



Happy Holidays!

DECEMBER NEWSLETTER

DECEMBER Highlights

1. New Business - Whiter Smiles Dental Hygiene Clinic, Northern Lights Gift Shop, Appleberry Lane Home Décor
2. Festive Fridays - Updated List
3. We'd love your Feedback on Winter Wander-land!
4. Invite to Member Event - January 16th @ 7pm
5. BIA Coffee Club - January 30th @ Our Story(y)
6. FREE Saturday Parking - Reminder to Print Poster
7. Monthly Message from BIA General Manager, Jamie Pritchard

NEW BUSINESS

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





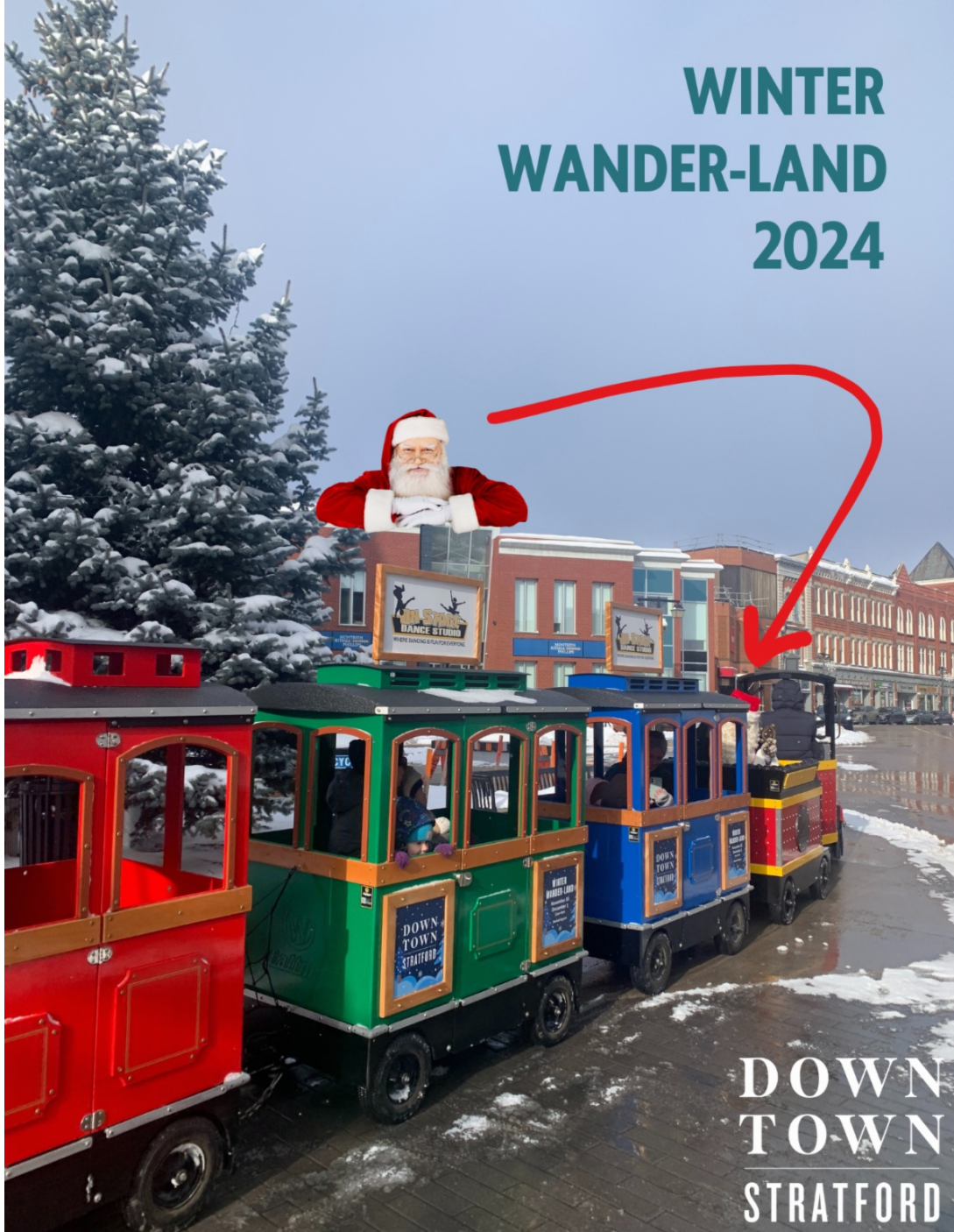
Northern Lights Gift Shop



Appleberry Lane Home Decor

WINTER WANDER-LAND

WINTER WANDER-LAND 2024



We'd love your feedback on this past weekend's Winter Wander-land Event and the WW Passport! Please click the button below to get event stats and the short feedback survey. Thank you!

Please respond before Friday Dec 13 to have your thoughts heard.

Quick Feedback
Survey

FESTIVE FRIDAYS

Click and Print the list below for your shopping this Friday!

Festive Fridays!

Every **Friday** now 'til December 20th, 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!"

- Blowes Cards & Gifts, 34 Wellington St - 10% discount
- The Butcher and The Baker, 26 Wellington St - 10% discount
- Fundamentals Books & Toys - 10% discount; 20% discount over \$200 pre-tax
- Distinctly Tea Stratford, 18 York St - 15% discount
- Kinna Sohna, 55 York St - 10% discount (excluding sale items)
- Neob Lavender, 106 Ontario St - 10% discount
- MacLeods Scottish Shop, 80 Ontario St - 15% discount
- Olive Your Favourites, 21 York St - 10% discount on olive oil/balsamic vinegar
- The Livery Yard, 104 Downie St - 10% discount
- Distill, 53 Market Place - 15% discount
- Good Vibrations Rock Shop, 9 Market Place - 11% discount
- Dale + Company, 17 Market Place - 10% discount
- Optical Design, 84 Wellington St - 15% discount
- The Barkery, 130 Downie St - Buy bag of baked treats, get one 1/2 price (excl dehydrated)
- Pilates Colours, 42 Erie St - 15% discount
- Matilda Gallery + Art Bar, 85 Downie St - 10% discount on art only
- The Salt Cabin, 71 Albert St - 10% discount (excluding gift cards)
- Corner Store Candy, 27 York St - 10% discount
- Daisies and Doilies, 68 Wellington St - 15% discount
- Curry Zone, 38 Erie St - 15% discount
- La Osa, 34 Ontario St - 15% discount (excluding sale items)
- The RAD Studio, 25 Ontario St - 20% discount
- Alley Cat Cat Cafe, 1 Market Place - 15% discount on food & drink
- Carman's Foto Source, 44 Wellington St - 10% discount on photo frames
- revel, 37 Market Place - 10% discount on hot beverages

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

**DOWNTOWN
STRATFORD**

BIA MEMBER EVENT



The BIA would like to invite you and thank you for collectively being a **Founding Partner** and the **Gold Sponsor** of **Lights On Stratford**. It will be a fun evening get together to witness the collective fruits of our labour, and to experience the magnificent displays both in Market Square and along the trail to Tom Patterson Island.

Thursday, January 16th at 7pm

STOP ONE - Pick yourself up your favourite fun beverage creation at one of the Downtown Al Fresco Participating Restaurants:

Alley Cat Cat Cafe

\$1 hot chocolate, any size

Bentley's

New winter cocktails, spiked hot drinks

Bunker

Smooth Minterator: hot chocolate, Junction 56 Mint Smoothie liqueur & brandy
December Cocktail of the Month - iCocktail: apple liquor, cinnamon syrup, Angostura & bourbon

Cafe Bouffon

Spirited coffees & hot beverages

The Common

A Christmas nip: spiced shot of bourbon & house made chocolate covered bourbon cherries

Livery Yard

Cosmic Cocoa: white hot chocolate with toasted marshmallows & dehydrated strawberry

Mercer

Dress Your Own Hot Chocolate Bar: add a shot of your favourite liqueur
Reimagined Old Fashion: Mezcal, orange bitters, sugar cube, Campari

Mulled Apple Sangria

Mercer Hot Boozy Coffee: Galliano, Frangelico, whipped cream

revel

Big Dipper Mocha: house made marshmallow dipped in fair-trade dark chocolate

Starlight

Hot apple cider, mulled wine & Lights On Spritz canned cocktail

STOP TWO - Between 7pm and 7:30pm, meet at the BIA office at 47 Downie, play with the amazing **EVERBRIGHT** inside Destination Stratford lobby, and then we'll wander over to Market Square together to experience not one but two dazzling light art installations - **Emerge** and **Stargate**!

STOP THREE - As a group we'll hop onboard a Hop On Hop Off bus and follow the trail down to Tom Patterson Island to feast our eyes on the **TRUMPET FLOWERS** and experience some larger than life **SHROOMS**! We'll get off the bus to soak these in up close!

STOP FOUR - Together, we'll take the bus back to Market Square. The night will still young! With new friendships and renewed connections we can hit a local establishment to continue the merriment!

What a great way to meet other businesses in a fun setting. Hope to see you all there! If you have interest, please click the link to let us know though drop ins are always welcome.

<https://www.surveymonkey.com/r/J2X8HKY>

BIA COFFEE CLUB - THURSDAY, JANUARY 30th

**DOWNTOWN
STRATFORD
BIA COFFEE CLUB**

Our Stör(y)
HURON • PERTH • WATERLOO • WELLINGTON

**Thursday, January 30th
8:30am to 9:45am
7 George St. W**

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

Start the New Year off right and join us for a chinwag on Thursday, January 30th!

To assist us with the coffee order, we'd like to request an RSVP by January 28th. That said, unregistered drop-ins are welcome!

RSVP

Photos of November's Coffee Club are on our [website](#)! Thanks to Destination Stratford for co-hosting the December meet up with the BIA!

"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.**

If you haven't done already, please [CLICK](#) and [PRINT](#) the poster below and post in your front shop window. Thank you!



MONTHLY MESSAGE FROM OUR GENERAL MANAGER

2024 in the Rear View Mirror

It is mid December and I know you are all deep in the heart of holiday sales. The streets have been filled with people carrying bags. I am hoping that all of you are experiencing great traffic counts with the sales



dollars filling your tills.

Today I wanted to talk about your accomplishments. The BIA works very hard to represent our downtown with projects that you are a part of and without you they would not happen. When someone says 'hey the new thing downtown is amazing!' you can proudly say, "I did that!"

So what have you done this year?

Our sponsorship of Lights On saw record crowds in Market Square in January. You helped bring this installation to the "Heart of the Community" and you should be proud.

The ever popular Ten Bucks Back program highlighted the month of February. This program encourages spending downtown and then infuses your businesses with an additional 10k. We know that most patrons spend far more than \$10 when they return to your store.

We had our first in-person AGM in a few years. It was exciting to get together with businesses and share the accomplishments and socialize with all who attended.

The derelict-looking lot between the Police Station and Chocolate Barr's was brought to life as it was transformed into an outdoor art gallery. Two more electrical boxes were adorned with art (Waterloo near the bridge and Downie Street by Mosaic). Our bench on Ontario street, by Shoppers, continues to change its presentation with the seasons.

Staff at the BIA were successful in securing two grants in 2024. The first helped to offer some fun new wayfinding that helps spruce up and replace ugly handbills taped to our light poles. The second provided the funds to produce the amazing mural on Downie street - the largest installation of a mural we have accomplished to date. If you have not seen it yet, you are missing out!

We held our second annual Dog Days of summer event that welcomed people to bring their furry friends for an afternoon of fun. Three Car Free Friday events, and our second annual Sidewalk Sale brought people downtown. As an alternative form of transportation and to relieve employees from parking in our street level and nearby parking lots the BIA introduced "Less fuss when you ride the bus" program that provides downtown businesses with discounted bus passes.

The Trick or Treat Downtown was very successful as hundreds of ghosts, goblins, and super heroes - young and old lined the streets for their tasty treats provided by you! We had 207 darken our door at the BIA office.

Wander-land was amazing this year. Our new train delighted the kids with the engine chugging, the bell ringing, and whistle blowing; it was delightful! Our food market huts tantalized visitors with tasty treats! Our giant snow globe was a fun place for youngsters to play in the snow. There was so much going on with Santa, the strolling Victorian Carolers, the fire pits and so much more. This year, with the help and direction of the York Street merchants we had a firepit and festivities down there as well. Who knew that Rice Krispie squares would make such a wonderful hot gooey snack!

Shoppers and diners will continue until December 23rd to get their passports stickers for a chance to win Downtown Dollars.

Again this year you have sponsored not one but two amazing installations as Lights On Stratford's only Gold Sponsor - you should be proud. Our downtown will again see crowds by the tens of thousands - entice them into your business!

My favorite event is our monthly BIA Coffee Club. It is great to see members meeting other members for the first time and exchanging information and building relationships.

It has been quite a year - TAKE A BOW!

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