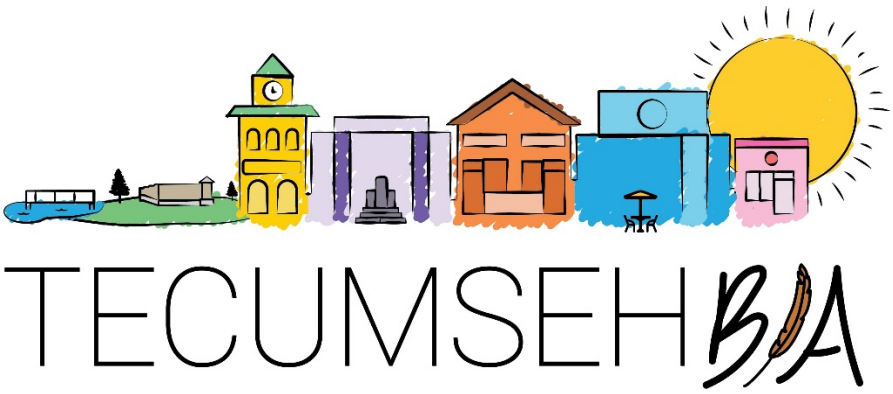

Tecumseh Business Improvement Area (BIA) Strategic Plan 2026

Vision Statement

To make the Town of Tecumseh a premiere destination where history is preserved and embraced, businesses thrive, and community is strengthened by fostering civic pride and engaging tourism experiences.

Mission Statement

The Board will foster an atmosphere where businesses are eager to collaborate, connect, and participate. We will build prosperity through education, promotion, and advocacy.

Strategic Goals & Objectives

1. Enhance Main Street Beautification

Objective: Strengthen the visual appeal of Tecumseh Road East and Lesperance Road to create a walkable, attractive, and cohesive environment for businesses and visitors.

- Create seasonal planter programs (Spring, Summer, Fall, Winter) with coordinated designs.
- Enhance visual elements to support beautification during key seasons.
- Partner with the Town of Tecumseh for sustainability and maintenance of planters.

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2. Enhance the Tecumseh Dollars Program

Objective: Drive local spending and support member businesses through an expanded and well-promoted incentive program.

- Execute 3 Tecumseh Dollars sales annually, each releasing $40,000 worth of vouchers at 20% off.
- Increase promotional support to raise awareness and participation.
- Increase business participation to grow merchant list.

- Provide participating businesses with signage and education on redemption processes.
- Monitor sales and redemption data to measure ROI and community impact.
- Use marketing campaigns to enhance awareness and educate community on program (e.g. “Tecumseh Thursdays” will promote dine local initiative on Thursday).

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3. Invest in Infrastructure Supporting Active Transportation

Objective: Enhance accessibility and encourage sustainable travel by supporting cycling and pedestrian activity leading to main street areas (Tecumseh Rd E & Lesperance Rd.).

- Purchase and install BIA-branded bike racks along active transportation routes, trails, and key commercial nodes.
- Coordinate placement with the Town’s infrastructure and parks departments to ensure visibility and safety.
- Promote Tecumseh as a bike-friendly business district in marketing materials and maps.

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4. Strengthen Marketing, Promotions & Online Presence

Objective: Position Tecumseh as a premier small-town destination through dynamic digital and physical promotion.

- Execute a strong, year-long marketing campaign with a focus on:
    - High-impact social media strategy (Instagram, Facebook, TikTok).
    - Out-of-home billboards in high-traffic regional locations.
    - Seasonal print materials and video storytelling showcasing local businesses.
- Promote new and existing events with engaging visuals and consistent branding.
- Deliver a robust BIA website with business directory, event calendar, media gallery, and member resources portal.

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5. Deliver Exceptional Events

Objective: Enhance signature events and introduce new experiences that foster community engagement and tourism.

- Expand the Twinkling Lights Night Market with additional vendors, entertainment, and vendors.
- Launch the inaugural Tecumseh Christmas Market featuring artisan vendors, food trucks, family activities, and holiday entertainment.

- Introduce small-scale, themed activations throughout the year (e.g. Community Clean-Up, Sidewalk Saturdays, Tastes of Tecumseh, etc.).

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6. Increase Business Engagement & Education

Objective: Provide professional development, promotional exposure, and support to BIA members.

- Host bi-annual educational sessions covering digital marketing, Health & Safety, social media, Corporate Insurance and grant opportunities.
- Create and distribute a "Welcome to the BIA" toolkit for new businesses.
- Continue to promote Member Spotlight Features on social media and the BIA website.
- Offer personalized support through one-on-one outreach and onboarding visits.

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7. Business Recruitment & Retention

Objective: Support a diverse mix of businesses that complement the district's identity and needs.

- Maintain an inventory of up to date business members and associate members as well as a list of available properties for lease or rent.
- Collaborate with the Town's Economic Development team on targeted business strategies while supporting business engagement tasks. (e.g. TANGO project)
- Promote small business grant programs and dispense information on support agencies and services.
- Promote peer mentorship opportunities and networking events.

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8. Strengthen Stakeholder Communication & Partnerships

Objective: Foster collaboration and open dialogue with community stakeholders and businesses.

- Distribute a monthly e-newsletter with updates, opportunities, and success stories.
- Host quarterly BIA Mixer meetings with key speakers for members and stakeholders to network.
- Build partnerships with community organizations, groups and schools.
- Increase BIA visibility at community events, Town-hosted activities, and partner showcases to promote BIA programs and build public awareness.

Alignment with 2026 Operating Budget

The 2026 Operating Budget will be aligned to fund and support the goals in this plan, with allocations as follows:

Category	% Allocation	Key Investments
Beautification	10%	Seasonal planters, décor, branded bike racks
Marketing & Promotion	20%	Social media campaigns, website, billboards, print media, swag, monthly newsletter
Events, Education, Member Appreciation	15%	Twinkling Lights, Christmas Market, Educational Workshops, Mixers, onboarding kits, engagement
Tecumseh Dollars Program	15%	Voucher subsidies, promotion, materials
Training and Education	10%	Board and Staff training, education and conferences
Administration	30%	Operations, Office Supplies, Staffing, Accounting Services

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Implementation Timeline – Highlights for 2026

Quarter	Key Actions
Q1	First Tecumseh Dollars sale, spring beautification planning, first business Mixer
Q2	Bike rack installation, second Dollars sale, billboard campaign, Twinkling Lights Night Market prep, spring/summer events, second business Mixer, Community clean-up
Q3	Twinkling Lights Night Market, second Tecumseh Dollars sale, fall beautification, third business Mixer
Q4	Christmas Market launch, holiday lighting, end-of-year reporting, AGM, Holiday Party, fourth business Mixer, Winter planter beautification

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Conclusion: A Strategic Path Toward a Stronger Tecumseh

The Tecumseh BIA Strategic Plan for 2026 provides a clear vision and actionable roadmap for building a more beautiful, prosperous, and connected business district. With expanded community engagement, upgraded infrastructure, stronger marketing, and enriched events, this plan supports local businesses while enhancing the area's identity and appeal. By aligning the budget and activities around these priorities, the BIA will foster a vibrant community where businesses thrive, residents feel proud, and visitors keep coming back.