



*The Shopping District*

## **Special Events Committee**

**No meeting held in November.**

**Members: Astrein (Chair), Fehan, Hussey, Kay, Knight, Pohlod and Solomon**

**Staff: Tighe, Brook**

### **1. Small Business Saturday/Santa Walk**

- a. Santa Walk will begin at the Surnow building parking lot at 9:30 a.m. – as it did last year.
- b. Merchants are being encouraged to participate in the Santa Walk and have a “stop” along the route with a giveaway.
- c. To encourage shoppers to visit stores they might not typically frequent, “elves” will give away ornaments with tags directing shoppers to specific stores. Participating stores will provide a giveaway for each shopper who brings in the tagged ornament.

### **2. Window Decorating**

- a. The theme this year will be “Let it Snow.”

### **3. Winter Markt**

- a. Brad Galli, WXYZ sports anchor, will be the MC of the tree lighting ceremony.
- b. The event will host live bands on Friday and Saturday night. 65 vendors selling an array of goods will be attending. Additionally, the Winter Markt will have ice sculptures, live reindeer, horse-drawn carriage rides, and European food and drinks.

### **4. Restaurant Week**

- a. A meeting with restaurant chefs was held November 20, 2019 to discuss the upcoming 2020 Restaurant Week event. Chefs discussed whether to allow restaurants to determine their own price point for three course meals rather than the BSD dictate the prices. Restaurants are open to this idea.

## **Upcoming Events**

November 30 – Santa Walk/Small Business Saturday

December 6 – 8 – Birmingham Winter Markt

**NEXT MEETING: Friday, January 10, 2020 at 8:30 a.m.**

**2019-20 Budget: \$200,000**

**Remaining balance after December vouchers: \$91,665**