Downtown Development Authority of City of Madison Heights

Memorandum

Date: October 28, 2026

To: MHDDA Board

From: Giles Tucker, Community Development Director

Subject: Strategic Plan Adoption

At the MHDDA meeting of April 16th the board agreed to move forward with POW Strategies for the completion of a Downtown Strategic Plan for a total of $10,000. To mitigate these costs the MEDC has agreed to cover $7,500 of these costs and MSOC has contributed an additional $1,500. In all, the total cost after being reimbursed from these partners is $1,000. To unlock the final reimbursement payment from the MEDC, the MHDDA needs to formally adopt the Plan.

The planning process for this project included a background research and market analysis phase, Board and Key Stakeholders Survey, an onsite community assessment from the consultant, two focus group sessions with downtown business owners and a 5-Hour Planning Session with the DDA board to pull all this information together to complete the Plan.

The Full Version of the MHDDA Strategic Plan can be found on the City website **here**.

Recommendation

Staff recommends the MHDDA Board formally adopt the complete Downtown Strategic Plan as presented.