



It only opened Oct. 6, but already neighboring merchants and customers are noticing things are picking up in downtown Georgetown. The new Bi-Way store was the 95th one of the chain in Ontario. Manager

Paul Kemble attributes the success of Bi-Way ironically to tough times. He says when the economy is poor people want to save as much as they can and stores like Bi-Way do very well.

It's success story No. 95

Bi-Way's growth means more shoppers than ever downtown

By ANI PEDERIAN
Herald Staff Writer
Store number 95 is doing well and business is steadily increasing since it opened one and a half months ago in Georgetown.
What is store number 95? It's the Bi-Way store on Main Street, where Silvers and Langercraft used to be.

Since the Georgetown outlet opened Oct. 6, three more Bi-Way stores have opened in Ontario, local Bi-Way manager Paul Kemble, 29, said.
"We're expanding like crazy. They're planning to open six or eight more Bi-Way's next year," Mr. Kemble said. "We seem to be doing better when the

economy is poor because, I think, people are more price conscious."
Carrying a full range of goods, the Georgetown store has something for everyone in its 6,500 square feet.

"It's a good sized store, one and a half times the size of the Milton Bi-Way," he said. Mr. Kemble came here with five years' experience managing Bi-Way's, four of them in Oakville and, most recently, a year at the Milton outlet.

"With times the way they are, people want to save as much as they can and our merchandise sells for reasonable prices," Mr. Kemble said. "The store is doing very well. Head office is very pleased."

Bi-Way's head office executives aren't the only people pleased with the success of the Georgetown outlet; the location of a large chain store downtown is a much needed shot in the arm for every-

one in the historic business improvement area (BIA).

Lyn Barnard, the Pennsylvania proprietor wrapping up her third term as chairman of the BIA, said that Bi-Way's extended hours and value opportunities have increased shopper traffic in the downtown area.

"I've never seen so many shoppers downtown in many years," she told a Herald reporter recently, expressing optimism that more downtown businesses will be encouraged by the evening traffic and remain open at night.

Open from 9:30 a.m. to 9:30 p.m. Monday to Fri.

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What BIAs are all about

While there are other business organizations in town, none is quite like the Acton and Georgetown Business Improvement Areas (BIAs). When a business or professional office establishes itself in one of the two downtown cores, it must annually pay a special tax above its regular business and municipal taxes. While the tax is collected by the town, the funds are managed by the BIA's board of management. The money is used strictly to improve public property (park benches, trees, signs) in the downtown core and to sponsor collective promotions for the member merchants. The loans secured by the Acton and Georgetown BIAs for \$150,000 each will be paid back over a ten-year period at ten per cent interest per annum. A portion of yearly BIA revenues from the special tax will be set aside to pay the debt.

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