



NOVEMBER Highlights

1. BIA Member Marketing Calendar - Click and Print
2. Monthly Message from BIAGeneral Manager, Jamie Pritchard
3. New Business - Dr. Rondinelli (OB/GYN), Pilates Colours
4. Winter Wander-land - Sign up to participate in the WW Guide, Programming, MEMBER CONTEST
5. Festive Fridays - Sign up
6. BIA Coffee Club - November 28th @ BIA/Destination Stratford Office
7. FREE Saturday Parking - Please Print Poster

UPCOMING DOWNTOWN STRATFORD EVENTS

November

Christmas Trail November 1 - December 20	WW Passport November 22 - December 23	BIA Coffee Club Thursday Nov 26 8:30-9:45am	Downtown \$\$ All day, everyday!	Winter Wander-land Saturday Nov 30 11am-5pm
--	---	---	--	---

CONTEST for Members! NOV 6-NOV30 - Share BIA posts featuring Winter Wander-land activities, use the hashtag #ww2024dt [so we can track your entries] every share/post earns you chance to win \$300 CD!

December

Winter Wander-land Sunday, Dec 1 11am-5pm	Lights on Stratford Dec 13-Jan 19	AL FRESCO Year Round!
---	---	---------------------------------

Snowflake Lights return November 16/17th!

MONTHLY MESSAGE FROM OUR GENERAL MANAGER

I am super excited about the Halloween Trick or Treating event that was held on Saturday, October 26th. From 2-4pm the streets were lined with families and we had non stop 207 ghosts, goblins and super heroes come to our office looking for a treat from the BIA and our local radio stations! We had 39



businesses register for the event and they received recognition on our socials through the list of participants. I am told there were others that participated but unfortunately did not get in on the recognition and promotional activity.

How do we measure the success of such an event? From an anecdotal viewpoint we observed a good percentage of the moms, dads, grandparents, or guardians that accompanied these costumed visitors carrying coffee cups, takeout containers, and shopping bags. I would like to share one conversation

with you that I had with a mom and dad of a pair of our visitors. Dad told me they moved to Stratford about a month ago and have been looking for things to do and thought this was a great opportunity to explore. Mom commented that she was doing some Christmas shopping and Dad chimed in “to the tune of \$300.” He went on to say it was a great thing for the merchants to get people to come into the shops for a \$0.25 treat and experience a business they might not have been in before. They picked up the SCARE bingo card and were off to continue their adventure!

That one is history but there is another opportunity for you to entice visitors to your businesses. Our Winter Wonderland Passport goes live on November 22 and this one won't even cost you a \$0.25 piece of candy. Simply register to be included in the Wander-land Shop & Dine Passport and when one of the Passport holders enters your store and makes a purchase, give them a sticker. If they don't know about the program, promote it by giving them a Passport. Every event's success is enhanced with your participation. [Sign up today!](#)

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!

NEW BUSINESS

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



DR. VANESSA RONDINELLI, OBGYN



PILATES COLOURS

WINTER WANDER-LAND

Downtown Winter Wander-land Passport - SIGN UP STILL OPEN!

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

Would you like to be a program participant?

DOWN
TOWN
STRATFORD

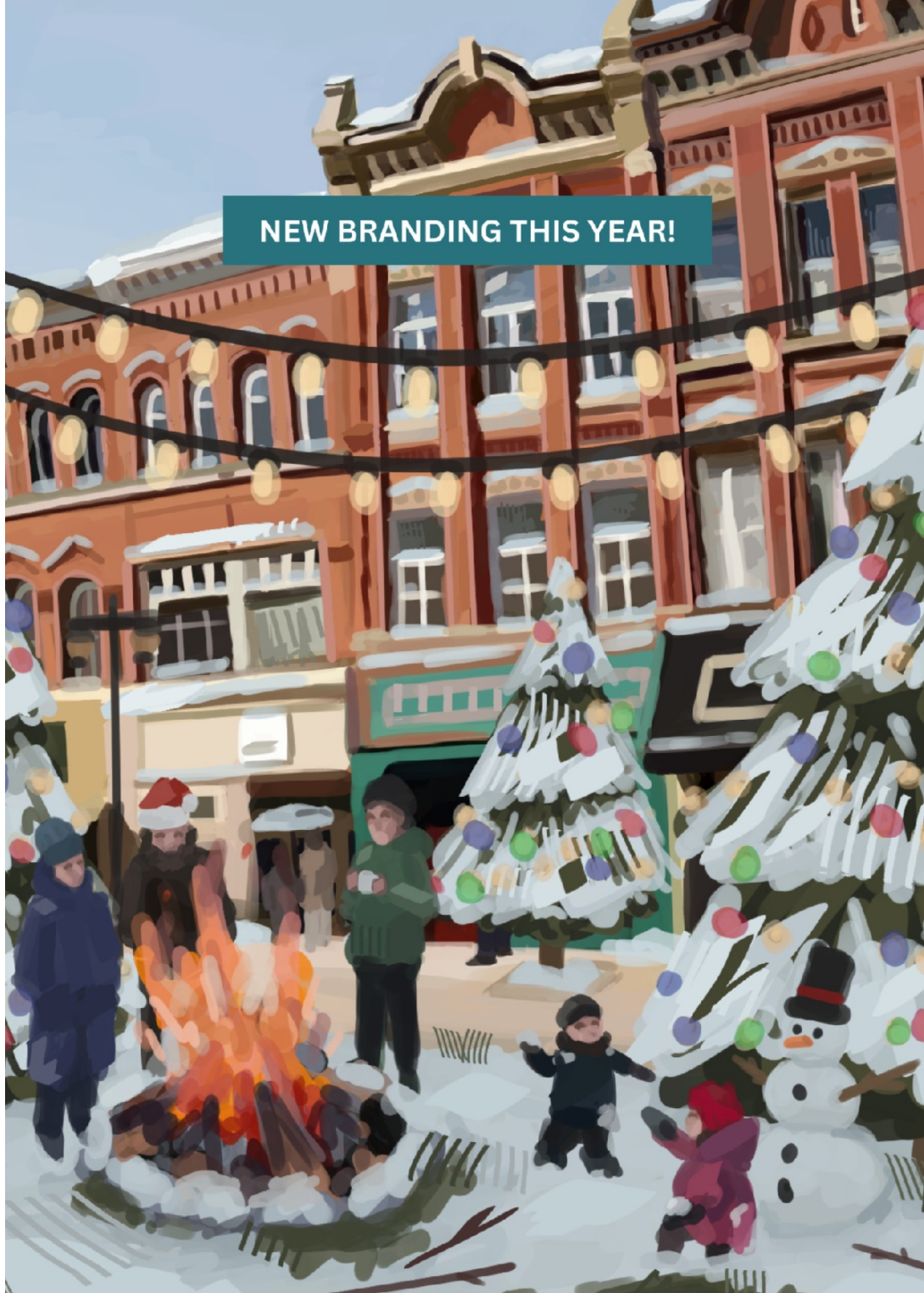


2024 WANDER-LAND PASSPORT
Collect 8 stickers for a chance to win!

NOV 22-DEC 23

No work necessary on your end - we will deliver the Guides and stickers to you the week of November 11th. The program begins November 22nd and runs until December 23rd. 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**

Sponsored by Shawn Malvern of WK Financial

- **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!

MEMBER CONTEST



We would love your support to spread the word about the Winter Wander-land Passport and Winter Wander-land Event in Market Square!

CONTEST RULES to **WIN \$300** in Downtown Dollars!

1. Follow us on Instagram ([@downtownstratford](#)) and/or Facebook ([@downtownstratfordBIA](#))
2. Like and SHARE on your socials our Winter Wander-land posts - on Instagram and/or Facebook -- OR create your own and tag us (we've created "a post" for you below)
3. Tag us on each post or repost [@downtownstratford](#) and use the hashtag **#ww2024dt (THIS IS HOW WE TRACK YOUR ENTRIES)**
4. Every share earns you 1 ballot for the draw!
5. Contest BEGINS NOW and runs until November 30th
6. Draw to win \$300 in DD takes place on December 2nd

PLEASE SEE:

- Instagram post for reposting: <https://www.instagram.com/p/DCAHEv1Nso7/>
- Facebook post for reposting: <https://www.facebook.com/photo/>

OR, COPY AND ASSETS BELOW FOR AN ORGANIC POST:

Winter Wander-land makes its return this November 30th and December 1st from 11am-5pm. Featuring some exciting new elements: ****NEW**** Polar Express Train Rides around City Hall ****NEW**** Yuletide Cabins and Festive Food Trucks at the Winter Food Market ****NEW**** Ai Fresco YEAR-ROUND - bring your beverages to drink in market square Cozy Fire Pits for roasting Rice Krispie Treats ****NEW**** Snow Globe Selfie Photo Booth Santa Claus “is coming to town” Carollers and Live Choir Performances ****NEW**** Christmas Tree Market by B&C Custom Landscaping WW PASSPORT: Collect 8 validation stickers as you shop and dine to enter to win \$\$ prizes! For more details head to: <https://downtownstratford.ca/whats-on/winter-wander-land-2024/>

IMAGE FOR INSTAGRAM IMAGE FOR FACEBOOK



FESTIVE FRIDAYS



FESTIVE FRIDAYS

IT'S TRADITION!

On Fridays from November 22nd through to December 20th, we'd like to repeat the successful FESTIVE FRIDAYS promotion for local employees of downtown Stratford to encourage these employees to do their holiday shopping downtown! Please let us know your business name and the discount you will offer and we'll be sure to promote your shop as a Festive Friday participant! P.S. You will know these folks when they enter your shop and ask for the (shhhhhhhh).... "Festive Friday discount please!"

Please fill out the registration below no later than Friday, November 15th if you're interested in participating!

Below is the Fabulous Festive Fridays list we had last year! (*I f you'd like to remind yourself what you offered in 2023!*)

[SIGN UP HERE](#)

Festive Fridays!

Every **Friday** now 'til December 22nd, the following shops will offer **downtown employees** a special discount!!

All **YOU** have to do is go into one of these participating businesses and say:

"Hi, I'd like the Festive Friday discount, please!"

- Gadsby's Clothing, 56 Ontario St - 15% discount
- The Touchmark Shop, 137 Ontario St - 10% discount
- Blowes Cards & Gifts, 34 Wellington St - 10% discount
- Ånde, 26 Ontario Street - 10% discount
- Corner Store Candy Co. 27 York St. - 15% discount
- Distinctly Tea Stratford, 18 York St - 15% discount
- Kinna Sohna, 55 York St - 10% discount (excluding sale items)
- Neob Lavender, 106 Ontario St - 15% discount
- MacLeods Scottish Shop, 80 Ontario St - 15% discount
- Grace the Boutique, 76 Ontario St - 10% discount
- The Livery Yard, 104 Downie St - 10% discount (excluding merch)
- La Osa Jewelry & Vintage, 34 Ontario St - 10% discount (excl sales)
- Avon Theatre Store, 89 Downie St - 15% discount (excl sale items/watches)
- Distill, 53 Market Place - 15% discount
- APT6 Apothecary, 65A Albert St - 15% discount
- revel, 37 Market Place - 10% discount on hot drinks (excluding eggnog latte)
- Alley Cat Cat Cafe, 1 Market Place - 15% discount on food & drink
- Full House Bar and Grill, 23 Albert St - 20% discount
- Good Vibrations Rock Shop, 9 Market Place - 11% discount
- JENN & Larry's, 49 York St - Buy 5 Stocking Stuffers of peanut brittle, receive 6th one free
- Coles & Keys, 25 York St - 15% discount
- Dale + Company, 17 Market Place - 10% discount
- Optical Design, 84 Wellington St - 10% discount
- Treasures, 151 Ontario St - 10% discount
- The Bunker Performance Lounge & Cafe- 20% discount
- The Bakery, 130 Downie St - Buy bag of baked treats, get one 1/2 price (excl dehydrated)

**Best Wishes for a Safe and Happy Holiday Season
from the Downtown Stratford BIA!**

**DOWNTOWN
STRATFORD**

BIA COFFEE CLUB - THURSDAY, NOVEMBER 28th



DOWNTOWN
STRATFORD
BIA COFFEE CLUB

**DESTINATION
STRATFORD**
ARTS THE ARTS ARE
WHAT WE ARE

Thursday, November 28th
8:30 to 9:45am
47 Downie Street

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

The perfect way to ease into the festive season! Please mark the date and join us for our NOVEMBER Coffee Club on November 28th at the BIA and Festination Stratford Office.

To assist us with the coffee order, we'd like to request an RSVP by November 26th. That said, unregistered drop-ins are welcome!

RSVP

Photos of October's Coffee Club are on our [website](#)! Thank you to Aaron and Shirin for hosting us at Mosaic Outfitters!

"FREE PARKING" POSTER

Once again, the BIA in partnership with the City of Stratford, will be offering **FREE 4-hour parking on Saturdays from December 7, 2024 through to April 26, 2025.**

Please **CLICK** and **PRINT** the poster below and post in your front shop window. Thank you!



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!

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

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!