



Happy
New Year!

JANUARY NEWSLETTER

JANUARY Highlights

1. Monthly Message from BIA General Manger, Jamie Pritchard
2. Lights on Stratford - "LOS Supporters"
3. Our New Businesses of 2023
4. New Business - Reboot Repair
5. Public Art - Bench at Shopper's Drug Mart
6. BIA Coffee Club - January 25th @ 8:45am
7. Reminder for Winter Wander-land Feedback

MONTHLY MESSAGE FROM OUR GENERAL MANAGER



We have entered 2024 with new hopes, dreams, plans and possibly changes. We make New Year resolutions each year in the spirit of anything is possible, a spirit of a new beginning, and leaving the past in the rearview mirror.

The BIA has sold over \$108,000 (unaudited) of Downtown Dollars (DT\$) in 2023, and you will see them cashed in at your businesses. Statistics indicate that someone with a gift card spends 38% more than the face value turning these dollars into almost \$150k spread across your tills. It will behoove you to advertise on your socials that you accept them at your business to get your share of redemptions and new business. It is beneficial to all members to accept them with open arms to make DT\$ a great thing for all. How can I do that you ask?

- Welcome the DT\$ with a smile - they are same as cash to you!
- Provide cash change - a 20 DT\$ bill is just like a \$20 dollar bill
- Thank the redeemer for using Stratford Downtown Dollars

The Wander-land event brought many visitors downtown, both Stratford residents and visitors from afar. We have sent a survey for you to share your thoughts, successes, and yes failures if there are some. When we begin planning for the 2024 holiday programming your information will help us shape our animations.

The world class Lights On Festival has attracted record crowds to downtown made up of both locals and visitors coming to see the activations. Your BIA has encouraged businesses to stay open late Friday nights to capitalize on this traffic. Soon we will be asking for you to share the impact of this festival on your business to again help us plan and build for the future.

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 hosted by the Stratford Pride Community Centre - you'll be glad you did! It will be held at 10 Downie St (GAZEBO INSIDE FESTIVAL SQUARE) on THURSDAY JANUARY 25th - DROP IN 8:30AM TO 9:45AM. Please register today. [Click Here For Registration](#)

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!

LIGHTS ON STRATFORD

Supporters of Lights On Stratford



Prepare to be “downtown dazzled” for the next two Friday nights! Lights On Stratford is in its third week of twinkly magic. And we have asked our businesses to get involved by offering something special in conjunction with Lights On.

“Supporters of Lights On” are downtown businesses that have offered to stay open until at least 8pm on the five Fridays of the festival.

📍 Find out which businesses are staying open late on Fridays or offering something special on our [website here](#).

LIGHTS ON STRATFORD

*December 15th, 2023 to January 12th, 2024,
Thursdays to Sundays, 5 to 10pm*



Special features and offers by downtown businesses,
a lit-up shuttle bus, free skating, and more!

NEW BUSINESSES OF 2023 at-a-glance



NEW BUSINESS

REBOOT REPAIR



A warm welcome to Cameron Russell and Dylan McCarthy, co-owners of the brand new Reboot Repair located in the 155 Erie St plaza. Formerly employees of

the now closed Compudoc, the business partners have ventured out on their own for the first time. With decades of experience between them, your sick computer or phone will be in good hands here!

At Reboot Repair you can purchase all types of new and used computers and accessories. Soon RR will be Apple certified too so you can expect to find a full portfolio of products under this banner in short order.

In addition to in-shop tech support and repair, RR will be offering on-site services - bringing the expertise directly to you - for those needing to set up IT solutions at home or at the office. You can also look forward to training classes that will take place for small groups in the shop - how to use your computer or ipad for example.

So when you are next in need of malware cleanup, computer optimization, upgrades, or even a custom built PC, call on Reboot Repair!

For more info, [please click here for our online directory](#) .
For more photos, [please visit our online blog](#) .

PUBLIC ART



Public Art has become an important piece of our downtown landscape. We recently commissioned talented local artist, Lauren Kenney, to create a public art

piece that captures the essence of our streetscapes through the seasons. This is the first one. It's inspired by York Street on a dreamy winter night.

Check out this "art-ified" bench (and take a seat) near the bus stop on Ontario Street outside Shoppers Drug Mart. It's one of many upcoming public art projects we have planned for the future of downtown.

Follow Lauren on IG at [@_laurenkenney](#). Click [here](#) to find our official [Public Art Plan for Downtown Stratford](#).

BIA COFFEE CLUB - JANUARY



**DOWN
TOWN
STRATFORD**

BIA COFFEE CLUB

The BIA Coffee Club" will be hosted this 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 for this fun "morning mix & mingle," a chance for us all to 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 morning 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 by January 23rd. That said, unregistered drop-ins are welcome!

RSVP HERE!

REMINDER - WINTER WANDER-LAND FEEDBACK

While it's still fresh in your memory, we would love for you to take a couple



minutes and provide us feedback on this year's Holiday Programming - the activities in Market Square (Nov 25/26 and Dec 2/3) and the Winter Wander-land Guide.

Your comments and feedback will help us in our planning for 2024.

(A big thank you to those who have already responded!)

[Provide Feedback](#)

SOCIAL MEDIA - GET IN TOUCH!

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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