

JANUARY 2010



# ESSEX CENTRE B.I.A. WINTER



## Essex Centre Business Improvement Area

### GO CANADA!!



#### Special points of interest:

- \* GST/HST
- \* Sidewalk ice and snow
- \* Window winners
- \* Sweetheart Draw
- \* Family Day
- \* What we did in 2009...
- \* (insert)



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### HAPPY NEW YEAR!

As someone once said, the new year gives us a chance to start all over again. You could sit back and ponder all the things that went wrong last year or you could look at your best promotions and expand on them. Is one season better than another? Store hours, are they convenient for people who come through town on their way home from work? Do they allow the busy working mom the chance to come to your store. Have you heard that there are people coming to the arena to drop off their kids for hockey practice and can't find many places open to eat and to shop? This happens on week nights. Check with the arena as to what nights. We do need a display rack at the new arena for businesses to leave bro-

chures and menu's. This is something that your BIA board is planning to look into. The Bank of Canada says the recession is over. You are a survivor! Congratulate your staff, they must have had something to do with your surviving the recession. Raise your right hand and pat yourself on the back. Your doors are still open for business! We have lost some businesses along the way. With the economy improving we should see new ones coming this spring. Sometimes it's the landlords fault that a store is not rented. It is not always the economy or that no one wants to come to Essex. We need to work together to keep Essex a shopping and business destination.

Marlene Markham-Gay, Manager

### New Shopping Bags

Our "Essex Can Make it Happen" reusable shopping bags have arrived. If you would like to sell some in your store, . Please call the BIA and we will set this up for you with the distributor. The BIA does have a small supply at the office that are available. They are

a nice size for groceries. The black bags with the logo's in yellow stand out when some one is carrying them down the street. They have the BIA logo on one side and "Essex Can Make It Happen." on the other side. They are great to sell or to use as a promotion



in your store. They make great door prizes when filled with your product. Contact 519-776-9811 for more information.

### HST- Combined Tax

As of July , we will be using the combined HST in Ontario. For all the information that you need, log into [wwwcra.arc.gc.ca](http://wwwcra.arc.gc.ca). where it says search, log in HST. This will provide you with the information that you need to know.

If you do not have access to an internet you may call **1-800-267-6999**.

A helpful website is also [TaxTips.ca](http://TaxTips.ca) Your accountant is a valuable source of information as is your customer service rep. for your cash registers.



Sincere Sympathy to the Brett family on the loss of Wilber. The Brett's lost a husband, father and grandfather. We loss the best friend a town could have. Wilber carried his family and his community in his heart.

Deepest sympathy to the family of Frank Willms. Frank was a familiar face in the community. He sold life insurance for many years here starting with the business in his home and expanding it to include his son Jeff. He will be missed.

Deepest sympathy to father Chris Quinlan and his family on the loss of his brother Paul Quinlan.

Deepest sympathy to the Barnett Family on the loss of Faye Barnett Brown. She will be remembered as an outstanding

citizen., business woman and friend in the town of Essex.

**BEST WISHES AND CONGRATULATIONS :**

Owners of Crafty Candles, Christine and Gerard Dinney on the birth of their son, Andrew.

All our Christmas events were well attended except for the shopping night. The movie and shopping were slow due to the cold spell and winds that we experienced. **Thank you** to all who helped in any way. Next year we will need more volunteers to help put on these events. If you have teenagers that need hours or you have some spare time let us know. We are starting a list here in the office of people that we can call upon for needed assistance.

**Congratulations** to Earthly Elements on their first year anniversary. Happy retirement and good health to Sandy McCrone, owner of Sonny's Pizza.



It is your responsibility to clear the ice and snow from your sidewalk.

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**ESSEX CENTRE BIA**



The Town of Essex has named each of its towns and villages Centre's. All are a part of the municipality of Essex. We are Essex Centre. This gives us a proper identity. We no longer have to describe ourselves as the former Town of Essex or the old Town of Essex which all have negative tones. We are now Essex Centre, appropriately as we

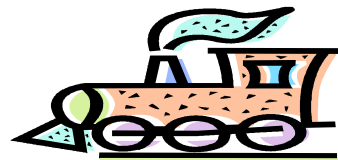
are the geographical centre of Essex County. We have always been the hub of the county. The original name of Essex was Essex Centre before it became a town. The BIA made a request to Town Council to officially change our name to Essex Centre BIA. The request was granted. We are now officially Essex Centre BIA. The members were asked in a news-

letter last year if they had comments on the proposed changed. One Business contacted us and objected. There is no requirement to change your Essex name to include Centre unless you want to. Essex Centre will be included in all our advertising.

**HERITAGE ESSEX MODEL TRAIN AND HOBBY SHOW**

Heritage Essex will be holding its annual Model Train and Hobby Show on February 27th and 28th. That is Saturday and Sunday. If you are interested in booking space, call Cheryl Skilton at the Essex Railway Station, 519-776-9811. This event attracts about 2,000 visitors each year. It is held at the Essex District High School. You may drop off menus and flyers at the show for people to pick up. Why not welcome people into your store with a

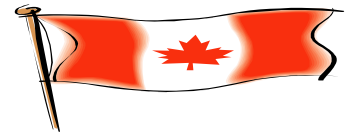
railway theme or sign in the window. Offer special discounts if they shop that weekend. This is a family event. There is something for every one, hobbyist, children who love trains and adults who are still fascinated by the trains. Don't let this event go by without taking advantage of the many people it brings into town. Essex Centre BIA is a proud sponsor of the Train Show.



**WELCOME**

Sally and Brian Roes are the new owners of the Essex Party & Discount Store located on Talbot Street next to the TD Canada Trust.

Welcome to Essex! Welcome to Carrie & Dan Quinlan and Dale Quinlan the new owners of Sonny's Pizza.



## SWEETHEART SALE AND DRAW

Enter to win a prize package that includes: overnight accommodations at the Pelee Days Inn in Leamington, Dinner theatre and Breakfast for two. Also, \$50.00 in BIA bucks to spend in Essex! Enter at participating stores. No purchase necessary. You must be 19 years or older to win. There is a flyer with information in this newsletter. This is for your window or near your draw box. Simply make or purchase a draw box to hold your tickets. There is also a sheet of tickets included with newsletter. They are for your the business, to photo copy and

have available for your customers.

Each year our shoppers look forward to the Sweetheart draw. Please have your ballots to the BIA office or call for pick up by February 17th, at the Essex Centre BIA office , 35 Victoria Ave. Unit 7, Essex Community Services) or call 519-776-9811. The draw will be made on February 17th at 10 am. You may not



enter in the business that you work. You may enter at another store or office. If you are having an in-store promotion for Valentine's Day this will go very nicely with it. All you have to do is have a draw box and pencil/pen, signage and ballots, ready in your store starting February 1st. Drop off or call for pick up by February 17th at 4pm. Happy Valentine's Day!



## Parade and Window Decorating Winners -2009 Christmas

### Santa Claus Parade: Commercial category:

- 1st Heaton Sanitation
- 2nd Debt Freedom
- 3rd Ives Insurance

### Non-commercial

- 1st Essex, Cottam, Woodslee Girl Guides

- 2nd Essex Gospel Community Church
- 3rd Essex Community Historical Research Society

Best Band- Kingsville Essex Associated band

### Window Decorating Contest

- 1st place Essex License Bureau
- 2nd place Studio B

3rd place Connel's Nutrition

Honourable Mention The Dollar Store & More and Forsyth Travel

Thank you to everyone who entered the parade and the window decorating. So many of you worked hard on the theme, "A Penguins Christmas" and the town and parade looked great!

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Please accept BIA Bucks In your business Inform your staff as well. You may redeem them at the Town Office, front counter. No waiting, cash back.

## 2010 ESSEX CENTRE BIA BOARD OF MANAGEMENT & OFFICE

Morley Bowman (Town Council) Chair  
776-8486

Sharon Parish Director, (Main Street Diner) 776- 6353

776-9811

Fax: 776-4966

Lorna Baker (Reid Funeral Home) Vice chair  
776-4233

Gerard Dinney Director (Crafty Candles) 984-5367

Office open Monday to Thursday  
8:30am - 4:30pm., Voice mail 24hrs.

Jack Simpson, Director, (Deluxe Restaurant) 776-8112

Roseann Sweet Director, (United Communities Credit Union)

Email: marlene@essexbia.com

Dr. Todd Wilbee Director, (Essex Optometric Clinic) 776-9900

776-5231

Web site www.essexbia.com

Marlene Markham-Gay - BIA Manager -

We are located in the Victoria Plaza,





**Essex Centre Business Improvement Area**

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Phone 519-776-9811

E-mail:  
marlene@essexbia.com

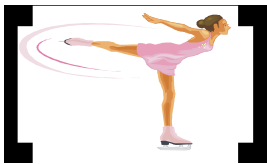
Fax: 519-776-4966

**20 on the 20th**

This is a new promotion that we will be advertising! We are asking people to spend \$20.00 on the 20th! of each month in Essex! Everyone can participate, use your imagination! Just think of how much money would come back into our community if everyone made a point of doing that! It is a win win for everyone! We want to encourage people to shop in their home community. We support the sports teams and church events etc. It is important to support your Home Town!

Get in on the fun and advertise an item or service for \$20.00 only on the 20th of that particular month or every month on the 20th!

First one starts March 1st, 2010!



**SPECIAL DAYS, EVENTS AND HOLIDAYS**



January	New Years Day -	Stat Holiday	August	Back to School promotions
	Winter Newsletter		August 2	Civic Holiday
February	Sweetheart Draw	February 1st to the 15th	September	Fall Newsletter
February 15	Family Day	Stat Holiday	September 6	Labour Day
March 14	Day Light Savings Time Begins			Stat Holiday
March 17	St. Patrick's Day		October 1-	The Great Turkey Caper
March 27	Frootloop's with the Bunny		October 11	Thanksgiving Day- Stat holiday
April	Spring Newsletter		October 17 - 23	Scarecrow Festival (chili cook-off)
April 2	Good Friday	Stat Holiday	October 20	Business Excellence Awards Dinner
April 4	Easter Sunday		October 29th	Tiny Tot Trick or Treat Parade
April 22	Earth day/Clean Sweep day		October 31	Halloween
May 9	Mother's Day		November -	Christmas Newsletter
May 19	Taste of the Town		November - 7	Day Light Savings time ends
May 24	Victoria Day	Stat Holiday	November 11	Remembrance Day
June	Summer Newsletter		November 26	Tree lighting, choirs & horse and carriage rides
June 20	Father's Day		November 27	Santa Claus Parade
July 1	Canada Day	Stat Holiday		( Moonlight shopping to be announced)
July 8-11	Essex Fun Fest		December 4	Breakfast with Santa
July 8-10	Sidewalk Sales		Christmas Day	December 25 (Saturday) Stat Holiday
July 8th	Cruise Night		Boxing Day	December 26
				Stat Holiday

Events are subject to change, watch your newsletter or call the BIA office for information. If you would like to be on our email list, please send your email to the office at marlene@essexbia.com

