



OCTOBER NEWSLETTER

Highlights

1. Monthly Message from BIA General Manger, Jamie Pritchard
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3. Applications open for new BIA Board Members
4. Order your Holiday Garland by OCT 25th
5. Ontario St Mural Complete
6. Opportunity to Sponsor NOV 11th Programming
7. LGBT+ 'Travel Market' Presentation
8. New Website
9. Government Surveys
10. Digital Mainstreet Webinar

Monthly Message from our General Manager



In the past week it appears Fall is upon us, and not just from a date on a calendar. The mornings have been cool and crisp but it is always a delight to get out and head Downtown. There have been many things happening, but one of the most exciting events was the completion of our mural on the side wall of 145 Ontario Street. The work is fresh, artistic, and highlights some of the things that make Stratford what it is today. There are so many that have contributed to the project, in fear of missing someone, I will wait until the dedication plaque is finished and ready to be put in place, but the one shout out I am compelled to offer is a special thanks to the BMI group, Elena and Paul, who own the building and generously donated their wall space to jumpstart this vision. We need to begin to have more building owners come forward with space for future murals.

The second amazing thing our team has worked very hard on was the launch of our new website! It contains a Members section that will help you find information and answers to questions you may have. The site boasts new branding, new colours, rolling video, an interactive directory, and so much more. There may even be a contest in there somewhere! Please check it out downtownstratford.ca.

We have begun planning for our winter holiday event which is evolving and is sure to bring a fun time in a family setting that entices more visitors and more local residents to explore your shops and restaurants. Details on it will be coming shortly but have not been finalized at the time of this writing. We will be looking for volunteers from residents of Stratford to help us provide the coverage required to operate this event. It may be a great opportunity for students to get their volunteer hours. If you know of anyone interested please have them contact Kim-kgriffiths@downtownstratford.ca

As a repeat of last month's call out, the election is happening on Monday, October 22 and I encourage two things. One, please vote as your voice does matter. To make it easier, electronic voting can be done from the comfort of your own home starting Friday, October 14. The second thing I ask you to sincerely consider is to think about your own experience and talents and to evaluate how your gifts could benefit others downtown. Coinciding with every municipal election there is also a changing of the Board of Directors at the BIA. If I can entice you to reach out to me and I can arrange a coffee with a current board member to review how fulfilling this position can be.

With so much happening it is getting harder for me to determine what to leave in, and what to leave out of this piece as there is just so much the BIA is working on. 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



Aaron Carley (left) and Johna McColl (right)

BOWL BAR

A very warm and hearty welcome to BOWL BAR that opened last month at 145 Ontario St. Owned by Keystone Group's, Kim Hurley and Anthony Jordaan, this new healthy bistro is managed by Johna McColl from Grimsby and former owner of her own restaurant called ROOT 8 located in Beamsville.

Jonah was a hairdresser for 21 years before her decades (literally) long frustrating search for really yum plant-based, gluten-free, dairy-free foods drove her to open her own shop, catering to folks who had the same dietary needs she did. Developing her own recipe for cauliflower wings, Jonah's product was packaged and distributed in Sobey's grocery stores across the country. During Covid, with ROOT 8 closed to the public, her and her dad prepped and packaged the wings for all of Canada on their own!

Enter Keystone. Kim discovered Jonah's product and began having it delivered by her personally to Stratford on a regular basis for their own restaurants. As the relationship blossomed the new idea for this restaurant was born.

Take it to go or relax in the beautiful bright space - either inside or out - that has been created to help you Nourish Your Soul. The nine types of bowls on the

menu are served on your choice of mixed greens, rice noodles or a quinoa + brown rice blend. Choose your protein - chicken, tuna, spiced jackfruit, falafel, or feta - to top it off. Available in two sizes. To accompany your bowl, try a nurturing smoothie, kombucha, or organic tea from Tea Leaves of Stratford - tea sourced fairly and without pesticides. And to top it all off, starting this week are a plethora of dessert options that again are gluten-free, dairy-free, and refined-sugar-free. However, they are FULL of flavour!

Open Tuesday to Saturday, 11am to 7pm.

GET INVOLVED WITH YOUR DOWNTOWN COMMUNITY



There are seats to fill on the Downtown Stratford Business Improvement Area Board of Directors!

[Apply now](#) for this downtown community volunteer position!
Application deadline is Oct. 28th.

Your Downtown Stratford Business Improvement Area (DTSBIA) is Stratford's only BIA. The Board of Directors of the DTSBIA is made up of 8 volunteers from businesses, including property owners, in the downtown, plus 1 representative from City Council. The positions are 4-year terms with a new term starting December 2022. The Board represents the over 300 businesses and property owners in the downtown area.

What's Involved?

Board meetings are held one evening each month. The total time needed for this Board position is 4-8 hours each month including a subcommittee meeting and follow-up.

Welcoming people who want to engage in the downtown core and have the following interests and skills:

- Desire to learn about the downtown business community and its needs
- Problem solver with a positive outlook
- Enthusiastic active contributor
- Belief that diversity, equity and inclusion are important commitment for our downtown
- Leadership, finance, people and risk management, communication, marketing

To apply, please fill out the application and return to the Clerk's Office, City Hall, 1 Wellington Street, Downtown Stratford. If you need help with your application,

ORDER YOUR GARLAND FOR THE HOLIDAY SEASON!

Please double click the form below to enlarge and print.



Annual Holiday Street Decorations 2022 CEDAR GARLAND

Forest of Flowers

48 Wellington Street | Stratford, Ontario | N5A 2L2
519-273-7703 | wecare@forestofflowersstratford.com

Store/Business Name: _____

Contact Person & Phone number _____

Address: _____

Email address: _____

ORDER DEADLINE: October 25, 2022. THIS IS A HARD DEADLINE THIS YEAR DUE TO SHIPPING COSTS.

We also require orders for at least 30 garlands to keep this price below. Thank you!

Order pickup: November 12th-17th

Item:	Quantity	Unit Price	Total
Cedar Rope 75ft	_____	\$75.00	_____
Festive Bows	_____	\$15.00	_____
Urn Inserts	_____	\$80.00 - \$150	_____

Urn inserts are made up to go into your container. Base price represents evergreens with minimal decorations. Please provide information on desired style and colours.

Subtotal: _____

+ 13% HST: _____

Total: _____

Orders may be emailed, phoned in or dropped off. **Please remember that garland is to be picked up between November 12 – 17th.** Downtown Stratford BIA kindly asks that you wait until Remembrance Day has passed before you hang your Christmas Decorations.

ONTARIO ST. MURAL IS COMPLETE!



Photo by Kris Von Kleist

In 2021 a jury selected internationally acclaimed artist and Stratford resident Kellen Hatanaka to create a large, site specific mural for our community. Since then, we have been working very hard behind the scenes to realize this project and bring more public art to Downtown Stratford.

Kellen Hatanaka (b. 1987, Toronto, Canada) is a multidisciplinary artist who makes vibrant, figurative paintings and drawings that celebrate sport, design, history, and culture. His work considers race, tradition, and heritage as he explores the constructs of the sporting body and the nuances of Japanese Canadian experience. Hatanaka's work has been exhibited nationally and internationally and has been featured in publications including *Victory Journal*, *ArtMaze Magazine*, and *Graphite Journal*. Hatanaka and collaborator Jon-Erik Lappano received the Governor General's Award for their book *Tokyo Digs a Garden* (2016). He is currently based in Stratford, Ontario, Canada.

He is excited about this opportunity to share his art and distinct perspective as a professional artist and BIPOC person in a way that will have an impact and encourage community engagement in Stratford.

"As a member of the community it is important to me to have a positive and active impact on the city and using my work is one of the most effective ways for me to contribute." – Kellen Hatanaka

This project is supported by [STEPS Public Art](#) as part of I HeART Main Street.

BMI Group [@investinbetter](#) (owners of the wall), is a friendly neighbour/ community participant in this project.

Dulux Paints, Provided Full Paint Sponsorship.

In partnership with [@rbc](#) and generously supported by [@canada.council](#) for the Arts and [@@ontarioartscouncil](#) and funding provided by the [@ONGov](#)

We are very grateful for all for the support!

OPPORTUNITY TO SPONSOR NOVEMBER 11th BROADCAST

Click images below for enlargement.



STRATFORD PERTH REMEMBERS

A LIVE-STREAMED BROADCAST PRESENTATION
FRIDAY NOVEMBER 11, 2022



PARTNERSHIP OPPORTUNITIES

Stratford Perth Remembers is a live-streamed broadcast presentation of the Remembrance Day Ceremony taking place at the historic Stratford Cenotaph on Friday, November 11, 2022 and streamed live on Rogers Community Television, on YouTube, FB and other media platforms. The setting for our broadcast has historical significance as the Stratford War Memorial was designed by sculptor William Allward to honour the fallen of the First World War. Allward later went on to design the Canadian memorial at Vimy Ridge.

The recent passing of Queen Elizabeth II coupled with the dwindling number of veterans from past conflicts, are a poignant reminder of the passage of time, a time to reflect on the service and sacrifice of those who have gone before. Those in the Stratford community should be particularly proud of the role the Perth Regiment played in the liberation of Holland in the Second World War and in the Battle of Ypres in the Great War.

Please join us in supporting this important commemoration and stand in memory of those who gave their lives for our freedom.

*"They shall grow not old, as we that are left grow old:
Age shall not weary them, nor the years condemn.
At the going down of the sun and in the morning
We will remember them."
- Robert Laurence Binyon*

BROADCAST SPONSOR

- Recognition and thanks in credits and in promotion for the special aired on Rogers Community Television and the live-stream broadcast.
- Single card logo recognition on-screen in opening and closing billboards

Investment - \$1,500 (one available)

STREAMING BROADCAST SPONSOR

- Recognition and thanks in credits and in promotion for the special aired on Rogers Community Television and the live-stream
- Single card logo recognition on-screen in opening and closing billboards.

Investment - \$1,500 (one available)

MAJOR SPONSOR

- Recognition and thanks in closing credits for the special aired on Rogers Community Television and the live-stream broadcast.
- Shared logo recognition on-screen in opening and closing billboards

Investment - \$750 (four available)

SUPPORTING SPONSORS

- Logo recognition in the closing credits in the Rogers and live-streamed broadcast.

Investment - \$250 (six available)

FOR MORE INFORMATION:

Please contact
craig.thompson@ballinran.com





Join the Stratford Pride Community Centre (SPCC) and CGLCC -- Canada's LGBT+ Chamber of Commerce -- for a highly-engaging workshop designed to help businesses learn how to capture the LGBT+ travel market and how to effectively understand,

value and serve your LGBT+ employees and customers.

This 3-hour afternoon session is free of charge.

Attendees will hear about programs offered by Canada's LGBT+ Chamber that will assist you in working with this market. Presentation will begin at 1:30pm and includes:

- an introduction to the 2SLGBTQIA+ travel market
- an exploration of terminology, orientation, gender identity, and gender expression
- inclusion considerations for 2SLGBTQIA+ workers and customer
- a scenario designed to explore and encourage discussion of what inclusion in the workplace can and should look like (i.e. allyship, inclusive practices, etc.)
- a scenario designed to explore and encourage discussion of what supporting 2SLGBTQIA+ customers can and should look like (i.e. policies and practices, intervention, etc.)
- Next steps: an opportunity to encourage participants to consider and commit to their next steps

DATE: Tuesday, December 6, 1-4:30 pm, including 15 minute break.

STRATFORD LOCATION: TBC

Register by email to pride@stratfordpride.com, stating:

- ☐ your type of business
- ☐ the number of people to attend
- ☐ their positions/jobs
- ☐ any specific questions/issues you would like to have addressed

The SPCC serves people living in Stratford and Perth County, those who are visiting/plan to visit, and those who are looking for a welcoming place to move permanently. It operates a community centre at 24 Downie St., and the online Stratford Pride Guide directory (stratfordprideguide.com). SPCC works to advance our community as a progressive, inclusive and welcoming place to live, work, visit or do business. The centre is a valuable resource for businesses and organizations wanting to learn how to be more LGBTQ-positive in their interactions with both clients/customers and staff.

For more information:

Bruce Duncan Skeaff

President

SPCC

WE'RE LIVE!

VISIT OUR NEW WEBSITE

www.downtownstratford.ca

REMINDER

to check out our new website and all the member resources!
(Also link to this newsletter!)

downtownstratford.ca



Canada 

Canadian Survey on Business Conditions, fourth quarter of 2022

Statistics Canada is conducting the Canadian Survey on Business Conditions, fourth quarter of 2022, and your business or organization has been selected for participation. Please submit the completed questionnaire within 5 day(s).

Your participation is important

Collecting business data is now more important than ever in order to support the economy effectively as we move forward in these uncharted times. It is essential to have current data to fully understand the extent of the impact of the pandemic on Canadian businesses, industries, manufacturing and trade, investments, prices and employment. These data are critical for making informed decisions.

If you do not submit your completed questionnaire, you may be contacted by a Statistics Canada interviewer.

Participation is secure

This survey is conducted under the authority of the [Statistics Act](#), which ensures that the information you provide will be kept confidential. We do not release any information that could identify a business or organization, unless consent has been given, or as permitted by the act. To protect the health of our employees, interviewers continue to work from home using secure Statistics Canada equipment and cell phones. Rest assured that protecting your information remains a priority for us. All information is stored securely on our encrypted servers and highly secure networks.

Important note for businesses or organizations selected to complete multiple questionnaires

Please note that if your business or organization has been selected to complete more than one questionnaire, you may be prompted to enter a password before accessing a list of questionnaires.

Accessing the questionnaire

Select the Login to the Survey link below and click Start. [Login to the Survey](#)

If the Login to the Survey link does not open:

- Copy this link <https://surveys-enquetes.statcan.gc.ca> and paste it into the address bar of your browser. (As this is a secure website, it will not work if you paste it into a search engine such as Google. Please ensure to paste it into the address bar that appears at the top of your browser page.)
- Enter your Secure Access Code: 7E3A 38CB 6191 4C01.

The purpose of this survey is to collect information on business conditions in Canada. It is essential to have current data to fully understand the expectations of businesses in Canada, and to make informed decisions in the weeks and months ahead. Your perspective is invaluable.

Governments, chambers of commerce and business associations need accurate information to help them devise strategies for the survival and continuity of businesses of all sizes, from all sectors, across all regions of Canada.

Data collected from this survey may be used for other statistical and research purposes.

For more information about this survey, visit www.statcan.gc.ca/CSBC.

Contact us

Telephone | 1-877-949-9492 (TTY: 1-800-363-7629)

Monday to Friday (except holidays), from 8:00 a.m. to 7:00 p.m. (ET)

If you use an operator-assisted relay service, you can call us during regular business hours. You do not need to authorize the operator to contact us.

Email infostats@statcan.gc.ca



Ontario Preparing to Expand Health and Benefits Coverage

Source: *Ministry of Labour, Immigration, Training and Skills Development*

Public survey will inform the design of a portable benefits plan covering millions of workers

The Ontario government is seeking public feedback as it moves forward with plans to expand benefits like health, dental, prescription drug and vision care to more workers who need coverage. Results from an online *public survey* will inform the design and implementation of a proposed *benefits plan* that would make Ontario the first province in Canada to cover millions of precarious workers in sectors such as retail, the gig economy and hospitality.

Most workers in Ontario with full-time, permanent jobs have medical insurance and dental coverage. However, fewer than a quarter of people who work part-time or in precarious jobs have similar benefits, which means these workers and their families often have to make difficult choices between their health and other necessities like food and shelter. Independent contractors, gig workers, low-wage workers, newcomers, younger workers and racialized people are less likely to have workplace benefits.

Public feedback is open until December 16th and will help determine the *Portable Benefits Advisory Panel's* recommendations, expected in Summer

2023.

Quick Facts:

These measures also follow the government's successful 2021 changes to ensure *washroom access* for delivery people, require certain workplaces to have a *"disconnecting from work" policy*, and *ban the use of non-compete clauses* in employment.

Resources:

- [Public Survey on Portable Benefits](#)
- [Portable Benefits Advisory Panel](#)
- [Ontario Workforce Recovery Advisory Committee](#)
- [Ipsos Survey: How COVID has changed how we work and what we need to prepare for the future](#)
- [Working for Workers Act, 2022](#)
- [Working for Workers Act, 2021](#)



TikTok For Small Business

Tuesday, October 18, 2022 7:00-8:30

TikTok has taken the social media world by storm. Sure, the video sharing platform is full of funny pet videos and the latest dance trends, but it can also be a great place to engage with your customers or clients. This beginner-level workshop will cover the fundamentals of TikTok and how you can use it to build a following for your small business.

REGISTER

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

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