



## Benefits Provided by the Birmingham Shopping District

The BSD provides many programs and services that assist businesses, property owners and the entire business district. I want to take this opportunity to review the benefits of the BSD that you and your commercial tenants receive from the Birmingham Shopping District.

The mission of the Birmingham Shopping District is as follows:

***We strive to provide leadership in marketing, advertising and promotion of the Birmingham Shopping District. We actively work to promote a district that is attractive, clean, safe and pedestrian-friendly and ensure that the district continues to serve as a center for business, service, social and community activities.***

BSD provides a number of services designed to assist all tenants, including:

- Online and Social Media Promotion. Every BSD business receives a page on our web site, [www.ALLINBirmingham.com](http://www.ALLINBirmingham.com). The page includes a photo, business description, contact information, a link to the businesses' web site, and a Mapquest listing. ALLINBirmingham.com receives over 6,000 unique viewers per month and is frequently viewed by people looking for business information. This is a great option for small businesses who do not have their own web site. In addition; the BSD's Facebook page [Birmingham Shopping District](#), has over 7,200 followers. We post store information on a regular basis, like a news-feed for Birmingham Businesses.
- Commercial real estate listings. The BSD publishes an available property listing, showcasing available commercial office and retail space online and through a printed listing that goes to 150 local commercial real estate professionals. We also provide free demographic information, maps and a marketing brochure that can be used when speaking to prospective tenants.
- Business recruitment assistance. The BSD retains a professional retail recruiter to help bring key national and local retailers to Birmingham, by working with property owners, retailers and prospective businesses. Recently, we have successfully recruited national retailers including Paper Source, J.McLaughlin, lululemon, and francesca's to town. In 2014, we welcomed apparel and accessories boutiques Evereve and bluemercury, and west elm, a home furnishing store filling over 9,500 square feet of space on West Maple. Most recently we have successfully recruited Sara Campbell and Allen Edmonds as well. Between these businesses, an estimated \$8-10 Million in annual sales are coming to Birmingham. Since we began this effort in 2009, commercial property values, lease rates and occupancy rates have steadily increased. Currently, our retail occupancy rate is over 97%. Our office occupancy rate is 91%.
- Sidewalk snow removal. The BSD clears snow from every linear foot of sidewalk in the district after two inches or more of snow has fallen. This 4' path makes the sidewalks safe for shoppers and employees.
- Summer floral and holiday displays. The BSD strives to make Birmingham vibrant and attractive with summer floral displays and holiday lighting throughout the downtown area, and along East Maple and Adams Road in the Triangle District. We plant and maintain over 185 hanging baskets, 45 tree well displays, and 35 large planters. For the holidays, the City and the BSD light over 350 trees along the major streets and in Shain Park.

- Birmingham Magazine. This attractive, glossy, full color magazine showcases the best of Birmingham retailers, restaurants, salons and other businesses. The magazine reaches over 45,000 residents and businesses in Birmingham and surrounding communities three times a year. Recently the magazine published a professional guide, highlighting physicians, attorneys, and other professionals.
- Holiday Television and Online Advertising Campaign. Through use of BSD advertising dollars, along with a contribution from the Birmingham Parking Fund, we air an extensive holiday television campaign on broadcast, cable and online, designed to make shoppers think about Birmingham for their holiday shopping.
- In 2015 we conducted an all new branding initiative, informed by merchants and shoppers. The new program, All IN Birmingham, can be seen on street light banners, store window displays, and in all advertising, both in print and on line.

The BSD hosts special events and activities designed to introduce prospective shoppers to the district, and to enhance the overall appeal of the town for existing businesses. Special events include the Birmingham Farmers Market, Birmingham Restaurant Week, Day On the Town sale, Birmingham Cruise event car show, holiday events such as Small Business Saturday, Tree Lighting, Santa House, free carriage rides and more. The successful Birmingham Winter Markt holiday market draws 15,000 people over a three day weekend in early December. Combined, BSD events bring over 150,000 people to Birmingham throughout the year.

In a 2012 shopper survey, 45% of the respondents said they like Birmingham's appearance and atmosphere. National experts say that a vibrant downtown like Birmingham creates a healthier community, giving residents and employees who work there a higher quality of life. Along with these high quality attributes, come higher property values for commercial and residential owners.

The BSD works actively with the City of Birmingham on issues that are vital to the downtown district. BSD Board members sit on City committees like the Ad Hoc Parking Study Committee and the Multi Modal Board to make sure the concerns of the commercial district are heard.

If you are not familiar with the efforts of the BSD, please explore [www.ALLINBirmingham.com](http://www.ALLINBirmingham.com). The BSD Board meets monthly, on the first Thursday of every month. For a schedule of meetings, go to [www.ALLINBirmingham.com](http://www.ALLINBirmingham.com).

If you have questions about the Birmingham Shopping District. We are happy to explain BSD benefits, and how we can help your business, or your tenants make the most of the BSD. Contact our office at 248-530-1200 for more information.