



JUNE NEWSLETTER

Highlights

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NEW BUSINESS



LOVAGE

Lovage - pronounced "luh-vuhj," as in the herb from the parsley family - is the new kid on the Wellington block. Owned by Chef Jamie Crosby - the proprietor of the former Pretty Good Pizza in this space - Lovage is an eclectic melting pot of all things "European bistro."

Warm cream walls greet you indoors, alongside comfy chic banquettes, white oak furnishings, and an open-air kitchen. Screams Paris and makes you feel like you've made your way somehow through a secret portal to the City of Light.

Every day the menu changes but you can bet on always being able to order fresh oysters, meat and cheese plates, homemade ice cream, and of course divine "old world" wines plucked from their newly installed wine cellar.

Lovage is open 3-10pm Tuesday to Thursday and 3-11pm Friday & Saturday. Seating for 30 inside and 20 on their beautiful patio out back. Bon appetite!

LOVAGE | 72 Wellington St



RETRO ROLLER INC

Okay Stratford... we have Phil Morris and Elaine Beck to thank for bringing back all our sweet memories of weekends spent in roller rinks cruisin' to Boogie Oogie Oogie under the disco balls with our besties! Let the fun begin again!

Five years ago Phil and Elaine booked roller skating in Mississauga for their son's birthday. To say they have never looked back, is an understatement! They began regularly skating for fun in London but when the City posted they were looking for someone new to take on the the skate rental/programming of the rink, they decided to take their hobby to a whole new level.

Flash forward to today and the pair (and their two children!) are living, breathing and loving roller skates! Forced to shut down their 100 SF

shop at the London rink due to covid, they have been operating - and growing - their online sales business out of their home, where products had taken over their garage, living room and basement! Phil and Elaine are thrilled be opening in downtown Stratford. They love small business and hope to be supporting other entrepreneurs as they draw folks far and wide who crave an in-person experience when buying skates.

Their new shop is five times the size it was in London and is chock full of roller skates - that range from \$199 to over a thousand - laces, wheels, protective gear, and fun knee-high socks. Behind the shop is an enormous area for lessons, "quad fit" fitness classes (yes, on wheels!), and most likely in the future, birthday parties. Opposite the mirrored wall (and under the large disco ball!) is a large projector that will beam in teachers from as far away as Denmark who will offer live classes from time to time.

Retro Rollers Inc caters to skaters of all kinds: derby, dance, recreational, park and street skating. Classes will be taught by the owners and will include: Learn to Skate, Intro to Rhythm Skating, and then the fitness class. It is at the top of Phil and Elaine's priority list that their space be a safe and inclusive environment, where only positive vibes are permitted!

The couple are also used to taking their show on the road and just purchased 300 pairs of funky zebra striped skates that they truck around to venues, for example an upcoming wedding in St Catherines.

If you want to relive your glory days, be sure to visit Retro Rollers - doors opening June 28th with the Grand Opening featuring skaters on Saturday, July 2nd!

Retro Rollers Inc | 65 Albert St
retrorollers.ca | [@retrorollersinc](https://www.instagram.com/retrorollersinc)



ROCKWELL LOUNGE

"A Modern speak easy vibe" is what you encounter upon entering the cozy new Rockwell Lounge in the former Annex space. And a dynamo trio that will knock your socks off!

Led by renowned Chef Jack Beers (left), Rockwell's culinary team that includes Sous Chef, Djordje Blagojevic (Georgie) (right) will surprise and delight the most discerning of palettes. Expert mixologist at the front of house, Alex Archer (middle) will perfectly pair your meal with bold wine and/or original house cocktails, one that even arrives in a book! Yes, you read that correctly!

In his own words, Jack offers a "very approachable" menu of a "few of his favourite things." You can bet these favourite things will be interesting as Jack's experience in the kitchen is vast. He's worked in some of the world's top restaurants - from Langdon Hall to Vancouver's Hawksworth to the world's

ranked #2 Geranium in Copenhagen where he was a sous chef at this 3 Michelin star from 2014 to 2016. He also trained for 18 months in Vancouver for the elite Bocuse D'or cooking competition in Lyon, France where his team placed 9th out of 24. This event is frequently referred to as the gastronomy equivalent of the Olympic Games!

Georgie hails from KW and started cooking professionally at the age of 17. Following on a formal education at George Brown college he worked at some of the city's finest restaurants including The Chase, Nota Bene, George and Wood's. Get ready for his delectable flatbreads made from homemade fermented dough and baked in the kiln.

Before his career behind the bar, Alex was a roaming musician in Europe. It was here that he became interested in cocktail culture and when he returned to Ontario decided to channel his *creative juices* full time into developing amazing cocktail recipes and completing training at the Toronto Institute of Bartending. And his hard work has paid off! Alex placed in Ontario's top 10 bartenders during Woodford Reserve's Manhattan Experience competition earlier this year. But Alex has not completely forgotten about his roots... many of his cocktails bear the name of musical favourites - modern love, love potion # 9 and paperback writer to name a few.

Rockwell Lounge had its grand opening on Friday, June 3rd and is now officially open for you to dine! Wednesday 4-10pm, Thursday 11-11pm, Friday 11 to Late, Saturday 11am (brunch) to Late, Sundays 10am(brunch)-9pm.

Rockwell Lounge | 38 Albert St
rockwellstratford.ca | [@rockwellstratford](https://www.instagram.com/rockwellstratford)

CAR-FREE FRIDAY & WINNERS



Thank you to Ross at Ross' Bike Works for donating a helmet and to Joel at Totally Spoke'd for donating a bunch of bike bells to our event!

And thanks to those who biked to see us!

Winners for the draws were:

Hillary - Won the bike helmet!

Matthew - Won the bike lock!

Theresa - Won the emoji bell!

#globalcycleday. #carfreefriday

STRATFORD PRIDE WEEKEND



FROM THE A&E SUBCOMMITTEE

The A&E Subcommittee along with Board & staff are beginning the work of developing our EIDAR (Equity, Inclusion, Diversity, Anti-Racism) Policy for our Downtown Stratford BIA with Leena Sharma Seth at Mending the Chasm. We look forward to seeking the input of our membership along the process. We hope to have this policy in place by end of September this year.

[Mending the Chasm](#) is a Canadian consultancy specializing in designing innovative and culture-changing solutions that strengthen competencies in building equitable environments for people to thrive within. It is led by Leena Sharma Seth, an award-winning consultant, coach and thought leader with demonstrated skills in creating solutions that facilitate the navigation of people systems that recognize the value in bringing people together in an authentically anti-racist, diversity driven and intentionally inclusive manner.

SOCIAL MEDIA Tips & Tricks from Sara



CONTENT CREATION

I get asked often for new content ideas (and have to come up with them daily myself). Here are just a few more ideas that could be applied to any small business.

1. Industry facts you didn't know
2. Playlist you're following while you work
3. Gadget you can't live without
4. Q & A on a specific topic (fun as a live video)
5. New product announcement (fun as a live video)
6. What people see vs. what they don't
7. Demonstrate how to use your product
8. 5 reasons why you need...
9. Customer's journey with product or service
10. Always, ALWAYS show actual humans enjoying your product or service

And remember to have fun. Humour goes a VERY long, long way!

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

Crafting Content for Social Media

Thursday, July 7, 2022 7:00-8:30 PM

[REGISTER NOW](#)

How to Launch an E-Commerce Site That Grows With You

Tuesday, July 12, 2022 7:00-8:30 PM

[REGISTER NOW](#)

Digital Tools, Software, and Apps to Efficiently Manage Your Small Business

Wednesday, July 20, 2022 7:00-8:30 PM

[REGISTER NOW](#)

Grow Your Small Business on Instagram

Thursday, July 21, 2022 7:00-8:30 PM

[REGISTER NOW](#)

FUNDING OPPORTUNITY

[8 80 Cities Announces Year 2 of Ontario Community Changemakers](#)

8 80 Cities are thrilled to announce the launch of applications for Year 2 of our [Ontario Community Changemakers](#) to support Ontario residents aged 19-35 with innovative ideas to activate public space, enhance civic engagement, and/or foster social inclusion. This program is unique in that it offers both leadership development and training and a \$5,000 microgrant to implement their idea.

The program is accepting applications from residents from communities of all sizes including rural communities, small towns, cities, and First Nations territories within Ontario. The program is powered by 8 80 Cities with support from Balsam Foundation.

To apply to the Ontario Community Changemakers program, applicants must submit their applications by June 19th, 2022, 11:59 pm EDT (10:59 CDT).

MORE
INFO

SUPPORT UNITED WAY THIS SPRING

United Way Perth-Huron Spring Savings

HOW IT WORKS

Support the United Way Perth-Huron and get a deal at the same time! \$15 from each ticket you purchase goes directly to the United Way Perth-Huron.

Chicago available for \$50 | \$55 weekend matinee

All other Plays available for \$40 | \$45 weekend matinee

Bonus: Upgrade to an aisle seat for \$5 extra!

- **Login** to our website with promotion code **UNITED WAY**
- Choose a performance from below
- Pick the "**United Way Discount**" price type when selecting your seats
- Hit checkout and enjoy the show!

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

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