



Advertising and Marketing Committee Meeting

Thursday, May 18, 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 – April 20, 2023
3. Public Comment
4. Social Media and Website Analytics Report
 - Bounce rate update
 - 2023 Metrics/Goal
5. Spring/Summer Event Video Edits:
<https://app.frame.io/reviews/10865cad-59a7-4749-97d5-4aac31f810b1/004707d8-1153-45a0-b363-4c9930e87dc7>
6. Business Feature Stories/Videos
7. Digital Marketing Proposals – FYE2024
8. Niche Marketing
 - *Rose Soiree* Update
 - Thursday Nights – Feedback from Merchant Meeting
 - Sunday Funday – Identifying Who's Open
 - Regional Tourism – Focus Group
9. Strategic Plan Tasks and Timelines
10. Ongoing/On-Deck
 - BSD Benefits Materials
 - Branding Proposals
 - Website
 - Reuse of Birmingham Bucks Not Expended

Goals

External

- Increase Local Frequency
- Expand Regional Attraction, Tourism & Extend Stays
- Diversify & Balance Business & Product Mix
- Improve Ease of Access & Connectivity

Internal

- Increase BSD Value
- Sustain Services & Appeal

NEXT MEETING DATE – Thursday, June 15, 2023 at 8:30 a.m.

Marketing and Advertising Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
April 20, 2023

In Attendance: Z. Kay (Chairperson), A. Pohlod, C. Fenner, C. Sheppard-Decius, E. Bassett, C. Quezada

Absent: J. Lundberg, S. Eid

The meeting was called to order at 8:44 a.m.

There was no public comment.

Approval of Minutes: Motion by Pohlod, seconded by Fenner, to approve the minutes dated March 16, 2023.

Social Media and Website Metrics – March Data: Bassett presented the March Social Media and Website Analytics report. Data was tracking as expected. Instagram experienced a significant boost in engagement contributed to the social media reel from the spring fashion photo shoot. Bassett to discuss web bounce rate with Miles.

Spring Fashion Video and Insert Update: The spring fashion insert is complete and will be distributed via Seen Magazine to homes on May 1. The BSD office will receive additional copies of the magazine. A digital version of the insert, social media images and reels should be completed within the next week and will start being promoted in May. BSD staff will begin to update the spring/summer video with Seen Media.

Niche Marketing:

- **Restaurant Features:** The Committee discussed the opportunity to promote not only restaurants, but also retailers and select service businesses to increase traffic to the BSD website/partner referrals. The Committee reviewed a proposal from MetroMode and digital content from Bureau Detroit. The BSD will request a revised 6-feature proposal from MetroMode and their audience breakdown and click through rates by region, and will reach out to Bureau Detroit for capabilities and pricing. Z. Kay advised that the Committee would need to establish criteria on how businesses are selected prior to moving forward. The Committee also discussed potentially partnering with the Business Development Committee on this initiative.
- **Rosé Soirée :** Sheppard-Decius provided an update on the event. Sheppard-Decius will connect with Caps & Conquer to confirm participation. The marketing budget for the week-long event will be \$15,000. Diners participating in the event can enter to win a \$1,000 Birmingham Bucks e-Gift Card.

Website Update: Bassett provided an update on the Miles contract, and February and March invoices. Sheppard-Decius advised that BSD staff is investigating web hosting and CRM solutions, and is targeting the fall to implement a new domain (www.downtownbirminghammi.com).

Re-Use of Bham Bucks Not Expended with Upcoming Conferences: Sheppard-Decius reported that bucks were distributed during the Spring Stroll event. The Committee discussed various opportunities to giveaway remaining bucks:

- **Farmers Market Ideas:**
 - Win a \$100 bucks gift card weekly or a one-time \$500 bucks gift card
 - Join our email list to enter
 - Social media posts (share, tag, follow) to enter
- **General:**
 - Social media posts (share, tag, follow) to enter
 - Support other summer marketing initiatives/events (exclude movie nights)

Other Business:

- Sheppard-Decius to schedule a joint Special Events and Marketing Committee Meeting
- Sheppard-Decius to schedule Quarterly Committee Chair Meetings
- Moving forward, Committee agendas should include a 1-pg strategic plan objectives on the reverse side
- Marketing Committee agenda – keep ongoing projects on the agenda, even if not a topic of discussion at that particular meeting. Add branding scope of work, website update to May Marketing Committee agenda.
- Pohlod requested that relevant City of Birmingham and other events happening downtown, be added to the BSD calendar. Only events that meet the BSD's criteria and have submitted a special events permit will be considered.

The meeting ended at 10:01 a.m.

Drafted by: E. Bassett

Reviewed by: C. Sheppard-Decius

April Advertising and Marketing Report

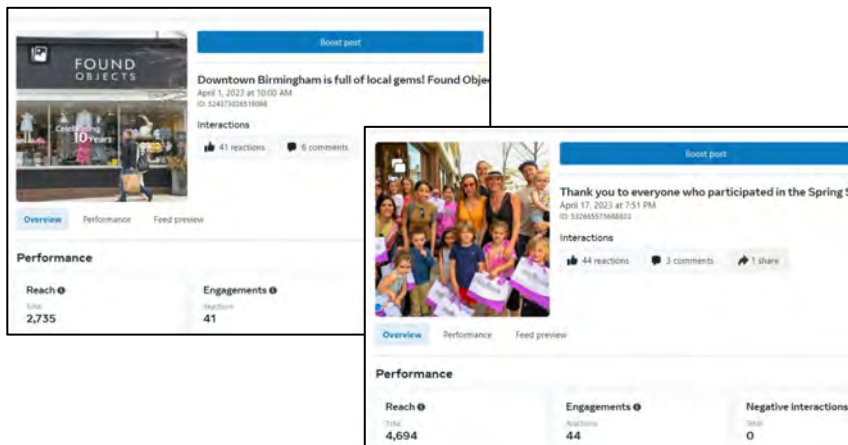
Top FACEBOOK Posts

Date Range: 4/1/2023 – 4/30/2023

Top INSTAGRAM Posts

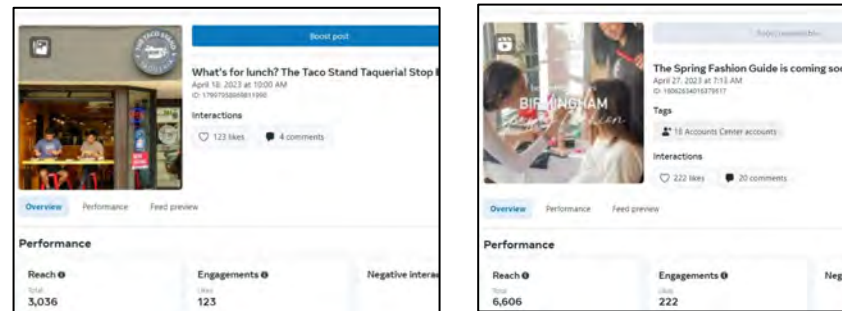
FACEBOOK

	Current Month	Previous Month	+/-	2022 Month	+/-
Page Likes	12,625	12,569	+0.4%	--	--
Reach	14,014	28,315	-50.5%	8,266	+69.5%
Page Visits	958	1,458	-34.4%	454	+111%
New Likes	19	305	-93%	25	-24%



INSTAGRAM

	Current Month	Previous Month	+/-	2022 Month	+/-
Page Followers	6,025	5,915	-1.9%	--	--
Reach	9,172	28,525	-67.8%	3,789	+142.1%
Profile Visits	694	596	+16.4%	469	+47.9%
New Followers	110	79	+39.2%	--	--



HIGHLIGHTS:

- Paid Reach 5,454 vs. 30,800 in March
- April social media focus: Spring Stroll event, spring fashion teaser, shopping and dining, and business highlights
- Month over month, reach was down 50% on Facebook and 68% on Instagram. New likes/followers were down 93% on Facebook and up 40% on Instagram. Year over year, reach was up 70% on Facebook and 142% on Instagram. The month over month reduction was likely due to less paid advertising in April.
- Website: Month over month, users were up 33% and page views up 18%. Year over year, users and views were up 31% and 11%, respectively.

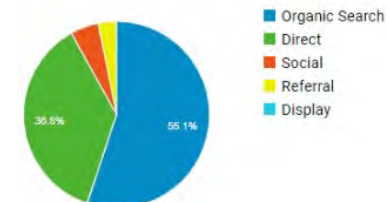
Website Performance Metrics

	Current Month	Previous Month	+/-	2022 Month	+/-
Users	6,262	4,697	+33.3%	4,752	+31.7%
Page Views	12,242	10,347	+18.31%	11,024	+11%
Bounce Rate	63.12%	53.97%	--	50.1%	--
Avg. Duration	1:18min.	1:33min.	--	1:38min.	--
Partner Referrals	538	539	0%	452	+19%

Traffic

	Pageviews	% Pageviews
1. /home	2,125	17.36%
2. /calendar	1,699	13.88%
3. /visitors/farmers-market	1,489	12.16%
4. /shops	1,196	9.77%
5. /dine	811	6.62%
6. /things-to-do	397	3.24%

Top Channels

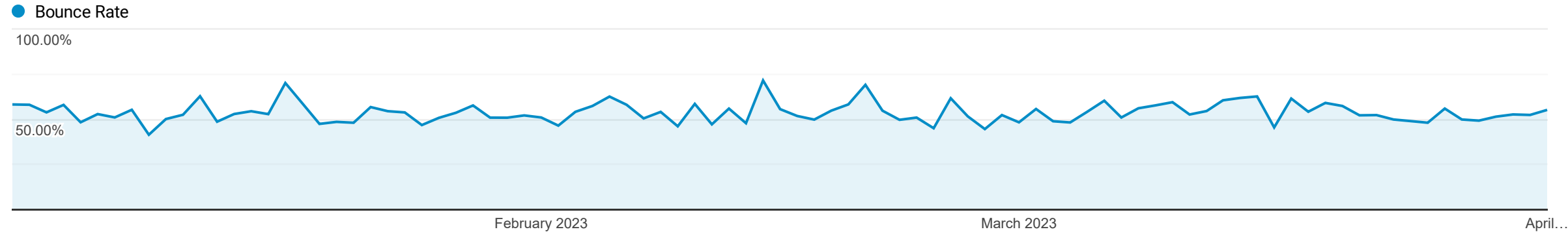


Audience Overview

All Users
100.00% Users

Jan 1, 2023 - Apr 1, 2023

Overview



Users
12,501

New Users
12,307

Sessions
14,947

Number of Sessions per User
1.20

Pageviews
28,326

Pages / Session
1.90

Avg. Session Duration
00:01:39

Bounce Rate
54.03%

New Visitor

Returning Visitor

11.4%

88.6%

Language		Users	% Users
1.	en-us	11,538	92.27%
2.	en-gb	247	1.98%
3.	en-ca	172	1.38%
4.	c	171	1.37%
5.	en	62	0.50%
6.	ja	39	0.31%
7.	ko-kr	38	0.30%
8.	de-de	33	0.26%
9.	en-au	32	0.26%
10.	zh-cn	24	0.19%

Month	Event	Flight Dates	Media Programs	Total Impressions	Total Month Spend
July	Day on the Town Summer Video	7/1-7/29 7/1-7/31	Social, Display, PreRoll (:30 Waymark) OTT, Social	Social: 170-450 clicks Display: 80,000 PreRoll: 333,333 OTT: 52,632 Social: 170-450 clicks	\$ 2,500 \$ 2,500 \$ 5,000
August	Summer Video Farmers Market	8/1-8/31 8/1-8/31	OTT, Social Display, PreRoll (:30 Waymark)	OTT: 52,632 Social: 170-450 clicks Display: 80,000 PreRoll: 33,333	\$ 2,500 \$ 2,000 \$ 4,500
September	Farmers Market	9/1-9/30	Display, PreRoll (:30 Waymark)	Display: 80,000 PreRoll: 33,333	\$ 2,000 \$ 2,000
October	NO MARKETING				
November	Holiday Video General Holiday Winter Market Event (12/1-12/3)	11/13-11/30 11/1-11/30 11/13-11/30	PreRoll (:30 Waymark) Social, OTT Display, PreRoll (:30 Waymark) Display, PreRoll (:30 Waymark)	PreRoll: 33,333 Social: 170-450 clicks OTT: 78,947 Display: 80,000 PreRoll: 33,333 Display: 80,000 PreRoll: 33,333	\$ 4,500 \$ 2,000 \$ 2,000 \$ 8,500
December	General Holiday Event Digital Holiday Gift Guide Winter Market Event (12/1-12/3)	12/1-12/24 12/1-12/24 12/1-12/3	Display, Social, OTT Display Display, PreRoll (:30 Waymark)	Display: 80,000 Social: 170-450 clicks OTT: 78,947 Display: 80,000 Display: 80,000 PreRoll: 33,333	\$ 4,500 \$ 1,000 \$ 2,000 \$ 7,500
January	TBD EVENT	TBD	Social, Display, PreRoll (:30 Waymark)	Social: 170-450 clicks Display: 80,000 PreRoll: 333,333	\$ 2,500 \$ 2,500
February	TBD EVENT	TBD	Social, Display, PreRoll (:30 Waymark)	Social: 170-450 clicks Display: 80,000 PreRoll: 333,333	\$ 2,500 \$ 2,500
March	NO MARKETING				
April	TBD EVENT	TBD	Display	Display: 80,000	\$1,000 \$ 1,000
May	Spring Fashion Restaurant Week Farmers Market	TBD TBD TBD	Social, PreRoll (:30 Waymark) Display Display, PreRoll (:30 Waymark)	Social: 340-900 clicks PreRoll: 33,333 Display: 80,000 Display: 80,000 PreRoll: 33,333	\$ 2,000 \$ 1,000 \$ 2,000 \$ 5,000
June	Restaurant Week Summer Video Farmers Market	TBD TBD TBD	Display OTT, Social Display, PreRoll (:30 Waymark)	Display: 80,000 OTT: 52,632 Social: 170-450 clicks Display: 80,000 PreRoll: 33,333	\$ 1,000 \$ 2,500 \$ 2,000 \$ 5,500
TOTAL SPEND					\$44,000

BIRMINGHAM
The Shopping District

July'23-June'24
Digital Media Plan



Welcome to Beasley!

Access to premium inventory which can be custom-tailored for your intended target audience.

Timeline: July 2023 – June 2024



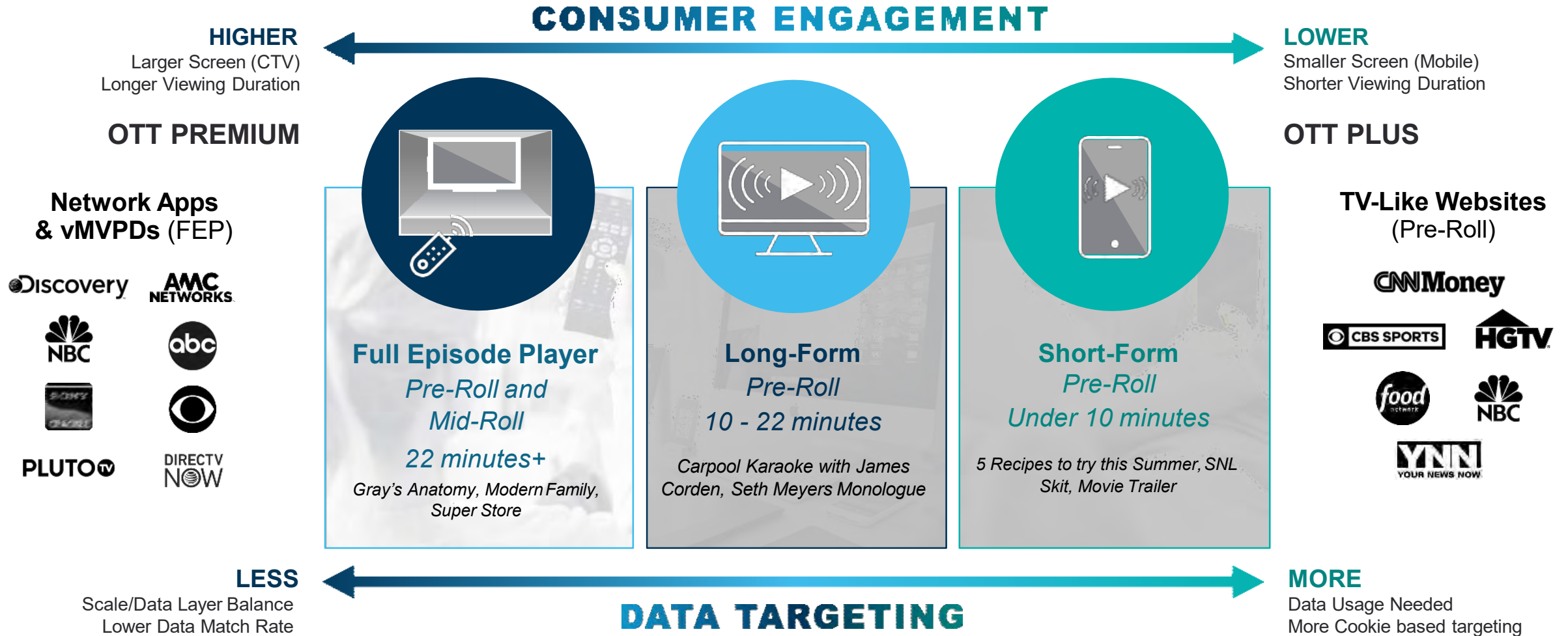
Marketing Strategy

- Highlight various events throughout the year
- Feature Businesses: shopping, dinning and services
- Create a call-to-action
- Grow your database

Beasley Media Group in partnership with the Birmingham Shopping District will education consumers on all the wonderful things the City of Birmingham has to offer. The City of Birmingham is vibrant and prosperous, but still maintains that small town feel. Downtown Birmingham is the center for Business, social and cultural activities! We will focus on the consumers experience through targeted digital tactics!

Agenda

- OTT
- Display Ads
- Pre-Roll
- Targeted Social



Access Premium Channels & Apps

Extensive Relationships with best-in-class video platforms ensures quality performance and priority placement across hundreds of trusted publishers like Discovery, A+E, HGTV, BET and more.

Distribution Across Multiple Platforms...



INTEGRATED INVENTORY ACROSS
COMMON PROGRAMMING TYPE


Scheduled OTT
Programming


Live Event
Programming


On Demand
Programming

SAMPLE OF
OUR ROSTER OF
CONTENT PARTNERS.



Targeted Display Ads + Pre-Roll

Addressable targeting is the modern version of Direct Mail, with the ability to target multiple devices at the single-address level, working with your existing database. We can upload your street addresses into our database and automatically convert them into geofences. If you do not have a database of addresses, not to worry! We have our own database full of different selections (demographics, interest, etc.) you can choose from and we can create an audience that matches your target market for you.

Benefits

- Highly precise and scalable
- Target specific household and business addresses
- Enhance the results of TV campaigns, direct mail campaigns, and other marketing efforts that target specific households
- If you do not have a database of addresses, we can create one for you with our addressable audience curation tool



BIRMINGHAM
The Shopping District

Target Segments



Demographic:
Adults 25+
Presence of Children
(based on the event)



Interest:
Shopping & Dining
Entertainment/Activities
(based on the event)



Media Plan

Monthly Deliverables

July'23- June'24

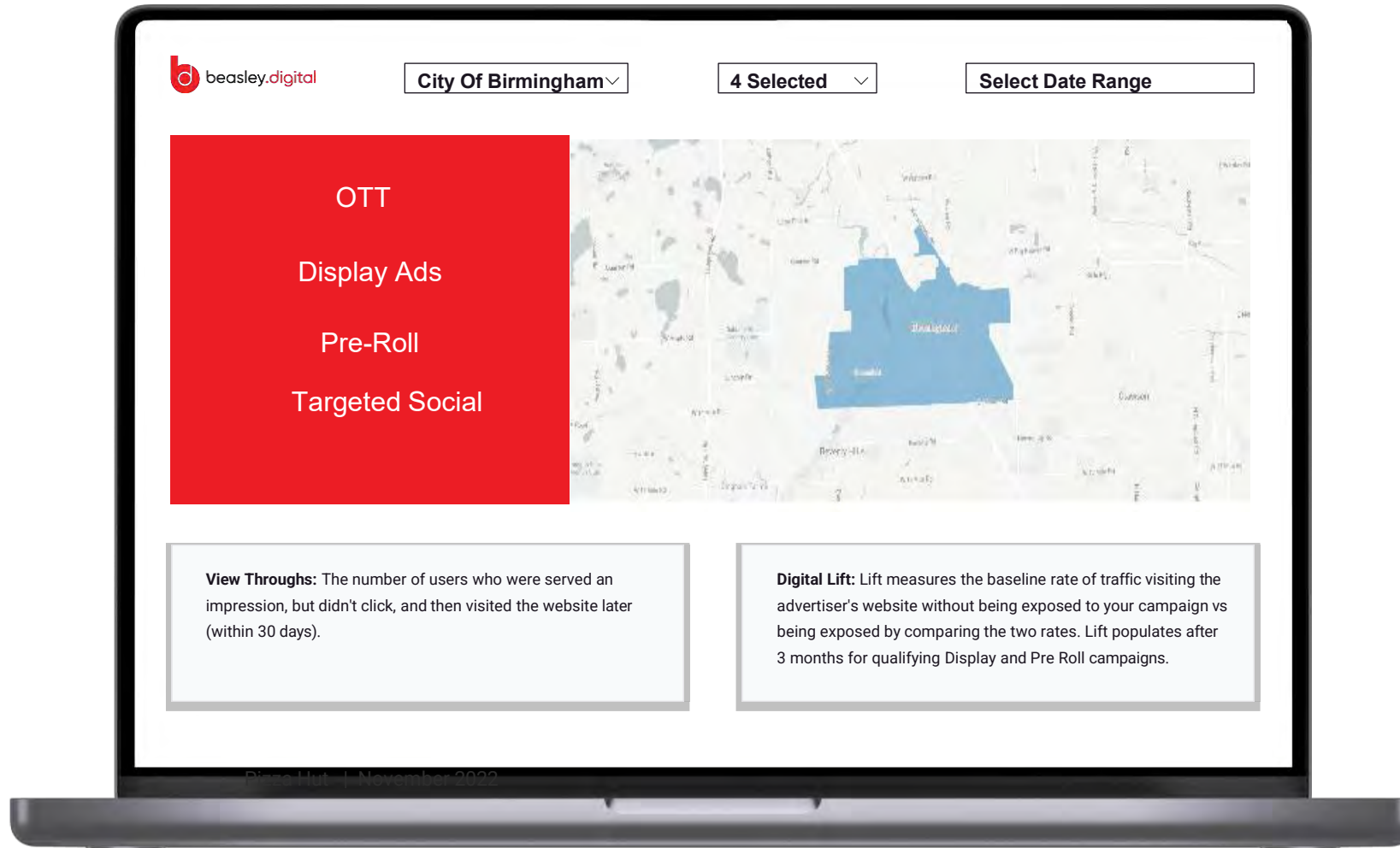
Target Zip Codes:

48072 (Berkley), 48025 (Beverly Hills), 48009 (Birmingham), 48301 (Bloomfield Hills), 48302 (Bloomfield Hills), 48304 (Bloomfield Hills), 48070 (Huntington Woods), 48069 (Pleasant Ridge), 48306 (Rochester Hills), 48307 (Rochester Hills), 48309 (Rochester Hills), 48067 (Royal Oak), 48073 (Royal Oak), 48084 (Troy), 48085 (Troy), 48098 (Troy), 48322 (West Bloomfield), 48323 (West Bloomfield), 48324 (West Bloomfield), 48320 (Sylvan Lake), 48025 (Franklin)

Product	Description	Total Impressions	Total Net Cost
OTT	Target Demo: A25+ with Dinning and Shopping behaviors :15 or :30-second video All devices/cross-device Full episode player/FEP short-form Full Network Zip codes provided Retarget up to 30 days	52,632	\$2,000
Targeted Display Ads	Addressable display ad Target segments: A25+ Interests: shopping & dinning Devices: cross device (mobile + desktop) Zip codes provided Retarget up to 30 days	80,000	\$1,000
Targeted Pre-Roll	Addressable Pre-Roll Ads Target Segments: A25+ Interests: shopping & dinning Devices: cross device (mobile + desktop) Zip codes provided Min Spend Required: \$1,000 Retarget up to 30 days	33,333	\$1,000
Targeted Social	:15 or :30-second Video Consumers who have visited specific cities within the last 30 days Targeting A25+ with Dinning & Shopping behaviors Zip codes provided <i>Beasley Media Group will need read only access to your Facebook page</i>	150-450 clicks per month	\$500
	Please reference attached investment breakout July'23- June'24		

Analytics | Transparent Reporting

See a full breakdown of key performance metrics for all of your campaigns across all channels. With our detailed analytics, you'll never have to guess what's working and what's not. Data is refreshed daily and accessible 24/7.



AGREEMENT



Client Name: Birmingham | The Shopping District

Events: Day on the Town, Summer, Farmers Market, Holiday, Spring Fashion, Restaurant Week, etc..

Flight Dates: July'23-June'24

Total Net Investment: \$44,000*

**Please reference investment breakout excel grid*

Accepted by: _____ Date: _____

Terms:

When completed and signed, the above individual agrees to participate in said promotion and be responsible for total payment of the cost indicated. Proof of program commitment will be provided in the form of an invoice and statement.

All media schedules, programs, targets, tactics, events outline in this agreement are subject to change per the client's direction.

All contracts are cancellable with a two-week notice.

A red L-shaped graphic consisting of two perpendicular lines, one horizontal and one vertical, forming a corner bracket around the top-left and bottom-right corners of the dark gray box.

Thank
You





REACHING 9 OUT OF 10 AMERICANS EVERY MONTH

A photograph of the historic Elks Lodge building in downtown Los Angeles. The building is a multi-story structure with a prominent, tall, ornate tower on the right side. A marquee on the building displays "LIVE MUSIC". The street in front of the building is lined with parked cars, including a white pickup truck and a silver sedan. The sky is blue with scattered clouds.



Concept

Create consistency throughout the year

We have designed a campaign that combined a monthly digital location campaign paired with a seasonal Social Endorsement Campaign with Shannon from Channel 955.

Target Shoppers

The location campaign will target people based on there they have been. We will target a 5-mile radius of Birmingham as well as people who frequent other downtown shopping areas such as Rochester, Royal Oak and Northville.

The Power of Influence

We will use Shannon from Mojo in the morning and her huge social following to promote specific events throughout the year.





The Conversation is Mobile

01 Nearly half (46%) of consumers spend five hours or more on their phone on a daily basis.

02 78% of women and 64% of men spend more time on their phone than with their partner.

03 Mobile commerce is expected to grow 12.2% in 2021, compared to 9.7% in ecommerce sales.

04 As of Q1 2021, 69% of traffic share and 57% of order share was driven by mobile.

05 Those who make an in-store visit after seeing a mobile ad spend an annual average of 27% more than those who never saw an ad.

Location-Based Display Ads

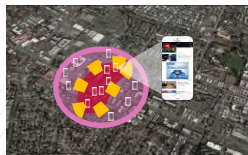
Target Mobile Shoppers and Drive Conversions

Leverage iHeart's location-based targeting to serve your message to mobile shoppers

- Target consumers based on proximity, where they've been, residential addresses, precise local weather conditions, their congressional district, and more
- Using GPS coordinates, ads are served to users on their mobile phones based on where they are in the physical world. Users can be targeted based on their current location and/or a previously visited location
- Direct consumers to a custom landing page with click to call capabilities, directions to the nearest dealer/retail location, click to cart ads, and/or brand's YouTube videos to drive further awareness about your product/offering and intent to purchase.

Elements: Shoppable Display across more than 100k mobile apps

90% of retail commerce happens offline



- ▶ **Location-Based Ads**
When consumers are within the designated location radius, they are served a display ad on their mobile device



- ▶ **Critical Context is Provided**
Due to the nature of location-based ad services, we provide highly-relevant info to the consumer, i.e. the distance to business location & opportunities for more information.



- ▶ **Call-to-Action is Activated**
When clicking the ad for more information, users are directed to a customized landing page with recommended actions such as driving directions, click to call, and drive to site

Mobile Location Advertising



Location Based

- Be the last thing people see before making their purchase decision.
- When consumers are within the designated location radius, they are served an ad on their mobile device based on where they are or have been.



Call To Action

Secondary action measures:

- Driving directions
- Click to Call
- Digital Video
- Dynamic Maps
- Coupons etc.



Behavioral Audiences

- 100+ Behavioral Audiences
- Built on where users have been using location-based technology on mobile devices.



Brand Audiences

- Over 300 Brand Audiences Available.
- Reach Consumers based on where they have been or regularly shop.



Reporting

- Live Dashboard Updated Daily
- Location Based data points
- Conversion and store traffic measurement

Location is iHeartMobile

TARGETED REACH



PROXIMITY

Reach consumers based on Where They Are NOW



AUDIENCES

Target audience segments based on **Where They've BEEN** recently



RESIDENTIAL

Target users NO MATTER WHERE THEY ARE NOW based on this specific home or business addresses (i.e. your loyal customers)



WEATHER

Enhance ad relevance based on precise LOCAL weather conditions



POLITICAL

Connect with people based on their CONGRESSIONAL DISTRICT

MEASURABLE RESULTS



SECONDARY ACTIONS

Premium landing pages track consumers 'post-click'



STORE-VISITS

Measure exactly how many consumers are visiting your location



AUDIENCE INSIGHTS

Uncover the makeup of your customers/visitors

iHeartDigital Solutions: LOCATION

Award winning **technology** with the largest, richest database of location insights and opportunity

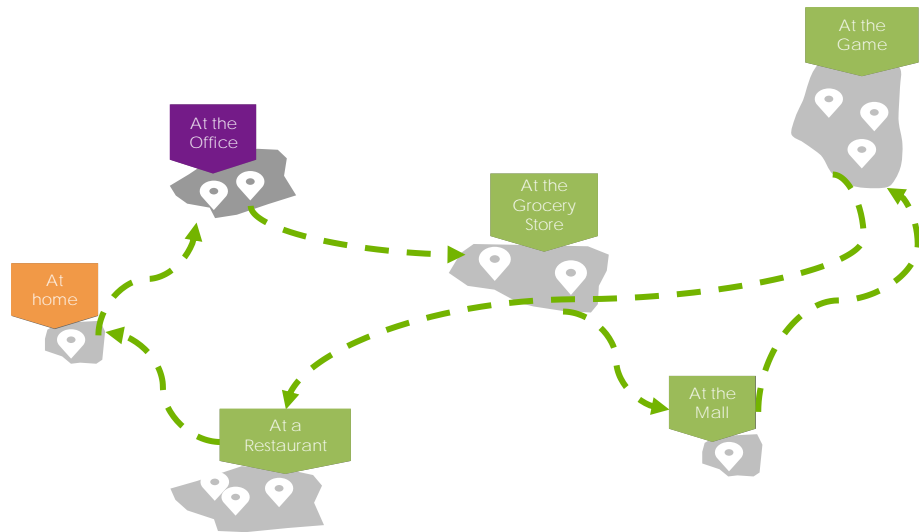
100K+ MOBILE APPS

100MM+ LOCATIONS MAPPED

600MM MONTHLY REACH

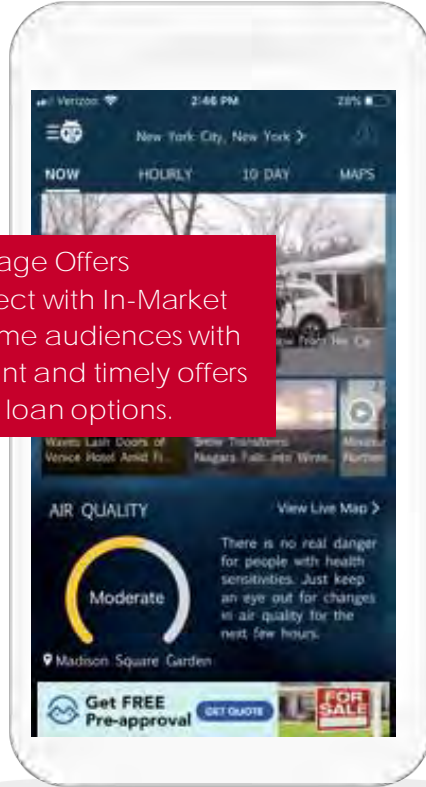
28 PATENTS FILED, 2 GRANTED

OPERATING IN **21** COUNTRIES

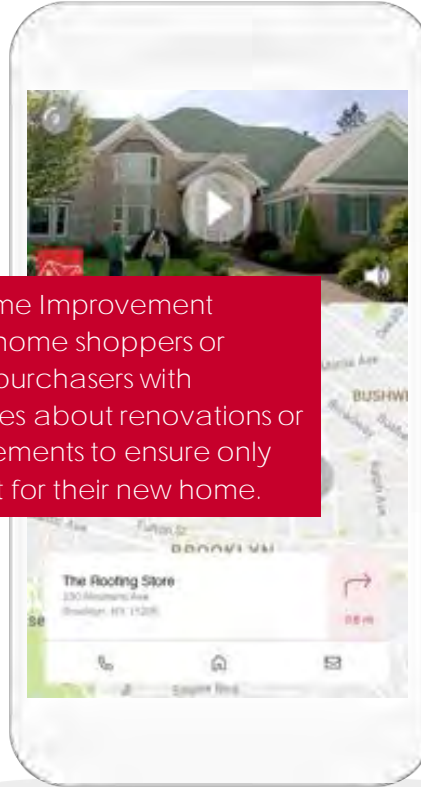


Creative Examples

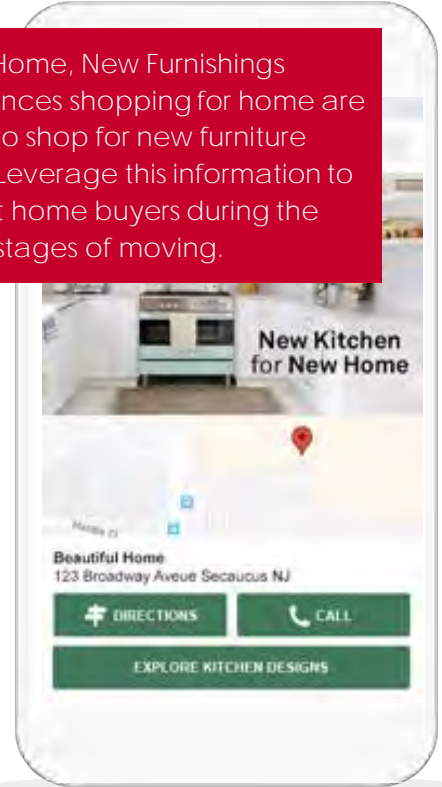
Mortgage Offers
Connect with In-Market for Home audiences with relevant and timely offers about loan options.

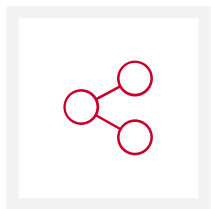


DIY/Home Improvement
Reach home shoppers or recent purchasers with messages about renovations or improvements to ensure only the best for their new home.



New Home, New Furnishings
Audiences shopping for home are likely to shop for new furniture next. Leverage this information to target home buyers during the early stages of moving.





The Social Conversation

01 US Social network ad spending will reach a projected \$56.85 billion in 2022.

02 There are more social media users today than there were people in 1971, 72% of US adults use at least one social media site.

03 US Adults Avg. 70 minutes per day on a social media network.

04 69% of marketers said that social media marketing was the most effective channel for **performance marketing they've used**.

05 88% of P18-29 years old use social media. 78% of P30-49, and 64% of P50-65.

iHeartMedia Influencers

The Original Influencers

iHeart has the most Influencers, with the most trust, across the most platforms.

- Thousands of national and local community influencers across broadcast, podcasts, streaming, social and more who can use and authentically recommend your products and services.
- Tap into the trusted human connection and conversations iHM personalities have with their fans to build brand awareness, shift perception and drive sales.
- Personality voiced creative, endorsements, product trial and recommendations, social posts and more - from :15 to :60 audio and video options.

Radio hosts are 2X more trusted
than social media influencers

Paid Social Media

Reach Customers on Their Favorite Platforms

72% of US adults use at least one social media platform

Leverage purpose-built software to connect and engage with consumers

- Wide audience reach with API partnership with 8 social publishers, including Facebook, Instagram, Snapchat, Pinterest, YouTube, Reddit, TikTok, and LinkedIn
- Real-time optimization and automatic daily adjustments based on client objectives and campaign performance

Elements: targeted display and video





SHANNON MURPHY

Channel 95.5 / WKQI-FM / DETROIT

Station Information



Mon – Fri | 5am – 10am

Fan Army

With a huge loyal social media following across multiple platforms, Shannon connects with listeners during and long after the show is over.



134K
@Mojoin
themorn



74.5K
@cupcakeshannon



64K
@ShannonMurphy

Biography

This cupcake loving yogi is your girl-next-door who brought her audience along for her wedding, and births of her very young children. She's an aspirational & influential media personality who still somehow has an easy and approachable personality. She is delightfully honest about what's happening in her life and doesn't shy away from disagreeing with the guys on the show. Shannon has a natural gift for connecting with people and clients love what she can do for them socially!

Examples



May & June 2023 Digital Campaign

# Digital	Start Date	End Date	Description	Agency Comm	Rev. Type	Impressions	CPM	Sum
1	05/01/2023	06/30/2023	Influencer Generated Social May-June FB/IG	0%	Local Dig- Social	400000	\$10.00	\$4,000.00
2	06/01/2023	06/11/2023	Location Based Display Network June	0%	LOCAL DIGITAL	66666	\$15.00	\$999.99
3	05/08/2023	05/31/2023	Location Based Display Network May	0%	LOCAL DIGITAL	133333	\$15.00	\$2,000.00
4	06/12/2023	06/29/2023	Location Based Video Network June	0%	LOCAL DIGITAL	31250	\$32.00	\$1,000.00

Net Investment: \$8,000



July 2023-June 2024 Digital Campaign

PRODUCTS	CREATIVE SPEC	FLIGHT NAME	FLIGHT	IMPRESSIONS	AGENCY COMMISSION	GROSS CPM	GROSS COST	NET CPM	NET COST	ADDED VALUE	NOTES/TACTICS
Location Based Display Network	LOCATION BASED AD SIZES: NONE	Jan & Feb Location Display	01/08/2024 - 02/10/2024	166,666	0.00%	\$15.00	\$2,499.99	\$15.00	\$2,499.99	No	GEO: ZIP CODE: 48009 TARGETING (EXTENDED NETWORKS): Geofencing: Target consumers where they are now with Geofence Targeting, serving ads to mobile device users within a (5+)-mile radius of each of your business locations, around competitor locations, or other places where your key target consumer can be found. Audiences: Millennial, Gen X, Gen Z
Location Based Display Network	LOCATION BASED AD SIZES: NONE	March & April Location Display	03/01/2024 - 04/30/2024	333,333	0.00%	\$15.00	\$5,000.00	\$15.00	\$5,000.00	No	GEO: ZIP CODE: 48009 TARGETING (EXTENDED NETWORKS): Geofencing: Target consumers where they are now with Geofence Targeting, serving ads to mobile device users within a (5+)-mile radius of each of your business locations, around competitor locations, or other places where your key target consumer can be found. Audiences: Millennial, Gen X, Gen Z
Location Based Video Network		Nov. - Dec.	11/20/2023 - 12/24/2023	125,000	0.00%	\$32.00	\$4,000.00	\$32.00	\$4,000.00	No	GEO: ZIP CODE: 48009 TARGETING (EXTENDED NETWORKS): Geofencing: Target consumers where they are now with Geofence Targeting, serving ads to mobile device users within a (5+)-mile radius of each of your business locations, around competitor locations, or other places where your key target consumer can be found. Audiences: Millennial, Gen X, Gen Z
Location Based Video Network		Sept.	09/01/2023 - 09/30/2023	62,500	0.00%	\$32.00	\$2,000.00	\$32.00	\$2,000.00	No	GEO: ZIP CODE: 48009 TARGETING (EXTENDED NETWORKS): Geofencing: Target consumers where they are now with Geofence Targeting, serving ads to mobile device users within a (5+)-mile radius of each of your business locations, around competitor locations, or other places where your key target consumer can be found. Audiences: Millennial, Gen X, Gen Z
Location Based Video Network		July	07/01/2023 - 07/31/2023	62,500	0.00%	\$32.00	\$2,000.00	\$32.00	\$2,000.00	No	GEO: ZIP CODE: 48009 TARGETING (EXTENDED NETWORKS): Geofencing: Target consumers where they are now with Geofence Targeting, serving ads to mobile device users within a (5+)-mile radius of each of your business locations, around competitor locations, or other places where your key target consumer can be found. Audiences: Millennial, Gen X, Gen Z
Location Based Video Network		May	05/01/2024 - 05/31/2024	78,125	0.00%	\$32.00	\$2,500.00	\$32.00	\$2,500.00	No	GEO: ZIP CODE: 48009 TARGETING (EXTENDED NETWORKS): Geofencing: Target consumers where they are now with Geofence Targeting, serving ads to mobile device users within a (5+)-mile radius of each of your business locations, around competitor locations, or other places where your key target consumer can be found. Audiences: Millennial, Gen X, Gen Z
Location Based Video Network		June	06/01/2024 - 06/30/2024	78,125	0.00%	\$32.00	\$2,500.00	\$32.00	\$2,500.00	No	GEO: ZIP CODE: 48009 TARGETING (EXTENDED NETWORKS): Geofencing: Target consumers where they are now with Geofence Targeting, serving ads to mobile device users within a (5+)-mile radius of each of your business locations, around competitor locations, or other places where your key target consumer can be found. Audiences: Millennial, Gen X, Gen Z
Influencer Generated Social		Nov FB//IG	11/01/2023 - 11/30/2023	200,000	0.00%	\$10.00	\$2,000.00	\$10.00	\$2,000.00	No	GEO: DMA: Detroit MI TARGETING (EXTENDED NETWORKS): Generate awareness by using Facebook's advertising technology: - Age: 18-49 - Gender: Women - Users must have interests in: Shopping malls, Shopping, Shop, Department store, Clothing, Antique, Boutiques, Drugstore, Fashion accessories, Jewelry, Footwear, Sports equipment, Gift card, Gift shop, Home Improvement, Grocery store, Restaurants, Radio broadcasting, Radio station, iHeartRadio
				1,106,249		\$20.34	\$22,499.99	\$20.34	\$22,499.99		

Net Investment: \$22,500

May & June 2023 Campaign Summary

Social:	May, June	\$4,000
Shannon Talent Fee:	May, June	\$1,000
Location Targeting:	May, June	\$4,000

Net Investment \$9,000

July 2023-June 2024 Campaign Summary

Social:	Nov	\$2,000
Shannon Talent Fee:	Nov	\$500
2023 Location Targeting:	July, Sept, Nov, Dec	\$8,000
2024 Location Targeting:	Jan-June	\$12,500
DOTT Shannon END:	July	\$2,500
Shannon Talent Fee:	July	\$500
WNIC Holiday:	Nov	\$3,500

Net Investment \$29,500

ROSÉ SOIRÉE

GO PINK, DINE & DRINK!

JUNE 5-11 • DOWNTOWN BIRMINGHAM

RESTAURANTS
COMING
TOGETHER FOR A
WORTHY CAUSE

A PORTION OF
ALL PURCHASES WILL
BE DONATED TO
LOCAL CHARITY
CAP & CONQUER

FEATURING ROSÉ
WINES, COCKTAILS
AND MOCKTAILS

PAIRED WITH
FEATURED DISHES



BROUGHT
TO YOU BY :

bank
of
ann arbor


BIRMINGHAM
SHOPPING DISTRICT

ROSÉ SOIRÉE

GO PINK, DINE & DRINK!

JUNE 5-11 • DOWNTOWN BIRMINGHAM



Scan to learn more


A portion of all purchases will be donated to local charity Cap & Conquer, a 501(c)3 non-profit organization that provides financial and educational assistance to cancer patients in using scalp cooling caps to reduce hair loss during chemotherapy.

Scan to Enter-to-Win \$1000
Birmingham Bucks Shopping Spree
each time you dine out and go pink



FIND OUT MORE AND SHOW YOUR PINK!

 bhamshopping

 birminghamshoppingdistrict

 bhamshopping

#allinbirmingham #bhamsoiree

BSD STRATEGIC PLAN 2023-2026

GOALS	OBJECTIVE	TASK	RESPONSIBILITY	TIMELINE	KPI BENCHMARK	KPI 2024 GOAL
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	KPI BENCHMARK	KPI 2024 GOAL
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	KPI BENCHMARK	KPI 2024 GOAL
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			

What's Your Vision?

New Moon Visions Place Branding & Marketing

Michigan | California

BIRMINGHAM MI
LOGO AND SIGN/COLLATERAL TEMPLATES

Erika Bassett

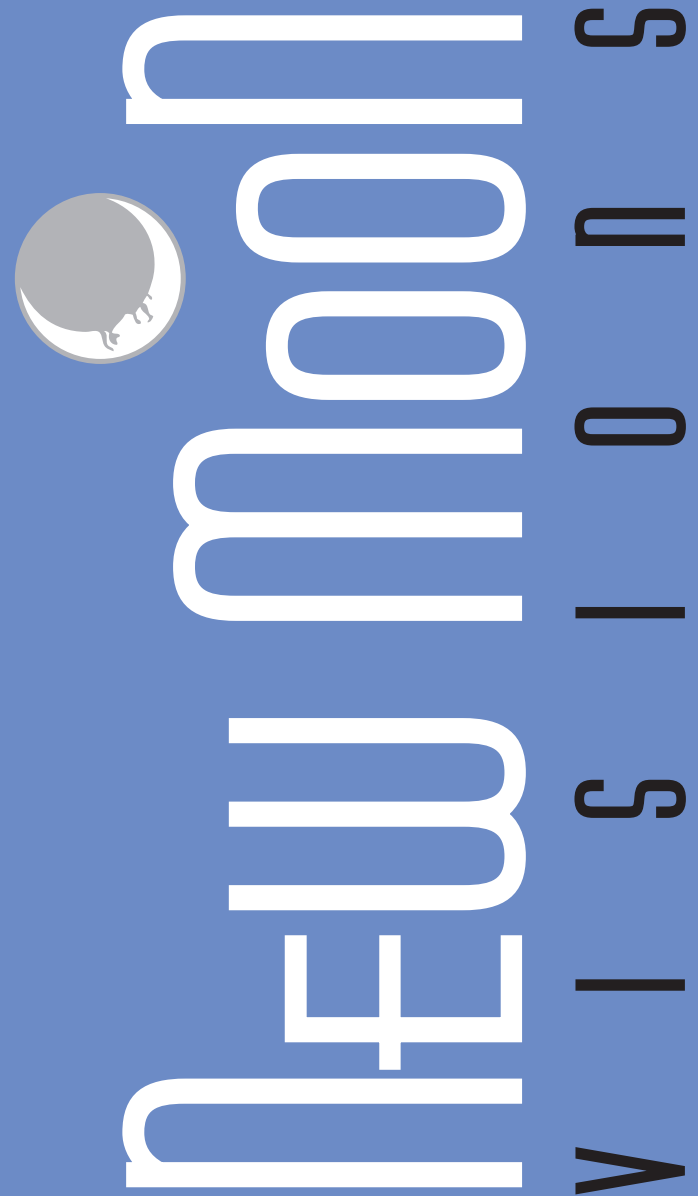
PR Specialist

City of Birmingham & Birmingham Shopping District

Office: 248.530.1255 / Mobile: 248.320.5472

ebassett@bhamgov.org

595 Forest Ste 5B, Plymouth, MI 48170 | 134 Las Flores, Aliso Viejo, CA 92656
NewMoonVisions.net
248-214-4491



May 8, 2023

Erika Bassett
PR Specialist
City of Birmingham & Birmingham Shopping District
Office: 248.530.1255 / Mobile: 248.320.5472
ebassett@bhamgov.org

Dear Ms. Bassett,

Thank you for considering New Moon Visions for your Logo and Sign/Collateral Templates work. Refreshing your promotional materials, with continuity is just the kind project that we get excited about – and we have the tools, personnel, and passion to serve.

When you shine brightly, it reflects on us.

New Moon specializes in branding places. In fact, we have done speaking engagements on place branding for the Michigan Downtown Association, the Michigan Chamber of Commerce, the Michigan Local Government Management Association, Central Michigan University, and the California Main Street Alliance. Through our experience, with various communities, we have developed the necessary skills and methods for working effectively with municipal administration teams, committees and volunteer boards. We've had the honor and honed our experience working with a variety of places, from small villages, to Main Street communities, to cities and major corridors, to tourist destinations, as well as business associations. We understand what it takes to gather input from the various stakeholders and guide the process in a productive direction toward consensus.

It would be an honor to work together for the success of Birmingham, Michigan. We are thrilled and appreciate the invitation to discuss the possibilities, and we look forward to the opportunity to serve you.

Sincerely,

Kim Rivera



Principal, Senior Creative Director

595 Forest Ste 5B, Plymouth, MI 48170 | 134 Las Flores, Aliso Viejo, CA 92656 | NewMoonVisions.net
t: 248-214-4491 | f: 248-502-0964 | e: krivera@NewMoonVisions.net



NEW MOON
VISIONS

Place Branding & Marketing

NewMoonVisions.net

1. NEW MOON, A HIGHLY EFFECTIVE AND QUALIFIED TEAM

FIRM HISTORY & PERSONNEL

New Moon Visions, established in 1990, is an innovative marketing firm located in Downtown Plymouth, Michigan, with satellite office in southern California. Our business is flexible; we fine-tune the size and composition of our team of highly qualified independent professionals to meet the specific needs of your project. We provide the personal attention that some larger firms simply cannot give. With over 90 years of collective experience, we bring fresh ideas and a most sincere commitment to respect your needs and to exceed your expectation and satisfaction with the final package. New Moon Visions is an agency dedicated exclusively to creating brand identity and generating awareness for destinations.

Our team of creative professionals is easy to work with and accommodating throughout the process. You will see in the enclosed samples from our body of work that we are passionate about what we do. Over the past 30+ years, we have maintained an excellent reputation for dependability and working within time-lines while keeping an eye on cost-efficiency. We have the support and capacity to handle the workload, and we are dedicated to completing the project on time and on budget. As future needs arise, we would be glad to quote on additional projects. Our specialties include:

- Brand Identity
- Marketing
- Graphic Design
- Photography
- Illustration
- Magazine Publishing
- Print and Billboard Advertising
- Video Montages/Animated Gifs (for social)
- Map and Sign Design
- Web Design (look & feel)
- Event Promotion
- Consultation
- Facilitation

We've produced audience-grabbing materials for multiple organizations and communities from Michigan to California including: The Michigan Downtown Association, Michigan Local Government Management Association-Next Gen, Milford DDA, The Milford Memories Summer Festival, The Milford Police, The City of St. Louis, St. Louis DDA, Allen Park DDA, Plymouth DDA, The Plymouth Art in the Park Festival, Brighton PSD, Northville DDA, Petoskey DMB, Canton Township DDA, Canton Township Economic Development, Fenton DDA, The City of Fenton, Highland Township DDA, Hartland Township, South Lyon DDA, Oscoda Township, Pinckney DDA, Lakelands Trail Town District- Pinckney, Hamburg, Putnam, City of Milan, City of Monroe, Monroe DDA, Lake Orion DDA, Berkley DDA, Sparta TODAY, Main Street Vista Village, Main Street Oceanside, The Oceanside Harbor, City of Monterey Park Economic Development, City of Lathrop Parks & Recreation, City of Lathrop Economic Development, and City of Lathrop Government Services, and Saddleback Church-Rancho Capistrano.

OUR PHILOSOPHY

"Our goal is to make a powerful, sensory impression that conveys the look, feel, and experience of your "place" in a personal and interactive way for each target market."

- New Moon Visions



NewMoonVisions.net

ALISO VIEJO CALIFORNIA STAFF

Kim Rivera

Principal, Senior Creative Director

- 30+ years marketing and advertising design experience
- Associate's Degree, Design - Oakland Community College
- Associate's Degree, Illustration - Oakland Community College
- Past board member, Milford Downtown Development Authority for 7 years
- Served as president of the Milford Business Association for 2 years
- Award winning advertising design

Her grass roots experience, in addition to her countless hours of volunteer involvement with hometown events and community non-profits made it possible to understand what a town really needs to promote itself. From identity, to print, web design, and social media to community-inspired events - Kim relates to communities from every perspective in order to convey their true essence consistently in every medium.

PLYMOUTH MICHIGAN STAFF

Sharman Lamka

Advertising, Strategic Communications and Events Director

- 30+ years professional advertising and event promotion experience
- President of The FACES Foundation, a non-profit organization since 2006
- General Sales Manager WWWW 106.7FM Radio in Detroit
- Station Manager WNIC 100.3FM Radio in Detroit
- Bachelor of Arts from Michigan State University - Journalism/French/
- Secondary Education - Masters of Arts - Business from Central Michigan University

Sharman loves retail. She's worked with retailers and service industries for over 30 years. She recognizes their need to reach potential customers with results oriented, cost effective and creative advertising.

Jennifer Thomas

Associate Creative Director, Writer

- 30+ years of copywriting, advertising and marketing experience
- Rich experience in the travel and tourism sector, with clients including AAA Travel, Continental Airlines, Holiday Inn, Crowne Plaza Hotels, and the City of Detroit
- Eleven years at Campbell-Ewald Advertising, Warren, MI including serving as Vice President, Associate Creative Director over Continental Airlines account
- Author of "Motor City Memoirs," a collection of stories from notable people from in and around Detroit
- Numerous national and international copywriting awards

Years of experience and research into what motivates business and leisure travelers at home and abroad have given Jennifer unique insight and perspective. Her recognized abilities to identify and promote the aspects of locations and services that will draw travelers have earned her loyal clients and international recognition.



Place Branding & Marketing

NewMoonVisions.net

2. RELATED EXPERIENCE

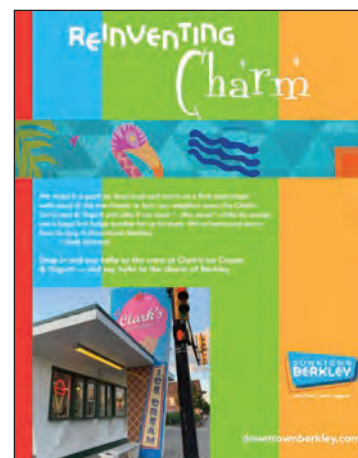
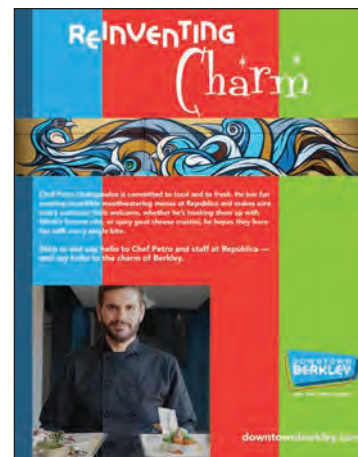
NEW MOON WORK PORTFOLIO

Berkley DDA

Brand Identity, Advertising Strategy,
Marketing Collateral, Video Montage

Designers:
Kim Rivera
Sandra Hornyak

Writer:
Jennifer Thomas



Lake Orion DDA

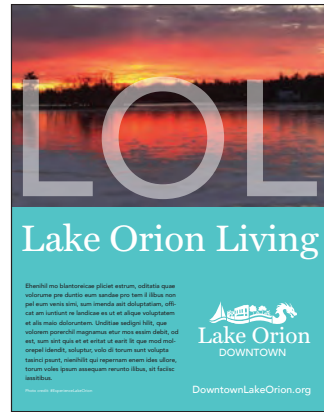
Brand Marketing Strategy, Advertising Campaign, Collateral and Plan, Social Media, Videos, & Consultation

This campaign won the award in 2020 for Best Marketing & Promotions for Community under 10K population from the Michigan Downtown Association

Designers:
Kim Rivera
Sandra Hornyak

Writer:
Jennifer Thomas

Plan:
Kim Rivera
Sharmen Lamka



Lake Orion DDA

Brand Advertising Campaign Billboards,
LOL Event Logos

Designer:
Kim Rivera



Vista Village
Brand Identity and
Marketing Focus Group

Designers:
Kim Rivera
Sandra Hornyak

Writers:
Kim Rivera
Jennifer Thomas

Focus Group:
Kim Rivera



Cool Place. Warm Welcome.



Petoskey DMB Brand Identity Advertising Strategy, Marketing Collateral and Plan

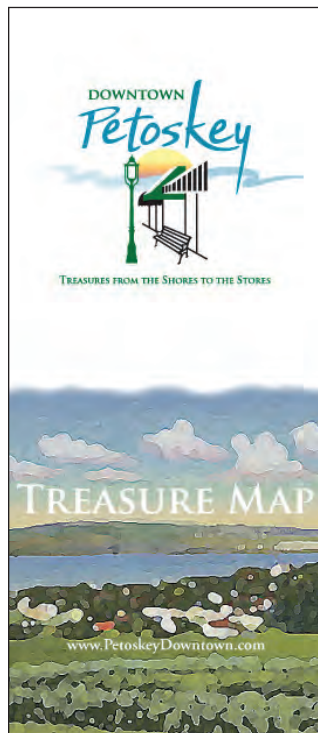
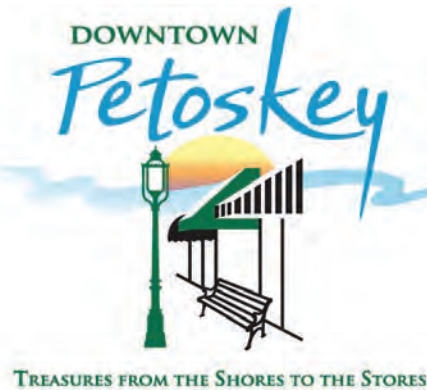
Designers:
Kim Rivera
Sandra Hornjak

Map Illustration:
Kim Rivera

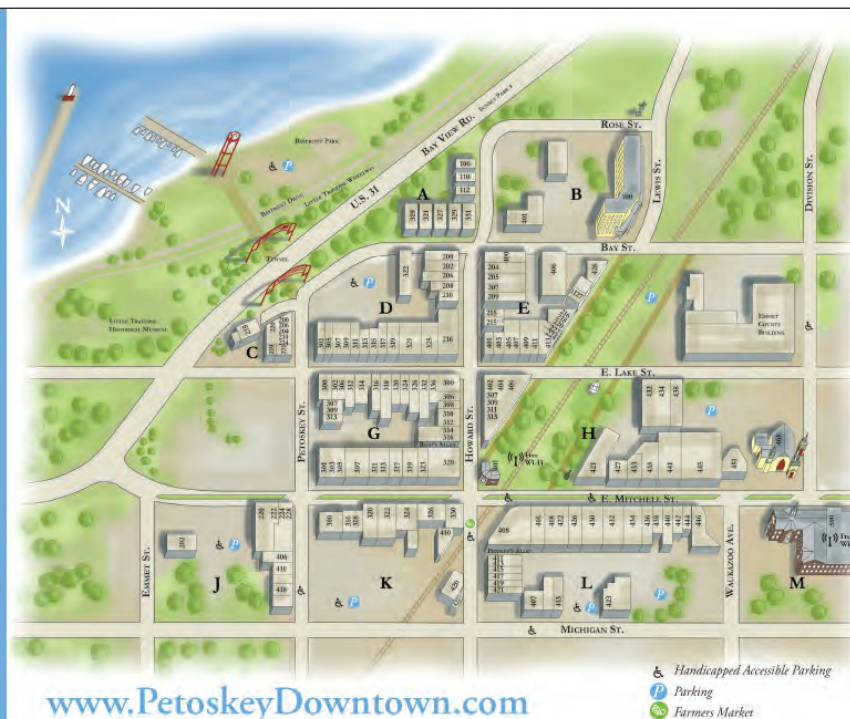
Writers:
Kim Rivera
Jennifer Thomas

Plan:
Sharmen Lamka
Kim Rivera

Website:
Kim Rivera



Holiday Open House
First Friday in December



www.PetoskeyDowntown.com

Visitor's Information

Petoskey Regional Chamber of Commerce
401 E. Mitchell Street
Petoskey, MI 49770
231-347-4150
www.petoskey.com

Petoskey/Harbor Springs/
Boyne Country Visitors Bureau
231-348-2755
www.boynecountry.com

Parking Meters are enforced Monday through Saturday,
9 a.m. to 5 p.m. to assure an adequate turn-over of spaces
for your convenience.

Handicapped parking is FREE in any legal Downtown
parking space if a handicap placard or plate is visible on
your vehicle.

Street meters have a three hour time limit and meters
in parking lots offer two to ten hour limits.

PURE MICHIGAN



New Moon
VISIONS
Place Branding & Marketing
NewMoonVisions.net

**Northville DDA
Brand Identity, Advertising Strategy,
Marketing Collateral and Plan
Event Promotion**

We teamed up with IMJ and
the community brand was well received!

Designer:
Kim Rivera

Writer:
Kim Rivera

Plan:
Kim Rivera
IMJ

Photography:
Diane Johnson



Time to...

Play with us.

Shop with us.

Dine with us.

Isn't it time you experienced everything your downtown has to offer – unique shops, exquisite dining, and year-round entertainment? Exciting changes are happening in the downtown, visit us and see for yourself. Downtown Northville, timeless...with a twist!

Visit us at www.downtownnorthville.com

About Downtown

Welcome to Downtown

Downtown Northville News!

Eleven classic movies will be shown during the 2010 Movies at the Marquis Classic Movie Series, which runs January 16 - March 27, 2010.

Quick Links

- [Northville Times Newsletter](#)
- [Walking Map](#)
- [Film Friendly Northville](#)
- [Visit our Facebook Page](#)
- [City of Northville](#)

Time to...

Play with us.

The Northville Downtown Development Authority and Northville Chamber of Commerce present:
Movies at the Marquis
January 19 - March 29

Be our guest and enjoy watching a classic movie on the big screen at the historic Marquis Theatre located in Downtown Northville. Show times are 7:30 p.m. each Saturday. There are a limited number of complimentary tickets available for each performance, so pick up your tickets now! Tickets for each week's movie are available only at the sponsoring merchant location.

Visit us at www.downtownnorthville.com

sponsored by

135 E. Main
1/30/2010
Chili-E Cook Off
Senior Community Center
303 W. Main
Movies at the Marquis
The Thomas Crown Affair
Marquis Theatre
135 E. Main
Blizzard Breakfast
Genetti's Hole-in-the-Wall
108 E. Main
2/5/2010
Northville Arts Commission
4th Annual Member Exhibition

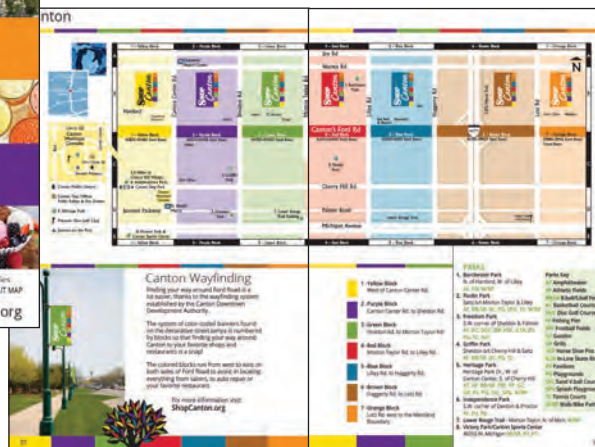
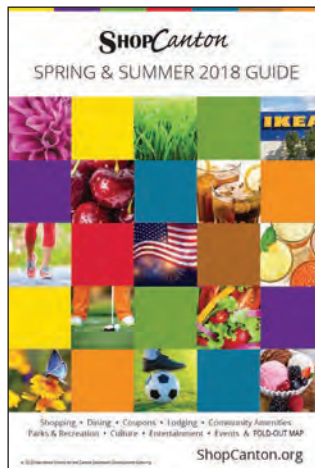
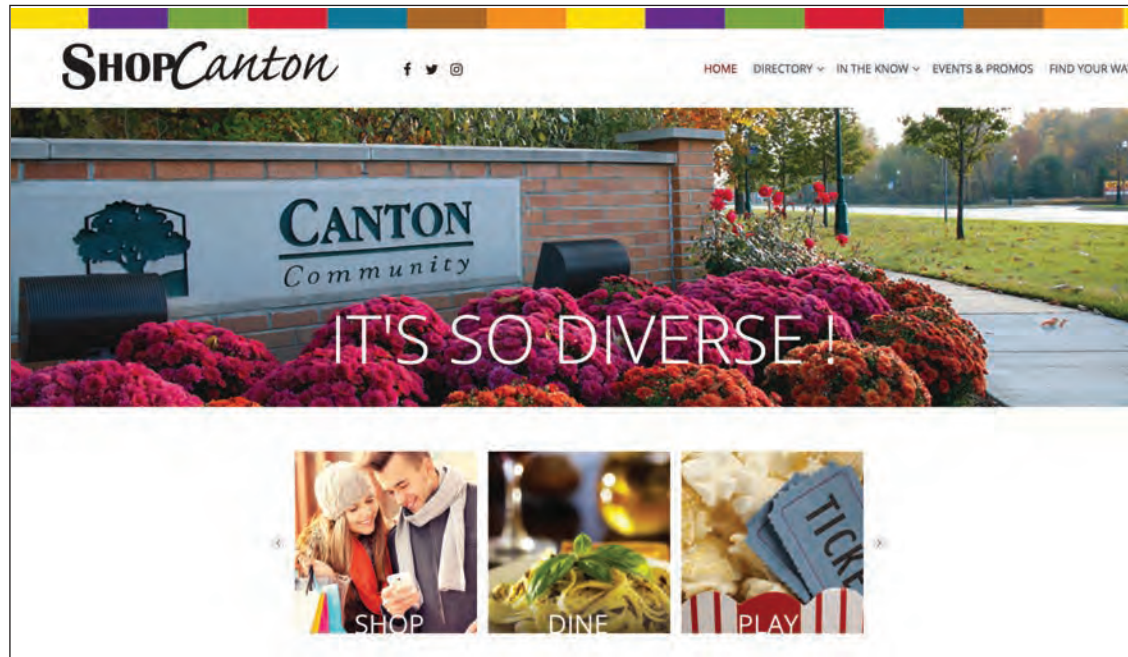
Canton Township DDA
ShopCanton Brand Identity Update,
Advertising Strategy, Marketing Plan
Implementation, Event Promotion
and Coordination, PR, Social Media
Management, Videos, Website
and Mobile App Development and
Content Management

Designers:
Sandra Hornyak
Kim Rivera

Writers:
Sharman Lamka
Kim Rivera

Plan:
Sharman Lamka
Kim Rivera

Events:
Sharman Lamka



Canton Township
Economic Development
Brand Identity Update,
Brand Guide and
Marketing Collateral

Designers:
Sandra Hornyak
Kim Rivera

Guide:
Sandra Hornyak
Kim Rivera



New Moon
VISIONS
Place Branding & Marketing
NewMoonVisions.net



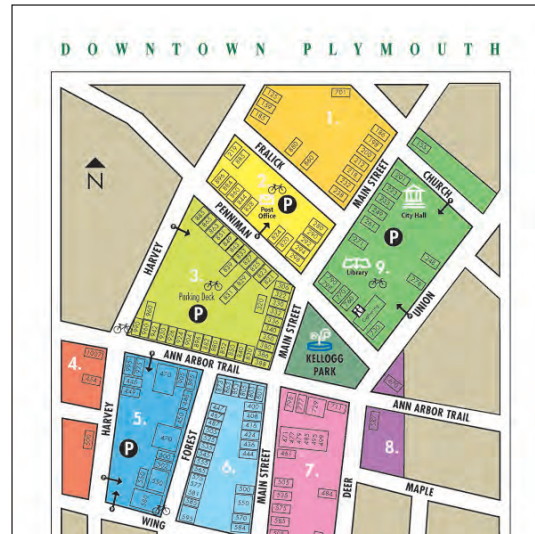
Plymouth DDA Brand Identity, Advertising Strategy, Marketing Collateral and Plan

We teamed up with North Star and
the community brand was well received!

Designer:
Kim Rivera

Map Illustration:
Kim Rivera

Plan:
Kim Rivera
Sherrie Brindley



Downtown PLYMOUTH



Not Just a Walk in the Park

Downtown
Events
Shopping
Dining
Pull-Out
Walking Map

www.downtownplymouth.org

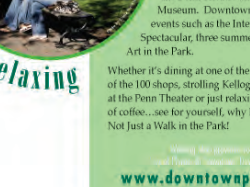


Winter 2006 Edition

There's Always Something Going On In Downtown Plymouth!

- January 19-21** Plymouth International Ice Sculpture Spectacular
Fri. 4:30 p.m. - Sat. 11:00 a.m.
Sun. 10:30 a.m. - 4:00 p.m.
This free, family-friendly ice carving festival brings sculptures from around the world to Kellogg Park where they chisel and freeze their frozen masterpieces for all to enjoy. Light show at dusk.
- April** Spring Sale
May 18-19 Art Fest
Fri. 4:00 p.m. - 9:00 p.m.
Sat. 10:00 a.m. - 4:00 p.m.
Fashion the art! Enjoy art, food and music with over 30 artists participating in various activities throughout Downtown Plymouth.
- May - October** Farmer's Market
Saturdays 7:30 a.m. - 12:30 p.m.
Fresh fruits and vegetables, plants and flowers, and a great live music performance in the gathering space in the Penn Theatre and Kellogg Park.
- June 16** Summer Sale
7:00 a.m. - 10:00 a.m.
Butter Biscuits at 7:00 a.m. - 9:00 a.m. - 10:30 a.m.
20% to 50% off merchandise - look for your favorite items!
- June - August** Concerts in the Park
Concerts in the Park: Thursday, June 21 - July 26, 7:30 p.m. - 9:00 p.m.
Music in the Park: Wednesdays at Noon
Music in the Park: Fridays, 7:00 p.m.
- July 13-15** Sidewalk Sales
Art in the Park
Plymouth Art in the Park is Michigan's second largest art fair and has been voted as one of the "Top 10 of the Great Lakes" by AAA Magazine. Visitors have enjoyed Plymouth Art in the Park since its inaugural event in 1980.
- August 10** Plymouth After Dark
7:00 p.m. - 11:00 p.m.
Come see your favorite celebrities and enjoy live night shopping, horse shows, vintage sales, live music and more!
- September 7-9** Plymouth Fall Festival
Fri. 12:00 p.m. to 11:00 p.m.
Sat. 7:00 a.m. to 11:00 p.m. Sun. 8:00 a.m. to 4:00 p.m.
Corned Beef, St. Louis Style, Get Some, Potatoe Fries, Fudge, BBQ, Sausage, Sliders, Live Entertainment.
- September 13** Ladies Night Out
6:00 p.m. - 9:00 p.m.
Ladies! Get together, have fun, shop, eat, drink and get pampered in Downtown Plymouth! This night happens once a week, don't miss it!
- September 30** Chili Cook Off & Sales Competition
5:00 p.m. - 8:00 p.m.
Helen Lundgren's Home Style Show, Live Band, Live Dancers & Children's Activities.
- October** Snowcones in the Park
Small Kellogg Park and use Snowcones donated by local residents, businesses, and community organizations.
- October 30** Great Pumpkin Caper
5:30 p.m. - 7:00 p.m.
Join us for a Spooky Halloween celebration with a costume contest in Kellogg Park.
- November 23** Santa's Arrival/Tree Lighting
Santa will arrive and light the Christmas tree in Kellogg Park.
- December** The Walk of Trees & Santa Horse Visits
Small Kellogg Park and use Christmas Trees donated by local residents, businesses, and community organizations. Walkways, horse photos taken with Santa in the Santa House.

For more information on Downtown Events Visit www.downtownplymouth.org



Downtown Plymouth Not Just a Walk in the Park!

Welcome to Downtown Plymouth, where "It's Not Just a Walk in the Park!" The beautiful Kellogg Park is our signature landmark, but as you explore Downtown, you will also find an eclectic gathering of shops, eateries, and our hometown favorites: the Penn Theatre and the Plymouth Historical Museum. Downtown hosts year-round events such as the International Ice Sculpture Spectacular, three summer concert series, and Art in the Park.

Whether it's dining at one of the 24 eateries, perusing any of the 100 shops, strolling Kellogg Park, attending a movie at the Penn Theater or just relaxing on a bench with a cup of coffee...see for yourself, why Downtown Plymouth is Not Just a Walk in the Park!

Walking Map sponsored by a grant from the City of Plymouth
www.downtownplymouth.org

Not Just a Walk in the Park

Plymouth Art in the Park
Brand Identity and
Marketing Collateral

Designer:
Kim Rivera



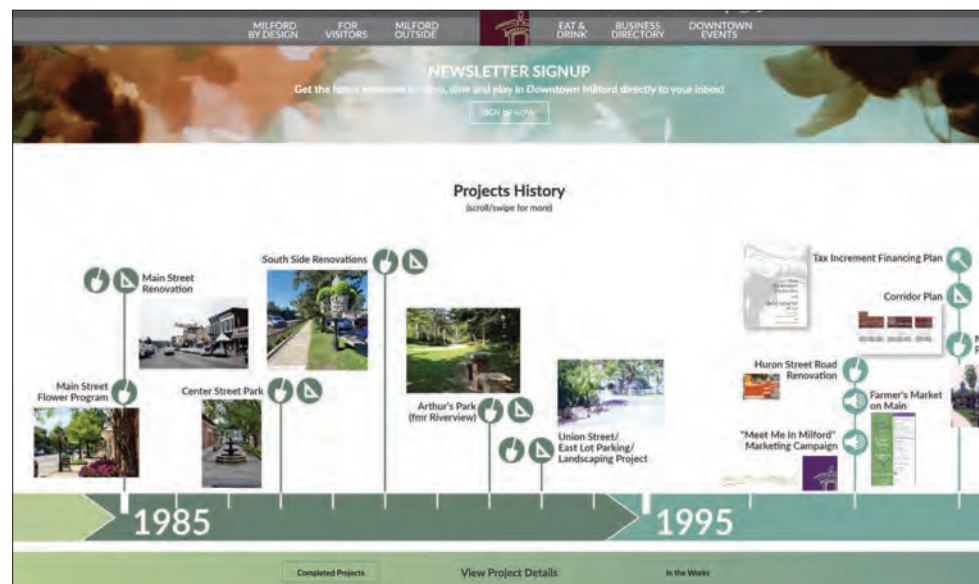
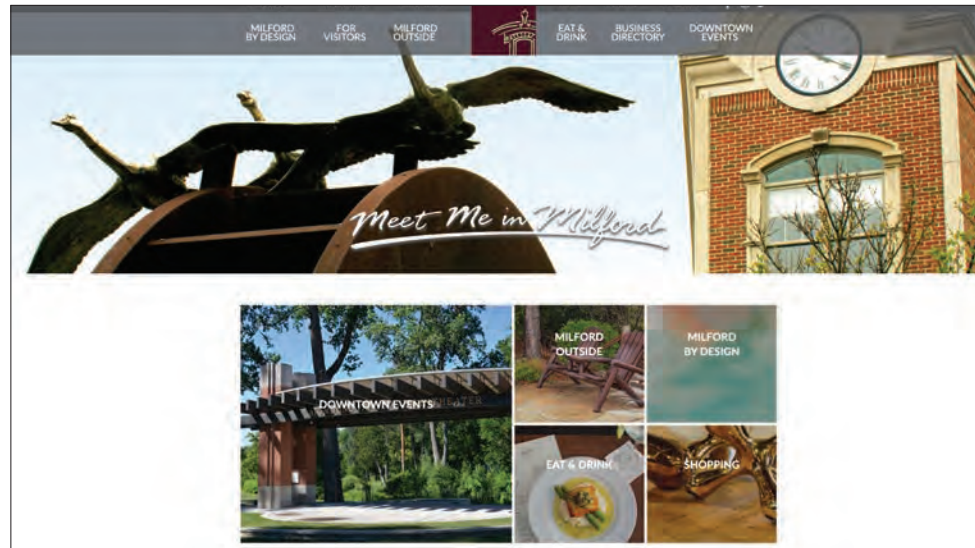
**Milford DDA
Brand Identity and
Marketing Collateral**

Designer:
Kim Rivera

History Timeline Illustration:
Kim Rivera

Web Development:
Civic Clarity - Accunet

Meet Me in Milford



Milford Memories
Summer Festival
Brand Identity and
Marketing Collateral

Designers:
Sandra Hornyak
Kim Rivera

Map Illustration:
Kim Rivera



City of Milan
Brand Identity, Advertising Strategy,
Marketing Collateral and Plan

Designers:
Sandra Hornyak
Kim Rivera

Writer:
Jennifer Thomas

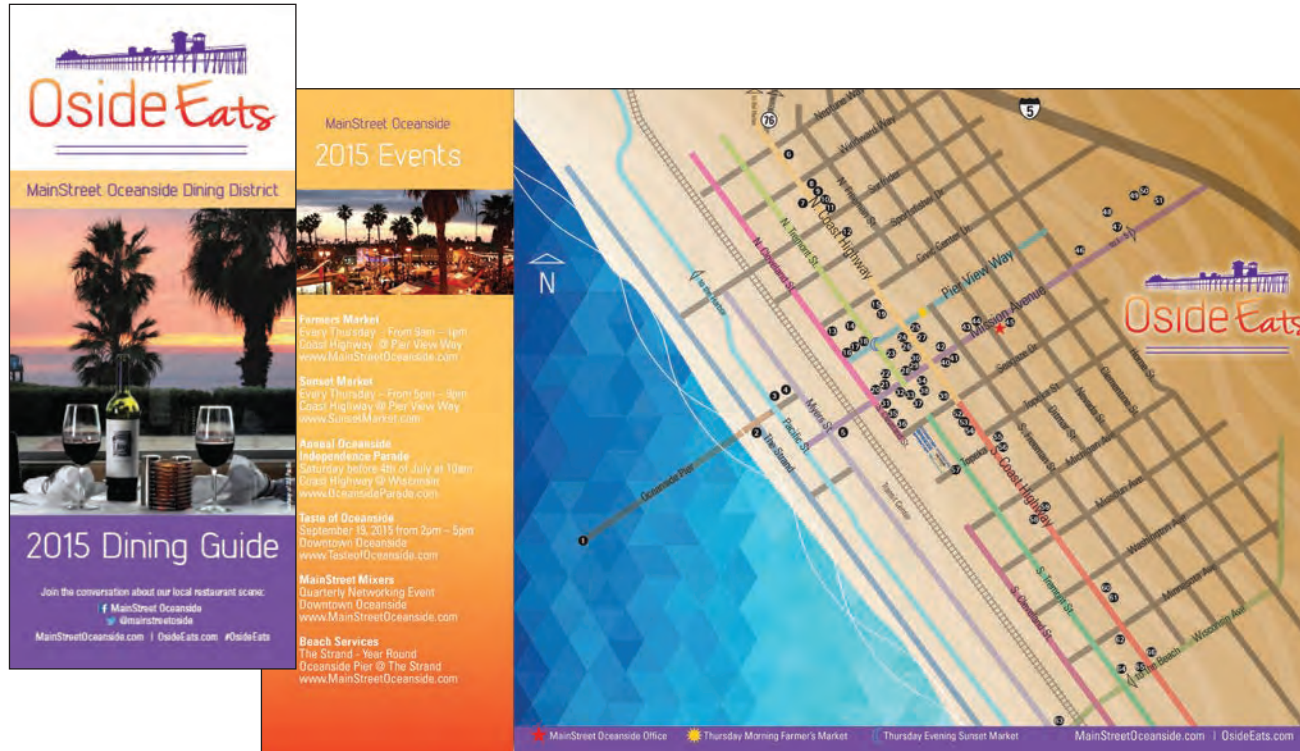
Plan:
Sharmen Lamka
Kim Rivera



MainStreet Oceanside CA
Downtown Dining District
Brand Identity, Merchant Outreach,
Printed and Webside Map/Directory,
Blog Content

Designer:
Kim Rivera

Map Illustration:
Kim Rivera



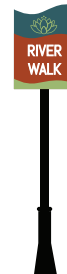
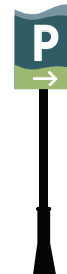
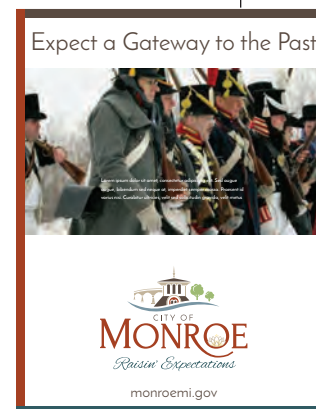
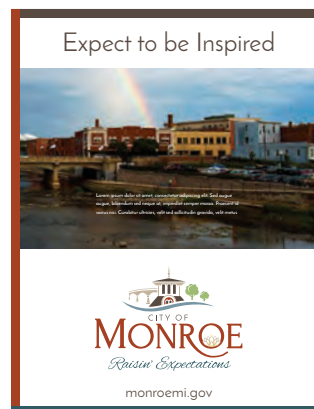
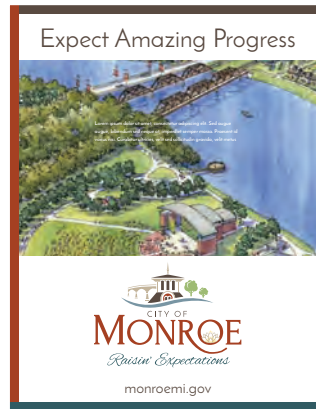
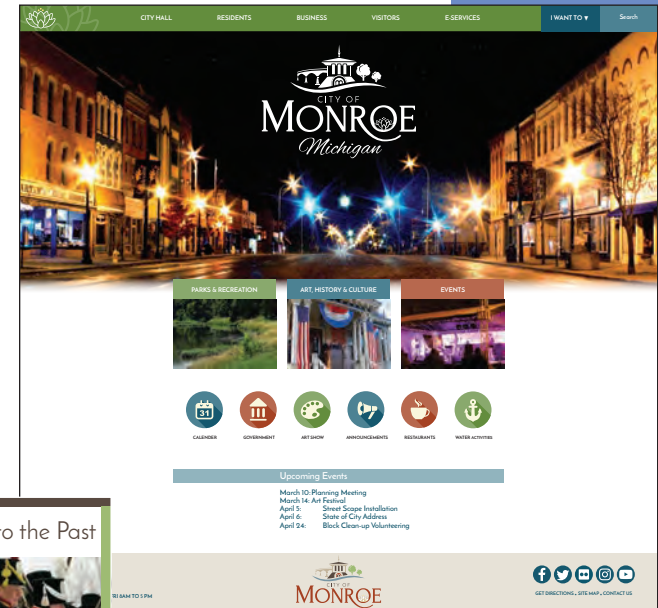
City of Monroe

Brand Identity, Advertising Strategy, Marketing Collateral and Plan.

Designers:
Kim Rivera
Sandra Hornyak

Writer:
Jennifer Thomas

Plan:
Sharmen Lamka
Kim Rivera

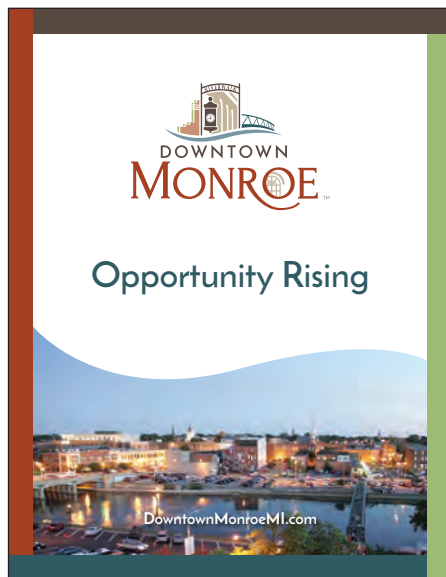


Monroe DDA

Brand Identity, Advertising Strategy, Marketing Collateral,

Designers:
Kim Rivera
Sandra Hornyak

Writer:
Jennifer Thomas



Expect Success in Downtown Monroe

There's a reason businesses are looking to Downtown Monroe to build their success. It's a district long on history and deep with opportunity.

Nestled along the banks of the timeless River Raisin, Downtown Monroe has a small-town vibe, abundant natural beauty and authentic charm, offering both a gateway to the past and a pathway to the future.

What's new:
Coming off the 2018 completion of a fresh and forward-thinking Downtown Master Plan, the Monroe Downtown Development Authority is now focused on helping businesses like yours build success. We welcome businesses that will advance the vibrancy and walkability of Downtown Monroe, attracting visitors to shop, dine and do business locally.

Why now:
While Monroe has reinvented itself in countless ways over its 200-year history, the newly formed Master Plan and emergent, progressive mindset signals a downtown poised for dramatic growth. With exceptional real estate values and a city committed to your success, now is the right time to explore the vast opportunity for business growth in the downtown district.

Join a community of strong civic and cultural anchors, including the City/County complex, the River Raisin Centre for the Arts, the Monroe County Historical Museum, the Dorris Library and more.

Meet Your Neighbors

Trade Area Demographics
(Source: SEACOG Community Profile)

Population	55,759
Median Age	38.4
Persons between 25-59	26,332
Annual Household Income \$75,000+	30% of households

Market Analysis Highlights
(Source: USDA, 2016)

Abundant Market Potential
Downtown Monroe can support about 16,000 square feet of restaurants/land eateries and 24,000 square feet of retail. Operators should plan to retrofit or redevelop vacant property, rather than building new retail space.

Restaurants: Ideal locations currently available for destination services with outdoor seating/roof-front patios; microbrewery or brewery.

Retail: Ideal locations currently available for small grocery or cluster of specialty foods, specialty women's apparel, bridal wear, uniforms, home decor, children's supplies, business support services, toys and games.

Nearby and Notable
Sterling State Park
River Raisin National Battlefield Park
Detroit River International Wildlife Refuge
Corporate Headquarters of Lu Z. Boy
Interstate 75 (\$4,000 vehicles per day, 2015)
Lake Erie
Monroe County Seat
River Raisin Centre for the Arts

Tourism Highlights
River Raisin National Battlefield Park
970,000 visitors since opened 2011
233,849 visitors in 2018
Visitors from all 50 states and 16 foreign countries
from Oct. 2017 to Sept. 2019
10,000 school students experienced full-day field trip in 2018
1,026 children earned Junior Ranger Badge

Pinckney DDA
Brand Identity, Marketing
Collateral, and Website

Designers:
Kim Rivera
Sandra Hornyak

Writers:
Kim Rivera
Jennifer Thomas

Website Template:
Sandra Hornyak

Web Development:
JCWhelan



riding and more, the natural recreational areas and beauty surrounding Pinckney visitors who would like a nice break while on their outdoor adventure. Pinckney's fresh air with it's down to earth style and relaxed way of life. Whether you need a cup of coffee or delicious meal to sustain you for the active day ahead, all.

nd in 1835 and recently celebrated it's 175th anniversary in 2010. Through the serving it's peaceful, family friendly atmosphere. It's a community that cares and is to the individual or entrepreneur in search of their true path.

thing becomes immediately obvious. They recognize that this little village is truly at the counters downtown to the quaint village square and centrally located senior mess in Pinckney that becomes obvious at first blush.

at passersby and day trippers alike take notice. The people of Pinckney are down truly Americana manner is the stuff the community was built upon. Though not far of Ann Arbor and Lansing, Pinckney is a refreshing alternative to a high-pressure,

y's relaxed outlook is not to be mistaken with the quintessential "sleepy town." immolation of city life for another kind of energy. The recreation possibilities in o explore nature, exercise and keep as busy as any city-dweller – just with a

re activities and more make for an active community that cares about their ve their lives in a sprint in nearby cities, but they choose to hike their way

typically be found in Pinckney: longtime residents and passers-through. Both visitors every smile and enjoy terrific events, like Art in the Park and holiday celebrations. found Pinckney to be the ideal rest stop, where they can pick up fresh baked goods, munity events.

if, he'll become a resident for the long haul. Where else would one love to settle, to dlive, safe family? Pinckney is both a perfect resting place along the way, and the down roots and be peacefully active for life.

to play!

© Copyright 2012 Village of Pinckney Quorum Development Authority
Design by: New Moon Visions Brand Development and Marketing

Lakelands Trail Town District

Brand Identity, Brand Standards Guide Advertising Strategy, and Marketing Collateral,

Designers:
Kim Rivera
Sandra Hornyak

Writer:
Jennifer Thomas

Plan:
Sharmen Lamka
Kim Rivera



Fenton DDA
Brand Identity, Advertising Strategy,
Marketing Plan Implementation
PR, Event Promotion/Coordination
Social Media Management

Designers:
Kim Rivera
Sandra Hornyak

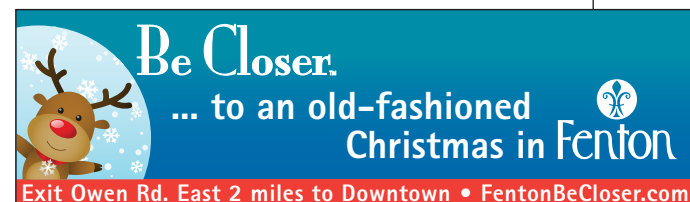
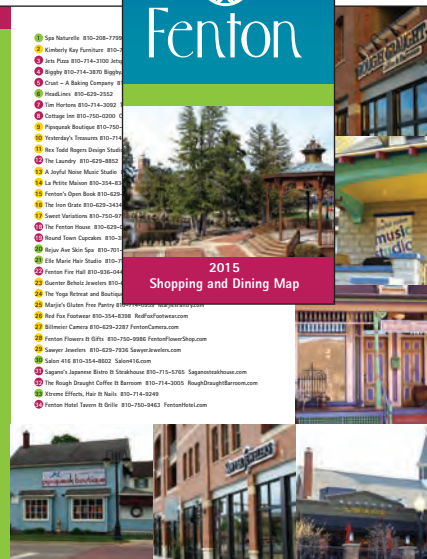
Map Illustration:
Kim Rivera

Writers:
Kim Rivera
Sharman Lamka
Jennifer Thomas

Plan:
Sharman Lamka
Kim Rivera

Website:
Kim Rivera

Events:
Sharman Lamka
Kim Rivera

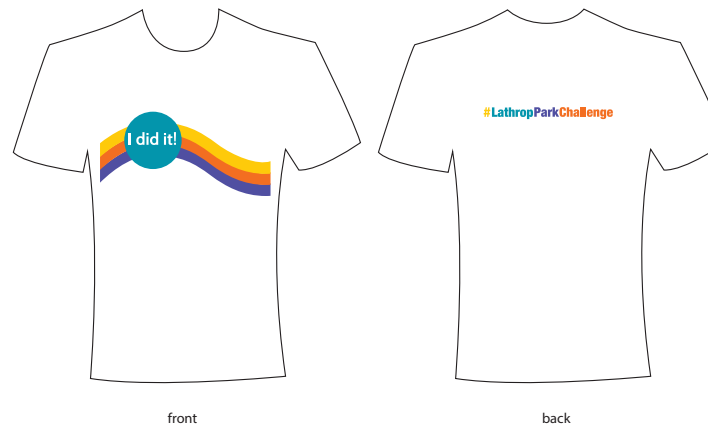
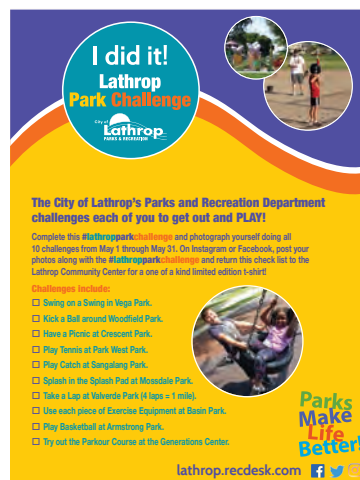


New Moon
VISIONS
Place Branding & Marketing
NewMoonVisions.net

City of Lathrop CA
Parks & Recreation
Marketing Collateral

Designer:
Kim Rivera

Map Illustration:
Kim Rivera

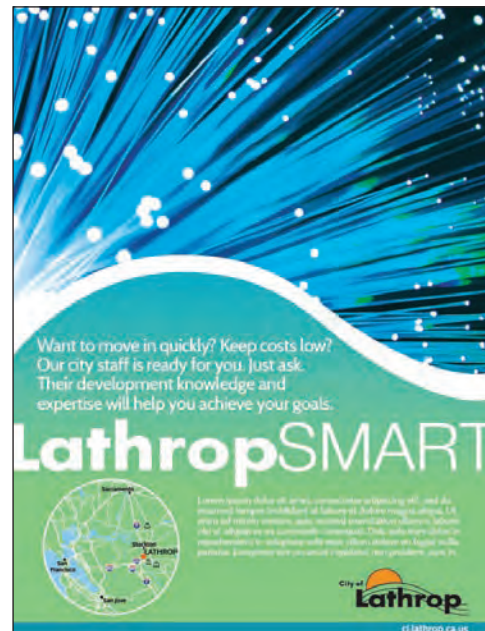


City of Lathrop CA
Economic Development
Brand Strategy & Marketing
Collateral

Designers:
Kim Rivera
Sandra Hornyak

Map Illustration:
Kim Rivera

Writer:
Jennifer Thomas



Designer:
Kim Rivera

MICHIGAN
DOWNTOWN
ASSOCIATION **40** YEARS



The Importance of Tax Increment Financing



15:11

DOAs simulate \$15 of private sector reinvestment for every \$1 DOAs invest in downtowns.



Original Placeholders



MICHIGAN DOWNTOWN ASSOCIATION 40 YEARS

www.michigandowntowns.com

248.636.9711

Why Michigan Needs DOAs and TIF

After 40 years of hard work, and tens of million dollars of investment, downtowns are making a comeback but the future. This would have never happened if it were not for the diligent downtown management and ongoing programs of Downtown Development Authorities (DDAs).

While downtowns are on the rise in popularity, our work is never done in ensuring the long-term prosperity of our historic downtowns and shopping districts as market conditions evolve.

Since 1975, the State of Michigan has enabled DOAs to utilize Tax Increment Financing (TIF) to fund downtowns large and small to invest in infrastructure improvements, redevelopment of blighted areas, job creation, and events and recreation that make downtowns relevant, exciting and a great reason why people choose to live in a community.

What is a DOA?

Downtown Development Authorities (DDAs) are downtown management organizations that rely on TIF dollars for their operations. Most DOAs in Michigan started in the late 1970s and 1980s following PA 197 (now PA 57). DOAs were created to solve a "market failure" which was the decline of downtowns across the state that began after World War II due to residents patronizing malls and shopping centers instead of their downtowns. Stores closed, buildings became chronically vacant, and many became dilapidated. By the early 1970s in some cases, entire downtowns went vacant or abandoned.

DOAs were designed to counter this trend, by steering dollars and management expertise to these districts. City planners and downtown managers began rebuilding public areas and investing in projects designed to bring people back to downtowns.

What is TIF?

TIF is the annual capture of the year-to-year growth in property values in a defined district. The power of TIF is that it allows municipalities to direct funds to engage in specific, critical economic development activities without raising local property taxes.

DOAs that use TIF are self-sustaining because as a DOA invests in the district, property values increase above the "baseline". As property values increase, the DOA captures more funding and is able to do more projects.

What DOAs Do

DOAs comprehensively manage downtowns to maximize the local economy. In doing large and small, DOAs help fund significant projects and on-going economic programming to improve the quality of life for its residents including:

- Infrastructure improvements to streets, sidewalks, lighting, sewer and water;
- Design of public gathering and parks;
- Rehabilitation of water and underground properties;
- Rehabilitation of historic buildings, assets and facades;
- Mixed-use and middle-housing infill developments;
- Business recruitment and retention programs;
- Safety, security and maintenance programs;

The image features the Michigan Downtown Association's 40th anniversary logo at the top. The logo consists of the text "MICHIGAN DOWNTOWN ASSOCIATION" in a bold, sans-serif font, followed by a large "40" where the "0" contains a red circle with "mda" in white, and the word "YEARS" in a smaller font. Below the logo is a red horizontal banner with the text "Strengthening Downtowns" in white. The background of the lower half is a photograph of a downtown street at dusk. The street is lined with historic buildings, some with lit-up storefronts and windows. A tree with bare branches is visible on the left side of the street. The sky is a mix of blue and orange from the setting or rising sun.















[illegible]

**MICHIGAN
DOWNTOWN
ASSOCIATION**
www.michigandowntown.com

Schedule a Visit with Your Legislators

Offering a visit and tour of your downtown to your state and federal legislators is an invaluable way to showcase your work and needs. The MDA encourages our members to schedule a visit with state and federal officials at least once a year.

TIPS TO REMEMBER WHEN INVITING LEGISLATORS FOR A VISIT:

1. Don't wait for a project to be completed before scheduling the visit. Show off any stage of the project/initiative. 
2. Look at your legislator's schedules. For example, the MI House and Senate are in session in Lansing Tuesday-Thursday so a visit outside of Lansing would not be possible. [Find the schedule here.](#) 
3. Invite one month from the proposed date (be flexible) and work with the legislator's scheduler and/or District Director. 
4. Work with your neighboring communities. Can the visit be combined with a visit to a neighboring community? 
5. If the legislator isn't available, ask a staff member to attend. Often, he/she can visit longer and report directly to the legislator. 
6. Create a schedule of the tour/visit and stick to it. 
7. Who from your community needs to be part of the tour to create value and impact? 
8. Get local businesses involved. Perhaps one or two business owners speak to the legislator in their place of business. 
9. Before the visit, send an email to the legislator stating who is scheduled to join the tour from your downtown. 
10. Do your homework. In which committees does the legislator participate? What bills has he/she recently supported? 
11. Take pictures and share, share, share! 
12. Have simple and easy-to-read documents to share. Use reliable data but don't offer any lengthy reports. 
13. Make a direct ask of the legislator and get a commitment. Start big and keep asking until you get a "Yes".
A. BIG: Will you support Bill 1234, which would provide funding for our XYZ Project?
B. SMALL: May I follow up with you in two weeks regarding our progress? 
14. After the visit, send a handwritten thank you card to the District Office and a thank you email to staff. Make sure to include follow-up materials and any photos from the visit. 

For information regarding Michigan Bills and Laws and for Legislators' schedules and contact information, please visit

A collage of three images. The top left shows the Michigan Downtown Association logo, which includes the text 'MICHIGAN DOWNTOWN ASSOCIATION' and a circular emblem with 'mda'. The top right shows a group of people walking on a street. The bottom right shows a statue in a city square.

[illegible]

Michigan Downtown Association
Statewide Downtown Day Identity

Designer:
Kim Rivera



City of St. Louis
Brighton PSD
South Lyon DDA
Oscoda Township

Website Design

Designers:
Kim Rivera
Sandra Hornyak

Writer:
Sherrie Brindley



3. REFERENCES

Allen Park Michigan DDA
Annette Knowles, Formerly DDA Director, Allen Park
Formerly: Downtown/Economic Development Coordinator
City of Monroe MI (retired)
Can be reached at: 734-639-7880

Canton Twp Michigan DDA
Amy Hamilton, DDA Director Canton Twp
1150 Canton Center S, Canton, MI 48188
734-394-5186

Canton Twp Michigan
Kristen Thomas, Marketing Analyst
and Economic Development Director,
1150 Canton Center S, Canton, MI 48188
734-394-5229

Charter Township of Oscoda Michigan DDA
Ann Richards, DDA Director,
110 State St. Oscoda Township MI 48750
989-739-6999

City of Fenton Michigan DDA
Michael Burns, Formerly Asst City Manager, DDA Director, Fenton
Currently: City Manager, City of Lowell
301 East Main Street, Lowell, MI 49331
616.897.8457

Lake Orion Michigan DDA
Molly LaLone, DDA Director
118 N. Broadway, Lake Orion, MI 48362
248-693-9742

City of Monroe, Michigan
Jody Egen, Director of Communications,
Culture and Community Promotion
120 East St.
Monroe MI 48161
734-384-9134

City of St. Louis Michigan
Phil Hansen, DDA Director
108 W. Saginaw Street, St. Louis, MI 48880
989-681-3017

Michigan Downtown Association
Dana Walker, Director
PO Box 3591, North Branch, MI 48461
248-838-9711

Milford Michigan DDA
Ann Barnette, DDA Director,
1100 Atlantic Street, Milford, MI 48381
248-684-9719

Milford Memories Summer Festival
Jennifer Hill, Event Coordinator
Can be reached at 248-736-0532

Northville Michigan DDA
Lori M. Ward, AICP DDA Director,
215 W. Main Street, Northville, MI 48167
248-349-0345

Petoskey Michigan DMB
Becky Goodman, Downtown Director,
216 Park Avenue, Petoskey, MI 49770
231-622-8501

Plymouth Art in the Park
Diane Quinn and Rachel Rork
PO Box 702490 Plymouth, MI 48170
734-454-1314

Plymouth Michigan DDA
Sherry Pryor Brindley, Formerly: DDA Director, Plymouth
Formerly: Marketing Director Plymouth Historical Museum
Can be reached at: 734-740-0606

South Lyon Michigan DDA
Kristen Delaney, Formerly DDA Director, South Lyon
Assistant to the CEO,
Michigan Municipal Services Authority,
PO Box 12012 Lansing, MI 48901-2012
517-618-9616

Village of Pinckney Michigan DDA
Amy Salowitz, Formerly: Village Clerk, (moved out of state)
Can be reached at 734-564-2555

Vista Village Business Association,
Main Street Program California
Gumaro Escarcega,
Formerly Executive Director, Vista Village
Currently: Main Street Program Manager, Oceanside CA
701 Mission Avenue, Oceanside, CA 92054
760-754-4512 x102

MainStreet Oceanside
Rick Wright Executive Director
701 Mission Avenue, Oceanside, California 92054
760-754-4512

4. TESTIMONIALS

I have worked with the dynamic New Moon Visions team for over six years as they assisted the Canton Downtown Development Authority with a highly effective ShopCanton brand. While much of their expertise features marketing the charm of traditional downtowns, they successfully rose to the unique challenge of promoting Canton's Ford Road- a very busy and vibrant 3-mile corridor with a wide mix of both national chain and independent stores and restaurants. We couldn't be happier with the results! The New Moon Visions team members are creative, professional, and responsive; and their services are always provided with the highest integrity.

- Kathleen Salla, Former Director, Canton MI DDA

New Moon's tremendous creativity and outstanding marketing skills provided us with exactly what we needed for our branding campaign. I am continually impressed by their customer service, dedication and professionalism.

- Kristen Thomas, Economic Development and Communications, Canton Township MI

I hope you will be pleased to know that I was very happy with your services. You are just a peach to work with, very eager to please and accommodating. I thought there were many times that you were put to the extra test of having to dig deeply into my mind to figure out exactly what I meant or was thinking and that was my fault, but you persevered and always figured me out. And I will always be grateful for the patience you had with my committee and its members. Your experience with downtowns and how they work was invaluable in the process. I would recommend you highly and without reservation.

It is obvious that you care about your work.

- Becky Goodman, Petoskey MI DMB

Kim Rivera and New Moon Visions are such an integral part of how people see and feel Milford. Beginning with the creation of our logo and tagline 16 years ago, and throughout all of our branding, New Moon has helped us tell the world who we are and what we're about in a way that is uniquely us. Their service has always been thoughtful, timely and finished. It's a pleasure working with them.

- Ann Barnette, Director, Milford MI DDA

With the help of Kim Rivera and her creative staff at New Moon, the City of Northville launched an impressive marketing and promotional campaign for Downtown Northville. New Moon provided excellent client service that went above and beyond contract services. They were able to bring a diverse group of players together to find a common vision for the community. The Downtown Development Authority, Chamber of Commerce, and merchants association are now all speaking with one consistent voice. The marketing and public relations campaign has been wildly successful. My only regret, is that we did not contract with New Moon years ago for help. Their professional advice has made all the difference!

- Lori M. Ward, Northville MI DDA

I think that what sets Kim Rivera and New Moon Visions apart, as a vendor and as a creator, is the ability to really listen to what the client, or in this case community, is saying and to translate that vision into beautiful, lively, vibrant graphics. Her enthusiasm, down-to-earth approachable demeanor, and a genuine desire to provide the best work possible stood out as we interviewed several firms. She has a gift for balancing her professional guidance with the input from the client/community. Above all she has the professionalism, integrity, flexibility, and talent that made her the best fit for our project. This year, due to the momentum that we have created with the implementation of the various aspects of the marketing plan, our merchants reported sales that met or exceeded last year's sales. In the current economy, that is quite a feat. We heard feedback that credited the comprehensive marketing plan for this.

- Sherrie Pryor Brindley, Plymouth Michigan DDA

5. PROJECT SCOPE / INVESTMENT

LOGO AND SIGN/COLLATERAL TEMPLATES

Logo Variations:

Each logo variation should utilize the approved color palette* and include the following versions: full color, black-only, blue (Pantone 648)-only, reverse (white) and, if applicable depending on design, horizontal, vertical, icon-only versions in the aforementioned colors. Provide original/raw design files, as well as in PDF, jpg*, and png* formats.

*We are open to possibly introducing additional colors that complement our current palette based on designer recommendation.

New Moon plans to gather input and present 1 round of concepts with 1-2 rounds of customary changes and finish art provided in all digital formats requested:

- **Spring/Summer Logo Variation \$200**
 - o Information: spring/summer events include Outdoor Movie Nights in the park, Day on the Town (downtown-wide sidewalk sale), Farmers Market (will have its own logo variation), Birmingham Cruise Event (will have its own logo variation).
- **Winter/Holiday Variation \$200**
 - o Information: winter/holiday events include Small Business Saturday, Santa Walk, Santa House, Horse-drawn carriage rides, Winter Markt (German-themed outdoor 3-day winter market)
- **Birmingham Farmers Market Variation \$200**
 - o (The market runs every Sunday, May - October, and draws ~45,000 visitors seasonally)
- **Birmingham Cruise Event Variation \$200**
 - o (Occurs during Woodward Avenue Dream Cruise in August)

LOGO VARIATIONS PROJECT TOTAL. \$800

SIGNAGE TEMPLATES AND SPECS:

A variety of signage templates should also be created to include the new logo variations.

New Moon plans to gather input and present 1 round of concepts with 1-2 rounds of customary changes and finish art provided in all digital formats requested:

- **Templates with Farmers Market Logo (new logo design). \$140**
 - o Wall Sign: 20' wide x 4' high
 - o Parking Structure Banner: 14' wide x 4' high
 - o A-Frame Template: 2' wide x 3' high
 - o Farmers Market Kiosk Poster: 36" wide x 62" high
 - o Welcome/Info Tent Banner: 120" wide x 18" high
 - o North Old Woodward Lightpole Banners: 3' wide x 10' high
 - o Farmers Market Produce Guide Rack Card: 4" wide x 9" high
- **Templates with Farmers Market Logo (new logo design). \$180**
 - o Social Media Templates
 - Facebook
 - Profile: 170 x 170 pixels
 - Cover Photo: 820 x 312 pixels
 - Post: 1200 x 630

- Instagram
 - Profile: 110 x 110 pixels
 - Post: 1080 x 1080
 - Stories: 1080 x 1920
- o Constant Contact Eblast Header Graphic: no larger than 600 pixels wide
- o Farmers Market Impact Report Template: 8.5" x 11"
- o Social Media Template for Standard Posts (Instagram and Facebook)
- **Templates with Summer Events Logo (new logo design) \$240**
 - o Summer Events 11x17 Poster Template
 - o Summer Events 4.25"wide x 5.5" high counter card
 - o Summer Events Kiosk Poster: 36" wide x 62" high
 - o Summer Logo A-Frame Template: 2' wide x 3' high
 - o Social Media Templates
 - Facebook
 - Profile: 170 x 170 pixels
 - Cover Photo: 820 x 312 pixels
 - Post: 1200 x 630
 - Instagram
 - Profile: 110 x 110 pixels
 - Post: 1080 x 1080
 - Stories: 1080 x 1920
 - o Constant Contact Eblast Header Graphic: no larger than 600 pixels wide
 - o Summer Impact Report Template: 8.5" x 11"
- **Templates with Winter Events Logo (new logo design) \$260**
 - o Winter Events 11x17 Poster Template
 - o Winter Events 4.25"wide x 5.5" high counter card
 - o Winter Events Kiosk Poster: 36" wide x 62" high
 - o Winter Logo A-Frame Template: 2' wide x 3' high
 - o Vendor Tent Sign Template (for Winter Markt vendors)
 - o Social Media Templates
 - Facebook
 - Profile: 170 x 170 pixels
 - Cover Photo: 820 x 312 pixels
 - Post: 1200 x 630
 - Instagram
 - Profile: 110 x 110 pixels
 - Post: 1080 x 1080
 - Stories: 1080 x 1920
 - o Constant Contact Eblast Header Graphic: no larger than 600 pixels wide
 - o Winter Impact Report Template: 8.5" x 11"



Place Branding & Marketing

NewMoonVisions.net

- **Templates with General Logo** **\$460**
 (using our current logo, no new logo design. Templates only)
 - o General Logo Welcome/Info Tent Banner: 120" wide x 18" high
 - o Annual Calendar of Events Rack Card Template: 4" wide x 9" high
 - o Social Media Templates
 - Facebook
 - Profile: 170 x 170 pixels
 - Cover: 820 x 312 pixels
 - Post: 1200 x 630
 - Instagram
 - Profile: 110 x 110 pixels
 - Post: 1080 x 1080
 - Stories: 1080 x 1920
 - Twitter
 - Profile: 400 x 400 pixels
 - Header: 1500 x 500 pixels
 - Youtube
 - Profile: 800 x 800 pixels
 - Cover: 2560 x 1440 pixels
 - o Constant Contact Eblast Header Graphic: no larger than 600 pixels wide
 - o General Map of the Birmingham Shopping District (to be used for events, retail recruitment, etc).
 - Include streets, municipal parking structures and lots and other landmarks, an edit-able legend/key
 - Provide original/raw files (ai or eps, NOT flattened), and scalable
 (If the Birmingham Shopping District requires a more detailed map with numbered/categorized businesses included, we would be glad to discuss specifics and provide a quote for that more intricate work)

SIGNAGE TEMPLATES AND SPECS PROJECT TOTAL \$1280

GRAND TOTAL Logo & Sign/Collateral Templates. . . . \$2,080

At New Moon, we aim to please! The following will help the process run smoothly:

- Client to provide organized files with high quality photos and complete written content (stock photos/research/writing are additional)
- Client to provide Google map and mark the district boundaries and highlights to include on the general map
- In order to be most productive, graphic design reviews will be with client point of contact.
- If needed, New Moon will meet via phone or conference call ie Zoom or GoTo meeting
- Art will be designed in the industry standard- Adobe Creative Suite
- If any additional services outside of the scope of this proposal are needed by the community, New Moon would be delighted to supply estimates for such work, i.e ad campaigns, postcards, posters, banners, brochures, additional maps, event promotion, additional social media images, video montages/animated gifs etc for optimal social presence

*** New Moon is extremely accommodating and adapts work plan to coincide with client needs. Timing depends on client's schedule and cooperation.**



Place Branding & Marketing

NewMoonVisions.net

Sample Concepts

Designer:
Kim Rivera

Introducing yellow/orange to brand color palette.

Here are a few variations for the seasonal logo ideas based on my first impression of Downtown Birmingham, and my own personal experience, having worked in Downtown Birmingham early on in my career, at an advertising agency on Hamilton Row

~ Kim Rivera

Summer Concepts



BIRMINGHAM
SHOPPING DISTRICT

v1 Simply introduce color changes for spring/summer



BIRMINGHAM
SHOPPING DISTRICT

v2 Homage to Theater marquis landmark icon downtown



BIRMINGHAM
SHOPPING DISTRICT

v3 Spring to life/seasonal foliage, utilizing brand statue as organic element, rotating swashes from brand to create floral

Winter Concepts



BIRMINGHAM
SHOPPING DISTRICT

v1 Simply introduce color changes for winter/holiday



BIRMINGHAM
SHOPPING DISTRICT

v2 Homage to Theater marquis landmark icon downtown



BIRMINGHAM
SHOPPING DISTRICT

v3 Winter evergreen/seasonal utilizing brand statue alteration as organic element, rotating swashes from brand to create starlight/snow



Cristina Sheppard-Decius <csdecius@bhamgov.org>

Recap of our Meeting

3 messages

Julie Sloan <julie@shoployal.com>

Fri, Apr 21, 2023 at 10:06 AM

To: Cristina Sheppard-Decius BSD executive Director <csdecius@bhamgov.org>

Hi Cristina,

Thank you for your time last week. I enjoyed chatting about how our organizations could potentially work together and making you aware of our resources. Here's a brief recap of the opportunities we can offer and how we might partner up to achieve our mutual mission to support the small businesses in Birmingham:

Platform Offsite Venue

Our training and event space can be made available for your next gathering and we can discuss an arrangement if it would be needed on a regular basis i.e. for your monthly board meetings. Find photos and more details [here](#).

Soapbox Studio and WJR Radio Show

Our state of the art in-house recording studio offers podcasting and webcasting for live and recorded content creation. Featuring radio broadcast, podcasting, spot production and corporate intranet/conference calls. We'd like you to keep our studio services in mind when you begin exploring your own podcast, or let your members know about our capabilities. We would also be happy to invite Birmingham merchants or a BSD representative to participate as guests, where appropriate, on any of Jeff Sloan's [radio shows](#), which are broadcast daily and weekly on WJR.

Merchant Support at BSD Meetings

Our team from ShopLoyal and our parent company [StartupNation](#) would be pleased to present educational sessions at future BSD Merchant Meetings. Relevant topics could include how to engage and retain your customers for increased profitability, email marketing tactics, etc.

ShopLoyal Digital Platform

Our newly released [mobile application](#) for small businesses is launching in the Birmingham area. At a high level, ShopLoyal is built for locally owned businesses and offers them the ability to drive repeat business and treat their customers with concierge type service. Our community centric approach also offers customer acquisition opportunities. We've already seen this happening on the platform. For example, some ShopLoyal users who are Insiders at Todd's room, have discovered Rotate Boutique in the directory and have chosen to add them as a favorite as well. They then can receive multiple incentives pushed directly from each business and have the ability to have a one to one communication platform with all of their favorite merchants, all in one central place on their mobile device, for free.

The BSD is invited to register on the platform and use ShopLoyal as your downtown's digital tool, as a way to support your member businesses as well as promote your organization's events to the general public, for example you could offer Birmingham gift cards to be used at local businesses or perhaps at the Farmer's Market.

In this early phase, we're looking to recruit new Birmingham merchants to the ShopLoyal platform. We're also seeking ways to achieve consumer sign-ups (each merchant is encouraged to invite their customers to join them on the app, but we're also looking for opportunities to go directly to consumers). We are not currently charging Birmingham merchants who register during our soft launch - as a courtesy to our hometown - and the same arrangement would be offered to your organization.

NeedAnything

The BSD could utilize [NeedAnything's digital tool](#) as a way to support vendors at the Farmer's Market (or any business) and drive incremental sales, while saving consumers an extra trip. The mobile app is designed to automatically alert a user's contacts when they are at a specific location. For example, the app would send a real time alert to the user's spouse or neighbor: "I'm at the Birmingham Farmer's Market! Do you need anything?" The app is free for consumers to use and would provide you as the registered admin business with valuable user data.

Farmer's Market

We would love to take advantage of having a consumer facing booth at a few of your upcoming Farmer's Market. As discussed, late summer would probably work best to give us time to build our local merchant directory. Do you have availability in August / September?

I think that covers it, but if I've left anything out or you have further thoughts, we're open to pursuing any additional, new opportunities. We welcome a future discussion to find out if any of our resources fit with your objectives, and how the BSD might be able to support the local launch and growth of our digital tools designed to drive more traffic to your downtown.

We love our town and look forward to working together on our mutual goal to keep Birmingham the BEST shopping district around!

Best,
Julie Sloan
julie@shoployal.com
847-612-1554
Shoployal.com



Cristina Sheppard-Decius <csdecius@bhamgov.org>

Fri, Apr 21, 2023 at 1:30 PM

To: Julie Sloan <julie@shoployal.com>

This is great, thank you! I'll be sharing this with our committees and staff to noodle over all of the opportunities! Have a great weekend! Talk soon!

[Quoted text hidden]

--

Cristina Sheppard-Decius, CMSM

Executive Director

Birmingham Shopping District

Office: 248.530.1250 / Mobile: 248.639-9448

Connect with the Birmingham Shopping District!

www.ALLINBirmingham.comSign up for Shopping District e-news: www.allinbirmingham.com/enews

Cristina Sheppard-Decius <csdecius@bhamgov.org>

Fri, Apr 21, 2023 at 1:32 PM

To: Jaimi Brook <jbrook@bhamgov.org>, BSD Events <ngerkey@bhamgov.org>

Please follow up with Julie on what might be possible with the Farmers Market for a booth in August/September timeframe. They are located above Walgreens. Also, if you want more detail on the NeedAnything app, let her know.

[Quoted text hidden]

[Quoted text hidden]



STATEMENT OF WORK 5

SOW Effective Date:	January 1, 2023 – June 30, 2023
Name of Customer:	Birmingham Shopping District
Renewal Term:	July 2023

This statement of work ("Statement of Work" or "SOW") is entered into as of the SOW Effective Date set forth above and is made a part of the Master Services Agreement entered into between Miles Partnership, LLLP and the Customer identified above (the "Agreement"). Capitalized terms not defined in this Statement of Work have the meanings given in the Agreement.

Term

The term of this Statement of Work will begin on the SOW Effective Date and unless terminated earlier as provided in the Agreement, will continue in effect for the length of the Initial Term set forth above, and will automatically renew for the period of the Renewal Term set forth above, unless either party provides to the other party written notice no later than ninety (90) days prior to the then-current scheduled expiration of the Initial Term or Renewal Term of that party's intention that the Statement of Work not be renewed.

Monthly Services & Deliverables (revised 6-month contract)

Hosting	\$525.00
CMS License - Atlantis	\$115.00
BeetleEye License CRM	\$150.00
Monthly Site Maintenance – est. 4 hrs/month	\$640
MONTHLY SERVICES SUM	\$1,430
6-MONTH TOTAL	\$8,580

Compensation

Miles shall invoice monthly, with 30 days net due. Miles will invoice Customer for the fees as provided in the Agreement.

Additional Work: Additional work outside of this scope of services (maintenance/development requests, one-off reporting or analysis, additional client meetings, etc.) will be billed at an hourly rate of \$160/hour (noting that any additional services requested must be estimated and approved in advance by the client).



The parties have executed this Statement of Work No. 5 as of the date first set forth above.

Miles Partnership, LLLP

Signature

Printed name

Title

Date

Birmingham Shopping District

Signature

Printed name

Title

Date

[Handwritten Signature]

Cristina Sheppard-Decius

Executive Director

4-20-23