



## **Business Development Committee Meeting**

**August 25 , 2022 at 8:30 a.m.**  
**151 Martin Street, Birmingham, MI**  
**City Hall Conference Rooms 202 & 203**

**Committee Members:** Sam Surnow (Chair), Mike McKenzie (Chair), Steve Quintal, Jeff Hockman

**Staff:** Jana Ecker, Interim BSD Executive Director, Erika Bassett, PR Specialist

## **AGENDA**

1. Welcome and Introductions
2. Approval of Minutes – **July 28, 2022**
3. Public Comment
4. Tenant Recruitment and Pipeline Report
5. Business Mix Analysis
6. Other Business

**NEXT MEETING DATE – October 4, 2022 at 8:30 a.m.**

**Business Development Committee Meeting Minutes**  
**151 Martin Street, Conference Room 203**  
**July 28, 2022**

S. Surnow called the meeting to order at 8:33 a.m.

**In Attendance:** S. Surnow (Co-Chairperson), M. McKenzie (Co-Chairperson), S. Quintal, J. Hockman, J. Ecker, C. Galli

**Absent:** None

There was no public comment.

**Approval of Minutes:** None.

**DRAFT RFP for retail recruitment professional:** Hockman advised that he believes the executive committee should encourage moving forward with the posting of the retail recruitment RFP as it will take several months to put a recruiter in place. McKenzie brought up items to discuss with the committee on the scope of work. In item 2 he states that the preparation of a retail recruiting plan and target list should be the responsibility of the Executive Director because the retailer recruiter might have a limited index of contacts for a specific line of retailers, and thus may skew the target list. Surnow stated that the retail recruiters should have a role in the plan and target list, and work to produce a list of contacts and other resources. Also, Surnow stated that the retail recruiter should provide updates to the Executive Director on a monthly basis with detailed information of who they have contacted and other work completed. Committee members discussed the details on page 20 of the RFP regarding the incentive payments and references to the target list. Members discussed how to develop this list, and/or market segment lists etc. The committee decided to state in the RFP that there would be a tiered priority list, and incentive amounts would be paid based on a potential tenant's position on the priority list. The committee also discussed the base pay and the maximum pay for the RFP to be released. Discussions continued about how pay happens and the committee settled on specific numbers to be put in the RFP. Committee members agreed the RFP should move forward.

**Business Mix Analysis:** C. Galli updated the committee on the business analysis mix and where all the data was obtained. Committee members expressed their thanks for the work completed for this project, and appreciated the trend analysis as well. Committee members had a few updates about categories. It was agreed that this item would be revisited in depth at the August meeting, and that BSD staff would provide all of the background data/spreadsheets for review and analysis. The intent stated was to finalize the business analysis mix and present it to the BSD board in September.

**Other Business:** Ecker gave updates on the Executive Director search to the committee.

Meeting adjourned at 9:35 a.m.

Business Count

A	Category	Count	Percent	D	Retail Percentages	Count	Percentage of Retail	Percentage of total number of businesses when excluding professional services*
	Auto	10	1.77%		Antiques and Galleries	5	4.50%	1.83%
	Entertainment	3	0.53%		Apparel, Accessories and Footwear	3	2.70%	1.10%
	Hotels	3	0.53%		Bridal and Formal Wear	7	6.31%	2.56%
	Spas, Salons, and Gyms	80	14.13%		Children	3	2.70%	1.10%
	Services	295	52.12%		Drugstores, Florists and Grocery	8	7.21%	2.93%
	Restaurants	64	11.31%		Furniture and Home Decor	14	12.61%	5.13%
	Retail	111	19.61%		Gifts, Specialty and Stationary	10	9.01%	3.66%
					Jewelers	16	14.41%	5.86%
	<b>Business Total</b>	<b>566</b>	<b>100.00%</b>		Men	17	15.32%	6.23%
					Sporting Goods	3	2.70%	1.10%
					Women	23	20.72%	8.42%
					Health and Beauty Products	2	1.80%	0.73%
B	<b>Spas Salons and Gyms</b>				<b>Total</b>	<b>111</b>	<b>100%</b>	<b>41%</b>
	Health and Fitness	16	20%					
	Salons, Spas and Barber Shops	64	80%					
	<b>Total</b>	<b>80</b>	<b>100%</b>					

\*Chart C Only

C	Category	Count	Percent	E	Restaurant Percentages	Count	Percentages
	Auto	10	3.66%		American and European	24	37.50%
	Entertainment	3	1.10%		Asian, Indian and Mediterranean	12	18.75%
	Hotels	3	1.10%		Bakery, Café and Deli	19	29.69%
	Spas, Salons, and Gyms	79	28.94%		Seafood and Steakhouse	3	4.69%
	Restaurants	65	23.81%		Burgers and Brews	6	9.38%
	Retail	113	41.39%				
					<b>Total</b>	<b>64</b>	<b>100%</b>
	<b>Business Total</b>	<b>273</b>	<b>100.00%</b>				

F	Education	7	6.09%
	Religious	3	2.61%
	Residential	6	5.22%
	Nonprofit	8	6.96%
	Retail Vacancy	13	11.30%
	Office Vacancy	78	67.83%
	<b>Non Business Total</b>	<b>115</b>	<b>100%</b>

G	<b>Business Percentage</b>	<b>85%</b>
	<b>Nonbusiness percentage</b>	<b>14%</b>
	<b>Vacancy rate</b>	<b>12%</b>
	<b>Office Vacancy rate</b>	<b>10%</b>
	<b>Retail vacancy rate</b>	<b>1%</b>

H	<b>Services</b>		
	Insurance	5	1.69%
	Real Estate Agents and Property Management	24	8.14%
	Optical	5	1.69%
	Photography	1	0.34%
	Advertising and Communications	21	7.12%
	Architects	12	4.07%
	Attorneys	48	16.27%
	Banks/ATMs	11	3.73%
	Business Services	23	7.80%
	Medical	48	16.27%
	Dentists	19	6.44%
	Energy	1	0.34%
	Tailoring	5	1.69%
	Travel Agencies	2	0.68%
	Non Profit, Service and Cultural Organizations	8	2.71%
	Interior Design and Showrooms	11	3.73%
	Financial Advising	38	12.88%
	Engineering and Manufacturing	3	1.02%
	Certified Public Accountants	2	0.68%
	Builders, Contractors and Emergency Restoration	7	2.37%
	Dry Cleaners	1	0.34%
	<b>Total</b>	<b>295</b>	<b>100.00%</b>

Square Footages

Category	Square Footage	Percent
Auto	61279	3.93%
Entertainment	56028	3.60%
Hotels	353304	22.68%
Spas, Salons, and Gyms	81786	5.25%
Services	346303	22.23%
Restaurants	347414	22.31%
Retail	311361	19.99%
<b>Business Total</b>	<b>1557475</b>	<b>100.00%</b>

Retail Percentages	Square Footage	Percentage
Antiques and Galleries	21549	6.92%
Apparel, Accessories and Footwear	6226	2.00%
Bridal and Formal Wear	7764	2.49%
Children	5300	1.70%
Drugstores, Florists and Grocery	24728	7.94%
Furniture and Home Decor	128277	41.20%
Gifts, Specialty and Stationary	32874	10.56%
Jewelers	19844	6.37%
Men	28108	9.03%
Sporting Goods	1900	0.61%
Women	32021	10.28%
Health and Beauty Products	2770	0.89%
<b>Total</b>	<b>311361</b>	<b>100%</b>

**Auto:** Dealerships, car wash, auto repair

**Entertainment:** Movie Theatres and Theatre production

**Hotels:** Hotels

**Spas, Salons, and Gyms:** Fitness facilities, yoga studios, hair salons, cosmetic salons, nail salons, medical spa

**Services:** Professional services, attorneys, business and financial, residential real estate, non-profit organizations, dry cleaners, medical services, offices

**Restaurants:** Cafes, bakeries, full service

## Birmingham Retail Analysis

Year	Clothing/Retail Apparel	Furniture and Home Furnishing Store	Health and Personal Care	Sporting goods, hobby, book, and music stores	Other	Total Businesses
2022	39%	13%	14.13%	2.70%	39.64%	594
2016	25%	6%	4%	4%	8%	712
2014	25%	6%	3%	3%	14%	409
2012	31%	7%	4%	4%	18%	

2022 Other: Apparel, Accessories and Footwear, Bridal Wear, Drugstores, Florists, Grocery, Gifts, Specialty and Stationary, Jewelers

Year	Retail Apparel	Furniture and Home Furnishing Store	Health and Personal Care	Sporting goods, hobby, book, and music stores	Jewelry and Bridal Wear	Drugstores, Florists, Grocery	Other	Total Businesses
2022	41%	13%	14%	2.70%	20.72%	7.21%	9.01%	594

**Note\***

The following furniture stores were included in the previous studies and have closed since that time:

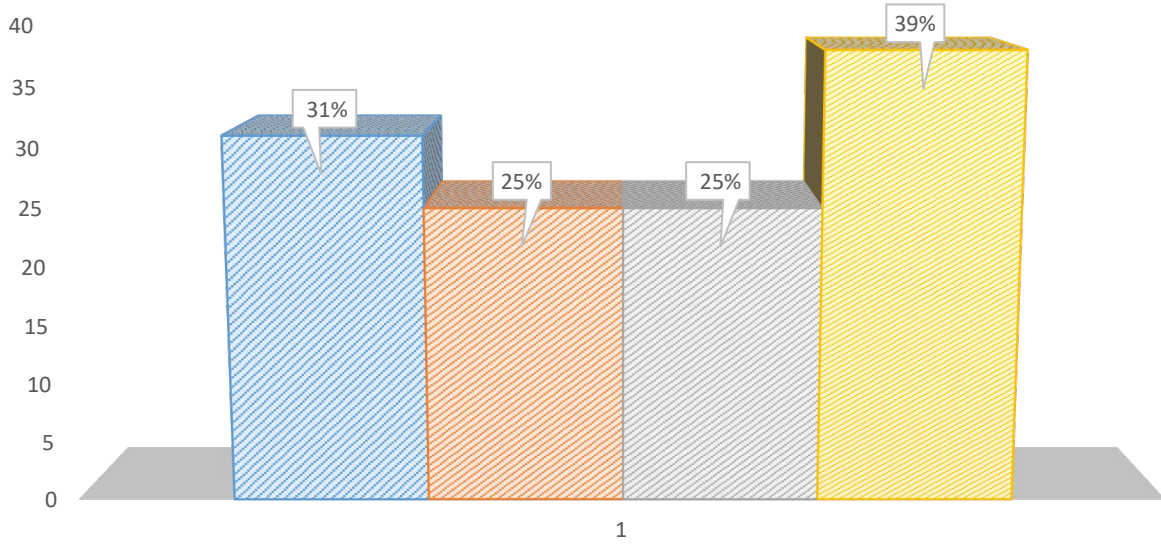
Roche Bobois	moved	
Labelle Provence	Closed 2016	
Lark & Co	Closed 2017	
Lignet Roset	Closed 2017	Moved to Royal Oak on Woodward Avenue
Quatrine	Closed 2018	
Upstairs Downtstairs	Closed 2015	

Year	Clothing/Retail Apparel	Furniture and Home Furnishing Store	Health and Personal Care	Sporting goods, hobby, book, and music stores	Other	Total Businesses
*2018	38%		11%			

\*Limited data for reference

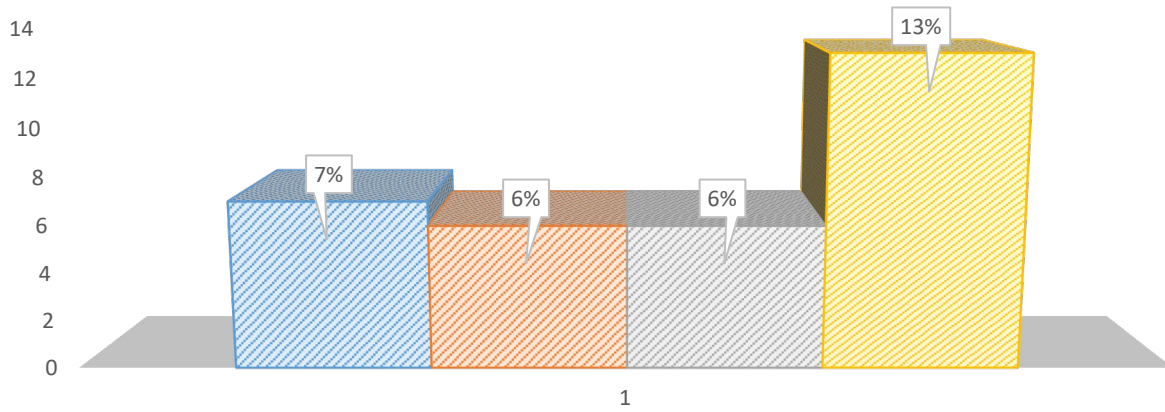
## CLOTHING AND RETAIL APPAREL

2012 2014 2016 2022



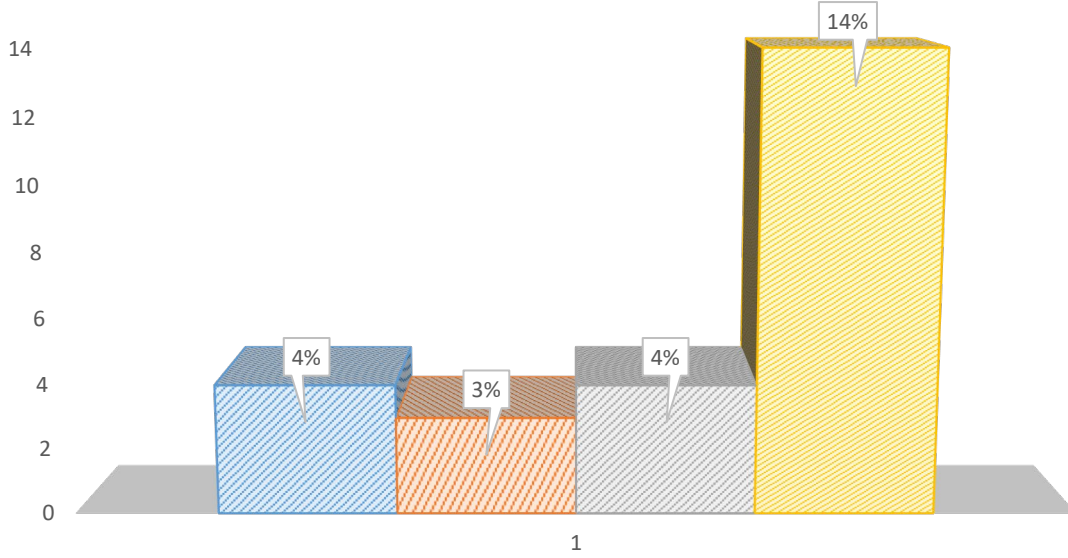
## FURNITURE AND HOME FURNISHING STORE

2012 2014 2016 2022



# HEALTH AND PERSONAL CARE

2012 2014 2016 2022



# SPORTING GOODS, HOBBY AND MUSIC STORES

2012 2014 2016 2022

