



The Shopping District

Business Development Committee Meeting

January 24, 2019 at 8:30 AM

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

Staff: Tighe

1. Welcome and Introductions

PRESENT: Quintal, Surnow, Hockman, Kay

ABSENT: McKenzie

ADMINISTRATION: Tighe

2. Tenant recruitment process

- a. Committee discussed 2019 recruitment strategy.
 - i. Committee unanimously agreed to augmenting Buxton data with additional retail recruitment assistance.
 - ii. Committee agreed to execute the initiatives and timeline detailed in attachment.

3. Retention and growth

- a. ZingTrain Customer Service training will take place Monday, February 11, 2019 from 8:00 AM – 12:00 PM at the Community House. This is a collaborative effort between the BSD, the Birmingham Bloomfield Chamber, the Community House, and the Baldwin Library.

NEXT MEETING: Thursday, February 28, 2019 at 8:30 AM

2018-19 Budget: \$100,000

Remaining after February vouchers: \$77,195

Opportunity Pipeline Report February 2019

Tenant/Project Name	Stage	SF	Timeline	Next Steps
Bookstore 1	Initial Contact			Conducted call with retailer and was referred to retailer's broker for a follow-up meeting.
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
Eyeglass 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. Toured property and negotiating with property owner.
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	In discussions	2400	Interested in 2019	Interested in hosting a trunk show in 2019 to test market. Retailer looking at potential properties.
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 received corporate approval to expand in BSD. 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/OPENED/MOVED IN LAST 12 MONTHS

FEBRUARY 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
Willow and Fernn Boutique	528	Old Woodward, North	Womens Apparel	1/8/2019	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
Petite Cabane	205	Maple Road, East	Childrens Apparel	10/9/2018	Scheduled to open
ecoATM	685	Maple Road, East	Cash for old electronics	8/10/2018	Scheduled to open
110 Couture	110	Old Woodward, South	Womens Apparel	12/1/2018	Opened
Kyburn Joya Shoes	286	Maple Road, West	Shoes	11/2/2018	Opened
Hazel Ravines & Downtown	34977	Woodward Avenue	Dining	11/5/2018	Opened
Untied on Woodward	223	Old Woodward, South	Mens Apparel	11/5/2018	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
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

SCHEDULED TO OPEN/OPENED/MOVED IN LAST 12 MONTHS

FEBRUARY 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
White Birch	141	Maple Road, West	Women	5/31/2018	Opened
Alex Emilio Salon	730	Old Woodward, North	Salon/Spa	5/31/2018	Opened
Kohler Signature Store	724	Old Woodward, North	Specialty Retailer	3/19/2018	Opened
St. Croix Shop	268	Maple Road, West	Apparel & Accessories - Men	1/11/2018	Opened
Savaya Salon	544	Old Woodward, North	Salon/Spa	1/8/2018	Opened
Union Barber	185	Maple Road, West	Barber	1/5/2018	Opened