



Business Development Committee Meeting

April 23, 2024, at 8:30 a.m.
City of Birmingham
151 Martin St., Birmingham, MI

Committee Members: Mike McKenzie (Chair), Sam Surnow (Vice-Chair), Steve Quintal, Jeff Hockman, Carlie Quezada, Dan Gilbert, Angela Thomas, Minna Sharrak

Staff: Melissa Fairbairn, Interim BSD Executive Director; Nicole Gerkey, Events & Office Assistant; Erika Bassett PR & Marketing Specialist

AGENDA

1. Welcome and Introductions
2. Approval of Minutes – **March 19, 2024**
3. Public Comment
4. Action Items
5. Business Marketing
 - Bureau Detroit Update
6. Business Recruitment & Retention
 - Available Spaces/New Business Report
 - Workshop Proposals
 - Nick Westergaard
 - Boot Camp Digital
7. Other Business
 - New Business Draft Packets

In Progress

NEXT MEETING DATE – May 28, 2024, at 8:30 a.m.

Goals

External

- Increase Local Frequency
- Expand Regional Attraction, Tourism & Extend Stays
- Diversify & Balance Business & Product Mix
- Improve Ease of Access & Connectivity

Internal

- Increase BSD Value
- Sustain Services & Appeal

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 202
March 19, 2024, at 8:30 a.m.

M. McKenzie called the meeting to order at 8:30 a.m.

In Attendance: M. McKenzie (Chair), S. Surnow (Vice Chair), C. Quezada, D. Gilbert, J. Hockman, S. Quintal, A. Thomas
Staff: M. Fairbairn, N. Gerkey
Guests: Michele Taddei
Absent: M. Sharrack
Public Comment: None

Approval of Minutes: Motion by Hockman, seconded by Quezada, to approve the minutes from the February 27, 2024, Business Development meeting. All ayes. Motion passes.

Business Marketing

Fairbairn reported that Bureau Detroit is planning to shoot content between April 1st and April 5th and has confirmed with Adachi, Caruso Caruso, and Italian Dish. They will be doing another round of follow up, and Quezada offered to contact additional retailers if needed.

Business Recruitment and Retention

- Available Properties List: The committee agreed that the list be combed through to ensure accuracy and up to date information
- Marketing/Merchandising Birmingham: The committee agreed to pull together a press release and/or article to generate positive press around the developments in the downtown area. Thomas and Surnow will meet with BSD PR and Marketing Specialist Erika Bassett to discuss the details; once a draft is compiled it will be sent to the committee for review. The committee also discussed placing an ad at the ICSC conference as it has been done in years past.
- Workshop Proposals: Gerkey presented two options to the committee for review, and the committee agreed to host ZingTrain for a two hour workshop on "The Art of Giving Great Service". This will be scheduled for end of May/early June, to be promoted at the April 9 merchant meeting.

Other Business – New Business Packets

The committee reviewed the outline for the new business packets and agreed that there will be two packets of materials to be given to new businesses. Packet A will hold information about city ordinances and general paperwork, and should be given upon lease signing by landlords/property owners. Packet B shall be given upon business opening by the BSD Executive Director, containing current event information, committee meetings, etc.

Meeting adjourned at 9:34 a.m.

NEXT MEETING DATE – April 23, 2024, at 8:30 a.m.

**BIRMINGHAM SHOPPING DISTRICT - AVAILABLE PROPERTIES REPORT
MAY 2024**

Property Address	Street Name	Suite #/ Floor	Sq. Ft.	Amount	Notes	Office/Retail	Owner/Contact Info.	SAD Zone	Date Notified
470	Old Woodward Avenue, North	Suite 250	1,610		Above Market North End restaurant. Includes balcony. Call for details.	Office	Lou Frango/Colliers International 248-226-1678 lou.frango@colliers.com	1A	4/3/2024
458	Old Woodward Avenue, South		800	\$49 per sq. ft. NNN	Sublease from CVS. Call for details.	Retail	Lou Frango/Colliers International 248-226-1678 lou.frango@colliers.com	1A	4/3/2024
300	Maple Road, East	Suite 350 3rd Floor	1,600		Call for details.	Office	Fuller Central Park Properties 248-642-0024	1	4/4/2024
370	Maple Road, East	4th Floor	6,250		Call for details.	Office	Fuller Central Park Properties 248-642-0024	1	4/4/2024
600	Adams Road, South	Suite 320 3rd Floor	4,020		Free on site parking. Call for details	Office	Fuller Central Park Properties 248-642-0024	1A	4/4/2024
135	Maple Road, East		1,776	\$70 per sq. ft. NNN	Former Boyd. Space is adjacent to CB2 off the corner of Maple and Old Woodward. Call for details.	Retail	Aeres Real Estate 248-971-0306 Angela Thomas angela@aeresrealestate.com Erica Dunlap erica@aeresrealestate.com or Megan Zurvalec megan@aeresrealestate.com	1	3/1/2024
205	Maple Road, East		717	\$2,868 +NNN	Outstanding Maple Road frontage. 2 rear parking spaces. Call for details.	Retail	David Kolar 248-647-7600 1031davidkolar@comcast.net	1	3/11/2024
283	Hamilton Row					Office/Retail	CMP Real Estate 248-538-2000	1	3/18/2024
363	Maple Road, East		500	\$2,500 per month + utilities	Located in the heart of downtown Birmingham. Call for details.	Office/Retail	NAI Farbman 248-353-0500	1	3/18/2024
123	Maple Road, West				Former Fab'rik	Retail		1	3/18/2024
150	Maple Road, West					Retail	Bailey Schmidt, Peter Noonan 248-229-0413	1	3/18/2024
214	Maple Road, West		11,832			Retail	Essco Development 248-645-5900	1	3/18/2024
284	Maple Road, West		3,200			Retail	Essco Development 248-645-5900		3/18/2024
805	Maple Road, East		25,000	\$35 per sq. ft. + taxes + utilities	Call for details.	Office	Aeres Real Estate 248-971-0306 Angela Thomas angela@aeresrealestate.com Erica Dunlap erica@aeresrealestate.com or Megan Zurvalec megan@aeresrealestate.com	1A	3/19/2024
180	Brown Street, East		5,000		General Office. Call for details.	Office	Purdy Street Property 586-778-0216	1	
255	Brown Street, East		1,500	\$28 per sq. ft. NNN	Call for details.	Office	Drew Schmidt/Bailey, Schmidt & Associates 248-594-4353 or drews@baileyschmidt.com	1	
260	Brown Street, East	Suite 260	1,796	\$33.50 per sq. ft. gross plus electric	Call for details	Office	Daniel Canvasser 248-350-8141, Jack Bergmann 248-357-6569	1	
260	Brown Street, East	Suite 380		\$33.50 per sq. ft. gross plus electric	Call for details	Office	Daniel Canvasser 248-350-8141, Jack Bergmann 248-357-6569	1	

**BIRMINGHAM SHOPPING DISTRICT - AVAILABLE PROPERTIES REPORT
MAY 2024**

Property Address	Street Name	Suite #/ Floor	Sq. Ft.	Amount	Notes	Office/Retail	Owner/Contact Info.	SAD Zone	Date Notified
320	Martin Street		776-2,723		Award winning repurpose modernization of 1939 US Post Office. Private office suite and executive onsite parking. Full use of conference rooms, café/lounge and outdoor patio. Must see building. Call for details.	Office	Rob Krochmal/The Surnow Company 248-867-3304 robk@surnow.com	1	
111	Merrill Street, East	2nd Floor	4,135	Negotiable	Class A+ space, superior finishes. Call for details.	Office	Daniel Canvasser 248-350-8141, Jack Bergmann 248-357-6569, Wade Lorimer 248-357-2508	1	
222	Merrill Street, East	2nd Floor	937-5,000	\$32 per sq. ft. plus utilities and janitorial	Three move-in ready suites. Above 220 restaurant with elevator access. Call for details.	Office	Daniel Canvasser 248-350-8141, Mike Valant 248-357-6568	1	
135	Old Woodward Avenue, North		8,600		Second floor office space above Starbucks Reserve. Cool, creative existing buildout; open ceiling, exposed wood and brick, hard flooring and open kitchen area. Existing furniture available. Call for details.	Office	Najor Companies/Brendan George 248-936-6822 brendan.george@cbre.com	1	
231	Old Woodward Avenue, North	Upstairs	2,400	\$18 per sq. ft. gross	Call for details.	Office	Dan Jacob/Taylor Real Estate 248-892-9000 djacob@taylor-re.com	1	
280	Old Woodward Avenue, North	Suite LL1	1,200	\$16 per sq. ft. plus electric	Call for details.	Office	Tim Jarzembowski/JFK Investment 248-333-2373 x 105	1	
280	Old Woodward Avenue, North	Suite LL10	2,222	\$16 per sq. ft. plus electric	Call for details.	Office	Tim Jarzembowski/JFK Investment 248-333-2373 x 105	1	
280	Old Woodward Avenue, North	Suite LL15	442	\$16 per sq. ft. plus electric	Call for details.	Office	Tim Jarzembowski/JFK Investment 248-333-2373 x 105	1	
280	Old Woodward Avenue, North	Suite LL2	595	\$16 per sq. ft. plus electric	Call for details.	Office	Tim Jarzembowski/JFK Investment 248-333-2373 x 105	1	
280	Old Woodward Avenue, North	Suite LL20	3,522	\$16 per sq. ft. plus electric	Call for details.	Office	Tim Jarzembowski/JFK Investment 248-333-2373 x 105	1	
344	Old Woodward Avenue, North	Suite 300	3,056	\$29.50 per sq. ft. plus G + E	Located in the heart of downtown Birmingham. Call for details.	Office	Najor Companies/Brian Najor 248-433-7000	1	
344	Old Woodward Avenue, North	Suite 301	842	\$29.50 per sq. ft. plus G + E	Located in the heart of downtown Birmingham. Call for details.	Office	Najor Companies/Brian Najor 248-433-7000	1	
350	Old Woodward Avenue, North	Suite 250	1,415-6,641		2nd floor, full floor availability. Call for details.	Office	William Harvey/Transwestern-Detroit 248-797-9455 bill.harvey@transwestern.com	1	
380	Old Woodward Avenue, North	Suite 160	946	\$30 per sq. ft. gross plus electric	Call for details.	Office	Mike Valant 248-357-6568, Daniel Canvasser 248-350-8141/Newmark Knight Frank	1	
380	Old Woodward Avenue, North	Suite 175	2,265	\$30 per sq. ft. gross plus electric	Call for details.	Office	Mike Valant 248-357-6568, Daniel Canvasser 248-350-8141/Newmark Knight Frank	1	
380	Old Woodward Avenue, North	Suite 226	1,093	\$25 per sq. ft. gross plus electric	Call for details.	Office	Mike Valant 248-357-6568, Daniel Canvasser 248-350-8141/Newmark Knight Frank	1	
380	Old Woodward Avenue, North	Suite 290	2,197	\$30 per sq. ft. gross plus electric	Call for details.	Office	Mike Valant 248-357-6568, Daniel Canvasser 248-350-8141/Newmark Knight Frank	1	

**BIRMINGHAM SHOPPING DISTRICT - AVAILABLE PROPERTIES REPORT
MAY 2024**

Property Address	Street Name	Suite #/ Floor	Sq. Ft.	Amount	Notes	Office/Retail	Owner/Contact Info.	SAD Zone	Date Notified
255	Old Woodward Avenue, South		11,558	\$33 per sq. ft.	Call for details.	Office	Michele R. Rosenblum/CORE Partners 248-399-9999 x 105, Jeremiah Preston/CORE Partners 248-399-9999 x 106, Matthew J. Farrell/CORE Partners 248-399-9999 x 101	1	
300	Park Street		1,224 - 7,094	\$29.50 per sq. ft. plus electric	Perfect location in the center of Birmingham. Copier/Printer, phones available. Call for details.	Office	Garrett Keais 248-359-0610 gkeais@signatureassociates or Jarrod Champine 248-359-0615 jchampine@signatureassociates.com Signature Associates	1	
390	Park Street	Suite 110	1,329	\$26 per sq. ft. gross plus electric	Prestigious office building. On-site parking. Call for details.	Office	John Gordy/Signature Associates 248-948-4181 jgordy@signatureassociates.com	1	
205	Pierce Street				Call for details.	Office	Todd Hawley or Rob Hibbert/Friedman Real Estate 248-324-2000	1	
511	Pierce Street	Suite 1	3,000 - 15,000	\$28 per sq. ft. NNN	3 offices, 1 conference room, lobby, copy room, kitchen/break room. Call for details.	Office	Peter Noonan/Bailey, Schmidt & Associates 248-229-0413 or peter@baileyschmidt.com	1	
101	Southfield Road		6,422 - 12,845		Extra ordinary finishes in move in condition. Call for details.	Office	Gil Opaleski or David Kolar 248-647-7600	1	
344	Hamilton Row	2nd Floor	2,050	\$24.50 NNN	Call for details.	Office/Retail	Todd Hawley 248-848-4124 todd.hawley@freg.com or Robert Hibbert 248-848-4133 robert.hibbert@freg.com Friedman Integrated Real Estate	1	
400	Hamilton Row	1 & 2	5,159- 15,493		In the heart of downtown Birmingham. Call for details	Office/Retail	Fadi Nassa/Amson Nassar Development 248-787-7070 fadi@amsonnassar.com	1	
261	Maple Road, East	Lower Level	4,500	\$10 per sq. ft.	Call for details.	Office/Retail	Bedros Avedian 248-203-2626	1	
211-213	Maple Road, West		6,000	\$8 gross + electric	Second story office space above Jos A Banks. Call for details.	Office/Retail	Peter Noonan/Bailey, Schmidt & Associates 248-594-4335 or peter@baileyschmidt.com	1	
280	Old Woodward Avenue, North	Suite 107	1,005	\$25 per sq. ft. plus electric	Call for details.	Office/Retail	Tim Jarzembowski/JFK Investment 248-333-2373 x 105	1	
280	Old Woodward Avenue, North	Suite 208	1,206	\$29.95 per sq. ft. plus electric	Call for details.	Office/Retail	Tim Jarzembowski/JFK Investment 248-333-2373 x 105	1	
280	Old Woodward Avenue, North	Suite 211	2,076	\$25 per sq. ft. plus electric	Call for details.	Office/Retail	Tim Jarzembowski/JFK Investment 248-333-2373 x 105	1	
280	Old Woodward Avenue, North	Suite 220	1,374	\$29.95 per sq. ft. plus electric	Call for details.	Office/Retail	Tim Jarzembowski/JFK Investment 248-333-2373 x 105	1	
280	Old Woodward Avenue, North	Suite 105	972	\$25 per sq. ft. plus electric	Call for details.	Office/Retail	Tim Jarzembowski/JFK Investment 248-333-2373 x 105	1	
335	Maple Road, East			\$40 per sq. ft. NNN	Great street front retail location on busy Maple Road in downtown Birmingham. Limestone façade and modern full-length windows at front. Do not approach tenant or employees. Call for details.	Retail	Emil Cherkasov/Forward Commercial Group 248-662-5066 emil@forwardcommercial.com	1	

**BIRMINGHAM SHOPPING DISTRICT - AVAILABLE PROPERTIES REPORT
MAY 2024**

Property Address	Street Name	Suite #/ Floor	Sq. Ft.	Amount	Notes	Office/Retail	Owner/Contact Info.	SAD Zone	Date Notified
746	Maple Road, East		3,400	\$38 per sq ft.	Former Love and Buttercream. Two story building Total of 6,684 sq. ft. Private parking.	Retail	Peter Noon 248-229-0413 peter@baileyschmidt.com	1	
138	Maple Road, West		1,250		Prime retail or food use location in the heart of downtown. Additional 1,113 sq ft of lower level space usable for storage or backroom operations. Call for details.	Retail	Najor Companies 248-433-7000 info@najorcompanies.com	1	
168	Maple Road, West		4,100	\$33 per sq. ft. NNN	Former boutique, join the most high-end line up of fashion retailers in Birmingham. Plus finished basement 1,900 sq. ft. (rent free). Call for details.	Retail	KYJ Leasing Bana Fayoumi 925-464-6215 accounting@kjleasing.com	1	
286	Maple Road, West		2,579		Located next to Moosejaw, down from Anthropologie and across the street from West Elm in the heart of the shopping area.	Retail	James Esshaki/Essco Development 248-645-5900	1	
251	Merrill Street, East	Suite 202	2,100	\$5,500 NNN	Formerly Private Equity Group. Call for details.	Retail	Irene Kelly-Bower/Ishbia & Gagleard 248-647-8590 ikelly@iglawfirm.com	1	
251	Merrill Street, East	Suite 236	1,150	\$2,875/month includes utilities	Formerly Tappers Gold. Call for details.	Retail	Irene Kelly-Bower/Ishbia & Gagleard 248-647-8590 ikelly@iglawfirm.com	1	
101	Old Woodward Avenue, North		3,400		Lower level storage space. Call for details.	Retail	Najor Companies/Brian Najor 248-433-7000	1	
988	Adams Road, South		389-793	\$23 per sq. ft.	Newly renovated office space with high ceilings and onsite parking and available signage. Call for details.	Office	David McNabnay/CORE Partners 248-399-9999 x 250 dnm@corepartners.net	1A	
999	Haynes	Suite 350	1,620	\$24.50 per sq. ft.	Newly renovated, on-site covered parking. Call for details.	Office	Christopher Nagorski/Skyline Property 248-247-7979 chris@skylineprop.com	1A	
700	Maple Road, East	1st floor	2,385	\$22.50 per sq. ft.	Call for details.	Office	Gary Grochowski/Colliers International 248-540-1000	1A	
700	Maple Road, East	3rd floor	1,200	\$22.50 per sq. ft.	Call for details.	Office	Gary Grochowski/Colliers International 248-540-1000	1A	
772	Maple Road, East		1,400	\$18 per sq. ft. NNN	4 windowed office and conference room. Call for details.	Office	David Kolar 248-647-7600	1A	
975	Maple Road, East		780		Call for details.	Office	Garrett Keais/Signature Associates 248-359-0610 gkeais@signatureassociates.com	1A	
1025	Maple Road, East		900	\$30 per sq. ft.	Well maintained and professionally managed two story office building with plenty of on-site parking. Adjacent parking lot also part of the property. The space available is a corner suite with windows that features 3 private offices, a waiting/reception area, and a kitchenette.	Office	Emil Cherkasov/Forward Commercial Group 248-662-5066	1A	
250	Old Woodward Avenue, North	2nd Floor	35,151	Negotiable	Call for details.	Office	Daniel Canvasser 248-350-8141, Jack Bergmann 248-357-6569	1A	

**BIRMINGHAM SHOPPING DISTRICT - AVAILABLE PROPERTIES REPORT
MAY 2024**

Property Address	Street Name	Suite #/ Floor	Sq. Ft.	Amount	Notes	Office/Retail	Owner/Contact Info.	SAD Zone	Date Notified
430	Old Woodward Avenue, North	2nd Floor	4,000		Luxurious office space, onsite parking, walking distance to shopping, dining and parks. Call for details.	Office	Frank Monaghan/Monaghan & Company 248-254-1585	1A	
450	Old Woodward Avenue, North	First Floor	1,500		Spacious layout with abundant natural light. Five private parking spaces. Call for details.	Office	Peter Noonan/Bailey, Schmidt & Associates 248-229-0413 or peter@baileyschmidt.com	1A	
500	Old Woodward Avenue, North		5,512	\$18 per sq. ft.	Beautiful building in downtown Birmingham with parking. Call for details.	Office	Garrett Keais/Signature Associates 248-359-0610 or gkeais@signatureassociates.com	1A	
630	Old Woodward Avenue, North	Suite 303	1,190		Suite contains 5 offices. New carpet and paint. Call for details.	Office	Najor Companies/Keith Maziasz 248-433-7000 info@najorcompanies.com	1A	
640	Old Woodward Avenue, North	Suite 101	1,241		Recently remodeled. Three private offices. Spacious entry/reception area. Existing furniture available. Abundant parking in adjacent municipal surface lot. Call for details.	Office	Najor Companies/Keith Maziasz 248-433-7000 info@najorcompanies.com	1A	
640	Old Woodward Avenue, North	Suite 102	589		Recently updated private office. Abundant parking in adjacent municipal surface lot. Call for details.	Office	Najor Companies/Keith Maziasz 248-433-7000 info@najorcompanies.com	1A	
724	Old Woodward Avenue, North	Upper	4,800		Call for details.	Office	Najor Companies/Brian Najor 248-433-7000 info@najorcompanies.com	1A	
800	Old Woodward Avenue, North		2,873	\$35 per sq. ft.	High-end office space offering street frontage and upgraded finishes. Facade signage rights available. Adjacent to The Pearl, a new mixed-use luxury development. Walkable to many restaurants, farmers market, parks, banks and shopping. Call for details.	Office	Emil Cherkasov/Forward Commercial Group 248-662-5066	1A	
325	Old Woodward Avenue, South	Suite 435	1,616		Birmingham Place, property is newly renovated and offers superior location, abundant enclosed on-site parking 24/7 concierge service and valet parking. Call for details.	Office	Dave Miller 248-948-4183, or Katherine Bemis 248-359-0615/Signature Associates	1A	
401	Old Woodward Avenue, South	Suite 441	1,063		Birmingham Place, property is newly renovated and offers superior location, abundant enclosed on-site parking 24/7 concierge service and valet parking. Call for details.	Office	Dave Miller 248-948-4183, or Katherine Bemis 248-359-0615/Signature Associates	1A	
401	Old Woodward Avenue, South	Suite 455	763		Birmingham Place, property is newly renovated and offers superior location, abundant enclosed on-site parking 24/7 concierge service and valet parking. Can be contiguous with Suite 457 2,523 total sq. ft. Call for details.	Office	Dave Miller 248-948-4183, or Katherine Bemis 248-359-0615/Signature Associates	1A	

**BIRMINGHAM SHOPPING DISTRICT - AVAILABLE PROPERTIES REPORT
MAY 2024**

Property Address	Street Name	Suite #/ Floor	Sq. Ft.	Amount	Notes	Office/Retail	Owner/Contact Info.	SAD Zone	Date Notified
401	Old Woodward Avenue, South	Suite 457	1,760		Birmingham Place, property is newly renovated and offers superior location, abundant enclosed on-site parking 24/7 concierge service and valet parking. Can be contiguous with Suite 455 2,523 total sq. ft. Call for details.	Office	Dave Miller 248-948-4183, or Katherine Bemis 248-359-0615/Signature Associates	1A	
401	Old Woodward Avenue, South	Suite 480	680		Birmingham Place, property is newly renovated and offers superior location, abundant enclosed on-site parking 24/7 concierge service and valet parking. Call for details.	Office	Dave Miller 248-948-4183, or Katherine Bemis 248-359-0615/Signature Associates	1A	
401	Old Woodward Avenue, South	Suite 608	951	\$30.50 per sq. ft. gross plus electric	On-site parking available at a rate TBD. Call for details.	Office	Dan Morse 248-936-6822 or Brendan George 248-351-2039	1A	
469	Old Woodward Avenue, South		4,000		Call for details.	Office	Dan Jacob/Taylor Real Estate 248-892-9000 djacob@taylor-re.com	1A	
555	Old Woodward Avenue, South	Suite 500	8,561	\$34 per sq. ft. gross + electric	Best parking in Birmingham, on-site fitness center, complimentary for all tenants. Birmingham Pub restaurant has a conference center that can be rented for offsite meetings. Call for details.	Office	Dan Morrow 248-799-3144 dmorrow@signatureassociates.com or Dave Miller 248-948-4183 dmiller@signatureassociates.com	1A	
555	Old Woodward Avenue, South	Suite 501	8,721	\$34 per sq. ft. gross + electric	Best parking in Birmingham, on-site fitness center, complimentary for all tenants. Birmingham Pub restaurant has a conference center that can be rented for offsite meetings. Call for details.	Office	Dan Morrow 248-799-3144 dmorrow@signatureassociates.com or Dave Miller 248-948-4183 dmiller@signatureassociates.com	1A	
555	Old Woodward Avenue, South	Suite 704	790	\$34 per sq. ft. gross + electric	Best parking in Birmingham, on-site fitness center, complimentary for all tenants. Birmingham Pub restaurant has a conference center that can be rented for offsite meetings. Call for details.	Office	Dan Morrow 248-799-3144 dmorrow@signatureassociates.com or Dave Miller 248-948-4183 dmiller@signatureassociates.com	1A	
555	Old Woodward Avenue, South	Suite 755	1,947	\$34 per sq. ft. gross + electric	Best parking in Birmingham, on-site fitness center, complimentary for all tenants. Birmingham Pub restaurant has a conference center that can be rented for offsite meetings. Call for details.	Office	Dan Morrow 248-799-3144 dmorrow@signatureassociates.com or Dave Miller 248-948-4183 dmiller@signatureassociates.com	1A	
800	Adams Road, South	Suite 105	1,150	\$35.95 per sq. ft. + utilities & jan	First floor dental/medical suite with free on-site parking. Call for details.	Office/Medical	Hayman Company Lawrence Randazzo 248-879-4739 lrandazzo@haymanco.com	1A	
825	Bowers Street		5,113	\$33 per sq. ft. NNN	Free standing building with abundant parking in Birmingham's Triangle District. Call for details.	Office/Retail	Eric Banks/CORE Partners 248-399-9999 edb@corepartners.net	1A	
700	Old Woodward Avenue, North			\$22 per sq. ft. NNN	Suite entry off municipal parking spaces, ideal location for retail, medical or professional use. Call for details.	Office/Retail	Todd Hawley 248-324-2000 todd.hawley@freg.com	1A	

**BIRMINGHAM SHOPPING DISTRICT - AVAILABLE PROPERTIES REPORT
MAY 2024**

Property Address	Street Name	Suite #/ Floor	Sq. Ft.	Amount	Notes	Office/Retail	Owner/Contact Info.	SAD Zone	Date Notified
555	Old Woodward Avenue, South	Suite 11L	1,937		Can be combined with Suite 11L, total space 4,079. Call for details.	Office/Retail	Dan Morrow 248-799-3144 dmorrow@signatureassociates.com or Dave Miller 248-948-4183 dmiller@signatureassociates.com	1A	
555	Old Woodward Avenue, South	Suite 12L	2,142	\$24 per sq. ft. net	Can be combined with Suite 11L, total space 4,079. Call for details.	Office/Retail	Dan Morrow 248-799-3144 dmorrow@signatureassociates.com or Dave Miller 248-948-4183 dmiller@signatureassociates.com	1A	
111	Elm Street	1st floor			The luxurious All Seasons of Birmingham offers the opportunity to run a business directly from the comfort of your apartment home! Limited one and two bedroom Live/Work apartments with signage and entrance on Maple Road are now available. Customer parking and valet parking are included. Call for details	Retail	All Seasons of Birmingham 248-594-3200 asbhleasing@beztak.com	1A	
280	Merrill Street, East		1,750		Signature location in downtown Birmingham. Call for details	Retail	Cindy Ciura 248-515-7171 cindy@cccconsultgroup.com	1A	
555	Old Woodward Avenue, South	Suite 12U	4,514	\$30 per sq. ft. net	The Lifestyle Center of Birmingham. Signage available, building fully renovated in 2017. 560 parking spaces on-site with plenty of visitor parking. On-site fitness center complimentary for tenant use. Call for details.	Retail	Dan Morrow 248-799-3144 dmorrow@signatureassociates.com or Dave Miller 248-948-4183 dmiller@signatureassociates.com	1A	
798	Old Woodward, North		790	\$23 per sq. ft. gross + utilities	Prime retail location. Abundance of parking in front. Call for details.	Retail	Matt Crowwell/CBRE 248-351-2084 cell 248-207-3128 OR Dan Morse 248-936-6822	1A	

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

MAY 2024

Office Occupancy Rate 88%

Retail Occupancy Rate 97%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Closed/Opened in last 12 months
Sophia Jewelers	123	Maple Road, West	Apparel - Women	04/03/24	Scheduled to Open
Eileen Fisher	286	Maple Road, West	Apparel - Women	03/28/24	Scheduled to Open
Birmingham Psychic Crystal Gallery	534	Old Woodward, North	Specialty Retailers	02/12/24	Scheduled to Open
Pure Green	148	Pierce Street	Food Specialties	02/12/24	Scheduled to Open
Choco Mania Café	280	Merrill Street, East	Food Specialties	01/17/24	Scheduled to Open
Bell Bistro	185	Old Woodward, North	Dining	05/16/23	Scheduled to Open
Christinas Consignments	135	Old Woodward, North	Apparel - Women	08/04/22	Scheduled to Open
Sybil	211	Hamilton Row	Dining	02/08/22	Scheduled to Open
The Baby Bar	244	Maple Road, East	Apparel	03/27/24	Opened
The Pregnancy Bar	555	Old Woodward, South, Suite 25L	Medical	03/27/24	Opened
Engrace by Little Switzerland	177	Old Woodward, South	Jeweler	03/25/24	Opened
Scenthound	745	Maple Road, East	Pet Grooming	02/04/23	Opened
Warby Parker	120	Maple Road, West	Specialty Retailers	02/03/23	Opened
Radiant Made for Us	245	Maple Road, West	Jeweler	12/19/23	Opened
Greene & Company	574	Old Woodward, North, Suite 200	Interior Design	12/19/23	Opened
Birmingham Luxury Watches	640	Old Woodward, North, Suite 102	Jeweler	11/01/23	Opened
Vibe Salon Suites	670	Old Woodward, South	Salon	11/01/23	Opened
Glam Jail	200	Brown Street, East	Spa	11/01/23	Opened
Icon Anti-Aging & Aesthetics	555	Old Woodward, South, Suite 700	Medical	10/01/23	Opened
Rowan	122	Maple Road, West	Specialty Retailers	10/01/23	Opened
City Side Ventures	34300	Woodward Avenue	Business Services	09/11/23	Opened

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

MAY 2024

Office Occupancy Rate 88%

Retail Occupancy Rate 97%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Closed/Opened in last 12 months
The Art of Foot & Ankle	800	Old Woodward North, Suite 100	Medical	09/11/23	Opened
Salon Toro	470	Old Woodward North, Suite 200	Salon	07/01/23	Opened
Community Unity Bank	34040	Woodward Avenue	Bank	07/10/23	Opened
The Good Day	528	Old Woodward, North	Home Furnishings	06/29/23	Opened
Steps MI	640	Old Woodward, North	Apparel	06/01/23	Opened
Roche Salon	555	Old Woodward, South, Suite 23U	Salon	05/01/23	Opened



NICKWESTERGAARD
KEYNOTE SPEAKER & AUTHOR

“ One of the most
JAW-DROPPING
marketing speakers”

BIZZABO

NickWestergaard.com | nick@branddrivendigital.com | 319.325.0921





Meet Nick Westergaard

Nick Westergaard has been called “one of the most jaw-dropping marketing speakers.” His scrappy strategies help those struggling to stand out in our crowded, distracted world.

As Chief Strategist at Brand Driven Digital, he’s spent his career building standout brands at organizations of all sizes—from small businesses to Fortune 500 companies to President Obama’s Jobs Council. As a lecturer at the University of Iowa’s Tippie College of Business, he teaches students and professionals how to craft standout presentations that drive action.

Nick’s scrappy keynotes at conferences and corporate events throughout the world have audiences saying “ah-ha” as he provides actionable next steps that can impact their work right away.

He’s the author of the books *Brand Now* and *Get Scrappy*, a contributor to the *Harvard Business Review*, and host of the popular On Brand podcast.

FEATURED IN

Harvard
Business
Review

Forbes

Entrepreneur

U.S. News & World Report

Mashable

AS SEEN AT

SXSW

HubSpot

salesforce

Marketo

BRAND
SOURCE



NickWestergaard.com | nick@branddrivendigital.com | 319.325.0921

Nick's Philosophy

As a speaker, I bring a unique perspective to the stage.

As an educator, I want make sure my audience learns something new.

As a practitioner, I want to make sure they leave with an idea on what to do next.

And, with a background in theatre and improvisational comedy, I want to make sure they laugh as well. When we laugh together, there's a better chance we'll learn together.

In the end, your audience laughs, learns, and leaves with ideas they can implement right away.

Nick



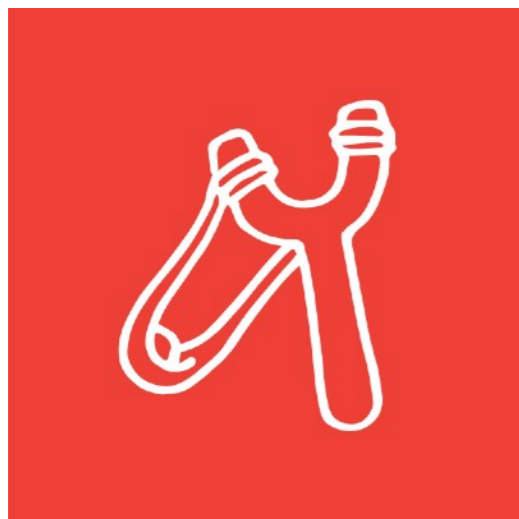
Popular Speeches



Brand Now:

How to Stand Out in Our Crowded, Distracted World

With the rise of digital media, you'd think it would be easier than ever to be heard. Yet, most messages fail to cut through the clutter in today's noisy digital-first ecosystem. You may be surprised but because of the opportunities created by new media and disruptive technology, strong brands with something to say matter now more than ever. During this insightful and engaging keynote, you'll learn about the seven Brand Now dynamics — meaning, structure, story, content, community, clarity, and experience — and how you can use them to build a standout brand both online and off.



Get Scrappy:

Smarter Digital Marketing for Businesses Big and Small

When it comes to marketing, it's the best of times and the worst of times. New media allows us to reach more people, build personal relationships, and deliver real value to our customers. However, budgets are tighter than ever and we're constantly distracted by all of the shiny new things coming at us. The answer? Get scrappy. During this myth-busting and actionable talk you'll discover how getting scrappy can help you put your brains before your budget and simplify your marketing in today's complex world. The book *Get Scrappy* was named one of Mashable's Best New Marketing Books to Read.



Popular Speeches



Standout Brand Storytelling

Using the Science of Story to Captivate Your Audience

Despite the fact that technology has made marketing easier than ever before, the increased noise has made it harder for brands to actually stand out in our distracted, digital world. Rather than continuing to interrupt our way around this problem, we need to learn the secrets of the oldest, most powerful communication tool—story. As part of this entertaining, educational keynote, you'll learn the brain science behind why story works with examples from pop-culture classics and story-driven brands. In the end, you'll move beyond talking about the trend of storytelling to implementing stories as tools.



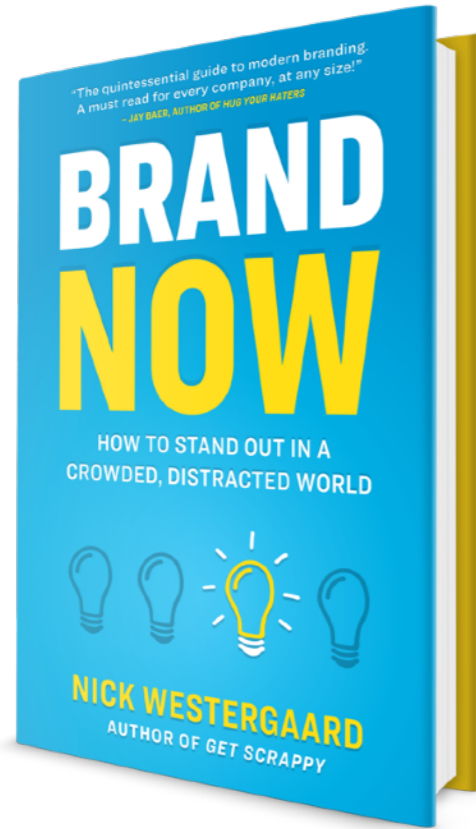
Stand Up, Stand Out

Six Simple Strategies for Standout Pitching, Selling & Leadership

Whether you're in sales or leading and inspiring your team, presentation skills are critical to career success. And yet it's hard to give this important task the time and attention it deserves. Now *Get Scrappy* author Nick Westergaard has taken his experience as a professional speaker, TEDx speaker coach, and business communication educator at the University of Iowa and put together a new system to help you maximize your message impact with minimal time and resources. In this actionable keynote, you'll learn six simple strategies—from mapping your message to embodying confidence—that will help you pitch new ideas, close more sales, and lead your team to success.

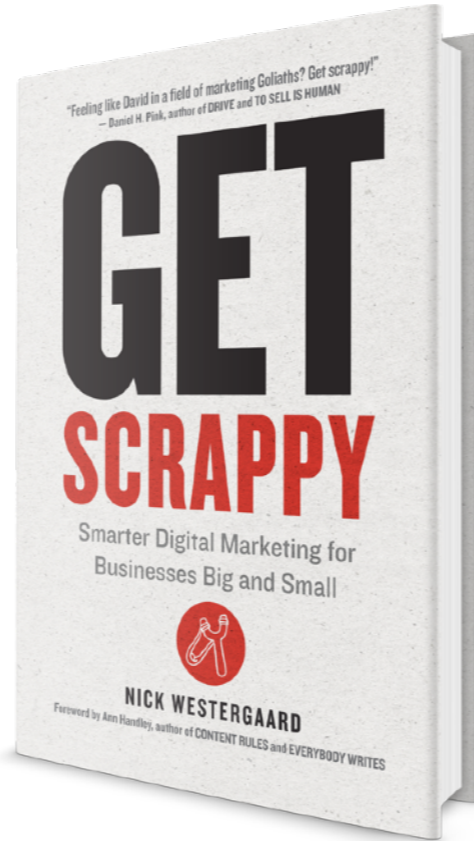


Nick's Books and Podcast



Brand Now: ***How to Stand Out in a Crowded, Distracted World***

"The quintessential guide to modern branding. A must-read for every company, at any size!"
– Jay Baer, Author of *Talk Triggers*



Get Scrappy: ***Smarter Digital Marketing for Businesses Big and Small***

"This book will help you take your marketing to the next level without having to increase your budget a dollar."
— *Inc.*



On Brand **with Nick Westergaard**

Named a top marketing podcast by Branding Strategy Insider, BranditGlobal, and BrandFolder



Event Planners Love Nick

“ Nick did a terrific job as the opening keynote providing valuable insights in a humorous manner. The thunderous applause at the end only confirmed the fantastic job he did.”

Keith Jenkins, Event Organizer, Social Travel Summit

“ Enthusiastic, entertaining, and inspiring, filled with practical tips and examples. Our audience loved Nick!”

Romana Walter, Event Organizer, Email Marketing Evolved

“ Nick was able to engage and break down the many forms of social media as it relates to business. He kept it fun, informative, and the audience was able to walk away with a better understanding of how social media works.”

Jessica Cheng, Pepperdine University, Graziadio School of Business

“ Nick’s presentation was relevant, interesting, and educational without being lecture-like. He has a sense of humor and approachable style. I’d easily book him again.”

Jennifer Kramer Williams, American Advertising Federation (AAF)



What It's Like to Work with Nick

More than just a keynote speaker, Nick is a marketer. That's why he works with you as a partner in promoting your event. This starts with regular prep calls and can include:

Before the Event

- ▶ Custom video by Nick for you to use in event marketing
- ▶ Promotion of your event to Nick's social networks and in his weekly email newsletter
- ▶ Interview event organizer or guest on the On Brand podcast

During the Event

- ▶ Attendance at receptions/networking events schedule permitting
- ▶ Optional book signing before or after the keynote

After the Event

- ▶ Slide PDF available for attendees
- ▶ Additional tools, templates, and resources from the talk at a special link for the audience
- ▶ Post-event debriefing

Nick is often asked to conduct an additional breakout session or a half-day or full-day workshop. Feel free to inquire if this is of interest.



Ready to Book Nick?

Email nick@branddrivendigital.com

Call **319-325-0921**

Visit NickWestergaard.com



BOOT★CAMP
DIGITAL



Proposal for
Birmingham Shopping District

Powering Up Your
Business with Digital
Marketing, Social Media
Marketing, and E-
Commerce



About
BOOT★CAMP
DIGITAL

About Boot Camp Digital

Who we are:

We have a strong track record of providing top-rated training programs to grow capabilities and results.

- **20 years** of providing top-rated digital marketing training globally
- **Thought leaders** and pioneers in digital capability building
 - Created the first accredited social media and digital marketing certification program
 - Wrote the first textbook on social media
 - Contribute to international news sites and top digital marketing publications.
- Trained **hundreds of thousands** of marketers and business professionals
- **Accredited** programs recognized by multiple accreditation institutions globally.

What we do:

Whether the audience is beginner or advanced, our programs are designed with adult learners in mind to drive performance.

- **Online training** based on learner objectives covering beginner to advanced topics in digital marketing. We also offer a community of digital marketers and monthly programs to keep skills sharp.
- **Consulting** allows us to dig in and provide specific advice and support on handling your unique challenges.
- **Live workshops** provide hands-on learning, from strategy to implementation tips and tricks. We offer programs from multiple-day workshops to keynote presentations.
- **Customized team training** for agencies, organizations, and teams. We create custom learning experiences from single workshops to full-year skills development programs.
- **Digital IQ assessment** to gauge the knowledge level of your organization and build a concrete learning program.

Strong Track Record

Featured In:



Hired By:



Global Scope and Experience

Boot Camp Digital services global clients and has experience in multiple markets.

We work with clients with a global scope, where content is created to be relevant to a worldwide audience.

We have also worked with companies across the globe.

We know digital marketing and the global impact it can have, as well as the differences between regions.

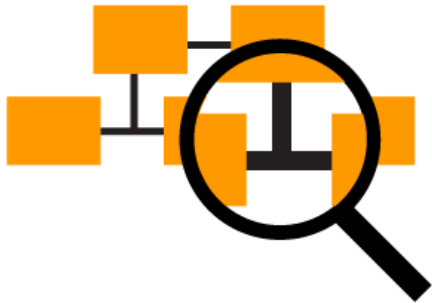


About Boot Camp Digital

Boot Camp Digital is a global digital marketing training company with over 15 years of experience – we empower organizations to get REAL results from digital marketing. How do we do this?

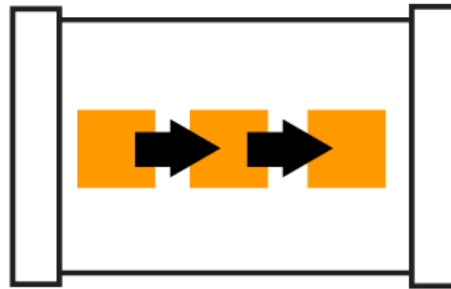
ASSESS

Your Organization



BUILD

A Learning Plan



DEVELOP

Custom Training



Hired By Leading Companies Including:

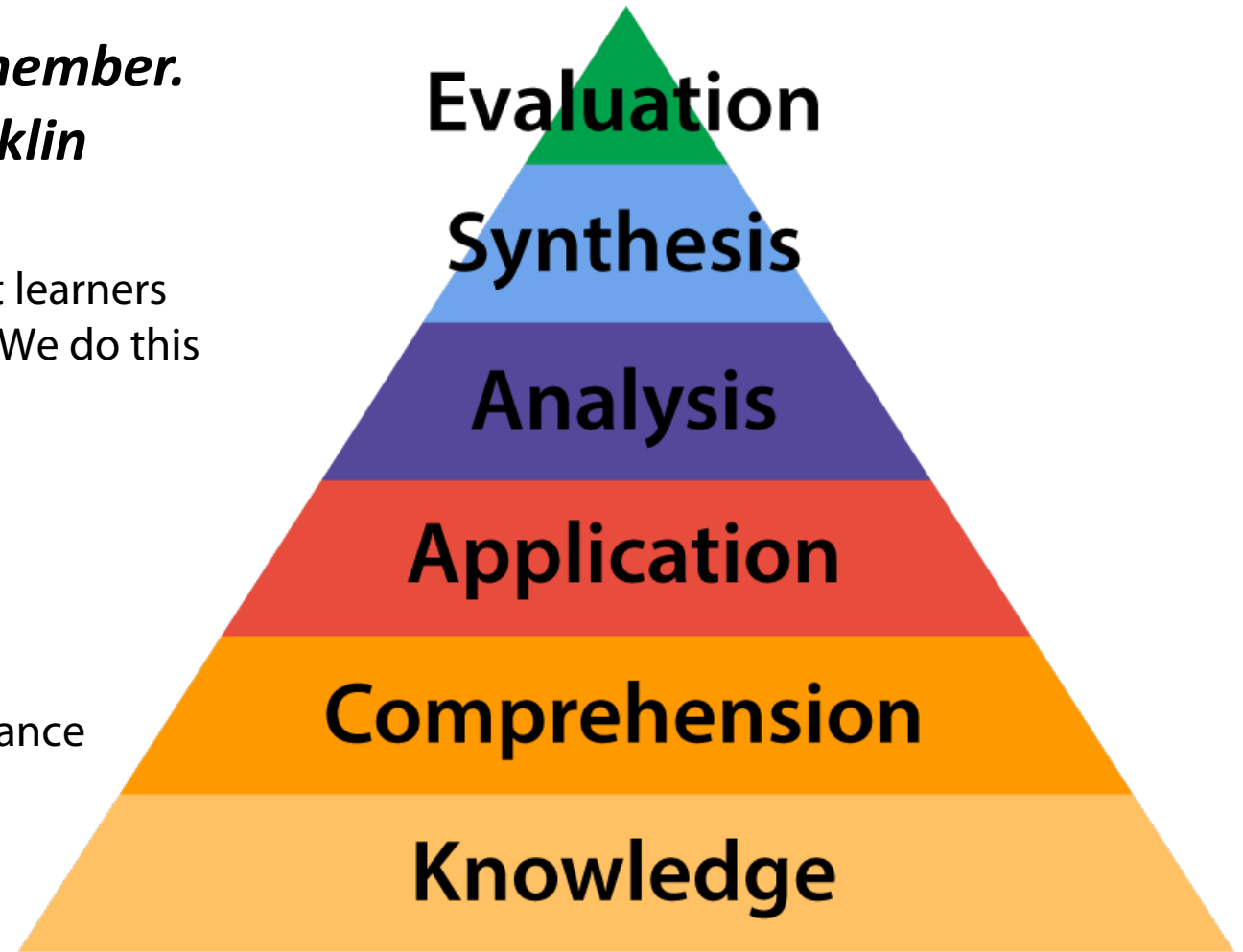


Adult Learning

“Tell me and I forget. Teach me and I remember. Involve me and I learn.” – Benjamin Franklin

All of our training programs are built uniquely for adult learners and focus on driving job performance and real results. We do this with:

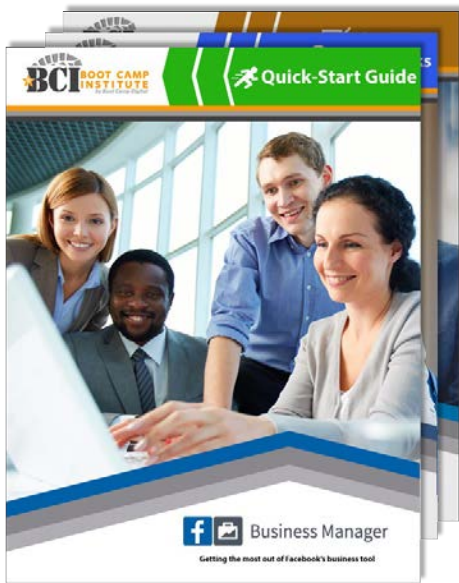
- Interactive and engaging formats
- Hands-on interactions
- Collaboration and planning
- Tools to put learning into action
- Resources, tools, and templates to support performance



Adult Learning = Focus on Performance

What Makes Our Training Different?

Tools & Resources



We give you tools to implement what you learn and drive results and performance.

Customized



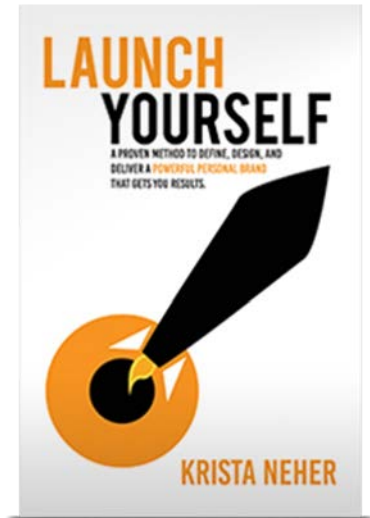
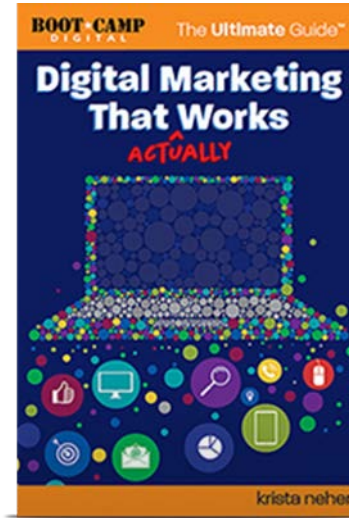
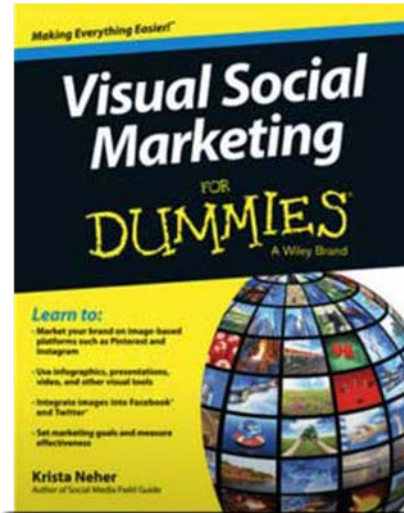
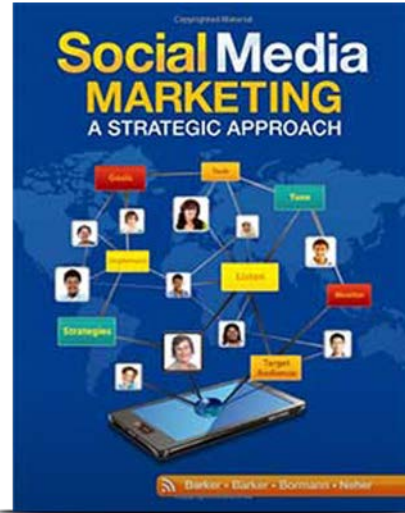
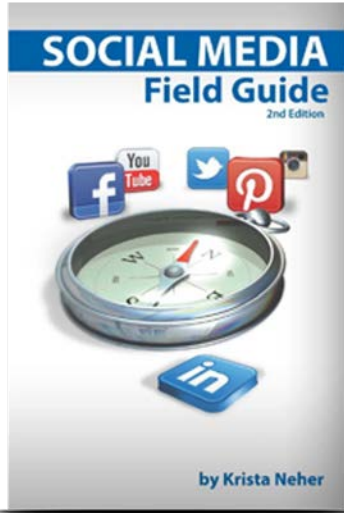
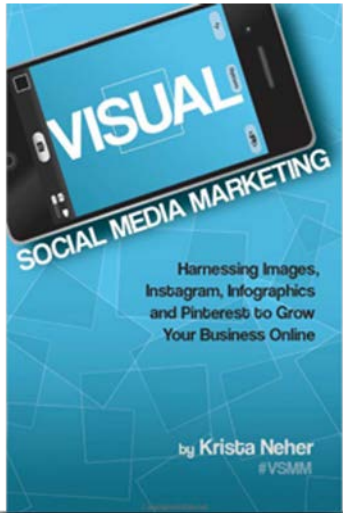
Our programs can be fully customized to make programs highly relevant and actionable to participants.

Hands-On Interactive



Our programs are **interactive**, **engaging**, and **involved** with active participation to embed knowledge.

We Wrote the Book on It (Literally)



Sample Client Engagements

Please note: Due to the confidential nature of many of our corporate training programs, we are not able to share all of the details about our training engagements. Sample engagements are provided below:



Internal Digital Training Videos (General Mills):

Boot Camp Digital was hired by General Mills to create content for online training videos to increase digital capabilities for the organization. Boot Camp Digital created the training content as well as interactive exercises and additional downloadable resources to augment the learning experience.

Annual Digital Learning Program (Largest Digital Healthcare Advertising Agency):

Boot Camp Digital created an annual learning program including live Boot Camps and online training. Based on the success of the program the contract was renewed and expanded to include international participants.



Executive Team Training & Brand Workshops (P&G):

Boot Camp Digital provided multiple presentations to brand leaders focusing on emerging digital marketing and social media opportunities. Boot Camp Digital has also provided multiple brand workshops on a variety of topics to different brands. The engagement included a live- training workshop and action planning with leading executives.

(Note: Boot Camp Digital has been hired multiple times by this client for similar work).

Sample Client Engagements

Please note: Due to the confidential nature of many of our corporate training programs, we are not able to share all of the details about our training engagements. Sample engagements are provided below:



Department Training (G&E):

Boot Camp Digital created and delivered a training program for a department at GE focused on workplace issues related to social media. The program covered the challenges of working in a social media connected world, and best practices for using social media professionally.

(Note: The same organization hired Boot Camp Digital for an additional engagement)



Digital Marketing Workshop (Prudential):

Boot Camp Digital was hired by Prudential to educate their top marketing executives on the challenges and opportunities that the digital world presents. The program included an assessment of their current strategies and opportunities for the organization to move forward.

(Note: Additional departments have requested similar services)



Top-Sales Professionals Training Workshop (Great American Insurance):

Boot Camp Digital provided a training workshop for top performing sales agents on LinkedIn. The engagement included a presentation, supplementary materials, and workshop elements. Agents were given a branding action plan for LinkedIn that could be implemented across their agency.

Sample Client Engagements

Please note: Due to the confidential nature of many of our corporate training programs, we are not able to share all of the details about our training engagements. Sample engagements are provided below:



Social Media Workshop (The United States Senate):

Boot Camp Digital was contracted to provide multiple workshops for the United States Senate training event with top representatives from Senator offices. The engagement focused on using digital tools for personal branding and constituent engagement.

(Note: Additional engagements have been booked by participants)



Driving Engagement with Facebook (Google):

Boot Camp Digital was hired by Google to conduct a webinar training program on how to drive engagement on Facebook.



Multiple Workshop Leader and Online Trainer (ClickZ/Incisive Media):

Boot Camp Digital trainers are go-to resources for speaking engagements, workshops, webinars, and online training modules. We have been hired by Incisive media over 15 times to conduct training programs on a variety of topics. Our presentations are among the top rated at the events, which is why we are invited back year after year.

Program Objectives

Birmingham Shopping District is seeking a digital marketing expert to speak work with their members on developing a strong online presence. Based on their feedback, they want to use digital and social media marketing for growth. However, they are not marketing or social media experts. As a part of this program, participants need practical ideas, strategies, and tactics that they can use to immediately, no matter their knowledge or experience level.

Customized for Your Audience

Our program is customized for your audience – it isn't a canned training program or presentation. We build interactive and practical programs specifically targeted to your industry.

Practical and Actionable

During this session, we won't cover digital marketing theory. We'll highlight where the audience can get the biggest impact and give them practical and actionable advice they can use immediately.

Resources to Drive Implementation

As a part of our program, Boot Camp Digital provides resources so that participants can fully immerse themselves in the presentation and have what they need to implement what they learned after. We include QuickStart Guides, Tip Sheets, and Action Planners. We don't just provide a presentation – we provide the tools to turn the learnings into action.

Engaging and Interactive Program

The program from Boot Camp Digital should be engaging and interactive to draw participants in and keep their attention. The interactivity will be built to demonstrate exactly how participants can use social media to grow their businesses. This makes the program practical for participants to implement.

Managing and Improving Your Online Presence

Your online presence is vital to your business success. It impacts your marketing, sales, effectiveness, business opportunities, and partnerships. Your online presence defines how people see your business and how you bring your brand to life.

In this session, you'll discover how local businesses in South Carolina use their online presence to their advantage. Learn the key online touchpoints that are vital to building your online brand. Discover how others perceive your business and the impact that your online presence has on your overall marketing efforts.

We will cover:

- What your online reputation is
- How to evaluate your current online presence
- Key touchpoints to grow your online presence
- How SEO, Reputation Management, SEM, Websites, Reviews, PR, social media, and more play into your online reputation
- How to connect your online reputation to the rest of your marketing efforts

We will provide:

- Handouts for participants, including a QuickStart Guide and checklist
- Interactive and engaging exercises throughout the workshop
- Expert Q&A at the end of the session

Digital Marketing Strategy: Understanding the Options and Opportunities

Digital is over 50% of marketing budgets and is projected to continue to grow. If you don't have an online presence, you're missing out. It's that simple.

The key to successful digital marketing is understanding the options and then making smart decisions about where to put your time, effort, and resources. There is no limit to the number of things you could do. This workshop will help you determine what you *should* do to meet your business goals.

We'll cover:

- Steps to building a strategy
- Understanding the options
- Defining your goal, strategy, objectives, and tactics
- Defining your target audience
- Creating a digital marketing plan that ties EVERYTHING you do online to your business strategies with action items to start implementing (and seeing results!) immediately

We'll provide:

- Handouts for participants, including a QuickStart Guide and checklist

Social Media Marketing Strategy: Understanding the Options and Opportunities

Social media marketing is an agile way of getting your message in front of your target audience fast. The challenge is deciding where they are and creating content that stops the scroll.

During this session, you will discover the steps in building a strategic social media marketing plan based on eight steps. You'll leave with the knowledge and tools necessary to build a consistent and deliberate process for your social media strategy.

We'll cover:

- The impact of clear social media strategy and trends that matter
- Defining marketing goals, target audiences, and content strategy
- Determining which platforms are the best fit for your business
- Launching your social media presence and prioritize your efforts for impact
- Setting Key Performance Indicators (KPIs) to track and measure your success

We'll provide:

- Handouts for participants, including a QuickStart Guide and checklist

Growing your Business Online: How Local Businesses Can Create a Digital Presence That Gets Results

Previously, the challenge was getting people through the doors of your brick-and-mortar business. Today, those same businesses are hustling to find e-commerce solutions so those same people never have to leave home to shop with them. Establishing an online storefront doesn't require huge website developer bills and elaborate setups. There are several easy-to-execute ways to get started selling online quickly. This session covers the components of a successful e-commerce site: Homepage, Product Page, and Checkout.

We'll cover:

- What makes a GREAT website that gets customers
- Choosing the right e-commerce platform (Shopify, WooCommerce, Custom options)
- Must-haves for an e-commerce site
- Optimizing your e-commerce site
- How to build trust with a prospective customer
- How to create an optimized and secure checkout

We'll provide:

- Handouts for participants, including a QuickStart Guide and checklist
- An optional Q&A session with our speaker to answer individual questions

Facebook and Instagram: Maximizing Your Results on the Largest Social Network

Facebook and Instagram, both owned by Meta, are the largest social network – with over 4.4 billion users. Your target audience *is* there, and they're researching you. Businesses can't afford to ignore it as a part of their marketing strategy. Businesses also can't afford to neglect it. This session takes a deep dive into the importance and foundations of setting up an optimized Facebook Page and posting with best practices.

We'll cover:

- Creating a Facebook Page and Instagram Profile that attracts clients
- Posting content that drives results and connects with customers
- Finding your target audience on these powerful platforms
- "Hidden" ad features that can give you big results
- How to assess the effectiveness of your Facebook and Instagram marketing

We'll provide:

- Handouts for participants, including a QuickStart Guide and checklist
- An optional Q&A session with our speaker to answer individual questions

Cracking the Creative Code: How to Create Irresistible Creative Content that Connects with Consumers

There is SO MUCH content online. More and more people and businesses are fighting for attention across more and more channels. It is harder than ever for brands to stand out. This isn't a death sentence - it is an opportunity. The brands and businesses that can best connect with consumers will earn attention and achieve their business results.

The key to creating outstanding content starts with the idea. Too many marketers start with their own business goals and forget about the deep understanding of consumers that is needed to drive success. In this session, you'll discover the formula to getting inside your customer and building more meaningful content.

We'll cover:

- Ideation - what makes a good idea
- Understanding customer needs and benefits
- How to create context for meaningful content
- The steps to a customer-first strategy
- How to evaluate your content to grow results

We'll provide:

- Handouts for participants, including a QuickStart Guide and checklist
- An optional Q&A session with our speaker to answer individual questions

Social Media Efficiency – Getting Better Results Faster

Most businesses now use social media, but it can be overwhelming for local businesses to try to get it all done – especially when you are running that business. Social media can quickly become a huge time-suck, and you can feel like you are spending lots of time on it and not getting the results that you really want. In this session, you'll learn how to be savvy about social media to maximize the results that you get while minimizing your efforts. Learn about the best ways to automate social media in a smart way and use the tools available to get the best results for your time investment.

We'll cover:

- How to avoid the social media time-suck
- Prioritizing your efforts
- Creating a strategy for how to spend your time to maximize results
- How to use automation to drive your social media
- Building a workflow to manage social media effectively
- Top tools to use to get more out of social media
- Optimizing visuals to create an impact

We'll provide:

- Handouts for participants, including a QuickStart Guide and checklist
- An optional Q&A session with our speaker to answer individual questions

Investment

Our proposal includes customization and creating tools and resources to support performance after the initial training program.

Program Elements

Live Interactive Presentation

- 2-hour customized workshop \$7500
- Additional 2-hour session during same trip \$2500
- Interactive elements to drive engagement
- Customization of the program for local businesses

Handouts

- Designed to drive implementation after the webinar
- QuickStart Guides, Tip Sheets, Checklists, etc.

INCLUDED

Travel Expenses

- Flight, ground transportation, hotel, and meals

COVERED BY CLIENT



Testimonials

Testimonials

"I found the social media presentation to be the most useful and relevant information I have ever attended. 10 out of 10!"

**Darlyne Koretos,
Executive Services Corps**

"Boot Camp Digital is an excellent way to not only learn about social media and internet marketing but feel comfortable talking about it with anyone after. Krista provides useful information in easy-to-understand presentations!"

Mike Brown

"Boot Camp Digital's training allows us to stay current – even ahead of the game – when it comes to internet marketing and social media tools and strategies. Excellent customized training that fit our needs."

Annie McManis

"I took 30 pages of notes and that's not something I've ever done at a seminar before. I've been using what I learned to expand the social media footprint of my business in ways I hadn't considered before the seminar. Thanks for putting together a clear and easy to understand approach to social media. I would strongly recommend this program to anyone that is interested."

Clay Caldwell



Melissa Byers

Head of Global Customer Success
info@bootcampdigital.com
513.223.3878

BOOT★CAMP
DIGITAL

Thank You!



BIRMINGHAM
SHOPPING DISTRICT

NEW BUSINESS PACKET

Birmingham Shopping District
151 Martin Street
(248) 530 - 1200

Last updated April 19, 2024



BIRMINGHAM

SHOPPING DISTRICT

Congratulations!

We are thrilled to welcome your business to the Birmingham Shopping District (BSD). We have put together this guide for you to use as next steps of opening your business in the BSD, which includes anything from contact information, city processes, to employee discount promotions, and more.

If you have direct questions or concerns, please contact our office at (248) 530-1200.

We look forward to the success and opening of your business, welcome to Birmingham!

Sincerely,

The Birmingham Shopping District Staff & Board of Directors



BIRMINGHAM
SHOPPING DISTRICT

Merchant License & Database Form

MERCHANT LICENSE APPLICATION

Merchant – Any person who engages in or conducts a business of selling goods, wares and merchandise and who for the purpose of carrying on such business uses, leases or occupies either in whole or in part, a room, building, structure, or vacant property for the exhibition and sale of such goods, wares, and merchandise. (Section 26-71)

Every merchant, before opening and/or operating a mercantile establishment in the city or before advertising or exposing his goods, wares or merchandise for sale, shall procure from the city clerk an initial merchants license.

(Section 26-86)

Most businesses in the Birmingham Shopping District are required to have completed merchant application. Applications can be completed online by scanning the QR Code



MERCHANT DATABASE FORM

To ensure you receive important communications from the BSD, including the monthly business e-newsletter, be sure to complete/update the merchant database form. This is also how we ensure our data is correct for our Business Anniversary Program, among other things.

Scan the QR code or complete and return the following pages.





BIRMINGHAM

SHOPPING DISTRICT

Merchant Database Information

The Birmingham Shopping District (BSD) offers a complete business directory on our website www.ALLINBirmingham.com which receives approximately 6,000 unique viewers every month from shoppers and people interested in visiting Birmingham! We also maintain a Visitors Guide and use the provided information for promotional purposes. The contact information and phone number are also important to have for any afterhours issues, such as a water main break, store alarm going off, etc.

Business Name (exactly how you want it to appear in our directory, paying special attention to upper case, lower case, etc). *

Contact Name *

First Last

Title *

Business Address: *

Business Phone Number *

 - -

####

Emergency Contact Phone Number *

 - -

####

Email *

Additional Email for Notifications

Website

Date Business Opened in Birmingham *

 / / 

MM DD YYYY

Property Owner Name

First

Last

Property Owner Phone Number

 - -

###

###

####

Square Footage of Retail/Office Space

Total Number of Employees

Type of business, please select one *

If type of business needs explanation, please explain.

Brief description of business, to be listed on the BSD Website *

Maximum of 150 characters. *Currently Used: 0 characters.*

I am interested in signing up for the Birmingham Bucks Program (Downtown Birmingham's Gift Card Program) [For More Information](#)

- Yes. Send me a confirmation email
- No
- I am already registered

I am interested in being a part of the Employee Discount Program. [To Sign Up](#)

If you have any questions, feel free to contact us at 248-530-1200, email info@ALLINBirmingham.com or mail to Birmingham Shopping District 151 Martin Street, Birmingham, MI 48009



BIRMINGHAM
SHOPPING DISTRICT

Signage Applications and Permits

STEP 1: ADMINISTRATIVE SIGN APPROVAL APPLICATION

Must be mailed or submitted in person to the Planning Department (second floor of City Hall)

STEP 2: ADDITIONAL PERMITS

SIGN PERMIT – must be mailed or submitted in person to the Planning Department

BUILDING PERMIT – May be completed online or in-person and submitted to the Building Department

ELECTRICAL PERMIT - Only complete the form if you are using illumination in your signage. May be completed online or in-person and submitted to the Building Department

*Steps one and two may be completed at the same time - all forms are attached

A-FRAME SIGNAGE

- May be submitted as a standalone document by completing the SIGN PERMIT
- Must provide a photo of the sign with the measurements of the sign drawn on the document
- Must provide a photo of the placement of the sign in relation to your business clearly indicating five feet of walking space
- Only one A-Frame per business is permitted
- Not all businesses are permitted to the use of A-frames

Wait for 1 to 2 weeks for review upon completion of all signage permits and applications.

WINDOW SIGNAGE

No permit is required and only twelve square feet are allowed. You may not block views into the space of the building

PRIMARY CONTACT

Leah Blizinski

Planning Department

Phone: (248) 530 -1841

Email: lblizinski@bhamgov.org



BIRMINGHAM

Administrative Sign Approval Application Planning Division

1. Applicant

Name: _____
Address: _____

Phone Number: _____
Email: _____

2. Property Owner (same as applicant)

Name: _____
Address: _____

Phone Number: _____
Email: _____

3. Project Contact Person (same as applicant)

Name: _____
Address: _____

Phone Number: _____
Email: _____

4. Project Designer/Developer

Name: _____
Address: _____

Phone Number: _____
Email: _____

5. Required Attachments

- One (1) folded paper copies of sign plans including details of the following:
 - Dimensions of proposed sign(s), including side profile with projection information
 - Dimensions of building frontage
 - Illumination
 - Height from grade
 - Location of proposed sign(s)
 - Colors and materials
- One (1) digital copy of sign plans
- Consent of Property Owner form
- Existing signage details

6. Project Information

Address: _____
Name of Development: _____
Parcel ID#: _____
Current Use: _____
Proposed Use: _____
Area of Site in Acres: _____
Current Zoning: _____

	Yes	No
Is the property located in a floodplain? -----	<input type="checkbox"/>	<input type="checkbox"/>
Is the property within a Historic District? ---	<input type="checkbox"/>	<input type="checkbox"/>
→ If so, which? _____		
Will the project require a variance? -----	<input type="checkbox"/>	<input type="checkbox"/>
→ If so, how many? _____		
Has the project been reviewed by a Board?	<input type="checkbox"/>	<input type="checkbox"/>
→ If so, which? _____		

7. Details of the Request for Administrative Sign Approval

The undersigned states the above information is true and correct, and understands that it is the responsibility of the applicant to advise the Planning Division and/or Building Division of any additional changes to the approved site plan.

Signature of Applicant: _____ Date: _____

Office Use Only

Application #: _____	Date Received: _____	Fee: \$ _____
Date of Approval: _____	Date of Denial: _____	Reviewed By: _____



BIRMINGHAM

CONSENT OF PROPERTY OWNER

I, _____, OF THE STATE OF _____ AND
(Name of Property Owner)

COUNTY OF _____ STATE THE FOLLOWING:

1. That I am the owner of real estate located at _____;
(Address of Affected Property)
2. That I have read and examined the Application for Administrative Approval made to the City of
Birmingham by: _____;
(Name of Applicant)
3. That I have no objections to, and consent to the request(s) described in the Application made to the
City of Birmingham.

Name of Owner (Printed): _____

Signature of Owner: _____ **Date:** _____



Fee schedule

Application	Fees
Administrative Approval	\$150
Administrative Sign Approval	\$150
Board of Zoning Appeals* <ul style="list-style-type: none"> • Single Family Residential • All Other Zoning Districts 	\$310 \$510
Community Impact Study Review*	\$2,700
Design Review*	\$450
Division/Combination of Platted Lots	\$250 per lot
Historic District Review* <ul style="list-style-type: none"> • Single Family Residential • All Other Zoning Districts 	No Charge \$450
Public Notice Sign <ul style="list-style-type: none"> • Notice Sign Rental • Returnable Sign Bond 	\$50 \$100 → \$150 total
Preliminary/Final Site Plan Review <ul style="list-style-type: none"> • R4 – R8 Zoning District • Nonresidential Districts 	\$1,200, plus \$50 per dwelling unit \$1,400, plus \$50 per acre or portion of acre
Special Land Use Permit* <ul style="list-style-type: none"> • Plus Site Plan Review • Plus Design Review • Plus Publish of Legal Notice • Plus Sign Rental and Bond 	\$1,100 \$1,400 \$450 \$700 \$150 → \$3,800 total
Special Land Use Permit Annual Renewal	\$200
Temporary Use Permit	\$100
Zoning Compliance Letter	\$50
Wall Art	\$200
*The fees for Board of Zoning Appeals, Community Impact Study Review, Design Review, Site Plan Review, Historic District Review and Special Land Use Permits shall be double the listed amounts in the event the work is commenced prior to the filing of an application for review by the City of Birmingham.	



Application Requirements for obtaining a Building Permit

Residential Structures

- Building Permit Application
- Site Evaluation Application, including the required checklist and cover letter.
- Two sets of construction documents (plans). The construction documents must be sealed and signed by an architect or professional engineer in accordance with 1980, PA 299 as amended. The seal and signature is not required for one and two family dwellings less than 3,500 square feet of calculated floor area.
- Four certified surveys, or site plans drawn in accordance with a certified survey, showing to scale the size and location of all existing and proposed construction, distances from all lot lines, the existing grades and proposed finished grades.

Commercial Structures

- Building Permit Application
- Four sets of construction documents (plans), signed by an architect or professional engineer in accordance with 1980, PA 299 as amended.
- Four certified boundary line surveys along with all necessary civil drawings.
- Two sets of specifications
- Two sets of structural calculations
- One geotechnical report (must reference proposed construction)

General Requirements

- A DTE clearance letter is required for all new house, addition and detached garage permits
- Electrical, Plumbing, and Mechanical Permits require separate applications.
- All building applications for residential structures or commercial structures including residential dwelling units must include copies of both a current individual and company builder's licenses.
- All surveys and site plans must show the location of all city trees in right of way.
- It's the owner's responsibility to check local deed restrictions prior to construction
- All work to be done in the city's right of way require separate permits through the Engineering Department

New House & Addition Requirements

The requirements listed below must be in place prior to permit issuance:

- Construction site is to have rigid perimeter fencing to secure the entire site.
- Construction site fencing must be placed 1' back from the sidewalk.
- Opening for the street access to be 21 AA gravel base six inches in depth.
- Silt fencing for erosion control purposes is required.
- City trees are required to be protected from damage during construction.



Plan Review & Building Permit Fee Schedule

PLAN EXAMINATION FEES:

When the valuation for the proposed construction exceeds \$1,000 and a plan is required to be submitted, a plan review fee shall be paid when the plans and specifications are submitted for review. The fee for plan examination shall be a minimum of \$90 up to a valuation construction cost of \$10,000. All other plan examination fees are based on the cost of construction valuation of the building in accordance with the following schedule. When mechanical, electrical, and plumbing reviews are required, in addition to the building review, the total review fee is determined by multiplying the building review fee by 1.25.

Construction Value (CV)	Plan Examination Fee
\$0.00 up to \$10,000	\$90
\$10,001 up to \$500,000	CV multiplied by 0.0020 (\$150 minimum)
\$500,001 and up	(CV multiplied by 0.0010) plus \$1000
MEAP Reviews (when required)	Plan Examination Fee multiplied by 1.25

BUILDING PERMITS FEES:

The permit fee is determined by the total construction value as shown in the most recent edition of the ICC Building Evaluation Data Square foot construction costs. For all use groups except one and two family residential, the square foot construction cost is 100% of the value shown in construction costs table; for renovations the square foot construction costs is 50% of the value shown in the table.

Permit fees are \$90 for the first \$1,000 of construction value; \$10 for each additional \$1,000 of construction value, rounded up to the next thousand, up to \$100,000; and \$15 per each \$1,000 of construction value, rounded up to the next thousand, above \$100,000. The following table can be used to determine permit fees:

Construction Value (CV)	Permit Fee
\$1.00 up to \$1,000	\$90
\$1,001 up to \$100,000	(*CV multiplied by 0.01) plus \$75
\$100,001 and up	(*CV multiplied by 0.015) less \$425

***Note: Construction Value Must be Rounded up To the Next Thousandth**

BONDS:

A cash bond is required for all building permits based on the project construction value. The bond is refundable upon completion of the project.

Construction Value (CV)	Bond Amount
\$1.00 up to \$10,000	\$100
\$10,001 up to \$50,000	\$200
\$50,001 up to \$100,000	\$300
\$100,001 up to \$500,000	\$500
\$500,001 and up	\$1,000
Pool Bond	\$1,000
Window Replacement Bond	\$ 500



CITY OF BIRMINGHAM
Community Development - Building Department
151 Martin Street, Birmingham, MI 48009
 Community Development: 248-530-1850

Permit # _____

Project # _____

Inspection Request & Online Application Site:
<https://www.bsaonline.com>

APPLICATION FOR PLAN EXAMINATION & BUILDING PERMITS

I. Project Type / Location			
<input type="checkbox"/> NEW HOUSE	<input type="checkbox"/> NEW HOUSE / ATT GARAGE	<input type="checkbox"/> NEW HOUSE / DET GARAGE	<input type="checkbox"/> DETACHED GARAGE
<input type="checkbox"/> BASEMENT FINISH	<input type="checkbox"/> BASEMENT DAMPROOFING	<input type="checkbox"/> ADDITION	<input type="checkbox"/> RENOVATION
<input type="checkbox"/> NEW COMM BUILDING	<input type="checkbox"/> TENANT BUILD OUT	<input type="checkbox"/> ROOF/ SIDING / WINDOWS	<input type="checkbox"/> OTHER: _____
JOB LOCATION		PROPERTY IDENTIFICATION NUMBER (SIDWELL NO.)	LOT NUMBER
II. Applicant / Project Contact Information			
A. Applicant			
NAME		ADDRESS	
CITY	STATE	ZIP CODE	TELEPHONE NUMBER (Include Area Code)
CELL PHONE NUMBER (Include Area Code)	FAX NUMBER (Include Area Code)	EMAIL ADDRESS	
B. Property Owner			
NAME		ADDRESS	
CITY	STATE	ZIP CODE	TELEPHONE NUMBER (Include Area Code)
CELL PHONE NUMBER (Include Area Code)	FAX NUMBER (Include Area Code)	EMAIL ADDRESS*	
C. Architect or Engineer			
NAME		ADDRESS	
CITY	STATE	ZIP CODE	TELEPHONE NUMBER (Include Area Code)
CELL PHONE NUMBER (Include Area Code)	FAX NUMBER (Include Area Code)	EMAIL ADDRESS	
LICENSE NUMBER			EXPIRATION DATE
D. Contractor			
NAME		ADDRESS	
CITY	STATE	ZIP CODE	TELEPHONE NUMBER (Include Area Code)
CELL PHONE NUMBER (Include Area Code)	FAX NUMBER (Include Area Code)	EMAIL ADDRESS	
INDIVIDUAL BUILDERS LICENSE NUMBER			EXPIRATION DATE
COMPANY BUILDERS LICENSE NUMBER			EXPIRATION DATE
FEDERAL EMPLOYER ID NUMBER (or reason for exemption)			
WORKERS COMP INSURANCE CARRIER (or reason for exemption)			
UNEMPLOYMENT INSURANCE AGENCY EMPLOYER ACCOUNT NUMBER (or reason for exemption)			



III. Plan Review Required

Complete sets of construction documents as specified below are required with each application for a permit, unless waived by the building official when code compliance can be determined based on the description in the application.
Construction documents must be sealed and signed by an architect or professional engineer in accordance with 1980, PA 299 as amended. The seal and signature is not required for one and two family dwellings less than 3,500 square feet of calculated floor area and public works less than \$15,000 in total construction cost.
Construction Documents Required:
 Residential: 2 sets of plans; 4 certified surveys or four site plans draw in accordance with a certified survey.
 Commercial: 4 sets of plans; 3 original site plans and certified surveys; 2 sets of specifications; 2 sets of structural calculations; 1 geotechnical report (must reference proposed construction).
Plan review fees are due upon submission and only complete project submissions will be accepted. Projects cannot be submitted for review until all applicable review fees have been paid.

IV. Plan Review Information

A. Project Description

Alteration, repairs and additions - Provide a description of the work to be covered by the building permit.

Work Description: _____

Exterior Changes: _____

B. Fire Suppression

WILL THERE BE FIRE SUPPRESSION? YES NO

C. Dimensions / Data

FLOOR AREA:	EXISTING	ALTERATIONS	NEW
BASEMENT	_____	_____	_____
1 ST AND 2 ND FLOOR	_____	_____	_____
3 RD – 10 TH FLOOR	_____	_____	_____
11 TH AND ABOVE	_____	_____	_____
TOTAL AREA:	_____	_____	_____

D. Number of Off Street Parking Spaces

ENCLOSED _____ OUTDOORS _____

V. Construction Value

THE PLAN REVIEW FEE ALONG WITH THE SITE EVALUATION FEE (RESIDENTIAL PROJECTS) IS DUE AT THE TIME THIS APPLICATION IS SUBMITTED. THE PERMIT FEE IS DUE ONCE THE APPLICATION IS APPROVED AND IS BEING PICKED UP. PLAN REVIEW AND PERMIT FEES ARE DETERMINED IN ACCORDANCE WITH CITY CODE BASED ON THE CONSTRUCTION VALUE OF THE PROJECT.

ESTIMATED CONSTRUCTION VALUE: \$ _____
(CALL OFFICE FOR ESTIMATED PLAN REVIEW FEE)



VI. Signature

I HEREBY CERTIFY THAT THE PROPOSED WORK IS AUTHORIZED BY THE OWNER OF RECORD AND THAT I HAVE BEEN AUTHORIZED BY THE OWNER TO MAKE THIS APPLICATION AS HIS/HER AUTHORIZED AGENT, AND WE AGREE TO CONFORM TO ALL APPLICABLE LAWS OF THE STATE OF MICHIGAN. I FURTHER EXPRESSLY GRANT TO THE CITY OF BIRMINGHAM, IN ADDITION TO ANY APPLICABLE LAW, PERMISSION FOR BUILDING, ENGINEERING, AND PLANNING PERSONNEL TO ENTER UPON THE SUBJECT PREMISES FOR THE PURPOSES OF CONDUCTING SUCH INSPECTIONS AS SAID DEPARTMENTS DEEM APPROPRIATE. ALL INFORMATION SUBMITTED ON THIS APPLICATION IS ACCURATE TO THE BEST OF MY KNOWLEDGE.

*BY PROVIDING YOUR EMAIL TO THE CITY, YOU AGREE TO RECEIVE NEWS AND NOTIFICATIONS FROM THE CITY. IF YOU DO NOT WISH TO RECEIVE THESE MESSAGES, YOU MAY UNSUBSCRIBE AT ANY TIME.

Section 23a of the state construction code act of 1972, 1972 PA 230, MCL 125.1523a, prohibits a person from conspiring to circumvent the licensing requirements of this state relating to persons who are to perform work on a residential building or a residential structure. Violators of section 23a are subjected to civil fines.

SIGNATURE OF APPLICANT	TYPE OR PRINT	DATE
SIGNATURE OF PROPERTY OWNER (Required)	TYPE OR PRINT	DATE
SIGNATURE OF OWNER'S AGENT (Permit holder)	TYPE OR PRINT	DATE

Expiration of Permit: A permit remains valid as long as work is progressing and inspections are requested and conducted. A permit shall become invalid if the authorized work is not commenced within 180 days after issuance of the permit or if the authorized work is suspended or abandoned for a period of 180 days after the time of commencing the work.

VII. Department Use Only

FEE DESCRIPTION	AMOUNT		TOTAL
PLAN REVIEW	\$		
SITE EVALUATION	\$		
		PLAN REVIEW TOTAL	\$
PERMIT FEE	\$		
CONSTRUCTION BOND <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	\$		
POOL BOND	\$ 1,000.00		
WINDOW REPLACEMENT BOND	\$ 500.00		
METER SIZE <input type="checkbox"/> 5/8" <input type="checkbox"/> 3/4" <input type="checkbox"/> 1" <input type="checkbox"/> 1.5" <input type="checkbox"/> 2" <input type="checkbox"/> other	\$		
WATER FOR CONSTRUCTION <input type="checkbox"/> 5/8" <input type="checkbox"/> 3/4" <input type="checkbox"/> 1" <input type="checkbox"/> 1.5" <input type="checkbox"/> 2" <input type="checkbox"/> other	\$		
TRENCH MAINTENANCE	\$		
SEWER BOND	\$		
WATER INSPECTION	\$		
SEWER INSPECTION	\$		
STOP BOX	\$		
STOP BOX BOND	\$		
CONTRACTOR REGISTRATION	\$ 25.00		
		TOTAL FEES DUE	\$

VIII. Department Use Only

USE GROUP _____	ACTUAL CONSTRUCTION VALUE	\$ _____
TYPE OF CONSTRUCTION _____	ACTUAL PLAN REVIEW FEE	\$ _____
SQUARE FOOTAGE _____	ACTUAL PERMIT FEES	\$ _____

APPROVAL SIGNATURE

TITLE	DATE
--------------	-------------



CITY OF BIRMINGHAM
Community Development - Building Department
151 Martin Street, Birmingham, MI 48009
 Community Development: 248-530-1850

Permit # _____

Project # _____

INSPECTION REQUEST & ONLINE APPLICATION SITE: www.bsaonline.com

Fax: 248-530-1290 / www.bhamgov.org

APPLICATION FOR ELECTRICAL PERMIT

I. JOB LOCATION					
Name of Owner/Agent			Has a building permit been obtained for this project?		
			<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not required		
Street Address/Job Location			Phone	Email*	
II. CONTRACTOR/HOMEOWNER INFORMATION					
<input type="checkbox"/> Contractor <input type="checkbox"/> Homeowner			Contractor License Number		Expiration Date
Name:					
Address:			Master License Number		Expiration Date
City:		State	Zip code		
Office:	Cell:	Fax:		Federal Employer ID Number (or reason for exemption)	
Email:					
Workers Compensation Insurance Carrier (or reason for exemption)			MESC Employer Number (or reason for exemption)		
III. TYPE OF JOB					
<input type="checkbox"/> Single Family		<input type="checkbox"/> New		<input type="checkbox"/> Alteration	
				<input type="checkbox"/> Other	
				<input type="checkbox"/> Special Inspection	
IV. PLAN REVIEW INFORMATION					
<p>If plans have not already been reviewed for this project, plans must be submitted with this application along with the review fee before a permit can be issued, except as listed below.</p> <p>Plans are not required for the following:</p> <ol style="list-style-type: none"> When the electrical system rating does not exceed 400 amps and the building is not over 3,500 square feet in area. Work completed by a governmental subdivision or state agency costing less than \$15,000.00. <p>If work being performed is described above, check box "Plans Not Required"</p> <p>What is the rating of the service or feeder in ampere? _____</p> <p>What is the building size in square footage? _____</p> <p>Plans are required: for all other building types and shall be prepared by or under the direct supervision of an architect or engineer licensed pursuant to 1980 PA 299 and shall bear that architect's or engineer's seal and signature. Plans Not required <input type="checkbox"/></p> <p align="center">Generators require the applicant to submit a certified or mortgage survey showing the proposed location of the unit and the clearance from property lines, windows and openings, and vents. CONTACT THE BUILDING DEPARTMENT FOR ADDITIONAL GENERATOR REQUIREMENTS.</p>					
V. APPLICANT SIGNATURE					
<p>Section 23a of the state construction code act of 1972, 1972 PA 230, MCL 125,1523A, prohibits a person from conspiring to circumvent the licensing requirements of this state relating to persons who are to perform work on a residential building or a residential structure. Violators of section 23a are subjected to civil fines.</p> <p><i>*By providing your email to the City, you agree to receive news and notifications from the City. If you do not wish to receive these messages, you may unsubscribe at any time.</i></p>					
Signature of licensee or homeowner (<i>Homeowner signature indicates compliance with Section VI Homeowner Affidavit</i>)					Date

COMPLETE APPLICATION ON NEXT PAGE



BIRMINGHAM
SHOPPING DISTRICT

Parking Information

The first 2 hours of parking are free in all five of the City-owned parking decks, and parking is always free on Sundays and designated holidays. All City parking decks are well lit and have public telephones. The parking decks are handicap accessible with elevators.

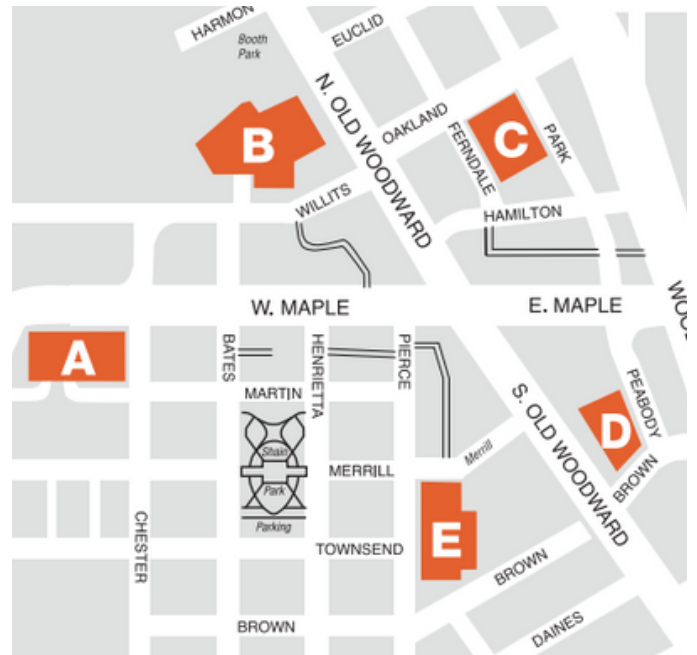
Additionally, there are 1,200 parking meters for quick visits or one-stop shopping. Parking at these meters is free on Sundays and designated holidays.

To browse our general parking options, scan the QR code. Here, you can sign up for monthly parking, or learn more about your parking options within the BSD.



MONTHLY PARKING PASS PRICING

- A - Chester Garage - \$70 per month
- B - North Old Woodward Avenue Garage - \$90 per month
- C - Park Garage - \$90 per month
- D - Peabody Garage - \$90 per month
- E - Pierce Garage - \$100 per month



For more information, contact the parking office at (248) 540-9690 or at parking@bhamgov.org



Preparing for the **FUTURE**

The Birmingham Shopping District (BSD), established in 1992, assures Downtown Birmingham is vibrant day and night with a variety and balance of friendly and world-class businesses. To continue to grow our regional draw and local frequency, the BSD also invests in a well-maintained environment, signature events and activities. The organization is made up of over 30

volunteer board of directors and committee members focused on the economic development, marketing, special events, business recruitment and retention, capital improvements, and maintenance to achieve this vision by engaging and leading a convergence of thriving businesses, property owners and residents.

There have been a number of new business leaders join in on the effort this year, as well as the development of a stakeholder-informed three-year strategic plan to help focus our efforts. Four key strategies include: increasing local consumer frequency, expanding regional attraction, and increasing the BSD value while sustaining services for continued mass appeal. We are excited to announce that as part of this strategy, three new promotions and events have been added, including the BRRmingham Blast, Birmingham Burger restaurant promotion, and Holiday Late Night Thursdays. During the year, a consumer demand report and market analysis were conducted that resulted in a recruitment strategy (highlights shared on the next page) that stakeholders can leverage in their business development efforts. The BSD also concentrated on organizational refinements to increase efficiencies and effectiveness, and planned for consumer-friendly capital improvement projects, such as pedestrian alley improvements, with the first set to be rolled out this fall. All of these projects will guide Downtown Birmingham's future economic growth.

Quick Stats

BUSINESS DEVELOPMENT



SHOPPING, DINING & EVENTS



MARKETING & ADVERTISING



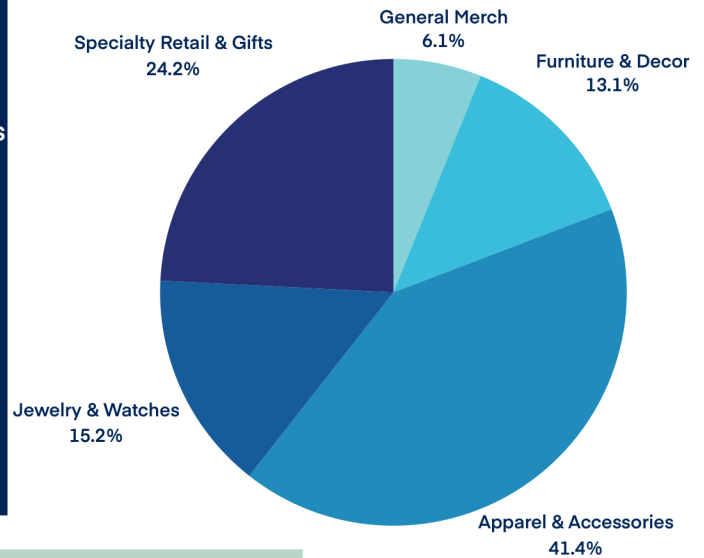
DISTRICT MAINTENANCE



Welcome New Businesses

- The Art of Foot & Ankle
- Birmingham Luxury Watches
- CB2
- Chrysalis Couture
- City Side Ventures
- Community Unity Bank
- F & M Bank
- Face Foundrie
- Glam Jail
- Greene & Company
- The Good Day
- Icon Anti-Aging & Aesthetics
- Massage Rain
- Radiant Made for US
- RenU Acupuncture
- Roche Salon
- Rowan
- Salon Toro
- Steps MI
- The Taco Stand Taquerie
- Vibe Salon

2023 Retail Mix



Recruitment Strategy

The BSD developed a recruitment strategy this year based upon the existing retail mix and market analysis. It includes:

- **LOCAL DRAW** - Recruit businesses that will appeal to office workers and residents to drive daily foot traffic;
- **CHARACTER** - Identify and recruit unique entrepreneurs and regional small businesses to fill gaps in product segments not currently available to maintain the local character;
- **REGIONAL ATTRACTION** - Influence national retailer attraction, especially in apparel categories, toward higher-end, sophisticated, and experiential retailers.

For the detailed report on the recruitment strategy and developments in progress, visit www.ALLINBirmingham.com/businesses/information

15 Development Projects In Progress



Stats

989,901 sq.ft.
349,806 sq.ft. Commercial
1,049,333 sq.ft. Residential
563 Residential Units

2024 EVENT CALENDAR

- January 27 – BRRmingham Blast
- April 13 – Spring Stroll
- May 5 – 22nd Annual Opening Day - Farmers Market
- May 5- October 27 - Every Sunday - Farmers Market
- June 7 – Movie Night
- July 19 – Movie Night
- July 27 – Day on the Town
- August 9 – Movie Night
- August 17 – Birmingham Cruise Event
- September 6 – Movie Night
- September 19 – Art Walk
- October 14-27 – Birmingham Burger Restaurant Week
- October 27 – End of Season Celebration – Farmers Market
- November 30 – Small Business Saturday
- November 30 – Santa Walk – Santa House opens & Carriage Rides
- December 5, 12 & 19 – Late Night Thursdays
- December 6 – Holiday Tree Lighting
- December 6 – 8 – Winter Markt
- December Weekends – Santa House & Carriage Rides

About the **BIRMINGHAM** **Shopping District**

BACKGROUND

On July 14, 1992, Governor John Engler signed into law Public Act 146, which amended Public Act No 120 of 1961, known as the "Redevelopment of Shopping Areas Act." This legislation provided much needed assistance in the organization, improvement, and promotion of the Birmingham business community. Today, the Birmingham Shopping District (BSD) continues to fulfill its mission and vision.

MISSION

To plan, promote and support a vibrant Downtown Birmingham experience for the community and visitors by engaging and leading a convergence of thriving businesses, property owners and residents.

VISION

Downtown Birmingham will be vibrant day and night with a variety and balance of friendly and world-class businesses in a well-maintained environment with signature events and activities growing the regional draw and local frequency.

OUR ROLE

To grow the economy by broadening the appeal of Downtown Birmingham that attracts and retains businesses and residents. The BSD does this through business recruitment and retention, marketing and promotion of the district, and maintaining and enhancing the downtown environment. The BSD provides many programs and services that assist businesses, property owners and the entire business district.

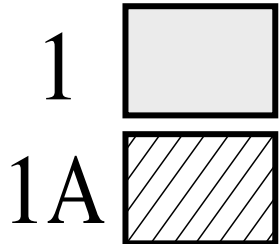
FUNDING

The BSD is funded by a special assessment on all commercial, non-residential property in a defined geographic area in and around the central business district. Assessment rates are on a per square foot basis. They vary, depending on which part of the district a property is located, and whether the space is first floor retail space or 2nd floor and above. You can view the assessment map on the next page.

Birmingham Shopping District Assessment Area

DOWNTOWN BIRMINGHAM PARKING STRUCTURES

1. Chester Street
2. North Woodward
3. Park Street
4. Peabody Street
5. Pierce Street



BIRMINGHAM
 SHOPPING DISTRICT

About the **Birmingham Shopping District** **Board & Committees**

BSD OFFICE, BOARD AND COMMITTEE STRUCTURE

The BSD Special Assessment funds an office with a full time Executive Director, and four part time staff. The staff members are employees of the City of Birmingham. The office is located inside the Birmingham Municipal Building at 151 Martin Street. The office is open Monday through Friday, 8 a.m. until 5 p.m. A counter features literature and information about Birmingham including Visitors Guide, Birmingham Magazine, event listings and other publications.

The BSD Board consists of commercial property owners, business owners, and residents from areas adjoining the BSD. The City Manager also sits on the BSD Board. The Board provides overall direction and leadership to the Executive Director and staff. The Board meets monthly, usually the first Thursday of the month, 8 a.m. at the Community House. Board members are appointed by the City Commission for two year terms.

BSD COMMITTEES

The BSD has four operational committees that meet regularly: Marketing/Advertising Committee, Special Events Committee, Maintenance and Capital Improvements Committee, and the Business Development Committee. Interested in being involved in a committee? Continue onto the next page for more information and our application to be a committee member.



BSD Committee Membership Requirements

1. To become a committee member:
 - a. A person must complete an application and receive formal appointment from the BSD Board of Directors.
 - b. Must be a member of the BSD through property ownership, business ownership, employed with one of the businesses in the BSD, a resident of the city of Birmingham or persons with business interest in the BSD.
2. At committee meetings, committee members may vote and make formal recommendations to the BSD Board of Directors.
3. Committees must have a quorum to vote and make recommendations to the BSD board.
4. Committees shall not enter into contracts with service providers, vendors & sponsors on behalf of the BSD.
5. Committee members must demonstrate reliable attendance at scheduled, monthly committee meetings.
6. Committees are limited to a maximum of nine (8) members.
7. All committee meetings are subject to the open meetings act.
8. All committee meetings are open to the public with a component for public comment.

Committee	Time of Month	Time of Day
BSD Board	1st Thursday of the month	8:30 AM
Executive Committee	2 Wednesdays before Board Meeting	8:30 AM
Business Development Committee	4th Tuesday of the month	8:30 AM
Maintenance Committee	2nd Tuesday of the month	8:30 AM
Marketing Committee	3rd Thursday of the month	8:30 AM
Special Events Committee	2nd Friday of the month	8:30 AM



APPLICATION FOR BIRMINGHAM SHOPPING DISTRICT COMMITTEE

Thank you for your interest in serving on a Birmingham Shopping District (BSD) Committee. The purpose of this form is to provide the BSD Board with basic information about applicants considered for appointment. The information included on this form is open to the public. All Board and Committee members are subject to the provisions of the Ethics Ordinance (Chapter 2, Article IX of the City Code).

Information on various committees can be found on the BSD website at:

https://www.allinbirmingham.com/about/bsd_committees

Committee of Interest: Marketing & Advertising _____ Business Development _____
Maintenance & Capital Improvements _____ Special Events _____

(Please print clearly)

Name _____ Phone _____

Residential Address _____ Email _____

Business Name _____

Business Address _____ Occupation _____

Reason for Interest: Explain how your background and skills will enhance the committee to which you have applied

List your related employment experience _____

List your related community activities _____

List your related educational experience _____

To the best of your knowledge, do you or a member of your immediate family have any direct financial or business relationships with any supplier, service provider or contractor of the City of Birmingham or Birmingham Shopping District from which you or they derive direct compensation or financial benefit? If yes, please explain:

Signature of Applicant

Date

Connect with the
BIRMINGHAM
Shopping District

CONTACT INFORMATION

Melissa Fairbairn - Assistant City Manager and Interim Executive Director
mfairbairn@bhamgov.org
(248) 530 - 1807

Jaimi Brook - Operations & Events Manager
jbrook@bhamgov.org
(248) 530 - 1254

Erika Bassett - PR Specialist
ebassett@bhamgov.org
(248) 530 - 1255

Melinda Comerford - Office Specialist
mcomerford@bhamgov.org
(248) 530 - 1253

Nicole Gerkey - Events & Business Development Assistant
ngerkey@bhamgov.org
(248) 530 - 1252

BSD Office General Line - (248) 530 - 1200
Email: BSDinfo@bhamgov.org

SOCIAL MEDIA

Facebook: Birmingham Shopping District
Instagram: @BhamShopping and @bhamfarmmkt



Citywide Communications to subscribe to relevant content like emergency alerts, monthly newsletter, construction project notifications, and more.



GovAlert Mobile App to submit any concerns or questions to the City of Birmingham



BIRMINGHAM
SHOPPING DISTRICT

INFORMATION FOR BUSINESSES

Birmingham Shopping District
151 Martin Street
(248) 530 - 1200

Last updated April 22, 2024

Employee **DISCOUNT** Program

If you work in the Birmingham Shopping District, you're eligible for an Employee Discount Card offering special discounts at participating Birmingham merchants. You can find a list of participating merchants on the following page. The cards are available at the Birmingham Shopping District office located at [151 Martin Street, Birmingham MI 48009](#).

If your business is interested in providing a discount for other Birmingham Shopping District businesses, you can complete and submit the attached form.



Participating Stores



Business Registration Page

Employee Discount Program Guidelines

- * Complete the form.
- * You decide the discount and we will include it in our list of [participating businesses](#).
- * The BSD will promote and distribute the card to all Birmingham Shopping District businesses, retail and offices.
- * It is the store's responsibility to cancel or change their offer with the BSD, if needed.

Business Name *

Contact Name *

First Last

Business Address *

Phone Number *

 - -

####

Email *

Discount that you will offer *

By checking this box, I agree to the guidelines of the Birmingham Employee Discount Program *

I agree

I would like discount cards for my employees *

Yes

No

Number of employees *

Discount cards can be picked up at City Hall during regular business hours. To make other arrangements, contact the BSD office at 248-530-1200.

**Receive special discounts
at these great businesses
with your Birmingham
Employee Discount Card**



BIRMINGHAM
SHOPPING DISTRICT

American Currency Exchange

344 North Old Woodward
Suite 100
248-203-9883
No fee for exchange

Antonino Salon & Spa

191 Townsend
248-258-5990
15% off services

B.May

576 North Old Woodward
248-686-5589
10% off purchase

BANCO Mortgage

379 Hamilton – LL
248-258-5600
10% off closing

Be Well LifeStyle Centers

750 South Old Woodward
248-724-6055
\$10 off any service not covered by
insurance 10% off our juice bar

Beauty (SALON) by J. Lyle

235 Willits Alley
248-540-0046
15% off services

Birmingham Design Studio

808 South Old Woodward
248-723-8888
15% off list price. Not to be combined
with other offers

Birmingham Skin & Hair Aesthetics

751 Chestnut, Suite 102
248-593-1000
10% off dermal fillers. Botox first time
receive 10u free and 10% off
thereafter

Birmingham Wellness Center

34100 Woodward Avenue
248-645-6070
\$20 off Massage, \$10 off Chiropractic
services not covered by insurance

blo blow dry bar

555 South Old Woodward – Suite 24U
248-731-7373
\$5 off any hair service, 10% any retail

BOYD

175 West Merrill
248-433-1900
10% off

Bridal Couture

980 South Old Woodward
248-645-0500
10% off

Café Succo

600 North Old Woodward
248-385-5705
15% off total

Caruso Caruso

166 West Maple
248-645-5151
20% off any full price purchase over
\$100

The Community House

380 South Bates
248-644-5832
10% off all classes

Cristions

205 North Old Woodward
248-723-3337
15% off purchase

Darakjian Jewelers

101 Willits Street
888-843-6659
Up to 20% off on select items

David Wachler & Sons Jewelers

112 South Old Woodward
248-540-4622
20% off all jewelry

Dental Radiance

800 South Adams – Suite 105
248-792-6979
5% off major service

Departure Travel Management

344 North Old Woodward
Suite 100
248-723-1754
20% off travel products

dolce MODA

323 East Maple
248-399-6200
10% off SELECT items

Drip IV Therapy & Hydration

105 Townsend
248-622-9723
20% off IV Vitamin Infusions

Drybar Birmingham

137 West Maple
414-313-1766
\$10 off Blowouts Sunday-Thursday

Eco-Sound Pest Management

950 East Maple – Suite B
248-722-2081
15% off services

Elements Massage

755 East Maple
248-988-8900
\$10 off a non-member massage
session

Emagine Palladium

209 Hamilton Row
248-385-0500
Free small popcorn per ticket
purchase

Engrace by Little Switzerland

177 South Old Woodward
248-809-5562
20% off regular priced jewelry

Equilibrium Pilates Studio

189 Townsend Street
248-642-6061
20% F.T. employees 10% P.T.
employees on all studio fitness
classes. (Private training equipment
not included)

4/3/2024

Note: This card is for any active employees who work in the City of Birmingham. This offer cannot be combined with any other coupons or sales.

For more information contact Birmingham Shopping District at 248-530-1200

**Receive special discounts
at these great businesses
with your Birmingham
Employee Discount Card**



BIRMINGHAM
SHOPPING DISTRICT

Face Foundrie

700 North Old Woodward, Suite 202
248-408-0069
10% off all product & service

Figgo Salon

265 North Old Woodward
248-723-7990
15% off services

Foreign Currency Exchange

251 East Merrill, Suite 238
248-594-6655
Transaction fee waived on currency
exchange

Gibbs Planning Group, Inc.

240 Martin Street
248-642-4800
One free hour of urban planning or
real estate market research consulting

Hagopian World of Rugs

850 South Old Woodward
248-646-7847
10% everyday retail sale prices

Harp's Lingerie

265 South Old Woodward
248-642-2555
10% off purchase

Holistically Well

751 Chestnut Street, Suite 205
248-940-0800
\$10 off massage, \$25 off nutrition
testing for new patients, FREE cold
laser therapy session for all new
patients

The Italian Dish

288 East Maple
248-593-8299
10% off purchase

Johnny Was

115 South Old Woodward
947-218-6022
20% off regular priced merchandise

**Kohler Signature Store by First
Supply**

724 North Old Woodward
248-205-4929
30% off Kohler, 15% off Kallista, 25%
off Robern (discount applies to list
price)

Legato Salon & Spa

335 East Maple
248-385-1166
20% off services

Liberty Title Agency

1025 East Maple, Suite 200
248-434-5560
\$50 off closing fee

Lil' Rascals

580 North Old Woodward
248-731-7701
10% off entire purchase

Margot European Day Spa

101 Townsend
248-642-3770
10% off services. Excludes packages
and group events.

Mayweather Boxing + Fitness

34000 Woodward Avenue
248-469-0002
\$10 off monthly membership/10% off
Merchandise

Moosejaw Mountaineering

34288 Woodward
248-203-7777
15% off non-Moosejaw merchandise
25% off Moosejaw branded
apparel*Full price only. Certain
exclusions apply

Nude Salon

245 Hamilton Row
248-642-1300
15% off all services

Nulmage MedSpa

538 North Old Woodward
248-594-3067

Paint Nail Bar

229 South Old Woodward
248-940-4000
Free upgrades on any mani & pedi
service

PAZZI Design & Furniture

395 East Maple
248-642-6535
5% off on all x-chair products

Peacock Spa Beauty

191 North Old Woodward – Suite 200
248-346-7735
40% off any waxing item

Petite Cabane Shop

205 East Maple
248-792-7979
10% off

Planthropie

135 Pierce Street
248-839-5640
10% off

Randal Toma & Associates

500 South Old Woodward
248-948-1500
15% off

RenU Accupuncture Center

189 Townsend Street, Suite 302
248-800-2222
30%

Rivage Day Spa

210 South Old Woodward
248-839-2021
10% off

Roots

211 West Maple
248-723-1406
15% off regular priced merchandise

Rugby Grille

100 Townsend
248-642-5999
Complimentary dessert when you
spend \$75 or more per person.
Applicable Sunday-Thursday only,
excludes alcohol.

Scandia Home

237 Pierce
248-649-7673
10% off

SEE

160 South Old Woodward
248-723-1900
20% off

Sposa Bella Couture

620 North Old Woodward
248-480-4902
5 -10% off depending on designer

Supernatural

303 East Maple
248-792-7433
10% off seasonal styles

Swift Home Loans

255 South Old Woodward, Suite 300
248-550-0479
\$1,000 off

4/3/2024

Note: This card is for any active employees who work in the City of Birmingham. This offer cannot be combined with any other coupons or sales.

For more information contact Birmingham Shopping District at 248-530-1200

**Receive special discounts
at these great businesses
with your Birmingham
Employee Discount Card**



BIRMINGHAM
SHOPPING DISTRICT

T-Mobile

34400 Woodward
248-593-5828
25% off accessories up to \$500 – see store associate for details and restrictions.

The Good Day

528 North Old Woodward
248-705-5711
10% off

The Holiday Inn Express

35270 Woodward
248-642-6200
10% off Best Available Rate, advance reservations required, please call for reservations, rates and availability.

The Townsend Hotel

100 Townsend
248-642-7900
10% off Daily Rate, advance reservations required, please call reservations for details and availability and Afternoon Tea
10% off Deluxe Tea, reservations required, applicable Monday-Friday only.

This Girl Beauty Spa

950 East Maple, Suite L10
248-878-6639
10% off

Tiffany Florist

784 South Old Woodward
248-646-0333
20% off purchase

Untied on Woodward

223 South Old Woodward
248-792-6828
20% off

Urban Wick Candle Bar

172 North Old Woodward
248-408-2220
10% off

Virtuoso Salon

1050 South Old Woodward
248-203-6888
20% off retail

VOILA Boutique

395 Hamilton Row
248-385-1313
10% off

Whole Dental Wellness

35106 Woodward Avenue
248-645-1060
Professional “Take Home Whitening Trays” with new patient appointment
Yaldo Law

500 South Old Woodward
248-645-5300
20% off any services offered by the firm

Zahra

227 South Old Woodward
248-792-2441
10% off all products

4/3/2024

Note: This card is for any active employees who work in the City of Birmingham. This offer cannot be combined with any other coupons or sales.

For more information contact Birmingham Shopping District at 248-530-1200

Birmingham Bucks Program Participating Merchants

Birmingham Bucks are electronic gift cards can be purchased by consumers online and used at over 70 participating locations in downtown Birmingham. In order for your business to accept Birmingham Bucks, there are a few steps that must be completed. Please see below for more information.

HOW TO ENROLL

To receive the e-gift cards, merchants must have the ability to accept key-entry (like a phone order) MasterCard transactions. Merchants are paid through the credit card bank in their normal settlement, with their normal MasterCard CNP processing fee.

To get started, contact our office at BSDinfo@bhamgov.org. We will connect you with Yiftee (our third party vendor); Yiftee will email you the Activation Card, a digital MasterCard with \$0.10 on it. Please process it as a credit card as soon as you receive it. If you can't do a small \$0.10 transaction, process it for your minimum amount. The transaction will be declined however, Yiftee will receive the information necessary to connect you to the system. By processing the Activation Card, you agree with the Yiftee Merchant Agreement.

HOW TO PROCESS

- 1.The customer will present the Birmingham Bucks e-gift card on a mobile device or printed on paper.
- 2.The merchant will process the transaction as a MasterCard credit card (not a gift card) by manually keying in the 16-digit code, CVV, zip code and expiration as required by the PoS.
3. Do not charge more than the prepaid amount or the transaction will be declined.
- 4.To process a payment that exceeds the e-gift card value, enter the card value first, then use another payment method for the remaining transaction amount.
- 5.No tipping is allowed.



Miscellaneous **Opportunities** **For Businesses**

MERCHANT MEETINGS

The BSD holds several Merchant Meetings throughout the year. Merchant Meetings are a great way to network with fellow business owners/operators, receive important information from the BSD, hear from guest speakers and more.

Our Merchant Meetings for 2024 are as follows:

Tuesday, June 11, at 4 p.m. - Location TBA

Tuesday, August 13, at 4 p.m. - Location TBA

Tuesday, October 29, at 4 p.m. - Location TBA

For additional details, please contact the BSDinfo@bhamgov.org or (248) 530-1200.

FARMERS MARKET

The Birmingham Farmers Market runs Sundays, May through October, from 9 a.m. to 2 p.m. Businesses in the Birmingham Shopping District are offered two complimentary Farmers Market dates* to promote their business and interact with the local community. The Farmers Market draws a great regional and local crowd, and hosts a wide variety of farmers, producers, and artisans.

For more information, contact Jaimi Brook at jbrook@bhamgov.org or (248) 530 - 1254

*pending availability

WINTER MARKET

Winter Markt is our annual holiday market featuring displays from local artists and vendors, European cuisine, thousands of holiday lights, ice sculptures, live entertainment, complimentary carriage rides and more. Birmingham Shopping District merchants are eligible to attend Winter Markt at a reduced rate.

For more information, contact Jaimi Brook at jbrook@bhamgov.org or (248) 530 - 1254