

Northville DDA - Marketing Committee

AGENDA

Thursday, July 11, 2019

Northville Township Hall

44405 Six Mile Road, 8:45 am

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|-------------|--|
| 8:45 – 8:55 | 1. Introduction Stephanie Caldwell |
| 8:55 – 9:00 | 2. PR & Marketing efforts for June 2019 <ul style="list-style-type: none">A. June Stats and Measurements (Attachment 2.A)B. June PR Summary (Attachment 2.B)C. June Print ads (Attachment 2.C) |
| 9:00 – 9:15 | 3. Recap of Events <ul style="list-style-type: none">A. Wines of the World – June 13, 2019B. Tour De Ville – June 15, 2019C. Arts and Acts – June 21, 22, 23, 2019D. Tapped in the Ville – June 22, 2019E. Opening of Mill Race Village – June 23, 2019F. Summer ConcertsG. Independence Day Parade – July 4, 2019 |
| 9:15 – 9:35 | 4. Upcoming Events <ul style="list-style-type: none">A. Maybury Family Campout – July 13, 14, 2019B. Northville Grub Crawl – July 23, 2019C. Movie in the Park – July 26, 2019D. Buy Michigan Now Festival – August 2, 3, 4, 2019 |
| 9:35 – 9:55 | 5. News from Other Organizations |
| 10:00 | 6. Next Meeting – August 1, 2019 – Location TBD |

June 2019:

FACEBOOK:

Page Update:

Page Likes: 10,223

New Likes: 105 (since last summary)

Monthly Total Reach: 11,881

Monthly Page Views & Previews: 1,078

Monthly Post Engagement: 7,573

Organic Post ~ Maybury's Concert Series (with photo)

Run date(s): June 24 (Noon)

Reach: 2,237

Reactions: 11 (11 Like)

Comments: 0

Shares: 7 (7 on post)

Post Clicks: 35 (15 photo / 20 other such as page title or "see more")

Organic Post ~ Join our sponsor Studio 170 at the Northville Unplugged performance (with photos of salon)

Run date(s): June 23 (11:30 a.m.)

Reach: 1,458

Reactions: 4 (4 Like)

Comments: 0

Shares: 1

Post Clicks: 18 (10 photo / 8 other such as page title or "see more")

Organic Post ~ Shared video of Stemville opening coming June 24

Run date(s): June 18 (11:30 a.m.)

Reach: 2,656

Reactions: 39 (35 Like / 4 Love)

Comments: 5 (on post)

Shares: 2 (on post)

Post Clicks: 383 (90 link / 293 other such as page tile or "see more")

3-second Video Views: 1,241

Organic Post ~ New Hope Center Grief Camp Announcement (with photos)

Run date(s): June 11 (noon)

Reach: 3,329

Reactions: 52 (40 Like / 12 Love)

Comments: 1 (on post)

Shares: 14 (on post)

Post Clicks: 248 (19 photo / 4 link / 225 other such as page tile or "see more")

ADVERTISING:

SEEN Magazine:

The DDA has placed ads in 12 issues of the magazine. SEEN Magazine's readership is 158,000 and the magazine reaches 26,000 homes every month.

SUBSCRIPTION

- On average, Neighborhood SEEN reaches 26,000+ homes each month
- **DEMOGRAPHIC TARGETING**
 - SEEN subscribers are affluent, aspirational and community-focused. They appreciate the finer things in life, favoring craftsmanship and quality over quantity, fine food, fine dining, fine clothing, and unique experiences.
- **NEWSSTAND**
 - Neighborhood SEEN on average, delivers 1,000+ copies to various coffee shops, book stores, airline clubs, bakeries, and hotels.

READERS:

- Median Reader Age – 46
- Average HHI – \$250,000
- More than 80% are included in the Top 20 wealthiest cities in Michigan list

The Ville:

The DDA has placed ads in 12 issues of the magazine.

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.

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY June 2019:

PUBLICITY:

Press releases sent in June:

- July / August 2019 media calendar
- Stemville Opening

Upcoming press materials:

- Los Tres Amigos opening

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

- June 22 – Fox 2 in-studio – Young Artists featured at Arts & Acts Fair
- Date TBD – Feature on Stemville opening

SOCIAL MEDIA:

- 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
- Instagram ~ Continued to maintain the page, including daily posts on events and business announcements

PAID ADVERTISING:

- Ad in June issue of The Ville
- Ad in June issue of SEEN Magazine

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in SEEN Magazine (reaches affluent communities and is mailed)
 1. Ads in July 2019 – May 2020 issues of SEEN
- Quarter-page Ads in The Ville
 1. Ads in July 2019 – April 2020 issues of The Ville
- Ad in Fall Parks & Rec brochure

SUMMER FUN IS WAITING!



SUMMER EVENTS

First Friday Experience (July 5, & August 2)
Sundays at Mill Race Village (Sundays thru October 6)
Tunes on Tuesday (Tuesdays thru August 27)
Maybury Farm Tours (Tuesday-Sunday thru October 27)
Northville Unplugged Acoustic Music Series
(Wednesdays thru August 28)
Farmers Market (Thursdays thru October 31)
Friday Night Concert Series (Fridays thru August 30)
Grub Crawl (July 23)
Movie in the Park, "Zootopia" (July 26)
Buy Michigan Now Festival (August 2, 3, 4)

Discover **EXCITING** entertainment the whole family can enjoy in **Downtown Northville.**



downtownnorthville.com

Pictured clockwise:
Bricks of Northville, Tunes on Tuesday, Maybury Farm

EXPERIENCE DOWNTOWN NORTHVILLE



Downtown Northville is a must-visit summer destination:
AMAZING dining, UNIQUE shops, and EXCITING entertainment.
downtownnorthville.com



*Styles pictured may vary at locations due to availability/inventory. Pictured left to right: Orin Jewelers; Northville Sports Den