

## FEBRUARY NEWSLETTER

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### FEBRUARY Highlights

1. New Business - Pink Beauty Lounge, Odette Bridal
2. New Date for BIA AGM - October 27, 2026
3. Ten Bucks Back February Campaign
4. Awesome April Events - We'd love your ideas!
5. BIA Coffee Club - February 26th at Coffee Culture
6. Ryan Jaques - Using Digital Tools to Grow Your Business in 2026
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.



The Pink Room Beauty Lounge



Odette Bridal

ANNUAL GENERAL MEETING



**NOTICE**

The BIA Annual General Meeting will take place this year on Tuesday, October 27th - venue to be determined. And will continue every year following in the month of October.



**Everyone's  
favourite  
winter  
promotion is  
BACK!**

**FEBRUARY 16 - FEBRUARY 27, 2026**

For every \$100 spent between February 16th and February 27th, customers may submit their receipts in exchange for a \$10 gift certificate, up to a maximum of \$500 (pre-tax).

Customers will have up to the end of day Friday, March 6th to submit their receipts. The specially designed promo gift certificates will EXPIRE APRIL 30, 2026. Our intention is to have this money spent in our downtown core during the shoulder season. In years past we have had tremendous success with this program meaning thousands of dollars spent in your businesses during the off season!

**SPECIAL NOTE**

The BIA has allocated \$10,000 to this program; gift certificates will be given out on a first come, first serve basis until the funds are depleted. Please watch our socials and emails from us announcing any changes to the program dates should we run out quickly.

**WHERE DO CUSTOMERS REDEEM THEIR RECEIPTS?**

- Monday to Friday -- Receipts are to be handed in at RBC branch located at 33 Downie St | 9:30 AM to 5 PM
- Saturday -- Receipts are to be handed in at Destination Stratford located at 47 Downie St | 9AM-NOON and 1PM-5PM
- Sunday -- No redemption accepted

**CAMPAIGN PROMOTION**

Below you will find the promo Gift Certificate so you recognize it upon arrival in your business. Note that the "real deal" will have a black number in the lower right hand corner.

We'd appreciate you sharing this program with your customers. You will also find below a printer-friendly poster to display in your window or at your cash desk.

Copies are also available at our office should you prefer to pick one up.

**\*\*IMPORTANT\*\***

It is crucial that we communicate to consumers WHEN the receipts need to be submitted by and WHEN the GC's need to be spent by. We are permitted to put an expiry date on the gift certificates as they are part of a sales promotion.

### EXCLUSIONS

We are not permitted to accept receipts from the following:

- LCBO
- Petro Canada
- YMCA
- Banks
- Vape and Cannabis Stores

*Below is the image of the new gift certificate. The real version will have a shiny (anti-counterfeit) 'ten bucks back' watermark and a number between 0001 and 1000 at the bottom right.*



Double click to print the poster below to be posted at your cash desk.



# ASK US HOW TO GET TEN BUCKS BACK



**DOWN  
TOWN**  
**STRATFORD**  
*the ♥ of our community*



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## APRIL EVENTS



**April in Stratford is going to be Awesome!  
And you play a big part in that!**

April is shaping up to be full of events and there are two back-to-back weekends that will be BIG in Downtown Stratford – the *Nashville Takeover live music weekend* followed by *Doors Open*, that is returning to Stratford after a 10 year hiatus.

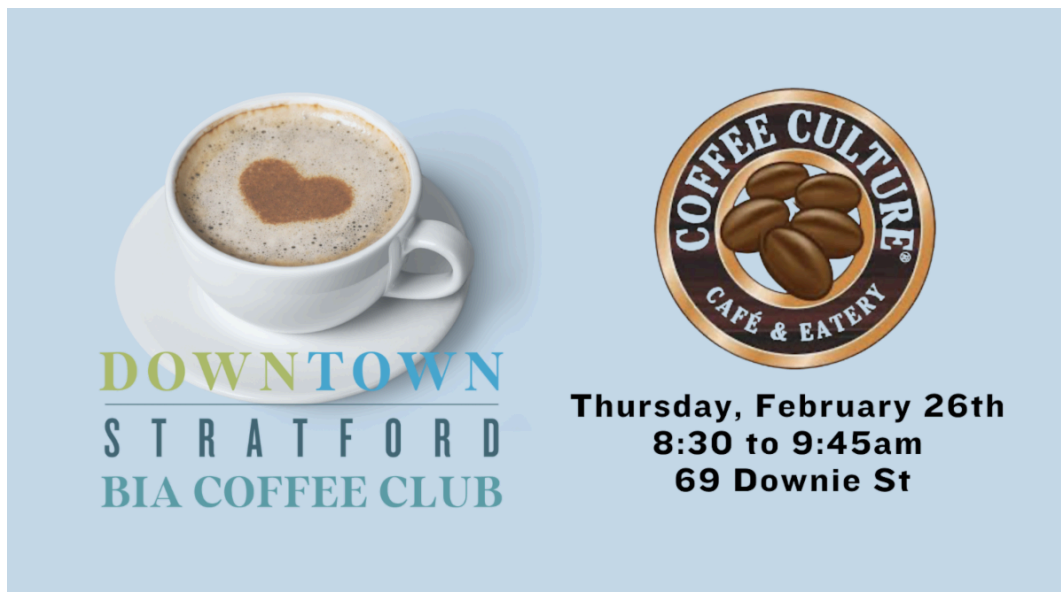
We need you to help activate Stratford even more to delight those attending these local events. Could you consider an accommodation package, or special dining items or menus, or a retail theme that coincides with what's happening in Stratford? Maybe you have an idea for another experience that you can offer – we'd love to promote it! Please click the button below to provide your great ideas!

Don't miss your opportunity to highlight your business while Stratford welcomes spring and everything that we look forward to sharing with our residents and visitors in April!

If you've already submitted your ideas, we thank you!

## APRIL ACTIVATION IDEAS

### BIA COFFEE CLUB - THURSDAY, February 26th



**DOWNTOWN  
STRATFORD  
BIA COFFEE CLUB**

**COFFEE CULTURE  
CAFÉ & EATERY**

**Thursday, February 26th  
8:30 to 9:45am  
69 Downie St**

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

What better place to join us for coffee than Coffee Culture! Mark the date of Thursday, February 26th in your calendar! We can guarantee that the coffee will be fresh and hot! :)

To assist us with the coffee order, we'd like to request an RSVP by February 24th. That said, unregistered drop-ins are welcome!

Photos of January's Coffee Club are on our [website](#). Thank you to Robin for hosting the BIA and Chamber members to Coffee Club in January at the beautiful Conestoga Campus!

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## USING DIGITAL TOOLS TO GROW YOUR BUSINESS



### ***Jump onboard!***

Ryan Jacques, owner of Cannabis Cannabis has mapped out a year long plan on how to use digital tools to grow your business. Follow this space, month by month, to create a digital presence that turns foot traffic into visibility, trust, engagement, and repeat visits by the end of the year!

## WEBSITE QUICK WINS

**February's theme:** Choose one primary digital home (and let everything else support it). You don't need to be everywhere online, you need one clear place where everything leads.

**Getting Started:** Decide what your primary digital home is. For most businesses, this is your website or Google Business profile. This is the place customers should land when they want accurate info, context, and next steps. Everything else should support this, not compete with it.

**Going Further:** Update your other platforms to point clearly to that primary home. Social bios, directory listings, QR codes, email signatures, and receipts should all lead to the same destination. Fewer choices make it easier for customers to act.

**Growing & Scaling:** Define the role each platform plays. Your website might explain and convert, social might show personality and drive awareness, and Google might capture high-intent searches. When each tool has a job, your digital presence becomes simpler, stronger, and easier to maintain.

This month's step is about focus, not expansion. If you want help choosing or structuring your primary digital home, contact me at [ryanmjaques@gmail.com](mailto:ryanmjaques@gmail.com).

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## MONTHLY MESSAGE FROM OUR GENERAL MANAGER



January is behind us, and here's to February being a little less of a snowmageddon. There is much to look forward to in the coming months—small reminders that warmer days are ahead and brighter moments are within reach.

The days begin to grow longer, and the cold, cold nights slowly shorten. The furry little prognosticator in Warton tells us winter is on its way out, but perhaps we should simply trust the calendar to pick the right day.

February brings moments of togetherness. On the 14th, we take time to reflect, reconnect, and revitalize relationships with loved ones and friends. On the 15th, the return of Ten Bucks Back offers a little extra warmth—especially if a bit of bonus cash lifts your spirits. Then, on the 16th, a pause with family reminds us that togetherness is often the best antidote to the cold.

It may be cold outside today, with snow blowing and winter making its presence known, but fear not—this too shall pass. March is just around the corner.

And just beyond that, the promise of Awesome April begins to take shape, blooming with life and activity. Easter, the Nashville Takeover, Doors Open Stratford, and the return of live performances on Festival stages will soon bring energy, creativity, and shared experiences back to the heart of our community.

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](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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