



The Shopping District

Business Development Committee Meeting

March 27, 2019 at 8:30 AM

Members: Surnow (Chair), Hockman, Quintal, McKenzie

Staff: Tighe

1. Welcome and Introductions

PRESENT: Quintal, Surnow, McKenzie

ABSENT: Hockman

ADMINISTRATION: Tighe

2. Retention and growth

- a. Merchant meeting will be Wednesday, April 17th at Willow and Fernn. Will present Goldman Sachs 10,000 Small Businesses program to merchants, Parking Lot 6 construction update, summer events info, and more.
- b. Discussed looking into offering Lyft and Uber promotional offer to visitors in Birmingham. Tighe looking into details on how to execute this program.

3. Tenant recruitment process

- a. Committee waiting on signed MOU from Oakland County.
- b. Tighe updated committee on first two meetings with CC Consulting.
- c. Tighe preparing marketing material for ICSC.
- d. Committee looking at Broker/Property owner round table in early May.
- e. Committee reviewed pipeline report.

NEXT MEETING: Thursday, April 25, 2019 at 8:30 AM

2018-19 Budget: \$100,000

Remaining after April vouchers: \$67,645

Opportunity Pipeline Report April 2019

Tenant/Project Name	Stage	SF	Timeline	Next Steps
Bookstore 1	Initial Contact			Retailer coming to Bham in May for tour.
Children's apparel 1	Initial Contact			email and telephone follow up
Electronics 1	Initial Contact			Ingrid met at ICSC NYC - retailer looking at 2020 expansion opportunities
Eye-glass 2	Dismissed			Retailer not sure they are ready to expand into our retail trade area.
Furniture 1	Initial Contact			Conducted call with retailer and was referred to retailer's broker for a follow-up meeting.
Luxury fashion accessories 1	Initial Contact			email and telephone follow up
Men's apparel 1	Dismissed			retailer not interested in expanding in our market at this time. Buxton provided replacement retailer for our list.
Men's apparel 2	Initial Contact			email and telephone follow up
Men's apparel 3	Initial Contact			email and telephone follow up
Men's apparel 4	Initial Contact			email and telephone follow up
Men's shoes 1	In discussions			Talked at ICSC to discuss opportunity further.
Outdoor clothing 1	In discussions		Early 2019	Retailer interested in locating in BSD. Retailer interested in buying building.
Outdoor clothing 2	In discussions		2019	Met at ICSC. Retailer evaluating information provided and BSD will follow up for follow on meeting.
Shoes 1	Initial Contact			email and telephone follow up
Women's apparel 1	Initial Contact			email and telephone follow up
Women's apparel 2	Initial Contact			email and telephone follow up
Women's apparel 3	Dismissed	2400		Retailer is no longer interested in our market.
Women's apparel 4	Initial Contact			email and telephone follow up
Women's athletic apparel 1	Dismissed			retailer not interested in expanding in our market at this time.
Women's jewelry 1	In discussions		Early 2019	Retailer negotiating LOI.
Women's jewelry 2	In discussions	1400	2019	Opened first store in MI. Retailer evaluating Bham, Ann Arbor & Detroit as possible locations in 2019. Met at ICSC NYC.

SCHEDULED TO OPEN/MOVED/CLOSED IN LAST 12 MONTHS

APRIL 2019

Office Occupancy Rate 88%

Retail Occupancy Rate 96%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Closed/Opened in last 12 months
Seven Daughters	163	Maple Road, West	Coffee Roaster	3/25/2019	Scheduled to open
Moosejaw	284	Maple Road, West	Hardgood sports	3/15/2019	Scheduled to open
Essential Nails	282	Maple Road, West	Nail salon	3/28/2019	Scheduled to open
Pernoi	310	Maple Road, East	Restaurant	2/26/2019	Scheduled to open
Jewelry	175	Maple Road, West	Jeweler	3/8/2019	Scheduled to open
R. Collective	383	Hamilton Row	Salon/Spa	2/5/2019	Scheduled to open
Nalu	887	Maple Road, East	Salon/Spa	12/21/2018	Scheduled to open
PRS Wireless	222	Merrill Street, East	Wholesale	12/21/2018	Scheduled to open
Luxury Bridal Rack	700	Old Woodward, North	Bridal	11/12/2018	Scheduled to open
ecoATM	685	Maple Road, East	Cash for old electronics	8/10/2018	Scheduled to open
Willow and Fernn Boutique	528	Old Woodward, North	Womens Apparel	3/15/2019	Opened
Petite Cabane	205	Maple Road, East	Childrens Apparel	3/15/2019	Opened
Verizon	135	Old Woodward, South		4/13/2018	Opened
110 Couture	110	Old Woodward, South	Womens Apparel	12/1/2018	Opened
Downtown	34977	Woodward Avenue	Dining	11/5/2018	Opened
Untied on Woodward	223	Old Woodward, South	Mens Apparel	11/5/2018	Opened
Kybun Joya Shoes	286	Maple Road, West	Shoes	11/2/2018	Opened
Anna Castaldi	245	Maple Road, West	Women	10/15/2018	Opened
Tomatoes Apizza	34200	Woodward Avenue	Neopolitan pizza	8/27/2018	Opened
Adachi	325	Old Woodward, South	Japanese	8/27/2018	Opened
Kaku Sushi & Poke`	126	Old Woodward, South	Dining	8/27/2018	Opened

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Dry Bar	137	Maple Road, West	Salon/Spa	8/27/2018	Opened
Beauty Club	327	Hamilton Row	Salon/Spa	8/27/2018	Opened
Eyedolize	555	Old Woodward, South	Salon/Spa	7/3/2018	Opened
drybar	137	Maple Road, West	Salon/Spa	6/18/2018	Opened
Grabbagreen	167	Old Woodward, North	Dining	5/31/2018	Opened