



Northville DDA - Marketing Committee
Thursday, August 3, 2023
8:30 am – Via Zoom

Join Zoom Meeting: <https://us02web.zoom.us/j/84862756575>
Meeting ID: 848 6275 6575
Join by Cell Phone: 312-626-6799

Meeting Agenda

1. Welcome from the Chair
2. Introduction of new DDA Staff
3. Audience Comments (limit 3 minutes)
4. PR & Marketing efforts for August 2023
 - a. July Stats and Measurements (Attachment 4.a)
 - b. July PR Summary (Attachment 4.b)
 - c. July Ville Magazine (Attachment 4.c)
 - d. August – September Concert and Events Postcard (Attachment 4.d)
5. Recap and News from Organizations
6. Next Meeting – Thursday, September 7, 2023

July 2023:

FACEBOOK:

Facebook Page Update:

Through July 28

Followers: 16,219 (81 more than last summary)

Demo:

- Women (81.8%)/ Men (18.2%)
- Age demo: 35-44 main demo with 45-54 next largest
- Top 10 cities followers are from: Northville (16.6%, Novi (9.4%), Livonia (7.7%), Plymouth, Canton, Farmington Hills, Westland, South Lyon, Detroit, & Commerce

Monthly Total Reach: 26,642

- Reactions: 437
- Comments: 39
- Shares: 72
- Photo views: 5,544
- Link clicks: 242

Engagement: 12,429

Organic Post ~ Dancin' in the Ville Cancelled Due to Weather (with image)

Run date(s): June 26

Impressions: **14,509**

Reach: 14,222

Engagement: 48

Reactions: 10

Like: 8

Love: 1

Ha: 1

Comments: 0

Shares: 3

Other Clicks: 22

Organic Post ~ Announcement of Maybury County Fair (With photo)

Run date(s): July 14

Impressions: **5,465**

Reach: 4,946

Engagement: 215

Reactions: 60

Like: 55

Love: 5

Comments: 3

Share: 18

Other Clicks: 95

Organic Post ~ July in the Ville (with postcard photo)

Run date(s): July 5

Impressions: **6,346**

Reach: 6,100

Engagement: 454

Reactions: 29

Like: 24

Love: 5

Comments: 2

Shares: 10

Other Clicks: 59

INSTAGRAM:

Followers: 6,560 (87 more followers since last summary)

77% women / 23% men

Age demo: 35-44 (32%), 25-34 (27.9%), 45-54 (20.6%)

Top Locations: Northville (23.1%), Novi (12.1%), Plymouth (9.1%), Livonia (5.7%) & Canton (3.8%)

Insights from last 30 days:

Reach: 5,631 (the number of unique accounts that have seen any of our posts)

- 4,229 followers / 1,402 non followers
- 7,346 posts / 3,062 Reels / 2,558 stories / 10 videos

Accounts Engaged: 616

- 584 Followers/3 2 non-followers

Account Activity: 1,154

- Profile visits: 1,103
- External Link taps: 49
- Call Button Taps: 2

Impressions: 66,302 (total number of times posts have been seen)

Content Interactions: 1,212

Post Interactions: 955

- Likes: 871
- Comments: 16
- Saves: 15
- Shares: 42
- Story Interactions: 74
 - Replies: 15
 - Shares: 59
- Reel Interactions: 194
 - Likes: 164
 - Comments: 10
 - Shares: 17
 - Saves: 3

Top Post(s):

Based on likes

July 4 – 4th of July Parade (With photo of the parade)

Reach: 3,355 (3,191 followers / 164 non followers)

Impressions: 3,613 (3,386 from home, 130 from profile, 18 from hashtag & 70 other)

Engagement: 261 (259 followers / 2 non-followers)

Post Interactions: 272

- Likes: 254
- Comments: 6
- Shares: 9
- Saved: 3

Profile Activity: 51

- Profile visits: 48
- Follows: 3

July 17 – Shared Art House Post about landscape

Reach: 2,464 (2,333 followers / 131 non followers)

Impressions: 3,193 (3,043 from home, 86 from profile, 3 from hashtags & 59 other)

Engagement: 162 (160 followers / 2 non-followers)

Story Interactions: 2

- Replies: 2
- Shares: 2

Sticker Taps: 4 (@dscottauto)

Navigation: 851

- Forward: 621
- Next Story: 155
- Exited: 65
- Back: 10

Profile Activity: 13

- Visits: 1

Top Reel(s):

July 10 – Dancin' in the Ville

Reach: 2,389 (2,198 followers / 191 non followers)

Plays: 3,290

Watch Time: 7 hr 3 min 53 sec

Average Watch Time: 7 sec

Impressions: 3,193 (3,043 from home, 86 from profile, 3 from hashtags & 59 other)

Engagement: 162 (160 followers / 2 non-followers)

Content Interactions: 78

- Likes: 60
- Shares: 9
- Comments: 6
- Saves: 3

ADVERTISING:

The Ville:

Renewed for six months starting May 2023 and upgraded to 1/2 page ads.

The 'Ville is mailed directly to every residential and business address – a total of nearly 21,000 – in the Northville Community, covering the 48167 and 48168 zip codes.

Northville Today:

- Two half-page Ads in Northville Today
 - Q2: Ad will focus on summer concerts (MAILED WEEK OF JUNE 5)
 - Q3: SKELETONS Ad (MAILED WEEK OF SEPTEMBER 19)

SEEN MAGAZINE:

- Full page ad placed in SEEN Magazine (July & October issues)

Maybury State Park Map:

- Double space ad in Park Map (Overall ad about Downtown Northville)

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY July 2023:

PUBLICITY:

Upcoming Press Releases:

- TBD ibalance Wellness Spa grand re-opening
- TBD Seasonal Reopening of Streets

SOCIAL MEDIA:

- Facebook ~ Continued to maintain the page, including daily posts on business announcements and virtual events, etc.
- Instagram ~ Continued to maintain the page, including daily posts business announcements, etc.
- Twitter ~ Continued to maintain the page, including daily posts on business announcements, etc.

PAID ADVERTISING:

- Ad in July issue of The Ville
- Northville Today Q2: ran June 5 (ad will feature Summer Concerts)
- Full Page ad in July issue of SEEN Magazine

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in The Ville for 6-month contract
 - Remaining 1/2 page ads will be August-October
- Full Page ad in July & September issues of SEEN Magazine
- Ad in Maybury Park Map (overall Downtown Northville ad)
- 1/2 page ads in Northville today. We will place 2 ads:
 - Q3: runs September 18 (ad will feature Skeletons & Fall in Northville)

SOCIAL MEDIA:

- Skeletons are Alive Launch Party (October)

Downtown
Northville
Timeless with a twist



Attachment 4.c



Where supporting our
local businesses is

Main & Center

downtownnorthville.com



*Pictured: Left: Town and Country Bikes and Boards
Right: Warehouse Pilates*

Music is Main & Center

 Individual Concert Sponsors

Saturdays on Main & Fridays on Center

7 - 9PM

Attachment 4.d

Downtown
Northville
Timeless with a twist



August 2023

AUGUST 4 Maria Rose (*Motown, Classic Rock, 90's and Top 40*)

 Schembri Insurance Group


AUGUST 5 Steve Taylor (*Singer Song Writer*)

 Fairmont Senior Living of Northville


AUGUST 11 Dan Tillery (*Singer Song Writer*)


 Schembri Insurance Group

AUGUST 12 Shawn Riley Band (*Classic Rock*)

 Mike Miller Building Company

AUGUST 18 Mike Bass (*Singer Song Writer*)  Consumer Energy

AUGUST 19 Alex Mandenall (*Singer Song Writer*)  DTE Energy

AUGUST 25 The Soulshiners (*Classic Rock*)  Consumer Energy

AUGUST 26 Randy Brock Group (*Blues*)


 Community Financial Credit Union

AUGUST CONCERTS PRESENTING SPONSOR:




September 2023

SEPTEMBER 1 Billy Brandt & Elaine Schoendorf (*Classic Rock/Singer Song Writer*)

 Consumer Energy

SEPTEMBER 2 Nick & Keelan (*Classic Rock*)  DTE Energy

SEPTEMBER 8 Phoebe Holmes (*Classic Rock*)  DTE Energy

SEPTEMBER 9 The ones and twos (*Motown, R&B, Rock and Top 40*)

 Community Financial Credit Union

SEPTEMBER 15 Ken Mobley (*Classic Rock*)  Fairmont Senior Living of Northville

SEPTEMBER 16 Lisa Mary (*Country*)  Consumer Energy

SEPTEMBER 29 Jarrod Champion (*Jazz, Swing, Soul, Motown, Blues, Rock, & Pop*)

 DTE Energy

SEPTEMBER 30 The Further Adventures of FatBoy and JiveTurkey

(*Roots of Blues, Country, and Jazz*)  First Merchants Bank

SEPTEMBER CONCERTS PRESENTING SPONSOR:



GREWAL LAW



SCAN FOR MORE CONCERT INFO





Enjoy the Sites and Sounds Around

Main & Center

For event details visit
www.downtownnorthville.com.

Stay up to date on Northville happenings on our social media.



Downtown
Northville
Timeless with a twist

August 2023

August 1, 8, 14: *Tunes on Tuesday*

10:30 am – 11:30 am, Town Square, Downtown Northville, www.northvilleparksandrec.org

August 2, 9, 16, 23, 30: *Dancin' in the Ville*

7:00 – 9:00 pm, Town Square, Downtown Northville, www.downtownnorthville.com

August 3, 10, 17, 24, 31:

Northville Farmers' Market

8:00 am – 3:00 pm, corner of 7 Mile and Sheldon Rd. www.northville.org

August 4 – 6: *Buy Michigan Now Festival*

4:00 – 8:00 pm (Fri.), 10:00 am – 8:00 pm (Sat.)
10:00 am – 4:00 pm (Sun.), Downtown Northville
www.buymichigannow.com

August 4-5, 11-12, 18-19, 25-26:

Music is Main & Center

7:00 – 9:00 pm, Center St. (Friday)
Main St. (Saturday), Downtown Northville
www.downtownnorthville.com

August 5: *Garden Party*

4:00 – 7:00 pm, Mill Race Village
215 Griswold Street, www.millracenorthville.org

August 5 – 6: *Family Camp Out*

12:00 pm (Sat.) – 12:00 pm (Sun.)
Maybury State Park, 49601 Eight Mile Rd.
www.friendsofmaybury.org

August 7, 14, 21: *Music at Maybury*

7:00 pm Maybury State Park, 49601 Eight Mile Rd., www.friendsofmaybury.org

August 12: *County Fair*

10:00 am – 5:00 pm, Maybury Farm
50165 Eight Mile Rd., www.mayburyfarm.org

August 19: *Edible Plant Hike*

10:00 – 11:30 am, Maybury State Park
49601 Eight Mile Rd., www.friendsofmaybury.org

September 2023

September 1-2, 8-9, 15-16, 29-30:

Music is Main & Center

7:00 – 9:00 pm, Center St. (Friday)
Main St. (Saturday), Downtown Northville
www.downtownnorthville.com

September 7, 14, 21, 28:

Northville Farmers' Market

8:00 am – 3:00 pm, corner of 7 Mile and Sheldon Rd.
www.northville.org

September 8: *Reception, West of Center All-Juried Exhibit*

5:00 – 8:00 pm, Northville Art House
215 W. Cady Street, www.northvillearthouse.org

September 16: *History of Maybury Sanatorium Hike*

10:00 am – 12:00 pm, Maybury State Park
49601 Eight Mile Rd., www.friendsofmaybury.org

September 22 – 24: *Victorian Festival*

5:00 – 9:00 pm (Fri.), 10:00 am – 5:00 pm (Sat.)
12:00 – 4:00 pm (Sun.), Downtown Northville
www.northville.org

September 23: *Painting with Paws*

10:00 am – 2:00 pm, Northville Art House
215 W. Cady Street, www.northvillearthouse.org

September 28: *Dinner & Stand-Up Comedy*

7:00 pm, Genitti's Hole-in-the-Wall
108 E. Main Street, www.genittis.com

September 29-30: *Maybury Farm Corn Maze*

10:00 am – 8:00 pm (Sat.), 10:00 am – 7:00 pm (Sun.)
Maybury Farm, 50165 Eight Mile Rd.
www.mayburyfarm.org

