



JUNE NEWSLETTER

JUNE Highlights

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2. Call for Artists - New Mural Project on Ontario St
3. Sidewalk Sale - July 11th - Get those sales racks ready!
4. 4th Annual Summer Dog Show - Photos
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NEW BUSINESS

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



Bijou at the Church



Casa 1881



Fatta Pasta

CALL FOR ARTISTS FOR NEW MURAL PROJECT

**DOWN
TOWN
STRATFORD**

**Now inviting
expressions of interest**

**CALL FOR MURAL
ARTISTS**

DOWNTOWN STRATFORD BIA

Do you know an artist located in Stratford or with a strong connection to our city, who has experience painting outdoor wall murals? The Downtown Stratford BIA is seeking an artist for a public art installation animating the east-facing wall of 118 Ontario St. Eligible artists are invited to submit expressions of interest and qualifications through the [online form](#) here by June 30, 2026 at 5pm.

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

DOWNTOWN SIDEWALK SALE



Get those sales racks ready for our Downtown Sidewalk Sale!

The BIA Tent will be set up for the day at Memorial Gardens, offering temporary tattoos and prizes for "fishing!" for downtown kids!

Shopping/dining receipts over \$100 (before tax) brought to us will enter the shopper/diner into a draw for a pair of tickets to the Stratford Festival - please be sure to tell your patrons that day!

Secondly, visitors can pick up a special "20 shop" coupon at the tent and at Tourism that they can use for one-day-only discounts. (Businesses have previously signed up to be a program participant.)

We'll also be in the company of Jake selling homemade lemonade for Juvenile Arthritis, as well as the Climate Change team from the City of Stratford looking to engage the community in how our city should best prepare for a changing climate.

DOG DAYS OF SUMMER DOG SHOW



The 4th Annual Dog Days of Summer Dog Show on Thursday, June 4th was the FUR-tastic!! We thank the following folks for sponsoring our new print of the Sniffari Map and the event. We are so grateful to all of you!

The Barkery, Pure Pets, The Alley Cat Cat Cafe, Ruffins Pet Centre, Connection Chiropractic, Brch & Wyn, Pawsitive Difference, Stratford Dog Walkers, The Boathouse, Pitter Patter Pet Spa, Black Swan, Bru Garden, Paws on Patrol Stratford, Hartman's Coffee & Tea, The Queen's Cue Hotel, Global Pet Foods, Stratford Perth Humane Society

CAR FREE FRIDAY



Car Free Friday on Friday, June 5th was a fabulous success!

The Downtown Stratford BIA members won bragging rights for most participants versus City of Stratford employees! 🏆

Thank you to the following groups that came out to participate in this event!

- Ross Taylor of Ross' Bikeworks
- Constable Darren Fischer of Stratford Police
- Bill James-Abra of Climate Momentum
- Rhonda Gesinghaus Veders, Pat Ranney, Vicky Trotter, Jo-Dee Burbach of ATAC
- Mike Mousley, Nate Smith of City of Stratford, Transit
- Autumn Loosemore, Adeola Akinsola of City of Stratford, Climate
- Lauri Leduc of Stratford Walking Tours

WATCH CANADA VS QATAR!

STRATFORD SOCCER FEST

Free

WATCH CANADA VS. QATAR
WITH THE COMMUNITY!



Thursday June 18

5pm-9pm

Market Square &
City Hall Auditorium



Support the local restaurants before, during and after the event!

EVENT HIGHLIGHTS



Games,
activities and
prizes



Bring your family,
friends and your
Canadian spirit!

FREE COMMUNITY EVENT

FUN ACTIVITIES 5-6PM
AND AT HALF
MATCH 6PM-9PM

Want to support? Questions? Contact stratfordyouthsoccerevents@gmail.com



All are invited to watch the upcoming game between Canada and Qatar taking place Thursday, June 18th! Bring your family and fellow fans to have some fun cheering for our team!

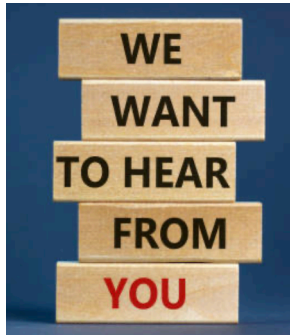
SPONSORSHIP OPPORTUNITIES

For the accompanying "Soccer Fest" activities, event organizers are looking for businesses that can help out with the cost of face painters (\$200) and the temporary subscription to TSN (\$35) for the televised match. Please contact Carla Cassone at cassone.carla@gmail.com to discuss the details of the sponsorship.

SOCCER SPECIALS

Should you have special promotions related to the soccer tournament, please let us know so we can promote them! Any restaurant deals specific to this date will be promoted alongside the activities.

MUNICIPAL ACCOMMODATION TAX - SURVEY




The Municipal Accommodation Tax (MAT) Ad-Hoc Committee has been asked to create a policy to establish how to allocate funds raised from accommodation taxes paid by overnight guests in the City of Stratford. As part of this work, the Ad-Hoc Committee is looking for feedback on a proposed application-driven model that would allow event organizers to apply for funding to support their initiatives.

As a BIA member you are a stakeholder and we would appreciate your feedback. Please complete this brief *survey available on Engage Stratford*.

The survey will be available until June 24, 2026.

BIA COFFEE CLUB - THURSDAY, June 25th



**CANNABIS
CANNABIS**

**Thursday, June 25th
8:30am to 9:45am
90 Wellington St.**

**DOWNTOWN
STRATFORD
BIA COFFEE CLUB**

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

Come to Coffee Club on Thursday, June 25th at Cannabis Cannabis for your morning cuppa Joe!

To assist us with the coffee order, we'd like to request an RSVP by June 23rd. That said, unregistered drop-ins are welcome!

[RSVP](#)

Photos of May's Coffee Club are on our [website](#). Thank you to Lisa Hyde for hosting a great crowd of BIA members to Coffee Club in May at Closet Collective! And to Aaron Martin at the Stratford & District Chamber of Commerce for co-hosting with the BIA!

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!

June's theme: Building relationships from day 1

The first customer visit is valuable, and is where loyalty begins. The second visit is where loyalty already starts paying off.

Getting Started: Give customers a reason to reconnect after their first visit. This could be a newsletter signup, social follow, account for a loyalty program, etc. The goal is simple: stay connected after the transaction ends, whether online or in person.

Going Further: Create a dedicated destination, reward, or routine, for repeat visitors. Upcoming events to bring them back, new products coming soon, updates and community news. Give people a reason to check back and discover what's changed since their last visit.

Growing & Scaling: Build connected systems that encourage ongoing engagement - email newsletters, loyalty programs, customer accounts, etc. These can all help turn one-time visitors into repeat customers. Focus on creating deeper engagements over finishing transactions.

June is about building relationships that last beyond a single visit. If you'd like help creating a website/digital strategy that keeps customers connected year-round, contact Ryan at ryanmjaques@gmail.com.

MONTHLY MESSAGE FROM OUR GENERAL MANAGER

June has arrived, bringing warmer weather, sunshine, patio season, and the beginning of Stratford's busiest visitor season. Over 100,000 visitors will make their way to our city this month, and most of them will find themselves exploring our beautiful downtown. As business owners and operators, you are often the first faces they meet and the lasting impressions they take home. Open your doors, share your smiles, and showcase the hospitality that makes Downtown Stratford such a special place. You are our ambassadors.



The first week of June marks National Accessibility Week, an opportunity for all of us to reflect on and better understand the accessibility needs of others. Every day, many people navigate challenges that may not always be visible to us. Small improvements in awareness, service, and accessibility can make a meaningful difference in creating a welcoming downtown experience for everyone.

On June 4, we celebrate our annual Dog Show, a fun community event that also serves as a reminder that Downtown Stratford is proudly dog-friendly. Many of our businesses welcome well-behaved dogs, helping create an inviting atmosphere for residents and visitors alike. If your business is dog-friendly but not currently included on our list, please let me know so we can add you.

Car-Free Friday returns on June 5, encouraging everyone to leave the car at home and consider walking, cycling, taking transit, or using other active forms of transportation to get downtown. It's a simple and enjoyable way to support sustainability, connect with the community, and start the day with a little extra energy. As always, hot coffee and cold refreshments will be waiting.

Father's Day falls on Sunday, June 21, and if you're wondering what to get Dad this year, you're certainly not alone. Dads have a remarkable ability to insist they don't need anything while simultaneously being some of the hardest people to shop for. This is a wonderful opportunity for our downtown businesses to showcase unique gift ideas, experiences, and products that help families celebrate the fathers and father figures in their lives. Make sure your Father's Day promotions are front and centre.

June is also Pride Month, a time to celebrate love, diversity, inclusion, and the contributions of the 2SLGBTQIA+ community. While we recognize the progress that has been made, it is equally important to acknowledge that many members of the queer community continue to face challenges, including discrimination, exclusion, and barriers to belonging.

Many business owners ask what they can do beyond displaying flags or signage. Meaningful inclusion begins from within. By fostering workplaces built on respect, understanding, and belonging, businesses can create positive experiences for employees, customers, and the broader community.

A great place to start is with education and conversation. Use Pride Month as an opportunity to engage your team in discussions about inclusion and respect. Consider interactive activities, guest speakers, storytelling, quizzes, or collaborative discussions that encourage learning while strengthening workplace culture. Small actions, taken consistently, help build stronger and more welcoming communities.

As our gardens bloom and our streets fill with colour, let us also celebrate the diversity of voices, experiences, and perspectives that enrich Downtown Stratford and make it a place where everyone feels welcome.

As always, your BIA is here to support you, advocate for you, and hear your ideas. If you see me rolling through downtown on the Silver Ghost scooter, please feel free to wave me down. I am always happy to stop and chat.

Wishing you a successful and busy June.

Jamie Pritchard
General Manager

jpritchard@downtownstratford.ca

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](#)

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