

Northville DDA - Marketing Committee

AGENDA

Thursday, January 3, 2019

New Hope Center for Grief Support – 8:45 am

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|-------------|--|
| 8:45 – 8:50 | 1. New Hope Center for Grief Support Introduction |
| 8:50 – 9:00 | 2. PR & Marketing efforts for November-December 2018 <ul style="list-style-type: none">A. November PR Summary (Attachment 2.A)B. December Stats and Measurements (Attachment 2.B)C. December PR Summary (Attachment 2.C)D. December Stats and Measurements (Attachment 2.D)E. Print ads (Attachment 2.E) |
| 9:00 – 9:15 | 3. Review of Recent Events <ul style="list-style-type: none">A. Holiday Lighted ParadeB. Greens MarketC. Santa in Town SquareD. Christmas in the VillageE. Girls Night Out/First FridayF. Pancakes and Pajamas / Holiday Funtastic NightG. Christmas Children's Workshop |
| 9:15 – 9:30 | 4. Heritage Festival <ul style="list-style-type: none">A. Meeting UpdateB. Next Meeting – January 8, 2019 |
| 9:30 – 9:40 | 5. Improved Holiday Event for 2019 |
| 9:00 – 9:50 | 6. News from Other Organizations |
| 9:50 | 7. Next Meeting – February 7, 2018 at Mill Race Village |

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY November 2018:

PUBLICITY:

Press materials that have been prepared & sent out in November 2018:

- 160 Main Opening

Upcoming press materials:

- January /February 2019 calendar
- Los Tres Amigos opening
- Amity Co-Working Space Opening

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

- November 7 – The Detroit News – 160 Main opening included in the dining events & new restaurant column
- November 9 – Crain's Detroit – 160 Main opening included in restaurant column
- November 11 – Fox2 – Weekend in-studio with young artists for the Northville Art House Young Artists Juried Art Fair

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

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in SEEN Magazine (reaches affluent communities and is mailed)
 1. December 2018
 2. January 2019
 3. February 2019
 4. March 2019

5. April 2019
6. May 2019
7. June 2019

- Quarter-page Ads in The Ville
 1. December 2018
 2. January 2019
 3. February 2019
 4. March 2019
 5. April 2019

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY December 2018:

PUBLICITY:

Press materials that have been prepared & sent out in December 2018:

- Colors of the Wood – New business

Upcoming press materials:

- January /February 2019 calendar
- Los Tres Amigos opening
- Amity Co-Working Space Opening

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

- December 3 – Fox2 – In-studio with holiday gift ideas from the shops of Downtown Northville
- December 8 – Downtown Northville featured on CW50's Street Beat regarding the Holidays in town
- December 12 – Dancing Eye Gallery & Genitti's featured on WDIV's "Tourist in Your Town"
- Various Holiday events featured in print event calendars

SOCIAL MEDIA:

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November 2018:

FACEBOOK:

Page Update:

Page Likes: 9,837

New Likes: 1118 (since last summary)

Monthly Total Reach: 19,113

Monthly Page Visits: 1,026

Monthly Post Engagement: 20,462

Organic Post ~ Downtown Bustling this Weekend with Holiday Events (with photos: Holiday Lighted Parade, Greens Market, Santa)

Run date(s): November 13 (9:20 a.m.)

Reach: 5,770

Reactions: 164 Likes (105 on post/59 on share) & 14 Love (10 on post / 4 on share)

Comments: 26 (19 on post & 7 on share)

Shares: 31 (on post)

Post Clicks: 605 (128 photo & 477 other such as page title or “see more”)

Organic Post ~ Art House Young Artist Fair Interview on Fox2 (with interview link)

Run date(s): November 12 (1:00 p.m.)

Reach: 2,477

Reactions: 70 Like (22 on post & 48 on share); 6 Love (1 on post & 5 on share)

Comments: 6 (1 on post/5 on share)

Shares: 8 (on post)

Post Clicks: 98 (40 link, & 58 other such as page title or “see more”)

Organic Post ~ Santa House/Visits Event

Run date(s): November 5 (11:32 p.m.)

Reach: 4,626

Reactions: 233 Like (on post) & 17 Love (on post)

Comments: 25 (on post)

Shares: 1 (on post)

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.

December 2018:

FACEBOOK:

Page Update:

Page Likes: 9,885

New Likes: 48 (since last summary)

Monthly Total Reach: 5,487

Monthly Page Visits: 1,71

Monthly Post Engagement: 2,050

Organic Post ~ Dancing Eye Gallery and Genitti's featured on WDIV's "Tourist in Your Town" segment (shared post of WDIV reporter of segment video)

Run date(s): December 12 (2:20 p.m.)

Reach: 3,776

Reactions: 69 (60 Like & 9 Love)

Comments: 3 (on post)

Shares: 0

Post Clicks: 388 (other such as page title or "see more")

Organic Post ~ Holiday Gift Ideas from the shops on Downtown Northville / Fox2 in-studio (with interview link)

Run date(s): December 3 (9:57 a.m.)

Reach: 4,478

Reactions: 164 (147 Like & 17 Love)

Comments: 47 (6 on post/41 on share)

Shares: 14 (on post)

Post Clicks: 530 (284 link, & 246 other such as page title or "see more")

Organic Post ~ Santa House/Visits Event

Run date(s): November 5 (11:32 p.m.)

Reach: 4,626

Reactions: 233 Like (on post) & 17 Love (on post)

Comments: 25 (on post)

Shares: 1 (on post)

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shop • dine • play

EXPERIENCE The HOLIDAYS IN DOWNTOWN NORTHVILLE

*Styles pictured may vary at
locations due to availability/
inventory. Pictured clockwise:
Gardenviews; Lucy & the Wolf;
Dancing Eye Gallery



shop • dine • play

EXPERIENCE The HOLIDAYS IN DOWNTOWN NORTHVILLE

*Styles pictured may vary at locations due to availability/ inventory. Pictured clockwise: Edward's Café & Caterer; Center Street Grille; Gardenviews



shop • dine • play

EXPERIENCE The HOLIDAYS IN DOWNTOWN NORTHVILLE



*Styles pictured may vary at locations due to availability/inventory. Pictured left to right: My Little Paris Cafe & Bookstore; Moon & Me Baby and Toddler Boutique



EXPERIENCE DOWNTOWN NORTHVILLE

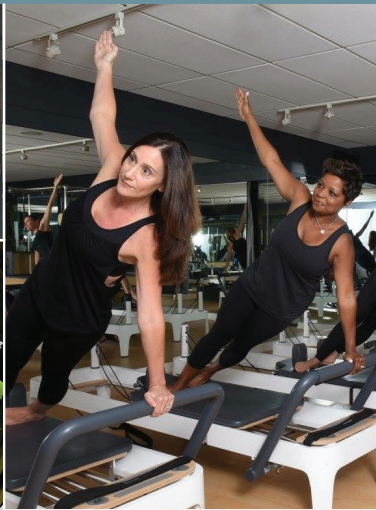
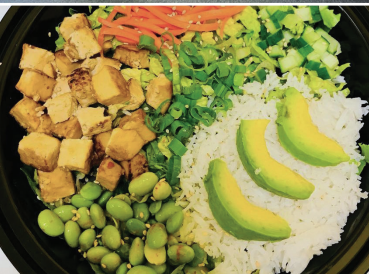


Start the New Year off right in **Downtown Northville** where you'll find **HEALTHY** dining, **UNIQUE** shops, and **FITNESS & WELLNESS** options. **downtownnorthville.com**



*Styles pictured may vary at locations due to availability/inventory. Pictured left to right: Northville Yoga Room, Urge Juice

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downtownnorthville.com

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inventory. Pictured clockwise: Town and Country Bike and Boards;
Warehouse Pilates; Sweet Brew n Spice Cafe