

Northville DDA - Marketing Mix Committee

AGENDA

Thursday March 1, 2017

Meeting Room A – 8:30 am

- 8:30 – 8:40
 - 1. PR & Marketing efforts for February
 - A. February PR Summary (Attachment 1.A)
 - B. February Stats and Measurements (Attachment 1.B)

- 8:40 – 8:50
 - 2. Thoughts on:
 - A. Consumer Video
 - B. Direct mail for summer events
 - C. Graphic Design Package
 - D. Creative Many Study

- 8:50 – 9:10
 - 3. Special Events
 - A. SubCommittees:
 - i. Reel Michigan
 - ii. Winter/Spring Month Long Installation

- 9:10 – 9:20
 - 4. Strategic Plan Update (Attachment 4)

- 9:20 – 9:30
 - 5. Community Feedback
 - A. Centralized source for event information
 - B. More Organic Opportunities
 - C. Not enough use of Town Square
 - D. Embrace/Celebrate the Race Track
 - E. Business Hours
 - F. Bike Racks and Facilities
 - G. Northville Square – Family Activities

 - 6. Upcoming Events
 - A. First Friday Experience – March 3
 - B. First Friday for Kids – March 3
 - C. Northville Business Showcase – March 18
 - D. Girls' Night Out – March 31

- 7. Next Meeting – April 6, 2016 (Attachment 6)

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY (February 2017):

PUBLICITY:

Press materials that have been prepared & sent out in January 2017:

- March / April Calendar
- Browndog Expansion

Upcoming press materials:

- Nourish Northville Opening

Press Coverage Received & Upcoming (Highlights/major press hits):

Received in February 2017:

- Between the Lines (Feb. 23) – Browndog Expansion in Northville

SOCIAL MEDIA:

- Promoted Valentine's Day Post
- Facebook ~ Continued to maintain the page, including daily posts on events and business announcements
- Twitter ~ Continued to maintain the page, including daily posts on events and business announcements

UPCOMING PAID ADVERTISING:

PRINT:

- HOUR 1/2 page ads in the following issues:
 - May 2017
 - June 2017
 - August 2017
 - September 2017
 - November 2017
 - December 2017
- Chamber Directory (February)
- Ad in Parks & Rec Spring/Summer Brochure
- Ad in Tipping Point Theatre 10th Anniversary Season Programs

ADDITIONAL:

- Consumer Videos (Date TBD)
- New Photography (Date TBD)

February 2017:

FACEBOOK:

Weekly Page Update:

Page Likes: 7, 975
New Likes: 38 (since last summary)
Weekly Total Reach: 11,284
Weekly People Engaged: 754
Weekly Page Visits: 49

Promoted Post ~ Valentine's Day (with photos)

Run date(s): February 7-14
Total Reach: 3,690
Organic Reach: 917
Paid: 2,773
Photo clicks: 66
Link clicks: 5
Likes: 32 (26 on post & 6 on shares)
Loves: 3 (3 on post)
Comments: 0
Shares: 5 (2 on post & 3 on share)
Page Likes: 1

Organic Post ~ Browndog Opening / Brunch at the #Barlor (shared their event)

Run date(s): February 21 (9:35 a.m.)
Organic Reach: 1,964
Likes: 32 (32 on post)
Comments: 2 comments (on post)
Shares: 0
Clicks: 96 (other)

Organic Post ~ Nourish Northville Opening (with phto)

Run date(s): February 13 (2:00 p.m.)
Organic Reach: 1,925
Likes: 32 (32 on post)
Love: 3 (3 on post)
Comments: 1 (on post)
Shares: 0
Clicks: 159 (19 photo & 140 other)

Organic Post ~ Town Meeting/Strategic Plan (with phto)

Run date(s): February 7 (3:45 p.m.)
Organic Reach: 5,768
Likes: 44 (15 on post & 29 on shares)

Comments: 10 (on shares)
Shares: 19 (18 on post & 1 on share)
Clicks: 252 (69 photo & 183 other)
Hides: 2 hide post & 1 hide all

Retail Market Recommendations

2

Timeframe

Action Items

- | | |
|------|--|
| Near | <ul style="list-style-type: none">• Brochure with summary of retail and residential market results• Information meeting with local and regional Realtors• Replace Business Directories |
| Mid | <ul style="list-style-type: none">• Prepare an Arts and Creative Industries Master Plan• Downtown Real Estate Exchange between DDA, Property Owners and Realtors |
-

5 Organization Opportunities

Timeframe	Action Items
Near	<ul style="list-style-type: none"> • Expand DDA boundaries • Fill board positions • Conduct annual work program review session with Joint Planning session • Evaluate a contractual position with a focus on economic development • Cost sharing arrangements between the City and DDA
Mid	<ul style="list-style-type: none"> • Town Square Event Coordination • Principal Shopping District

Community Conversation

Northville Downs

There is concern that additional housing units would that cause circulation and congestion problems? The maps shown did not include roads or a circulation analysis.

- Should look into a visioning session prior to redevelopment because housing units could add hundreds of trips per day

The Northville Downs concept was to increase retail and residential-according to sub-area plan

- Northville Downs is owned by an LLC and is partially family-owned.
- A portion is in a floodplain, it becomes expensive to build on the property. We are unaware of a timeline until we know more about building restrictions from the floodplain
- Northville wants to take a more proactive approach to making sure that development meets community's needs

What is the process for building a plan for the Northville Down?

- It takes community consensus to work with designers to illustrate for the community to see.
- There is already a plan, don't need to start over, but need to add 3 dimensions to the concept

What are the taxes on the Northville property? \$150,000/yr because taxed as agriculture property

- The city would benefit from new development on this site due to higher tax earnings

Community Conversation

Housing

Single family housing is identified in the TMA because there is already a strong market. The estimates are for housing units per year over the next 5 years.

Single-family development is not a good land use for downtown. We are already surrounded by suburbs. Residents want to be able to age in place and need a variety of housing stock to do so.

There is concern that the TMA has understated the demand for different housing types. Part of the appeal of Northville will be to age in place. St. Lawrence could be a comparable market.

- Yes, LandUSA has used conservative estimates because there are comparable examples to make a more informed projection.

Retail and Economic Development

Ground level is more expensive than upper levels therefore attorneys and accountants lease the 1st floor because they can afford it and push retail out or to the 2nd floor

- Coordination among merchants is crucial because a downtown is not run like a mall, each merchant can choose his/her own hours.

No study has been conducted to see the effects of First Friday on retail since they included wine.

Community Conversation

Building owners have looked for retailers and space remained vacant for months.

Online shopping is hurting retail stores.

Common complaint is that there is not enough foot traffic-don't warrant high rental prices. This was identified in the stakeholder interviews as well.

Retail market study does not take into account the market potential for residential growth, but rather existing conditions.

Who would manage a Principal Shopping District?

- Anyone. There are a various options. The position could be contracted out.

Has there been any consideration of internet speed's effect on economic development? Is the broadband good enough for people to work at home?

- We can look into infrastructure plans of providers. Fiber options runs through Northville.

What is Wear Kitchen?

- This is kitchen ware industry.

Community Conversation

Is Ford Field still a priority for funding?

- It's not very visible and not used often. It's hard to get to and is lacking facilities. Any improvements require collaboration for a funding strategy. By a show of hands, Ford Field is important to community!

Arts

The arts community struggles because it is off the beaten path. They support an arts district. The Steering Committee is aware of art community's importance and artists are represented on the Steering Committee. Location is critical to their success.

DDA Boundaries

Who suggested expanding the DDA boundaries?

- Beckett & Raeder made this recommendation about the same time as new legislation was passed. There is a \$20k impact if the library opts out, but it is not an automatic opt out. This is just a recommendation, not a proposal.

What does the city think about expanding the boundaries?

The city is open to the idea.

Communications

There's nothing in the square that explains what's going on there. We need a centralized website to promote events and market, possibly an electronic billboard. Wall could be used to promote for the whole community.

Add lighting in the square at night so that it feels safer.

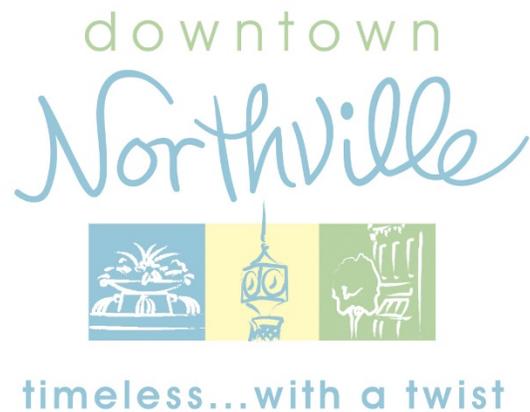
Community Conversation

Nonmotorized Infrastructure

What are the priorities for nonmotorized circulation/infrastructure?

- Some considerations are to improve connectivity, and a shed downtown for bike repair, and bike amenities

NORTHVILLE DOWNTOWN DEVELOPMENT AUTHORITY MARKETING MIX COMMITTEE



2017 Committee Meeting Schedule

January 5, 2017

February 2, 2017

March 2, 2017

April 6, 2017

May 4, 2017

June 1, 2017

July 6, 2017

August 3, 2017

September 7, 2017

October 5, 2017

November 2, 2017

December 7, 2017