



AUGUST NEWSLETTER

AUGUST Highlights

1. New Business - Ten Toe'n Shoes
2. Two FREE Orange Shirts + Order Form for More!
3. SAVE THE DATE for Film Screening on September 30th!
4. BIA Coffee Club - August 28th @ Chuck's Roadhouse
5. SAVE THE DATE for Winter Wander-land 2025
6. Website Tips from Ryan Jaques
7. Monthly Message from BIA General Manager, Jamie Pritchard
8. Whatsapp BIA Channel - REMINDER to Join!

NEW BUSINESS

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



Ten Toe'n Shoes

ORDER YOUR ORANGE SHIRT NOW!



As the Downtown Stratford BIA, we would like to continue to grow our support of National Truth and Reconciliation Day. One way is to invite as many businesses as possible to wear orange t-shirts; would you like to join us?

The Downtown BIA is offering 2 orange T-shirts for National Truth and Reconciliation Day **Free of Charge** to Downtown Stratford BIA Members - quantity is limited to 75 shirts and will be first-come first-served and must be ordered **by end of day August 22nd**. Additional Shirts are also available - Small to XL at \$20 each; 2XL-3XL at \$25 each; 4XL+ at \$30 each; prices include HST.

Funds for additional shirts must be received by the BIA by end of day August 22 via etransfer - ***etransferbia@stratford.ca***. When ready, shirts will need to be picked up at our office (inside Tourism) at 47 Downie St.

The t-shirts will be printed by Winona Sands (pictured above), a Stratford resident and a member of the Chippewa of the Walpole Island First Nation. She owns and operates Howling Moon Aboriginal Arts, which sells orange shirts and other items. Winona is a 60's scoop survivor and is dedicated to raising awareness about Indigenous culture and history.

WHAT IS ORANGE SHIRT DAY?

Observed annually on September 30th, but you can wear your shirt all year round to show your support!

Phyllis Webstad is a Northern Secwepemc author and activist from the Stswecem'c Xgat'tem First Nation, and the creator of Orange Shirt Day, a day of remembrance marked in Canada, later instated as the public holiday of National Day for Truth and Reconciliation. She is a First Nations residential school survivor.

ORDER T-SHIRTS HERE

SAVE THE DATE for FILM SCREENING

September 30th | 9AM & 1PM | City Hall Auditorium



BIA COFFEE CLUB - THURSDAY, August 28th



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 July's Coffee Club are on our [website](#)! Thank you to Lori and Anna of Benessere for hosting Coffee Club in July!



TECH TIPS



This month's theme: Understanding and applying "user intent" to website content

Getting Started: The same way users have different goals in mind when searching online, they also have a goal for each page - the "why" they are seeking, behind the "what." Fulfilling user intent is about matching expectations. Blog posts are informational, Product pages are transactional, Pricing pages are commercial. In each case, make sure the content matches the user's goal.

Going Further: Think about the full user path and how the goal changes from page to page. "Buy Now" works on a product page because I'm ready to buy - to get me there from the homepage, show me a few sample products and a CTA to "Explore Product Features." Done right, you can walk the user's intent forward from interest, to desire, to the decision to buy (or book, call, visit, etc)

Growing & Scaling: Redefine your full information architecture (exactly what content goes where) for all website pages based on user intent and create a fully intuitive experience from the ground up. From a micro level, the page content has to match the user goal, and from a macro level, the pages should flow seamlessly from one to the next. Define expectations, meet and exceed them, rinse and repeat.

Want to dive deeper into optimizing your website for better conversions? Reach out to Ryan at ryanmjaques@gmail.com to explore how these quick wins can be implemented on your site, and start turning more visitors into loyal customers today!

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!

MONTHLY MESSAGE FROM OUR GENERAL MANAGER



From the General Manager - August 2025 Where Is Your Happy Place?

August is upon us, and with it comes the vibrant energy of downtown in full swing. Our streets hum with the footsteps of visitors seeking something special—a place to unwind, to explore, to dine, and to discover. They've chosen Stratford because, for them, this is their happy place. They come here to leave their worries behind and soak in the charm we so proudly cultivate.

But let me ask you—what about you? When was the last time you visited your happy place?

As I write this, gazing out the window of mine, I feel a quiet joy. It's a reminder that life doesn't always follow a tidy schedule. Our days aren't always structured into weekends off or tidy 9-to-5s. That's why it's so important to carve out time each week—time for yourself and the people who make your world lighter and brighter.

Your oasis doesn't have to be grand. It might be a warm cup of coffee in the backyard, the comfort of a good book, a spontaneous drive through the

countryside, or a quiet hike in the woods. Perhaps it's a night away at that one special place—whether shared with company or enjoyed solo.

So give yourself permission:

Take time to reflect!

Take time to live!

Take time to dream!

Where is your happy place? And more importantly—when are you going to visit it?

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!

BIA COMMUNICATIONS VIA WHATSAPP - JOIN NOW!



We have 65 followers on our WhatsApp Channel so far!

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>

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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