

DOWNTOWN

STRATFORD



Stratford's cycle enthusiasts help to prep Stratford for bike season!

Newsletter Highlights

1. New Business - Boutique 14+, Poppin' Kettle Corn
2. Remove Free Parking Signs
3. Clean Sweep Winners
4. ACT NOW on City's Master Transportation Plan
5. Rainbow Washing Webinar
6. Fundraiser for Connection Centre - Win a Bike!
7. Social Media - Tips & Tricks by Sara Bradford, SM Guru

NEW BUSINESS

BOUTIQUE 14+



Welcome, Iris, to Downtown Stratford! Iris Powell is in her element. Her business is not her job but instead her passion, *raison d'être*. And you can easily tell that from the photo above! Iris hails from Nova Scotia and has spent the last 20 years in Ontario. Until the pandemic, she had her plus-size shop in trendy Belmont Village in Kitchener for 10 years. And now we are lucky to have her here!

Boutique 14+ provides classy, figure-flattering clothing for the 14-24 size woman. Super chic, the clothing lines include European brands from Germany, Israel, the Netherlands, as well as the much-admired Foxcroft label from the US. Items are made from natural fibres, such as cotton and linen.

When Iris has her website up and running, she plans to offer online sales as well as pre-loved items. A chance to try these great pieces for a super great price!

Iris' main goal is to increase the confidence of the plus-size woman... "to empower women to choose their own style." Most important is that the clothing makes you feel your best!

Boutique 14+ | 10 Downie St - Erie St Entrance
220-633-5715 | @boutiqueplusclothing

POPPIN KETTLE CORN



Wendy Stanley (right) greets every customer who comes into her shop with a very cheery "Thanks for poppin' in!" Wendy and her daughter, Emily (left), have just opened Poppin' Kettle Corn on Downie St. next to Modo Yoga. For two years, the two ran a food truck and were regular invites to the 'All Canadian Events' in Paris, Grimsby and Ancaster as well as many other fairs and markets across

southern Ontario. When the pandemic hit and events were cancelled they offered their wildly popular gourmet popcorn from their home via curbside pick up. When that got to be too much they opened a bricks and mortar in Norwich, close to where they live. Now they've decided to 'go big' and have moved their shop to the thriving downtown of Stratford!

To be fair, this is a three generation business... along with Wendy's brother doing the renovations and helping where he can, Wendy's mom is also called upon for stickering and packaging!

There are more than 20 flavours of popcorn, with the traditional 'kettle corn,' 'movie theatre,' and 'white or orange cheddar and caramel' as the leading fan favourites. Real butter is used throughout but vegan options are available as well. There are no additives and no preservatives. Gourmet 'mushroom' kernels are used so the flavours have the largest surface area to stick to.

Keep Poppin' Kettle Corn in mind when planning big events. Wendy and Emily have many times over supplied arenas, birthdays, baby showers, work parties, church organizations and even United Way campaigns with their scrumptious popcorn. And with Mother's Day just around the corner, they are happy to do you up a basket that could also include the candies, chocolate and fudge they also sell from nearby suppliers!

Poppin' Kettle Corn | 164 Downie St Unit #102
poppinkettlecorn.ca | [@poppinkettlecorn](https://www.instagram.com/poppinkettlecorn)

REMINDER

**Please remove your FREE SATURDAY PARKING signs
from your shop window!**

CLEAN SWEEP WINNERS

DOWNTOWN STRATFORD



Clean Sweep for Earth Day



Congratulations to the team of "picker-uppers" at **Carrie's K9 Cuts** on St Patrick St!

WINNERS of both COSTUME and BEFORE & AFTER categories!

We love the K9 costumes and thank you so much for making the Cooper Lot look amazing for our visitors this summer!

ENGAGE STRATFORD



**YOUR OPPORTUNITY TO IMPACT
THE CITY'S TRANSPORTATION
MASTER PLAN - ONLY UNTIL MAY
5th!**

Find Survey & Interactive Map on
engagestratford.ca

New - Virtual Public Open House



13 Apr 2022

Notice of Commencement and Public Consultation Transportation Master Plan



TMP Overview

- The City of Stratford is developing a new **Transportation Master Plan (TMP)**. The TMP will be a long range planning document that outlines transportation infrastructure needs and priorities to 2041. The TMP will:
- Identify potential transportation improvements for all modes of travel: driving, transit, cycling, walking and goods movement
 - Lead the City toward a safer, more accessible, equitable and sustainable transportation network, supporting local and inter-regional connections for all travel modes while strengthening local economic and tourism opportunities
 - Define policies and long-term strategies that will respond to the needs, opportunities and priorities of the City of Stratford and its residents

Study Process

This study is being conducted in accordance with the requirements of Phases 1 and 2 of the Municipal Class Environmental Assessment, an approved process under the Environmental Assessment Act. The EA process includes extensive public engagement and consultation. Two rounds of consultation are being held, providing opportunities for the public to participate throughout the study.

Virtual Public Open House

April 14 to May 5, 2022
Online at engagestratford.ca

We Want Your Input!

You are invited to participate in the first round of public consultation. Please visit the study's webpage at engagestratford.ca to learn more about the study and to help shape the TMP, where you can:

- Review the online display boards
- Take the public opinion survey to help us identify transportation needs and opportunities
- Leave feedback on the interactive map
- Submit comments and questions

If you have any comments or questions regarding this study, please contact:

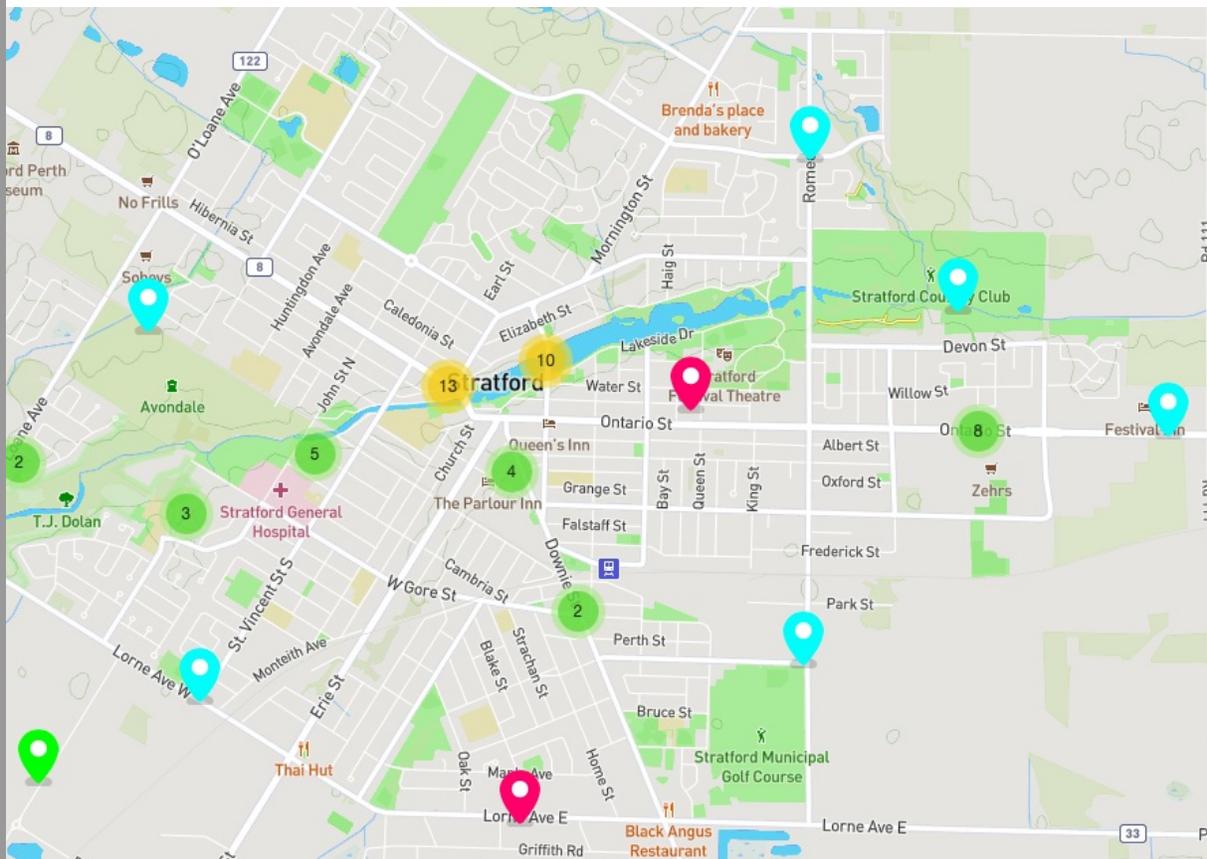
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With the exception of personal information, all comments submitted will become part of the public record of the study. This notice first published April 14, 2022.

We are pleased to launch the first round of public consultation on the Transportation Master Plan! To participate you can:

- Review the [online display boards and presentation](#)
 - Complete the [Transportation Needs and Opportunity Survey](#)
 - Leave feedback on the [interactive map](#)
 - Submit comments and questions
- Both the [survey](#) and [interactive map](#) will be online until **May 5, 2022**.



Citizens are invited to provide feedback and share ideas to improve transportation in our city. YOUR input will help City Council and staff make informed decisions that, in turn,

help shape our community!

ACT NOW!

Whether you are a pedestrian, cyclist, use a wheelchair, a skateboard and/or a car,
this is a chance to
HAVE YOUR SAY!

www.engagestratford.ca

Reminder

WEBINAR TO SUPPORT LGBTQ2S+ IN STRATFORD



Join Stratford-Perth Pride for a FREE webinar on how to meaningfully support the LGBTQ2S+ community during Pride Month and beyond.

**The webinar will take place on May 4, 2022
from 7pm-8pm.**

This webinar is open to any business, non-profit, or community group that is interested to learn how they can better support the LGBTQ2S+ folks in their community.

Learn more and register: <https://stratfordperthpride.com/rainbowwashing/>

FUNDRAISER FOR THE CONNECTION CENTRE

The United Way Spring Bike Raffle starts today and runs until May 27th. The GIANT youth bike has been donated by Ross Taylor of Ross's Bike Shop and is valued at \$600! (The bike is also for adults up to 5'5") Added to the first prize is \$40 in Downtown Dollars and a \$50 gift card to Ross' Bike Shop. Second Prize is a \$150 gift card to Cozyn's Garden Gallery. All prizes

were donated and all funds raised will go to the Connection Centre.

The bike is on display at White Balmer Shoes.

Raffle Tickets sold for \$10 each at:

- White Balmer
- Blowes Stationery
- AJ's, and
- United Way reception



SOCIAL MEDIA Tips & Tricks from Sara Bradford



We'll focus this month on how to connect more with customers on Facebook. These are my Top Tips:

1. Engage on Facebook as your business page. If you want to increase your audience and be seen, like other pages as your page. Then even comment or interact on posts (to potentially attract their audience).
2. Post a photo of YOU. No one wants to try and connect to a logo or office. This might not increase shares, but it will get engagement, and having them return to want more.
3. Share positivity. Post motivational-style posts. Or humorous posts and memes. Even if that means showing a cat video or two -- and especially if they're somehow related to your industry.
4. Post video embedded into Facebook, over a YouTube video. It will be favoured by Facebook and doesn't take the user off your page or profile.
5. Explore Facebook Business Suite. Or better yet, use a social content planner and scheduler.
6. Be interactive. Conduct polls. Ask your followers questions.
7. Share helpful tips or helpful life hacks to keep them wanting more.

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

TEN BUCKS BACK

The TEN BUCKS BACK program is postponed until the Fall.

Follow Us

