



JULY NEWSLETTER

JULY Highlights

1. New Business - Pizza Bistro, Kool Scoops Ice Cream
2. Summer Sidewalk Sale - Saturday, July 12th
3. Whatsapp BIA Channel - JOIN now!
4. Car Free Friday - Winner of the Commuter's Cup is...
5. Commercial Space Available - NEW on our website!
6. BIA Coffee Club - July 31st @ Benessere
7. Website Tips from Ryan Jaques
8. Monthly Message from BIA General Manager, Jamie Pritchard

NEW BUSINESS

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



Pizza Bistro



Kool Scoops Ice Cream

SIDEWALK SALE - SATURDAY JULY 12TH



REMINDER

Downtown Stratford's Sidewalk Sale is Saturday, July 12th!!

By now you have received a poster, tip sheet, biodegradable balloons and chalk. Please post the poster in your window or by your cash - the more folks that are informed, the better! We also have a week of radio commercials beginning Monday, a double page ad in the Stratford Times, and lots of supporting socials posts to get the word out.

We can't wait to see the streets come alive!

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...

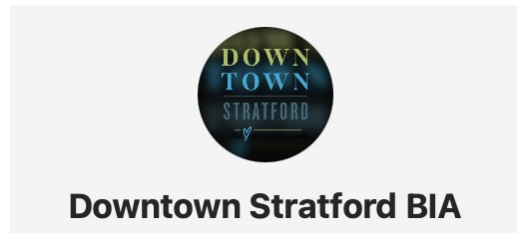
The BIA Tent will be set up again at Memorial Gardens, beside Pazzo. All shoppers and diners who spend more than \$100 (before tax) on July 12th are invited to fill in a ballot at the tent for a draw to win \$100 (we increased the prize!) in Downtown Dollars!

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](#) to our website to see what your neighbours are offering!

Click Here - To share with us your Plans!

BIA COMMUNICATIONS VIA WHATSAPP - JOIN NOW!



In an effort to improve our communications with you, we are trying a new way to send information to all BIA member businesses! It's easy and painless and direct to your phone!!

This WhatsApp channel of communication is one-way, to be used only to inform you of important events and information pertaining to downtown. It is NOT a discussion forum.

We ask that you please follow this link to join the channel. You will be prompted to download WhatsApp if you don't already have it installed.

We look forward to welcoming you to this group and keeping you apprised of "all things Downtown Stratford!"

<https://whatsapp.com/channel/0029VbAnSTLliRopo2fRWE37>

CAR FREE FRIDAY COMMUTER CUP CHALLENGE

Our Car Free Fridays for the whole of June have now come to a close. Thank you to all who visited us in Market Square every Friday morning!



The
COMMUTER CUP CHALLENGE
saw BIA Businesses go head to head with
CITY staff for participation... and the
WINNER IS

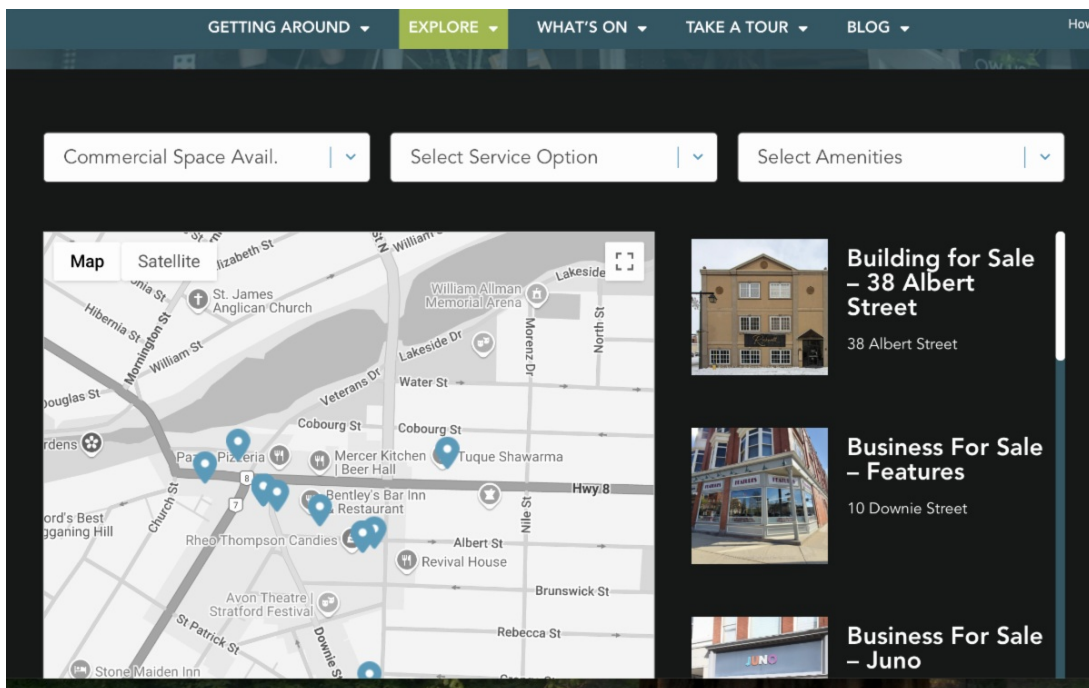
the BIA!

Congratulations businesses of
DTStratford!

NEW!

Under the Explore Button in the navigation bar of downtownstratford.ca, you'll now find a listing for all **Available Commercial Space** downtown. We invite you to send us links to any we have missed capturing. The intention is to provide another avenue to reach potential entrepreneurs that would like to set up shop in our beautiful downtown!

Click the image below to see the live listings!



BIA COFFEE CLUB - THURSDAY, JULY 31st



**DOWNTOWN
STRATFORD
BIA COFFEE CLUB**

Benessere
Energy-Healing-Rejuvenation

**Thursday, July 31
8:30 to 9:45am
149 Downie Street**

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

Join us this month for your morning brew on Thursday, July 31st at Benessere, the Alternative & Holistic Health Service on Downie St.

To assist us with the coffee order, we'd like to request an RSVP by July 29th. That said, unregistered drop-ins are welcome!

RSVP

Photos of June's Coffee Club are on our [website](#)! Thank you to Kelan and Melissa and The Boathouse team for hosting Coffee Club in June!

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 theme: turning in-person traffic into website visits and engagement (i.e. how to capture those tourists!)

- **Getting Started:** Create and print out a simple QR code near your checkout that opens to your website, to create a link between your physical location and your online presence, and turn one time interactions into the possibility

of longer term digital connections.

- **Going Further:** Make the QR code link directly to an email newsletter sign up, or to a dedicated landing page that corresponds to their in-person experience that day - e.g. "Share Your Experience Today For a Discount on Your Next Visit". Bonus Points if the offer is unique to the year/month, season, sales event, etc., double if it requires revisiting the website or store again at a later date.
- **Growing & Scaling:** When visitors are sharing their experience, ask them to self-identify as tourists or locals, and follow up with tailored marketing streams for each group, offering a unique tourist deal vs. locals-only discount, to cater to each group the way they might want.

We're not all tourist businesses but we can all benefit from the extra traffic. To find out how to implement these website quick wins and more, contact Ryan at ryanmjaques@gmail.com!

MONTHLY MESSAGE FROM OUR GENERAL MANAGER



Downtown Stratford's Summer Sizzling Sidewalk Sale Returns – Saturday, July 12

Get ready Downtown Stratford businesses! The sidewalks are heating up with excitement as Downtown Stratford's Summer Sizzling Sidewalk Sale returns on Saturday, July 12 — a full day of family fun, local love, and unbeatable deals in the heart of our historic downtown.

From early morning until the last balloon bobs in the breeze, the core will be alive with colour, fun, and irresistible sidewalk savings. It's the perfect opportunity to support local shops and rediscover the charm that makes our downtown a true destination.

Festivities in Full Swing at Memorial Gardens

The heartbeat of the day? Memorial Gardens, right next to Pazzo — where the Downtown Stratford BIA staff will be on hand, buzzing with excitement and greeting shoppers with classic Stratford hospitality.

I can't wait to welcome our community and visitors downtown. There's a real energy when the streets are full, the kids are playing, and everyone's discovering what makes this place so special.

What to Expect: Popcorn, Prizes, and Play

Encourage visitors to stop at the Downtown Stratford BIA tent, where we'll be serving up free popcorn, guessing games with prizes and hosting a Kids' Fishing Pond — complete with prizes sure to reel in smiles from little ones.

Remind all of your customers, who have been busy shopping, to bring their same-day receipts totaling \$100 before taxes to the tent for

a chance to win \$100 in Downtown Dollars — our way of saying thank you for supporting local.

Customers will be looking for the bright, biodegradable balloons outside participating businesses — a rainbow trail leading them to their favourite shops and maybe a few new ones. Don't forget to put up the official Sidewalk Sale posters, helping all to spot all the best deals in town.

And don't forget the kids and some creativity — have sidewalk chalk available to inspire Stratford's youngest artists to colour our streets with their summertime masterpieces.

Radio Waves and Print Power

The excitement is spreading far and wide, with the 2-page Sidewalk Sale feature in the Stratford Times and robust radio support from 2Day 107.7 and 107.1 Juice FM. Listen in all week for daily Text-to-Win contests, where lucky participants can win Downtown Dollars just for tuning in and texting.

Why It Matters

This isn't just a sale — it's a celebration of the independent businesses that give Stratford its unique spirit. Every purchase made downtown fuels our local economy, strengthens community ties, and keeps our historic core thriving.

So, mark your calendars, tell your friends, alert your customers, and bring the whole family downtown on Saturday, July 12. Customers will be chasing deals, making memories, or just enjoying the sunshine, there's something for everyone at the Summer Sizzling Sidewalk Sale.

Let's make this summer sizzle!

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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