



OCTOBER NEWSLETTER

OCTOBER Highlights

1. New Business - The Collaborative Psychotherapy Counselling & Consulting, Worth Beauty Collective
2. Hallowe'en Downtown Trick or Treat Poster & SCARE Bingo Card
3. Winter Wander-land - Sign up to participate in the WW Guide, Programming, Order your Garland!
4. BIA Coffee Club - October 31st @ Mosaic Outfitters
5. 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.



The Collaborative Psychotherapy Counselling & Consulting



Worth Beauty Collective

HALLOWE'EN IN DOWNTOWN STRATFORD

On Saturday, October 26th from 2pm-4pm the BIA is inviting costumed children in our community to visit downtown businesses for **Trick or Treating**. We would love for you to participate by offering sweets or non-food items to children during these hours.

Below are two posters - each can be double clicked and printed for your window so families know where they can stop for treats. The first one (orange) is for regular candy giveaways and the second (teal) is for those offering non-food items to accommodate children with food allergies.

(NOTE: We have copies of these posters at 47 Downie St for pick up if you are unable to print)

We would love to gather a list of participants to share with the public. Please click the button below to let us know that your door is open to Trick or Treaters!

**Get on the Trick or Treat
List!**



HALLOWEEN

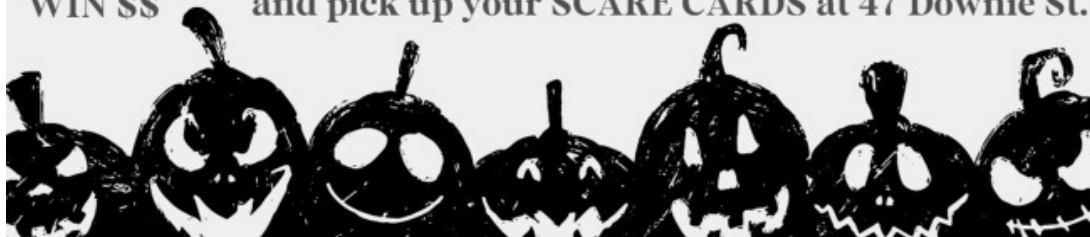
**DOWNTOWN
STRATFORD**

Trick-Or-Treat

~ HERE ~

October 26th | 2 to 4 pm

WIN \$\$ and pick up your SCARE CARDS at 47 Downie St.





The second new initiative for a *boo-tastical* downtown Halloween is our brand new SCARE Bingo Card! From October 26th through to 5pm on October 31st, folks can fill in the bingo card below as they roam around downtown for a chance to win \$100 in Downtown Dollars! Cards can be picked up at 47 Downie St or Mercer Hall starting the morning of October 26th.

We thank Mercer hall for sponsoring the printing of the bingo card!

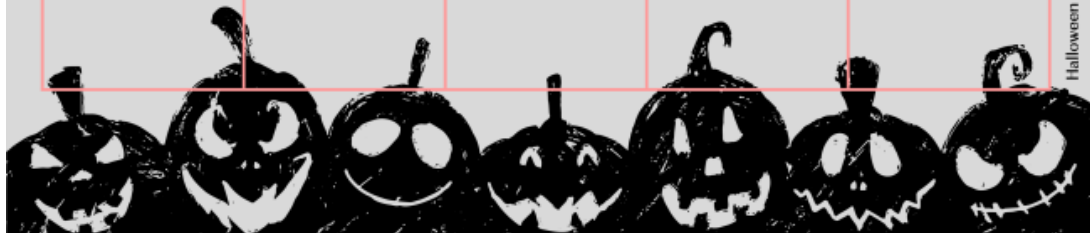
HALLOWEEN SCARE Bingo Card

DOWN TOWN STRATFORD

Find a name of a Downtown Business to complete a square; Get 5 in a line for a chance to win \$100! Drop completed card to 47 Downie St or Mercer Hall by October 31st @ 5pm.

I Scream, you scream, for ice cream or gelato!	Find your everyday costume at a Clothing Store	Sip from a Cauldron at a Downtown Brewery	A Magical piece from an Antiques or Collectables shop	Lots of Treats at a Chocolate or Candy Store
Answer:				
Say Boo! at a Bakery or Café	A terrifyingly good Tadoo Parlour	Lawyers offices... Witch one will you choose?	Feel like a Zombie? Try Chiropractic or Massage	It's a Thriller at a Music Store
Find an Art Gallery... or is it an Art Goblinary?	A Super Spooky Taxi service	FREE SPACE 	Get Jack O Lanterned at a Gym or Fitness Centre	Find a Tailor to dress up your skeloton
Tame your inner werewolf at a Hair Studio or Nail Spa	A ravenous Restaurant or Black Cat Bar	1, 2, 3... "Ah-counting" we will go	Frighteningly beautiful Florists	Ghostly Grocery Store or Food Retail
Haunting Home Design or demon Decor	Ghoulish Gift or Stationary	Find your own Haunted House with a downtown Realtor	Pet-refining Dog Grooming or Pet Supplies	Go Batty at a Bicycle shop

Halloween SCARE Bingo Card sponsored by Mercer Hall



NAME:

PHONE:

EMAIL:

WINTER WANDER-LAND is BACK!

Downtown Winter Wander-land Guide - SIGN UP by October 21st!

Shop and Dine at participating businesses to win fabulous prizes! Patrons collect just 8 stickers for a chance to win Downtown Do llars!

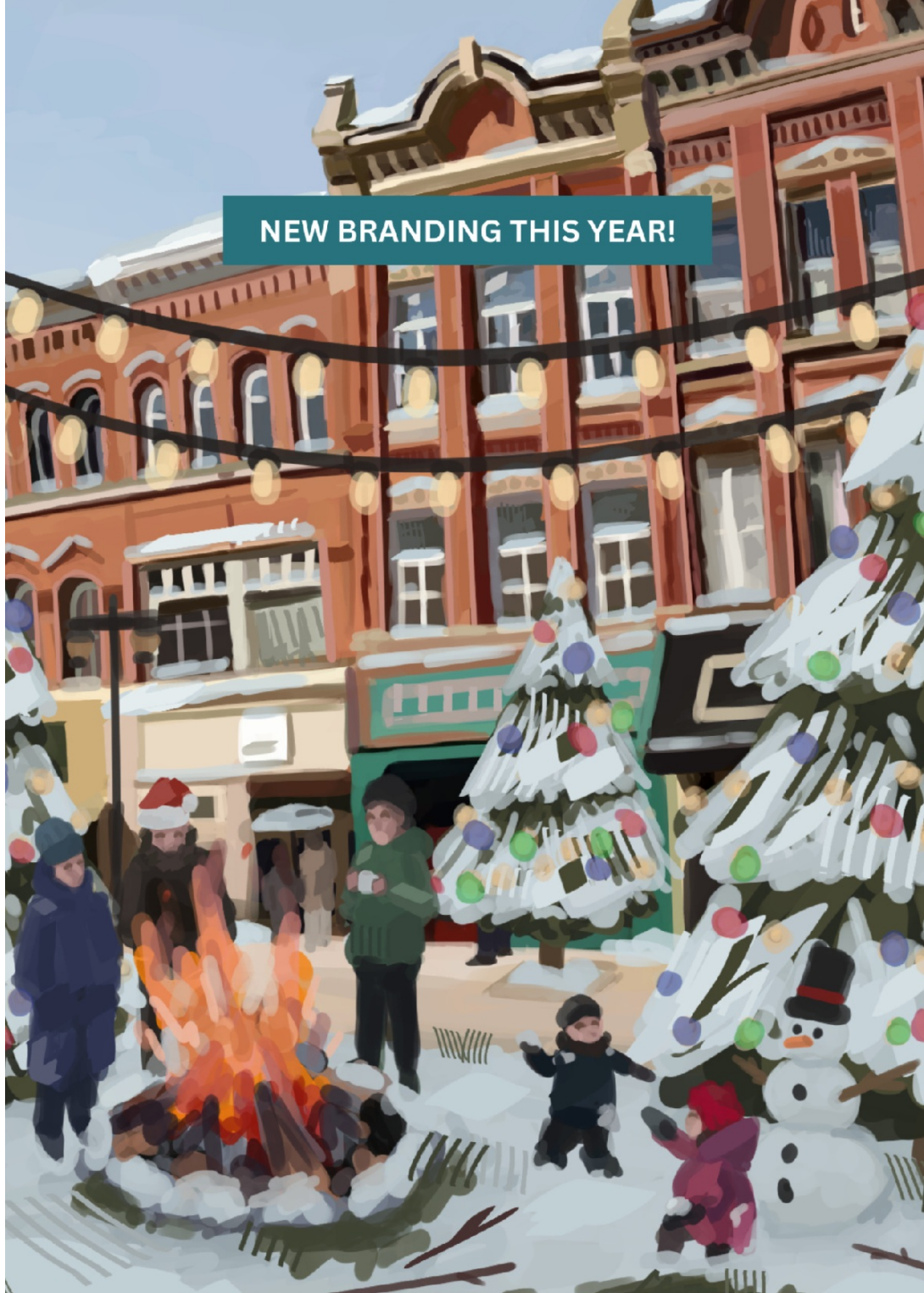
Would you like to be a program participant?

No work necessary on your end - we will deliver the Guides and stickers to you at the outset of the program that



will begin November 22nd and run until December 22nd. Please click here to sign up! (**Last year we had 70+ businesses participate!*)

[SIGN UP HERE!](#)



WINTER WANDER-LAND 2024

Saturday, November 30th

Sunday, December 1st

11am-5pm in Market Square

Get ready for a full weekend of festive fun as we kick off the holiday season with exciting new features and your all-time favourite traditions.

Here are a few 2024 highlights:

- **Polar Express Train Rides around City Hall** *for kids*
Sponsored by On Stage Dance

- **Cozy Fire Pit on York St for roasting Rice Krispie Treats**

Sponsored by York St Businesses & Orr Insurance

- **Cozy Fire Pit in Market Square for roasting Rice Krispie Treats**
*****Looking for a Sponsor!*****

- **Snow Globe Selfie Photo Booth for magical holiday pics**

Sponsored by Strong Roots Insurance

- **Santa Claus "is coming to town!" | Noon to 3pm each day**

Sponsored by Sutton Group Realty

- **Winter Wander-land Guide - Collect stickers to win!**

Sponsored by Good Vibrations Rock Shop & Rheo Thompson Candies

- **Roaming Carollers**

Sponsored by Alexandra J Bignucolo

- **Children's Choir Performance Saturday at 11am**
- **Yuletide Cabins at our small but charming Winter Market**
- **Festive Food Trucks for hungry bellies**

Come get into the festive spirit with family fun in Market Square!



We would love some extra hands for our event. If you are interested or know a teen looking for hours, please send them our way! Please contact kgriffiths@downtownstratford.ca.

ORDER YOUR HOLIDAY GARLAND NOW!

Double click the image below to print.



THE LITTLE SHED
FLOWER COMPANY

**Annual Holiday Street
Decorations 2024
CEDAR GARLAND**

The Little Shed Flower Company

22 Wellington Street | Stratford, Ontario | N5A 2L8
(226) 448-9945 | thelittleshedflowercompany@gmail.com

Store/Business Name: _____

Contact Person & Phone number: _____

Address: _____

Email address: _____

ORDER DEADLINE: October 25, 2024. THIS IS A HARD DEADLINE THIS YEAR DUE TO SHIPPING COSTS.

We also require orders for at least 30 garlands to keep this price below. Thank you!

Order pickup: November 12th-16th

Item:	Quantity	Unit Price	Total
Cedar Rope 60ft	_____	\$100.00	_____
Festive Bows	_____	\$15.00	_____
Urn Inserts	_____	\$90.00 - \$160	_____

Urn inserts are made up to go into your container. Base price represents greens and sticks/willow, etc. Natural only.

Subtotal: _____

+ 13% HST: _____

Total: _____

Orders may be emailed, phoned in or dropped off. Please remember that garland is to be picked up between November 12 – 16th.

BIA COFFEE CLUB - THURSDAY, OCTOBER 31st



DOWNTOWN
STRATFORD
BIA COFFEE CLUB



Thursday, October 31st
8:30 to 9:45am
10 Downie Street

(inside downtown Festival Square building beside Features)

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 OCTOBER Coffee Club on October 31st at Mosaic Outfitters.

To assist our Host Business with their coffee order, we'd like to request an RSVP by October 29th. That said, unregistered drop-ins are welcome!

RSVP

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

MONTHLY MESSAGE FROM OUR GENERAL MANAGER



Fall is upon us and the mornings are brisk but the days have been warm and bright. As seasons change there are always new beginnings. Here in the BIA we have a new beginning on one of the major routes into downtown Stratford

I hope you have noticed the mural that we have commissioned Bareket Kezwer to animate the side of the Sutton building at 151 Downie Street. Local artist Liz Emirzian is helping bring this wall to life. The artists were chosen using a recent Call for Artists and chosen from a jury of art lovers. Bareket proposed an amazing concept which has to be seen and flows into Downtown Stratford being the heart of our community.

Bareket's Vision:

“I worked to create a composition that will make a bold visual statement that captures the attention of both drivers and pedestrians. The design weaves together the vibrant natural beauty and rich cultural tapestry of Stratford — local pollinator plants, tulips, a family of swans on the Avon River, and a subtle nod to the city's famed theatrical heritage, lovingly celebrate the community's connections to nature, art, and history.”

Please stop by, offer words of encouragement and watch the piece continue to unfold and become brighter by the day!

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](#)

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

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