



Happy Holidays!

DECEMBER NEWSLETTER

DECEMBER Highlights

1. Monthly Message from BIA General Manger, Jamie Pritchard
2. Festive Fridays - Updated List to Print
3. New Business - D&S Mattress
4. Winter Wander-land Wrap Up!
5. Stratford Winter Film Festival - FEB 9-11, 2024
6. Sidewalk Snow Removal
7. Small Businesses in need of help, call Holly!

HOLIDAY HOURS NOTICE - DESTINATION STRATFORD OFFICE

For the purchase or drop of Downtown Dollars, please note:

December 22nd - 9am-12:00pm

December 23rd - 9am-Noon; 1pm-5pm

December 24-26 - Closed

December 27, 28 - 9am-Noon; 1pm-5pm

December 29 - 9am-12:00pm

December 30 - 9am-Noon; 1pm-5pm

December 31 - Closed

January 1st - Closed

MONTHLY MESSAGE FROM OUR GENERAL MANAGER

It is December and I know you are all deep in the heart of holiday sales. The streets have been filled with people carrying bags. I am hoping that all of you are experiencing great traffic counts with the sales dollars filling your tills.

Winter Wander-land in Market Square brought many visitors downtown, both Stratford residents and visitors from afar. We had almost



4,200 riders on the carousel, and handed out almost 1,500 s'more kits and 2,600 candy canes. The guy in the big red suit was busy non-stop each day in his sleigh that offered an excellent photo op.

I would personally like to thank this year's Winter Wander-land sponsors:

- Dunphy Burdett Lawyers LLP - Carousel
- Orr Insurance - S'mores
- Sutton Realty - Santa
- Macleods Scottish Shop - Blacksmith
- Alexandra Bignucolo - Victorian Christmas Carollers
- Rheo Thompson - Wander-land Guide
- The Starlight - Wander-land Guide

I would also like to make special mention of revel for supplying hot drinks to a cold, and sometimes wet, volunteer staff. Special thanks also goes out to Destination Stratford/Lights On for the use of their video electronics to display our programming. Last but not least and too many to mention without leaving someone out are all of our amazing volunteers from the community, SDSS and Nancy Campbell School - THANK YOU!

I do believe the attendees are enjoying our monthly BIA Coffee Club. It is great to see members meeting members for the first time and exchanging information and building relationships. Please register below for the January get together being hosted by the Stratford Pride Community Centre Thursday January 25; you will be glad you did!

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 the "Friday Night 'til Late" Supporters of Lights ON and any businesses with special Lights On features, so please 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

See you Downtown!



FESTIVE FRIDAYS

Please share with your staff the updated list for this week!

Festive Fridays!

Every **Friday** now 'til December 22nd, 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!"

- Gadsby's Clothing, 56 Ontario St - 15% discount
- The Touchmark Shop, 137 Ontario St - 10% 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
- Kinna Sohna, 55 York St - 10% discount (excluding sale items)
- Neob Lavender, 106 Ontario St - 15% 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 (excl sale items/watches)
- Distill, 53 Market Place - 15% discount
- APT6 Apothecary, 65A Albert St - 15% discount
- revel, 37 Market Place - 10% discount on hot drinks (excluding eggnog latte)
- Alley Cat Cat Cafe, 1 Market Place - 15% discount on food & drink
- Full House Bar and Grill, 23 Albert St - 20% discount
- Good Vibrations Rock Shop, 9 Market Place - 11% discount
- JENN & Larry's, 49 York St - Buy 5 Stocking Stuffers of peanut brittle, receive 6th one free
- Coles & Keys, 25 York St - 15% discount
- Dale + Company, 17 Market Place - 10% discount
- Optical Design, 84 Wellington St - 10% discount
- Treasures, 151 Ontario St - 10% discount
- The Bunker Performance Lounge & Cafe- 20% discount
- The Bakery, 130 Downie St - Buy bag of baked treats, get one 1/2 price (excl dehydrated)

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

**DOWNTOWN
STRATFORD**

NEW BUSINESS

D & S MATTRESS



If all you want for Christmas is a dreamy sleep, then D&S Mattress is the place to go! With many customers at their Waterloo shop hailing from Stratford, Deepanshu Goyal and Saksham Sharma decided to bring their business to the customers!

The business partners have opened a wholesale mattress and furniture store on Albert St, the fourth shop in their portfolio of retail outlets. Mattresses are available in all sizes as well as custom sizes, for example for a trailer. Custom orders also include satisfying the most fastidious of couples with half the bed soft and the other half firm! Mattresses can be made adjustable (think hospital bed) and can even have pillow tops built onto both sides in case you are a mattress flipper!

Eighty per cent of the mattress inventory is manufactured by D&S with remaining options mostly under the Sealy brand. The opening of the four retail shops is an extension of the core business, that of manufacturing the product in Mississauga.

Sheets, pillows, mattress protectors and comforters will round out your mattress purchase. Also offered is bedroom furniture, with customizable elements such as drawers in the bed frame or shelves in the headboard.

And if you are not in the market for a new bed, but a new couch, D&S offers a variety of pull-outs, three and four seaters.

For more information, please click [here for our online directory](#).

WINTER WANDER-LAND WEEKEND(s) WRAP UP!

A really good day!
Thank you, Stratford!!





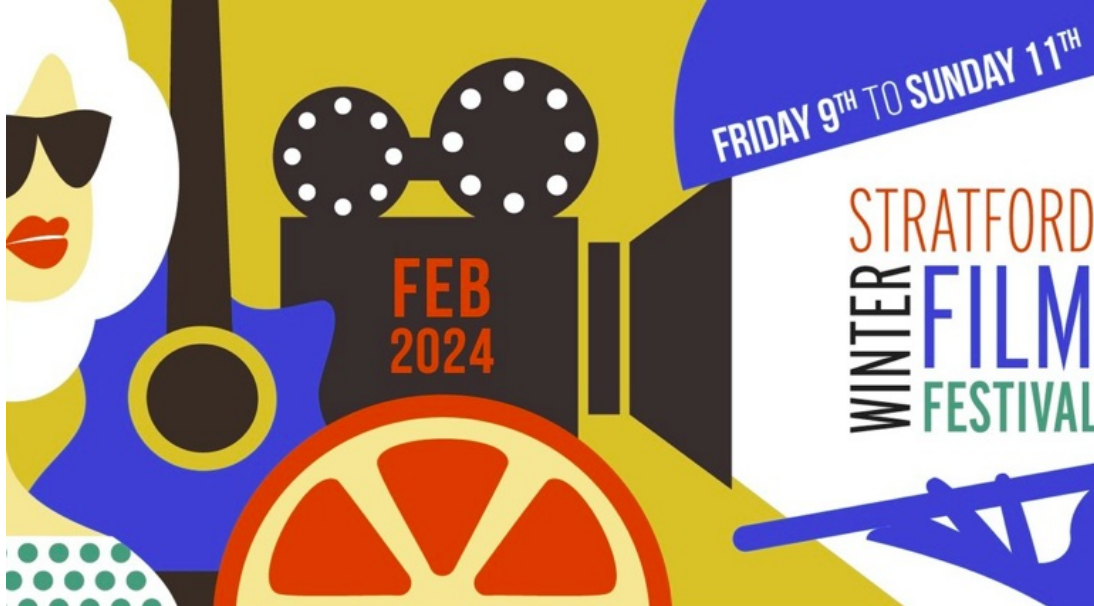


Thanks to everyone who attended our Magical Winter Wander-land Events the past two weekends in Market Square!

Some fun facts:

- 4,100+ riders on the carousel!
- 1,400+ s'mores kits given out
- Just shy of \$2,000 raised for the Connection Centre via our donation box at the Carousel and Fire Pit!

NEW ADDITION TO THE STRATFORD CULTURAL SCENE



The Stratford Winter Film Festival (SWFF) is a new not-for-profit initiative that will be inaugurated early next year running from February 9th to 11th. The threefold theme -- music, food and history -- is a nod to what people have come to appreciate Stratford for. The motivating idea is to have an event with broad appeal, to lift the spirits in the deep depths of winter, and go some way to helping contribute to Stratford's off-season economy. The film showings will take place in five venues:

1. **Revival House**
2. **Avondale Church**
3. **Grayson Mills**
4. **Factory 163**
5. **The Little Prince**

A selection of a dozen or so films will be shown and a one-off pass of \$99 will entitle one to view all films. Though generously seeded by the Stratford Destination Development Fund (DDF), the Film Festival needs community support to at least break even. Pursuant to this, SWFF are offering two sponsorship modalities that BIA members can partake in:

1. **Direct sponsorship:** sponsorship begins at \$500. Depending on the level, sponsors can be named in all publicity (hardcopy and digital), on-screen and in-person announcements before each showing and leading up to and including the Festival weekend. Contact the SWFF to find a package that meets your budget. Restaurants and other downtown businesses can secure preferential recommendation via the festival's programme, on-screen and in-person announcements before each showing.
2. **Employee or client appreciation:** businesses can buy packs of 10 passes and qualify for an early bird discount of 10%.

Please address all inquiries to Craig at craig@stratfordwinterfilmfestival.ca. The deadline for printing promotional material is December 15, 2023 so please get in touch ASAP if you are interested!

SIDEWALK SNOW REMOVAL



Well that snowy winter season has arrived and as you know the responsibility of *snow removal* on downtown sidewalks lies with the adjacent business. We have been asked to help find companies that offer this service downtown and here are a couple that can accommodate:

Jeremy Slater
Slaterscapes Landscaping
snow.slaterscapes@gmail.com

Brent Robinson
Top Trimming Landscaping & Maintenance
519-301-2421
toptrimming1@gmail.com

Ange Chisholm
Aechisholm@hotmail.com

This list constitutes current suppliers of this service at this time and the BIA offers no endorsement or recommendation. Please check them out fully and ask for client references to ensure you are finding the right fit for you.



DOWN TOWN STRATFORD

BIA COFFEE CLUB

The BIA Coffee Club" will be hosted next month by Stratford Pride Community Centre at 10 Downie St (in the gazebo on the main floor) on Thursday, January 25th from 8:30am to 9:45am.

Please join your fellow BIA Members in this fun "morning mix & mingle," a chance to we can all learn a little more about our neighbouring downtown businesses. Being a great ambassador of Downtown Stratford means getting to know as much as we can about each other!

The format is a monthly Coffee Club, with the Host having a great opportunity to showcase their business to the BIA membership. Start your Friday off on the right foot by dropping in for a fun chat between 8:30 and 9:45am on your way to work! To assist the Host Business with their coffee order, we'd like to request an RSVP before November 29. That said, unregistered drop-ins are welcome!

[RSVP HERE!](#)

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



Finding Quick and NEW Cash Flow

By Holly Mortimer, Stratford Perth Centre for Business

Entrepreneurs need cash flow. It's how we keep moving forward. How we pay our employees.

How we pay our suppliers. It's how we can afford to take risks and how we can pay ourselves.

Read more for Holly's blog [here on our website.](#)

SOCIAL MEDIA - GET IN TOUCH!

We are happy to share your Holiday Open Houses or any festive activities you are offering. Please contact Sara via our socials or by email at sbradford@downtownstratford.ca.

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](#)

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