



APRIL NEWSLETTER

APRIL Highlights

1. Monthly Message from BIA General Manager, Jamie Pritchard
2. AGM - Photos
3. 2024 Patio Program is now Open for Applications
4. 2024 Destination Development Fund now Open for Applications
5. City Memo - Parking Fines to Increase May 1st
6. Green Initiatives - Let us know your Earth Day initiatives!
7. New Business - Hungry Ninja, The Salt Cabin, The RAD Studio, Dunny's Source for Sports
8. BIA Coffee Club - April 26th @ 8:45am @ Macleod's Scottish Shop

MONTHLY MESSAGE FROM OUR GENERAL MANAGER



Some say signs of Spring is in the rain, sunshine, flowers and the return of the birds, bees, and creatures we may have not seen for many months. For some yes, but for our membership it starts on Tuesday, April 16th as The Stratford Festival productions begin with Something Rotten.

We all know that the Festival plays a significant role in our operations. I received a press release that contained the following:

"This past season, the Festival commissioned a new economic impact study. The study found that the Festival's economic impact is approximately \$276.7 million.

For 2023, the Festival generated local spending of \$147.3 million, up 11% from the previous study, which was done in 2017.

Some highlights of Festival visitor spending include the following:

- Restaurants: \$24.4 million
- Other food and groceries: \$2.4 million

- Accommodations: \$12.3 million
- Retail/Shopping: \$10.5 million
- Non-Stratford Festival entertainment and recreation: \$8.5 million”

All I ask is - Are you ready for your share?

See you Downtown!

BIA ANNUAL GENERAL MEETING last week at Features Restaurant was a great success!



Thank you to all the BIA members that came out to hear our Year in Review and plans for 2024!

2024 PATIO GUIDELINES AND APPLICATION

Applications are now being accepted. Please find information for this year's Patio Program on our [website](#).

Specific questions about the program can be sent to:
Danielle Clayton, Customer Service Clerk II - DClayton@stratford.ca
Audrey Pascual, Deputy Clerk, at APascual@stratford.ca

Applications are now being accepted. Please find information for this year's Destination Development Fund on the Destination Stratford [website](#).

Individual applications can apply for funding from \$500 to \$10,000. Applicants are welcome to submit multiple applications for different projects. Applications are open through to May 1, 2024 (and on a rolling basis thereafter if not fully allocated).

PARKING FINES TO INCREASE MAY 1st

Please see important information [here](#).

APRIL IS EARTH MONTH



We want your GREEN INITIATIVES!! If your downtown business has some “green brags” please send them our way. We want to feature you on social media throughout the month of April in honour of Earth Month/Week/Day. And on Earth Day itself (April 22nd) we are putting together a blog post filled with businesses doing their part for our Mother Earth (which will also be posted on socials).

Email [Sara](#) and let her know OR send DM us via Instagram.

NEW BUSINESS

We are introducing a new format this month! Clicking a new business button below will take you to New Member stories in the Business Spotlight section of our website.



HUNGRY NINJA



The RAD Studio



DUNNY'S Source for Sports



THE SALT CABIN

HUNGRY NINJA



Welcome to Ontario St, Hungry Ninja! Formerly located on York St this "hole in the wall" Japanese joint is owned by busy entrepreneurs Maiko Onuma and her husband Aaron. While we announced Hungry Ninja's opening in Downtown Stratford a year ago, we have finally caught up with Maiko in person!

With a home base in Cambridge, over these past few years, the couple have been busy raising four children (now ages 15 to 5) and opening eight Hungry Ninja locations across south-western Ontario. As we are all well aware, it has not been an easy environment for small business of late so outlets in operation now are three - Cambridge, Guelph and here in Stratford.

The menu is authentic Japanese fare, with Japanese basil and edible flowers imported directly from Japan. The 'to die for' ramen is made with in-house braised pork and homemade broth. Very soon, Maiko hopes to be offering saki and Japanese whiskies and cocktails.

Not only is Maiko a talented chef, but a classic pianist, too, having trained at Music University of the Arts in Tokyo. On a holiday working visa in Toronto to learn English in 2006, her class went on a four day trip to New York City. It was her "Canadian living in NYC" tour guide who would soon become her husband!

For more info, find Hungry Ninja in our online directory.



Drop by the Grand Opening of The Salt Cabin on Saturday, April 6th, where upon entry you'll be greeted with the fresh scent of the beach! Elizabeth Smith (above), of Seaforth, is the owner of this spa facility on Albert St. Treatments are offered in 20 minute sessions and therefore easy to pamper yourself with your three favourites in just over an hour!

Elizabeth invites you to escape the daily grind and indulge in ultimate relaxation. First on the menu of offerings is the Halotherapy Salt Cabin sanctuary, where you'll find a cozy room laden with several inches of Himalayan salt, comfy chairs and tranquil music. Let the rejuvenating power of salt therapy make your worries drift away.

A hand and foot salt detox room is a new concept. It has proven results for the relief of arthritis, carpal tunnel pain and is a natural detoxification.

Next, take your comfort to the next level with a visit to the Luxury Zero Gravity Massage Chair. This full-body massage offers an unforgettable experience using robotic techniques to roll away your sore and tired muscles leaving you feeling relaxed and reinvigorated!

If you want to feel calm and clear-headed then you won't want to miss a session at the Oxygen Bar! Choose two of 16 scents and get ready to breathe... in 90% pure oxygen. The benefits of the oxygen bar are numerous but include: heightened concentration, alertness and memory, promotes healing and counters aging. And to boot, it's super fun!

Also available in house is Luxe Sugar Cove, hair removal through the art of body sugaring. A medical grade infrared sauna sanctuary will soon be added to the offerings.

Check out The Salt Cabin in our directory for information on prices and membership packages.

THE RAD STUDIO



Picture above is Fred Anjema and his son, Lucas.

New to Stratford, but not new to what they do! Business partners Tammi Reaburn and Fred Anjema of The RAD (Reborn Anjema Design) Studio have been

bringing people's ideas to life for four years at the St Jacob's Market. In search of a location where they could expand their business, the two settled on Stratford, a city they have long admired. So now together with their families (Fred's wife Melissa and their children Lukas and Owen; and Tammi's daughter Adrienne) they are set to make your business RAD!

All printing is done on site, right there where you can see! A minimum order of only 1 is required... to print a custom-made t-shirt, sweatshirt, golf shirt, basically anything fabric. But it doesn't end there. Printing can be done onto water bottles, mugs, glassware, phone cases, puzzles, business cards, stickers, personalized wedding favours and so much more. You can flip through RAD's thick binder of ideas or come up with your own. They are happy to help with the process!

Beyond printing, RAD Studio also offers the widest inventory of funky socks downtown (brands not offered anywhere else, that include more than 100 dog breeds!), fun underwear and a wide range of posters - music, pop culture, art, and maps!

For more information, find The RAD Studio in our online directory.

DUNNY'S SOURCE FOR SPORTS



Congratulations to Janis and Jamie Antonio on becoming the new owners of Dunny's Source for Sports in both Stratford and St Mary's. Established an incredible 43 years ago in St Mary's and 20 years ago in Stratford, Brian Dundas has decided it is time to hand the reins over. Though, if you are lucky, you may still spot him in one of the two stores for the next year... to ensure a super smooth transition.

For the Antonios, this is exactly where they are supposed to be. Janis has taken a two-year leave of absence from her profession as a local grade 8 teacher to entrench herself in the business. Jamie, while his full-time job is as a financial advisor, he managed Dunny's Source for Sports for the first seven years in Stratford. Their daughter, Katie, has worked here the last couple years.

On the home front, their 12-year-old son plays Stratford Warriors hockey and Stratford Nationals baseball, the latter of which is coached by Dad. Their daughter plays Stratford Aces hockey, coached by Dad, and Stratford Strikers soccer, coached by Mom. It's clear that taking on Dunny's is a perfect fit for this sporty family!

Dunny's Source for Sports will continue to offer hockey and baseball equipment. Changes in Stratford under the new ownership will include some shop

renovations and updating the skate and helmet fitting area, and the stick wall. They will continue to work with Sports Organizations and Local businesses to provide team apparel. An online platform with individual team stores is in the works. Be on the lookout for a Grand Opening and a Retirement Sale in the near future!

*For more information, find Dunny's Source for Sports
in our online directory.*

BIA COFFEE CLUB - FRIDAY, APRIL 26th



**DOWN
TOWN**

STRATFORD

BIA COFFEE CLUB

The BIA Coffee Club" will be hosted this month by **Macleod's Scottish Shop at 80 Ontario St. on Friday, April 26th 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 April 23rd. That said, unregistered drop-ins are welcome!

RSVP HERE!

Photos of March's very well attended Coffee Club are on our [website!](#) Thank you to Nicole and Nikki for hosting us all!

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

Follow Us



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

[Unsubscribe](#) kgriffiths@downtownstratford.ca

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by kim@downtownstratfordbia.ccsend.com powered by



Try email marketing for free today!