



*The Shopping District*

## Special Events Committee

December 2019

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

**Staff:** Tighe, Brook

1. **No meeting was held in December**
2. **Birmingham Winter Markt**
  - a. **Vendors** – 65 vendors participated.
  - b. **Tree Lighting Ceremony** – sponsored by Wells Fargo Advisors was very well attended and was a great start to the festivities.
  - c. **Marshmallow roasting/S'mores** – the addition of the marshmallow roasters was a huge hit. Attendees roasted approximately 2500 marshmallows during the 3-day event.
3. **Window Decorating Contest**
  - a. Thirteen merchants/restaurants registered to participate in the contest.
  - b. Birch Roots was selected as the winner for the "Let it Snow" theme and will receive a ¼ page ad in the next Birmingham Magazine. Hazel, Ravines & Downtown was recognized as most unique and Nina McLemore most classy.
4. **Santa House & Carriage Rides**
  - a. **Santa House & Carriage Rides** – continued on Saturdays and Sundays and were also available on Christmas Eve day. We had evening hours on Saturday, December 21<sup>st</sup>.
5. **Birmingham Restaurant Week 2020**
  - a. **Dates** – the promotion will run January 27 – 31 and February 3 – 7.
  - b. **Bank of Ann Arbor** – will once again be the presenting sponsor with a \$5,000 commitment.
  - c. **Restaurants** – are continuing to register to participate and have started providing their menus.
  - d. **Menus** – Restaurants were given a suggested price point of \$18 lunches and \$36 dinners, but for this year's promotion, restaurants have the opportunity to set their own price to best fit their restaurant and menu selections.

### Upcoming Events

January 27 - 31 and February 3 – 7 – Birmingham Restaurant Week

May 3 – October 25 – Birmingham Farmers Market 18<sup>th</sup> Season

June 12 or June 19?, July 17, August 21 – Movie Nights

July 25 – Day on the Town

August 15 – Birmingham Cruise Event

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

**2017-18 Budget: \$200,000**

**Remaining balance after January vouchers: \$7,244**