



**To Further Enhance Our Downtown Brighton Community
Through Exciting and Progressive Marketing**



BRIGHTON PRINCIPAL SHOPPING DISTRICT

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Edited By: Nate Geinzer





Chairman's Welcome Rick Starnes

With the end of the holiday season, I want to thank all of the businesses who put up lights this year. It was the most that I have personally seen in many years. The Holiday Glow was also one of the most attended that I have seen in recent years. I want to thank the PSD Board for the purchase and installation of the garland and bows throughout the downtown and the Brighton Area Chamber of Commerce, the Merchants Association, Downtown Development Authority, and City for their efforts to light up the downtown for the season. With the lack of snow, the green garland, bows, and holiday lights helped put color to all of the winter grey.

It may seem early, but now is the time to get ready for the upcoming spring season. With that in mind, we need to continue to work together to make the downtown a destination not to be missed.

I want to encourage all of you to attend our Town Hall Meeting/ Presentation January 31st 7:00pm at City Hall. We will update you on our brand/ image/ logo work, business recruitment plan, walking map, web site, our financial status and other upcoming items. This will be a relaxed atmosphere where questions and comments will be encouraged. I hope to see you all there.

Getting Dressed up for Spring

The DDA Board met January 16th and discussed this years flower program. This year you will be seeing the same flower baskets that you saw last year; however, they discussed adding additional baskets to the tridge area as well as concrete planters to be placed at intersections of both roadways and crosswalks.

This years flowers will be the Red Petunia and Red Geranium. In an effort to help enhance the flower program, the DDA Board, along with the PSD Board are encouraging the Downtown to be consistent. If you plan to plant flowers, consider either Red Petunias, Red Geraniums, or other red flora. This will help enhance the look of downtown throughout the spring, summer, and fall.

Principal Shopping District 2007 & Beyond **Nate Geinzer, Planning/Community Dev. Tech.**

The last year has proven to be an exciting time for Downtown Brighton. We saw exciting new developments, a successful new downtown event (the Smokin' Jazz & Barbecue Blues Festival), the installation of the Brighton Biennial Art Display, and the institution of a new downtown organization. The City of Brighton Principal Shopping District (PSD) was developed as a tool that would be used to fill the gaps in downtown advocacy. The primary gap the PSD was appointed to fill was the promotion and marketing of Downtown Brighton.

The first seven months of the program (May-December 2006) witnessed many accomplishments. A board of directors, dedicated to the success of Downtown, was appointed in April 2006. Once appointed they knew they had a lot of work ahead of them and they hit the ground running. They began meeting weekly in May and continued that trend up to the holiday season. Beginning in February 2007, the PSD Board will be meeting the first and third Wednesday of each month.

This article updates business and property owners on where the PSD Board plans to take Downtown in 2007. It will discuss:

- Brand/ Image/ Logo
- Promotion
- Website
- Business Recruitment
- Cooperative Efforts



If you have any questions or are looking for more information after reading this article, feel free to send us an email to geinzer@brightoncity.org or attend any PSD Board meeting.

Brand/ Image/ Logo

On August 23, 2006, the PSD Board selected Kim Rivera of New Moon Visions as their Marketing Consultant. Her primary task was to assist the Board in developing a brand/ image for Downtown. This is not easy to do. To develop a brand/ image, the consultant must take all that is Downtown Brighton and sum it up in one strong statement. The brand/ image is also accompanied with a logo that depicts the brand/ image. The Board is carefully determining Downtown's brand/ image and the accompanying logo as would any successful private corporation.

The development process brought Kim to the downtown on many occasions. She visited many shops as a secret shopper and talked with business owners, employees, and customers. She has also had the opportunity to share Downtown Brighton with her family. Her goal was to try and get a feel for what Downtown Brighton was all about and what others thought. She is using her experiences to develop the Downtown Brighton brand/ image.

The selected concept will then provide the basis for all PSD promotional efforts. The PSD Board hopes to have a brand/ image identified within the first quarter of 2007. From here the PSD Board will plan a roll out campaign to hit the area in the second quarter.

Promotion

Newspaper, magazines, radio, television and billboards, have all been explored for the purpose of promoting Downtown Brighton. Currently, the PSD Board has focused on billboards and radio. At this point in time, billboards will continue to play a large part in PSD Board efforts. However, in 2007, the Board will be looking into other opportunities.



For 2006, the PSD Board wanted to try and focus more on its local customers. However, for 2007, the Board is considering ways to reach beyond. Metro area publications are one way to extend this reach through print advertising. The Board may also take a look at other radio stations. There are a number of other stations that have a large presence in Livingston County, but also have a strong presence in surrounding counties.

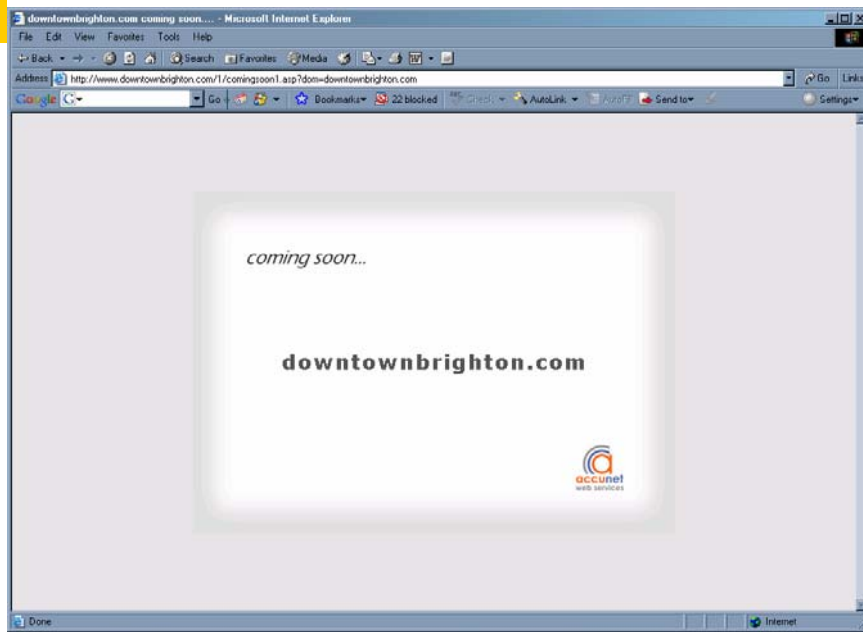
The PSD Board of Directors is committed to getting Downtown Brighton's name out there. They will employ those medium that are capable of doing this best. It is foreseeable that the Board will be making a bigger push when a strong brand/ image campaign has been developed.



Website

I have heard through the grapevine that the future downtown website has garnered great interest from the downtown business community. This project will prove to be one of the PSD's most important accomplishments in 2007. We are working with Paul Braun of Accunet to develop a website that houses everything that is Downtown Brighton. This site will be user friendly not just for customers, but for those interested in investing in our community.

In an effort to provide the downtown with a strong web domain to promote, the PSD Board of Directors purchased www.downtownbrighton.com from the company who had rights to this particular domain name. The Board determined that ".com" is the most recognized and assumed domain. This website will be promoted through every effort that the PSD Board undertakes. The Board will also work to make sure this site has a strong presence on the web.



The following describes what you can expect from this website...

Business Guides

Each business type will have its own page: i.e. Shops, Restaurants, Services. Rather than one continuous list of businesses that can get quite daunting, businesses (other than restaurants) will be divided based on their category (i.e. apparel, real estate, gifts, etc.). Site visitors will be able to select a business category and find the businesses that fit the particular category being searched.

Each business will be provided with a basic listing. Basic listings will include at least the name of the business, address, phone number, and a link to Google Map that will show customers where they are located.


The PSD Board also plans to offer enhanced listings at a modest yearly rate. Details have not been solidified, but what has been discussed is an icon calling attention to the business' listing, link to business' website, "view details" link that would include a banner header featuring business' logo or photograph and a description of up to 1000 characters. Also available will be professional assistance in developing the enhanced listing provided through New Moon Visions. Rates have not yet been determined.

Investing in the Community



The purpose of this section will be to provide investors an informational hub where they can find all of the information they might need or be interested in. Not only would this information include data to help educate the investor about the logistics and benefits of investing in Downtown Brighton, but it would also explain the steps necessary from a projects start to finish and a link to the city forms that they would need throughout the project. This section will be extremely professional and provide a plethora of information that other municipalities may not have readily available to investors. In other words, everything an investor needs will be available right at their fingertips.

All PSD vacancies will be listed on this site. Customers will be able to find information on each property and contact information for further inquiries. These vacancies will also be shown on a map of the PSD. Eventually the map will be linked to the listings. Further down the road,



the goal is to have a fully interactive map linked to each property's information in the district.

Investors will also have an array of data available for their use. This data will not only be in the form of the 2003 Downtown Blueprint, but also the market data that PSD staff has recently assembled. This data includes market profile data based on drive times, demographics, tapestry data, market place information, market potential information, and much more. Current businesses will also find this information useful. It is planned that the PSD Board will hold a workshop to explain how current businesses in the district can use this data.

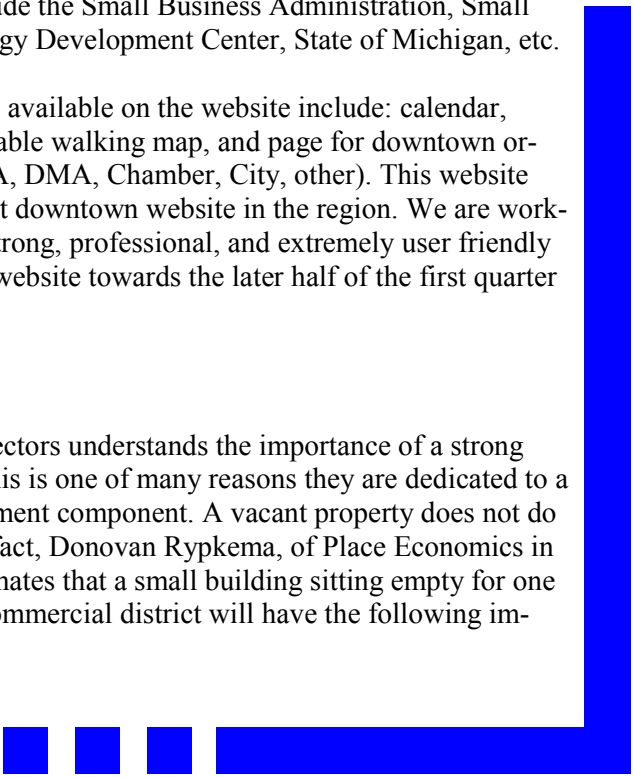
All good business recruitment packets do not only list the amenities found in the targeted area, but also those found in the surrounding area. This will hold true for our website. A list of hospitals, educational institutions, recreation opportunities and more will be available. This site must sell our community as the best place to invest.

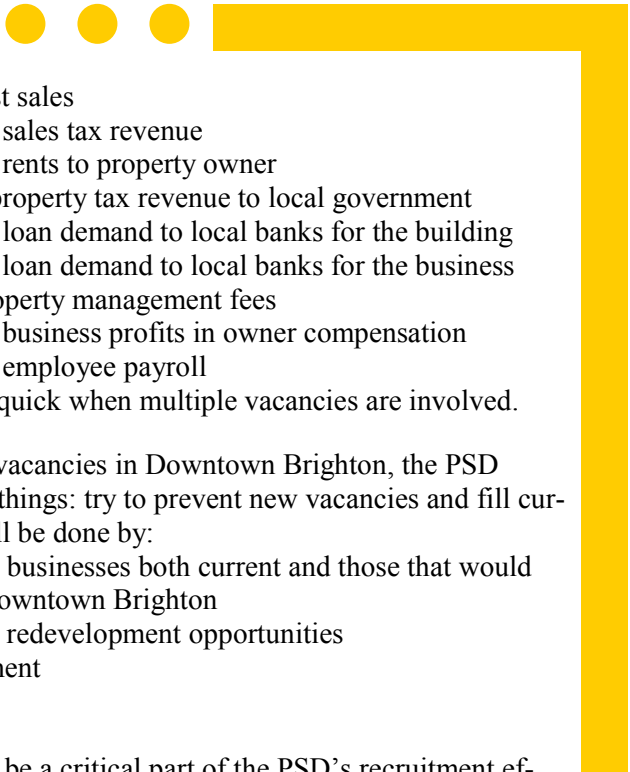
Further the PSD Board plans to make available the Downtown Development Authorities design standards and a page of resource links. These links might include the Small Business Administration, Small Business and Technology Development Center, State of Michigan, etc.

Other items to be made available on the website include: calendar, events page, downloadable walking map, and page for downtown organizations (PSD, DDA, DMA, Chamber, City, other). This website will strive to be the best downtown website in the region. We are working hard to develop a strong, professional, and extremely user friendly website. Look for this website towards the later half of the first quarter 2007.

Business Recruitment

The PSD Board of Directors understands the importance of a strong commercial district. This is one of many reasons they are dedicated to a strong business recruitment component. A vacant property does not do anybody any good. In fact, Donovan Rypkema, of Place Economics in Washington D.C., estimates that a small building sitting empty for one year in a small-town commercial district will have the following impact:

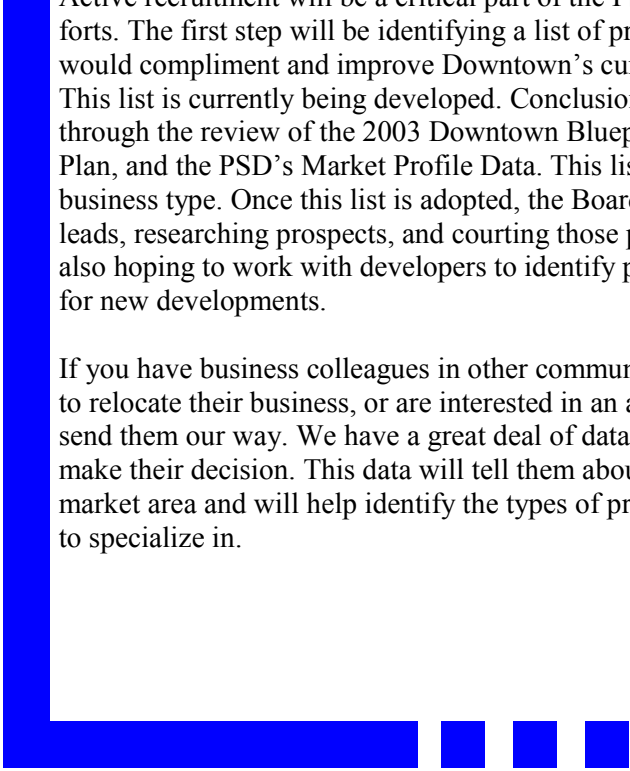


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- \$250,000 in lost sales
 - \$12,500 in lost sales tax revenue
 - \$15,000 in lost rents to property owner
 - \$1,500 in lost property tax revenue to local government
 - \$51,000 in lost loan demand to local banks for the building
 - \$15,000 in lost loan demand to local banks for the business
 - \$750 in lost property management fees
 - \$24,750 in lost business profits in owner compensation
 - \$16,250 in lost employee payroll

These numbers add up quick when multiple vacancies are involved.

In order to address the vacancies in Downtown Brighton, the PSD Board hopes to do two things: try to prevent new vacancies and fill current vacancies. This will be done by:

- Identifying key businesses both current and those that would work well in Downtown Brighton
- Identifying key redevelopment opportunities
- Active recruitment
- And more...



Active recruitment will be a critical part of the PSD's recruitment efforts. The first step will be identifying a list of preferred businesses that would compliment and improve Downtown's current business mix. This list is currently being developed. Conclusions are being drawn through the review of the 2003 Downtown Blueprint, the City's Master Plan, and the PSD's Market Profile Data. This list will be primarily business type. Once this list is adopted, the Board will begin generating leads, researching prospects, and courting those prospects. The Board is also hoping to work with developers to identify prospective businesses for new developments.

If you have business colleagues in other communities that are looking to relocate their business, or are interested in an additional location, send them our way. We have a great deal of data that will help them make their decision. This data will tell them about the customers in our market area and will help identify the types of products they may want to specialize in.

Working Cooperatively to Enhance Our Downtown

Cooperation is the fundamental basis for any strong downtown enhancement effort. The PSD Board hopes to work with representatives of the Brighton Area Chamber of Commerce, Downtown Development Authority, Downtown Merchants Association, City, and other, for the development of a comprehensive holiday lighting program and banner program. It is certain that other projects will be identified in the future, but at this point, this is where the PSD Board hopes to focus their efforts for 2007.



Immersing Into What Matters

Not only is the cooperation of other Downtown groups important for the success of the downtown, your involvement is equally, if not more, important to its success. The PSD Board of Directors is staunchly devoted to the success of the district; its promotion and enhancement. The Board wants to hear from you. You are paying into this effort; how would you like to see PSD revenue and other efforts distributed? The Board is open to any and all suggestions and comments.

If you are interested in future volunteer opportunities. Let us know. We plan to build a volunteer database for future projects. To be a volunteer, please send your contact information to geinzern@brightoncity.org.





Events Planned for PSD Constituents

The PSD Board of Directors is planning two events for PSD constituents in the first quarter of 2007.

PSD Presentation/ Q&A

Date: January 31, 2007

Time: 7:00pm

Where: City Hall

The PSD Board will be holding a Special Meeting for the purpose of presenting what the PSD Board of Directors has planned for 2007. The Board will also be fielding questions. So come and enjoy refreshments and the opportunity to find out about the exciting things planned for 2007.



Market Place Workshop

Date: TBA

Time: TBA

Where: TBA

Cost: Free to PSD Business & Property Owners

Learn about Downtown Brighton's customers. Find out how you can use the PSD Board's Market Profile Data for your business' advertising and to identify business expansion opportunities. Refreshments will be provided.

JOIN US



Great Opportunity for Merchants



Because the PSD is a member of the National Trust for Historic Preservation's Main Street Center, it is able to offer its merchants a new **free** program. The Main Street Center has launched a new pilot website www.ShopMainStreet.org. This site is targeted for shoppers who are looking for the unique gifts available only on the country's Main Streets. To qualify for this **free** program, merchants must have a strong e-commerce presence. Shoppers must be able to shop from the merchants website, or the merchants website must at least have an online catalog that shoppers may use to order via phone, fax, or email.

If you are interested, please email geinzern@brightoncity.org. We will need your business's name, website address, email address, a description of your store (255 character limit), and the category of your store (i.e. sporting goods, apparel, hobby, gift, etc.)

Still Seeking Customer Information

The PSD is still seeking information from Downtown merchants to help analyze its customer base. In addition to our drive time based market area, the PSD is interested in evaluating where our current customers are coming from. At the very least we are seeking the zip codes of your customers. If willing, we will also be able to use address information for future analysis. **This information is NOT being gathered to create a mailing list.** Your customers information will be used only for research purposes and will **not** be shared.

Businesses who submit their information can have a customer zip code distribution map produced upon request. This map will illustrate where your customers are coming from. This is a free service provided through the PSD.

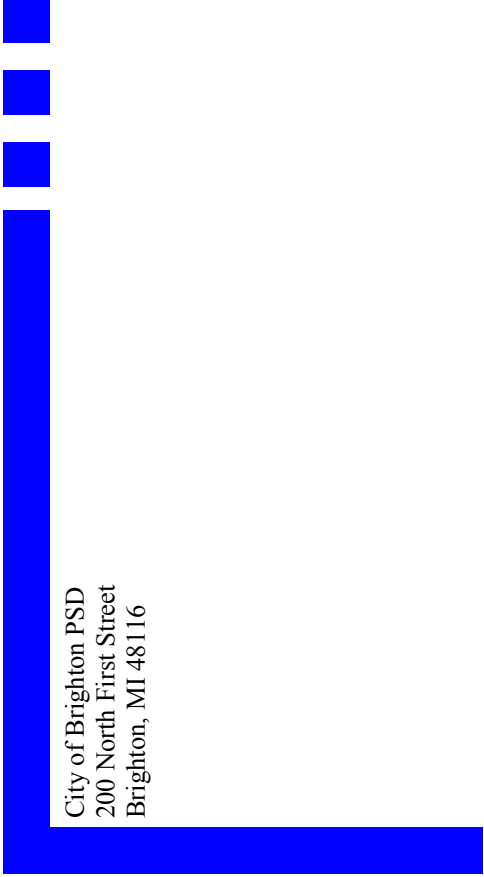
We greatly appreciate your assistance. Your participation ensures the success of the PSD.

Looking for Feedback

If you have heard any feedback from your customers in relation to PSD promotional efforts, or you have any feedback you would like to offer the PSD Board of Directors, please email your comments to:

Nate Geinzer, Planning and Community Development Tech
at geinzern@brightoncity.org.

Your feedback is always welcomed. In addition, you are invited and encouraged to join us for PSD meetings. See back page for dates and times.



City of Brighton PSD
200 North First Street
Brighton, MI 48116

**PSD Board of Directors
Meeting Schedule**

January
24th

February and Beyond

First and Third Wednesday
Of the Month
7:15 am

All meetings held at:
City Hall
200 North First Street
Brighton, Michigan 48116

Questions, Comments, Concerns, and Suggestions may be directed to Nate Geinzer, Planning/Community Development Tech at 200 North First Street Brighton, Michigan 48116 or at geinzer@brightoncity.org. You may also contact any of the PSD Boardmembers or attend any PSD Meeting.

