

Stratford City Centre Committee Annual General Meeting

Tuesday, March 26, 2024

10 Downie Street, Stratford, ON 6:30 P.M.

Board of Management Stephanie Theodopolous – Chair, Melissa Orr – Vice-Chair, Jennifer Birmingham – Treasurer, Carly Douglas, Shawn Malvern

Council Representative Councillor Burbach

Members Mary Hofstetter, 20 Ontario Street; Gary Sood, 40 Erie Street; Ryan Stokes, Black Swan Brewing Co.; Candace Crawford, The Bunker Performance Lounge; John Crawford, The Bunker Performance Lounge; Danielle O'Connor, Danielle O'Connor Jewellery; Wayne Riehl, Diamond Dogs; Janet Nafziger, Gadsby's Clothing; Nia Marissa Murray, Good Vibrations Rock Shop; Michael Strug, Good Vibrations Rock Shop; Helen Matheson, The Green Room; Jillian Chambers, Grotto Hair Studio; Pamela Coneybeare, La Osa; Liesa Hartman, The Livery Yard; Rob Russell, MacLeods Scottish Shop; Ryan O'Donnell, Mercer Kitchen + Beer Hall + Hotel; Aaron Beals, Mosaic Outfitters; Shireen Beals, Mosaic Outfitters; Aaron Bayer, Olive Your Favourites; Maggie Foster, Resonance; Jo Gordon, Resonance; Anne Campion, revel coffee inc.; Marc Johnstone, Rheo Thompson Candies

Downtown Stratford Staff Jamie Pritchard – General Manager, Kim Griffiths – Member and Animation Liaison, Sara Bradford – Content and Social Media Manager, Christina Phillips – Administrative Assistant/Recording Secretary

1. **Welcome**

Call to order and welcome by Chair Stephanie Theodoropolous.

2. **Land Acknowledgement** Councillor Burbach

3. **Introduction of Current Board Members; General Manager; Member and Animation Liaison; Content and Social Media Manager; and Administrative Assistant.**

4. **Approval of Previous Annual General Meeting Minutes**

MOTION to approve the minutes of the Annual General Meeting of the Downtown Stratford Business Improvement Area held virtually March 28, 2023, moved by Shawn Malvern, seconded by Carly Douglas. Carried.

<**Downtown Stratford BIA Annual General Meeting March 26, 2024**>

5. **City of Stratford** – Councillor Burbach

6. **BIA Year in Review** – General Manager, Jamie Pritchard

7. **Sub-Committee Highlights**

Advocacy & Education – Councillor Burbach

Beautification – Shawn Malvern

Marketing – Melissa Orr and Sara Bradford

8. **Plans for 2024** – Chair Stephanie Theodoropolous

9. **Appeal for Volunteers for Events, Subcommittees, and the Board**

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10. **2023 Financial Review**

2023 Revenues

Budget \$325,272.50

Actual \$339,185.97

2023 Expenses

Budget \$325,272.50

Actual \$338,252.59

2024 Financial Outlook

2024 Revenues

Budget \$325,472.50

Expenses

Budget \$325,472.50

11. **Questions?**

Is there a way to have groups like the Climate Momentum Earth Day Street Party consider moving to a venue downtown? The BIA is promoting this event, even though it has moved outside of the downtown core, as there are BIA members involved with the event and because the climate is important to support.

Construction on Erie Street: The dates are not confirmed yet as this project is still out to tender. There is resurfacing planned, as well as the addition of bike lanes. The construction will go from the Ontario Street intersection south as far as West Gore. Pedestrian crossing safety will also be looked at according to the safety plan in the traffic study that was completed around three years ago. The patio project will be similar to last year with some tweaks based on responses from the BIA member survey and the survey done by the City.

A question came in prior to the meeting regarding the parking fine increase that has already been instigated by the City. The fines were raised from \$15/\$20 to \$40/\$60. Has there ever been the idea of running a shuttle bus from the free lots to the downtown and to the hotels like how the Lights On bus runs? Advertising from local businesses on the bus could fund the running of the bus. The BIA General Manager has been in discussions with Michael Mousely, City Transit Manager. And this has come up with the new Downtown Safety Committee due to safe parking concerns for staff. Could the higher parking fines be used to fund a shuttle bus? There is a need for more transportation options to get patrons to the theatres as there are more patrons than cabs. The fines have already been increased, however, the City is looking at parking downtown in the long run.

There was a plan to work on the Erie Street parking lot, but it seems that there is less interest in that happening. The parking fund is used to pay for more parking infrastructure. Is there anything that can be explored regarding parking education- rates, time of year changes? Each business needs to be informed so that they can inform their customers – locals and visitors – perhaps a one-page will help them. Business owners and employees cause a lot of problems for customer parking. A \$15 fine

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is not an incentive to change behaviour, so a higher fine makes sense to change behaviour away for those that pay the meters and park appropriately won't notice any difference. Communication on the parking meters regarding paying for parking like dates/times would be helpful.

The members need contact information for the Social Services outreach staff and the new safety by-law officer, Kelton Frey. The Advocacy & Education Subcommittee will be holding a workshop in May and will send out more information to the membership. Kelton's role is a pilot project that works with the unhoused and resources to help with confrontation and other needs. Other by-law items, like patios, still go through the City channels, like the other by-law officers and the Clerk's Department.

Recommendation to the Advocacy & Education Subcommittee regarding education for businesses regarding shoplifting.

12. Closing remarks – Chair

13. Adjournment

MOTION moved by Carly Douglas to adjourn the March 2023 Annual General Meeting of the Downtown Stratford Business Improvement Area at 7:50 P.M.

Downtown Stratford BIA

Annual General Meeting

March 26, 2024

DOWNTOWN

STRATFORD

ORDER OF THE EVENING

Please note that this meeting will be recorded.

- Land Acknowledgment
- Welcome and Introduction of Staff and Board Members
- Approval of Minutes of March 28, 2023 Annual General Meeting
- Update from the City of Stratford – Councilor Burbach
- Report on Activities of 2023 and Plans for 2024
- Report from the Treasurer
- Motion to Adjourn 2024 Annual General Meeting

Land Acknowledgement

We wish to acknowledge and honour the ancestral guardians of this land and its waterways: the **Anishinaabe**, the **Haudenosaunee Confederacy**, the **Wendat**, and the **Attiwonderonk** (Neutral). We acknowledge that we live and do our work on territory governed by two treaties, **The Dish with One Spoon Wampum Belt Covenant of 1701** and **The Huron Tract Treaty of 1827**. To this day many Indigenous Peoples continue to call this land their home and to act as its stewards. As a Downtown Stratford BIA we wish to join with them in caring for this land for generations to come. As the Downtown Stratford BIA we desire to have our interactions contain ways we may become better treaty partners. That our Land Acknowledgement when spoken may be accompanied by actionable steps.

One action of our work today is to review the efforts of the BIA in 2023 to help all business owners become successful both economically and to play a role in becoming a more welcoming and inclusive community.

BOARD of DIRECTORS & STAFF

Stephanie Theodoropoulos, Chair, Sutton Group Realty

Melissa Orr, Vice-Chair, Orr Insurance

Jennifer Birmingham, Treasurer, Business Owner, 27 George St

Megan Chisholm, Secretary, Manager at Grace the Boutique

Carly Douglas, Associate Director Marketing, Stratford Festival

Shawn Malvern, Financial Advisor at WK Financial Planning

Councillor Jo-Dee Burbach, City of Stratford

Ryan O'Donnell, Owner/GM, Mercer Kitchen+Beer Hall+Hotel
(pending Council approval)

Jamie Pritchard, General Manager

Christina Phillips, Administrative Assistant

Kim Griffiths, Member and Animation Liaison

Sara Bradford, Content and Social Media Manager



CITY OF STRATFORD

Grand Trunk Community Hub

- Ad Hoc Working Group Created in 2023
- Conversation initiated to add the Grand Trunk Property into the downtown BIA catchment area



Grand Trunk Master Plan

February 2018

CITY OF STRATFORD

Parking Infrastructure

- Addition of level 2 EV charging stations: 6 at Kalbfleisch Lot and 4 at Albert Street Lot
- Continued expansion of the Hot Spot parking service, including additional data collection



CITY OF STRATFORD

Connections Centre

- Expansion of service hours and increase in staffing levels
- United Way commitment to provide annual operational funding

Additional supports

- Social Services outreach workers
- downtown by-law officer

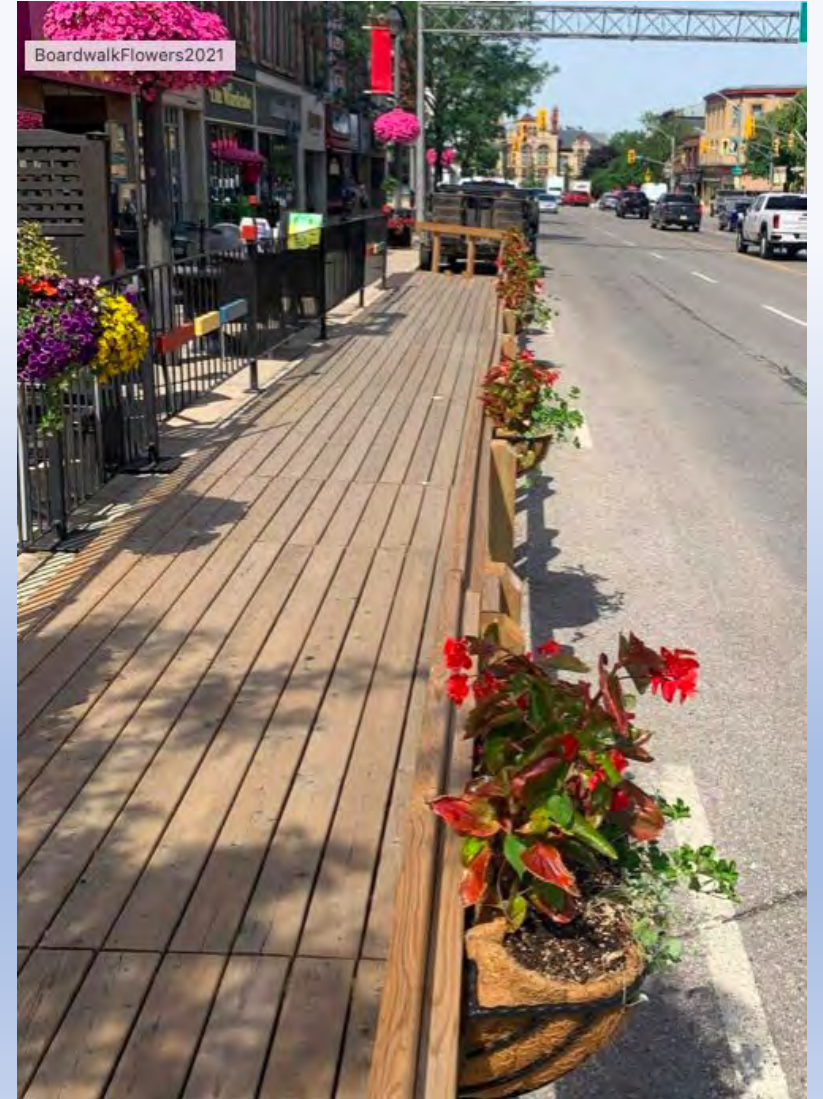


CITY OF STRATFORD

Patio Program

20 downtown businesses participated in the patio program in 2023:

- 6 standard patios
- 1 pop-up patio
- 13 boardwalk extensions



Downtown Stratford BIA

Year in Review

Your Downtown Stratford BIA is 50 Years Young



Commissioned 3-5 year Strategic Plan

Action Plan 2023-2026 Executive Summary

The BIA Mission:

The Stratford BIA Action Plan for 2023-2026 (this current Board term) outlines a strategic roadmap that will enhance and revitalize the local Downtown. This plan focuses on addressing key challenges, promoting economic growth, and creating a vibrant and welcoming community for residents, visitors and stakeholders. It also focuses on the goals for the BIA and the strategies they need to take to be successful.



Engaging Membership

- Introduction of the monthly BIA Coffee Club for Members (from the Strat plan)
- New business welcome visits/promotion
- Member presentations at monthly Board Meetings (from the Strat plan)
- Committees and working groups (from the Strat plan)



27 New Businesses in 2023



Supporting Community Partners

- Gold Sponsor of The Dandelion in Market Square for Lights on Stratford
- Partnered with Stratford Festival in Family Fair in the Square event
- 8th year - Stratford Destination Development Fund was established with investment from RT04, Destination Stratford and Downtown Stratford BIA
 - Enables and supports experiential projects that are highly shareable and have high impact



Dog-friendly Downtown

- 100 shops/restaurants on board to host dogs; window clings and dog bowls provided
- Produced video that went “viral” to promote Dog Friendly Downtown
- Dog Days of Summer Dog Show on June 22nd - tallest, shortest, longest tail, best dressed, best trick
- Prize packs donated by The Barkery and Pure Pets

Dog Days of Summer



June 22, 4-6pm

Pet-Friendly
Downtown Stratford
KICK OFF

in Market Square

- 4pm Registration
- 5pm Dog Show & Mayor Ribbon Cutting



Family Fair in the Square - August 12

BIA celebrated 50th anniversary

Partnered with Stratford Festival

- downtown-wide sidewalk sale
- spin-the-wheel for prizes
- roller skating demos
- balloons
- cupcakes
- the mayor
- Downtown Dollar giveaways
- live music and entertainment
- art tents run by community groups
- children's games
- Orr fire truck
- food trucks
- face painting
- costume dress up in Avon theatre
- Fanfares!



Winter Wander-land Holiday Program



- Christmas carousel (**4,200 rides**)
- Artisan Blacksmith Demonstrations
- Fire pits
- Candy canes (**2,500**)
- Roasting marshmallows/s'mores (**1,248 kits**)
- Visits with Santa (**650**)
- Victorian Christmas Carollers
- Sing for the Joy of It Community Choir
- Avon-Thames Catholic Family of Parishes Children's Choir
- Wander-land shopping guide with 95 participants (increase of 53% over previous year)
- **\$600 in Downtown Dollars prizes** with 437 entries! (70% increase over last year)
- Free-Will Donations at the carousel raised **\$1,957** for the Connection Centre



2023											
january	february	march	april	may	june	july	august	september	october	november	december
Counsel Speed Dating Event	New BIA Board	\$1000DD Website Contest			Car-Free Friday	Car-Free Friday	Car-Free Friday	Car-Free Friday		Winter Wander-land events & guide	
	Won Public Art Innovation Award			Public Art on Bench		Wrinkle in Time Scavenger Hunt				Public Art on Bench	Gold Sponsor of Dandelion
	Ten Bucks Back Promo			Nominated for Chamber Award	Dog Friendly Downtown launched		BIA 50th Anniversary Event & Sidewalk Sale		EDI Training for Board & Staff	Adopted Strategic Plan	
			Earth Day Downtown Clean Sweep					EDI Training for Board & Staff		EDI Training for Board & Staff	
		AGM		\$75DD Car Free Friday Contest	Dog Days of Summer Dog Show					BIA Coffee Club	BIA Coffee Club
							CEBA Advocacy for Members				
Public Events		Member/Board/Staff/Events				Public Art Installations			Awards		

BIA In The News

THE BEACON HERALD

Stratford council adopts BIA's downtown public art plan

Stratford council voted Monday to adopt the Downtown Stratford BIA's public art plan, which will guide the creation and support of public art in the downtown core going forward.

Galen Simmons
Published Jun 14, 2023 • 2 minute read

[Join the conversation](#)



STRATFORDTODAY.ca

News More Obituaries Shop Local Flyers Classifieds Autos Events Connect

\$600 in Downtown Dollars available this Winter Wander-land

The second annual shopping event, hosted by the Downtown Stratford Business Improvement Area, has expanded this year

Connor Luczka
Nov 9, 2023 5:12 PM



PRIME MINISTER Pierre Trudeau NEWS POPULAR Music

STRATFORDTODAY.ca

News More Obituaries Shop Local Flyers Classifieds Autos Events Connect

Paws a while downtown with BIA's Dog Days of Summer

Market Square is the venue for the Downtown Stratford BIA's dog friendly downtown promotion

StratfordToday Staff
Jun 15, 2023 9:30 AM



[Join the conversation](#)

THE BEACON HERALD

Destination Development Fund offering \$10K grants for off-season Stratford tourism projects

Local businesses and organizations have the opportunity to apply for up to \$10,000 in funding to support local projects aimed at helping bring more tourists to the city in Stratford's off season through Destination Stratford, RTO4 and the Downtown Stratford BIA's eighth annual Destination Development Fund.

Galen Simmons
Published Apr 17, 2023 • 2 minute read

[Join the conversation](#)



THE BEACON HERALD

Sidewalk sale returning to downtown Stratford

Stratford's BIA will celebrate its 50th anniversary with Saturday's sale and Family Fair in the Square

Beacon Herald staff
Published Aug 07, 2023 • 1 minute read

[Join the conversation](#)



Stratford's Connection Centre receives over \$1,950 from BIA

By Casey Kenny Friday, Dec. 15th, 2023

[Facebook](#) [Twitter](#) [Reddit](#) [WhatsApp](#) [Email](#)



DOWNTOWN DOLLARS DOWN TOWN STRATFORD

ACCEPTED BY BUSINESS As good as cash Use in service

DONOR: BIA Wander-land Stratford Patrons DATE: Dec 14, 2023

United Way Perth-Huron \$1,957.70 ONE THOUSAND NINE HUNDRED FIFTY SEVEN

#LocalLove Wanderland

STRATFORDTODAY.ca

News More Obituaries Shop Local Flyers Classifieds Autos Events Connect

Stratford Al Fresco returns for another season

Program features expanded outdoor dining experiences (including paired wines, craft beers and drinks) and safe outdoor dining areas at various spots in the city

StratfordToday Staff
Apr 22, 2023 10:00 AM



STRATFORDTODAY.ca

News More Obituaries Shop Local Flyers Classifieds Autos Events Connect

Despite traffic headaches, Albert Street businesses open for business

The closure of a busy intersection downtown has all but stopped foot traffic

Connor Luczka
Oct 17, 2023 10:00 AM



Sub-Committee Highlights

Sub-Committee | Advocacy & Education

GOALS *from the strategic plan*

- Forge strong partnerships with stakeholders in order to create a strong BIA in the greater Community
- To work in a co-operative manner with city officials and other business groups, while maintaining Downtown Stratford's unique position and voice
- To advocate on behalf of BIA businesses with stakeholders and levels of government
- Be a safe, diverse and cooperative Board to ensure all voices are considered when making decisions
- Be a good employer - prioritize staff, make them feel safe and supported by the BIA Board
- Prioritize learning and education of staff, Board members, BIA members, Municipal Staff

Sub-Committee | Advocacy & Education

- Delegation to Council to present the BIA's Equity, Diversity, Inclusion and Anti-Racism (EDIAR) Policy. This policy was accepted and endorsed by Council
- Planning and delivery of a series of EDIAR workshops for BIA Board members and staff in the fall of 2023
- Continuation as a supporting partner of Welcoming Community project with other community groups
- Indigenous Film Festival at Little Prince Cinema on September 30th
- Advocacy on behalf of downtown businesses
 - CEBA loan, construction on Albert St. & Ontario St
- Downtown Safety working group created (from the Strat plan)



Sub-Committee | Beautification

GOALS *from the strategic plan*

- Be a Community leader in creating a new vision for the beautification efforts of infrastructure in Downtown Stratford
- Beautify, maintain and improve the aesthetic of Downtown Stratford
- Create joy in the Downtown for visitors and stakeholders
- To create a more colourful and engaging public realm space that can be enjoyed by all
- To encourage preservation of the Downtown's architectural heritage
- Elevate the beautification standards of Downtown Stratford

Accomplished in 2023

- Public Art Plan accepted
- Car Free Fridays
- Bench art project
- Barricade project (2024 completion)
- Steel box project (2024 completion)



Innovative Award

The BIA was the recipient of the STEPS Innovative Award, amounting to \$7,500, for the Ontario St Mural entitled The Perfectionist by local artist Kellen Hatanaka.

The \$7500 award has been put toward the Barricade Project

- Placemaking Activation Support
- Artist Fee Subsidy
- STEPS In-Kind Placemaking Activation Support
- Art Challenge Artist Award Money



Active Community

- BIA continues to encourage an active downtown via its Car Free Friday initiative
 - Four events held - June, July, August, September
 - Partnered with the City of Stratford Transit Department and offered free bus service for the day
 - Other partners throughout the program included: Stratford Police (Project 529), City of Stratford, Climate Momentum, Cycle Stratford, ATAC
 - NEW - Commuters Cup Challenge - Downtown Businesses vs City of Stratford Staff - two wins for each organization



Bench Art Project

- Commissioned high-traffic Bench “advertising” space so we could feature Public Art
 - Rewind in time for BIAs 50th Anniversary
 - Local artist, Lauren Kenny: Winter scene - York St and Spring/Summer scene - Revival House



Barricade & Steel Box Projects



27 cement barricades on St Patrick St

- Artists Montana Hussey and Liz Emirzian

2 steel boxes - Waterloo St bridge & Downie St

- Local artists - Tiffany Brydges and Josslyn Hagen

Sub-Committee | Marketing

GOALS *from the strategic plan*

- Complete a well communicated brand and tagline for Downtown Stratford to increase awareness of the BIA
- To encourage more and continued use of the Downtown Stratford businesses by both local residents and by visitors
- Complete Annual Marketing Plans and campaigns based on data and creativity
- To promote Downtown Stratford as a special place in which to shop, work, visit, feel safe and live
- Attract more visitors, customers, stakeholders and residents to Downtown Stratford
- Enhance marketing efforts toward BIA members to improve learning, engagement and participation

Communications and Advertising

- 70 Member and Community Communications sent in 2023
 - 57% open rate - 2% increase over 2022 - 19% higher than industry
 - 410 contacts on BIA member distribution list ; 423 general public
 - Survey Monkey**data and information collection/registration
- Radio Ads and Interviews
 - Ran radio campaigns for Downtown Dollars and Wander-land
 - 11 on air interviews with Jamie Cottle CJCS 107.1 promoting Ten Bucks Back, Dog Friendly Downtown, Car Free Fridays, Sidewalk Sale, Wander-land & more!
 - Numerous interviews & event articles in the Beacon Herald, Stratford Today, Stratford Times, Ranch 100, CTV Kitchener & more
- Brand Campaign (from the Strat plan)
 - Tent, Tablecloth, Fence Banners, Tshirts
 - Get To Know Us material



Community Engagement

- Downtown Dollars
 - \$108,250 sold in 2023; \$122,845 redeemed!
(+239% over 2019 pre-covid sales | +266% redeemed over 2019)
- Videos
 - Header for online Directory - “Hello!” video
 - “Rewind in Time” video to capture 50 years of the Downtown Stratford BIA
 - Dog Friendly Downtown video
- Summer Scavenger Hunt
 - A Wrinkle in Time - props procured from Festival Warehouse (2024 - Peter & Wendy)
 - Hosted online only for the first time - QR code at participating businesses; fill in answers on website



Ten Bucks Back

After a hiatus of two years the Ten Bucks Back promotion was run Feb 15-28, and was extended to March 4th due to slower pick up than in years past (likely a result of the program being interrupted by the pandemic).

- Budget - \$10,000 in Ten Bucks Back promotional dollars
- Handed out - \$9,830 - \$9,020 were redeemed by businesses
- Total of 312 participants redeeming on sales of \$134,839
- RBC and Destination Stratford again wonderful partners

**DOWNTOWN
STRATFORD**
TEN BUCKS BACK
is BACK!!!
February 15-28th



For every \$100 spent
downtown receive
\$10 FREE gift cards

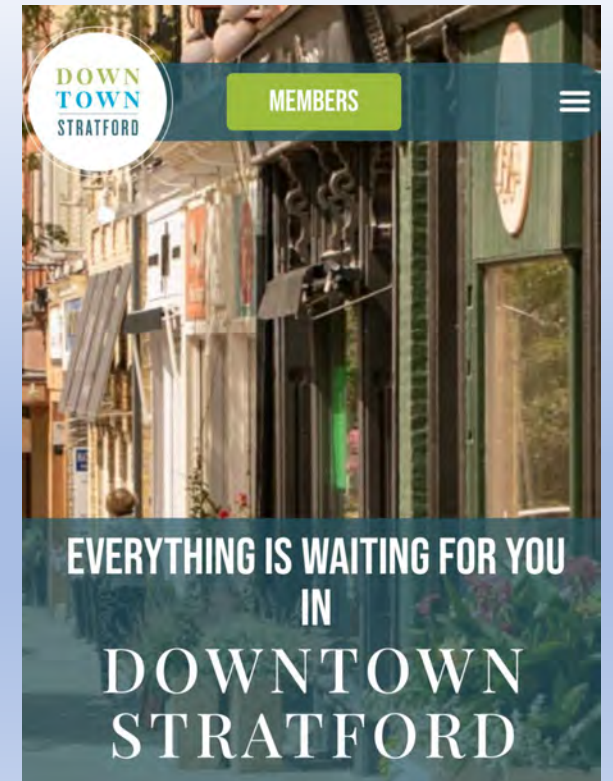


SCAN ME

Website Overview

Website launched Fall 2022, but January was completed

- Website Contest March 20-31st for \$1000 in Downtown Dollars
 - Celebrated being 6 months old
 - Asked 3 questions designed to have people explore site
- Main Features Include
 - Business Directory
 - Members Section
 - Blog (featuring Business Spotlights)
 - Home Page (featuring highlights of Downtown)
 - Gallery (photos + videos)



Social Media Content

- Over 90% original content (photography, video reels graphics)
- Instagram/collab contests to increase engagement & followers
- Video reels, people features, downtown streetscapes, storytelling, nature, public art, food/drink posted for increased engagement
- Pet-Friendly Downtown Campaign
- Holiday Campaigns (Valentine's Day, Earth Day, Mother's Day, Thanksgiving, etc)
- Campaigns around New Businesses, Events (small & large), Downtown Dollars, Ten Bucks Back, Website Contest
- Social content to drive numbers on website



Social Media Insights 2023

- Content Interactions 19.3K (UP 54.1%)
- Facebook Reach UP 144.4%
- Instagram Reach UP 11.8% (132.5% last year)
- Facebook Visits 15K (UP 392.8%)
- Instagram Profile Visits 14.6K (UP 65.1%)



"Art creates joy. It creates conversations and it stimulates the mind," Pritchard said. "Public art activates the imagination and provokes people to pay attention and perceive more deeply the environment they're in. Public art stimulates learning and thought about art and society, about interconnected lives and about the social sphere as a whole."

Top Social Media (Organic) Posts in 2023



1

Lest We Forget Market Square
Reach 32.6k, Likes 367,
Comments 12, Shares 46



2

Winter Wanderland Begins
Reach 16.9k, Likes 141,
Comments 2, Shares 20



3

Winter Wanderland Prep
Reach 13.6k, Likes 109,
Comments 2, Shares 13



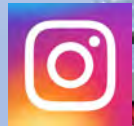
4

Fall Streetscape
Reach 10.2k, Likes 142,
Comments 2, Shares 8



5

Albert Street Closure
Reach 7.9k, Likes 31,
Comments 8, Shares 18



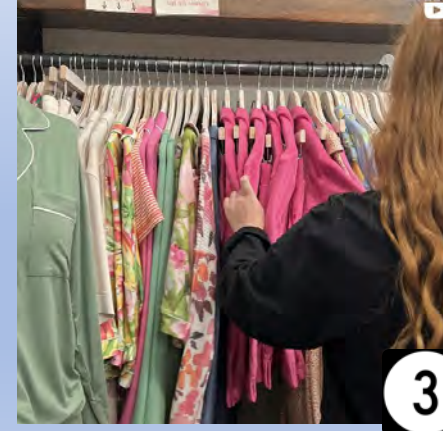
1

Crocheted Poppies REEL
Reach 8.7k, Likes 747,
Comments 63, Shares 216



2

Pet-Friendly Launch REEL
Reach 5.5k, Likes 289,
Comments 34, Shares 121



3

Back-To-School Shop REEL
Reach 5.5k, Likes 100,
Comments 8, Shares 17



4

Christmas Trail GIVEAWAY
Reach 4.6k, Likes 252,
Comments 597, Shares 17



5

Dog Day Event REEL
Reach 4.6k, Likes 242,
Comments 8, Shares 87

Plans for 2024

Strategic Plan

- Plan is currently being followed to guide the board, subcommittees, and staff throughout 2024 and beyond

Safety Downtown

Formed working group with strategic partners (from the Strat plan)

- Tourism, Police, United Way, Festival, various City Departments including Mayor, Connection Centre

Advocacy and Education

- Focus for 2024 will be education with the completed EIDAR policy as the blueprint
- Training will be designed for BIA membership (results from survey)
- Build an online library of “use at your leisure” seminars/workshops for membership to use in training their staff in mental health, equity, diversity, inclusion and anti-racism

Plans for 2024

Public Art

Committee will use the Plan as guide to prioritize next projects. Projects in the works are:

- Rotating bench art Ontario Street @Shoppers Drug Mart
- 2 steel box wraps to be completed
- Painting of concrete blocks to be completed
- Possible wall mural on Downie St
- Crosswalks (from the Strat plan)
- Bike racks that are also art installations (from the Strat plan)

Digital Downtown Dollars

- Continue to investigate for anticipated 2025 launch

Plans for 2024

Events

- Ten Bucks Back - February
- Car-Free Fridays
- Dog Days of Summer Dog Show - June 20th
- Summer Scavenger Hunt - Wendy & Peter Pan - July, August
- Halloween
- Winter Wander-land

Promoting and supporting strategic partners and their endeavours to activate downtown

- Climate Momentum Earth Day Street Party
- Markets at Festival Square
- Slow Food Market
- Stratford Summer Music
- CJCS 100th Anniversary & Stratford Festival event on Aug 24th
- Lights on Stratford

VOLUNTEER OPPORTUNITIES

Interested in helping out with events or subcommittees or joining the BIA Board? We'd love to hear from you!

Please contact:

info@downtownstratford.ca



2023 BUDGET

REVENUE

Budget	Final
\$325,272.50	\$339,185.97

EXPENSES

Budget	Final
\$325,272.50	\$338,252.59

- No tax levy increase. Interest was higher than anticipated in 2023. The community collaboration line also included some 2022 grant funding.
- Expense lines vary from their budget due to changes in costs and opportunities not known at budget creation. Also, some expenses were directly offset with the increase in community collaboration.

2024 BUDGET

REVENUE

Budget
\$325,472.50

EXPENSES

Budget
\$325,472.50

- No tax levy increase. Expecting to have a steady amount of community collaboration dollars and grant funding at \$10,000 each.
- Expense lines adjusted based on actuals in the past couple of years and to reflect current pricing on proposed projects.

Thank you!



Questions?