



2025-2026 Strategic Plan

Organization Mission, Vision & Values:

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.

Values – Progress, Partnership, Advocacy, Innovation, and Development.

SWOT Analysis:

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> ▪ Economic Growth ▪ Clean & Safe ▪ Affluence & affordability 	<ul style="list-style-type: none"> ▪ Infrastructure ▪ Governance ▪ Workforce 	<ul style="list-style-type: none"> ▪ Communication ▪ Engagement & Outreach ▪ Tourism 	<ul style="list-style-type: none"> ▪ Planning vs reactivity ▪ Data collection ▪ Changing business landscape

Prioritized 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.

SMART (Specific, Measurable, Attainable, Realistic, Time-based) Objectives & Actionable Tactics:

- Facilitate Education Talks – three per year (Health & Safety, Social Media, Sales, Accounting, Insurance, Real Estate) in January, May and September.
- Host Sector Meet-Ups – three per year (Restaurants, Retail, Service) in February, June and October.
- Organize a Community Clean-Up Day on a Saturday morning in May.
- Hold an Open-Air Market on a Saturday in August.
- Support initiation of seasonal farmers’ market
- Pursue digital signage at BIA Parkette for additional member promotion and events advertising
- Continue to rollout tree/shrub planters program to wider district
- Installation of all-season white string lights for Beautification
- Continue Tecumseh Dollars gift card program – bi-annual sales in April and early November.
- Implement amended Associate Membership program
- Purchase OBIAA CRM for database and mass mailing
- Governance training and board policies (constitution)
- Hire part-time administrator
- Stream board meetings