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Senior of the Week



Our senior of the week is Doris Sillery who celebrated her 88th birthday on May 10th. Born in Stanley Township, Doris is the mother of 3 children and has 8 grandchildren and 5 great-grandchildren. Happy Birthday Doris!

If you would like to nominate someone for Senior of the Week, Contact us at 519-282-9595 (Phone) or 519-284-0042 (Fax), or info@exeterexaminer.com.

Exeter Examiner

In addition to home delivery, please also look for copies of the Exeter Examiner at the following locations:

Lucan	MacLeans
Clarke's Variety	Optimal Balance
Foodland	RONA
Home Hardware	South Huron Rec Centre
Lucan Arena	Subway
Tim Horton's	Tasty Bites
Whole Health Fitness	Tim Hortons
Huron Park	Grand Bend
Huron Mini Mart	Grand Bend Fitness
Centralia	Macs
Malibu Restaurant	No Frills
Straight Line Collision	Sobeys
Dashwood	Subway
TBA	Hensall
Exeter	Hensall Mini Mart
Canadian Tire	D & D Variety
Exeter Shell	Kirkton
Foodland	Kirkton General Store
Guardian Drug Store	Zurich
Jennard Cheese	Town & Country Bowling Lanes
Hansen's Independent	Zurich Variety
Huron Apothecary (IDA)	
McDonald's	

Business of the Week

The Exeter Business Improvement Area

By Dan Rankin

This week is a little different. Our Business of the Week is the Exeter Business Improvement Area (BIA), a non-profit organization that represents about 200 local businesses within the borders of Exeter. Active for over 25 years, the BIA's goal is marketing and beautification to promote local business and economic development.

"We represent all business in Exeter, not just the downtown section," said Exeter BIA chair Fred Godbolt.

Represented businesses range in size from bigger companies including Canadian Tire, Hansen's, Ellison Travel and local car dealerships to smaller retail and service providers, and from Exeter Animal Hospital on the south side of town to Rona in the north end.

One way the BIA is working to serve local businesses is through its active "Construction Sucks, Shop Local" campaign. "As everybody knows, there's a bridge that's out in town that's being refurbished," Godbolt said. "That has created some delays in town, but we want people to continue supporting all of Exeter during this process. That's kind of what that campaign is all about. Stay positive on it. It'll be done before we know it."

The BIA's activities are funded primarily through a tax levy for all businesses in the specifically designated commercial area. The BIA then promotes their members throughout Exeter, to encourage people to shop locally. "We want to keep those dollars in town," said BIA manager Brittany Fry. "We don't want them to go to London or the surrounding area."

However, they also promote Exeter's businesses throughout the municipality and elsewhere in Huron County as well. Since 2012, the South Huron Welcome Centre located at 483 Main Street South, has served as the "gateway to Huron County."

"We do a lot of marketing in the Grand Bend area," said Fry. "We realize, because we are a gateway, we aren't necessarily people's end destination, but because we're so close to the lake

shore, they come through Exeter and they're nearby to come back here on a rainy day to shop."

A collaboration between the South Huron Chamber of Commerce, BIA and the municipality, the welcome centre includes a heritage area with museum-type displays as well as lots of tourist information for visitors and new residents. "If they want to buy white squirrel stuff, or learn about the area - we're able to take the time and talk about what we have to offer here," said Fry.

"If people go into the municipal office, they'll often direct people down this way," Godbolt said of the centre.

Other ways the BIA has partnered with the South Huron Chamber of Commerce include the recent Breakfast with the Mayor held at the Exeter Legion, and the upcoming South Huron Business and Community Excellence Awards gala. "Both of those were done for the first time last year," said Godbolt, noting that attendance for this year's breakfast with the mayor event saw attendance rise almost 70 percent. "Next year we're hoping to fill the place. That sort of partnership has worked out really well."

An upcoming event the BIA is spearheading on its own is the Ladies Night Out, which will take place on Friday, May 27 from 4:00 pm to 10:00 pm at over 25 local retail businesses and restaurants. "It's traditionally been on a Thursday, but we're trying Friday because the ladies ball league is on Thursday nights," said Fry. "So, we were missing a large part of our target audience. Because it's a Friday, this year we thought we'd open it until 10:00 pm, instead of just 9:00 pm. Some people might not be working and stay out later."

HMP and Toyota will once again be providing shuttle service around town for the evening. A full list of participating businesses will be posted on the BIA's website ExperienceExeter.ca, which has recently undergone a complete makeover.

Soon, a business directory and free events calendar will be accessible on the website, Fry said, adding that they encourage local businesses and organiza-



Pictured outside the South Huron Welcome Centre in downtown Exeter are Exeter BIA chair Fred Godbolt, left, and BIA manager Brittany Fry.



Exeter BIA chair Fred Godbolt debuts the new BIA website ExperienceExeter.ca at the Breakfast with the Mayor event held Tuesday, May 3 at the Exeter Legion.

tions to submit their upcoming events to them for inclusion on the calendar.

To launch the website and the new BIA brand the BIA is hosting a community-wide photo contest to collect photographs from around the community, she said. The contest ends June 30 and includes four different photo categories, including: shops and services, events, arts and recreation, and abstract.

"Those photos will in turn be used to promote the community through advertising or social media," said Fry. "There will be four prizes of a \$50 gift certificate to an Exeter business of their choice, and a grand prize of a \$250 gift certificate. The full details will be on the website."

The South Huron Welcome Centre is open 9:00 am to 4:00 pm Wednesday to

Friday, and other times by appointment. The summer is the BIA's busiest season, inside the centre and out, Fry said, however a coordinator will be working at the centre this summer through an employment grant until the end of July. During her term, the centre will be open Wednesday to Saturday.

The Exeter BIA is active on social media, on Facebook, Twitter (@Exeter_ON) and on Instagram (@ExperienceExeter). "If we can grow that for the whole community, the better it's going to be for everybody," said Fry. "We really encourage people to share events, sales and promotions and stuff with us, so we're able to post them to our social media."

For more information, visit ExperienceExeter.ca, call 226-423-3028, or email info@experienceexeter.ca.