



JUNE Highlights

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3. SAVE THE DATE! Downtown wide Sidewalk Sale is JULY 13th!
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6. Accessibility Award Nominations are now Open
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MONTHLY MESSAGE FROM OUR GENERAL MANAGER



The beginning of summer is here and the plantings of May are blooming in full colour, brightening our lives. June is also a colourful month as we celebrate Pride month in Stratford. It is important to recognize and realize despite all of the strides that have moved us forward, our queer community still faces hate, isolation, violence, and exclusion.

I am sure you are wondering what you can do, in your business, to help demonstrate your support beyond the flags and signage. If every business in our downtown could work from the inside out to foster a more inclusive atmosphere for their employees, the ripple effect that could be created would be magnificent.

How do I create a more inclusive environment you ask? Knowledge is the key to fostering a more inclusive environment. Create awareness internally in your staff meetings, have some fun with it as staff meetings and training can be dry and repetitive. Use this month to start to foster a more robust company culture, if you have not already taken the first step.

The [Stratford Pride Community Centre](#) and [Stratford-Perth Pride](#) websites both have lots of great resources and information to help you on your journey. Every journey starts with a few small steps.

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!

REMINDER - THIS FRIDAY!



DOWN TOWN STRATFORD

2024 CAR FREE FRIDAYS in Downtown Stratford

Leave your car at home and join us on the following dates!

Free Coffee/Juice ☺ Free Swag ☺ Enter Draw to Win!

8am - 10am
Friday, June 7th ~ KDB Law
Friday, July 5 ~ Shoppers Drug Mart
Friday, August 9 ~ TBD

The poster features illustrations of a red bicycle, an orange skateboard, a blue kick scooter, a pair of roller skates, and a woman in a white tank top and purple pants running. The background is light blue with white clouds and green bushes at the bottom.

This summer downtown businesses will be hosting our Car Free Fridays, and for that we are grateful! Our first host is Katie DeBlock Boersma and her team at KDB Law, located at 14 Erie St. Commute to work the morning of June 7th using active transportation and join us for hot coffee from revel or cold juice provided by our host KDB Law!

GREAT DOOR PRIZES TO BE WON!

KDB LAW PARKING LOT
Friday, June 7th | 8am-10am 14 Erie St



SAVE THE DATE - JULY 13TH SIDEWALK SALE!



Saturday, July 13th is SIDEWALK SALE day in Downtown Stratford! The more the merrier, so we hope you'll make it a priority to participate by bringing rolling racks and/or tables onto the sidewalk to sell your wares in front of your business.

We will be by to drop support items to your business in early July.

Should you have any ideas to bolster the vibe of the day, we'd love to hear them! Popcorn carts, chalked sidewalks, free samples, product demos...

We'd also like to entice businesses to shop at other businesses that day so are checking to see if there is an appetite for offering an extra discount to your neighbours, much like our Festive Fridays program at Christmas time. Please click the button below here to let us know if you're interested.

[Sidewalk Sale Specials for Downtown Employees!](#)

NEW BUSINESS

Click the button below to read our New Owner stories in the Business Spotlight section of our website.



Ruffins Pet Centre



The Little Kitchen on
York



Our Stōr(y)



The Painted Baker

BIA COFFEE CLUB - THURSDAY, JUNE 27th



DOWNTOWN
STRATFORD
BIA COFFEE CLUB

Thursday, June 27th
8:30 to 9:45am
48 Wellington Street

We've had fabulous turnout these last few months! Please mark the date and join us for our JUNE Coffee Club on **JUNE 27TH** at Forest of Flowers, 48 Wellington St.

To assist our Host Business with their coffee order, we'd like to request an RSVP by May 28th. That said, unregistered drop-ins are welcome!

RSVP

Photos of May's Coffee Club are on our [website](#)! Thank you to Jonny Kirwin for hosting us in his beautiful space!

ACCESSIBILITY AWARD NOMINATIONS OPEN



Last week was National AccessAbility Week, and the theme this year is Forward Together: Accessibility and Inclusion for All.

It's an opportunity to highlight the ongoing efforts of those who are working to remove barriers in our community.

For the past 13 years, the City of Stratford's Accessibility

Advisory Committee (AAC) has presented its Accessibility Award to acknowledge one business, organization or individual in Stratford that has worked hard to make their space or service more accessible to everyone.

Nominations are now open for the 2024 award!

The AAC is looking for assistance in choosing and honouring someone locally that supports the idea that all citizens should move freely and without restriction through our city. Please note that the little things that you do can be as

accommodating as major renovations. Please make sure your business gets noticed.

Nomination will be accepted until Friday, October 4, 2024, and can be submitted to adviscom@stratford.ca.

More information about the Accessibility Award, along with an online nomination form, is also available at <https://www.stratford.ca/en/inside-city-hall/accessibility.aspx#Accessibility-Awards-Program>.

BIA RECOGNIZED AS "GREEN LEADER" BY THE CITY



The purpose of the City of Stratford's [Green Recognition Program](#) is to promote sustainable practices within the community and raise awareness of initiatives being undertaken to reduce greenhouse gas (GHG) emissions.

This program is a community call to action, and part of efforts to meet the City's emissions reduction targets of 30% by 2030 and net-zero by 2050.

The recognition program aims to inspire community members to take meaningful action towards addressing the impacts of climate change through a wide variety of green initiatives, and directly contribute to our GHG reduction targets.

The Downtown Stratford BIA was recognized for our annual "Car-Free Friday" events that encourage downtown businesses and those employed in the downtown core to use active transportation as an alternative to driving personal vehicles. Instead of relying on passenger vehicles for their daily commute, participants have the opportunity to walk, bike, roll, use public transport and carpool to work... and be rewarded for it!

It was also mentioned that this initiative helps highlight the numerous co-benefits of car-free travel, including improved air quality, safer roads and enhanced health and wellbeing.

DOWNTOWN DOLLARS MAKE GREAT GIFTS!



Downtown Dollars can be spent just about everywhere in Downtown Stratford so they make THE most PERFECT gifts for fathers, teachers, crossing guards, and students on their graduation day!

Drop in to the Tourism Office at 47 Downie St to pick yours up today!
Open Monday to Saturday 9am-5pm

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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