



Advertising and Marketing Committee  
Meeting Date: 02/17/2022  
151 Martin Street,  
Birmingham, MI 48009  
248-530-1200  
ALLINBirmingham.com

**Committee Members:** Pohlod (Chair), Eid, Kay, and Lundberg

**Staff:** Sean Kammer, BSD Executive Director; Erika Bassett, PR Specialist

A zoom link is provided for the public to observe the meeting and participate in public comment: <https://us06web.zoom.us/j/89458197480>

## AGENDA

1. Welcome and attendance
2. Public comment
3. Employee Attraction Program
4. Spring Fashion insert and upcoming video- Seen Media
5. Birmingham Bucks- Consumer's Energy sponsorship (Feb 17)
6. Marketing plan development for S. Old Woodward construction
7. Update on advertising campaign funds used/spots used
8. Social media impact report
9. Other items

The next meeting of the Advertising and Marketing Committee is expected to take place on March 17, at 8:30 a.m.



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## MEMORANDUM

**DATE:** February 15, 2022  
**TO:** Marketing Committee  
**FROM:** Sean Kammer, Executive Director  
**SUBJECT:** Employee Recruitment Program

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Currently, businesses in downtown Birmingham have reported that attracting and retaining employees has become a major challenge. It seems, regardless of economic sector, ranging from retail to restaurants and even professional services, businesses in the shopping district are facing similar challenges with regard to hiring adequate numbers of staff. The BSD's marketing and advertising committee has requested staff develop a comprehensive program to attract and retain employees in the district.

The following may be useful elements in helping to attract and retain employees in the downtown:

1. Assisting with overcoming transit related barriers:

This can include operating a bus pass program where workers have access to reduced cost transportation to and from the shopping district. Birmingham is a hub for public transit and this can be leveraged to help attract and retain workers.

2. Assisting with child care related barriers:

The BSD can assemble and provide lists of available and reputable child care facilities for workers in the district. Depending on how partnerships can be structured with local providers, the BSD may also be able to help facilitate the reduction of childcare-related costs for workers.

3. Work with local employers to identify other barriers to employment.

4. Assisting employees navigate downtown:

The BSD can provide materials to new hires to help them find their way around downtown, including where to get lunch, location of convenience stores, etc.

5. Incentivizing keeping dollars local:



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- The BSD can provide bonus Birmingham Bucks to workers as a special welcome and to encourage them to get lunch and other goods within the district.
6. Promoting these services and working downtown to the public:
- a. The BSD should promote working in downtown Birmingham on its website.
    - i. Promoting working in a mixed-use district with vibrant public spaces.
    - ii. Promoting the services provided by the BSD to workers in the district.
    - iii. Creating a jobs board on the BSD website, where the public can search for jobs.
    - iv. Seizing advertising opportunities with SMART to promote the benefits of working in Birmingham.
    - v. Host periodic job fairs

Providing services that positively affect the material conditions of workers and that help them overcome barriers to sustainable employment would significantly enhance the value of the BSD in the eyes of the business district. This would be more impactful than the expenses dedicated to holiday lighting, flowers, and special events and would help establish Birmingham as a leader in downtown management, economic development, and business attraction.

Respectfully submitted,

Sean Kammer  
Executive Director

**DATE:** February 14, 2022

**TO:** Sean Kammer, BSD Director

**FROM:** Brooks Cowan, City Planner

**APPROVED:** Nick Dupuis, Planning Director

**SUBJECT:** BSD Employee Transit Program

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## INTRODUCTION:

The City of Birmingham may wish to pursue a downtown employee transit program that provides monthly SMART bus passes for employees of businesses within the Birmingham Shopping District. Such a program could be included in a worker attraction program for the Birmingham Shopping District.

## BACKGROUND:

Downtown Birmingham employees may find access to parking limited and costly. Businesses may also find it difficult to attract and retain staff due to the daily cost of parking in Birmingham. A large portion of Birmingham's downtown consists of restaurants and retail uses which rely heavily upon part-time staff who may not have access to monthly parking structure passes. If these workers choose to drive to work, they most likely park in a structure and pay up to \$10 per day. Trying to avoid the structure fees by parking in the nearby neighborhoods runs the risk of being ticketed from Birmingham's residential parking permit program. The daily parking costs may drive away potential employees that downtown businesses need to attract to operate at preferred hours.

Cities such as Traverse City, MI, Ann Arbor, MI, and Boulder, CO have established downtown employee transit programs to provide more affordable access for employees and to reduce the parking demand in their downtowns. These programs may make it easier for downtown businesses to attract and retain employees as well. In the examples above, each DDA coordinates with local businesses and the local transit authority to facilitate subsidized bus passes for downtown employees.

Traverse City's program is titled "[Destination Downtown](#)", Ann Arbor's program is titled "[Go!Pass](#)", and Boulder, Colorado's program is titled the "[Eco Pass](#)". You can learn more about each program by clicking on their respective link. The programs are funded by a collaboration between the DDA and participating businesses in most cases. Traverse City also uses funding from their parking services fund.

In regards to transit access for Birmingham, 15-20 SMART busses pass through downtown **per hour** on a typical workday between 7am and 6pm. Woodward and Maple is a prioritized intersection in SMART's regional network of public transit and there are 6 different bus lines

connecting to and from neighborhoods north, south, east, and west of Birmingham. Relevant phone apps for users looking for scheduling and additional fares include the following:



DART – Detroit Area Regional Transit

- Purchase transit ticket online, 4 hour pass for \$2.00, 24 hour pass for \$5.00.
- Applicable to all SMART, DDOT, and Q-Line routes.
- Scan QR code upon entry.



Transit

- Live update status for bus times
- swipe left or right for north/south & east/west directional arrivals.
- Works worldwide for transit rail and bus



Smart Bus App

Live updates, maps, and route schedules for SMART regional transit network.

#### RECOMMENDATION:

Leveraging Birmingham's access to public transit could be an effective tool for the Birmingham Shopping District to attract and retain more employees. Doing so could help reduce transportation costs and incentivize workers to choose Birmingham employers over other competitors. Supporting an employee transit program could also make more parking spaces available to downtown customers and enhance their experience of visiting Birmingham.

Staff recommends that the Birmingham Shopping District may discuss if pursuing an employee transit program is worthwhile, and if so, how the BSD would coordinate with City staff on establishing a pilot program.


# January Advertising and Marketing Report

Date Range: 12/16/2021 – 1/15/2022

## Top FACEBOOK Posts

**Birmingham Shopping District**  
Published by Sean Kammer · January 3 at 7:17 PM ·

"Downtown Birmingham's former Panera Bread restaurant is being turned into CB2, a sister brand of high-end home goods retailer Crate & Barrel, as the building gets an overhaul."



CRAINSDetroit.COM  
**Crate & Barrel offshoot CB2 coming to Birmingham**  
Downtown Birmingham's former Panera Bread restaurant is being t...


6,119 People reached 1,364 Engagements - Distribution score [Boost post](#)

204 27 Comments 17 Shares

[Like](#) [Comment](#) [Share](#)

**Birmingham Shopping District**  
Published by Sean Kammer · January 3 at 7:36 PM ·

"CB2, a modern furniture and contemporary home décor store, has signed a lease for the former Panera location in downtown Birmingham, and Serena & Lily, a casual comfort home furnishings store, will be moving into the former Linda Dresner store on West Maple in the city."



DOWNTOWNPUBLICATIONS.COM  
**CB2, Serena and Lily coming to Birmingham**  
CB2, a modern furniture and contemporary home décor store, has signed a lease for the former Panera location in downtown Birmingham...

4,487 People reached 547 Engagements - Distribution score [Boost post](#)

61 3 Comments 8 Shares

[Like](#) [Comment](#) [Share](#)

**Birmingham Shopping District**  
Published by Erika Bassett · December 29, 2021 at 8:00 AM ·

Come and see the 41-foot holiday tree, lights and decorations in Shain park before they're gone for the season!

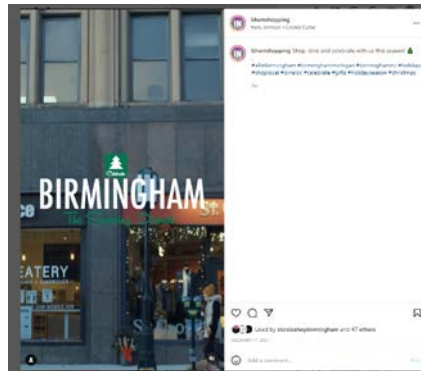
#allinbirmingham #birminghammichigan #birminghammi #holidaylights #christmaslights #holidaytree #christmastree



2,707 People reached 247 Engagements [Boost post](#)

FACEBOOK	
Page Followers	11,526
Reach	93,845
Engagement	3,280

## Top INSTAGRAM Posts

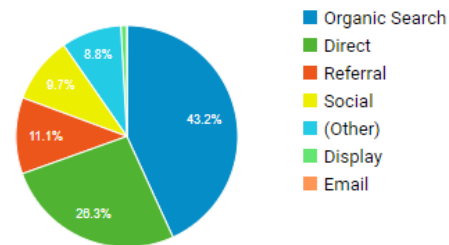


INSTAGRAM	
Page Followers	5,006
Reach	33,349
Engagement	543



## Website Performance Metrics

### Top Sources/Mediums



**Users: 7,374**  
**Sessions: 9,045**  
**Page Views: 16,983**  
**Bounce Rate: 50.26%**  
**Avg. Duration 1:49 min.**

### Most Popular Pages

Page	Pageviews	% Pageviews
1. / home	3,368	19.83%
2. /visitors/restaurant-week	2,697	15.88%
3. /calendar	1,204	7.09%
4. /shops?cat=all	993	5.85%
5. /visitors/wintermarket	841	4.95%
6. /dine?cat=all	651	3.83%
7. /calendar?view=monthlyEvents&category=&start=11/01/2021	618	3.64%

- December Social Media Focus: Holiday Shopping, Holiday Events and Business Highlights
- January Social Media Focus: Restaurant Week (starting week of 1/10), General Shopping and Business Highlights
- WOMC and WXYZ media Cruise Contract Spots – all used



# February Advertising and Marketing Report

Date Range: 1/16/2022 – 2/15/2022

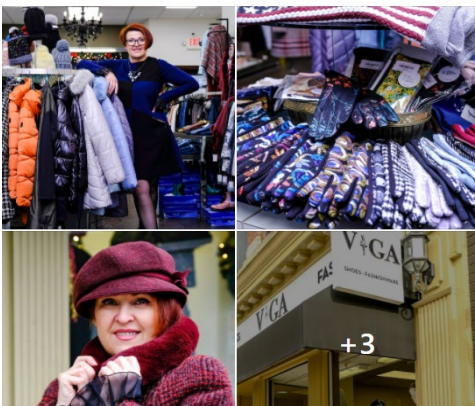
## Top FACEBOOK Posts

**Birmingham Shopping District**  
Published by Claire Galli · January 22 at 3:30 PM ·

Did you know: VIGA USA is a world-wide registered brand that has found a home in downtown Birmingham. Owner, Lyudviga Shneyders, a Russian-born designer has her own couture line that was recently displayed in Tokyo, Japan.

VIGA also provides:

- Custom Orders
- In-Store Tailoring... See more



### FACEBOOK

Page Followers	11,544
Reach	82,210
Engagement	1,408

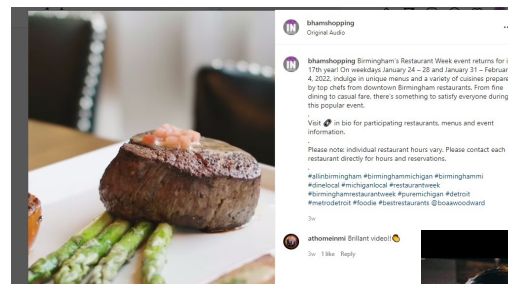
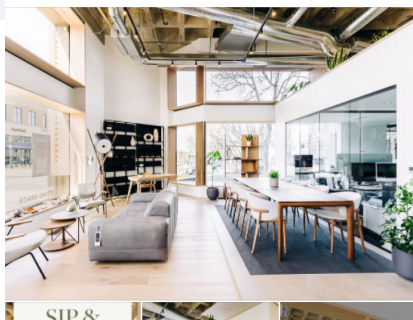


**Birmingham Shopping District**  
Published by Erika Bassett · January 24 at 8:00 AM ·

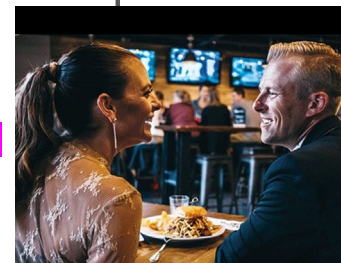
**Workco** has us excited for the work week! Bring out the best in your business with beautifully-designed shared work space that is both professional and modern.

Like what you see, but have your own space? Shop the showroom at **Workco** for fully customizable and eye-catching designs with limitless options. Signature brands, Artisan and Proctoria, are committed to quality and craftsmanship.

Stop by on Thursday, January 27 from 4-6PM for happy hour cocktails and goodies, and s... See more



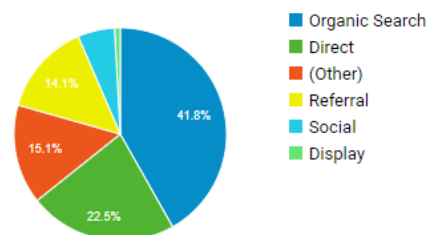
INSTAGRAM	
Page Followers	5,037
Reach	32,320
Engagement	1,363



## Top INSTAGRAM Posts

## Website Performance Metrics

### Top Sources/Mediums



**Users: 11,860**  
**Sessions: 15,881**  
**Page Views: 29,608**  
**Bounce Rate: 40.75%**  
**Avg. Duration 3:28 min.**

### Most Popular Pages

Page	Pageviews	% Pageviews
1. /visitors/restaurant-week	12,138	41.00%
2. /home	4,923	16.63%
3. /calendar	1,253	4.23%
4. /calendar?view=eventbox&category=&start=01/24/2022	854	2.88%
5. /shops?cat=all	709	2.39%
6. /dine?cat=all	657	2.22%
7. /visitors/farmers-market	379	1.28%

- January and February Social Media Focus: Restaurant Week Promotion, General Business Highlights, Valentine's Day Shopping
- WOMC and WXYZ media Cruise Contract Spots – all used