



The Shopping District

**Birmingham Shopping District Agenda
Thursday January 9, 2020 - 8 a.m.**

**The Community House
380 South Bates Street, Birmingham, MI 48009**

1. Call to order and Roll Call of Board
2. Recognition of Visitors
3. Approval of Minutes for December 5, 2019
4. Board Member Comments
5. Reports:
 - a. Finance Report
 - b. Executive Director Report – Tighe
 - c. Committee Reports:
 - i. Special Events – Astrein
 - ii. Marketing & Advertising – Pohlod
 - iii. Maintenance and Capital Improvements – Quintal
 - iv. Business Development – Surnow
 - v. Executive Board Report – Hockman
 - d. Parking Report – November 2019
 - e. Chamber Report
6. Approval of Vouchers
7. Unfinished Business
8. New Business
 - a. Draft Budget for Approval
9. Information
 - a. Announcements
 - b. Letters, Board Attendance & Monthly Meeting Schedule
10. Public Comments
11. Adjournment

Birmingham Shopping District Mission Statement

We strive to provide leadership in marketing, advertising and promotion of the Birmingham Shopping District.

We actively work to promote a district that is exciting, clean, safe and pedestrian-friendly and ensure that the district continues to serve as a center for business, service, social and community activities.

Notice: Persons with disabilities that may require assistance for effective participation in this public meeting should contact the City Clerk's Office at the number (248) 530-1880, or (248) 644-5115 (for the hearing impaired) at least one day before the meeting to request help in mobility, visual, hearing, or other assistance.

Las personas con incapacidad que requieren algún tipo de ayuda para la participación en esta sesión pública deben ponerse en contacto con la oficina del escribano de la ciudad en el número (248) 530-1800 o al (248) 644-5115 (para las personas con incapacidad auditiva) por lo menos un día antes de la reunión para solicitar ayuda a la movilidad, visual, auditiva, o de otras asistencias. (Title VI of the Civil Rights Act of 1964).

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, December 5, 2019 - 8:00 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, December 5, 2019, at 8:04 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Eid, Fehan, Hockman, Pohlod, Quintal, Roberts, Solomon, Surnow, Valentine

ABSENT: Kay

ALSO PRESENT:

ADMINISTRATION: Tighe, Brook, Gamboa, Comerford

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Fehan, seconded by Valentine to approve the minutes dated November 7, 2019.

VOTE: Yeas, 10 Nays, 0 Absent, 1

4. BOARD MEMBER COMMENTS

Valentine let the board know that the third survey regarding the master plan is now available on the master plan website. He encouraged board members to share their input. The final version of the plan should be available early next summer.

5. REPORTS

a. FINANCE REPORT – TIGHE

Tighe shared that the fund balance at the end of October was \$341,100. There is still money coming in under the special events line item from Farmers Market and Winter Markt.

Assessments will be mailed in January. The mailing will include a 2019 year in review highlighting some of the successes that the BSD has had in the past year.

Cash flow for four month period shows that we received the \$55,000 sponsorship payment from Chevy. We still had a variance of \$51,954 in special events revenue. The majority of that was a result of the GM payment.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that Small Business Saturday was slow for merchants. He thinks that the UM vs. OSU football game impacted the number of shoppers.

Santa Walk was successful with more participants this year than last. Fehan shared that he really appreciated the support and participation from the police and fire departments.

Thirteen merchants participated in the window decorating contest. "Let it Snow" was the theme.

Winter Markt set-up is going on now. There will be 65 vendors. We are working with a new tent vendor and are pleased with the quality of the tents. Brad Galli, from WXYZ, will be the master of ceremonies for the tree lighting.

Restaurant Week will be held the last week of January and the first week of February. Planning is underway.

MARKETING & ADVERTISING - POHLOD

Pohlod shared holiday promotions will have less of a focus on television. There will still be some advertising on Comcast and WOW cable. There will also be a Live in the D segment as well as a segment on the morning news on WXYZ next week.

The drone footage from last year's Winter Markt is being used in promotions.

Planning is already getting started for the next Birmingham Magazine. A meeting will be held with Renaissance Media early in the year to discuss the next issue. Hockman shared that he has received positive feedback on the magazine. Astrein agreed and emphasized that he really liked that the magazine featured local people.

Valentine asked about the possibility of the magazine having more of a business development component next year so that it could be used in the recruitment process. Astrein commented that there was very little jewelry in the magazine. Pohlod explained that there were some challenges with the location during the photo shoot and that there would be more jewelry next year.

An RFP for a new BSD website will be posted in January. The committee is working on an events/cruise ad with drone footage. Renaissance Media is also working on a video.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal reported that planters are complete and are different this year. He feels that they may need more height to them next year.

North Old Woodward looks good with the new chandelier lights, but the committee would like to have fewer trees on N. Old Woodward decorated next year so that the chandeliers stand out more.

The Christmas tree in Shain Park is six feet taller this year. And, due to ongoing construction on the Merrillwood Building, lights will not be able to be strung across Merrill this year.

BUSINESS DEVELOPMENT - SURNOW

Surnow shared that the Lyft promotion has begun. It will be adjusted so that it is open ended instead of ending at the end of the calendar year. Tighe added that it has had about 75 uses so far.

Surnow continues to be impressed with the work that Tighe and Cindy Ciura are doing.

Tighe let the board know that Cindy will be representing the BSD at the ICSC event in New York City next week. She has been able to make appointments with some of the companies that are on the “red” list which means that they may actually still have an interest in being in Birmingham.

Surnow has seen more tours and conversations lately.

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman updated the board that three board members are on the agenda to be reappointed at the commission meeting on Monday. Astrein will also be appointed to the advisory parking committee to represent the BSD. And, Jessica Lundberg, from Rivage Day Spa, has been nominated to be a new BSD board member.

Saturday, January 25th will be the city’s long range planning session. Tighe will be presenting on the BSD.

d. PARKING REPORT - VALENTINE

Valentine said that there is nothing significant to report this month and that Astrein will be taking over these reports in the future, as he will be a member of the parking advisory committee.

e. CHAMBER REPORT

There was no report from the chamber.

f. COMMUNITY HOUSE REPORT

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein, seconded by Pohlod to approve the vouchers, as submitted, dated December 5, 2019.

VOTE: Yeas, 10 Nays, 0 Absent, 1

7. UNFINISHED BUSINESS

8. NEW BUSINESS

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

11. ADJOURNMENT – 8:35 A.M.

Respectfully submitted,
Jaimi Brook (back-up notes on file)

Fund 247 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
247-000.000-004.0000	PETTY CASH	250.00
247-000.000-005.0000	CASH AND INVESTMENTS	387,834.97
247-000.000-028.0000	MISCELLANEOUS	18,016.72
247-000.000-028.9999	ALLOW FOR DOUBTFUL ACCTS.	(1,613.72)
247-000.000-048.0884	PSD 2018-2019 DELQ	18,823.76
Total Assets		423,311.73
*** Liabilities ***		
247-000.000-200.0000	SUSPENSE ACCOUNT	180.54
247-000.000-202.0000	ACCOUNTS PAYABLE	47,058.23
247-000.000-255.0001	GIFT CERTIFICATES	1,200.00
247-000.000-367.0300	DEFER. INFLOWS - MISCELLANEOUS INV	16,403.00
247-000.000-367.0800	DEFER. INFLOWS - DELQ SPECIAL ASSE	18,823.76
Total Liabilities		83,665.53
*** Fund Balance ***		
247-000.000-391.0000	RETAINED EARNINGS	680,198.80
Total Fund Balance		680,198.80
Beginning Fund Balance		680,198.80
Net of Revenues VS Expenditures		(340,552.60)
Ending Fund Balance		339,646.20
Total Liabilities And Fund Balance		423,311.73

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 11/30/2019

GL NUMBER	DESCRIPTION	2019-20 ORIGINAL BUDGET	2019-20 AMENDED BUDGET	ACTIVITY FOR MONTH 11/30/19	YTD BALANCE 11/30/2019	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Revenues								
Dept 000.000								
USE OF FUND BALANCE								
247-000.000-400.0000	APPROP FUND BAL/RET EARN	96,320.00	96,320.00	0.00	0.00	0.00	96,320.00	0.00
USE OF FUND BALANCE		96,320.00	96,320.00	0.00	0.00	0.00	96,320.00	0.00
CHARGES FOR SERVICES								
247-000.000-641.0585	CHARGES TO AUTO PARKING SYSTEM	150,000.00	150,000.00	25,000.00	25,000.00	0.00	125,000.00	16.67
CHARGES FOR SERVICES		150,000.00	150,000.00	25,000.00	25,000.00	0.00	125,000.00	16.67
INTEREST AND RENT								
247-000.000-664.0000	INVESTMENT INCOME	13,700.00	13,700.00	603.31	3,529.72	0.00	10,170.28	25.76
INTEREST AND RENT		13,700.00	13,700.00	603.31	3,529.72	0.00	10,170.28	25.76
SPECIAL ASSESSMENTS								
247-000.000-672.0247	FUTURE SPECIAL ASSESSEMENTS -	1,030,930.00	1,030,930.00	0.00	0.00	0.00	1,030,930.00	0.00
247-000.000-672.0884	PSD SPEC ASSESS REVENUE 2018-2	24,040.00	24,040.00	0.00	2,703.47	0.00	21,336.53	11.25
SPECIAL ASSESSMENTS		1,054,970.00	1,054,970.00	0.00	2,703.47	0.00	1,052,266.53	0.26
OTHER REVENUE								
247-000.000-676.0001	CONTR FROM PRIVATE SOURCE	190,000.00	190,000.00	77,182.00	151,568.50	0.00	38,431.50	79.77
OTHER REVENUE		190,000.00	190,000.00	77,182.00	151,568.50	0.00	38,431.50	79.77
Total Dept 000.000		1,504,990.00	1,504,990.00	102,785.31	182,801.69	0.00	1,322,188.31	12.15
TOTAL REVENUES		1,504,990.00	1,504,990.00	102,785.31	182,801.69	0.00	1,322,188.31	12.15
Expenditures								
Dept 298.000 - PUBLIC RELATIONS								
PERSONNEL SERVICES								
247-298.000-702.0001	SALARIES & WAGES DIRECT	31,030.00	31,030.00	2,574.86	12,148.56	0.00	18,881.44	39.15
247-298.000-702.0003	LONGEVITY	450.00	450.00	0.00	0.00	0.00	450.00	0.00
247-298.000-706.0001	FICA	2,410.00	2,410.00	193.03	910.74	0.00	1,499.26	37.79
247-298.000-706.0002	HOSPITALIZATION	11,090.00	11,090.00	426.18	2,130.82	0.00	8,959.18	19.21
247-298.000-706.0007	WORKER'S COMPENSATION	100.00	100.00	8.08	38.25	0.00	61.75	38.25
247-298.000-706.0012	RETIREMNT-DEF CONTR EMPLR	2,990.00	2,990.00	244.63	1,154.10	0.00	1,835.90	38.60
247-298.000-706.0013	RET HLTH SVGS CONTR EMPLR	690.00	690.00	70.00	349.97	0.00	340.03	50.72
PERSONNEL SERVICES		48,760.00	48,760.00	3,516.78	16,732.44	0.00	32,027.56	34.32
Total Dept 298.000 - PUBLIC RELATIONS		48,760.00	48,760.00	3,516.78	16,732.44	0.00	32,027.56	34.32
Dept 441.005 - DOWNTOWN MAINTENANCE								
PERSONNEL SERVICES								
247-441.005-702.0001	SALARIES & WAGES DIRECT	54,210.00	54,210.00	3,232.27	24,268.30	0.00	29,941.70	44.77
247-441.005-702.0002	OVERTIME PAY	24,200.00	24,200.00	1,763.29	15,156.30	0.00	9,043.70	62.63
247-441.005-702.0003	LONGEVITY	360.00	360.00	0.00	0.00	0.00	360.00	0.00
247-441.005-706.0001	FICA	6,200.00	6,200.00	373.50	2,943.88	0.00	3,256.12	47.48
247-441.005-706.0002	HOSPITALIZATION	10,380.00	10,380.00	752.76	6,656.84	0.00	3,723.16	64.13

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 11/30/2019

GL NUMBER	DESCRIPTION	2019-20	2019-20	ACTIVITY FOR	YTD BALANCE	ENCUMBERED	UNENCUMBERED	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	MONTH 11/30/19	11/30/2019	YEAR-TO-DATE	BALANCE	
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
247-441.005-706.0003	LIFE INSURANCE	200.00	200.00	17.40	113.69	0.00	86.31	56.85
247-441.005-706.0004	RETIRE CONTRIB HEALTH	12,500.00	12,500.00	893.51	4,655.12	0.00	7,844.88	37.24
247-441.005-706.0005	DENTAL/OPTICAL	840.00	840.00	48.82	314.18	0.00	525.82	37.40
247-441.005-706.0006	LT/ST DISABILITY	610.00	610.00	37.36	282.64	0.00	327.36	46.33
247-441.005-706.0007	WORKER'S COMPENSATION	1,500.00	1,500.00	121.02	837.20	0.00	662.80	55.81
247-441.005-706.0010	RETIREMENT EMPLOYER CNTB	9,570.00	9,570.00	591.45	3,270.14	0.00	6,299.86	34.17
247-441.005-706.0011	HRA BENEFIT	100.00	100.00	0.00	0.00	0.00	100.00	0.00
247-441.005-706.0012	RETIREMNT-DEF CONTR EMPLR	2,060.00	2,060.00	280.20	2,169.95	0.00	(109.95)	105.34
247-441.005-706.0013	RET HLTH SVGS CONTR EMPLR	1,010.00	1,010.00	97.05	719.03	0.00	290.97	71.19
PERSONNEL SERVICES		123,740.00	123,740.00	8,208.63	61,387.27	0.00	62,352.73	49.61
OTHER CHARGES								
247-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	43,000.00	2,150.96	18,152.07	0.00	24,847.93	42.21
OTHER CHARGES		43,000.00	43,000.00	2,150.96	18,152.07	0.00	24,847.93	42.21
Total Dept 441.005 - DOWNTOWN MAINTENANCE		166,740.00	166,740.00	10,359.59	79,539.34	0.00	87,200.66	47.70
Dept 748.000 - PRINCIPAL SHOPPING DISTRICT								
PERSONNEL SERVICES								
247-748.000-702.0001	SALARIES & WAGES DIRECT	215,130.00	215,130.00	19,024.28	85,081.29	0.00	130,048.71	39.55
247-748.000-706.0001	FICA	16,460.00	16,460.00	1,401.93	6,261.06	0.00	10,198.94	38.04
247-748.000-706.0002	HOSPITALIZATION	43,930.00	43,930.00	3,378.62	16,869.08	0.00	27,060.92	38.40
247-748.000-706.0003	LIFE INSURANCE	950.00	950.00	72.34	361.70	0.00	588.30	38.07
247-748.000-706.0004	RETIRE CONTRIB HEALTH	5,620.00	5,620.00	467.67	2,338.35	0.00	3,281.65	41.61
247-748.000-706.0005	DENTAL/OPTICAL	2,010.00	2,010.00	219.43	835.35	0.00	1,174.65	41.56
247-748.000-706.0006	LT/ST DISABILITY	880.00	880.00	96.34	366.74	0.00	513.26	41.68
247-748.000-706.0007	WORKER'S COMPENSATION	680.00	680.00	100.72	427.24	0.00	252.76	62.83
247-748.000-706.0010	RETIREMENT EMPLOYER CNTB	3,380.00	3,380.00	281.67	1,408.35	0.00	1,971.65	41.67
247-748.000-706.0012	RETIREMNT-DEF CONTR EMPLR	9,280.00	9,280.00	1,016.88	3,871.28	0.00	5,408.72	41.72
247-748.000-706.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,820.00	140.00	700.00	0.00	1,120.00	38.46
PERSONNEL SERVICES		300,140.00	300,140.00	26,199.88	118,520.44	0.00	181,619.56	39.49
OTHER CHARGES								
247-748.000-801.0200	OTHER LEGAL	3,000.00	3,000.00	0.00	1,653.93	0.00	1,346.07	55.13
247-748.000-802.0100	AUDIT	740.00	740.00	271.00	742.00	0.00	(2.00)	100.27
247-748.000-811.0000	OTHER CONTRACTUAL SERVICE	0.00	0.00	100.00	500.00	0.00	(500.00)	100.00
247-748.000-828.0300	PARKING VALET SERVICES	150,000.00	150,000.00	0.00	0.00	0.00	150,000.00	0.00
247-748.000-829.0100	SNOW REMOVAL CONTRACT	59,000.00	59,000.00	19,652.34	19,652.34	0.00	39,347.66	33.31
247-748.000-829.0200	WEB SITE MAINTENANCE	5,500.00	5,500.00	0.00	1,500.00	0.00	4,000.00	27.27
247-748.000-851.0000	TELEPHONE	1,750.00	1,750.00	132.59	541.21	0.00	1,208.79	30.93
247-748.000-901.0400	MARKETING & ADVERTISING	250,000.00	250,000.00	1,348.00	47,796.50	0.00	202,203.50	19.12
247-748.000-901.0500	PUBLIC RELATIONS	10,000.00	10,000.00	0.00	2,807.18	0.00	7,192.82	28.07
247-748.000-903.0000	TENANT RECRUITMENT	100,000.00	100,000.00	1,142.53	17,589.10	0.00	82,410.90	17.59
247-748.000-904.0000	PRINTING PSD MAGAZINE	60,000.00	60,000.00	0.00	54,925.01	0.00	5,074.99	91.54
247-748.000-909.0000	SPECIAL EVENTS	200,000.00	200,000.00	36,697.30	104,170.83	0.00	95,829.17	52.09
247-748.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,200.00	0.00	521.06	0.00	678.94	43.42
247-748.000-935.0200	MAINTENANCE SHOPPING DIST	100,000.00	100,000.00	210.24	39,327.21	0.00	60,672.79	39.33
247-748.000-942.0000	COMPUTER EQUIPMENT RENTAL	19,560.00	19,560.00	1,630.00	8,150.00	0.00	11,410.00	41.67
247-748.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	1,000.00	5,000.00	0.00	7,000.00	41.67
247-748.000-955.0100	TRAINING	1,000.00	1,000.00	0.00	0.00	0.00	1,000.00	0.00
247-748.000-955.0300	MEMBERSHIP & DUES	1,600.00	1,600.00	0.00	1,120.00	0.00	480.00	70.00
247-748.000-955.0400	CONFERENCES & WORKSHOPS	3,000.00	3,000.00	0.00	157.30	0.00	2,842.70	5.24

12/17/2019 12:06 PM
 User: kwickenheiser
 DB: Birmingham

REVENUE AND EXPENDITURE REPORT

Page: 3/3

PERIOD ENDING 11/30/2019

GL NUMBER	DESCRIPTION	2019-20	2019-20	ACTIVITY FOR	YTD BALANCE	ENCUMBERED	UNENCUMBERED	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	MONTH 11/30/19	11/30/2019	YEAR-TO-DATE	BALANCE	
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
247-748.000-957.0400	LIAB INSURANCE PREMIUMS	4,500.00	4,500.00	375.00	1,875.00	0.00	2,625.00	41.67
OTHER CHARGES		982,850.00	982,850.00	62,559.00	308,028.67	0.00	674,821.33	31.34
SUPPLIES								
247-748.000-727.0000	POSTAGE	3,000.00	3,000.00	0.00	0.00	0.00	3,000.00	0.00
247-748.000-729.0000	OPERATING SUPPLIES	3,500.00	3,500.00	103.97	533.40	0.00	2,966.60	15.24
SUPPLIES		6,500.00	6,500.00	103.97	533.40	0.00	5,966.60	8.21
Total Dept 748.000 - PRINCIPAL SHOPPING DISTRICT		1,289,490.00	1,289,490.00	88,862.85	427,082.51	0.00	862,407.49	33.12
TOTAL EXPENDITURES		1,504,990.00	1,504,990.00	102,739.22	523,354.29	0.00	981,635.71	34.77
Fund 247 - PRINCIPAL SHOPPING DISTRICT:								
TOTAL REVENUES		1,504,990.00	1,504,990.00	102,785.31	182,801.69	0.00	1,322,188.31	12.15
TOTAL EXPENDITURES		1,504,990.00	1,504,990.00	102,739.22	523,354.29	0.00	981,635.71	34.77
NET OF REVENUES & EXPENDITURES		0.00	0.00	46.09	(340,552.60)	0.00	340,552.60	100.00

PRINCIPAL SHOPPING DISTRICT
CASH FLOW
FOR THE MONTH OF NOVEMBER 2019

	<u>DESCRIPTION</u>	<u>PROJECTED</u>	<u>ACTUAL</u>	<u>VARIANCE</u>
	BEGINNING CASH BALANCE	\$ 362,659	\$ 385,488	\$ 22,829
	CASH RECEIPTS:			
	Special Assessments	-	-	-
	Interest Income	380	603	223
	Gift Certificates In	500	-	(500)
	Advisory Parking Committee	25,000	25,000	-
	Special Event Revenue	<u>23,260</u>	<u>77,182</u>	<u>53,922</u>
	Sub-total cash receipts	49,140	102,785	53,645
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	22,990	26,200	(3,210)
727.0000	Postage	400	-	400
729.0000	Supplies	280	194	86
801.0200	Legal	250	446	(196)
802.0100	Audit	-	271	(271)
811.0000	Other Contractual Service	-	100	(100)
933.0200	Equipment Maintenance	-	261	(261)
851.0000	Telephone	140	133	7
955.0100	Training	80	-	80
955.0300	Memberships & Dues	400	295	105
955.0400	Conferences & Workshops	-	-	-
942.0000	Computer Equipment Rental	1,630	1,630	-
957.0400	Liability Insurance	375	375	-
944.0000	Building Rent	<u>1,000</u>	<u>1,000</u>	<u>-</u>
	Sub-total Office Disbursements	27,545	30,905	(3,360)
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	22,330	10,360	11,970
	Promotion Personnel Costs	3,810	3,517	293
	Gift Certificates Out	100	-	100
828.03	Valet Services	-	-	-
829.0100	Snow Removal	9,834	9,826	8
935.0200	Maintenance PSD	-	2,318	(2,318)
901.0400	Marketing & Advertising	15,000	11,709	3,291
901.0500	Public Relations	1,000	-	1,000
903.0000	Tenant Recruitment	8,330	4,251	4,079
909.0000	Special Events	14,000	16,072	(2,072)
904.0000	PSD Magazine	-	9,980	(9,980)
829.0200	Web Site Maintenance	<u>1,650</u>	<u>1,500</u>	<u>150</u>
	Sub-total Program Disbursements	<u>76,054</u>	<u>69,533</u>	<u>6,521</u>
	Total Disbursements	103,599	100,438	3,161
	INCREASE (DECREASE) IN CASH BALANCE	<u>(54,459)</u>	<u>2,347</u>	<u>56,806</u>
	ENDING CASH BALANCE	<u>\$ 308,200</u>	<u>\$ 387,835</u>	<u>\$ 79,635</u>

PRINCIPAL SHOPPING DISTRICT
ACTUAL CASH FLOW
FOR THE FIVE MONTHS ENDED NOVEMBER 2019

DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
BEGINNING CASH BALANCE	\$ 701,503	\$ 701,503	\$ -
CASH RECEIPTS:			
Special Assessments	30,781	29,271	(1,510)
Interest Income	2,800	3,530	730
Gift Certificates In	500	100	(400)
Advisory Parking Committee	25,000	25,000	-
Special Event Revenue	151,330	153,294	1,964
Sub-total cash receipts	210,411	211,195	784
CASH DISBURSEMENTS:			
OFFICE DISBURSEMENTS			
PSD Personnel Costs	129,060	130,144	(1,084)
727.0000 Postage	1,200	-	1,200
729.0000 Supplies	1,540	528	1,012
801.0200 Legal	1,250	2,475	(1,225)
802.0100 Audit	650	742	(92)
811.0000 Other Contractual Service	-	500	(500)
933.0200 Equipment Maintenance	300	521	(221)
851.0000 Telephone	720	642	78
955.0100 Training	410	-	410
955.0300 Memberships & Dues	800	1,120	(320)
955.0400 Conferences & Workshops	1,250	471	779
942.0000 Computer Equipment Rental	8,150	8,150	-
957.0400 Liability Insurance	1,875	1,875	-
944.0000 Building Rent	5,000	5,000	-
Sub-total Office Disbursements	152,205	152,168	37
PROGRAM DISBURSEMENTS			
DPS Downtown Maintenance	80,330	86,815	(6,485)
Promotion Personnel Costs	20,550	18,379	2,171
Gift Certificates Out	400	1,250	(850)
828.03 Valet Services	-	-	-
829.0100 Snow Removal	9,834	9,826	8
935.0200 Maintenance PSD	45,800	47,059	(1,259)
901.0400 Marketing & Advertising	119,000	57,157	61,843
901.0500 Public Relations	4,000	2,807	1,193
903.0000 Tenant Recruitment	41,650	26,817	14,833
909.0000 Special Events	83,000	65,859	17,141
904.0000 PSD Magazine	44,945	54,926	(9,981)
829.0200 Web Site Maintenance	2,000	1,800	200
Sub-total Program Disbursements	451,509	372,695	78,814
Total Disbursements	603,714	524,863	78,851
INCREASE (DECREASE) IN CASH BALANCE	(393,303)	(313,668)	79,635
ENDING CASH BALANCE	\$ 308,200	\$ 387,835	\$ 79,635

CITY OF BIRMINGHAM
PRINCIPAL SHOPPING DISTRICT
CASH FLOW ANALYSIS
JULY 2019 TO JUNE 2020

DESCRIPTION	ACTUAL					PROJECTED							Total 2019-2020
	JULY 2019	AUGUST 2019	SEPTEMBER 2019	OCTOBER 2019	NOVEMBER 2019	DECEMBER 2019	JANUARY 2020	FEBRUARY 2020	MARCH 2020	APRIL 2020	MAY 2020	JUNE 2020	
BEGINNING CASH BALANCE	701,503	641,999	514,767	435,840	385,488	387,835	274,055	631,903	1,202,369	1,109,089	1,004,064	871,043	701,503
CASH RECEIPTS:													
2018 Assessment	3,644	22,924	1,040	1,663	-	2,000	2,000	2,000	-	-	11,314	-	46,585
2019 Assessment	-	-	-	-	-	52,749	474,737	516,935	10,549	-	-	-	1,054,970
Special Assessments	3,644	22,924	1,040	1,663	-	54,749	476,737	518,935	10,549	-	11,314	-	1,101,555
Interest Income	(68)	1,407	815	773	603	320	200	580	1,170	1,070	960	820	8,650
Gift Certificates In	50	50	-	-	-	500	-	-	-	-	-	1,500	2,100
Advisory Parking Committee	-	-	-	-	25,000	-	-	125,000	-	-	-	-	150,000
Special Event Revenue	18,296	16,320	15,491	26,005	77,182	5,610	3,380	2,130	10,280	12,000	4,120	1,150	191,964
Sub-total cash receipts	21,922	40,701	17,346	28,441	102,785	61,179	480,317	646,645	21,999	13,070	16,394	3,470	1,454,269
CASH DISBURSEMENTS:													
OFFICE DISBURSEMENTS													
PSD Personnel Costs	22,660	36,177	23,163	21,944	26,200	22,990	33,140	22,990	22,990	22,990	22,990	22,990	301,224
727.00 Postage	-	-	-	-	-	400	-	-	-	400	400	600	1,800
729.00 Supplies	105	114	62	53	194	280	280	280	280	280	280	280	2,488
801.02 Legal	821	282	504	422	446	250	250	250	250	250	250	250	4,225
802.01 Audit	-	-	192	279	271	90	-	-	-	-	-	-	832
811.00 Other Contractual Service	100	2,565	200	(2,465)	100	-	-	-	-	-	-	-	500
933.02 Equipment Maintenance	-	260	-	-	261	300	-	-	300	-	-	300	1,421
851.00 Telephone	202	-	205	102	133	150	140	150	140	150	150	150	1,672
955.01 Training	-	-	-	-	-	90	80	80	90	80	80	90	590
955.03 Memberships & Dues	-	-	575	250	295	-	130	30	-	270	370	-	1,920
955.04 Conferences & Workshops	-	314	157	-	-	300	700	250	-	-	400	100	2,221
942.00 Computer Equipment Rental	1,630	1,630	1,630	1,630	1,630	1,630	1,630	1,630	1,630	1,630	1,630	1,630	19,560
957.04 Liability Insurance	375	375	375	375	375	375	375	375	375	375	375	375	4,500
944.00 Building Rent	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Sub-total Office Disbursements	26,893	42,717	28,063	23,590	30,905	27,855	37,725	27,035	27,055	27,425	27,925	27,765	354,953
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	17,341	27,260	17,110	14,744	10,360	22,330	17,530	6,070	6,050	6,050	6,050	22,330	173,225
Promotion Personnel Costs	3,260	4,849	3,248	3,505	3,517	3,810	5,350	3,810	3,810	3,810	3,810	3,810	46,589
Gift Certificates Out	-	875	-	375	-	100	100	100	100	100	100	100	1,950
828.03 Valet Services	-	-	-	-	-	7,500	7,500	-	33,750	33,750	33,750	33,750	150,000
829.01 Snow Removal	-	-	-	-	9,826	9,834	9,834	9,834	9,834	9,830	-	-	58,992
935.02 Maintenance PSD	7,489	26,559	683	10,010	2,318	2,100	15,000	-	9,700	7,800	9,800	9,800	101,259
901.04 Marketing & Advertising	6,008	14,789	18,680	5,971	11,709	30,000	10,000	20,000	15,000	20,000	20,000	16,000	188,157
901.05 Public Relations	-	2,000	-	807	-	1,000	1,000	1,000	-	1,000	1,000	1,000	8,807
903.00 Tenant Recruitment	8,914	6,658	4,231	2,763	4,251	8,330	8,330	8,330	8,330	8,330	8,330	8,370	85,167
909.00 Special Events	11,221	27,244	9,276	2,046	16,072	62,000	10,000	-	-	-	37,000	8,000	182,859
904.00 PSD Magazine	-	14,982	14,982	14,982	9,980	-	-	-	-	-	-	-	54,926
829.02 Web Site Maintenance	300	-	-	-	1,500	100	100	-	1,650	-	1,650	-	5,300
Sub-total Program Disbursements	54,533	125,216	68,210	55,203	69,533	147,104	84,744	49,144	88,224	90,670	121,490	103,160	1,057,231
Total Disbursements	81,426	167,933	96,273	78,793	100,438	174,959	122,469	76,179	115,279	118,095	149,415	130,925	1,412,184
INCREASE (DECREASE) IN CASH BALANCE	(59,504)	(127,232)	(78,927)	(50,352)	2,347	(113,780)	357,848	570,466	(93,280)	(105,025)	(133,021)	(127,455)	42,085
ENDING CASH BALANCE	641,999	514,767	435,840	385,488	387,835	274,055	631,903	1,202,369	1,109,089	1,004,064	871,043	743,588	743,588



The Shopping District

Special Events Committee

December 2019

Members: Astrein (Chair), Fehan, Hussey, Kay, Knight, Pohlod and Solomon

Staff: Tighe, Brook

1. **No meeting was held in December**
2. **Birmingham Winter Markt**
 - a. **Vendors** – 65 vendors participated.
 - b. **Tree Lighting Ceremony** – sponsored by Wells Fargo Advisors was very well attended and was a great start to the festivities.
 - c. **Marshmallow roasting/S'mores** – the addition of the marshmallow roasters was a huge hit. Attendees roasted approximately 2500 marshmallows during the 3-day event.
3. **Window Decorating Contest**
 - a. Thirteen merchants/restaurants registered to participate in the contest.
 - b. Birch Roots was selected as the winner for the "Let it Snow" theme and will receive a ¼ page ad in the next Birmingham Magazine. Hazel, Ravines & Downtown was recognized as most unique and Nina McLemore most classy.
4. **Santa House & Carriage Rides**
 - a. **Santa House & Carriage Rides** – continued on Saturdays and Sundays and were also available on Christmas Eve day. We had evening hours on Saturday, December 21st.
5. **Birmingham Restaurant Week 2020**
 - a. **Dates** – the promotion will run January 27 – 31 and February 3 – 7.
 - b. **Bank of Ann Arbor** – will once again be the presenting sponsor with a \$5,000 commitment.
 - c. **Restaurants** – are continuing to register to participate and have started providing their menus.
 - d. **Menus** – Restaurants were given a suggested price point of \$18 lunches and \$36 dinners, but for this year's promotion, restaurants have the opportunity to set their own price to best fit their restaurant and menu selections.

Upcoming Events

January 27 - 31 and February 3 – 7 – Birmingham Restaurant Week

May 3 – October 25 – Birmingham Farmers Market 18th Season

June 12 or June 19?, July 17, August 21 – Movie Nights

July 25 – Day on the Town

August 15 – Birmingham Cruise Event

NEXT MEETING: Friday, January 10, 2020 at 8:30 a.m.

2017-18 Budget: \$200,000

Remaining balance after January vouchers: \$7,244



The Shopping District

Marketing & Advertising Committee Meeting

December 2019

Members: Pohlod (Chair), Benkert, Champagne, Darakjian, Eid, Kay, Knight and Lundberg

Staff: Tighe, Gamboa

1. No meeting was held in December

2. Birmingham Magazine:

The committee and Renaissance Media Team will meet in January to discuss pros and cons of the current magazine, and plans for the next annual edition set for distribution in the fall of 2020. Positive feedback continues to be received regarding the current edition of the magazine.

3. BSD Website:

The committee will submit an RFP for a new website vendor after the New Year.

4. Social Media:

Facebook and Instagram reports from the previous quarter are attached for review.

FB Followers	March 2019 – 9200	December 2019 - 9800
IG Followers	March 2019 – 2900	December 2019 - 3500

NEXT MEETING: Thursday, January 16, 2020 at 8:30 a.m.

Marketing 2019-20 Budget: \$150,000

Remaining balance after January vouchers: \$69,258

Construction 2019-20 Budget: \$100,000

Remaining balance after January vouchers: \$100,000

Magazine 2019-20 Budget: \$60,000

Remaining balance after January vouchers: \$1,679



Facebook Overview

Oct 01 - Dec 31, 2019

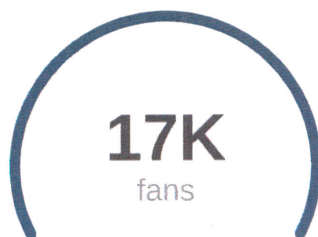
 BIRMINGHAM FARMERS MARKET

 Enjoy Birmingham NOW

f Posts



f Fans



f Engagement



f Traffic

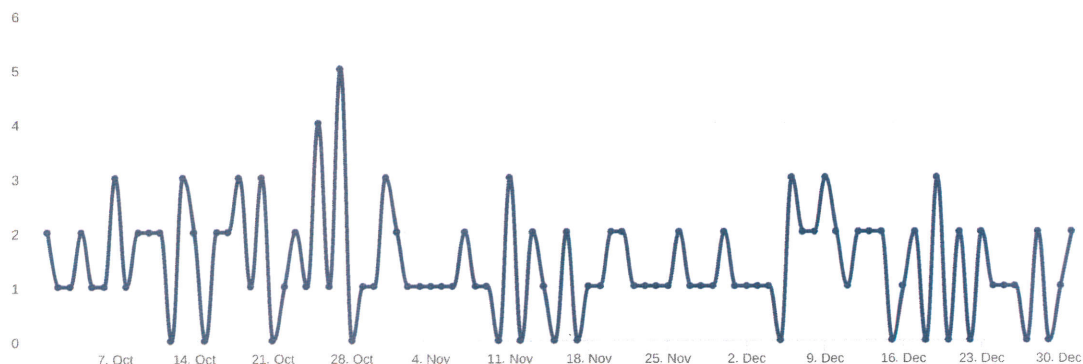
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f Posts by Page

Enjoy Birmingham NOW **111**

BIRMINGHAM FARMERS ... **19**

f Posts

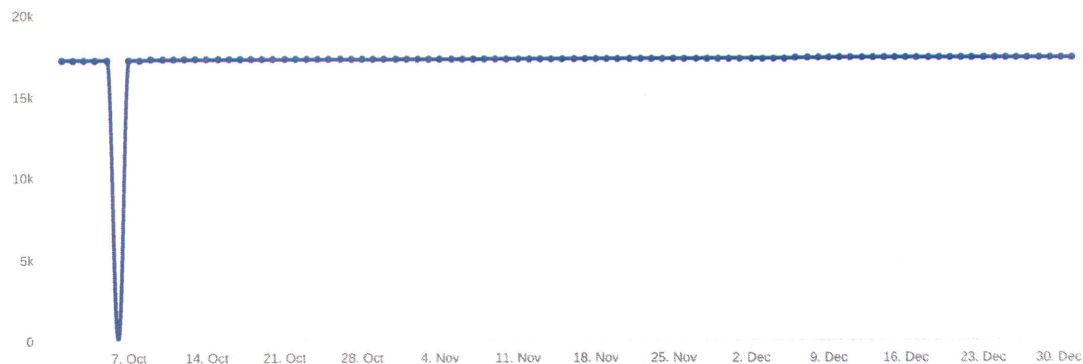


f Fans by Page

Enjoy Birmingham NOW **9.8K**

BIRMINGHAM FARMER... **7.4K**

f Fans



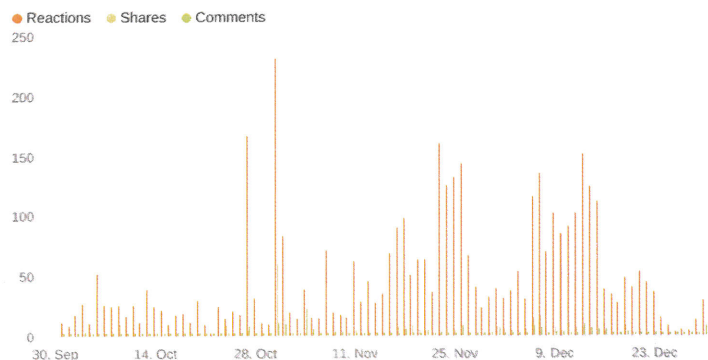
f Engagement by Type

Reactions **4.4K**

Shares **372**

Comments **218**

f Engagement by Type



f Engagement by Type

Reactions **4.4K**

Shares **372**

Comments **218**

f Traffic by Page

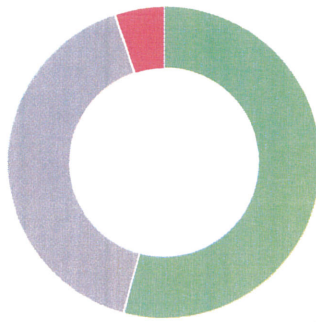
BIRMINGHAM FARMERS M... **0**

f Traffic



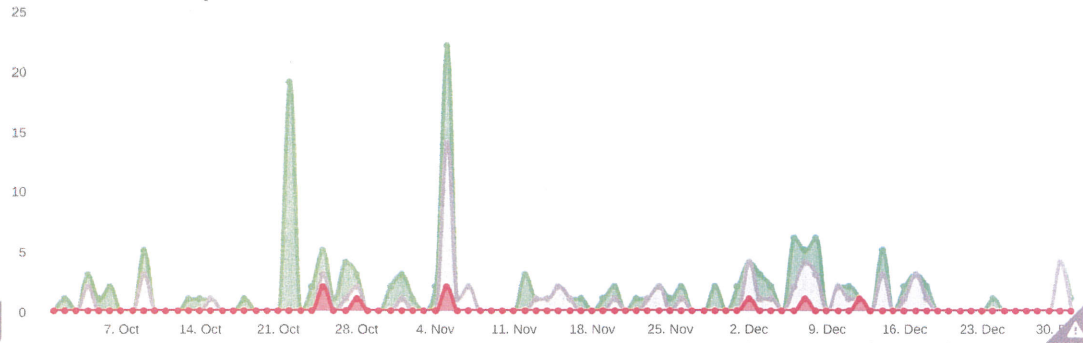
f Inbound Messages by Sen...

● Positive ● Neutral ● Negative




f Inbound Messages by Sentiment

● Positive ● Neutral ● Negative



f Posts Table

Date	Message	Reactions	Comments	Shares	Ow.Ly Clicks
Enjoy Birmingham Nov 24, 23:00	Climb aboard a horse-drawn carriage ride through the quaint streets of Birmingham on select dates Nov. 30 thru Dec. 24. View the schedule at AllinBirmingham.com . ♥	418	5	41	
Enjoy Birmingham Nov 21, 23:00	TEN days and counting until jolly old St. Nick comes to town. [] Welcome Santa to Birmingham as we kick off Small Business Saturday (shop BIG!) during the Santa Walk at 9:30 a.m. on Saturday, Nov. 30th. Enjoy ringing sleigh bells, various stores with giveaways, and a visit to Santa's quaint home in Shain Park. Start your day with Santa and then tack...	358	3	10	
Enjoy Birmingham Nov 26, 20:15	Ho ho ho! Children are invited to visit Santa in his quaint "home" under the pavilion in Shain Park, weekends Nov. 30 through Dec. 22, plus Christmas Eve. View the full schedule at www.AllinBirmingham.com . []	235	0	24	
Enjoy Birmingham Nov 13, 02:00	Save the Date: Small Business Saturday is Nov. 30th! Shop in Birmingham and support the local economy. A Santa Walk will kick off the event at 9:30am, complete with ringing sleigh bells, stops at various stores with giveaways, and concluding at Santa's quaint home in Shain Park. See you soon! []	199	1	9	
Enjoy Birmingham Dec 14, 02:00	 Congratulations to this happy couple who got engaged last weekend at the Birmingham Winter Market! ♥	155	8	1	
Enjoy Birmingham Nov 19, 02:00	Heading to Birmingham this holiday season? Enjoy TWO hours of free valet parking Nov. 30th through Dec. 24th (Mon-Sat, 10am-6pm), plus discounted Lyft rides available now through Dec. 31st. Learn more at www.AllinBirmingham.com . #Shop #Dine #Celebrate #AllinBirmingham	105	0	5	
Enjoy Birmingham Nov 02, 01:00	Heading to Birmingham? Enjoy a Discounted Lyft Ride! Leave your car at home when visiting downtown Birmingham this holiday season. Type code BHAMDAY19 from 12:00 p.m. - 5:59 p.m. to obtain \$7 off a ride to downtown Birmingham.* Type code BHAMNIGHT19 from 6:00 p.m. - 11:59 p.m. to obtain \$3 off a ride to downtown Birmingham.* Enjoy!...	90	1	6	
BIRMINGHAM FARMERS MARKET Oct 27, 20:07	THAT'S A WRAP, BIRMINGHAM! Thank you to everyone who made our 2019 season wonderful []	70	5	1	
Enjoy Birmingham Oct 31, 18:48	Attention Birmingham families and residents! Due to the inclement Halloween weather today, the City of Birmingham and Birmingham Shopping District is offering kids the opportunity to Trick-or-Treat at stores in the heart of downtown Birmingham tomorrow, Friday, Nov. 1st from 4:00 PM – 6:00 PM. The trick-or-treat footprint will be West and East Maple...	65	7	58	
Enjoy Birmingham Nov 18, 01:56	Tree Lighting, Gift Items, Holiday Greens & Entertainment ... it's all coming to Shain Park during the Birmingham Winter Market from Dec. 6th through 8th! Attendees will enjoy European food and drinks, gift items, holiday greens, crafts, ice sculptures, live reindeer, warming stations, a Kinderhaus...	24,299	20,182	31s	4s
Enjoy Birmingham Dec 03, 22:56	The holidays are the perfect time to shop, dine and celebrate with us here in Birmingham. We'll see you at the Birmingham Tree Lighting and Winter Market event THIS weekend, December 6th thru 8th. #AllinBirmingham #birminghamwintermarkt www.AllinBirmingham.com/WinterMarket	13,629	5,365	30s	4s
Enjoy Birmingham Oct 09, 01:00	Birmingham Winter Markt & Tree Lighting Calling all artists and artisans! The Birmingham Shopping District invites you to become a vendor at the Birmingham Winter Markt event, scheduled for Friday, December 6 through Sunday, December 8. Download the application and learn more at www.AllinBirmingham.com/WinterMarkt . #AllinBirmingham	2,501	1,069	46s	5s
Enjoy Birmingham Dec 01, 22:57	Excitement is building in Birmingham as preparations are finalized for the Tree Lighting and Birmingham Winter Markt. Gift Items, Holiday Greens & Entertainment ... it's all coming to Shain Park Dec. 6th through 8th! Attendees will enjoy European food and drinks, gift items, holiday greens, craft...	2,130	866	31s	7s
Enjoy Birmingham Dec 06, 17:00	Don't miss the Birmingham Tree Lighting TONIGHT at 6 p.m. in Shain Park as we kick off the Birmingham Winter Markt. [] #shop #celebrate #AllinBirmingham #birminghamwintermarkt	1,580	643	31s	5s
Enjoy Birmingham Dec 09, 20:17	Hunter House Hamburgers Sliders, anyone? Head to Hunter House Hamburgers! The family run business is known their original sliders – a little hamburger with juicy, sweet onions smashed into the meat and the buns steamed hot.	1,297	668	2m 18s	0s
Enjoy Birmingham Oct 31, 15:06	Happy Halloween from the Birmingham Shopping Dinosaurs! #AllinBirmingham #Halloween	1,036	452	3s	3s
Enjoy Birmingham Nov 18, 01:56	Thank you to WXYZ-TV Channel 7 for this segment featuring holiday gift ideas in Birmingham. #shop				

f Video Views Table

Date	Video Description	Reach	Views	Video Le...	View Time	Average...
Enjoy Birmingham Nov 18, 01:56	Tree Lighting, Gift Items, Holiday Greens & Entertainment ... it's all coming to Shain Park during the Birmingham Winter Markt from Dec. 6th through 8th! Attendees will enjoy European food and drinks, gift items, holiday greens, crafts, ice sculptures, live reindeer, warming stations, a Kinderhaus...	24,299	20,182	31s	4s	0.16
Enjoy Birmingham Dec 03, 22:56	The holidays are the perfect time to shop, dine and celebrate with us here in Birmingham. We'll see you at the Birmingham Tree Lighting and Winter Market event THIS weekend, December 6th thru 8th. #AllinBirmingham #birminghamwintermarkt www.AllinBirmingham.com/WinterMarket	13,629	5,365	30s	4s	0.15
Enjoy Birmingham Oct 09, 01:00	Birmingham Winter Markt & Tree Lighting Calling all artists and artisans! The Birmingham Shopping District invites you to become a vendor at the Birmingham Winter Markt event, scheduled for Friday, December 6 through Sunday, December 8. Download the application and learn more at www.AllinBirmingham.com/WinterMarkt . #AllinBirmingham	2,501	1,069	46s	5s	0.12
Enjoy Birmingham Dec 01, 22:57	Excitement is building in Birmingham as preparations are finalized for the Tree Lighting and Birmingham Winter Markt. Gift Items, Holiday Greens & Entertainment ... it's all coming to Shain Park Dec. 6th through 8th! Attendees will enjoy European food and drinks, gift items, holiday greens, craft...	2,130	866	31s	7s	0.23
Enjoy Birmingham Dec 06, 17:00	Don't miss the Birmingham Tree Lighting TONIGHT at 6 p.m. in Shain Park as we kick off the Birmingham Winter Markt. [] #shop #celebrate #AllinBirmingham #birminghamwintermarkt	1,580	643	31s	5s	0.18
Enjoy Birmingham Dec 09, 20:17	Hunter House Hamburgers Sliders, anyone? Head to Hunter House Hamburgers! The family run business is known their original sliders – a little hamburger with juicy, sweet onions smashed into the meat and the buns steamed hot.	1,297	668	2m 18s	0s	0
Enjoy Birmingham Oct 31, 15:06	Happy Halloween from the Birmingham Shopping Dinosaurs! #AllinBirmingham #Halloween	1,036	452	3s	3s	1
Enjoy Birmingham Nov 18, 01:56	Thank you to WXYZ-TV Channel 7 for this segment featuring holiday gift ideas in Birmingham. #shop					



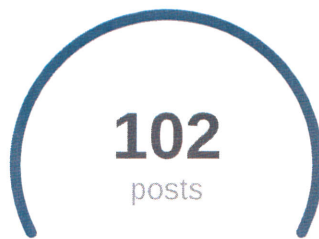
Instagram Overview

Oct 01 - Dec 31, 2019

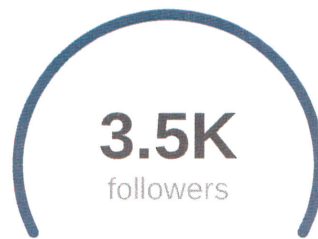


bhamshopping

📍 Posts



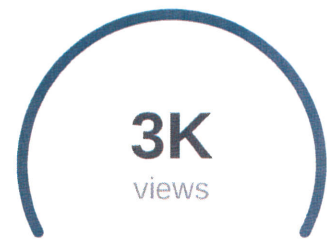
📍 Followers



📍 Engagement



📍 Post Video Views

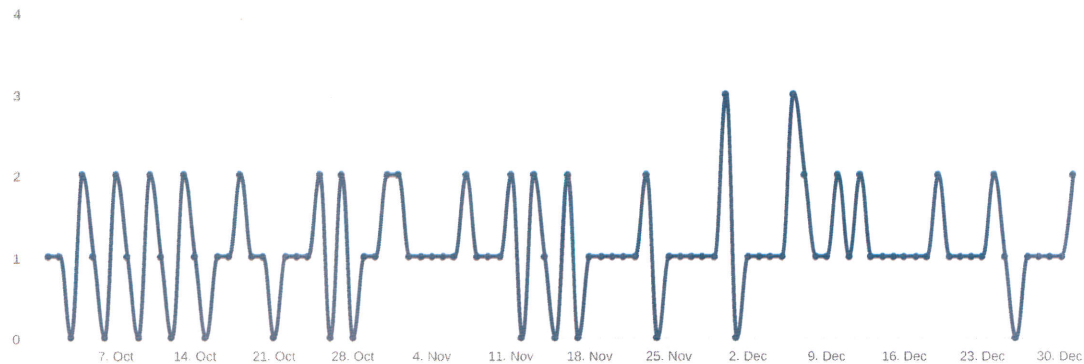


📍 Posts by Account

bhamshopping

102

📍 Posts

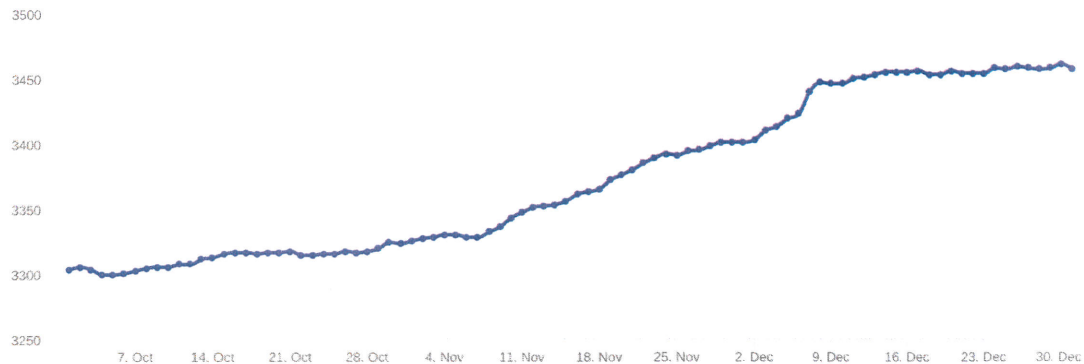


📍 Followers by Account

bhamshopping

3.5K

📍 Followers

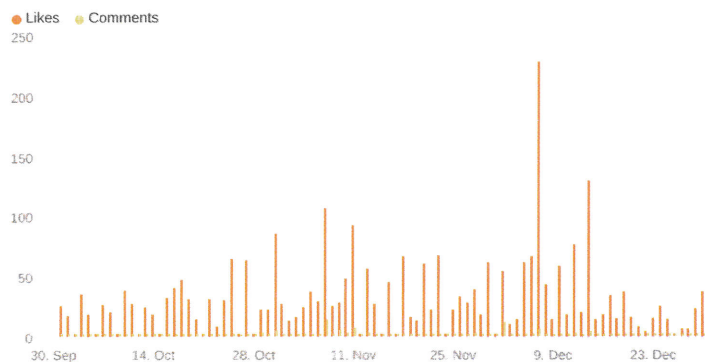


📍 Engagement by Account

bhamshopping

3.1K

📍 Engagement by Type



📍 Engagement by Type

Likes

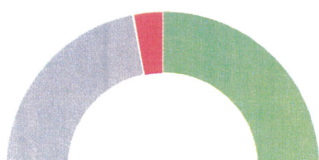
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Comments

143

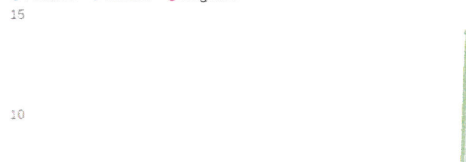
📍 Inbound Messages by Sen...

● Positive ● Neutral ● Negative
















📍 Inbound Messages by Sentiment








● Positive ● Neutral ● Negative



Posts Table

Date	Message	Likes	Comments
 bhamshoppington Dec 07, 00:38	 The beautiful holiday tree is lit! Stop by Shain Park to see it this weekend and enjoy the Birmingham Winter Markt. #birminghamwintermarkt	208	6
 bhamshoppington Dec 14, 02:00	 Congratulations to this happy couple who got engaged last weekend at the Birmingham Winter Markt! ♥	131	5
 bhamshoppington Nov 07, 23:53	Fab'rik Grand Opening - what an amazing turnout! Congratulations and welcome to the BSD! 🎉	97	15
 bhamshoppington Nov 11, 11:00	 Thank you to veteran Ingrid Tighe, Executive Director of the Birmingham Shopping District, and to all veterans who have served and those who continue to serve. Happy Veterans Day!	78	6
 bhamshoppington Oct 31, 14:57	Happy Halloween from the Birmingham Shopping Dinosaurs! #AllinBirmingham #Halloween	72	5
 bhamshoppington Nov 18, 02:01	Tree Lighting, Gift Items, Holiday Greens & Entertainment ... it's all coming to Shain Park during the Birmingham Winter Markt from Dec. 6th through 8th! Attendees will enjoy European food and drinks, gift items, holiday greens, crafts, ice sculptures, live reindeer, warming stations, a Kinderhaus children's activity area, the popular Santa House, horse-drawn carriage rides and live entertainment. On opening night, Friday,...	67	3
 bhamshoppington Dec 05, 02:00	 Join us in wishing Steele Angel a warm welcome, Birmingham! Stop by soon (150 W. Maple) for jewelry, home decor, clothes and more. #shop #AllinBirmingham	62	1
 bhamshoppington Nov 21, 02:00	 Shoe love is true love. Find yours @sundanceshoes. ♥👟 #AllinBirmingham	61	1

Video Views Table

Date	Message	Views
 bhamshoppington Nov 07, 23:53	Fab'rik Grand Opening - what an amazing turnout! Congratulations and welcome to the BSD! 🎉	1,031
 bhamshoppington Dec 02, 02:01	Excitement is building in Birmingham as preparations are finalized for the Tree Lighting and Birmingham Winter Markt. Gift Items, Holiday Greens & Entertainment ... it's all coming to Shain Park Dec. 6th through 8th! Attendees will enjoy European food and drinks, gift items, holiday greens, crafts, ice sculptures, live reindeer, warming stations, a Kinderhaus children's activity area, the popular Santa House, horse-drawn carriage rides and live entertainment. On opening night, THIS Frida...	478
 bhamshoppington Nov 18, 02:01	Tree Lighting, Gift Items, Holiday Greens & Entertainment ... it's all coming to Shain Park during the Birmingham Winter Markt from Dec. 6th through 8th! Attendees will enjoy European food and drinks, gift items, holiday greens, crafts, ice sculptures, live reindeer, warming stations, a Kinderhaus children's activity area, the popular Santa House, horse-drawn carriage rides and live entertainment. On opening night, Friday, December 6th at 6 p.m., the community will come together with...	478
 bhamshoppington Oct 31, 14:57	Happy Halloween from the Birmingham Shopping Dinosaurs! #AllinBirmingham #Halloween	351
 bhamshoppington Dec 04, 02:01	The holidays are the perfect time to shop, dine and celebrate with us here in Birmingham. We'll see you at the Birmingham Tree Lighting and Winter Markt event THIS weekend, December 6th thru 8th. #AllinBirmingham #birminghamwintermarkt AllinBirmingham.com/WinterMarkt	266
 bhamshoppington Dec 06, 17:03	Don't miss the Birmingham Tree Lighting TONIGHT at 6 p.m. in Shain Park as we kick off the Birmingham Winter Markt. 🎉 #shop #celebrate #AllinBirmingham #birminghamwintermarkt	225
 bhamshoppington Nov 30, 15:02	It's time to shop BIG during the 10th #SmallBizSat. We're excited to celebrate with the whole community. We'll see you soon! #BackedByAmex #AllinBirmingham	129



Maintenance/Capital Improvement Committee

Members: Quintal (Chair), Fehan, Pohlod, Roberts, Ceresnie

Staff: Tighe, Wood, Laird, McGaughey, Jurek

1. No meeting held in December.

2. Maple Reconstruction

- a. Committee will be finalizing construction support plans in January 2020 – valet parking, signage, etc.

NEXT MEETING: Tuesday, January 14, 2020 at 8:30 a.m. in City Hall

2019-20 Budget: \$100,000

Remaining balance after January vouchers: \$59,208

Snow removal 2019-20 Budget: \$59,000

Remaining balance after January vouchers: \$39,347



The Shopping District

Business Development Committee Meeting

December 2019

Members: Surnow (Chair), Hockman, Quintal, McKenzie

Staff: Tighe

- 1. No meeting was held in December.**
- 2. Retention and growth**
 - a. The e-gift certificates program has been implemented and is being promoted to the community.
- 3. Tenant recruitment process**
 - a. CC Consulting continues to reach out to prospective retailers on our target list.
 - b. Cindy attended the ICSC NY conference in December.

NEXT MEETING: Thursday, January 23, 2020 at 8:30 a.m.

2019-20 Budget: \$100,000

Remaining after January vouchers: \$56,294

	Code Name	Status	SF	Priority	Notes
1	Women's apparel 11	Store Opened		Summer 2019	Lease signed for 123 West Maple (former Art Loft space). Working on build out and aiming to open November 2019.
2	cosmetics 2	Initial Contact			Sent sites
3	Cosmetics 3	Initial contact			Sent sites
4	Denim apparel 1	Initial Contact			reviewing sites
5	Electronics 4	Initial contact			Sent email
6	Environmentally friendly apparel	Initial contact			Sent email
7	Furniture 10	Initial contact			Getting correct contact
8	Furniture	Initial contact			Focusing on LA, NY & San Fran- but check back next year
9	Furniture 8	Initial contact			Sent email
10	Jewelry	Initial contact			Sent sites
11	Luxury fashion 1	Initial Contact			Reviewing Sites
12	Luxury fashion 2	Initial Contact			Reviewing Sites
13	Luxury fashion 4	Initial Contact			Determining contact
14	Luxury fashion 5	Initial contact			Sent email
15	Luxury fashion 6	Initial contact			Sent email
16	Luxury fashion accessories 1	Initial Contact			email and telephone follow up
17	Luxury leather goods	Initial Contact			Determining contact
18	luxury leather goods	Initial Contact			Sent sites
19	Luxury women's shoes	Initial contact			Reviewing whether they could have a store now that they are in Somerset
20	Online shoes 1	Initial Contact			Sent sites
21	Outdoor apparel 1	Initial contact			Getting new contact
22	Outdoor apparel 2	Initial contact			Setting up call with ownership
23	Skincare/frAGRance	Initial contact			Sent sites- awaiting answer
24	Toys 2	Initial contact			Still awaiting for decision to see what cities will receive this concept
25	Toys 3	Initial contact			Waiting for response
26	women's and men's apparel 2	Initial Contact			Reviewing sites
27	Women's apparel 12	Initial Contact			In touch with broker said not sure of MI
28	Women's apparel 14	Initial contact			Sent email
29	women's apparel 15	Initial contact			New contract
30	Women's apparel 7	Initial contact			Determining contact
31	Womens apparel	Initial contact			Sent sites
32	Women's apparel and accessories	Initial contact			Determining contact
33	Women's contemporary apparel 1	Initial contact			New contact
34	Womens and men apparel 1	Initial contact			New contact
35	Womens and men apparel	Initial Contact			Just sent sites
36	Womens and men apparel	Initial Contact			Sent sites
37	Womens and men apparel 2	Initial contact			Sent sites
38	Family apparel 1	In discussions		A	Wants to do a pop up store, deciding location.
39	Family Apparel	In discussions		A	Looking seriously at a potential site, but working on larger mkts so asked to double back in a few months
40	Home accessories	In discussions		A	Still considering Central Park Properties' space, but fell off brokers preferred tenant list
41	Women's contemporary apparel 2	In discussions		A	Left a voicemail saying that retailer can't jeopardize their relationship with Forbes.
42	Womens contemporary apparel	In discussions		B	Sent sites

43	Bookstore 1	In discussions		A	Retailer cancelled two tours- hopefully coming soon.
44	Electronics 1	In discussions	1500-1800	B	Ingrid met at ICSC NYC - Getting their dev plan in place and will contact me shortly
45	Eyeglass 2	In discussions			Gave them sites, still figuring out what they can commit to outside Somerset
46	Furniture 1	In discussions	Boutique	B	Keep in touch, not adding sites now but could change in the near future
47	Furniture 3	In discussions		A	Connecting in January 2020
48	Furniture	In discussions		B	Will look at our market for a small concept when they come to town next year after looking at Toronto
49	Furniture	In discussions			Reviewing sites
50	Men's apparel 3	In discussions	3500	A	Still considering Detroit, but gave them demo info on our market
51	Outdoor clothing 2	In discussions		A	Actively looking at the Panera space
52	Luxury Apparel 1	In discussions			After meeting in NY, considering our market and anxious to see if RH can happen
53	Women's apparel 2	In discussions	1500-1800	A	Lease is out for signature
54	Women's apparel 9	In discussions	Boutique	A	Looking at our market
55	Women's jewelry 2	In discussions	1400	A	Looking at second location in MI
56	Men's apparel 1	In discussions		B	Actively looking for a site in our market. Their local broker is not hot on Birmingham
57	On line resale purses	In discussions			Sent them sites
58	Cafe	In Discussions			Actively looking for a site in Birmingham
59	Cafe	In discussions			Sent sites
60	Cafe	In discussions			Sent sites
61	Cafe	In discussions			Sent sites
62	Outdoor clothing 1	In discussions		A	Contact in January
63	Bookstore 2	In discussions		A	Retailer provided LOI to property owner
64	Candy	Dismissed			Not responsive
65	Furniture 9	Dismissed			Financial problems with the company
66	Furniture/home accessories	Dismissed			Looking for space larger than we have
67	Lingerie 2	Dismissed			Company sold and not adding sites
68	Men's apparel 4	Dismissed			Rejected site as they now have a Somerset deal
69	Online Activewear 1	Dismissed			Sending Sites, not responsive
70	Athletic apparel	Initial contact			Not adding stores in our market at this time
71	Designer resale 1	Initial Contact	Boutique		No interest
72	Designer resale	Dismissed			Not interested
73	Online gown and dress retail	Dismissed			not interested in this market
74	online candy 2	Dismissed			Not responsive
75	Online Clothing 2	Dismissed			Not responsive
76	Online cosmetics 1	Dismissed			NY store moving and rebranding themselves
77	Online cosmetics 3	Dismissed			Not responsive
78	On line cosmetics	Dismissed			Not responsive
79	online goods	Dismissed			Not responsive
80	Online skincare 1	Dismissed			Sending sites, not responsive
81	Online Women's Clothing 1	Dismissed			Not responsive
82	Online Women's shoes	Dismissed			Said Detroit not on their list now
83	Toys 1	Dismissed			Won't put another store this close to Somerset
84	Family Apparel	Dismissed			Not adding stores in our market
85	women's and men's apparel 1	Dismissed	Boutique		Decided to go with a larger footprint of 20,000 sq ft

86	womens and mens apparel	Dismissed		Needs 15,000 sq ft. Interested and asked to call if we have that size
87	womens and mens apparel	Dismissed		Not adding another store in our market
88	Women's apparel 13	Dismissed		Not adding another store for a year or so. At The Village of Rochester Hills
89	Women's Apparel 6	Dismissed		not responsive
90	Women's apparel 5	Initial Contact		Not responsive
91	Women's apparel 1	Initial contact		Not responsive
92	Womens apparel	Dismissed		Not adding stores
93	Youth apparel	Dismissed		Not adding stores in our market at this time, but will keep in touch.
94	Online Luggage	Dismissed		Decided against our market.
95	apparel 1	Dismissed	25,000	Don't have sq footage they need
96	Bakery 1	Dismissed		Not responsive
97	Children's apparel 1	Dismissed		not adding stores
98	children's store 1	Dismissed		Revisiting
99	Children store	Dismissed		Not looking at stores right now
100	Contemporary men's and women's apparel	Dismissed		Took a serious look, but we don't have their sq footage
101	cosmetics 1	Dismissed	Boutique	Put a hold on adding stores
102	cosmetics 4	Dismissed		Somerset renewed and put in radius restriction
103	Cosmetics	Dismissed		Don't need another in market- but knew Birmingham well
104	Dart bar	Dismissed	Michell' space	National broker rejected site due to lack of daytime traffic.
105	Electronics 2	Dismissed		Did not want another Michigan location
106	Electronics 3	Dismissed	Boutique	24 month plan has no Michigan sites
107	Furniture 2	Dismissed		Project not moving forward
108	Furniture 4	Dismissed		Rejected our market.
109	Furniture 6	Dismissed		Broker called me. MI is one of three states with special sales tax for parent company which is QVC
110	Furniture 7	Dismissed		
111	Home goods 1	Dismissed		Rejected market
112	Ice Cream 1	Dismissed		Broker said they were not interested in the market.
113	Kids enrichment	Dismissed		
114	Lingerie 1	Dismissed		No interest in Birmingham
115	Luxury apparel 2	Dismissed		Took a serious look, but rejected due to too few high end apparel stores.
116	Luxury Apparel with coffee shop	Dismissed		She gathered all the costs involved and decided to do on-line for a few months
117	Luxury fashion 3	Dismissed		Not interested
118	Men's apparel 2	Dismissed	Open	Had feedback from their real estate department that at this time, will not look at a second location in MI.
119	Men's apparel 5	Dismissed		Too close to Somerset
120	Men's shoes 1	Dismissed	1500-1800	Not expanding now but perhaps in future
121	Online Clothing 1	Dismissed		Just starting to add stores, contact next year.
122	Online Dorm room	Dismissed		Only doing summer pop ups. Said to contact for next summer
123	Online furniture	Dismissed		Rejected the market
124	Online men's clothing 1	Dismissed		
125	Online men's suits	Dismissed		Not interested
126	Online purses	Dismissed		Need a franchisee
127	Online Women's Professional Clothing	Dismissed		Said not adding sites until 2020
128	Shoes 1	Dismissed		Real estate rep left, no new contact yet

129	Tween fashion 1	Dismissed			No expansion
130	Women and men's apparel 3	Dismissed	1800-2000		Not doing leases for 12-18 mos unless value added- in other words, no rent.
131	Women's and men's apparel 4	Dismissed			No interest in Birmingham
132	Women's apparel 3	Dismissed	2500		Needs 24 feet width. Keep in touch, not opening stores now
133	Women's apparel 4	Dismissed			email and telephone follow up
134	Women's apparel 8	Dismissed	2800		Rejected Birmingham and opening a store at Somerset
135	Womens apparel	Dismissed			Not adding another store now because of Somerset
136	Womens apparel	Dismissed			Not adding stores in our market
137	Women's athletic apparel 1	Dismissed			retailer not interested in expanding in our market at this time.
138	women's men's apparel	Dismissed			Can't expand in Birmingham due to naming issues
139	Cafe	Dismissed			Not coming to our market now

SCHEDULED TO OPEN/MOVED/CLOSED IN LAST 12 MONTHS

JANUARY 2020

Office Occupancy Rate 88%

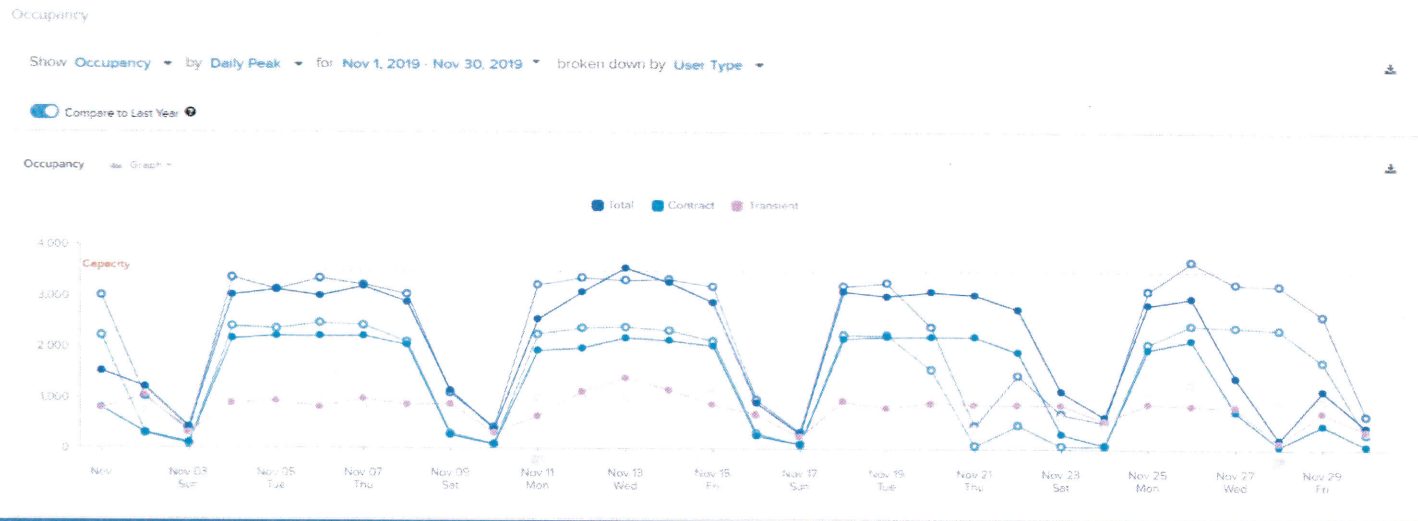
Retail Occupancy Rate 96%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Closed/Opened in last 12 months
Ma Cuisine	768	Old Woodward, North	Restaurant	12/03/19	Scheduled to open
The Colore Room	588	Old Woodward, North	Salon/Spa	09/23/19	Scheduled to open
Planthropie	135	Pierce Street	Food Specialties	07/18/19	Scheduled to open
ABC Vintage	154	Maple Road, West	Apparel	05/24/19	Scheduled to open
Seven Daughters	163	Maple Road, West	Coffee roaster	04/01/19	Scheduled to open
Essential Nail Bar	282	Maple Road, West	Salon/Spa	04/01/19	Scheduled to open
DiMaggio Fine Art & Jewelry	175	Maple Road, West	Jeweler	03/08/19	Scheduled to open
fab'rik	123	Maple Road, West	Womens Apparel	11/01/19	Opened
Steele Angel	150	Maple Road, West	Apparel	11/01/19	Opened
Birmingham Wine Shop	798	Old Woodward, North	Wine Shop	10/18/19	Opened
Pernoi	310	Maple Road, East	Restaurant	09/12/19	Opened
BT Holdings	222	Merrill Street, East	Wholesale	09/12/19	Opened
Luxury Bridal Rack	700	Old Woodward, North	Bridal	09/12/19	Opened
Splitz-n-Blitz	230	Merrill Street, East	Food Specialties	08/01/19	Opened
The Morrie	260	Old Woodward, North	Restaurant	08/01/19	Opened
Hans Power & Water	239	Pierce Street	Water appliance	08/01/19	Opened
R. Collective	383	Hamilton Row	Salon/Spa	08/01/19	Opened
Nalu	887	Maple Road, East	Salon/Spa	06/20/19	Opened
Moosejaw	284	Maple Road, West	bikes	04/19/19	Opened
willow and fernn	528	Old Woodward, North	Womens Apparel	03/15/19	Opened
Petite Cabane	205	Maple Road, East	Childrens Apparel	03/15/19	Opened

City of Birmingham Parking Utilization Dashboard – November 2019

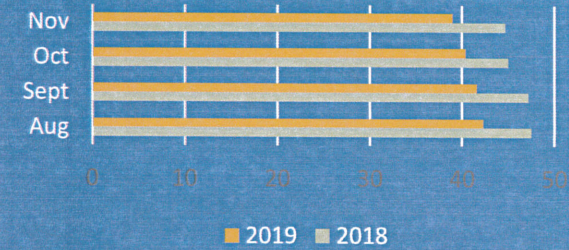
Parking Garages

OCCUPANCY

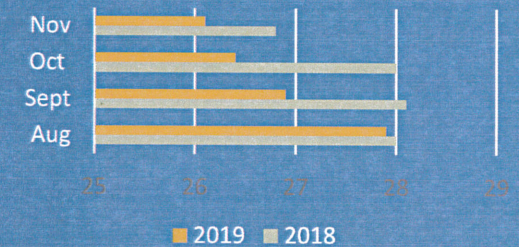


Parking Meters

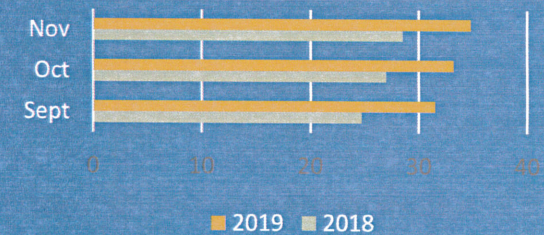
Coin



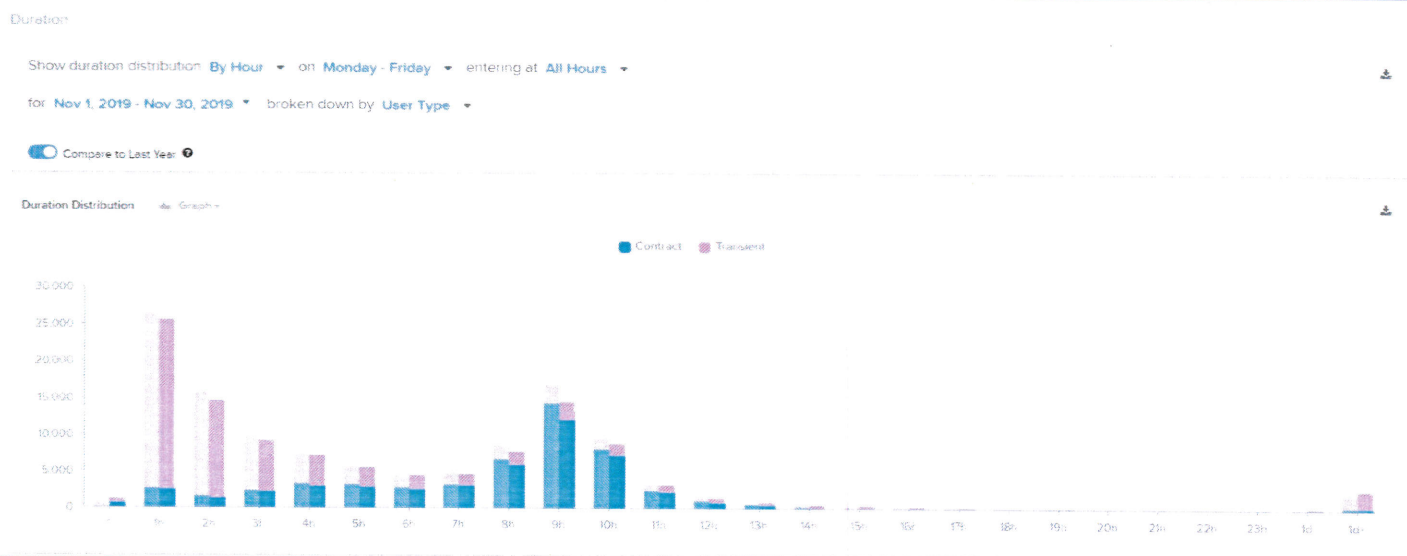
Credit



ParkMobile



DURATION



Roof Top Valet

November 2018	November 2019	Percentage Change
91	45	-51%

MONTHLY PARKING PERMIT REPORT

For the month of: November 2019

Date Compiled: December 9, 2019

	Pierce	Park	Peabody	N.Old Wood	Chester	Lot #6/\$210	Lot #6/\$150	South Side	Lot B	35001 Woodward	Lot 12	Total
1. Total Spaces	706	811	437	745	880	174	79	8	40	40	150	4070
2. Daily Spaces	370	348	224	359	425	N/A	N/A	N/A	N/A	N/A	N/A	1726
3. Monthly Spaces	336	463	213	386	560	174	79	8	30	40	150	2439
4. Monthly Permits Authorized	550	750	400	800	1140	150	40	8	30	50	225	4143
5. Permits - end of previous month	550	750	400	800	1140	150	40	8	24	50	207	4119
6. Permits - end of month	550	750	400	800	1140	150	40	8	24	50	207	4119
7. Permits - available at end of month	0	0	0	0	0	0	0	0	6	0	18	24
8. Permits issued in month includes permits effective 1st of month	2	1	2	4	3	0	0	0	0	0	0	12
9. Permits given up in month	2	1	2	4	3	0	0	0	0	0	0	12
10. Net Change	0	0	0	0	0	0	0	0	0	0	0	0
11. On List - end of month*	1244	1457	1340	1609	1070	27	0	0	0	22	0	6769
**On List-Unique Individuals												3764
12. Added to list in month	19	17	20	15	19	0	0	0	0	0	0	90
13. Withdrawn from list in month (w/o permit)	79	0	0	0	15	0	0	0	0	0	0	94
14. Average # of weeks on list for permits issued in month	143	82	141	126	57	0	0	0	0	0	0	109.8
15. Transient parker occupied	378	361	172	338	112	N/A	N/A	N/A	N/A	N/A	N/A	1361
16. Monthly parker occupied	291	434	234	401	601	N/A	N/A	N/A	N/A	N/A	N/A	1961
17. Total parker occupied	669	795	406	739	713	N/A	N/A	N/A	N/A	N/A	N/A	3322
18. Total spaces available at 1pm on Wednesday 11/13	37	16	31	6	167	N/A	N/A	N/A	N/A	N/A	N/A	257
19. "All Day" parkers paying 5 hrs. or more												
A:Weekday average.	259	248	145	170	80	N/A	N/A	N/A	N/A	N/A	N/A	902
B:*Maximum day	N/A*	N/A*	N/A*	N/A*	N/A*	N/A	N/A	N/A	N/A	N/A	N/A	0
20. Utilization by long term parkers	N/A*	N/A*	N/A*	N/A*	N/A*	N/A	N/A	N/A	N/A	N/A	N/A	#DIV/0!

(1) Lot #6 does not have gate control, therefore no transient count available

(2) (Permits/Oversell Factor + Weekday Avg.) / Total Spaces

* Average Maximum day not available currently in Skidata

** Unique individuals represent the actual number of unique people on the wait list regardless of how many structures they have requested.

**Birmingham Parking System
Transient & Free Parking Analysis
Months of November 2018 & November 2019**

November 2018

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	19,067	10,170	\$46,687.00	53%
PARK	19,693	7,690	\$46,517.00	39%
CHESTER	7,102	2,099	\$48,377.00	30%
WOODWARD	12,327	6,255	\$30,745.00	51%
PIERCE	23,948	10,437	\$70,117.00	44%
TOTALS	82,137	36,651	\$ 242,443.00	45%

November 2019

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	17,375	8,649	\$ 45,272.00	50%
PARK	18,680	6,538	\$ 53,434.00	35%
CHESTER	5,851	2,098	\$ 42,332.98	36%
WOODWARD	12,212	5,276	\$ 37,502.00	43%
PIERCE	22,248	8,876	\$ 66,357.02	40%
TOTALS	76,366	31,437	\$ 244,898.00	41%

BREAKDOWN:	TOTAL CARS	-7%
	FREE CARS	-14%
	CASH REVENUE	+1%

Birmingham Principal Shopping District Board

Voucher List For: 01/09/2020

Early Release	Vendor	Description	Account	Amount
	ART/DESIGN GROUP LTD	ARTWORK FOR HOLIDAYS AND RESTAURANT WEEK	MARKETING & ADVERTISING	240.00
	ARTECH PRINTING INC	BSD ENVELOPES #10 & 10X13	OPERATING SUPPLIES	545.00
	BEIER HOWLETT P.C.	LEGAL SERVICES FOR YIFTEE, RETAIL CONSULTANT	OTHER LEGAL	539.58
	BIRMINGHAM PUBLIC SCHOOLS	WINTER MARKT POSTERS	MARKETING & ADVERTISING	21.00
	C & G PUBLISHING INC.	WM STICKERS ON EAGLE	MARKETING & ADVERTISING	2,443.24
	C & N PARTY RENTALS	6 FOOT TABLE RENTALS FOR WINTER MARKT VENDORS	SPECIAL EVENTS	467.48
	CAR TRUCKING INC	2 DUMPSTERS FOR WINTER MARKT	SPECIAL EVENTS	700.00
	CC CONSULTING LLC	RETAIL CONSULTANT JANUARY AND ICSC NEW YORK EXPENSES	TENANT RECRUITMENT	3,446.50
	CHALDEAN NEWS		TENANT RECRUITMENT	375.00
	COSTAR REALTY INFORMATION, INC	ON LINE RETAIL SERVICES	TENANT RECRUITMENT	680.00
	DEERE ELECTRIC INC	ELECTRICAL PERMIT FOR WINTER MARKT	SPECIAL EVENTS	187.50
	DOWNTOWN PUBLICATIONS INC	RESTAURANT WEEK ADV	MARKETING & ADVERTISING	328.00
	EDWARD MORYKWAS	PHOTOGRAPHY SERVICES FOR WINDOW DECORATING CONTEST	MARKETING & ADVERTISING	800.00
	GREAT OUTDOOR MOVIES	STAGE MANAGER & EQUIPMENT AT WINTER MARKT	SPECIAL EVENTS	4,385.00
	GROSSE POINTE NEWS	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	549.00
	H & P PROTECTIVE SERVICES, INC.	SECURITY AT WINTER MARKT	SPECIAL EVENTS	1,827.50
	HOOR MEDIA LLC	GENERAL ADVERTISING	MARKETING & ADVERTISING	1,750.00
	IDEACORE, LLC	MANAGE ENJOYBIRMINGHAM EMAIL	MARKETING & ADVERTISING	60.00
	IN-HOUSE VALET INC	HOLIDAY VALET PARKING	PARKING VALET SERVICES	10,000.00
	MARK VOSS DESIGN	DESIGN RESTAURANT WEEK AD	MARKETING & ADVERTISING	400.00
	MICHIGAN RETAILERS	ANNUAL MEMBERSHIP	MEMBERSHIP & DUES	130.00
	NICK'S MAINTENANCE SERVICE	SNOW CLEARING SERVICES FOR JANUARY	SNOW REMOVAL CONTRACT	9,826.17
	NORDAMERIKANISCHE	WINTER MARKT ADV	MARKETING & ADVERTISING	427.50
	OFFICE DEPOT INC	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	54.93
	RENAISSANCE MEDIA SOLUTIONS	SMALL BUSINESS SATURDAY AD	MARKETING & ADVERTISING	500.00

Birmingham Principal Shopping District Board

Voucher List For: 01/09/2020

Early Release	Vendor	Description	Account	Amount
	SIGNS-N-DESIGNS INC	HOLIDAY AND WINTER MARKT SIGNS	MARKETING & ADVERTISING	650.00
	SP+ CORPORATION	EMPLOYEE PARKING	PARKING VALET SERVICES	100.00
	STEVE DENNIS	RETAIL SPEAKER 1/29/20 - PAY 2 OF 2	TENANT RECRUITMENT	5,000.00
	SUNBELT RENTALS INC	FORKLIFT RENTAL	SPECIAL EVENTS	13,744.60
	TURNER SANITATION, INC	PORTA POTTIES FOR WINTER MARKT	SPECIAL EVENTS	860.00
	VERIZON WIRELESS	INGRID AND JAIMI JANUARY CELL PHONE	TELEPHONE	102.60
	WAHL TENTS	ADDITIONAL RENTAL CHARGES FOR WINTER MARKT	SPECIAL EVENTS	1,707.80
	WDIV/TV4	HOLIDAY LIGHTS ADV	MARKETING & ADVERTISING	7,000.00
	WXYZ/TV 7	WINTER MARKT ADV	MARKETING & ADVERTISING	363.64
	ZORO'S CHRISTMAS LIGHTS	LIGHTS ON PILLARS AND TREES AND WINTER MARKT TENTS	SPECIAL EVENTS	4,850.00
*	JAIMI BROOK	SMORES SUPPLIES	SPECIAL EVENTS	733.57
*	STEVE DENNIS	RETAIL SPEAKER FOR 1/29/20	TENANT RECRUITMENT	5,000.00
*	ELLIE CLOUGH	WORK AT WINTER MARKT 12/6 & 12/7	SPECIAL EVENTS	130.00
*	FOUND OBJECTS	GIFT CERTIFICATES	GIFT CERTIFICATES	125.00
*	GAZELLE SPORTS	GIFT CERTIFICATES	GIFT CERTIFICATES	150.00
*	HARP'S LINGERIE	REFUND FOR LIVE IN THE D PROMOTION	MARKETING & ADVERTISING	300.00
*	ROOTS	GIFT CERTIFICATES	GIFT CERTIFICATES	200.00
*	SEAHOLM HIGH SCHOOL	PERFORMANCE AT WINTER MARKT	SPECIAL EVENTS	50.00
*	INGRID TIGHE	HOLIDAY TREATS FOR BOARD MEMBERS	PUBLIC RELATIONS	75.00
*	WILLOW AND FERNN BOUTIQUE	REFUND FOR LIVE IN THE D PROMOTION	MARKETING & ADVERTISING	279.00

Birmingham Principal Shopping District Board

Voucher List For: 01/09/2020

Early Release Vendor	Description	Account	Amount
Total :			\$ 82,104.61
<u>Journal Entries</u>			
	Postage		\$ 265.46
	MIFMA - Farmers Market Training for Sierra		300.00
	ICSC - Conference in Las Vegas for Ingrid		630.00
	Verizon - Ingrid & Jaimi January cell phone bill		102.60
	Sam's Club - Supplies for Winter Markt		372.36
	Home Depot - Supplies for Winter Markt		211.45
	Cash - Firewood for marshmallow roasters at Winter Markt		340.00
	Spangler - Candy canes for Santa House		278.60
	Z Innovations - Void check for slide rental		(2,500.00)
	Jaimi Brook - Void check for Santa Walk items		(322.24)
	City - Costs for Day On The Town - estimated		5,176.11
	City - Costs for Cruise Event - estimated		28,833.50
	City - Costs for Winter Markt - estimated		9,331.48
	City - Costs for Santa House - estimated		5,510.00
	Dog Waste Depot - Dog waste bags		188.70
	BSD Birmingham Bucks - Contest winners		400.00
	Jaimi Brook - Items for Santa Walk & Winter Markt		210.17
Total Journal Entries			\$ 49,328.19
TOTAL VOUCHERS AND JOURNAL ENTRIES			\$ 131,432.80

*Items marked with an asterisk were submitted in advance and prior to board approval

Board Chair_____

Date _____



The Shopping District

MEMORANDUM

DATE: January 9, 2020
TO: Birmingham Shopping District Board
FROM: Ingrid Tighe, Executive Director
SUBJECT: Item 8A Draft Budget for Approval

The draft BSD budget for 2020-2021, 2021-2022, and 2022-2023 is attached for BSD Board review and approval. The board will note that operational expenses in Marketing, Maintenance/Capital Improvements, and Parking Valet Services will increase in 2021-2022 to support businesses during the upcoming road construction over the next several years. These expenditures follow direction set by the Board one year ago.

Once the budget is approved by the BSD Board, the BSD staff will submit this to the City for review by the Finance Director, City Manager, and City Commission.

Suggested Action 8A:

To approve the draft budget for the Birmingham Shopping District and to direct staff to forward this for review and approval as part of the City of Birmingham budget process.

Birmingham Shopping District Budget

	DESCRIPTION	2019-20	2020-21	2021-22	2022-23
ESTIMATED REVENUES					
	CHARGES TO AUTO PARKING SYSTEM	150,000	25,000	75,000	25,000
	INVESTMENT INCOME	13,700	13,700	13,700	13,700
	FUTURE SPECIAL ASSESSMENTS	1,030,930	1,030,930	1,030,930	1,030,930
	DELINQUENT SPEC ASSESS REVENUE	24,040	24,040	24,040	24,040
	CONTR FROM PRIVATE SOURCE	190,000	190,000	190,000	190,000
TOTAL ESTIMATED REVENUES		1,408,670	1,283,670	1,333,670	1,283,670
APPROPRIATIONS					
	SALARIES, WAGES, LABOR BURDEN	515,640	536,266	557,716	580,025
	POSTAGE	3,000	3,000	3,000	3,000
	OPERATING SUPPLIES	3,500	3,500	3,500	3,500
	OTHER LEGAL	3,000	3,000	3,000	3,000
	AUDIT	760	760	760	760
	OTHER CONTRACTUAL SERVICE	0	0	0	0
	PARKING VALET SERVICES	125,000	15,000	50,000	15,000
	SNOW REMOVAL CONTRACT	59,000	59,000	59,000	59,000
	WEB SITE MAINTENANCE	5,500	5,500	5,500	5,500
	TELEPHONE	1,750	1,750	1,750	1,750
	PRINTING & PUBLISHING	0	0	0	0
	MARKETING & ADVERTISING	250,000	150,000	225,000	150,000
	PUBLIC RELATIONS	10,000	10,000	10,000	10,000
	TENANT RECRUITMENT	100,000	100,000	100,000	75,000
	PRINTING PSD MAGAZINE	60,000	60,000	60,000	60,000
	SPECIAL EVENTS	200,000	200,000	200,000	200,000
	EQUIPMENT MAINTENANCE	1,200	1,200	1,200	1,200
	MAINTENANCE SHOPPING DIST	100,000	70,000	100,000	70,000
	COMPUTER EQUIPMENT RENTAL	19,560	19,560	19,560	19,560
	BUILDING OR FACILITY RENT	12,000	12,000	12,000	12,000
	TRAINING	1,000	1,000	1,000	1,000
	MEMBERSHIP & DUES	1,600	1,600	1,600	1,600
	CONFERENCES & WORKSHOPS	3,000	3,000	3,000	3,000
	LIAB INSURANCE PREMIUMS	4,500	4,500	4,500	4,500
TOTAL APPROPRIATIONS		1,480,010	1,260,636	1,422,086	1,279,395
NET OF REVENUES/APPROPRIATIONS		(71,340)	23,034	(88,416)	4,275
BEGINNING FUND BALANCE			680,199	703,233	614,817
ENDING FUND BALANCE		680,199	703,233	614,817	619,092

CITY BOARD/COMMITTEE ATTENDANCE RECORD

Name of Board: **Birmingham Shopping District**

Year: **2019**

Members Required for Quorum: **7**

MEMBER NAME	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	SPEC MTG	SPEC MTG	Total Mtgs. Att.	Total Absent	Percent Attended Available
REGULAR MEMBERS																	
Richard Astrein	P	P	P	P	P	P	P	P	P	P	P	P			12	0	100%
Samy Eid	P	P	A	P	P	A	P	P	P	P	A	P			9	3	75%
Doug Fehan	A	A	P	P	P	A	P	P	P	P	P	P			9	3	75%
Geoffrey Hockman	P	A	P	A	P	P	P	P	P	P	P	P			10	2	83%
Zachary Kay	P	P	P	P	P	P	P	P	P	P	P	A			11	1	92%
Amy Pohlod	P	A	P	P	P	P	P	P	P	P	P	P			11	1	92%
Steve Quintal	P	P	P	P	P	A	P	P	P	P	A	P			10	2	83%
Bill Roberts	P	P	P	P	P	P	P	P	P	P	P	P			12	0	100%
Judy Solomon	P	P	P	P	A	P	P	P	A	A	P	P			9	3	75%
Sam Surnow	A	P	P	P	P	P	P	P	P	P	P	P			11	1	92%
Joe Valentine	P	P	P	P	P	P	P	P	P	P	P	P			12	0	100%
															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Present or Available	9	8	10	10	10	8	11	11	10	10	9	10	0	0			

KEY:

- A** = Member absent
- P** = Member present or available
- CP** = Member available, but meeting canceled for lack of quorum
- CA** = Member not available and meeting was canceled for lack of quorum
- NA** = Member not appointed at that time
- NM** = No meeting scheduled that month
- CM** = Meeting canceled for lack of business items

Department Head Signature



Birmingham Shopping
District 151 Martin Street
Birmingham, MI 48009
248-530-1200

BSD COMMITTEES
MONTHLY MEETING SCHEDULE
JANUARY 2020

BSD BOARD

THURSDAY 1/9 @ 8:00 AM – COMMUNITY HOUSE

MAINTENANCE/CAPITAL IMPROVEMENTS

TUESDAY 1/14 @ 8:30 AM – CITY HALL

SPECIAL EVENTS

FRIDAY 1/10 @ 8:30 AM – CITY HALL

MARKETING/ADVERTISING

THURSDAY 1/16 @ 8:30 AM – CITY HALL

BUSINESS DEVELOPMENT

THURSDAY 1/23 @ 8:30 AM – CITY HALL

EXECUTIVE

TUESDAY 1/7 @ 8:00 AM – CITY HALL

NOTE: City Hall meeting location is second floor conference room 202-203.

Notice: Individuals requiring accommodations, such as interpreter services, for effective participation in this meeting should contact the City Clerk's Office at [\(248\) 530-1880](tel:2485301880) at least one day in advance of the public meeting.

Las personas que requieren alojamiento, tales como servicios de interpretación, la participación efectiva en esta reunión deben ponerse en contacto con la Oficina del Secretario Municipal al [\(248\) 530-1880](tel:2485301880) por lo menos el día antes de la reunión pública. (Title VI of the Civil Rights Act of 1964).