



Business Development Committee Meeting

January 24, 2023 at 8:30 a.m.
151 Martin Street, Birmingham, MI
City Hall Conference Rooms 202 & 203

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

Staff: Cristina Sheppard-Decius, BSD Executive Director; Nicole Gerkey, Events Assistant

AGENDA

1. Welcome and Introductions
2. Approval of Minutes – **December 20, 2022**
3. Public Comment
4. Tenant Recruitment and Pipeline Report
5. Business Mix Analysis
6. Recruitment Incentive Program
7. Business Anniversaries
8. Virtual Tour
9. Committee Recruitment
10. Strategic Planning Objectives/Budget
11. Other Business

NEXT MEETING DATE – February 28 at 8:30 a.m.

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 203
December 20, 2022

M. McKenzie called the meeting to order at 8:33 a.m.

In Attendance: M. McKenzie (Co-Chairperson), S. Surnow (Co-Chairperson), J. Hockman, C. Sheppard-Decius, E. Bassett, N. Gerkey

Absent: S. Quintal

There was no public comment.

Approval of Minutes: Motion by Hockman, seconded by Surnow, to approve the minutes dated October 4, 2022.

Tenant Recruitment and Pipeline Report: The Committee discussed the report along with the new business report. Surnow questioned how the retail and office occupancy rates are being calculated in the new business report. The Committee would like to formalize a process for how a new business is added to the new business report.

Business Mix Analysis: The Committee reviewed the report. The Committee would like to add local and national criteria to the current report to determine the mix of local and national businesses, as shown in the comparison cities. The Committee discussed providing additional content on the BSD website to specifically assist entrepreneurs/small businesses interested in Birmingham, to include:

- Opening a business
- Establishing a business
- Other tools to make it easier for entrepreneurs

Additionally, the Committee discussed creating a survey to obtain local/residential input on what types of businesses they would like to see downtown. Bassett advised the Committee of the communication tools available for such survey. Sheppard-Decius advised that she would begin to create potential questions for review by the Committee.

Retail Recruiter RFP: The Committee reviewed the proposals and is considering issuing a new RFP with potential adjustments to the scope of work and/or compensation schedule. The Committee also discussed in lieu of a Retail Recruiter, potentially developing a broker incentive program based on a set of established criteria. Sheppard-Decius advised she would investigate options. The Committee requested that the BSD provide a list of available properties for review.

Business Anniversaries: Gerkey reported the status of the Business Anniversary program. The Committee would like to continue the program, however they acknowledged that some changes may need to be made to the award levels and gifts. Hockman requested that Sheppard-Decius distribute the remaining 2021 anniversary gifts to businesses. BSD staff to review the current award/gift schedule and provide any recommended adjustments for Committee review.

Welcome Packet: The Committee reviewed proposed content. Sheppard-Decius advised that BSD staff will begin working on the content for the new business Welcome Packet.

Business Recruitment Materials: The Committee discussed recruitment materials including a potential video in partnership with the Marketing Committee.

Committee Recruitment: The Committee discussed recruiting new members, but did not identify specifics. Sheppard-Decius advised that the Committee should ideally have 5-7 members.

The meeting ended at 9:56 a.m.

DRAFT

ANNIVERSARY GIFTS RECOMMENDATION 2023

Primary Goals

- Simplify the process and levels of gifts for easier management of program
- Increase the perceived "value" of gift tiers

It's important to maintain the 5 year gift of the watercolor print and window sticker. According to the BLS, 45% of businesses fail within the first five years (20% fail in the first year). Recognition at the five-year milestone is important.

Simplifying and only recognizing 5, 10, 25, 50, 75 anniversaries to reduce BSD resources -- time and money -- allocated to the program is recommended.

Anniversary Recognition Levels

5 Year Anniversary: \$100 (this price will be reduced based upon quotes received for prints)

- Includes watercolor print framed & 5-year window sticker

10 Year Anniversary: \$125 (this price will be reduced based upon quotes received for prints)

- Includes watercolor print framed (if not previously provided), 10-year window sticker, and \$25 boosted social media ad/post

25 Year Anniversary: \$150 (this price will be reduced based upon quotes received for prints)

- Includes watercolor print framed (if not previously provided), 25-year window sticker, and \$50 boosted social media ad/post, board recognition, website, and press release.

50 Year Anniversary: \$200 (this price will be reduced based upon quotes received for prints)

- Includes watercolor print framed (if not previously provided), 50-year window sticker, boosted social media ad/post, board recognition, website, press release and Birmingham-centric gift basket.

75 Year Anniversary: \$250 (this price will be reduced based upon quotes received for prints)

- Includes watercolor print framed (if not previously provided), 75-year window sticker, and boosted social media ad/post, board recognition, website, press release and Birmingham-centric gift basket.

Annual Breakdown

AVERAGE OF 40-60 ANNIVERSARIES PER YEAR

Numbers show below are based on the average of the range provided

5 YEAR ANNIVERSARIES – ABOUT 15-25/YEAR

- COST: Maximum \$2500/year Average \$1,800/year

10 YEAR ANNIVERSARIES – ABOUT 15-25/YEAR

- COST: Maximum \$3125 Average \$2,250/year

25-75 YEAR ANNIVERSARIES – ABOUT 5/YEAR

- COST: Maximum \$900

TOTAL COST PER YEAR: \$6525 Maximum \$4950 Average

2022 ANNIVERSARIES

BUSINESS	OPENING DATE	ANNIVERSARY YEAR	QUARTER TO SEND
Sposa Bella Couture	JAN-MAR 2017	5 YEARS	1
BMG Media Co.	JAN-MARCH 2017	5 YEARS	1
JAUS	JAN-MARCH 2017	5 YEARS	1
MA Engineering	JAN-MARCH 2017	5 YEARS	1
Maison Birmingham	JAN-MARCH 2017	5 YEARS	1
Mazura Tailors & Custom Clothiers	JAN-MARCH 2017	5 YEARS	1
Birmingham Roast	JULY-SEPT 2017	5 YEARS	3
Birmingham Skin & Hair Aesthetics	JULY-SEPT 2017	5 YEARS	3
Bon Cook	JULY-SEPT 2017	5 YEARS	3
detroit it	JULY-SEPT 2017	5 YEARS	3
Lady Jane's Haircuts for Men	JULY-SEPT 2017	5 YEARS	3
Michael Willoughby & Associates - Architects	JULY-SEPT 2017	5 YEARS	3
Starbucks Reserve	JULY-SEPT 2017	5 YEARS	3
College Choice Counseling	OCT-DEC 2017	5 YEARS	4
Luxe Bridal Rack	OCT-DEC 2017	5 YEARS	4
Massage Envy	OCT-DEC 2017	5 YEARS	4
Supernatural	OCT-DEC 2017	5 YEARS	4
Blue Yoga	8/1/2012	10 YEARS	3
Associated Bank	2012 MARCH	10 YEARS	1
Eco-Sound Pest Management, LLC	APR-JUNE 2012	10 YEARS	2
Giffels-Webster	APR-JUNE 2012	10 YEARS	2
Hyde Park Prime Steakhouse	APR-JUNE 2012	10 YEARS	2
Kimberly W. Stout, P.C.	APR-JUNE 2012	10 YEARS	2
Mekani, Orow, Mekani, Shallal & Hindo, P.C.	APR-JUNE 2012	10 YEARS	2
REVIVE	APR-JUNE 2012	10 YEARS	2
SAIC Motor - Shanghai Automotive Industries Corp USA	APR-JUNE 2012	10 YEARS	2
Touch of India Cuisine	APR-JUNE 2012	10 YEARS	2
Ogletree Deakins	APR-JUNE 2012	10 YEARS	2
Social Kitchen & Bar	APR-JUNE2012	10 YEARS	2

Abood Law Firm	JAN-MARCH 2012	10 YEARS	1
Ami Doshi, DDS - Dental Radiance	JAN-MARCH 2012	10 YEARS	1
Elements Massage of Birmingham	JAN-MARCH 2012	10 YEARS	1
Finnea Group	JAN-MARCH 2012	10 YEARS	1
H. Joel Newman, PLLC	JAN-MARCH 2012	10 YEARS	1
Metropolitan Tailoring	JAN-MARCH 2012	10 YEARS	1
Saad - Oral Health & Beauty	JAN-MARCH 2012	10 YEARS	1
Be Well LifeStyle Cafe`	JULY-SEPT 2012	10 YEARS	3
Be Well LifeStyle Centers	JULY-SEPT 2012	10 YEARS	3
Churchill's	JULY-SEPT 2012	10 YEARS	3
Try It Raw	JULY-SEPT 2012	10 YEARS	3
Capital Title Insurance Agency	OCT-DEC 2012	10 YEARS	4
Glamour nail salon	OCT-DEC 2012	10 YEARS	4
jarbo	OCT-DEC 2012	10 YEARS	4
lululemon	OCT-DEC 2012	10 YEARS	4
Sherwin-Williams	OCT-DEC 2012	10 YEARS	4
Cristions Fine Linen & Down	1997	25 YEARS	
Dairy Mat Inc.	1997	25 YEARS	DONE
Berry Moorman, P.C.	1997	25 YEARS	
Birmingham FootCare Specialists	1997	25 YEARS	
Roots	OCT-DEC 1997	25 YEARS	4
Carl Sterr	JULY - SEPT 1982	40 YEARS	DONE
Birmingham 8	1927	95 YEARS	DONE
Hunter House Hamburgers	1952	70 YEARS	DONE

2023 ANNIVERSARIES

BUSINESS	OPENING DATE	ANNIVERSARY YEAR	QUARTER TO SEND
Drip IV Therapy & Hydration	4/1/2018	5	2
Alex Emilio Salon	APR-JUNE 2018	5	2
Barone Defense Firm	APR-JUNE 2018	5	2
drybar	APR-JUNE 2018	5	2
Everdays, Inc.	APR-JUNE 2018	5	2
Old Woodward Cellar	APR-JUNE 2018	5	2
St. Croix Shop	JAN-MAR 2018	5	1
Union Barber	JAN-MAR 2018	5	1
Huge	JAN-MARCH 2018	5	1
Kohler Signature Store by First Supply	JAN-MARCH 2018	5	1
Levelz Barbershop	JAN-MARCH 2018	5	1
Adachi	JULY-SEPT 2018	5	3
Eyedolize	JULY-SEPT 2018	5	3
Kaku Sushi & Poke`	JULY-SEPT 2018	5	3
The Beauty Club	JULY-SEPT 2018	5	3
NextHome City Realty	MARCH 2018-	5	1
Hazel, Ravines & Downtown	OCT-DEC 2018	5	4
UnTied on Woodward	OCT-DEC 2018	5	4
Bella Piatti	APR-JUNE 2013	10	2
Egg New York	APR-JUNE 2013	10	2
Law Offices of Kristen R. Gross	APR-JUNE 2013	10	2
Lil' Rascals	APR-JUNE 2013	10	2
Shift Digital	APR-JUNE 2013	10	2
Walgreens	APR-JUNE 2013	10	2
Found Objects	JAN-MARCH 2013	10	1
Alteration Center by Alice	JULY-SEPT 2013	10	3
Bombshell Salon	JULY-SEPT 2013	10	3

Liberty Title	JULY-SEPT 2013	10	3
Studio Español	JULY-SEPT 2013	10	3
Wachler Estate Collection	JULY-SEPT 2013	10	3
C. Thomas Toppin & Associates	nov 2013 / over 25 years in previous office	10	4
Beach House Day Spa	OCT-DEC 2013	10	4
Darakjian Jewelers	OCT-DEC 2013	10	4
Law Offices of Patrick C. Hall	OCT-DEC 2013	10	4
Market North End	OCT-DEC 2013	10	4
Sway'd Style Lounge	OCT-DEC 2013	10	4
6 Salon	original location opened 2008 / new location opened in 2013	10	
Antonio's Bridal	1998	25	
SEE	1998	25	
G C Timmis & Company	1998-	25	
Todd's Room	JUNE-SEPT 1998	25	3
Saroki Architecture	1/1/1983	40	1
Astrein's Creative Jewelers	1973	50	
Tiffany Florist	1973	50	
Birmingham Village Players	1923	100	