

Northville DDA - Marketing Committee

AGENDA

Thursday, February 1, 2018

Meeting Room A – 8:45 am

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| 8:45 – 8:55 | 1. PR & Marketing efforts for January
A. December & January PR Summary (Attachment 1.A)
B. December & January Stats and Measurements (Attachment 1.B)
C. Upcoming PR & Marketing for February |
| 8:55 – 9:10 | 2. Summer Music Festival – Kevin DeGrood (Attachment 2) |
| 9:10 – 9:30 | 3. Event Evaluation – October in the ‘Ville/Skeletons are Alive!
(Attachment 3) |
| 9:30 – 9:35 | 4. Restaurant Guides and Inserts |
| 9:40 – 9:50 | 5. News from other Organizations |
| | 6. Next Meeting – March 1, 2018 |

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY (December 2017 & January 2018):

PUBLICITY:

Press materials that have been prepared & sent out in November 2017:

- Adorn Fine Flowers Opening (December)
- Every Brilliant Thing (December / sent out for Tipping Point Theatre)

Upcoming press materials:

- 160 Main Opening
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Press Coverage Received & Upcoming (Highlights/major press hits):

- December 12 – Holiday Gift ideas on Fox2
- January 12 – Preview on EncoreMichigan.com for Every Brilliant Thing

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:

- Holiday ad in Free Press Sunday Select (December 10 & 17)
- December 2017 issue of Neighborhood SEEN
- December 2017 issue of HOUR Magazine

UPCOMING PAID ADVERTISING:

PRINT:

- Ads in Neighborhood SEEN Magazine (reaches affluent communities and is mailed)
 - March 2018
 - April 2018
 - June 2018
- Ad in Tipping Point Theatre Season Programs
- Ad in Parks & Rec Winter Brochure
- Ad in Chamber Directory

SOCIAL MEDIA:

- Boosted Holiday post on Facebook

December 2017 & January 2018:

FACEBOOK:

Weekly Page Update:

Page Likes: 8,952
New Likes: 58 (since last summary)
Weekly Total Reach: 14,667
Weekly People Engaged: 1,115
Weekly Page Visits: 219

Boosted Post – Holiday Shopping

Run date(s): December 18-23
Reach: 8,067 (6,686 paid/1,394 organic)
Reactions: 99 (96 Likes, 3 love)
Shares: 5 (3 on post/2 on share)
Comments: 0
Photo Views: 624
Other clicks: 81

Organic Post ~ What are you craving for lunch? (Link to DDA website/dining guide)

Run date(s): January 15 (11:03 a.m.)
Reach: 3,989
Reactions: 71 (76 Like/2 Love)
Comments: 12 (9 on post/3 on share)
Shares: 9 (1 on post/8 on share)
Post Clicks: 463 (1 photo, 255 link, & 207 other)

Organic Post ~ Fox 2 Holiday Gift Idea segment video

Run date(s): December 12 (12:29 p.m.)
Reach: 2,892
Reactions: 62 (57 Like/5 love)
Comments: 3
Shares: 6 (3 on post/3 on share)
Post Clicks: 240 (120 link/120 other)

Organic Post ~ Link to MetroMode – Northville’s Walkable Community

Run date(s): December 7 (10:46 a.m.)
Reach: 3,434
Reactions: 43
Comments: 0
Shares: 0
Post Clicks: 379 (186 link/193 other)

ADVERTISING:

Hour Magazine:

- 1/2-page horizontal ads in HOUR Magazine in their Marketplace section for 6 issues:

Hour Detroit guarantees a minimum monthly circulation of 45,000 copies. *Hour Detroit* uses three major distribution channels:

- **SUBSCRIPTION**
 - On average, *Hour Detroit* reaches 23,000+ subscribers each month throughout the metro Detroit area*
- **DEMOGRAPHIC TARGETING**
 - 17,000 copies* target affluent and upscale consumers in high reader pass-along venues such as prominent hotels, hospitals, physicians' and attorneys' offices, spas and salons throughout the area.
- **NEWSSTAND**
 - On average, 5,000+ copies* of *Hour Detroit* are distributed to more than 500 newsstands across metro Detroit, including Barnes & Noble, specialty grocers, and other local retailers.

READERS:

- 58% Female | 42% Male
- Median Reader Age – 43
- Average HHI – \$178,843
- 49% have HHI Over \$150,000
- 92% college educated
- 75% frequently purchase products or services from ads seen in *Hour Detroit*
- 50% keep issues for one month or Longer

Neighborhood 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

Detroit Free Press:

We have placed 4 ads in the Detroit Free Press Sunday Select Section for the holiday advertising campaign.

- Print Ads are Geo Targeted to Wayne County / Zone 6 (Plymouth, Northville, Canton, Livonia, Redford, Plymouth, Wayne, Westland, Garden City and Belleville)
 - Circulation of Zone 6 is 102,000

Kickoff Summer in Northville Festival - 06-02-18



Purple area is where customers will beer booth wristbands/beer/wine tickets. Customers without wristbands will be prohibited to be drinking on the festival grounds. Customers must be 21+ to purchase wristbands and ID's will be checked at the booth and at the alcohol service areas.

- ★ = "No Alcohol Beyond This Point" Sign
- = Handicapped Portable Toilet
- = Regular portable toilet
- ✘ = security for checking wistbands / alcohol leaving the square
- = barricades around festival perimeter
- = entrance booth

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|----------------------|--------------------------|--------------------|----------------------------|
| Food Service Vendors | Alcohol Vendors | Music | Booth Vendors |
| Edward's Cafe | Northville Winery | Vintage Reissue | Northville High School |
| Urge | North Center Brewing Co. | Mike Freeman | DDA |
| Browndog | Simply Wine | Six and the Sevens | Chamber of Commerce |
| Genetti's | NA Beverage Vendor | Darwin | Tipping Point Theater |
| Tuscan Cafe | Red Dot | Jay Fry | Marquis Theater |
| Pizza Cutter | Urge | | Great Harvest |
| | | | Spice Merchants |
| | | | Living and Learning Center |

Budget		Income		#	Total
Music	\$ (2,000.00)	Booth Rental (\$50/booth)	\$ 50.00	10	\$ 500.00
Alcohol	\$ (5,000.00)	Wristband Sales	\$ 2.00	1000	\$ 2,000.00
Private security	\$ (1,000.00)	Beer Sales	\$ 5.00	1000	\$ 5,000.00
Barricades	\$ 1,000.00	Wine Sales	\$ 6.00	1000	\$ 6,000.00
tent/table/chair rental	\$ (1,000.00)	Food Vendor Space	\$ 300.00	10	\$ 3,000.00
Sound Equipment Rental	\$ (1,500.00)	Non-Alcoholic Bev Sales	\$ 2.00	500	\$ 1,000.00
Marketing	\$ (1,500.00)	DDA Budget	\$ 2,500.00	1	\$ 2,500.00
town square rental	\$ (200.00)				\$ -
	\$ (11,200.00)				\$ -
					\$ 20,000.00

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Thursday January 31, 2018

Meeting Room A – 8:00 am

1. October in the 'Ville Overview (Attachment 1)
 - A. DDA
 - B. Chamber of Commerce
 - C. City of Northville
 - D. Marquis Theatre
 - E. Art House
 - F. Library
 - G. Main Street League
 - H. Maybury State Park
 - I. Parks and Recreation
 - J. Tipping Point

The Village Workshop and Mill Race will be added to the list of people to reach out to for Skeletons as well as events that happen all month long.

2. Skeletons are Alive Overview – DDA provided an overview of the event that is entering its 6th year.
3. Potential Ideas to Expand month/event:
 - A. Costume Party/Ball - *This could be an idea for a fundraiser. Genitt's should be contacted to see if there was interested in hosting the event. The Art House showed interest in making it a fundraiser in part for The Art House. Previously, the Chamber of Commerce expressed interest in this idea at the January NCBA meeting.*
 - B. Pet Parade - *Celebrity Pet Company may want to be involved. Prizes for a costume contest could be donated if they are interested. This could be on the same day as the kids' parade or the following weekend. JAG Entertainment suggested seeing if Relay for Life would be interesting in partnering for this as a mini event for them, as pets are not allowed at normal relays.*
 - C. Movies at the Marquis every weekend - *Possibility of a Sunday afternoon or one Saturday showing a kid's movie. Also Parks and Recreation mentioned that they share the use of an outdoor movie screen that could be utilized downtown or in the open space behind City Hall.*
 - D. Haunted House – *There was interested in doing a haunted house. Parks and Rec has experience in putting on a haunted house at Hillside. They were assisted by Begonia Brothers. JAG mentioned that the High School puts on a haunted house annually as well.*
 - E. More street performers – jugglers, stilt walkers, face painters

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- F. Music every weekend – *This was a popular idea if the weather holds. Also discussion on approaching Tipping Point and Marquis to have Volunteers appear at Kick off event and possibly other weekend events in costume.*
 - G. Road Race in Costume -*This could be moved to Maybury to cut down on closing streets, security. DDA will contact Maybury to see if there is interest in sponsoring a costume run.*
 - H. Downtown Décor – lights? Décor Package, window displays – *Discussion on utilizing a small projector to project Halloween shapes on buildings downtown. It may be fun to have this on a larger scale on the walls in Town Square. The company that Adorn used for the holidays was Atmos FX.*
 - I. Merchants Dress Up
 - J. Special Event Lighting
4. Promotion of Event(s)
- A. Social Media Filter
 - B. Vote on Best skeletons - *A new skeleton could be featured every day on Instagram. A digit app for voting for crowd favorite skeletons would need to be developed.*
 - C. Should we print map – do people use the map? *Map could feature a scavenger hunt. There is a program where users can text codes for clues. There is a similar event in Frankfort, MI where they hide a golden medallion and the town searches for it. This could be advertised with the map.*
 - D. Should we print posters? *Posters may not be as useful as events cards and social media. Alicia, for example, said that she doesn't care for the posters as her windows already have a detailed concept, especially around Halloween.*
 - E. The new publication the 'Ville might be a good place to advertise the event.
5. Potential Sponsorships
- A. U of M Health Systems
 - B. Blue Cross Blue Shield
 - C. Northville Restaurants
 - D. Northville Downs
 - *There was also had talk of a beer tent. The Chamber should be contacted to discuss the idea, and possibly Kevin DeGroot at North Center. This would be a mini Oktoberfest. Additional vendors were discussed including utilizing a more reliable kettle corn vendor and a hot dog cart called Ray's Red Hots.*
 - *Parks and Recreation had an idea for getting the library involved by having their storytellers come and tell scary stories in Town Square.*
 - *JAG suggested advertising this event more with social media than with print. There is a way to use the emails from MailChimp lists and advertise on Facebook to people registered with the email they signed up for the Northville Times.*
 - *Crowdfunding was discussed to raise money to purchase candy for the downtown trick or treating.*