



OCTOBER Highlights

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UPCOMING DOWNTOWN STRATFORD EVENTS

October				November			
Ten Bucks Back <small>October 1 to October 15, 2025</small>	Lantern Festival 	Downtown Trick or Treat SAVE THE DATE 25th OCTOBER 2pm - 4pm DOWNTOWN TRICK OR TREAT	BIA Coffee Club 	Pumpkin Parade 	Business Show & Tell <small>Monday, Nov 3 5pm - 8pm City Hall Auditorium</small>	BIA Coffee Club 	Winter Wander-land
October 1-15	October 18	October 25	October 30	November 1	November 3	November 27	Nov 29 & 30
Downtown Stratford is GIVING AWAY \$10,000 for the second time this year!! KEEP YOUR RECEIPTS dated from OCTOBER 1st to 15th and claim them back – for every \$100 spent before tax, you receive \$10 back in promo dollars that you get to spend until DEC 31, 2025. Tell your patrons!	At this annual festival, enjoy lantern making, 360 degree photo booth, labyrinth of the seasons, Firefly Cafe, live music and entertainment! Be prepared to be dazzled! More info at www.downtownstratford.ca/lantern	An opportunity to use that Halloween costume twice! Trick or Treat downtown at over 30 business from 2-4pm on Oct 25th! Also pick up the SCARE Bingo Card from: Tourism, Juno, Fundamentals, Corner Candy Shop or Alley Cat Cat Cafe – folks have until October 31st to complete for chances to win Annie tickets!	Join your fellow BIA Members in this 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!	Bring your Jack-O-Lanterns to Market Square on November 1st to join the Pumpkin Parade! Hundreds of lit up pumpkins will grace the square – but beware – there are scary ones everywhere! And the great part is the pumpkins are picked up Nov 1st and taken to feed farm animals in the area!	This event is open to all BIA member businesses! This is your time to share with all of us what's now and exciting all your business for the Holiday season. Find the button in the October newsletter to register your participation.	Join your fellow BIA Members in this 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!	Launch the Holiday season during the Winter Wander-land Weekend! Festivities include Santa, children's train, horse and wagon rides, fires and treats, Christmas trees for sale, Carolers and yummy food! Live music - Retro Resonance - Sat 5-8pm on York St. Spoil The Elves downtown from Noon-3pm each day for chance to win Downtown Dollars!
Downtown	Lakeside Drive	Downtown	Alley Cat Cat Cafe	Market Square	City Hall Auditorium	BIA / Tourism	Market Square, York St, Memorial Gardens
6th Annual Lights On Stratford December 12 - January 18 Thursdays to Sundays				Here for Now Theatre Winter Program runs November 5 - December 24			

NEW BUSINESS

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



Conestoga College



End Times Bar and Beer Shop



Cannabis Cannabis - New
Owners

TEN BUCKS BACK - HOLIDAY EDITION (New!)



We're doing something new ~ Ten Bucks Back in October!

Shop & Dine & Play in Downtown Stratford from Oct 1-15 and get \$10 back for every \$100 spent!

Share with your patrons that they "get paid" for starting starting their holiday shopping early!

Promo dollars can be spent until Dec 31, 2025

For more information, see our [website](#).

DOWNTOWN HALLOWEEN

For the second year in a row, the BIA is inviting costumed children in our community to visit downtown businesses for Trick or Treating. We would love for you to participate by offering sweets or non-food items to children during these hours.

WHEN: Saturday, October 25th

TIME: 2pm - 4pm

Below are two posters - each can be double clicked and printed for your window so families know where they can stop for treats. The first one (orange) is for regular candy giveaways and the second (teal) is for those offering non-food items to accommodate children with food allergies.

(NOTE: We have copies of these posters at 47 Downie St for pick up if you are unable to print)

So far 35 businesses have signed up to participate. We'd love to break our 2024

number of 50 ... so please click the button below to let us know that your door is open to Trick or Treaters!

Get on the Trick or Treat List!

Posters to Print



Scare Bingo Card

From October 25h through to 5pm on October 31st, folks can fill in the bingo card below as they roam around downtown for a chance to win a PAIR of TICKETS to ANNIE!

Cards will be handed out from the following locations:

- Mercer Hall
- BIA Office/Destination Stratford
- Juno
- Corner Store Candy Co.
- Fundamentals Books & Toys

We thank Mercer hall for sponsoring the printing of the bingo card!





SHOW & TELL - SIGN UP!



Wouldn't it be grand if in the run up to the Holiday Season you could recommend where best a visitor to Stratford could enjoy a unique meal, purchase that special gift found only in our city, or what events are on deck to celebrate the holidays?

For two Aprils in a row the business community has come together to share their news, listen, and to make meaningful and helpful connections. If your business offerings "touch" Stratford tourists - whether it be restaurant, retail, services, special events - we WANT YOU!

You'll have a mic only and exactly 3 minutes to share with us your new and exciting offerings for Holiday 2025. Now "in the know" this important information will be "tip of tongue" when visitors are looking for where to dine, shop, have fun in our great city.

This is your chance to **SHINE** and **EDUCATE** your peers on what you're most

excited about this season! You are welcome to bring something to "show" as part of your talk.

The **Show & Tell** is being held **Monday, November 3rd from 9am to Noon in the City Hall Auditorium. We will accept the FIRST 40 people who sign up via THIS LINK.**

Note - The Hospitality sector will get first dibs at audience seats. Open to the general public if seats remain. Please indicate in the registration above that you will be audience only.

Tables will be set up to accommodate businesses wanting to showcase a particular item of interest.

Also, we are also looking for refreshments if food retailers have interest in providing samples of their offerings, be it beverage and/or snacks. There is space in the registration to fill in this information.

The event this year is being hosted by the Downtown Stratford BIA.

[Click here to Register](#)

LOOKING FOR FOOD BUSINESSES TO OFFER STUDENT DISCOUNTS



The brand new Conestoga College campus in downtown Stratford at 60 Erie St is officially open to students! This fall term sees 70 students here to study Early Childhood Education, Personal Support Worker and Academic Upgrading.

We'll have more information to share in next month's newsletter.

We'd love to welcome Conestoga AND University of Waterloo students properly, offering them food and beverage businesses downtown where they can get a discount when they show their student ID. Neither of these schools have a cafeteria and as you likely know, university/college students live on tight budgets. The BIA had designed a window decal for participating shops and restaurants. Please sign up via the button below if you are keen to participate!

[Student Discount Program](#)



DOWNTOWN
STRATFORD
BIA COFFEE CLUB



alley cat
CAT CAFE

Thursday October 30th
8:30 to 9:45am
1 Market Place

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

Join us this month for your morning brew on Thursday, October 30th at the super fun Alley Cat Cat Cafe!

To assist us with the coffee order, we'd like to request an RSVP by October 28th. That said, unregistered drop-ins are welcome!

RSVP

Photos of September's Coffee Club are on our [website](#). Thank you to Christa Mabee and her team for hosting Coffee Club in September!

WINTER WANDER-LAND 2025

SAVE THE DATE! WINTER WANDER-LAND 2025 NOV 29 & 30



VENDOR HUTS AVAILABLE



Can you imagine selling your special wares out of a festive wooden hut for the Winter Wander-land weekend? If YES, we'd love to hear from you!

We have two huts available to vendors and we'd like to keep them for downtown business owners.

Rental cost is \$200 for the whole weekend - 11am to 5pm each day. Please contact Kim if you are interested!

kgriffiths@downtownstratford.ca

TECH TIPS



This month's theme: **Keeping visitors engaged and encouraging repeat visits - don't just get clicks, earn attention.**

Getting Started: Make pages easy to scan with clear headings, bullet points, and concise paragraphs, but reward visitors who explore further with small surprises.

Subtle changes over time, seasonal highlights, or Easter eggs hidden in interaction-based content (perhaps a special offer hidden in your FAQs?) will keep the site fresh for returning visitors, while staying approachable for first timers, and it promotes deeper engagement by everyone.

Going Further: Add simple interactive touches that draw attention without heavy effort. Scroll-driven animations, and subtle hover effects add dopamine-hits and keep users focused. Using offline and social media brand reference points in website pages ("as seen on our social!") makes things engaging for loyal customers and first time visitors alike, and encourages cross-platform interaction.

Growing & Scaling: Encourage repeat visits by offering dynamic, relevant content tailored to visitor behavior. Highlight related products, seasonal offerings, or trending items, and track engagement to see what keeps users exploring. Use this data to refine content and CTAs, creating a site that rewards curiosity and keeps visitors coming back.

Want to make your website more engaging and keep visitors returning? Visit ryanjaques.com to connect with Ryan and learn to apply these quick wins and increase interaction across your site.

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

As the days of summer fade into memory, Downtown Stratford finds itself with cooler mornings and shortening days that flow into cool crisp evenings. The crisp air carries the scent of fallen leaves, and our historic downtown streets are alive with cozy sweaters, golden light, and the hum of visitors who come to experience Stratford's charm in every season. Fall reminds us to slow down, savour the



harvest, and celebrate the simple joys of community life—whether that's enjoying a great meal in a local restaurant, discovering treasures in the wide range of shops and boutiques, or taking advantage of a stroll along the streets to savour the days ahead.

And just as the season shifts, so too does the spirit of our downtown. The Stratford BIA is looking ahead with excitement to the holiday season and the return of our much-loved Ten Bucks Back program. This holiday edition is our way of saying thank you to our residents and visitors for supporting local. It is so simple for you, the business, as the shoppers keep their receipts for purchases spent downtown and for every \$100 spent before tax, they receive \$10 back in promo dollars! It's a gift that continues to give: once to our cherished local shops and restaurants, and again to the recipient to enjoy the rewards of shopping locally and then back to the business to cash in the coupons.

As we transition from fall into the sparkle of the holidays, we invite you to keep Downtown Stratford at the heart of your celebrations. Together, we create not just a season, but a story—one of community, tradition, and the joy of giving back.

Support local. Celebrate together. Keep the season bright.

Your BIA is here for you and is always interested in your questions and 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 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.

Facebook: @downtownstratfordbia

Instagram: @downtownstratford

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