



# Downtown Development Authority

City of Gladstone  
1100 Delta Ave  
Gladstone, MI 49837

## Staff Report

**Agenda Date:** May 9, 2023  
**Department:** DDA  
**Presenter:** Patricia West

### AGENDA ITEM TITLE:

Hiring a Marketing Agency

### BACKGROUND:

The Planning Commission has designated a subcommittee to work on an amendment to the City's Master Plan. While reviewing the marketing section of the 2015 Master Plan, it was suggested that consulting a marketing agency may help us position ourselves to attract residents, businesses, and tourist, which would help the City of Gladstone build out a clear marketing direction for our Master Plan.

### FISCAL EFFECT:

\$1000 (\$500 from the DDA)

### SUPPORTING DOCUMENTATION:

- 2015 Master Plan: Marketing Section
- SmartCreativeHoughton: Blog Post on Market Research for a previous client

### RECOMMENDATION:

Motion to pursue a marketing agency to assist the Master Plan Subcommittee with outlining the marketing implementation section of the amendment to the City of Gladstone's Master Plan, with a budgeted amount of up to \$500 coming from the Downtown Development Authority.