



AUGUST NEWSLETTER

AUGUST Highlights

1. Monthly Message from BIA General Manger, Jamie Pritchard
2. Family Fair in the Square & SUMMER SIDEWALK SALE
3. New Business - Town Crier Marketing, Sweet Street Diner
4. Summer Scavenger Hunt - July 1 to September 4
5. Car Free Friday - August 11th @ Cooper Parking Lot

MONTHLY MESSAGE FROM OUR GENERAL MANAGER



I recently read an article from another, but much smaller, tourist town that talked about tourism in this particular town being at a stalemate. It talked of businesses sharing their struggles and challenges and some of the reasons (excuses) to justify the current state on their social media platforms. The author recommended that the businesses support each other by following and sharing each other's posts, and by telling patrons about other businesses in their area to cross promote and refer customers. I follow many of our Downtown Stratford businesses' socials (adding more every day) and I am

delighted to say we are already going down the road of cross promoting each other. I have read posts by a restaurant stating they use products from a downtown butcher, and another using baked goods from a downtown business. There are coffee shops utilizing local sourcing. It is working here, so keep up the good work and give a shout out and a share of one of your neighbors' posts.

I am so excited about the sidewalk sale on August 12th. It has been many years since there has been an all out collaborative effort to make it a Downtown wide event. We will have BIA balloons tied to the posts up and down the streets to help with the fun atmosphere. I encourage you to get

creative with the space outside your storefront. Pull out some merchandise, have a fashion show, enlist a street performer, offer a special beverage or treat, open the space for an artist to work on a canvas - animate your space! Help us work it on Social Media! Share our Stories, promote your own and tag the BIA and we will share.

To help make the sidewalk sale sizzle we are also having our BIA 50th anniversary party on August 12 - with a Family Fair in the Square Day. We have partnered with the Stratford Festival to help make this an amazing day of activities and entertainment with Face Painting, Stilt Walkers, Wheel of Prizes for the Kids, Downtown Dollar Giveaways, Game Alley, DJ - PDK, Arts and Crafts, Roller Skating Demos, a Magician, Pet Parade and of course it wouldn't be a party without a sweet treat - join us for our 50th Anniversary cake cutting at 2:30pm!

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!

FAMILY FAIR IN THE SQUARE | COUNTDOWN ON!

The COUNTDOWN is on... This Saturday, August 12th we team up with Stratford Festival for a fun-fuelled explosion of fun! 🎉 Celebrate the BIA's 50th Anniversary and the Festival's *A Wrinkle In Time*!

- 🎈 Inflatable Planetarium (11-3pm)
- 🎩 Family-friendly magic show (11:35am-12:15pm)
- 🎤 Singing and dancing to live music on the stage (11-3pm)
- 🛼 Retro Rollers roller skating demos (11:15am, 1:15am, 2:50pm)
- 🎨 Crafts and face-painting (11-3pm)
- 👤 Street games (11-3pm)
- 🎪 Stilt walkers (1-3pm)
- 🐕 Pet Parade around City Hall and Market Square (bring your dog!)
- 🍰 Cupcakes and cake cutting with the mayor (2:30pm)
- 🛍️ Downtown city-wide SIDEWALK SALE for all businesses able to participate (ALL DAY)
- 🍿 Food trucks, popcorn, ice cream (11-3pm)
- 🔍 Scavenger hunt (11-3pm)
- 👗 Costume dress-up and photos at Avon Theatre (11-1:30pm)

A tremendous **THANK YOU** to the following ice cream shops for donating 10 free cones each to our *Spin to Win* Wheel of Prizes for the kids!

🎉 Jenn & Larry's

- ☒ Scoopers
- ☒ Rocky Mountain Chocolate
- ☒ La Diperie
- ☒ Angela's Gelato
- ☒ Chocolate Barr's
- ☒ The Boathouse

The poster below was delivered this past week to street-level businesses for posting in your front window. In the event you were missed, please **CLICK, PRINT** and **POST!**

50th Anniversary



**DOWN
TOWN**

STRATFORD

**SIDE
WALK
SALE**

SAT **AUG**
12





Family Fair *in the Square*

August 12th, 11-3pm

- | | |
|-----------------|--|
| 11:05 am | Stratford Festival Fanfares Musicians |
| 11:15 am | Retro Rollers Dance #1 |
| 11:30 am | <i>Wij the Magician -</i>
<i>a 40-Minute Family Friendly Magic Show</i> |
| 12:25 pm | Kids Can Dance - <i>Shake your Sillies Out!</i>
<i>(Full Audience Participation!)</i> |
| 12:45 pm | Stratford Symphony Orchestra performing songs
from the <i>Here for Now</i> production of <i>Frog Song</i> |
| 1:10 pm | Retro Rollers Dance #2 |
| 1:25 pm | Stratford Festival Company Members
Heather McGuigan and Anthony MacPherson
<i>A trio of songs, including Let's Go Fly a Kite</i>
<i>(Kids, make a kite and come fly it with us!)</i> |
| 2:00 pm | Pet Parade around the Square
<i>(Gather by the stage at 1:50pm!)</i> |
| 2:30 pm | BIA 50th Anniversary Celebrations
<i>Cake-cutting with Mayor Martin Ritsma</i> |
| 2:50 pm | Retro Rollers Dance Finale |

DOWNTOWN
STRATFORD

*Thank you to DJ Phil for the great music, emceeing,
and for keeping the entertainment on track!*

Stratford
FESTIVAL

NEW BUSINESS

TOWN CRIER MARKETING



(Pictured above Chris King (L) and Cameron Ohlman (R))

This Friday, stop in and say hello to the newest business downtown, Town Crier Marketing, that is hosting an Open House with coffee and treats! The company began in 2019 as a boutique marketing firm. When covid struck shortly after the launch, Cameron and his one co-owner at the time, Doug White, pivoted and asked struggling businesses to "pay what you can" for Town Crier to help them help themselves during this extraordinary period. The duo's in-depth decades long experience and knowledge in IT and POS systems came in very handy!

It was during the pandemic that they purchased the domain of [ShopStratford.ca](https://shopstratford.ca), a platform that connects all businesses in Stratford under one (digital) umbrella. In an effort to push shopping local, businesses can join for free and showcase their offerings to a virtual audience. Signing up will increase a business's SEO (search engine optimization) tremendously and is super easy to do. Check them out! shopstratford.ca

Joining Cameron and Doug now is Chris King and together the trio have decided to leave their basements behind and be street level in the middle of the community they serve!

Town Crier Marketing offers a wide range of easy-to-implement technical and marketing solutions, purpose built to help grow your business. They partner with their clients to immediately optimize digital technology and online presence, then customize your marketing engine to produce measurable sales. The team is happy to do a complimentary online business assessment to determine how you can best evolve your business. Stop in and chat with them on Friday!

TOWN CRIER MARKETING | 125 Downie St
(519) 949-8689 | towncriermarketing.ca

SWEET STREET DINER



(Pictured above, Marketing Manager Julia Allum dines with her daughter)

If you have the breakfast growlies in the morning, head on over to Sweet Street Diner located below The Hub! Recently renovated from its former "Market" style offerings, this breakfast diner offers the only patio downtown to enjoy your bacon and eggs al fresco. Open 8am to Noon, 7 days a week, Sweet Street Diner offers the usual breakfast fare plus breakfast burritos, pancakes, cinnamon toast and sides of bacon and sausage that are made and smoked in house and come from local pork provider, Churchill Farms. The Diner is licensed so feel free to order a mimosa, bloody caesar or a boozy milkshake to accompany your meal! If

you prefer something on the lighter side with your coffee, enjoy house made pastries such as croissants, muffins, brownies, cookies and pies. And while the pandemic and curbside drops are quite a bit behind us, it seems 'Breakfast Deliveries' to offices around town still account for the highest sales!

SWEET STREET DINER | 33 Market Place
(519) 508-2337 | @coopersscoops

A WRINKLE IN TIME SUMMER SCAVENGER HUNT



From left: Noah Beemer as Charles Wallace Murry, Nestor Lozano Jr. as Mrs. Whatsit, Robert Markus as Calvin O'Keefe and Celeste Catena as Meg Murry in A Wrinkle in Time. Stratford Festival 2023. Photo by David Hou.

Our summer Wrinkle in Time Scavenger Hunt continues through Labour Day weekend! A reminder that fun props can be found in 13 shops throughout downtown. This year the Hunt is being run online. Folks can visit downtownstratford.ca to find the riddle card, plug the answers into their phone while on their Hunt walkabout, press submit, and then be eligible for great prizes!

We have already given away two pairs of tickets Stratford Festival's A Wrinkle in Time! Next draws are:

- August 14 - \$50 in Downtown Dollars
- September 5 - \$50 in Downtown Dollars

Note - Hard copies of the Hunt will be handed out this Saturday from the BIA Tent at the Family Fair in the Square event!

CAR FREE FRIDAY - FRIDAY AUGUST 11TH @ 8:00AM

COMMUTERS CUP CHALLENGE

City of Stratford Downtown Employees
VS
Downtown Small Business

Friday, August 11, 2023 | 8am-10am @ Cooper Lot



The CITY and the BIA are tied 1-1!
WHO WILL WIN THE COMMUTER'S CUP IN AUGUST?

CAR FREE FRIDAY
FRIDAY, AUGUST 11th
8AM-10AM
COOPER PARKING LOT

Last month, the Downtown Stratford BIA won the "commuter's cup" from June's

winner, the City of Stratford employees. Yay downtown businesses!

WHO will move ahead this Friday morning and take the lead in the race to win the whole summer? **Drop by the BIA tent at the entrance to the Cooper Parking Lot Friday morning between 8:00am-10:00am**, grab yourself a cup of The Livery Yard's coffee or a cold juice and drop your name onto the Downtown Business clipboard... or... the City clipboard.

At this event we'll be rewarding the folks who park in the Cooper Lot and help to free up parking spots on our downtown streets for visitors!

Once again we'll be holding a draw to giveaway a 30-day bus pass and \$25 in Downtown Dollars. Thank you to the City for providing the bus pass!

On deck to chat Friday morning will be Michael Mousley, head of Transit for Stratford; Bill Abra of Climate Momentum; Sadaf Ghalib, Climate Change Programs Manager; and your friendly BIA team!

SOCIAL MEDIA - GET IN TOUCH!

If you haven't already we'd love for you to join our BIA MEMBERS ONLY Facebook Group. A great discussion and sharing forum for all things business & downtown!

[JOIN NOW!](#)

Reach out to us through our Downtown Stratford BIA Social Media platforms and remember to tag us so we can share in our stories!

Facebook: [@downtownstratfordbia](#)

Instagram: [@downtownstratford](#)

Twitter: [@dtStratfordBIA](#)

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

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