



Northville DDA - Marketing Committee
March 4, 2021

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

Topic: Marketing Committee Meeting

Time: March 4, 2021, 8:30 AM Eastern Time

Join Zoom Meeting: <https://us02web.zoom.us/j/8361631976>

Meeting ID: 836 1631 9769

One tap mobile: 1-312-626-6799

AGENDA

- | | |
|--------------|---|
| 8:30 – 8:35 | 1. Welcome from the Chair |
| 8:35 – 8:40 | 2. Roll Call |
| 8:40 – 8:45 | 3. Audience Comments (limit 3 minutes) |
| 8:45 - 9:15 | 4. News from Organizations |
| 9:15 – 9:25 | 5. PR & Marketing efforts for January 2021 <ul style="list-style-type: none">a. February Stats and Measurements (Attachment 5.a)b. February PR Summary (Attachment 5.b)c. February Print Ads (Attachment 5.c) |
| 9:25 – 9:40 | 6. Heat in the Street Update |
| 9:40 – 10:00 | 7. Proposed Events <ul style="list-style-type: none">a. Arts and Acts – June 18-20, 2021b. Northville Food and Wine – August 13-14, 2021c. Northville High School Prom – May 27, 2021 (Attachment 7.c) |
| 10:00 | Next Meeting – Thursday, April 1, 2021 |

February 2021:

FACEBOOK:

Facebook Page Update:

Through February 26

Page Likes: 12,716 (58 more than last summary)

Followers: 13,368 (68 more since last summary)

Check-ins: 20,279 (56 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: 17,149

Monthly Page Views: 2,016

Monthly Post Engagement: 12,161

Organic Post ~ TGIF What Does Everyone Have Planned (with photos of Food Stand menus, restaurant and shop lists)

Run date(s): February 26 (11:29 a.m.)

Reach: 3,847

Reactions: 49

- 38 likes (19 on post & 17 on share)
- 2 love (1 on post & 1 on share)
- Comments: 1 (1 on post)
- Shares: 10 (on post)

Post Clicks: 127 (54 photo / 2 link / 11 other such as page title or “see more”)

Organic Post ~ Lorla’s Retirement (shared post)

Run date(s): February 16 (5:26 p.m.)

Reach: 5,298

Reactions: 140

- 76 likes (on post)
- 5 love (on post)
- 2 wow (on post)
- 23 sad (on post)
- Comments: 33 (32 on post & 1 on share)
- Shares: 27 (on post)

Post Clicks: 930 (4 photo / 926 other such as page title or “see more”)

Organic Post ~ Announcement of Extended Street Closure (with article link)

Run date(s): February 5 (3:11 p.m.)

Reach: 4,315

Reactions: 445

- 320 likes (237 on post & 83 on share)

- 52 Love (35 on post / 17 on share)
- 1 Wow (on share)
- 3 angry (2 on post / 1 on share)
- Comments: 44 (16 on post & 28 on share)
- Shares: 27 (26 on post 1 on share)

Post Clicks: 756 (145 link, 611 other such as page title or “see more”)

INSTAGRAM:

Followers: 4,075 (125 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:

Reach: 10,220 (the number of unique accounts that have seen any of our posts)

Account Activity: 1,631

- Profile visits: 1,596
- Get Directions: 13
- Website taps: 22

Impressions: 279,562 (total number of times our posts have been seen)

Content Interactions: 5,445

Post Interactions: 5,388

- Likes: 5,117
- Comments: 63
- Saves: 62
- Shares: 146
- Story Interactions: 42
 - Replies: 19
 - Shares: 23

Top Post(s):

February 4 – Repost of Northville Beautification post (image of the snowy downtown with the Marquis’ marquee lit up)

- Reach: 2,009
- Impressions: 2,208 (2,122 from home, 53 from explore, 25 from profile & 8 other)
- Likes: 189
- Comments: 4
- Shares: 4
- Saved: 2
- Profile visits: 8

February 16 – Repost of Lorla’s retirement announcement

- Reach: 2,612
- Impressions: 2,837 (2,304 from home, 424 from explore, 48 from profile & 61 other)
- Likes: 119
- Comments: 8
- Shares: 13

- Saved: 3
- Profile visits: 17

TWITTER:

Changed name to Downtown Northville instead of Visit Northville
Followers: 929
Twitter does not provide many analytics.

Top Tweet:

February Parks & Rec Virtual Cooking Classes
Likes: 1
Retweets: 1

ADVERTISING:

The Ville:

The DDA 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 February 2021:

PUBLICITY:

Upcoming Press Releases:

- Combined release Pear-aphernalia reopening (new location) & Tea Gather Opening (also included Spice Merchants relocation and Sugar Lu's opening over the summer)
- DATE TBD – Even in a pandemic, new shops are opening, and others are expanding in Downtown Northville: Sgt Peppers, La Shish, Tuscan Expansion

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

- February 4 – [Northville Record](#) – Story on extension of street closure for the year
- February 11 – [Dbusiness](#) – Included Street Closure extension announcement in their Covid19 business updates column
- February 12 – Lori Ward interview with [WJR AM Paul W. Smith](#) on the extension of the downtown street closures for the year

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 February issue of The Ville

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in The Ville
 - The DDA has a contract with The Ville for 12-months (March-April 2021)
 - Ad in Maybury State Park map



Attachment 5.c

Downtown
Northville
Timeless with a twist

Where
supporting our
local businesses is

Main & Center

downtownnorthville.com

Pictured: Pear-aphernalia



Mary Kay Gallagher
Superintendent



Tony Koski
Principal

Northville High School

DATE: February 15, 2021

TO: Mr. Brian Turnbull, Mayor, City of Northville
Mr. Aaron Cozart, Chairman, Northville Chamber Board of Directors
Ms. Laura Genitti, Chamber Board of Directors
Mr. David Cole, Chamber Board of Directors
Ms. Jody Humphries, Executive Director, Northville Chamber of Commerce

FROM: Mary Kay Gallagher, Superintendent Northville Public Schools
Tony Koski, Principal, Northville High School

RE: Alternative Prom Proposal / Downtown Northville & Mill Race / May 27, 2021

Thank you for your enthusiastic and supportive response to exploring the possibility of offering our Class of 2021 Seniors a special evening in downtown Northville on **Thursday, May 27, 2021**, as a safer alternative to a traditional prom!

We believe our seniors would look forward to the opportunity to dress up as they would for Prom, take pictures, have dinner, stroll about town, etc., in small groups, given that a traditional prom will most likely not be possible. With the majority of the experience taking place outdoors, and applicable safety protocols observed, this could be an exciting event that is a win-win for our students, downtown restaurants, and our community.

The attached document outlines our initial thinking about the possibilities we'd like to explore with you, including photo opportunities at Mill Race Village, dinner reservations at participating restaurants, possibly outdoor lawn game options at Ford Field, music (DJ or band) at the bandshell or on Ford Field, and/or a 'promenade down Main Street' at a specified time.

Proposed Date: Thursday, May 27, 2021

Proposed Time: 5:00 p.m. – 8:30 p.m.

Locations: Mill Race, Downtown Northville Social District, Ford Field, Parking at the Downs?

Initial Contact Information:

Tony Koski, Principal
KoskiTo@northvilleschools.org
248-344-3803
Mobile 616-813-5656

Mary Kay Gallagher
GallagMa@northvilleschools.org
248-344-3508
Mobile 248-255-1589

We'd like to get feedback on any approvals that may be necessary, in addition to any guidance you may have on seeking support from local restaurants and/or businesses. We look forward to working together with the City of Northville, Chamber, local businesses, together with our parents and students, as we seek initial approval and then finalize plans for a terrific alternative to prom that we hope will be a win:win for our students and our community. We are grateful for your enthusiastic support for exploring this concept – your ongoing collaboration and support for our students and our schools is one of the hallmarks of this great community!

PROPOSAL

NHS Prom Evening 2021--“NHS Prom Night on Downtown Northville”

Thursday, May 27

Approximate time: 5 p.m. to 8:30 p.m.

Initial Thoughts:

- Downtown restaurants/eating establishments may commit to taking dinner reservations from NHS students for two time slots on Thursday, May 27:
 - 5:00 p.m. to 6:30 p.m.
 - 6:30 p.m. to 8:00 p.m.
 - Students would get a listing of restaurants/eating establishments in advance that they could choose to make reservations; and those the restaurants would accept reservations from NHS students for a certain timeframe (for example: from May 3 to May 21)
 - Hopefully restaurants/eating establishments would give NHS students priority during these time frames for outside and inside dining
 - Restaurants/eating establishments may want to have some sort of “set” menu choices--but truly up to them
 - May have to establish some type of “set” reservation number for students???
- Mill Race Village would be open for pictures from 5 p.m. to 8 p.m. for NHS students. (Initial communications have begun with Mills Race Village.)
 - Obviously some other great places in the downtown area to take pictures too :)
- Maybe a band playing or DJ for some live music “on the square” from 5 p.m. to 8 p.m.?!?!
- At 8 p.m., a “stroll” down Main Street with all of our NHS students “parading” through the downtown “showing off” their stylish “threads.”
 - Maybe some type of an announcer too???
- Ask if we could use Northville Downs for a possible extra parking place???
- It would be “cool” if other downtown businesses could stay open that night
- Could we “decorate” the downtown a little???. Maybe local businesses could take part (maybe even a contest???) and also get parents involved???
- Maybe some “snack” food trucks (ice cream, cotton candy, elephant ears, popcorn, slushies, etc.) in the Ford Field area?
- Maybe some simple activities/games in the Ford Field area (bean bags/cornhole, Spikeball, frisbee can game/Kan Jam, ladder toss, yard Jenga, yard Connect 4, ring toss, etc.)

Notes:

- Emphasize all school rules apply
- Emphasize the wearing of masks
 - Only taking off for eating or “serious” photo opps
- Emphasize social distancing
- Emphasize no “party” busses/vehicles
- Emphasize to students the downtown needed to be clear of students by 8:30 or 9:00 p.m.
- There would certainly be NHS/NPS administrative/staff supervision
- Mr. Koski needs to get student input on this too
- And pray for a beautiful weather night!!! Not sure if there can be a rain date???