



Northville DDA - Marketing Committee January 7, 2021

City of Northville is inviting you to a scheduled Zoom meeting.

Topic: Marketing Committee Meeting

Time: January 7, 2021, 8:30 AM Eastern Time

Join Zoom Meeting: <https://us02web.zoom.us/j/83968155017>

Meeting ID: **839 6815 5017**

One tap mobile: **1-312-626-6799**

AGENDA

- | | |
|-------------|--|
| 8:30 – 8:35 | 1. Welcome from the Chair |
| 8:35 – 8:55 | 2. News from Organizations |
| 8:55 – 9:05 | 3. PR & Marketing efforts for December 2020 <ul style="list-style-type: none">A. December Stats and Measurements (Attachment 3.A)B. December PR Summary (Attachment 3.B)C. December Print Ads (Attachment 3.C) |
| 9:05 – 9:25 | 4. Event Recaps <ul style="list-style-type: none">A. Heat in the StreetB. Gnome around Northville (Attachment 4.B)C. Christmas in the VillageD. Mill Race Village festival of Trees |
| 9:25 – 9:55 | 5. Upcoming Events <ul style="list-style-type: none">A. Town Hall Meeting – January 12 (Attachment 5.A)B. Art House Exhibit - Shear MadnessC. Friends of Maybury Annual Meeting – January 19 |
| 9:55 | Next Meeting – Thursday, February 4, 2021 |

December 2020:

FACEBOOK:

Facebook Page Update:

Through December 22

Page Likes: 12,346 (424 more than last summary)

Followers: 12,874 (454 more since last summary)

Check-ins: 19,732 (263 more since last summary)

Demo:

- 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: 143,559

Monthly Page Views & Previews: 5,334

Monthly Post Engagement: 47,299

Boosted Post ~ Heat in the Street GoFundMe initiative (with link)

Run date(s): December 6 (6:17 p.m.), ran 1 week

Reach: 7,510

Engagement: 1,198

Reactions: 155

Comments: 12

Shares: 16

Link Clicks: 59

Organic Post ~ WDIV coverage of Heat in the Street stands/pods being installed (with link)

Run date(s): December 19 (10:30 a.m.)

Reach: 5,112

Reactions: 326

- 221 likes (138 on post & 83 on share)
- 36 love (22 on post & 13 on share)
- Comments: 47 (29 on post & 18 on share)
- Shares: 23 (22 on post & 1 on share)

Post Clicks: 1,334 (491 link / 843 other such as page title or “see more”)

Organic Post ~ Dining pods installed (with photos)

Run date(s): December 18 (4:00 p.m.)

Reach: 10,141

Reactions: 543

- 400 likes (137 on post & 263 on share)
- 31 love (6 on post & 25 on share)
- 1 Wow (on share)
- 1 angry (on share)
- Comments: 71 (14 on post & 57 on share)
- Shares: 39 (36 on post & 3 on share)

Post Clicks: 1,826 (262 photo / 1,564 other such as page title or “see more”)

Organic Post ~ Heat in the Street Sponsor Thank You (with logos)

Run date(s): November 10 (3:23 p.m.)

Reach: 12,295

Reactions: 409

- 262 likes (125 on post & 127 on share)
- 46 love (27 on post & 19 on share)
- 2 HaHa (on share)
- 48 Wow (7 on post & 41 on share)
- Comments: 59 (21 on post & 38 on share)
- Shares: 52 (on share)

Post Clicks: 998 (171 photo, 827 other such as page title or “see more”)

Organic Post ~ In case you missed yesterday’s sunset (with photo)

Run date(s): December 4 (6:39 p.m.)

Reach: 92,214

Reactions: 5,568

- 3,794 likes (1,439 on post & 2,355 on share)
- 918 love (256 on post & 662 on share)
- 188 Wow (59 on post & 129 on share)
- 4 HaHa (2 on post & 2 on share)
- Comments: 480 (47 on post & 433 on share)
- Shares: 206 (on post)

Post Clicks: 2,904 (216 photo / 2,688 other such as page title or “see more”)

INSTAGRAM:

Followers: 3,373 (199 more followers since last summary)

77% women / 23% men

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

Insights from last 30 days:

Followers: 3,643

Reach: 5,225 (the number of unique accounts that have seen any of our posts)

Account Activity:

- Profile visits: 2,563
- Get Directions: 13
- Website taps: 102
- Call Button Taps: 1

Impressions: 298,822 (total number of times our posts have been seen)

Content Interactions: 7,744

Post Interactions: 7,638

- Likes: 6,735
- Comments: 139
- Saves: 118
- Shares: 646

- Story Interactions: 102
 - Replies: 28
 - Shares: 74

Top Posts:

December 9 – Dancing Eye Gallery Greenhouse

- Reach: 2,392
- Impressions: 2,699 (2,396 from home, 135 from profile, 113 from Hashtags & 55 other)
- Likes: 297
- Comments: 9
- Shares: 12
- Saved: 4
- Profile visits: 45

TWITTER:

Changed name to Downtown Northville instead of Visit Northville
 Followers: 926 (up 3 more since last summary)
 Twitter does not provide many analytics.

Top Tweet:

December 22 heat in the Street Food Stands and Pods
 Likes: 3
 Retweets: 1

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 December 2020:

PUBLICITY:

Upcoming Press Releases:

- 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):

- December 18 – [WDIV](#) – Segment on Heat in the Street Opening

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 December issue of The Ville

PAID SOCIAL MEDIA:

- Heat in the Street GoFundMe

UPCOMING PAID ADVERTISING:

PRINT:

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



Attachment 3.C



Where
supporting our
local businesses is

Main & Center

downtownnorthville.com


NORTHVILLE ART HOUSE

Cultivating the Arts in the Community

Be a pART of it!


Press Release:

The *Northville Downtown Development Authority* and *Northville Art House* have partnered to cultivate the **Gnome Around Northville** event in Downtown Northville.

Gnomes have invaded Northville and would love for the Community to participant in the Gnome Around Northville **Scavenger Hunt**. We invite everyone to be a part of it!

Make your trip to Downtown Northville, enjoy Heat in the Streets and join the scavenger hunt to find all 23 Gnomes! This is a free, open to the public, community event. It is great for families and all ages.

The hunt has begun! Can you find all 23 Gnomes?

Read the starting clue to find the first Gnome.

Online STARTING Clue: Start this Scavenger Hunt with a Gnome in the CENTER of it all, at a business in the STATE that helps people personalize their insurance plans. She is not a “FARM”er or from BOSTON but is a long time Michigander.

Note: This is a driving/walking scavenger hunt throughout Downtown Northville. A map of downtown can be found at

https://www.downtownnorthville.com/1/163/files/NDDA_WalkingMap_August2017_web.pdf

We encourage you to take a photo of the clue so that you can refer back to it on your travels.

There are 15 clues and 23 Gnomes that will help you make your way AROUND NORTHVILLE. Please help us spread the word by using the hashtag **#GnomeAroundNorthville** when posting selfies taken throughout your journey.

The Scavenger Hunt will end January 31st with a drawing of the \$100 Northville Chamber Gift Check winner on February 1st. WHOW, WHAT... There is a prize for finishing this Scavenger Hunt? YES, one(1) randomly drawn person will WIN a \$100 Northville Chamber Gift Check. So, finish this hunt with a bestie or family then enter to win by posting a selfie to social media AND completing the digital form listed on the final clue.

HELP US PROMOTE THIS EVENT:

Facebook Page Link <https://www.facebook.com/gnomearoundnorthville>

Instagram Page Link <https://www.instagram.com/gnomearoundnorthville/>

Event Website Link: <https://northvillearthouse.org/gnomearoundnorthville/>





**GNOME
AROUND
NORTHVILLE**



Town Hall Meeting – Future of Downtown

The City of Northville (City) and the Northville Downtown Development Authority (DDA) are hosting a Town Hall meeting on Tuesday, January 12th at 7:00 pm to discuss the future of Downtown Northville. In response to the pandemic, in June the City/DDA closed N. Center Street and E. Main Street to vehicular traffic and allowed the downtown businesses to expand onto the sidewalks and into the street. The current street closures are scheduled to end on March 1st. The City/DDA is asking for your input on what to do after March 1st. The City/DDA is reaching out to downtown residents, business and building owners, as well as residents of the Northville community for input on how downtown should function in the future.

If you would like to share your thoughts confidentially, you may take a survey. The survey link will be available later today. In order to get as much participation as possible, we are asking you to circulate the survey to your neighbors, friends, and family. We urge you to participate in the zoom meeting, complete the survey, or both!

Please join the zoom call at <https://us02web.zoom.us/j/85824883913> or join by telephone at 312-626-6799. The meeting ID is 858 2488 3913. If you have any questions or comments, please feel free to contact Lori Ward, DDA Director at lward@ci.northville.mi.us or 248-349-0345. Thank you in advance for your participation.