



The Shopping District

Business Development Committee Meeting

No meeting held in April

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

Staff: Tighe

1. Retention and growth

- a. Merchant meeting held Wednesday, April 17, 2019 at Willow and Fernn. Covered topics such as Parking Lot 6 construction, Old Woodward and Bates parking structure update, summer events info, and more.
- b. Committee is promoting the sales of Birmingham Gift Certificates for Mother's Day, Father's Day, and graduate gifts.

2. Tenant recruitment process

- a. **One of the national retailers the BSD has been "courting" the past twelve months has signed the lease for the old Art Loft space on West Maple! This was one of the top twenty targeted retailers identified by Buxton.**
- b. Retail recruiter and BSD have further developed their strategic target list of retailers.
- c. Committee working on updated marketing material for ICSC.
- d. Recruiter and Tighe are in the process of setting up meetings for ICSC.
- e. Committee hosting a Broker/Property owner round table May 8, 2019 at 3:00 PM at Startup Nation.
- f. Committee reviewed pipeline report.

NEXT MEETING: Thursday, May 30, 2019 at 8:30 AM

2018-19 Budget: \$100,000

Remaining after April vouchers: \$64,759

Opportunity Pipeline Report May 2019

Project Name	Stage	SF	Timeline	Next Steps
apparel 1				
Bakery 1				
Bookstore 1	Initial Contact			Retailer coming to Bham in May for tour.
Children's apparel 1	Initial Contact			email and telephone follow up
Children's store 1				
Contemporary men's and women's apparel				
cosmetics 1				
cosmetics 2				
Denim apparel 1				
Designer resale 1				
Designer resale 2				
Electronics 1	Initial Contact			Ingrid met at ICSC NYC - retailer looking at 2020 expansion opportunities
Electronics 2				
Electronics 3				
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.
Furniture 2				
Furniture 3				
Furniture 4				
Furniture 5				
Furniture 6				
Home goods 1				
Ice Cream 1				
Kids enrichment				
Luxury fashion 1				
Luxury fashion 2				
Luxury fashion 3				
Luxury fashion 4				
Luxury fashion accessories 1	Initial Contact			email and telephone follow up
Luxury leather goods				
Luxury women's shoes				
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.
Online Activewear				
online candy				
Online Clothing 1				
Online Clothing 2				
Online cosmetics				
Online cosmetics 1				
Online cosmetics 2				
Online Dorm room				
online goods				
Online gown and dress rental				
Online Luggage				
Online men's clothing 1				
Online men's suits				

Online purses						
Online shoes 1						
Online skincare 1						
Online Women's Clothing 1						
Online Women's Professional Clothing						
Online Women's shoes						
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	
Tween fashion 1						
Women's and men's apparel						
Women's apparel						
Women's apparel						
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 apparel 5						
Women's Apparel 6						
Women's apparel 7						
Women's apparel and accessories						
Women's athletic apparel 1	Dismissed				retailer not interested in expanding in our market at this time.	
Women's contemporary apparel						
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.	
Women's jewelry 2	In discussions	2019	1400		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

MAY 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
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
Pernoi	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
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
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
Downtown	34977	Woodward Avenue	Dining	11/5/2018	Opened
Untied on Woodward	223	Old Woodward, South	Mens Apparel	11/5/2018	Opened
Kyburn Joya Shoes	286	Maple Road, West	Shoes	11/2/2018	Opened
Anna Castaldi	245	Maple Road, West	Apparel & Accessories - Women	10/15/2018	Opened

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Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Closed/Opened in last 12 months
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