



NOVEMBER NEWSLETTER

Highlights

1. Monthly Message from BIA General Manger, Jamie Pritchard
2. New Business - Connection Chiropractic, Dr Karen Garner
3. Winter Wander-land - Dates and Details
4. Festive Fridays - Member Sign Up!
5. Garland Pick Up - Between Nov 12th and 17th
6. Saturday Free Parking Poster
7. United Way - Living Wage Employer Certification

Monthly Message from our General Manager



Another municipal election is in the books and I would like to take a moment to congratulate all of the successful candidates that have won their position in the city. I would also like to thank the group of people that were not successful in their endeavors but stepped forward and allowed the democratic process to shine through.

I would also like to thank all who took the time to vote to hold up the most crucial end of the democratic equation. I hope all continue to follow with the same passion they demonstrated when running the race regardless of their outcome. For the successful candidates it is time to prepare for a new beginning. I am personally looking forward to meeting with each of you in the upcoming weeks.

The air has turned to fall and there has been frost on more than one occasion these past mornings. There are so many wonderful things coming downtown over the next couple months. Our Winter Wander-land program includes the magical carousel, a promotion to drive foot traffic,

snowflakes in windows, and more! Lights on Stratford has some amazing things in their repertoire this year that are sure to have a strong draw for our downtown.

We are still looking for business owners or staff of the downtown to write a blog to share on our website. It can be a one-off or a regular thing, depending on what may interest you. April Taylor of AJ's Hair did an amazing job that shared some history of the 10 Downie St building. Your contribution need not be as long or can be longer and can be a story or anything you would like to share - let your inner Bob Ross lead you through it.

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



CONNECTION CHIROPRACTIC - DR KAREN GARNER

Please join us in extending a warm welcome to Dr Karen Garner, the new chiropractor who has taken over the clinic that formerly belonged to Dr Pip Penrose on Albert St.

Dr Karen is bright, bubbly and a perfect fit for this gorgeous clinic! She grew up in Dundas and after moving around for school made her way back to her family roots where she worked in her profession. One year ago she married Kellen Herr, son of the owners of our very own Boathouse! So when this opportunity presented itself it was too good to pass up for the couple looking for a good reason to move to Kellen's hometown.

In addition to people, Dr Karen also has a thriving practice adjusting dogs and horses. She is a massive animal lover and when you enter her clinic, you'll be put well at ease when you're greeted very enthusiastically by Pippa and Sulley, two adorable Brittany's!



Get ready to kick off the holiday season at our **Winter Wander-land** event in Market Square! Open each day from 11am to 6pm, join us for some festive fun before wandering downtown streets to begin your Holiday shopping or get a head start on friends and family gatherings over great food!

Our goal is to attract folks to Market Square and then encourage them to visit YOU to purchase their special gifts and refreshments.

[PLEASE CONSIDER BEING OPEN BOTH SATURDAY AND SUNDAY TO ACCOMMODATE OUR VISITING SHOPPERS!]

Winter Wander-land

#winterwanderland

Magical Carousel

Authentic Blacksmith Demonstration

Fire pits with cozy fire-side seating

Marshmallow Roasting/S'mores

Spot Santa Scavenger Hunt with Prizes

Winter Wander-land Promo Guide

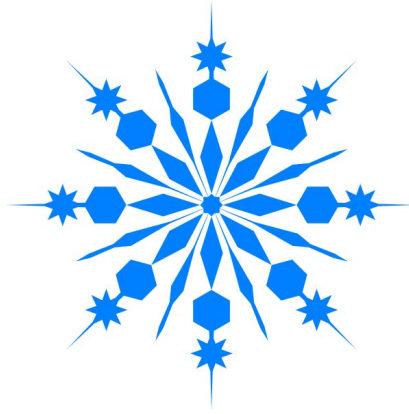
4 Prize Packs each valued at \$500!

November 26 & 27 | 11am - 6pm

Carousel, Blacksmith, Firepits, S'mores

December 3 & 4 | 11am - 6pm

Carousel, Firepits, S'mores



FESTIVE FRIDAYS

IS BACK!!

On Fridays from November 25th through to December 23rd, we'd like to repeat the successful FESTIVE FRIDAYS promotion for local employees of downtown Stratford to encourage these employees to do their holiday shopping downtown! Please let us know your business name and the discount you will offer and we'll be sure to promote your shop as a Festive Friday participant! P.S. You will know these folks when they enter your shop and ask for the (shhhhhhhh).... "Festive Friday discount please!"

**Please fill out the registration below no later than
Monday, November 14th if you're interested in participating!**

**Below is the Fabulous Festive Fridays list we had last year!
(If you'd like to remind yourself what you offered in 2021!)**



Festive Fridays!

Every **Friday** until December 24th, 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!"

- The Wardrobe**, 93 Ontario St - Spend \$100 and get free gift
- MacLeods Scottish Shop**, 80 Ontario St - 15% discount
- Wuerth Shoes**, 16 Wellington St - 15% discount
- Alley Cat Cat Cafe**, 1 Market Place - 15% discount
- Grace the Boutique**, 76 Ontario St - 10% discount
- Olive Your Favourites**, 21 York St - 15% discount
- The Touchmark Shop**, 137 Ontario St - 10% discount
- Distinctly Tea Stratford**, 18 York St - 20% discount
- Kinna Sohna**, 55 York St - 10% discount
- Blowes Cards & Gifts**, 34 Wellington St - 15% discount
- Treasures**, 151 Ontario St - 10% discount
- Gadsby's Clothing**, 56 Ontario St - 15% discount
- Neob Lavender**, 106 Ontario St - 20% discount
- Stilettoes & Sawdust**, 155 Ontario St - 15% discount
- La Osa Jewelry & Vintage**, 34 Ontario St - 10% discount
- Distill**, 96 Downie St - 15% discount
- Designs by Cate**, 26 Ontario St - 10% discount
- Got It Made**, 27 Ontario St - 10% discount
- The Festival Shop**, 100 Downie St - 15% discount
- Resonance**, 23 Downie St - 10% discount (excl Black Friday sales)
- The Livery Yard**, 104 Downie St - 10% (excluding merch)
- Spa by the Tracks**, 20 Cooper St - 15% discount
- The Dressing Room**, 20 Ontario St - 15% discount
- APT6 Apothecary**, 65A Albert St - 15% discount
- Desiree Dawn**, 42 Erie St - 15% discount
- JENN & Larry's**, 49 York St - Buy 4 bags of brittle, get 1 free
- revel**, 37 Market Place - 10% discount off hot beverage
- Watson's Chelsea Bazaar**, 84 Ontario St - 15% discount
- The Little Shed Flower Company**, 9 Market Place - 10% discount
- Heritage Hops**, 21 Market Place - 10% discount on merch
- The HUB**, 31 Market Place - 15% discount on regular menu items

Best Wishes for a Safe and Happy Holiday Season from the Stratford City Centre BIA!

GARLAND PICK UP

For those business owners who ordered Holiday Garland it is available for pick up at Forest of Flowers, 48 Wellington St, from November 12th to November 17th!



FREE SATURDAY PARKING

Once again, the BIA in partnership with the City of Stratford, will be offering **FREE 4-hour parking on Saturdays** from **December 3, 2022 through to April 29, 2023.**

Please **CLICK** and **PRINT** the poster below and post in your front shop window. Thank you!

DOWN TOWN STRATFORD
BUSINESS IMPROVEMENT AREA

SATURDAY
FREE
parking

4-HOUR LIMIT
DEC.3-APR.29

NOVEMBER IS LIVING WAGE MONTH

The concept of a living wage is bigger than income. It's about quality



United Way Perth-Huron

of life. It's about ensuring our neighbours can afford to pay their rent and buy nutritious food, our workers are healthy and able to pay for transportation to get to

work every day and our children are given sufficient social and educational opportunities so they can flourish.

Become a Living Wage Employer

Living wage employers are responsible employers who care about their employees and the community. They recognize that paying a living wage constitutes a critical investment in the long-term prosperity of the economy by fostering a dedicated, skilled and healthy workforce.

A living wage employer pays all direct and indirect employers the living wage rate for the region(s) in which they operate.

Perth Huron 2021 LIVING WAGE IS: \$17.95/hr

WHAT IS THE LIVING WAGE EMPLOYER CERTIFICATION PROCESS?



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](#)

519-508-1415 | kgriffiths@downtownstratford.ca | downtownstratford.ca

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