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## DDA ACTION SUMMARY SHEET

**MEETING DATE:** May 20, 2025

**TOPIC** Issue Media Group (Metromode/SecondWave) Media Package

The Lake Orion DDA has many great stories to share and it is curating media outlets that will work with us to share those locally, regionally, across Michigan and nationally.

Downtown Lake Orion has a host of topics to highlight ranging from art, food, parks, lakeside living, trails, health and wellness, music, community, historic preservation, to unique finds and tastes at our retailers and restaurants, telling of our past through stories and photos, and the new investment and developments calling Lake Orion home.

Issue Media Group (IMG) had presented a media package in 2022 that would pair Lake Orion DDA and Oxford DDA in a shared package that we would tell our individual stories but then tap into the shared events, trainings, trolley, and those things that bring our two communities together.

Issue Media Group's products are Metromode and SecondWave and are syndicated through IMG's state and national networks and are made to reuse for Lake Orion and, if participating, Oxford stakeholders.

The 2022 Metromode media proposal is attached and will be used as the launch off point to hone down a new 2025 media proposal.

The Lake Orion DDA will also explore the use of Main Street Oakland County Technical Assistance grants to possibly offset a portion of a cost.

### **RECOMMENDED MOTION:**

To approve the Lake Orion DDA executive director and assistant director to negotiate a media package with Issue Media Group up to a three years, beginning FY2025-2026. The negotiations may include the inclusion of Oxford DDA if they are open to partnering with this project. The Lake Orion DDA will also review MSOC Technical Assistance grant funds to apply to this project. The Lake Orion DDA asks that the cost of this media package for Lake Orion DDA portion does not exceed

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