



## FEBRUARY NEWSLETTER

### FEBRUARY Highlights

1. New Business - MAEspa; Dr Janessa Chambers, ND; WORK Pub & Eatery
2. Ten Bucks Back 2025 - Info, Poster to Print
3. Lights on Stratford Survey
4. Small Business Recycling Survey - Important!
5. Stratford Winter Film Festival
6. Cyber Security Workshop for BIA Members - Sign Up!
7. BIA Coffee Club - February 27th @ Alastair Home & Design
8. The BIA is HIRING!
9. Monthly Message from BIA General Manager, Jamie Pritchard



### **BIA AGM**

Tuesday, March 25, 2025  
6:30pm  
Brch & Wyn  
*245 Downie St*

### **NEW BUSINESS**

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



MAEspa



Dr Janessa Chambers, ND



WORK Pub & Eatery



Flour Mill Outpost Coming Next Month!

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TEN BUCKS BACK 2025



## Everyone's favourite winter promotion is BACK!

**FEBRUARY 15 - FEBRUARY 28, 2025**

For every \$100 spent between February 15th and February 28th, customers may submit their receipts in exchange for a \$10 gift certificate, up to a maximum of \$500 (pre-tax).

Customers will have up to the end of day Wednesday, March 12th to submit their receipts. The specially designed promo gift certificates will EXPIRE APRIL 30, 2025. Our intention is to have this money spent in our downtown core during the shoulder season. In years past we have had tremendous success with this program meaning thousands of dollars spent in your businesses during the off season!

### **SPECIAL NOTE**

The BIA has allocated \$10,000 to this program; gift certificates will be given out on a first come, first serve basis until the funds are depleted. Please watch our socials and emails from us announcing any changes to the program dates should we run out quickly.

### **WHERE DO CUSTOMERS REDEEM THEIR RECEIPTS?**

**Monday to Friday** -- Receipts are to be handed in at RBC branch located at 33 Downie St | 9:30 AM to 5 PM

**Saturday** -- Receipts are to be handed in at Destination Stratford located at 47 Downie St | 9AM-NOON and 1PM-5PM

**Sunday** -- No redemption accepted

### **CAMPAIGN PROMOTION**

Below you will find the promo Gift Certificate so you recognize it upon arrival in

your business. Note that the "real deal" will have a black number in the lower right hand corner.

We'd appreciate you sharing this program with your customers. You will also find below a printer-friendly poster to display in your window or at your cash desk. Copies are also available at our office should you prefer to pick one up.

**\*\*IMPORTANT\*\***

It is crucial that we communicate to consumers WHEN the receipts need to be submitted by and WHEN the GC's need to be spent by. We are permitted to put an expiry date on the gift certificates as they are part of a sales promotion.

**EXCLUSIONS**

We are not permitted to accept receipts from the following:

- LCBO
- Petro Canada
- YMCA
- Banks
- Vape and Cannabis Stores



Double click to print the poster below.



# ASK US HOW TO GET TEN BUCKS BACK

FEBRUARY  
15 - 28

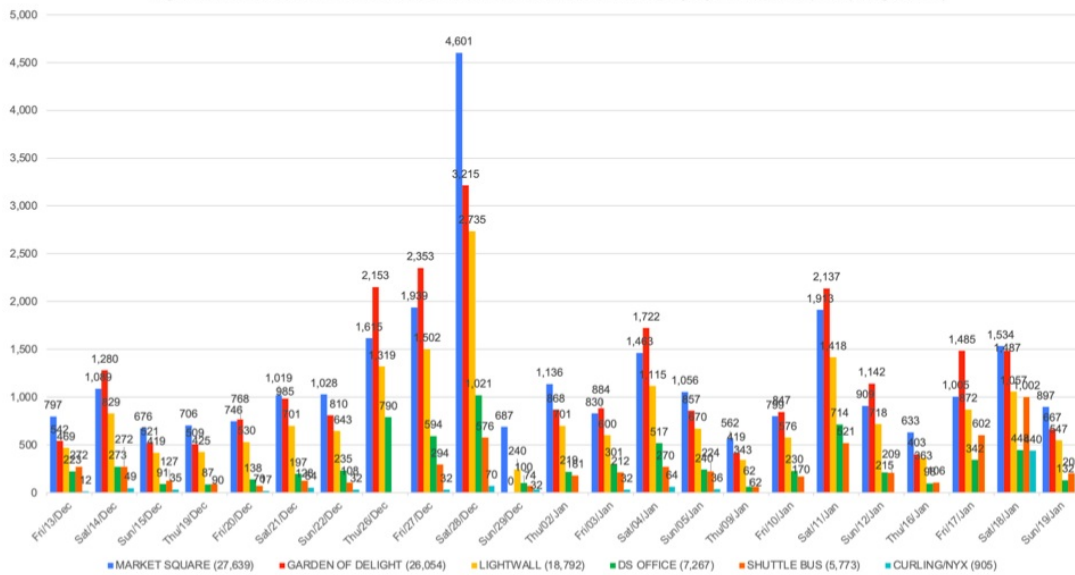
**DOWN  
TOWN**  
STRATFORD  
*the ♥ of our community*



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LIGHTS ON STRATFORD SURVEY

Lights On Stratford 2024/25 Combined Attendance Across Main Displays (Total: 86,430 | Daily Avg: 3,758)



We would appreciate you filling in this short survey to help us collect important feedback for Lights On Stratford.

The 5th Annual Lights On Stratford 2024/25 ran Thursday to Sunday evenings from December 13th through to January 19.

This year, total combined attendance across the main light displays was 86,430 in 23 days of production. In comparison, last winter was 76,563 in 18 days of production. The daily average combined attendance across all the main festival locations this winter was 3,758/day. The daily average from last winter was 4,254/day and the previous year was 1,860/day.

Saturday, December 28th was the highest recorded attendance ever with 4,601 people visiting Market Square (previous record was also in Market Square last winter with 3,008 people). The hop-on-hop-off free shuttle bus (in collaboration with Stratford Transit) had a record high ridership of 5,773 people (compared to last winter with 4,415 people). The Visitor Welcome Centre hosted 7,267 people (compared to 2,351 last winter).

LOS SURVEY

*This is your chance to be heard!*



**Small Business Recycling Collection in 2026**

In early 2019, Ontario’s Minister of the Environment, Conservation and Parks (MECP) announced a transition of the blue box program to full producer responsibility

by 2026.

Since May 1, 2024, the City has partnered with Circular Materials Ontario (CMO), a producer-led not-for-profit organization, to see the City through

the transition phase ending December 31, 2025.

**Starting January 1, 2026, the City of Stratford will not be responsible for the residential blue box program, and the responsibility will entirely shift to producers in Ontario.**

There is significant benefit to the municipality, as it will no longer be responsible for the cost of residential recycling collection. However, under the new regulations, producers and their representative, CMO, will not be required to provide the same service levels that are being provided today. The biggest change will involve who receives service under the new regulations. Producers in Ontario will be servicing residents and other eligible sources such as elementary schools, public nursing homes, and multi-residential buildings as part of the new program.

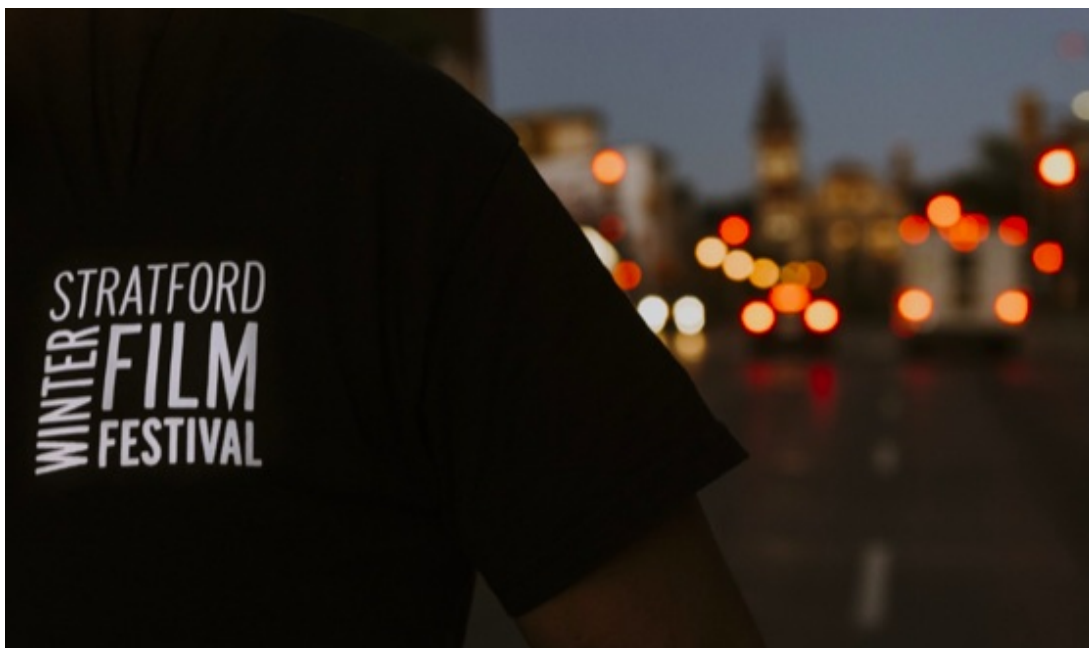
However, non-eligible sources such as **businesses**, churches, private nursing homes, and post-secondary institutions **will not be included** in the new blue box program.

Due to the provincially led changes, the City will need to determine how recycling services are provided for these non-eligible sources, as they will not to be included in the new blue box program.

City staff are looking to gather feedback from businesses, churches, private nursing homes and post-secondary institutions about recycling services, and that feedback will be presented to Council for consideration.

**We ask ALL DOWNTOWN SMALL BUSINESSES to provide their input by completing the brief survey below by February 7, 2025.**

PROVIDE INPUT HERE



The *Stratford Winter Film Festival* (SWFF) is back again this winter and offers locals and visitors a weekend of films to delight, enchant and edify. Since SWFF is

running from St. Valentine's Day through to Family Day (Feb 14-Feb 17) the program reflects the themes of romance and family — in addition, there are some wild cards included.

SWFF is a not-for-profit initiative conceived to take the edge off of the winter blues and get people out-and-about, rediscovering local restaurants, hotels, and businesses that are so vital to the vibrancy of this little big city.

Programing, trailers and ticketing information is available at: [stratfordwinterfilmfestival.ca](http://stratfordwinterfilmfestival.ca).

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## CYBER SECURITY WORKSHOP for BIA Members



### **CYBER SECURITY WORKSHOP**

**Monday, March 3rd**

**7-9 PM**

**Stratford City Hall Auditorium**

Join us for an informative presentation by Dan Kane of Go-Tech on the important ever-evolving topic of Cyber Security. Rick Orr of Orr Insurance will also discuss ways you can protect your business assets with cyber insurance.

[REGISTER HERE](#)

Dan will give us an overview of Cybersecurity and security solutions for small to medium sized businesses. Together we will look at the tactics used by bad actors to infiltrate organizations. You'll learn to identify scams and understand the best practices to maintain online safety. Key topics include:

- Implementing robust security measures
- Staying informed about the latest cybersecurity threats
- How to use hardware and software to stay safe online
- Training for you and your staff to recognize phishing attempts and other scams
- Creating a disaster recover plan ahead of a breach, and implementing the

plan if there is an incident.

Rick will touch upon protecting yourself financially following an attack. There are many aspects to such attacks and planning is the key.

- **Data Breach:** In the event of a data breach, where sensitive data is exposed or compromised.
- **Cyber Attack:** A cyber attack encompasses threats, such as ransomware, malware, as well as phishing scams.
- **Cyber Risk Management:** expert guidance and resources for risk management, helping businesses fortify their cyber defences and reduce the likelihood of incidents.
- **Incident Response Plan:** Having a well-structured incident response plan is critical with respect to a cyber incident.
- **Cyber Extortion:** If your business becomes a victim of cyber extortion, where criminals demand payment to release your data or systems.
- **Identity Theft Incident:** In cases of identity theft incidents affecting your employees or customers, cyber insurance can cover the associated expenses and provide support for affected individuals.

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## BIA COFFEE CLUB - THURSDAY, FEBRUARY 27th

**Would you like to host Coffee Club?** Show off your business? Tell us a bit about your and all you have to offer? We have five spots still to be filled in 2025. Let us know! [jpritchard@downtownstratford.ca](mailto:jpritchard@downtownstratford.ca)



**DOWNTOWN  
STRATFORD  
BIA COFFEE CLUB**

**ALASTAIR HOME & DESIGN**  
★ STRATFORD ★

**Thursday, February 27th  
8:30am to 9:45am  
151 Ontario Street**

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

Beat the winter blues and join us for your morning brew on Thursday, February 27th at Alastair Home & Design. Hosted by owner, Bruce Borgundvaag!

To assist us with the coffee order, we'd like to request an RSVP by February 25th. That said, unregistered drop-ins are welcome!

Photos of January's Coffee Club are on our [website](#)! Thank you to the George St Coalition of Our Stor(y), The Livery Yard, and Sound Fixation for hosting.

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BIA IS HIRING

## REQUEST FOR PROPOSAL

# DOWNTOWN STRATFORD

## Content, Social Media, Brand Presence and Website Management

The BIA is issuing a Request For Proposal (RFP-2025-1) for a Content, Social Media, Brand Presence and Website Management supplier. We want to enlist the services of a Supplier that can develop and execute the Downtown Stratford BIA's digital marketing strategy.

This successful supplier will oversee all social media channels, create engaging content, manage the BIA website, and contribute to the overall marketing and communications efforts of the organization.

Closing Date: 2:00:00 p.m., Monday, February 17, 2025

Click to review RFP & submit a proposal.  
<https://downtownstratford.ca/home/rfp/>

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MONTHLY MESSAGE FROM OUR GENERAL MANAGER



It has never been more important than ever for citizens to shop local, shop Canadian to keep our City's economy healthy. There are a couple of great tools at your disposal to keep this in the forefront of everyone's mind. We are now all receiving our Douggie \$200 cheques and it would be amazing to see those dollars spent in your shop, restaurant, or on the service that you offer. Combined with the HST holiday that is ending on Feb 15 it would behoove you to promote shop local, shop Canadian and share your neighbours' posts to perpetuate and amplify the message.

When you promote make sure you list items you offer without tax to clarify it in the consumer's mind - many are still confused.

Another amazing tool on the horizon for you is the very successful Ten Bucks Program that will start Feb 15 as the HST holiday comes to a close. Every \$100 (before tax) spent in your business can give your customers an additional opportunity to cash in receipts for TEN BUCKS BACK! (details above). To ensure success this year, all businesses should be promoting, posting, and sharing posts about the program.

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](mailto:jpritchard@downtownstratford.ca)

See you Downtown!

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## 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!](#)

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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](mailto:kgriffiths@downtownstratford.ca).

**Facebook: [@downtownstratfordbia](#)**

**Instagram: [@downtownstratford](#)**

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Follow Us



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