



## MAY NEWSLETTER



### MAY Highlights

1. Marketing Calendar - May and June
2. New Business - Pitter Patter Pet Spa
3. BIA Coffee Club - May 29th @ Orr Insurance
4. Dog Days of Summer - 3rd Annual Dog Show - June 5th
5. Car Free Friday Schedule - EVERY Friday in June!
6. MapMissions for Accessibility - Sign up
7. Summer Sidewalk Sale - Saturday, July 12th
8. Monthly Message from BIA General Manager, Jamie Pritchard

### BIA MARKETING CALENDAR

Please double Double Click the Marketing Calendar to print and post in your lunch room!

### UPCOMING DOWNTOWN STRATFORD EVENTS

Happy Pride Month!



May				June			
Patios Open!	Rotary Scavenger Hunt	Mother's Day	BIA Coffee Club	3rd Annual Dog Show	Car Free Fridays	Father's Day	BIA Coffee Club
May 1 - Oct 31	May 2-4	Sunday, May 11	Thursday, May 29	Thurs, June 5   4-6pm	June 6, 13, 20, 27	Sunday, June 15	Thursday, June 26
Bring on summer! May 1st we welcome outdoor dining again in Downtown Stratford. Cozy al fresco spots are just the ticket after the winter we've had! You can also dine at Al Fresco picnic tables with delicious takeout and accompanying alcoholic beverages from participating restaurants.	Three hundred Rotarians & partners will be visiting Stratford May 2-4. Please be sure to welcome this large group when you see them as many will participate in a scavenger hunt involving downtown retailers.	A very special day to celebrate a very special person in your life. Mother's Day means brunch, flowers, chocolates, special gifts, and meaningful time spent together. For all of you who are mothers we wish you much love and happiness!	Join your fellow BIA Members in this fun "morning mix & mingle," a chance to chat with your neighbours. Thank you to Strong Roots for hosting us all in April! We look forward to seeing the team at Orr Insurance this month!	We are celebrating the Dog Days of Summer for the 3rd year in a row with a super-cute Dog Show in Market Square! Purposely set at "after-school" hours so kids can show off their talented and well-dressed pups, we invite dogs young and old to participate in the fun!	FOUR Car Free Fridays in JUNE in Market Square! • Friday, June 6 • Friday, June 13 • Friday, June 20 • Friday, June 27 * 8am-10am*	Honour the special man in your life with indulgences found Downtown... such as fabulous coffee and breads, a spa day, new threads, a cool bike, a walkabout with ice cream! And don't forget the sweetest greeting card, simply the cherry on top!	Enjoy your morning cups outdoors at The Boathouse this month! There is no doubt that in the month of June, this beautiful lakeside patio will be buzzing with BIA Members AND with wildlife - from swans to butterflies, from daisies to dragonflies!
Downtown	Downtown	Celebrate Downtown!	Orr Insurance	Market Square	Market Square	Celebrate Downtown!	The Boathouse
Accessibility Week - May 25-31 National Bike Week - May 18-24 Bike to Work Day - May 16 Tourist Appreciation Day - May 6				June is National Indigenous History Month			

### NEW BUSINESS

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



Pitter Patter Pet Spa

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BIA COFFEE CLUB - THURSDAY, MAY 29th



**DOWNTOWN**  
**STRATFORD**  
**BIA COFFEE CLUB**

**Orr**  
Insurance &  
Investment  
*You've Got Options*

**Thursday May 29th**  
**8:30 to 9:45am**  
**50 Cobourg 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, May 29th at Orr Insurance.

To assist us with the coffee order, we'd like to request an RSVP by May 27th. That said, unregistered drop-ins are welcome!

RSVP

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

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DOG DAYS OF SUMMER - 3rd ANNUAL DOG SHOW



**DOWNTOWN**  
**STRATFORD**

# DOG DAYS OF SUMMER

June 5, 4-6pm in Market Square



PLEASE NOTE THE CHANGE IN DATE FROM THE COMMUNICATION IN APRIL'S NEWSLETTER. **DOG SHOW IS ON THURSDAY, June 5th.**

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

Please share this event info with all of your dog-loving patrons. More details to follow on our socials! #dogdaysofsummer #DTstratford

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## CAR FREE FRIDAYS



**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

The poster features illustrations of a red bicycle, a skateboard, a blue scooter, roller skates, and a person running, all set against a light blue background with clouds and green hills at the bottom.

## COMMUTER CUP CHALLENGE



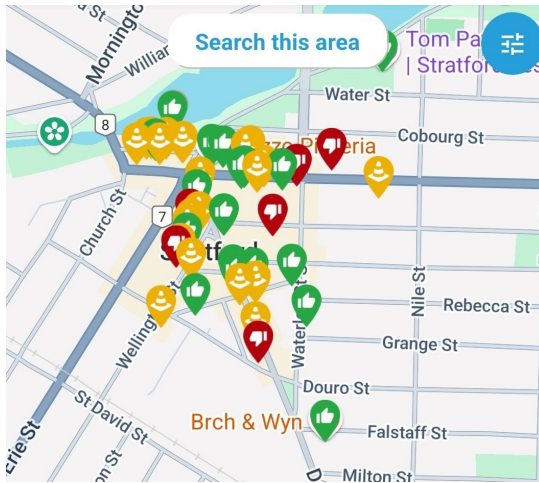
Commute to work **EVERY Friday in June** by bike, scooter, skateboard, by foot. Or any way other than a car!

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\*\***

*Watch our socials for more info!*

## MapMISSIONS IN SPRING!



We are partnering with RTO4 to conduct MapMissions with AccessNow. MapMissions are coordinated efforts to put accessibility on the map of destinations and regions. The AccessNow app is free and is built on the Google Maps platform so it is super easy to use. It allows users to rate the accessibility of any public place—restaurant, B&B, boutique, festival, or trail. AccessNow, the company that developed the app, provides introductory training for

users before they set out on their “mission,” which is followed by a reflection session where users and mappers describe what they learned from the experience. It’s a wonderful way of getting to know your neighbourhood through the lens of accessibility. If you are interested in the St. Marys and Stratford MapMission, register below.

Here are the dates and times for the sessions:

**Introductory Training (virtual):**

May 21 2025 ~ St Marys & Stratford; noon. [Register here.](#)

**Reflection session (virtual):**

June 4 2025 ~ St Marys & Stratford; noon. [Register here.](#)

We hope to see you there!

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## SIDEWALK SALE - SATURDAY JULY 12TH



**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.**





## The Calm Before the Curtain Rises — Stratford Awaits the Storm of Applause

There is a peculiar kind of quiet in Stratford this time of year. It is not the stillness of sleep, nor the hush of hibernation. Rather, it is the collective inhale before the exhale of a season that will, once again, set this town alight. We are in the calm before the storm — the festival storm — and make no mistake, it is coming.

Every spring, as buds appear on the trees and sunlight lingers a little longer over the Avon / Lake Victoria, Stratford prepares for its most extraordinary transformation. What was a wintry town becomes a cultural capital, an artistic hub, a buzzing centre of performance, cuisine, craftsmanship, and conversation. The Stratford Festival — the jewel in our crown — is about to awaken.

But before the standing ovations and the packed playbills, before the buses roll in and patios brim with chatter, there is this moment of reverent stillness. It is the soft shuffle of costumes being steamed, the final sweep of the theatre aisles, the rehearsals echoing faintly through stage doors. In shops and restaurants, the quiet is filled with purpose. There is an urgency in the air, though it is dressed in calm — like the eye of a hurricane stitched from lace and linen.

This is a rhythm Stratford knows well. It is a dance we perform every year — the townspeople and downtown business owners, the restaurants, the artists and artisans, and the gardeners, all moving in step toward opening night. What we're about to welcome is more than tourism. It is a homecoming of culture and spirit. It is our city's most brilliant expression of identity.

Yes, the storm is coming. But it's not a storm to fear — it's one we invite. A storm of applause, laughter, dialogue, and inspiration. A storm of Shakespearean soliloquies and avant-garde interpretations. A storm that reminds us, once more, of Stratford's unique place on the world stage.

So here's to the calm — this quiet moment that holds a thousand unspoken preparations. And here's to the storm — may it sweep us up, shake us awake, and remind us why Stratford is unlike any other place on Earth.

Let's remember to open our doors and our hearts to all of our visitors and a special hug for our guests from the United States.

Are you ready? The curtain is almost up.

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](#)

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