

FOR IMMEDIATE RELEASE:

Stratford
Economic
Response &
Recovery
Task
Force



MEDIA RELEASE CITY OF STRATFORD'S BOARD OF PARK MANAGEMENT APPROVES OPEN AIR INITIATIVE

Stratford's Economic Response and Recovery Task Force Launches Unique CIRCLES Pilot Project

Stratford, ON – June 16, 2020 ... Today investStratford announced that the Stratford Economic Response and Recovery Task Force (SERRTF) has had its first En Plein Air (Open Air Initiative) project approved for implementation by the Board of Park Management. The SERRTF's overarching Stratford "en plein air initiative" is focused on enabling and celebrating Stratford arts and culture in its outdoor public spaces and this first project, the CIRCLES physical distancing pilot project, sets the stage for Stratford's community to safely use its beautiful park system in unique and creative ways.

Local Stratford firm Simplistic Lines has been contracted, including a generous in-kind donation, to paint and maintain 25 CIRCLES throughout the summer in the park area between Lakeside Drive, Front and Queen streets. Each circle will be 8 feet in diameter and spaced 16 feet apart to allow for two-way foot traffic between circles. This latest initiative will assist Stratford in its economic recovery during the COVID crisis by creating a safer outdoor space within its park areas.

Chairman of Board of Park Management Rick Orr stated "*The parks system has been in place since 1904 and 2020 will be the first year in more than 100 years the park system can be used for commercial activities. The Board is very pleased to endorse this initiative to support safe use of Stratford's outdoor spaces.*"

The sale of consumer goods will not be permitted, for a retail experience, please visit Stratford's retail establishments in person or online.

More details to follow, including information regarding a "booking system" solution that will allow professional service providers to book the circles for things like outdoor fitness, etc. The Task Force continues to develop new complementary projects for both Stratford "Al Fresco" and "Stratford en Plein Air" that strive to help the local tourism sector navigate the economic challenges caused by the Covid-19 pandemic.

It is expected the CIRCLES Project will be ready for use for this coming weekend and more information will be available on www.investstratford.com/taskforce

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About investStratford

investStratford is committed to advancing the economic future of Stratford, Ontario, Canada through investment in arts, education and industry. Globally Connected | Community Driven www.investStratford.com

About Stratford Economic Response and Recovery Task Force (SERRTF)

Coordinated by investStratford, the SERRTF is a unique partnership of business-facing organizations which include Stratford & District Chamber of Commerce, Stratford Tourism Alliance, Stratford City Centre BIA, United Way Perth-Huron and the Stratford Perth Museum. The Task Force mandate is to create the best recovery strategy for the City of Stratford.

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