

Northville DDA - Marketing Committee

AGENDA

New Hope Center For Grief Support
145 N. Center Street, 8:45 am

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| 8:45 – 9:00 | 1. New Hope Center for Grief – Introduction |
| 9:00 – 9:10 | 2. Special Event Policy Update (Attachment 2) |
| 9:10 – 9:25 | 3. Marquis Theater Task Force |
| 9:25 – 9:30 | 4. PR & Marketing efforts for December 2019 <ul style="list-style-type: none">A. February Stats and Measurements (Attachment 4.A)B. February PR Summary (Attachment 4.B)C. February 6, 2020 Meeting Minutes (Attachment 4.C)D. February Print ads (Attachment 4.D) |
| 9:30 – 9:40 | 5. Recap of Events <ul style="list-style-type: none">A. Million Dollar Princess Tea – February 1, 2020B. Morning with your Legislator – February 3, 2020C. Daddy/Daughter Dance – February 7, 2020D. First Friday Experience – February 7, 2020E. Art Crush – February 8, 2020F. Full Moon Hike – February 9, 2020G. Valentine's Afternoon Tea – February 12, 2020H. Mid-Winter Recess Nerf Blaster Battle – February 18, 2020 |
| 9:40 – 9:45 | 6. Upcoming Events <ul style="list-style-type: none">A. First Friday Experience – March 6, 2020B. Maple Syrup Tours – March 7, 2020C. Pi Day – March 13, 2020D. Night for Northville – March 14, 2020E. Vernal Equinox Hike! – March 20, 2020F. Spring Fling – Handcrafters Market |
| 9:45 – 10:00 | 7. News from Other Organizations |
| | 8. Next Meeting – Thursday, April 2, 2020 – TBD (Attachment 8) |

CITY OF NORTHVILLE SPECIAL EVENTS POLICY

I. Statement of Policy

The City of Northville (hereafter “City”) wishes to establish a policy for the regulation of special events held on property owned/controlled by the City of Northville. This policy shall apply to all special events and the commercial filming of locations within the City. Any organization wishing to sponsor or hold a special event in the City will be required to complete the City of Northville Special Event Application. (Please note: Mill Race Village (MRV) is operated by the Northville Historical Society – please refer to MRV use guidelines).

II. Application Procedures

Applications are available from the City Manager’s office, the City Clerk’s office or on the City website at **www.ci.northville.mi.us**. Applications shall be submitted to the City Manager’s Office no later than forty-five (45) days prior to the actual first day of the event.

The City may waive the forty-five (45) day rule only in extreme cases for events that may involve some type of security issue (*i.e. Presidential Visit*), events that require immediate decision due to the circumstances of the event (emergency situations), or for commercial video or film production events.

Groups that request locations in the City for commercial video or film production shall coordinate the production with the City Manager’s Office. The City Manager or his/her designee shall have the authority to grant permission for commercial video or film production in the City and to allow use of City owned facilities for these purposes. All other conditions of the Special Event Policy shall apply to commercial video or film production events.

City administration will provide a complete review of all special event applications, at no charge to event sponsors. Review of the application may include consultation with the applicant if necessary. Other than events noted above, the City will approve special event applications at a regular or special City Council meeting.

During review of the Special Events Application, the City may place special conditions on the event. The City Council has the right to add or waive criteria when reviewing special event applications. The appropriate member of the City administration shall be available to meet with event organizers to review the special conditions and ensure that all conditions, including insurance coverage, are met before the event begins. Some events may require that an appropriate member of the City administration or their agent be on site during the event.

Use of city park facilities must also be reserved by the Parks and Recreation Department at (248) 349-0203 or recreation@ci.northville.mi.us. If you are seeking to hold an event in Town Square and do not require a street closure, Town Square may be reserved by contacting the Northville DDA at 248-349-0345 or contacting lward@ci.northville.mi.us.

III. Definition

“Special Event” means any transient amusement enterprise, outdoor temporary (3 days or less) gathering, and any similar event, including, but not limited to parades, arts and crafts shows/fairs, weddings, festivals, photographic/promotional activities, commercial video or filming, block parties, theatrical exhibition, sporting events/tournaments, musical performance, public show, entertainment, amusement or other exhibitions.

“Full Day Event” means a special event which is longer than 6 hours in duration. This does not include parades, road races, Friday Night or Wednesday night concerts or any event shorter than 6 hours.

IV. City Services Support

The City will provide support to special events on the following basis:

- A. City Operated/Sponsored Events:** The City may operate certain special events directly. The City may provide financial support to these events as determined in the annual budget appropriation.
- B. Co-Sponsored Events:** The City may co-sponsor certain events with other organizations, when it is determined that the event is of general interest to the public and advances the promotion of the community. The City may provide financial support to these events as determined in the annual budget appropriation. These events must meet the other requirements of the special event policy, and must reimburse the City department for 100% of costs in excess of the support level authorized by the budget appropriation.
- C. Non-Profit Events:** The City may provide a portion of the actual City labor costs, equipment rental charges, purchased or rented materials as well as park/facility rental fees to assist special events operated by non-profit organizations. These events must meet the other requirements of the special event policy, and must reimburse the City department for 100% of costs in excess of the support level authorized. Groups filing an application a Non-Profit Event must submit a current IRS 501C Statement.
- D. For Profit Events:** The City may allow special events operated by for-profit sponsors that are beneficial to the City and the community. These events must reimburse the appropriate City department for 100 % of costs related to the event.

- E. Block Parties:** The City will make available barricades for block party street closures. Barricades must be picked up and returned to the City DPW Yard by the applicant. For a fee, the City may deliver and pick up the barricades. Block party requests must be noted on the Special Event Application and must meet the other requirements contained in the special event regulations.
- F. Political or Ballot Issue Events:** The City will allow political or ballot issue events on City owned property. These events must reimburse the appropriate City department for 100 % of costs related to the event.
- G. Weddings:** Wedding ceremonies that can be classified as a Class I – Low Risk Event, and/or that are held within Northville City Hall will not be required to file a Special Event Application, but any applicable facility use fee shall be paid to the City. All other wedding ceremonies must meet the other requirements of the Special Event Policy.
- H. Video or Film Production:** All commercial video or film productions must reimburse the appropriate City department for 100 % of costs related to the event.

V. Fees For Special Events

Fees shall be charged for City services provided to special events as follows:

- A. Hourly Rate** shall be the hourly rate for any employee working on a special event as established by the City administration. The hourly rate shall include expenses related to the employee including fringe benefits, or as established by the City.
- B. Equipment Use:** City equipment required for an event shall be charged to the event by an hourly cost. The established rate for equipment shall come from the current Equipment Rental Rate Manual “Schedule C” or as published by the Michigan Department of Transportation (MDOT).

VI. Special Event Signs

The Special Event Application shall include a description of any promotional/advertising signs proposed to be used for the event. The use of signs shall conform with the description contained in the application, or as approved during the review process. All signs must conform to the City’s Entrance Sign and Municipal Banner System Policies as well as all other City ordinances.

VII. Liability Insurance Requirements

The City shall require that all sponsors of special events provide liability insurance. After reviewing the description of the event and potential risk factors, the City will notify the sponsor of what insurance coverage is needed. An event sponsor shall be required to provide a valid certificate of insurance in the minimum amount of \$1M general liability naming the City of Northville as an additional insured within one week of the event approval. The City may require the sponsor and/or vendor to provide higher levels of insurance, coverage, and policies as deemed necessary based on specific event risk factors and review by the City's insurer. All events with inflatable games and/or inflatable rides will require \$3M general liability with additional insured coverage.

The City may place additional requirements on any event. These requirements may include specific staffing levels for police, fire, paramedic, public works, recreation or other personnel. Expenses for these requirements will be billed to the sponsoring organization under the terms of this policy.

City administration will review each special event application received and assess the potential liability risk of the City, based on the following categories. Events may fall into one or more categories.

Class I – Low Risk involves no physical activity by participants and no severe exposure to spectators. Examples of events in this category include, but are not limited to, block parties and picnics, wedding ceremonies of less than 20 people.

Class II – Moderate Risk involves limited physical activity by participants and no severe exposure to spectators. Events in this category include, but are not limited to, amateur team sports, dances, and concerts.

Class III – High Risk involves major participation by participants and/or moderate exposure to spectators. Events in this category include, but are not limited to, parades, festivals, craft shows, marathons or races and circus/carnivals, food vendors, inflatable games, amusement rides, animal shows, sidewalk sales, political rallies, and flea markets.

Class IV – Maximum Risk involves severe exposure to spectators and/or participants. Examples of events in this category include, but are not limited to, alcoholic beverage sales, vehicle races, fireworks displays, ice carving events, professional or collegiate sporting events.

The City Manager, or his/her designee, has the authority to cancel or stop an event if the conditions required for approval, including insurance coverage, of the event are not being met. In addition, the City Manager and City public safety officials have the authority to cancel or stop an event, or place additional restrictions on the event, if it is deemed that the public health, safety or welfare is being jeopardized and/or would be better served with additional restrictions.

VIII. Traffic Control and Safety Requirements:

The event sponsor shall submit a traffic control and safety plan. The event sponsor shall be responsible for complying with all traffic control and safety procedures required by the City during the event. The requirements will be indicated in the notice of approval, and additional requirements may be made by the City during the event as may be necessary for the safety of the public. It should be noted that the City does not allow solicitations of any kind in the street. The City accepts no responsibility or liability for the safety of persons who may, against the policy of the City, make solicitations in City streets.

The City of Northville has NO authority to grant a permit for solicitations on any Wayne County, Oakland County or State of Michigan road.

IX. Participant Waiver of Liability:

The event sponsor shall be responsible for obtaining all signed indemnification agreements as required by the City. Samples of the basic agreements are attached to these regulations. The specific requirements for each event will be indicated in the written confirmation of approval.

X. Vendor License Requirements

All food/beverage vendors must have Wayne County or Oakland County Health Department approval and must post a valid food handler's license at their site, depending on which county the event is taking place within.

Food/Beverage Vendors are responsible for any and all fees related to obtaining a Wayne or Oakland County food license. Food/Beverage Vendors are required to comply with all Wayne County or all Oakland County Health Department rules and regulations for Temporary Food License Facilities.

Food/beverage vendors should contact the appropriate Health Department **WELL IN ADVANCE** of the event date. Wayne County Environmental Health 734-727-7400. Oakland County Environment Health 248-926-3300.

XI. Events that require Downtown Street Closures

All Downtown Events requiring downtown street closures must contribute to the economic enhancement, cultural enrichment, and/or promotion of Downtown Northville. In addition, the proposed location must be suitable for the event, with consideration given to crowd size, traffic flow, parking, electricity, health and safety, and impact on the site. Full Day events (6 hr +) that require downtown street closures are limited to either 2 full day events (6 hr +) per month or 1 multi-day event per month. The events may not be held on consecutive weeks. Events requiring street closures must be accessible and open to the public, consistent with State laws governing alcohol sales.

XI. Two Or More Applications For The Same Event Date

In the event that two or more Special Event Applications are received for the same date and time prior to the approval of either event, the date and time that each application was received by the City shall determine the order of preference. Once a special event approval has been granted, it shall be the policy of the City to not award further permits for the same date, time, and general location.

In the event that two or more Special Event Applications are received at the same time for the same date and time, City administration has authority to resolve date and time conflicts with the sponsors filing each application based on the hierarchy established in section IV.

XII. Reservation of Annual Event Dates.

If an event is intended to be an annual event at regularly scheduled dates, the current year's application may include the following year's requested dates. Approval of the current year's application may include a reservation of the next year's proposed dates. However, the reservation will not constitute approval of the next year's event, which must have its own timely application submitted for City approval. In general, the City will not approve Special Event Applications for more than one year in advance.

XIII. Written Confirmation of City Approval

Upon approval of the Special Event Application, a written confirmation as to the action of the City will be forwarded to the individual or organization requesting the event. This confirmation will outline any special conditions that must be met if the event is to be held.

XIV. Effective Date

Upon adoption, this policy is effective immediately. Events requested after the adoption date are subject to this policy.

Policy Adopted: April 3, 2006

Policy Amended: June 15, 2009

Policy Amended: February 17, 2020

February 2020:

FACEBOOK:

Facebook Page Update:

Through Wednesday, February 26

Page Likes: 10,912

New Likes: 12 (since last summary)

Followers: 11,272 (16 more since last summary)

- 80% are women /20% men
- Age demo: 35-44 main demo with 45-54 next largest
- Top 10 cities followers are from: Northville, Novi, Livonia, Canton, Plymouth, Detroit, South Lyon, Farmington Hills, Westland & Ann Arbor

Monthly Total Reach: 11,451

Monthly Page Views & Previews: 480

Monthly Post Engagement: 4,476

Organic Post ~ Coming Soon! Blackbird by dear prudence (shared blackbird by dear prudence post)

Run date(s): February 24 (10:56 a.m.)

Reach: 2,090

Reactions: 21 likes & 2 Love

Comments: 2

Shares: 0

Post Clicks: 277 (12 photo & 265 other such as page title or “see more”)

Organic Post ~ Parks & Rec Toddle Time (with photo)

Run date(s): February 13 (12 p.m.)

Reach: 1,657

Reactions: 15 like

Comments: 3

Shares: 2

Post Clicks: 43 (6 photo /37 other such as page title or “see more”)

Organic Post ~ National Carrot Cake Day (Shared Rebecca’s restaurant post)

Run date(s): February 3 (1:24 p.m.)

Reach: 2,389

Reactions: 48 (43 likes, 4 wow, & 1 wow)

Comments: 16

Shares: 2

Post Clicks: 122 (6 photo/ 120 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 February 2020:

PUBLICITY:

Press Materials Sent:

- March & April Calendar of Events
- Alexander's Custom Clothier Award Winning Commercials

Upcoming press materials:

- Urban You Now Open announcement
- Northville Gallery New Owner announcement
- Blackbird by Dear Prudence Opening announcement
- May & June Calendar of Events

SOCIAL MEDIA:

- Facebook ~ Continued to maintain the page, including daily posts on events and business announcements (10,900 likes / 11,256 follows)
- Twitter ~ Continued to maintain the page, including daily posts on events and business announcements (879 followers)
- Instagram ~ Continued to maintain the page, including daily posts on events and business announcements (1,610 followers)

PAID ADVERTISING:

- Ad in February issue of The Ville
- Ad in February issue of SEEN Magazine
- Tipping Point "The 39 Steps" program – Show runs January 30-March 8
- 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)
 - Ads in March – May 2020 issues of SEEN
 - Final ads; The DDA is not renewing the contract with SEEN
- Quarter-page Ads in The Ville
 - March & April 2020 issues
 - The DDA will renew contract with The Ville for 12-months (May 2020-April 2021)
- Ads in March & April 2020 issues of The Ville Ad in the Art House Spring brochure
- Ad in Tipping Point "The Baxter Sisters" program



Northville DDA Marketing Committee Meeting Minutes

Thursday, January 9, 2020

Meeting Room A – 8:45 am

Present: Shawn Riley/DDA and Marketing Committee Chair, Lori Ward/DDA Director, Margene Buckhave, Lindsey Butzin, Shannon Cocker, Dan Ferrara, Jennifer Frush, Jeanne Micallef, IMJ Communications, Sue Taylor, Amy Bonser, Erin Maten, Jeri Johnson/DDA, Barbara Moroski-Browne/City Council

Absent: Stephanie Caldwell, Liz Cezat, Samantha Downes, Karen Fehl, Mark Gasche, Ryan Kaltenbach, Carol Lehmann, Stacy Lorence, Jennifer Luikart, Chuck Murdock, Mary Starring

Introduction of Host – Shawn Riley, Caldwell Banker Weir Manuel

Riley introduced himself to the Committee and provided background information on Caldwell Banker to the group. The meetings travel each month to a different Committee members' office to allow the Committee to get to know more about the organizations that are operating in our community. Next month, New Hope Cent4er for Grief Support will host the meeting.

1. *Special Event Policy*

The City Council met on February 3rd, and Ward presented recommendations on how to evaluate street closures as part of a Special Event Application. The criteria were developed by a Subcommittee of the DDA which included representatives from the Marketing Committee, Special Event organizers, merchants, property owners, restaurant owners and others. The group met 3 times over the course of 2 months to discuss the issue and come to consensus. The City Council voted to approve the criteria and requested that Ward revise the exiting Special Event Policy to include the new language and return to City Council at their next meet for adoption of the revised policy.

The Subcommittee also recommended that the City review the fees charged for special events, improve communications methods to allow for more input from merchants and residents, and review the existing Ford Field Rental Policy to encourage more use of Ford Field for events.

2. *Special Events*

Friday Night Concerts – The Chamber of Commerce has approached the DDA and asked if they would be interested in taking over the management of the Friday Night Concerts. There has been preliminary discussions and the subject will be discussed by the DDA Board at their February 18th meeting. The DDA already manages the Wednesday Night Concerts.

Planning for Holiday Events – The DDA has agreed to work with the NCBA to develop a Holiday shopping event downtown. Suzie Cozart, DDA Design Committee Co-Chair has agreed to Chair the Committee that is working on the event. The owners of Van Dams and Celebrity Pets will be representing the business community on the Committee.

3. *Criteria for promoting of events on social media, newsletter and event cards*

Ward asked for input from the group on what criteria to put into place to evaluate when an event is included on social media, on event cards, and in the newsletter. The consensus of the group was when there was not a space limit, to error on the side of including or promoting more of the Northville events. When the space is limited, for instance the event card, highest priority should be given to those events that are physically in the downtown, or sponsored by a downtown business or organization. There was agreement that we should all try to promote each other's events as much as possible.

4. *PR & Marketing effort for January 2020*

Micallef briefed the group on the latest data on January PR and advertising placements. The Committee was provided copies of the ads that have been placed the past month in Seen, The "Ville, Tipping Point brochure, Parks & Recreation brochure, and the Art House brochure. Beginning in fiscal year 2020, the DDA will no longer be advertising in Seen Magazine, but will instead be increasing its ad size in The 'Ville.

5. *Recap of Events*

- First Fridays were reported to have been slow in January, which is a normal occurrence.
- American Girl Doll Party- Parks & Recreation reported that the event was a big hit and sold out.
- Jazz at the Point – Ferrara provided the Committee with information about the jazz series held at the Tipping Point Theatre.
- Northvill Historical Society Lecture Series – The Northville Historical Society's lecture series in February was entitled The Abolitionist of Northville. There was a good crowd for the event.

6. *Upcoming Events* - The Committee members each updated the Committee on upcoming events and happenings of their organizations. They included:

- Daddy/Daughter Dance – February 7, 2020
- First Friday Experience – February 7, 2020
- Art Crush – February 8, 2020
- Full Moon Hike – February 9, 2020
- Valentine's Afternoon Tea – February 12, 2020
- Mid-Winter Recess Nerf Blaster Battle – February 18, 2020

7. *Next Meeting – Thursday, March 5, 2020 – New Hope Center for Grief Support*

downtown
Northville



timeless...with a twist

Where local
Food, Shops
and Fun are
Main & Center

downtownnorthville.com

Pictured: Mod Market



downtown
Northville



timeless...with a twist

Where local
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downtownnorthville.com

Pictured: Los Tres Amigos



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