



SEPTEMBER NEWSLETTER

SEPTEMBER Highlights

1. New Business - Chuck's Roadhouse
2. Huge savings on bus tickets/passes for BIA Businesses!
3. Wireless Doorbells and StopGap Ramps - Order Now!
4. Rotary Dragon Boat Festival
5. Compost Bins now in Market Square
6. BIA Coffee Club - September 26th @ Stratford Public Library
7. Shop Smart with Your Library Card! - Sign up Extended
8. Hallowe'en Bingo Scare!
9. Monthly Message from BIA General Manager, Jamie Pritchard

NEW BUSINESS

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



CHUCK'S ROADHOUSE

GREAT DEALS ON BUS FARES!

Less fuss when you Ride the Bus!



Park at the Cooper Lot & RIDE THE BUS to work!
Or hop on the bus from home and ride to work!

The BIA is excited to offer
cheap bus tickets!
Like savings of 45% cheap.

We are selling a \$3.00 ride for only \$1.65!
*Tickets are bought in 7 ticket bundles;
the 7th ticket is FREE!*

OR

30-day bus pass for only \$55
(regularly priced at \$70)

Purchases are made at Destination Stratford, 47 Downie St.
*Tickets are available for businesses to distribute or resell
to their staff. They are not available for individuals.*

Plenty of Benefits!

- Drops you and your employees close to work
- Super great for the environment; busses keep the air cleaner!
- Frees up parking for customers
- Easier to recruit staff who rely on public transport or prefer not to deal with parking challenges
- Reduces stress so you can arrive at work, calm, cool and collected
- Reduces maintenance costs on your car
- You can finally read that book you didn't have time for!

WIRELESS DOORBELL & STOPGAP CAMPAIGN - ORDER NOW!



The Stratford AccessAbility Committee and the The Downtown Stratford BIA have partnered to investigate the interest in:

1. **A wireless doorbell to support your business.** A wireless doorbell will alert you to someone who needs assistance to enter and shop your business. The doorbell and window sticker would be provided free of charge to your business.
2. **A StopGap ramp to allow accessible access to your business.** These ramps would also be provided free of charge.

One or both of these initiatives will offer a terrific opportunity for your business to become more inclusive.

Please note that this offer is limited in supply and will be distributed on a first come, first served basis. Deadline for registering is September 16th.

[Register Here](#)

ROTARY DRAGON BOAT FESTIVAL - SEPTEMBER 14th



Get ready for a busy weekend!

The iconic Dragon Boat proudly stands in Market Square, heralding the upcoming 27th annual Stratford Rotary Dragon Boat Festival, taking place on Saturday, September 14th. The event is poised to cross a significant milestone - \$1,000,000 - in funds raised to support numerous local initiatives, including the Stratford Rotary Complex and Rotary Hospice Stratford Perth.

More than 45 teams, each comprising 20 paddlers, will participate on the river. And you can bet there will be thousands of spectators who will also visit our great downtown!

For more information, please click [HERE](#).

COMPOST BINS NOW AT MARKET SQUARE



In a collective goal to divert food waste from landfills, Downtown Stratford BIA partnered with Destination Stratford and the City of Stratford Public Works Department to bring intentional waste removal to public spaces.

It is important that the organic waste of the tens of thousands of visitors that come to our beautiful city is properly handled. The organics (green) bin program ensures these materials are properly disposed of and undergo composting, transforming them into nutrient-rich compost. This compost can then be used to enrich soil, promote plant growth, and reduce the need for chemical fertilizers.

The green bins located in Market Square will be picked up twice per week. The organizations plan to expand the green bin service to more areas.

BIA COFFEE CLUB - THURSDAY, SEPTEMBER 26th



DOWNTOWN
STRATFORD
BIA COFFEE CLUB



Thursday, September 26th
8:30 to 9:45am,
19 St. Andrew Street

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

The perfect way to begin the Fall season is to meet up with your fellow businesses! Please mark the date and join us for our SEPTEMBER Coffee Club on September 26th at Stratford Public Library.

To assist our Host Business with their coffee order, we'd like to request an RSVP by September 24th. That said, unregistered drop-ins are welcome!

RSVP

Photos of August's Coffee Club are on our [website!](#) Thank you to John Wolfe and team for hosting us!

SHOP SMART WITH YOUR LIBRARY CARD - New signup Date!

ONTARIO PUBLIC LIBRARY WEEK
 LA SEMAINE DES BIBLIOTHÈQUES PUBLIQUES DE L'ONTARIO

LIBRARIES FOR LIFE
BIBLIOS POUR LA VIE

#LIBRARIESFORLIFE | #BIBLIOSPOURLAVIE | OCTOBER 20-26, 2024 | DU 20 AU 26 OCTOBRE 2024 | OPLW.CA



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 Tuesday, September 10, 2024.

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

HALLOWE'EN PROGRAMMING



The Hallowe'en Scaries hit Downtown Stratford ~ More details to come in October's newsletter!

MONTHLY MESSAGE FROM OUR GENERAL MANAGER



It is September and for students, teachers, and parents it means back to school and the end of summer. Even without children, going back to school seems to affect us all either directly by staff returning to school, or indirectly just by the feeling or instinct entrenched in us all from so many years of making this season change.

As business owners, the one change I do hope you embrace this season is our new "Less fuss when you Ride the Bus" pilot program that your BIA has put together with City Transit. We all experience challenges with parking or the lack of, and there are always discussions of what can someone do about it. The new pilot program will offer a chance for you and

your staff to free up valuable spaces for your customers. This program is a win-win opportunity that we can make happen!

Besides parking there are many benefits including employee recruitment and retention, the environment, reduced operating and maintenance costs on your car and so much more.

So ride the bus from home and if that's not possible based on where you live, drive to the bus terminal lot (free parking) and ride the bus to your place of business. Let's give it a shot and see if we can make a positive difference to a long standing challenge.

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!

If you need your hours updated in our [online directory](#), contact Kim at kgriffiths@downtownstratford.ca.

Facebook: [@downtownstratfordbia](#)

Instagram: [@downtownstratford](#)

Twitter: [@dtStratfordBIA](#)

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