

## Marketing Committee:

- Appoint and establish Members of Marketing Committee.
- **EYES ON TECUMSEH** – Nine features were completed in 2021. Have reached out to Eric from Eyes on Windsor to provide him with more businesses for features in the Eyes on Tecumseh- Business Spotlight program in 2022. We will be using the grant we received from the Windsor-Essex Chamber of Commerce to proceed with funding this campaign in 2022.
- **HOLIDAY GUIDE** – Correct version of the Holiday Guide was printed/distributed by the Windsor Star after issues of many errors.
- **SOCIAL MEDIA** – Continued contesting, content and Member shares via social media platforms: Facebook and Twitter. Instagram disabled our account since the beginning of December. Have tried to contact them several times to get it back up. Waiting to get a response before creating a new one.
- **TECUMSEH BIA SWAG** – Committee is working on execution ideas and how to best distribute our “Tecumseh Proud” swag throughout the community. The idea has circulated to distribute the swag once our “Tecumseh Proud” mural is completed.
- **CHRISTMAS** – Committee purchased new light displays for the BIA Parkette, some Christmas décor for the office, successfully executed our annual Holiday Draw Tecumseh Dollars giveaway on our Facebook page, proudly supported the Tecumseh Parks & Recreation department with their Holiday Lights contest, printed Corporate Tecumseh Dollars for Members to purchase as gifts for their employees, events or giveaways, and participated in creating the December 2021 issue of our Holiday Guide with the Windsor Star.