



## APRIL NEWSLETTER



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### APRIL Highlights

1. New Business - Bennessere
2. AGM Thank You
3. Shop Main Street Canada - Window Clings
4. Stratford Perth Tariff Task Force
5. Ten Bucks Back 2025 - Bucks expire April 30th
6. Patio Applications now Open for Restaurants
7. Earth Day
8. BIA Coffee Club - April 24th @ Strong Roots Insurance
9. BIA Events in 2025 - Save the Dates!
10. Monthly Message from BIA General Manager, Jamie Pritchard

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### NEW BUSINESS

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



Benessere

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AGM



We had a wonderful turnout at Brch & Wyn for our Annual General Meeting on March 25th. Thank you to those who shared their evening with us and to Jonny Kirwin for being a fabulous host!

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## WINDOW CLING



This month we'll be visiting businesses to deliver this logo in the form of a window cling. Let's show all visitors to downtown that there has never been a more important time to support Canadian business. Choose "local" every time!

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## STRATFORD PERTH TARIFF TASK FORCE



Please remember that information and ongoing updates can be found at [www.investstratford.com/taskforce](http://www.investstratford.com/taskforce)



## TEN BUCKS BACK 2025



Ten Bucks Back "bucks" EXPIRE at the end of this month.  
Please remind your patrons to spend their bucks now!

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## PATIO APPLICATIONS



A reminder to restaurant owners that applications for the 2025 Outdoor Patio Program opened on March 31st.

Please visit [www.stratford.ca/businesslicence](http://www.stratford.ca/businesslicence) to get a copy of the 2025 Outdoor Patio Licence Application and the 2025 Outdoor Patio Program Guidelines.

For any questions regarding the program, please contact [clerks@stratford.ca](mailto:clerks@stratford.ca) or 519-271-0250 ext. 5237.

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## EARTH DAY



We want your GREEN INITIATIVES!! If your downtown business has some “green brags” please send them our way. We want to feature you on social media throughout the month of April in honour of Earth Month/Week/Day.

Email [Kim](#) OR send DM via Instagram.

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#### BIA COFFEE CLUB - THURSDAY, APRIL 24th

A promotional graphic for a coffee event. On the left is a white coffee cup on a saucer with a heart-shaped latte art design. Below it, the text 'DOWNTOWN STRATFORD BIA COFFEE CLUB' is written in a stylized font. To the right is the 'Strong Roots' logo, which includes a tree icon and the text 'Strong Roots - INSURANCE BROKERS LTD. -'. Below the logo, the event details are listed: 'Thursday April 24th 8:30 to 9:45am, 168 Ontario Street'.

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

Spring has Sprung! Time to get out and enjoy your neighbours. Join us for your morning brew on Thursday, April 24th at Strong Roots Insurance.

To assist us with the coffee order, we'd like to request an RSVP by April 22nd.  
That said, unregistered drop-ins are welcome!

RSVP

Photos of March's Coffee Club are on our website! Thank you to Stew and Amber for hosting a very busy Coffee Club last month!

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## EVENTS THIS YEAR



Save the dates for these events!  
More information to come.

**April 14** - Hospitality Show & Tell - City Hall Auditorium

**June 4** - Dog Days of Summer Dog Show - Market Square

**June 6** - Car Free Friday in Market Square

**June 13** - Car Free Friday in Market Square

**June 20** - Car Free Friday in Market Square

**June 27** - Car Free Friday in Market Square

**July 12** - Downtown Sidewalk Sale

**October 25** - Halloween Downtown Trick or Treat

**November 29** - Winter Wander-land - Market Square & York St

**November 30** - Winter Wander-land - Market Square & York St

If you are interested in helping out on a committee for Halloween or Winter Wander-land, we'd love to hear from you! Please contact  
[kgriffiths@downtownstratford.ca](mailto:kgriffiths@downtownstratford.ca).

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## DOWNTOWN SCAVENGER HUT FOR ROTARY CONFERENCE



We're excited to welcome the Rotary District 6330 Conference to Stratford from May 2–4, 2025! Approximately 300 Rotarians and their partners will be visiting our city for this annual event, traditionally held in the home community of the current District Governor—this year, Stratford's very own Katherine Hahn.



As part of the conference, a fun downtown scavenger hunt will lead Rotarians to participating businesses on Saturday, May 3. This is a fantastic opportunity to highlight Stratford's charm and hospitality while encouraging visitors to explore and support our local economy. Let's warmly welcome them and show off what makes our community so special!

More information can be found [HERE](#).

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## MONTHLY MESSAGE FROM OUR GENERAL MANAGER



It is April and looking back I would say March went out like a Lion! April is a great month as one starts to feel the change of season in your heart and in your bones. It is a fresh renewal as we see the spring flowers sprouting adding much needed colour to the palate after a long white winter.

While seasons have changed, the chaos & turmoil generated by the US president continues to live and breathe. April 28 is our Federal election and I urge you to get out and vote, to make sure your opinion and values are counted. I am not endorsing any particular party, just encouraging you to vote. What you have to say truly matters and the outcome of the election will affect your business and your personal life. Sometimes we feel that the local candidate that we would like to have represent us has no chance of winning so why bother.

### 1. Your Vote Contributes to the Bigger Picture

Elections aren't just about one riding—every vote contributes to national trends. A stronger showing for your candidate's party, even in a loss, can influence future policy decisions, party platforms, and leadership directions.

### 2. Parties Notice Voter Support

If a party sees increased support in a riding, they may invest more resources there in the future, recruit stronger candidates, or adjust policies to align with voter interests.

### 3. Strength in Numbers

Voter turnout itself sends a message. If large numbers of people who share your views don't vote, politicians will assume those issues don't matter. Higher turnout means greater accountability.

### 4. Democracy Works When We Participate

Elections shape the future of the country. Even if the result isn't exactly what you hoped for, participating in the process ensures that your values and priorities are counted.

Skipping an election because of predicted outcomes is like refusing to cheer for your team because they're the underdog—every voice still matters, and the game isn't over until the final whistle. I know as I have been a Maple Leaf Fan for many many years!

And lastly please show your Canadian Pride! Utilize the tools provided and join the program that many BIA's across Ontario are promoting - "Shop Mainstreet Canada - Support Local". Information and the tools can be found at: [https://downtownstratford.ca/members\\_resources/shop-main-street-canada/](https://downtownstratford.ca/members_resources/shop-main-street-canada/)

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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519-508-1415 | [kgriffiths@downtownstratford.ca](mailto:kgriffiths@downtownstratford.ca) | [downtownstratford.ca](http://downtownstratford.ca)

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Downtown Stratford BIA | 47 Downie St | Stratford, ON N5A 1W7 CA

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