

Northville DDA - Marketing Committee

The meeting will be held via video conference in compliance with Executive Order 2020-75, issued by Michigan Governor Whitmer, temporary authorization of remote participation in public meetings and hearings. Members of the public body and members of the public participating electronically will be considered present at the meeting and may participate as if physically present at the meeting.

The following is a link to attend the Marketing Committee Zoom meeting scheduled for Thursday, June 4, 2020 at 8:30 am:

<https://us02web.zoom.us/j/89564788117>
Meeting ID: 895 6478 8117

To participate by phone: 1-312-626-6799 US (Chicago)
Meeting ID: 895 6478 8117

Log in Instructions, Meeting Rules and Tips are available on the City's website at this link: <https://www.ci.northville.mi.us/cms/One.aspx?portalId=11895963&pageId=13505469#pc> OR from the main Home page, click on the Government tab, then Agendas and Minutes, scroll to the Downtown Development Authority section of the webpage, and scroll down to the link for this meeting. "Zoom Webinar User Guide for City of Northville City of Northville.

AGENDA

- | | |
|--------------|--|
| 8:30 – 8:40 | 1. Introductions |
| 8:40 – 9:10 | 2. Reopening Plans |
| 9:10 – 9:20 | 3. Street Closure Updates |
| 9:20 – 9:30 | 4. PR & Marketing efforts for April & May 2020 <ul style="list-style-type: none">A. April & May Stats and Measurements (Attachment 4.A)B. April & May PR Summary (Attachment 4.B)C. April Print Ads (Attachment 4.C)D. May Print Ads (Attachment 4.D)E. ReOpening Brand (Attachment 4.E) |
| 9:30 – 9:35 | 5. Recap of Events <ul style="list-style-type: none">A. Flower SaleB. Farmer's Market |
| 9:35 – 9:40 | 6. Upcoming Events <ul style="list-style-type: none">A. Concerts |
| 9:40 – 10:00 | 7. News from Other Organizations |
| | 8. Next Meeting – Thursday, July 2, 2020 – TBD |

May 2020:

FACEBOOK:

Facebook Page Update:

Through May 26

Page Likes: 11,209

Followers: 11,445 (173 more since last summary)

- 80% are women /20% men
- 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: 13,676

Monthly Page Views & Previews: 4,109

Monthly Post Engagement: 14,691

INSTAGRAM:

Followers: 2,180

Reach: 1,768 (the number of unique accounts that have seen any of our posts)

Impressions: 42,557 (total number of times our posts have been seen)

Interactions: 212

- Profile visits: 189
- Website Clicks: 20
- Get Directions: 3

TWITTER:

Followers: 893

Impressions: 2,524

Twitter doesn't give a ton of analytics.

ADVERTISING:

SEEN Magazine:

The DDA placed the last ad (May issue) of their 12-issue contract with the magazine. SEEN Magazine's readership is 158,000 and the magazine reaches 26,000 homes every month. The May 2020 issue was the DDA's last ad with SEEN.

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 renewed the contract with Ville – ads will be placed 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.

The Tipping Point Theatre Programs:

Tipping Point Theatre's show programs reach over 16,000 local audience members throughout 160 performances each season.

Shows are postponed due to Covid-19.

Parks & Recreation Summer 2020 Brochure:

Summer issue was submitted but classes may be postponed due to COVID-19

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY April & May 2020:

PUBLICITY:

Press Materials Sent:

- Downtown Northville Businesses adapt to working during the Covid-19 crisis
- Weekly updates on lists for restaurant and shops carryout, delivery, online offerings (posted on social media and the DDA website)
- Sent restaurants and shops links from media outlets that allow them to list their businesses and hours directly

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

April 22 – **Detroit News** – Genitti’s and Center Street Grille Health Care workers offers
<https://www.detroitnews.com/story/entertainment/dining/2020/04/22/dining-briefs-detroit-pistons-launch-restaurant-database-plus-more/5139504002/>

April 24 – **The Oakland Press** – Downtown Northville businesses adapt to working during Covid-19 crisis (ran press release)

May 6 – **Detroit News** – Adorn Mother’s Day included in Mother’s Day Gift article
https://amp.detroitnews.com/amp/3057731001?_twitter_impression=true

May 7 – **Metro Mode** – Browndog Barlor bd Marketplace feature
<https://www.secondwavemedia.com/metromode/devnews/BrowndogBarlorOnlineStore.aspx>

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:

- Ads in April & May issues of The Ville
- Ad in April & May issues of SEEN Magazine (May issue was final ad in the DDA contract)
- Submitted ad for the Tipping Point but series has been postponed
- Submitted Ad in Art House summer Brochure (print may be delayed but ads will be featured on Art House website and social media)

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in The Ville
 - The DDA will renew contract with The Ville for 12-months (June 2020-April 2021)
- Ad in Tipping Point programs (dates TBD)

downtown
Northville



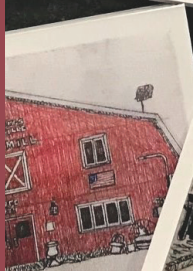
timeless...with a twist

Where local
Food, Shops
and Fun are
Main & Center

downtownnorthville.com

Pictured: Mod Market

Attachment 4.C



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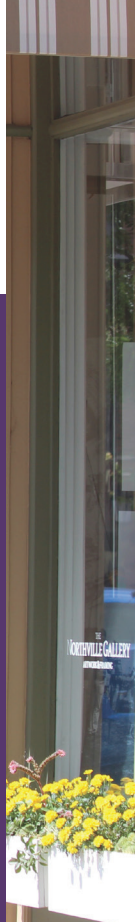


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Where
supporting our
local businesses is
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Carry-out, delivery and gift
certificates are available! For a full
list of restaurants and shops visit

downtownnorthville.com





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Attachment 4.D



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Pictured: blackbird by dearprudence





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