



Board: Downtown Development Authority
Agenda Date: May 19, 2026
Presenter: Patricia West

Staff Report

Agenda Item Title:

TV6 Proposal with Downtown Businesses

Background:

TV6 recently began discussions with several downtown businesses regarding advertising partnerships and promotional opportunities. During those conversations, many businesses referred TV6 representatives to DDA Director Patricia West to discuss the potential for broader downtown collaboration and promotion efforts. West met with Easton Viitala in May to discuss how the DDA could participate in a manner that supports downtown promotion while avoiding concerns related to favoritism among businesses.

During these discussions, TV6 proposed a “book-end” commercial concept consisting of two 15-second commercials surrounding a commercial segment. Under this concept, the DDA-sponsored portion would focus on promoting the overall downtown experience through a “Spend a Day in Gladstone” theme, highlighting community assets such as the social district, Farmers Market, beach, and other downtown amenities. Participating businesses would then individually sponsor the accompanying commercial segment promoting their own offerings. Following discussions with TV6 leadership, Easton Viitala returned with a pilot program proposal that would also include a pre-recorded one-hour segment on Upper Michigan Today in conjunction with the book-end commercials. The proposal is currently being offered exclusively to Gladstone at a discounted introductory rate, with the intention of potentially expanding the concept to other communities in the future.

Fiscal Effect:

Proposal A:

1 Hour Episode of Upper Michigan Today:

- DDA Commitment: \$1,000
- Business Commitment (Up to Four): \$250

Proposal B:

15 Second Book-end Commercial

- \$400/month/business
 - If the DDA also wants to do a commercial, it would follow the same dollar amount.

Supporting Documentation:

TV6 Around Town Proposal

Recommendation:

Motion to approve the Gladstone DDA’s participation in the TV6 downtown promotional pilot program, including the ‘Spend a Day in Gladstone’ advertising campaign and associated promotional expenses, as presented.