



NOVEMBER NEWSLETTER

NOVEMBER Highlights

1. New Business - Move & Revitalize, Stratford Business Centre - New Owners, Mr Kim's Sushi - New Location
2. Winter Wander-land - Sign up for Passport, Agenda for the Weekend, Member Contest
3. Festive Fridays - Sign up now!
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NEW BUSINESS

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



Move & Revitalize



Stratford Business Centre - New
Owners



Mr Kim's Sushi - New Location

SIGN UP FOR WINTER WANDER-LAND PASSPORT!



Shop and Dine and use Services at participating businesses to win fabulous prizes! Patrons collect just 8 stickers for a chance to win Downtown Dollars!

Would you like to be a program participant?

No work necessary on your end - we will deliver the Passports and stickers to you at the outset of the program that will begin November 22nd and run until December 23rd. Please click [here](#) to sign up! *(Last year we had 75 businesses participate!)*

SIGN UP HERE

WINTER WANDER-LAND WEEKEND

NOVEMBER 29 & NOVEMBER 30



DOWN
TOWN
STRATFORD

MARKET SQUARE

11AM to 5PM

Polar Express Train Rides
Cosy Fire & Treats
Christmas Trees for Sale
Market Vendors
Food Trucks

NOON to 4PM

SANTA in his Sleigh
DJ Ethan Maac **SATURDAY ONLY**

MEMORIAL GARDENS

NOON to 4PM

Guided Horse & Wagon Rides*
*Weather permitting

YORK STREET

11AM to 5PM

Cosy Fire & Treats
Christmas Trees for Sale

5PM to 8PM ~ SATURDAY ONLY!

Live Music ~ Retro Resonance

Enjoy some grub from the onsite hut, a drink from Al Fresco bar, and get cozy by the fire with your friends!

AROUND TOWN

NOON to 4PM

Roaming Carollers
Find the Elfies, Take a Selfie, Chance to Win \$!

Artwork by George Burkholder

downtownstratford.ca/winter-wander-land

MEMBER CONTEST!

CONTEST RULES to WIN \$300 in Downtown Dollars!

1. Follow us on Instagram ([@downtownstratford](#)) and/or Facebook ([@downtownstratfordBIA](#))
2. Like and SHARE on your socials our Winter Wander-land posts - on Instagram and/or Facebook -- OR create your own and tag us (we've created "a post" for you below)
3. Tag us on each post or repost [@downtownstratford](#) and use the hashtag #ww2025dt (THIS IS HOW WE TRACK YOUR ENTRIES)
4. Every share earns you 1 ballot for the draw!

Contest BEGINS NOW and runs until November 30th

Draw to win \$300 in DD takes place on December 2nd

PLEASE SEE:

Instagram post for reposting: https://www.instagram.com/p/DQkhP3_kSCI/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Facebook post for reposting: <https://www.facebook.com/share/p/17J9s59486/>

OR, COPY AND ASSETS BELOW FOR AN ORGANIC POST:

Winter Wander-land makes its return this November 29th and November 30th from 11am-5pm. Featuring fan favourites: **Polar Express Train Rides around City Hall ** Yuletide Cabins and Festive Food Trucks at the Winter Market **Al Fresco YEAR-ROUND - bring your beverages to drink in Market Square **Cozy Fire Pits for roasting Rice Krispie Treats **Santa Claus "is coming to town" **Strolling Carollers **Fresh Christmas Trees for Sale **Horse and Wagon Rides **Winter Wander-land PASSPORT: Collect 8 validation stickers as you shop and dine to enter to win \$\$ prizes! For more details head to: <https://downtownstratford.ca/winter-wander-land/>

DOWNTOWN
STRATFORD

WINTER

wander-land
2025

November 29 & 30

11 AM - 5 PM | Market Square & York St

JOIN
US!

DJ & Live Music

Saturday 12-4PM | Market Square

Saturday 5-8PM | York Street

Don't miss the train, wagon
rides, cozy fires & festive treats
all weekend long!

FREE FUN
FOR THE
FAMILY



IT'S TRADITION!

On Fridays from November 21st through to December 19th, we'd like to repeat the successful FESTIVE FRIDAYS promotion for local employees of downtown Stratford to encourage these employees to do their holiday shopping downtown!

Please let us know your business name and the discount you will offer and we'll be sure to promote your shop as a Festive Friday participant! P.S. You will know these folks when they enter your shop and ask for the (shhhhhhhh)...."Festive Friday discount please!"

Please fill out the registration below no later than Friday, November 14th if you're interested in participating!

Below is the Fabulous Festive Fridays list we had last year! (If you'd like to remind yourself what you offered in 2024!)

[SIGN UP HERE](#)

Festive Fridays!

Every **Friday** now 'til December 20th, the following shops will offer **downtown employees** a special discount!!

All **YOU** have to do is go into one of these participating businesses and say:

"Hi, I'd like the Festive Friday discount, please!"

- Blowes Cards & Gifts, 34 Wellington St - 10% discount
- The Butcher and The Baker, 26 Wellington St - 10% discount
- Fundamentals Books & Toys - 10% discount; 20% discount over \$200 pre-tax
- Distinctly Tea Stratford, 18 York St - 15% discount
- Kinna Sohna, 55 York St - 10% discount (excluding sale items)
- Neob Lavender, 106 Ontario St - 10% discount
- MacLeods Scottish Shop, 80 Ontario St - 15% discount
- Olive Your Favourites, 21 York St - 10% discount on olive oil/balsamic vinegar
- The Livery Yard, 104 Downie St - 10% discount
- Distill, 53 Market Place - 15% discount
- Good Vibrations Rock Shop, 9 Market Place - 11% discount
- Dale + Company, 17 Market Place - 10% discount
- Optical Design, 84 Wellington St - 15% discount
- The Barkery, 130 Downie St - Buy bag of baked treats, get one 1/2 price (excl dehydrated)
- Pilates Colours, 42 Erie St - 15% discount
- Matilda Gallery + Art Bar, 85 Downie St - 10% discount on art only
- The Salt Cabin, 71 Albert St - 10% discount (excluding gift cards)
- Corner Store Candy, 27 York St - 10% discount
- Daisies and Doilies, 68 Wellington St - 15% discount
- Curry Zone, 38 Erie St - 15% discount
- La Osa, 34 Ontario St - 15% discount (excluding sale items)
- The RAD Studio, 25 Ontario St - 20% discount
- Alley Cat Cat Cafe, 1 Market Place - 15% discount on food & drink
- Carman's Foto Source, 44 Wellington St - 10% discount on photo frames
- revel, 37 Market Place - 10% discount on hot beverages

**Best Wishes for a Safe and Happy Holiday Season
from the Downtown Stratford BIA!**

**DOWNTOWN
STRATFORD**

LOS | WE'D LIKE TO HELP PROMOTE YOUR LOS ACTIVITIES



LIGHTS on STRATFORD returns December 12, 2025 to January 18, 2026, for its sixth year! If you are running any relating marketing campaigns during this time, LOS would like to promote your business during the festival.

LOS Promotions

FREE SATURDAY PARKING POSTER

Please click, print and put in your front window!



TEN BUCKS BACK - HOLIDAY EDITION

Ten Bucks were divvied out in record time for the Holiday Edition! We ask you the business owners to accept the Bucks Back ONLY until the end of the year - the Bucks expire December 31st.



DOWNTOWN HALLOWEEN

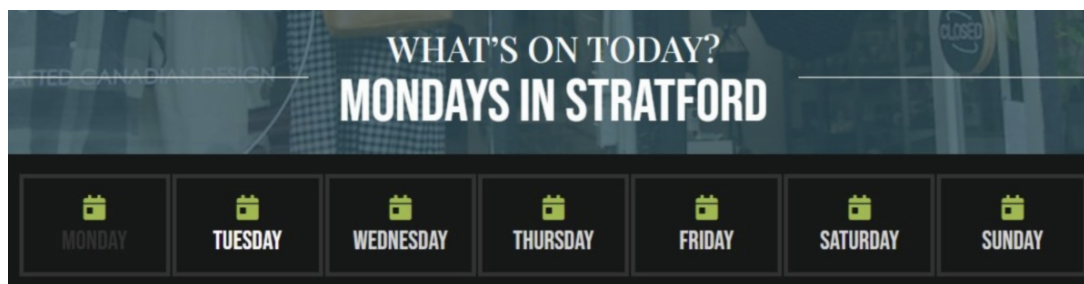
Downtown Trick or Treating was a huge success on Saturday, October 25th - the BIA office at 47 Downie St gave out candy/toys to 440 Halloweeners! This was double the number over last year.

Thank you for supporting this program and generously providing treats for all the little people that came through your door.

If you have any feedback for us, please email kgriffiths@downtownstratford.ca. Next year we will be sure to remind you of this number so you can be prepared.



UPDATE TO DOWNTOWN STRATFORD WEBSITE



The BIA is very proud to announce we have implemented a new feature on our website that allows the visitor to look at a glance of who downtown is open today and every day of the week.

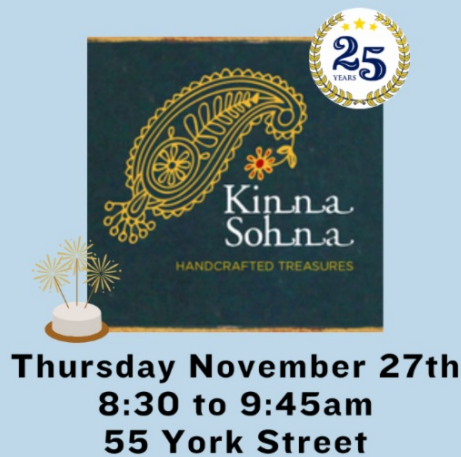
This can be found under Whats' On / What's On Today
<https://downtownstratford.ca/explore/mondays-in-stratford/>

The engine that runs this feature is based on the hours listed in the directory, which means success depends on their accuracy. So we need your help to ensure they are current. We are asking you to check out your listing in the directory and verify your hours.

Directory link: <https://downtownstratford.ca/directory/>

If changes are need please send them to Kim - kgriffiths@downtownstratford.ca

BIA COFFEE CLUB - THURSDAY, November 27th



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

Join us this month for your morning brew on Thursday, November 27th at Kinna Sohna. Owner Sartaj is marking 25 years in business that week and would love to celebrate this awesome milestone with her fellow business community!

To assist us with the coffee order, we'd like to request an RSVP by November 25th. That said, unregistered drop-ins are welcome!

RSVP

Photos of October's Coffee Club are on our [website](#). Thank you to Carl and Silke and their crew of cats for hosting Coffee Club in October!

NEW BUSINESS RESOURCE ONLINE AT SPL



In celebration of Ontario Small Business Week (October 20–26, 2025), Stratford Public Library is proud to announce the launch of its new Business Resources webpage, designed to support entrepreneurs, small business owners, and start-ups in our community.

Available now at splibrary.ca/business-resources, this new online hub gathers local business resources, professional development resources, business books, materials and programs for businesses in one easy-to-access location. The page highlights free library resources that help local businesses grow—from market research and business planning tools to digital learning.

TECH TIPS



This month's theme: **Capturing holiday shoppers and turning them into long-term customers. Holiday traffic is great, but lasting connections are better.**

Getting Started: Refresh your site for the holidays with new photos, festive colors, and updated hours. Make it easy for visitors to find gifts, bookings, or featured items fast. A simple refresh shows your business is active and

ready to welcome both new and returning customers.

Going Further: Capture holiday visitors before they leave. Add a quick email sign-up or a “next visit” offer for the new year. Even a small post-purchase thank-you or message about what’s coming next helps turn seasonal traffic into ongoing engagement.

Growing & Scaling: Use this holiday boost to grow your long-term audience. Tag new customers for future follow-ups, share early access to spring updates, or offer locals-only deals to keep them coming back year-round.

Want to make your website work harder through the holidays and beyond? Connect with Ryan at ryanjaques.com and find ways to apply these quick wins and turn seasonal visitors into loyal customers.

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

Trick or Treat in Downtown Stratford – A Sweet Success!

What a scare-tacular afternoon it was on October 25th! From 2 to 4 p.m., Downtown Stratford came alive with families filling our streets — ghosts, goblins,



and superheroes around every corner. Our offices alone saw 440 costumed visitors looking for treats from the Downtown Stratford BIA, our friends at the local radio station and you, the cornerstones of our downtown.

In total, 55 downtown businesses registered to take part, earning well-deserved recognition on our social channels through our official participants list. We've since heard there were even more who joined in the spirit of the day — a wonderful sign that the event's reach extended beyond those who registered!

So how do we measure the success of such an event? While numbers tell one story, the heart of the success lies in what we see and hear. Streets bustling with families, parents and grandparents clutching coffee cups going into businesses, some for the very first time, with kids in tow comparing candy hauls — all of it points to local businesses benefiting from the buzz. A visit today can blossom into a sale tomorrow - thanks to all of our businesses for making this such a welcoming downtown.

They left with smiles, candy, and a Scare Bingo card in hand — ready to continue their downtown adventure. We would love to hear your thoughts, impressions, number of kids and any details- send an email to me (jpritchard@downtownstratford.ca) and also please make note if you were providing treats.

That one is history but there is another opportunity for you to entice visitors to your businesses. Our Winter Wonderland guide goes live on November 22. Simply register to be included in the Wanderland Shopping Guide and when one of the guide holders enters your store and makes a purchase, give them a sticker. If they don't know about the program give them a shopping guide and help promote the event. Every event's success is totally dependent on your participation. [Sign up today!](#)

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 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](#)

519-508-1415 | kgriffiths@downtownstratford.ca | downtownstratford.ca

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