



AUGUST NEWSLETTER

AUGUST Highlights

1. Marketing Calendar - **NEW!**
2. Car Free Friday - THIS FRIDAY @ Parkette by Chocolate Barr's
3. Barricade Art Ribbon Cutting - THIS FRIDAY @ Parkette by Chocolate Barr's
4. New Business - Curry Zone, Luxe Sugar Cove
5. Leveraging Sports Tourism for your Business - August 19th
6. BIA Coffee Club - August 29th @ RE/MAX Realty
7. Shop Smart with Your Library Card! - Sign up to participate!
8. Stratford Tearaway Maps Available
9. Reminder on Smoking By-law
10. Monthly Message from BIA General Manager, Jamie Pritchard

UPCOMING DOWNTOWN STRATFORD EVENTS

August to October - Mid Week Deal for Festival Goers
10% off when you show your same day ticket stub!



August				September	October		
Car Free Friday Friday August 9 8:00-10:00am Car-Free Friday all about active transportation. An opportunity to experience the joy of walking, cycling, busing to work. We thank Chocolate Barr's for being our first host of the year at our new colourful parkette! Join us for refreshments and a chance to win prizes!	Sports Tourism Session for Businessos Mon August 19 7:00-9:00pm Did you know Stratford welcomes tens of thousands of sport participants and their families every year? Hosted by Kylie Weiser, Director of Sport Development & Tourism at Destination Stratford, you will learn practical strategies designed to support your businesses within the realm of Sport Tourism.	CJCS Centennial Family Fair in Market Square Sat Aug 24 11:00am-3:00pm Market Square will be alive with live entertainment, games, and yummy snacks, hosted by the Stratford Festival and CJCS on their 100th birthday! Visit us at the BIA tent where the little ones can go "trawling for treats"! Fishing poles provided!	BIA Coffee Club Thursday Aug 29 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 John Wolfe and the Re/Max Realty team for hosting this month!	BIA Coffee Club Thursday Sept 26 8:30-9:45am It's September and our host this month is our wonderful Stratford Public Library! Autumn is upon us and we'd love this opportunity for you to join us for a coffee and catch up with your neighbours who you maybe haven't seen during the busy summer!	Library Week OCT 20-26 Co-promotion between small business and our Library! Businesses provide small incentive when patron's library card is shown - discount, small freebie, BOGO, etc. Great way to celebrate Ontario Public Library Week! Watch BIA newsletter for more info!	Hallow'week! OCT 26-31 Details on a Spooky Stratford to come!	BIA Coffee Club Thursday Oct 31 8:30-9:45am Join your business peers for a coffee hosted this month by Aaron and Shrin of Mosaic Outfitters. A great opportunity to discuss Holiday plans and promotions with like-minded BIA members! The festive season is just around the corner!
Chocolate Barr's	City Hall	Market Square	Re/Max Realty	Stratford Public Library	SPL & Downtown	Downtown	Mosaic Outfitters
July 29-August 2 - \$100 in Downtown Dollars/day give away on CJCS for 100th Anniversary				Truth and Reconciliation Day - September 30th	November 1st - Pumpkin Parade in Market Square		

CAR FREE FRIDAY in Downtown Stratford

SPONSORED BY CHOCOLATE BARR'S

Leave your car at home and join us on Friday, August 9th!

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



8am - 10am

Friday, August 9 ~ Parkette next to Chocolate Barr's
55 George St W

Where bicycles meet art - we're preparing to CELEBRATE BOTH! Join us on August 9th for our final Car-Free Friday of the season and the Grand Opening of our Barricade Art (Public Art) Project.

Let's celebrate active transportation and public space transformation TOGETHER!

- **WHAT:** Barricade Art Grand Opening AND Car-Free Friday
- **WHEN:** CFF - Friday, August 9th, 8am - 10am; Ribbon Cutting - 9am
- **WHY:** We want you to come see these beautiful blocks in person and encourage using active transportation to get here
- **CFF Coffee SPONSOR:** @chocolate_barrs_candies
- **WHERE:** George St. W (between Police Station & Chocolate Barr's)
- **ARTISTS:** @LizEmirzian_Art @MontinaArt

FREE Livery Yard coffee, as well as cold drinks, GIVEAWAYS, photos with cool art blocks, check out each other's wheels, and more!

Learn more about this project, the artists, and details of the event [HERE](#).

[Click here to check out our Instagram Giveaway to see Stratford's Favourite Art Block!](#)

BARRICADE ART GRAND OPENING



CAR FREE FRIDAY



between 17 & 55 George St. W

Friday, August 9th
8am to 10am

Double Event

NEW BUSINESS

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



CURRY ZONE



LEVERAGING SPORT TOURISM - MEETING AUGUST 19



Destination Stratford and the Downtown Stratford BIA would like to welcome you to an informative evening about Leveraging Sport Tourism opportunities in Stratford. Did you know that Stratford welcomes tens of thousands of sport participants and their families every year?

Hosted by Kylie Wasser, Director of Sport Development & Tourism at Destination Stratford, this interactive meeting will share practical strategies designed to support your business within the realm of Sport Tourism.

The event will be held in the City Hall Auditorium, Monday, August 19, 7-9 pm.

Please register below by Wednesday August 14 to allow us to plan for materials and refreshments. Drop-ins are however, welcome.

[REGISTER](#)

BIA COFFEE CLUB - THURSDAY, AUGUST 29th



DOWNTOWN
STRATFORD
BIA COFFEE CLUB



a-b REALTY LTD.
BROKERAGE
INDEPENDENTLY OWNED & OPERATED

Thursday, August 29th
8:30 to 9:45am
88 Wellington Street

STOP IN, HAVE A COFFEE, WIN A PRIZE & MAKE NEW CONTACTS!

Despite it being the summer, we've had fabulous turnout these last few months! Please mark the date and join us for our AUGUST Coffee Club on AUGUST 29th at **RE/MAX Realty**.

To assist our Host Business with their coffee order, we'd like to request an RSVP by August 27th. That said, unregistered drop-ins are welcome!

RSVP

Photos of July's Coffee Club are on our [website](#)! Thank you to Elizabeth Smith for hosting us in her beautiful spa space!

SHOP SMART WITH YOUR LIBRARY CARD



From October 20th to 26th, we're celebrating the incredible ways our local businesses enrich and energize our community. This year, we're inviting Stratford to "Shop Smart with Your Library Card!"

We're reaching out to our local businesses and community partners—shops, salons, cafes, restaurants, and more—to participate in this exciting event. We're asking you to offer a special incentive to library card holders during **Ontario Public Library Week**. Whether it's a discount, a small freebie, or any creative offer you can think of; we believe this is a wonderful opportunity to showcase your business as theatre season winds down.

In return for your participation, we will proudly feature your business in our

marketing, including:

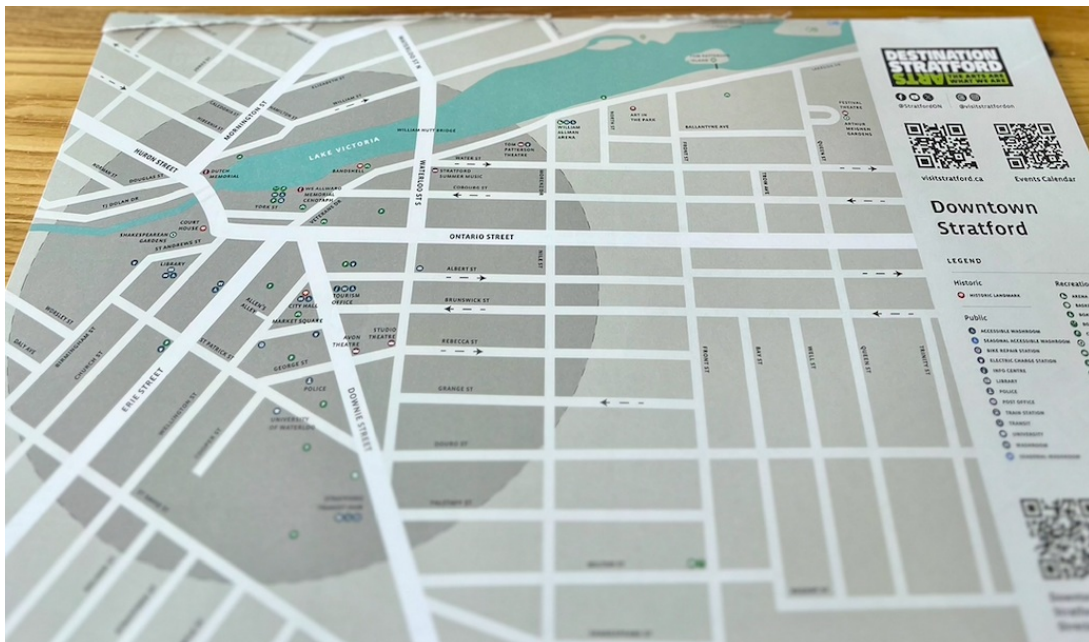
- A printed flyer highlighting all participating businesses
- Social media shout-outs to attract foot traffic

This is a fantastic way to support our community and show love for the library while driving **more customers to your business**.

Interested in joining us? Please contact Brandi Gillett by email at bgillett@splibrary.ca by Friday, August 30, 2024.

Let's make Ontario Public Library Week a celebration of community spirit and local pride!

STRATFORD TEAR AWAY MAPS



Have you seen the new Stratford Tearaway map, designed to help visitors navigate our wonderful city with ease? This double-sided map features a detailed view of Downtown Stratford on one side and a comprehensive layout of the wider Stratford area on the other. It's perfect for highlighting specific locations based on visitors' needs.

Do you need FREE maps for your business to assist visitors? Drop in to Destination Stratford, 47 Downie St, to pick some up!

SMOKING BY-LAW

Our streets are subject to cigarette butts on the sidewalks here and there. Following is a reminder of the Smoking by-law that pertains to downtown



Stratford. Details of the entire by-law can be found [HERE](#).

Highlights of the By-law

14.0 Outdoor Spaces

14.1 No person shall be permitted to smoke or vape within nine (9) metres (30 feet) of any part of the following outdoor spaces:

1. a) an Entrance or Exit of a

Municipal Building

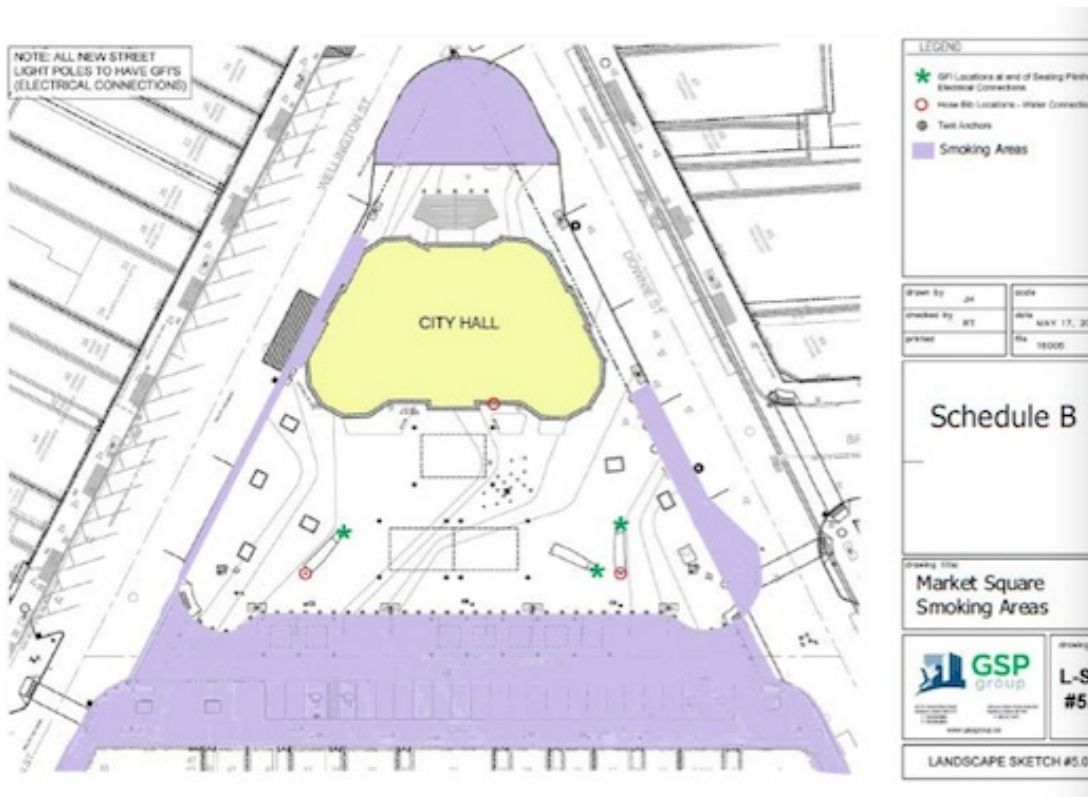
2. b) Sheltered outdoors areas with a roof and more than two walls that the public or employees frequent, or are invited to (such as a bus shelter);
3. c) City property.

14.2 No person shall be permitted to smoke or vape within any of the following outdoor spaces, including:

- Restaurant and bar patios and within 9 metres of these patios.

14.4 No person shall be permitted to smoke or vape in Market Square in the following areas:

1. a) Those areas identified on the attached **Schedule 'B'; (below)**
2. b) In the parking area or sidewalk area when Market Square is closed for a special event in accordance with the applicable permits issued by the City and as identified in Schedule 'C;' and
3. c) Within 9 metres of any entrance to Stratford City Hall.





August is upon us and we find ourselves in full swing welcoming visitors to our downtown. During this and the upcoming months we find ourselves playing host to guests that want to unwind, stroll through our streets, dine in and our restaurants, shop in our stores. They are here because this is their happy place and they come to our city to leave their troubles behind.

Now what about you? Are you taking time to visit your happy place? I write this looking out the window of my happy place with joy in my heart.

Our lives don't always fit into a traditional day or a weekend off so you need to remind yourself to take some time each week for yourself and those special people that you like to share your oasis with. Your paradise may be a coffee in the back yard, reading a book, going for a drive or a hike. It may be an overnight stay at your favourite spot with or without company. Give yourself time to reflect, time to live, and time to dream. Where is your happy place?

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 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](#)

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