



City of Tecumseh Marketing Strategy

The City of Tecumseh employs a multipronged approach to marketing which provides a diversity of programming, branding and outreach strategies with emphasis on placemaking/events, regional and statewide collaboration and strong general marketing/advertising tactics. The myriad of effort the City puts forth results in a desirable breadth and depth of reach and frequency as well as a broad target market effectively reached. The strategies described in the following plan have been created over many years and measured for effectiveness. The resulting plan has succeeded in maintaining a high-quality community and brand that attracts tens of thousands of visitors each year.

Placemaking/Events

The City of Tecumseh utilizes placemaking as a marketing strategy, including annual projects that draw regional attention and visitors, like Art Trail and Art Walk. As part of this strategy, the City of Tecumseh has created a robust event schedule designed to engage various demographics and engage people from throughout the region, including Ohio and Indiana. Some examples of our events include:

- Ice Sculpture Festival - January
- Diva Night – April & September
- Art Trail Tecumseh – Year Long Event
- Classic Car & Bike Show- May through September
- Movies in the Park – May through September
- Sidewalk Sales and Pet Parade, Summer Street Party - July
- Appleumpkin Festival - October
- Holiday Open House – November
- Holiday Parades

These events typically bring in an average of 50,000 people to the city throughout the year, allowing many people to experience Tecumseh first hand. Our calendar of events is part of a robust placemaking strategy employed as a pillar of our marketing and economic development plan. Other placemaking strategies include:

- Public Art Displays
- Sculpture Gardens
- Strong parks system including 15 parks totaling over 300 acres of greenspace, waterways, wildlife, biking and hiking trails for residents and visitors to enjoy
- Walking paths from the east end to the west end of town promoting exploration and making Tecumseh a truly walkable community.
- Kiwanis Bike Trail

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In order to market these events, the City of Tecumseh utilizes its websites, www.mytecumseh.org and www.downtowntecumseh.com. Constant Contact email blasts, targeted advertisements on multiple social media platforms (some paid) promote the City on several different levels.

General Marketing/Outreach

- The City also engages with the local newspapers (Tecumseh Herald, Daily Telegram), the Tecumseh Area Chamber of Commerce, local and regional radio, regional television, constant contact and various social media platforms to share important events news, especially positive news that can affect overall branding. This is a daily activity and has always produced good results within our local and surrounding communities. Additionally, the City is heavily engaged with local and regional organizations who are influential in branding and outreach, such as the Tecumseh Central Business Association, local and regional Chambers of Commerce, Ann Arbor Spark, Downriver Area Brownfield Association, etc.
- The City Marketing Coordinator has developed strong relationships with regional Michigan Welcome Centers and provides quality displays for both Monroe and Dundee centers year-round. Her relationship building and quality of displays have earned Tecumseh the most visible positions within the centers, visited by over 1,000,000 people annually. We will continue these efforts as they are significant positive branding opportunities at very low to no cost.
- The City is active with Pure Michigan and allocates funds each year to be included in marketing campaigns. The funds are typically collected from area businesses that also see the value of the Pure Michigan campaign and therefore help to promote it. This campaign typically results in 1,000 visitor packet requests, a significant branding opportunity.
- In October 2018, the City implemented iCompass which provides solutions for cloud-based meeting, and records management for municipalities. iCompass automates meeting and records management workflow in one system, and facilitates open governance through comprehensive and seamless access to information. It provides real-time pulse and complete visibility into what's going on across the entire organization, which assists in improving efficiency and increasing transparency. This program increases the City's ability to manage and provide online access to historical and archived records for both the public and/or staff. This tool creates a transparency that encourages residents to engage with the city in a meaningful way and also allows potential future residents the ability to learn and interact with meaningful information about the city and how it operates. Having a tool like iCompass brands the City of Tecumseh as a progressive community with fair and transparent government, which is a necessity to attract and retain today's generation.

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County/Regional Economic Development Marketing

- The City of Tecumseh is the 2nd largest city in Lenawee County, and as such it engages with the local Lenawee County Visitors Bureau (Visit Lenawee) on placemaking/events to ensure the furthest reach possible. In 2018 the city partnered with Visit Lenawee to create a county wide brand that enables us to pool county wide marketing resources to increase reach and frequency. These advertisements were launched in the fall in the Ann Arbor and Toledo markets and seem to be performing well. The city will continue this partnership with Visit Lenawee and hope to expand to include additional campaigns and broaden the geographical reach in 2019.
- The City also works with the Regional Growth Partnership, an economic development sales and marketing organization for Southeast Michigan and Northwest Ohio. <https://rgp.org/>. The RGP works with site consultants across the US to represent Northwest Ohio and Southeast Michigan. They regularly travel to meet with out of state site selectors and utilize the information and site marketing materials the city provides in those meetings. In addition to RGP's national focus, they also have an international presence with offices in China and Germany and a staff person devoted to attracting foreign direct investment and working retention for companies with headquarter sites outside of the US. The city's relationship with the RGP provides a much broader reach for retention and attraction and provides a strength to the brand of the City of Tecumseh.
- The City also works closely with Lenawee Now and the Michigan Economic Development Corporation (MEDC) to facilitate the achievement of economic and business development goals and to formulate strategies to meet the talent and workforce needs and expectations. These efforts result in branding and outreach opportunities within Michigan, Ohio and even Indiana.

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