

Marketing Committee:

- Members consist of 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. Paladin Security has also proposed their services for day/night patrol and events.
- **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 Firm-** The Marketing Committee is pleased to launch the Tecumseh BIA's new logo and slogan. With the new logo and slogan finalized, the Marketing Committee has begun to price out new swag items and materials. The Committee plans to specifically order window decals featuring the new logo including a QR code where patrons can scan with their phones and be directed to the Tecumseh BIA's new webpage. The Committee hopes to add these decals to each participating business. Artwork for new event banners are being finalized and will also be ordered with the QR code featured. Swag items will be ordered and the new logo will be launched at the October Business Mixer. The Committee has met with the marketing company to discuss details and plans on what the new Tecumseh BIA website should look like. The webpage is the next phase in the Committee's plans and is currently under construction. Timelines for completion are on target. The Committee anticipates reviewing a draft of the website within a few weeks' time.
- **Tecumseh Dollars Gift Card Program-** Committee has given Miconex our new logo and slogan for them to design our Tecumseh BIA gift cards. The Marketing Committee has also provided them with the updated version of the Members Who Accept Tecumseh Dollars list for Miconex to set them all up in our system. We are waiting for Miconex to get back to us with a draft of the gift cards prior to ordering them, and also to give us the green light to go out and set up the business' profiles for our new program. Miconex has given us a timeline as to when we would be ready to launch our new program and what the next steps are in the process to get there. They predict we should be ready to go by November 2023- right before the holiday season. We will not announce any details to the public until everything is set in stone to prevent making false promises and releasing misinformation/causing any confusion.