



## MARCH Highlights

1. Monthly Message from BIA General Manger, Jamie Pritchard
2. Downtown Stratford BIA Annual General Meeting
3. Ten Bucks Back UPDATE
4. New Business - Full House, Coles & Keys, Burrito Guyz, Avon Nails
5. Website Contest - A THOUSAND reasons why...
6. United Way Campaign - 90% there!
7. Canada Emergency Business Account (CEBA) - Loan Survey
8. Digital Screens - Let us know if you have one!
9. Join our Facebook Members Only Group!

## Monthly Message from our General Manager



We are coming into the last few days of the Ten Bucks Back program for 2023. There are still redemptions coming in as I write this with the bulk of the \$10,000 already being given away. I truly hope you were able to help out the shoppers and diners with some receipts for redemption and that you get a good portion of them back before April 30. The beauty of this giveaway is the \$10,000 giveaway comes back to the membership many times over. As always if you have any feedback please drop Kim or I a note, love to hear from you.

As we move into March the focus for many is March Break, while others just have visions of warmer days ahead. For us at the BIA we are working on many advocacy projects, upcoming promotions, the Dairy Expo support, our 50th anniversary celebration ideas, next year's winter holiday events, digital gift cards, and so much more.

Our AGM is coming up March 28th and I hope to see all of you attend this virtual meeting. One of the topics I hope to get more feedback on is improving our communications with you. We have a members only Facebook page that only about 1/3 of our members belong to. - would love to see more join in as it is a great communication tool.

We are looking for BIA members that may have stories about Stratford, the people, events etc and would like to write a couple of paragraphs or so, that we could put in our blog section. We would love your assistance in animating the BIA's blog section of our website.

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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## ANNUAL GENERAL MEETING - MARCH 28 | 6:30PM

Please click the document below to enlarge and view additional pages.



**Downtown Stratford Business Improvement Area  
Annual General Meeting  
March 28<sup>th</sup>, 2023, via Zoom**  
Join Zoom Meeting  
<https://us02web.zoom.us/j/83515113363>

Please send questions for the Board  
in advance to [info@downtownstratford.ca](mailto:info@downtownstratford.ca)

*"Through partnerships, to make downtown Stratford a great place to  
live, work, shop and have fun!"*

Dear BIA Members:

Notice is hereby given that the Annual General Meeting of the Downtown Stratford Business Improvement Area is scheduled for Tuesday, March 28<sup>th</sup>, 2023 via Zoom.  
Join Zoom Meeting: <https://us02web.zoom.us/j/83515113363>.

The Annual General Meeting will start at 6:30 p.m. and the following business will be transacted:

- 6:30 P.M. Welcome and Call to Order by Chair, Pamela Coneybears
- Introduction of BIA Board Members and the BIA Team
- Approval of Minutes of 2022 Annual General Meeting April 2022
- Business Arising from the Minutes
- Update from the City of Stratford – Councillor Burbach
- Report on Activities of 2022
- Report on Plans for 2023
- Questions\*
- Report from the Treasurer
- Motion to Adjourn 2023 Annual General Meeting

Downtown Stratford Business Improvement Area Board of Directors

**\*Please send questions for the Board in advance to [info@downtownstratford.ca](mailto:info@downtownstratford.ca).**

47 Downie Street Stratford, Ontario N5A 1W7 519-273-2461

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## TEN BUCKS BACK

Ten Bucks Program is just about a wrap on the admin side... now let the spending begin! At the time of writing we have handed "back" \$9,100. Money that needs to be spent in our downtown by April 30th!

Thank you for sharing this great program with your customers. Be sure to make your staff aware of these BLUE BUCKS that hopefully will be spent in your business!

REMINDER: 5PM Saturday is the last day to turn in receipts dated Feb 15-March 4!



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## NEW BUSINESS

FULL HOUSE BAR & GRILL



Full House has been up and running since before Christmas under the new ownership of Slavi Nachev and the management of Paige Fuller.

Looking for the food and culture of Europe but can't get there on today's sky-high airfare prices? Then drop into Full House to satisfy your "taste of Europe" cravings! Cozy, elegant and modern, this dining experience promises to provide the vibe you are looking for. Slavi hails from Bulgaria and brings with him his favourite childhood recipes. While he and his chef, Candace, have tried in earnest to reproduce his mother's delectable cabbage rolls the job they say is better done by her so every week she comes from near Sarnia to make her homemade specialty!

Other traditional european fare include sweet stuffed peppers, haus schnitzel, bulgarian biscuit cake and german beer. Wednesday's brunch buffet will soon be offered throughout the week when the weather warms. A perfect place to dine if you're hurried to eat so you can catch the matinee show at the festival!

Full House is also a lively spot offering an in-house DJ, karaoke nights, Latin dancing the last Saturday of the month, piano playing and coming up this Thursday, in honour of International Women's Day, Pamela Jane Gerrard will host an evening of empowerment, songs and poetry. Women dine for half price!!

Finally, check out their socials and enter the photo contest to win a meal! Open Wednesday 10am to 2pm, Thursday 4-10pm, Friday and Saturday "all day and all night!"

**FULL HOUSE | 23 ALBERT ST**  
**519.273.4567 | Follow on IG @fullhoustratford**

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## COLES & KEYS



Put your sunglasses on, York St just got brighter! "Soul-friends" and former colleagues, Nikki Wagler (left) and Nicole Streicher (right), have opened their dream business - Coles & Keys - bringing to Stratford edgy, cool, hand-crafted eyewear. Essentially "wearable art!"

Hailing from New Hamburg, these two young moms worked together at an eyecare centre there, Nicole as an optician and Nikki as an optometric assistant. Now they have ventured out on their own, Nikki showcasing her sales, vibrant storytelling and passion for helping people feel great about themselves in glasses and Nicole using her 10 years of experience to make sure the glasses that look great, perform even better!

With the goal of providing function, style and longevity in eyewear, C&K has three brands on offer: US-based Bevel provides a line that is clean and calm and is crafted from high-quality materials using Japanese manufacturing, known to be of the highest standard in the industry. At the award-winning Blake Kuwahara brand each frame is hand-casted and handcrafted. This eyewear is most known for its unique "frame within a frame" style and you'll see it worn by various top celebrities who appreciate art, fashion and performance all rolled up in one! Finally, Lapima offers unique eyewear that is inspired by the organic lines of Brazil's landscapes and is sculpted by hand in Italian acetate.

Stratford is a very special place for both of them - their "go to" place for an outing and family bonding time when they were young. They are beyond excited to set up shop in our downtown and so even if you're just window shopping, Nikki and Nicole would love the chance to meet you!

**COLES & KEYS | 25 YORK ST**  
**Follow on IG [@colesandkeysoptical](#)**

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**BURRITO GUYZ**



A warm welcome to Parita Patel and her husband Karan on the opening of Burrito Guyz on Downie St in the plaza across from Modo Yoga. Parita and Karan are fairly new to Canada itself and have just arrived in Stratford in November. They both grew up in the beautiful state of Gujarat in India, but lived in Melbourne, Australia studying, and working on a plan to open a popular franchise. They finally chose Canada, Burrito Guyz and our lovely city (lucky us)! This firecracker couple purchased the franchise - a business only operating in smaller cities such as ours - trained and opened on a very short timeline. They already have some loyal customers and feel business is even better than they imagined it would be at this time. These entrepreneurs are learning all they can about our city and are looking forward to seeing their new hometown when it comes alive in the spring and summer months!

This Tex-Mex fast food takeout joint offers burritos, tacos, rice bowls, with a variety of meat and veg options. You choose the toppings. While there is seating Parita says 80% of customers take it out. (It will be perfect once the Al Fresco tables are out!) Hours are 11am to 10pm, Sunday to Wednesday and 11am to 11pm, Thursday to Saturday. The Patels are also happy to provide catering for your next event!

**BURRITO GUYZ | 165 Downie St. Unit C**  
Follow on IG [@burritoguyz\\_stratford](#)

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## AVON NAILS & BEAUTY SPA



Welcome Thi Ha to downtown Stratford! Thi this month opened Avon Nails and Beauty Spa right next to Joe's Diner on Erie St.

Thi has lots of years in the hospitality industry but decided to nurture her entrepreneurial spirit and turn her side passion into a full-time business. Joining her in the venture is her sister who brings with her lots of esthetician experience.

Avon Nails offers all nail services (in hundreds of glorious colours!), eyelash extensions, and waxing. For now, Thi commutes from Kitchener but hopes to one day soon make Stratford her home!

Already rave reviews online about the service here - drop in or book online for an appointment with one of the four women ready to pamper you!

**AVON NAILS & BEAUTY SPA | 155 ERIE ST**  
519.273.6668 | Follow on IG [@Avon.nailspa.ca](#)

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**A THOUSAND reasons why  
you need to visit us ONLINE!**



**\*\*\* CONTEST ALERT \*\*\***

*Open to BIA members and the greater community of Stratford!*

We are celebrating the first six months of our news website and we'd like you to get to know us better!

Between March 20 and March 31, we invite you to [downtownstratford.ca](http://downtownstratford.ca), poke around to find the answers to the three questions presented on the pop-up page when you enter, send your responses to us via the form provided, and if you've answered correctly we'll include you in the draw on April 5th for a chance to win...

**ONE THOUSAND  
DOLLARS**

in Downtown Dollars!

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**United Way campaign edges closer to goal**

As the United Way's annual campaign moves toward the finish line at the end of March, United Way Perth-Huron (UWPH) celebrated reaching 90 percent of their campaign goal today while emphasizing the importance of meeting the organization's goal of \$2.289 million.

"We have been overwhelmed by the support of donors in our community," said Ryan Erb, UWPH executive director. "But



it's also critically important that we reach our goal. The \$150,000 we still need to raise may not seem like much looking at a \$2 million campaign, but falling short means there are programs and services we might not be able to fund. Programs that are important to the health and well-being of the community, such as the Stratford Pride Community Centre (SPCC)."

Last year, UWPH joined with other local partners to help fund the opening of the SPCC. The only rural-based Pride centre of its kind in southern Ontario, the SPCC provides a safe space for the local 2SLGBTQ+ community to share social, educational and health-

related issues. For this year, UWPH is working to fund core operations of the Centre if the campaign can reach its fundraising goal by March 31.

"Thank you again to everyone who has chosen to support our campaign," added Erb. "We realize the current economy is a challenge for many in our community, but as long as there are local people struggling to be heard, understood, and welcomed, UWPH must keep working to raise funds and build toward a stronger, more welcoming place for us to live. Please give or give again if you can and help us reach our goal."

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## OBIAA's CEBA Survey

As a small business you are likely aware that the Canada Emergency Business Account (CEBA) **repayment in-full date is December 31, 2023.**

The BIA umbrella associations for Ontario, Toronto and Ottawa BIAs is recommending to both Federal and Provincial governments that they either extend the repayment date, or forgive - in part or in full - the payback of the loan as an investment in the small business sector.

To assist with this they ask for your input on two important questions via the button below. Deadline is Friday, March 17th. The survey will take less than 60 seconds.

[1-MINUTE SURVEY](#)

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DIGITAL SCREENS

If you have a digital screen in your business that is front facing for your customers, we would be happy to provide the appropriate file if you'd like to share a campaign we are promoting. Our first example would be the website contest above. Please let us know and we'll email the file to you! Contact: [kgriffiths@downtownstratford.ca](mailto:kgriffiths@downtownstratford.ca)

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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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