



**Municipality of South Huron**

**Community Grant Application Form**

*Please return application by September 21 of any given year to:  
 Sandy Becker, Financial Services Manager/Treasurer  
 Municipality of South Huron,  
 322 Main St S, P O Box 759, Exeter, Ontario N0M 1S6  
 (519) 235-0310*

Name of Applicant/Organization/Service Club/Community Group: Exeter BIA
Contact Person: Brittany Wise / Fred Godbolt
Position held in organization by contact person: BIA Manager / BIA Chair
Mailing Address: 483 Main Street South, Exeter, ON N0M 1S1
Telephone: 226-423-3028      Cell: 519-955-1125      Fax: N/A
E-mail address: brittany@exeterbia.cc      Website: www.experienceexeter.ca
Specifics of Event/Project/Program requesting funds: Partnership - Tourism (South Huron Welcome Centre)
Total Project Budget: \$18,000 Welcome Centre Rent
Amount of Funds requested from the Municipality: \$6,000.00 (For in-kind requests please provide the monetary equivalent of the grant request)
Have you applied to the Municipality for Funding in the past? If yes, please provide summary of request. Yes. Since 2013, the BIA has applied for Municipal grants relating to the South Huron Welcome Centre.
Applicants may present their funding request as a delegation to Council. Do you want to present your request to Council? <input checked="" type="radio"/> Yes <input type="radio"/> No
<b>For Organizations/Service Clubs:</b>  Are you a non-profit Organization? <input checked="" type="radio"/> Yes <input type="radio"/> No  Charitable Registration Number (if applicable): N/A  Date of Incorporation (if applicable): N/A  Organization/Project/Event Budget – attach or complete page 4

**Grant Category and Description:**

Please check the appropriate category & grant type:

- |  |   |                               |
|--|---|-------------------------------|
| <input type="radio"/> Youth/Senior Event                     | <input type="radio"/> Monetary            | <input type="radio"/> In Kind |
| <input type="radio"/> Community Beautification               | <input type="radio"/> Monetary            | <input type="radio"/> In Kind |
| <input type="radio"/> Arts, Culture and Heritage             | <input type="radio"/> Monetary            | <input type="radio"/> In Kind |
| <input type="radio"/> Tourism Development                    | <input checked="" type="radio"/> Monetary | <input type="radio"/> In Kind |
| <input type="radio"/> Community Special Event                | <input type="radio"/> Monetary            | <input type="radio"/> In Kind |
| <input type="radio"/> Capital funding for a specific project | <input type="radio"/> Monetary            | <input type="radio"/> In Kind |

**Project Information:**

Provide a brief description of the event, program or project. Include goals and timelines.

In late fall 2012, the South Huron Welcome Centre (located at 483 Main Street South) opened its doors to the public. The Welcome Centre functions as a multi-use community facility that fills various economic development and cultural gaps within Exeter and South Huron. The initial Welcome Centre concept was proposed by the Municipality and the BIA has championed the development and

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If this is *not* a new project or initiative, please describe how it will enhance your program or increase participation and/or volunteerism.

The purpose of the tourism and heritage portions of the Welcome Centre is to welcome and provide assistance to new residents and tourists, so it is a service that is always needed. The longer we provide service, the more awareness we create for the resources and services we provide for South Huron

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What is the specific purpose that the grant funds will be used for?

\$6,000 – 1/3 of the rent for the building that houses the South Huron Welcome Centre

For in-kind requests please provide details on type of request (ie materials, equipment or resources).

Indicate what other sources of funding is supporting this event, program or project.

Exeter BIA - \$6,000 (1/3 rent)  
South Huron Chamber of Commerce - \$6,000 (1/3 rent)  
+ both organizations pay for the shared internet / phone / printer, etc. as well as staffing support for the Welcome Centre

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Who will benefit from the purposed event, project or program (i.e. children, seniors, etc)? Tourism: Visitors, new residents, residents & community events (various demographics)

**Organization Details:**

Provide a brief history of your organization, and indicate if it is incorporated as a non-profit organization.

The Exeter Business Improvement Area (BIA) is a non-profit organization that represents over 225 local businesses & commercial property owners in Exeter. The organization began over 25 years ago & is an arms-length, non-profit organization of the Municipality. The BIA has always been thought of as a downtown organization, but has always been more than that so it is our ongoing focus to provide benefits to our broader membership, while following our mandates: marketing, beautification & economic development.

Is your group able to issue charitable tax receipts on its own? No.

What are the general objectives/services of your organization?

The Exeter BIA has objectives in 3 key areas:

- Beautification: Flowers, banners, signage & input on streetscape projects including streetlights.
- Marketing / Promotions: Rebranding the BIA & website development; radio & print advertising, event partnerships / sponsorships including the Ladies Night Out, Sidewalk Sales, Christmas in Exeter Open House, the South Huron Businesses & Community Excellence Awards, Exeter Farmers' Market, the Exeter Rodeo, etc.; projects including the Exeter Coupon Book & social media promotional videos & other projects that enhance Exeter's online story.

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In what geographical area does your organization operate?

The BIA essentially represents all of the local businesses & commercial property owners in Exeter. However, we understand the benefits of working together with other assets in the Municipality & beyond to reach our goals & drive traffic to the business community.

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Do volunteers participate in your organization? If yes, indicate the number of volunteers and type of involvement?

The BIA is a volunteer-driven organization. There is a very active Board of Directors made up of 10 BIA members & a member of South Huron Council. Board members are responsible for the overall management of the BIA, its mandates & direction. Board meetings are held monthly, but the executive are often required to meet outside of regular meeting times to solve problems &

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List the Executive Officers of your organization:

Please see a full list of the BIA Board of Management enclosed.

Also find a copy of our 2017 approved BIA budget enclosed.

**Project Information:**

**Provide a brief description of the event, program or project. Include goals and timelines.**

In late fall 2012, the South Huron Welcome Centre (located at 483 Main Street South) opened its doors to the public. The Welcome Centre functions as a multi-use community facility that fills various economic development and cultural gaps within Exeter and South Huron. The initial Welcome Centre concept was proposed by the Municipality and the BIA has championed the development and implementation of this project. With that said, we are receptive to partnering with other organizations, including MOSH, to ensure that resources are in place that will guarantee success.

**TOURISM:** Currently, the Welcome Centre acts as a Tourism Information Centre for the southern gateway to Ontario's West Coast (Huron County), providing tourism information for our Municipality, but also Huron County and beyond. Exeter is the first impression visitors have of Huron County and the BIA believes that it is crucial to provide visitors with access to valuable information and to provide the best customer service experience possible.

**HERITAGE:** The Welcome Centre also hosts the Exeter and District Heritage Foundation.

**SHARED SERVICES CENTRE:** Additionally, the Welcome Centre also hosts the offices of the Exeter BIA, the South Huron Chamber of Commerce and Conestoga Career Services (2-days per week).

The Welcome Centre serves 800-1000 visitors annually. Visitors including travel writers and tourists in search of the famous write squirrels, good restaurants and shops, art and historical information, employment and new resident information and much more. Staff members at the Town Hall continually send visitors & new residents to the Welcome Centre for support & assistance.

The Welcome Centre is a strong asset to Exeter, the Municipality of South Huron, the County and the region as well as to the BIA, Chamber of Commerce and the other various user groups. Every community needs a place that welcomes visitors and new residents into the area. Our Welcome Centre does that while filling other cultural and economic development gaps, making South Huron as a whole a more well-rounded and desired community to live, do business and visits.

The Exeter BIA has proved that a mixed-use space like the South Huron Welcome Centre is needed in our community. The heritage and tourism sections of the building are currently being supported by the BIA on a temporary basis, but it requires other community support to be maintained and further developed.

Therefore, the purpose of the grant request is to help maintain Welcome Centre expenses related to tourism, heritage and economic development. Due to the multiple benefits to the community, we would like for the Municipality to be a 1/3 partner in this shared space. We appreciated the support of the Municipality in the past, but would like for this to be considered an ongoing expense. If the Municipality does not support this request, the BIA will need to

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seriously re-consider our substantial role in operating the Welcome Centre, because we cannot afford to support with more than a 1/3 share.

**If this is *not* a new project or initiative, please describe how it will enhance your program or increase participation and/or volunteerism.**

The purpose of the tourism and heritage portions of the Welcome Centre is to welcome and provide assistance to new residents and tourists, so it is a service that is always needed. The longer we provide service, the more awareness we create for the resources and services we provide for South Huron.

**Indicate what other sources of funding is supporting this event, program or project.**

Exeter BIA - \$6,000 (1/3 rent)

South Huron Chamber of Commerce - \$6,000 (1/3 rent)

+ both organizations pay for the shared internet / phone / printer, etc. as well as staffing support for the Welcome Centre.

**Organization Details:**

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- Tourism / Economic Development: The BIA manages the South Huron Welcome Centre, a place where visitors & new residents can access information. The BIA also works with the County on several economic development-related projects. BIA representatives sit on the Municipality's Economic Development Committee & more.

**In what geographical area does your organization operate?**

The BIA essentially represents all of the local businesses & commercial property owners in Exeter. However, we understand the benefits of working together with other assets in the Municipality & beyond to reach our goals & drive traffic to the business community.

**Do volunteers participate in your organization? If yes, indicate the number of volunteers and type of involvement?**

The BIA is a volunteer-driven organization. There is a very active Board of Directors made up of 10 BIA members & a member of South Huron Council. Board members are responsible for the overall management of the BIA, its mandates & direction. Board meetings are held monthly, but the executive are often required to meet outside of regular meeting times to solve problems & support the BIA Manager. Other Directors sit on subcommittees.

Additionally, the BIA has 2 subcommittees, which both have 6-10 active committee members. Subcommittees include:

a) Marketing

Subcommittee members meet 1 time per month to guide all marketing-related activities for the BIA, which includes events like Ladies Night Out & initiatives like the Exeter Coupon Book. They also provide assistance in the delivery of these projects to members of the BIA & the general public.

b) Beautification

Subcommittee members meet various times per year to guide all beautification-related activities & discussions including flowers, signage, etc. They also provide assistance in the managing of these projects.

**Terms and Conditions:**

In the event that a grant is awarded, the applicant agrees to the following:

- To provide a complete status report of the use of the funds within 60 days of the event, project or program completion.
- To provide a financial statement from the previous year from either the event or the organization.
- To acknowledge the support of the Municipality of South Huron in all printed material and through other promotional means.
- The funds will be used only for the purposes described in this application.
- To inform Council if the project is delayed or changed substantially for any reason.
- In the event that the project does not go forward, the applicant will return those funds granted for the proposed project.

Signature: \_\_\_\_\_ Print Name: Brittany Wise

Organization/ Service Club/Community Group: Exeter BIA

Date Submitted: September 20, 2017