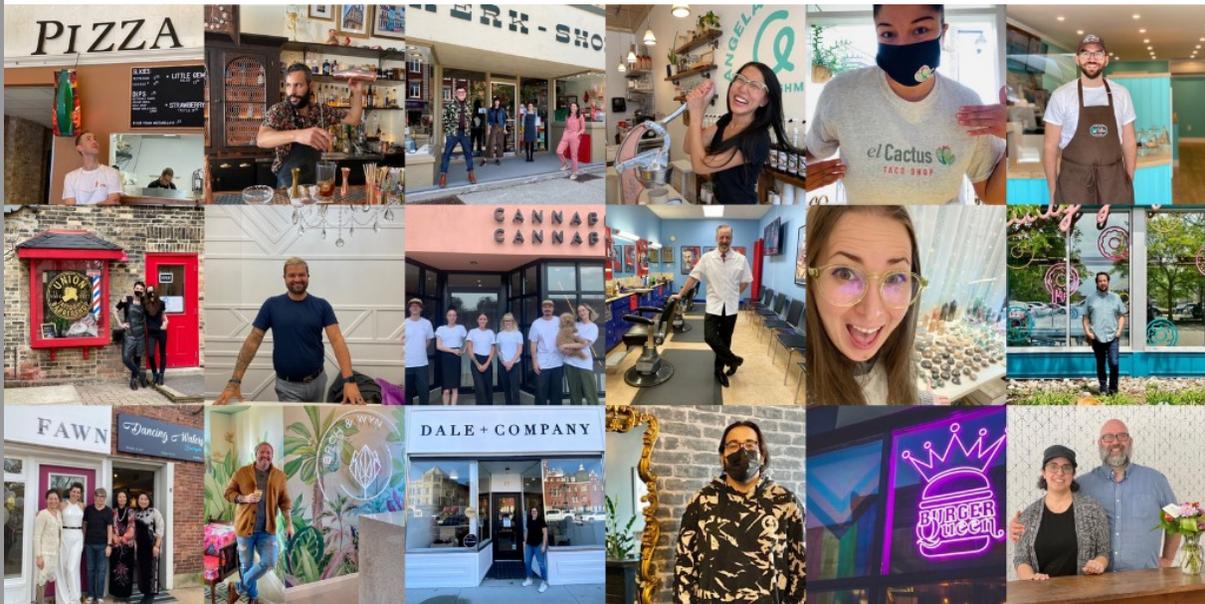


JANUARY 2022



A few of our new Downtown Businesses of 2021!

Newsletter Highlights

1. Message from the Chair or GM
2. Social Media Love
3. Covid-19 | Small Business Support
4. Meter Hood Rental Program
5. PPE Available
6. Lights On Licious - Home Edition
7. New Business - Bar-BQ Stratford, FINDS
8. Redeeming Downtown Dollars
9. Tips and Tricks by Sara Bradford, SM Guru
10. Stratford Winter Pride Update
11. Vaccine QR Code - How to get it
12. Stratford Perth Centre for Business - Workshops
13. Digital Mainstreet Webinars - Grant, Workshops
14. Digital Mainstreet Ambassador - Workshops, Job Posting

NEW YEAR MESSAGE FROM BIA

GENERAL MANAGER



As we begin the new year, it is generally a time of reflection and renewal.

It's been a long two years of ongoing response and recovery to the pandemic. When reviewing my message from last year, there was not one part of me that thought we would still be facing these hurdles and challenges in 2022...

Entering 2021, we were hopeful that the pandemic would soon be behind us. I've been noting that it feels somewhat like Groundhog Day, as we move through the waves of this crisis. I know everyone is tired, but I believe in this community and our unique and amazing business owners. We will get through this together.

While it has been a difficult year for businesses, our organization has also been met with its own challenges. It has felt like pushing water uphill on several projects. With delays in processes, supply, labour shortages and inflation it has been a trying time even for those who are here dedicated to supporting small businesses.

Within the challenges, we have had some things to be proud of. A focus on redrafting some of our policies, restructuring our sub-committees and mandates, the launch of our Advocacy and Education sub-committee, the recruitment of more sub-committee members, striking a City Cycle Stakeholder group (OBB certification, auditing bike parking and purchasing bike infrastructure), focusing on the environment and waste reduction, development of public art policy and a commitment to continuing that work, working with our City partners on multiple projects, hosting the Winter Wander-land Weekend and raising money for the Connection Centre, procuring PPE and disbursing these to our members, and focusing on marketing for our businesses.

We've also participated in studies with both Ryerson and McMaster, sharing with them our response to Covid-19. Stratford City Centre BIA has been identified as a team player with our unique ability to collaborate with other City Stakeholders and our DMO (in relation to projects like Alfresco, boardwalk extensions and Lights On Stratford festival of lights).

We have a lot to look forward to in 2022 in terms of developing our organization and supporting all of you through the projects that staff, board and City partners have been planning.

The BIA board (while all business owners themselves) have been dedicated to supporting the business community in this crisis. Our Board and sub-committees meet virtually every month (sometimes more).

And while 2022 will no doubt offer its own set of challenges, the BIA remains dedicated to supporting our downtown main street businesses, our friends and our neighbours. Please be sure to be kind to yourself and take one day at a time.

On behalf of the BIA board and staff, I wish you a very happy, safe and healthy New Year! -- Rebecca

SOCIAL MEDIA LOVE



 stratfordccbia

 stratfordccbia In light of yesterday's announcements by the Ontario government, we recognize the impact this will have for many of you starting Wednesday, as you prepare for switching your kids to temporary online schools or manage temporary closures or adjustments to your routine.

Be good to each other.
Be kind as businesses navigate what's best for them.
Be supportive of our downtown businesses as they move to take out, reduce store capacity, move services online.
Be good to yourself. The importance of self-care is more abundant than ever.

All week we will share ways to make these next few weeks easier for you -- for our #dtStratford businesses -- for your friends and neighbours. xo 💙💜

2d

 stratfordccbia #ontariolockdown #stratfordlockdown #stratfordsafe #downtownstratfordlove #downtownstratford #stratfordon #bekind #stratfordlove #lovelocal

2d Reply

 septembersphere 🍷🌟❤️

[View Insights](#)

 Liked by fareastofyonge and 100 others

2 DAYS AGO

COVID-19 | FUNDING

FEDERAL

Please follow the link below this list for access to support applications.

Wage and Hiring Support

You may be eligible for a subsidy to cover part of your employee wages. This subsidy will enable you to re-hire workers, help prevent further job losses, and ease your business back into normal operations.

Rent and Property Expenses Support

You may be eligible for a subsidy to cover part of your commercial rent or property expenses.

Jobs and Growth Fund

The Jobs and Growth Fund is a \$700-million program that supports regional job creation and positions local economies for long-term growth. This includes up to \$70 million dedicated to businesses created after January 2020.

Extending the Work-Sharing Program

We have extended the maximum duration of the Work-Sharing program from 38

weeks to 76 weeks for employers affected by COVID-19.

Highly Affected Sectors Credit Availability Program (HASCAP)

The Highly Affected Sectors Credit Availability Program provides businesses heavily impacted by COVID-19, access guaranteed, low-interest loans of \$25,000 to \$1 million to cover operational cash flow needs.

HASCAP is available to businesses that operate in sectors such as tourism and hospitality, restaurants and those that primarily rely on in-person services.

Business owners can apply for support until March 31, 2022

Canada Worker Lockdown Benefit

The Canada Worker Lockdown Benefit provides \$300 a week to eligible workers who are unable to work due to a temporary local lockdown anytime between October 24, 2021 and May 7, 2022.

The benefit is only available when a COVID-19 lockdown order is designated for your region.

Canada Recovery Sickness Benefit

The CRSB provides \$500 (\$450 after taxes withheld) per week for up to a maximum of six weeks, for workers who:

- are unable to work for at least 50% of the week because they contracted COVID-19
- are self-isolated for reasons related to COVID-19
- have underlying conditions, are undergoing treatments or have contracted other sicknesses that, in the opinion of a medical practitioner, nurse practitioner, person in authority, government or public health authority, would make them more susceptible to COVID-19.
- This benefit is available until May 7, 2022.

Canada Recovery Caregiver Benefit

The CRCB provides \$500 (\$450 after taxes withheld) for up to 44 weeks per household for workers:

- unable to work for at least 50% of the week because they must care for a child under the age of 12 or family member because schools, day-cares or care facilities are closed due to COVID-19
- because the child or family member is sick and/or required to quarantine or is at high risk of serious health implications because of COVID-19.
- This benefit is available until May 7, 2022.

FEDERAL SUPPORT LINKS

PROVINCIAL

January 7, 2022 - Ontario Providing Supports for Small Businesses, Workers and Families

Province's plan includes \$10,000 grant for eligible small businesses and additional electricity-rate relief

<https://news.ontario.ca/en/release/1001399/ontario-providing-supports-for-small-businesses-workers-and-families>

Infectious Disease Emergency Leave (IDEL)

Paid infectious disease emergency leave was originally set to end September 25, 2021 and was later extended to December 31, 2021. It will now continue until July 31, 2022.

PROVINCIAL SUPPORT

LOCAL

Urgent Needs Fund

“The pandemic continues to take a toll on our communities and the people in them,” said United Way Perth-Huron Executive Director Ryan Erb. “It’s difficult for so many, and for those who have never asked for help before, not knowing where to turn adds an extra layer of stress. We want people to know there is a compassionate place to turn without having to rely on high interest lending options that lead to incurring large debts. The Urgent Needs Fund is here to help and we encourage anyone with a need to apply.”

Urgent Needs Fund Information

Important Notice

Federal Program ERROR in Calculations for Tourism and Hospitality Recovery Program

The federal government is advising that recent applicants for the Tourism and Hospitality Recovery Program (THRP) may have been affected by *an error in the calculation spreadsheet for wage and hiring support*, which erroneously showed they were ineligible for the THRP when they may have been eligible.

Who This Error May Affect

You may have been affected if:

- You were applying for period 22 (October 24 to November 20, 2021)
- You used a version of the spreadsheet for wage and hiring (version 2021-1) that was available between Tuesday, December 21, 2021 at 6:00 am ET and Friday, December 24, 2021 at 12:00 pm ET
- You indicated you are a qualifying tourism or hospitality entity and had both a current-month revenue drop and 12-month average revenue drop over 40%
- Step 5 in the spreadsheet showed a zero dollar amount and gave the message that you were not eligible for the THRP

This error was only present in the calculation spreadsheet for wage and hiring support.

What To Do If You Think You Have Been Affected by This Error

If you did not apply for period 22:

- *Download the latest version of the spreadsheet* and do your calculation

again for period 22 to check if you are eligible to apply for the THRP - Wage
If you already applied for wage subsidies under the Hardest-Hit Business
Recovery Program (HHBRP) or Canada Recovery Hiring Program (CRHP) for period
22:

- Contact the Business Enquiries line at 1-800-959-5525 to make your THRP - Wage application

Visit the federal *Tourism and Hospitality Recovery Program (THRP)* page for the latest information.

METER HOOD RENTAL PROGRAM



Following the announcement from the provincial government to return to a modified version of Step Two of the Roadmap to Reopen, the City's meter hood rental program provisions during Covid-19 has resumed, as approved by City Council on June 14, 2021. Under Step Two of the program, the following provisions are in place for meter hood rentals by downtown restaurants and retail stores and were effective as at Wednesday, January 5, 2022:

For Step Two

- Each downtown core restaurant selling food for curb-side pickup/takeout may request up to two (2) free meter hood rentals.
- Each downtown core retail establishment may request up to one (1) free meter hood rental.

To request a meter hood under the provisions noted above, please contact the Clerk's Office by phone at 519-271-0250 extension 5237 or email clerks@stratford.ca.

For more information, including meter hood rental program provisions

under other Steps of the Province's Roadmap to Reopen, please visit www.stratford.ca/parking.

PPE AVAILABLE

If you missed the first invitation to pick up masks, we still have some available should you need them. Shields, too!

Please place your order via the link below. You may pick up your order at Destination Stratford, 47 Downie St. between 9am and 5pm (office closed between 12:30 and 1:30).

Please help yourself from the box behind the first desk when you walk in. It would be appreciated if you could add your name and the number of packages pick up to the paper on the clipboard resting on the box top. Thank you!

[ORDER HERE](#)

LIGHTS ON LICIOUS



LIGHTS
ON Licious
TAKE OUT CONTEST
IN DOWNTOWN STRATFORD

In *light* of the new restrictions this week, we have turned our January "Lights On Licious" restaurant passport program into a social media Take Out Contest.

Please see below for the contest details that were posted today on Facebook and Instagram!

!LIGHTS ON — OVENS OFF!

We want you to join us for LightsOnLicious Home Edition!

Through January and the Lights On Stratford winter festival of lights, support your local restaurants while their dining rooms remain shut.

Each Friday in January share with us where you got take-out this week — and we can celebrate the joys of not having to cook with you. Enter by following these rules:

1. Share (and tag) in the comments where you got take-out this week (or plan to this evening). For fun, add in caps the adjective that best describes the

food or not having to cook!

2. Receive TWO EXTRA ballots if you share an image of your take-out (in Stories or a post) and tag @stratfordccbia and #LightsOnLicious

Be entered to WIN \$50 Downtown Dollars weekly. ALL ENTRIES go towards a grand prize at the end of the month. A lit-up bedazzled grand prize!!

ENTER each time you get take-out — and it counts as a new entry.

Good-luck. Have fun. Enjoy your bellies full of take-out!

NEW BUSINESS

BAR-BQ STRATFORD



Keepin' It Creole and Bar/BQ's concept began with the chef/owner and his passion for southern food. The vibe/energy of southern style restaurants was missing in Stratford and it was his goal and desire to fill that void.

Blake Anderson (pictured on the right) is the Executive Chef/Owner at Bar/BQ and Keepin' It Creole. He has lived in Stratford since 1995 and he's been working in the local restaurant industry since he was 15 years old. Chef Blake had been a cook for about eight years in various restaurants until he eventually climbed the ladder as a sous chef in two other very successful local venues. For the next seven years between those two restaurants, he continued to ply his craft and hone his skills as cook and management with those restaurants.

Blake opened Keepin' It Creole in November 2020, in the middle of a pandemic no less, and made it one of the most sought-after takeout restaurants in town. So much so that many patrons are known to make long drives from out of town just to get their fix! Blake has brought that same passion and creativity to Bar/BQ to

thrill the taste buds and capture the imagination of each and every guest.

Dave Parsons (pictured left) is the Bar Manager/Owner at Bar/BQ. He is born-and-raised in Stratford and started his career in the hospitality industry as a busboy (and was a natural at the job!) He was quickly promoted to bartender and began learning his craft on the job. After a few years of honing his bartending chops, he departed for Toronto to attend Humber College to study Hospitality Management to pursue his dream of owning his own restaurant. After 17 years as a bartender and waiter, Dave has levelled up his game and is known for making exceptional, balanced cocktails and for the personal flare he brings to the experience.

When Blake ventured out on his own to open Keepin' it Creole, Dave joined him as sous chef, and now together they have created the new concept that is Bar/BQ.

Bar/BQ is a bar and entertainment venue focusing on southern BBQ and Cajun/creole food, beverages, and the incredible blues/rock & roll vibe that you would find on the streets of New Orleans!

Bar/BQ | 85 Downie St
@barbqstratford | (519) 273-3888 | bar-bq.ca

F!NDS



Until we can visit safely, we wanted to let you know about the newest kid on the

block - FINDS - located at 25 Ontario St! Chock full of artisan goods and crafts, furniture, home decor, children's books published by Usborne, and unique treasures and gifts. More details to come!

DOWNTOWN DOLLARS

Drop your bunches of Downtown Dollars at Destination Stratford,
47 Downie St for reimbursement!

OPEN

Monday to Saturday

9am to 5pm

Closed daily for the for lunch hour - 12:30-1:30.

SOCIAL MEDIA Tips & Tricks from Sara Bradford



Here are my top 4 FREE Social Media Tools to make your upcoming 2022 stress-free and posting enjoyable.

FREE is fabulous. And the alternative options I've listed are low cost and worth the upgrade if you want to take your systems to the next level.

STOCK PHOTOS

Pexels or Unsplash. If you want to up your game, use the inexpensive purchase options from these sites (instead of free).

PHOTO EDITING

Snapseed. If you want to up your game, Lightroom is a paid alternative I LOVE, but less expensive than Photoshop, and easier to use.

INSTAGRAM & FACEBOOK SCHEDULING

Facebook Creator Studio. If you want to up your game, Later is my favourite scheduling application. There are free trials, and a free version if you're only signing up for one account. But the paid version is incredible and robust.

GRAPHICS & DESIGN

Canva. If you want to up your game, upgrade to Canva Pro, where you can upload all your branding bits and customize it perfectly to your needs.

Coming up with ideas for social media, and making it all look pretty, is challenging enough. Utilize the tools available to you to make things easy and streamlined.

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

STRATFORD PRIDE COMMUNITY CENTRE



Stratford's first annual LGBTQ+ Winter Pride - Love Is Love!

Due to the spread of the omicron variant, the event will be rescheduled from February 11-14 to tentatively, March 18-21.

For more information, please visit stratfordpride.com.

VACCINE QR CODE

Vaccine Certificate QR Code Now Required to Access Certain Businesses and Organizations

As at January 4, 2022, Ontarians are now required to use their enhanced vaccine certificate with a QR code to access certain *businesses and organizations* where proof of vaccination is already required. Vaccine receipts without a QR code will no longer be accepted as valid proof of vaccination.

Businesses will be required to use the Verify Ontario app to scan the codes and confirm a person's vaccination status.

You do not need to download an app or have a smartphone to use your QR code. You can download the QR code certificate from the provincial portal *here* or call the Provincial Vaccine Contact Centre at 1-833-943-3900 to have your enhanced vaccine certificate emailed or mailed to you.

You can save the electronic version of your enhanced vaccine certificate with a QR code to your phone or print a paper copy. Businesses must accept both electronic and paper versions.

You will need to continue to show a piece of identification with your name and date of birth along with your proof of vaccination when visiting select businesses and organizations.

For anyone without access to a computer, you can:

- Visit your local library to use a public computer and internet resources;
- Ask a trusted friend or organization to help print a copy; or
- Access a Service Ontario location

Those with medical exemptions also need verified certificates with a QR code as doctor's notes will no longer be accepted as of January 10.

STRATFORD PERTH CENTRE FOR BUSINESS



Remember, whether you're looking to relocate or expand, start a business or move your business, the **Stratford Perth Centre For Business** can help you succeed.

Open Monday to Friday from 8:30am to 4:30pm.

Contact info@investstratford.com or 519.305.5055

Helping Small Business Owners achieve their goals!

Upcoming Online Workshops
(CLICK THE WORKSHOP FOR MORE INFO)

- January 18 - **Powering Down To Power Up**
- January 31 - **Free Tax Help With The CRA Liaison Officers**
- Ongoing Training - **How To Promote Your Small Business With Public Relations - A 3-Part Workshop**
- Ongoing Training - **Social Media Digital Marketing For Small Business**

DIGITAL MAINSTREET

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.



Digital Service Squad Grant Program

is focused on providing one-on-one assistance to small businesses in any region of Ontario. It will include training, advisory support, and a grant to support the Digital Service Squads across Ontario. Click [here](#) for more info.

Upcoming Online Workshops (CLICK THE WORKSHOP FOR MORE INFO)

- January 13 - **How An Online Store Can Boost Your Business: Free Ontario Program**
- January 18 - **Web Presence 101 - Ensuring Your Foundation Is Set**
- January 20 - **How An Online Store Can Boost Your Business: Free Ontario Program**
- January 27 - **How An Online Store Can Boost Your Business: Free Ontario Program**

investStratford is Hiring!

investStratford was successful in securing two “My Main Street” Ambassadors, one full-time role each in Stratford and St Mary's, through the Federal Program which supports the revitalization and support of downtown areas. While these are considered “remote” roles, the majority of the work will include liaising directly with business owners in each community so a local applicant is key.

Please follow the link to the job outline, should you know anyone that may be interested! <https://www.investstratford.com/news>

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

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