



MARCH NEWSLETTER

MARCH Highlights

1. Marketing Calendar for April
2. New Business - Sculpt & Sweat, Hartman's Tea & Coffee
3. Ten Bucks Back February Campaign - Program Ends Tomorrow!
4. City of Stratford - Green Recognition Program - Apply Here
5. Downtown Job Fair - Still a Chance to Sign up for a Table!
6. Awesome April Events - We'd love your ideas!
7. Nashville Hot Chicken Sandwich Contest - Calling all Restos!
8. BIA Coffee Club - March 26th at Ten Toe'n Shoe Shop
9. Downtown Show & Tell - April 13th - Sign up to Share your Story
10. Youth Employment Survey - Takes just two minutes
11. Ryan Jaques - Using Digital Tools to Grow Your Business in 2026
12. Monthly Message from BIA General Manager, Jamie Pritchard

MARKETING CALENDAR FOR APRIL

Please double click to print.

UPCOMING DOWNTOWN STRATFORD EVENTS HAPPY EASTER! Sunday, April 5th

March	April						
Downtown Job Fair Downtown Stratford BIA Job Fair! Hiring Now! Get Here! Here! Monday, March 30 In preparation for seasonal and permanent hiring needs the BIA is focusing a coordinated job fair. Downtown small businesses will come together in the City Hall Auditorium and connect directly with potential candidates in one centralized, accessible setting. Sign up for your table! City Hall Auditorium	Nashville Takeover A cultural movement bringing Nashville's honky-tonk scene to Stratford, one of 13 diverse chosen across Canada for the immersive takeover. Award 500 tickets on for an exciting night out of town. Think of great ways to attend the fun festival. And watch for the Nashville Cheeser Sandwich Contest in downtown restaurant!	Downtown Show & Tell An event you won't want to miss! Sign up for your 3 minute story and share with your fellow BIA members and Stratford accommodations, what's extra special in your business this summer! April 10-12 DOWNTOWN City Hall Auditorium	Here for Now Theatre Here for Now Theatre is entering its second summer season and opens on April 16 with the World Premier of The Surrogate. This vibrant theatre attracts many from the surrounding area so be prepared for busy shops and lots of great restaurants! April 13 9am-11:30am herefornowtheatre.com	Doors Open After a 10-year hiatus, Stratford is back on the map (literally) for hearing Doors Open this April. Twelve historical destinations will be visited by hundreds of folk over the weekend with the majority of venues located in Downtown Stratford. April 16 DOWNTOWN	Earth Day Earth Day 2020 is fast approaching! Stay tuned to our April Newsletter to check events happening in Stratford to commemorate this important day. April 19-19 Watch for News!	Stratford Festival It is Artistic Director's final season as Artistic Director. Join him and the Festival's guest this season, a guest for laughter, tears, excitement and inspiration as they pay affectionate homage to the power of theatre in all of our lives. April 22 stratfordfestival.ca	Coffee Club Join your fellow BIA Members in the fun morning meeting, a great chance to chat with your neighbours and see businesses you perhaps haven't had the chance to visit! Thank you to Visual and Tasty, owners of Curry Zone for hosting this month! April 21 Curry Zone
Dairy EXPO - April 1 & April 2	Rural Urban Dinner - April 16		Nashville Hot Chicken Sandwich Contest - Month of April				

NEW BUSINESS

Click the button below to read our New Business stories in the Business

Spotlight section of our website.



Sculpt + Sweat



Hartman's Coffee & Tea

TEN BUCKS BACK

The Ten Bucks Back program wraps up this Friday, March 5th and it's projected that we distributed about \$9,000 in gift certificates, pictured below. To all business owners, please share with your staff that these are accepted only the end of April 2026.

DOWN
TOWN
STRATFORD

TEN
DOLLARS

Ten Bucks Back

\$10



To be applied to any goods/service at any participating Downtown Stratford BIA Business
Expires April 30, 2026

MERCHANT: Please redeem for full value at BIA Office at 47 Downie St, Stratford
PATRON: Please click QR code for downtown business directory

GREEN RECOGNITION PROGRAM - APPLY NOW!

CALL FOR APPLICATIONS

Green Recognition Program

Celebrate Climate Action in Stratford!

Showcase your efforts to reduce carbon emissions within your home, business, & community.



Waste Reduction and Diversion:

Highlights the innovative ways residents and businesses reduce and divert waste from the landfill.



Energy Management and Electrification:

Highlights steps toward decarbonization and energy savings.



Green Building:

Highlights building upgrades like insulation, LED lighting, and energy-efficient retrofits.



Tourism:

Highlights contributions to a low-carbon visitor economy.

Apply Now: www.stratford.ca/green



- ✓ Gain recognition for your green initiatives
- ✓ Inspire the community to take action
- ✓ Help to meet our collective carbon reduction targets of 30% by 2030 and net-zero by 2050



Deadline: March 15, 2026

[Green Recognition Program Application Form - Click Here](#)

DOWNTOWN JOB FAIR

So far we have 18 businesses signed up to participate in this Job Fair on Monday, March 30th in City Hall Auditorium.

If you are interested in having a table at this event, please [CLICK HERE](#) to register.

DOWNTOWN
STRATFORD

DOWNTOWN STRATFORD BIA PRESENTS

JOB FAIR

MONDAY MARCH 30TH 6PM-9PM

MORE THAN 15
DOWNTOWN
EMPLOYERS
ACTIVELY
HIRING FOR:

- PART-TIME POSITIONS
- FULL-TIME ROLES
- SEASONAL JOBS
- PERMANENT CAREERS

STRATFORD CITY
HALL AUDITORIUM

YOUR NEXT JOB
STARTS HERE!

RESTAURANTS!
RETAILERS!
NON-PROFITS!

AWESOME 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

Doors Open Returns to Stratford April 18 & 19

Doors Open is a province wide heritage community and tourism program that gives the public free access to explore fascinating heritage properties all across Ontario. Doors Open showcases the buildings, natural spaces, infrastructure, and cultural landscapes that shape and define our communities.

The BIA thanks Paul Wilker and The Streets of Stratford website for providing us with images of yesteryear for this event. We will be delivering posters to buildings/blocks that we obtained black and white images of. If you have images of your own, please consider posting them to your front window for all to see during this wonderful weekend of historical reflection!

Destination Stratford is the Doors Open Stratford Info Centre, 47 Downie

Participating Stratford sites and tours include:

1. The Blowes Building, 32 Wellington St.
2. Stratford Walking Tours: departs from City Hall at set times, 1 Wellington St.
3. Gallery Stratford, 54 Romeo St. S
4. Jobsite Brewing Co., 45 Cambria St.
5. Knox Church @ Copperlight with Doors Open After Dark event, 142 Ontario St.
6. Orr Insurance & Investment (Saturday only), 50 Cobourg St.
7. Perth County Courthouse (Saturday only), 1 Huron St.
8. The Queen's Cue Stratford Hotel, 161 Ontario St.
9. Stratford City Hall, 1 Wellington St.
10. Stratford-Perth Archives (Saturday only), 4273 Huron Rd.

11. The Stratford Perth Museum, 4275 Huron Rd.
12. Stratford Public Library (Saturday only), 19 St. Andrew St.

NASHVILLE HOT CHICKEN SANDWICH CONTEST

ATTENTION ALL RESTAURANTS!

We'd love your participation in Downtown Stratford's Best Nashville Hot Chicken Sandwich Contest! Please contact kgriffiths@downtownstratford.ca if you are interested.

The contest runs the month of April. The winning business will receive \$300 downtown dollars, and every customer rating their sandwich is eligible to win draw prizes as well! Judging will include sales volume (self reported) and customer feedback via the survey via the QR code on the postcard (below).

Answers to common questions: You are welcome to present any version of a Nashville Hot Chicken Sandwich you like, there are no pricing parameters, and no donation needed.

We will supply you: Posters for your door, postcards with a qr code to take your customers to the voting platform, social media art you can incorporate into your accounts and we will be advertising your participation on our website, socials and more.



BIA COFFEE CLUB - THURSDAY, March 26th



DOWNTOWN
STRATFORD
BIA COFFEE CLUB



Thursday, March 26th
8:30 to 9:45am
21 York St

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

Need new athletic shoes for the spring? Come to Coffee Club on Thursday, March 26th at Ten Toe'n Shoe Shop and browse while having your morning cuppa!

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

[RSVP](#)

Photos of February's Coffee Club are on our [website](#). Thank you to Raman for hosting the BIA and Chamber members to Coffee Club in February at Coffee Culture!

DOWNTOWN SHOW & TELL | April 13th @ 9am

**DOWNTOWN
STRATFORD**



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. We are accepting the FIRST 40 people who sign up via the button below and still have a number of spots available.

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

Many accommodators have signed up to listen to all you have to share about your business activities for this coming summer.

[REGISTER FOR YOUR SPOT HERE!](#)

EMPLOYER SURVEY

Please take a couple minutes to fill in this important survey - accessed via the QR code below - about Youth Employment in our county. Thank you!

Huron Perth Youth Employment Network



**SHARE YOUR
THOUGHTS**



EMPLOYER SURVEY

**Let's Talk About Youth
Employment in Our
Community**

The Huron-Perth Youth Employment Network Advisory Committee is gathering insights from local employers in Huron and Perth Counties.

Through this survey, the committee aims to learn what resources would allow employers such as small businesses, municipalities and nonprofits to confidently hire youth with and without a disability. The findings of this survey will be used to inform the advisory committee's efforts going forward.

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

March's theme: Prepare your physical space to support your digital home

Tourist season is around the corner, so now is the time to make sure every in-store visit can turn into a digital connection.

Getting Started: In February, you chose your primary digital home. Now bring it into your physical space. Add one clear QR code or visible link at checkout that directs customers to that single destination, your website or Google profile.

Going Further: Reinforce that connection in more than one place. Add your link or QR code to receipts, window signage, packaging, or appointment cards. As visitor traffic increases in spring, repetition ensures your digital home becomes familiar and easy to find.

Growing & Scaling: Activate your team. A simple prompt like “You can find our events and updates on our website” or “We’d love a Google review if you enjoyed your visit” turns passive signage into active engagement. When staff language supports your digital strategy, awareness compounds before peak season begins.

March is about laying groundwork before the busy months arrive. If you want help connecting your storefront to your digital home, contact Ryan at ryanmjaques@gmail.com.

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.

MONTHLY MESSAGE FROM OUR GENERAL MANAGER



March Is...

March, according to an old proverb, either arrives like a lamb or a lion and leaves as the other. Whether that saying proves true or not, after the winter we’ve had, a little gentleness would be most welcome.

March is the space between seasons — set between a cold, stubborn February and the warmer rain showers of April. Here in Stratford, it falls between the quiet of the shoulder season and the steady awakening as visitors and familiar faces begin returning to explore the streets of downtown once again.

March is spring — or at least the promise of it.

March is the time we dig deep into spring cleaning, reaching up into the cobwebs of our shops, our homes, and sometimes even our minds. It is a season of renewal, when the long dark days slowly give way to lengthening

evenings and brighter mornings. The sun sits a little higher, warming our faces and lifting our spirits.

March is Women's History Month, a time to reflect on the women who have shaped our lives — our heroes, mentors, mothers, sisters, and partners — culminating on March 8 with International Women's Day, a moment to recognize their lasting influence on our families, businesses, and communities.

March is family travel and school breaks — loading up the car, setting out together, and making memories that last a lifetime. These simple trips often become the traditions that carry forward through generations.

March is also the time when everyone claims a little Irish heritage for a day. A celebration of a rich and enduring culture, where green becomes the colour of the moment and the flavours of the season come from hearty dishes like stew, cabbage, colcannon, and coddle. It is a time for laughter, music, and gathering together in good company.

Winter loosens its grip, the streets begin to stir, and the promise of a busy season ahead starts to take shape. Step by step, storefront by storefront, Stratford begins to wake again — and with it comes the quiet optimism that better days are just around the corner.

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!

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!](#)

Also consider joining our **Members Only WhatsApp** page. We push out all the important information through this one-way channel. Easy peasy way to stay informed!

<https://whatsapp.com/channel/0029VbAnSTLliRopo2fRWE37>



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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