



Happy
New Year!

JANUARY NEWSLETTER

JANUARY Highlights

1. New Business - Tyler's Delicatessen
2. NEW Bike Parking Downtown
3. 2024 Recap!
4. Invite to Member Event - January 16th @ 7pm
5. BIA Coffee Club - January 30th @ Our Stor(y)
6. Monthly Message from BIA General Manager, Jamie Pritchard

NEW BUSINESS

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



NEW BIKE PARKING - PUBLIC ART MEETS FUNCTION!



We're already preparing for Spring!

You'll find a dozen of these beauties throughout Downtown, including two in Market Square. The cyclists have asked for more bike parking and we delivered!

This was a joint project over the past year between the BIA and ATAC (Active Transportation Advisory Committee) of the City of Stratford. Great things result from great partnerships! Enormous thanks to SBS Metals for producing our vision. #lovelocal

IT'S A WRAP ON 2024!



WOW! Another year of doing remarkable things downtown! And what a year it's been. We commissioned so much public art -- including an enormous and beautiful wall mural. We launched a Sniffari Map. We saw the return of events and initiatives that were truly successful. And we can't wait to see what's to come in 2025! Here is what we were up to in 2024:

- ☑ Cement Block Public Art Project next to Chocolate Barrs
- ☑ Steel Box Art Projects
- ☑ Wall Mural Art Project on Downie St
- ☑ Welcomed 32 NEW Businesses
- ☑ Chose our first-ever tagline for our logo: "The Heart of our Community"
- ☑ Bench Art Project Spring & Fall editions
- ☑ Launched Downtown Halloween Trick-or-Treat Event/Bingo
- ☑ Welcomed back the 10 BUCKS BACK program
- ☑ Sold a remarkable amount of Downtown Dollars (yay - shop local!)
- ☑ Welcomed back Winter Wander-land and the Shop & Dine Passport
- ☑ Hosted a hugely successful Summer Sidewalk Sale
- ☑ Second Annual Dog Days of Summer event
- ☑ Launched our Sniffari Map
- ☑ Participated in CJCS Centennial Family Fair with the BIA Fishpond
- ☑ Member Musings blog series launch
- ☑ Participated in the 2024 OBIAA Conference in Mississauga, Ontario
- ☑ Held 4-week Instagram Giveaway: "Winter Walk Around the Block"
- ☑ Launched Heart Bike Racks in partnership with ATAC
- ☑ Installed Way-Finding Pole Wraps to better define "Downtown"
- ☑ Gold Sponsor for Lights On Stratford 2024/25
- ☑ Return of the BIA Coffee Club, Car Free Friday, and Free Transit Day

Happy New Year!

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!

MONTHLY MESSAGE FROM OUR GENERAL MANAGER



We have entered 2025 with all new hopes, dreams, plans and possibly changes. We make New Year resolutions each year in the spirit of anything is possible, a spirit of a new beginning, and leaving the past in the rear-view mirror.

I am very excited that The BIA has sold over \$119,000 (unaudited) of Downtown Dollars (DT\$) in 2024, and you will see them being brought to your businesses. This total represents a 10.6% increase over last year.

We know on average that someone with a gift card spends more than the face value turning these dollars into an estimated \$165,000. Please help us to help you and all our members by advertising on your social media channels that you accept them at your business to get your share of redemptions and new business. It is beneficial to all members to accept them with open arms to make DT\$ a great thing for all.

How can I do that you ask?

- Welcome them with a smile - they are same as cash to you
- Provide cash change - a 20 DT\$ bill is just like a \$20 dollar bill
- Thank the redeemer for using Stratford Downtown Dollars

I also want to share that Sara Bradford, our social media manager extraordinaire, has left the BIA for a wonderful opportunity at the Stratford Public Library. We are so appreciative of the amazing work Sara has done for the BIA for the past 4+ years and we wish her all the very best in her new endeavour!

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 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

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