

To: BIA Board of Management  
From: Denise Pelaccia  
Date: January 18, 2023  
Subject: BIA Regular Board Meeting – Coordinator Report - No. 1/23



## 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:**

\*November 2022 VS. December 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
<b>TOTAL MEMBERS (VOTE)</b>	<b>640 VS. 641</b>

## 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-**

- December 2022 VS. January 2023:
  - Facebook: 3,032 VS. 3,368
  - Instagram: 521 VS. 600
  - Twitter: 578 VS. 580
  
- Have posted on all social media platforms: Facebook, Instagram & Twitter about Tecumseh Dollars updates- the launch dates for 2022 being Monday, May 2<sup>nd</sup>, 2022, and Monday, November 2<sup>nd</sup>, 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 254 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.
- Conducted our big, annual Tecumseh Dollars Holiday Draw where we gave away a sum of \$1000 Tecumseh Dollars to 3 lucky winners! First place was \$500, second place was \$300 and third place was \$200. This was done in the form of posting Christmas and Tecumseh trivia videos for twelve days. The more correct answers an individual comments, the more ballots they had towards our final draw. Winners were chosen at random and have since picked up their prizes. Giveaways like this help draw people to our social media platforms & website, as well as educate the public about the Tecumseh BIA, our Tecumseh Dollars program, and the Town of Tecumseh in general.
- Two separate radio ads played on the following Blackburn Radio stations: Country 95.9 & 92.7, Mix 96.7, and CoOL FM, that provided people with information about our Tecumseh Dollars program and about our Tecumseh Dollars Holiday Draw.
- Scenes from Dinner created a new feature for us called, "Scenes from Tecumseh" where her and I drove around and took shots of our Tecumseh BIA boundaries and everything within it. A script was written as well that educated people about our boundaries, who we are, what we do, history of our Town who our Members are, and about our Tecumseh Dollars program.
- Inquired information about external promotional services and opportunities. "Scenes from Dinner" is a popular, local content maker on social media with 13.7K followers. She mainly focuses on promoting restaurants, but in this case made a video reel for us that spoke to all different sectors of business in order to be fair and unbiased.
- 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.