

## Northville DDA - Marketing Committee

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### AGENDA

Thursday, September 5, 2019

Northville District Library

Friends Community Room

212 Cady Street, 8:45 am

- |             |  |
|-------------|--|
| 8:45 – 8:55 | 1. Introduction Stacy Lorence, Northville District Library   |
| 8:55 – 9:00 | 2. PR & Marketing efforts for August 2019 <ul style="list-style-type: none"><li>A. August Stats and Measurements (Attachment 2.A)</li><li>B. August PR Summary (Attachment 2.B)</li><li>C. August Print ads (Attachment 2.C)</li></ul>   |
| 9:00 – 9:10 | 3. Committee Discussion: <ul style="list-style-type: none"><li>A. Leaves of Grass Sculpture (Attachment 3.A)</li><li>B. American Bell (Attachment 3.B)</li></ul>   |
| 9:10 – 9:20 | 4. Recap of Events <ul style="list-style-type: none"><li>A. Buy Michigan Now Festival – August 2, 3, 4, 2019</li><li>B. Friday Night Concerts</li><li>C. Wednesday Night Concerts</li></ul>  |
| 9:20 – 9:30 | 5. Upcoming Events <ul style="list-style-type: none"><li>A. Northville Wine &amp; Food Festival – September 7, 2019</li><li>B. Heritage Festival – September 13, 14, 15</li><li>C. Spectrum Fest – September 21, 2019</li><li>D. Skeletons are Alive – October 4, 2019</li></ul> |
| 9:30 – 9:40 | 6. Number of Events held Downtown (Attachment 6)   |
| 9:40 – 9:55 | 7. News from Other Organizations   |
| 10:00       | 8. Next Meeting – October 3, 2019 <ul style="list-style-type: none"><li>• Stampeddler – 145 N. Center Street</li></ul>   |

## **August 2019:**

### **FACEBOOK:**

#### **Page Update:**

Page Likes: 10,398

New Likes: 68 (since last summary)

Monthly Total Reach: 29,589

Monthly Page Views & Previews: 1,410

Monthly Post Engagement: 11,426

#### **Organic Post ~ Center Street Grille / Buy Michigan Now Channel 7 Live in-studio (with segment link)**

Run date(s): August 1 (10 a.m.)

Reach: 3,108

Reactions: 159 Like & 16 love & 6 Wow

Comments: 19 (1 on post & 18 on share)

Shares: 10 (on post)

Post Clicks: 185 (118 link / 67 other such as page title or “see more”)

#### **Organic Post ~ Sneak preview of Skeletons are Coming (with photo of DDA & Begonia Brothers)**

Run date(s): August 15 (noon)

Reach: 2,892

Reactions: 26 Like & 3 love

Comments: 10

Shares: 10 (5 on post & 5 on share)

Post Clicks: 209 (68 link / 141 other such as page title 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**

- Ad in Fall Parks & Rec brochure
- Ad in the Art House brochure
- Skeletons Launch Party ads in the Free Press (print and online); Entertainment sections 9/23, 9/25, 9/26, 9/30, 10/2, & 10/3

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

### **PUBLICITY:**

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

- Los Tres Amigos opening

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

- August 1 – WXYZ TV 7 – In-studio preview with Center Street Grille and Buy Michigan Now to preview the festival
- August 2 – WJR AM – Paul W. Smith interview with
- August 3 – WDIV TV 4 – On-site in Downtown Northville for the Buy Michigan Now Festival; Living & Learning Center was a featured segment
- August 3 – Fox2 – On site for the Buy Michigan Now preview Festival; Stemville was a featured segment
- Date TBD – Metro Parent 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 August issue of The Ville
- Ad in August issue of SEEN Magazine

### **UPCOMING PAID ADVERTISING:**

#### **PRINT:**

- Half-page Ads in SEEN Magazine (reaches affluent communities and is mailed)
  1. Ads in September 2019 – May 2020 issues of SEEN
- Quarter-page Ads in The Ville
  1. Ads in September
  2. 2019 – April 2020 issues of The Ville

- 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.

**The Tipping Point Theatre Programs:**

Tipping Point Theatre’s show programs reach over 16,000 local audience members throughout 160 performances each season.

# EXPERIENCE DOWNTOWN NORTHVILLE



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

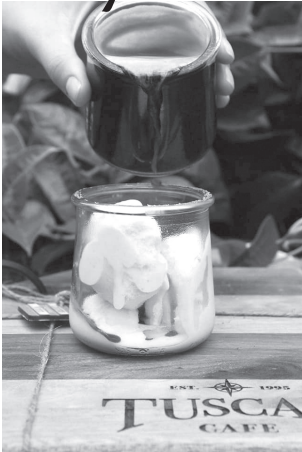
[downtownnorthville.com](http://downtownnorthville.com)

Attachment 2.C



\*Styles pictured may vary at locations due to availability/inventory. Pictured left to right: Spice Merchants; Colors Of The Wood

# *Experience* Downtown Northville



Dining • Shopping • The Arts

\*Styles pictured may vary at locations due to availability/  
inventory. Pictured from left to right: Tuscan Café;  
Gardenviews; Skeletons Are Alive

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











List of events that require road closure in Downtown Northville in 2019:

- Friday night concert (13)
- Flower Sale (2)
- Orin's Block Party (already closed for Flower Sale)
- Memorial Day Parade (1)
- Party in the 'Ville (1)
- Arts and Acts (3)
- Independence Day Parade (1)
- Buy Michigan Now (3)
- OLV Victory Run (1)
- Streets of Treats (1)
- Spectrum Fest (1)
- Northville Wine & Food Festival (1)
- Heritage Festival (3)
- Skeletons are Alive! (1)
- Holiday Lighted Parade (1)
- Homecoming Parade (1)

Total : 34 days of road closures to accommodate special events  
Downtown.