- Solstice/Equinox Music & Arts festivals on Swasey Parkway
- "First Fridays" performances at the Bandstand
- Music venues and performance spaces in and around town: Sawbelly Brewing, Seadog Brewery, Tailgate Tavern, Shooter's Pub, The Word Barn, Foundation
- Special/seasonal events at Town Hall: Christmas Tree Festival, student art exhibits
- Exeter Literary Fest (each spring, readings and talks at venues across town: public library, Town Hall, Water Street Books, The Word Barn)
- Poets and writers reading series, Exeter Public Library, Water Street bookstore
- Authors Reading Series, Water Street Books
- Fiction/Poetry/Non-Fiction Writing Workshops etc. (+ mixology/culinary classes) throughout the year at The Word Barn
- Arts Up Front Street Studios and Gallery, Seacoast Artists Association, Exeter Fine Crafts and classes, Foundation Art gallery, and others featuring local and regional artists and arts and gallery events for residents and visitors
- Exeter Fine Crafts and classes
- Lamont Gallery (PEA): rotating art exhibits throughout the year; open to the public
- Lamont Poets Series (PEA): readings by nationally acclaimed poets twice/three times a year; open to the public
- Haley Lecture series (PEA): open to the public
- Concerts and theatrical productions, Goel Center for Theater and Dance/Bowld Recital Hall (both PEA); open to the public
- Summer Concert Series (PEA Library): open to the public
- Black Heritage Walk (do Art & Architecture Walks yet exist?)
- Independence Day Festival
- Holiday Parades of various sorts
- Historical Lectures at the Folsom Tavern and Exeter Historical Society
- Independence Museum Events
- Powderkeg Beer/Chili Festival
- UFO Festival
- Craft Beer special tastings events
- Wine special tastings, special events
- Culinary Arts food special events not standard menu promotion but link to restaurants