



JUNE NEWSLETTER

JUNE Highlights

1. BIA Marketing Calendar - Click to Print!
2. New Business - Carey Graham, Conflict Practitioner; Sylvan Learning; The Third Space; Rene's Bistro
3. Dog Days of Summer - 3rd Annual Dog Show - June 5th
4. Car Free Friday Schedule - EVERY Friday in June!
5. BIA Coffee Club - June 26th @ The Boathouse
6. Summer Sidewalk Sale - Saturday, July 12th
7. Website Tips from Ryan Jacques
8. Monthly Message from BIA General Manager, Jamie Pritchard

UPCOMING DOWNTOWN STRATFORD EVENTS

Stratford Summer Music | July 17 - August 10
Tickets at stratfordsummermusic.ca

DOWNTOWN
STRATFORD
BIA

July				August			
<p>Canada Day</p>  <p>July 1 11am-4pm</p> <p>Ring in Canada's 151st birthday in Downtown Stratford! Lots of activities, entertainment and food are being planned by the City of Stratford for Canada Day. Check here for details: CityofStratford.ca/CANADADAY</p> <p>Market Square</p>	<p>Summer Sidewalk Sale</p>  <p>July 12</p> <p>The week of June 27th will be bringing you a Sidewalk Sale window poster and a rainbow of balloons for the Big Day! Share with us your great sales for the day and we'll post them to our website for all to see! LetUsKnowHowGreatYourSalesAreAndWe'llShareThem!</p> <p>Downtown</p>	<p>Saturday Outdoor Market</p>  <p>July 12 & 26 10am-2pm</p> <p>Every other Saturday from July 12 to October 4 in Market Square! Downtown Stratford will be alive with a vibrant outdoor celebration of creativity, community and good ideas! Bring the whole family to enjoy live music, craft vendors and delicious food!</p> <p>Market Square</p>	<p>BIA Coffee Club</p>  <p>Thurs, July 31</p> <p>Join your fellow BIA Members in the fun "morning mix & mingle," a chance to chat with your neighbours and see businesses you perhaps have not had the chance to visit! We look forward to seeing you!</p> <p>Benessere</p>	<p>World in a Weekend Puppet Festival</p>  <p>July 31-Aug 4</p> <p>Springworks is honoured to host the world's finest puppeteers at the World in a Weekend event this summer! Spanning several seasons now, this festival showcases local, regional, national and international artists showcasing their new and classic puppet shows! A family event not to be missed!</p> <p>Downtown & More!</p>	<p>Saturday Outdoor Market</p>  <p>August 9 & 23 10am-2pm</p> <p>Every other Saturday from July 12 to October 4 in Market Square! Downtown Stratford will be alive with a vibrant outdoor celebration of creativity, community and good ideas! Bring the whole family to enjoy live music, craft vendors and delicious food!</p> <p>Market Square</p>	<p>National Dog Day</p>  <p>August 26</p> <p>It's National Dog Day and no better time than to visit Downtown Stratford where we have so many Dog-Friendly Businesses! Look for the "Well-behaved dogs welcome here" stickers in shop windows! Most outdoor patios, too, are happy to welcome your furry family member!</p> <p>Downtown</p>	<p>BIA Coffee Club</p>  <p>Thurs, August 28</p> <p>Join your fellow BIA Members in the fun "morning mix & mingle," a chance to chat with your neighbours and see businesses you perhaps have not had the chance to visit! We look forward to seeing you!</p> <p>Chuck's Roadhouse</p>
<p>July 7th is National Chocolate Day - Celebrate our homegrown Chocolatiers / Follow the Chocolate Trail!</p>				<p>August 12th is National Vinyl Day! August 30th is National Bacon Day - Follow the Bacon and Ale Trail!</p>			

NEW BUSINESS

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



Carey Graham, Conflict Practitioner



The Third Space



Sylvan Learning Centre



Rene's Bistro

DOG DAYS OF SUMMER - 3rd ANNUAL DOG SHOW - **THURSDAY!**

DOWNTOWN
STRATFORD

DOG DAYS OF SUMMER

June 5, 4-6pm in Market Square



THE BIG DAY IS THURSDAY!

Everyone is invited to show off their dogs and kick start another season of Dog Days of Summer in Downtown Stratford!

Thursday, June 5th

4:00 pm - Registration

4:30 pm - Olympic Games ***NEW**

5:15 pm - Dog Show

Categories this year are:

- ☐ Most Unusual Trick
- ☐ Smiliest Dog
- ☐ Best Dressed
- ☐ Old Timer
- ☐ Youngest Pup
- ☐ Waggiest Tail

We look forward to seeing you and furry family member there!
#dogdaysofsummer #DTstratford

CAR FREE FRIDAYS - THIS FRIDAY!

REMINDER! First Car Free Friday is this Friday in Market Square!

DOWN TOWN STRATFORD

2025 CAR FREE FRIDAYS in Downtown Stratford

Leave your car at home and join us on the following dates!

EVERY FRIDAY IN JUNE IN MARKET SQUARE

Free Coffee ☺ Enter Draw to Win ☺ BIA vs CITY Contest

8am - 10am

Friday, JUNE 6
Friday, JUNE 13
Friday, JUNE 20
Friday, JUNE 27

COMMUTER CUP CHALLENGE

Commute to work EVERY Friday in June by bike, scooter, skateboard, by foot. Or any way other than a car!



We are re-introducing the **COMMUTER CUP CHALLENGE!**
Visit us in Market Square where it's head to head, BIA Businesses vs CITY staff!

****Must show up at the BIA Tent in Market Square in person****

See you there!



BIA COFFEE CLUB - THURSDAY, JUNE 26th



**DOWNTOWN
STRATFORD
BIA COFFEE CLUB**

**Thursday June 26th
8:30 to 9:45am
30 York Street (lower level)**

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

Join us this month for your morning brew down on the water on Thursday, June 26th at The Boathouse.

To assist us with the coffee order, we'd like to request an RSVP by June 24th. That said, unregistered drop-ins are welcome!

[RSVP](#)

Photos of May's Coffee Club are on our [website](#)! Thank you to the Orr Insurance team for hosting Coffee Club in May!



**GET YOUR SALES RACK READY FOR Saturday, JULY 12th!
IT'S SIDEWALK SALE TIME AGAIN!!**

Bring the inside OUT and sell your wares in front of your business! Consider ways to bolster the vibe of the day such as chalked sidewalks, free samples, product demos, special guests, special discounts, refreshments...

The BIA Tent will be set up again at Memorial Gardens, beside Pazzo. All shoppers and diners who spend more than \$100 (before tax) on July 12th are invited to fill in a ballot at the tent for a draw to win \$50 in Downtown Dollars!

IMPORTANT - All businesses must maintain a pedestrian corridor out front which is 1.5m on all streets other than Ontario which is 2m.

If you haven't already, please share with us - via the button below - your plans for the Sidewalk Sale - discounts, giveaways, treats, etc. and we'll list on our website!

Click Here - Share with us your Plans!

TECH TIPS



Ryan Jaques builds websites and big ideas! Whether you're launching a bold new venture, taking your brand online for the first time, or ready to scale up and stand out, Ryan could be of great assistance. He creates affordable, effective websites designed to grow with you—built with strategy, style, and staying power. He is currently helping the BIA with the Downtown Stratford website, and we so appreciate his work! We'll be sharing Tech Tips with you

every month, to help you better help your customers!

WEBSITE QUICK WINS

This month's topic: mapping customer goals to your website content.

- **Getting Started:** List 3 real problems your ideal customer needs solved, and make sure website content "answers" the questions they're asking.
- **Going Further:** Turn each problem into a section headline with a Call to Action (CTA), or better, a full blog with a targeted CTA that reframes their question as a "solution."
- **Growing & Scaling:** Map the problems to your website pages, and the funnels you want users to follow - e.g "homepage > service page > Call to Action" - and use content, links, buttons, etc. to try to push or pull users in the right direction.

Want to dig deeper? Check back next month! You can also connect with Ryan at ryanmjaques@gmail.com to discuss how to apply these tips & find the quick wins on your website!

MONTHLY MESSAGE FROM OUR GENERAL MANAGER



Welcoming June with Reflection, Colour, and Commitment

As the warmth of summer takes hold and the vibrant plantings of May burst into full bloom, our downtown comes alive with colour and renewed energy. These flourishing displays not only brighten our streets but also serve as a beautiful metaphor for growth and inclusion.

We have just come off National Accessibility Week—a

time that calls on us all to reflect on the ways we can make our spaces more accessible and welcoming. I encourage everyone to take a moment to review their environment, policies, and practices to ensure they are inclusive and accommodating to all.

June also marks Pride Month, a celebration of love, diversity, and the 2SLGBTQIA+ community. While there is much to celebrate in terms of progress, we must also acknowledge that members of our queer community continue to face challenges—ranging from isolation to discrimination and violence.

You may be wondering: *What more can I do in my business to demonstrate support beyond flags and signage?* The answer lies in creating change from the inside out. If every business in downtown Stratford committed to fostering a culture of inclusivity and respect within their own walls—among staff, clients, and the community—the ripple effect would be truly powerful.

So, where to begin?

Start with knowledge. Education and awareness are the foundation of any inclusive culture. Use this month as an opportunity to spark meaningful conversations in your staff meetings. Make it engaging, make it fun—after all, we know team training can sometimes feel routine. Try quizzes, storytelling, guest speakers, or collaborative brainstorming sessions to bring the learning to life.

Let this be the season where we not only celebrate colour in our gardens and on our flags but also in the richness of our community voices, experiences, and identities.

Here's to building a downtown that is vibrant not only in appearance—but in spirit, welcome, and heart.

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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