



OCTOBER NEWSLETTER

OCTOBER Highlights

1. Monthly Message from BIA General Manger, Jamie Pritchard
2. Holiday Winter Wander-land Guide - SIGN UP NOW!
3. Holiday Garland - ORDER NOW!
4. New Business - Crisp N Crust Eatery, HH Delea (new owners)
5. Car Free Friday - Final Results

MONTHLY MESSAGE FROM OUR GENERAL MANAGER



Fall is in full swing, colours are changing, and the days are getting longer. I would say it is getting colder but as I write this it is 27 degrees outside. Thanksgiving is coming up this weekend and I always love the smells from the kitchen and the friends and family gathered to share the fruits of their labour.

The BIA has been advocating to the Federal Government to provide a reasonable extension for the loan forgiveness timelines to go along with the extended repayment extension. It is a fact that tourist areas were hurt the most during the pandemic and thus

recovery time is longer than some of the other parts of our country. Letters from the BIA were sent to [John Nater](#), Member of Parliament, Perth-Wellington; [Chrystia Freeland](#), Finance Minister; [Rechie Valdez](#), Minister for Small Business; and [Filomena Tassi](#), Minister responsible for the Federal Economic Development Agency for Southern Ontario on September 27, 2023. (Click name to open PDF file.) We encourage you to use this [template \(click here\)](#) to create your business letter to MP John Nater. You can also send copies to the above cabinet ministers by editing the "to" section of the letter. Our membership needs to stand together and support each other in these difficult times.

I am also looking to put together a monthly coffee with the BIA that I see as an opportunity to mix and mingle with other downtown businesses before opening. It is also a great opportunity to showcase your business and let the rest of the members learn what you are all about so they can promote and recommend your business. Drop in hours would be 8:00am to 9:30am and we are still finalizing the details. We have two businesses that would like to host to get us started and if you would like to open your doors to fellow BIA businesses, please reach out to me.

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!

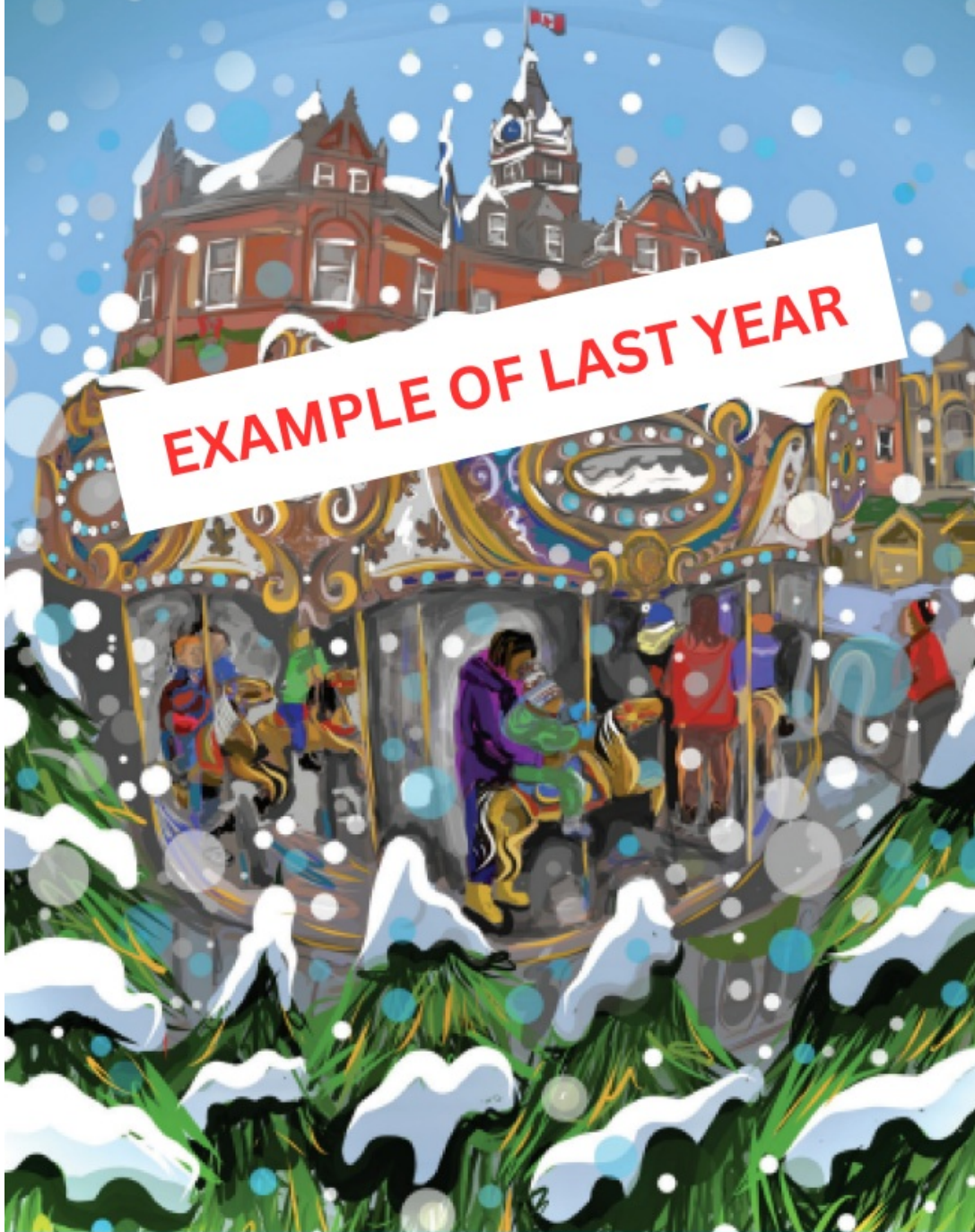
jpritchard@downtownstratford.ca

See you Downtown!

2023 WINTER WANDER-LAND GUIDE - **SIGN UP**

DOWN
TOWN
STRATFORD

your Downtown
Winter Wander-land!



2022 WANDER-LAND GUIDE
Collect 8 stickers for a chance to win!

NOVEMBER 14 -
DECEMBER 22, 2022

A Guide to Your Downtown Winter Wander-land!
- FOR EVERYONE -

Shop and Dine at participating businesses to win fabulous prizes! Patrons collect just 8 stickers for a chance to win Downtown Dollars!

Would you like to be a program participant?

No work on your end - we will deliver the ends and stickers to you at the outset of the program that will begin November 13th and run until December 22nd. Please click here to sign up!

[SIGN UP HERE!](#)

Check below for the 65 downtown businesses that participated last year!

FOOD + BEVERAGE

1 Alley Cat Cat Cafe	1 Market Place
2 AO Pasta	20 Wellington St
3 Balzac's	149 Ontario St
4 Bentley's	99 Ontario St
5 Boar's Head Pub	161 Ontario St
6 Bowl Bar	145 Ontario St
7 Braai House	34 Brunswick St
8 Brch & Wyn	245 Downie St
9 Cafe Bouffon	70 Ontario St, Upper
10 Edison's	46 Ontario St
11 el Cactus Taco Shop	2 Ontario St
12 Grounded	24 Erie St
13 JENN and Larry's	49 York St
14 Lady Glaze	35 Erie St
15 Lavage	72 Wellington St
16 Mercer Hall	108 Ontario St
17 Pazzo Pizzeria	70 Ontario St, Lower
18 Pappin Kettle Corn	164 Downie St
19 revel	37 Market Place
20 Sirkel	40 Wellington St
21 Soup Surreal	98 Wellington St
22 The Livery Yard	104 Downie St
23 The Parlour	101 Wellington St
24 The Planet Diner	118 Downie St
25 The Pulp	95 Ontario St

SERVICES

1 Beauty on Avon	71 Albert St
2 Centre Stage Medical Aesthetics	156 Waterloo St S
3 Green Hair Spa	123 Waterloo St S
4 Illume	36 Ontario St
5 Spa by the Tracks	20 Cooper St

SHOPPING

1 Ånde	26 Ontario St
2 APT. 6 Apothecary	65A Albert
3 Avon Theatre	100 Downie St
4 Blowes Cards & Gifts	34 Wellington St
5 Boutique 14 Plus	10 Downie St
6 Bradshaw's	129 Ontario St
7 Corner Store Candy Co.	27 York St
8 Dale + Company	17 Market Place
9 Desiree Dawn	9 Market Place
10 Distill	53 Market Place
11 FINDS	25 Ontario St
12 Fanfare Books	92 Ontario St
13 Fundamentals Books & Toys	52 Ontario St
14 Got it Made	27 Ontario St
15 Kinna Sohna	55 York St
16 La Osa	34 Ontario St
17 The Little Green Grocery	129 Downie St
18 MacLeods Scottish Shop	80 Ontario St
19 Matilda Swanson Art Gallery	100 Downie St
20 NEOB Lavender	106 Ontario St
21 Pistolnik Designs	73 Albert St
22 Retro Rollers Inc.	65B Albert St
23 Rheo Thompson Candies	55 Albert St
24 Rocky Mountain Chocolate Factory	10 Downie St
25 The Dressing Room	20 Ontario St
26 The Green Room	40 Ontario St
27 The Milky Whey Fine Cheese Shop	118 Ontario St
28 The Touchmark Shop	137 Ontario St
29 Treasures	151 Ontario St
30 Watson's Chelsea Bazaar	84 Ontario St
31 White-Balmer Shoes	123 Ontario St
32 Wills & Prior	94 Ontario St
33 Wuerth's Shoes	16 Wellington St

HOLIDAY CEDAR GARLAND - ORDER DEADLINE IS 27th

Double click the form below to enlarge and print!

(This is not a misprint! Unfortunately the price of garland has gone up this year.)



Annual Christmas Street Decorations 2023
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, 2023. THIS IS A HARD DEADLINE THIS YEAR DUE TO SHIPPING COSTS. We also require orders for at least 30 garlands between all the Stratford businesses to keep this price below. Thank you! Due to the cost of the product all orders are accepted only with pre-payment.

Order pickup: November 13-17th

Item:	Quantity	Unit Price	Total
Cedar Rope 60ft	_____	\$100.00	_____
Festive Bows	_____	\$15.00	_____
Urn Inserts	_____	\$90.00 - \$160	_____

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 13 – 17th. Downtown Stratford BIA kindly asks that you wait until Remembrance Day has passed before you hang your Christmas Decorations.

NEW BUSINESS

CRISP N CRUST EATERY



A very warm welcome to Prabhsharan (Prabh) Singh and Bavneet (Bav) Singh (unrelated) and their new business venture, Crisp N Crust Eatery, to downtown Stratford! These first-time business owners are excited to offer patrons their specialties - Prabh, the pizza and Bar, the wings, each infused with the "flavours of home." These young men hail from the Delhi area in India, and have lived in London seven years and three years, respectively. They met the day Bav arrived to Canada but not again until several months later. Now they are the best of friends, live together with two others, and now have ventured into being small business owners together. Their families back home must be very proud. You will not meet harder, more determined workers!

Both men arrived to London to pursue secondary educations at Fanshaw College. Prabh took photography and is well versed as well in creating videos, especially music videos. To fund his schooling he has worked as a trucker, a dental technician and in construction. Bav worked as a Bell technician and it was his idea to take a look at Stratford as a location for their restaurant, having done some installation here and loved the charm of our downtown.

But you get more than just pizza and wings here! Wraps, quesadillas, burgers and

so many side dishes to choose from to round out your meal. Opening at noon every day of the week, you can choose to dine in the bistro-style restaurant, takeaway or order to your door! Sunday to Thursday open until 10pm and Friday/Saturday open until midnight. Soon to be licensed!

CLICK TO DIRECTORY for CONTACT DETAILS, HOURS, PHOTOS

HH DELEA (NEW OWNERS)



Husband and wife duo, Tiffany Glass and Harry Gidge, (joined here by their daughter Carmony on the left) are the new owners of HH Delea, the gift and social stationary shop that was formerly owned by Harry Delea for 35 years. (A Happy Retirement shout out to Harry D!)

For all those wondering, the name, branding and most products will remain the

same under the new ownership. Tiffany shared that so many patrons come in specifically for items that have been in stock for decades and she has every intention of keeping these traditions going.

With a career of experience in retail merchandising and sales, Tiffany is thriving in her new environment. With a visit to HH Delea you will still enjoy shopping for unique giftware, cards, stationary, candles, puzzles, bathroom décor, jewelry; and also unique to Stratford Quillingcards, Metal Earth 3D Model Kits, and beautiful solar air balloon lanterns for your garden. You'll find something for all ages!

[CLICK TO DIRECTORY for CONTACT DETAILS, HOURS, PHOTOS](#)

IT'S A WRAP ON CAR FREE FRIDAYS



This summer's 'Friday Friendly' ends with a TIE between the City of Stratford staff and Downtown Businesses (BIA), with two wins for each organization in the Commuters Cup Challenge that took place each Car Free Friday.

Thank you to all who participated! And to the following who supported this event and the strides it made to encourage active transportation to work for these four Fridays in June, July, August and September: City of Stratford - Mike Mously (Transportation), Mike Bietz (Communications), Sadaf Ghalib (Climate Change Programs), Jo-Dee Burbach (City Counsellor and BIA Board Member); Stratford Police (Constable Fischer); Climate Momentum; Cycle Stratford; Ross Taylor (Ross' Bikeworks), Joel Curtis (Totally Spoke'd), and June coffee sponsor, Anne Champion (revel).

See you next year!

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!

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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