



Happy Holidays!

DECEMBER NEWSLETTER

Highlights

1. Monthly Message from BIA General Manager, Jamie Pritchard
2. New Business - Bluebird, Pistolnik Designs, Hollyhock Hair Designs, Beauty on Avon
3. Winter Wander-land - It's a Wrap!
4. Festive Fridays - PRINT for your Staff

HOLIDAY HOURS NOTICE - DESTINATION STRATFORD OFFICE

For the purchase or drop of Downtown Dollars, please note:

December 23rd 9am-12:30pm
December 24-27 Closed
December 28 & 29 - 9am-5pm
December 30 9am-12:30pm
December 31 9am-1pm & 2pm-5pm
January 1st & January 2nd Closed

Monthly Message from our General Manager

The holiday season is upon us and there are many traditions throughout the season, some are in full swing, and some are yet to come. The BIA's annual Winter Wander-land has just wrapped up. The holiday committee worked diligently this year to create an all encompassing event designed to animate and attract visitors downtown to wander the streets, bask in the beauty, and to shop and dine in your establishments. Your windows and storefronts are looking amazing!



The activities all started November 16 with the delivery of the Wander-land guides, featuring original art from Stratford artist Vicki Scofield, to entice patrons to come downtown and patronize 8 participating locations for their chance to win one of 4 prize packs provided by the BIA. Goodies were purchased from participating members to keep it all downtown. The guide carries on through to December 22 so please continue to promote it in your locations. The Stratford high school student painted windows are beautiful beyond expectations and the Carousel delighted kids and adults of all ages. Spot the Santa had the little ones

scrambling to win the luscious chocolate delight packs. And so many hundreds of s'mores were eaten by the warm firesides with chocolate purchased from our local chocolatiers. Weekend one featured John Walker of Fallen Willow Forage demonstrating and delighting with his artistic talents and stories. I would be amiss if I did not mention the amazing holiday programming the library is providing to share many diverse holiday traditions and you can pick up a sticker for your guide, too! We have also installed the snowflakes on the lampposts to help set the stage! Downtown is magical!

I feel like a person on the shopping channel, because wait there's more! On December 16th the downtown will be transformed into the biggest light show ever in Stratford, as Lights On presents this year's light extravaganza which will see crowds by the thousands flock into the area.

All of these activities have been backed by an extensive advertising campaign with print, radio, digital, and our social media to make this holiday season the one to turn the corner.

Your BIA is here for you and is always interested in your feedback. If you see me rollin along downtown on the silver ghost scooter please catch my attention, I would love to hear from you!

jpritchard@downtownstratford.ca

See you Downtown!

NEW BUSINESS

BLUEBIRD



A warm "welcome home" to Bronwyn and Aaron Linley, the owners of the newly opened Bluebird restaurant on Ontario St! Already a hub for the old "down the street" neighbourhood crowd, it can be best described as bistro meets gastropub meets casual menu with elevated attention to detail. Chef Aaron is expertly cooking food in a fun and relaxed environment at affordable prices. Charred French Onion dip, Ham & Cheese croquettes, Watercress Caesar Salad, Parisienne Gnocchi are some of the menu choices along with a number of fish and seafood offerings, Aaron's favourite to cook!

The Linley's began a restaurant in downtown Stratford many years ago that they ran for 10 years before selling it. Following that they opened a catering business on York St. And then the big city was calling them. For the last five years, Aaron worked as the Executive Chef of Pure Spirits in the Distillery District while Bronwyn was the General Manager of a busy pastry business.

Looking for a calmer lifestyle, the two have returned "home" to Aaron's hometown. Hence the lovely moniker, Bluebird... a symbol of returning home and happiness!

PISTOLNIK DESIGNS



Ariana Poch, owner of Pistolnik Designs, has an eye and a passion for the fun, the bright, and the whimsical in home decor. Ariana is a furniture upholsterer - chairs, couches, cushions - and worked for five years for a company working on orders as they came in. Now she is flipping this upside down. She's buying funky, retro furniture on kijiji (and via other sources), refinishing and reupholstering in her taste, and selling in her new shop! For an artsy, theatre-loving city, this is the perfect addition!

Ariana also makes bright and eclectic cushions, from regular throw pillows to

oversized for lounging closer to the floor. Her 7 year old son is her "product tester" and he will tell you these items are perfect for rolling around on and watching your favourite tv show!

Ariana's workshop is the back of her shop, where you will find large cutting table, loads of upholstery material and a couple of industrial strength sewing machines. Around town, the result of her talents are the bench seating at the Braai House and also the banquettes at St Mary's Gold Club. Welcome to Downtown Stratford, Ariana!

PISTOLNIK DESIGNS
73 Albert St | 519.949-1824
pistolnikdesigns.com | [@pistolnikdesigns](https://www.instagram.com/pistolnikdesigns)

HOLLYHOCK HAIR STUDIO



Welcome to Amanda Hohner who has opened Hollyhock Hair Studio inside her good childhood friend, Brittany Raycraft's Primrose Tattoo space at 162 Erie St.

Amanda, mum of two small children ages 4 and 1, worked for 16 years at a studio in her hometown of Mitchell. During her recent maternity leave she got to thinking she would love to "go it alone" and make true on a statement Brittany made decades ago that "one day we will work together!" Via a 'starter grant program' offered by Holly Mortimer at the Stratford Perth Centre for Business, Amanda is thrilled to open her chair to old and new clients. Amanda is super excited to carry the AG Care brand of hair products. AG combines science and nature, uses the highest quality of ingredients, and the entire collection is free from harmful sulfates, vegan and cruelty-free.

With nature in mind, when selecting a name for her studio, Amanda wanted to

go with a name reflective of the outdoors. Her grandma grew Hollyhocks and her children's names begin with the letter 'H.' Perfect! And we look forward to seeing Hollyhocks bloom outside the studio this summer!

HOLLYHOCK HAIR STUDIO
162 Ontario St | 519.301.7055
[@hollyhockhairstudio](https://www.instagram.com/hollyhockhairstudio)

BEAUTY ON AVON



Isis Manning, a former rehabilitation nurse, has recently relocated and become the solo owner of new business, Beauty on the Avon, located on Albert St. A large, bright space, you are greeted with a warm fireplace when you walk in.

Four treatment rooms offer services that make this a unique "core to floor" centre in Stratford and the surrounding area. The fabulous Emsculpt Neo machine is the only non-invasive technology that simultaneously uses radiofrequency energies to eliminate fat and build muscle. A 30-minute treatment is equal to 20,000 tummy crunches! Additionally, if you are a woman who hates to do her kegel exercises, don't fret. You can book sessions for the Emsella machine, a 'Kegel Throne' that literally does the kegels for you when you sit upon it! 11,000 in 28 minutes in fact!

You can also look to Isis for everything skincare - facials, special treatments and the wonderful skin care line called Vivier.

BEAUTY ON AVON
71 Albert St. | (226) 924-5565
[@beautyon.avon](#) | beautyonavon.com

MOVED

Brittany Raycraft of Primrose Tattoo is now located at 162 Erie St.

WINTER WANDER-LAND WEEKEND(S) WRAP UP!





Thanks to everyone who attended our Magical Winter Wander-land Events the past two weekends in Market Square! Some fun facts:

- 2,400 riders on the carousel
 - 685 s'mores kits given out
 - \$1,100+ raised for the Connection Centre via our donation box at the Carousel!
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FESTIVE
FRIDAYS

CONTINUES!

On Fridays through to December 23rd, we continue to run the successful FESTIVE FRIDAYS promotion for local employees of downtown Stratford to encourage these employees to do their holiday shopping downtown! P.S. You will know these folks when they enter your shop and ask for the (shhhhhhh).... "Festive Friday discount please!"

PLEASE PRINT the list below for your lunchroom!

Festive Fridays!

Every **Friday** now 'til December 23rd, the following shops will offer **downtown employees** a special discount!!

All **YOU** have to do is go into one of these participating businesses and say:

"Hi, I'd like the Festive Friday discount, please!"

Resonance, 23 Downie St - 10% discount (excl Black Friday sales)

Gadsby's Clothing, 56 Ontario St - 15% discount

Poppin' Kettle Corn, 164 Downie St - 10% discount

The Touchmark Shop, 137 Ontario St - 15% discount

Blowes Cards & Gifts, 34 Wellington St - 10% discount

Ånde, 26 Ontario Street - 10% discount

Corner Store Candy Co. 27 York St. - 15% discount

Distinctly Tea Stratford, 18 York St - 15% discount

The Barkery, 130 Downie St - 10% discount on Snaps and Itty Bites

Watson's Chelsea Bazaar, 84 Ontario St - 15% discount

Stiletto & Sawdust, 155 Ontario St - 10% discount

Kinna Sohna, 55 York St - 10% discount

Neob Lavender, 106 Ontario St - 10% discount

Treasures, 151 Ontario St - 10% discount

Sunshine and Bliss Sugar Spa, 42 Erie St - 10% discount

MacLeods Scottish Shop, 80 Ontario St - 15% discount

Grace the Boutique, 76 Ontario St - 10% discount

The Livery Yard, 104 Downie St - 10% discount (excluding merch)

La Osa Jewelry & Vintage, 34 Ontario St - 10% discount (excl sales)

Avon Theatre Store, 89 Downie St - 15% discount

Distill, 96 Downie St - 15% discount

APT6 Apothecary, 65A Albert St - 15% discount

White-Balmer Shoes, 123 Ontario St - 20% discount

The Dressing Room, 20 Ontario St - 15% discount

revel, 37 Market Place - 10% discount on hot drinks

Spa by the Tracks, 20 Cooper St - 15% discount

Retro Rollers Inc, 65 Albert St - 10% discount

Alley Cat Cat Cafe, 1 Market Place - 15% discount on food & drink

***Best Wishes for a Safe and Happy Holiday Season
from the Downtown Stratford BIA!***

**DOWNTOWN
STRATFORD**

SOCIAL MEDIA - GET IN TOUCH!

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

Follow Us



Downtown Stratford BIA | 47 Downie St, Stratford, N5A 1W7 Canada

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