

Downtown Development Authority of City of Madison Heights

Memorandum

Date: November 17, 2025

To: Downtown Development Authority Board Members

From: Giles Tucker, Community Development Director

Subject: **MHDDA Business Digital Marketing Pilot Program Update**

At the June 18th DDA meeting the board approved a motion to approve an agreement between the Madison Heights Downtown Development Authority and 1 Vision Media Group, LLC for videography services with the cost of the videos split 80/20 between the DDA and participant. By August 20, 2024 a total of eight (8) DDA businesses had expressed interest in the promotional videos and the DDA expanded the agreement from four (4) videos to eight (8) to cover these interested businesses. The schedule to develop these videos was to be as follows:

September 2024

1. Amore Beautiful You Salon (September 2024)
2. Madison Motors (September 2024)
3. Cadillac Straits (October 2024)
4. Diamond Jims (October 2024)
5. Woodpile BBQ (November 2024)
6. Mia Tasty Bar & Grill (November 2024)
7. Royal Kabob (November 2024)
8. Madison Park Family Bowling Center (November 2024)

To date 6 of the 8 videos that were approved have been completed and paid for:

1. Amore Beautiful You Salon
2. Madison Motors- Car Sales
3. Cadillac Straits
4. Diamond Jims
5. Mia Tasty Bar & Grill
6. PoleFit (payment started 11-17-25)

I spoke with Tony, and he is ok with terminating our existing agreement for the remaining two videos. If find another batch of businesses interested, he can simply reapproach the DDA with a new proposal.

Staff Recommendation

Staff recommend terminating the current agreement with 1 Vision Media to produce these promotional videos. If other businesses come forward expressing interest in these videos, the DDA board can consider partnering with 1 Vision Media and approve them on a case-by-case basis.