



*Happy  
Holidays!*  
DECEMBER NEWSLETTER

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## DECEMBER Highlights

1. New Business - Kindred Roots Hair, Formerly The Glass Shoppe, Adria Shop - Alpaca Fibre Products & Farmhouse Antiques
2. Festive Fridays List
3. Lights on Stratford Begins Friday!
4. Free Saturday Parking Sign - Reminder to Print
5. BIA Coffee Club - January 29th - Conestoga College
6. Important Survey for Facile Futures
7. Monthly Message from BIA General Manager, Jamie Pritchard

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## NEW BUSINESS

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



Kindred Roots Hair



Formerly The Glass Shoppe



Adria Shop - Alpaca Fibre Products & Antiques

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DON'T FORGET TO SHOP ON FRIDAYS!

# Festive Fridays!

Every **Friday** now 'til December 19th, 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!"***

- Taylor's Delicatessen, 118 Downie St - 10% discount
- Resonance, 23 Downie St - 10% discount
- Coles & Keys, 25 York St - 20% discount
- The Spa Near the Tracks, 20 Cooper St - 10% discount/estheticians & most retail
- White-Balmer Shoes, 123 Ontario St - 20% discount
- Blowes Cards & Gifts, 34 Wellington St - 10% 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
- 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 - 15% discount
- Matilda Gallery + Art Bar, 85 Downie St - Close out Bar Tab and choose a discount - 10% off bar tab, 10% off art, 10% off books, 20% off a painting
- The Salt Cabin, 71 Albert St - 15% discount (excluding gift cards)
- Daisies and Doilies, 68 Wellington St - 15% discount
- Curry Zone, 38 Erie St - 15% discount
- Alley Cat Cat Cafe, 1 Market Place - 15% discount
- Optical Design, 84 Wellington St - 15% discount
- RAD Studio, 25 Ontario St - 15% discount
- Quesada Burritos and Tacos, 145 Erie St - Purchase \$15 before tax, get free pop
- Pilates Colours, 42 Erie St - 15% discount

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

**DOWNTOWN**  
STRATFORD

LIGHTS ON STRATFORD BEGINS FRIDAY!

**LIGHTS ON**  
**STRATFORD**  
WINTER FESTIVAL OF LIGHTS

**GOLD SPONSOR**  
**MARKET SQUARE**

**DOWN**  
**TOWN**  
**STRATFORD**



**The Downtown Stratford BIA is a Proud Gold Sponsor of LOS!**

Destination Stratford presents the 6th Annual **Lights On Stratford Winter Festival of Lights** officially launching on **December 12 until January 18**. Discover dazzling new installations and interactive displays illuminating downtown Stratford every **Thursday to Sunday from 5 to 10 p.m.** Wander the brilliant Light Trail from Market Square to Tom Patterson Island or ride the free 'hop-on-hop-off' shuttle. Experience Food Truck Fridays, the return of [glow-and-throw curling at the Stratford Country Club](#), silent discos, free hot chocolate in Market Square, and more! This award-winning, FREE festival runs until January 18th. For details, visit [lightsonstratford.ca](http://lightsonstratford.ca)!

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**FREE SATURDAY PARKING POSTER**

Reminder to please click, print and put in your front window!





**FREE  
SATURDAY  
PARKING**

4-HOUR LIMIT

DECEMBER 6, 2025 - APRIL 25, 2026

**DOWNTOWN  
STRATFORD**

BIA COFFEE CLUB - THURSDAY, January 29th



**DOWNTOWN  
STRATFORD  
BIA COFFEE CLUB**

**Thursday January 29th  
8:30 to 9:45am  
60 Erie Street**

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

Join us this month for your morning brew on Thursday, January 29th at the gorgeous new campus of Conestoga College on Erie St!

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

RSVP

Photos of November's Coffee Club are on our [website](#). Thank you to Sartaj for hosting Coffee Club in November on the special 25th anniversary of her business!

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## IMPORTANT SURVEY



Using insights from the following survey, Facile Futures aims to create informed strategies to support increased youth employment and inclusive hiring practices in our area. It is also an opportunity for employers to help shape a network for business to business development, mentorship and knowledge sharing. Facile

Futures is invested in youth of all abilities entering the workforce within Huron-Perth and want to hear from employers about what it would take to confidently hire and engage youth in your business.

Deadline for the survey is December 12th and it takes only 7-8 minutes. Those who respond will gain access to an Employer Toolkit and those who share their email will be placed in a draw to win some free business advertising.

Thank you for offering your input and feedback!

[SURVEY](#)

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## MONTHLY MESSAGE FROM OUR GENERAL MANAGER



### **Celebrating a Fantastic Winter Wander-Land 2025**

Thank you for your energy, creativity, and participation in Winter Wander-Land 2025 — because of all of you, we delivered a weekend filled with festive charm, steady foot traffic, and community spirit that set a strong tone for the holiday season.

This year's event featured a full slate of activities that resonated with visitors of all ages. The Polar Express Train was once again a crowd favourite. It was especially heartwarming to see children and adults with accessibility challenges able to enjoy the experience fully this year.

Two fire-pit areas (sponsored by Alley Cat Cat Café and WK Financial) gave families a warm space to roast treats (provided by Zehrs) and relax.

The Christmas Tree Market on Market Square and York Street operated by B&C Custom Landscaping brought the fresh scent of Balsam and Fraser Fir into the core. It needs to be noted that all funds raised from the tree sales went directly to

Shelterlink ! Way to go gang!

Horse-drawn wagon rides departed from Memorial Gardens, offering a nostalgic way to tour the historic downtown. Inside the Stratford Tourism office, children enjoyed cultural crafts, while the Winter Scavenger Hunt kept families exploring throughout the weekend.

Santa held court in Market Square from 12–4 p.m. both days, welcoming little ones, families, and even pets, and we tip our touques to Sutton for their support.

Victorian carollers, sponsored by KDB Law, filled the streets with classic Christmas harmonies and the occasional tune from Annie to bolster a ticket giveaway contest.

Our Yuletide Cabins & Food Trucks served seasonal treats and local specialties, offering everything from hot chocolate to holiday confections. The expanded Winter Food Market offered al-fresco service and take-out drinks from participating restaurants.

“Selfie with an Elfie” added plenty of laughter and social-media-friendly fun throughout the weekend.

Saturday evening, an evening more geared to adults featured Retro Resonance performing live on York Street, adding a festive soundtrack to the celebrations. The Boathouse provided an array of street meat and Endtimes Bar and Beer offered their amazing compliment of beverages.

Passport Program: Shop, Dine & Win

Our month-long Winter Wander-Land Passport program continues through December 23 and remains a strong driver of cross-shopping downtown. Visitors earn stickers by shopping or dining with participating businesses, and completed passports are entered into a draw for Downtown Dollars prizes. This program helps keep customers circulating and discovering new favourites.

Why This Matters for Your Business

**Meaningful Foot Traffic:** The mix of family activities, entertainment, and warm gathering spaces encouraged visitors to stay longer and explore more.

**New Customer Reach:** Passport participation encourages people to visit businesses they may not normally frequent.

**Downtown Brand Strength:** The blend of music, lights, local vendors, and classic holiday elements reinforced the charm and character that distinguish Downtown Stratford.

**A Gentle Reminder: Downtown Dollars**

As you finalize holiday staffing and customer appreciation plans, consider Downtown Dollars as a flexible and well-loved gift for employees and VIP clients. Every dollar spent stays local, supporting you and your neighbouring businesses.

Thank you again for helping us create another memorable Wander-Land season. Your efforts made all the difference — from the decorated windows to the warm welcomes offered at your doors. Let’s carry this momentum through December and finish the year on a high note.

If you would like to become a sponsor next year or just have thoughts or suggestions for next year's event, we'd be glad to hear them.

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](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 your to join our BIA MEMBERS ONLY Facebook Group. A great discussion and sharing forum for all things business & downtown!

[JOIN NOW!](#)

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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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