



The Shopping District

Business Development Committee Meeting

No meeting held in November

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

Staff: Tighe

1. Retention and growth

- a. The Lyft contract is finalized and the staff is marketing this initiative primarily via a digital marketing campaign.
- b. The e-gift certificates program has been implemented and is being promoted to the community.

2. Tenant recruitment process

- a. CC Consulting continues to reach out to prospective retailers on our target list.
- b. Cindy will attend the ICSC NY conference in December.

NEXT MEETING: January 23, 2020

2019-20 Budget: \$100,000

Remaining after December vouchers: \$71,426

	Code Name	Status	SF	Priority	Notes
1	Women's apparel 11	Lease signed		Summer 2019	Lease signed for 123 West Maple (former Art Loft space). Working on build out and aiming to open November 2019.
2	Athletic apparel	Initial contact			Reviewing our sites
3	cosmetics 2	Initial Contact			Reviewing sites
4	Cosmetics 3	Initial contact			
5	Denim apparel 1	Initial Contact			reviewing sites
6	Designer resale 1	Initial Contact	Boutique		Contact left company
7	Electronics 4	Initial contact			
8	Environmentally friendly apparel	Initial contact			
9	Family apparel 2	Initial contact			Sent sites
10	Furniture 10	Initial contact			
11	Furniture 8	Initial contact			
12	Jewelry	Initial contact			Sent sites
13	Luxury fashion 1	Initial Contact			Reviewing Sites
14	Luxury fashion 2	Initial Contact			Reviewing Sites
15	Luxury fashion 4	Initial Contact			Determining contact
16	Luxury fashion 5	Initial contact			
17	Luxury fashion 6	Initial contact			email and telephone follow up
18	Luxury fashion accessories 1	Initial Contact			Determining contact
19	Luxury leather goods	Initial Contact			Reviewing whether they could have a store now that they are in Somerset
20	Luxury women's shoes	Initial contact			Sending Sites, reviewing options
21	Online cosmetics 2	Initial contact			Sent new sites
22	Online gown and dress retail	Initial Contact			Sent sites
23	Online shoes 1	Initial Contact			
24	Outdoor apparel 1	Initial contact			
25	Outdoor apparel 2	Initial contact			
26	Skincare/frAGRANCE	Initial contact			Sent sites
27	Toys 2	Initial contact			Still awaiting for decision to see what cities will receive this concept
28	Toys 3	Initial contact			
29	women's and men's apparel 2	Initial Contact			Reviewing sites
30	Women's apparel 1	Initial contact			Sent sites
31	Women's apparel 12	Initial Contact			In touch with broker said not sure of MI
32	Women's apparel 14	Initial contact			
33	women's apparel 15	Initial contact			
34	Women's apparel 5	Initial Contact			New rep
35	Women's apparel 7	Initial contact			Determining contact
36	Women's apparel and accessories	Initial contact			Determining contact
37	Women's contemporary apparel 1	Initial contact			
38	Womens and men apparel 1	Initial contact			
39	Womens and men apparel 2	Initial contact			
40	Family apparel 1	In discussions	A	A	Wants to do a pop up store and if successful would consider permanent store
41	Home accessories	In discussions	A	A	Still considering Centrak Park Properties' space
42	Women's contemporary apparel 2	In discussions	A	A	Toured 11/12. Having architect draw up renderings for a couple of sites store is interested in.

43	Bookstore 1	In discussions		A	Retailer cancelled two tours- hopefully coming soon.
44	Electronics 1	In discussions	1500-1800	B	Ingrid met at ICSC NYC - Getting their dev plan in place and will contact me shortly
45	Furniture 1	In discussions	Boutique	B	Keep in touch, not adding sites now but could change in the near future
46	Furniture 3	In discussions		A	Asked them for update, have sent them several sites
47	Men's apparel 3	In discussions	3500	A	Meeting in NYC at Deal Making
48	Outdoor clothing 2	In discussions		A	Met at ICSC. Broker recontacted Ingrid. Toured Birmingham. Likes historic locations.
49	Women's apparel 2	In discussions	1500-1800	A	Active prospect, negotiating lease with property owner
50	Women's apparel 9	In discussions	Boutique	A	Meeting at NY Deal Making
51	Women's jewelry 2	In discussions	1400	A	Opened first store in MI. Retailer evaluating Bham, Ann Arbor & Detroit. Need to see how existing store does.
52	Men's apparel 1	In discussions		B	Reopened conversations, sent this retailer new sites
53	Designer resale 2	In discussions	Boutique	B	Reopened conversations, sent sites
54	Outdoor clothing 1	In discussions		A	Contact in January
55	Bookstore 2	In discussions		A	Retailer provided LOL to property owner
56	Candy	Dismissed			Not responsive
57	Furniture 9	Dismissed			Financial problems with the company
58	Furniture/home accessories	Dismissed			Looking for space larger than we have
59	Lingerie 2	Dismissed			Company sold and not adding sites
60	Men's apparel 4	Dismissed			Rejected site as they now have a Somerset deal
61	Online Activewear 1	Dismissed			Sending Sites, not responsive
62	online candy 1	Dismissed			Not responsive
63	online candy 2	Dismissed			Not responsive
64	Online Clothing 2	Dismissed			Not responsive
65	Online cosmetics 1	Dismissed			NY store moving and rebranding themselves
66	Online cosmetics 3	Dismissed			Not responsive
67	online goods	Dismissed			Not responsive
68	Online skincare 1	Dismissed			Sending sites, not responsive
69	Online Women's Clothing 1	Dismissed			Not responsive
70	Online Women's shoes	Dismissed			Said Detroit not on their list now
71	Toys 1	Dismissed			Won't put another store this close to Somerset
72	women's and men's apparel 1	Dismissed	Boutique		Decided to go with a larger footprint of 20,000 sq ft
73	Women's apparel 13	Dismissed			Not adding another store for a year or so. At The Village of Rochester Hills
74	Women's Apparel 6	Dismissed			not responsive
75	Youth apparel	Dismissed			Not adding stores in our market at this time, but will keep in touch.
76	Online Luggage	Dismissed			Decided against our market.
77	apparel 1	Dismissed	25,000		Don't have sq footage they need
78	Bakery 1	Dismissed			Not responsive
79	Children's apparel 1	Dismissed			not adding stores
80	Children's store 1	Dismissed			Revisiting
81	Contemporary men's and women's apparel	Dismissed			Took a serious look, but we don't have their sq footage
82	cosmetics 1	Dismissed	Boutique		Put a hold on adding stores
83	cosmetics 4	Dismissed			Somerset renewed and put in radius restriction
84	Dart bar	Dismissed	Michell' space		National broker rejected site due to lack of daytime traffic.
85	Electronics 2	Dismissed			Did not want another Michigan location

86	Electronics 3	Dismissed			24 month plan has no Michigan sites
87	Eyeglass 2	Dismissed			New real estate rep, wants a store but Somerset has a 5 yr radius
88	Furniture 2	Dismissed			Project not moving forward
89	Furniture 4	Dismissed			Rejected our market.
90	Furniture 6	Dismissed			Broker called me. MI is one of three states with special sales tax for parent company which is QVC
91	Furniture 7	Dismissed			
92	Home goods 1	Dismissed			Rejected market
93	Ice Cream 1	Dismissed			Broker said they were not interested in the market.
94	Kids enrichment	Dismissed			
95	Lingerie 1	Dismissed			No interest in Birmingham
96	Luxury Apparel 1	Dismissed			President nixed site due to foot traffic, prefers Somerset
97	Luxury apparel 2	Dismissed			Took a serious look, but rejected due to too few high end apparel stores.
98	Luxury Apparel with coffee shop	Dismissed			She gathered all the costs involved and decided to do on-line for a few months
99	Luxury fashion 3	Dismissed			Not interested
100	Men's apparel 2	Dismissed		Open	Had feedback from their real estate department that at this time, will not look at a second location in MI.
101	Men's apparel 5	Dismissed			Too close to Somerset
102	Men's shoes 1	Dismissed		1500-1800	Rejected sites
103	Online Clothing 1	Dismissed			Just starting to add stores, contact next year.
104	Online Dorm room	Dismissed			Only doing summer pop ups. Said to contact for next summer
105	Online furniture	Dismissed			Rejected the market
106	Online men's clothing 1	Dismissed			
107	Online men's suits	Dismissed			Not interested
108	Online purses	Dismissed			Need a franchisee
109	Online Women's Professional Clothing	Dismissed			Said not adding sites until 2020
110	Shoes 1	Dismissed			Real estate rep left, no new contact yet
111	Tween fashion 1	Dismissed			No expansion
112	Women and men's apparel 3	Dismissed		1800-2000	Not doing leases for 12-18 mos unless value added- in other words, no rent.
113	Women's and men's apparel 4	Dismissed			No interest in Birmingham
114	Women's apparel 3	Dismissed		2500	Needs 24 feet width. Keep in touch, not opening stores now
115	Women's apparel 4	Dismissed			email and telephone follow up
116	Women's apparel 8	Dismissed		2800	Rejected Birmingham and opening a store at Somerset
117	Women's athletic apparel 1	Dismissed			retailer not interested in expanding in our market at this time.
118	women's men's apparel	Dismissed			Can't expand in Birmingham due to naming issues

SCHEDULED TO OPEN/MOVED/CLOSED IN LAST 12 MONTHS

DECEMBER 2019

Office Occupancy Rate 87%

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
The Colore Room	588	Old Woodward, North	Salon/Spa	09/23/19	Scheduled to open
Planthropie	135	Pierce Street	Food Specialties	07/18/19	Scheduled to open
ABC Vintage	154	Maple Road, West	Apparel	05/24/19	Scheduled to open
Seven Daughters	163	Maple Road, West	Coffee roaster	04/01/19	Scheduled to open
Essential Nail Bar	282	Maple Road, West	Salon/Spa	04/01/19	Scheduled to open
DiMaggio Fine Art & Jewelry	175	Maple Road, West	Jeweler	03/08/19	Scheduled to open
fab'rik	123	Maple Road, West	Womens Apparel	11/01/19	Opened
Steele Angel	150	Maple Road, West	Apparel	11/01/19	Opened
Birmingham Wine Shop	798	Old Woodward, North	Wine Shop	10/18/19	Opened
Pernoi	310	Maple Road, East	Restaurant	09/12/19	Opened
BT Holdings	222	Merrill Street, East	Wholesale	09/12/19	Opened
Luxury Bridal Rack	700	Old Woodward, North	Bridal	09/12/19	Opened
Splitz-n-Blitz	230	Merrill Street, East	Food Specialties	08/01/19	Opened
The Morrie	260	Old Woodward, North	Restaurant	08/01/19	Opened
Hans Power & Water	239	Pierce Street	Water appliance	08/01/19	Opened
R. Collective	383	Hamilton Row	Salon/Spa	08/01/19	Opened
Nalu	887	Maple Road, East	Salon/Spa	06/20/19	Opened
Moosejaw	284	Maple Road, West	bikes	04/19/19	Opened
willow and fernn	528	Old Woodward, North	Womens Apparel	03/15/19	Opened
Petite Cabane	205	Maple Road, East	Childrens Apparel	03/15/19	Opened
110 Couture	110	Old Woodward, South	Womens Apparel	12/01/18	Opened