



Northville DDA - Marketing Committee
December 3, 2020

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

Topic: Marketing Committee Meeting

Time: Dec 3, 2020 08:30 AM Eastern Time (US and Canada)

Join Zoom Meeting: <https://us02web.zoom.us/j/82616059955>

Meeting ID: 826 1605 9955

One tap mobile: 1-312-626-6799

AGENDA

- | | |
|-------------|--|
| 8:30 – 8:35 | 1. Introductions |
| 8:35 – 8:55 | 2. News from Organizations |
| 8:55 – 9:05 | 3. PR & Marketing efforts for November 2020 <ul style="list-style-type: none">A. November Stats and Measurements (Attachment 3.A)B. November PR Summary (Attachment 3.B)C. November Print Ads (Attachment 3.C) |
| 9:05 – 9:25 | 4. Event Recaps <ul style="list-style-type: none">A. Greens' Market |
| 9:25 – 9:55 | 5. Upcoming Events <ul style="list-style-type: none">A. Heat in the Street (Attachment 5.A)B. Gnome around Northville (Attachment 5.B) |
| 9:55 | Next Meeting – Thursday, January 7, 2020 |

October 2020:

FACEBOOK:

Facebook Page Update:

Through November 24

Page Likes: 11,872 (346 more than last summary)

Followers: 12,420 (358 more since last summary)

Check-ins: 19,469

- 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:

Monthly Page Views & Previews:

Monthly Post Engagement:

Organic Post ~ Downtown Northville restaurants are still open for carryout/ curbside and delivery. (with images of restaurant listings)

Run date(s): November 20 (4:30 a.m.)

Reach: 6,798

Reactions:

- 165 likes (71 on post & 94 on post)
- 12 love (12 on post & 12 on share)

Comments: 11 (2 on post & 9 on share)

Shares: 34 (on post)

Post Clicks: 759 (213 photo, 1 link / 545 other such as page title or “see more”)

Organic Post ~ Channel 7 Live on-site interview with Manfred Schon (with link to clip)

Run date(s): November 14 (12:50 p.m.)

Reach: 5,354

Reactions:

- 181 likes (93 on post & 88 on post)
- 22 love (11 on post & 11 on share)
- 1 Wow (on share)

Comments: 16 (5 on post & 11 on share)

Shares: 15 (13 on post & 2 on share)

Post Clicks: 1,222 (740 link / 482 other such as page title or “see more”)

Organic Post ~ Fox2 interview with Lori Ward (with link to clip)

Run date(s): November 12 (9:30 a.m.)

Reach: 3,235

Reactions:

- 232 likes (124 on post & 108 on post)
- 32 love (26 on post & 6 on share)
- 2 Wow (on share)

Comments: 34 (16 on post & 18 on share)
Shares: 29 (on post)
Post Clicks: 509 (322 link / 1,870 other such as page title or “see more”)

Organic Post ~ Announcement of Heat in the Street (with photos of renderings)

Run date(s): November 10 (11:45 a.m.)

Reach: 68,617

Reactions:

- 2,867 likes (799 on post & 2,068 on post)
- 774 love (251 on post & 523 on share)
- 2 HaHa (on share)
- 48 Wow (7 on post & 41 on share)

Comments: 747 (284 on post & 463 on share)

Shares: 441 (437 on post & 4 on share)

Post Clicks: 9,215 (828 photo, 3 link / 8,384 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:

Reach: 5,894 (the number of unique accounts that have seen any of our posts)

- Profile visits: 1,570
- Get Directions: 3
- Website taps: 32
- Call Button Taps: 4

Impressions: 212,655 (total number of times our posts have been seen)

Interactions: 5,085

- Likes: 4,175
- Comments: 138
- Saves: 113
- Shares: 635
- Story Interactions: 24
 - Replies: 15
 - Shares: 9

Top Posts:

November 10 – Announcement of Heat in the Street (Rendering photos)

- Reach: 3,745
- Likes: 571
- Comments: 61
- Shares: 477
- Saved: 31
- Profile visits: 183

November 5 – Repost of Arte Media Photo of Downtown at Night

- Reach: 2,158
- Likes: 288
- Comments: 9
- Shares: 10
- Saved: 10
- Profile visits: 40

TWITTER:

Changed name to Downtown Northville instead of Visit Northville
Followers: 923 (up 13 more since last summary)
Twitter does not provide many analytics.

Top Tweet:

November 10 Announcement of Heat in the Street
Likes: 8
Retweets: 2

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 November 2020:

PUBLICITY:

Press Releases:

- Announcement of Heat in the Street

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):

- **November 11** – [MLive](#) – Preview of Heat in the Street
- **November 11** – [The Metro Times](#) – Preview of Heat in the Street
- **November 11** – [Fox2](#) – Interview with Lori Ward about upcoming Heat in the Street experience (aired on 6 & 10 p.m. broadcasts and also on November 12 morning newscast)
- **November 11** – [WXYZ TV 7](#) – Online article & segment by Alan Campbell about the upcoming Heat in the Street. Amy Bonser was interviewed
- **November 12** – [WDIV 4](#) – Interview with Lori Ward about Heat in the Street
- **November 12** – [The Oakland Press](#) – Preview on Heat in the Street
- **November 13** – [Crain's Detroit Business](#) – Preview on Heat in the Street (interview with Lori Ward)
- **November 14** – [The Detroit News](#) – the paper picked up the story from MLive off the wire
- **November 14** – [WXYZ TV 7](#) – Live remote from Downtown Northville with interviews about the upcoming Heat in the Street (interviews with Manfred Schon, Poole's Tavern, Margene Buckhave and Dancing Eye Gallery). Hyprink shows interview with Manfred Schon
- **November 16** – Fox2 taping their Holiday Connection Thanksgiving special from Town Square (30-minute special will air on Thanksgiving)

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 November issue of The Ville

PAID SOCIAL MEDIA:

- Upcoming: Holidays & Heat in the Street

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in The Ville
 - The DDA has a contract with The Ville for 12-months (December 2020-April 2021)



Attachment 3.C

Downtown
Northville
Timeless with a twist



Where
supporting our
local businesses is

Main & Center

downtownnorthville.com

Heat in the Street

Embracing the season ...

The Social District in Northville proved very successful in supporting our downtown businesses during the summer and fall months. With COVID not letting up and tighter restrictions returning we are adapting the way we want to keep our downtown a destination for our residents and visitors alike.



Beginning in December we will place heated outdoor dining pods throughout the Social District. These pods can host groups of up to 5 people on either side of the bar-height table. ADA compliant ramps and lower table pull-outs have been incorporated into the design.



Restaurants will prepare seasonal food and beverages suited for outdoor consumption. Meals and drinks can either be picked up at participating restaurants or at one of the food stands that will be set up in proximity to the pods.

Special, themed events on weekends might be organized; e.g. Friday Chili Night.

Scope & Investment

The current plan calls for the construction of 8 pods and 3 food stands. Each pod and stand is 16 ft. wide and 8 ft. deep, and is assembled from two 8x8 ft. modules. The frame of each module is made of steel with a powder-coated finish. All cladding is made from composite materials, assuring longevity and low maintenance. The modules are designed to be moved with a forklift. All modules are equipped with an infrared heater including a timed on/off switch, LED lighting, and a power outlet. Power to each module is provided through the existing event power outlets throughout downtown.



The total budget for the construction of the twenty-two 8x8 modules is \$300,000.

Sponsorship Information

Heat in the Street

Funding ... a business community pulls together!

Our downtown businesses have no chance to “work from home” and sustain their income. Our primary motivation for the funding of this project is simple; **let’s see if those businesses that were less affected by COVID-19 can help those that are struggling.**

Up2Go International, a software business with its HQ at 120 W. Main Street has kicked off the business-based sponsorship. Up2Go is funding some of the architectural work by OX Studio, an Ann Arbor based firm, and has signed on as a Gold sponsor.

What will we do for the sponsors?

Businesses can participate through a 3-tiered Sponsorship Program.

Gold Sponsors

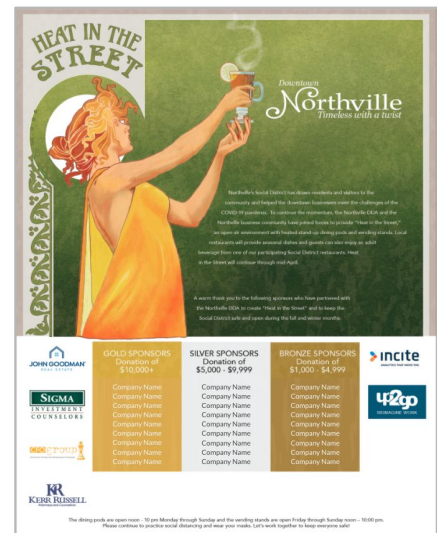
1. Logo on the Town Square stage banner
2. Logo on two A-frame signs in the Heat in the Street Area
3. Name and logo included on Social Media promotion; Facebook, Instagram, Twitter
4. Logo and company name on the event posters in all Pods and Stands
5. Logo on posters on Directory Signs
6. Name and logo on Website homepage and/or event page
7. Inclusion in ½ page thank you ad in The Ville magazine

Silver Sponsors

2. Logo on two A-frame signs in the Heat in the Street Area
3. Name and logo included on Social Media promotion; Facebook, Instagram, Twitter
4. Company name on the event posters in all Pods and Stands
5. Logo on posters on Directory Signs
6. Name and logo on Website homepage and/or event page
7. Inclusion in ½ page thank you ad in The Ville magazine

Bronze Sponsors

4. Company name on the event posters in all Pods and Stands
5. Logo on posters on Directory Signs
6. Name and logo on Website homepage and/or event page
7. Inclusion in ½ page thank you ad in The Ville magazine



For any **questions** about this program please contact either

- ❖ Lori Ward * Director of the Northville DDA * lward@ci.northville.mi.us * (248) 349 - 0345
- ❖ Manfred Schon * manfred.schon@up2go.com * (734) 778 - 8182



Heat in the Street

Sponsorship Form

Please submit with your check

Thank you for agreeing to sponsor Northville's **Heat in the Street** event. As a sponsor, you will be supporting the downtown businesses and restaurants during these unprecedented times as our community battles the Covid-19 pandemic. Your donation will offer support to the downtown businesses as we head into the cold winter months and will allow the businesses to continue to provide an outdoor, open-air dining environment to both residents and visitors. Through your generous donation, food and beverage stands, as well as covered dining pods will be provided throughout the downtown. This will offer a different experience than surrounding communities who are enclosing their outdoor dining and shutting out the winter. In Northville this year, we will embrace winter and provide a safe and festive environment.

As we experienced this summer with the success of Northville's Social District, the DDA believes this winter event will attract thousands of people from surrounding communities to downtown Northville to experience a unique celebration of winter. We are so grateful for your support of our local business community.

This sponsorship payment is due by December 15, 2020, and the agreement ends on March 01, 2021. Checks should be made out to the **Northville Downtown Development Authority** and together with this form dropped off or mailed to **Northville DDA, 215 West Main St., Northville, MI 48167**. Please write Heat in the Street Sponsor into the Memo field of your check.

Your Name: _____ Signature: _____

Phone #: _____ Email: _____

Company Name: _____

Business Sponsorship Options

- GOLD** [\$10,000 or more] Sponsorship Amount: _____
- SILVER** [\$5,000 - \$9,999] Sponsorship Amount: _____
- BRONZE** [\$1,000 - \$4,999] Sponsorship Amount: _____

Sponsorship Information



Be a Part of “Gnome Around Northville” this Winter!

The Northville Downtown Development Authority and Northville Art House are teaming up to bring you its first annual *Gnome Around Northville* event this January.

We are looking to engage visitors and patrons visiting Northville during “Heat in the Street” with outside activities that are fun and safe for the whole family to enjoy during the winter months.

And -- we are offering the opportunity for businesses to participate in this month long celebration by purchasing a Gnome made from fresh evergreens, purchasing a Gnome made from cement, and/or participating in a Window Painting Contest during a kick-off celebration in January.

Gnomes will start appearing around Northville in mid to late December in anticipation of the official kick off during our Window Painting Contest on Saturday and Sunday, January 2-3, 2021*. If you purchase a Gnome, it will be delivered to you the week of December 14, 2020. A map of Gnome locations will be included with delivery of your Gnome as well as a wooden sign which is to be displayed with your Gnome. **Deadline for all sponsorships is December 8.**

**(all necessary Covid precautions will be taken)*

Three Great Opportunities!

1. Evergreen Gnome - \$60 Sponsorship

We will welcome 18 fresh evergreen Gnomes (3 ft. tall) as part of a scavenger hunt leading guests around downtown Northville.

- Each evergreen Gnome comes with an attached wooden sign. The sign provides clues for a Gnome scavenger hunt.
- Gnome owners are responsible for the security and storage of their Gnome once it is delivered.
- Evergreen Gnomes are for one season use only.
- One sandbag will be provided to weigh Gnome down.
- Your Gnome should be placed in front of your business; these Gnomes prefer to live outside!

2. Cement Gnome - \$80 Sponsorship

We will welcome 12 handmade cement Gnomes (1-2 ft. tall) this year who are individually decorated and come with an event sign.

- The list of personalized Gnomes is attached and available on a first come/first serve basis; please indicate a first and second choice.
- Your cement Gnome will be part of the scavenger hunt.
- Cement Gnomes prefer to live inside your business.
- Cement Gnomes are yours to keep after the event and can be used in future years.
- Gnome owners are responsible for the security and storage of their Gnome once it is delivered. Lifespan of a Gnome is 2-3 years before it may need replacement.

3. Kick Off “Gnome Around Northville” Window Painting Contest - \$50 Sponsorship

The Northville Art House and DDA are holding its first annual Window Painting Contest on Saturday and Sunday, January 2-3, 2021. Artists of all ages will be invited to transform the windows throughout Northville’s downtown business district to “Gnome Around Northville”! The theme for window painting will be “Gnome-Around Northville”. There will be three divisions: Individual Artists ages 13-adult; Family; and Teams which could consist of school clubs, churches, Scouts or businesses. Awards will be given in each category. Businesses are welcome to paint their own window and participate in the contest as a Business Team.)

- A sponsoring business will allow their window to be painted a winter-themed scene. Artists will be required to have at least one gnome within the scene; no religious themed art is allowed.
- Windows will be washed by event organizers before and after the event.
- Painted scenes will not exceed 4 feet by 3 feet; painting tape will be used as a border for artist to stay within required painting size. Business owners may specify where on the window they would prefer their painting to be located.
- To keep paint off sidewalks, artists will be required to bring tarps or newspapers to place on the ground.
- Paint will be washed off by Feb. 1st.
- There will be continual social media posts of window art, artists and contributing businesses during the month-long event.
- Businesses will be listed on a map as well as the Northville Art House and DDA website and Facebook.
- Photos will be taken of each painted window and printed and framed to be given to the sponsoring business.

Deadline to order is December 8

Checks should be made out to Northville Art House and mailed to Erin Maten at 215 W. Cady St., Northville MI 48167. Payment can also be made by credit card with a 3% fee or PayPal at www.Northvillearthouse.org. Full payment is required at time of application submission. For additional questions, contact Erin at office@northvillearthouse.org or call at 248-344-0497.

Gnomes take about two weeks to prepare; therefore, applications after December 8 are not guaranteed. The sooner you respond, the better your chances of receiving the Gnome of your choice. And, we will know how many artists we can accept for the Window Painting Contest! So, don’t delay for Northville’s newest event!!



Name of Business: _____

Address: _____

Business Contact Person: _____

Email: _____ Phone Number: _____

Website/Facebook: _____

- \$60 Evergreen Gnome with scavenger hunt sign.
- \$50 Window Painting Contest – Business is allowing artists to paint winter theme on window.
- \$80 Cement Gnome Requested (List preference from below list):

1. _____ 2. _____

- ___ Artist Gnome
- ___ Gnome with Braces
- ___ Gnome with Walking Stick
- ___ Gnome with Dog
- ___ Fishing Gnome
- ___ Treasure Chest Gnome
- ___ Gnome with Ice Cream
- ___ Sledding Gnome
- ___ Gnome & Rubber Duck
- ___ Gnome playing Jenga (\$130)
- ___ Group of 3 Gnome Friends w/ Solo Cups (\$130)

Print: _____

Sign: _____

Cement Gnome: Handmade by Lindsey Butzin.



Evergreen Gnomes by Farmers Market Vendor



Ex. Window Painting Contest





2021 WINTER WINDOW PAINTING CONTEST

The Northville Art House and Northville Downtown Development Authority are holding its first annual Window Painting Contest on Saturday and Sunday, January 2-3, 2021. Artists of all ages are invited to transform downtown Northville business windows to painted winter scenes featuring frolicking Gnomes.

THEME: Winter scenes and joyful Gnomes

GUIDELINES: Your window must have at least one Gnome participating in a joyful winter-time activity from around the world – e.g., skiing, sledding, shopping, painting, cooking, singing, etc. Scenes will be painted within a taped-off size not to exceed 4 feet x 3 feet. We ask that there be no religious themes, no offensive paintings nor any advertising for a business.

AWARDS: Recognition will be given for First and Second Place in addition to a Fan Favorite in each Division. In addition, photographs of finished artwork will be posted on Social Media.

DIVISIONS

- **Individual:** Teen/Adult, ages 13 and older Cost: \$10 per person
- **Family:** All members must be in the same household with children younger than 12 accompanied by at least one adult Cost: \$20 per family
- **Team:** A group up to five people, ages 13 and older. Perfect for clubs, Scouts, employees of business, friends, etc. Cost: \$20 per team

To follow Health Department guidelines, all participants must wear face masks.

SUPPLIES

- Liquid Tempura Paint will be provided by the Northville Art House in addition to a trash bag and paper towel. These supplies will be distributed at Northville Square. *Specific times will be given prior to your selected painting times. Participants can select up to 5 colors.*
- All participants must bring their own assorted paint brushes to complete their painting; water for mixing paints and clean up; pails, empty cans or other containers for mixing paints; and newspaper or tarp to protect sidewalk.
- ALL PARTICIPANTS MUST WEAR FACE MASKS DURING THE DURATION OF THE EVENT! Remember that event is outside so dress for the weather!

IMPORTANT DATES

- Registration must be received by December 27. Space is limited to the number of participating businesses. Artists will be able to choose preferred day while time slots remain open for social distancing so sign up early! Otherwise assignments will be made by the Northville Art House.
- Window assignments and time slot will be emailed by December 30.
- Winners will be announced on Wednesday, January 6th.

Further details, application forms and waiver releases can be found at www.northvillearthouse.org