



SEPTEMBER Highlights

1. September-October Marketing Calendar - Please Print
2. New Business - On Stage Gymnastics Club
3. BIA/Chamber of Commerce Coffee Club - September 24 at the YMCA
4. INVITE - Sept 30 - Films for Day of Truth and Reconciliation - City Hall
5. Member INVITE - October 5 - Learn about AI and Small Business
6. Mayoral Q&A - October 6 - Rotary Complex - Submit your Questions
7. New Downtown Dollars with Watermark feature
8. Junior Badminton Ontario Championships - Oct 17/18
9. SAVE THE DATE - BIA Annual General Meeting - October 27th
10. Calling on Restaurants! United Way Burger Battle - Register Here!
11. Winter Wander-land - Thank you to our 2026 Sponsors!
12. Accessibility Compliance Report - Info Here
13. Ryan Jaques - Using Digital Tools to Grow Your Business in 2026
14. Monthly Message from BIA General Manager, Jamie Pritchard

MARKETING CALENDAR

Please click and print!

UPCOMING DOWNTOWN STRATFORD EVENTS

Back-to-School - September 8th

September		October					
Coffee Club Sept 24 Join your fellow BIA Members in this fun "morning mix & mingle," a chance to chat with your neighbours and see businesses you perhaps have not had the chance to visit! Thank you to Karaman and Ruben for hosting in August! YMCA	Truth & Reconciliation Day Sept 30 All are welcome on September 30th to attend the free film evening to honour the Day of Truth and Reconciliation. Three short films will be shown in succession starting at 9 AM. Group discussions will take place following each film. The BIA thanks the National Film Board for providing the films to us. City Hall Auditorium	AI Presentation Oct 5 As AI becomes even more ever present in our daily lives, the BIA is hosting an important presentation on how AI impacts your small business. Nikkane Deleever and Dan Kone, owner of Go Tech, will share with us industry insight as you can better manage what lies ahead. Please join us! City Hall Auditorium	Mayoral Q&A Oct 6 All Mayor Candidates will be on deck this evening! Find out their platforms and determine who you will support. Following the Q&A there is an opportunity to chat with candidates one-on-one. You don't want to miss this! Rotary Complex	Badminton Tournament Oct 17/18 Junior Nationals for Badminton will take place the year in Stratford, which has been voted the players' favourite town to play in! 200 hundred participants and parents will be in town to get ready for lots of foot traffic coming your way! Agriplex	BIA AGM Oct 27 Please save the date of October 27th to join us at our Annual General Meeting. Hear the BIA's Year in Review and what's in store for 2027. This is also a fabulous chance to check out the brand new Queen's Cue and mingle with your neighbours. The Queen's Cue	Coffee Club Oct 29 Join your fellow BIA Members in this fun "morning mix & mingle," a chance to chat with your neighbours and see businesses you perhaps have not had the chance to visit! Thank you to the team at the YMCA for hosting in September! Park Room Beauty Lounge	Downtown Trick or Treat Oct 31 This has become THE event to look forward to! We look forward to a BOO-ha afternoon, welcoming Trick-or-Treaters into our shops and restaurants. Please watch your email as we build our list of participating businesses for the annual day of the year! Downtown
Labour Day - Sept 7th		Future-Ready Fair - Oct 1-3-7pm - Agriplex Thanksgiving - Oct 12 th Diwali Celebration - Oct 24 th - 5-8pm - Market Square					

NEW BUSINESS

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



On Stage Gymnastics Club

BIA COFFEE CLUB - Thursday, September 24th



DOWNTOWN
STRATFORD
BIA COFFEE CLUB



Shine On

Thursday, September 24th
8:30am to 9:45am
204 Downie St



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

Come to Coffee Club on Thursday, September 24th at the YMCA for your morning cuppa Joe!

To assist us with the coffee order, we'd like to request an RSVP by September 22nd. That said, unregistered drop-ins are welcome!

RSVP

Photos of August's Coffee Club are on our [website](#). Thank you to Keenan, Rebecca and Geoff for hosting a great crowd of BIA members to Coffee Club in August at Well Within Dental Hygiene Clinic and the Cheney Properties!

FILMS ~ NATIONAL DAY FOR TRUTH AND RECONCILIATION

3 SHORT FILMS!

September 30th | 9AM | City Hall Auditorium



The Downtown Stratford BIA is proud to present three films to honour National Day for Truth and Reconciliation on Wednesday, September 30th.

CITY HALL AUDITORIUM

September 30th

9:00 AM

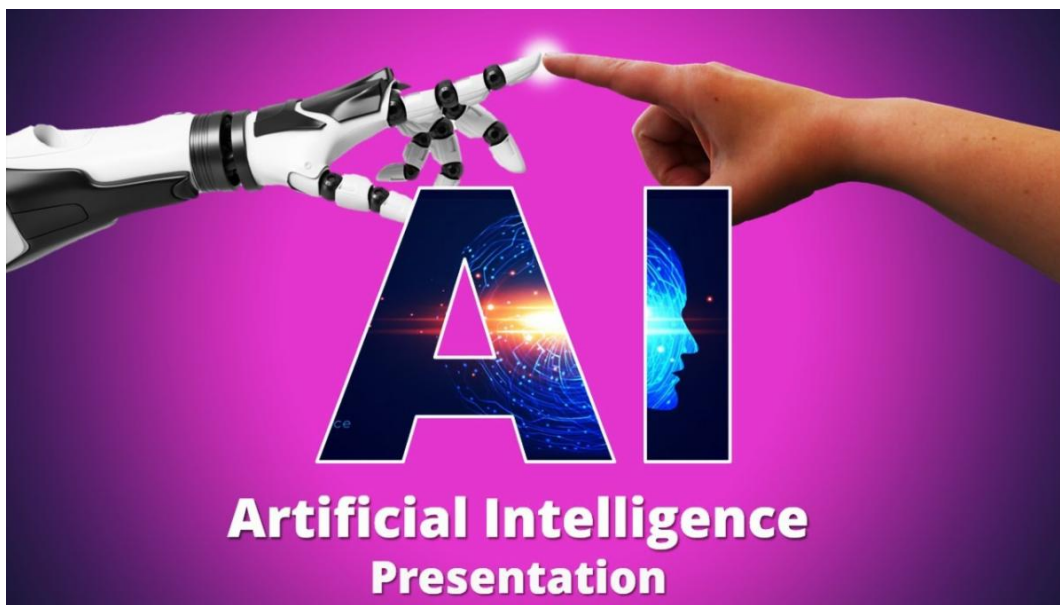
Free Entrance

1. **Miss Campbell: Ilinniatisijiujik** - From a young age, Evelyn Campbell possessed a keen sense of justice, helping fellow students at the residential school.
2. **Stories in Our Bones** - Filmmaker Janine Windolph documents her family's story of reconnection with nature and familial healing.
3. **Honour to Senator Murray Sinclair** - This film tells the story of Mr. Sinclair and his role in spreading global awareness of the atrocities of Canada's residential school system.

We thank the National Film Board for providing these films.

Our partner, the Stratford Public Library, will have books and resources on site that you are welcome to peruse.

PRESENTATION ON 'AI' FOR BIA MEMBERS



Artificial intelligence is here to stay, and experts note it is fundamentally reshaping the global workforce and economy. Join us for this important presentation on how to better understand Artificial Intelligence and its impact on Small Business.

MONDAY, OCTOBER 5th
7-9 PM
CITY HALL AUDITORIUM

Maklane DeWever will speak on three ways to use AI - Marketing, Customer Communication and in Admin and Operations. He'll also share "need to know" tips when you do use it. Prior to joining Home and Company real estate, Maklane spent 11 years in Toronto with roles that included operations technology at CIBC, launching a startup and public policy consulting with a focus on technology strategy.

Dan Kane, owner of Go Tech, is an IT professional with over 30 years of experience managing and developing enterprise systems. Dane will share his wisdom and advice on AI security. Crucial rules to follow to keep your business safe.

[REGISTER FOR AI PRESENTATION](#)

2026 MAYORAL Q&A SESSION - SUBMIT YOUR QUESTIONS

2026 Moderated Mayoral Question & Answer Session

Join us at the
Stratford Rotary Complex
to meet the Candidates and attend the
Moderated Mayoral Q & A
Tuesday, October 6th | 6-9pm
6-7pm - Meet councillor candidates
7-8pm - Moderated Mayoral Q&A
8-9pm - Social with candidates



Please click the button to submit the questions you have for the mayoral candidates. We encourage you to attend the event so your vote is well informed.

[SUBMIT YOUR QUESTIONS](#)

DOWNTOWN DOLLARS WITH WATERMARK FEATURE



**DOWN
TOWN
STRATFORD**

THANK YOU FOR SHOPPING LOCAL!

downtownstratford.ca
47 Downie St, Stratford, ON

#DTStratford
No. **F39351**

DOWNTOWN DOLLARS

\$20

TO _____

FROM _____

To be accepted only in the Downtown Stratford BIA Area. May be applied to the purchase of any goods at participating downtown businesses, except at government and financial outlets. No expiry date. For more details, scan QR code.



In order to prevent fraud, the BIA from this point forward will be printing the Downtown Dollars with a watermark feature. As you can see above, the feature is the coloured BIA logo. The 20 dollars are in circulation now. Keep in mind of course that Downtown Dollars do not expire and you will continue to receive those without this watermark feature for a long while to come. The 5's and 10's will be introduced soon.

BADMINTON ONTARIO PROVINCIALS - OCT 17/18



Stratford will be welcoming the Junior Badminton Ontario Provincials this October 17th and 18th at the Agriplex! This event expects to see 200 hundred athletes plus families visiting our city, so get ready for some busy foot traffic in between games! More on this event and possible partnerships to come.

BIA ANNUAL GENERAL MEETING - SAVE THE DATE!

**DOWN
TOWN**

**STRATFORD
AGM**

October 27, 2026 | 6:00PM

The Queen's Cue

161 Ontario St

Nibbles, Coffee & Tea will be offered.



CALLING ON RESTOS TO PARTICIPATE IN BURGER BATTLE



United Way Perth-Huron will once again invite burger lovers to dig in and make a difference during the Ultimate Burger Battle, running the **Month of**

November. For every burger sold in our downtown restaurants, \$2 will go to United Way, supporting programs and services helping vulnerable people in our community.

**WE ARE LOOKING FOR RESTAURANTS INTERESTED
IN PARTICIPATING IN THIS GREAT EVENT!**

Please contact Kim at kgriffiths@downtownstratford.ca to register.

Restaurants will compete for three titles:

1. Ultimate Burger of the Year. As determined by a judging panel.
2. Most Ultimate Burgers Sold
3. People's Choice. As voted by customers.

We promise that it's super easy to participate - the United Way will provide the marketing assets and together the BIA and UW will promote the program. We look forward to hearing from you if you're a business able to bang out a burger!

Please **CLICK HERE** for all the MEATY details on how the program works and how you can register!

WINTER WANDER-LAND 2026 - THANK YOU SPONSORS!

DOWN
TOWN
STRATFORD

Save The Date!
November 28 & 29, 2026



Winter Wander-land 2026



We are so grateful for all of our sponsors! Without you, we could not put on this event. Thank you!

ACCESSIBILITY COMPLIANCE REPORT - DEADLINE DEC 31, 2026

Ontario businesses and non-profit organizations with **20 or more employees** are required to submit an **Accessibility Compliance Report by December 31, 2026**. Filing the report is a **legal obligation under the Accessibility for Ontarians with Disabilities Act, 2005 (AODA)**.

Organizations with 20 or more employees are required to file a report **every three years**. The report confirms that the organization has met its current accessibility requirements under the AODA. Organizations that fail to file their required report may face enforcement measures, which can include **financial penalties**.

If this applies to you, please follow the button below for more information.

[Compliance Checklist](#)

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: Did the change actually work?

In July we watched customer behaviour, and in August we used those clues to make small improvements. Now we need to check our work. A change isn't necessarily an improvement just because we made it.

Getting Started: Revisit one change you made recently and compare before vs. after. Did the new headline get more clicks? Did moving important information reduce customer questions? Pick one simple result and see whether it moved in the right direction.

Going Further: Match the change to the outcome you defined. If you made a booking button more prominent, measure bookings or button clicks, and other qualifiers too. Go beyond "are more booking" to "how easily are people making bookings?", "how many finish the full booking process?", "how many deviate from the expected path, and where?". Refine what success looks like before the next change so you know exactly what to watch.

Growing & Scaling: Build a simple test-and-learn routine: identify an opportunity, make one deliberate change, measure the result, then keep, refine, or reverse it. Over time, you're letting customer behaviour continuously shape a better digital experience.

September is about proving that your improvements are actually improvements. If you'd like help deciding what to measure or whether your latest changes are working, contact Ryan at ryanmjaques@gmail.com.

MONTHLY MESSAGE FROM OUR GENERAL MANAGER



September is here, and there is definitely a change in the air. The kids are heading back to school, routines are returning, and I suspect more than a few parents are breathing a small sigh of relief after a busy summer of trying to keep everyone entertained!

On the national front, the ongoing attacks and rhetoric coming from U.S. President Donald Trump toward Canada continue to create uncertainty. I would like to think cooler heads will eventually prevail, but in the meantime, it is another good reminder of the importance of supporting Canadian — and especially supporting local.

At the same time, I urge all of our BIA members to remember that our livelihoods depend, in part, on the visitors who come to Stratford. The people of the United States are our friends and neighbours, and many of them are no happier with what is happening than we are. Please continue to open your doors, your hearts and extend the warm hospitality Stratford is known for. Let's make sure every American visitor who chooses to come to our city knows they are welcome here. Politics may divide countries from time to time, but it should never change the way we treat our neighbours.

September also gives us some important opportunities to come together as a community.

The **Terry Fox Run** takes place **September 20 in Upper Queen's Park**, and I encourage everyone to take part in whatever way works for you — run, walk, roll, volunteer or sponsor someone who is able to participate. (*Hint, hint!*) Terry's Marathon of Hope began more than 45 years ago, but his determination to create a world without cancer continues to inspire Canadians today.

On **September 30, we recognize National Day for Truth and Reconciliation.**

The BIA is planning a film screening, and many organizations throughout Stratford have activities planned from sunup to sundown. I encourage you to take some time that day to listen, learn and reflect. Take your shoes off, get grounded, and consider the history of the land beneath our feet and the work of reconciliation that still lies ahead.

And, of course, one of the biggest conversations in any city is a **municipal election**. This fall, Stratford residents will choose the people who will help shape our city for the next four years. I encourage everyone to become informed, ask questions and, most importantly, vote.

To help with that, please join us for the **Mayoral Debate on October 6 at the Rotary Complex**. Come hear the candidates for Mayor discuss the issues facing Stratford and meet the candidates running for City Council, all of whom have been invited to attend.

September may signal the end of summer, but there is certainly no slowing down. I look forward to seeing you downtown — and as always, if you see me rolling by on the Silver Ghost, wave me down. I am always happy to stop and chat.

jpritchard@downtownstratford.ca

See you Downtown!

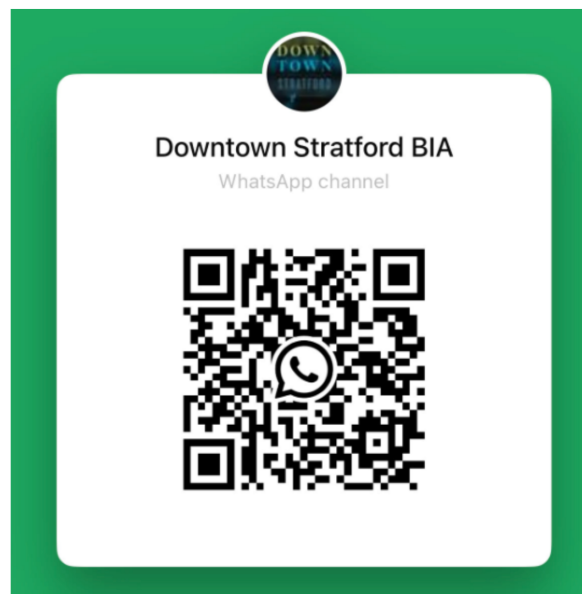
SOCIAL MEDIA - GET IN TOUCH!

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](#)

**STRATFORD
TODAY** [.ca](#)

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