



The Shopping District

Business Development Committee Meeting

No meeting held in October

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

Staff: Tighe

1. Retention and growth

- a. The Lyft contract is finalized and the staff is working on the marketing campaign for this initiative. The Lyft rebate will be promoted primarily via a digital marketing campaign.
- b. The BSD staff is working on implementing the e-gift certificates contract.
- c. Merchant meeting was held Oct 24th covering topics such as holiday events, construction updates, and a presentation on branding.

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: TBD

2019-20 Budget: \$100,000

Remaining after November vouchers: \$76,738

	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
4	cosmetics 2	Initial Contact			Reviewing sites
5	Cosmetics 3	Initial contact			
7	Denim apparel 1	Initial Contact			reviewing sites
8	Designer resale 1	Initial Contact	Boutique	C	Contact left company
9	Electronics 4	Initial contact			
10	Environmentally friendly apparel	Initial contact			
11	Family apparel 1	Initial contact		A	Wants to do a pop up store and if successful would consider permanent store
12	Family apparel 2	Initial contact			Sent sites
13	Furniture 10	Initial contact			
14	Furniture 8	Initial contact			
17	Home accessories	Initial contact			Still considering Steve's space
18	Jewelry	Initial contact			Sent sites
20	Luxury fashion 1	Initial Contact			Reviewing Sites
21	Luxury fashion 2	Initial Contact			Reviewing Sites
22	Luxury fashion 4	Initial Contact			Determining contact
23	Luxury fashion 5	Initial contact			
24	Luxury fashion 6	Initial contact			
25	Luxury fashion accessories 1	Initial Contact			email and telephone follow up
26	Luxury leather goods	Initial Contact			Determining contact
27	Luxury women's shoes	Initial contact			Reviewing whether they could have a store now that they are in Somerset
34	Online cosmetics 2	Initial contact			Sending Sites, reviewing options
37	Online gown and dress retail	Initial Contact		B	Sent new sites
38	Online shoes 1	Initial Contact		B	Sent sites
42	Outdoor apparel 1	Initial contact			
43	Outdoor apparel 2	Initial contact			
44	Skincare/frangrance	Initial contact			Sent sites
46	Toys 2	Initial contact			Still awaiting for decision to see what cities will receive this concept
47	Toys 3	Initial contact			
49	women's and men's apparel 2	Initial Contact			Reviewing sites
50	Women's apparel 1	Initial contact			Sent sites
51	Women's apparel 12	Initial Contact		C	In touch with broker said not sure of MI
53	Women's apparel 14	Initial contact			
54	women's apparel 15	Initial contact			
55	Women's apparel 5	Initial Contact		C	New rep
57	Women's apparel 7	Initial contact			Determining contact
58	Women's apparel and accessories	Initial contact			Determining contact
59	Women's contemporary apparel 1	Initial contact			
60	Women's contemporary apparel 2	Initial contact			Touring 11/12
61	Womens and men apparel 1	Initial contact			
62	Womens and men apparel 2	Initial contact			

86	Electronics 3	Dismissed	Boutique		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 voted down by City
89	Furniture 4	Dismissed		B	Rejected our market.
90	Furniture 6	Dismissed		B	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		B	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		A	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		A	She gathered all the costs involved and decided to do on-line for a few months
99	Luxury fashion 3	Dismissed			Not interested
101	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.
102	Men's apparel 5	Dismissed			Too close to Somerset
103	Men's shoes 1	Dismissed	1500-1800		Rejected sites
104	Online Clothing 1	Dismissed		B	Just starting to add stores, contact next year.
105	Online Dorm room	Dismissed			Only doing summer pop ups. Said to contact for next summer
106	Online furniture	Dismissed		C	Rejected the market
107	Online men's clothing 1	Dismissed			
108	Online men's suits	Dismissed			Not interested
109	Online purses	Dismissed		B	Need a franchisee
110	Online Women's Professional Clothing	Dismissed		B	Said not adding sites until 2020
111	Shoes 1	Dismissed			Real estate rep left, no new contact yet
112	Tween fashion 1	Dismissed			No expansion
113	Women and men's apparel 3	Dismissed	1800-2000	A	Not doing leases for 12-18 mos unless value added- in other words, no rent.
114	Women's and men's apparel 4	Dismissed			No interest in Birmingham
115	Women's apparel 3	Dismissed	2500	C	Needs 24 feet width. Keep in touch, not opening stores now
116	Women's apparel 4	Dismissed			email and telephone follow up
117	Women's apparel 8	Dismissed	2800		Rejected Birmingham and opening a store at Somerset
118	Women's athletic apparel 1	Dismissed			retailer not interested in expanding in our market at this time.
119	women's men's apparel	Dismissed			Can't expand in Birmingham due to naming issues

SCHEDULED TO OPEN/MOVED/CLOSED IN LAST 12 MONTHS

NOVEMBER 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
Steele Angel	150	Maple Road, West	Apparel	07/23/19	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
fab'rik	123	Maple Road, West	Womens Apparel	04/25/19	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
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
Hazel Ravines & Downtown	34977	Woodward Avenue	Dining	11/05/18	Opened
Untied on Woodward	223	Old Woodward, South	Mens Apparel	11/05/18	Opened

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Kybun Joya Shoes	286	Maple Road, West	Shoes	11/02/18	Opened