

Northville DDA - Marketing Committee

AGENDA

Thursday, May 3, 2018

Meeting Room A – 8:45 am

- 8:45 – 8:55
 - 1. PR & Marketing efforts for April
 - A. April PR Summary (Attachment 1.A)
 - B. April Stats and Measurements (Attachment 1.B)
 - C. Upcoming PR & Marketing for May (Attachment 1.C)
- 8:55 – 9:00
 - 2. Update: Party in the Ville (Attachment 2)
- 9:00 – 9:10
 - 3. Wednesday Night Concert Series: Northville Unplugged (Attachment 3)
- 9:10 – 9:20
 - 4. Discussion on Businesses Outside the DDA District (Attachment 4)
- 9:20 – 9:30
 - 5. Upcoming Downtown Events
 - A. Farmer's Market begins - May 3
 - B. First Friday Experience – May 4
 - C. Wildflower Walk – Maybury – May 4-5
 - D. Spring Carnival – May 10 – 14
 - E. Armed Forces Benefit Concert – May 18
 - F. Flower Sale – May 25, 26
 - G. Friday Night Concert Series begins May 25
 - H. Memorial Day Parade - May 28
- 9:30 – 9:45
 - 6. News from other Organizations
- 7. Next Meeting – June 7, 2018

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY April 2018:

PUBLICITY:

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

- May/June calendar
- Adorn Fine Flowers New Space
- Moon and Me New Owners

Upcoming press materials:

- Electric Vehicle Charging Stations
- 160 Main Opening

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

- April 25 – Feature in The Oakland Press business section on Moon & Me new owners (online); It appeared in the print edition on April 26
- Listings of events in major daily publications

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

PAID ADVERTISING:

- Ad in Chamber Directory
- Ad in Parks & Rec Summer Brochure
- Ad in April 2018 issue of SEEN Magazine (reaches affluent communities and is mailed)

UPCOMING PAID ADVERTISING:

PRINT:

- Ads in SEEN Magazine (reaches affluent communities and is mailed)
 1. June 2018 (1/4 page ad)
 2. July 2018 (1/2 page ads start for 12 months)
 3. August 2018
 4. September 2018
 5. October 2018
 6. November 2018
 7. December 2018
 8. January 2019
 9. February 2019

10. March 2019
11. April 2019
12. May 2019
13. June 2019

- Quarter-page Ads in The Ville
 1. May 2018
 2. June 2018
 3. July 2018
 4. August 2018
 5. September 2018
 6. October 2018
 7. November 2018
 8. December 2018
 9. January 2019
 10. February 2019
 11. March 2019
 12. April 2019

- Ad in Tipping Point Theatre Season Programs

April 2018:

FACEBOOK:

Weekly Page Update:

Page Likes: 9,088
New Likes: 8 (since last summary)
Weekly Total Reach: 4,505
Weekly People Engaged: 2,692
Weekly Page Visits: 159

Organic Post ~ The Moon and Me Article in Oakland Press (with link)

Run date(s): April 25 (3 a.m.)
Reach: 2,859
Reactions: 60 (55 Like/5 Love)
Comments: 2 (on post)
Shares: 4 (on post)
Post Clicks: 251 (136 link, & 115 other such as page title or “see more”)

Organic Post ~ Northville Downs Shared Post of Closure Rumors

Run date(s): April 22 (9:35 a.m.)
Reach: 2,933
Reactions: 51 (50 Like/1 love)
Comments: 5(on post)
Shares: 20 (on post)
Post Clicks: 1,024 (other such as page title or “see more”)

Organic Post ~ Summer Concert Announcement (with photo)

Run date(s): April 13 (2:39 p.m.)
Reach: 3,720
Reactions: 89 (86 like/3 Love)
Comments: 9 (on post)
Shares: 41 (on post)
Post Clicks: 272 (145 photo & 127 other)

Organic Post ~ Girls Night Out (with link)

Run date(s): April 12(12:30 p.m.)
Reach: 2,815
Reactions: 31 (30 like/1 Love)
Comments: 1 (on post)
Shares: 0
Post Clicks: 62 (other)

Organic Post ~ Orin Jewelers Video

Run date(s): April 10 (11:12 a.m.)
Reach: 5,754
Video Views: 3,522

Reactions: 402 (255 like/46 Love / 2 wow)
Comments: 86 (36 on post / 50 on share)
Shares: 13 (on post)
Post Clicks: 718 (58 to play video, 1 link & 659 other)

ADVERTISING:

SEEN Magazine:

We have placed ads in 6 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

Parks & Rec brochure:

- Mailed directly to 27,000 Northville / Novi households
- All issues are printed and available on-site at the Recreation Center at Hillside, the Northville Community Center, City Hall, Township Hall, Northville Library, Northville Chamber of Commerce and more!
- All publications are also available online.

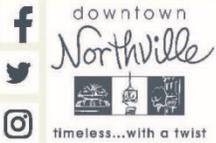
Chamber Directory:

10,00 print copies of the directory are distributed plus more than 16,000 digital views per year
Distribution includes: Northville households & businesses, trade shows, Chamber members, educational and financial institutions, Chamber events, newcomer packets and more

EXPERIENCE DOWNTOWN NORTHVILLE



Spend the day in **Downtown Northville** where you'll find AMAZING dining, UNIQUE shops, and EXCITING entertainment. You'll never want to leave!



downtownnorthville.com

*Styles pictured may vary at locations due to availability/inventory.
Pictured left to right: Dear Prudence; Browndog Barlor



PARTY *in* THE VILLE

Saturday, June 2
1:00 - 9:00 pm

Party in the Ville is an event aimed at celebrating ALL THINGS NORTHVILLE! From our businesses, restaurants/bars, services, galleries to the people, Northville is a great town that cherishes community, hard work, and fun times!

This event will take place on Main Street and in Town Square. There is no entrance fee, and we will have businesses, food vendors, beer/wine vendors, and live music, all from Northville! We want to show everyone just how much we appreciate this community. So come on out and share in some fun times and celebrate All Things Northville!

This event has been put together with help from North Center Brewing, Center Street Wealth Strategies, Scott Smith Financial, Inc., The Village Workshop, and the Tipping Point Theatre.

Northville Wednesday concerts		
Date/Time	Performer	
6-Jun		JAZZ
13-Jun	Ryan Racine	American Roots, Country, Folk, and Rock n Roll.
20-Jun	Grace	Up and coming Star
27-Jun	Robin Horlock	Rock
4-Jul	No Concert	
11-Jul	Just JoKen	playing some of your favorite music.
18-Jul	The Johnnies	Acoustic/Electric Duo
25-Jul	Jill Jack	Americana
1-Aug		JAZZ
8-Aug	Steve Taylor	Americana
15-Aug	THUMMp	Contemporary A Cappella
22-Aug	Nick and Keelan	Acoustic Duo
29-Aug	Wixie Harrington	Haight-ashbury acoustic

McGow, Patrick F. <mcgow@millercanfield.com>

Re: Northville

To Lori Ward <loriwarddda@comcast.net>

I think so. You are promoting Downtown Northville and some businesses or attractions may be outside your boundary but still helpful to promote foot traffic and visitors. Clusters of restaurants are good things for all involved. I would think including them in listings and things about downtown would be fine. Having them pay some sort of ad fee or cost would be good to provide fairness for others that pay the tax.

Patrick F. McGow

On Apr 6, 2018, at 5:17 PM, Lori Ward <loriwarddda@comcast.net> wrote:

Pat, Is there a way to include Northville Businesses that are located outside the DDA in DDA marketing initiative or events? The Garage for instance is just outside of our boundaries (across the street) but I would like to include them in our walking maps and Restaurant maps. The Garage, however, does not pay the 2 mill that we levy. In an effort to be fair can we offer a membership fee to non DDA businesses in order to participate? Thanks Pat. Have a nice weekend. LW

Lori M. Ward, Director
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Downtown Northville Timeless, period.