

MADISON HEIGHTS DDA PROPOSAL FOR STRATEGIC PLANNING SERVICES

COMPANY OVERVIEW

POW! Strategies, Inc. provides the superpowers to turn-around your town with business, economic development, marketing and communications strategies, as well as management and specialty services. Founded in 2015 by Cristina Sheppard-Decius, CMSM, nationally and locally known for her 25-year proven track record of revitalizing downtowns, including Downtown Ferndale from 2000-2015, Downtown Dearborn from 2015-2022, and serving as Chairperson of the Michigan Downtown Association.

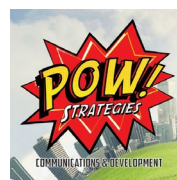
Our process begins with assessing your needs, establishing a vision and helping you set implementable strategies so you can leap tall buildings in a single bound. From there we can help you deliver results that meet your goals, whether through project management, executive management, specific services or solution-oriented plans.

Our POW!erful clients include Downtown Dearborn (DDDA), Ypsilanti DDA, Alpena DDA, South Lyon DDA, Lyon Township DDA, Wixom DDA, Lake Orion DDA, Oxford DDA, Auburn Hills DDA, Romeo DDA, Frankenmuth DDA, Ferndale DDA, Michigan Downtown Association, Michigan Main Street, Main Street Oakland County, Downtown Brighton and more!

DOWNTOWN STRATEGIC PLAN

A Downtown Strategic Plan will provide the Madison Heights DDA with a clear vision, path and prioritized, implementable strategies based on market analytics and community engagement that will continue strengthening your community for the next three to five years.

POW! Strategies' downtown strategic planning process is a multi-step process that creates a comprehensive plan to move communities forward. We will analyze the market potential of your downtown by identifying the target audience utilizing demographic, psychographic, and real-time mobile data. POW! Strategies will also survey stakeholders, gather input and evaluate the strengths, weaknesses, opportunities, threats, existing work plans and TIF plans, and conduct a four forces of value needs assessment. We encourage you to invite your Board, committee members and key stakeholders to the



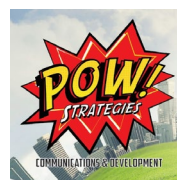
POW! Strategies, Inc.
835 Albany, Ferndale, MI 48220
248-760-9265
csdecius@powstrategiesinc.com

half-day planning session, where we will then review the data collected. At the beginning of the session, we will review and reset your vision, mission and core values, and then prioritize needs that align with that vision. A formal presentation of the strategic plan will include goals, objectives, tasks and metrics of success that will be put into an action plan with specific measures and a timeline needed for the Madison Heights DDA to deliver the most impact. We will also establish who and what working teams are needed to champion the plan of action.

To increase community engagement and build broad-based support, POW! Strategies recommends adding an on-site community assessment, one-on-one sessions, focus groups and a business survey to help identify key areas of need. These would be conducted before the planning session so that the Board and committee members can discuss the data collected.

STRATEGIC PLANNING SCOPE OF WORK

- **Pre-Planning Session** - A 90-minute pre-planning meeting to finalize the needs and logistics for the strategic planning process, determine stakeholder engagement plans, as well as gather internal insights and the current status of the downtown, initiatives and relationships.
- **Board/Key Stakeholder Survey** – An online survey of the Board, committees and key stakeholders will be conducted ahead of time to gather individual thoughts and ideas so that the planning session can move efficiently, and individuals may fully express their ideas in an anonymous environment.
- **Market Snapshot** – Working with MSOC market analytics and existing business and occupancy data Madison Heights has available, POW! Strategies will provide a market snapshot of the downtown, defining its target audience, opportunities for economic growth and business development. This will help inform your future marketing and business recruitment efforts.
- **On-site Community Assessment** – A full day (or two half-days) on-site assessment conducted by POW! Strategies to evaluate the downtown area first-hand utilizing 25 years of experience. This will include a tour of the downtown to assess the physical, visual and environmental needs and opportunities to grow the downtown. This will also include either focus groups or open house format with a diverse representation of your community, as well as one-on-one meetings with key leadership, local businesses and staff to dive deeper into the comprehensive needs and economic opportunities for the downtown. (4-6 meetings + half-day tour)
- **Business Survey** – If Madison Heights DDA has contact data available to them of all business owners, then an online survey will be shared with the businesses to help better understand their needs, desires and expectations to create the quality of life and business they envision. Typically, it is difficult to engage businesses in meetings, and this provides another avenue for them to contribute their thoughts and ideas.
- **Strategic Planning Session** – 5-hour in-person session with DDA Board of Directors, volunteers, staff and key stakeholders. The planning session will begin with a brief overview of downtown management, then we will work on developing a vision, mission and core values. Next we will review the data collected from SWOT and Forces of Value Analysis, and begin prioritizing goals that align with that vision.
- **Final Strategic Plan Report & Presentation** – A presentation of the final report will be provided to the Board of Directors for review and adoption. The final report will be provided in a digital



POW! Strategies, Inc.
835 Albany, Ferndale, MI 48220
248-760-9265
csdecus@powstrategiesinc.com

presentation format that can be used to help share with others. A trackable action plan will be provided to help manage, track and monitor future progress, including timelines, metrics of success, key partners, Main Street committee assignments, and project/initiative budget estimates.

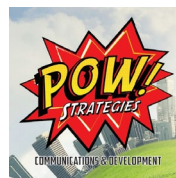
TRAINING OPTIONS

Below is a list of other training options for future reference:

- **DDA Mini-Refresher** – A short 1-hour training session to refresh Board and committee members about the basics of DDAs and Main Streets, and the role of the Board and committees.
- **Board Training 101** – A two-hour training session covering the basics of downtown management organizations, DDAs and Main Street, the roles and responsibilities of Boards and committees, an overview of the Open Meetings Act, bylaw composition, and more.
- **TIF Training** – A 90-minute training on the specifics of Tax Increment Financing and the DDA law (PA57).
- **Leading Leaders! Leadership Development** – Building strong leaders assures the longevity of organizations. Learn the ins and outs of what makes a strong leader, assess individual leadership strengths and areas to improve, and steps you can take to continue growing. A two-hour training course with interactive activities.
- **Spark the Fire! Volunteer Development & Management** – Create a game plan to recruit, grow and manage your volunteer organization. We will walk through what is needed, discuss best practices and develop your organization’s action steps to implement. A two-hour training course with action plan development.
- **Show Me the Money! (Fundraising 101 to Launching Fundraising Programs)** – Whether your team needs to understand the basics of fundraising or wants to hit the ground running with a fundraising program, this training and services is tailored to meet your organization’s needs.

TERMS

- Fee Structure
 - Standard Services for Strategic Planning - \$10,000
 - Training Options
 - DDA Mini-Refresher - \$1500
 - Board Training 101, TIF Training or Fundraising 101 - \$2500
 - Leadership Development or Volunteer Development & Management - \$3500
 - Fundraising Program Development - \$5,000
 - Full payment due upon commencement of work.
- Materials – Any print materials will be provided by the Madison Heights DDA (ie: copies of presentation). Madison Heights DDA to provide facility and AV equipment necessary for the planning session(s). One easel will be needed. Facility must allow for 3M flip charts to be hung on walls with ample space for up to 15-20 sheets.



POW! Strategies, Inc.
835 Albany, Ferndale, MI 48220
248-760-9265
csdecus@powstrategiesinc.com

- The following items are due to POW! Strategies, Inc., no later than two months prior to the planning session:
 - Madison Heights DDA to provide copies of any previous plans and documents to help inform the strategic plan, and the status of any projects/goals, ie: TIF Plans, community assessment reports, previous strategic or work plans, etc.
 - Madison Heights DDA to provide logo, DDA map and supporting images that help speak to the recent successes downtown.
 - MSOC to provide market data and evaluation reports (POW! Strategies to acquire).
- Timeline –
 - Strategic Planning - Up to 100 days from start to completion depending on availability of Madison Heights DDA meetings.

If acceptable, please confirm any of the optional items desired, then a formal contract will be sent shortly thereafter for final signatures.

Sincerely,



Cristina Sheppard-Decius, CMSM
Founder/President
POW! Strategies, Inc.

April 7, 2025



POW! Strategies, Inc.
835 Albany, Ferndale, MI 48220
248-760-9265
csdecius@powstrategiesinc.com