

Downtown Development Authority of City of Madison Heights

Memorandum

Date: August 16, 2024

To: Downtown Development Authority Board Members

From: Giles Tucker, Community Development Director

Subject: **MHDDA Business Digital Marketing 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. A signed agreement between the DDA and 1 Vision Media providing for this arrangement is attached. A summary of this agreement is as follows:

- DDA businesses complete a brief application for DDA consideration.
- If approved, the businesses enter into a separate agreement with 1 Vision Media and agree to pay \$52 for videography services.
- 1 Vision Media provide the DDA with a paid invoice from the business and proof that the business has received the promotional video, the DDA will pay 1 Vision Media \$208.00.
- The DDA agrees to continue this arrangement for a term of four (4) months or upon completion of four (4) DDA business promotional videos, whichever comes first.
- The agreement may be extended with DDA board approval if so desired.

Staff Recommendation

Thus far there has been a considerable amount of interest in the program and there are currently eight (8) DDA area businesses that are interested, twice the amount that the current agreement allows for without an amendment/extension. Staff recommends that the DDA board keep the existing agreement in place and consider the extension/expansion of this program at the November 19th Regular DDA meeting.

September

1. Amore Beautiful You Salon- 27681 John R Rd
2. Madison Motors- Car Sales- 26815 John R Rd

October

3. Cadillac Straits
4. Diamond Jims

November

5. Woodpile BBQ
6. Mia Tasty Bar & Grill

December

7. Royal Kabob
8. Madison Park Family Bowling Center