

# Downtown Development Authority

City of Gladstone  
1100 Delta Ave  
Gladstone, MI 49837

## Staff Report

**Agenda Date:** 05/21/2024  
**Department:** DDA  
**Presenter:** Patricia West

### AGENDA ITEM TITLE:

Orange Cat Digital Media Proposal

### BACKGROUND:

Orange Cat Digital Media has provided the City of Gladstone and the Gladstone DDA with a digital marketing proposal offering three different investment options to assist in branding and marketing of the DDA and City of Gladstone.

The DDA originally budgeted \$4000 in the 2024/2025 budget for Printing and Publishing.

### FISCAL EFFECT:

\$4000 (of \$12,000 contract proposal)

### SUPPORTING DOCUMENTATION:

- Orange Cat Digital Media Proposal
- Master Plan | Implementation Section | Pages 36-38 & 43
- TIF Plan | Excerpt from #66
- Example of Work: Facebook Post for Jack's Restaurant in Rapid River

### RECOMMENDATION:

Motion to fund the Orange Cat Digital Media Contract up to \$4000, with the additional \$8000 coming from other entities within the City of Gladstone. The contract would be intended to renew from year to year, unless otherwise stated in writing by either party at least one month prior to the contract renewal date.

