



JULY Highlights

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MARKETING CALENDAR

UPCOMING DOWNTOWN STRATFORD EVENTS

July

Sidewalk Sale

July 11

Get ready to open your doors and put the racks out on the sidewalk for Downtown Stratford's 3rd Annual Summer Sidewalk Sale! Check out the details below in the newsletter. The BIA Tent will be stationed at Memorial Gardens offering treats and fun activities for the kids!

DOWNTOWN

Parking Study Open House

July 16

The City of Stratford has invited a Downtown Parking Study and your participation is welcome. The study will discuss existing and future parking needs in the Downtown area, a focus on how the Grand Trunk Parkade will shape parking over time and how the Cooper & Downie Lots may need to adapt.

Market Square

International Puppet Festival

July 29-Aug 3

Celebrate creativity with Springworks Festival in Stratford. Discover live puppetry, music, theatre, dance, and accessible arts programming for all. There are free shows, pay-by-donation shows and ticketed events. Entertainment for all ages!

springworksfestival.ca

Coffee Club

July 30 | 8:30am

Join your fellow BIA Members in this fun "meeting over a mug" a chance to chat with your neighbours and see businesses you perhaps have not had the chance to visit. Thank you to Ryan for hosting!

Foster's Inn

July is National Disability Pride Month

August

Civic Holiday

August 3

Who doesn't love a summer long weekend? Find out about the Retail Holiday Business Act <https://news.wentrac.ca/news/stories/50030>

DOWNTOWN

National Dog Day

August 26

It's National Dog Day so no better time than to visit Downtown Stratford where we have so many Dog Friendly businesses! Look for the "Well behaved dogs welcome here" stickers in shop windows! Most outdoor patios, too, are happy to welcome your furry family member!

Market Square

School Prep!

Throughout Aug

Get ready for the steady stream of students and parents getting ready for school! Backpacks, binders, clothes, shoes, and winding up the summer with meals out and of course, ice cream!

DOWNTOWN

Coffee Club

Aug 27 | 8:30am

Join your fellow BIA Members in this fun "meeting over a mug" a chance to chat with your neighbours and see businesses you perhaps have not had the chance to visit! Thank you to Kieran and Rebecca for hosting!

Well Within Cheneys

"Summer merrily, merrily shall I live now / Under the blossom that hangs on the bough." - The Tempest

NEW BUSINESS

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



Janet Hill Studio



Locus Gallery



Lady Glaze

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.

PLEASE NOTE: We have distributed 120 bags containing a poster and bunting to decorate the area outside your business on July 11th. If you did not receive a bag, please email kgriffiths@downtownstratford.ca.

IMPORTANT SURVEY FROM THE CITY OF STRATFORD



Help Shape Stratford's Climate Future

The City of Stratford is creating a Climate Adaptation and Resilience Strategy.



SCAN HERE



Climate change affects everyone in our community. That is why we want to hear from residents, businesses, community groups, and local partners.

<https://engagestratford.ca/climate-adaptation-and-resilience-strategy>

Your voice matters

Take the survey on Engage Stratford and provide feedback that will help create a strategy that is fair, practical, and based on local needs.



Climate change is already affecting our community, with increasing pressures on infrastructure and essential services. This initiative will help the City understand local climate-related risks and identify ways to strengthen community resilience.

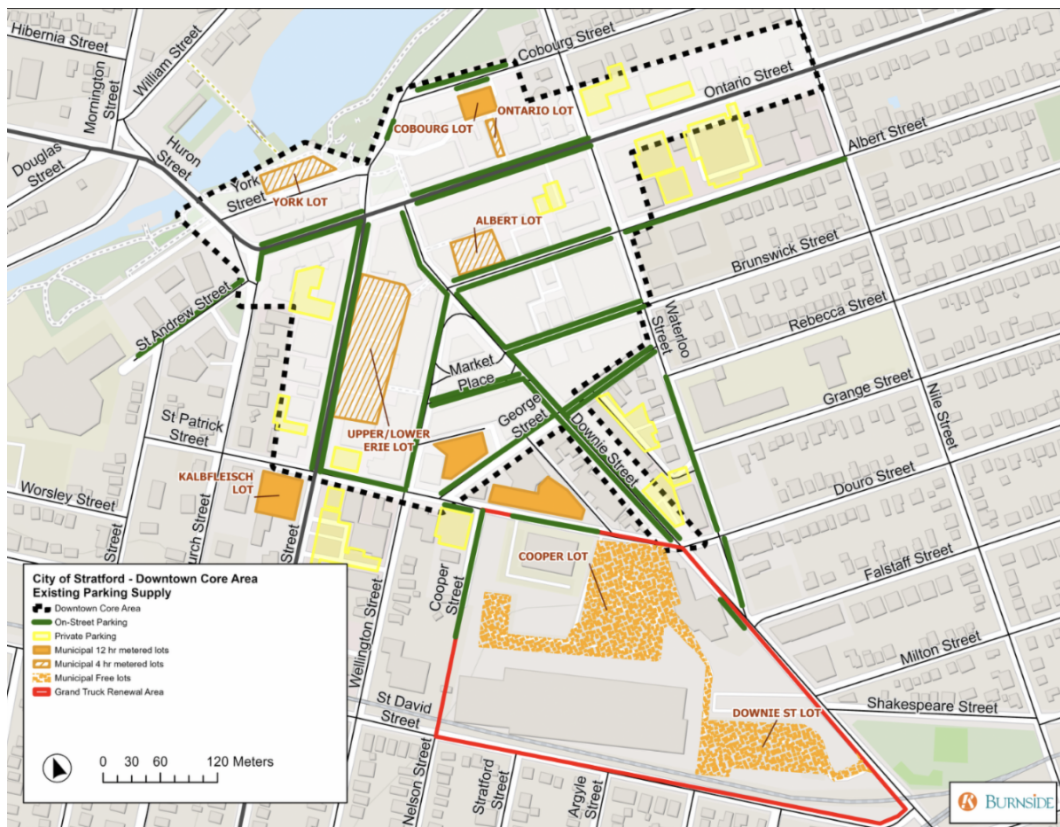
The survey is available here: [Climate Adaptation and Resilience Strategy | Engage Stratford](https://engagestratford.ca/climate-adaptation-and-resilience-strategy)

A few quick details about the survey:

- Participation is voluntary
- Approximately 5 minutes to complete
- All responses are anonymous
- The survey will remain open until the fall

Your input would be very valuable. Thank you for your time and input!

DOWNTOWN PARKING STUDY



The City of Stratford has initiated a **Downtown Parking Study** and your participation is welcome.

The study will assess existing and future parking needs in the Downtown area. A primary focus is understanding how the ongoing Grand Trunk Redevelopment will shape parking over time, and how the Cooper and Downie Lots may need to adapt within the broader downtown parking system. **R.J. Burnside & Associates Limited** has been retained by the City to lead the study.

As a key stakeholder, your perspective and experience with downtown parking is important. The City welcomes your input as the study gets underway.

You are invited to the first Public Open House:

Date: Thursday, July 16, 2026

Time: 5:00 p.m. to 7:00 p.m.

Location: Stratford Market Square

At this session, the project team will share key details about the study and facilitate interactive activities to gather input on parking challenges and opportunities in the downtown.

For more information or to register for project updates, visit: engagestratford.ca/downtown-parking-study

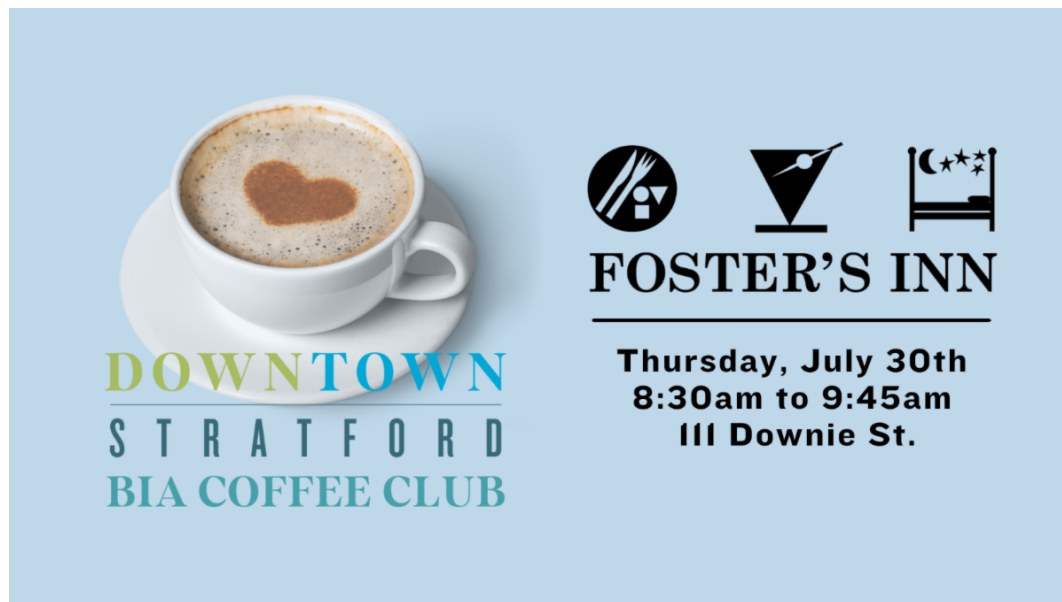
Please feel free to also reach out to either of the individuals below directly with any questions or to share initial thoughts ahead of the open house.

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Deputy Clerk

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BIA COFFEE CLUB - THURSDAY, July 30th



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

Come to Coffee Club on Thursday, July 30th at Foster's Inn for your morning cuppa Joe!

To assist us with the coffee order, we'd like to request an RSVP by July 28th. That said, unregistered drop-ins are welcome!

RSVP

Photos of June's Coffee Club are on our [website](#). Thank you to Ryan Jaques for hosting a great crowd of BIA and Chamber of Commerce members to Coffee Club in June at Cannabis Cannabis!

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!



July's theme: Pause, Watch, Listen, Learn

Before making more changes to your website (or other digital home, if you went that route) take a look at what your customers are telling you with their actions.

Getting Started: Check your most visited pages, posts, etc. Are they the pages you expected? Understanding where visitors stop and spend their time is your best clue about what matters most to your customers. Even the order and timing of their interactions can be informative.

Going Further: Look for patterns in customer behaviour. Which products, services, blog posts, reels, posts, ads, promos, etc., etc., get the most attention, and promote the most real engagement (sales, likes). We're looking for small trends to reveal big opportunities before we move forward.

Growing & Scaling: Connect digital activity back to real business outcomes and literally do the math on exactly what content does the most for your business. Compare site traffic to measurable customer actions like more bookings/sales to identify which parts of your digital presence are creating the most value, so you have a roadmap for where to double down.

July is about listening before acting. If you'd like help understanding what your website data is telling you, contact Ryan at ryanmjaques@gmail.com.

MONTHLY MESSAGE FROM OUR GENERAL MANAGER



Welcome to what is shaping up to be an incredibly busy July and, hopefully, a spectacular summer season in Downtown Stratford. Our streets are coming alive with visitors, residents, patios are bustling, our shops are showcasing their best, and there is an energy throughout downtown that reminds us why this is such a special place to live, work, shop, and do business.

Summer is our opportunity to shine, and every business plays an important role in creating the experience that keeps people coming back. I encourage each of you to embrace the events, promotions, and initiatives organized by your BIA. Behind every event is an enormous investment of planning, staff time, volunteer support, financial resources, and countless hours of work. While we are proud to organize these initiatives, their true success isn't measured simply by attendance - it is measured by how our entire downtown business community comes together to make visitors feel welcomed and inspired to explore every corner of our district.

Whether it's decorating your storefront, promoting events on your social media, extending a warm greeting to visitors, or simply encouraging customers to explore another downtown business, every small action contributes to a larger, united effort. When our businesses work together, everyone benefits.

Our next major event is the Annual Downtown Stratford Sidewalk Sale on Saturday, July 11. This has become one of the highlights of the summer shopping season, attracting residents and visitors alike to discover everything our downtown has to offer. I encourage every business to participate in whatever way makes sense for you. More information can be found in the sections above, and I look forward to seeing our downtown filled with excitement, great deals, and enthusiastic shoppers.

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 July.

Jamie Pritchard
General Manager
jpritchard@downtownstratford.ca

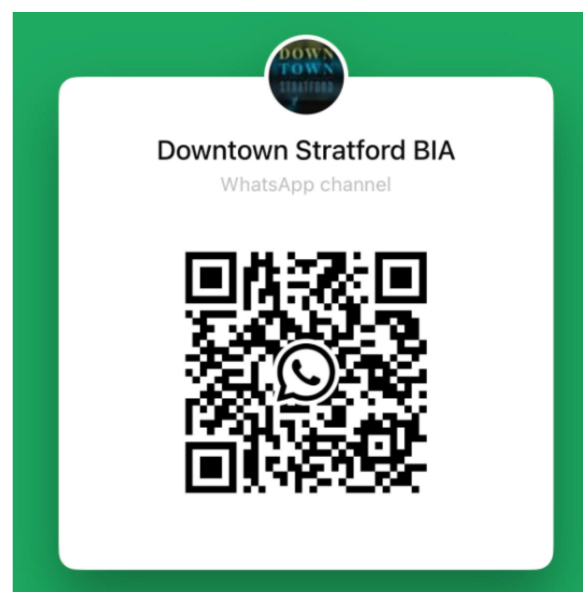
SOCIAL MEDIA - GET IN TOUCH!

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 kg Griffiths@downtownstratford.ca.

Facebook: [@downtownstratfordbia](#)

Instagram: [@downtownstratford](#)



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