



Happy
New Year!

JANUARY NEWSLETTER

Highlights

1. Monthly Message from BIA General Manger, Jamie Pritchard
2. New Business - Daisies and Doilies, Braai Bar
3. New Business To Come - Full House, Burrito Guyz
4. Lights On Stratford Festival
5. Public Meeting - Business Licensing By-Law - JAN 16 @ 6PM
6. Municipal Accommodation Tax Meeting - JAN 30 @ 1PM

Monthly Message from our General Manager



Christmas, Hanukkah, Kwanzaa, Yule, New Years, and numerous Celebrations are now behind us. For many the New Year means a blank page, a new start, a do over and resolutions galore. Whether you watch the ball drop, head to the beach, build and burn a sculpture of an old man, eat soda noodles, feast with champagne, throw plates, or go Ice fishing the one thing to be sure is the New Year came and is here. There have been some challenging years behind us all and now let's make 2023 shine brightly.

Lights on Stratford has been operating since December 16th and will be running through to January 27 (plus a big finish bonus day on the 28th). Our survey we sent out in December indicated hands down the majority of respondents would like to be part of the pilot project of Staying Open these 2 evenings 5-9 to capture the 8-10 thousand visitors that will be in our streets during these two evenings. We have been accumulating a list and hope you will join in and capture your share of this traffic. Our amazing entrepreneurs are stepping up with exciting food and beverage offerings, special items, shopping bargains and discounts, and various forms of entertainment in their establishments to

keep visitors downtown. Please join the businesses that will be open (and let us know you are!) and what you are planning to help make sure Stratford's ON!

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

DAISIES AND DOILIES



Lisa Killeleagh opened her sweet gift shop, Daisies and Doilies, on Wellington St, just in time for Christmas shoppers! When we visited in December, Lisa was excited to share that the day before she had experienced her first "line up" at the cash desk - a very warm welcome indeed from the neighbourhood!

Daisies have been Lisa's favourite flower for as long as she can remember, while doilies remind her of her Mom, her Grandma, and the tea parties they would have. Even before opening her new shop, Lisa turned her love of both of these things into "doily art" whereby she takes doilies and turns them into magnificent creations to hang on the wall.

Lisa also makes pebble art, fabric wreaths, boho dream catchers... it's important that she's able "to feel 'it'" when she creates something she goes on to sell.

At Daisies and Doilies there is something for everyone on your gift list - organic teas, giftware, artwork, home decor, candles, vintage jewelry and vases, spices, bath and beauty products and finally, adorable items for even the littlest human in your life. Products are vegan, organic, fairtrade and cruelty-free, and the best thing - the price points are affordable! Lisa wants every visitor to be able to walk out of her shop with something they felt good about purchasing.

From Baden, Lisa and her husband would visit Stratford for "date night." She's so happy now to come here every day!

Daisies and Doilies is open seven days a week - check [Facebook](#) for the hours!

DAISIES AND DOILIES
68 WELLINGTON ST | @daisies.doilies
daisies_and_doilies@hotmail.com

Good bye The Alley; Hello BRAAI BAR!



Inspired by flavours of South Africa, the new Braai Bar offers bar classics reimagined. You may be familiar with the higher-end, fusion version upstairs at Braai House... Braai Bar offers this distinct South African flavour profile in a casual, comfortable vibe - elevated but approachable food in a warm space. Look for fan favourites like Bobotie, Cauliflower Wings and Bowls in addition to new menu items, The Howzit Burger, Charred Kale Salad, Shrimp & Pap. Put some excitement into January and drop by the Braai Bar!

BRAAI BAR

34 Brunswick St | @braaibarstratford
Braai@KeystoneHospitality.ca | 519.271.5647

BURRITO GUYZ & FULL HOUSE BAR & GRILL



Stay tuned for in-depth details in February's newsletter!

LIGHTS ON STRATFORD

LIGHTS ON STRATFORD

WINTER FESTIVAL OF LIGHTS
DEC 16 2022 – JAN 27 2023
LIGHTSONSTRATFORD.CA



Lights on Stratford Winter Festival of Lights is LIVE and FREE until January 27, 2023* and running nightly from 5PM-10PM. The downtown core has been brought to life with a Light Trail connecting interactive light displays by internationally renowned artists and Made-in-Stratford creations. Walk the new Light Trail, connecting Market Square to Tom Patterson Island, or take the hop-on-hop-off city shuttle bus to see it all!

The Downtown Stratford BIA is the proud Gold Sponsor of The Pool in Market Square!

Stratford is home to some of the world's best artists, lighting designers, props builders and creative minds. Lights On Stratford harnesses this precious resource of local talent, crafting a truly unique experience that you can't find anywhere else. Visit the *website* for more details!

*Bonus Day being planned!

PUBLIC MEETING – BUSINESS LICENSING BY-LAW



Public Meeting

(electronic)

Business Licensing By-law



Monday, January 16



6:00 p.m.

Stratford City Council will hold a public meeting online through Zoom on Monday, January 16, 2023 at 6 p.m., to hear all interested persons with respect to proposed amendments to the Business Licensing By-law 187-2004.

The purpose of the amendment is to increase the minimum commercial general liability requirement from \$2 million to \$5 million for all business license types covered under the by-law.

A link to watch the meeting live will be provided with the agenda, which will be posted on the City's website as soon as it is available at <https://calendar.stratford.ca/meetings/Detail/2023-01-16-1800-Special-and->

For more information, including details on how to participate in the public meeting, please visit <https://calendar.stratford.ca/meetings/Detail/2023-01-16-1800-Special-and-Public-Meeting/fcd72b57-8e3f-4b78-9632-af7f00f1135a>

ACCOMMODATION MEMBERS



As you may be aware, Council adopted the Municipal Accommodation Tax by-law in July 2022 with an effective implementation date of July 1, 2023.

The City of Stratford has added a Municipal Accommodation page to the City's website located [here](#) to provide some background information, links to legislation and the by-law and several frequently asked questions and answers.

Please mark in your calendar the upcoming 'Ask Me Anything MAT' virtual session scheduled for Monday, January 30 at 1pm. The session is intended for accommodators, to demonstrate the remittance process and reporting too, and also to answer any questions not addressed in the by-law or on the City's website. The Ontario Restaurant Hotel Motel Association (ORHMA) and City staff will be present. It is scheduled to run for approximately one hour, but could go longer depending on the questions asked. The session will be recorded for accommodators that are not able to attend.

A link to join the session will be on the City's website closer to the date.

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: [@downtownstratfordbia](#)

Instagram: [@downtownstratford](#)

Twitter: [@dtStratfordBIA](#)

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