

2024 YEAR IN REVIEW



BIRMINGHAM
SHOPPING DISTRICT



A message from the **BIRMINGHAM SHOPPING DISTRICT** Erika Bassett, Executive Director

For over 30 years, the Birmingham Shopping District (BSD) has been active in its mission to plan, promote and support a vibrant downtown experience for the community and visitors by engaging and leading a convergence of thriving businesses, property owners and residents.

Led by a 12-member Board of Directors, the BSD focuses on initiatives that ensure Downtown Birmingham is vibrant and desirable with a balanced variety of local and national businesses, robust marketing campaigns and partnerships, welcoming special events and a downtown environment that is well-maintained, accessible and beautiful year-round.

Guided by our strategic plan, we continue to engage in activities that increase local consumer frequency, expand regional attraction, increase awareness of our local businesses, and sustain services for continued mass appeal. As we enter a new year, we will continue to introduce new elements into our signature and community events, build upon our strong relationships with notable local and national media partners, and provide tools to support business recruitment and retention. Lastly, we would like to extend a special thank you to all of our businesses, sponsors, volunteers and community partners for their generous contributions in a variety of ways throughout the year. We would like to especially recognize our annual gold and silver level sponsors including Chevrolet, Bank of Ann Arbor - Birmingham, Great Lakes Wealth, Mercedes Benz of Bloomfield Hills, and DG Realty Group. We look forward to a successful new year!

2024 AT A GLANCE

BUSINESS DEVELOPMENT



600+ BUSINESSES
75% LOCALLY OWNED



RETAIL OCCUPANCY
1.5 MILLION SQ. FT. OF SPACE



OFFICE OCCUPANCY
2 MILLION SQ. FT. OF SPACE



25 NEW BUSINESSES
PLUS SEVERAL EXPANSIONS



4 BUSINESS WORKSHOPS
MARKETING, SOCIAL MEDIA AND CULTURE

DISTRICT MAINTENANCE



57,000 LINEAR FEET
SIDEWALK SNOW REMOVAL & MAINTENANCE



200+ FLOWER BASKETS
INSTALLED AND MAINTAINED



800,000+ HOLIDAY LIGHTS
THROUGHOUT DOWNTOWN

MARKETING & ADVERTISING



12+ MILLION IMPRESSIONS
12+ TARGETED CAMPAIGNS



280,000 WEBSITE VIEWS
24,000 PARTNER (BUSINESS) REFERRALS



1.6 MILLION SOCIAL MEDIA VIEWS
23,300 FOLLOWERS



9 LIVE BROADCAST FEATURES
LOCAL BUSINESS & EVENT

SIGNATURE/COMMUNITY EVENTS



77 EVENT DAYS
300,000+ ATTENDEES



\$230,000+ PARTNER REVENUE
SPONSOR & VENDOR



2 NEW EVENTS
BIRMINGHAM BLAST & BIRMINGHAMBURGER



7 MILLION+ VISITORS
2-HOUR AVERAGE STAY

Welcome

2024 NEW BUSINESSES

- Bell Bistro
- Berkadia
- Birmingham Psychic Crystal Gallery
- Cafe Origins
- Choco Mania Cafe
- Dayco Incorporated
- Detroit Lashes
- Eileen Fisher
- Flute World
- House of May
- Hylant
- Jeffrey Floral Architecture
- Luxe 360 Contouring & Aesthetics
- Marrow
- MATTHILDUR X MARK KELLER
- Mid-States Advisors
- Modern Aesthetics + Skin
- Pure Green
- Scenthound
- Sophia Jewelers
- The Pregnancy Bar
- Warby Parker
- Wilder's

Congratulations

2024 BUSINESS ANNIVERSARIES

75 YEARS

- Douglas Cleaners
- The Barber Pole

50 YEARS

- Uniprop

25 YEARS

- Departure Travel Management
- Schnelz Wells
- Virtuoso Salon
- Jacobson Brothers Real Estate Management

10 YEARS

- Bistro Joe's
- bluemercury
- Calderone Advisory Group
- Clarity Advanced Eyecare
- Eli Tea Bar

10 YEARS CONTINUED

- Evereve
- Hit Ultimate Fitness
- Howard Hanna Real Estate Services
- Huntington Learning Center
- J.P. Morgan
- LolaB. Couture
- Luxe Homes Design + Build
- SmartFinds Marketing
- The Tutoring Center
- west elm
- Yaldo Law PLLC

5 YEARS

- Birmingham Angels
- Casa Perno
- Loan X Mortgage
- Nalu

DEVELOPMENT UPDATE



MIXED-USE DEVELOPMENT

460 NORTH OLD WOODWARD AVENUE. 1 RESIDENTIAL UNIT, 1 OFFICE SPACE, 1 RESTAURANT. COMPLETE.



RESIDENTIAL DEVELOPMENT

219 ELM STREET. 24 RESIDENTIAL UNITS. COMPLETE.



MIXED-USE DEVELOPMENT

707 WORTH STREET. 154 RESIDENTIAL UNITS, 2 RETAIL SPACES. ESTIMATED COMPLETION: SPRING 2025.



RH (RESTORATION HARDWARE)

300 SOUTH OLD WOODWARD AVENUE. 5-STORY WITH RESTAURANT, RETAIL AND DESIGN SERVICES. ESTIMATED COMPLETION: NOVEMBER 2025.



RESIDENTIAL DEVELOPMENT

245 TOWNSEND STREET. 4 RESIDENTIAL UNITS. ESTIMATED COMPLETION LATE-2025.



MIXED-USE DEVELOPMENT

479 SOUTH OLD WOODWARD AVENUE. 22 RESIDENTIAL UNITS, 1 OFFICE SPACE, 2 RETAIL SPACES. ESTIMATED COMPLETION: JUNE 2026.



MIXED-USE DEVELOPMENT

370 BROWN STREET. 28 RESIDENTIAL UNITS, MULTIPLE OFFICE SPACES, 2 RETAIL SPACES. ESTIMATED COMPLETION: AUGUST 2026.

Looking ahead

KEY INITIATIVES FOR 2025

We have many new projects and initiatives underway as we move into 2025, including:

- Business Workshops, Informational Sessions and Consulting Opportunities
- New Website Launch
- Marketing and Social Media Influencer Special Projects
- Alley Enhancements
- Wayfinding
- Business Recruitment Initiatives

2025 EVENT CALENDAR

- January 25 – BRRmingham Blast
- April 12 – Spring Stroll
- May 4 – Farmers Market, 23rd Annual Opening Day
- May 4 – October 26 (Sundays) – Farmers Market
- June 6 – Movie Night
- July 11 – Movie Night
- July 26 – Day on the Town
- August 8 – Movie Night
- August 16 – Birmingham Cruise Event
- September 5 – Movie Night
- September 18 – Art Walk
- October 1-31 – BirminghamBurger Restaurant Promotion
- October 26 – Farmers Market, End of Season Celebration
- November 29 – Small Business Saturday
- November 29 – Santa Walk, Santa House Opens & Carriage Rides
- December 5 – Holiday Tree Lighting
- December 5 – 7 – Winter Markt
- December Weekends/Select Dates – Santa House & Carriage Rides