



Northville DDA - Marketing Committee
Thursday, June 1, 2023
8:30 am – Via Zoom

Join Zoom Meeting: <https://us02web.zoom.us/j/85989110782>
Meeting ID: [859 8911 0782](https://us02web.zoom.us/j/85989110782)
Mobile Connection: [1-312-626-6799](https://us02web.zoom.us/j/85989110782)

Meeting Agenda

1. Welcome from the Chair
2. Audience Comments (limit 3 minutes)
3. PR & Marketing efforts for May 2023
 - a. May Stats and Measurements (Attachment 3.a)
 - b. May PR Summary (Attachment 3.b)
 - c. June Ad in the Ville (Attachment 3.c)
 - d. June Ad in Northville Today (Attachment 3.d)
 - e. June/July Concert and Events Postcard (Attachment 3.e)
4. Recap and News from Organizations
5. Next Meeting – Thursday, July 6, 2023

May 2023:

FACEBOOK:

Facebook Page Update:

Through May 29

Followers: 16,029 (371 more than last summary)

Demo:

- Women (81.8%)/ Men (18.2%)
- Age demo: 35-44 main demo with 45-54 next largest
- Top 10 cities followers are from: Northville (16.6%, Novi (9.4%), Livonia (7.7%), Plymouth, Canton, Farmington Hills, Westland, South Lyon, Detroit, & Commerce

Monthly Total Reach: 130,383

Monthly Post Engagement: 14,598

- Reactions: 2,056
- Comments: 212
- Shares: 311
- Photo views: 5,451
- Link clicks: 416

Organic Post ~ Flower Sale & Block Party (with images)

Run date(s): May 26

Impressions: **5,285**

Reach: 5,284

Engagement: 604

Reactions: 75

Like: 72

Love: 3

Comments: 3

Shares: 8

Other Clicks: 122

Organic Post ~ Who is Looking Forward to Summer? Coming up in June / July (With postcard)

Run date(s): May 17

Impressions: **24,496**

Reach: 22,323

Engagement: 2,198

Reactions: 168

Like: 153

Love: 15

Wow: 1

Comments: 8

Shares: 69

Other Clicks: 271

Organic Post ~ Farmers Market is Officially Open (Shared post)

Run date(s): May 4

Impressions: **6,198**

Reach: 6,198

Engagement: 827

Reactions: 132

Like: 113

Love: 19

Comments: 3

Shares: 4

Other Clicks: 195

INSTAGRAM:

Followers: 6,439 (63 more followers since last summary)

77% women / 23% men

Age demo: 35-44 (32%), 25-34 (27.9%), 45-54 (20.6%)

Top Locations: Northville (23.1%), Novi (12.1%), Plymouth (9.1%), Livonia (5.7%) & Canton (3.8%)

Insights from last 30 days:

Reach: 3,873 (the number of unique accounts that have seen any of our posts)

- 2,878 followers / 995 non followers
- 4,678 posts / 179 Reels / 2,088 stories / 8 videos

Accounts Engaged: 295

- 261 Followers/34 non-followers

Account Activity: 781

- Profile visits: 754
- External Link taps: 27
- Call Button Taps: 0

Impressions: 39,540 (total number of times posts have been seen)

Content Interactions: 494

Post Interactions: 448

- Likes: 365
- Comments: 16
- Saves: 23
- Shares: 13
- Story Interactions: 43
 - Replies: 10
 - Shares: 33
- Reel Interactions: 3
 - Likes: 1
 - Comments: 0
 - Shares: 1
 - Saves: 1

Top Post(s):

Based on likes

May 15 – Coming up in June (With photo carousel)

Reach: 1,643 (1,548 followers / 95 non followers)

Impressions: 2,223 (2,023 from home, 123 from profile, 1 from hashtags & 75 other)

Engagement: 77 (70 followers / 7 non-followers)

Post Interactions: 98

- Likes: 57
- Comments: 3
- Shares: 24
- Saved: 14

Profile Activity: 12

- Profile visits: 9
- Follows: 3

May 19 – Flower Sale coming up (with photo)

Reach: 1,466 (1,312 followers / 154 non followers)

Impressions: 1,604 (1,474 from home, 106 from profile, 6 from explore & 16 other)

Engagement: 68 (65 followers / 3 non-followers)

Post Interactions: 70

- Likes: 67
- Comments: 1
- Shares: 2
- Saved: 5

Profile Activity: 3

- Profile visits: 2
- Follows: 1

May 29 – Shared ArtMedia Post of Clock Tower at Sunrise

Reach: 917 (904 followers / 13 non followers)

Impressions: 1,115 (1,089 from home, 18 from profile, 1 from explore, 7 other)

Engagement: 102 (102 followers)

Post Interactions : 105

- Likes: 101
- Comments: 1
- Shares: 0
- Saved: 3

Profile Activity: 7

- Profile visit: 7

ADVERTISING:

The Ville:

Renewed for six months starting May 2023 and upgraded to 1/2 page ads.

The 'Ville is mailed directly to every residential and business address – a total of nearly 21,000 – in the Northville Community, covering the 48167 and 48168 zip codes.

Northville Today:

- Two half-page Ads in Northville Today
 - Q2: Ad will focus on summer concerts (MAILED WEEK OF JUNE 5)
 - Q3: SKELETONS Ad (MAILED WEEK OF SEPTEMBER 19)

SEEN MAGAZINE:

- Full page ad placed in SEEN Magazine

Maybury State Park Map:

- Double space ad in Park Map (Overall ad about Downtown Northville)

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY May 2023:

PUBLICITY:

Upcoming Press Releases:

- TBD Great White Buffalo Brewing Company opening
- TBD ibalance Wellness Spa grand re-opening
- TBD Seasonal Reopening of Streets

SOCIAL MEDIA:

- Facebook ~ Continued to maintain the page, including daily posts on business announcements and virtual events, etc.
- Instagram ~ Continued to maintain the page, including daily posts business announcements, etc.
- Twitter ~ Continued to maintain the page, including daily posts on business announcements, etc.

PAID ADVERTISING:

- Ad in May issue of The Ville
- Full Page Ad in SEEN Magazine in May issue (special deal) highlighting shopping & dining.

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in The Ville (1/4-page ads)
 - April 2023 Shop & Dine (this is the last ad for our 12-month contract)
 - After our last ad placement in April issue, we will place 1/2 page ads for 6-month contract.
- Full Page ad in July & September issues of SEEN Magazine
- Ad in Maybury Park Map (overall Downtown Northville ad)
- 1/2 page ads in Northville today. We will place 2 ads:
 - Q2: runs June 5 (ad will feature Summer Concerts)
 - Q3: runs September 18 (ad will feature Skeletons)

SOCIAL MEDIA:

- Boosted post for Summer Concerts (June)

New Restaurants Join the Social District

160 Main - 160 E. Main / 248-924-3007

Brown Dog Barlor & Restaurant - 120 E. Main / 248-675-8596

Center Street Grill - 135 N. Center / 248-924-3135

Exchange Bar & Grill - 157 E. Main / 248-349-1715

Genitti's Hole-in-the-Wall - 108 E. Main / 248-349-0522

Great White Buffalo Brewing Company

101 W. Main / 248-924-2607

Lava Grille of Northville - 133 W. Main, Suite 201 / 248-938-4120

Le George - 124 E. Main / 248-924-2016

Los Tres Amigos - 144 Mary Alexander Ct. / 248-773-7945

Lucy & The Wolf - 102 E. Main / 248-308-3057

Marquis Theatre - 135 E. Main / 248-349-8110

Northville Sports Den - 133 W. Main, Suite 102 / 248-347-5993

Simply Wine - 109 N. Center / 248-380-9463

Table 5 - 126 E. Main / 248-305-6555

The Garage - 202 W. Main / 248-924-3367

Toria - 115 E. Main / 248-924-3793

Open Daily
12 pm - 10 pm

For event details visit
downtownnorthville.com



Attachment 3.c



Scan to Learn How
To Enjoy The Twist



Attachment 3.d

Downtown

Northville
Timeless with a twist



Presenting Sponsor:



Music is Main & Center

Acoustic Music every weekend along with
Big Bands performing every 2nd & 4th Saturday, June – September

downtownnorthville.com



SCAN FOR MORE CONCERT INFO

Pictured: Audrey Ray

Music is Main & Center

 Individual Concert Sponsors

Fridays on Main & Saturdays on Center

7 - 9PM

Downtown
Northville
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June 2023

- JUNE 2** **NHS JAZZ** (Jazz)  DTE Energy
- JUNE 3** **Geff Phillips** (Pop Rock Variety)  Consumer Energy
- JUNE 9** **Audry Ray** (Country)  DTE Energy
- JUNE 10** **Northville Folk** (Classic Rock)  Alexander's Custom Clothier
- JUNE 16** **Lonnie Stump** (Country/Americana)  Consumer Energy
- JUNE 17** **Sheila Landis** (Jazz)  DTE Energy
- JUNE 23** **Jason Locke** (Classic & Contemporary Rock)  Consumer Energy
- JUNE 24** **Motor City Soul** (Motown)  Mithai & Chai
- JUNE 30** **The Soulshiners** (Singer Song Writer)  DTE Energy

JUNE CONCERTS PRESENTING SPONSOR:



SCAN FOR MORE CONCERT INFO

July 2023

- JULY 1** **Al Carmichael** (Classic Rock)  Consumer Energy
- JULY 7** **Adam Plomaritas** (Sophisticated Rock, Country, and Soul)
 SoulTracks.com
- JULY 8** **Mike Bass** (Singer Song Writer)  Consumer Energy
- JULY 14** **Acoustic Ash** (Singer Song Writer)  Consumer Energy
- JULY 15** **Power Play** (Classic Rock)  Mithai & Chai
- JULY 21** **Michael Beauchamp** (Singer Song Writer)  Consumer Energy
- JULY 22** **Keith Maguire** (Singer Songwriter, Pianist/Guitarist)
 DTE Energy
- JULY 28** **Nate Jones** (Easy-listening & Folk Music)  Consumer Energy
- JULY 29** **Zang** (Classic Rock)  Orin Jeweler's

JULY CONCERTS PRESENTING SPONSOR:





JUNE 9, Audry Ray (Country)

Enjoy the Sites and Sounds Around

Main & Center

For event details visit
www.downtownnorthville.com.

Stay up to date on Northville happenings on our social media.



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Northville
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June 2023

June 1, 8, 15, 22, 29:

Northville Farmers' Market

8:00 – 3:00 pm, corner of 7 Mile & Sheldon Rd.,
Northville Chamber of Commerce
www.northville.org

**June 2-3, June 9-10, June 16-18, June 23-24,
June 30: *Music is Main & Center***

7:00 – 9:00 pm, Downtown Northville
www.downtownnorthville.com

June 3: *Farm Fest*

10:00 – 5:00 pm, Maybury Farm
50165 Eight Mile Rd.
www.mayburyfarm.org

June 9: *Wines of the World*

6:00 – 9:00 pm, Northville Square
133 W. Main Street
www.detroitwine.org

June 9: *Movie in the Park*

Dusk, Ford Field, 151 Griswold St.
www.northvilleparksandrec.org

June 12 – June 16:

Northville's Gigantic Garage Sale

9:00 am – 9:00 pm, Mill Race Village
218 Dunlap St.
www.millracenorthville.org

June 16, 17, 18: *Art in the Sun*

3:00 – 8:00 pm (Fri.), 10:00 – 8:00 pm (Sat.),
10:00 – 3:00 pm (Sun.), W. Cady Street
www.northvilleearthouse.org

June 20, 27: *Tunes on Tuesday*

10:30 – 11:30 am, Town Square
www.northvilleparksandrec.org

July 2023

July 1, 7/8, 14/15, 21/22, 28/29:

Music is Main & Center

7:00 - 9:00 pm, Downtown Northville
www.downtownnorthville.com

July 4: *4th of July Parade*

10:00 am, Downtown Northville
www.northville.org

July 4, 11, 18, 25: *Tunes on Tuesday*

10:30 – 11:30 am, Town Square
www.northvilleparksandrec.org

July 5, 12, 19, 26: *Dancin' in the Ville*

6:30 – 8:30 pm, Town Square
www.downtownnorthville.com

July 6, 13, 20, 27:

Northville Farmers' Market

8:00 – 3:00 pm, corner of 7 Mile & Sheldon Rd.
www.northville.org

July 7: *Movie in the Park*

Dusk, Ford Field, 151 Griswold St.
www.northvilleparksandrec.org

July 10, 17, 24, 31: *Music at Maybury*

7:00 pm, Maybury State Park
49601 Eight Mile Rd.
www.friendsofmaybury.org

July 12: *Northville Garden Walk*

9:00 – 4:00 pm, Northville Garden Club
215 W. Cady Street
www.cgcnv.org

