



The Shopping District

Marketing & Advertising Committee Meeting

No meeting was held in July.

Members: Pohlod (Chair), Benkert, Champagne, Eid, Kay, Lundberg

Staff: Tighe, Gamboa

1. Birmingham Magazine

The media kit for the new annual edition of the Birmingham Magazine was distributed to retailers in July. BSD staff members and the Birmingham Magazine sub-committee met with the Renaissance Media team to discuss story ideas for the upcoming magazine. Renaissance Media is working on editorial content, photography and securing ad placements.

2. Day On The Town

A film crew from WXYZ visited Birmingham in July and produced a new TV spot promoting downtown Birmingham and the Day On The Town event. The spot was produced free of charge per the Birmingham Cruise Event contract. Promotions for Day On The Town span digital, print, broadcast, and signage avenues including: Chaldean News, Eagle, Jewish News, Downtown Publications, Oakland Press, Logical Solutions Cards, Oakland County Moms, Facebook and Instagram, Fox 2, iheart radio (95.5 and 100.3), Spotify, targeted geofencing, clickondetroit.com, radio (104.3, 98.7, 99.5, 1270 AM, WWJ, 101.9), Channel 7 WXYZ, Xfinity/Comcast Spotlight, I-75 billboard, and parking structure banners.

NEXT MEETING: Thursday, August 15, 2019 at 8:30 a.m.

2019-20 Budget: \$250,000

Remaining balance after August vouchers: \$231,595

Magazine 2019-20 Budget: \$50,000

Remaining balance after August vouchers: \$50,000