



TECUMSEH *BA*

2025 Budget Proposal

Organization Overview

Mission: To empower local businesses, celebrate our heritage, and create a vibrant community experience in the town of Tecumseh supporting economic and social prosperity by facilitating growth, fostering engagement, and enhancing the unique character of our town.

Vision: To make Tecumseh a premier destination where history is preserved and embraced, businesses thrive, and community is strengthened by fostering civic pride and engaging tourism experiences.

Background

Values – Progress, Partnership, Advocacy,
Innovation & Development

Strengths:

- Economic Growth
- Clean & Safe
- Affluence & Affordability

2024 Highlights

Recap Video

2024 Achievements

Major Initiatives:

- **Marketing** (*including events*) with social media, bi-annual mixers and members' holiday event;
- **Beautification** with oversized lighted Christmas tree display (*plus Sea-Can for storage*), murals, banners, and planters for small trees or large shrubs; and
- **Membership** with the launch of the new Tecumseh Dollars gift card program, educational videos, and holiday sale.

2025 Goals

1. Become a hub for education, information & resources.
2. Increase district representation in all areas.
3. Position the TOTBIA as a place-making leader.

Objectives & Tactics

- **Marketing** (*including events*) with social media, education talks, sector meetups, bi-annual mixers, members holiday event, seasonal farmers market support, community clean-up day and open-air market;
- **Beautification** with tree planters program, all-season white string lights, and digital signage at parkette;
- **Membership** with Tecumseh Dollars gift card program, bi-annual sales, and Associate Membership program; and
- **Governance** with Customer Relationship Management database and mass mailing, streaming board meetings, training and policies, and part-time administrator.

Challenges

Weaknesses:

- Infrastructure
- Governance
- Workforce

Threats:

- Planning vs. reactivity
- Data collection
- Changing business landscape

Recommendations

Opportunities:

- Communication
- Engagement & Outreach
- Tourism

The 2025 TOTBIA Proposed Budget requests a levy of \$300,000, a base increase of \$65,000 to the 2024 levy, to better services and support to offer more.

Note: BIAs (*ex. DWBIA and Streetsville*) of similar size (500+ members) have operating budgets of \$500,000 plus to best serve their membership.

Thank You for your Consideration.