

Tigers Inc.

March 2022 Board Meeting

Matt Aliaga - President
Ben Holman - Vice President
Belinda Sherman - Secretary
Chris Kuhn - Treasurer

Craig Murnan - Advisor



Welcome Board Members



Board Meeting Agenda

- Wealth Management Updates
- Community Outreach Updates
- Marketing Updates
- Review of Financials

Wealth Management



- Overview
- Portfolio
- Future Plans

Community Outreach



- The projects we have completed and are currently working on include
 - Dog park in back of Kiwanis Park
 - “Budding Business” podcast
 - Operation L.E.A.D
 - Back Our Business Week - ‘Impact Night’
 - “Threes for LIFE”

Community Outreach: Dog Park

- Construction of the park is completed
- Currently waiting on signs and final details
- Now working on the opening day event
 - May 7



Community Outreach: Podcast

- Successes:

- 900 Streams and 210 Returning Listeners (Spotify)
- Good Launch
- Wealth of Future Guests

- Failures:

- Need accurate analytics from Apple
- Can improve on listener retention
- Increase Social Media Presence



- Title: Budding Business
- Cover Art Pictured Above
- Episode Length: 20-30 Minutes
- Release Schedule: 3-4 Times a month
- Platforms: Spotify, Apple Podcasts, RSS

Community Outreach: Back Our Businesses

TIGERS INC. AND LOVELAND LEGACY
PRESENTS

IMPACT NIGHT

AS A PART OF

BACK OUR BUSINESSES

SHOP, EAT, AND SUPPORT LOCAL
LOVELAND BUSINESSES WEEK OF
FEBRUARY 28-MARCH 6

5-8 PM FRIDAY, MARCH 4TH

WEAR ORANGE AND
COME SUPPORT!



BACK OUR BUSINESSES



SUPPORT THESE PARTICIPATING SHOPS AND
RESTAURANTS FEB. 28.-MARCH 6

Community Outreach: Back Our Businesses

Back Our Businesses 2022 Recap

- Communication to TPA, CeeCee Collins, City Council
- Social Media
- Show of Support
- Impact Night

BACK OUR BUSINESS WEEK
MONDAY: Kick-Off
TUESDAY: Take Out
WEDNESDAY: Workshop
THURSDAY: Treat Yourself Thursday
FRIDAY: Impact Night
SATURDAY:
SUNDAY: Sweet

Community Outreach: Back Our Businesses

IMPACT NIGHT 2022



Community Outreach: Back Our Businesses

To The Future..

- Continuing the annual event
- Impact Weekend 2023
 - Working towards increasing retail traffic

Community Outreach: LIFE Food Pantry

- Worked alongside Jarvis Global Investments, Loveland Athletics, and the Loveland High School Spirit Club
- Coordinated the donation of over 2200 cans to the LIFE Food Pantry
- Served local families and those in need globally



Marketing



Active projects:

- Vibe Fitness
- RP Diamond
- Revolve Nutrition
- The Loveland Woman's Club
- Lemons and Limes Boutique

Marketing (Vibe Fitness)



- **Growth + Interaction**

377% increase in accounts reached over the past month

- **Spreading the word of Vibe Fitness**

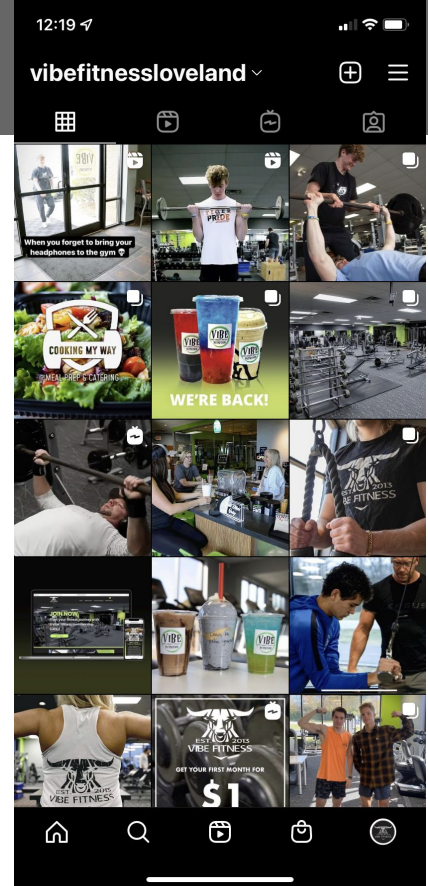
Word of mouth business with more volume of conversation

- **Marketed Personal Trainers and training programs**

Increased relationships between trainers and gym members

- **Venture into new facets of engagement**

116 accounts engaged over past two weeks- IG REELS



Marketing:

RP Diamond

- Continue managing accounts on major social media platforms
- Made over \$1,600 in profits on first pop-up shop. Planning for a second shop in early April
- Still currently making new TikTok's for RP Diamond.

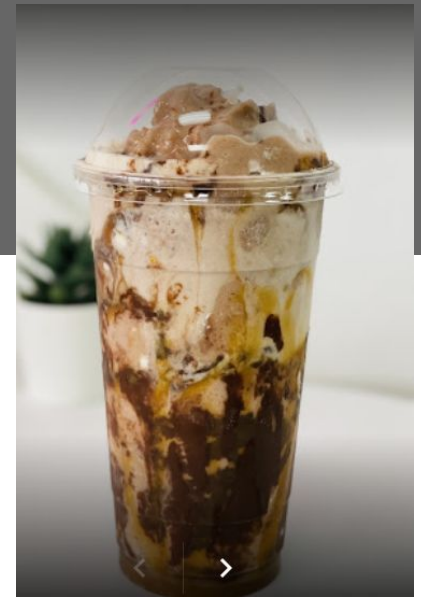


POP UP SHOP



Revolve Nutrition

- Marketing Techniques
- Athlete of the week from several different schools
- Just hit 2,146 followers
- Started with 1,970
- Created partnership with 5 Seasons (widening customer base)
- Increasing profit



FIVE SEASONS
FAMILY SPORTS CLUB
CINCINNATI

The Loveland Woman's Club

- Marketing for their upcoming fashion show, Fashion For FUNds, together with Lemons and Limes
- Created their first ever website
<https://lwclub1912.wixsite.com/lovelandwomansclub>
- Their proceeds go towards scholarships for LHS Seniors



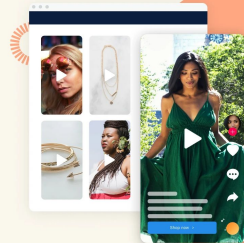
Lemons and Limes

- Tik Tok account- help attract younger audience
- Creating a well-known reputation through their business
- One of the first ever Tik Tok accounts using Shopify
 - Together with Kylie Cosmetics
- Video got over 3500 views

 **shopify**

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TikTok
For Business



General Updates

Update of Major Financial Transactions

- Donations from Loveland Legacy, Mr. Jarvis, Mr. Aliaga, Impact Night Interactions and many more
- One anonymous donation for \$3,875
- Allocated the money to pay off the initial start up liability of \$1,000
- Donate \$300 to the ALS Foundation on behalf of Mrs. Johnson

Future Plans

- The Wall Project is estimated to cost about \$1,500
- Approve future transfer from US Bank account to continue DCA

Future Board Meeting Dates

- May 5th, 2022

