

Birmingham Shopping District (BSD)

Ideas to Support Businesses During Road Construction

Submitted 11-15-16



- Free Valet Parking - Three locations to serve the public:
 - Old Woodward at Willits
 - Maple at Henrietta
 - Old Woodward south of Brown.
- All locations will be well-marked with prominent signage, and there will be multi-media advertising campaigns to alert shoppers to this convenience.



Assisting Businesses During Construction



The Shopping District

- **Enhanced Lighting and Signs**



Assisting Businesses During Construction



The Shopping District

- **Activities and Events**

- Cash Mob, in partnership with Birmingham Bloomfield Chamber of Commerce.
- We are proposing two-“North and South”.



**Assisting Businesses During
Construction**



The Shopping District

- **Family Day**
- Featuring kids activities, construction equipment, photos.
- Children's Hospital Of Michigan has tentatively agreed to sponsor again for 2017



Assisting Businesses During Construction



The Shopping District

Paint the Barricades public art program. Several areas will be decorated, so it is spread out along the entire area.

- Hold kids art contest during Family Day using paint or chalk.
- Commission professional artists to paint or chalk art sections of the sidewalk barricades. Possibly have them do this during an event so visitors can watch them work
- Invite student artists to paint sections of the barricade.



Assisting Businesses During Construction



The Shopping District

Selfie spot with a construction cutout.



Assisting Businesses During Construction



The Shopping District

Selfie spot with a construction cutout.

Progress Thermometer



Assisting Businesses During Construction



The Shopping District

Ongoing Advertising, PR, and Social Media Messages

Advertising Theme
*Pave the Way for a More
Beautiful Downtown*

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Assisting Businesses During Construction

It's All
IN
BIRMINGHAM

The Shopping District

Birmingham Shopping District Staff:

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