



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 December.**
2. **Holiday Activities Recap**
 - a. Small Business Saturday – November 28th
 - i. Approximately 150 people submitted receipts for purchases made during Thanksgiving weekend for a total of \$9,800 of Birmingham Bucks distributed.
 - b. Santa House – Appointments for Santa visits booked quickly and ran very smoothly. More than 550 families had the opportunity to have a socially distanced visit with Santa.
 - c. Scavenger Hunt
 - i. Over 150 teams participated in the scavenger hunt throughout the holiday season.
 - d. The Great Decorate
 - i. Approximately 30 stores and restaurants participated in The Great Decorate.
 - ii. Over \$30,000 was raised to help local foster teens (as of 12/15/2020).
 - e. Other activities
 - i. Shoppers were happy to find giveaways of hot chocolate, kettle corn, and roasted chestnuts at the corner of Maple and Old Woodward. People also enjoyed live reindeer visits.

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

2020-21 Budget: \$190,000

Remaining balance after January vouchers: \$147,939