

## Northville DDA - Marketing Committee

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### AGENDA

Thursday, June 6, 2019

Caldwell Banker Weir Manuel

201 CadyCentre, 8:45 am

- |              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8:45 – 8:55  | 1. Introduction Shawn Riley, Caldwell Banker                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 8:55 – 9:00  | 2. PR & Marketing efforts for May 2019 <ul style="list-style-type: none"><li>A. May Stats and Measurements (Attachment 2.A)</li><li>B. May PR Summary (Attachment 2.B)</li><li>C. Print ads (Attachment 2.C)</li></ul>                                                                                                                                                                                                                                                                                                                                                     |
| 9:00 – 9:10  | 3. Recap of Events <ul style="list-style-type: none"><li>A. Farmers' Market - May – October, 2019</li><li>B. Veteran's Celebration – May 3, 2019</li><li>C. Wildflower Walk – May 3-4, 2019</li><li>D. Northville Spring Carnival - May 9 – 12, 2019</li><li>E. Armed Forces Day Benefit Concert – May 18, 2019</li><li>F. Friday Night Concerts</li><li>G. Northville Unplugged</li><li>H. Flower Sale – May 24, 25, 2019</li><li>I. Memorial Day Parade – May 27, 2019</li><li>J. Party in the Ville – June 1, 2019</li><li>K. Maybury Farmfest – June 1, 2019</li></ul> |
| 9:10 – 9:35  | 4. Upcoming Events <ul style="list-style-type: none"><li>A. Wines of the World – June 13, 2019</li><li>B. Tour De Ville – June 15, 2019</li><li>C. Arts and Acts – June 21, 22, 23, 2019</li><li>D. Tapped in the Ville – June 22, 2019</li><li>E. Opening of Mill Race Village – June 23, 2019</li><li>F. Summer Concerts</li></ul>                                                                                                                                                                                                                                       |
| 9:35 – 9:40  | 5. Northville Food and Beverage Guide (Attachment 5)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 9:40 – 10:00 | 6. News from Other Organizations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 10:00        | 7. Next Meeting – <b>July 11, 2019 – Northville Township Hall</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

## **May 2019:**

### **FACEBOOK:**

#### **Page Update:**

Page Likes: 10,118

New Likes: 115 (since last summary)

Monthly Total Reach: 13,389

Monthly Page Views & Previews: 990

Monthly Post Engagement: 5,780

#### **Organic Post ~ Shared Maybury Farm's post about REI grant approval**

Run date(s): May 28 (10:04 a.m.)

Reach: 2,193

Reactions: 31 (27 Like & 4 Love)

Comments: 2 (on post)

Shares: 8 (4 on post/4 on share)

Post Clicks: 350 (19 photo / 331 other such as page title or "see more")

#### **Organic Post ~ Happy Mother's Day wishes (with photo)**

Run date(s): May 12 (11:00 a.m.)

Reach: 1,347

Reactions: 24 (24 Like)

Comments: 0

Shares: 0

Post Clicks: 10 (4 photo / 6 other such as page title or "see more")

#### **Organic Post ~ Art House Summer Camp Announcement (with photos)**

Run date(s): May 3 (11:30 a.m.)

Reach: 1,760

Reactions: 4 (4 Like)

Comments: 1 (on post)

Shares: 2 (on post)

Post Clicks: 57 (17 photo / 17 link / 23 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**

## **DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY May 2019:**

### **PUBLICITY:**

#### **Upcoming press materials:**

- Los Tres Amigos opening
- July / August 2019 media calendar

### **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 May issue of The Ville
- Ad in May issue of SEEN Magazine

### **UPCOMING PAID ADVERTISING:**

#### **PRINT:**

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

- 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.

# EXPERIENCE DOWNTOWN NORTHVILLE



[downtownnorthville.com](http://downtownnorthville.com)

\*Styles pictured may vary at locations due to availability/inventory. Pictured left to right: Northville Yoga Room; Town and Country Bike and Boards

If fitness is a priority, **Downtown Northville** has **HEALTHY** dining, **UNIQUE** shops, and **FITNESS & WELLNESS** options to fit your lifestyle.

# EXPERIENCE DOWNTOWN NORTHVILLE



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

[downtownnorthville.com](http://downtownnorthville.com)

Attachment 2.C



\*Styles pictured may vary at locations due to availability/inventory. Pictured left to right: Bricks of Northville; Rococo



# SUMMER FUN IS WAITING!



## SUMMER EVENTS

- First Friday Experience (June 7, July 5, & August 2)
- Tunes on Tuesday (Tuesdays thru August 27)
- Northville Unplugged (Wednesdays thru August 28)
- Farmers Market (Thursdays thru October 31)
- Friday Night Concert Series (Fridays thru August 30)
- Arts & Acts Festival (June 21, 22, 23)
- Fourth of July Parade (July 4)
- Buy Michigan Now Festival (August 2, 3 & 4)

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



**downtownnorthville.com**

# DOWNTOWN NORTHVILLE RESTAURANT GUIDE



## COFFEE, SPECIALTY FOODS, ICE CREAM, YOGURT

### 1. Great Harvest Bread Company\*

(Café, Coffee, Sweets and Breads, \$)

139 E. Main Street

(248) 344-4404 / [www.greatharvestnorthville.com](http://www.greatharvestnorthville.com)

### 2. Nourish Northville

(Smoothies, Juices, and Vitamin Supplements, \$\$)

112 W. Main Street

(248) 755-2128

### 3. Red Dot Coffee Company\*

(Coffee and Treats \$1)

505 N. Center Street

(248) 308-3989 / [www.reddotcoffeeco.com](http://www.reddotcoffeeco.com)

### 4. Starbucks Coffee

(Café and Coffee, \$)

302 E. Main Street

(248) 344-1875 / [www.starbucks.com](http://www.starbucks.com)

### 5. Sweet Brew 'N Spice\*

(Coffee and Treats \$1)

133 W. Main Street, Suite 230

248-348-9737

[www.sweetbrewnspicecafe.com](http://www.sweetbrewnspicecafe.com)

### 6. URGE Juice

(Cold Pressed Raw Juice, \$\$)

137 E. Main Street

(248) 308-3499 / [www.urgejuice.com](http://www.urgejuice.com)

### 7. Yogurt Palooza

(Frozen Yogurt, \$)

101 Main Centre

(248) 308-3941 / [www.yogurt-palooza.com](http://www.yogurt-palooza.com)

## RESTAURANTS AND CAFES

### 8. 160 Main

(Southern Italian Cuisine \$\$\$)

160 E. Main Street

(248) 907-1999 / [www.onesixtymain.com](http://www.onesixtymain.com)

### 9. BakBar\*

(Cocktail Lounge, \$\$)

157 E. Main Street

(248) 349-3740

### 10. Brick's of Northville

(Modern Sports Bar and Grill, \$\$)

133 W. Main Street, Suite 201

(248) 924-2135 / [www.bricksofnorthville.com](http://www.bricksofnorthville.com)



**11. Browndog, Treats, Drinks & Eats**

(Ice Cream, Small Plates and Craft Cocktails \$\$)  
120 E. Main Street  
(248) 615-2955 / [www.browndogbarlor.com](http://www.browndogbarlor.com)

**12. Center Street Grille\***

(American Grill, \$\$)  
135 N. Center Street  
(248) 924-3135  
[www.centerstreetgrillenorthville.com](http://www.centerstreetgrillenorthville.com)

**13. Early Bird of Northville**

(Traditional Breakfast and Lunch Restaurant, \$\$)  
333 E. Main Street  
(248) 348-1920

**14. Edward's Café & Caterer**

(Gourmet Deli and Pastries, \$\$)  
115 E. Main Street  
(248) 344-1550 / [www.edwardscaterer.com](http://www.edwardscaterer.com)

**15. Garage Grill & Fuel Bar**

(American Grill, \$\$\$)  
202 W. Main Street  
(248) 924-3367 / [www.garagenorthville.com](http://www.garagenorthville.com)

**16. Joseph's Coney Island**

(Coney Island, \$)  
113 W. Main Street  
(248) 380-6111

**17. Koji Japanese Restaurant\***

(Japanese Sushi and Rolls, \$\$)  
146 Mary Alexander Court  
(248) 344-0888 / [www.kojisushi.co](http://www.kojisushi.co)

**18. Le George**

(Mediterranean Bistro and Bar, \$\$\$)  
124 E. Main Street  
(248) 924-2016 / [www.legeorge.us](http://www.legeorge.us)

**19. Los Tres Amigos**

(Authentic Mexican, \$\$)  
144 Mary Alexander Court  
[www.lostresamigosonline.com](http://www.lostresamigosonline.com)

**20. Lucy & the Wolf**

(Charcoal Grilled Tapas, \$\$\$)  
102 E. Main Street  
(248) 308-3057 / [lucyandthewolf.com](http://lucyandthewolf.com)

**21. My Little Paris Cafe & Bookstore**

(Espresso Bar, Bistro and Creperie, \$\$)  
141 E. Main Street  
(248) 465-0010 / [www.mylittlepariscafe.com](http://www.mylittlepariscafe.com)

**22. New Bangkok Cuisine**

(Thai Cuisine, \$\$)  
250 N. Center Street  
(248) 344-7808

**23. North Center Brewing\***

(Microbrewery, Hot Sandwiches and Appetizers \$)  
410 N. Center Street  
(248) 444-7967 / [www.northcenterbrewing.com](http://www.northcenterbrewing.com)

**24. Northville Sports Den\***

(Family Oriented Sports Establishment, \$)  
133 W. Main Street, Suite 102  
(248) 347-5993 / [www.northvillesportsden.com](http://www.northvillesportsden.com)

**25. Pizza Cutter\***

(Family-Owned Pizza and Subs \$)  
340 N. Center Street  
(248) 348-3333 / [www.pizzacutters.com](http://www.pizzacutters.com)

**26. Poole's Tavern\***

(Restaurant and Tavern, \$\$)  
157 E. Main Street  
(248) 349-1715 / [www.poolestavern.com](http://www.poolestavern.com)

**27. Rebecca's Family Restaurant & Ice Cream Parlor**

(American Breakfast, Lunch and Ice Cream Parlor, \$)  
134 N. Center Street  
(248) 348-2660 / [www.rebeccasfamilyrestaurant.com](http://www.rebeccasfamilyrestaurant.com)

**28. Table 5**

(Contemporary American Cuisine, \$\$\$)  
126 E. Main Street  
(248) 305-6555 / [www.table5.net](http://www.table5.net)

**29. Tirami Su Ristorante Italiano of Northville\***

(Italian Cuisine, \$\$\$)  
146 Main Centre  
(248) 735-0101 / [www.tiramisuofnorthville.com](http://www.tiramisuofnorthville.com)

**30. Tuscan Café**

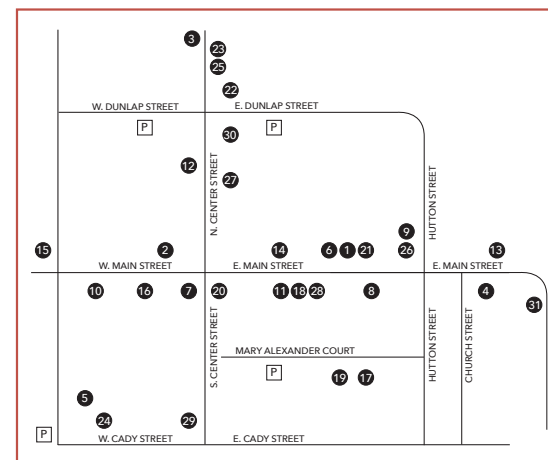
(Breakfast and Lunch Café, \$)  
150 N. Center Street  
(248) 305-8629 / [www.thetuscancafe.com](http://www.thetuscancafe.com)

**31. Wagon Wheel Lounge**

(Neighborhood Bar, \$)  
212 South Main Street  
(248) 349-8686

*\* Indicates Chamber of Commerce members.*

**RESTAURANT GUIDE COURTESY OF:**  
**Downtown Development Authority**  
215 West Main Street, Northville, MI 48167  
(248) 349-0345  
[www.downtownnorthville.com](http://www.downtownnorthville.com)



*Photos on front pictured clockwise:  
Le George, Edward's Café & Catering, and 160 Main*



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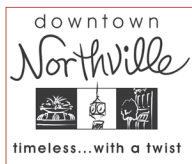
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*Pictured on front: Le George Mediterranean Bar & Bistro*



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