



## 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"> <li>Economic Growth</li> <li>Clean &amp; Safe</li> <li>Affluence &amp; affordability</li> </ul>	<ul style="list-style-type: none"> <li>Infrastructure</li> <li>Governance</li> <li>Workforce</li> </ul>	<ul style="list-style-type: none"> <li>Communication</li> <li>Engagement &amp; Outreach</li> <li>Tourism</li> </ul>	<ul style="list-style-type: none"> <li>Planning vs reactiveness</li> <li>Data collection</li> <li>Changing business landscape</li> </ul>

### 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