

Tigers Inc.

March 2021 Board Meeting



Welcome Board Members



Board Meeting Agenda

- Wealth Management Update
- Strategic Project Management Update
- Marketing Update
 - Group 1 (RP Diamond)
 - Group 2 (Back Our Businesses)
- Event Management Update
- Review of Financials
- Plan for Future Meetings

Strategic Project Management

Nisbet Plan:

- This past quarter, SPM partnered with the City of Loveland to update Nisbet park. We were invited to join the Future of Nisbet Park Committee to offer our perspectives on what the park should look like in the future, in order to serve the community, specifically our age group.
- Met with Mrs. Zuch from KZF Design
- Created a survey that is pending approval from the city manager



Strategic Project Management

Our Work With Mr. Hart:

- Updated park evaluation form
 - Our updated form has been approved by the city and will be used for all future evaluations
- March 31st meeting to create a final report of improvements, and needs for the parks around Loveland
 - List will go to public works directors



Babs D, Erin F, Colin B, Ajay S, Justin D

Marketing (RP Diamond)

- Increase social media platforms - all 3
- Reach younger demographic
- Establish that RPD also supplies merchandise to small businesses
- Mom & pop shop
- RP Diamond went from posting about 1-2 times a month to posting 3-4 times a week.
- Helped create custom graphics for their content
- RPD struggle with hands on social media



Our Custom Graphics for RP Diamond



R.P Diamond Analytics

Instagram

Followers Gained: Started with 215 and now has 257 followers (gained 42)

Average Likes: 20-25 likes

Reach before: avg. of 128

Reach during: avg 315

Total impressions: 5,234

Twitter

Followers Gain: Started with 547 and now has 566 (gained 19)

Tweet Impressions: 14.2 and is up 288.9%

Profile Visits: 1,008 and is up 105.3%

Used to post about 1-2 times a month and now posts about 10 times every two weeks

Facebook

Followers Gained: Started with around 582 and now has 646 (gained 64)

Average Likes: 24

Engagement has increased drastically from a couple 100 impressions to 1693

People Reached: 7,884

Average post reach: 352

Wrapping It Up & Future Plans



Wrapping it up

- Towards the end of the school year we plan to wrap things up with RP Diamond.
- Leave them in a good state on Social Media so they can continue to grow

Possible Partner

- The new vibe fitness gym, and juice bar

Future Plans

- Focus more on Tigers Inc.
- Form a stronger relationship with LHS students as well as the parents within the Loveland community
- Larger social media presence within the school

Back Our Businesses Overview

BACK OUR BUSINESSES!

IMPACT WEEK

Shop and eat at local Loveland businesses and make your **IMPACT** the week of March 1-7



— JOIN US —
MARCH 1-7

Organized by
Tiger's INC
Non-Profit

- For the past couple months we have been working on our Back Our Businesses Campaign
- A week-long event March 1-7 promoting local businesses by encouraging shopping, eating, and support
- Businesses partnered with local non-profit organizations
- We promoted the event on all social media platforms
- Brought awareness to Tigers Inc. as a whole, promoting our social media presence

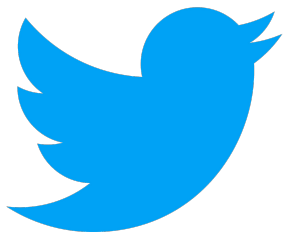
Supporting Local



Photos shared on social media throughout the week!

Social Media Analytics

Twitter



Follower gained: 17 (242-259)

Impressions: **+70K** (866-71K)

Profile Visits: +1,814 (211-2,025)

41 Mentions

Most Popular Tweet: “Back Our Businesses starts TOMORROW”

Instagram



Follower gained: 134 (70-204)

Most Popular Post: City Council Meeting

- 323 Reach
- 48 likes

Facebook



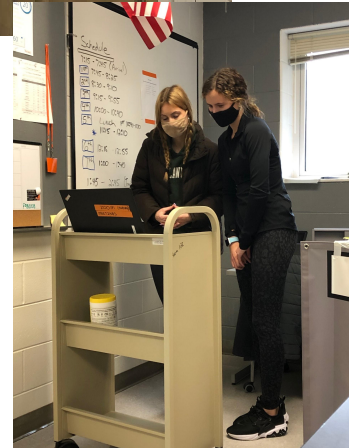
Created a Facebook for Tigers Inc.

Followers Gained: 122
Page Likes: 107

Most Popular Post: List of Businesses- **6,041** people reached

Accomplishments in the Community

- City Council Meeting
- Chamber of Commerce
- Local news/papers (Beacon, Loveland Magazine)
- WLWT Feature
- Local community members (Lynn Mangan)



Other Accomplishments



LHS STUDENTS ARE "REDEFINING THE CLASSROOM"

Posted by Chuck Gibson | Feb 25, 2021 | LIFE, SCHOOLS | 0 | ★★★★★

BUSINESSES" EVENT

TIGERS INC. "BACK OUR BUSINESSES"

By Loveland Magazine - Feb 24, 2021 | 0



Future Plans



Loveland Legacy Foundation Partnership

- Future partnering and possible campaign with LLF, Loveland nonprofit
- Group of four met with Board President (Steve Max) and Vice President (Brian Garry)
 - Plans to attend future board meetings

Loveland City Schools Business Awareness Campaign

- Meeting with Mr. Knapp to discuss how to inspire and implement business in youth
- Develop a plan to spread awareness of the business pathway and Tigers Inc. to the younger grades
 - Present to other Loveland Schools



Future Board Meeting Dates



Possible Dates:

- **May 5, 2021**