

Debra Purdy <debra@thegoodlife.ca>

bia

Hi Denise,

Here are some ideas for what the BIA could do to help small businesses in the area:

1. Keep the directory on the BIA website updated.

- Could we (The Good Life) please be added under the Gift Shop listing? I think November's Eve should be there too.

- The 'Search by Plaza' page would be more user-friendly if there were photos of each plaza.

2. More events - a mix of bigger ones and smaller neighbourhood-centric ones to encourage foot traffic and business discovery.

- The Walkerville Trick-or-Treat event was always big for us - we'd give out treats to kids on the last Saturday before Halloween, and also give a coupon or flyer to the parents that would help drive business back to us later.

- Some kind of holiday crawl on a designated weekend where participating businesses offer refreshments, entertainment, promotions, or something else to contribute to a festive atmosphere. A stamp card that people get marked at these businesses and if they mark off 10 or more they get entered into a draw for Tecumseh Dollars. (Similar to the Walkerville Holiday Walk.)

- Will the night markets be back this year?

- P.S. Parades are horrible for business. Nobody attending the parades buys anything but they all want to use our bathroom. Lots of shoplifters. And our customers who do want to shop can't come in because of road closures / crowds. ;)

3. Bring back Tecumseh Dollars asap.

4. A map of the area with businesses and points of interest marked for residents, visitors, or people looking to spend a day in the area. Printed copies to give out at our businesses, QR code decal we could post in our windows, digital version we could link to from our websites/social.

5. DIY walking tour itineraries for different neighbourhoods, including sights, activities, shopping, food/drink. These could be posted on the website and social media.

6. More video on the Tecumseh BIA's social media. It's more engaging than static photos.

Thank you for your interest and consideration!

Best,

Debra Purdy / Owner

The Good Life

Joyful Giving + Living

519.735.2200

1141 Lesperance Rd

Tecumseh, ON

N8N 1X3

thegoodlife.ca

Town of Tecumseh Business Improvement Area - Membership Feedback

Print all responses and charts

Question 1 has 2 answers (Open Text)

“We want to hear from you! What would you like the Tecumseh BIA to do for your business in the next two years?”

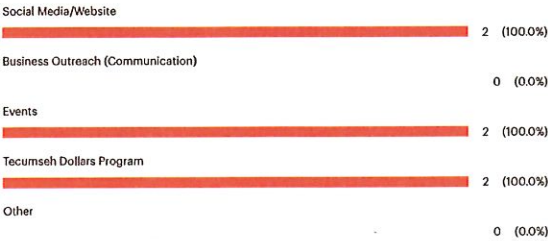
- Unknown contact said:

"Beautification in the area, flowers, pots, trees"
- Unknown contact said:

"Help drive business discovery and walk-in traffic. Encourage visitors from other parts of town. (I often hear, "I don't come here very often, I'm from Windsor.")"

Question 2 has 2 answers (Checkboxes)

“We want to hear from you! What do you think the Tecumseh BIA could improve on?”



Open text responses to "other":

No responses yet

Question 3 has 2 answers (Open Text)

“We want to hear from you! What type of events would you like to see happen within the Town of Tecumseh?”

- Unknown contact said:

"Anything that promotes local businesses. Passport program, visit certain businesses in a month, get a stamp, win a prize? Social media promotion, monthly feature of a business that is a member of the BIA."
- Unknown contact said:

"A holiday crawl event similar to Walkerville Holiday Walk, a trick-or-treat event similar to Walkerville Trick-or-Treat."

Question 4 has 2 answers (Open Text)

“We want to hear from you! How can the Tecumseh BIA improve municipally owned property to best compliment your business?”

- Unknown contact said:

"Keep it clean, modern and beautiful."
- Unknown contact said:

"Plenty of parking and encourage walking traffic, while not exacerbating traffic congestion (tall order, I know)."

Question 5 has 2 answers (Checkboxes)

“We want to hear from you! What is keeping you as a business owner from joining the Tecumseh BIA Board of

Feedback

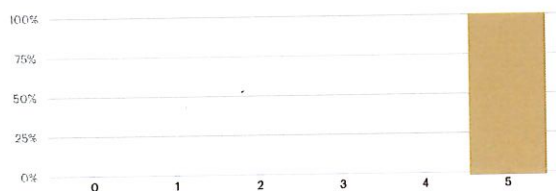
	1 (50.0%)
Disinterest	0 (0.0%)
What is a BIA?	0 (0.0%)
Other	1 (50.0%)

Open text responses to "other":

Unknown contact said:
"We are members"

Question 6 has 2 answers (Range) Avg rating: 5.0

"We want to hear from you! How valuable do you think having a BIA is?"



Question 7 has 2 answers (Open Text)

"We want to hear from you! What type of beautification projects would you like to see the BIA spearhead in the next two years?"

Unknown contact said:
"Trees, plants, Christmas decor, benches. Bike paths "

Unknown contact said:
"More trees, benches, flowers - I know this is already in the works."

Question 8 has 2 answers (Open Text)

"We want to hear from you! In your opinion, what makes Tecumseh standout amongst other neighbouring communities?"

Unknown contact said:
"I don't feel Tecumseh stands out currently but I see potential "

Unknown contact said:
"There are lots of unique boutiques here but I've noticed there's not a lot of awareness of them. Lots of unique food establishments as well - they get more attention than the retail"

Question 9 has 2 answers (Range) Avg rating: 3.0

"We want to hear from you! Overall, how would you rate your experience owning & operating a business in Tecumseh?"

