

To: BIA Board of Management
From: Denise Pelaccia
Date: December 21, 2022
Subject: BIA Regular Board Meeting – Coordinator Report - No. 12/22



Membership Statistics

- **BUSINESSES/MEMBERS IN THE BIA AREA PREPARING TO OPEN:**

- Dollarama- 400 Manning Rd. (Zehrs Plaza)

- **Current Status and Total Number of Members by sector:**

*October 2022 VS. November 2022

- Open – 431 VS. 432
- Associate Members – 5 VS. 5
- Empty Units/Bldgs. – 48 VS. 47
- Empty Lots/– 16 VS. 15
- Empty Commercial Houses – 12 VS. 12
- Property Owners – 140 (27 Plazas) VS. 140 (27 Plazas)
- **Grand Total – 636 VS. 635**

Arts/Entertainment	4 VS. 4
Dining	67 VS. 67
Health & Wellness	143 VS. 143
Home/Commercial Services	14 VS. 14
Professional Services	67 VS. 67
Retail	130 VS. 131
Vacant Lots	16 VS. 16
Property Owners	140 VS. 140
Vacant Units/Bldgs.	48 VS. 48
Residential/Commercial Houses	12 VS. 12
TOTAL MEMBERS (VOTE)	640 VS. 641

Associate Membership Program

- **Newer Associate Members:**

- Moni Hair Boutique- 1825 Manning Rd., Unit 300
- ONESource Moving Solutions- 425 Leffler Dr.

- **Potential New Members (were pending during COVID):**

- Riso Kitchen Inc.- 33 Amy Croft Dr.
- Crossroads Canine Academy & Daycamp- 284 E. Pike Creek Rd.
- Lombardi Barbershop- 25 Amy Croft Dr., Unit #25B
- Sherwin Williams Paint- 35 Amy Croft Dr., Unit 9
- Silver Tee Golf- 1360 Highway #3
- The Cheese Bar- 25 Amy Croft Dr., Unit 29-30B

***Canvas all of Amy Croft area- Lakeshore & East Windsor.**

BIA Social Media:

Current Followers-

- November 2022 VS. December 2022:
 - Facebook: 2,985 VS. 3,032
 - Instagram: 504 VS. 521
 - Twitter: 577 VS. 578
- Have posted on all social media platforms: Facebook, Instagram & Twitter about Tecumseh Dollars updates- the launch dates for 2022 being Monday, May 2nd, 2022, and Monday, November 2nd, 2022. Have recently posted that the public can now purchase up to \$500 instead of \$300 as a Christmas promotion. For those that have already purchase \$300, they can come in to purchase an additional \$200 in Tecumseh Dollars.
- Have sold to a total of 201 people to date of writing this report. We continue to attract new people and spread the word about Tecumseh Dollars to a grander audience by the new method of selling these that we've implemented and keep our regulars happy.
- Have shared multiple social media posts by Members in our BIA on all social media platforms- Facebook, Instagram, and Twitter, even on weekends and at night on weekdays.
- Reached out to new businesses to welcome them and get them set-up on our website, mailing lists & contact information spreadsheets. Have met with some to explain our Tecumseh Dollars program and deliver Tecumseh Dollar door decals.
- Inquired information about external promotional services and opportunities.
- Grand Openings: made promotional graphics and posted them to social media, coordinated with new business owners for date/time/special offers/events taking place, communicated information internally to Board of Directors & the Town of Tecumseh, attended, and posted photos to all social media platforms of the ribbon-cutting ceremony to welcome the new businesses into our Town.