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## Northville DDA - Marketing Committee November 5, 2020

The meeting will be held via video conference in compliance with the Open Meetings Act. Members of the public body and members of the public participating electronically will be considered present at the meeting and may participate as if physically present at the meeting. The following is the public link to attend the meeting: <https://us02web.zoom.us/j/83550413749>, 1-312-626-6799, Meeting ID: 835 5041 3749.

Log in Instructions, Meeting Rules and Tips are available on the City's website at: [https://www.ci.northville.mi.us/UserFiles/Servers/Server\\_11895878/File/Government/AgendasandMinutes/CityCouncil/Public%20Hearing%20Notice/Zoom%20Webinar%20User%20Guide%20for%20City%20of%20Northville%20public%20FINAL.pdf](https://www.ci.northville.mi.us/UserFiles/Servers/Server_11895878/File/Government/AgendasandMinutes/CityCouncil/Public%20Hearing%20Notice/Zoom%20Webinar%20User%20Guide%20for%20City%20of%20Northville%20public%20FINAL.pdf) or from the main Home page, click on the Government tab, then Agendas and Minutes, scroll to the Downtown Development Authority section of the webpage, and scroll down to the link for this meeting. "Zoom Webinar User Guide for City of Northville Public" is also available on this website page.

### **AGENDA**

- |             |   |
|-------------|---|
| 8:30 – 8:35 | 1. Introductions  |
| 8:35 – 8:55 | 2. News from Organizations  |
| 8:55 – 9:05 | 3. PR & Marketing efforts for October 2020 <ul style="list-style-type: none"><li>A. October Stats and Measurements (Attachment 3.A)</li><li>B. October PR Summary (Attachment 3.B)</li><li>C. October and November Print Ads (Attachment 3.C)</li></ul> |
| 9:05 – 9:25 | 4. Event Recaps <ul style="list-style-type: none"><li>A. Fall</li><li>B. Skeletons are Alive! / Halloween</li><li>C. Farmers' Market</li></ul>  |
| 9:25 – 9:55 | 5. Upcoming Events <ul style="list-style-type: none"><li>A. Heat in the Street (Attachment 5.A)</li><li>B. Greens' Market</li><li>C. Winter Entertainment</li></ul>   |
| 9:55        | Next Meeting – Thursday, December 3, 2020   |

## **October 2020:**

### **FACEBOOK:**

#### **Facebook Page Update:**

Through October 27

Page Likes: 11,526 (162 more than last summary)

Followers: 12,062 (192 more since last summary)

Check-ins: 19,250

- Women (80%)/ Men (20%)
- 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: 17,877

Monthly Page Views & Previews: 2,427

Monthly Post Engagement: 15,490

#### **Organic Post ~ Living & Learning Center's Vocational Program (included link)**

Run date(s): October 26 (11:17 a.m.)

Reach: 2,101

Reactions: 17 likes / 2 love

Comments: 1 (on post)

Shares: 8 (7 on post 1 on share)

Post Clicks: 15 (8 link / 7 other such as page title or "see more")

#### **Organic Post ~ Here's what is happening this weekend (with photos)**

Run date(s): October 19 (12:01 p.m.)

Reach: 4,382

Reactions: 57 likes / 12 love / 4 wow / 25 sad

Comments: 2 (1 on post / 1 on share)

Shares: 12 (on post)

Post Clicks: 305 (236 photo / 1 link / 68 other such as page title or "see more")

#### **Organic Post ~ 5 Reasons To Visit Northville This Fall – Little Guide Detroit Article (with article link)**

Run date(s): October 9 (2:27 p.m.)

Reach: 2,044

Reactions: 48 likes / 7 love

Comments: 4 (on post)

Shares: 5 (on post)

Post Clicks: 202 (142 link / 60 other such as page title or "see more")

#### **Organic Post ~ Labor Day Weekend Reminder of music in The Twist (with photos)**

Run date(s): October 2 (4:51 p.m.)

Reach: 3,873

Reactions: 147 likes / 18 love / 2 Ha Ha

Comments: 13 (1 on post / 12 on share)

Shares: 18 (on post)

Post Clicks: 388 (304 photo / 84 other such as page title or "see more")

## **INSTAGRAM:**

Followers: 3,174 (152 more followers since last summary)

77% women / 23% men

Age demo: 35-44 (33%), 25-34 (29%), 45-54 (20%)

Insights from last 7 days:

Reach: 1,837 (the number of unique accounts that have seen any of our posts)

- Profile visits: 185
- Get Directions: 1
- Website taps: 4

Impressions: 30,348 (total number of times our posts have been seen)

Interactions: 433

- Likes: 406
- Comments: 7
- Saves: 5
- Shares: 10
- Story: 5
  - Replies: 2
  - Shares: 3

### **Top Posts:**

- Visit our story this weekend (October 23) – 1,185 reach (74 likes, 2 comments, 8 profile visits)
- Repost of Browndog Barlor Brussel Hash (October 21) – 1,229 Reach (55 likes, 2 comments, 2 profile visits)
- Repost of Sugar Lu's Boo Buckets (October 21) – 937 reach (48 likes, 3 messages, 1 save, 1 profile visit)

### **Top Stories:**

- Share of Skeletons post with #Skeletons are alive– 249 reach/discovery (280 impressions, 227 navigation –5 back, 138 forward, 72 next story & 12 exited)
- Share Of Lorla's Merchandise (hat) – 235 reach/discovery (271 impressions, 246 navigation – 15 back, 174 forward, 43 next story, 14 exited)

## **TWITTER:**

Changed name to Downtown Northville instead of Visit Northville

Followers: 910

This is the first bump in followers in a while

Twitter does not provide many analytics.

## **ADVERTISING:**

**The Ville:**

The DDA has renewed the contract with Ville – ads will be place in 12 issues of the magazine (May 2020-April 2021).

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.

## **DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY October 2020:**

### **PUBLICITY:**

#### **Upcoming Press Releases:**

Holidays in Downtown Northville / update on the Social District

- DATE TBD Even in a pandemic, New shops are opening and others are expanding in Downtown Northville: Sugar Lu's, Sgt Peppers, La Shish, Tuscan Expansion, Spice merchants expansion. Include Van Dam's / My Michigan Connection retiring (while a couple long-time business owners are retiring, there has already been great interest in their storefronts) and Edwards retiring and selling business

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

- October 9 – Little Guide Detroit – Highlight of Skeletons in Downtown Northville as a fall event
- October 18 – The Oakland County Times – Restaurant Review of Rebecca's

### **SOCIAL MEDIA:**

- Facebook ~ Continued to maintain the page, including daily posts on business announcements and virtual events, etc.
- Instagram ~ Continued to maintain the page, including daily posts business announcements, etc.
- Twitter ~ Continued to maintain the page, including daily posts on business announcements, etc.

### **PAID ADVERTISING:**

- Ad in October issue of The Ville

### **PAID SOCIAL MEDIA:**

- Upcoming: Holidays

### **UPCOMING PAID ADVERTISING:**

#### **PRINT:**

- Half-page Ads in The Ville
  - The DDA has a contract with The Ville for 12-months (November 2020-April 2021)



Where  
supporting our  
local businesses is  
Main & Center

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

Photo Credit: Mark Allen Smith

# Northville Winter Outdoor Dining

## Toddy in the Ville

O|X Studio - October 14, 2020

## Purpose & Goals

Support the seasonal outdoor dining experience in Northville's downtown social district by

- ❖ Designing modular food & beverage stands
- ❖ Designing modular “pods” for visitors to enjoy food & beverages from restaurants and/or the food & beverage stands

Structures shall be of high-quality and durable, allowing usage for several years. Structures shall be moveable by a forklift. Modular nature of the structures allows for individual placement or in placement in groups.

All structures shall support identification of sponsors (signage). Structure shall support lighting and heating for use during the colder seasons.



# Overview

## Purpose & Goals

### Food & Beverage Stands

- Locations, Design & Functionality
- Funding & Occupants

### Social District Pods

- Locations, Design & Functionality
- Budget & Funding

### Next Steps

- Overall Scheduling
  - Create funding campaign
  - Next Meeting Set-up
  - Prototype to Start Construction
-

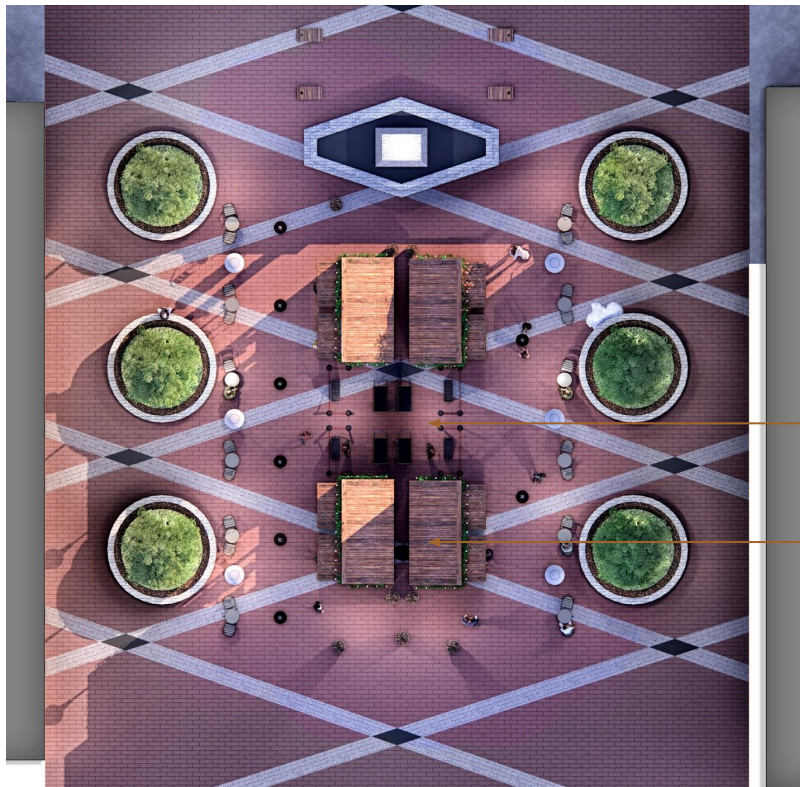
# Food & Beverage Stands - Design & Functionality

Attachment 5.A  
nlySTUDIO





# Food & Beverage Stands - Location



Potential Outdoor  
Cooking 'Theatre' Zone

Restaurant / retail could  
'lease' a group or even  
just one 8'x8' module



Court Plan [4 Groups | 8 Modules]

# Food & Beverage Stands - Design & Functionality

Attachment 5.A  
diySTUDIO



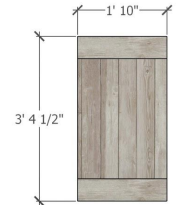
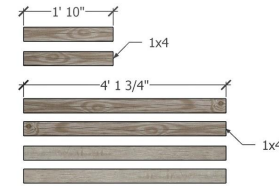
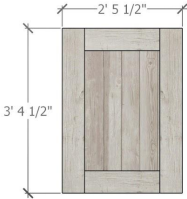
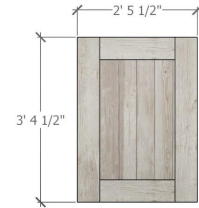
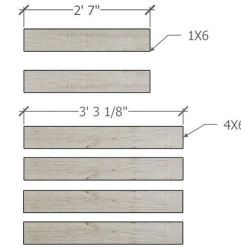
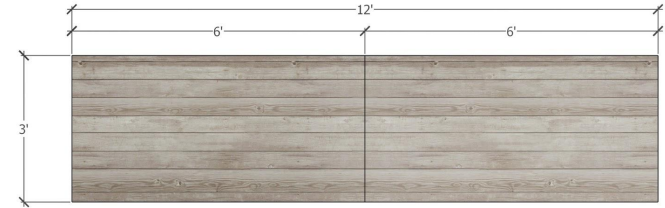
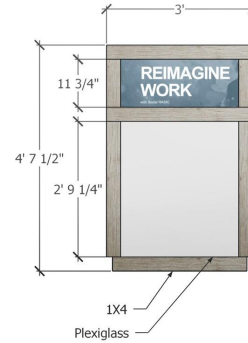
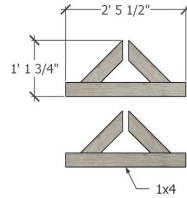


# Social District Pods - Design & Functionality

Attachment 5.A  
STUDIO



# Social District Table - Parts



# Schedule | 6 Weeks

