



JULY NEWSLETTER

## JULY Highlights

1. Monthly Message from BIA General Manger, Jamie Pritchard
2. New Business - Yilmaz E-bikes, Agora Gallery, Matilda Gallery & Art Bar, Olive Your Favourites, The Bunker Performance Lounge & Cafe
3. Summer Scavenger Hunt - July 1 to September 4
4. Car Free Friday - July 14th @ York St Bike Repair Station
5. Family Fair in the Square & SUMMER SIDEWALK SALE!

## MONTHLY MESSAGE FROM OUR GENERAL MANAGER



We kicked off this season's Car Free Fridays in June and are back again this Friday, July 14, on York Street, by the bicycle repair station, asking all businesses to encourage staff to take an alternate mode of transportation - let's leave the cars at home. Stop by for some refreshments with Coffee from Balzac's and enter for your chance to win a prize pack worth over \$100. Round 2 of the BIA friendly competition with the City to see who gets the most employees using something other than their own car to get to work - bikes, walking, scooters, buses, carpool, skateboards -

whatever. The City took this one so we have to push a little harder this time. If you can't make it to our tent but you take an alternative form of transportation send me an email ([jpritchard@downtownstratford.ca](mailto:jpritchard@downtownstratford.ca)) with your name and how you got to work. Let's bring the trophy back to the BIA!

We had a howling good time at the kick off of the Dogs Welcome program on June 22. Lots of treats and prizes for our furry friends and great entertainment for our 2 legged friends. If you would like one of the Dogs Welcome window clings and did not receive one please let Kim know and

we can arrange one for you.

Are you ready to party? How about a BIA 50th anniversary party on August 12 - will be a fun day. This is an amazing day of activities and entertainment with Face Painting, Stilt Walkers, Wheel of Prizes for the Kids, Game Alley, DJ - PDK will be spinning the Wax (ok it is digital today but think 1973), Arts and Crafts, Roller Skating Demos, Dance Demos, Magician, Pet Parade, and of course it wouldn't be a party without a sweet treat to commemorate our big day!

Also to pack the downtown on August 12 we have received permission from the City of Stratford to have a Sidewalk Sale! Have some fun, make some special offers or promotions, and help us work it on Social Media! From a logistical standpoint, downtown businesses will not be required to obtain a business license as sales will take place directly in front of your own business. The City sees this as an extension of your business. The pedestrian corridor must be maintained (2 meters on Ontario and 1.5 meters on all other streets at all times) and City infrastructure cannot be blocked. Any merchandise must remain adjacent to the storefront.

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](mailto:jpritchard@downtownstratford.ca)

See you Downtown!

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## NEW BUSINESS

### YILMAZ E-BIKES



Welcome to downtown Stratford, Yilmaz Ertan, owner of Yilmaz E-bikes on Albert St! Yilmaz chose Stratford as his second E-bike shop location for two reasons - one, he has many clients from Stratford who drive to his Kitchener location (so he sees that residents here have embraced eco-friendly modes of transportation) and two, he LOVES Stratford! For years now, Yilmaz and his wife have driven regularly to our city to have a meal, shop our main streets and enjoy Lake Victoria. There was no question as to where he would expand his business!

For more than 30 years, Yilmaz, a skilled truck and car mechanic, owned and operated Yilmaz Auto Repair on King St in Kitchener. Stellar customer service and fair prices is how Yilmaz earned his 5 star rating on Google and his more than 130 reviews that speak volumes to both of these as reasons why customers come back again and again AND take the time to write a review!

Yilmaz and his family are genuinely passionate about electric mobility - they each drive an electric car - and so their E-Bike business was born a year ago, alongside the auto and truck repair business. In February, the repair business was sold and now Yilmaz, and his manager Patrick, focus solely on providing their valued customers with electric-powered products that include: bicycles, scooters, mopeds, golf carts and mobility vehicles. They offer the top brands on the market

- EMMO, Gio Electric, Daymak, Tao Motor, E-Global, and Taubik. Between the two shops you will find something that suits you and if not, almost everything can be brought in overnight.

Yilmaz stands by all of the products he sells, so much so that he and his wife on the July long weekend booked themselves into a hotel in Windsor just so they could get to the bottom of why a gentleman's charger was not functioning properly for his mobility scooter. A house call later and the man and his wife are happily scooting around on a fully charged battery, the issue it turns out with the battery pack being charged too far away from the main source of hydro. All in a day's work for Yilmaz who continues to make customer service his very top priority!

Yilmez E-Bikes on Saturday had a grand opening and offered visitors free burgers and hotdogs at their street BBQ! But if you missed it, know that you are welcome any time, even if it's just to drop in and say hello!

Oh and be sure to bring your dog as this is a Dog Friendly Shop! Yilmaz has a soft spot for all animals and has turned his backyard in Kitchener into a "welcoming space" for critters big and small by providing them food and a cozy shelter beneath his deck! AND as if that's not enough, he sends money monthly to an outfit in his home country of Turkey where vets there use the funds to feed and treat orphaned street animals!

**YILMAZ E-BIKES | 23 ALBERT ST**  
**226.978.0331 | [yilmazebikes.ca](http://yilmazebikes.ca)**

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**AGORA GALLERY - Reopened**



A very warm welcome back to Cindy Hubert, who has re-opened Agora Gallery on Downie St at the corner of St Patrick!

Pivoting as so many others did during the pandemic, Cindy moved her business online and had tremendous success (and continues to!) in doing so. That said, she had always wanted to reopen a bricks and mortar space and when the right location became available, she jumped at it!

Agora Gallery is a fine art gallery specializing in work by accomplished local artists in a range of media, including painting, drawing, sculpture, glass and limited edition prints and photographs. Cindy's first exhibition featuring local painter John Pennoyer, described in his July 2021 obituary as "one of Canada's most illustrious stage designers and artists," goes until July 16th. There has definitely been an appetite for John's vast range of work as his paintings were literally flying off the walls the first two weeks of Agora's reopening!

Covid also made Cindy think outside the proverbial box and so her inventory of art while being offered online was also on show at The Bruce Hotel. Throughout the foyer and dining rooms you could admire - and purchase - the beautiful works of Canadian artists.

Cindy has curated exhibitions and managed projects for numerous galleries and museums in Canada and the UK, including the Hayward Gallery, the Liverpool Biennial of Contemporary Art, the Foundation for Art and Creative Technologies, the Art Gallery of Ontario and the National Gallery of Canada. She has degrees in Art History and Critical Theory, and Classical Studies from Western University and the University of London, England.

From 6pm-8pm July 22nd, all are welcome to Agora Gallery for a reception, featuring music and refreshments, that will kick off the Summer Exhibition celebrating an array of artists featured over the last 10 years, including but not limited to: Ruth Abernethy, Patsy Berton, Tom Campbell, Renata Fitzgerald, Kathryn Friis, Gloria Kagawa and Chris Klein. The Gallery's events are very well attended and often the artists themselves are there to greet you!

**AGORA GALLERY | 100 DOWNIE ST**  
**[agoragallery.ca](http://agoragallery.ca) | [@agoragallerystratford](https://www.instagram.com/agoragallerystratford)**

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## MATILDA GALLERY & ART BAR



Sarah Filion is a mover and a shaker in every sense of the phrase! Brand new to Stratford in general one year ago she has just moved her one-year Matilda Swanson business across the street and closer to the action of Market Square. And it wasn't just the location that appealed to her but also the long stretch of bar at the back of the space! The newly named Matilda Gallery and Art Bar is just what you imagine it to be... loads of art, loads of people and loads of fun!!

On Opening Day in May there was a 90-minute line up to get in! This new community hub is teeming with artists of all kinds, from painters to musicians to actors. And very soon on July 20th, the food and drink will be flowing and the venue will be open nightly until 2am.

The feature gallery wall currently showcases the "Stratford Artists Takeover" exhibit and runs until July 23rd. Sarah fielded submissions from more than 60 local artists for this call out, a true indication that Stratford is home to many talented people.

The art centre will offer a variety of community events that include comedy, cabaret, jazz and poetry nights. The basement is also being renovated to accommodate workshops and individual artist studios that can be rented out. Upcoming exhibitions are "Matilda Art" in mid-July to mid-August, "The Wild Thing" in mid-August and "Agent Aliens and Abstraction" in September/October. Sarah also plans to run a themed exhibit, food and drink in tandem with the Lights On Stratford festival this year. A recent Queer Artist Market during Pride Month saw folks spilling onto the streets and shoulder to shoulder inside. Oftentimes too you will see "artists-in-the-window" painting. Watch Sarah's socials to see who is coming up next!

A full team supports Sarah now - with local artists themselves rolling up their sleeves to look after events, marketing, sales and socials!

**MATILDA GALLERY & ART BAR | 85 DOWNIE ST**  
[matildaswansongallery.com](http://matildaswansongallery.com) | [@matildaswansonartgallery](https://www.instagram.com/matildaswansonartgallery)

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**OLIVE YOUR FAVOURITES - New Owner**



Congratulations to Aaron Bayer for officially taking over the Olive Your Favourites business on York St from his mother, Michelle Hern. Opened in May 2012, this business came about because of Michelle's love for quality olive oil. On a visit to her sister in Traverse City, Michigan, Michelle visited a specialty store selling extra virgin olive oils and aged balsamic vinegars. She had always been a "foodie" and consequently went home with several bottles of each. Once back home, she happened on the phone number of the producer and decided to make a call to give her compliments on the products. Ninety minutes later Michelle was "sold" in every sense of the word! At age 60, Michelle began looking for the perfect location for her olive oil business and found it on York St. Lucky us!

Now it's true that if you follow your passion, your job does not seem like "work" at all! Just ask Aaron! Aaron has 15 years in appliance sales under his belt and just when he was contemplating a change in his career his mom began hinting at retirement. When he expressed an interest she insisted he work with her for one year to make sure this was a good fit for him. And indeed it was! Aaron officially took over the reins in February and every day now is excited to come into his



shop! The day we were there to chat, Aaron had to turn over the Open sign to people already waiting to come in! From far and wide, loyal customers visit Olive Your Favourites to stock up. The couple that day were regulars from Michigan here for the Festival... and well, olive oil!

Olive Your Favourites offers Extra Virgin Olive Oils, Favoured Oils, Specialty Oils (think truffle) and also Balsamic Vinegars in Dark and White. All vinegars are naturally flavoured and naturally aged in Modena, Italy. Aaron's EVOO offerings are impressive, all high in the important biophenols number, meaning they contain antioxidants and are touted to help maintain health, prevent disease and serve as an anti-inflammatory. In fact, studies are underway right now in the medical world to determine how natural properties in olive oils measure up against medications.

Most important in the lineup of EVOO's is the Melgarejo Hojiblanca that is of medium intensity and is produced in Spain. In May this oil ranked in the Top Ten of more than 800 olive oils in the 'medium' category at the worldwide Olive Japan 2023 competition held in Tokyo!

Aaron is happy to help you select a pairing to suit your taste buds. For example, Herbs de Provence Olive Oil paired with Gravenstein Apple White Balsamic Vinegar Condimento would make even the simplest of greens spring to life!

**OLIVE YOUR FAVOURITES | 21 YORK ST**  
[oliveyourfavourites.com](http://oliveyourfavourites.com) | [@oliveyourfavourites](https://www.instagram.com/oliveyourfavourites)

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## THE BUNKER PERFORMANCE LOUNGE & CAFE - New Owner



The Bunker was built with music and local community at its core. Recently they have undergone some major changes, updating not only ownership, but also their branding, schedule, menus, and more.

Now introducing The Bunker Performance Lounge & Cafe, where the focus has shifted from recording to LIVE local musical talents the Stratford area has to offer. Their goal is to be an inclusive environment; a place where throughout each week the emerging young talent that Stratford and area has in abundance can mingle with the experienced musical veterans our beautiful city is home to.

Regarding ownership, you'll still recognize Jereme Berg behind the bar helm, serving you the same quality, and meticulously prepared cafe drinks. He is also now the mixologist and the magic behind the cocktails menu. Filling out the ownership team are John Crawford and Chelsy Hughes.

This well-rounded team has already accomplished so much in the past six to nine months, working hard behind the scenes to get the live music venue fully licensed to better serve patrons. You can look forward to a well-rounded menu of cafe drinks made with locally roasted UP Artisanal coffee beans (which are also available for purchase so you can savour the experience at home), handcrafted cocktails, including specialty coffee cocktails, and the esteemed Shakespeare Brewing Co's craft beer on tap.

A cold food menu includes Hollywood style popcorn made down the street at The Little Prince Micro-Cinema, and the delicious desserts created by the Black Angus Bakery team on Huron St.

Other new updates include a newly renovated lounge with the perfect selfie opportunity at the entrance, a larger bar area, and a stage built for musicians by musicians, providing the perfect platform for artistic expression.

Open Mic nights continue to be every Wednesday and Thursday. Free to perform and open to all ages, there is no need to sign up before you show up. Every Saturday is "Saturday Night Live" performances at The Bunker with the shows live streamed to their Facebook page. New is "Friday Night Sessions," featuring line ups of local musicians. Visit the updated website to see who's up and when!

Now open 6 days a week and offering more opportunities for local musicians to explore their own musical identities. Maintaining their commitment to inclusivity, The Bunker remains open to all ages. Come immerse yourself in Stratford's vibrant live music scene!

**The Bunker Performance Lounge & Cafe | 104 Wellington St**  
**226.345.5520 | [info@bunkerstratford.com](mailto:info@bunkerstratford.com) | [bunkerstratford.com](http://bunkerstratford.com)**

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**A WRINKLE IN TIME SUMMER SCAVENGER HUNT**

# A WRINKLE IN TIME



## summer scavenger hunt July & August

*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.*

This summer's Wrinkle in Time Scavenger Hunt is now underway! Running from July 1st to September 4th, props can be found in 13 shops throughout downtown. This year the Hunt is being run online. Folks can visit [downtownstratford.ca](https://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!

- Draw July 17 - TWO tickets to Stratford Festival's A Wrinkle in Time
- Draw July 31 - TWO tickets to Stratford Festival's A Wrinkle in Time
- Draw August 14 - \$50 in Downtown Dollars
- Draw September 5 - \$50 in Downtown Dollars

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CAR FREE FRIDAY - FRIDAY JULY 14TH @ 8:00AM

## COMMUTERS CUP CHALLENGE

City of Stratford Downtown Employees  
VS  
Downtown Small Business

Friday, July 14, 2023 | 8am-10am @ York Street





## CALLING ALL DOWNTOWN BUSINESSES! WE NEED TO EARN BACK THE COMMUTER'S CUP!

Last month, City of Stratford employees beat out Downtown Business for most people commuting to work that day without a car - Well done, City!

Let's see if we can't tie up this Friday Friday commuter challenge by walking, biking, scooting to work. Drop by the BIA tent on **York St on Friday morning between 8:00am-10:00am**, grab yourself a cup of Balzac's coffee or a cold juice and drop your name onto the Downtown Business clipboard... or... the City clipboard.

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; Constable Darren Fischer who will register your bike in case of theft; Joel Curtis, owner of Totally Spoke'd; and your friendly BIA team!

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## DOWNTOWN STRATFORD BIA CELEBRATES 50 YEARS



## SAVE THE DATE!

The Downtown Stratford BIA will be celebrating its **50th anniversary** in Market Square on Saturday, August 12th from 11am to 3pm. All members are welcome to participate in a downtown-wide Sidewalk Sale to commemorate the occasion!

The BIA is joining the Stratford Festival to bring you **Family Fair in the Square** - a day of fun children's activities themed after this season's family production of **A Wrinkle in Time**... and of course our birthday!

Performances include On Stage dancers, Retro Rollers roller skaters, a magician, Festival performers, Stratford Symphony Orchestra, games, face painting, a pet parade, cake cutting with Mayor Ritsma, crafts and popcorn! Watch our socials for more details soon!

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## SOCIAL MEDIA - GET IN TOUCH!

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

[JOIN NOW!](#)

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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](#)

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519-508-1415 | [kgriffiths@downtownstratford.ca](mailto:kgriffiths@downtownstratford.ca) | [downtownstratford.ca](http://downtownstratford.ca)

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