



The Shopping District

Business Development Committee Meeting April 20, 2020

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

Staff: Tighe

1. Welcome and Introductions

PRESENT: Surnow, Hockman, Quintal, McKenzie, Ciura

ABSENT:

ADMINISTRATION: Tighe

2. Retention and growth

- a. The committee met to discuss programs and initiatives to support businesses downtown during the COVID19 pandemic. They determined essential services that must continue and where the committee could reallocate some of it's budget toward COVID-19 relief efforts.
- b. Retention of BSD businesses is essential. Therefore, the committee supports putting money toward "Quarantine Cash" gift certificates to be mailed out to loyal BSD customers to incentivize them to shop and take out food from our downtown businesses.
- c. The committee also identified that some funds should go to help businesses obtain equipment and supplies such as masks, gloves, etc.
 - i. The committee would also like to determine whether there is the possibility of obtaining philanthropic or individual donations towards a small business relief fund.

3. Tenant recruitment process

- a. It is essential to double down on our recruitment efforts and attract new retailers to town.

4. Maple Road Reconstruction

- a. The BSD will move forward with initiatives to support businesses during construction. These items include regular merchant meetings, pro bono professional speakers, and aggressively recruiting new businesses to Birmingham.

NEXT MEETING: TBD

2019-20 Budget: \$100,000

Remaining after May vouchers: \$56,412

	Code Name	Status	SF	Priority	Notes
1	Women's apparel 11	Lease signed		A	Store opened
2	Women's apparel 2	Lease signed	1500-1800	A	Lease executed. Scheduled to open June 1, 2020
3	Mens and Womens Apparel	Initial Contact			Just sent sites
4	Online shoes 1	Initial Contact			Sent sites
5	Toys 3	Initial contact			Waiting for response
6	Women's apparel 12	Initial Contact			In touch with broker said not sure of MI
7	Womens contemporary apparel	Initial contact			
8	Cosmetics	Initial contact			
9	Women's apparel and accessories	Initial contact			Determining contact
10	Outdoor apparel 2	Initial contact			Setting up call with ownership
11	Luxury leather goods	Initial Contact			
12	women's and men's apparel	Initial Contact			
13	Luxury fashion 1	Initial Contact			Reviewing Sites
14	Denim apparel 1	Initial Contact			reviewing sites
15	Luxury fashion 2	Initial Contact			Reviewing Sites
16	Womens contemporary apparel	Initial contact			
17	Luxury fashion 5	Initial contact			Sent email
18	Leather goods	Initial Contact			Sent sites
19	Furniture	Initial contact			
20	Luxury fashion 6	Initial contact			Sent email
21	Online	Initial Contact			
22	Men's apparel 7	Initial contact			
23	Online	Initial Contact			
24	Women's apparel	Initial contact			
25	Books	Initial Contact			
26	Womens apparel	Initial contact			Sent sites
27	Luxury women's shoes	Initial contact			Reviewing whether they could have a store now that they are in Somerset
28	Furniture 8	Initial contact			Sent email
29	Cosmetics	Initial Contact			Sent sites
30	Luxury leather goods	Initial Contact			Determining contact
31	Women's apparel 7	Initial contact			Determining contact
32	Luxury fashion 4	Initial Contact			Determining contact
33	cosmetics 2	Initial Contact			Sent sites
34	Women's contemporary apparel 1	Initial contact			New contact
35	Womens apparel	Initial contact			
36	Electronics 4	Initial contact			Sent email
37	Cosmetics 3	Initial contact			Sent sites
38	women's apparel 15	Initial contact			New contract
39	Outdoor apparel 1	Initial contact			Getting new contact
40	Wopmens and mens apparel	Initial Contact			
41	Jewelry	Initial contact			Sent sites
42	Luxury fashion accessories 1	Initial Contact			email and telephone follow up
43	Womens and men apparel 1	Initial contact			New contact
44	Furniture	Initial contact			
45	Furniture 10	Initial contact			Getting correct contact
46	Womens and men apparel 2	Initial contact			Sent sites
47	Sports	Initial contact			
48	Women's apparel 14	Initial contact			Sent email
49	Environmentally friendly apparel	Initial contact			Sent email
50	Womens and men apparel	Initial Contact			Sent sites

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51	Womens apparel	Initial Contact			Sent sites
52	Men's apparel	Initial Contact			
53	Womens' apparel	Initial Contact			
54	Furniture	Initial Contact			
55	Electronics 3	In discussions	Boutique		Looking at Birmingham again
56	Bookstore 2	In discussions		A	Retailer provided LOI to property owner
57	Furniture 1	In discussions	Boutique	B	Keep in touch, not adding sites now but could change in the near future
58	Electronics 1	In discussions	1500-1800	B	Ingrid met at ICSC NYC - Getting their dev plan in place and will contact me shortly
59	Furniture 3	In discussions		A	Our site will be presented at the Feb committee meeting
60	Outdoor clothing 1	In discussions		A	Actively looking for a site for 2021
61	Furniture	In discussions		B	Will look at our market for a small concept when they come to town next year after looking at Toronto
62	Men's apparel 1	In discussions		B	Actively looking for a site in our market. Their local broker is not hot on Birmingham
63	Women's jewelry 2	In discussions	1400	A	Cant move on another location yet
64	Family Apparel	In discussions		A	Looking seriously at a potential site, but working on larger mkts so asked to double back in a few months
65	Furniture	In discussions			Reviewing sites
66	Womens contemporary apparel	In discussions		B	Sent sites
67	Women's contemporary apparel 2	In discussions		A	Left a voicemail saying that retailer can't jeopardize their relationship with Forbes, but reconnecting in March.
68	Outdoor clothing 2	In discussions		A	Actively looking at the Panera space
69	Exercise	In discussions			Sent sites South
70	Cafe	In discussions			Sent sites
71	Luxury Apparel 1	In discussions			After meeting in NY, considering our market and anxious to see if RH can happen
72	Online resale purses	In discussions			Sent them sites
73	Home accessories	In discussions		A	Fell off brokers preferred tenant list
74	Men's apparel 6	In discussions	900	A	Touring sites week of Jan 27
75	Men's apparel 3	In discussions	3500	A	Still considering Detroit, but gave them demo info on our market
76	Cafe	In Discussions			Actively looking for a site in Birmingham
77	Women's apparel 9	In discussions	Boutique	A	Looking at our market
78	Toys 2	In discussions			Reviewing sites
79	Cafe	In discussions			Sent sites
80	Cafe	In discussions			Sent sites
81	Family apparel 1	In discussions		A	Wants to do a pop up store, deciding location.
82	Youth apparel	Dismissed			Not adding stores in our market at this time, but will keep in touch.
83	Lingerie 1	Dismissed			No interest in Birmingham
84	Women's apparel 1	Dismissed			Not responsive
85	Bookstore 1	Dismissed		A	Went to Somerset
86	Family Apparel	Dismissed			Not adding stores in our market
87	Electronics 2	Dismissed			Did not want another Michigan location
88	Women's apparel 4	Dismissed			email and telephone follow up
89	Womens apparel	Dismissed			Not adding another store now because of Somerset
90	Online Luggage	Dismissed			Decided against our market.
91	Furniture 6	Dismissed			Broker called me. MI is one of three states with special sales tax for parent company which is QVC
92	Online furniture	Dismissed			Rejected the market
93	On line cosmetics	Dismissed			Not responsive
94	Men's apparel 4	Dismissed			Rejected site as they now have a Somerset deal
95	Children store	Dismissed			Not looking at stores right now
96	Womens apparel	Dismissed			Not adding stores in our market

	Code Name	Status	SF	Priority	Notes
97	Online skincare 1	Dismissed			Sending sites, not responsive
98	Shoes 1	Dismissed			Real estate rep left, no new contact yet
99	Contemporary men's and women's apparel	Dismissed			Took a serious look, but we don't have their sq footage
100	children's store 1	Dismissed			Revisiting
101	Online Women's Clothing 1	Dismissed			Not responsive
102	Furniture 7	Dismissed			
103	Toys 1	Dismissed			Won't put another store this close to Somerset
104	Online Dorm room	Dismissed			Only doing summer pop ups. Said to contact for next summer
105	Online Clothing 1	Dismissed			Just starting to add stores, contact next year.
106	womens and mens apparel	Dismissed			Not adding another store in our market
107	Dart bar	Dismissed	Mitchell's space		National broker rejected site due to lack of daytime traffic.
108	cosmetics 1	Dismissed	Boutique		Put a hold on adding stores
109	Women and men's apparel 3	Dismissed	1800-2000		Not doing leases for 12-18 mos unless value added- in other words, no rent.
110	Furniture 4	Dismissed			Rejected our market.
111	Online cosmetics 3	Dismissed			Not responsive
112	Children's apparel 1	Dismissed			not adding stores
113	Tween fashion 1	Dismissed			No expansion
114	online goods	Dismissed			Not responsive
115	Ice Cream 1	Dismissed			Broker said they were not interested in the market.
116	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.
117	Men's shoes 1	Dismissed	1500-1800		Not expanding now but perhaps in future
118	Kids enrichment	Dismissed			Having a tough time getting registered in MI
119	Lingerie 2	Dismissed			Company sold and not adding sites
120	womens and mens apparel	Dismissed			Needs 15,000 sq ft. Interested and asked to call if we have that size
121	Candy	Dismissed			Not responsive
122	Women's Apparel 6	Dismissed			not responsive
123	Cosmetics	Dismissed			Don't need another in market- but knew Birmingham well
124	women's and men's apparel 1	Dismissed	Boutique		Decided to go with a larger footprint of 20,000 sq ft
125	Designer resale 1	Dismissed	Boutique		No interest
126	Women's and men's apparel 4	Dismissed			No interest in Birmingham
127	Bakery 1	Dismissed			Not responsive
128	Online Women's Professional Clothing	Dismissed			Said not adding sites until 2020
129	Online Clothing 2	Dismissed			Not responsive
130	Online purses	Dismissed			Need a franchisee
131	Online Activewear 1	Dismissed			Sending Sites, not responsive
132	Online men's suits	Dismissed			Not interested
133	Luxury fashion 3	Dismissed			Not interested
134	Furniture/home accessories	Dismissed			Looking for space larger than we have
135	Online gown and dress retail	Dismissed			not interested in this market
136	Furniture 2	Dismissed			Project not moving forward
137	cosmetics 4	Dismissed			Somerset renewed and put in radius restriction
138	Women's apparel 13	Dismissed			Not adding another store for a year or so. At The Village of Rochester Hills
139	women's men's apparel	Dismissed			Can't expand in Birmingham due to naming issues
140	Womens apparel	Dismissed			Not adding stores
141	Online Women's shoes	Dismissed			Said Detroit not on their list now
142	Women's athletic apparel 1	Dismissed			retailer not interested in expanding in our market at this time.

	Code Name	Status	SF	Priority	Notes
143	Women's apparel 8	Dismissed	2800		Rejected Birmingham and opening a store at Somerset
144	Designer resale	Dismissed			Not interested
145	Women's apparel 3	Dismissed	2500		Needs 24 feet width. Keep in touch, not opening stores now
146	apparel 1	Dismissed	25,000		Don't have sq footage they need
147	Men's apparel 5	Dismissed			Too close to Somerset
148	Luxury apparel 2	Dismissed			Took a serious look, but rejected due to too few high end apparel stores.
149	Luxury Apparel with coffee shop	Dismissed			She gathered all the costs involved and decided to do on-line for a few months
150	Home goods 1	Dismissed			Rejected market
151	Online cosmetics 1	Dismissed			NY store moving and rebranding themselves
152	Furniture 9	Dismissed			Financial problems with the company
153	Athletic apparel	Dismissed			Not adding stores in our market at this time

Key:

Signed Lease	
In discussions	
Dismissed Opportunity	

SCHEDULED TO OPEN/MOVED/CLOSED IN LAST 12 MONTHS

MAY 2020

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
Sorrentia's Salon	588	Old Woodward, North	Salon	03/01/20	Scheduled to open
Johnny Was	115	Old Woodward, South	Womens Apparel	03/01/20	Scheduled to open
S-Three Restaurant	117	Willits Street	Restaurant	03/01/20	Scheduled to open
The Lash Lounge	856	Old Woodward, North	Salon/Spa	02/21/20	Scheduled to open
Refinery 13	386	Maple Road, East	Medical	02/07/20	Scheduled to open
The French Lady	768	Old Woodward, North	Restaurant	12/03/19	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
DiMaggio Fine Art & Jewelry	175	Maple Road, West	Jeweler	03/08/19	Scheduled to open
Bakehouse 46	136	Old Woodward, North	Food Specialties	02/25/20	Opened
Planthropie	135	Pierce Street	Food Specialties	02/22/20	Opened
The Colore Room	588	Old Woodward, North	Salon/Spa	02/18/20	Opened
Essential Nail Bar	282	Maple Road, West	Salon/Spa	02/01/20	Opened
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