



**Birmingham Shopping District Agenda
Thursday, August 7, 2025, 8:30 a.m.**

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

**For your convenience, you may join via the following Zoom link:
<https://bhamgov-org.zoom.us/j/82955112653>
as long as technology is available at the meeting location.**

Call to order and Roll Call of Board

1. Recognition of Visitors
2. Receive and File Finance Reports (pg. 4-11)
3. Consent Agenda
 - a. Approval of BSD Board Minutes – July 10, 2025 (pg. 12-15)
 - b. Approval of Vouchers – July 2025 (pg. 16-17)
 - c. Absence Waivers – Pohlod, Ecker
4. New Business
5. Presentations
 - a. Visitor Profile Report (pg. 18-26)
6. Old Business
7. Reports
 - a. Committee Reports: (pg. 27-40)
 - i. Special Events – Kay
 - ii. Marketing and Advertising – Lundberg
 - iii. Maintenance and Capital Improvements – Lipari
 - iv. Business Development – Surnow
 - v. Executive Board – Pohlod
 - b. Wayfinding Committee – Fehan
 - c. Advisory Parking Committee – Taddei
 - d. Executive Director Report – Bassett (pg.1-3)
8. Information: Other Announcements, Attendance, & Monthly Meeting Schedule (pg.41-42)
9. Board Member Comments
10. Public Comments
11. Adjournment

Birmingham Shopping District Mission Statement

The BSD plans, promotes and supports a vibrant Downtown Birmingham experience for the community and visitors by engaging and leading a convergence of thriving businesses, property owners and residents.

Notice: Persons with disabilities that may require assistance for effective participation in this public meeting should contact the City Clerk's Office at the number (248) 530-1880, or (248) 644-3405 (for the hearing impaired) at least one day before the meeting to request help in mobility, visual, hearing, or other assistance.



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

BOARD AGENDA OVERVIEW

August 7, 2025

TO: BSD Board of Directors
FROM: BSD Executive Director, Erika Bassett

Finance Reports

File and receive the financial reports for the period ending June 30, 2025.

Consent Agenda Items

Motion: To approve the consent agenda for August 7, 2025, as presented.

a. Minutes

Minutes from the July 10, 2025, BSD Board of Directors meeting are attached for your review and approval.

b. Approval of Payable Vouchers

Attached are the payable vouchers for your review and approval for July 2025.

New Business

Presentations

- a. Visitor Profile Report

Old Business

Executive Director Report

Downtown Usage Survey:

The Business Development Committee soft launched the 2025 Downtown Usage survey in June. After receiving over 200 responses, the committee reviewed preliminary results at its July 22, 2025 meeting.

- Demographics:
 - 35% of respondents from 48009 (Birmingham) 16% from 48302, 48301 and 48304 combined (Bloomfield)
 - Input from all age groups, including 25% ages 30-39 and 25% ages 40-49
 - 80% of respondents female



BIRMINGHAM

SHOPPING DISTRICT

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- Behaviors
 - Most popular days to visit are Friday (64%), Saturday (60%) and Sunday (71%)
 - Most popular times of day to visit are 11 a.m. – 2 p.m. (74%) and 5-8 p.m. (60%)
 - Most popular activities are dining (84%), shopping (69%) and Farmers Market (66%)
- Dining Insights
 - The vast majority of respondents reported that restaurant hours are convenient and the assortment is desirable. There was some feedback to provide more affordable/casual, healthy lunch and dinner options.
- Shopping Insights
 - The vast majority of respondents reported that the retailers are open when they would like to shop and 72% of respondents reported that the retail assortment is desirable. Respondents did indicate later retail hours and more affordable options are desirable. They also reported a desire for toys, books, gift shops and other specialty stores including experiential and convenience retailers. Respondents cited parking challenges as barriers.
- Downtown Amenities Insights
 - Respondents expressed a desire for more activities and events, and enhancements to downtown parks, biking (bike lanes), and experiential opportunities.

Special Events:

Day On The Town on July 26, 2025, was a big success with 83 participating businesses, including over 10 new businesses. We received positive feedback from many of our new and returning businesses. The robust advertising plan included hundreds of thousands of impressions across a variety of media, including a live studio appearance on Live in the D the Friday before the event.

Upcoming Events:

- August 8, 2025: Movie Night at Booth Park featuring Moana 2
- August 10, 2025: Corn Festival and Second Sunday Fitness at the Birmingham Farmers Market
- August 16, 2025: Birmingham Cruise Event along South Old Woodward Avenue from Maple Road and Lincoln Street. Sponsorships for this event total over \$65,000.

Seasonal Interns and Assistants:

The two BSD Events and Farmers Market Interns will complete their last day with the BSD on August 16, 2025. We thank them for their professionalism, contributions, and commitment to our community events during the spring and summer season. The BSD is in the process of hiring one additional Events and Farmers Market Assistant, to support the Farmers Market and other events through the end of the year.



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Willits and Bates Construction Project:

The City recently announced the start of the Willits and Bates Resurfacing Project. The project will include Chester Street from Maple Road to Willits Street, Willits Street from Chester Street to North Old Woodward Avenue, and North Bates Street from Maple Road to the north dead end.

The project is expected to continue through November, weather permitting. The Willits alley is expected to remain accessible from Willits Street for trash haulers, deliveries, etc. The BSD has been assisting Engineering with additional communications including hand-delivering the [Project Announcement](#) and [Project Map](#) to businesses along Willits Alley and within the project area.

Businesses Community Engagement:

The BSD has been working collaboratively with many other City departments to enhance communications and engagement with district businesses in a variety of areas. We have also been very busy connecting with our scheduled to open businesses and meeting with newly opened businesses. This year, we have had 20 new businesses open so far!

Sidewalk Ordinance Modification:

The BSD is working with the Police Department to propose changes to the Skateboarding, Bicycling, and Electric Personal Assistive Mobility Devices Ordinance to the City Commission. The current ordinance only restricts the use within the Central Business District. The proposed changes extend the restrictions on Old Woodward from Oak to Lincoln.

PRINCIPAL SHOPPING DISTRICT
ACTUAL QUARTERLY CASH FLOW
FOR THE QUARTER ENDED JUNE 2025

| <u>DESCRIPTION</u> | PROJECTED | ACTUAL | VARIANCE |
|--|---------------------|---------------------|-------------------|
| BEGINNING CASH BALANCE | \$ 1,902,381 | \$ 1,902,381 | \$ - |
| CASH RECEIPTS: | | | |
| Special Assessments | 68,000 | 111,389 | 43,389 |
| Oakland County Grant | - | 2,500 | 2,500 |
| Interest Income | 11,110 | 12,666 | 1,556 |
| Advisory Parking Committee | - | - | - |
| Sundry & Miscellaneous | - | - | - |
| Special Event Revenue | <u>60,000</u> | <u>63,077</u> | <u>3,077</u> |
| Sub-total cash receipts | 139,110 | 189,632 | 50,522 |
| CASH DISBURSEMENTS: | | | |
| OFFICE DISBURSEMENTS | | | |
| PSD Personnel Costs | 126,200 | 114,828 | 11,372 |
| 727.0000 Postage | 500 | - | 500 |
| 729.0000 Supplies | 1,000 | 390 | 610 |
| 801.0200 Legal | 750 | 858 | (108) |
| 802.0100 Audit | - | - | - |
| 811.0000 Other Contractual Service | 11,730 | - | 11,730 |
| 933.0200 Equipment Maintenance | 300 | 298 | 2 |
| 851.0000 Telephone | 450 | 300 | 150 |
| 955.0100 Training | 720 | 2,500 | (1,780) |
| 955.0300 Memberships & Dues | 1,100 | - | 1,100 |
| 955.0400 Conferences & Workshops | 1,250 | 1,425 | (175) |
| 942.0000 Computer Equipment Rental | 11,158 | 11,158 | - |
| 957.0400 Liability Insurance | 1,293 | 1,292 | 1 |
| 958.0200 Employee Parking | - | 1,500 | (1,500) |
| 944.0000 Building Rent | 3,000 | 3,000 | - |
| 962.0000 Miscellaneous | <u>-</u> | <u>-</u> | <u>-</u> |
| Sub-total Office Disbursements | 159,451 | 137,549 | 21,902 |
| PROGRAM DISBURSEMENTS | | | |
| DPS Downtown Maintenance | 36,625 | 49,094 | (12,469) |
| 828.0300 Valet Services | - | - | - |
| 829.0100 Snow Removal | 24,000 | 21,400 | 2,600 |
| 935.0200 Maintenance PSD | 22,500 | 43,728 | (21,228) |
| 901.0000 Printing & Publishing | 15,125 | - | 15,125 |
| 881.0000 Marketing & Advertising | 18,040 | 17,915 | 125 |
| 882.0000 Public Relations | 5,525 | 1,084 | 4,441 |
| 883.0000 Tenant Recruitment | 25,030 | 1,504 | 23,526 |
| 888.0000 Special Events | 75,000 | 21,596 | 53,404 |
| 904.0000 PSD Magazine | - | - | - |
| 829.0200 Web Site Maintenance | <u>5,375</u> | <u>4,515</u> | <u>860</u> |
| Sub-total Program Disbursements | 227,220 | 160,836 | 66,384 |
| Total Disbursements | 386,671 | 298,385 | 88,286 |
| INCREASE (DECREASE) IN CASH BALANCE | <u>(247,561)</u> | <u>(108,753)</u> | <u>138,808</u> |
| ENDING CASH BALANCE | <u>\$ 1,654,820</u> | <u>\$ 1,793,628</u> | <u>\$ 138,808</u> |

PRINCIPAL SHOPPING DISTRICT
ACTUAL YEAR TO DATE CASH FLOW
FOR THE QUARTER ENDED JUNE 2025

| <u>DESCRIPTION</u> | PROJECTED | ACTUAL | VARIANCE |
|--|---------------------|---------------------|-------------------|
| BEGINNING CASH BALANCE | \$ 1,566,962 | \$ 1,566,962 | \$ - |
| CASH RECEIPTS: | | | |
| Special Assessments | 1,202,710 | 1,206,916 | 4,206 |
| Oakland County Grant | | 5,000 | |
| Interest Income | 36,000 | 54,361 | 18,361 |
| Advisory Parking Committee | 25,000 | 25,000 | - |
| Sundry & Miscellaneous | - | 158 | 158 |
| Special Event Revenue | <u>230,000</u> | <u>259,715</u> | <u>29,715</u> |
| Sub-total cash receipts | 1,493,710 | 1,551,150 | 52,440 |
| CASH DISBURSEMENTS: | | | |
| OFFICE DISBURSEMENTS | | | |
| PSD Personnel Costs | 450,200 | 412,674 | 37,526 |
| 727.0000 Postage | 1,000 | - | 1,000 |
| 729.0000 Supplies | 3,500 | 2,932 | 568 |
| 801.0200 Legal | 3,000 | 3,073 | (73) |
| 802.0100 Audit | 740 | 750 | (10) |
| 811.0000 Other Contractual Service | 54,730 | 510 | 54,220 |
| 933.0200 Equipment Maintenance | 1,200 | 1,335 | (135) |
| 851.0000 Telephone | 1,750 | 1,694 | 56 |
| 955.0100 Training | 3,000 | 2,500 | 500 |
| 955.0300 Memberships & Dues | 3,000 | 1,944 | 1,056 |
| 955.0400 Conferences & Workshops | 5,000 | 2,120 | 2,880 |
| 942.0000 Computer Equipment Rental | 44,630 | 44,631 | (1) |
| 957.0400 Liability Insurance | 5,170 | 5,168 | 2 |
| 958.0200 Employee Parking | - | 5,820 | (5,820) |
| 944.0000 Building Rent | 12,000 | 12,000 | - |
| 962.0000 Miscellaneous | <u>-</u> | <u>-</u> | <u>-</u> |
| Sub-total Office Disbursements | 588,920 | 497,151 | 91,769 |
| PROGRAM DISBURSEMENTS | | | |
| DPS Downtown Maintenance | 136,730 | 191,151 | (54,421) |
| 828.0300 Valet Services | - | - | - |
| 829.0100 Snow Removal | 80,000 | 64,200 | 15,800 |
| 935.0200 Maintenance PSD | 82,050 | 57,262 | 24,788 |
| 901.0000 Printing & Publishing | 60,500 | 38,939 | 21,561 |
| 881.0000 Marketing & Advertising | 72,160 | 156,882 | (84,722) |
| 882.0000 Public Relations | 22,100 | 4,174 | 17,926 |
| 883.0000 Tenant Recruitment | 100,000 | 30,628 | 69,372 |
| 888.0000 Special Events | 373,250 | 256,617 | 116,633 |
| 904.0000 PSD Magazine | - | - | - |
| 829.0200 Web Site Maintenance | <u>21,500</u> | <u>27,480</u> | <u>(5,980)</u> |
| Sub-total Program Disbursements | 948,290 | 827,333 | 120,957 |
| Total Disbursements | 1,537,210 | 1,324,484 | 212,726 |
| INCREASE (DECREASE) IN CASH BALANCE | <u>(43,500)</u> | <u>226,666</u> | <u>265,166</u> |
| ENDING CASH BALANCE | <u>\$ 1,523,462</u> | <u>\$ 1,793,628</u> | <u>\$ 265,166</u> |

CITY OF BIRMINGHAM
 PRINCIPAL SHOPPING DISTRICT
 CASH FLOW ANALYSIS
 JULY 2024 TO JUNE 2025

| DESCRIPTION | ACTUAL | | | | Total 2024-2025 |
|--|----------------------|----------------------|----------------------|----------------------|--------------------|
| | 1ST QTR 2024-2025 | 2ND QTR 2024-2025 | 3RD QTR 2024-2025 | 4TH QTR 2024-2025 | |
| BEGINNING CASH BALANCE | \$ 1,566,962 | 1,406,585 | 1,170,448 | 1,902,381 | 1,566,962 |
| CASH RECEIPTS: | | | | | |
| 2023 Assessment | 85,262 | - | 11,664 | - | 96,926 |
| 2024 Assessment | - | - | 998,601 | 111,389 | 1,109,990 |
| Special Assessments | 85,262 | - | 1,010,265 | 111,389 | 1,206,916 |
| Oakland County Grant | - | - | 2,500 | 2,500 | 5,000 |
| Interest Income | 14,730 | 8,174 | 18,791 | 12,666 | 54,361 |
| Advisory Parking Committee | - | 25,000 | - | - | 25,000 |
| Sundry & Miscellaneous | - | - | 158 | - | 158 |
| Special Event Revenue | 33,826 | 131,365 | 31,447 | 63,077 | 259,715 |
| Sub-total cash receipts | 133,818 | 164,539 | 1,063,161 | 189,632 | 1,551,150 |
| CASH DISBURSEMENTS: | | | | | |
| OFFICE DISBURSEMENTS | | | | | |
| PSD Personnel Costs | 88,666 | 126,502 | 82,678 | 114,828 | 412,674 |
| 727.00 Postage | - | - | - | - | - |
| 729.00 Supplies | 521 | 1,389 | 632 | 390 | 2,932 |
| 801.02 Legal | 1,271 | 635 | 309 | 858 | 3,073 |
| 802.01 Audit | 230 | 250 | 270 | - | 750 |
| 811.00 Other Contractual Service | - | - | 510 | - | 510 |
| 933.02 Equipment Maintenance | 342 | 307 | 388 | 298 | 1,335 |
| 851.00 Telephone | 496 | 449 | 449 | 300 | 1,694 |
| 955.01 Training | - | - | - | 2,500 | 2,500 |
| 955.03 Memberships & Dues | 189 | 750 | 1,005 | - | 1,944 |
| 955.04 Conferences & Workshops | 300 | 200 | 195 | 1,425 | 2,120 |
| 942.00 Computer Equipment Rental | 11,158 | 11,158 | 11,157 | 11,158 | 44,631 |
| 957.04 Liability Insurance | 1,292 | 1,292 | 1,292 | 1,292 | 5,168 |
| 958.02 Employee Parking | 1,200 | 1,620 | 1,500 | 1,500 | 5,820 |
| 944.00 Building Rent | 3,000 | 3,000 | 3,000 | 3,000 | 12,000 |
| 962.00 Miscellaneous | - | - | - | - | - |
| Sub-total Office Disbursements | 108,665 | 147,552 | 103,385 | 137,549 | 497,151 |
| PROGRAM DISBURSEMENTS | | | | | |
| DPS Downtown Maintenance | 49,798 | 52,393 | 39,866 | 49,094 | 191,151 |
| 828.03 Valet Services | - | - | - | - | - |
| 829.01 Snow Removal | - | 10,700 | 32,100 | 21,400 | 64,200 |
| 935.02 Maintenance PSD | 799 | 9,020 | 3,715 | 43,728 | 57,262 |
| 901.00 Printing & Publishing | 13,419 | 20,000 | 5,520 | - | 38,939 |
| 901.04 Marketing & Advertising | 34,810 | 60,061 | 44,096 | 17,915 | 156,882 |
| 901.05 Public Relations | - | - | 3,090 | 1,084 | 4,174 |
| 903.00 Tenant Recruitment | 11,703 | 8,742 | 8,679 | 1,504 | 30,628 |
| 909.00 Special Events | 72,141 | 86,418 | 76,462 | 21,596 | 256,617 |
| 904.00 PSD Magazine | - | - | - | - | - |
| 829.02 Web Site Maintenance | 2,860 | 5,790 | 14,315 | 4,515 | 27,480 |
| Sub-total Program Disbursements | 185,530 | 253,124 | 227,843 | 160,836 | 827,333 |
| Total Disbursements | 294,195 | 400,676 | 331,228 | 298,385 | 1,324,484 |
| INCREASE (DECREASE) IN CASH BALANCE | (160,377) | (236,137) | 731,933 | (108,753) | 226,666 |
| ENDING CASH BALANCE | 1,406,585 | 1,170,448 | 1,902,381 | 1,793,628 | 1,793,628 |

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

| GL Number | Description | Balance |
|---|------------------------------------|---------------------|
| *** Assets *** | | |
| 235.0-000.000-005.0000 | CASH AND INVESTMENTS | 1,797,543.98 |
| 235.0-000.000-036.0000 | MISCELLANEOUS | 76,123.00 |
| 235.0-000.000-045.0902 | A/R PSD SAD 2024-2025 | 100,217.10 |
| 235.0-000.000-047.0901 | PSD 2023-2024 DELQ SAD | 39,870.74 |
| 235.0-000.000-123.0000 | PREPAID ITEMS | 250.00 |
| Total Assets | | 2,014,004.82 |
| *** Liabilities *** | | |
| 235.0-000.000-202.0000 | ACCOUNTS PAYABLE | 46,855.29 |
| 235.0-000.000-202.1000 | MANUAL ACCOUNTS PAYABLE | 6,619.13 |
| 235.0-000.000-255.0001 | GIFT CERTIFICATES | 600.00 |
| 235.0-000.000-257.0000 | ACCRUED PAYROLL | 16,369.39 |
| 235.0-000.000-362.0300 | DEFERRED INFLOWS - MISCELLANEOUS I | 76,123.00 |
| 235.0-000.000-362.0700 | DEFERRED INFLOWS - SPECIAL ASSESSM | 100,217.10 |
| 235.0-000.000-362.0800 | DEFERRED INFLOWS - DELQ SPECIAL AS | 39,870.74 |
| Total Liabilities | | 286,654.65 |
| *** Fund Balance *** | | |
| 235.0-000.000-390.0000 | RETAINED EARNINGS | 1,580,290.34 |
| Total Fund Balance | | 1,580,290.34 |
| Beginning Fund Balance | | 1,580,290.34 |
| Net of Revenues VS Expenditures | | 147,059.83 |
| Ending Fund Balance | | 1,727,350.17 |
| Total Liabilities And Fund Balance | | 2,014,004.82 |

PERIOD ENDING 06/30/2025

| GL NUMBER | DESCRIPTION | ACTIVITY FOR | | | | | | |
|--|--------------------------------|---------------------------|---------------------------|---------------------------|-------------------|---------------------------|----------------|----------------------------|
| | | 2023-24 AMENDED BUDGET | END BALANCE 06/30/2024 | 2024-25 AMENDED BUDGET | MONTH 06/30/25 | YTD BALANCE 06/30/2025 | % BDGT USED | ENCUMBERED YEAR-TO-DATE |
| Fund 235.0 - PRINCIPAL SHOPPING DISTRICT | | | | | | | | |
| Revenues | | | | | | | | |
| Dept 000.000 | | | | | | | | |
| USE OF FUND BALANCE | | | | | | | | |
| 235.0-000.000-400.0000 | APPROP FUND BAL/RET EARN | 111,004.35 | 0.00 | 62,619.17 | 0.00 | 0.00 | 0.00 | 0.00 |
| USE OF FUND BALANCE | | 111,004.35 | 0.00 | 62,619.17 | 0.00 | 0.00 | 0.00 | 0.00 |
| SPECIAL ASSESSMENTS | | | | | | | | |
| 235.0-000.000-451.0235 | FUTURE SPECIAL ASSESSMENTS - F | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-000.000-452.0887 | PSD 2021-2022 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-000.000-452.0900 | PSD 2022-2023 | 0.00 | 27,112.43 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-000.000-452.0901 | PSD 2023-2024 | 1,201,500.00 | 1,146,146.20 | 59,550.00 | 0.00 | 23,859.86 | 40.07 | 0.00 |
| 235.0-000.000-452.0902 | PSD 2024-2025 | 0.00 | 0.00 | 1,143,160.00 | 6,652.43 | 1,112,253.24 | 97.30 | 0.00 |
| 235.0-000.000-452.0903 | PSD 2025-2026 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-000.000-474.0000 | SPECIAL ASSESSMENT INTEREST | 0.00 | 617.18 | 0.00 | 66.52 | 116.13 | 100.00 | 0.00 |
| SPECIAL ASSESSMENTS | | 1,201,500.00 | 1,173,875.81 | 1,202,710.00 | 6,718.95 | 1,136,229.23 | 94.47 | 0.00 |
| FEDERAL GRANTS | | | | | | | | |
| 235.0-000.000-528.0000 | OTHER FEDERAL GRANTS | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| FEDERAL GRANTS | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| LOCAL CONTRIBUTIONS | | | | | | | | |
| 235.0-000.000-583.0005 | OAKLAND COUNTY | 0.00 | 1,000.00 | 0.00 | 2,500.00 | 5,000.00 | 100.00 | 0.00 |
| LOCAL CONTRIBUTIONS | | 0.00 | 1,000.00 | 0.00 | 2,500.00 | 5,000.00 | 100.00 | 0.00 |
| CHARGES FOR SERVICES | | | | | | | | |
| 235.0-000.000-640.5141 | CHARGES TO AUTO PARKING SYSTEM | 25,000.00 | 25,000.00 | 25,000.00 | 0.00 | 25,000.00 | 100.00 | 0.00 |
| CHARGES FOR SERVICES | | 25,000.00 | 25,000.00 | 25,000.00 | 0.00 | 25,000.00 | 100.00 | 0.00 |
| INTEREST AND RENT | | | | | | | | |
| 235.0-000.000-665.0001 | INVESTMENT INCOME | 5,420.00 | 63,510.50 | 36,000.00 | 5,902.11 | 60,379.36 | 167.72 | 0.00 |
| INTEREST AND RENT | | 5,420.00 | 63,510.50 | 36,000.00 | 5,902.11 | 60,379.36 | 167.72 | 0.00 |
| OTHER REVENUE | | | | | | | | |
| 235.0-000.000-674.0009 | PROCEEDS FROM FUNDRAISING | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-000.000-676.0001 | CONTR FROM PRIVATE SOURCE | 220,000.00 | 235,644.00 | 230,000.00 | 6,990.00 | 257,434.87 | 111.93 | 0.00 |
| 235.0-000.000-677.0001 | SUNDRY & MISCELLANEOUS | 0.00 | 238.51 | 0.00 | 0.00 | 158.40 | 100.00 | 0.00 |
| OTHER REVENUE | | 220,000.00 | 235,882.51 | 230,000.00 | 6,990.00 | 257,593.27 | 112.00 | 0.00 |
| Total Dept 000.000 | | 1,562,924.35 | 1,499,268.82 | 1,556,329.17 | 22,111.06 | 1,484,201.86 | 95.37 | 0.00 |
| TOTAL REVENUES | | 1,562,924.35 | 1,499,268.82 | 1,556,329.17 | 22,111.06 | 1,484,201.86 | 95.37 | 0.00 |
| Expenditures | | | | | | | | |
| Dept 175.000 - PUBLIC RELATIONS | | | | | | | | |
| PERSONNEL SERVICES | | | | | | | | |
| 235.0-175.000-702.0001 | SALARIES & WAGES DIRECT | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-175.000-702.0002 | OVERTIME PAY | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-175.000-702.0003 | LONGEVITY | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-175.000-711.0000 | LABOR BURDEN | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

User: apeasley

DB: Birmingham

PERIOD ENDING 06/30/2025

| GL NUMBER | DESCRIPTION | ACTIVITY FOR | | | | | | | |
|--|--------------------------------|---------------------------|---------------------------|---------------------------|-------------------|---------------------------|----------------|----------------------------|--|
| | | 2023-24 AMENDED BUDGET | END BALANCE 06/30/2024 | 2024-25 AMENDED BUDGET | MONTH 06/30/25 | YTD BALANCE 06/30/2025 | % BDGT USED | ENCUMBERED YEAR-TO-DATE | |
| Fund 235.0 - PRINCIPAL SHOPPING DISTRICT | | | | | | | | | |
| Expenditures | | | | | | | | | |
| 235.0-175.000-711.0001 | FICA | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| 235.0-175.000-711.0002 | HOSPITALIZATION | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| 235.0-175.000-711.0003 | LIFE INSURANCE | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| 235.0-175.000-711.0005 | DENTAL/OPTICAL | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| 235.0-175.000-711.0006 | ST/LT DISABILITY INSURANCE | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| 235.0-175.000-711.0007 | WORKER'S COMPENSATION | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| 235.0-175.000-711.0012 | RETIREMENT DEFINED CONTRIBUTIC | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| 235.0-175.000-711.0013 | RET HLTH SVGS CONTR EMPLR | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| PERSONNEL SERVICES | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| Total Dept 175.000 - PUBLIC RELATIONS | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| Dept 441.005 - DOWNTOWN MAINTENANCE | | | | | | | | | |
| PERSONNEL SERVICES | | | | | | | | | |
| 235.0-441.005-702.0001 | SALARIES & WAGES DIRECT | 61,730.00 | 53,328.45 | 39,370.00 | 7,556.73 | 69,060.01 | 175.41 | 0.00 | |
| 235.0-441.005-702.0002 | OVERTIME PAY | 18,240.00 | 24,709.33 | 24,730.00 | 6,598.93 | 26,718.32 | 108.04 | 0.00 | |
| 235.0-441.005-702.0003 | LONGEVITY | 220.00 | 122.80 | 170.00 | 0.00 | 187.50 | 110.29 | 0.00 | |
| 235.0-441.005-702.0004 | HOLIDAY PAY | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| 235.0-441.005-711.0000 | LABOR BURDEN | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| 235.0-441.005-711.0001 | FICA | 6,370.00 | 5,813.89 | 4,920.00 | 1,043.89 | 7,106.51 | 144.44 | 0.00 | |
| 235.0-441.005-711.0002 | HOSPITALIZATION | 15,520.00 | 14,657.57 | 10,740.00 | 4,540.51 | 23,105.38 | 215.13 | 0.00 | |
| 235.0-441.005-711.0003 | LIFE INSURANCE | 210.00 | 261.77 | 170.00 | 43.86 | 349.82 | 205.78 | 0.00 | |
| 235.0-441.005-711.0004 | RETIREE HEALTH CARE CONTRIBUTI | 6,600.00 | 4,339.59 | 4,230.00 | 332.28 | 4,218.71 | 99.73 | 0.00 | |
| 235.0-441.005-711.0005 | DENTAL/OPTICAL | 730.00 | 896.45 | 610.00 | 198.29 | 1,406.65 | 230.60 | 0.00 | |
| 235.0-441.005-711.0006 | ST/LT DISABILITY INSURANCE | 620.00 | 653.64 | 600.00 | 124.50 | 828.20 | 138.03 | 0.00 | |
| 235.0-441.005-711.0007 | WORKER'S COMPENSATION | 1,490.00 | 1,456.09 | 1,160.00 | 243.39 | 1,733.88 | 149.47 | 0.00 | |
| 235.0-441.005-711.0008 | SICK TIME PAYOUT | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| 235.0-441.005-711.0009 | DEFERRED COMPENSATION | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| 235.0-441.005-711.0010 | RETIREMENT (DB) ER CNTB | 8,660.00 | 8,589.00 | 7,700.00 | 640.92 | 7,691.04 | 99.88 | 0.00 | |
| 235.0-441.005-711.0011 | HRA CONTRIBUTIONS | 60.00 | 60.00 | 70.00 | 0.00 | 69.00 | 98.57 | 0.00 | |
| 235.0-441.005-711.0012 | RETIREMENT DEFINED CONTRIBUTIC | 3,510.00 | 6,246.71 | 5,400.00 | 1,331.45 | 8,269.16 | 153.13 | 0.00 | |
| 235.0-441.005-711.0013 | RET HLTH SVGS CONTR EMPLR | 1,140.00 | 1,636.23 | 670.00 | 379.27 | 2,622.58 | 391.43 | 0.00 | |
| PERSONNEL SERVICES | | 125,100.00 | 122,771.52 | 100,540.00 | 23,034.02 | 153,366.76 | 152.54 | 0.00 | |
| OTHER CHARGES | | | | | | | | | |
| 235.0-441.005-941.0000 | EQUIPMENT RENTAL OR LEASE | 44,630.00 | 31,604.30 | 36,190.00 | 3,966.60 | 39,802.76 | 109.98 | 0.00 | |
| OTHER CHARGES | | 44,630.00 | 31,604.30 | 36,190.00 | 3,966.60 | 39,802.76 | 109.98 | 0.00 | |
| Total Dept 441.005 - DOWNTOWN MAINTENANCE | | 169,730.00 | 154,375.82 | 136,730.00 | 27,000.62 | 193,169.52 | 141.28 | 0.00 | |
| Dept 720.000 - PRINCIPAL SHOPPING DISTRICT | | | | | | | | | |
| PERSONNEL SERVICES | | | | | | | | | |
| 235.0-720.000-702.0001 | SALARIES & WAGES DIRECT | 341,670.00 | 292,830.55 | 321,420.00 | 33,528.14 | 330,582.66 | 102.85 | 0.00 | |
| 235.0-720.000-702.0002 | OVERTIME PAY | 0.00 | 1,176.80 | 1,500.00 | 0.00 | 414.43 | 27.63 | 0.00 | |
| 235.0-720.000-702.0003 | LONGEVITY | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| 235.0-720.000-703.0000 | ADMINISTRATION COST | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| 235.0-720.000-711.0000 | LABOR BURDEN | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| 235.0-720.000-711.0001 | FICA | 26,150.00 | 21,925.70 | 24,590.00 | 2,499.08 | 24,592.56 | 100.01 | 0.00 | |
| 235.0-720.000-711.0002 | HOSPITALIZATION | 67,460.00 | 47,477.85 | 70,710.00 | 6,634.17 | 45,853.30 | 64.85 | 0.00 | |
| 235.0-720.000-711.0003 | LIFE INSURANCE | 950.00 | 731.60 | 580.00 | 94.04 | 944.03 | 162.76 | 0.00 | |

PERIOD ENDING 06/30/2025

| GL NUMBER | DESCRIPTION | ACTIVITY FOR | | | | | | |
|--|--------------------------------|---------------------------|---------------------------|---------------------------|-------------------|---------------------------|----------------|----------------------------|
| | | 2023-24 AMENDED BUDGET | END BALANCE 06/30/2024 | 2024-25 AMENDED BUDGET | MONTH 06/30/25 | YTD BALANCE 06/30/2025 | % BDGT USED | ENCUMBERED YEAR-TO-DATE |
| Fund 235.0 - PRINCIPAL SHOPPING DISTRICT | | | | | | | | |
| Expenditures | | | | | | | | |
| 235.0-720.000-711.0004 | RETIREE HEALTH CARE CONTRIBUTI | 5,170.00 | 5,163.96 | 6,540.00 | 535.25 | 6,423.00 | 98.21 | 0.00 |
| 235.0-720.000-711.0005 | DENTAL/OPTICAL | 1,770.00 | 1,141.94 | 1,470.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-720.000-711.0006 | ST/LT DISABILITY INSURANCE | 1,060.00 | 783.88 | 1,050.00 | 103.58 | 1,039.74 | 99.02 | 0.00 |
| 235.0-720.000-711.0007 | WORKER'S COMPENSATION | 1,080.00 | 929.80 | 1,190.00 | 117.86 | 1,058.23 | 88.93 | 0.00 |
| 235.0-720.000-711.0008 | SICK TIME PAYOUT | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-720.000-711.0010 | RETIREMENT (DB) ER CNTB | 9,060.00 | 9,057.96 | 8,860.00 | 737.83 | 8,853.96 | 99.93 | 0.00 |
| 235.0-720.000-711.0011 | HRA CONTRIBUTIONS | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-720.000-711.0012 | RETIREMENT DEFINED CONTRIBUTIC | 11,190.00 | 8,274.29 | 10,460.00 | 1,093.31 | (1,042.68) | (9.97) | 0.00 |
| 235.0-720.000-711.0013 | RET HLTH SVGS CONTR EMPLR | 1,820.00 | 1,444.54 | 1,830.00 | 182.00 | (2,045.73) | (111.79) | 0.00 |
| PERSONNEL SERVICES | | 467,380.00 | 390,938.87 | 450,200.00 | 45,525.26 | 416,673.50 | 92.55 | 0.00 |
| OTHER CHARGES | | | | | | | | |
| 235.0-720.000-801.0200 | LEGAL SERVICES | 3,120.00 | 4,166.25 | 3,000.00 | 66.00 | 2,215.00 | 73.83 | 0.00 |
| 235.0-720.000-802.0100 | AUDIT | 740.00 | 801.00 | 740.00 | 0.00 | 750.00 | 101.35 | 0.00 |
| 235.0-720.000-811.0000 | OTHER CONTRACTUAL SERVICE | 18,780.00 | 3,000.00 | 50,000.00 | 1,612.01 | 2,122.01 | 4.24 | 0.00 |
| 235.0-720.000-813.0000 | ADMINISTRATIVE SERVICES | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-720.000-821.0100 | PHYSICAL EXAMINATIONS | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-720.000-828.0300 | PARKING VALET SERVICES | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-720.000-829.0100 | SNOW REMOVAL CONTRACT | 72,100.00 | 64,200.00 | 80,000.00 | 0.00 | 64,200.00 | 80.25 | 0.00 |
| 235.0-720.000-829.0200 | WEB SITE MAINTENANCE | 19,000.00 | 14,300.00 | 30,100.00 | 9,760.00 | 35,809.99 | 118.97 | 0.00 |
| 235.0-720.000-851.0000 | TELEPHONE | 1,750.00 | 1,518.06 | 1,750.00 | 299.52 | 1,975.05 | 112.86 | 0.00 |
| 235.0-720.000-881.0000 | MARKETING & ADVERTISING | 189,995.00 | 142,388.90 | 191,597.01 | 25,995.26 | 161,813.64 | 90.20 | 11,000.01 |
| 235.0-720.000-882.0000 | PUBLIC RELATIONS | 8,000.00 | 5,785.75 | 13,500.00 | 0.00 | 4,174.10 | 30.92 | 0.00 |
| 235.0-720.000-883.0000 | TENANT RECRUITMENT | 106,620.00 | 30,677.30 | 101,357.51 | 1,190.44 | 21,542.67 | 25.40 | 4,200.00 |
| 235.0-720.000-888.0000 | SPECIAL EVENTS | 260,180.00 | 266,292.37 | 259,050.00 | 10,238.69 | 263,998.97 | 101.90 | (20.00) |
| 235.0-720.000-901.0000 | PRINTING & PUBLISHING | 55,000.00 | 44,173.56 | 67,500.00 | 0.00 | 25,519.98 | 60.03 | 15,000.00 |
| 235.0-720.000-904.0000 | PRINTING PSD MAGAZINE | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-720.000-933.0200 | EQUIPMENT MAINTENANCE | 1,200.00 | 1,489.27 | 1,200.00 | 0.00 | 992.23 | 82.69 | 0.00 |
| 235.0-720.000-935.0200 | MAINTENANCE SHOPPING DIST | 117,379.35 | 81,904.79 | 87,574.65 | 32,310.09 | 63,881.31 | 72.94 | 0.00 |
| 235.0-720.000-941.0000 | EQUIPMENT RENTAL OR LEASE | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-720.000-942.0000 | COMPUTER EQUIPMENT RENTAL | 36,980.00 | 36,980.04 | 44,630.00 | 3,719.17 | 44,630.04 | 100.00 | 0.00 |
| 235.0-720.000-944.0000 | BUILDING OR FACILITY RENT | 12,000.00 | 12,000.00 | 12,000.00 | 1,000.00 | 12,000.00 | 100.00 | 0.00 |
| 235.0-720.000-957.0100 | TRAINING | 3,000.00 | 2,208.62 | 3,000.00 | 0.00 | 2,500.00 | 83.33 | 0.00 |
| 235.0-720.000-957.0300 | MEMBERSHIPS AND DUES | 3,000.00 | 1,904.00 | 3,000.00 | 36.00 | 1,980.00 | 66.00 | 0.00 |
| 235.0-720.000-957.0400 | CONFERENCES & WORKSHOPS | 6,000.00 | 4,402.37 | 5,000.00 | 25.46 | 2,145.87 | 42.92 | 0.00 |
| 235.0-720.000-958.0200 | EMPLOYEE PARKING | 0.00 | 2,000.00 | 4,730.00 | 500.00 | 5,820.00 | 123.04 | 0.00 |
| 235.0-720.000-960.0400 | LIABILITY INSURANCE | 4,970.00 | 4,970.04 | 5,170.00 | 430.83 | 5,169.96 | 100.00 | 0.00 |
| 235.0-720.000-962.0000 | MISCELLANEOUS | 1,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| OTHER CHARGES | | 920,814.35 | 725,162.32 | 964,899.17 | 87,183.47 | 723,240.82 | 78.08 | 30,180.01 |
| SUPPLIES | | | | | | | | |
| 235.0-720.000-727.0000 | POSTAGE | 1,500.00 | 0.00 | 1,000.00 | 489.93 | 489.93 | 48.99 | 0.00 |
| 235.0-720.000-729.0000 | OPERATING SUPPLIES | 3,500.00 | 1,092.97 | 3,500.00 | 710.83 | 3,568.26 | 101.95 | 0.00 |
| 235.0-720.000-799.0000 | EQUIPMENT UNDER \$5,000 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| SUPPLIES | | 5,000.00 | 1,092.97 | 4,500.00 | 1,200.76 | 4,058.19 | 90.18 | 0.00 |
| CAPITAL OUTLAY | | | | | | | | |
| 235.0-720.000-972.0000 | FURNITURE | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| CAPITAL OUTLAY | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| OTHER FINANCING USES | | | | | | | | |
| 235.0-720.000-995.0101 | TRANSFER TO GENERAL FUND | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| OTHER FINANCING USES | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

PERIOD ENDING 06/30/2025

| GL NUMBER | DESCRIPTION | 2023-24 | END BALANCE | 2024-25 | ACTIVITY FOR | YTD BALANCE | % BDGT | ENCUMBERED |
|--|-------------|----------------|--------------|----------------|-------------------|--------------|--------|--------------|
| | | AMENDED BUDGET | 06/30/2024 | AMENDED BUDGET | MONTH 06/30/25 | 06/30/2025 | USED | YEAR-TO-DATE |
| Fund 235.0 - PRINCIPAL SHOPPING DISTRICT | | | | | | | | |
| Expenditures | | | | | | | | |
| Total Dept 720.000 - PRINCIPAL SHOPPING DISTRICT | | 1,393,194.35 | 1,117,194.16 | 1,419,599.17 | 133,909.49 | 1,143,972.51 | 82.71 | 30,180.01 |
| TOTAL EXPENDITURES | | 1,562,924.35 | 1,271,569.98 | 1,556,329.17 | 160,910.11 | 1,337,142.03 | 87.86 | 30,180.01 |
| Fund 235.0 - PRINCIPAL SHOPPING DISTRICT: | | | | | | | | |
| TOTAL REVENUES | | 1,562,924.35 | 1,499,268.82 | 1,556,329.17 | 22,111.06 | 1,484,201.86 | 95.37 | 0.00 |
| TOTAL EXPENDITURES | | 1,562,924.35 | 1,271,569.98 | 1,556,329.17 | 160,910.11 | 1,337,142.03 | 87.86 | 30,180.01 |
| NET OF REVENUES & EXPENDITURES | | 0.00 | 227,698.84 | 0.00 | (138,799.05) | 147,059.83 | 100.00 | (30,180.01) |

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, July 10, 2025 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, July 10, 2025, at 8:33 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Hussey, Kay, Lundberg, McKenzie, Roberts, Sharrak, Surnow, Taddei, Wolf, Director Emeritus Fehan, Secretary Lipari

ABSENT: Ecker, Pohlod

ADMINISTRATION: Bassett, Brook

GUEST(S):

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – BASSETT

Bassett reported that the budget is tracking well. She shared that the new finance director recommends looking at the monthly revenue and expenditures report as the best snapshot of the budget.

Year-end expenses are being processed. Bassett expects that, even with all expenses in, we will still add to the fund balance. She continues to monitor the downtown maintenance expenses line item. Bassett asked the finance director to do a year-end report at the next board meeting.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from June 5, 2025;
- b. Approval of vouchers – June 2025

MOTION: Motion by Kay, seconded by Surnow, to approve the BSD Board minutes from June 5, 2025.

VOTE: Yeas: Hussey, Kay, Lundberg, McKenzie, Roberts, Sharrak, Surnow, Taddei, Wolf
Nays: none
Absent: Ecker, Pohlod

Motion passed.

MOTION: Motion by Wolf, seconded by Lundberg, to approve the revised June 2025 vouchers as presented.

**VOTE: Yeas: Hussey, Kay, Lundberg, McKenzie, Roberts, Sharrak, Surnow, Taddei, Wolf
Nays: none
Absent: Ecker, Pohlod**

Motion passed.

5. NEW BUSINESS

6. PRESENTATIONS

a. BSD Website

Bassett explained that the new website has launched. She gave board members a tour of the website and updated everyone that there is a new URL. The website is now www.downtownbirmingham.com Previous URLs will redirect to the new website.

Bassett highlighted that businesses can now appear in more than one category and that the calendar is more user friendly. The back end of the website is also easier for staff to use to make updates.

7. OLD BUSINESS

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

Kay reported that the committee continued its discussion of the Art Walk and decided not to close a portion of Merrill Street for live music this year.

The committee also began planning for holiday activities. We are looking into a new tent provider for Winter Markt and BRRmingham Blast and should have a recommendation for the board soon.

MARKETING & ADVERTISING - LUNDBERG

Lundberg shared that the committee reviewed the new website. They also looked at revising the downtown guide.

She also reported that we are now working with eight local influencers. The campaign is scheduled through the end of the year.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

No June meeting was held. During the July meeting, the committee discussed the Willits Alley project. The patched concrete is looking much better.

The alley near Social now has color-changing lights.

The BSD will host appreciation luncheon for DPS staff in August.

BUSINESS DEVELOPMENT - SURNOW

Surnow reported that the committee sent their ideas for a downtown guide to the marketing committee. They also discussed retail activity in town.

EXECUTIVE COMMITTEE REPORT – POHLOD

No report given.

b. WAYFINDING - FEHAN

No meeting held. Production is on schedule for the fall installation of the first two signs.

c. ADVISORY PARKING COMMITTEE

Taddei shared that work continues on the Chesterfield Structure. It should be complete in October of November.

With more workers returning to offices, structures are filling again. Wednesday is the busiest day. The Park Street and Pierce Street structures are busiest.

d. EXECUTIVE DIRECTOR REPORT

Bassett reported that we are working on finalizing all outstanding invoices for year the end of the fiscal year. Traffic at the Farmers Market continues to be high. We have more vendors and are able to activate more of the parking lot this year.

Day On The Town preparations are well underway. We have begun planning for the second BirminghamBURGER event, which will be held in October.

Bassett also shared that she received a \$500 scholarship for the Main Street America Conference that she attended.

9. UNFINISHED BUSINESS

None.

10. INFORMATION

a. Retail Activity – provided in packet

b. Announcements – no new announcements

c. Letters, Board Attendance & Monthly Meeting Schedule – provided in packet

11. PUBLIC COMMENTS

12. ADJOURNMENT – 9:19 A.M.

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

Amy Pohlod, BSD Board Chair

Date

DRAFT

Birmingham Principal Shopping District Board**Voucher List For:** 08/07/2025

| Early Release Vendor | Description | Account | Amount |
|--------------------------------|--|------------------------------|---------------|
| C & G PUBLISHING INC. | ADVERTISING FOR FARMERS MARKET AND DAY ON THE TOWN | FARMERS MARKET | 4,672.00 |
| CAR TRUCKING INC | DUMPSTER SERVICES FOR EVENTS | DUMPSTER FOR FARMERS MARKET | 125.35 |
| CRITERION PICTURES | MOVIE RENTAL FOR JULY | SPECIAL EVENTS | 475.00 |
| DENNIS FARAC | PERFORMANCE AT BFM 8/24/25 | SPECIAL EVENTS | 200.00 |
| DEVYN MITCHELL | PERFORMANCE AT BFM 8/3/25 | SPECIAL EVENTS | 400.00 |
| DOUGLAS WILSON | PERFORMANCE AT BFM 9/7/25 | SPECIAL EVENTS | 200.00 |
| JAIMI BROOK | MISC SUPPLIES FOR FARMERS MARKET | SPECIAL EVENTS | 163.55 |
| JCC CREATIVE LLC | MONTHLY PHOTOGRAPHY SERVICES | MONTHLY PHOTOGRAPHY SERVICES | 250.00 |
| JOHN PETERS | PERFORMANCE AT BFM 8/17/25 | SPECIAL EVENTS | 200.00 |
| PRODIO LLC | DIGITAL CITY GUIDE | TENANT RECRUITMENT | 9,400.00 |
| SIGNS-N-DESIGNS INC | SIGNS FOR DAY ON THE TOWN | SPECIAL EVENTS | 726.00 |
| SWANK MOTION PICTURES, INC | MOVIE RENTAL FOR SEPTEMBER | SPECIAL EVENTS | 735.00 |
| TURNER SANITATION, INC | PORTA POTTIES AND SINK STATIONS AT EVENTS | FARMERS MARKET | 2,145.00 |
| WDIV/TV4 | ADVERTISING FOR DAY ON THE TOWN | DAY ON THE TOWN | 2,000.00 |
| * DOUBLE DARE AIRBRUSH TATTOOS | TATOOS AT FARMERS MARKET 7/20/25 | SPECIAL EVENTS | 400.00 |
| * MY CONCIERGE MICHIGAN, LLC | PRINT AND DELIVERY OF DINING GUIDES | MARKETING & ADVERTISING | 424.00 |
| * DANIEL SUTTKUS | PERFORMANCE AT MOVIE NIGHT 7/11/25 | SPECIAL EVENTS | 175.00 |
| * VERIZON WIRELESS | CELL PHONE ERIKA, JAIMI AND SHERI, 2 MONTHS | TELEPHONE | 299.52 |

Birmingham Principal Shopping District Board

Voucher List For: 08/07/2025

| <u>Early Release Vendor</u> | <u>Description</u> | <u>Account</u> | <u>Amount</u> |
|-----------------------------|--|----------------|---------------------|
| | | Total: | \$ 22,990.42 |
| | | | |
| <u>Journal Entries</u> | | | |
| | City of Birmingham, DPS - Install banners on light poles | | \$ 1,612.01 |
| | City of Birmingham - Postage | | 489.93 |
| | City of Birmingham - Employee parking | | 500.00 |
| | Total Journal Entries | | \$ 2,601.94 |
| | TOTAL VOUCHERS AND JOURNAL ENTRIES | | \$ 25,592.36 |
| | | | ===== |

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

Board Chair _____ **Date** _____



Photo Credit: Birmingham Shopping District



VISITOR PROFILE

BIRMINGHAM SHOPPING DISTRICT

Prepared by Main Street America
June 2025

Birmingham Shopping District

Birmingham, Michigan



Photo Credit: [Birmingham Shopping District](#)



21.8K residents

of Birmingham city, Michigan
(U.S. Census Bureau, 2020)



1.8M visitors

to Downtown Birmingham
in 2024



9.4M visits

to Downtown
Birmingham in 2024



**August 2024 -
Busiest Month**

Downtown Birmingham
had 934K visits in August
2024



**Fridays and
Saturdays -
Busiest Days**

About 35% of visits take
place on Fridays and
Saturdays



**Lunch + Dinner -
Busiest Times**

More than 29% of hourly
visits occur between
Noon - 2 PM and
6 PM - 8PM

Report Overview

About the Placer.ai Data

The data in this report is provided through Placer.ai, a location analytics company which studies trends in visits, trade areas, and demographics, with added interpretation from Main Street America. Placer's information comes from smartphone data which tracks users' location and duration of stay in a given area across the United States. Placer's data is employed by a variety of organizations and major national and international companies, and is considered to be one of the leaders in the area of visitor data. In this report,

- **“Visitors”** refers to the unique device, usually a smartphone; the visitor is only counted once no matter how many times that device/person visited the district in the timeframe used for the report.
- **“Visits”** refers to any travel by a “visitor” inside the boundaries of the Main Street district, as long as the visit is at least ten minutes long. Each “visitor” is only counted once per day, no matter how many times that device/person left or returned to the district on a given day.
- **“Visit frequency”** is the average number of visits per visitor over the duration of the report. Again, each device/person is only counted as a unique visitor once per day.

[Main Street America](#) began subscribing to the Placer platform in September 2023 and the MSA Research team has begun using the platform to understand visitation patterns to Main Street downtowns and neighborhood commercial districts.

Potential Applications of this Data

- **Business Planning and Development:** Information such as the peak visiting days and times, seasonality, and visitor psychographics may be used to educate business owners about who their customers are, what business hours are optimal, and how to better tailor their offerings to potential untapped visitor markets. When paired with other trade area data, programs may better target business recruitment, retention, and expansion efforts, such as by pairing visitors' origin communities with market sales/leakage data to inform potential entrepreneurs.
- **Marketing and Promotion:** Visitor data enables targeted advertising campaigns to areas where most visitors are likely to come from, or by revealing which geographic areas have potential to send more visitors to the community. It may also help inform current event focuses, advertising effectiveness, or reveal new opportunities to connect programming which is aligned with the interests of existing visitors.

Report Overview

Potential Applications of this Data (Continued)

- **Fundraising and Sponsorships:** Utilizing total and event-specific visitor data, programs can create compelling donor and sponsorship packages which highlight exposure to visitors and the impact of the program beyond the immediate district boundaries. This visitor data may be used to support proposals for grant funding and customizing donor appeals.

Main Street America

Main Street America (MSA) leads an inclusive, impact-driven movement dedicated to reenergizing and strengthening older and historic downtowns and neighborhood commercial districts through place-based economic development and community preservation. We work in collaboration with thousands of local partners and grassroots leaders across the nation who share our commitment to advancing shared prosperity, creating resilient economies, and improving quality of life.



District Visits + Visitor Profile



1.8M visitors

CAME TO DOWNTOWN BIRMINGHAM IN 2024

81 

VISITORS PER RESIDENT

Visit Trends

Over the last several years, visitation to Downtown Birmingham, MI has been growing. The 2023 annual visit count (9.38M visits) increased by 0.3% when compared to 2022 (9.35M visits). Visits increased by 0.5% between 2023 and 2024, with 9.43M visits to Downtown Birmingham in 2024.

Busiest Days (2024):

- **Saturday, 8/17/24 - 65,640 visits**
- Friday, 5/31/24 - 47,166 visits
- Saturday, 6/1/24 - 46,378 visits
- Friday, 8/16/24 - 42,135 visits

Quietest Days (2024):

- **Christmas Day (Wed.) - 6,882 visits**
- Independence Day (Thurs.) - 10,264 visits
- Thanksgiving Day (Thurs.) - 12,023 visits
- New Year's Day (Mon.) - 12,830 visits

Visitor Profile

Compared to all residents of Oakland County, visitors to Downtown Birmingham:

- Are **slightly less ethnically and racially diverse*** - 76.5% of all Birmingham visitors are White, compared to 76% of Oakland County residents. Further, 9% of Birmingham visitors are Black, while only 15% of Oakland County identify as Black or African American.
- Are **more likely to have a bachelor's degree or higher** - 68% of Birmingham visitors compared to 51% of Oakland County residents.
- Have **higher median incomes** - the median household income of Birmingham visitors is \$129,200 compared to the median household income for Oakland County residents of \$92,000.

AUG 2024



BUSIEST MONTH

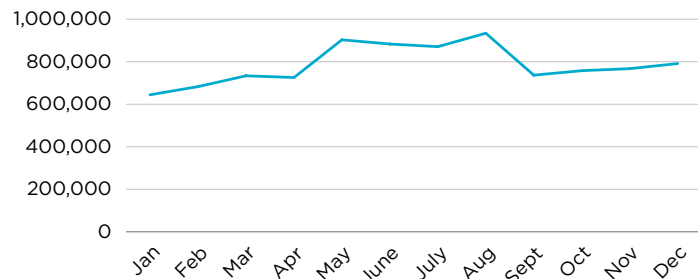
JAN 2024



QUIETEST MONTH

Birmingham experiences somewhat high variation in monthly visitation. There is a 45% difference in visits between the busiest month (August; 934K visits) and the quietest month (January; 645K visits). In 2024, Birmingham saw an average of 786K monthly visits.

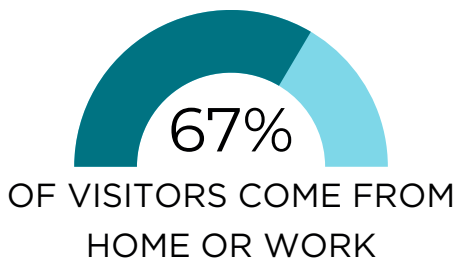
Monthly Visits in 2024



*The racial and ethnic categories shown here come from Placer.ai, as versions of the data that comes from the U.S. Census Bureau. These categories are coarse ways to understand diversity, and are limited in the way they represent, for instance, some people of Middle Eastern or North African descent.

Visitor Journey

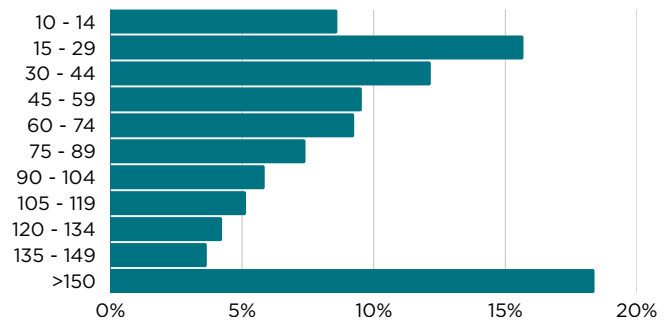
About 60% of visitors are at home before visiting Downtown Birmingham, and another 60% go directly home after visiting. Birmingham is a post-work destination, with 7.5% of visitors coming downtown directly from work, compared to 5% of visitors who visit before work. Further, **about 2.5% of visitors go to community shopping centers outside the district before visiting, while 4% go after visiting, reflecting possible leakage.**



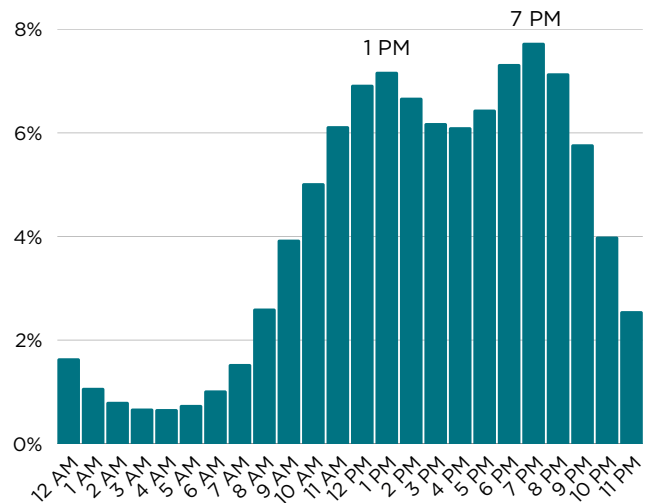
Length of Stay

About 24% of visits are quick stops, lasting between 10 and 30 minutes. **More than half of all visits last one hour or longer (54%).** Additionally, about 18% of visits last longer than 2.5 hours.

% Visits by Length of Stay (min)



% Visits Throughout the Day

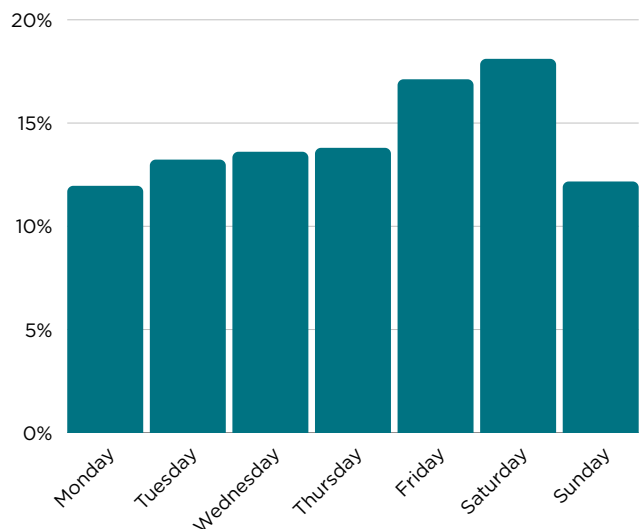


Hourly and Daily Visits

During a typical day in Birmingham, visits are highest around lunchtime and dinnertime. Visits peak at 7 PM, when 8% of hourly visits occur. **About 15% of hourly visits occur during dinnertime (6 PM - 8 PM), compared to 14% during lunchtime (Noon - 2 PM).**

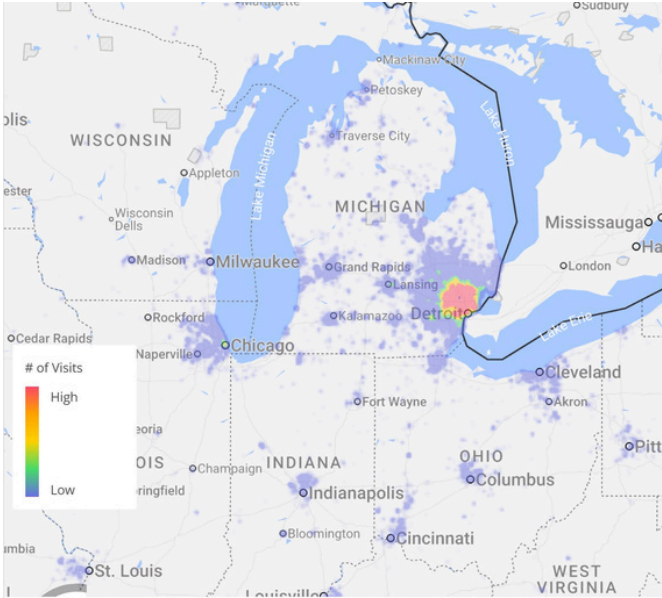
Throughout the week, visits to Birmingham are highest during weekends. The **busiest days are Friday and Saturday, capturing nearly 17% and 18% of daily visits, respectively.** The quietest days are Sunday (12%) and Monday (12%).

% Visits Throughout the Week

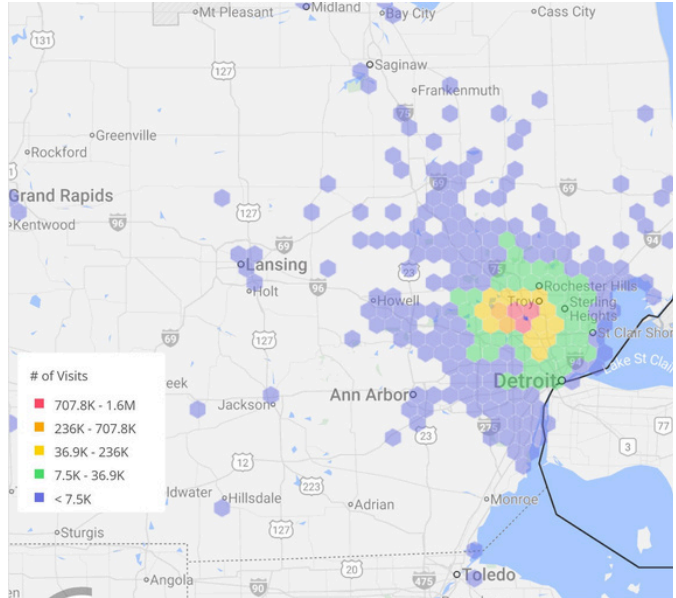


True Trade Area

Visitors to Birmingham come from across Southeast Michigan and large cities in nearby states. The map on the left shows the home locations of visitors who came to Downtown Birmingham at least once in 2024. The map on the right, in contrast, shows only home locations for repeat visitors who visited at least 10 times in 2024.



Visitors to Downtown Birmingham by Home Location
1/1/2024 - 12/31/2024, Minimum 1 Visit



Visitors to Downtown Birmingham by Home Location
1/1/2024 - 12/31/2024, Minimum 10 Visits

Visit and Visitors by Origin

| Home ZIP Code | Visits (% of Total) | Visitors (% of Total) |
|---------------------|------------------------|--------------------------|
| 48009 | 1.5M (16%) | 48.1K (2.7%) |
| 48301 | 527K (5.6%) | 29.3K (1.7%) |
| 48304 | 515K (5.5%) | 31.5K (1.8%) |
| 48025 | 483K (5.1%) | 27.1K (1.5%) |
| 48302 | 411K (4.4%) | 30.2K (1.7%) |
| 48073 | 257K (2.7%) | 36.7K (2.1%) |
| All other ZIP codes | 5.73M (60.5%) | 1.53M (86.7%) |

48009
About 3% of all visitors to Downtown Birmingham come from Birmingham's ZIP codes, 48009. These visitors account for about 16% of all visits to the district.

Psychographic Profile

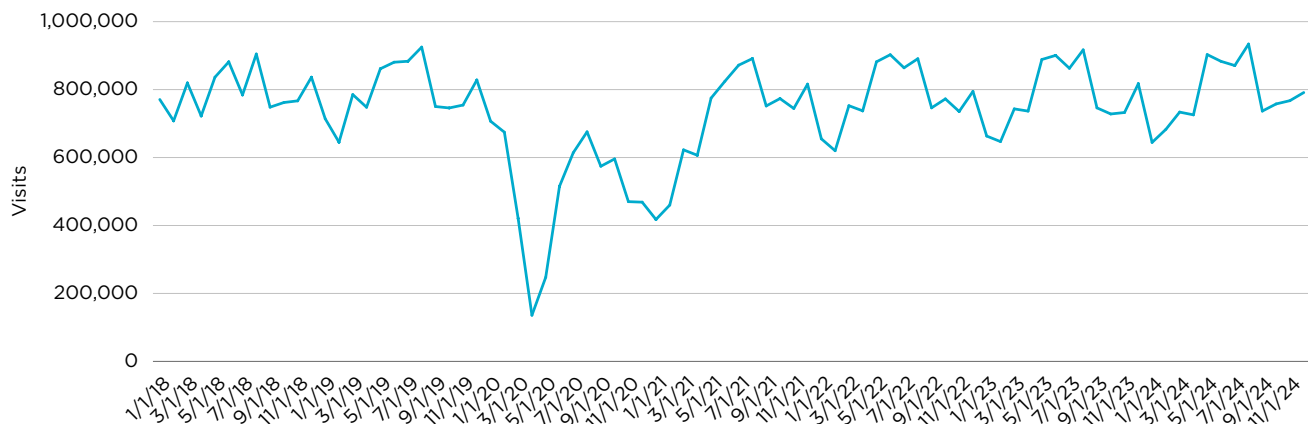
Many visits to Birmingham come from households that can be classified into one of five psychographic profiles:

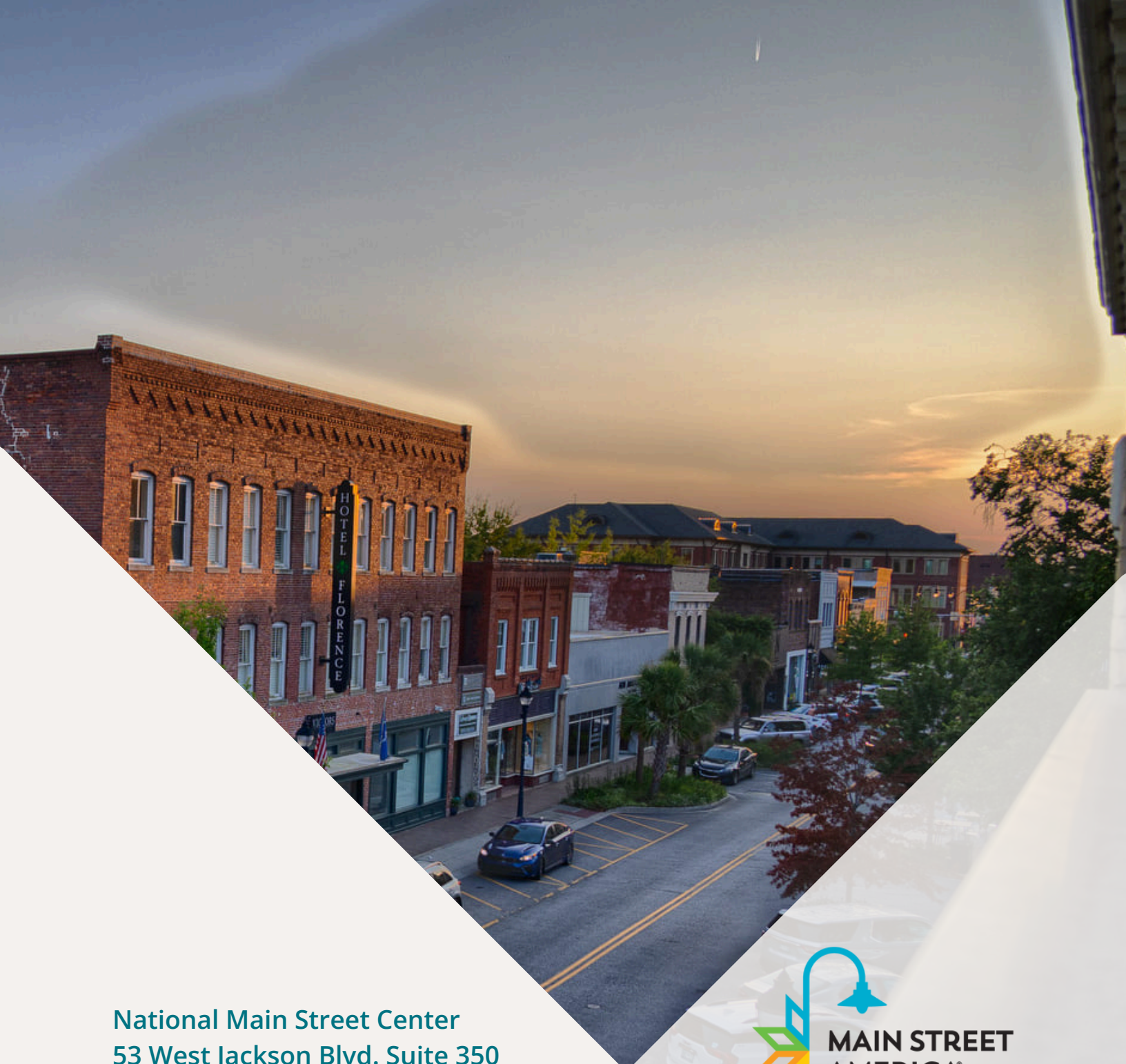
- 🔗 • **A - Power Elite - 61% of visits**
 - “The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer.”
- 🔗 • **C - Booming with Confidence - 19% of visits**
 - “Prosperous, established couples in their peak earning years living in suburban homes.”
- 🔗 • **B - Flourishing Families - 4% of visits**
 - “Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles.”
- 🔗 • **E - Thriving Boomers - 3% of visits**
 - “Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes.”
- 🔗 • **D - Suburban Style - 3% of visits**
 - “Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes.”

Seasonal Trends

Over the last several years, visits to Downtown Birmingham peaked most often in August (2018, 2019, 2021, 2023, 2024). Visits were lowest during the winter, most frequently in February (2018, 2019, 2022, 2023) or January (2021, 2024). Further, Downtown Birmingham is still recovering from the impact of the COVID-19 pandemic. Before the pandemic, Downtown Birmingham attracted an average of about 794,300 visits per month (2018 to 2019). Between 2022 and 2024, there was an average of 782,400 monthly visits, a decrease of 1.5% compared to the pre-pandemic average. In 2024 alone, there was an average of 786,000 monthly visits—a decrease of only 1% compared to the pre-pandemic average. The top three busiest years of late were 2018 (9.54M visits), 2019 (9.52M visits), and 2024 (9.43M visits).

Visit Trends (2018 - 2024)





National Main Street Center
53 West Jackson Blvd. Suite 350
Chicago, IL 60604
mainstreet.org



**MAIN STREET
AMERICA®**

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Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

July 9, 2025

In Attendance: J. Lundberg, Z. Kay, E. Miller, C. Quezada, E. Bassett, S. Hunter

Absent: A. Pohlod, B. Bouscher, S. Wolf

Public/Guest:

Approval of Minutes:

Motion by Kay, seconded by Quezada, to approve the minutes dated June 11, 2025. All ayes, motion approved.

Public Comment: None

Market Analysis

Bassett provided a visitor profile report by Main Street America. The report provided visit trends, a visitor profile, a visitor journey, a length of stay, and other key highlights.

Downtown Guide:

Bassett gave updates on the outline and layout for the Downtown Guide, which will be available in both print and digital format and serve as an aid for Business Development and marketing.

Social Media Special Project: Bassett provided information about upcoming social influencer campaigns and the metrics for past campaigns.

The meeting ended at 8:42 a.m.

NEXT MEETING: August 13, 2025, at 8:30 a.m.

Maintenance/Capital Improvement Committee Meeting Minutes
151 Martin Street Conference Rooms 202 & 203
July 8, 2025

Members in Attendance: Sarvy Lipari (Chair), Michele Taddei, Steve Quintal, Bill Roberts
Members Absent: Amy Pohlod, Doug Fehan,
Staff Present: Erika Bassett, Melinda Comerford, Brad McNab, Carriel Laird
Guests: None

Chairperson Lipari called the meeting to order at 8:35 a.m.

Approval of Minutes: Motion by Quintal, seconded by Taddei, to approve the minutes dated May 13, 2025. All ayes, motion passed.

Public Comment: No public comment.

Merrill Lighting

Bassett will provide quotes from Zoro and Nick's Maintenance at the next meeting. Taddei has a meeting this week with a laser light company. Taddei will report to Bassett after the meeting.

Willits Alley Planning

Bassett reported that new cement was put in alley for repairs. Bassett continues to work with Oakland County on plans since we qualify for the Design Assistance Program. Bassett will work with Oakland County, property owners, DPS and engineering on project planning.

Hanging Baskets

Bassett reported that all baskets are up. Laird said the baskets should come down mid-September to avoid extra costs. Laird also reported that they are working on getting the irrigation system completely running. She also stated that when it is fully working, it will not eliminate cost to the BSD. Laird also reported that they have started fertilizing weekly on Wednesdays and this and watering will stop mid-September.

Color Changing Tree Lighting

McNab reported that they are on the dusk to dawn setting.

Holiday Lighting for 2024/2025

Bassett reported the total cost for FYE2025 was \$25,690.96.

Light Pole Banners

McNab reported that they installed the banners in the Farmers Market lot on Monday. Bassett will be ordering the Holiday banners soon. Holiday banners will be swapped out with the summer banners in the fall.

DPS Luncheon

McNab and Bassett will coordinate a date.

The meeting adjourned at 9:08 a.m.

Next Meeting: Tuesday, August 12, 2025, at 8:30 a.m.

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 202
July 22, 2025, at 8:30 a.m.

The meeting was called to order at 8:43 a.m.

In Attendance: S. Surnow, S. Quintal, M. McKenzie, C. Quezada, M. Sharrak, A. Thomas, E. Bassett
Guests: M. Taddei
Absent: J. Hockman (Chair), S. Surnow (Vice Chair)

Public Comment: None

Approval of Minutes: Motion by McKenzie, seconded by Quezada, to approve the minutes from May 27, 2025. All ayes. Motion passed.

Market Analysis – Visitor Profile

Bassett presented the 2024 Visitor Profile report. Bassett advised that these demographics are used in advertising strategy and targeting.

Business Recruitment and Retention

- **Q2 Recruitment Strategy Goals:** Bassett provided an update on Q2 goal progress. The committee will:
 - BSD Print/Digital Guide: The committee reviewed new layouts with positive feedback. BSD staff to continue with the new layouts and finalizing content development with the designer.
 - Downtown Usage Survey: Bassett presented the preliminary findings to the committee and advised that staff will continue to promote the survey through media partners and downtown offices.
 - Broker Roundtable: The committee would like to discuss this at the next meeting, when Hockman and Surnow are present.
- **Available Spaces Report:** The committee reviewed the report.
- **New Business Report:** The committee reviewed the report and a status of businesses scheduled to open and newly opened.

Other Business

- **Business Anniversary Program:** The Committee discussed hosting a business recognition event at the October 2025 BSD Board meeting.
- **Merchant Meetings:** Bassett advised that the next Merchant Meeting Workshop will be held on August 6.

Meeting adjourned at 9:31 a.m.

NEXT MEETING DATE – August 26, 2025, at 8:30 a.m.

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

AUGUST 2025

Office Occupancy Rate 87%

Retail Occupancy Rate 97%

| Name of Business | Property Address | Street Name | Notes | Date of notification | Scheduled to Open/Moved/Opened in last 12 months |
|-----------------------------|-------------------------|---------------------------------|--------------------------|-----------------------------|---|
| Hudson Avenue Partners | 205 | Pierce Street, Suite 99 LL | Investment Bank | 07/28/25 | Scheduled to Open |
| Bloom Bistro | 239 | Old Woodward, North | Dining | 07/24/25 | Scheduled to Open |
| Kemosabe | 600 | Old Woodward, North | Dining | 07/24/25 | Scheduled to Open |
| St. Roger Abbey | 215 | Old Woodward, North | Bakery | 07/17/25 | Scheduled to Open |
| Half-Moon Outfitters | 34288 | Woodward Avenue | Apparel , Sporting Goods | 07/10/25 | Scheduled to Open |
| Elsa Arms, Estate & Couture | 34164 | Woodward Avenue, Suite 309 | Furniture & Apparel | 07/02/25 | Scheduled to Open |
| Highline Trading | 135 | Old Woodward, North | Jeweler | 06/17/25 | Scheduled to Open |
| HealthMarkets | 925 | Maple Road, East | Insurance | 06/17/25 | Scheduled to Open |
| Street Beet | 233 | Old Woodward, North | Dining | 06/17/25 | Scheduled to Open |
| mane collab | 730 | Old Woodward, North | Salon | 06/17/25 | Scheduled to Open |
| Ideal Medical Massage | 630 | Old Woodward, North, Suite 303 | Medical | 06/17/25 | Scheduled to Open |
| VITAstir | 251 | Merrill Street, East, Suite 202 | Medical | 06/12/25 | Scheduled to Open |
| Reiki Euphoria | 149 | Pierce Street | Health & Wellness | 04/28/25 | Scheduled to Open |
| MisterStyle | 288 | Maple Road, East | Interior Design | 04/08/25 | Scheduled to Open |
| RH Gallery | 300 | Old Woodward, South | Home Furnishings | 10/29/24 | Scheduled to Open |
| Yumiis | 205 | Maple Road, East | Food Specialties | 07/15/24 | Scheduled to Open |
| Pure Glow | 282 | Maple Road, West | Salon | 07/24/25 | Opened |
| Shock Gelato | 335 | Maple Road, East | Food Specialties | 07/17/25 | Opened |
| Senior Simon | 187 | Old Woodward, South, Suite 208 | Business Services | 07/15/25 | Opened |
| Shifty | 187 | Old Woodward, South, Suite 208 | Business Services | 07/15/25 | Opened |
| Metals in Time | 526 | Old Woodward, North | Jeweler | 07/10/25 | Opened |
| Perspire Sauna Studio | 1020 | Haynes Street | Health/Fitness | 07/10/25 | Opened |

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

AUGUST 2025

Office Occupancy Rate 87%

Retail Occupancy Rate 97%

| Name of Business | Property Address | Street Name | Notes | Date of notification | Scheduled to Open/Moved/Opened in last 12 months |
|------------------------------|-------------------------|--------------------------------|---------------------|-----------------------------|---|
| The NOW Massage Birmingham | 375 | Hamilton Row | Health/Wellness | 07/10/25 | Opened |
| Banya | 555 | Old Woodward, South, Suite 27L | Health/Wellness | 06/01/25 | Opened |
| Bon Bon Bon | 217 | Old Woodward, South | Food Specialties | 05/10/25 | Opened |
| LaserAway | 135 | Maple Road, East | Medical | 05/08/25 | Opened |
| Solidcore | 1000 | Haynes Street | Health/Fitness | 05/01/25 | Opened |
| Bobbles and Lace | 244 | Maple Road, East | Apparel - Women | 04/23/25 | Opened |
| Drop 02 | 230 | Merill Street, East | Mens | 04/05/25 | Opened |
| Revive Wellness & Skin Spa | 1010 | Bowers Street | Salon/Spa | 03/13/25 | Opened |
| La Pecora Nera | 135 | Pierce Street | Deli | 03/11/25 | Opened |
| Air Sculpt | 555 | Old Woodward, South, Suite 500 | Medical | 03/11/25 | Opened |
| Teuta | 168 | Maple Road, West | Dining | 03/10/25 | Opened |
| Daycap | 930 | Maple Road, East | Deli | 01/22/25 | Opened |
| Marrow | 283 | Hamilton Row | Deli | 01/21/25 | Opened |
| Terra Kitchen & Cocktails | 260 | Old Woodward, North | Dining | 01/21/25 | Opened |
| MATTHILDUR X MARK KELLER | 227 | Old Woodward, South | Apparel - Women | 01/21/25 | Opened |
| Wilder's | 460 | Parkview | Dining | 12/16/24 | Opened |
| Sophia Jewelers | 123 | Maple Road, West | Jeweler | 12/09/24 | Opened |
| Flute World | 1050 | Webster Street | Specialty Retailers | 12/09/24 | Opened |
| Icon Anti-Aging & Aesthetics | 110 | Old Woodward, South | Medical | 12/09/24 | Opened |
| Bell Bistro | 185 | Old Woodward, North | Dining | 11/06/24 | Opened |
| Detroit Lashes | 950 | Maple Road, East, Suite 10 | Salon/Spa | 10/30/24 | Opened |
| Robert Kidd Gallery | 555 | Old Woodward, South | Gallery | 10/29/24 | Opened |

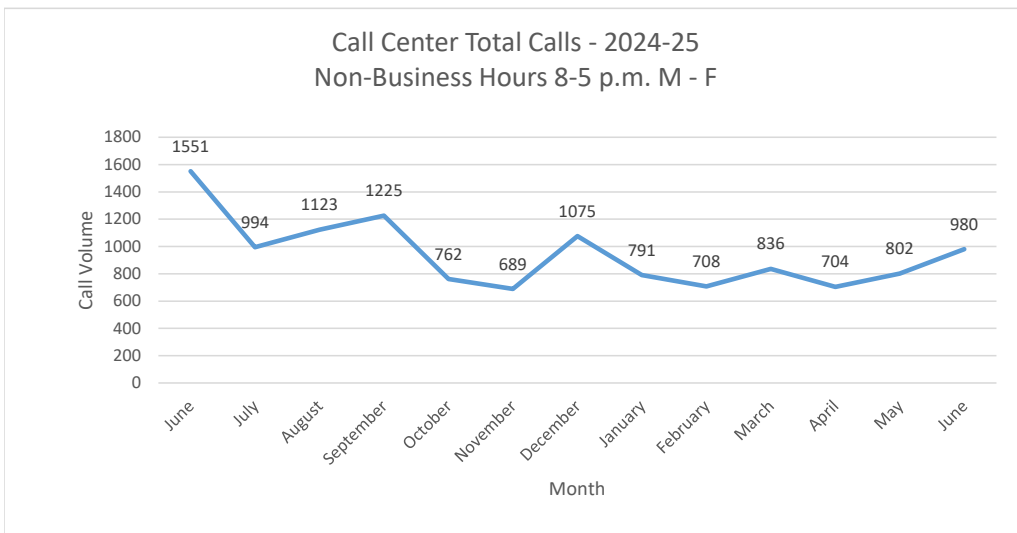
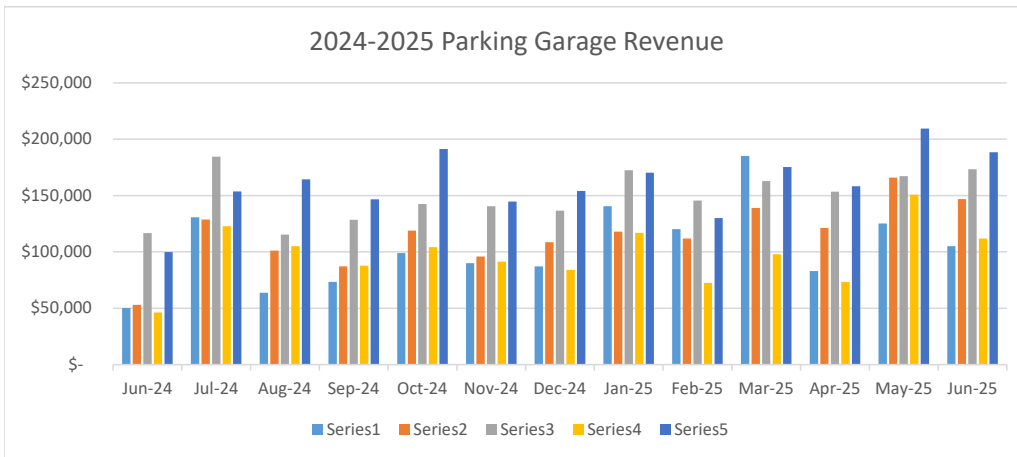
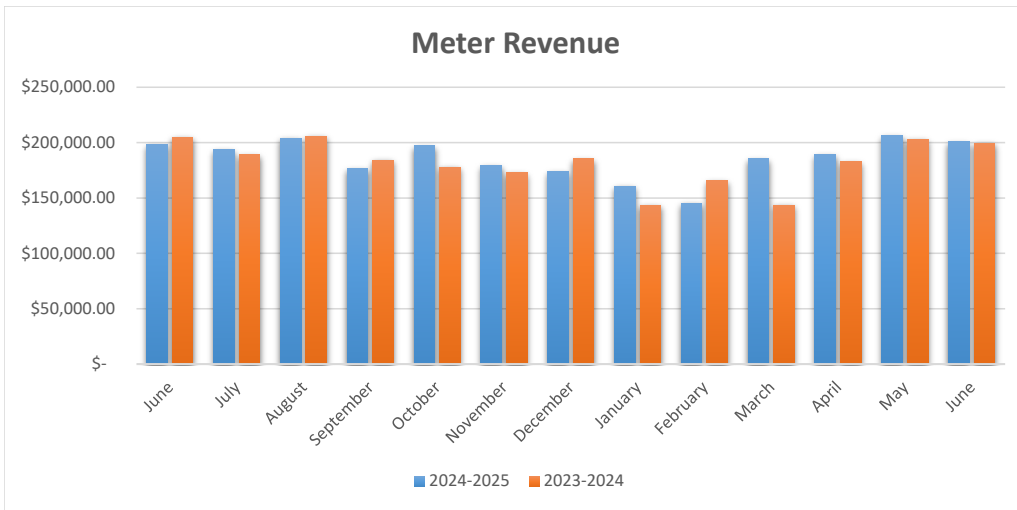
SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

AUGUST 2025

Office Occupancy Rate 87%

Retail Occupancy Rate 97%

| Name of Business | Property Address | Street Name | Notes | Date of notification | Scheduled to Open/Moved/Opened in last 12 months |
|-------------------------|-------------------------|--------------------|------------------|-----------------------------|---|
| Café Origins | 163 | Maple Road, West | Food Specialties | 10/15/24 | Opened |



| MONTHLY PARKING PERMITS SOLD | | | | | |
|------------------------------|---------|-----------------|------|---------|--------|
| | Chester | N. Old Woodward | Park | Peabody | Pierce |
| Unreserved | 1165 | 994 | 1022 | 544 | 817 |
| Evening | 8 | 14 | 9 | 11 | 24 |
| Total | 1173 | 1008 | 1031 | 555 | 841 |

JUNE CALL CENTER BREAKDOWN

| Facility (All) | |
|--|----------------|
| Row Labels | Count of Start |
| 02-Credit Card Payment | 130 |
| 03-Cash Payment | 8 |
| 04-Invalid Ticket / Ticketless Options | 92 |
| 05-Invalid Validation | 15 |
| 06-Assistance On Site | 4 |
| 07-Lost Ticket | 50 |
| 08-Ghost Call | 221 |
| 09-Vendor | 2 |
| 10-Receipt | 2 |
| 11-Equipment Issue | 92 |
| 13-Monthly | 132 |
| 14-Test Call | 8 |
| 16-Network - Audio/Video Issue | 103 |
| 17-Insufficient Funds | 26 |
| 24-General Information | 74 |
| 25-Previous Call Vend | 3 |
| (blank) | 18 |
| Grand Total | 980 |

| Facility City of Birmingham Michigan - Chester St Garage | |
|--|----------------|
| Row Labels | Count of Start |
| 02-Credit Card Payment | 2 |
| 04-Invalid Ticket / Ticketless Options | 8 |
| 05-Invalid Validation | 1 |
| 07-Lost Ticket | 4 |
| 08-Ghost Call | 17 |
| 13-Monthly | 18 |
| 14-Test Call | 4 |
| 16-Network - Audio/Video Issue | 1 |
| 17-Insufficient Funds | 3 |
| Grand Total | 58 |

| Facility City of Birmingham Michigan - Old North Woodward | |
|---|----------------|
| Row Labels | Count of Start |
| 02-Credit Card Payment | 24 |
| 04-Invalid Ticket / Ticketless Options | 20 |
| 05-Invalid Validation | 3 |
| 07-Lost Ticket | 10 |
| 08-Ghost Call | 36 |
| 09-Vendor | 2 |
| 10-Receipt | 1 |
| 11-Equipment Issue | 6 |
| 13-Monthly | 34 |
| 16-Network - Audio/Video Issue | 27 |
| 17-Insufficient Funds | 3 |
| 24-General Information | 14 |
| (blank) | 2 |
| Grand Total | 182 |

| Facility City of Birmingham Michigan - Park St. Garage | |
|--|----------------|
| Row Labels | Count of Start |
| 02-Credit Card Payment | 22 |
| 03-Cash Payment | 5 |
| 04-Invalid Ticket / Ticketless Options | 24 |
| 05-Invalid Validation | 3 |
| 06-Assistance On Site | 1 |
| 07-Lost Ticket | 10 |
| 08-Ghost Call | 39 |
| 11-Equipment Issue | 6 |
| 13-Monthly | 20 |
| 14-Test Call | 1 |
| 16-Network - Audio/Video Issue | 23 |
| 17-Insufficient Funds | 3 |
| 24-General Information | 14 |
| (blank) | 6 |
| Grand Total | 177 |

| Facility City of Birmingham Michigan - Peabody Garage | |
|---|----------------|
| Row Labels | Count of Start |
| 02-Credit Card Payment | 15 |
| 03-Cash Payment | 1 |
| 04-Invalid Ticket / Ticketless Options | 17 |
| 05-Invalid Validation | 5 |
| 06-Assistance On Site | 3 |
| 07-Lost Ticket | 9 |
| 08-Ghost Call | 36 |
| 11-Equipment Issue | 51 |
| 13-Monthly | 9 |
| 16-Network - Audio/Video Issue | 14 |
| 17-Insufficient Funds | 3 |
| 24-General Information | 17 |
| 25-Previous Call Vend | 1 |
| (blank) | 1 |
| Grand Total | 182 |

| Facility City of Birmingham Michigan - Pierce Garage | |
|--|----------------|
| Row Labels | Count of Start |
| 02-Credit Card Payment | 67 |
| 03-Cash Payment | 2 |
| 04-Invalid Ticket / Ticketless Options | 23 |
| 05-Invalid Validation | 3 |
| 07-Lost Ticket | 17 |
| 08-Ghost Call | 93 |
| 10-Receipt | 1 |
| 11-Equipment Issue | 29 |
| 13-Monthly | 51 |
| 14-Test Call | 3 |
| 16-Network - Audio/Video Issue | 38 |
| 17-Insufficient Funds | 14 |
| 24-General Information | 29 |
| 25-Previous Call Vend | 2 |
| (blank) | 9 |
| Grand Total | 381 |

FREE PARKING REPORT

May 2025

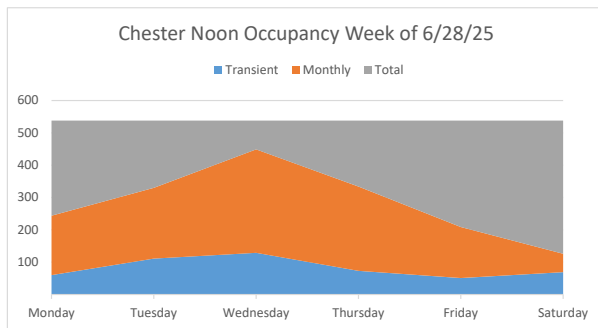
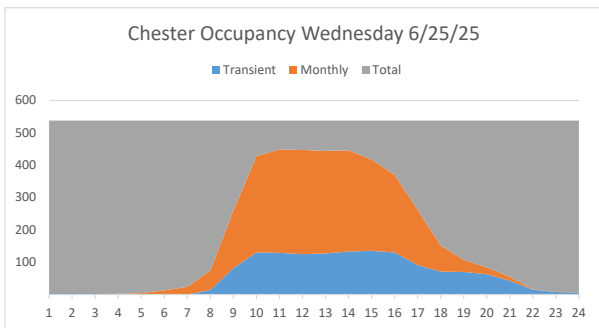
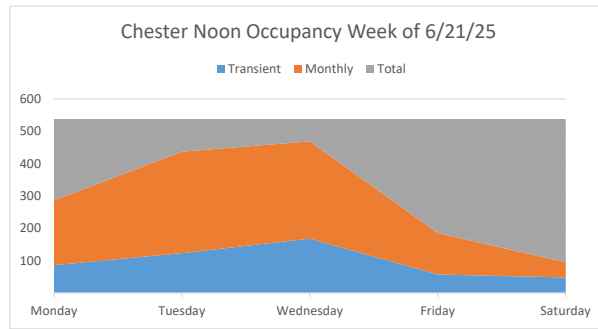
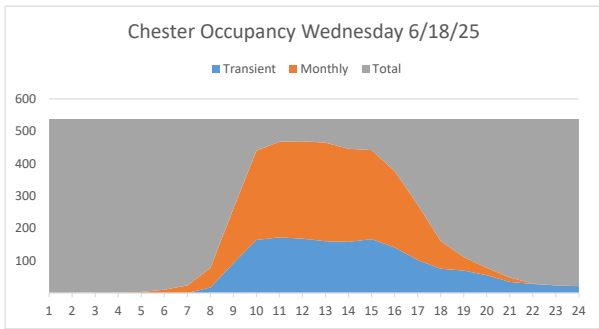
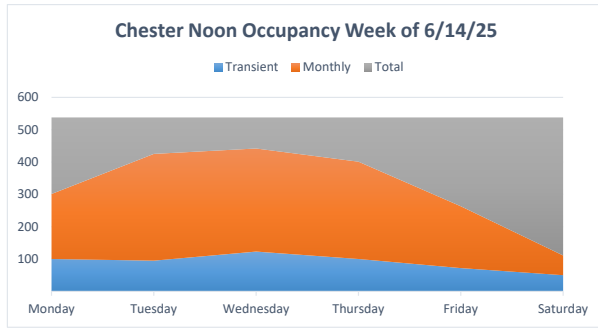
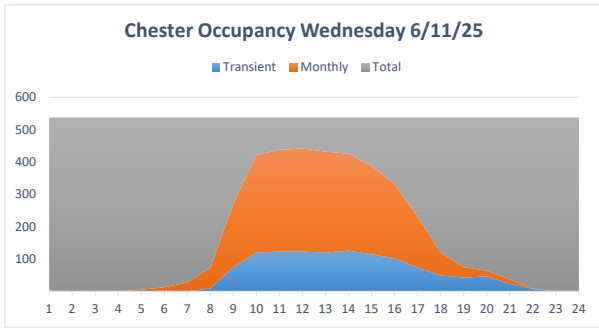
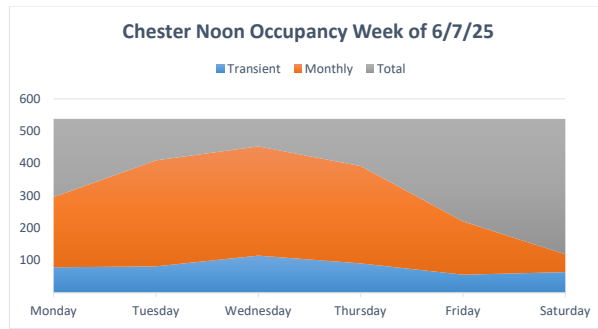
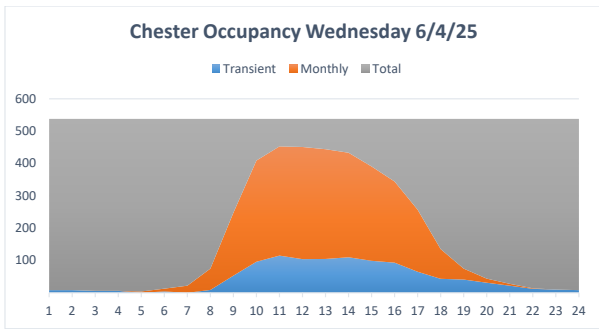
| GARAGE | TOTAL CARS | FREE CARS | CASH REVENUE | % FREE VEHICLES |
|---------------|----------------|---------------|---------------------|-----------------|
| CHESTER | 8,823 | 4,661 | \$23,088.00 | 53% |
| OLD WOODWARD | 18,709 | 10,337 | \$48,700.00 | 55% |
| PARK | 26,790 | 13,145 | \$73,960.00 | 49% |
| PEABODY | 24,340 | 14,343 | \$54,588.00 | 59% |
| PIERCE | 30,873 | 15,183 | \$92,092.00 | 49% |
| TOTALS | 109,535 | 57,669 | \$292,428.00 | 53% |

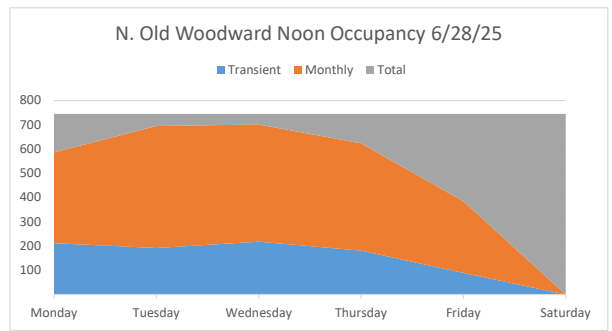
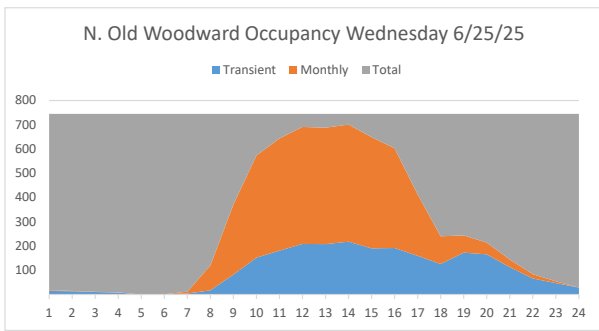
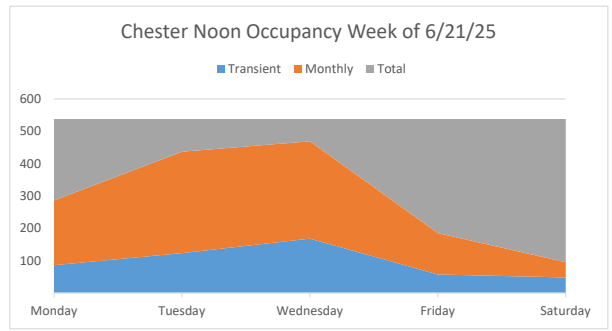
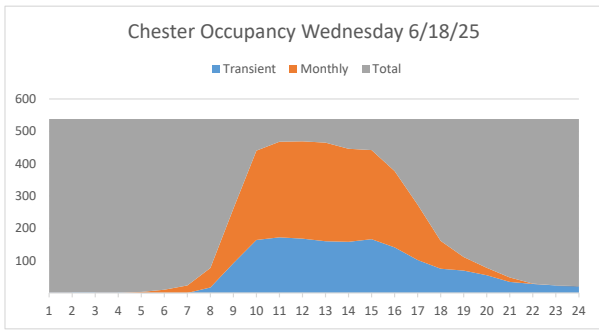
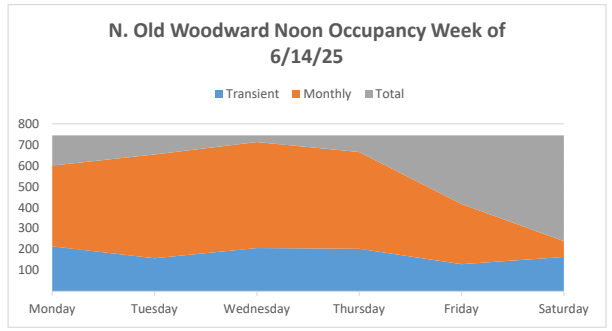
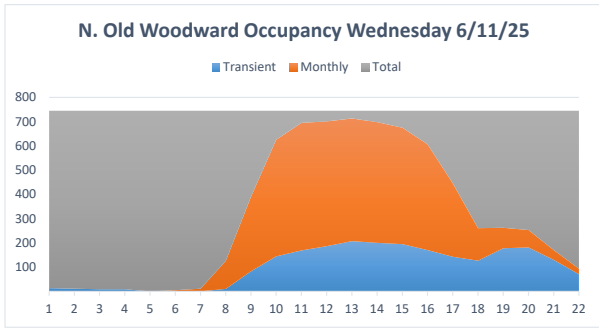
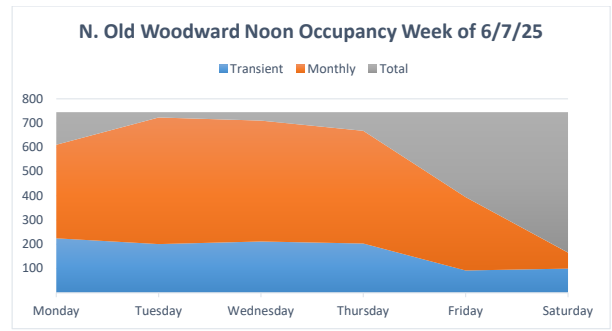
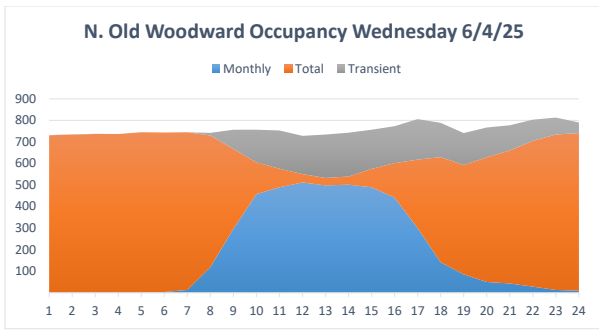
| Paying cars | Rate per |
|-------------|---------------|
| 4,162 | \$5.55 |
| 8,372 | \$5.82 |
| 13,645 | \$5.42 |
| 9,997 | \$5.46 |
| 15,690 | \$5.87 |
| | \$5.62 |

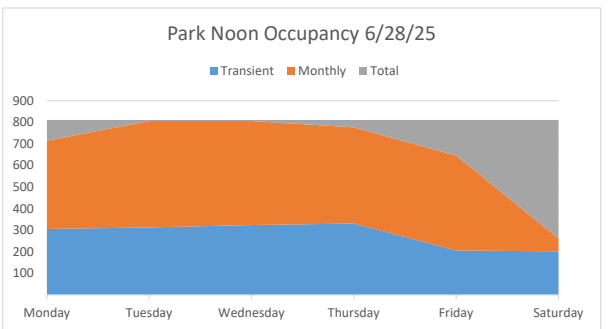
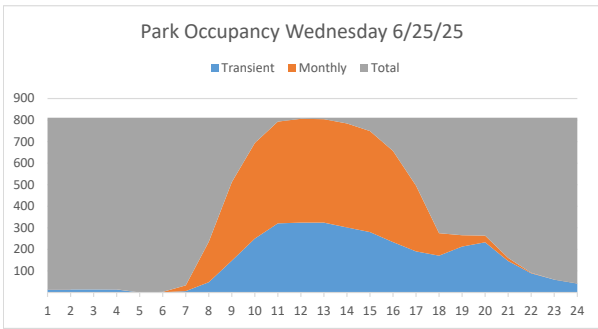
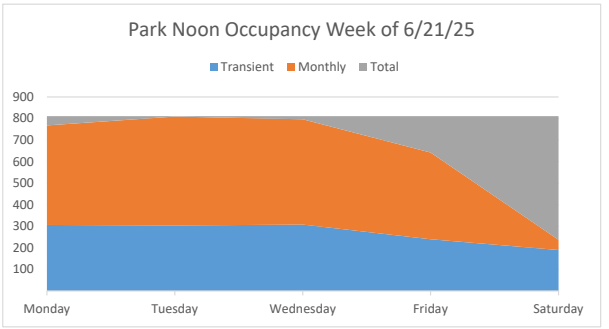
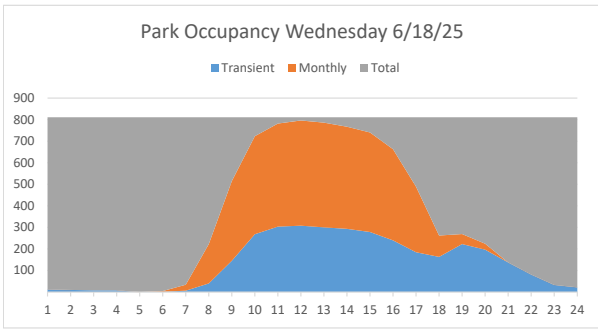
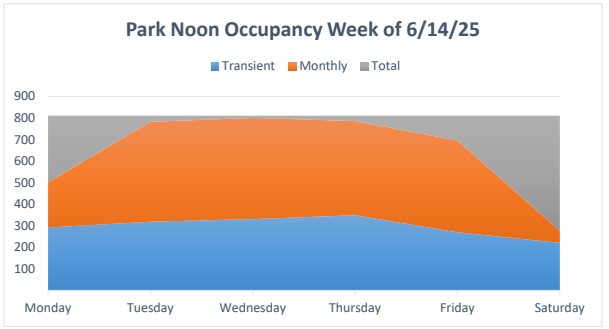
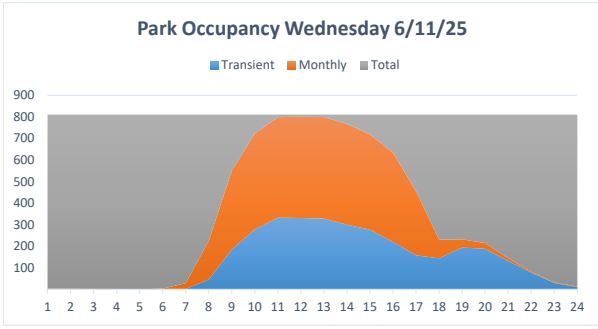
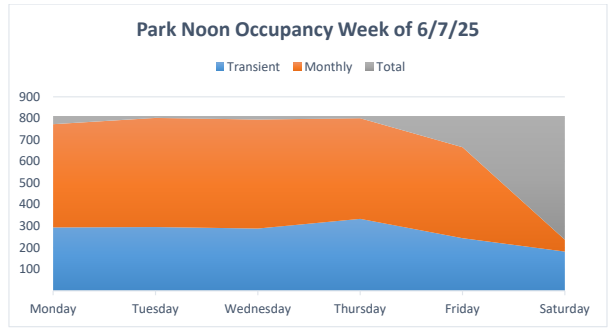
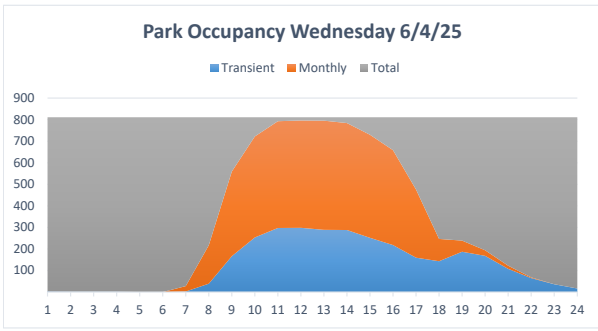
June 2025

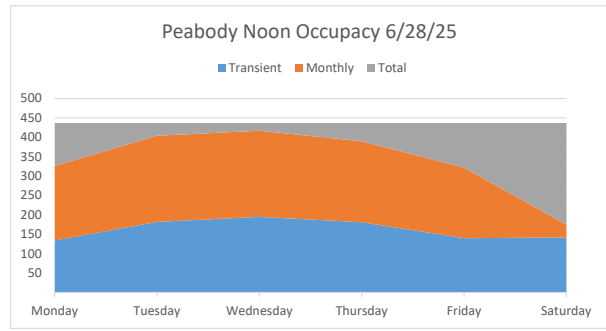
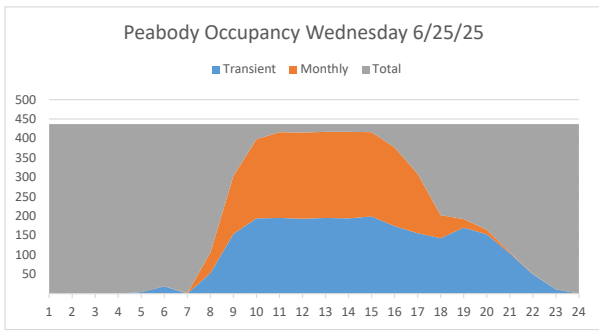
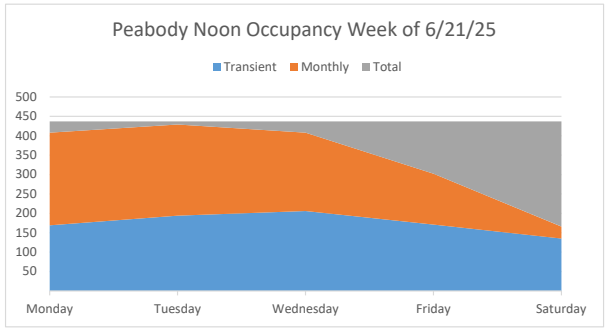
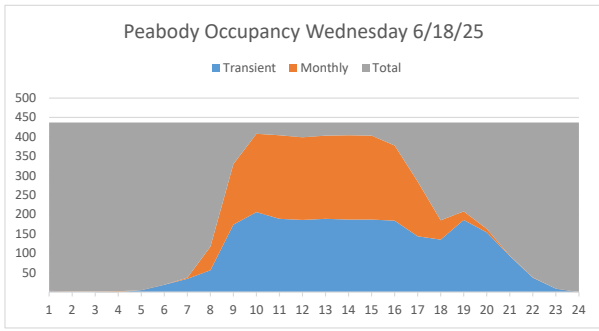
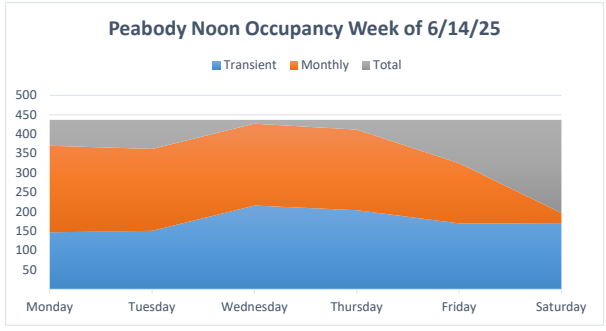
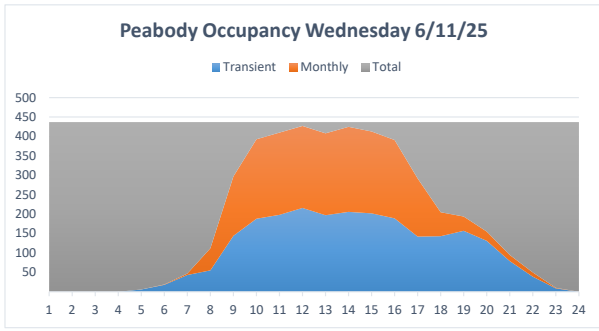
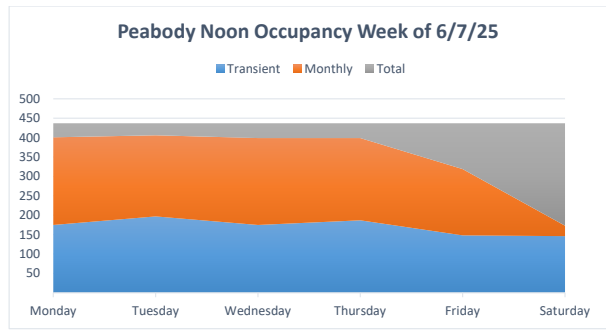
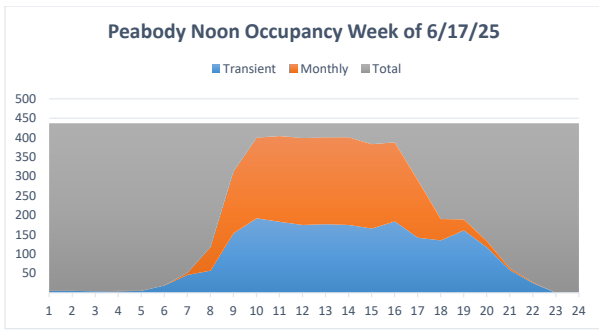
| GARAGE | TOTAL CARS | FREE CARS | CASH REVENUE | % FREE VEHICLES |
|---------------|---------------|---------------|---------------------|-----------------|
| CHESTER | 5,845 | 2,979 | \$19,146.00 | 51% |
| OLD WOODWARD | 15,143 | 7,862 | \$44,639.00 | 52% |
| PARK | 23,020 | 10,874 | \$68,580.00 | 47% |
| PEABODY | 22,283 | 13,419 | \$47,390.00 | 60% |
| PIERCE | 30,873 | 11,928 | \$79,868.00 | 39% |
| TOTALS | 97,164 | 47,062 | \$259,623.00 | 48% |

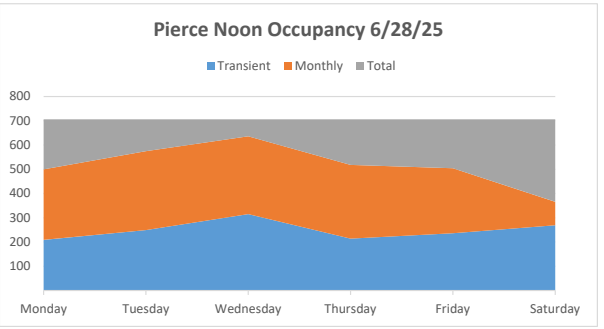
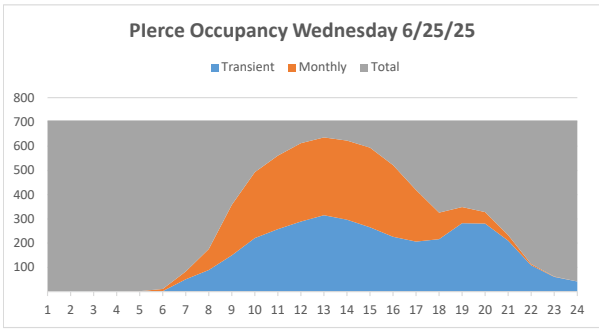
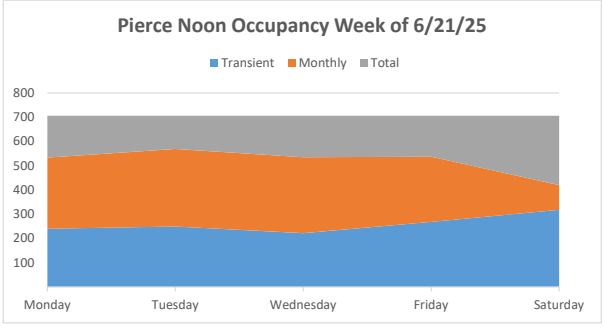
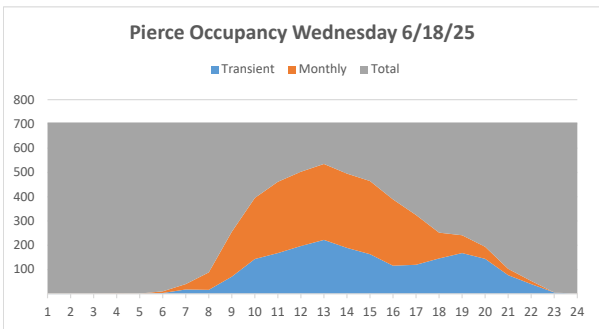
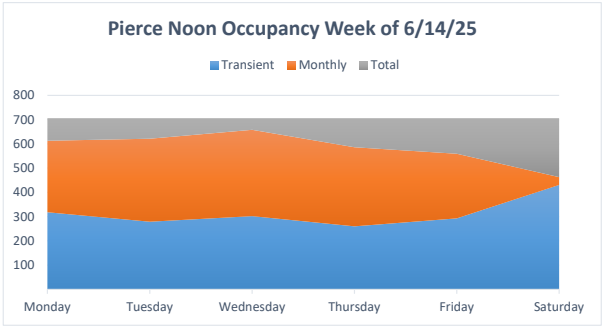
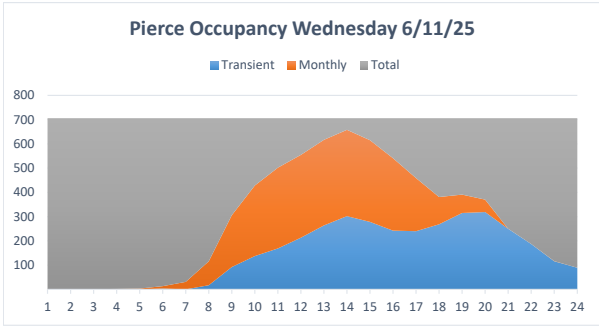
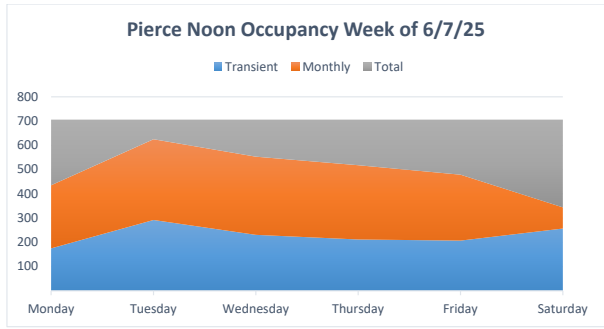
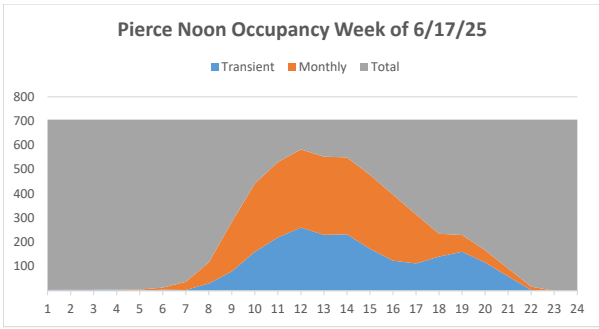
| Paying cars | Rate per |
|-------------|---------------|
| 2,866 | \$6.68 |
| 7,281 | \$6.13 |
| 12,146 | \$5.65 |
| 8,864 | \$5.35 |
| 18,945 | \$4.22 |
| | \$5.60 |











Birmingham Shopping District Board and Committee Meetings 2025

| Month | BSD Board | Executive Committee | Business Development Committee | Maintenance and Capital Improvements Committee | Marketing and Advertising Committee | Special Events Committee | Tourism Advisory |
|-----------|-----------|---------------------|--------------------------------|--|-------------------------------------|--------------------------|------------------|
| January | *1/9/2025 | *1/30/25 | 1/28/2025 | *1/21/2025 | 1/8/2025 | 1/10/2025 | |
| February | 2/6/2025 | 2/26/2025 | 2/25/2025 | 2/11/2025 | 2/12/2025 | | |
| March | 3/6/2025 | 3/26/2025 | *3/18/25 | 3/11/2025 | 3/12/2025 | *3/7/25 | |
| April | 4/3/2025 | 4/23/2025 | *4/29/2025 | *4/15/2025 | 4/9/2025 | 4/11/2025 | 4/10/2025 |
| May | 5/1/2025 | 5/28/2025 | 5/27/2025 | 5/13/2025 | 5/14/2025 | 5/9/2025 | |
| June | 6/5/2025 | 6/25/2025 | 6/24/2025 | 6/10/2025 | 6/11/2025 | 6/13/2025 | |
| July | *7/10/25 | 7/23/2025 | 7/22/2025 | 7/8/2025 | 7/9/2025 | 7/11/2025 | |
| August | 8/7/2025 | 8/27/2025 | 8/26/2025 | 8/12/2025 | 8/13/2025 | 8/8/2025 | |
| September | 9/4/2025 | *9/25/25 | *9/16/25 | 9/9/2025 | 9/10/2025 | 9/12/2025 | 9/24/2025 |
| October | *10/9/25 | 10/29/2025 | 10/28/2025 | *10/27/25 | *10/8/25 | 10/10/2025 | |
| November | 11/6/2025 | 11/26/2025 | 11/25/2025 | *11/18/25 | 11/12/2025 | 11/14/2025 | |
| December | 12/4/2025 | *12/17/25 | *12/16/25 | 12/9/2025 | 12/10/2025 | 12/12/2025 | |

*Notes date outside of typical meeting cadence

| Committee | Typical Meeting Cadence | 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 and Capital Improvements Committee | 2nd Tuesday of the month | 8:30 AM |
| Marketing and Advertising Committee | 2nd Wednesday of the month | 8:30 AM |
| Special Events Committee | 2nd Friday of the month | 8:30 AM |
| Tourism Advisory | Twice a year | 10:00 AM |