

Northville DDA - Marketing Committee

AGENDA

Thursday, January 9, 2020

Northville DDA Office

215 W. Main Street, Meeting Room A, 8:45 am

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|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8:45 – 8:50 | 1. Introduction Lori Ward, Northville DDA |
| 8:50 - 9:00 | 2. PR & Marketing efforts for December 2019 <ul style="list-style-type: none">A. December Stats and Measurements (Attachment 2.A)B. December PR Summary (Attachment 2.B)C. December/January Print ads (Attachment 2.C) |
| 9:00 – 9:15 | 3. Recap of Events <ul style="list-style-type: none">A. Shop Till You Drop - December 6, 2019B. Pancakes and Pajamas - December 7, 2019C. Children's Christmas Workshop - December 7, 2019D. New Hope for the New Year - December 7, 2019E. Santa in Town SquareF. Handcrafter's Tinsels and Treasures - December 13-15, 2019G. Scottish Christmas Tea - December 15, 2019H. Holiday Funtastic Night - December 20, 2019 |
| 9:15 – 9:20 | 4. Upcoming Events <ul style="list-style-type: none">A. First Friday Experience - January 3, 2020B. American Girl Doll Party – January 17, 2020C. Jazz at the Point – January 18, 2020D. Northville Historic Neighborhoods – January 29, 2020 |
| 9:20 – 9:40 | 5. Review of Marketing Committee Goals and Objectives 2020-21 (Attachment 5) |
| 9:40 – 9:50 | 6. Special Event Meeting Update (Handout) |
| 9:50 – 9:55 | 7. Next Meeting – Thursday, February 6, 2020
Coldwell Banker Weir Manuel, 201 CadyCentre |
| | 8. List of Marketing Committee Meeting Dates for 2020 (Attachment 8) |

December 2019:

FACEBOOK:

Page Update:

Through Monday, December 30

Page Likes: 10,864

New Likes: 60 (since last summary)

Followers: 11,203

Monthly Total Reach: 18,600

Monthly Page Views & Previews: 600

Monthly Post Engagement: 7,923

Link Clicks: 764

New Check-ins: 128

Organic Post ~ Now Open! Los Tres Amigos (shared Los Tres Amigos post)

Run date(s): December 27 (8:12 a.m.)

Reach: 6,400

Reactions: 283 (267 Like, 12 Love 3 Wow & 1 haha)

Comments: 104

Shares: 28

Post Clicks: 2,745 (1,216 photo / 1,529 other such as page title or “see more”)

Organic Post ~ Last Weekend to see Santa (with photo)

Run date(s): December 19 (2:00 p.m.)

Reach: 1,800

Reactions: 29 (27 Like, 2 love)

Comments: 2

Shares: 1

Post Clicks: 29 (5 photo / 24 other such as page title or “see more”)

Organic Post ~ Article: Christmas in These Towns Look Like a Hallmark Movie)

Run date(s): December 6 (9:12 a.m.)

Reach: 3,400

Reactions: 139 (115 Like, 20 Love, & 4 Wow)

Comments: 4

Shares: 49

Post Clicks: 742 (535 link / 207 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.

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 December 2019:

PUBLICITY:

Press Materials Sent:

- January & February Events calendar

Upcoming press materials:

- Los Tres Amigos opening
- Alexander's Custom Clothier Award Winning Commercials

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
 - Promoted Skeletons are Alive Launch Party post
- 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 December issue of The Ville
- Ad in December 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 January – May 2020 issues of SEEN
- Quarter-page Ads in The Ville
 1. Ads in January – April 2020 issues of The Ville
- Ad in the Art House Spring brochure
- Ad in Tipping Point 39 Steps –Show runs January 30-March 811

EXPERIENCE DOWNTOWN NORTHVILLE



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



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

downtown
Northville



timeless...with a twist

Where local
Food, Shops
and Fun are
Main & Center

downtownnorthville.com

*Styles pictured may vary at locations due to
availability/inventory. Pictured: 160 Main





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**Styles pictured may vary at locations due to availability/inventory. Pictured: Urge Juice*

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***Styles pictured may vary at locations due to
availability/inventory. Pictured: Koji**



Northville Downtown Development Authority
Marketing Committee
FY 2020-21 Goals and Objectives

Goal	Objective	Action Steps
<i>Marketing Committee:</i> Attract more people to Downtown.	Promote the Downtown as a destination for shopping, design and entertainment.	<ul style="list-style-type: none"> ▪ Work with Marketing Consultant and Marketing Mix Committee to develop annual advertising and public relations plan for Downtown. ▪ Monitor analytics to evaluate the effectiveness of the various marketing efforts. ▪ Update the DDA website.
	Attract more visitors to the Downtown area for events.	<ul style="list-style-type: none"> ▪ Evaluate the DDA's role in Special Events. ▪ Oversee the rental of Town Square and encourage additional use of the facility.
	Attract potential new businesses to the Downtown Area	<ul style="list-style-type: none"> ▪ Have ongoing discussions with property owners to determine when vacancies will be occurring in the Downtown and assist owners in filling those spaces. ▪ Actively Market Available Properties.
	Assist businesses with specific needs.	<ul style="list-style-type: none"> ▪ Develop a Business Assistance Team to meet with businesses in need of additional support.
	Develop downtown as an entertainment and arts district.	<ul style="list-style-type: none"> ▪ Explore the creation of an Arts and Creative Industries Master Plan for Downtown.

Northville DDA Marketing Committee Schedule for 2020

January 7, 2020	Northville DDA	215 W. Main Street
February 6, 2020	Coldwell Banker Weir Manuel	201 CadyCentre
March 5, 2020	New Hope Center for Grief Support	145 N. Center Street
April 2, 2020	TBA	
May 7, 2020	Northville Parks & Recreation	301 W. Center Street
June 4, 2020	Maybury State Park	50165 8 Mile Road
July 2, 2020	TBA	
August 6, 2020	TBA	
September 3, 2020	Mill Race Village	215 Griswold Street
October 1, 2020	TBA	
November 5, 2020	TBA	
December 3, 2020	Art House	215 W. Cady Street

All meetings held at 8:45 am