



JULY NEWSLETTER

JULY Highlights

1. Car Free Friday - THIS FRIDAY @ Shoppers Drug Mart!
2. Downtown wide Sidewalk Sale is JULY 13th!
3. New Business - Alistair Home Design, Crawford Lawyers
4. Winter Wander-land - SPONSORSHIP OPPORTUNITIES
5. BIA Coffee Club - July 25th @ The Salt Cabin
6. Share your ideas on RED TAPE reduction for small business
7. Monthly Message from BIA General Manager, Jamie Pritchard

UPCOMING DOWNTOWN STRATFORD EVENTS



May	June		July
BIA Coffee Club	Car Free Friday	Dog Days of Summer	BIA Coffee Club
Thursday May 30 8:30-9:45am	Friday June 7 8:00-10:00am	Thurs June 20 4:00-6:00pm	Thursday June 27 8:30-9:45am
Join your fellow BIA Members in this fun "morning mix & mingle," a chance to learn more about your neighbours. Thank you to Bradshaw Collective for hosting us in their gorgeous new co-op work space. Be prepared to be dazzled!	Car-Free Friday all about active transportation. An opportunity to experience the joy of walking, cycling, bussing to work. We thank KDB Law for being our first sponsor of CFF! Leave your car at home and join us for refreshments and a chance to win prizes!	Celebrate Downtown Stratford being dog friendly! We will be hosting the 2nd Annual Dog Days of Summer Dog Show to bring dogs and their humans downtown. All are welcome! Registration takes place on site the day of the event.	Forest of Flowers is hosting the June BIA Coffee Club. A chance to meet your downtown neighbours, have a chinwag, and maybe even win a prize! This morning club is the perfect way to start your day!
Bradshaw Collective	KDB Law	Market Square	Forest of Flowers
Accessibility Week May 26-June 1	Pride Month	Father's Day - June 16	Shoppers Drug Mart
			Giveaway of \$100 Downtown Dollars /day - July 29-August 2 for CJCS 100th Birthday Promotion
			Sidewalk Sale
			Friday July 5 8:00-10:00am
			Nothing says summer like a downtown-wide Sidewalk Sale! At the start of the month, the BIA will deliver a poster for your window and balloons for the big day. Be sure to prep those sale items for the rolling rack and/or tables outside!
			Saturday July 13 All day!
			It's July and our host this month is The Salt Cabin on Albert St, the newest spa in town! Summer is really busy in Downtown Stratford so take this opportunity to join us for a coffee and catch up with your neighbours who you maybe haven't seen in a while!
			Thursday July 25 8:30-9:45am
			The Salt Cabin

REMINDER
TOMORROW at SHOPPERS DRUG MART!

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

This summer downtown businesses will be hosting our Car Free Fridays, and for that we are grateful!

Our host this month is Puneet Mangat, pharmacist and owner of our downtown Shoppers Drug Mart. Commute to work the morning of July 5th using active transportation and join us for hot coffee from Balzac's or cold juice provided by our host Shoppers Drug Mart!

DOWNTOWN DOLLARS and BUS PASS TO BE WON!

SHOPPERS DRUG MART

Friday, July 5th | 8am-10am | 211 Ontario St

DOWNTOWN SIDEWALK SALE - JULY 13TH

We've delivered **green** and **blue** balloons, a poster and a tip sheet (see below) to businesses. If we missed you, please let us know! kgriffiths@downtownstratford.ca

FOLLOW THE BALLOONS
DOWNTOWN WIDE

DOWN
TOWN
STRATFORD

SIDEWALK JULY 13TH SUMMER SALE

WIN DOWNTOWN DOLLARS | FREE POPCORN | LEMONADE BY DONATION

DOWN
TOWN
STRATFORD

SIDEWALK SALE TIPS

Saturday, July 13th is SIDEWALK SALE day in Downtown Stratford!

Nothing says summer like a sidewalk sale!

Attached please find a poster for your front window and balloons to affix to your outdoor rolling racks and tables, to help our downtown streets look festive and inviting on July 13th!

Bring the inside OUT and sell your wares in front of your business! Consider ways to bolster the vibe of the day such as chalked sidewalks, free samples, product demos, special guests, refreshments...

The BIA Tent will be set up at Memorial Gardens, beside Pazzo. All shoppers and diners who spend more than \$100 (before tax) on July 13th are invited to fill in a ballot at the tent for a draw to win \$50 in Downtown Dollars!

IMPORTANT - All businesses must maintain a pedestrian corridor out front which is 1.5m on all streets other than Ontario which is 2m.

NEW BUSINESS

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



Alastair Home & Design



Crawford Lawyers

SPONSORSHIP OPPORTUNITIES for WINTER WANDER-LAND



Planning is already underway for this year's Winter Wander-land in Downtown Stratford!

SAVE THE DATE

WINTER WANDER-LAND WEEKEND

November 30th & December 1st

~ Children's Passenger Train Circling City Hall ~

~ Snowglobe Selfie Station ~

~ Firepit & Roasting of Rice Crispy Treats ~ Market Square ~

~ Firepit & Roasting of Rice Crispy Treats ~ York St Area ~

~ Santa in Market Square ~

~ Carolers throughout Downtown ~

~ Christmas Trees for Sale ~

~ Vendor huts in Market Square ~

Winter Wander-land Guide ~ Collect 8 stickers and enter to win!

SPONSORSHIP OPPORTUNITIES

We could not have executed the program we offered last year without the help of our generous sponsors. Recognizing that we approached contenders in the 11th hour, this year we would like to open up these opportunities to the entire membership of BIA businesses.

We are happy to accept businesses who want to share the sponsorship, for example a block of businesses, same industry businesses, etc.

Following are the opportunities. Each sponsorship will include an on-site sponsor sandwich board, promotion of your business on our website and socials.

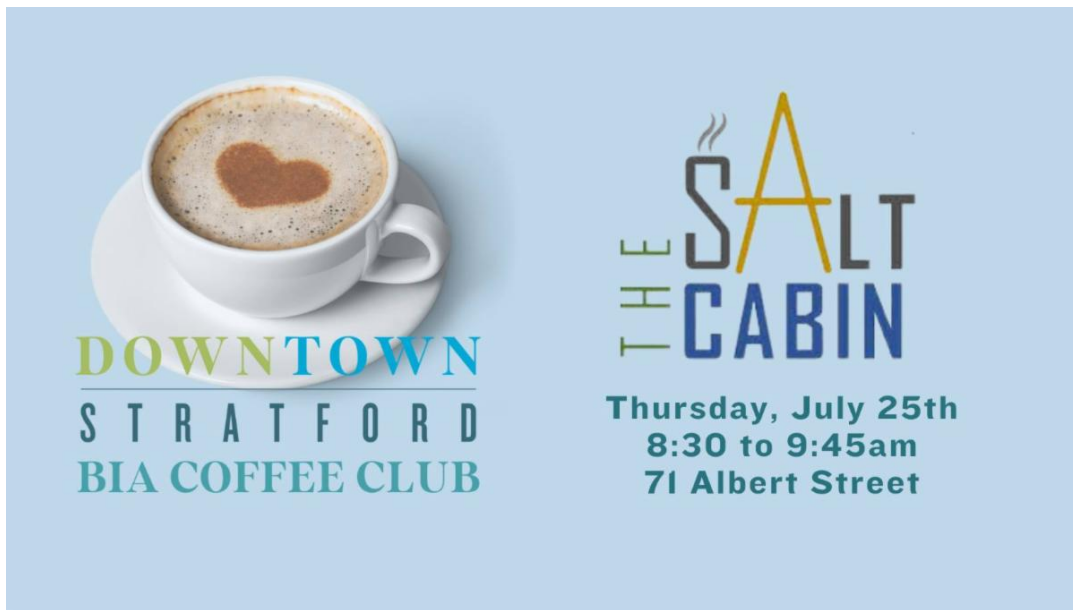
Interested businesses, please contact kgriffiths@downtownstratford.ca no later than Friday, July 12th at 5pm.

- Train - \$4,000
- Globe - \$1,000
- Santa - \$1,000
- Carolers - \$750
- Firepits/Roasting of Squares - Market Square - \$1,000
- Guide in Postcard format this year - 2 spots - \$500 each

Thank you for your consideration!



BIA COFFEE CLUB - THURSDAY, JULY 25th



We've had fabulous turnout these last few months! Please mark the date and join us for our JULY Coffee Club on **JULY 25th at The Salt Cabin.**

To assist our Host Business with their coffee order, we'd like to request an RSVP by July 23rd. That said, unregistered drop-ins are welcome!

RSVP

Photos of June's Coffee Club are on our [website](#)! Thank you to Renée Farmer for hosting us in amongst her gorgeous flowers!

SHARE YOUR THOUGHTS

Share your ideas on **red tape** reduction

Is red tape affecting your business success?

The Ontario Chamber of Commerce (OCC) and Stratford District Chamber of Commerce have consistently advocated reducing red tape for small and medium-sized enterprises.

We invite you to participate *in this survey* to share your insights, challenges, and opportunities. Your feedback will help us advocate for small and medium-sized enterprises to the Provincial Government regarding red tape and regulatory burdens.

The Ontario Chamber of Commerce will compile your responses and present them to the Associate Minister of Small Business and Minister of Red Tape Reduction as part of our advocacy efforts. We look forward to working together to benefit Ontario's business community and economy.

Share Your Ideas

MONTHLY MESSAGE FROM OUR GENERAL MANAGER



It is July 1 as I sit down to write my monthly thoughts, or perhaps more accurately my monthly ramblings. As I reminisce of my own memories of growing up my thoughts encompass all of the sights and sounds of downtown. I did not grow up in Stratford but the excitement, the amazing smells from the restaurants, the crowds in the streets all buzzing in a flurry of activity are the same here as they were there.

The best days were the Sidewalk Sale Days as that is when the streets really came alive with activity. Racks of clothes, displays of shoes, bins full of books and restaurants and ice cream shops delivering amazing treats to their front doors. The atmosphere was electric with all of these sights and sounds.

On July 13 your BIA is organizing our second [Sidewalk Sale](#) taking place in many years. By now you have received a sidewalk sale poster and some beautiful green and blue balloons for you to inflate and put at your storefront. It will be magical to walk down the street and take in the sea of green and blue. By now we hope your poster is up in your window to act as a reminder to all that pass of this event. The BIA encourages each business to brainstorm and come up with your own unique offerings to captivate the crowds.

Your BIA is here for you and is always interested in your questions and 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!

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](#)

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

Follow Us



Downtown Stratford BIA | 47 Downie St | Stratford, ON N5A 1W7 CA

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



Try email marketing for free today!