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**FOR IMMEDIATE RELEASE**

## **Birmingham Shopping District Appoints a New Executive Director**

**BIRMINGHAM, MI**, May 2, 2024 – The Birmingham Shopping District (BSD) Board of Directors recently announced the appointment of a new Executive Director, Erika Bassett, at the May 2, 2024 Board meeting.

"Following an extensive and thorough interview process, the BSD Board is pleased to announce Erika Bassett as the new Birmingham Shopping District Executive Director," said BSD Board Chair, Amy Pohlod. "Ms. Bassett's experience, local and organizational knowledge, and established relationships with BSD businesses make her an excellent choice for the role. We look forward to the continued success of the Birmingham Shopping District under her leadership."

Bassett brings over 20 years of experience in Marketing and Business Administration, and has served as the Marketing and Public Relations Specialist for the BSD and City of Birmingham since October 2020. Bassett has experience in administration, public relations and downtown marketing and advertising, and business attraction and retention, all of which will help her serve the Birmingham Shopping District.

"I am honored to be selected as the Birmingham Shopping District Executive Director. I look forward to serving the BSD Board, our businesses and the entire community in an expanded capacity. I am confident that my background and experience within the organization, and my relationships with our businesses, community and team will contribute to the success of downtown Birmingham," said Bassett.

A native of the Birmingham-area, Bassett holds a bachelor's degree in Business Administration from Wayne State University and a Graphic Design Certificate from College for Creative Studies. She is also an active member of the local community.

"We are pleased to welcome Erika Bassett as the Executive Director of the Birmingham Shopping District," said Birmingham City Manager, Jana Ecker. "Her strong professional skills and knowledge of Birmingham, both as a resident and staff member, will help her to excel in this role."

For more information about the Birmingham Shopping District, visit [www.ALLINBirmingham.com](http://www.ALLINBirmingham.com).

*Established in 1992, the BIRMINGHAM PRINCIPAL SHOPPING DISTRICT comprises nearly 300 retailers, including clothing retailers, restaurants, salons & spas, and antique shops. The district is also home to offices and a variety of businesses from financial services to technology-based firms. Located among some of the nation's most affluent suburbs, Downtown Birmingham is a center for business, social, cultural, and community activities for Birmingham residents and neighboring communities.*

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