



Destination Stratford

2022 BUDGET PROPOSAL





**THE ARTS
ARE WHAT
WE ARE**

**STRATFORD
ARTS**

**DO YOU KNOW AL FRESCO?
LET US INTRODUCE YOU!**

[#StratfordAlFresco](#) [#LoveStratford](#)

visitstratford.ca/alfresco

AL FRESCO

- Over \$750,000 of direct economic impact in 2021
- Important tourism ambassador role
- Important social services role with de-escalation and maintaining a safe public space
- No issues around alcohol-with-food bylaw pilot
- Full report and recommendations coming soon

News / Local News

Destination Stratford wins provincial tourism award for Lights On Stratford

Destination Stratford recently won a Tourism Resiliency Award for innovation from the Tourism Industry Association of Ontario for last year's inaugural Lights On Stratford winter lights festival.

Galen Simmons

Nov 01, 2021 • 20 hours ago • 2 minute read • [Join the conversation](#)



Destination Stratford recently won an Ontario Tourism Resiliency Award in the innovation category for its 2020 Lights On Stratford winter lights festival. (Submitted photo)

ONTARIO
TOURISM
Resiliency
AWARDS

**2021 WINNER
for Innovation**



LIGHTS ON STRATFORD

WINTER FESTIVAL OF LIGHTS

DEC 17 2021 – JAN 28 2022

LIGHTSONSTRATFORD.CA

SKY CASTLE by **eness**

Culinary Trails

**STRATFORD
ARTS**

**THE ARTS
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visitstratford.ca/BaconTrail

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visitstratford.ca/ChocolateTrail



Stratford, St. Marys & Perth County CYCLE MAP

City, Rural, Gravel & Mountain Bike Routes

visitstratford.ca/cycle

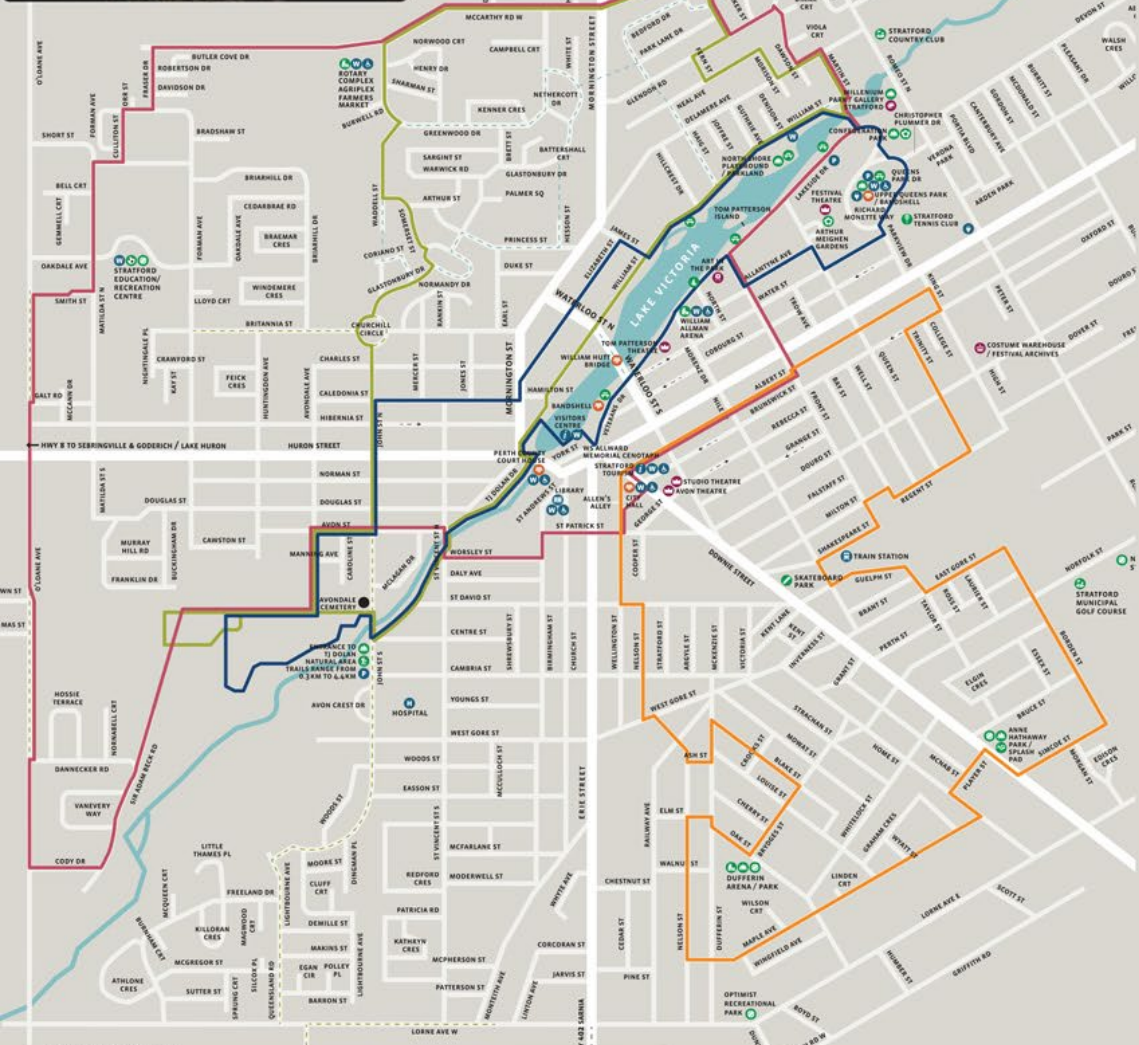
STRATFORD CITY CYCLE ROUTES



SCAN FOR DIGITAL MAPS

Perth County
Discovering Opportunity

ST. MARYS



Cycle Stratford is a recreational, not for profit cycling club promoting active transportation, offering weekly group rides, and hosting annual events such as the Perth County Cycling Tour. Guests are welcome to join weekly club rides. For more information about routes and membership, visit cyclesstratford.com.

LEGEND

- Packham Sports Complex / Dog Park

Perth County
Outlasting Opportunity
perthcounty.ca/cycle

ST. MARYS
discoverstmarys.ca/cycling

THE ARTS ARE WHAT WE ARE
STRATFORD ARTS
visitstratford.ca/cycle



SCAN FOR DIGITAL MAPS

PERTH COUNTY & ST. MARYS



CYCLE SAFETY

Headwinds

When riding into a headwind, begin by raising your cadence slightly so that you're better able to respond to sudden gusts of wind. If you're below 80 rpm, you may find that you come to a stop if the wind blows suddenly. If you are at 90 rpm or above, you should be able to better respond. Maintain a flat back, elbows and knees tucked, and drop your head to increase speed for the same power output. Seek out roads that give you partial shelter by trees or hedges. If you're riding in a group or as a pair, take turns being in the front of the headwind to reduce each rider's effort required to overcome air resistance. Alternatively, you may wish avoid headwinds altogether. It's a good idea to check a wind forecast resource such as windy.com before departing on your ride, in order to plan your route so it traverses the headwind and leaves you coming back with a direct tailwind.

Info

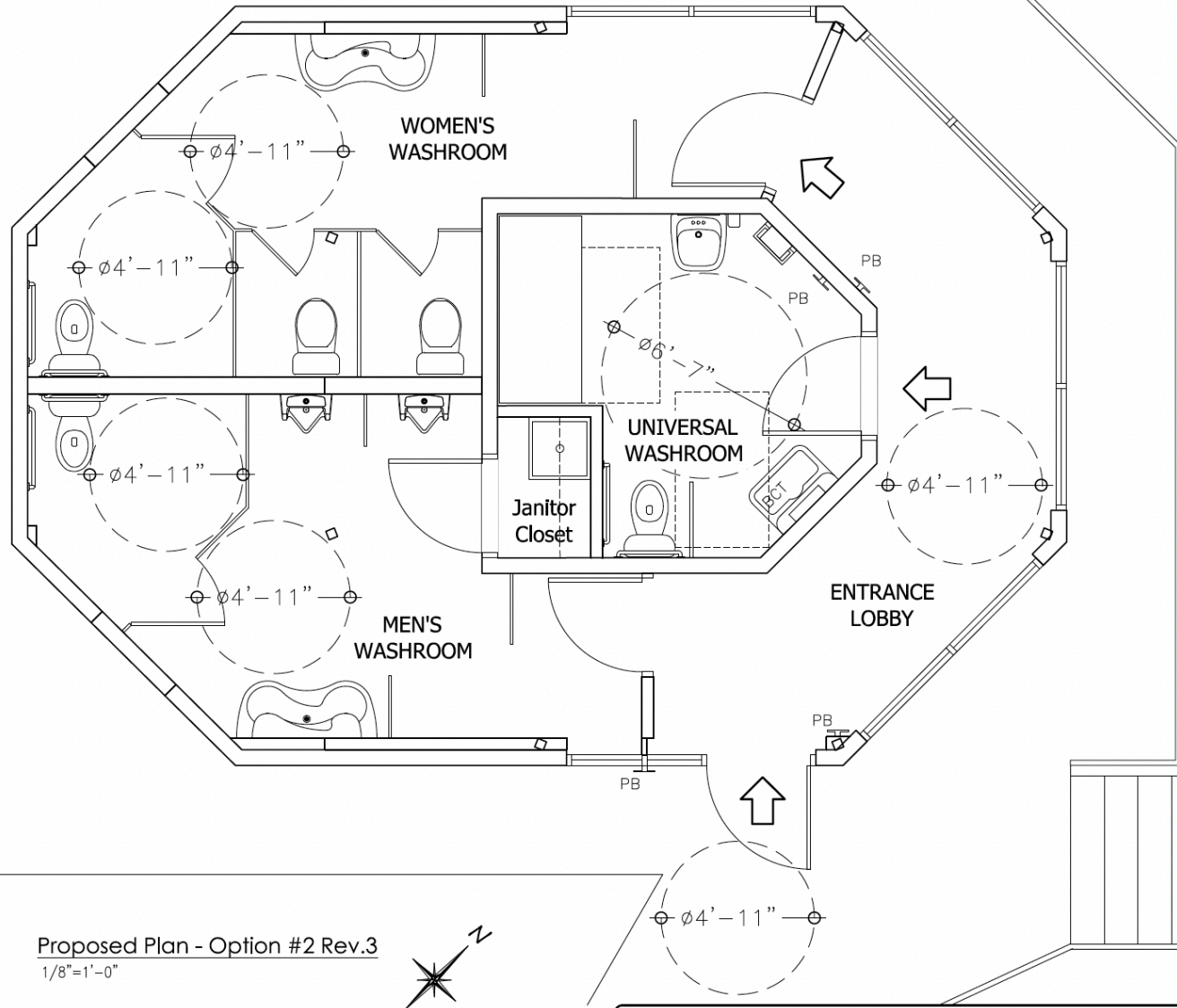
For more information, digital maps, and destination details, explore visitstratford.ca/cycle or contact Destination Stratford, 47 Downie Street, Stratford, ON N4Y 1R9 • 519-561-7946.

These map routes should be evaluated by each individual based on their level of experience and comfort in mixed traffic, weather, speeds, road grades, and road obstacles such as construction or road conditions. The organizations participating in this map make no warranty of accuracy or completeness, or the condition of any route or facility listed. Users of the cycle map are responsible for any risks associated with its use and their own safety. Cyclists must comply with the Highway Traffic Act and use their own safety equipment. In case of emergency, call 9-1-1.



Tourism Infrastructure

TOURISM GRANTS



- ~\$295,000 Boathouse Public Washroom Expansion grant
- \$40,000+ Al Fresco cost recovery grant
- Awarded \$197,500 for 2021 Lights On Stratford from provincial Reconnect grant
- Awarded 2 summer (and fall/winter) student grants
- Awaiting status on multiple tourism-related 2021 grants totaling over \$1m

Proposed Plan - Option #2 Rev.3
1/8"=1'-0"



	DRAWING
	PROJECT
	Boathouse FOR



The **Ontario Living Wage Network** is proud to present this Living Wage Employer Certificate to

Destination Stratford

This organization is a Certified Living Wage Employer at the **Champion Level**.

Effective October 27, 2021