

TECUMSEH



PROMOTION

One of the best places to live in America

Many visit... the lucky ones stay.

It's never been a secret to the 8,500 people who live here: Tecumseh is the sweetest town around.

But the word went national in July when our city made the headlines in *Money* magazine (one of the premiere financial publications in the U.S.) as one of the top 100 small towns in America. It's always nice to have independent corroboration, but being the domestic destination is not news to anyone in southeastern Michigan and hasn't been since Musgrove notched the first log for his cabin here in 1824.

We, as residents, do however take issue with our actual place in the ranking among the top 100. Number 93? Come on. We can only assume that our position is because we are the new model in the lineup and that familiarity will boost our ranking next year.

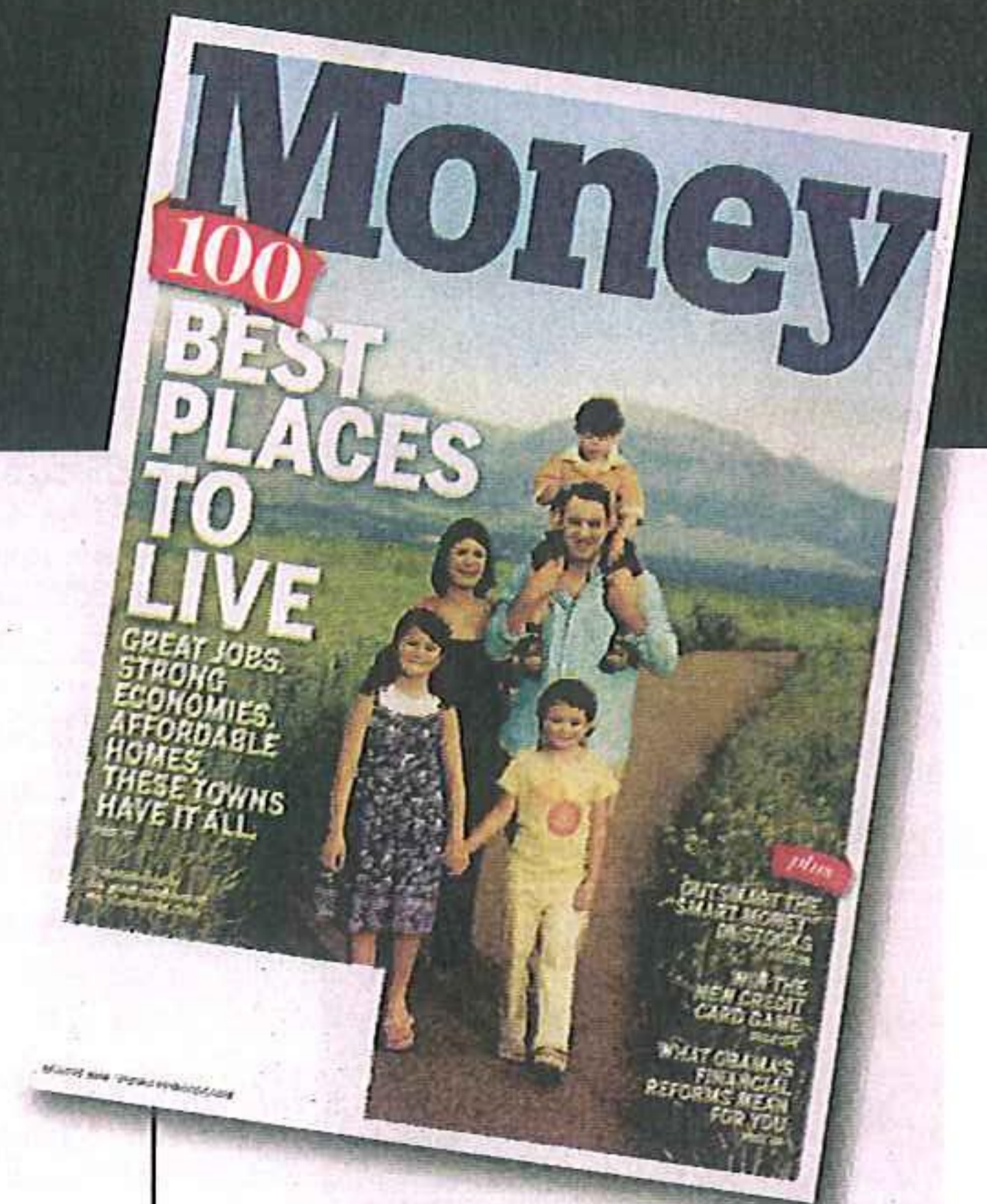
The publicity is paying tangible dividends, however. According to Tecumseh's Marketing Coordinator Shelley Lim, inquiries about the city have increased and the office of economic development has fielded calls from a number of other cities and a host of individuals regarding Tecumseh. Our inclusion on the list has brought us some well-deserved

attention," said Lim, "and we now have a new city web site to refer them to for more information. The web site (www.mytecumseh.org) has been very well received and we've had a lot of positive comments about it since it went up."

Money magazine, which is a print medium affiliated with the cable television network CNN, does not bestow the honor of a listing on its top 100 best places to live without some intense research. They don't want to make any recommendations that would reflect poorly on either of their media ventures (or their investment advice, for that matter). The publication goes to great lengths to research its recommendations including contacting local residents and businesses to get direct input from real people.

Lim said that people have contacted city offices to let administrators know that our fair city was under consideration and in the running. *CNN Money*, as it is properly known, is a leading resource for finance and investment and is also known for its lists of best big cities to live in, best deals in college choices, and a host of other money-savvy 'best-of' lists. The most recent best-of list is the current "Top 25 Places to Retire."

With the spotlight on us and the economic picture beginning to brighten, people are beginning to find out from the financial wizards that the smart money is on Tecumseh.



City of
Tecumseh
Innovative Timeless Inviting

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