



The Corporation of the Town of Tecumseh

Development Services

To: Mayor and Members of Council

From: Brian Hillman, Director Development Services

Date to Council: Tuesday, July 22, 2025

Report Number: DS-2025-18

Subject: Rural Economic Development (RED) Agreement Extension
Tecumseh-Lakeshore Commercial Area Branding Study
OUR FILE: D02 Tecumseh Lakeshore Commercial Area
Branding Study

Recommendations

It is recommended:

That Report DS-2025-18 entitled “Rural Economic Development (RED) Agreement Extension Tecumseh-Lakeshore Commercial Area Branding Study”, **be received**;

And that a by-law authorizing the extension of the “Rural Economic Development Program” Contribution Agreement between the Minister of Agriculture, Food and Agribusiness (the “Province”) and the Corporation of the Town of Tecumseh, Town of Tecumseh Business Improvement Area and Municipality of Lakeshore, satisfactory in form to the Town’s Solicitor, **be adopted**, subject to the following occurring prior to the Town’s execution of the Agreement extension:

- i) The Corporate Leader, Chief Financial Officer of the Municipality of Lakeshore signing the Agreement extension; and
- ii) The BIA Chair and Vice Chair signing the Agreement extension;

And further, that the execution of such further documents as are called for by the Agreement extension approved above including, but not limited to, the execution of the acknowledgement/direction required to register the Agreement extension and such

other acknowledgements/directions contemplated by the Agreement extension, by the Mayor and Clerk, **be authorized.**

Background

Rural Economic Development (RED) Contribution Agreement

In September of 2023, Council authorized the execution of the Rural Economic Development Program (RED) Contribution Agreement between the Minister of Agriculture, Food and Rural Affairs (now the Minister of Agriculture, Food and Agribusiness or “OMAFRA”) and the Town of Tecumseh and the Town of Tecumseh Business Improvement Area by way of [DS-2023-19](#). The Town and its partners were awarded a matching grant of \$30,000 to apply to the estimated \$60,000 of the Tecumseh-Lakeshore Commercial Area Branding Study (“Branding Study”). The Town has allocated \$20,000 to the Branding Study while the Municipality of Lakeshore has committed \$10,000. The Tecumseh BIA has committed to providing in-kind services.

At its June 24, 2025 meeting, by way of [DS-2025-15](#), Council endorsed the branding package developed by Tango Creative Group (“Tango”) as part of the Branding Study. This endorsement concluded the fourth of five phases comprising the Branding Study. The fifth and final phase involves developing a marketing and communications strategy that aligns with the approved branding package. The approval of the marketing and communications strategy, including details regarding timing and costs, will be brought before Council by way of a future report by the end of summer.

To accommodate the activities to be undertaken in the fifth stage, an extension to the RED Contribution Agreement is necessary in accordance with the timelines detailed in the Comment section below.

Comments

The current Project End Date established in the RED Contribution Agreement was April 1, 2025. Due to changes in Administration in the Municipality of Lakeshore and to the key members of the Project Team guiding the study, the study progress was delayed. Accordingly, in March of this year, a formal request was made to OMAFA for an extension. OMAFA indicated that, given the time frames involved, a formal amendment to the original agreement is necessary and agreed to permit an extension to August 31, 2025. The work to be undertaken by Tango to assist in the completion of the project will be finalized by the end of August 31, 2025, which will allow the associated costs to be covered by this funding program. The attached Amending Agreement (see Attachment 1) reflects this extended date.

Consultations

Financial Services
Legislative Services & Clerk
Municipality of Lakeshore
Town of Tecumseh BIA
Tango Creative Group

Financial Implications

The Town's contribution towards the Branding Study, funded through the Tax Rate Stabilization Reserve, will continue to be \$20,000.

Link to Strategic Priorities

Applicable	2023-2026 Strategic Priorities
<input checked="" type="checkbox"/>	Sustainable Growth: Achieve prosperity and a livable community through sustainable growth.
<input type="checkbox"/>	Community Health and Inclusion: Integrate community health and inclusion into our places and spaces and everything we do.
<input type="checkbox"/>	Service Experience: Enhance the experience of Team Tecumseh and our citizens through responsive and respectful service.

Communications

Not applicable ☒

Website ☐

Social Media ☐

News Release ☐

Local Newspaper ☐

This report has been reviewed by Senior Administration as indicated below and recommended for submission by the Chief Administrative Officer.

Prepared by:

Chad Jeffery, MA, MCIP, RPP
Manager Planning Services & Local Economic Development

Reviewed by:

Tom Kitsos, CPA, CMA, BComm
Director Financial Services & Chief Financial Officer

Reviewed by:

Robert Auger, LL.B.
Director Legislative Services & Clerk

Reviewed by:

Brian Hillman, MA, MCIP, RPP
Director Development Services

Recommended by:

Margaret Misek-Evans, MCIP, RPP
Chief Administrative Officer

Attachment Number	Attachment Name
1.	Amending Agreement