



The Downtown Lowdown

News from the Brighton PSD

December 2008

UPCOMING EVENTS:

December

22 - Hanukkah Begins

24 - Christmas Eve
(Brighton Offices Closed)

25 - Christmas Day
(Brighton Offices Closed)

26 - Kwanzaa Begins

31 - New Years Eve
(Brighton Offices Closed)

January

1 - New Years Day
(Brighton Offices Closed)

6 - PSD Meeting City Hall 7:30 am

19 - Martin Luther King, Jr. Day
(Brighton Offices Closed)

21 - PSD Meeting City Hall 7:30 am

Chairman's Corner

By: Mark Binkley, PSD Chairman



PSD Spends Advertising When and Where It Counts!

Your Principal Shopping District board has taken a two-pronged approach to marketing Downtown Brighton this Holiday Season. One is the local market (Livingston County) and the other is the metro market (Oakland, Washtenaw, etc. counties). Many thanks to Nick Palizzi and Shawn Pipoly who served on the advertising sub-committee.

By assisting the Downtown Merchants they were able to expand Holiday Glow to a weekend of activities including Friday night and Sunday, thus creating more excitement for downtown. A trolley, extra white lights on trees, posters, postcards and Ladies Night on December 11th all added to the Holiday flavor of Downtown. Kudos to Gail Sherman, Jeff Kelly and everyone who worked so hard on these events! The PSD once again funded the wrapping of garland around the decorative light poles for the third year.

Ads have been running on **WHMI** since November 12 and will go through December 24, first promoting Holiday Glow, then the Holiday Season. A total of 30 weekly 60 second spots and five weekly 10 second traffic reports will run. Many thanks to Deb Tunis who has donated her talents as voice over for the commercials she also wrote! The PSD also funded front page banner strips and quarter page ads in the **Press & Argus** leading up to the Holiday Glow weekend. In the **Marketeer**, Downtown merchant ads are grouped together under a PSD "Shop Downtown Brighton" banner and funded by the PSD thus allowing for discounted ad space for the merchants. This program will continue into 2009.

To reach the metro market, a **WJR** radio campaign featuring 24 weekly 60 ads on the radio and **WJR.com** began November 19 and will continue through December 23. Also, **WJR** personality Rachel Nevada made a personal appearance downtown on Friday night of Holiday Glow weekend. Interviews with Pam McGoneghy of the Chamber and conversation about Downtown Brighton

took place during the Warren Pierce Show before and after the Holiday Glow.

A tri-vision billboard on I96 heading west in the Novi area and a digital billboard on US23 heading north near Whitmore Lake reinforces our radio and print marketing, "Shop Downtown Brighton". Tens of thousands of drivers see these billboards every day. The PSD board picked these locations because the heaviest concentration of Livingston County commuters use either I96 or US23. This also lets the Holiday travelers on their way to Grandma's house know that we are here.



Your Principal Shopping District board of directors is committed to planning quality and effective marketing plans for our Downtown. As 2008 comes to a close, we look forward to the challenges that 2009 will bring. As always, we look forward to your comments and suggestions.



Main Street Minute

By: Claudia Roblee, PSD Board Member



Last month I introduced you to the Main Street Program, a Four Point Formula to advance economic development in our community. For the next four months I would like to explain each of the Four Points in a little more detail. The first of the Four Points I would like to talk about is Economic Restructuring.

Of the four foundations for a successful Main Street program, Economic Restructuring is the one that I believe needs immediate attention. Economic Restructuring is a somewhat academic way of saying: "Business Recruitment". The core idea with Economic Restructuring is that **Main Street should target specific types of businesses for downtown in a strategic, concerted fashion based on a marketing plan.** The engine for the Economic Restructuring component is the Business Recruitment Committee and the strategic plans that guide the recruitment and outreach effort. Downtown Brighton has two such plans: **The 2003 Downtown**

Blueprint, and the **Tactical Marketing Plan** produced and adopted by the Principal Shopping District board in May 2006.

We are fortunate in that Brighton has the **Downtown Blueprint** and the **Tactical Marketing Plan** already done so that the Economic Restructuring Committee can hit the ground running. These plans will enable the ER Committee to better carry out the responsibilities of the Committee. In these economic times business recruitment and strengthening existing businesses will be primary considerations for the ER Committee but these are not the only responsibilities of this Committee. Other responsibilities include knowing the market and using the collective experience and brain trust of the Committee to stay one step ahead, assembling incentives and capital and developing underutilized spaces.

According to Michigan Main Street, with a well run Main Street Organization and well rounded ER Committee we can expect to achieve the following:

- ◆ Better understanding and reaction to the market by businesses
- ◆ Better relationship between city

officials, service organizations and businesses

- ◆ Healthier businesses
- ◆ Healthier business mix
- ◆ Increased business activity, rents, property values, and investor confidence
- ◆ Market based rents and property values

I wrote last month that the Main Street Program is a volunteer based organization. For the ER Committee we are looking for attorneys and accountants, real estate professionals, property and/or business owners, marketing analysts, people who love to shop, good problem solvers and negotiators.

If you feel you would be a good fit on this Committee, call me at 810-229-3100 or email me at croblee178972mi@comcast.net. If not, do not despair, for there are three other Committees that will need volunteers. We are starting a database of people who are interested in helping to create a vibrant, healthy community for our residents and businesses within the context of the Main Street Program and we would love to hear from you.

"Working downtown is like being part of a BIG family."
Lori Kelly,
Great Harvest Bread

Downtown Development Authority Parking Study

By: Piet Lindhout, DDA Architect



The City of Brighton Downtown Development Authority (DDA) has awarded a contract to Rich and Associates of Southfield to study downtown Brighton parking.

After building several downtown parking lots, and improving others, the DDA continues to rank parking high on its list of potential projects. Recognizing that the DDA and the City need to understand the parking situation better, the DDA recently issued a Request for Proposal for the parking study. At the November DDA meeting, the bids were reviewed and Rich & Associates was awarded the contract. Rich was the lowest bidder and very

well qualified. David Rich is a South Lyon resident and firm member Richard Kinnell is a Brighton area resident, so they are well aware of downtown Brighton.

The study is intended to answer key questions to help guide the DDA and the City on future plans and strategies. Rich will review Ordinance Requirements, Enforcement Policies, and Planning Objectives from an administrative viewpoint. They will also study the existing parking quantities and parking usage data at various times. A key ingredient in the process will be interaction with key stakeholders in the downtown area, and the members of the PSD will be notified of those meeting dates. Interviews and open public forums are planned for after the holiday

sales period.

The outcomes anticipated in the report will be:

- ◆ Accurate parking use data for downtown parking lots and streets.
- ◆ Feedback on the current parking regulations in effect.
- ◆ If the report indicates need for new parking facilities, prime locations will be identified.
- ◆ If the report indicates a recommendation for a parking structure, an operations study will be prepared.

Stay tuned for additional information regarding the study, the open forums, and opportunities to get involved in the study.

Let's All Welcome:

Pawsitively Pets - 343 W. Main Street

Pawsitively Spoiled of Brighton, LLC is a full service pet boutique whose specialty services and products cater to dogs and cats of all breeds, as well as the humans who love them. The boutique offers quality holistic and natural foods, gourmet treats, homemade bakery items, designer couture, beds, carrying bags, and unique pet jewelry. Pawsitively Spoiled of Brighton, LLC specializes in pampering your pet to a "day at the spa". We use natural spa grooming products which are healthy for your pet's skin and guaranteed to make your pet feel good. In late March 2009, we will introduce massage therapy service, promoting the wellness of your pet. Pawsitively Spoiled of Brighton, LLC have a pet finding service and will also have puppies and/or kittens for sale. Pawsitively Spoiled of Brighton, LLC's goal is to provide excellent customer service and to treat each pet that enters our boutique, as if they are our own. Our dogs and cats are a very special part of our lives, and we therefore understand the importance of providing the best quality products available. - By Leonie Darnell



Kiss Auto Auction - 343 W. Main Street



KISSAUTOAUCTION.COM

KissAutoAuction.com is an online Automotive Auction designed to help the automotive wholesale industry leverage the power of the Internet to make buying and selling a vehicle between licensed dealers as efficient and as easy as possible. The company has over 200 dealers registered and nearly 10,000 vehicles in its database. The company is entering into its second year of business and has received interest from other traditional auctions about partnering to provide online solutions. Located in Brighton, MI Kiss Auto Auction has a staff of five and plans to double in the next year. - By Jeff Stanislaw

Pi's Asian Cuisine - 8262 Cross Street

Pi's Asian Cuisine has a history itself. We started out with Pi's Chinese Restaurant in 1992, and we have two gourmet Japanese Steakhouses and one Asian fare restaurant in the Tri-Cities. After a thorough research of a new site to expand our fifth restaurant, we finally found Brighton, a friendly family oriented community with very few Asian dining options. We set our eyes on this beautiful building formerly known as Toroz Mexican Grill, just off of Grand River in front of Meijers in Brighton. Our menu is an extensive collection of popular items from our award winning restaurants that have been in business for more than a decade.



Our philosophy is quite simple: Great food, great service, calming atmosphere and a very nice variety at an affordable price. Entrees start at \$6.95 so don't feel guilty ordering an appetizer. The robust fare served here celebrates the best of South East Asian cooking, traditional dishes with delicate interplay of flavors and textures. The rich experiences it affords guarantee that not a moment spent in its dining hall will be squandered. - By Tony Pi

PSD Board Members:

Mark Binkley, Chairperson
Shawn Pipoly, Vice-Chairperson
Claudia Roblee, Secretary
Nick Palizzi, Treasurer
Dan Szymanski
Cheryl Mayday
Arthur Des Gravise
John Okoniewski

Newsletter Produced By:

City of Brighton Planning/CD
Staff

Please contact Lauri French at
810-225-9244 or
frenchl@brightoncity.org
with any comments or questions

Happy

Anniversary

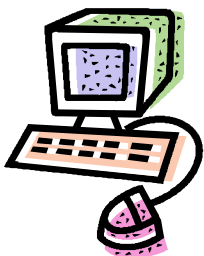
Please contact Lauri French with the date your business opened, so everyone can be included in the anniversary column.

Just So You Know..

The PSD web site, www.downtownbrighton.com, is the place to find PSD **meeting dates, agendas and minutes** and links to the **Chamber of Commerce** and **City of Brighton** web sites. Look for a link to the PSD Newsletter, "**Downtown Lowdown**", to keep up to date with

what's happening in the PSD. All community, Chamber-sponsored and merchant **events** are highlighted on our web site with dates, times and details. There is a wealth of **information for investors**, too, including vacant commercial properties for sale or lease, design standards, city forms, starting a business and contact information. Our **visitor information** includes a

colorful walking map and information about businesses within the PSD. Please take a moment to visit your PSD web site and let us know what you think! We welcome your suggestions and would appreciate any updates that may be required. Please contact Lauri French at frenchl@brightoncity.org



Get Involved & Mark Your Calendar



Regular PSD Board meetings are held on the first Tuesday of every month at 7:30 a.m. in Council Chambers at Brighton City Hall (unless otherwise noted). We encourage business and building owners in the Principal Shopping District to attend these meetings to let the Board know what you're thinking--what we're doing right, what needs to be improved, suggestions for marketing and promoting your PSD!

Upcoming Meetings:

January 6, 2009 at 7:30 a.m.
January 21, 2009 at 7:30 a.m.
February 3, 2009 at 7:30 a.m.

Agendas and minutes are available at www.downtownbrighton.com

Help us to go paperless -- sign up for future newsletters. Just visit www.downtownbrighton.com click on "PSD Newsletter" on the upper left side of the page and sign up.

On November 20, 2008, the Brighton City Council amended their 2009 Goals to include considering renewing the Principal Shopping District. This amendment of the annual goal statement is simply the protocol used by Council to put an issue on the table for discussion, deliberation and possible action. The goal pertains to the renewal of the PSD board alone, which was intentionally designed to sunset after three years and DOES NOT pertain to the Special Assessment District passed in November 2006.



Brighton PSD
200 N. First Street
Brighton, MI 48116

U.S. Postage
Paid
Brighton, MI
Permit #55
48116

Introducing...
**THE DOWNTOWN
LOWDOWN**
The NEW and IMPROVED PSD
Newsletter

