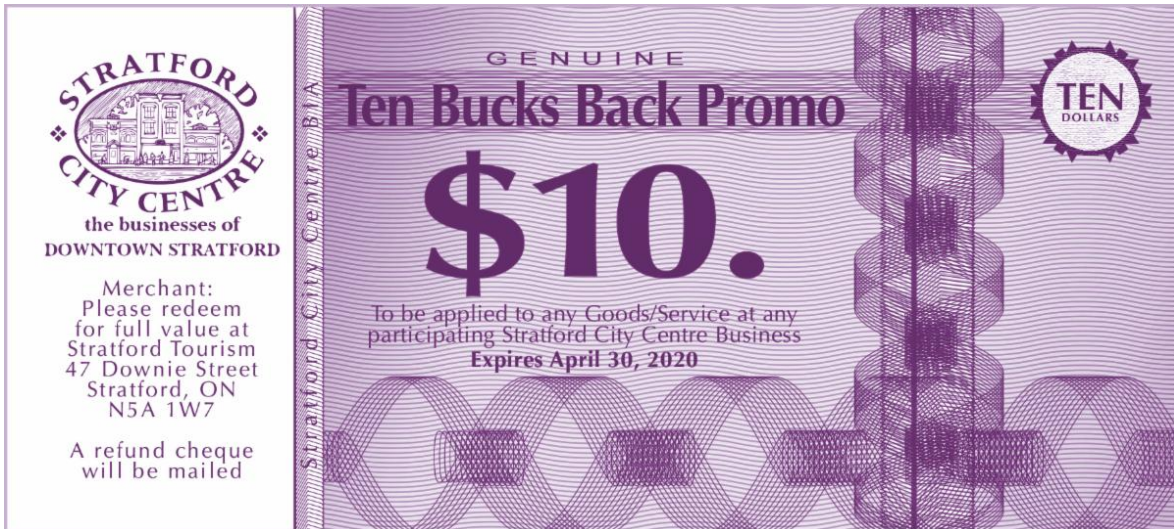


Visiting F!NDS is a must... if only to meet the most lovely owner, Carl May! Carl commutes from Tavistock to his beautiful shop on Ontario St where he proudly sells handmade furniture, wood art, bird houses and baths, charcuterie boards, pepper mills, and more - all lovingly created by local artists mostly in their senior years - one even in his late-eighties! All items - that hail from Windsor through to Tavistock - are made from recycled materials. Tobacco crates, wooden pallets, candle stick holders, antique furniture, even drawer handles - are all turned into one-of-a-kind treasures for your home or for that special gift.

As a former children's bookseller in Tavistock, Carl also offers an array of children's classics and a line of "good, clean" reading from UK-based Usborne Publishing. To complement his children's book line he has engaged a circle of local sewers to create bibs, baby booties, and colouring bags - the perfect present for the wee one in your life!

Carl - who settled in Canada from the Netherlands back in 1978 - likes to share that he's worked all of his life but not a day in his life. He loves what he does and chose Stratford for his new business specifically for the small town charm that permeates our streets. A cheery "good morning!" from a stranger is not lost on Carl!

TEN BUCKS BACK POSTPONED



Our normal February promotion - **Ten Bucks Back** - is **postponed** for now until the virus is more under control and we can safely have people drop their receipts to RBC and Destination Stratford. Please read the monthly newsletters for updates! We hope to have more to share in March.

DOWNTOWN DOLLARS ~ Revisiting the Process ~



Photo Courtesy of Fred Gander Photography



THANK YOU FOR SHOPPING LOCAL!

stratfordcitycentre.ca #DTStratford
47 DOWNIE ST, STRATFORD, ON

DOWNTOWN DOLLARS

\$20

TO _____

FROM _____

To be accepted only in the Stratford downtown BIA Area. May be applied to the purchase of any goods at downtown businesses, except at government and financial outlets. No expiry date. No.

We would like to remind our members that when accepting Downtown Dollars

they are to be accepted for the entire face value of the certificate. We recently have been informed of a shopper presenting their Downtown Dollar and sharing that they had spent half the certificate at one shop and wanted to spend the other half at this store. The process works as follows:

1. **Customer's bill is \$25.00. The customer presents \$20** in Downtown Dollars and \$5.00 in cash. Transaction is complete.
2. **Customer's bill is \$25.00. The customer presents \$30** in Downtown Dollars (1 x \$20 + 1 x \$10). Change is made and the customer is given \$5.00 in cash from the cashier. The merchant brings the Downtown Dollars to Destination Stratford (47 Downie St) and in 10 business days receives a cheque from the City of Stratford for the face value of the Downtown Dollars. The \$5.00 from the above customer exchange is then reimbursed.

We are happy to answer any questions regarding this process for accepting and handing in Downtown Dollars - members@stratfordcitycentre.ca. Thank you for participating in this great program that benefits all of our downtown small business owners!

LIGHTS ON STRATFORD



CONGRATULATIONS to Destination Stratford for the amazing Lights on Stratford Festival throughout December and January. The Stratford City Centre BIA was a proud GOLD Sponsor of Sky Castle in Market Square.

Thanks, DS, for lighting up our lives this winter!

WINTERFEST 2022

Stratford Winterfest



ONE DAY ONLY EVENT

Saturday, February 19th
Upper Queens Park (new location)
10am to 6pm

Ice Sculptures, Blacksmith demos, food trucks!

Save the date for lots of winter fun!

COLDEST NIGHT of the YEAR



Did you know that in October 2021 there were **145 homeless people living in Stratford and area** who were either unsheltered, in emergency shelters or with only provisional accommodations? Lend your support to this pressing issue.

The **Coldest Night of the Year** is a winterrific family-friendly walk to raise money for local charities serving people experiencing hurt, hunger, and homelessness.

Team up, walk, and fundraise! It's cold out there... but there's no place like home.

Walk anytime in the last week of February or join us on event day Feb 26th to support:

1. **Stratford/Perth Shelterlink**, that provides Perth County youth ages 16-24, who are homeless or at risk of becoming homeless, with shelter, basic needs, support, community aid and advocacy services.
2. As well as the **Stratford Connection Centre**, a place for those experiencing homelessness—or those at risk of becoming homeless—to go to connect with services, do laundry and have a meal. Located in St.Pauls church downtown.

Together, we can build a brighter future for more local people.

We walk because we care.

We walk because we can.

We walk because there are people experiencing hurt, hunger, and homelessness right here in our neighbourhoods.

We walk because it's cold out there.

Will you join?

Start a team.

Join a team.

Donate.

More info at <https://cnoy.org/home>

DIGITAL MAIN STREET WEBINARS



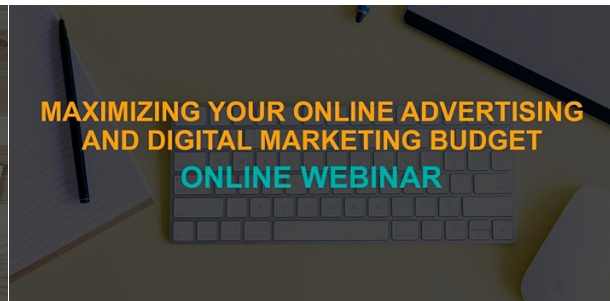
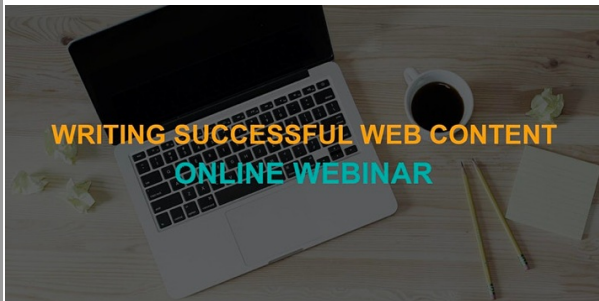
As part of a partnership between the Government of Canada and the Province of Ontario, Digital Main Street is proud to continue delivering programs to support businesses across Ontario.

FREE digital skills online workshops for Ontario's small businesses from Digital Main Street, the Ontario BIA Association, and Camp Tech.

Click on each image below for more info and to register.

Wed, Feb 2, 2022 7:00 pm

Tues, Feb 8, 2022 2:30 pm



Wed, Feb 16, 2022 9:00 am

Wed, Feb 23, 2022 7:00 pm



SOCIAL MEDIA Tips & Tricks from Sara Bradford

POST IDEAS

Like writer's block, sometimes coming up with



engaging content feels impossibly hard. Here are eight ideas that will work for you -- no matter what your niche or business type is.

1. Introduce yourself! And if this feels too much then share your business mantra.
2. This-or-that post! Do this in Stories as well using the Poll feature. Anything that gets your audience to engage is good for business.
3. Instead of the usual Throwback Thursday TBT maybe switch is up with Flashback Friday.
4. Facts about your industry! Do a truth vs reality post. OR run a trivia game over stories to see how well people know about what you do.
5. Share a business milestone (or anniversary or some reason to celebrate).
6. Q & A! Ask followers to send in their questions on a post or in Stories. Repost and answer them.
7. Favourites! Talk about your favourites within your industry. Favourite wines or hats or trinkets or plants or whatever.
8. Behind-the-scenes. People love seeing you share your magic from behind the closed door.

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

DIVERSITY TRAINING



MENDING THE CHASM
BUILDING INCLUSIVE CULTURES FROM THE INSIDE OUT.

**THE ARTS
ARE WHAT
WE ARE**

**STRATFORD
ARTS**

COMMUNITY INCLUSION AND EQUITY TRAININGS

JOIN US IN A FOUR PART ONLINE WORKSHOP SERIES

March 1st 10am - 12pm

March 8th 10am - 12pm

March 22nd 10am - 12pm

March 29th 10am - 12pm

Register Now! Four-Part Inclusion and Equity Series – Mending the Chasm

Destination Stratford is pleased to present a four-part critical equity, inclusion, and diversity community training opportunity for our local businesses, organizations and community partners.

Facilitated by *Mending the Chasm* and funded by *RTO4*, these highly engaging, reflective, and interactive sessions will occur roughly once a week in March (no sessions the week of March 12th). See below for more information and to register for each session.

We encourage you to register for the whole series as there will be an opportunity for leaders who participate in the entire program to join a second series of facilitated conversations, occurring in April and May, where we'll have opportunities to deepen our practical capacity to apply some of what we learn in March, and also explore what community-aligned actions we can take to shift the needle on creating a Stratford community where everyone truly belongs and feels included.

One week prior to each session, the Mending the Chasm team will send out an email to support participant preparation. This email will include resources to view, listen to, or read, as well as a set of reflection questions to journal on.

REGISTRATION

Click on each of the links below to register for each session.

Session 1: A History of Structural Oppression in Canada

Date: March 1, 2022

Time: 10am – 12pm

Register in advance for this meeting:

<https://us02web.zoom.us/meeting/register/tZakfuorDkoGNDOBykneKfqUf1CCzsAhp7l>

Session 2: Anti-Racism 101

Date: March 8, 2022

Time: 10am – 12pm

Register in advance for this meeting:

<https://us02web.zoom.us/meeting/register/tZlpde-hqTkvGtyw150TBVarAqFmE9Ka5N1Z>

Session 3: Understanding Unconscious Bias and Microaggressions

Date: March 22, 2022

Time: 10am – 12pm

Register in advance for this meeting:

https://us02web.zoom.us/meeting/register/tZ0kdeiurjsvG9Aptg1ZKvWS_Cry5fwNRmnV

Session 4: Allyship in Action

Date: March 29, 2022

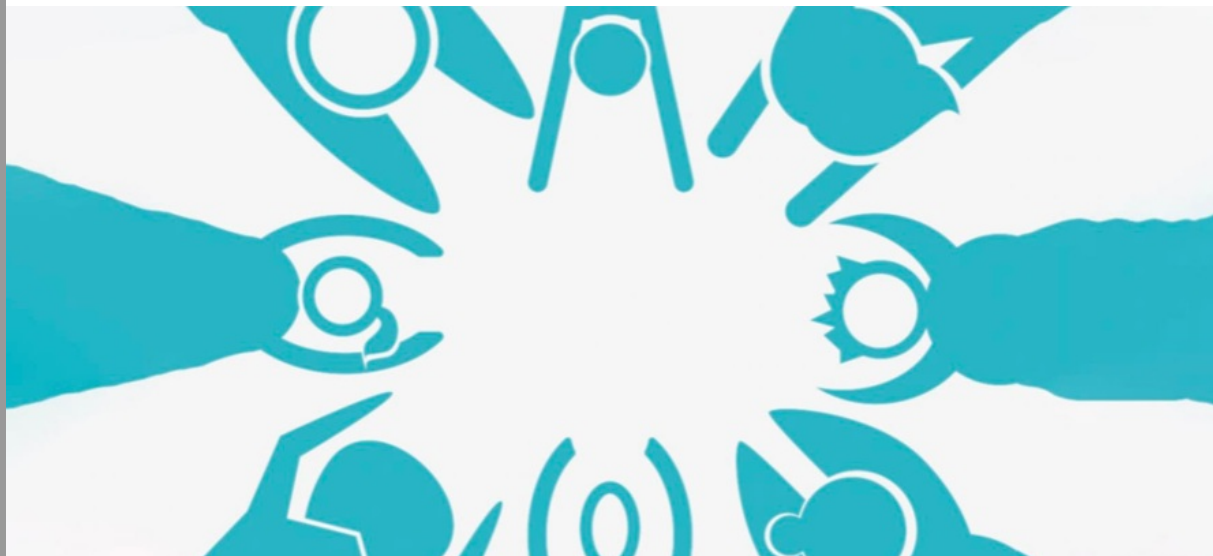
Time: 10am – 12pm

Register in advance for this meeting:

<https://us02web.zoom.us/meeting/register/tZMrd-ioqD0uG9zSIJcaM7f-79atmPVG1nVS>

Questions about these sessions? Please reach out to
Christina: cphillips@visitstratford.ca.

We look forward to participating alongside you in March!



Deep Dive: “Diversity 101: Anti-Racism/Anti- Oppression (ARAO) Training”

Diversity 101 has been designed to help groups come to a shared understanding of anti-racism/anti-oppression theory and practice. This workshop provides an overview of Anti-Racism/Anti-Oppression (ARAO) concepts and terminology while examining how individuals and groups are impacted by systems of oppression and what can be done to affect

change.

Designed for Leaders and People Managers

This Deep Dive is designed for leaders and people managers (or managers-to-be) in non-profit organizations.

What Will You Gain from this Session?

- Better understanding of the many aspects of racism/oppression
- Raised awareness of bias, power relationships and privilege
- Opportunities for ensuring anti-racism/anti-oppression is a priority in our work

Skills Developed

- Empathetic influence
- Creative thinking
- Innovative leadership practice
- Critical reflection
- Cultural consciousness
- Conflict management

DATE: Tuesday, March 15, 2022

TIME: 1:00pm to 4:00pm

LOCATION: Zoom (link will be sent in advance)

PRICE: Free (costs are being covered by Laridae)

LIMIT: 40 people

[*More Info or Enroll Now*](#)

STRATFORD PRIDE COMMUNITY CENTRE



Stratford Pride Community Centre's celebration of all kinds of LOVE
March 18-21, 2022

At this celebration, you don't need to be partnered to feel included. Love your friends. Love your family. Love your chosen family. And bring them with you.

- Host hotel – The Queen's Inn, in the heart of beautiful downtown Stratford. Lots of free parking
 - Friday night welcome reception

- Saturday, spend it shopping, then attend a ticketed dinner and comedy show with Gay AF Comedy
- Sunday ticketed drag brunch with TroyBoy Entertainment
- Free drop-in centre all weekend

Get more info [HERE!](#)

FUNDING OPPORTUNITIES

Rhyze Ventures applications are opening soon!

CALLING WOMEN ENTREPRENEURS!

Are you wondering how to navigate the post-pandemic economy? Seize opportunities and drive your business forward with Rhyze Ventures!

Rhyze Ventures is a custom-designed program created by women entrepreneurs, for women entrepreneurs. We have crafted a balance of in-class learning, practical hands-on project work, mentorship, and peer-to-peer networking to address your biggest business challenges, push your boundaries and see you through to implementation.

Towards the end of the program, entrepreneurs will also have the chance to pitch for cash awards.

The next session will run virtually from May 2022 to January 2023
Apply online from February 1 to 28, 2022!

Business must be registered in Ontario or planning to register by the program start date

Interested in learning more? Register for an upcoming virtual information session:

- February 7 from 2:00 PM to 3:00 PM
- February 15, 2022 from 3:00 PM to 4:00 PM
- February 24, 2022 from 11:00 AM to 12:00 PM

Can't make these sessions? Check out the [Rhyze Ventures Program information page](#) for future sessions.

Have a question? Email rhyzeventures@innovationquelfh.ca

CALL FOR NOMINATIONS

2022 Business Excellence Awards

Business Excellence Awards

2022

Nominations open January 10th



Call for nominations! The Stratford & District Chamber of Commerce is now accepting nominations for the 26th Annual Business Excellence Awards. These prestigious awards are designed to honour the contributions to our community by outstanding local companies.

DEADLINE for nominations is Monday February 28, 2022.

Please click below to nominate your favourite business!

[Nominate Now!](#)

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

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