



**THE MULTICULTURAL ASSOCIATION OF PERTH HURON IS
PREPARING FOR THE ARRIVAL OF 42 REFUGEES FROM UKRAINE. TO
DONATE, PLEASE CONTACT 226-339-1547 OR INFO@MAPH.CA.**

Newsletter Highlights

1. Lifting of Restrictions - Effective March 1st
 2. Stratford City Centre BIA - Annual General Meeting - March 22
 3. Soup's On - **Tomorrow!**
 4. Parking Downtown for Employees
 5. Al Fresco - Patios
 6. Updated Sidewalk Sign Bylaw
 7. International Women's Day - March 8
 8. Ten Bucks Back
 9. 2022 Canadian Junior Curling Championships - In Stratford!
 10. Coldest Night of the Year - Support from our Downtown
 11. Supporting University of Waterloo Students
 12. Digital Mainstreet Webinars
 13. Social Media - Tips & Tricks by Sara Bradford, SM Guru
 14. Stratford Winter Pride Event
 15. Funding Opportunities
-

COVID RESTRICTIONS LIFTED MARCH 1st

With key public health and health system indicators continuing to improve, Ontario is cautiously and gradually easing public health and workplace safety measures. Please note the following changes as of March 1st.

Overview | March 1, 2022

100

All settings may open at **full (100%) capacity**.



Proof of vaccination, capacity limit, and physical distancing requirements lifted in all settings.



No limits on indoor or outdoor **social gatherings** and **organized public events** or **religious services, rites, or ceremonies**.



Sector-specific restrictions such as **limits on dancing or singing**, **requirements to remain seated**, **requirements for appointments/reservations**, and **active screening, etc.** lifted.

Ontario 

4

This message posted to our socials!

Instagram

Facebook

Thank You

for helping us create a
compassionate & kind
Downtown Stratford

Be Kind

#dtStratford



stratfordccbia BE KIND!!

In light of this week's official start of mandates lifting, please recognize that everyone is reopening at their own pace. Every business will alter their capacity limits, social distancing and vaccine passport requirements differently, as we move through recovery mandated by the province, and **CELEBRATE REOPENING TOGETHER.**

BE KIND!! We cannot emphasize this enough. Regardless of your beliefs, people are making decisions that are right for them, their business, staff, and health.

BE RESPECTFUL!! This has been a difficult time for everyone - navigating through these past two years.

Respectfully and with love,
Downtown Stratford BIA

4h

SCC BIA AGM 2022

ANNUAL GENERAL MEETING



GET INVOLVED!

SAVE THE DATE!

Stratford City Centre Business Improvement Area

Annual General Meeting

Tuesday, March 22nd at 6:30PM

via Zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/82064758696>

Please send questions for the Board in advance to

info@stratfordcitycentre.ca.

SOUP's ON TRAIL

Saturday, March 5th

SOUP'S ON TRAIL

New date: March 5th 2022!

11:00 A.M. — 2:00 P.M.

Stratford, ON



**For \$30 which will get you 4, 6-oz soups of your choice.
Don't forget to bring your spoon!**

Purchase your Soup's On Passport at:

- March 4: 9:00am - 4:30pm at the Alzheimer Society Perth County, 1020 Ontario Street, Unit 5
- March 5: 10:00am - 1:00pm at Stratford Tourism, 47 Downie Street

So many of our downtown businesses are participating!

Soup's On Vendors

- Black Angus Bakery & Catering
- Fellini's Italian Cucina
- Heritage Hops Brew Co.
- Peter Maranger & Associates Inc. with Madelyn's Diner
- Remax a-b Realty Ltd.
- Revel * bonus - Gouda Cheese Biscuit*
- Revival House
- Soup Surreal
- The Bruce Hotel
- The HUB Pub & Patio
- The Pulp
- The Alley Thrift Store
- YSK Bistro

PARKING in DOWNTOWN

We have had complaints from privately monitored parking lots (Shoppers, Downie Street strip mall, YMCA) that downtown employees are using these lots to park for entire work shifts. Unless you are a patron or an employee of the shops/services adjacent to these lots, parking in these lots is not permitted and

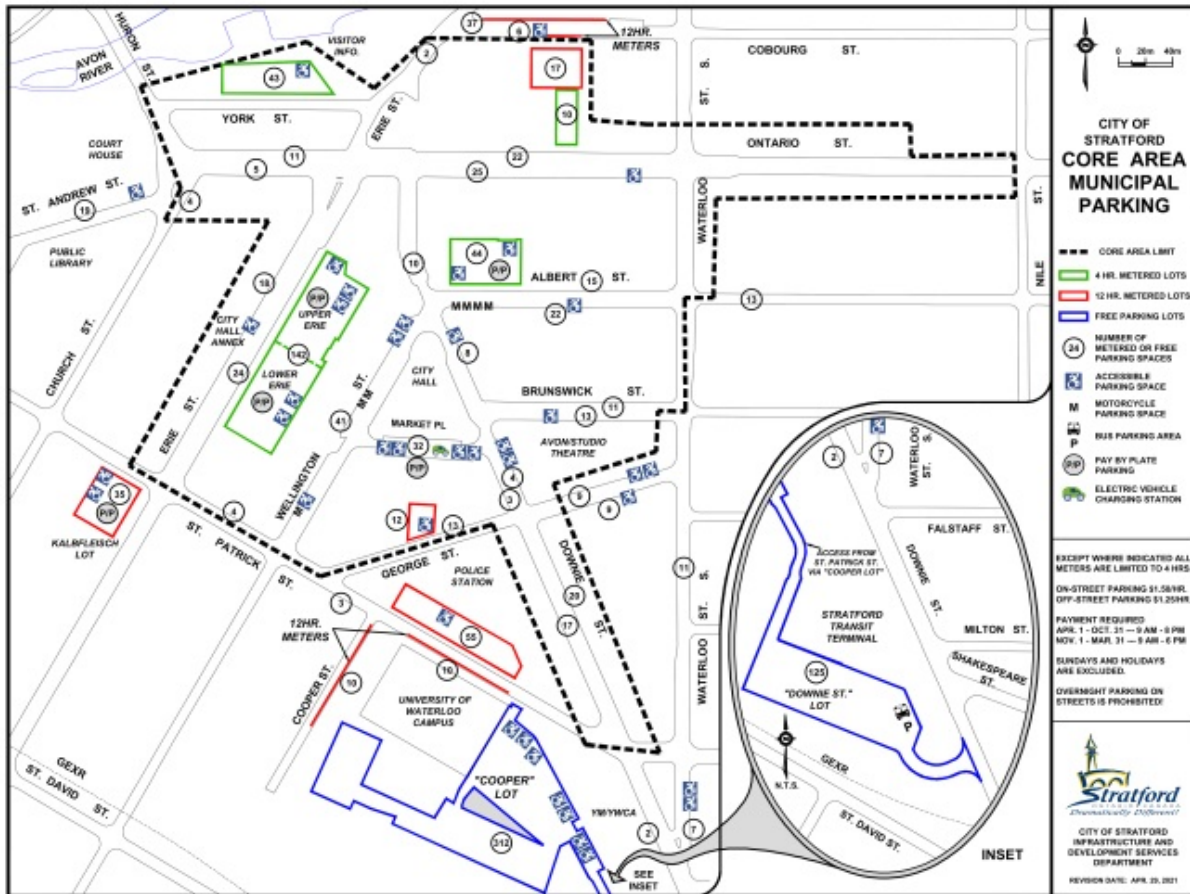
you will be subject to parking fines.

Owners of these lots are permitted to ticket and tow but they do not always have the capacity to do so while also running their businesses.

We need to keep these spaces available to customers and especially those with accessibility issues and seniors! Be kind and please tell your staff to park in the marked areas on this map.

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.

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



AL FRESCO SUMMER BOARDWALK PROGRAM

City staff have been working to prepare for the upcoming patio season. Please note below highlights of changes that have



been incorporated into this season's Patio Guidelines:

- being compliant with the Smoke-Free Ontario Act;
- combined dining capacity (indoor + outdoor) not to exceed washroom capacity

under the Ontario Building Code;

- being compliant with the Fire Protection and Prevention Act;
- patios not to exceed 9ft in height from grade level;
- any request from an approved business to remove an installed boardwalk prior to the end of the designated patio season as set out in the guidelines shall be completed at the sole cost of the requesting business, subject to any fees already required for the installation/removal of boardwalks;
- should the City be required to remove a pop-up patio installation the expense to do so will be at the sole cost of the business;
- proof of liability insurance increasing to a minimum of \$5 million; and,
- refined requirements for patio tents in accordance with the Ontario Building Code.

With respect to fees for 2022 Outdoor Café Licenses, Council approved the Fees and Charges By-law in December of last year to set 2022 fees and charges to be collected by the City. Should no further direction be provided by Council, staff will proceed to administer the program based on the by-law, with **2022 license fees being set at \$619 + \$2.65 per square foot.**

This item is on the agenda for review by Planning and Heritage Subcommittee on March 14th. It will then go to Council on March 31st. Should you have any questions, please direct them to Chris Bantock, Deputy Clerk | cbantock@stratford.ca | 519-271-0250 x5233

IMPORTANT

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

INTERNATIONAL WOMEN'S DAY



Celebrate International Women's Day!
Tuesday, March 8th

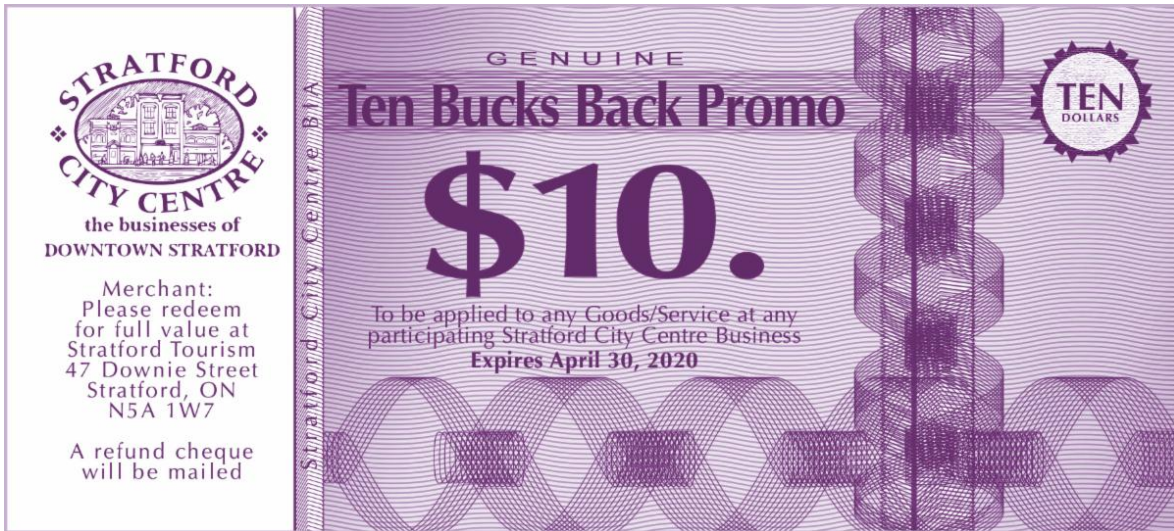
- Build workplaces where women thrive
- Elevate visibility of women creatives
- Improve equality of women in tech
- Celebrate the women forging change
- Empower women's choices in health

Celebrate the women in your life!

"The story of women's struggle for equality belongs to no single feminist nor to any one organization but to the collective efforts of all who care about human rights." Gloria Steinem

#breakthebias

TEN BUCKS BACK IN PLANNING FOR MAY



Planning currently underway for a
May sales promotion. Stay tuned!

NATIONAL JUNIOR CURLING CHAMPIONSHIPS March 25-April 1, 2022



UNDER-21 CURLING CHAMPIONSHIPS

MARCH 25 – APRIL 1, 2022

STRATFORD ROTARY COMPLEX | STRATFORD, ON

TICKETS ON SALE

CURLING.CA/2022JUNIORS | STRATFORD COUNTRY CLUB | 519-271-4212



PROUD EVENT
CO-HOSTS



stratfordcountryclub.ca

Hundreds of visitors will be arriving in Stratford at the end of the month for the 2022 U21 Canadian Curling Championships to be held at the Stratford Golf & Curling Club.

If you are keen to offer a discount to ticketed spectators and participants, please let us know and we'll help to pass along the information to the group and also promote via our socials.

Please contact members@stratfordcitycentre.ca.

COLDEST NIGHT of the YEAR
A huge success!



A big shout out to the many BIA members that participated in the **Coldest Night of the Year** walk and fundraiser this past weekend! Together downtown business teams raised more than \$20,000 for this great cause!

- The Parlour
- Blowes Stationary
- Rheo Thompson
- Choices for Change
- Barlow and Smisek sponsor AND team
- Grounded
- Montieth Ritsma Phillips
- Re/max
- Scotiabank
- Sirkel offered a feature sandwich
- Sinclair Pharmacy
- And, Soup Surreal provided all the hot the soup along the walk!

**DISCOUNTS FOR
UNIVERSITY STUDENTS**



UNIVERSITY OF WATERLOO

Thank you to all our downtown businesses that are supporting the newly returned University of Waterloo students. Please click the button below to see who's offering what!

Should you be interesting in offering a student discount or promo, please email members@stratfordcitycentre.ca.

U OF W STUDENT DISCOUNTS

DIGITAL MAIN STREET WEBINARS

Upcoming Digital Main Street Webinars



Social Media Content: Strategy & Planning

Tuesday, March 8, 7-8:30pm

Social media is a never satiated content beast - it's always hungry for more! It can be tough to keep up with social media content creation, but if you create and repurpose your content smartly, you can stay ahead of the curve. Discover how in this workshop, where you'll learn the tricks of how to efficiently plan a month's worth of social media content in one sitting.

Facebook & Instagram Advertising on a Budget

Thursday, March 17, 2:30-4pm

Whether you have \$0, \$50, or \$100 a month to spend on Facebook and Instagram, you can still reach your target customers and clients. Discover some creative ways to do so in this fast paced, intermediate-level webinar.

Both of these webinars will have ASL interpreters.

REGISTER for WEBINARS

SOCIAL MEDIA Tips & Tricks **from Sara Bradford**



CONTENT! Everyone needs ideas, right? Well you should start by creating Content Pillars.

Content Pillars are 3-5 brand topics that you speak about on a regular basis that helps build the foundation for your messaging to your audience.

Here are THREE Must-Have Pillars (but you can have plenty more)

1. Your Story
2. Your Promo/Offer

3. Your Process

1. **YOUR STORY** should be posted about twice a month (if you post daily). This includes successes/failures, why you do what you do, about the founders, about the staff, your growth timeline, etc. People want to buy from PEOPLE. Let your audience get to know you.

2. **YOUR PROMO/OFFERS** are important. But do NOT make this your daily posting topic. That's not the only reason why people follow you. Do this about once a week tops.

3. **YOUR PROCESS** includes behind-the-scenes, time lapses, one thing from beginning to end, how to shop or order within, a day in the life, staff takeovers. This should be about twice a week.

Make a list of content pillars to help guide you when you feel stuck. Good luck!

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 WINTER PRIDE

March 18-21, 2022



Stratford Pride Community Centre's celebration of all kinds of **LOVE** **WINTER PRIDE WEEKEND**

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

[Apply for OTF Funding to Rebuild Your Organization's Resiliency](#)

The Ontario Trillium Foundation (OTF) is investing in non-profit organizations that have been impacted by COVID-19 through the [Resilient Communities Fund](#).

Funding is available for projects that support the medium to longer-term recovery efforts of organizations. Projects should also help them rebuild their capacity and resiliency, and support meeting the changing needs of their communities.

- Organizations can apply for funding starting Wednesday, March 9, 2022
- Grant application deadline is Wednesday, April 6, 2022 at 5 PM ET.
- The following have been updated for this deadline: You can apply for project funding for up to 2 years.
- The project outcomes have been updated to reflect the impact of COVID-19 on organizations.
- 2 quotes are now required for goods and/or services (including equipment, consulting services and non-consulting services) valued above \$10,000.

Virtual Information Sessions: [sign up page](#) and register early.

One-on-one Coaching: Use the [online booking tool](#) to schedule a coaching call in advance.

Ontario Small Business Relief Grant

Eligible small businesses required to close in early January under the modified [Step Two of the Roadmap to Reopen](#) can apply for the [Ontario COVID-19 Small Business Relief Grant \(OSBRG\)](#).

The Ontario Small Business Relief Grant application portal is now open until March 11, 2022 for eligible applications from:

- Newly established businesses
- Businesses that may not have previously applied to the Ontario Small Business Support Grant in 2021
- Businesses that were previously deemed ineligible but are now eligible.

These businesses do not need to re-apply if you completed the pre-screen and were verified to receive this grant.

Small businesses eligible for the OSBRG include:

- Restaurants and bars
- Facilities for indoor sports and recreational fitness activities (including fitness centres and gyms)
- Racing venues, casinos, bingo halls and gaming establishments
- Performing arts venues and cinemas
- Museums, galleries, aquariums, zoos, science centres, landmarks, historic sites, botanical gardens and similar attractions
- Meeting or event spaces
- Tour and guide services
- Conference centres and convention centres
- Driving instruction for individuals
- Before- and after-school programs

The [OSBRG User Application Guide](#) provides additional information about applying for the grant.

- For more information on available business supports, please visit: [Businesses: Get help with COVID-19 costs | Ontario.ca](#) *Ontario Small Business Relief Grant - Application Guide*
 - [Information on Available Business Supports](#)
 - [COVID-19 Public Health Measures and Advice](#)
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519-508-1415 | members@stratfordcitycentre.ca | stratfordcitycentre.ca

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