

## Northville DDA - Marketing Committee

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### AGENDA

Thursday, December 5 2019

Northville Art House

215 W. Cady Street, 8:45 am

- 8:45 – 9:00            1. Introduction Erin Maten, Northville Art House
  
- 9:00 - 9:10            2. PR & Marketing efforts for November 2019
  - A. November Stats and Measurements (Attachment 2.A)
  - B. November PR Summary (Attachment 2.B)
  - C. November Print ads (Attachment 2.C)
  
- 9:10 – 9:20            3. Recap of Events
  - A. Mother Son Dance – November 15, 2019
  - B. Holiday Lighted Parade – November 22, 2019
  - C. Greens' Market – November 23, 24, 2019
  - D. Christmas in the Village – November 24, 2019
  
- 9:20 – 9:30            4. Upcoming Events
  - A. Shop Till You Drop, December 6, 2019
  - B. Pancakes and Pajamas, December 7, 2019
  - C. Children's Christmas Workshop, December 7, 2019
  - D. New Hope for the New Year, December 7, 2019
  - E. Santa in Town Square
  - F. Handcrafter's Tinsels and Treasures, December 13-15, 2019
  - G. Holiday Funtastic Night, December 20, 2019
  
- 9:30 – 9:45            5. Special Event Moratorium (Attachment 5)
  
- 9:45 – 9:55            6. News from Other Organizations
  
- 10:00                    7. Next Meeting – Thursday, January 2, 2020 – Discuss

## November 2019:

### FACEBOOK:

#### **Page Update:**

Through Monday, November 24  
Page Likes: 10,804  
New Likes: 100 (since last summary)  
Followers: 11,138  
Monthly Total Reach: 10,156  
Monthly Page Views & Previews: 1,052  
Monthly Post Engagement: 7,283

#### **Organic Post ~ The Greens Market is open (shared Northville Chamber post)**

Run date(s): November 23 (8:28 a.m.)  
Reach: 2,401  
Reactions: 16: Like (16)  
Comments: 0  
Shares: 9 (on post)  
Post Clicks: 72 (39 photo / 33 other such as page title or “see more”)

#### **Organic Post ~ Genitti’s Community Fundraiser with the Shawn Riley Band**

Run date(s): November 10 (2:35 p.m.)  
Reach: 2,147  
Reactions: 79 Like, 19 love, 1 wow, 9 HaHa  
Comments: 4  
Shares: 4  
Post Clicks: 1,180 (620 photo / 560 other such as page title or “see more”)

#### **Organic Post ~ Save The Dates: Santa Visits Town Square**

Run date(s): November 1 (8:04 a.m.)  
Reach: 3,314  
Reactions: 75 Like (67), love (8)  
Comments: 13 (8 on post; 5 on share)  
Shares: 13 (onpost)  
Post Clicks: 100 (12 photo / 88 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**
  - 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.

**Free Press:**

online audience is primarily between the ages of 25-54, while their print readership is primarily between 45-65+. Both print and digital reach families with small children, and the Skeletons event is a great event for families.

**The Tipping Point Theatre Programs:**

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

**Parks & Recreation Winter 2020 Brochure:**

Winter issue is available digitally with limited print

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

### **PUBLICITY:**

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

- January & February Events
- Los Tres Amigos opening
- Stampeddler Business Milestone – 36 years in Downtown Northville

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

- December 9 – Fox2 Detroit in-studio Holiday Gift Idea segment

### **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
- Tipping Point “Every Christmas Story Ever Told (And Then Some)” program
- Parks & Rec Winter Brochure
- Ad in Art House Winter Brochure

### **UPCOMING PAID ADVERTISING:**

#### **PRINT:**

- Half-page Ads in SEEN Magazine (reaches affluent communities and is mailed)
  1. Ads in December 2019 – May 2020 issues of SEEN
- Quarter-page Ads in The Ville
  1. Ads in December 2019 – April 2020 issues of The Ville
- Ad in the Art House Spring brochure
- Ad in Tipping Point 39 Steps – Show runs January 30-March 8
- Ad in the Northville Chamber Directory



**NOVEMBER**

23, 24, 30

**DECEMBER**

1, 7, 8, 14, 15, 21, 22

1:00 - 5:00 pm



**Visit Santa in Town Square**

# EVENT HIGHLIGHTS

## **NOV 22 – NORTHVILLE IS SWEET - HOLIDAY LIGHTED PARADE**

6:30 pm, Northville Chamber of Commerce, Downtown Northville, [www.northville.org](http://www.northville.org)

## **NOV 23, 24 – HOLIDAY GREENS MARKET**

Saturday 10:00 am - 4:00 pm, Sunday 11:00 am - 3:00 pm

Northville Chamber of Commerce, Town Square, [www.northville.org](http://www.northville.org)

## **DECEMBER 6 – FIRST FRIDAY EXPERIENCE - SHOP TILL YOU DROP**

5:00 - 9:00 pm, Northville Central Business Association, Downtown Northville

[www.facebook.com/enjoynorthville](https://www.facebook.com/enjoynorthville)



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



Downtown Northville



@downtownnorthville



@visitnorthville

# EXPERIENCE DOWNTOWN NORTHVILLE



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

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



\*Styles pictured may vary at locations due to availability/inventory. Pictured clockwise: Alexander's Custom Clothiers; Edward's Café and Caterer

## Town Square Special Event Meeting

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### **AGENDA**

**Wednesday, December 4, 2019**

**Meeting Room A – 8:30 am**

*Purpose of the Meeting: Review of Special Event/Street Closure Requests*

1. Why do we have Special Events in Northville?
2. Review of current Special Events in Town Square that require Street Closure (Attachment 1)
3. Review of Current Special Event Policies
  - A. Special Event Application (Attachment 2.A)
  - B. Town Square Use Policy (Attachment 2.B)
4. Review of all available Venues
5. Discuss Criteria and Procedures for Road Closure
6. How to gain input from the Community
  - A. Survey of Business Owners
  - B. Discussion with Event Providers
  - C. Open Meeting
7. Discuss next steps