

Birmingham Shopping District 2020 Year in Review



The Shopping District



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Benefits and Services

Established in 1992 under Public Act 146, the mission of the Birmingham Shopping District (BSD) is to “strive to provide leadership in marketing, advertising and promotion of the Birmingham Shopping District. The BSD actively works 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.” To this end, the BSD provides many programs and services that assist businesses, property owners and the entire business district.

In 2020, downtown Birmingham, like many other businesses and communities, faced the challenges of the COVID-19 pandemic. The BSD jumped into action allocating approximately \$500,000 to COVID-19 emergency relief initiatives and programs to support downtown businesses. These initiatives included purchasing PPE for downtown businesses, offering Quarantine Cash and Birmingham Bucks to incentivize customers to shop and dine downtown, and safely continuing events, where possible, such as a drive-through Farmers Market to keep vendors in business while safely serving residents. Our organization continued to promote downtown retailers and restaurants in numerous marketing campaigns throughout the year and the team worked actively behind the scenes to attract new businesses to Birmingham. Last, the BSD continued to beautify the city with projects such as the gorgeous hanging flower baskets and holiday lighting in downtown. All of these initiatives and services provided by the BSD are with the goal of helping property owners and downtown businesses in the district thrive and succeed. The following report highlights the Birmingham Shopping District's efforts in 2020 in four main areas of operation: Marketing and Advertising, Special Events, Business Development, and Maintenance and Capital Improvement. As we continue to navigate the pandemic into 2021, the BSD remains committed to helping downtown Birmingham, its property owners, and the businesses prosper in 2021 and beyond.

COVID-19 Small Business Relief Efforts:

Assisted in distribution of \$3M in small biz grants * \$50,000 in “Quarantine Cash” distributed * \$50,000 in “Bham Bucks” distributed * Crowdfunding campaign for businesses (\$16,000 raised) * “We Are Birmingham” marketing campaign * Expanded outdoor dining * Outdoor exercise classes * “Buy and Fly” 5-minute parking * Free downtown parking * Nat’l speakers

Marketing and Advertising:

**WE ARE
BIRMINGHAM**

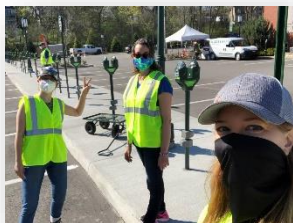
BIRMINGHAM, MI



- 10,800 **Facebook** & 4,200 **Instagram** followers
- Published 2 magazine inserts in SEEN Magazine (Fall Fashion and BSD holiday gift guide)
- Live TV appearances promoting downtown retailers and restaurants i.e. Channel 4 “Live in the D”
- Over 200,000 broadcast & on-demand cable TV commercials aired on Ch. 7, Ch. 4, Ch. 2, Gas TV, WWJ, iHeart radio, Spotify, Roku, Amazon Fire, Apple TV, NPR, Comcast, 95.5, 96.3, 97.1, 99.5, 100.3
- 87 newspaper & magazine ads
- Manages www.AllinBirmingham.com
- 17 marketing campaigns throughout year
- Radio ads, billboards, signs, posters, and more...



Special Events:



- **Farmers Market** – converted to drive-through market with 8100 vehicles and 25 vendors throughout the whole season
- **Back to Birmingham – 7-day Sidewalk Sale** – Thousands of Metro Detroit shoppers
- **Restaurant Week** - 25 restaurants participated
- **Holiday Shopping Season** – “The Great Decorate” (30

businesses decorated trees with donations going to Michigan foster teens aging out of the foster system), socially distanced visits at Santa House, **FREE** parking, live reindeer, digital scavenger hunt in downtown, hot chocolate, roasted chestnuts and other treats provided free to weekend shoppers, Small Biz Saturday



Maintenance and Capital Improvements:

- 200 hanging flower baskets and planters throughout BSD
- Every snowfall, snow removal performed on 10 miles of sidewalks



- 400+ downtown trees decorated with 800,000+ holiday lights
- Power wash sidewalks

- BSD board member serves on Advisory Parking Board



Business Development:

96% retail occupancy | 88% office occupancy

Welcomed the following new businesses: Johnny Was, Paint Nail Bar, Sidecar/Slice/Shift Restaurants, The French Lady, Sorrentia's Salon, Woodward Standard Print House, Seven Daughters, Urban Wick Candle Bar, VIGA, ABC Vintage, Bakehouse46, Planthropie, The Colore Room, Essential Nail Bar.



Leased spaces preparing to

open: James & Bloom, Clean Juice, Perch 313, Birmingham Pub, Birmingham Bridal, Fruition Acai & Juice Bar, David Abraham Custom Clothiers, The Lash Lounge, DiMaggio Fine Art & Jewelry

- Hired professional speakers & trainers i.e. The Retail Dr.
 - Attended virtual conferences i.e. International Conference of Shopping Center conventions to recruit retailers
 - Hosted virtual annual property owner and real estate broker summit
 - Retained retail recruiter to attract new stores to downtown
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