

Northville DDA - Marketing Committee

AGENDA

Thursday, March 1, 2018

Meeting Room A – 8:45 am

- 8:45 – 8:55
 - 1. PR & Marketing efforts for February
 - A. February PR Summary (Attachment 1.A)
 - B. February Stats and Measurements (Attachment 1.B)
 - C. Upcoming PR & Marketing for March (Attachment 1.C)
- 8:55 – 9:00
 - 2. Downtown Northville Presents Video Series Update
- 9:00 – 9:10
 - 3. Upcoming Downtown Events (Handout)
 - A. Northville Marketplace
 - B. Girls Night Out
- 9:10 – 9:30
 - 4. Town Square Rental
 - A. Guidelines (Attachment 4.A)
 - B. Application (Attachment 4.B)
- 9:30 – 9:45
 - 5. News from other Organizations
- 6. Next Meeting – April 5, 2018

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY February 2018:

PUBLICITY:

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

- March / April Calendar

Upcoming press materials:

- 160 Main Opening
- Electric Vehicle Charging Stations
- May/June calendar

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

- 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 Parks & Rec Spring Brochure

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 Chamber Directory
- Ad in Parks & Rec Summer Brochure

SOCIAL MEDIA:

- Boosted Valentine's Day post on Facebook

February 2018:

FACEBOOK:

Weekly Page Update:

Page Likes: 9,030
New Likes: 78 (since last summary)
Weekly Total Reach: 4,674
Weekly People Engaged: 1,678
Weekly Page Visits: 457

Boosted Post – Valentine’s Day (with photos)

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 ~ Update on Water Main Valve Repair (with photo)

Run date(s): February 20 (5:53 p.m.)
Reach: 1,686
Reactions: 22 (20 Like/2 Wow)
Comments: 16 (15 on post/1 on share)
Shares: 24 (20 on post/4 on share)
Post Clicks: 168 (40 photo, & 128 other such as page title or “see more”)

Organic Post ~ Starring the Gallery Retirement / Business for Sale (with link)

Run date(s): February 14 (9:47 a.m.)
Reach: 2,807
Reactions: 46 (9 Like/1 love/7 wow/7 sad)
Comments: 10 (on post)
Shares: 12 (10 on post/2 on share)
Post Clicks: 449 (95 link/354 other such as page title or “see more”)

Organic Post ~ Share of video “A View of Downtown Northville Today” (after snow storm)

Run date(s): February 9 (1:09 p.m.)
Reach: 3,696
Reactions: 75 (70 like/5 Love)
Comments: 2
Shares: 7

Organic Post ~ Chocolates by Renee / Adorn video (upload)

Run date(s): February 5 (3:58 p.m.)
Video Views: 3,500 views

Reactions: 92 (81 Like/11 love)
Comments: 8 (on post)
Shares: 37 (on post)

Organic Post ~ Share of Browndog Barlor Paczki post

Run date(s): February 1 (noon)

Reach: 5,293

Reactions: 155 (75 Like/5 love/1 ha ha/24 wow)

Comments: 33 (21 on post / 12 on share)

Shares: 17 (on post)

Post Clicks: 696 (1 link/130 photo/565 other such as page title or “see more”)

ADVERTISING:

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

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.

Experience Downtown Northville

With 60 independently-owned shops, 25 local restaurants and year-round entertainment, there is something for everyone in Downtown Northville.

SEEN Magazine

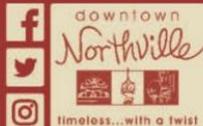
March 2018



For a complete list of Downtown Northville shops, restaurants, and events, visit:

downtownnorthville.com

*Styles pictured may vary at locations due to availability/inventory.
Pictured left to right: Rock On Main; Alexander's Custom Clothiers



Experience DOWNTOWN NORTHVILLE

Experience a day full of shopping, dining and events in Downtown Northville. With 60 independently-owned shops, 25 local restaurants and year-round entertainment, there is something for everyone. For a complete list of Downtown Northville shops, restaurants, and events, visit

www.downtownnorthville.com

*Styles pictured may vary at locations due to availability/inventory. Pictured clockwise: Le George; Dancing Eye Gallery; Rock on Main



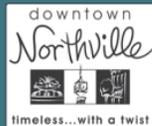
Chamber of Commerce
2018

Experience DOWNTOWN NORTHVILLE

Experience a day full of shopping, dining and events in Downtown Northville. With 60 independently-owned shops, 23 local restaurants and year-round entertainment, there is something for everyone. For a complete list of Downtown Northville shops and restaurants, and events, visit

www.downtownnorthville.com

*Styles pictured may vary at locations due to availability/inventory. Pictured top to bottom: Le George; Starring "The Gallery"



Spring 2018 Parks and Rec

Experience Tipping Point Program Downtown Northville



Dining • Shopping • The Arts

*Styles pictured may vary at locations due to availability/
inventory. Pictured from left to right: Van Dam's Boutique,
Lucy & The Wolf, Dancing Eye Gallery.

downtownnorthville.com



downtown
Northville
timeless...with a twist

TOWN SQUARE RENTAL GUIDELINES

Facilities managed by the Northville Downtown Development Authority are made available for use in accordance with the guidelines established by the Northville Downtown Development Authority Board of Directors.

CONDITIONS OF USE:

ALCOHOLIC BEVERAGES: Alcohol is permitted within Town Square with an approved special liquor license issued through Northville City Hall. A State liquor license is required if alcohol is sold (cash bar) or if there is an admission charge to the activity.

SMOKING: There is no smoking allowed in Town Square at any time.

CHAPERONE: All groups must provide at least one (1) responsible adult chaperone for every 15 minors in attendance.

APPLICANTS MUST AGREE TO THE FOLLOWING:

Orderly Behavior

Financial responsibility for any damages due to their use of the premises.

That the activity is lawful and conforms to the regulations of State and Federal laws, community of Northville, and the Northville Downtown Development Authority.

With the exception of any event designated a "Special Event" as defined by Northville City Ordinance, Town Square may not be rented for private functions which unreasonably disrupt or interfere with the general public's use. Any renters utilizing this space must have a completed rental agreement approved and on file with the Northville Downtown Development Authority.

Tables, chairs, and umbrellas located in Town Square are to be used on a first-come, first-serve basis and shall not be reserved for future use. Tables, chairs, and umbrellas may be moved temporarily but shall be moved back to their normal positions as soon as possible.

Between late May and early October, Town Square may have a platform stage erected under the pavilion. The stage area can be rented for private functions that do not unreasonably disrupt or interfere with the general public's use.

Due to the presence of underground heating coils, no heavy equipment or vehicles are permitted on the brick pavers and no stakes may be used to stabilize an erected tent or temporary structure.

Outside equipment such as grills, tents, tables, chairs, etc. require approval from the Northville Downtown Development Authority or an approved special event application from the City of Northville.

Events in Town Square may be held between the hours of 8:00 am – 11:00 pm.

The Northville Downtown Development Authority assumes no responsibility, financial or otherwise, for accidents, injuries, or losses sustained by individuals while using the facilities.

Renters selling food must comply with current Wayne County Health Department regulations.

INSURANCE WILL BE REQUIRED FOR THE FOLLOWING RENTALS:

Events open to the public- Weekend shows or special events rented by any person or any group will require a special comprehensive general liability policy in the amount of one million dollars (\$1,000,000), combined single limit, with the Northville Downtown Development Authority and the City of Northville named "Additional Insured: from set-up to take down."

Private Events: Weddings, showers, parties, etc., rented by any person or group will require proof of property liability coverage under the renter's "homeowners" or "renter's insurance" policy.

Rentals for the purpose of providing instruction to the public - Individual(s) or group(s) renting Town Square for the purpose of providing instruction to the public, must provide a certificate of insurance for general liability in the amount of one million dollars (\$1,000,000), with Northville Downtown Development Authority and the City of Northville named "Additional Insured: from set-up to take-down."

A cash bar or if tickets are sold to an event serving alcohol: a State Liquor License is required and a separate Liquor Liability Policy is required in the amount of one million dollars (\$1,000,000), combined single limit, with Northville Downtown Development Authority and the City of Northville named "Additional Insured: from set-up to take-down."

PAYMENT AND REFUNDS:

All renters must pay the amount listed in the City of Northville fee schedule when reserving Town Square. Balance of rent is due thirty (30) days prior to event.

I have read the information and conditions of the Town Square Rental Guidelines, am familiar with the contents and agree to abide by the guidelines. I will not hold the Northville Downtown Development Authority or the City of Northville responsible for any injury or illness sustained while participating in activities at the Town Square and/or any affiliated

locations. I fully understand that medical insurance is the responsibility of the participants. I, the undersigned, have the authority to sign this agreement for the named individual or organization. Failure to abide by rental guidelines will result in termination of contract.

Name of Renter

Signature of renter

Date

Northville Downtown Development Authority Town Square Rental Form

Complete and return this application to the DDA at least 21 calendar days prior to the starting date of the event.

Attachment 4.B

Event		
Event Name:		
Describe the Event:		
Host Information		
Name:		
Address:	City:	State/Zip:
Telephone:	Email:	
Business:	Title:	
Telephone	Email:	
Type of Event (Check one - See Special Events Policy for additional information)		
<input type="checkbox"/> City Operated/Sponsored Event <input type="checkbox"/> Non-Profit Event <input type="checkbox"/> Co-sponsored Event <input type="checkbox"/> For-Profit Event <input type="checkbox"/> Video/Photography <input type="checkbox"/> Political <input type="checkbox"/> Wedding <input type="checkbox"/> Other _____		
Event Information		
Event Location(s):		
Event Date(s):		
Event Hours:		
Estimated date/time for set up:		
Estimated date/time for clean up:		
Will music be provided/included during the event? <input type="checkbox"/> Yes <input type="checkbox"/> No Describe type of music proposed: <input type="checkbox"/> Live <input type="checkbox"/> Amplification <input type="checkbox"/> Recorded <input type="checkbox"/> Loudspeakers Proposed time music will begin: Proposed time music will end: Proposed location of live band/disc jockey/loudspeakers/equipment:		
Do you plan to have specialevent signs? <input type="checkbox"/> Yes <input type="checkbox"/> No <i>Signs must conform to City ordinances</i> Describe signs, proposed locations, etc.		
Do you plan to use the city entrance signs? <input type="checkbox"/> Yes <input type="checkbox"/> No <i>If yes, you must apply for use through the City Entrance Sign Policy</i>		
Do you plan to have banners? <input type="checkbox"/> Yes <input type="checkbox"/> No <i>If yes, you must apply for use through the Municipal Banner System Policy</i>		

Application Checklist
<p>I have attached the following items:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Completed Application <input type="checkbox"/> Certificate of Insurance and Indemnification (due to City Clerk's Office within 1 week following notice of event approval) <input type="checkbox"/> Insurance Policy Endorsement (due to City Clerk's Office within 1 week following notice of event approval) <input type="checkbox"/> Event Signage (description) <input type="checkbox"/> Driver's License of Applicant

The applicant and sponsoring organization understands and agrees to:

- Provide a certificate of insurance with all coverages deemed necessary for this event, name the Northville Downtown Development Authority as an additional insured on all applicable policies, provide a separate copy of the insurance policy Endorsement, and submit the required documents to the City Clerk's Office no later than one week following notice of event approval.
- Execute an Indemnification Agreement on the sponsoring organizations letterhead and submit it to the City Clerk's Office no later than one week following notice of the event approval.
- Comply with all City and County ordinances and applicable State laws, City policies and acknowledges that the special events permit does not relieve the applicant or sponsoring organization from meeting any application requirements of law or other public bodies or agencies;
- Promptly pay any billing for City services which may be rendered or deemed necessary as part of the event and event approval.
- The applicant and sponsoring organization understands that it may be necessary to meet with City staff during the review of this application. The applicant agrees the sponsoring organization will operate the event in conformance with the written approval.

I hereby apply for approval of this Town Square Rental Application and affirm the above understandings. The information provided on this application is true and complete to the best of my knowledge.

Applicant Signature	Date
X _____	_____
Complete this application and return it, along with all required documentation, to the office of the Northville DDA at least 21 calendar days prior to the starting date of the event. Please note that a new application must be submitted each year. Any questions about this application can be directed to Amelia Ritter at aritter@ci.northville.mi.us or 248-305-2734. Police, Public Works and Parks & Rec can be reached during the event through Dispatch at 248-349-1234.	Application Receipt Date

Northville DDA

2018 Marketing Committee Meetings

8:45 am – Meeting Room A, City Hall

January, 2018 TBD

February 1, 2018

March 1, 2018

April 5, 2018

May 3, 2018

June 7, 2018

July 5, 2018

August 2, 2018

September 6, 2018

October 4, 2018

November 1, 2018

December 6, 2018