



Exeter Business Improvement Area (BIA)
483 Main Street South
Exeter, ON N0M 1S1

ATTN:
Municipality of South Huron
322 Main Street South
Exeter, ON N0M 1S6

July 31, 2020

The Exeter BIA requests the support of the Municipality of South Huron and the Council representing the residents of Exeter and South Huron in application for the SLED Program funding. The focus we would like to direct our energy towards is tourism with a focus on Exeter's White Squirrels.

Our White Squirrel initiative would create a visitor experience that is unique to Exeter as it focuses on the primary draw to the area: the hunt for the White Squirrel. The hunt would ideally include a log that you found the white squirrels of Exeter component on the Experience Exeter website. We propose that White Squirrel Statue/Installations be placed throughout town in areas managed by the Municipality of South Huron including:

- The Downtown Parkette. Centrally located amongst the shopping district this park offers the opportunity to visitors to eat el fresco, rest their feet or take in the gardens and historic downtown architecture. We propose that the largest White Squirrel Statue be located here. With the addition of the White Squirrel statue we expect individuals to stop, take pictures, learn about the "White Squirrel Hunt" and come back again with family to take part.

- Victoria Park on Huron Street, one block west of the South Huron Hospital. This location offers a wading pool, manicured gardens, a play centre, a wonderful canopy of trees and public washrooms. The Exeter White Squirrel installation would be able to be more subtle in this location as there is room to move and explore as a young family or walk the paved trails that wind through the park.

- McNaughton Park which is located along the river that follows to the East our incredible McNaughton-Morrison Trail or leads you to our Splash Pad, Childrens Play area, public washrooms as well as the Public Pool and Scenic Gardens to the West. The options for locations for White Squirrel installations and actual sightings are plentiful in this area and is a hidden gem often only known to locals.

- Elliott Park is a transient campground on the West side of Highway 4 directly before the bridge. This park, in it's current form, invites individuals traveling by trailer to stay the night right in the heart of Exeter. This area is additionally often used by picnickers for a peaceful visit by the river. Another hidden gem of Exeter, this park is a unique offering to visitors to the area as it provides a stop for road weary travellers and individuals that come for the Exeter Dodge Rodeo or other events that the town holds with an open invite to visitors to the area.

The Exeter BIA requests support from the Municipality of South Huron and South Huron Council in the form of use of

- the Municipal lands listed above for installation of the White Squirrel statues or installations.
- Support with installing the White Squirrels by Municipality of South Huron staff.
- Further supports that the Municipality of South Huron and South Huron Council believe they can lend to this project are appreciated by the Exeter BIA if said parties feel they have resources that would assist with this initiative.

Thank you for your consideration in regards to our request. We are happy to provide further clarification if required as we believe that with these funds we would be able to create and drive new interest for visitors to our town and locals alike with our White Squirrel Initiative.

Sincerely,

A handwritten signature in black ink, appearing to read 'Laura Connolly', with a stylized flourish at the end.

Laura Connolly
Exeter BIA Manager