

Northville DDA - Marketing Committee

AGENDA

Thursday, August 2, 2018

Meeting Room A – 8:45 am

- 8:45 – 8:55
 - 1. PR & Marketing efforts for May
 - A. June – July PR Summary (Attachment 1.A)
 - B. June – July Stats and Measurements (Attachment 1.B)
 - C. SEEN Opportunity (Attachment 1.C)

- 8:55 – 9:25
 - 2. Request for Event Support
 - A. Evaluation Criteria (Attachment 2.A)
 - B. Request (Attachment 2.B)

- 9:15 – 9:20
 - 3. Music Opportunities
 - A. Scars on 45 – August 26

- 9:20 – 9:30
 - 4. Review of Recent Events
 - A. Tapped in the 'Ville
 - B. Arts and Acts
 - C. Sidewalk Sales

- 9:30 – 9:40
 - 5. Upcoming Downtown Events
 - A. Buy Michigan Now Festival – August 3-5
 - B. Farmer's Market – every Thursday
 - C. Wednesday Night Concert Series - every Wednesday
 - D. Friday Night Concert – every Friday
 - E. Sundays at Mill Race Village
 - F. Tunes on Tuesday – every Tuesday
 - G. Scars on 45 – August 26, 2018

- 9:40 – 10:00
 - 6. News from Other Organizations

 - 7. Next Meeting – September 6, 2018

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY June 2018:

PUBLICITY:

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

- July/August calendar
- Northville Unplugged
- Electric Vehicle Charging Stations Ribbon Cutting

Upcoming press materials:

- Sweet Brew 'n Spice Café opening
- 160 Main Opening
- Nail Salon 10th Anniversary

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

- June 13 – Included in Free Press preview of summer concert series
- 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
- Instagram ~ Continued to maintain the page, including daily posts on events and business announcements

PAID ADVERTISING:

- Ad in Parks & Rec Summer Brochure
- Ad in June 2018 issue of The Ville
- Ad in June issue of SEEN Magazine

PAID SOCIAL MEDIA:

- Seasonal Groundskeeper Positions (May 8-15)

UPCOMING PAID ADVERTISING:

PRINT:

- Ads in SEEN Magazine (reaches affluent communities and is mailed)
 1. July 2018 (1/2 page ads start for 12 months)
 2. August 2018

3. September 2018
 4. October 2018
 5. November 2018
 6. December 2018
 7. January 2019
 8. February 2019
 9. March 2019
 10. April 2019
 11. May 2019
 12. June 2019
- Quarter-page Ads in The Ville
 1. July 2018
 2. August 2018
 3. September 2018
 4. October 2018
 5. November 2018
 6. December 2018
 7. January 2019
 8. February 2019
 9. March 2019
 10. April 2019
 - Ad in Tipping Point Theatre Season Programs
 - 1/2 page Ad in Fall 2018 brochure

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY July 2018:

PUBLICITY:

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

- Sweet Brew 'n Spice Café opening

Upcoming press materials:

- Scars on 45 Concert
- 160 Main Opening
- Nail Salon 10th Anniversary
- September/October calendar
- Skeletons are Alive

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

- July 11 – The Oakland Press: Preview on Sweet Brew n Spice Café Opening
- July 14 – Fox 2: In-studio with Browndog about their National Ice Cream Day Fundraiser (Northville mentioned as a result of Browndog Barlor PR)
- July 14 – WJR AM: In-studio with Browndog about their National Ice Cream Day Fundraiser (Northville mentioned as a result of Browndog Barlor PR)
- July 14 – WXYZ TV 7: In-studio with Browndog about their National Ice Cream Day Fundraiser (Northville mentioned as a result of Browndog Barlor PR)
- July 17 – Northville Record: Feature on Sweet Brew n Spice Café
- July 22 – Fox2: In-studio with Sweet Brew n Spice Café
- July 27 – The Detroit News: Preview of the Buy Michigan Now Festival in Homestyle section
- July 31 – WXYZ TV 7: In-studio Buy Michigan Now Festival preview
- The Ville: Coverage/Profile on Up2Go regarding EV Charging stations
- 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
- Instagram ~ Continued to maintain the page, including daily posts on events and business announcements

PAID ADVERTISING:

- Ad in July 2018 issue of The Ville
- Ad in July issue of SEEN Magazine

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in SEEN Magazine (reaches affluent communities and is mailed)
 1. August 2018
 2. September 2018
 3. October 2018
 4. November 2018
 5. December 2018
 6. January 2019
 7. February 2019
 8. March 2019
 9. April 2019
 10. May 2019
 11. June 2019

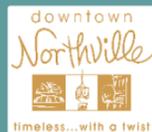
- Quarter-page Ads in The Ville
 1. August 2018
 2. September 2018
 3. October 2018
 4. November 2018
 5. December 2018
 6. January 2019
 7. February 2019
 8. March 2019
 9. April 2019

- Ad in Tipping Point Theatre Season Programs
- 1/2 page Ad in Fall 2018 brochure

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: Dancing Eye Gallery; Roco

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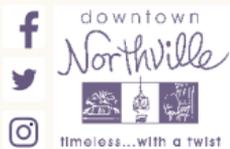


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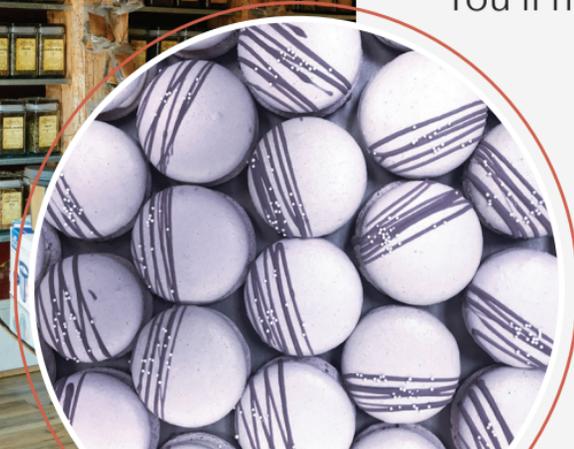
downtownnorthville.com

*Styles pictured may vary at locations due to availability/inventory.
Pictured clockwise: Dear Prudence; Gardenviews; Bricks

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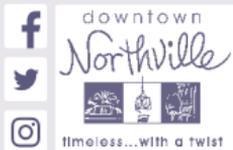
downtownnorthville.com

*Styles pictured may vary at locations
due to availability/inventory. Pictured
left to right: Spice Merchants;
Edward's Cafe and Caterer

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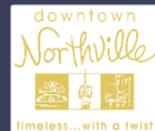
downtownnorthville.com

*Styles pictured may vary at locations due to availability/inventory.
Pictured clockwise: Dancing Eye Gallery; Downtown Northville Sidewalks in Bloom; Rock on Main

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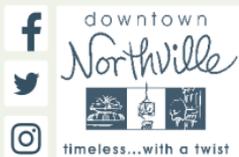


*Styles pictured may vary at locations due to availability/inventory. Pictured left to right: Adorn Fine Flowers; Simply Wine

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downtownnorthville.com

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Pictured left to right: Dear Prudence; Browndog Barlor

June 2018:

FACEBOOK:

Weekly Page Update:

Page Likes: 9,171
New Likes: 123 (since last summary)
Weekly Total Reach: 10,958
Weekly People Engaged: 2,286
Weekly Page Visits: 207

Boosted Post – Party in the Ville

Run date(s): June 1
Reach: 14,780 (8,070 paid/6,710 organic)
Reactions: 408 (390 Likes, 18 love)
Shares: 44 (on post)
Comments: 35 (29 on post; 6 share)
Post Clicks: 923 (83 photo/26 link/814 other)

Organic Post ~ Northville Unplugged Facebook Event

Run date(s): June 4 (1:06 p.m.)
Reach: 4,816
Reactions: 166 (158 Like; 8 Love)
Comments: 14 (on post)
Shares: 0
Post Clicks: 0

Organic Post ~ Share post: Sweet Brew n' Spice Café Opening (with photo)

Run date(s): June 21 (1:54 p.m.)
Reach: 654
Reactions: 80 (79 Like/1 Love)
Comments: 20 (20 on post)
Shares: 8 (8 on post)
Post Clicks: 258 (51 photo, & 207 other such as page title or “see more”)

Organic Post ~ Starring The Gallery Last Day

Run date(s): June (12:30 p.m.)
Reach: 2,504
Reactions: 32 (17 Like/4 love / 11 sad)
Comments: 1 (1 on post)
Shares: 6 (5 on post / 1 on share)
Post Clicks: 241 (241 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.

July 2018:

FACEBOOK:

Weekly Page Update:

Page Likes: 9,401
New Likes: 230 (since last summary)
Monthly Total Reach: 20,000+ (20.4 K)
Monthly Page Visits: 751
Monthly Post Engagement: 21,000
Link Clicks: 900
Clicks to Website: 10
Get Directions Clicks: 2
Page Button Clicks: 4

Organic Post ~ Friday Night Concert Reminder (with photo)

Run date(s): July 5 (12:30 p.m.)
Reach: 3,150
Reactions: 26 (25 Like; 1 Wow)
Comments: 9 (3 on post / 6 on share)
Shares: 11
Post Clicks: 112 (58 photo / 54 other such as page title or “see more”)

Organic Post ~ Sweet Brew n’ Spice Café Opening Oakland Press article (with link)

Run date(s): June 11 (9:54 a.m.)
Reach: 4,532
Reactions: 123 (112 Like/11 Love)
Comments: 21 (16 on post / 5 on share)
Shares: 12 (on post)
Post Clicks: 1,033 (676 link, & 357 other such as page title or “see more”)

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SEEN Metro Detroit Shopping Guide Print & Online Directory



Be part of the most comprehensive Metro Detroit shopping guide — a great resource and revenue generator for your store before the holidays and all year long.

Get your business listing in the SEEN Metro Detroit Shopping Guide online and in a special pull out section of the November 2018 print magazine delivered to homes before the holiday shopping rush!

DETAILS

This guide will be mailed to 26,000 of Metro Detroit’s most affluent households as a special pull out magazine with the November issue of SEEN.

This guide will live on the SEEN website and will be accessible all year with direct links to your website, email and phone number.

The online guide will be promoted with Facebook and Instagram ads, promoted on social media and in our email newsletter throughout the months of November and December.

BENEFITS

- Put your store in front of our affluent audience and acquire new customers.
- Gain new traffic to your store website via website links.
- Print edition is a leave behind that seamlessly pulls out of the November issue, and readers can keep it at home, in their car, etc. to reference throughout the year.

SUBMIT YOUR LISTING

- Business name
- Address
- Phone number
- Email address
- Website
- 35-word description of your company.

DEADLINE & RATES

Listing Deadline: Monday, October 1st

Ad Deadline: Wednesday, October 3rd

Listing (online & print): \$150

Listing and a Quarter Page Ad (in the regular issue): \$500



Northville DDA Event or Marketing Submission

Date: _____

Name of Business: _____

Contact: _____

Telephone: _____

Email: _____

Describe your idea or event that you would like to have the Northville DDA support:

Explain how your idea will impact the entire downtown business community:

What elements or support are you looking for from the DDA:

What are the costs of your idea? Example: Design and printing costs of a brochure, entertainment & sound equipment:

What elements do you or your committee plan on executing:

Please submit form back to Lori at the Northville DDA by email or fax. Thank you!!



Downtown Community Event Grant



PURPOSE & DESCRIPTION

The purpose of this program is to stimulate community involvement in Downtown Monroe. Grant funds are an incentive for groups and individuals to hold events in our historic downtown for the community at large.

The Monroe Downtown Development Authority (DDA) Community Event Match will provide a 50/50 investment match ratio up to a maximum of \$250 per event, as a reimbursement once pre-approved events are completed.

ELIGIBILITY

The program will be open to all community members. Events must take place within the DDA boundaries, must be open to the public, and the profits must benefit downtown development or another community non-profit. Once available funds are pledged, no more applications will be accepted. Monroe DDA will review the grant program each year to determine if sufficient funding is available to continue accepting grant applications.

EXAMPLES OF EVENTS

- Outdoor concert
- Family Festival
- Movie night
- Craft fair

APPLICATION PROCESS

Applications will be coordinated by Mainstreet/DDA Executive Director. The DDA board will determine grant awards based on benefit to downtown and available funds.

The full process includes:

- A completed application
- Event description
- Proper permits from Code Department for road closings/peddlers permits (if applicable)
- Review/audit of event
- Provide copies of paid receipts to DDA within 30 days of event
- Reimbursement of 50% for event expenses up to a maximum of \$250
- Donation of a portion of event proceed to downtown development or local non-profit

APPLICATION FOR EVENT GRANT

EVENT NAME: _____

LOCATION OF EVENT: _____

EVENT DATE: _____

BENEFITTING ORGANIZATION: _____

CONTACT NAME: _____

TELEPHONE NUMBER: _____

EMAIL: _____

Please attach a brief description of proposed event. (Note: to receive payment, event must take place as described)

ESTIMATED COST: _____

GRANT MONEY APPLYING FOR: _____

I understand that the incentive match must be used for the event described in this application and that the event must benefit downtown development or a local non-profit before the payment will be considered.

SIGNATURE: _____ DATE: _____

Monroe DDA
P.O. Box 1249
Monroe, GA 30655
770-266-5331
sadiak@monroega.gov
www.MonroeDowntown.com

CHECKLIST

- Application is complete
- Event Description is attached
- Budget summary/cost estimate is attached
- Letter of consent from property owner (if needed)
- City permits applied for (if applicable)
- Documentation of gift to benefitting organization



2018 Main Street Event Sponsorship Packages

Each sponsorship package below will include the following benefits:

- Inclusion of you or your business name on the Living and Learning Enrichment Center's social media postings for the event
- Inclusion of you or your business logo on the Living and Learning Enrichment Center web site (www.livingandlearningcenter.org) as a sponsor for 2018
- Inclusion in our quarterly newsletters throughout 2018 as a Living and Learning Enrichment Center sponsor
- Logo included on the back of event t-shirts and day-of signage

Additional benefits include:

\$15,000 Platinum Sponsor

- Title sponsorship for the event
- Event plaque with your name and/or logo most prominently displayed as the Platinum Sponsor to be placed at the Living and Learning Enrichment Center
- Most prominent sized name and logo placement on all printed materials related to the event
- Booth at event, staffed by sponsor
- Speaking opportunity on stage at event
- 6 guests for pre-concert VIP gathering with hors d'oeuvres, champagne toast, and private performance by 50 Amp Fuse members

\$10,000 Gold Sponsor

- Event plaque with your mid-range sized name and/or logo displayed as the Gold Sponsor to be placed at the Living and Learning Enrichment Center
- Mid-range sized name and logo placement on all printed materials related to the event
- Booth at event, staffed by sponsor
- 4 guests for pre-concert VIP gathering with hors d'oeuvres, champagne toast, and private performance by 50 Amp Fuse members

\$5,000 Silver Sponsor

- Event plaque with your standard sized name and/or logo displayed as the Silver Sponsor to be placed at the Living and Learning Enrichment Center
- Standard sized name and logo placement on all printed materials related to the event
- Table at event, staffed by sponsor
- 2 guests for pre-concert VIP gathering with hors d'oeuvres, champagne toast, and private performance by 50 Amp Fuse members

\$1,000 Bronze Sponsor

- Standard sized name and logo placement on all printed materials related to the event
- Table at event, staffed by sponsor
- 2 guests for pre-concert VIP gathering with hors d'oeuvres, champagne toast, and private performance by 50 Amp Fuse members

\$150 Service provider & vendor tables (sponsorship benefits do not apply)