MEMORANDUM

ENGINEERING DEPARTMENT / PRINCIPAL SHOPPING DISTRICT

DATE: **October 17, 2014**

TO: **Joseph A. Valentine, City Manager**

FROM: **Brendan Cousino, Assistant City Engineer**
John Heiney, PSD Executive Director

SUBJECT: **2014 PSD Holiday Advertising Campaign**
Parking Fund Contribution

For the past several years the APC has been approached by the PSD to participate in the funding to help cover the cost of their holiday season promotional advertising campaign, which includes print and television ads. The Parking System budget has a line item for activities that promote the parking system that has been used to assist the PSD in their promotional activities. In addition to highlighting local businesses, the advertisements will include a message about the City's first two hours of free parking in the parking structures. In the past, the PSD requested $15,000 which the APC endorsed, and expenditure was approved by the City Commission. Last year the PSD asked the parking fund to contribute $25,000.

For 2014 the PSD has again approached the APC to consider participation in the planned upcoming advertising campaign at the higher level ($25,000). The approved budget for the current fiscal year for the parking system includes a line item of $25,000 for promotion of the City's parking system. The APC considered this request at their regular meeting on October 15, 2014, and the following recommendation was passed:

> *To recommend to the City Commission the expenditure of $25,000 from the Automobile Parking System fund promotion account (Account No. 585-538.001-901.0300) to assist the PSD in creating their proposed 2014 holiday promotional TV campaign.*

Additional detail regarding the proposed advertising campaign is provided on the attachment to this report.

SUGGESTED RESOLUTION:

To authorize the expenditure of $25,000 from the Automobile Parking System fund promotion account (Account No. 585-538.001-901.0300) to assist the PSD in creating their proposed 2014 holiday promotional TV campaign.

MEMORANDUM

DATE: **October 3, 2014**

TO: **Paul O'Meara, City Engineer**

FROM: **John Heiney, PSD Executive Director**

SUBJECT: **Birmingham PSD Holiday Television Advertising Commitment**

Once again this year, the Birmingham Principal Shopping District will air holiday television advertising campaign. This year, we are planning to air on WXYZ TV Channel 7 and on local Comcast cable channels.

We will use the five vignette ads that were produced in 2013, which highlight the downtown shopping, dining and spa experience. Each of the ads will promote the popular "2 Hours Free Parking in the Decks" program, as they have in years past. The goal of the ads is to drive traffic to downtown Birmingham, benefitting merchants and the parking system.

This year the Principal Shopping District is committing a total of $35,000 for this campaign. We are once again asking Advisory Parking Committee to approve a $25,000 commitment from the parking fund for the campaign.

With your commitment, there will be approximately 100 x 30-second ads, and 13 x 60 second "live vignettes." This would result in an increase in the frequency and reach of the advertising campaign.

The vignettes will provide a strong push for the parking system, as the host will close out every segment with a strong statement about parking in Birmingham. At the meeting we will also present a professional story board to show how the produced 30 second spots will appear. These 30 second ads will feature a graphic at the end of the spot highlighting "2 Hours Free Parking in the Decks".

We sincerely hope that you consider this request, and look forward to your reply.