

Marketing Committee:

- Members consist of Travis Dorner, Laura Carcelen & Eddy Hammoud.

- Tasks for Committee Members to brainstorm/complete:

Committee has had a meeting recently to discuss the following topics and make decisions regarding them all:

- **Media Solicitation-** Committee has to discuss the potential opportunities of working with outside media outlets for 2023.
- **Community Safety & Crime Prevention Program-** In collaboration with the Town of Tecumseh and our local emergency services. Committee has to decide on when this initiative would be best to execute.
- **Subsidization-** Committee will visit the topic of subsidizing certain marketing and advertising opportunities for our Members once our budget has been made and approved for 2023.
- **Online Giveaways-** Coordinator has set-up some virtual Tecumseh Dollar giveaways for the beginning of 2023 to encourage engagement on our social media pages. This will lead to the public discovering the businesses within our BIA. Not only do we want to keep residents within our town staying/shopping local, but we want to increase tourism from neighbouring communities.
- **Marketing Proposals-** Committee has been actively working and meeting with Exponential Solutions Consulting about the rebrand/redesign of our logo, website & social media. Met with the Town of Tecumseh to ensure this initiative does not impede on the plans of the RED Program that the Tecumseh BIA could benefit from.
- **Tecumseh Dollars Gift Card Program-** Committee is waiting for Miconex to communicate when the design of the gift cards will be ready for us to agree upon, as well as when the set-up of our online portal will be completed. From there, we will be able to come up with an official launch date of the new program and announce it to the businesses, and general public.