



## NOVEMBER Highlights

1. Monthly Message from BIA General Manger, Jamie Pritchard
2. Winter Wander-land Holiday Program - Dates and Details
3. Festive Fridays - Sign Up
4. New Business - The Starlight, Fresh Burrito
5. FREE Saturday Parking - Please Print Poster
6. Give your say on downtown patio program - Quick Survey!
7. Small Businesses in need of help, call Holly!

## MONTHLY MESSAGE FROM OUR GENERAL MANAGER



Our inaugural BIA Coffee Club is tomorrow morning and all are welcome! It will be graciously hosted from 8-9:30am at Town Crier Marketing at 125 Downie St. We are expecting a good turn out judging by early registrations. Our next BIA Coffee Club will be hosted by Aaron at Olive Your Favourites, 21 York St. on December 1, 8am to 9:30am. Come out and seize the opportunity to mix and mingle with other downtown businesses before opening. [Register here](#) for the December Coffee Club. Hosting 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. There's a chance to

win a door prize, too!

I would personally like to ask all of you to take a moment on November 11 at 11am to recognize a moment of silence to reflect on all of those that gave their all so you and I could give our all.

Theatre season has been winding down as we all take a deep breath and prepare for the Holiday season. As the cooler weather sets in there will be lots going on

downtown, including our Winter Wander-land shopping and dining Guide featuring more than 80 participating businesses. The two Wander-land weekends will feature your old favourites with a couple of additions including strolling carollers and the jolly one in his sleigh! Please help us get the word out and share on your socials. The BIA is going to publish a list of any businesses with special Wander-land features you would like to offer to capitalize on the increased traffic (a beverage, a meal, an item, or offer). Please submit them to Sara Bradford ([sbradford@downtownstratford.ca](mailto:sbradford@downtownstratford.ca)) ASAP.

Friday December 15th marks the launch of *Lights on Stratford*. We have some amazing displays in our Downtown. The interactive light wall on the side of Pazzo, that can be controlled by your voice into the giant flower microphone, will be up and shining brightly. The installation of the amazing Dandelion in Market Square, sponsored by the BIA, is sure to bring thousands of visitors to the downtown. Again the BIA will be publishing a list of any businesses with special Lights On features, so let us know!

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!



Hope to see you Friday morning at our very first Monthly Coffee Club!

Friday, November 3rd  
8:00-9:30am - Drop in anytime!  
Town Crier Marketing | 125 Downie St

Your  
Downtown  
Winter  
Wander-  
land

Carousel  
Firepits  
S'mores  
Wander-land Promo Guide

NOV 25 & 26 | 11am - 5pm\*  
\*Blacksmith!

DEC 2 & 3 | 11am - 5pm\*\*  
\*\*Santa from Noon-3:30pm

Market Square

Artwork by Vicki Schofield

Get ready to kick off the holiday season at our **Winter Wander-land** event in Market Square! Open each day from 11am to 5pm, join us for some festive fun before wandering downtown streets to begin your Holiday shopping or get a head start on friends and family gatherings over great food!

The Downtown Stratford BIA would like to thank all sponsors of this year's

holiday program - we are truly grateful for your support!

**PLEASE CONSIDER BEING OPEN BOTH SATURDAY AND SUNDAY TO ACCOMMODATE OUR VISITORS!**

# Winter Wander-land

## #winterwanderland

### **\*Magical Carousel\***

*Sponsored by Dunphy Burdett Lawyers LLP*

### **\*Authentic Blacksmith Demonstration\*** (Nov 25/26)

### **\*SANTA IS BACK!\*** (Dec 2/3 | Noon-3:30pm)

*Sponsored by Sutton Group*

### **\*Strolling Carollers\*** (Dec 2/3 | Noon-3pm)

*Sponsored by Alexandra J. Bignucolo Professional Corporation*

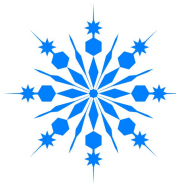
### **\*Marshmallow Roasting/S'mores at the Firepits\***

*Sponsored by Orr Insurance*

### **\*Winter Wander-land Shop & Dine Guide\***

*Win Downtown Dollars!*

*Sponsored by The Starlight & Rheo Thompson Candies*



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## **CALENDAR at a Glance**

**November 25 & 26 | 11am - 5pm**

Carousel, Blacksmith, Firepits, S'mores

**December 2 & 3 | 11am - 5pm**

Carousel, Santa (Noon-3:30pm),  
Carollers (Noon-3pm) Firepits, S'mores

**December 3 | 5pm - 7pm**

SANTA'S PARADE of Lights

**\*\* Visit Santa in Market Square before he joins the parade! \*\***  
**Find INFO here!**

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## **IS BACK AGAIN!**

On Fridays from November 24th through to December 22nd, we'd like to repeat the successful FESTIVE FRIDAYS promotion for local employees of downtown Stratford to encourage these employees to do their holiday shopping downtown! Please let us know your business name and the discount you will offer and we'll be sure to promote your shop as a Festive Friday participant! P.S. You will know these folks when they enter your shop and ask for the (shhhhhhhh).... "Festive Friday discount please!"

**Please fill out the registration below no later than  
Monday, November 13th if you're interested in participating!**

Below is the Fabulous Festive Fridays list we had last year!  
*(If you'd like to remind yourself what you offered in 2022! )*

[\*\*SIGN UP HERE\*\*](#)

# Festive Fridays!

Every **Friday** now 'til December 23rd, the following shops will offer **downtown employees** a special discount!!

All **YOU** have to do is go into one of these participating businesses and say:

***"Hi, I'd like the Festive Friday discount, please!"***

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**Resonance, 23 Downie St** - 10% discount (excl Black Friday sales)

**Gadsby's Clothing, 56 Ontario St** - 15% discount

**Poppin' Kettle Corn, 164 Downie St** - 10% discount

**The Touchmark Shop, 137 Ontario St** - 15% discount

**Blowes Cards & Gifts, 34 Wellington St** - 10% discount

**Ånde, 26 Ontario Street** - 10% discount

**Corner Store Candy Co. 27 York St.** - 15% discount

**Distinctly Tea Stratford, 18 York St** - 15% discount

**The Barkery, 130 Downie St** - 10% discount on Snaps and Itty Bites

**Watson's Chelsea Bazaar, 84 Ontario St** - 15% discount

**Stilettoes & Sawdust, 155 Ontario St** - 10% discount

**Kinna Sohna, 55 York St** - 10% discount

**Neob Lavender, 106 Ontario St** - 10% discount

**Treasures, 151 Ontario St** - 10% discount

**Sunshine and Bliss Sugar Spa, 42 Erie St** - 10% discount

**MacLeods Scottish Shop, 80 Ontario St** - 15% discount

**Grace the Boutique, 76 Ontario St** - 10% discount

**The Livery Yard, 104 Downie St** - 10% discount (excluding merch)

**La Osa Jewelry & Vintage, 34 Ontario St** - 10% discount (excl sales)

**Avon Theatre Store, 89 Downie St** - 15% discount

**Distill, 96 Downie St** - 15% discount

**APT6 Apothecary, 65A Albert St** - 15% discount

**White-Balmer Shoes, 123 Ontario St** - 20% discount

**The Dressing Room, 20 Ontario St** - 15% discount

**revel, 37 Market Place** - 10% discount on hot drinks

**Spa by the Tracks, 20 Cooper St** - 15% discount

**Retro Rollers Inc, 65 Albert St** - 10% discount

**Alley Cat Cat Cafe, 1 Market Place** - 15% discount on food & drink

***Best Wishes for a Safe and Happy Holiday Season  
from the Downtown Stratford BIA!***

**DOWNTOWN  
STRATFORD**

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## NEW BUSINESS

## THE STARLIGHT



Husband and wife duo, Megan Jones and Tim Pritchard, are the proud owners of The Starlight on Wellington St. Warm, cozy and authentically vintage, this new hot spot serves up "quality drinks and tasty bar snacks" well into the wee hours, almost on the daily! Owners of The Gaslight, a small "local" bar in the Junction Triangle in Toronto, Megan and Tim were lured by close family to Stratford in 2019 to work on their dream of running a motel in our great city. Enter the pandemic and plans were put aside while they fought tooth and nail to keep their Toronto bar afloat. With success! And so today, with the Toronto bar running swimmingly, they have poured energy and creativity into their new venture, and while it's not the motel of their original plans the vibe of the bar is "retro motel lobby." Nods to "the dream" are the "motel keys" that hang behind the bar, the worn-in piano, rustic carpets and leather booths. You won't want to leave!

You'll find locally brewed beer on tap, new world and old world wines that will be rotated, fun and easy cocktails. The snack menu is curated by Yva Santini and the team at the Flour Mill in St Mary's. Graphic design is being done by local artist,

Kellen Hatanaka. We love all things local!

Megan and Tim want their bar to be where everyone goes on their days off so the only day closed is Wednesday when they spend family time together with their two young daughters, ages 7 and 3. Thursday to Saturday open 5pm to 1am. Sunday to Tuesday open 5pm to 11pm.

*Please visit our online directory for more info!*

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## FRESH BURRITO



Welcome to Dhyhan Patel, owner and manager - along with three partners - of the Fresh Burrito at Festival Marketplace. Dhyhan has much experience behind him

working first for Subway and then moving to this brand as he loves Mexican food but more importantly loves the company's credo - "providing high-quality nutritional food in a unique, fun environment."

All ingredients are cooked and prepared from scratch at Fresh Burrito, including three homemade salsas and delicious guacamole that is made fresh throughout the day, every day. Fish and meats are fresh and marinated on the premises and always prepared in small batches for optimum freshness. Salsas are sugar and preservative-free and there are menu options for vegetarians, vegans and those following a gluten-free diet. Bowls, tacos, quesadillas, burritos (of course!), salads and more fill out the menu at this "fast-casual" restaurant.

With a year experience helping to run a Fresh Burrito north of here and then an extensive training program, Dhyan is delighted to own and operate the one and only Fresh Burrito in Stratford. In his spare time, Dhyan is preparing for his wedding this December!

*Please visit our online directory for more info!*

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## PRINT AND POST FREE PARKING POSTER

Once again, the BIA in partnership with the City of Stratford, will be offering **FREE 4-hour parking on Saturdays** from **December 2, 2023 through to April 27, 2024.**

**Please CLICK and PRINT the poster below and post in your front shop window. Thank you!**





## YOUR FEEDBACK ON PATIO/BOARDWALK PROGRAM



With the patio season now wound down and still fresh in your mind the BIA would like to hear your thoughts on this summer's patio program and also for that of the 2024 season. The BIA is looking to get in on the discussions with the City early in this process for next year.

All individual information will remain confidential, even if you decide to include the name of your business and/or your name. The survey will take less than five minutes to complete.

Please provide your valuable feedback by November 15th! Thank you!

[PATIO/ BOARDWALK SURVEY](#)

## SMALL BUSINESS OWNER, HELP IS HERE IF YOU NEED IT!



Hey Downtown Business Owners. I'm Holly and I'm the Business Advisor at the Stratford Perth Centre For Business. I work here in the downtown core of the City of Stratford, as a department of investStratford, the city's economic development team.

I help small businesses start, expand or pivot by offering a mix of free one-on-one consults, live and online workshops and large partner events. My goal is to take your need and customize our services so that you can take an actionable piece away from working with me and our team.

Common one-on-one consult requests that come from downtown brick and mortar businesses are: exploring new revenue streams that don't rely on walk-in traffic, accessing grants and government funding, creating a business plan to access lended funds, assistance creating a plan to sell your business for you and support for the potential purchaser, workforce issues, digital marketing direction and finally building your needs network, which simply means, you need someone to help, I have a vetted list of support services to provide you.

Private appointments at this time are via Zoom and can be booked by using the following link: <https://airtable.com/app2gRqysORdgAAIp/shrN489caaX9MAifL>

I can be reached via email at [holly@stratfordperthbusiness.ca](mailto:holly@stratfordperthbusiness.ca)

I'm looking forward to working with you to help your business thrive,

Holly

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## SOCIAL MEDIA - GET IN TOUCH!

**We are happy to share your Holiday Open Houses or any festive activities you are offering. Please constant Sara via our socials or by email at [sbradford@downtownstratford.ca](mailto:sbradford@downtownstratford.ca).**

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](https://www.facebook.com/downtownstratfordbia)**

Instagram: @downtownstratford

Twitter: @dtStratfordBIA

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

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