



Northville DDA - Marketing Committee
Thursday, July 6, 2023
8:30 am – Via Zoom

Join Zoom Meeting: <https://us02web.zoom.us/j/83687800310>
Meeting ID: 836 8780 0310
Join by Cell Phone: 312-626-6799

Meeting Agenda

1. Welcome from the Chair
2. Audience Comments (limit 3 minutes)
3. PR & Marketing efforts for June 2023
 - a. June Stats and Measurements (Attachment 3.a)
 - b. June PR Summary (Attachment 3.b)
 - c. July Seen Magazine Ad (Attachment 3.c)
 - d. July Ville Magazine (Attachment 3.d)
 - e. June/July Concert and Events Postcard (Attachment 3.e)
4. Recap and News from Organizations
5. Next Meeting – Thursday, August 3, 2023

June 2023:

FACEBOOK:

Facebook Page Update:

Through June 25

Followers: 16,138 (109 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: 24,823

Monthly Post Engagement: 11,500

- Reactions: 670
- Comments: 32
- Shares: 51
- Photo views: 4,824
- Link clicks: 401

Impressions: 176,700

Organic Post ~ Monday Music At Maybury Announcement (with image)

Run date(s): June 21

Impressions: **4,845**

Reach: 4,357

Engagement: 199

Reactions: 66

Like: 57

Love: 8

Ha: 1

Comments: 5

Shares: 12

Other Clicks: 27

Organic Post ~ Announcement of Buy Michigan Now Festival (With link)

Run date(s): June 16

Impressions: **6,029**

Reach: 6,029

Engagement: 454

Reactions: 85

Like: 80

Love: 5

Comments: 2

Link Clicks: 144

Other Clicks: 223

**Organic Post ~ Post of NHS Jazz Band on Stage Kicking off summer concert series
(with UGC photo)**

Run date(s): June 3
Impressions: **13,285**
Reach: 13,285
Engagement: 503
Reactions: 209
Like: 191
Love: 18
Comments: 6
Shares: 3
Other Clicks: 204

INSTAGRAM:

Followers: 6,473 (34 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: 3,920 (the number of unique accounts that have seen any of our posts)

- 3,100 followers / 820 non followers
- 4,260 posts / 107 Reels / 2,219 stories / 7 videos

Accounts Engaged: 350

- 334 Followers/16 non-followers

Account Activity: 859

- Profile visits: 815
- External Link taps: 43
- Call Button Taps: 1

Impressions: 44,081 (total number of times posts have been seen)

Content Interactions: 543

Post Interactions: 465

- Likes: 428
- Comments: 8
- Saves: 8
- Shares: 12
- Story Interactions: 74
 - Replies: 15
 - Shares: 59
- Reel Interactions: 4
 - Likes: 2
 - Comments: 0
 - Shares: 1
 - Saves: 1

Top Post(s):

Based on likes

June 21 – First Day of Summer (With photo of Clock)

Reach: 1,964 (1,898 followers / 66 non followers)

Impressions: 2,113 (2,064 from home, 25 from profile, 3 from explore & 20 other)

Engagement: 200 (193 followers / 2 non-followers)

Post Interactions: 204

- Likes: 195
- Comments: 2
- Shares: 6
- Saved: 1

Profile Activity: 13

- Profile visits: 10
- Follows: 3

Top Story(s):

June 24 – Shared tagged post of concert in Town Square

Reach: 891 (888 followers / 3 non followers)

Impressions: 891 (1,474 from home, 106 from profile, 6 from explore & 16 other)

Engagement: 2 (65 followers / 3 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: 1

- Visits: 1

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 June 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 June issue of The Ville

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in The Ville (1/4-page ads)
 - Remaining 1/2 page ads (July-October) for 6-month contract.
- 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:
 - Q2: runs June 5 (ad will feature Summer Concerts)
 - Q3: runs September 18 (ad will feature Skeletons)

SOCIAL MEDIA:

- No posts were boosted



Little Salumi



Colors of the Wood



Simply Wine



Sugar Lu's

Small Independent Businesses are

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



Attachment 3.D
Downtown

Northville
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Where supporting our
local businesses is

Main & Center

downtownnorthville.com



*Pictured: Left: Great White Buffalo Brewing Co.
Right: Exchange Bar and Grill*

Music is Main & Center

 Individual Concert Sponsors

Fridays on Main & Saturdays on Center

7 - 9PM

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June 2023

- JUNE 2** **NHS JAZZ** (Jazz)  DTE Energy
- JUNE 3** **Geff Phillips** (Pop Rock Variety)  Consumer Energy
- JUNE 9** **Audry Ray** (Country)  DTE Energy
- JUNE 10** **Northville Folk** (Classic Rock)  Alexander's Custom Clothier
- JUNE 16** **Lonnie Stump** (Country/Americana)  Consumer Energy
- JUNE 17** **Sheila Landis** (Jazz)  DTE Energy
- JUNE 23** **Jason Locke** (Classic & Contemporary Rock)  Consumer Energy
- JUNE 24** **Motor City Soul** (Motown)  Mithai & Chai
- JUNE 30** **The Soulshiners** (Singer Song Writer)  DTE Energy

July 2023

- JULY 1** **Al Carmichael** (Classic Rock)  Consumer Energy
- JULY 7** **Adam Plomaritas** (Sophisticated Rock, Country, and Soul)
 SoulTracks.com
- JULY 8** **Mike Bass** (Singer Song Writer)  Consumer Energy
- JULY 14** **Acoustic Ash** (Singer Song Writer)  Consumer Energy
- JULY 15** **Power Play** (Classic Rock)  Mithai & Chai
- JULY 21** **Michael Beauchamp** (Singer Song Writer)  Consumer Energy
- JULY 22** **Keith Maguire** (Singer Songwriter, Pianist/Guitarist)
 DTE Energy
- JULY 28** **Nate Jones** (Easy-listening & Folk Music)  Consumer Energy
- JULY 29** **Zang** (Classic Rock)  Orin Jeweler's

JUNE CONCERTS PRESENTING SPONSOR:



SCAN FOR MORE CONCERT INFO

JULY CONCERTS PRESENTING SPONSOR:





JUNE 9, Audry Ray (Country)

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.



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June 2023

June 1, 8, 15, 22, 29:

Northville Farmers' Market

8:00 – 3:00 pm, corner of 7 Mile & Sheldon Rd.,
Northville Chamber of Commerce
www.northville.org

**June 2-3, June 9-10, June 16-18, June 23-24,
June 30: *Music is Main & Center***

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

June 3: *Farm Fest*

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

June 9: *Wines of the World*

6:00 – 9:00 pm, Northville Square
133 W. Main Street
www.detroitwine.org

June 9: *Movie in the Park*

Dusk, Ford Field, 151 Griswold St.
www.northvilleparksandrec.org

June 12 – June 16:

Northville's Gigantic Garage Sale

9:00 am – 9:00 pm, Mill Race Village
218 Dunlap St.
www.millracenorthville.org

June 16, 17, 18: *Art in the Sun*

3:00 – 8:00 pm (Fri.), 10:00 – 8:00 pm (Sat.),
10:00 – 3:00 pm (Sun.), W. Cady Street
www.northvillearthouse.org

June 20, 27: *Tunes on Tuesday*

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

July 2023

July 1, 7/8, 14/15, 21/22, 28/29:

Music is Main & Center

7:00 - 9:00 pm, Downtown Northville
www.downtownnorthville.com

July 4: *4th of July Parade*

10:00 am, Downtown Northville
www.northville.org

July 4, 11, 18, 25: *Tunes on Tuesday*

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

July 5, 12, 19, 26: *Dancin' in the Ville*

6:30 – 8:30 pm, Town Square
www.downtownnorthville.com

July 6, 13, 20, 27:

Northville Farmers' Market

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

July 7: *Movie in the Park*

Dusk, Ford Field, 151 Griswold St.
www.northvilleparksandrec.org

July 10, 17, 24, 31: *Music at Maybury*

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

July 12: *Northville Garden Walk*

9:00 – 4:00 pm, Northville Garden Club
215 W. Cady Street
www.cgcnv.org

