



The Shopping District

Special Events Committee

September Report

Members: Astrein (Chair), Fehan, Kay, Pavlack, Pohlod and Solomon

Staff: Tighe, Brook, Yerks

1. No meeting was held in August

2. Construction

Birmingham Bonus Bucks Update

- Approximately \$47,000 worth of BBBs have been turned in by merchants for reimbursement (as of 8/27/18).
- The committee is pleased with the program and would like to see about possibly doing something similar for Small Business Saturday.

- **Birmingham Construction Art Contest Update**

- The winning artist was recognized at the Old Woodward Ribbon Cutting Ceremony and the winning art is being displayed on Old Woodward in front of the Birmingham 8.

3. Day on the Town

- Day on the Town was held on Saturday, August 11th and was a very successful event.
- The day started with the City's Ribbon Cutting Ceremony for Old Woodward.
- Approximately 70 merchants participated.

4. Birmingham Cruise Event

- The Birmingham Cruise Event was held on August 18th in conjunction with the Woodward Dream Cruise.
- Approximately 350 cars participated in the event this year.
- Chevy, WXYZ and WOMC returned as sponsors. New sponsors this year included Auto Palace, Nowicki Auto Sport and McDonald's.
- Approximately 70 volunteers, led by Dick Lilley and Jeff Salz, helped to make this event a success.

5. Movie Night

- *The Incredibles* was shown at Booth Park on August 24th.
- The event featured kids dressed as superheroes and appearances by Spiderman and Wonder Woman.

6. Farmers Market

- The Corn Festival, held on August 12th, hosted 60 vendors and had over 3,800 attendees to the Farmers Market.
- Harvest Festival will be held on September 16th.

NEXT MEETING: Friday, September 14, 2018 at 8:30 a.m.

2017-18 Budget: \$200,000

Remaining balance after August vouchers: \$167,058