



City of Gladstone, MI
MEETING TYPE
STAFF REPORT

1100 Delta Avenue
Gladstone, MI 49837
www.gladstonemi.org

Agenda Date:	August 13, 2024	Eric Buckman, City Manager:	_____
Department:	City Hall	Department Head Name:	_____
Presenter:	Patricia West	Kim Berry, City Clerk:	_____

This form and any background material must be approved by the City Manager, then delivered to the City Clerk by 4:00 PM the Tuesday prior to the Commission Meeting.

AGENDA ITEM TITLE:

EDC Marketing Initiatives with Orange Cat Media

BACKGROUND:

The EDC has committed funding to help cover the contract for Orange Cat Media, a digital marketing company specializing in photography and videography.

We'd like to take the opportunity to brainstorm and discuss how the EDC can utilize these resources to improve the marketing of the industrial park.

- Business spotlight in the industrial park
- Photo/Video of under-utilized property
- Website updates
- Other ideas welcome!

FISCAL EFFECT:

None

SUPPORTING DOCUMENTATION:

- Excerpt from the 2024 Master Plan Amendment on Goal 3: Economic Base
- EDC Webpage on the City of Gladstone website
- Photography Examples

RECOMMENDATION:

Identify direction we'd like to provide Orange Cat Media for both the short term and long term.