



Business Development Committee Meeting

February 28, 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. Business Recruitment
 - Tenant Recruitment and Pipeline Report
 - Business Mix Analysis
 - Recruitment Incentive Program
5. Business Marketing
 - Business Anniversaries
 - Virtual Tour
6. Organizational Items
 - Committee Recruitment
 - Strategic Planning Objectives/Budget
 - March Meeting Date
7. Other Business

NEXT MEETING DATE – **March 28, 2023, at 8:30 a.m.**

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

MARCH 2023

Office Occupancy Rate 88%

Retail Occupancy Rate 96%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Closed/Opened in last 12 months
Christinas Consignments	135	Old Woodward, North	Apparel - Women	08/04/22	Scheduled to Open
Sybil	211	Hamilton Row	Dining	02/08/22	Scheduled to Open
Clean Juice	148	Pierce Street	Juice bar	11/01/20	Scheduled to Open
CB2	100	Old Woodward, North	Home furnishings	02/16/23	Opened
Chrysalis Couture	554	Old Woodward, North	Apparel	01/06/23	Opened
Sugaring NYC	34110	Woodward Avenue	Salon	12/02/22	Opened
RH	320	Martin Street	Home furnishings	01/25/23	Opened
Via Manzoni	239	Pierce Street	Apparel	01/13/23	Opened
Cosmo Salon Studios	255	Old Woodward, South	Salon	11/12/22	Opened
EM	470	Old Woodward, North	Dining	11/12/22	Opened
Serena & Lily	299	Maple Road, West	Home furnishings	11/11/22	Opened
Faherty	128	Old Woodward, South	Apparel	11/03/22	Opened
O2PT	715	Maple Road, East	Health	11/03/22	Opened
Zana	210	Old Woodward, South	Dining	10/25/22	Opened
sweetgreen	167	Old Woodward, North	Restaurant	08/09/22	Opened
Brilliant Earth Jewelry	277	Pierce Street	Jeweler	08/01/22	Opened
Rotate Boutique	361	Maple Road, East	Apparel - Women	07/18/22	Opened
Zahra	227	Old Woodward, South	Apparel - Women	04/05/22	Opened
Paris Baguette	183	Old Woodward, North	Bakery	03/15/22	Opened
Circa Lighting	250	Merrill Street	Home	03/17/22	Opened
Group	135	Old Woodward, North	Real Estate	03/17/22	Opened
(at) @properties	400	Old Woodward, South	Real Estate	03/22/22	Opened
Majda Diamond Vault	230	Merrill Street, East	Jeweler	02/03/22	Opened

The logo features a circular emblem on the left containing a stylized white graphic of a building or tower. To the right of the emblem, the word "BIRMINGHAM" is written in a large, dark blue, serif font. Below "BIRMINGHAM", the words "SHOPPING DISTRICT" are written in a smaller, dark blue, sans-serif font.

BIRMINGHAM
SHOPPING DISTRICT

DRAFT BUSINESS MIX ANALYSIS

BSD Business Development Committee
January 2022

Key Findings

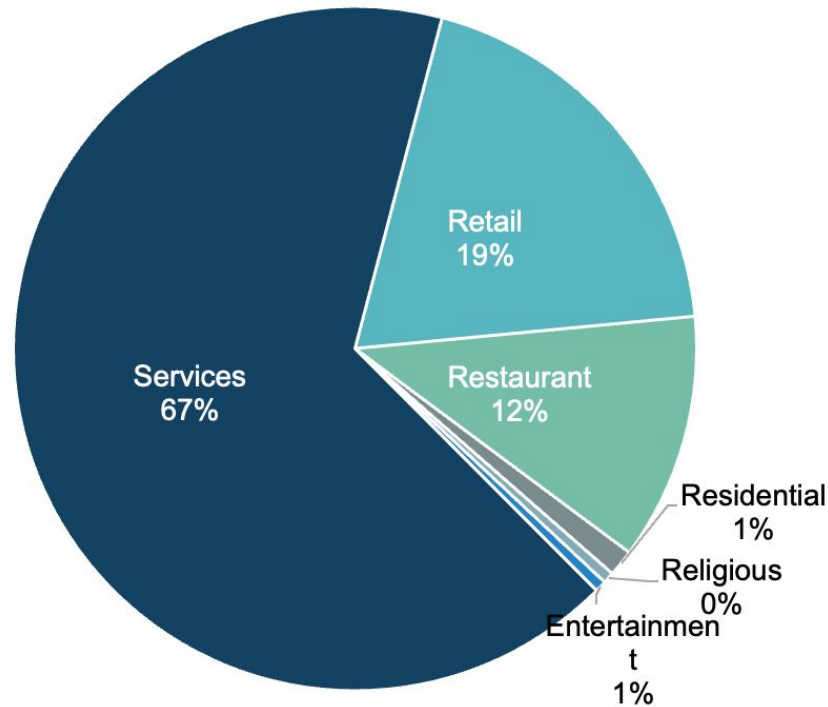
- 19% of the businesses in the BSD are retailers. This compares to 26% in downtown Naperville, IL
- Of the 108 retailers, 71% are considered local which is greater than both Naperville and Greenwich at 55% and 48%, respectively
- Relative to the two other communities assessed, Birmingham appears to be underweight in the Women and Unisex apparel, but potentially overweight in Men’s apparel
- We are likely also overweight in Furniture & Home and Jewelry & Watch retailers
- The BSD does not currently have any retailers in the Books & Entertainment, Electronics & Technology, or Toys & Hobbies categories
- The BSD has a higher ratio of retailers to restaurants (1.7) relative to downtown Naperville’s near 1:1 ratio
- We have less quick service restaurants (35%) as a share of total places to eat – despite recent openings – compared to Naperville (45%).

Top 3 Categories by Destination

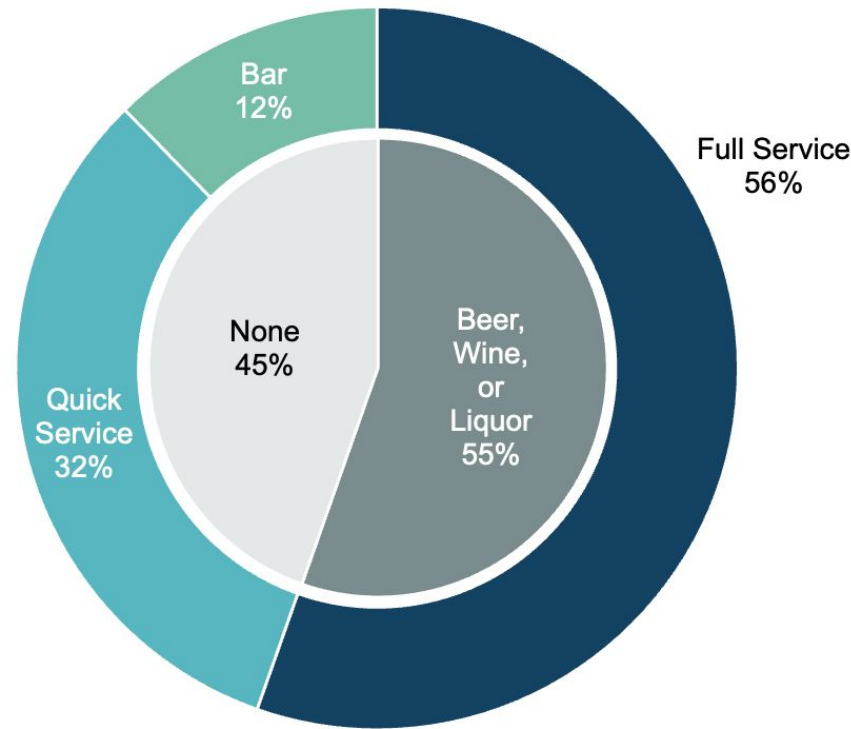
BSD	Greenwich, CT	Naperville, IL	Somerset Mall
Apparel - Women	Apparel - Women	Apparel - Women	Apparel - Unisex
Jewelry & Watches	Apparel - Unisex	Apparel - Unisex	Apparel - Women
Furniture & Home	Furniture & Home	Jewelry & Watches	Jewelry & Watches

Birmingham Shopping District

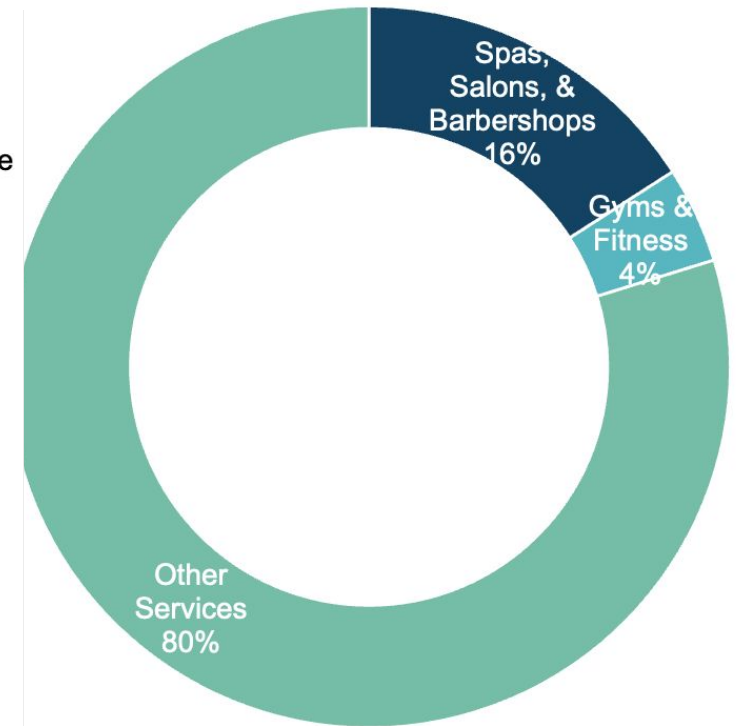
BSD Business Mix by Type % of Total
(n=557)



BSD Restaurant Mix & Liquor License % of Total
(n=65)



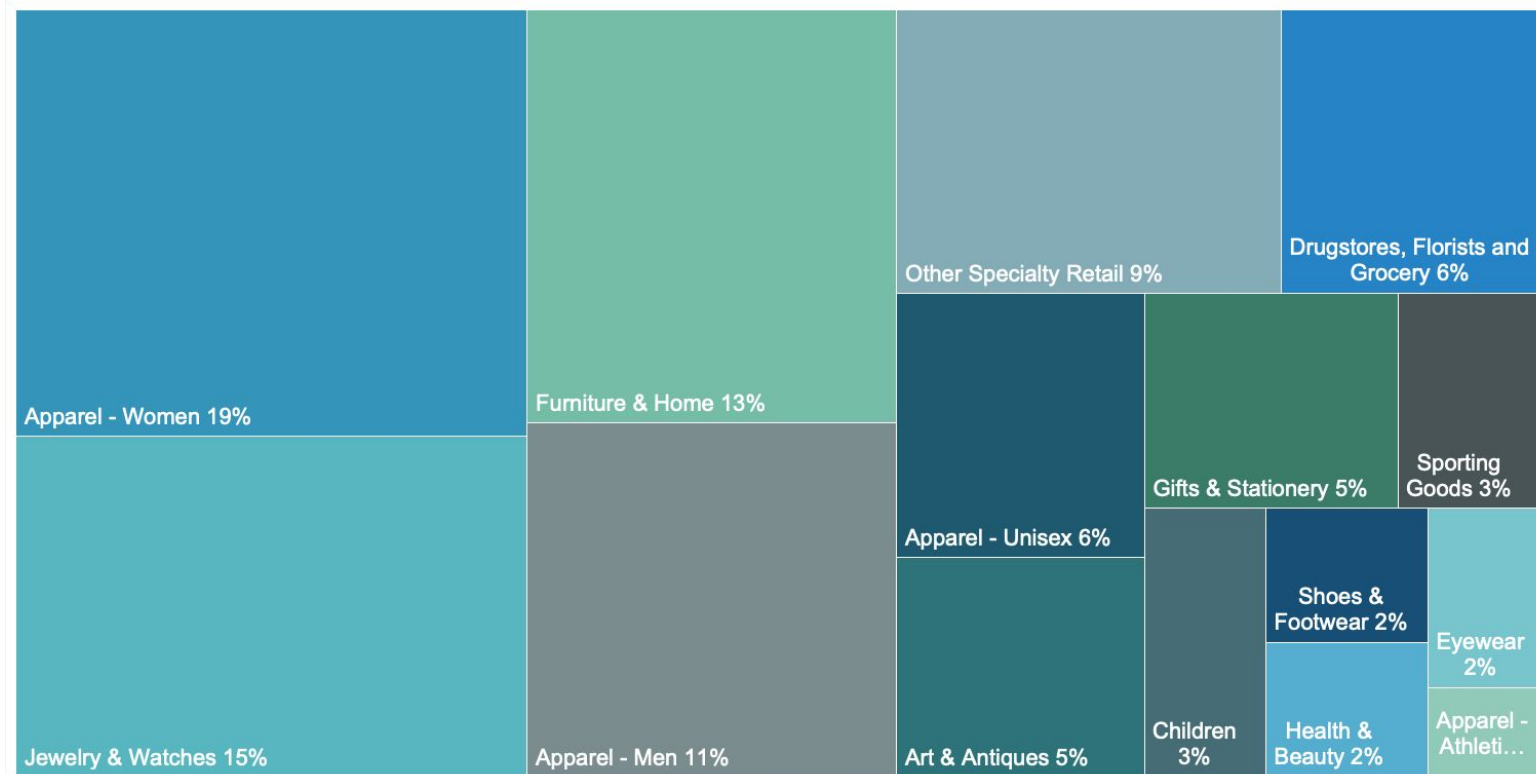
BSD Service Mix % of Total
(n=371)



Source: Downtown Naperville Business Directory
*Excludes vacancies

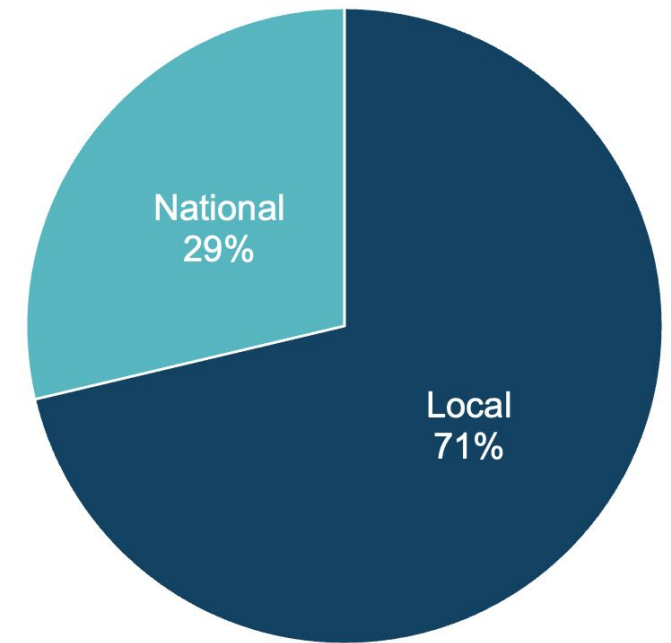
Birmingham Shopping District

Birmingham Shopping District Retail Composition by Category
% of Total (n=108)



Source: BSD Business Mix Analysis

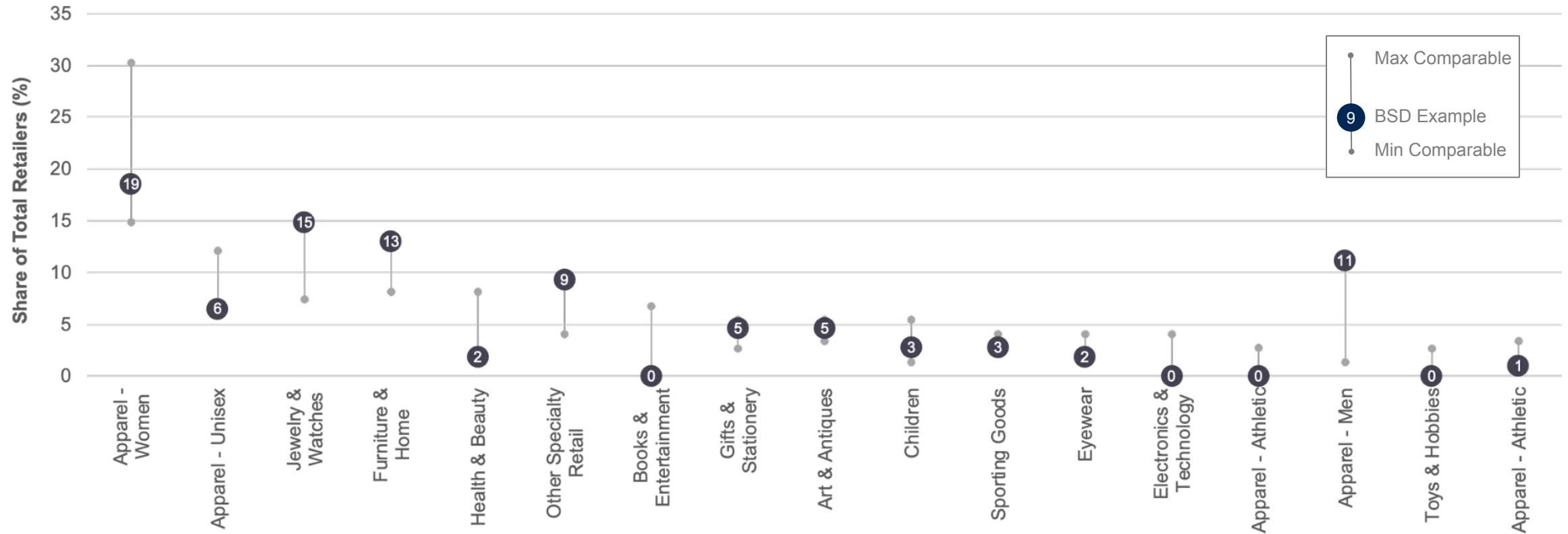
BSD Local vs. National Mix % of Total
(n=108)



Retail Mix Comparison

Retail Mix Analysis Naperville/Greenwich vs. Birmingham Shopping District

% Share of Total Retailers

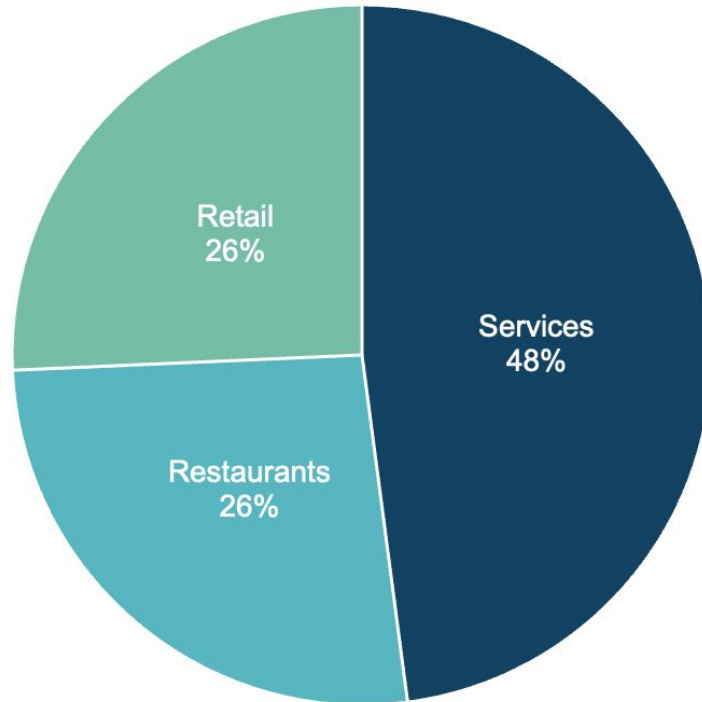


Source: Downtown Naperville Business Directory, Greenwich Chamber of Commerce, BSD Analysis

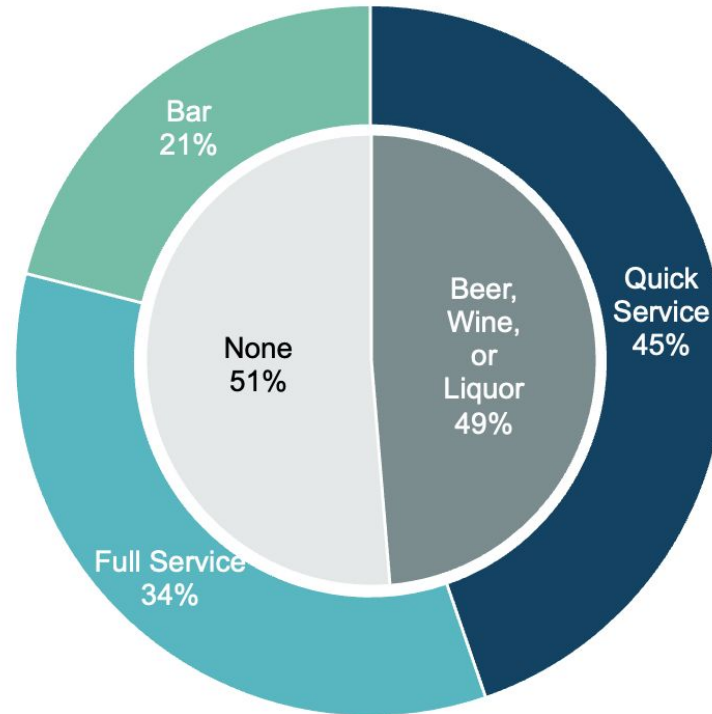
Note: 67 of the 149 retailers were manually identified using Google Maps because they are not members of the Greenwich Chamber of Commerce. Results are directionally correct

Downtown Naperville, Illinois

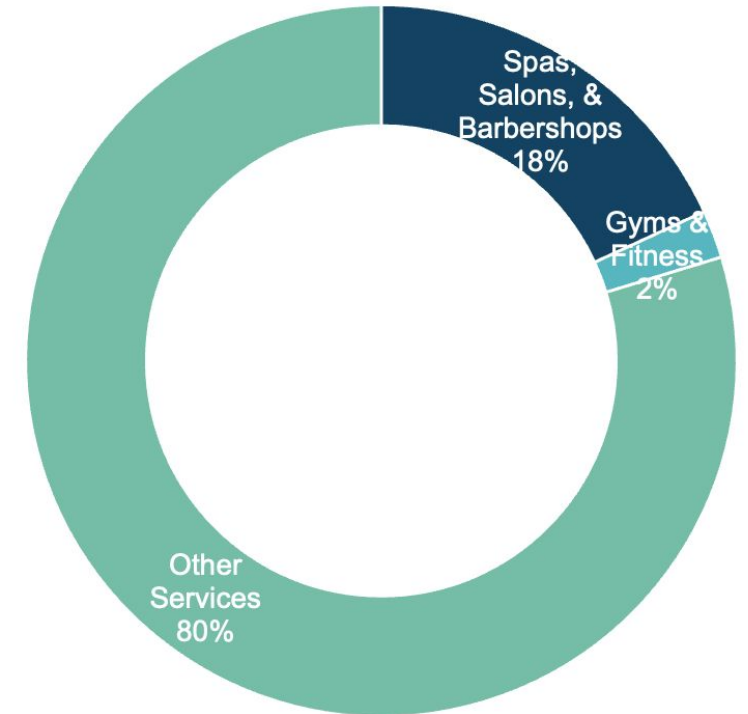
Downtown Naperville Business Mix by Type % of Total (n=288)



Downtown Naperville Restaurant Mix & Liquor License % of Total (n=76)



Downtown Naperville Service Mix % of Total (n=138)

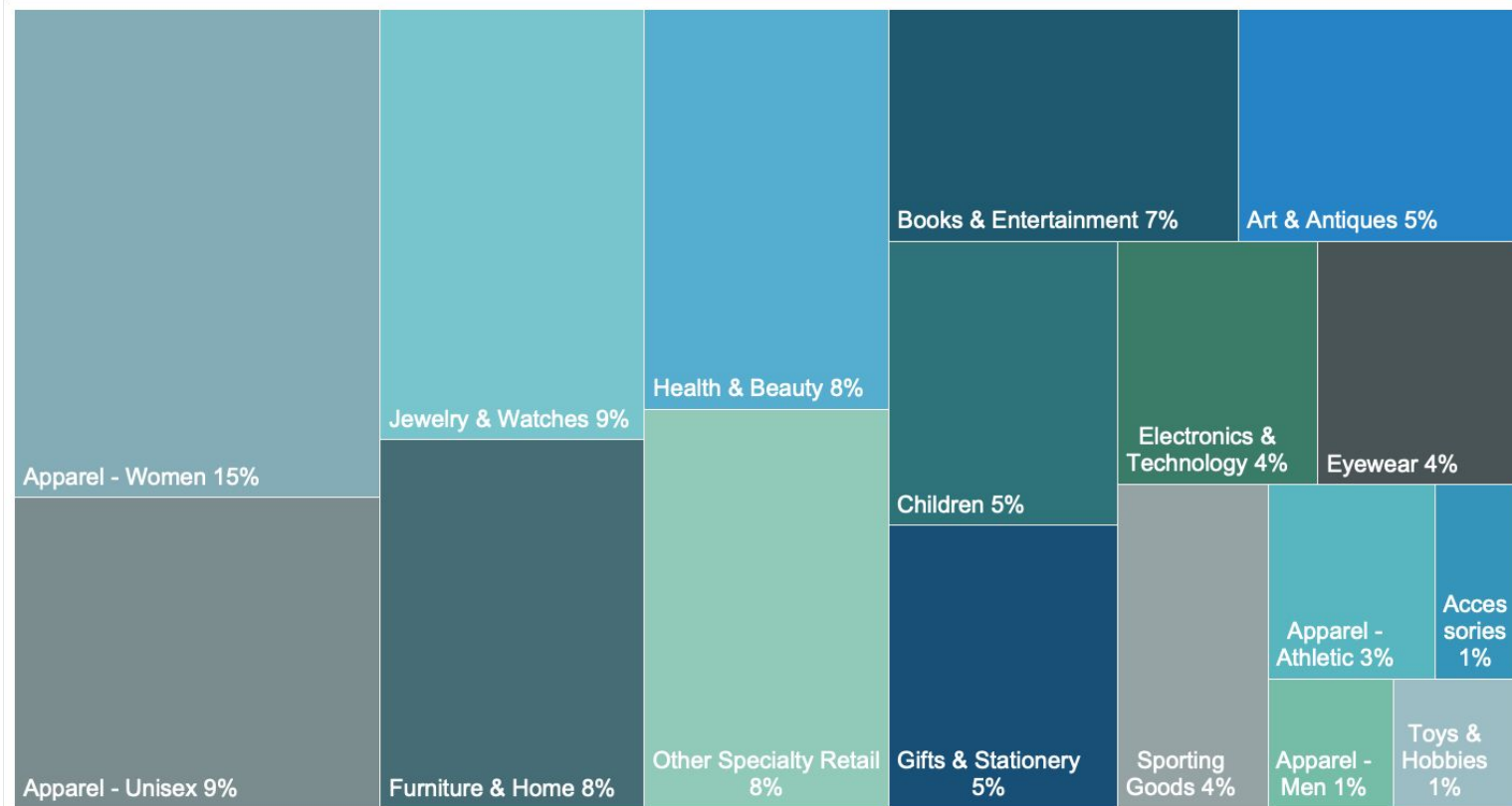


Source: Downtown Naperville Business Directory

Downtown Naperville, Illinois

Downtown Naperville Retail Composition by Category

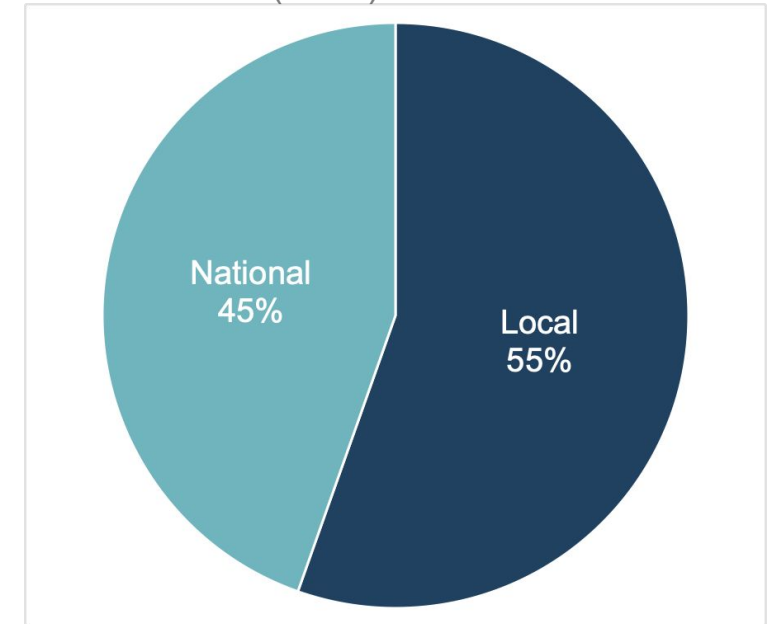
% of Total (n=74)



Source: Downtown Naperville Business Directory

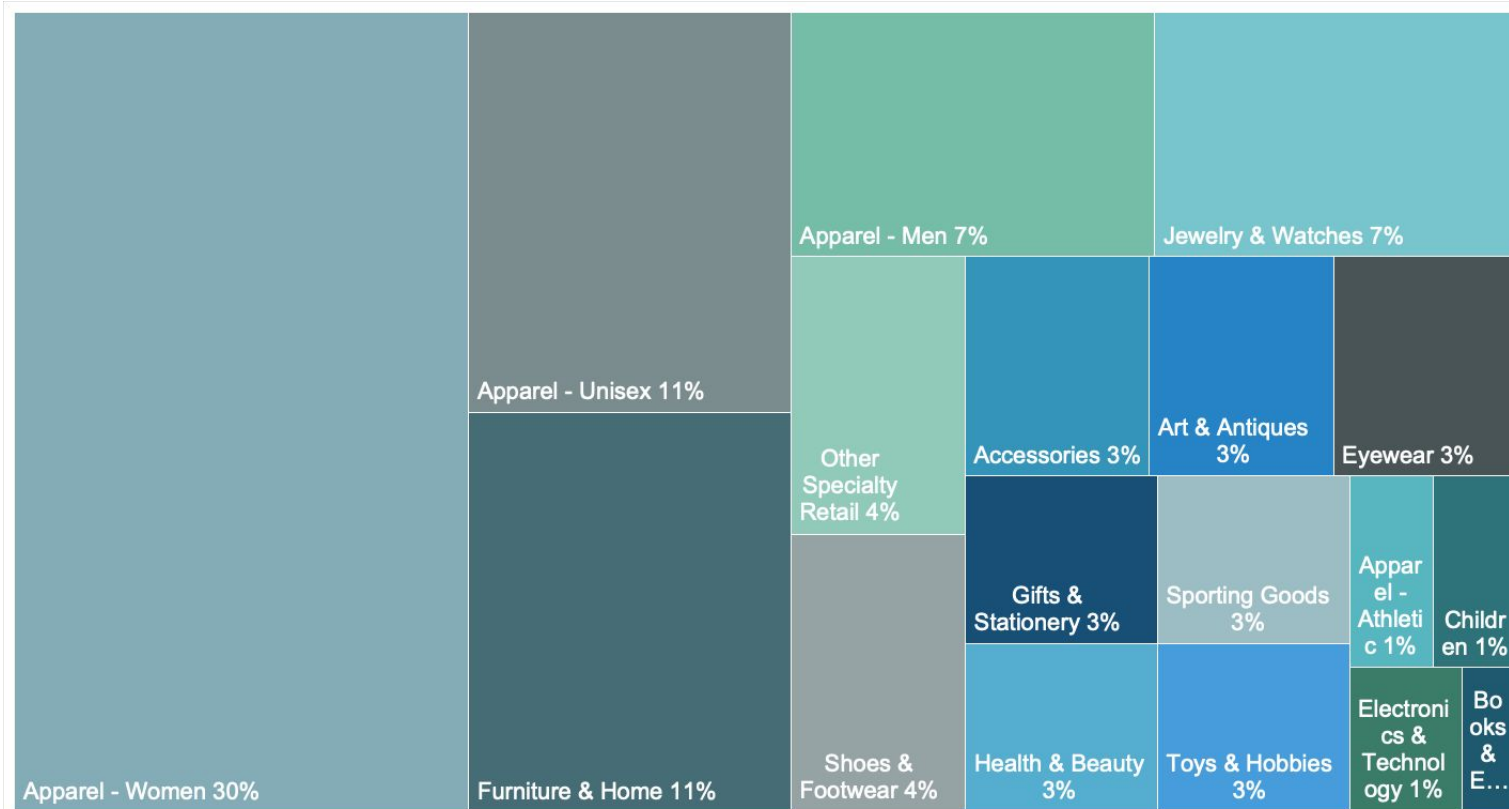
Downtown Naperville Local vs. National Mix

% of Total (n=74)

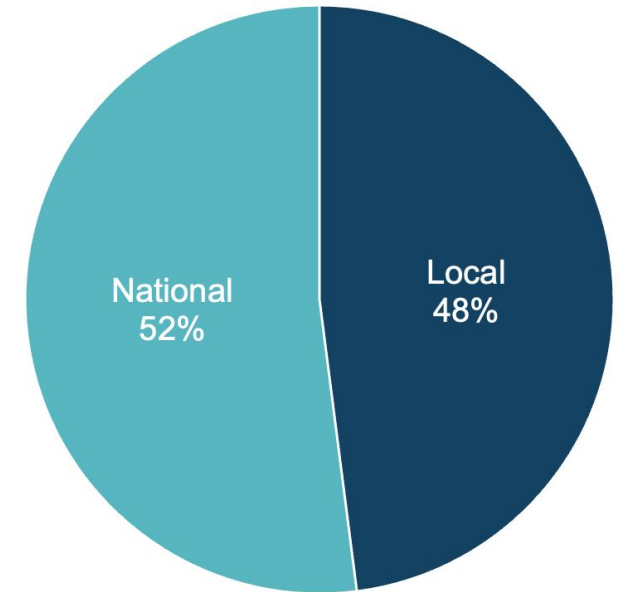


Greenwich, Connecticut

Greenwich, CT Retail Composition by Category
% of Total (n=149)



Greenwich, CT Local vs. National Mix
% of Total (n=149)

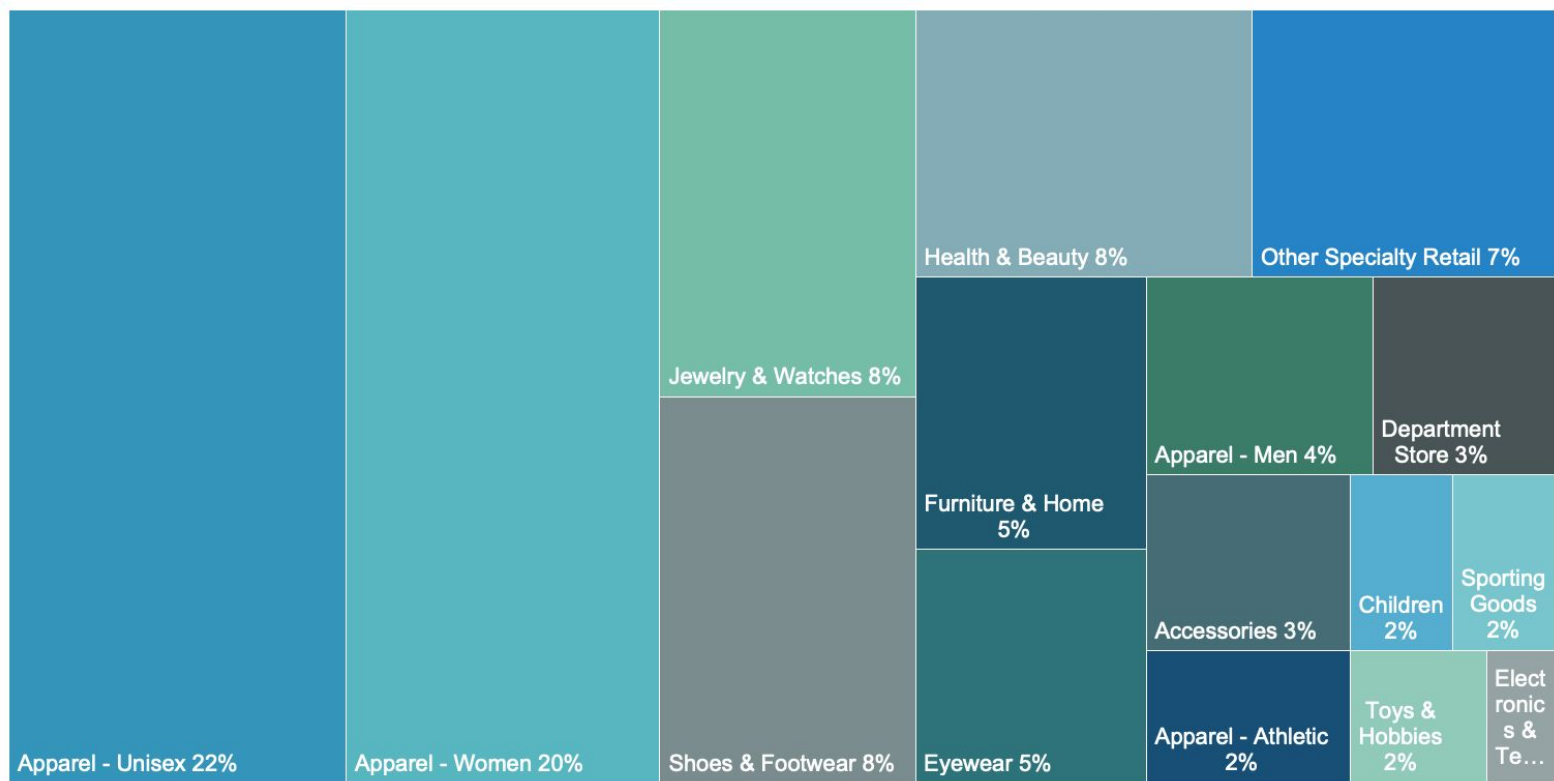


Source: Greenwich Chamber of Commerce, BSD Analysis

Note: 67 of the 149 retailers were manually identified using Google Maps because they are not members of the Greenwich Chamber of Commerce. Results are directionally correct

Somerset Mall

Somerset Mall Retail Composition by Category
% of Total (n=135)



Source: Somerset Directory



BIRMINGHAM SHOPPING DISTRICT

ANNIVERSARY GIFTS APPROVED PLAN 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 \$2,000/year Average \$1,440/year

10 YEAR ANNIVERSARIES – ABOUT 15-25/YEAR

- COST: Maximum \$2,625 Average \$1,890/year

25-75 YEAR ANNIVERSARIES – ABOUT 5/YEAR

- COST: Maximum \$800

APPROXIMATE TOTAL COST PER YEAR: \$5,425 Maximum \$4,130 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	



2023-26 Strategic Plan (DRAFT)

The Birmingham Shopping District (BSD) held a Strategic Planning meeting on Feb 6, 2023, with Board and committee members, as well as local businesses and City staff, to brainstorm and chart the next three-to-five-year strategy for Downtown Birmingham. The strategic plan is informed not only by those in attendance at the meeting, but also from a survey sent out prior to the meeting and individual conversations with key stakeholders.

Below is the initial draft of the BSD Strategic Plan. The plan will be further reviewed by the Board and committee members and adopted by the Board at its April meeting.

Vision

Downtown Birmingham will be vibrant day and night with a variety and balance of friendly and world-class businesses in a well-maintained environment with signature events and activities growing the regional draw and local frequency.

Mission of the BSD

The BSD mission is to plan, promote and support a vibrant Downtown Birmingham experience for the community and visitors by engaging and leading a convergence of thriving businesses, property owners and residents.

Core Values

The fundamental beliefs and driving forces behind what the BSD does and will do is to assure that the BSD is:

- Acting for the Collective Interest
- Engaging its stakeholders
- Sustainable
- Bringing a return on investment

Other qualities and traits the BSD holds in high regard are:

- Diversity
- Image
- Communication
- Welcoming
- Accessible

Description of Downtown Birmingham

Downtown Birmingham is an upscale, walkable, vibrant and quality environment.

Other descriptors:

Family-friendly	Trendy
Balanced mix	Clean
Premiere	Unique
	Active
	Bustling
	Charming

Key Issues & Needs

The BSD identified the following key issues and needs for Downtown Birmingham and the BSD organization.

Priorities:

- Business Mix
 - Local vs. National
 - Price points/Luxury dominance
 - Oversaturation of specific products and services
- Accessibility
 - Quick Parking Options
 - Connected Districts
 - Wayfinding
 - Crossing Woodward
- Business & Resident Engagement
 - Participation
 - Communication
 - Collaborations
 - Relationships
- Sustaining Board & Committees
 - Adequate Budget
 - Staff Capacity

Secondary/Related Priorities:

- Compelling Events
- Maintaining Quality
- Increasing Frequency
- Broad/Regional Appeal
- Office Occupancy/Hybrids
- Connectivity to Downtown Residents

Other issues and needs to be aware of or that are a part of a bigger picture issue/need include upkeep of buildings, sign compliance, e-commerce, and the economy/inflation.

GOALS & OBJECTIVES

The goals and objectives listed below show many areas of cross-over and inter-relations for the BSD. Once the Board and committees have reviewed this initial draft, a matrix will be created to show the correlations, and key performance indicators and committee roles will be established.

- **GOAL: Diversify and Balance Business and Product Mix within Districts and Downtown-wide**
 - Analyze tenant mix and district balance across price points, product types and depth to identify recommended businesses and product needs.
 - Retain and recruit small businesses with incentives, education and resources for property owners, brokers and businesses.
 - Recruit businesses that will support office workers, ie: quick lunches/fast casual
 - Increase awareness and brand loyalty of business mix through target marketing and wayfinding.
 - Encourage second floor locations with flexible zoning and market rates.
 - Build landlord relationships to influence recruitment of appropriate mix.
 - Increase awareness of the business start-up process and serve as a liaison to guide entrepreneurs through the process.

- **GOAL: Improve Ease of Access and Connectivity**
 - Create a curbside management plan with quick parking options, package pick-up areas, alley access and flexible parking for office and service workers.
 - Educate on shared parking value.
 - Guide consumers by identifying and connecting districts, assets and recreation with wayfinding.
 - Connect consumers, residents and businesses across and within districts across and along Woodward Avenue with physical and pedestrian improvements; communicating and marketing to residents both in and outside of districts; business engagement, recognition and collaborations; and events and promotions.

- **GOAL: Increase Business and Resident Engagement & Collaborations**
 - Create coalitions, advisory and focus groups by business industry, district and residential areas
 - Recruit a balanced mix of Board and Committee members consisting of businesses, property owners and residents.
 - Increase attendance at merchants meetings by hosting them at ideal times, motivating locations and providing focused content.
 - Provide a welcome packet to new businesses.
 - Host education forums by district.
 - Foster community collaborations across businesses, organizations and residents.

- **GOAL: Expand Regional Attraction, Tourism and Extend Stays**
 - Re-evaluate events to create or support the following:
 - a signature event that leverages Birmingham's appeal, businesses and assets
 - Adult event(s) that connect businesses
 - Incentivize patrons as opposed to discount-oriented promotions
 - Package day-trip destination activities by connecting assets
 - Market niche shops
 - Solidify brand message to incorporate in all communications

- Utilize social media influencers to help showcase Birmingham's broad appeal
- **GOAL: Sustain Services & Appeal**
 - Board and committee development
 - Balance budget, staffing needs and work load
 - Enhance alley and connections
 - Enhance and balance district identities with communications and marketing, streetscape amenities, signage and physical identifiers, and maintenance
 - Communicate with residents to grow engagement and address needs
 - Balance parking and curbside management needs
 - Balance business mix
- **GOAL: Increase BSD Value**
 - Promote the BSD by celebrating successes, showcasing the role of BSD and the return on investment
 - Engage businesses and property owners to build relationships
 - Support existing businesses with resources and education
 - Balance services and marketing amongst the district
 - Establish KPIs for meeting goals