



## MARCH NEWSLETTER

### MARCH Highlights

1. BIA Annual General Meeting - March 25, 2025
2. New Business - Flour Mill Outpost, New Revel Owners
3. Stratford Perth Tariff Task Force
4. Ten Bucks Back 2025 - Update
5. BIA Coffee Club - March 27th @ Taylor's Delicatessen
6. Resident Sentiment Tourism Survey
7. Retail Business Holiday Act
8. Monthly Message from BIA General Manager, Jamie Pritchard

### AGM

## **MARCH 25, 2025 | 6:30PM** **Downtown Stratford Business Improvement Area** **Annual General Meeting**

at Brch & Wyn, 245 Downie Street

The BIA encourages you to register early to enable our team to properly plan for the event. We will be offering light refreshments.

Please send questions for the Board in advance to [info@downtownstratford.ca](mailto:info@downtownstratford.ca).

### **The BIA AGM Agenda**

Notice is hereby given that the Annual General Meeting of the Downtown Stratford Business Improvement Area is scheduled for Tuesday, March 25th, 2025, at Brch & Wyn, 245 Downie Street.

**The Annual General Meeting will start at 6:30 PM** , and the following business will be transacted:

- Welcome and Call to Order by Chair
- Land Acknowledgement & Respectful Workplace Policy

- Introduction of BIA Board Members and the BIA Team
- Approval of Minutes of 2024 AGM March 26th, 2024
- Business Arising from the Minutes
- Update from the City of Stratford
- Report on Activities of 2024
- Report on Plans for 2025
- Report from the Treasurer
- Motion to Adjourn 2025 Annual General Meeting

REGISTER

## NEW BUSINESS

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



Flour Mill Outpost



New Revel Owners

## STRATFORD PERTH TARIFF TASK FORCE



# Stratford Perth Tariff Response Task Force (TRTF)

In response to the potential economic impacts of newly proposed U.S. tariffs on Canadian industries, investStratford and the City of Stratford, in collaboration with the Town of St. Marys and Perth County, have launched the **Stratford Perth Tariff Task Force**. This regional initiative will serve as a resource hub and advocacy group, providing businesses and citizens with timely information, strategies, and support programs to navigate the evolving trade landscape.

As part of this effort, investStratford has launched a dedicated resource page at [investstratford.com/taskforce](https://investstratford.com/taskforce), where businesses can access the latest updates, expert insights, and government support programs related to the tariffs. The page will be continuously updated as new developments arise. The Task Force aims to foster regional collaboration, ensuring that local businesses remain informed and competitive while advocating for policies that protect jobs, investment, and economic stability in Stratford, St. Marys, and Perth County.

For more information and ongoing updates, visit [www.investstratford.com/taskforce](https://www.investstratford.com/taskforce)

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## TEN BUCKS BACK 2025

Receipts dated February 15-28 are being turned in for Ten Bucks Back until Wednesday, March 12th. **REMINDER that these bucks can be spent in your businesses until April 30, 2025.**



**DOWN TOWN STRATFORD**

**TEN BUCKS BACK**

**Ten Bucks Back Promo**

**TEN DOLLARS**

**\$10.**

To be applied to any goods/service at any participating Downtown Stratford BIA Business  
**Expires April 30, 2025**

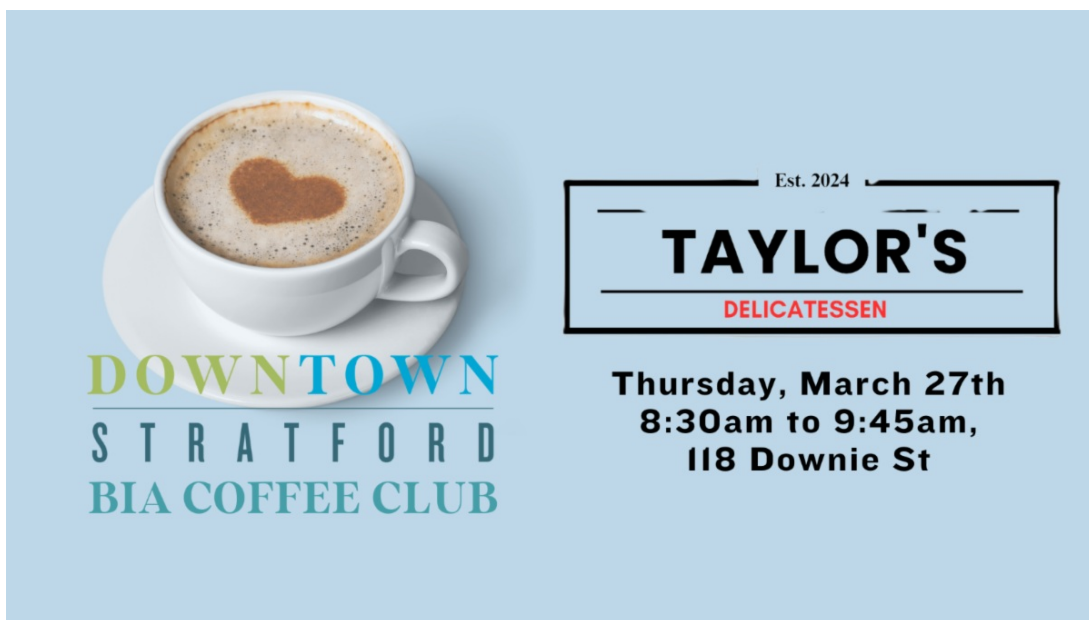
**MERCHANT:** Please redeem for full value at BIA Office at 47 Downie St, Stratford  
**PATRON:** Please click QR code for downtown business directory



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**BIA COFFEE CLUB - THURSDAY, MARCH 27th**





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

Beat the winter blues and join us for your morning brew on Thursday, March 27th at Taylor's Delicatessen hosted by owners, Stew and Amber!

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

RSVP

Photos of February's Coffee Club are on our [website](#)! Huge thanks to Bruce for hosting at his gorgeous shop this month!

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### RESIDENT SENTIMENT TOURISM SURVEY



## Share Your Perspective on Tourism

Destination Stratford invites you and your network to participate in the Regional Resident Sentiment Survey, conducted by Regional Tourism Organization 4 (RTO4) in partnership with Destination Stratford. The resulting survey data will be invaluable in helping to inform Destination Stratford's community projects and initiatives. Thank you for considering sharing your perspective on tourism with

the *online survey*.

The survey is quick and easy—it takes less than 10 minutes to complete—and will be open until Sunday, April 6, 2025, at 11:59 P.M.

If you live in one of the communities of focus or know someone who does, we would greatly appreciate your participation and help in spreading the word. You can access and share the survey using the link below:

COMPLETE THE SURVEY

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## RETAIL BUSINESS HOLIDAY ACT

### EASTER is Sunday, April 20th



The Retail Business Holiday Act is Provincial Legislation that requires most retail businesses to be closed on most holidays in Ontario; however, municipalities may adopt by-laws allowing certain stores to open on certain holidays for specified hours.

The City of Stratford adopted a By-law allowing some retail stores to be open during Stratford's designated Tourism Season which extends from May 1st to mid-November each year.

Small retail stores may open on Victoria Day, Canada Day, Labour Day and Thanksgiving Monday in Stratford between the hours of 10:00 am and 4:00 pm provided that they have 4 employees or fewer normally employed and have less than 3,000 sq ft / 278.71 square metres for serving, selling or displaying goods or services to the public.

Large retail stores need to apply to the City for an exemption in order to open for business in Stratford on Victoria Day, Canada Day, Labour Day and Thanksgiving Monday between the hours of 10:00 am and 4:00 pm. A completed [application](#) and fee must be submitted to the Clerk's Office for consideration.

If the holiday does not fall between May and November the retail store may not open for shopping. However you should check the Legislation link below as there are some exceptions for retail stores.

Minimum fines for opening businesses on prohibited days of retail operation are \$500 for the first offence, \$2,000 for a second offence and \$5,000 for a third or subsequent offence. Retail stores may be fined up to \$50,000 or the total amount of gross sales for the holiday, whichever is greater. For information about closures, contact the Ministry of Government and Consumer Services, which administers that Act.

Enforcement of the Retail Business Holidays Act in Stratford is the responsibility of Stratford Police Services.

## MONTHLY MESSAGE FROM OUR GENERAL MANAGER



Consumers are on full alert to buy Canadian products and to shop and dine in Canadian based stores. The good news for us is that pretty much all businesses downtown fit this criteria! Shop at our small businesses and you are supporting local owners and their families. Use your socials to share your love of "all things Canada!"

Your Downtown Stratford BIA belongs to an overarching umbrella called the Ontario Business Improvement Area Association (OBIAA) and as a group collectively have come up with "SHOP MAIN STREET CANADA, SUPPORT LOCAL." You have received your link to the kit in a previous email and we encourage the use of #ShopMainStreetCanada and tag @downtownstratford in all of your socials as together we are stronger and carry a bigger voice. I also encourage you to share each other's posts and collaborate whenever you can.

You as a small Canadian business need to be asking yourself the following questions and devise a plan of how to work through each:

- What do Tariffs mean to my business?
- How will they affect Sales?
- How will this 25% tariff affect my profits?
- How will it affect my staff?
- How will I send out the message "I AM Canadian"?
- What contingency plans can I put together for Product diversity and Marketing of my business?

As tourist season hits we will have visitors from the US and we need to welcome them with open arms. These folks love our city and are not responsible for the tariffs and our treatment by the US President.

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 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](mailto:kgriffiths@downtownstratford.ca).

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

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

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

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