



AUGUST Highlights

1. New Business - Encore Vintage, YMCA of Three Rivers Employment Services, KDB Law - New Location
2. BIA Coffee Club - August 27th at Well Within & Rebecca Cheney
3. Watch this Space!
4. SAVE THE DATE - Winter Wander-land 2026 - Call for Vendors!
5. Ryan Jaques - Using Digital Tools to Grow Your Business in 2026
6. Monthly Message from BIA General Manager, Jamie Pritchard

NEW BUSINESS

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



Encore Vintage / Fashion History Museum



YMCA of Three Rivers Employment Services



KDB Law - New Location!

BIA COFFEE CLUB - Thursday, August 27th



**DOWNTOWN
STRATFORD
BIA COFFEE CLUB**

**Thursday, August 27th
8:30am to 9:45am
56 Waterloo St.**

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

Come to Coffee Club on Thursday, August 27th at Well Within for your morning cuppa Joe!

To assist us with the coffee order, we'd like to request an RSVP by August 25th. That said, unregistered drop-ins are welcome!

RSVP

Photos of July's Coffee Club are on our [website](#). Thank you to Ryan O'Donnell and Shelley Windsor for hosting a great crowd of BIA and Chamber of Commerce members to Coffee Club in July at Foster's Inn! They served their very memorable Late Night menu - oysters, lobster rolls, mocktails!

MURAL WALL - 118 ONTARIO ST



🎨 🖌️ **WATCH THIS SPACE IN THE COMING WEEKS!** 🖌️ 🎨

WINTER WANDER-LAND 2026 - SAVE THE DATE!

DOWN
TOWN
STRATFORD

Save The Date!
November 28 & 29, 2026

Winter Wander-land 2026

We are the midst of planning for our Winter Wander-land program for 2026! You can expect all of your ol' favourites to launch the festive season on the weekend of November 28th and 29th!

Santa, Train Rides, Cozy Fires, Live Music, Horse & Carriage Rides, Carollers... check out [HERE](#) for all the fun details!

GET A FIRST ROW SEAT TO THE MERRIMENT!
~VENDOR HUTS AVAILABLE~

We currently have two huts available for rent ~ \$200 is the rental fee for the weekend. Please email kgriffiths@downtownstatford.ca if you are keen to participate in Winter Wander-land - we are looking for hot food/beverage or gift vendors.

USING DIGITAL TOOLS TO GROW YOUR BUSINESS



Jump onboard!

Ryan Jaques, 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!

Theme

Small improvements create better experiences.

Your customers and how they use your website have started to show you where it can improve. Now, you can make one or two meaningful changes instead of trying to redesign everything at once.

Getting Started: Choose one page that gets the most regular traffic and improve it. Rewrite a headline, replace an outdated photo, answer a common customer question, fix a pain point, or make your primary call to action easier to find.

Going Further: Prioritize changes that remove confusion. If customers regularly ask the same questions in-store, answer them online first. If visitors aren't finding important information, bring it closer to the top of the page.

Growing & Scaling: Create a habit of continual & continuous improvement. Try to make one meaningful website update every month, measure the impact, and keep building on what works. Small, consistent improvements almost always outperform large redesigns.

August is about making meaningful improvements, one step at a time. If you'd like help identifying the highest-impact changes for your website, contact Ryan at ryanmjaques@gmail.com.

MONTHLY MESSAGE FROM OUR GENERAL MANAGER



As we turn the calendar to August, it is hard to believe how quickly the summer has flown by. It has been wonderful to see our downtown bustling with visitors, patios full, events bringing people together, and our businesses showcasing everything that makes Downtown Stratford such a special place.

While there is still plenty of summer to enjoy, August also marks the beginning of preparations for the busy back-to-school season. Whether your business serves students directly or not, this is an excellent opportunity to refresh your storefront, highlight seasonal merchandise, promote end-of-summer specials, and welcome

returning families and students. A vibrant, inviting downtown benefits us all, and every business plays an important role in creating that experience.

I would also like to remind everyone about our monthly Coffee Club, held on the last Thursday of every month from 8:30 to 9:45 a.m. These informal gatherings are a great opportunity to connect with fellow business owners, share ideas, discuss challenges, and build relationships within our downtown community. Our August Coffee Club will be generously hosted by Well Within Dental and The Cheneys (56 Wellington) . We hope you can join us for a coffee and some great conversation.

Looking ahead, we are beginning preparations for our next Board term, which starts this December. If you have ever considered becoming more involved with your Downtown Stratford BIA, we are looking for members interested in serving on our Board of Directors or one of our subcommittees. Your experience, ideas, and perspective can help shape the future of our downtown. If you would like to learn more about what is involved, please don't hesitate to stop and chat with me. I would be happy to answer any questions and discuss how you can get involved.

Finally, please mark your calendars for our Annual General Meeting on Tuesday, October 27. More details, including the location, will be shared in the coming weeks, but we encourage everyone to save the date and plan to attend. The AGM is an excellent opportunity to hear about the work your BIA has accomplished, learn about future plans, and connect with fellow members.

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.

jpritchard@downtownstratford.ca

See you Downtown!
Jamie Pritchard
General Manager

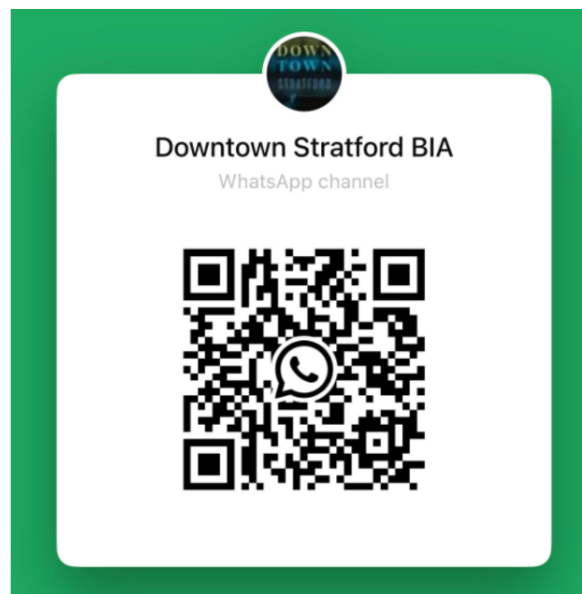
SOCIAL MEDIA - GET IN TOUCH!

If you haven't already we'd love for you 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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