Downtown Development Authority of City of Madison Heights

Memorandum

Date: October 5, 2026

To: MHDDA Board

From: Promotions Committee

Subject: 2027 Promotions Committee- Setting 2027 Objectives/Actions

---

The Promotions Committee met at Mitch's Prints on Monday October 5th to review the Strategic Plan's Action Plans and to discuss what the committee wanted to accomplish in the upcoming 2027 calendar year. Open discussion on our goals and priorities kept returning to the importance of building stronger relationships with fellow downtown business owners, defining the downtown districts character, surrounding neighborhoods trust and establishing an events calendar with events that have a clear purpose and measurable outcomes. The following is a summary of priorities set in the conversation and how they tie into the action items in the Strategic Plan.

Build Stronger B2B Relationships

The highest priority for the committee was finding ways to build relationships between downtown business owners, and the best way to start would be to meet with them along with staff when they conduct retention visits in the downtown area. They envisioned that a DDA business join staff to provide fellow businesses with a clear incentives' toolkit and directory of other DDA businesses that they could call on to help answer questions (starting with the direct lines for DDA board members/Ambassadors), learn about the DDA and how they could potentially collaborate and support one another. During these visits we can also learn how businessowners want to network with neighboring businesses, and what support/resources would mean the most for their business.

- *B2B Collaborative Ecosystem Work Plan Tasks 1-8*
- *Proactive Grant Distribution Work Plan Tasks 1-4*
- *Engagement & Communications Pipeline Work Plan Task* 7

Define the Districts Character

A prevailing challenge for the DDA during the Strategic plan process and at this committee meeting was getting buy-in about what is the character of the downtown district. This shared character is very important because it helps shape how the district should look in the future (architectural, wayfinding, fonts and visuals used) and provides the authenticity required for our messaging to resonate. Through B2B networking opportunities specific to downtown businesses, one on one visits, connecting business to resources, and celebrating our success the promotions committee seeks to better understand the district character and build towards a Downtown Marketing Plan in Year 2.

- *District Brand & Marketing Strategy Work Plan 2-6*

Building Trust with Surrounding Neighborhoods-Transparency & Consistency
The committee drew from experience from Phase I of the streetscape project and acknowledged the importance of direct communication and engagements with DDA businesses and neighbors. While specifics were not fully defined, the committee stressed that communication should be consistent, transparent and through channels that gets to businesses and neighbors, reducing the surprise or confusion when the DDA makes big changes.

- Engagement & Communications Pipeline Work Plan Tasks 1-8

Events/Gathering With a Clear Purpose & Outcomes
The committee discussed passed events and promotions they had done, why they felt the Downtown Touchdown was a success and some of the concerns that they had about planning events in the future. The key takeaway was that events need to have a clear purpose and a way to track its impact. The need for an event calendar well ahead of time, and slowly building up over time became clear. The committee agreed that focusing on fellow business relationship building was top priority and that the committee would pilot events in 2027 to see what resonates, before setting a complete calendar Year 2.

- *Placemaking Partnerships Work Plan Tasks 1-4*
- *Downtown Event Programming Work Plan Task 1*

Next Steps

1. The Promotions Committee will develop a downtown business toolkit that includes:
    a. All DDA grants & resources
    b. Meeting Dates
    c. Directory/contacts with DDA board members and other local businesses.

2. Schedule retention visits with downtown businesses after the new year. Develop questions to learn what networking events they would actually attend and what support would make the biggest impact for their business.

3. Plan downtown business networking events designed to build relationships and help create a sense of shared identity & purpose.