



FEBRUARY NEWSLETTER

FEBRUARY Highlights

1. Monthly Message from BIA General Manger, Jamie Pritchard
2. Downtown Dollars - Sales and Redemption in 2023
3. Ten Bucks Back 2024
4. Winter Walk Around the Block Social Media Contest
5. LOS Survey - We need your feedback!
6. New Businesses - Strong Roots Insurance Brokers, Poet & Perth, Gush
7. BIA Coffee Club - Feb 29th @ 8:45am @ Partners in Employment
8. Climate Mixer - Feb 6th @ 4:30pm @ The Parlour
9. This month - Film Festival and Winter Pride Weekend

MONTHLY MESSAGE FROM OUR GENERAL MANAGER



The first month of 2024 is in the books and already there was so much going on, with one of the best Lights On we have had to date, Soup's On for Alzheimer's, Winterfest, music and entertainment at many venues downtown and more.

As we move into February it will be jam packed with the first annual Stratford Winter Film Festival with venues in the heart of downtown. I am so excited about our [Winter Walk Around the Block Instagram](#) contest which is on now to encourage folks to stroll the streets and look for ways to get Cozy! Valentine's day will be the focus for many and I have been seeing lots of

Social Posts from restaurants and retailers with some extraordinary offerings to make this truly a month for love!

The BIA is preparing for the first in person AGM that we have had in years. Save the date and come on out and meet your Board, your Staff, and many other members. We can talk about 2023 and plans for 2024. Save the date of March 26

at 6:30 with details and venue to follow.

To help you bring more footsteps over the stoop we once again are bringing back our very successful Ten Bucks Back program. For you, the beauty of this promotion is all you have to do is sell your wares and serve your customers! The customer can then turn in receipts and for each \$100 turned in (before tax) they get a "Ten Bucks Back" coupon. Program runs from February 15 to February 29th - [Click here for all the details](#) .

The BIA needs your help to plan out the 4th quarter of this year. We need your feedback on Lights ON in order to provide you, our members, with exactly what you want. We need to hear from you whether you were open late or not - your input is invaluable. Please take 4 minutes to help us with this [Survey](#).

For those attending the [BIA Coffee Club](#) it has been a great opportunity to mix and mingle with other Downtown Businesses. This networking is probably one of the most important sessions you can attend as the more each of our businesses know about each other the better we can refer business to each other and keep it downtown. The next BIA Coffee Club will be hosted by Partners in Employment, 75 Waterloo St. (above the post office). As we all prepare for the Theatre Season you may be able to use this FREE service to bolster your staffing requirements. If you are interested in hosting a Coffee Club at your place of business please reach out and we can discuss the details.

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

COOL NEWS ON DOWNTOWN DOLLARS!

This is how many dollars were SOLD in 2023 and this is how many dollars were SPENT AT YOUR BUSINESSES in 2023!!

Sold in 2023 - \$108,250

Paid out to businesses in 2023 - \$122,845.00





COMING SOON

FEBRUARY 15 - 29

TEN BUCKS BACK



TEN BUCKS BACK... IS BACK!

For every \$100 spent between February 15th and February 29th, customers may submit their receipts in exchange for a \$10 gift certificate, up to a maximum of \$500 (pre-tax).

Customers will have up to the end of day, Monday, March 11th to submit their receipts. **The specially designed promo gift certificates will EXPIRE APRIL 30, 2024.** Our intention is to have this money spent in our downtown core during the shoulder season. In years past we have had tremendous success with this program meaning thousands of dollars spent in your businesses during the off season!

SPECIAL NOTE

The BIA has allocated \$10,000 to this program; gift certificates will be given out on a first come, first serve basis until the funds are depleted. Please watch our socials and emails from us announcing any changes to the program dates should we run out quickly.

WHERE DO CUSTOMERS REDEEM THEIR RECEIPTS?

- **Monday to Friday -- Receipts are to be handed in at RBC branch located at 33 Downie St | 9:30 AM to 5 PM**
- **Saturday -- Receipts are to be handed in at Destination Stratford located**

at 47 Downie St | 9AM-NOON and 1PM-5PM

- Sunday -- No redemption accepted

CAMPAIGN PROMOTION

Below you will find the promo Gift Certificate so you recognize it upon arrival in your business. Note that the "real deal" will have a black number in the lower right hand corner.

A social media campaign is already underway and a press release was picked up by [local media](#). But we'd appreciate you sharing this program with your customers!

IMPORTANT

It is crucial that we communicate to consumers WHEN the receipts need to be submitted by and WHEN the GC's need to be spent by. We are permitted to put an expiry date on the gift certificates as they are part of a sales promotion.

EXCLUSIONS

Receipts will not be accepted from the following:

- LCBO
- Petro Canada
- YMCA
- Banks
- Vape and Cannabis Stores



WINTER WALK AROUND THE BLOCK!

GIVEAWAY

FEBRUARY 6 & 7



WEEK 2: ENTER NOW

SELF-CARE SELF-LOVE

We have a super fun four-week long Instagram contest running now in the lead up to Ten Bucks Back.... take a peek if you haven't seen it yet! Lots and lots of love in Week 1! Click links below!

[Downtown Stratford Website](#)
[Instagram](#)

LIGHTS ON STRATFORD



Please be reminded of this important survey pertaining to the Lights on Stratford Festival and how it impacted your business.

Lights On Stratford 2023/24 ran from December 15, 2023 to January 13, 2024, Thursdays to Sundays from 5:00pm to 10:00pm.

This year, total combined attendance across the main light displays was 76,563 in 18 days of production. In comparison, last winter was 83,715 in 45 days of production.

What is MOST IMPORTANT for the BIA to know is how it affected you, our membership. To help us plan for the future and make crucial decisions we need

your input! Please also encourage your neighbouring businesses to fill it in. The more feedback, the better!

**** Respondents are taking an average of 4 minutes to complete. ****

LOS SURVEY

NEW BUSINESS

STRONG ROOTS INSURANCE BROKERS



[Strong Roots Insurance Brokers](#) Ltd - that opened their doors on Ontario St in November 2023 - is a brand new, locally-owned business led by seasoned insurance professionals - Shara Bierman, COO and Principal Broker (left) as well as Chuck Ellison, Senior Producer (centre). The team at Strong Roots totals eight and includes management, agents and Danielle (right) who manages the admin part of the office.

On account of a large amount of clients in Stratford and the surrounding areas, Strong Roots broke off from Traditional Mutual Insurance Co in Sebringville, in

order to be central to its clientele.

Offerings range from personal to commercial, allowing for tailored solutions that match clients' needs in property and casualty insurance. Strong Roots' approach to insurance focuses on personalized consultation, comprehensive coverage, and hassle-free comparison. Let Strong Roots professionals do the "shop around" for you!

You are in great hands with this team! Chief Operations Officer, Shara is a self proclaimed "lover of all things insurance!" Shara is on year 24 in the industry and has won the accolades of "Insurance Broker of Ontario" and "Insurance Broker of Canada!" She also sits on industry related boards and guides the youth of today entering the industry. Chuck grew up on a farm and worked his adult life alongside his father providing farm insurance when at Zehr Insurance. He also has more than two decades in this business that he loves and also somehow finds time to Chair the Young Brokers Council for IBAO, serve as a volunteer firefighter in the township of Minto, and coach his kids sports teams!

For more information, please visit the Downtown Stratford BIA [directory](#).

POET & PERTH



Pictured above is Jessica Frutti, Vice President of Sales & Marketing for 1111 Realty, the company managing sales for Reid's Heritage Homes in Stratford.

Stratford has always been on the radar for home developer Reid's Heritage Homes, a Cambridge-based company with a 40+ year history of designing and building award-winning communities and high-quality homes. It is family-owned and operated and it is this fact that makes the important journey of buying a home from them so enjoyable. Each client is provided with a 'customer concierge' who follows them through the process from purchase to design to move in.

Reid's Heritage Homes know - like we all do - that Stratford is the "greatest small town community" and for this reason they set up their sales office smack in the centre of our city. So that they are able to show off our vibrant downtown to folks interested in making a move to Stratford! You are very welcome to pop in and see for yourself their beautiful offerings that adorn the red-brick walls of their warm and elegant space on Downie St.

[Poet & Perth](#), the name of the development on the north end of Stratford is a town home project with just under 300 homes. The project comprises three types of housing - back to back townhouses, three-story rear lane townhomes and bungalow townhomes. The units range from 1050SF to 1700SF and from around 590K to 723K.

The majority of Phase 1 is already sold. Building takes around 8 months and all units are set to be ready for early 2025.

As soon as Reid's landed here in Stratford they got themselves involved in the community, sponsoring last year's production of Les Belles Souers at the Stratford Festival. They look forward to immersing themselves in community activities this year, too!

The sales office is open Thursday and Friday from 1pm-6pm and Saturday and Sunday from Noon to 5pm. For more information, please check the Downtown Stratford BIA [directory](#).

GUSH



Enter Gush and it feels as though you have just entered your living room! Cozy as can be this little heavenly spot off the Erie St parking lot. Blink and you might miss it! Just to the left of Allen's Alley, you will find the door that will lead you into the revitalized space of Gush, a unanimous five-star (based on 90+ reviews!) esthetics studio that focuses on providing unique and personalized skin care, body treatments and massage, hair removal and very soon, reflexology, too!

Sole proprietor, Chloe Merkel, is embracing the holistic side of her business creating a balance between east and west in her offerings. Chloe is a trained body treatment therapist and she is so passionate about what she does and where she does it that her parents worry she'll take up residence at her studio! Even her clients claim they have a hard time leaving when their treatment is done!

In addition to esthetic services, Chloe offers sustainably sourced, natural skin and lipicare product lines such as Antipodes from New Zealand, and Canadian brands,

Routine and Eshe.

Check out Gush in [our online directory](#) for hours and more information!

BIA COFFEE CLUB - FEBRUARY 29th - LEAP DAY!



**DOWN
TOWN
STRATFORD**

BIA COFFEE CLUB

The BIA Coffee Club" will be hosted this month by **Partners in Employment at 75 Waterloo St S. on Thursday, February 29th 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!

Photos of January's Coffee Club below! Thank you to Heather and Ian of Stratford Pride Community Centre for hosting!





CLIMATE MOMENTUM MIXER!

CLIMATE MIXER!

Join us February 6 at 4:30 PM
at The Parlor Inn to chat with
Tova Davidson (Sustainable
Waterloo) about the
business case for climate
action!

RSVP +
more info:

[hello@climate
momentum.ca](mailto:hello@climatemomentum.ca)



**CLIMATE
MOMENTUM**

On Tuesday February 6, join Climate Momentum at the Parlour Inn in the Churchill Room for their first Mixer of 2024.

You are invited to this informal, after-work gathering! Enjoy refreshments and great conversation with like-minded people! Make new connections and hear some brief comments from guest speaker Tova Davidson, the Executive Director

of Sustainable Waterloo Region (SWR), formerly "**Sustainable Waterloo.**"

Hear the story of this non-profit, social enterprise that brings together businesses and the community for action on climate change and sustainability. Tova and SWR have a great story to tell about successful initiatives that bring together sustainability, prosperity, climate, well-being and community involvement in Waterloo Region, Wellington, Perth and Oxford Counties.

All BIA member businesses are welcome!

No pre-registration required. Free soft drinks. Cash bar. Come on by anytime after 4:30 and before 6:00 ish!

Questions? Please reach out to Bill at bill.jamesabra@gmail.com.

Don't forget...

- The inaugural [Stratford Winter Film Festival](#)(SWFF) taking place on Friday, February 9th to Sunday, February 11th 2024
- The [Stratford Pride Community Centre's Winter Pride](#) weekend that includes both free and paid events happening February 16-18; tickets are available [online](#) including an all access weekend pass!

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!

Also, if you have special offerings for **Valentine's Day**, let us know so we can help promote them!

Facebook: [@downtownstratfordbia](#)

Instagram: [@downtownstratford](#)

Twitter: [@dtStratfordBIA](#)

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

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Downtown Stratford BIA | 47 Downie St, Stratford, N5A 1W7 Canada

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