



The Shopping District

Business Development Committee Meeting

July 25, 2019 at 8:30 AM

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

Staff: Tighe

1. Retention and growth

- a. Tighe is working with Lyft on a rebate program. She is waiting to get contract back from Lyft's legal counsel.
- b. Merchant meeting held July 10th at La Strada Café. Topics covered included upcoming events such as DOTT, Cruise, Movie Nights, Thursdays in the City, and BFM. The BSD introduced Renaissance Media and the media group presented their media kit to merchants.

2. Tenant recruitment process

- a. CC Consulting continues to follow up with retailers from ICSC meetings and also is reaching out to retailers on the BSD target retail list.
- b. Tighe presented at the Michigan ICSC conference and highlighted Birmingham's growth and development either under construction or in the planning stages.
- c. Committee reviewed updated marketing materials for BD.
- d. Committee reviewed pipeline report.

NEXT MEETING: Thursday, August 22, 2019 at 8:30 AM

2019-20 Budget: \$100,000

Remaining after August vouchers: \$87,921

Code Name	Stage	SF	Priority	Notes
Bookstore 1	Initial Contact		A	Retailer cancelled two tours- hopefully coming soon.
Luxury Apparel	Initial Contact		A	Sent sites, reviewing options
Luxury Apparel with coffee shop	Initial Contact		A	Very interested in Birmingham. Unique concept with 6 China locations
Men's apparel 3	Initial Contact	3500	A	Been working with this tenant- they want a Detroit store first.
Outdoor clothing 1	In discussions		A	Reopened conversations. They asked for an update. They are going to apply pressure to corporate to open a store here
Outdoor clothing 2	In discussions		A	Met at ICSC. Broker recontacted Ingrid. Toured Birmingham. Likes historic locations.
Women and men's apparel 4		1800-2000	A	Sent sites, looking at high profile locations
Women's apparel 2	Initial Contact	1500-1800	A	Active prospect, conf call scheduled
Women's jewelry 2	In discussions	1400	A	Opened first store in MI. Retailer evaluating Bham, Ann Arbor & Detroit.. New real estate rep.
Dart bar	Initial Contact	Michell' space	B	Sent site- active deal- gave Angela Thomas contact and potential rents, she is struggled with ownerships requirements
Electronics 1	Dismissed	1500-1800	B	Ingrid met at ICSC NYC - Getting their dev plan in place and will contact me shortly
Electronics 2	Initial Contact	Boutique	B	Reached back out to them to consider Sam's location
Furniture 1	Initial Contact		B	Keep in touch, not adding sites now but could change in the near future
Furniture 4			B	Send sites, part of QVC, reviewing info
Ice Cream 1	Initial Contact		B	Sent site, broker reviewing
Online Activewear			B	Sending Sites, reviewing options
Online Clothing 1			B	Sending Sites, reviewing options
Online Clothing 2			B	Sending Sites, reviewing options
Online cosmetics			B	Sending Sites, reviewing options
Online gown and dress rental			B	Sent sites, reviewing options
Online Luggage			B	sending sites, reviewing options
Online purses			B	Sending sites, reviewing options
Online shoes 1			B	Sending sites, reviewing options
Online skincare 1			B	Sending sites, reviewing options
Online Women's Clothing 1			B	Sending sites, reviewing options
Online Women's Professional Clothing			B	Sending sites, reviewing options
Online Women's shoes			B	Sending sites, reviewing options
women's and men's apparel 3		Boutique	B	Sent sites, asked me to check back in two months
Furniture 6			B	Send sites part of QVC, reviewing info
apparel 1		25,000	C	Need to determine a site
Designer resale 1		Boutique	C	Not responsive
Online furniture			C	Spoke to real estate rep and not sure of MI- will keep in touch
women's and men's apparel 2			C	Sent sites. Not very responsive
Women's apparel			C	In touch with broker said not sure of MI
Women's apparel 3	Sending sites	2500	C	Needs 24 feet width. Keep in touch, not opening stores now
Women's apparel 5			C	Company going thru a lawsuit and not adding stores
Women's Apparel 6			C	Sent sites, not responsive
Women's jewelry 1	LEASE SIGNED		Summer 2019	Lease signed for 123 West Maple (former Art Loft space). Working on build out and aiming to open summer 2019.
Bakery 1				Not responsive
Bookstore 1	Reviewed Site			
Children's apparel 1	Dismissed			not adding stores

children's store 1	Dismissed				Only have overseas real estate department at this time
Contemporary men's and women's apparel					
cosmetics 1		Boutique			Put a hold on adding stores
cosmetics 2					Determining contact
cosmetics 3					Somerset renewed and put in radius restriction
Denim apparel 1					Determining contact
Designer resale 2		Boutique			Rejected market
Electronics 3		Boutique			24 month plan has no Michigan sites
Eyeglass 2	Send sites				New real estate rep. wants a store but Somerset has a 5 yr radius
Furniture 2					Project announced
Furniture 3					Toured Birmingham and not ready to make a commitment to the mkt at this time. Researching market
Furniture 7	Dismissed				
Home goods 1					Determining Contact
Kids enrichment	Dismissed				
Lingerie	Dismissed				No interest in Birmingham
Luxury fashion 1					Determining contact
Luxury fashion 2					Determining contact
Luxury fashion 3					Determining contact
Luxury fashion 4					Determining contact
Luxury fashion accessories 1	Initial Contact				email and telephone follow up
Luxury leather goods					Determining contact
Luxury women's shoes					Determining contact
Luxury apparel					Determining contact
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	Open			Wants site plans
Men's apparel 4	Initial Contact				email and telephone follow up, not responsive but will keep trying
Men's apparel 5					Too close to Somerset
Men's shoes 1	In discussions	1500-1800			Rejected sites
online candy					
Online cosmetics 1					Sending sites
Online cosmetics 2					Sending Sites, reviewing options
Online Dorm room					Sending Sites, reviewing options
online goods					Determining contact
Online men's clothing 1	Dismissed				
Online men's suits					Determining contact
Shoes 1	Initial Contact				Real estate rep left, need new contact
Tween fashion 1					No expansion
Women's and men's apparel 1					No interest in Birmingham
Women's apparel					All DC Stores
Women's apparel 1	Initial Contact				Not responsive, but will keep trying
Women's apparel 4	Dismissed				email and telephone follow up
Women's apparel 7					Determining contact

Women's apparel 8	2800	wants site plans. 30' frontage, co-tenancy Hugo Boss, Bonobos, Sephora, Tory Burch, Sandro, Theory
Women's apparel 9	Boutique	wants site plans
Women's apparel and accessories		Determining contact
Women's athletic apparel 1	Dismissed	retailer not interested in expanding in our market at this time.
Women's contemporary apparel		
women's men's apparel		Can't expand in Birmingham due to naming issues
		KEY:
		LEASE SIGNED
		WARM PROSPECT
		RETAILER NOT INTERESTED

SCHEDULED TO OPEN/MOVED/CLOSED IN LAST 12 MONTHS

AUGUST 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
Steele Angel	150	Maple Road, West	Apparel	7/23/2019	Scheduled to open
Planthropie	135	Pierce Street	Food Specialties	7/18/2019	Scheduled to open
Detroit OG	205	Pierce Street	Apparel	7/23/2019	Scheduled to open
ABC Vintage	154	Maple Road, West	Apparel	5/24/2019	Scheduled to open
Splitz-n-Blitz	230	Merrill Street, East	Food Specialties	5/16/2019	Scheduled to open
fab'rik	123	Maple Road, West	Womens Apparel	4/25/2019	Scheduled to open
The Morrie	260	Old Woodward, North	Restaurant	4/1/2019	Scheduled to open
Hans Power & Water	239	Pierce Street	Water appliance	4/1/2019	Scheduled to open
Seven Daughters	163	Maple Road, West	Coffee roaster	4/1/2019	Scheduled to open
Essential Nails	282	Maple Road, West	Salon/Spa	4/1/2019	Scheduled to open
Pernoï	310	Maple Road, East	Restaurant	2/26/2019	Scheduled to open
DiMaggio Fine Art & 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
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
Nalu	887	Maple Road, East	Salon/Spa	6/20/2019	Opened
Moosejaw	284	Maple Road, West	bikes	4/19/2019	Opened
willow and fernn	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
Hazel Ravines & DOWNTOWN	34977	Woodward Avenue	Dining	11/5/2018	Opened

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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	Apparel & Accessories - 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
Dry Bar	137	Maple Road, West	Salon/Spa	8/27/2018	Opened
Beauty Club	327	Hamilton Row	Salon/Spa	8/27/2018	Opened