



Advertising and Marketing Committee Meeting

Thursday, April 20, 8:30 a.m.
151 Martin Street, Birmingham, MI
City Hall Conference Rooms 202 & 203

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

Staff: Cristina Sheppard-Decius, Executive Director;
Erika Bassett, PR Specialist

AGENDA

1. Welcome and Attendance
2. Approval of Minutes – March 16, 2023
3. Public Comment
4. Social Media and Website Analytics Report
5. Spring Fashion Insert and Reels Update
6. Spring/Summer Event Video Edits
7. Niche Marketing
 - Restaurant Features: MetroMode Proposal
 - *Rose the Birmingham Way* Event
 - Evening Retail/Ladies Night
 - Sunday Funday
 - Regional Tourism
8. BSD Benefits Materials
9. Website Update
10. Re-Use of Birmingham Bucks Not Expended
 - Spring Stroll Use
 - Farmers Market
 - MDA Conference in November
11. Strategic Plan and Marketing Objectives
12. Other Business

NEXT MEETING DATE – Thursday, May 18, 2023 at 8:30 a.m.

Marketing and Advertising Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
March 16, 2023

In Attendance: Z. Kay (Chairperson), C. Fenner, J. Lundberg, S. Eid, C. Sheppard-Decius, E. Bassett, G. Zhou, C. Quezada

Absent: A. Pohlod

The meeting was called to order at 8:30 a.m.

There was no public comment.

Approval of Minutes: Motion by Eid, seconded by Lundberg, to approve the minutes dated February 9, 2023.

Spring Fashion Video and Insert Update: The Committee discussed the details and finalized location recommendations for the March 29 Spring Fashion shoot.

Social Media and Website Metrics – February Data: Bassett presented the February Social Media and Website Analytics report. Data is tracking as expected. Bassett advised that increased engagement and traffic were a result of paid promotional activity, newly opened businesses including CB2 and other shared media articles.

Oakland County Main Street Online Shopping Portal: Sheppard-Decius presented this business resource option to the Committee. The Committee had the following questions:

- Is the site market-place style?
- Who runs/maintains the site, and do they receive a commission?
- Are there credit card processing fees?

Sheppard-Decius to investigate further with Oakland County.

Website Update: Sheppard-Decius advised that downtownbirmingham.com is currently being held by a broker for a large fee. The BSD will attempt to negotiate with the broker for the domain. In the meantime, the BSD will secure downtownbirminghammi.com, which is available. Edits to the category filters and calendar are complete.

Re-Use of Bham Bucks No Expended with Upcoming Conferences: Sheppard-Decius reported that approximately \$14,000 of unused Birmingham Bucks remain. The Committee discussed reallocating these remaining bucks to giveaways during the Spring Stroll event,

Farmers Market and potentially for hotel conferences including the fall 2023 Michigan Downtown Association Conference.

Strategic Plan and Budget Update: The Committee reviewed the Strategic Plan and Marketing Committee budget drafts. The Committee discussed a few minor changes to the budget before losing quorum at 9:27 a.m.
The meeting ended at 9:27 a.m.

DRAFT

Prepared by:	Erika Bassett
Reviewed by:	Cristina Sheppard-Decius Review
Date:	

March Advertising and Marketing Report

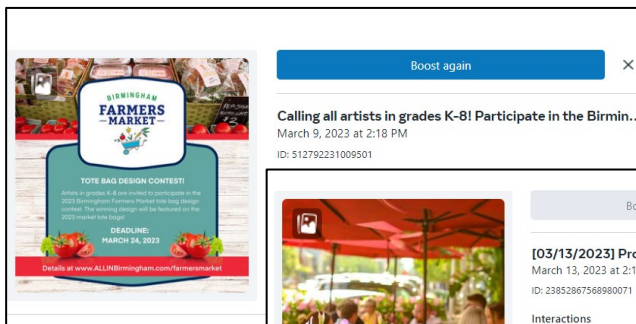
Top FACEBOOK Posts

Date Range: 3/1/2023 – 3/31/2023

Top INSTAGRAM Posts

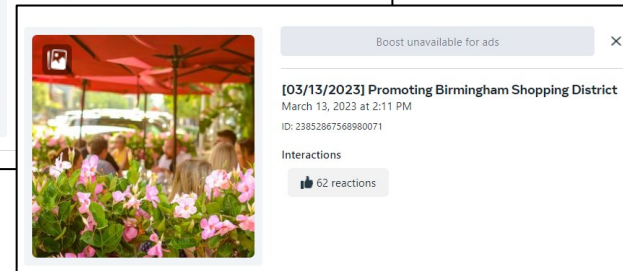
FACEBOOK

	Current Month	Previous Month	+/-	2022 Month	+/-
Page Likes	12,569	12,264	+2.5%	--	--
Reach	28,315	34,435	-17.8%	17,001	+66.5%
Page Visits	1,458	1,155	+26.2%	585	+149.2%
New Likes	305	176	+73.3%	37	+724.3%



Calling all artists in grades K-8! Participate in the Birmin...
March 9, 2023 at 2:18 PM
ID: 512792231009501

TOTE BAG DESIGN CONTEST!
Artists in grades K-8 are invited to participate in the 2023 Birmingham Farmers Market Tote Bag Design Contest. The winning design will be featured on the contest tote bag.
DEADLINE: MARCH 24, 2023
Details at www.ALLINBirmingham.com/farmersmarket




[03/13/2023] Promoting Birmingham Shopping District
March 13, 2023 at 2:11 PM
ID: 23852867568980071

Interactions
62 reactions

INSTAGRAM

	Current Month	Previous Month	+/-	2022 Month	+/-
Page Followers	5,915	5,836	+1.4%	--	--
Reach	28,525	14,340	98.9%	10,455	+172.8%
Profile Visits	596	834	-28.5%	958	-37.78%
New Followers	79	165	-52.1%	--	--



Event: Birmingham Spring Stroll
March 22, 2023 at 2:42 PM
ID: 23852978774370071

Interactions
22 reactions 1 share

HIGHLIGHTS:

- Paid Reach 30,800
- March social media focus: Spring Stroll event, shopping and dining, business highlights and small business information/best of voting
- Month over month, reach was down 18% on Facebook and up 278% on Instagram. New likes/followers were up 73% on Facebook and down 52% on Instagram. We had less variety of boosted posts on both platforms, though we did boost Spring Stroll (ad spend ~\$300).
- Year over year, reach was up 66% on Facebook and 172% on Instagram. New likes were also up significantly.
- Website: Month over month, user and page view metrics were each up 26%. Year over year, users and views were up 6% and down 5%, respectively.

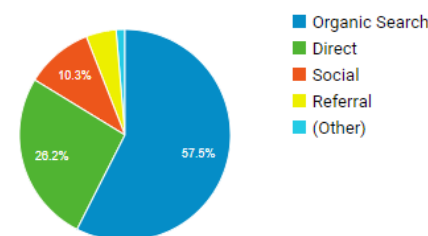
Website Performance Metrics

	Current Month	Previous Month	+/-	2022 Month	+/-
Users	4,697	3,717	+26.37%	4,414	+6.41%
Page Views	10,347	8,166	+26.7%	10,845	-4.6%
Bounce Rate	53.97%	54.49%	--	49.94%	--
Avg. Duration	01:33min.	1:47min.	--	01:42min.	--
Partner Referrals	539	396	+36.1%	573	-5.93%

Traffic

Page	Pageviews	% Pageviews
1. /home	2,284	22.07%
2. /calendar	988	9.55%
3. /visitors/farmers-market	780	7.54%
4. /shops	701	6.77%
5. /shops?cat=all	466	4.50%
6. /things-to-do	428	4.14%

Top Channels





A Concept Proposal For Downtown Birmingham

March 13, 2023

Intro

Issue Media Group is a national network of digital news outlets dedicated to covering the people, places, issues and projects driving community transformation. We focus on solutions and innovations that are authentic, inclusive, and honor the city's people and history *with an eye on what's next*.

Issue Media Group (IMG) is headquartered in Detroit, Michigan. The award-winning company publishes city and regional online magazines from over 20 locations in the U.S.

Audience

From emerging leaders, developers, small business, restaurant leaders, social innovators, funders, city builders, neighborhood leaders to the changemakers in the community - Issue Media Group readers are the "doers." They vote, volunteer, and are civic-minded, but most of all, they care about community.

This proposal includes the following Issue Media Group Publications:

Model D (Detroit): www.modeldmedia.com

MetroMode (SE Michigan): www.metromedia.com

Michigan's SecondWave www.secondwavemedia.com

Audience Numbers For Model D + MetroMode

- | | |
|----------------------------------|------------------------------------------------------------|
| • Annual content reach | 2,809,855 (content impressions = media + social reach) |
| • Social Media | 60,699 (facebook, twitter instagram) |
| • Emails | 38,700 |
| • Annual Social Media Engagement | 135,068 (facebook, twitter, instagram likes, comments etc) |

Audience Make Up / Demographic

- 25-54
- Hi income
- Hi education
- Hi engagement (volunteer and vote)
- Hi Diversity

Audience Make Up / Psychographic

Creative Sector, Economic Development, City Builder, Social Innovator, Entrepreneur + Small

Business. Foundation, Government, Explorer, Engaged,

Backdrop

Since 1980 until now, journalism has been reduced by 65%...a greater loss than the steel industry. As newsrooms shrink, civic engagement decreases and attachment to place erodes. This dynamic, in particular, does harm to underserved areas where little media capacity exists for coverage designed to foster community attachment and civic engagement.

What Downtown Birmingham Receives as a Partner City

10-Part Dedicated Series “The Birmingham Culinary Scene”

Issue Media Group will partner with Downtown Birmingham and key partners to create a 10-part solutions journalism series focused on highlighting talent leading a revitalized culinary scene in Birmingham. The series will focus on profiling chef's to feature their approach to food and thoughts on why Birmingham.

- *Project Editor*: A dedicated project editor will oversee content development for the series. The editor will have a firm understanding of the key topic areas; create and manage an editorial calendar; hire writers and photographers; be responsible for driving the deadline schedule; and attend editorial advisories with Downtown Birmingham and key partners to develop story ideas.
 - The project editor will produce series content in collaboration with the local editorial team.
 - Series content will run in MetroMode as Partner City on approved timeline and will include a brand tagline (e.g. "This series on Birmingham's emerging food scene is supported by Downtown Birmingham") to protect editorial integrity. Additionally series content will be shared with **Model D** and statewide SecondWave audiences.
- *Dedicated Editorial Advisory*: Issue Media Group will host a minimum of two dedicated editorial advisory meetings focused on the Birmingham series. Downtown Birmingham will have the ability to invite key partners and stakeholders, involving them in the ideation, creation, and sharing of stories.
- *Feature Stories*: Issue Media Group will publish 10 profiles during the duration of contract with Downtown Birmingham. All stories will be illustrated with original photography.
- All series stories will be archived in a **MetroMode** Birmingham microsite and available. Additionally, efforts will be made to linkback to Downtown Birmingham to learn more.
- Series stories may be selected for publication to Issue Media Group's Michigan-wide Second Wave site and weekly newsletter sent to IMG's entire statewide audience.
www.secondwavemedia.com.

Investment Also Includes:

High Impact Advertising and Branding

Downtown Birmingham will receive advertising and branding on **Model D** and **MetroMode** during the agreement timeframe. The ads will be positioned in high volume areas within each website and tagged in focus areas relevant to Downtown Birmingham. Ads will also be included in each publication's newsletter. Downtown Birmingham is responsible for the ad artwork using the following specs: <http://www.issuemediagroup.com/ad-specs/>

Ads can change each month. IMG requires 48 hours to place new ads into rotation. In addition to ads, Additionally, The Downtown Birmingham logo will be positioned on the footer of each site web page for the duration of the partnership.

Reuse of Content

Downtown Birmingham will receive the ability to reuse program content (print and photos) at no additional charge on and through related websites and/or social media channels.

**Photos can be used with proper attribution to the photographer.*

Expanded Coverage

Content will also appear in Issue Media Group's statewide **SecondWave** issue.

Metrics and Reporting

Issue Media Group will provide Downtown Birmingham key partners with a 2x per year story and advertising performance report including the following:

- Content reach (readership page views, impressions, shares)
- Content engagement (likes, shares, comments.
- Referring sites (who is leveraging content)
- Social media reach and engagement
- Geographic origin of readership
- Traditional media pick-up and impact
- Ad impressions and clicks

Program Period: April 1, 2023 - March 30, 2024

Annual Program Investment: \$20,000

Issue Media Group's Underwriting Policy

Issue Media Group offers its underwriters the opportunity to directly align partner brands with content about talent, innovation, diversity, and place. In addition, IMG provides corporations, governments, institutions, nonprofits, and foundations with similarly-focused missions a way to use their media budgets to support and expand coverage of job growth, economic development, real estate, non-profit innovation, city building, and placemaking.

Underwriting is the basis of our model as a publication. Underwriters are considered crucial to our organization and their support is the reason that IMG is able to produce content within a broad spectrum of topics. Support from underwriters allows IMG to dedicate editorial resources

to cover key issue areas that are of importance to both the underwriter and IMG's mission.

We work with like-minded stakeholders who have shared values and missions. Because of our intersecting interests, we may cover our underwriters' work journalistically. However, IMG observes strict boundaries regarding the direction, review, and approval of content that is published.

IMG encourages underwriters to pitch ideas through editorial advisory meetings and to our editorial team. We value the knowledge our partners bring to our work, and we encourage underwriters to send story ideas, trends in underwriters' areas of expertise, and press releases. However, published content is at the discretion of the editorial teams and all final decisions regarding content are made without client approval.

While underwriters are not allowed to review or approve content, IMG works with them to establish focus areas that will be included in coverage. If an underwriter desires the ability to direct or edit content, the content will be considered "Partner Content" and given a treatment that distinguishes it from editorial content. The underwriter's logo will be embedded in the story and a transparency statement will be included.

IMG works with underwriters to fully understand the issues they care about. However, IMG trusts its editorial teams to shape stories around issues in a way that will resonate with readers.

IMG honors truthfulness and strives to avoid conflicts of interest in our reporting. This includes real conflicts and acts that may appear to be a conflict. To this end, we opt to disclose any relationships with underwriters that could be perceived as complicating our journalistic mission.

About Issue Media Group

Incorporated in 2005 in Detroit, Michigan, Issue Media Group (IMG) operates a national network of online media outlets leveraging the power of solutions-based and narrative journalism to enhance attachment to place and inspire community change. Our publications aim to connect readers to their communities' most visionary and innovative people, projects, businesses and organizations – fostering civic capacity, improving understanding of key issues, amplifying underserved voices and building community attachment during a time of local media decline.

IMG works with like-minded stakeholders across public, private, nonprofit, and grassroots organizations whose values and missions align with ours through an underwriting model of publishing. Our journalists connect with community stakeholders through regular listening sessions designed to build trust and shape authentic community stories.

IMG's work has been recognized and supported by leading journalism organizations nationally

including INC Magazine, Knight Foundation, Columbia Journalism Review, Facebook, Lenfest Institute, Google, Solutions Journalism Network, Ground Source, and Society for Professional Journalists.

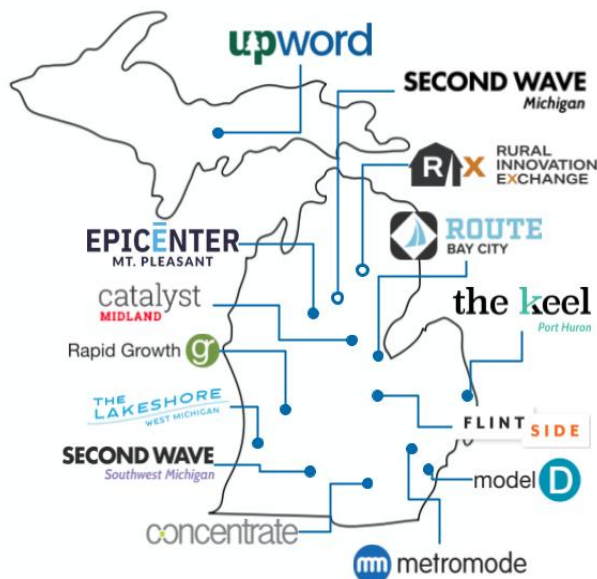
Michigan Assets

Issue Media Group's Michigan footprint of 18 local online community news sites is grounded in cross-sector stakeholder coalitions comprised of leadership in foundations, nonprofits, government and municipalities, education, community and economic development, health, entrepreneurship, and workforce development. Through regular community listening sessions, these leadership coalitions help guide relevant community-informed coverage, increase local audience engagement and ensure influential readership networks.

All Michigan content is published through a growing network of sites that include: Detroit's **Model D**, Grand Rapids **Rapid Growth**, Metro Detroit's **Metromode**, Ann Arbor / Ypsilanti's **Concentrate**, Kalamazoo / Battle Creek's **Second Wave Southwest**, Flint's **Flintside**, Port Huron's **The Keel**, **Catalyst** Midland, **Route** Bay City, **Epicenter** Mount Pleasant, **UPword** in the Upper Peninsula, and **Rural Innovation Exchange** covering Michigan's rural community. Every week, **Second Wave** is published to a statewide audience featuring a listing of top stories from across IMG's network of sites. Current Michigan assets include over 120 community partners, 60 journalists, 4.2 million annual readers, 287,000 emails, and 223,000 social media followers.



Across Our Network





BIRMINGHAM'S ROSÉ SOIRÉE

JUNE 5-11

**Birmingham restaurants come
together for a worthy cause.**

Restaurants are asked to feature a Rosé selection
and pair it with a food feature.

A portion of all Rosé purchases will be donated
by the participating restaurant to Caps &
Conquer, a local charity (proceeds to be
determined by the restaurant).

Diners are encouraged to visit multiple
restaurants throughout the week where they
can enter to win a \$1000 shopping spree
(Birmingham Bucks). Participants will fill out a
raffle card with each qualifying purchase (one
per person/per visit).

BSD will provide printed collateral (posters &
postcards) to participating restaurants and
other local businesses to pass out. Printed
material to include QR code for
online donation options.

Restaurants and all merchants are encouraged
to decorate with pink, offer pink themed
promotions and have staff dress in pink.



BSD STRATEGIC PLAN 2023-2026

GOALS	OBJECTIVE	TASK	RESPONSIBILITY	TIMELINE
EXTERNAL GOAL 1: Increase Local Frequency (All Committees)	OBJECTIVE: Grow brand loyalty of the district and businesses			
		TASK: Increase local business awareness and patronage of new businesses and long-time favorites through targeted marketing and wayfinding	Marketing/Maintenance/Special Events	
		TASK: Market businesses that offer frequent purchase and quick-serve products	Marketing	
		TASK: Distinguish the downtown brand voice and persona that is quintessentially Birmingham	Marketing/Business Development/Special Events	
		TASK: Create and support community collaborations to build repeat customers and connections with neighborhoods (Integral to Goal: Sustain Services & Appeal)	Marketing/Special Events	
	OBJECTIVE: Meet market/product consumer demands with business mix to capture sales leakage (See Sub-Goals Below: Diversify & Balance Business and Product Mix)			
		TASK: Recruit retail businesses that will appeal to office workers and residents to drive daily foot traffic, and reduce risk of oversaturation of business types	Business Development	
	OBJECTIVE: Make it easy and engaging for consumers-- from getting here to patronizing businesses (See Sub-Goals Below: Improve Ease of Access & Connectivity)			
		TASK: Advocate, educate and engage businesses to collaborate in promoting consistent hours of operation	Marketing/Special Events/Business Development	
EXTERNAL GOAL 2: Expand Regional Attraction, Tourism and Extend Stays (Special Events and Marketing/Advertising Committees)	OBJECTIVE: Stand out in the crowd of other communities by re-evaluating events and promotions to support the needs and market demand, ie:			
		TASK: a signature event that leverages Birmingham's appeal, businesses and assets	Special Events	
		TASK: Adult event(s) that connect businesses	Special Events	
		TASK: Incentivize patrons as opposed to discount-oriented promotions	Marketing/Special Events	
	OBJECTIVE: Leverage and market the downtown's broad appeal, shopping, dining and assets to regional areas			
		TASK: Package day-trip and weekend destination activities by connecting assets	Marketing	
		TASK: Create promotions that market niche shops	Marketing	
		TASK: Solidify brand message to incorporate in all communications	Marketing	
		TASK: Utilize social media influencers	Marketing	
	OBJECTIVE: Diversify and Balance Business and Product Mix (See Sub-Goals Below)			
	OBJECTIVE: Improve Ease of Access and Connectivity (See Sub-Goals Below)			

BSD STRATEGIC PLAN 2023-2026

GOALS	OBJECTIVE	TASK	RESPONSIBILITY	TIMELINE
EXTERNAL GOAL 3 & SUB-GOAL A: Diversify and Balance Business and Product Mix within Districts and Downtown-wide (Business Development & Marketing/Ad Committees)	OBJECTIVE: Identify, promote and recruit recommended businesses and products needed in the downtown			
		TASK: Analyze tenant mix and district balance across price points, product types and depth.	Business Development	
		TASK: Recruit businesses that will appeal to office workers and residents to drive daily foot traffic, and reduce risk of oversaturation of business types, ie: quick lunches/fast casual	Business Development	
		TASK: Increase awareness and brand loyalty of business mix through target marketing and wayfinding.	Marketing/Maintenance	
		TASK: Build landlord relationships to influence recruitment of appropriate mix.	Business Development	
	OBJECTIVE: Retain and recruit small businesses with incentives, education and resources for property owners, brokers and businesses.			
		TASK: Encourage second floor locations with flexible zoning and market rates.	Business Development	
		TASK: Provide landlords and brokers with recruitment materials and data	Business Development/Marketing	
	OBJECTIVE: Increase awareness of the business start-up process and serve as a liaison to guide entrepreneurs through the process.			
		TASK: Provide a welcome packet to new businesses.	Business Development/Marketing	
		TASK: Create a start-up process flier and web landing page	Business Development/Marketing	
EXTERNAL GOAL 4 & SUB-GOAL B: Improve Ease of Access and Connectivity (Maintenance/Capital Improvement, Marketing/Advertising and Special Events Committees)	OBJECTIVE: Advocate and collaborate on balancing short and long-term parking needs			
		TASK: Help create and advocate for a curbside management plan with quick parking options, package pick-up areas, alley access and flexible parking for office and service workers.	Maintenance/Marketing	
		TASK: Educate on shared parking value.	Maintenance/Marketing	
	OBJECTIVE: Guide consumers to downtown and businesses by identifying and connecting districts, assets and recreation			
		TASK: Inform, create, and support implementing a wayfinding plan	Maintenance/Marketing	
		TASK: Promote districts, assets and recreation in marketing materials and initiatives	Marketing	
	OBJECTIVE: Enhance and balance pedestrian and district connections for consumers, residents and businesses across and within districts and along Woodward Avenue:			
		TASK: Enhance the placemaking of alleys and pedestrian connectors	Maintenance	
		TASK: Emphasize district identities as part of the BSD brand with communications and marketing	Marketing	
		TASK: Identify streetscape amenities, wayfinding, physical identifiers and pedestrian improvements needed	Maintenance	
		TASK: Communicate and market to residents both in and outside of districts	Marketing	
		TASK: Host district events and promotions, and extend existing promotions to districts.	Special Events/Marketing	
		TASK: Assess needs of maintenance programs and services by district	Maintenance	

BSD STRATEGIC PLAN 2023-2026

GOALS	OBJECTIVE	TASK	RESPONSIBILITY	TIMELINE
INTERNAL GOAL 1: Increase BSD Value (All Committees)	OBJECTIVE: Increase Business and Resident Engagement & Collaborations			
		TASK: Foster community collaborations across businesses, organizations and residents.	All committees	
		TASK: Create coalitions, advisory, focus groups and education forums by business industry, district and residential areas	Executive Committee (who else?)	
		TASK: Communicate with residents to grow engagement and address needs	Marketing	
		TASK: Recognize that the BSD also serves as a residential neighborhood	Marketing	
	OBJECTIVE: Promote and showcase the role of the BSD by celebrating successes and the return on investment			
		TASK: Establish, track and measure Key Performance Indicators (KPI) for meeting goals	All Committees	
		TASK: Incorporate statistics and stories in communications	All Committees	
		TASK: Build relationships with businesses and property owners	All Committees	
	OBJECTIVE: Grow the business economy by supporting existing businesses with resources and education			
		TASK: Increase attendance at merchants meetings by hosting them at ideal times, motivating locations and providing focused content.	(what committee?)	
		TASK: Serve as an ombudsman for small businesses to streamline business start-up and permit process	Business Development/Executive Director	
		TASK: Develop a recommendation for streamlining the business start-up process and BSD data collection	Business Development/Marketing	
	OBJECTIVE: Balance services and marketing amongst the district (Goal 2)			
		TASK: Recognize business milestones and district businesses	Business Development	
		TASK: Reassess holiday lighting across district	Maintenance	
INTERNAL GOAL 2: Sustain Services & Appeal (All Committees)	OBJECTIVE: Recruit and retain a balanced mix of Board and Committee members consisting of businesses, property owners and residents.			
		TASK: Assess needs and gaps	All Committees	
		TASK: Provide Board training	Executive Director/Executive Committee	
	OBJECTIVE: Balance budget, staffing needs and workload			
		TASK: Create action plans for projects and programs	All Committees	
		TASK: Develop a five-year plan for the allocation of existing funds and fund balance	Executive Director/Executive Committee	
		TASK: Assess staff needs and develop a staffing plan	Executive Director/Executive Committee	

MARKETING COMMITTEE BUDGET - DRAFT FYE2023 & FYE2024													
Event	FYE2022 Budget	FYE2022 Actual	FYE2023 Budget	FYE2023 Actual	Balance	FYE2024 Budget							
DOTT	\$ 20,000.00	\$ 14,178.61	\$ 20,000.00	\$ 22,962.50	\$ (2,962.50)	\$ 22,500.00	modified from committee meeting from \$15k						
Cruise		\$ 456.25	\$ -	\$ 185.00	\$ (185.00)	\$ 500.00							
Birmingham Farmers Market	\$ 20,000.00	\$ 13,049.70	\$ 20,000.00	\$ 14,451.10	\$ 5,548.90	\$ 15,000.00							
Holiday Promotions	\$ 50,000.00	\$ 46,439.12	\$ 45,576.00	\$ 38,536.52	\$ 7,039.48	\$ 50,000.00							
Movie Nights	\$ 1,000.00	\$ 3,834.90	\$ 2,900.00	\$ 2,748.65	\$ 151.35	\$ 4,000.00							
Restaurant Week	\$ 15,000.00	\$ 14,532.35	\$ 15,000.00	\$ -	\$ 15,000.00	\$ 15,000.00							
TOTAL	\$ 106,000.00	\$ 92,490.93	\$ 103,476.00	\$ 78,883.77	\$ 24,592.23	\$ 107,000.00	\$ 110,210.00	\$ 113,516.30					
Promotional Marketing/Materials/Programs/Ads													
Item	FYE2022 Budget	FYE2022 Actual	FYE2023 Budget	FYE2023 Actual	Balance	FYE2024 Budget							
Printing & distribution - Dining & Retail Guides & Promo Cards, Misc.		\$ 3,018.46	\$ 4,000.00	\$ 4,307.82	\$ (307.82)	\$ 4,000.00							
Banners		\$ 1,320.00	\$ 3,000.00	\$ 468.25	\$ 2,531.75	\$ 5,000.00							
Graphic Design (Promotions/General)		\$ 7,914.33	\$ 5,000.00	\$ 2,858.53	\$ 2,141.47	\$ 7,500.00							
Digital Reporting/Tracking Services			\$ 540.00		\$ 540.00	\$ 2,160.00							
APP/Frequent Shopper Program					\$ -	\$ 6,000.00	reduced						
Other Contractual Services (Special Projects/Promotions)	\$ 24,000.00		\$ 10,000.00		\$ 10,000.00	\$ 5,000.00	reduced						
BSD General Promotions & Video	\$ 20,000.00		\$ 20,000.00	\$ 10,208.00	\$ 9,792.00	\$ 10,000.00	reduced						
Photography	\$ 2,400.00	\$ 2,400.00	\$ 3,600.00	\$ 1,850.00	\$ 1,750.00	\$ 3,600.00	*Increase to \$300 per discussion						
Seasonal/Niche Promotions			\$ 10,000.00	\$ 5,400.00	\$ 4,600.00	\$ 8,000.00	reduced						
Social Media		\$ 286.70	\$ 5,000.00	\$ 1,665.13	\$ 3,334.87	\$ 5,000.00	social media is also built into other event promotions						
TOTAL	\$ -	\$ 24,212.79	\$ 61,140.00	\$ 26,757.73	\$ 34,382.27	\$ 56,260.00	\$ 57,947.80	\$ 59,686.23					
Website, Graphic Design & Promotional Materials													
Item	FYE2022 Budget	FYE2022 Actual	FYE2023 Budget	FYE2023 Actual	Balance	FYE2024 Budget							
Logo Design Modifications			\$ 900.00	\$ 900.00	\$ -								
Logo for Web			\$ 800.00	\$ 800.00	\$ -								
Web Analytics & Modifications & Domains			\$ 5,000.00		\$ 5,000.00	\$ 5,000.00							
Website Hosting & Maintenance	\$ 10,250.00	\$11,960.00	\$ 13,284.00	\$ 8,637.33	\$ 4,646.67	\$ 13,284.00							
TOTAL	\$ 10,250.00	\$ 11,960.00	\$ 19,984.00	\$ 10,337.33	\$ 9,646.67	\$ 18,284.00							
Video & Fashion Guide budget													
Item	FYE2022 Budget	FYE2022 Actual	FYE2023 Budget	FYE2023 Actual	Balance	FYE2024 Budget							
Fall fashion campaign video & insert	19,500.00	8,000.00	14,950.00		\$ 14,950.00	0.00	removed to reduce budget						
Holiday & Restaurant Week campaign	3,800.00	3,800.00	6,950.00	\$ -	\$ 6,950.00	4,000.00	included in the \$25435 below						
Holiday/gift guide insert	15,880.00	15,880.00	25,435.03	\$ 25,435.03	\$ -	16,000.00							
Holiday Video		10,000.00		\$ 5,430.00	\$ (5,430.00)	10,000.00							
Spring fashion campaign video	0.00	5,430.00	6,950.00		\$ 6,950.00	7,000.00							
Spring fashion insert	13,430.00	5,430.00	8,000.00	\$ 15,450.00	\$ (7,450.00)	8,000.00	COMBINED						
Edited Photography Video		8,000.00	250.00		\$ 250.00	500.00							
Edited Photography Video			250.00		\$ 250.00								
Downtown Bham highlight video			6,950.00		\$ 6,950.00	7,000.00	recommend using this for a recruitment video/why Bham or 3D tours of biz						
TOTAL	\$ 52,610.00	\$51,110.00	\$ 69,735.03	\$46,315.03	23,420.00	52,500.00							
Birmingham Bucks - ITEMIZED BREAKOUT													
Item	FYE2022 Budget	FYE2022 Actual	FYE2023 Budget	FYE2023 Actual	Balance	FYE2024 Budget							
Holiday/SBS Campaign		\$ 2,500.00	\$ 10,000.00	\$ 1,575.00	\$ 8,425.00	\$ 3,000.00							
Community Partnership			\$ 11,000.00	\$ 624.00	\$ 10,376.00	\$ 5,000.00	TGD FYE2023/Big Night Out FYE2023						

Construction			\$ 8,700.00	\$ 7,526.25	\$ 1,173.75						
Miscellaneous/Special Bucks/Fees (be		\$ 300.00	\$ 300.00		\$ 300.00	\$ 1,000.00					
New Gift Card Program					\$ -	\$ 10,000.00					
TOTAL		\$ 2,800.00	\$ 30,000.00	\$ 9,725.25	\$ 20,274.75	\$ 19,000.00	\$ 19,570.00	\$ 20,157.10			
PR & Communications											
Item	FYE2022 Budget	FYE2022 Actual	FYE2023 Budget	FYE2023 Actual Cost	Balance	FYE2024 Budget					
Chamber of Commerce		\$3,500.00	\$3,500.00	\$2,500.00	\$ 1,000.00	\$2,500.00	reduced				
Sponsorships		\$2,500.00	\$3,500.00	\$3,500.00	\$ -	\$2,500.00	reduced				
Text Messaging					\$ -	\$600.00					
Constant Contact					\$ -	\$500.00					
Community Engagement						\$ 1,900.00					
TOTAL		\$ 6,000.00	\$ 7,000.00	\$ 6,000.00	\$ 1,000.00	\$ 8,000.00					
TOTAL MARKETING PROJECTIONS	\$ 168,860.00	\$188,573.72	\$ 291,335.03	\$178,019.11	\$113,315.92	\$261,044.00					
TOTAL MARKETING BUDGET	\$227,000.00	\$119,503.72	\$194,616.00	\$115,366.75		\$182,260.00					
TOTAL PR BUDGET	\$10,000.00	\$6,000.00	\$7,000.00	\$6,000.00		\$8,000.00					
TOTAL WEBSITE BUDGET	\$13,240.00	\$11,960.00	\$19,984.00	\$10,337.33		\$18,284.00					
TOTAL PRINTING-SEEN MAGAZINE BUD	\$62,500.00	\$51,110.00	\$69,735.03	\$46,315.03		\$52,500.00					
TOTAL BUDGET	\$312,740.00	\$188,573.72	\$291,335.03	\$178,019.11		\$261,044.00					