



The Shopping District

Special Events Committee

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

Staff: Tighe, Brook

1. **No meeting held in November.**
2. **Holiday Activities**
 - a. Small Business Saturday – November 28th
 - i. We will offer Birmingham Bucks for those who shop Friday, November 27th – Sunday, November 29th. Shoppers can earn \$25 for every \$100 spent. Individuals are eligible to earn a maximum of \$100.
 - ii. Hazel, Ravines & Downtown will pass out hot chocolate at the corner of Maple & Old Woodward from 10 a.m. – 3 p.m. on November 28th.
 - iii. Santa visits will start on Small Business Saturday.
 - b. Santa House – Socially distanced Santa visits will be by appointment only, weekends Thanksgiving through Christmas, in Shain Park in front of Santa House.
 - c. Scavenger Hunt
 - i. To help bring people into downtown we will be running a scavenger hunt (using mobile devices) Saturdays and Sundays from Thanksgiving through Christmas.
 - ii. Chief Financial Credit Union will be a \$5,000 sponsor for the scavenger hunt.
 - d. The Great Decorate
 - i. Approximately 30 stores and restaurants have registered to participate in The Great Decorate.
 - e. Other activities
 - i. We will have giveaways of hot chocolate, kettle corn, or roasted chestnuts each Saturday as well as two live reindeer appearances.

NEXT MEETING: Friday, December 11 at 8:30 a.m.

2020-21 Budget: \$190,000

Remaining balance after December vouchers: \$152,887