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| <b>Board:</b>       | Downtown Development Authority |
| <b>Agenda Date:</b> | July 21, 2026                  |
| <b>Presenter:</b>   | Patricia West                  |

## Staff Report

### Agenda Item Title:

Buy-Nearby Promotional Campaign (October 2-4)

### Background:

Staff recommends the DDA consider participating in the Michigan Retailers Association's Buy Nearby Weekend promotional campaign, scheduled for October 2–4, 2026. Recognizing that Downtown Day will take place the weekend prior, staff are not recommending a separate physical event. Instead, Downtown Day would serve as an opportunity to promote and build excitement for Buy-Nearby Weekend the following week.

The purpose of Buy-Nearby Weekend is to encourage residents to support Michigan-owned businesses as the community begins its holiday shopping season. The campaign serves as an unofficial kickoff to holiday shopping by challenging participants to visit three Michigan-based businesses and complete a promotional punch card for the opportunity to win a prize from the Michigan Retailers Association.

The Downtown Ambassador has already requested the free Community Partner Party Pack, which includes promotional posters, punch cards, and Michigan Retailers Association membership materials for distribution to participating businesses. Staff will also coordinate outreach to encourage locally owned retailers and small businesses throughout Gladstone to request their own complimentary promotional materials and participate in the campaign.

### Fiscal Effect:

N/A

### Supporting Documentation:

Buy-Nearby Weekend Sponsorship Guide

### Recommendation:

Motion to approve the City of Gladstone DDA's participation in the Michigan Retailers Association's Buy-Nearby Weekend promotional campaign for October 2–4, 2026, and authorize staff to coordinate marketing efforts and business outreach in support of the initiative.