

# Town of Tecumseh Business Improvement Area (TOTBIA)

## Major Accomplishments

# 2020



TECUMSEH TOWN  
*Life in motion!*

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## Introduction

The Town of Tecumseh Business Improvement Area (TOTBIA) is a not-for-profit organization that allows local businesses, property owners and tenants along with the support of the municipality, to organize, finance, and carry out physical improvements and promote the area as a dynamic business and shopping area. The BIA is also committed to the community. Each year the BIA implements special community events and works closely with local organizations and partners to celebrate the area and to organize additional special events. 2019 was a busy and worthwhile year for the Town of Tecumseh BIA with the enhancement of beautification projects, the implementation of promotions and special events and moving the BIA office to a new location. This annual report serves to outline and present these to the Municipality of The Corporation of the Town of Tecumseh et al, our member businesses and to the community.

## BIA Board of Management

### 2019-2022:

Vice Chair:	Linda Proctor, Kim Deane, Lawyer
Treasurer:	Paul Bistany, Paul Bistany Real Estate Brokerage
Director:	Joseph Fratangeli, Winelogy – Tecumseh
Director:	Jules Champoux, Armando’s Pizzeria
Director:	Jessica Fowler, Fowler Plumbing
Director:	Leo Demarce, Sage Salon + Spa
Council:	Andrew Dowie, Councilor, Town of Tecumseh Ward 1
Council:	Brian Houston - Council Representative, Town of Tecumseh Ward 3

**Staff:** Denise Pelaccia, BIA Coordinator

## OBIAA

**OBIAA:** The Town of Tecumseh BIA is a member of the Ontario Business Improvement Areas Association (OBIAA). TOTBIA has been a member of OBIAA since 2001 which there are now over 300 BIAs that represents over 55,000 businesses and In April 2019 Coordinator Paula Rorai attended the OBIAA Provincial Conference in London.

## TOTBIA Social Media

**TOTBIA Website:** The Town of Tecumseh BIA maintains a website [www.tecumsehbia.com](http://www.tecumsehbia.com). The website underwent an update and various improvements in 2020.

- Average Monthly Pageviews: 1,000 - 2,000
- Average Monthly Unique Pageviews: 1,000 – 3,000
- Common Sectors Viewed: Health & Wellness, Restaurants, Financial, Retail

**TOTBIA Facebook:** The Town of Tecumseh BIA maintains a Facebook business page (@townoftecumsehbia)

- Total Likes to Date: **1,592**

**TOTBIA Twitter:** The Town of Tecumseh BIA maintains a Twitter page (@TecumsehBIA)

- Total Followers to Date: **557**

**TOTBIA Instagram:** The Town of Tecumseh BIA maintains a Instagram page (tecumseh\_bia)

- Total Followers to Date: **718**

**All four social media platforms are used** to promote TOTBIA Members, sales/service promotions, beautification projects, special events as well as events and happenings that take place throughout the year that impact the area, the community and the Town of Tecumseh.

## **Tecumseh Proud Swag**

- Purchased shopping bags, water bottles, note pads and pens with the new “Tecumseh Proud” brand.

## **TOTBIA Membership**

- **As of December 31, 2019 VS. December 31, 2020**
    - Property Owners – 139 VS. 140
    - Vacant Units/Bldg./Lots – 41 VS. 45
    - Membership by Sectors
      - Arts/Entertainment 5 VS. 3
      - Dining 60 VS. 55
      - Health & Wellness 133 VS. 137
      - Home/Commercial Services 14 VS. 14
      - Professional Services 62 VS. 63
      - Retail 129 VS. 125
      - Vacant Lots 16 VS. 16
      - Property Owners 139 VS. 140
      - Vacant Units/Bldgs. 35 VS. 45
      - Residential/Commercial Houses 12 VS. 12
      - Associate Memberships 2 VS. 3
- Total 607 VS. 613**

## **Tecumseh BIA Covid Plan**

- Passed out Covid signage, disposable masks, and sanitizer twice during the year to Tecumseh BIA Members.
- Informed Members via email and social media about the Government updates regarding businesses that can open and close under specific regulations and protocols.

# TOTBIA Programs:

## Eyes on Tecumseh

- Completed 9 articles to date
- Featured 38 businesses
- The BIA subsidized \$50 of the cost, resulting in businesses only owing \$25 for the \$75 feature

## Tecumseh Dollars

The BIA issued Tecumseh Dollars throughout 2020 as door prizes for various community events, Members' Grand Openings, and our BIA sponsored event, 14<sup>th</sup> Annual Gallery Without Walls Banner Contest.

## Grand Openings

- 5 New Members in 2020

## Marketing

- **14<sup>th</sup> Annual Christmas Tecumseh Dollar Contest**
  - "Your Favourite Book Character"
  - \$1,000 Tecumseh Dollar – 3 Names Drawn: \$500, \$300 & \$200
  - 24 Original Drawings Selected out of 54 Submissions
- **Social Media Tecumseh Dollar Giveaways**
  - International Women's Day
  - St. Patrick's Day Pot of Gold Scavenger Hunt
  - Easter Egg Hunt
  - March Break Munchies
  - Mother's Day
  - Father's Day
  - Spin-The-Wheel for Beauty Services
  - Summer Shopping Splurge
  - Back 2 School
  - Fall for Fitness
  - Halloween Costume Contest
  - Remembrance Day
  - Holiday Draw
- **Tecumseh Dollar Donations**
  - Kidney for Carson

- Earth Day- Tecumseh Parks & Rec
- Tecumseh Fire/Tecumseh Taekwon-Do
- Terry Fox Run
- Habitat for Humanity
- Windsor Cancer Centre Foundation