

Downtown Development Authority of City of Madison Heights

Memorandum

Date: August 14, 2025

To: Downtown Development Authority Board Members

From: Giles Tucker, Community & Economic Development Director

Subject: Downtown Touch Event Evaluation

Event Costs / Budget

The DDA set a budget not to exceed \$15,000 for this event at our June meeting. Between sponsorships, t-shirt revenue, and vendor fees the DDA raised \$5,644.50 and expended \$10,569.53 for a total loss of \$4,925.03 for the event. The most significant cost for the event is cost of DPS equipment and labor at \$3,656.77. It is important to note that other city staff important to the event including the presence of Police officers walking the event, Giles' time and all of the city staff internally that help promote and support the event is not included in the cost of the event. Event planning is time consuming and labor intensive. See Revenue/Expense table:

11 Mile Streetscape Block Party October 4th		
Revenue	Actual Total \$	Description
DDA Budget Events Budget	\$15,000.00	\$15,000
DDA Vendor Fees	\$180.00	
Outside DDA Vendor Fees	\$720.00	
Gentle Foot and Ankle Care Sponsorship	\$1,000.00	
Custard Cone Inc. Sponsorship	\$500.00	
MAD Fuels Sponsorship	\$500.00	
Madison Petroleum Inc	\$500.00	
Weiss Distillery	\$500.00	
Woodpile BBQ	\$500.00	
Bokani Group	\$500.00	
Joe Keys/ Correct Care Care T-Shirt Sponsorship	\$384.50	
T-Shirt Sales Revenue	\$360.00	
Grand Total	\$20,644.50	
Expenses		
West Bend	\$308.00	Event Insurance Rider
Mary Beth Saltsman / Cherrypaints LLC	\$515.00	Face Painting & Balloon Art (3 Hours)
Oakland County Parks	\$515.00	Oakland County Parks Rock Wall &
Tee Pee Inc.	\$1,875.00	Portable Toilets & Wash Stations
Exclusive Event Rentals	\$2,278.00	Generator rental
Bob Okony / The Klik Band	\$500.00	Bands/Live Music including Sound
Mitch's Prints	\$384.50	(51) T-Shirts
Home Depot	\$71.84	Zip Ties, Velcro Tape for Stage Banners
Amazon	\$225.92	Event Decorations & Balloons
Tools	\$239.50	Traffic Cones & Safety Vests
DPS	\$3,656.77	Facilities Coordinator, foreman, two operators and vehicle costs
Grand Total	\$10,569.53	

If this event was to continue there are a few ways the event could become more self-sustaining in the future. Being a first-time event, would be sponsors including from the cannabis industry may not have had enough time to consider or budget for sponsorships having more time to promote and advertise may improve our ability to gain sponsors. With additional planning time, and a more streamlined vendor onboarding process, we can consider increasing vendor fees or expanding the event to allow for more vendor spaces. Beyond this, we could also sell more t-shirt or find other forms of revenue to support the event if it were to continue.

Event Vendor Survey Results:

The event had 35 vendors including local food trucks, packaged food vendors, merchandise vendors and arts and craft. As of 10-15 we received 13 responses to a 10-question survey I sent to all event vendors. Overall, all the vendors that responded to the survey seemed to be very satisfied with the event turnout and sales and indicated that they would participate in a future event. I have included a survey summary along with this memo with more information.

Final Thoughts:

Feedback received from residents, staff, businesses and vendors was very positive overall. The event facilitated good community conversations including a lot of useful feedback for the City's Master Plan update and gave resident more access to DDA members, where they were able to learn more about the DDA area, the project and the future of downtown. The event also brought attention to existing businesses like Mitch's Prints, JJ's Custard, Woodpile and the available space for rent. It felt like the DDA was for the first time able to show residents what is possible for downtown Madison Heights.

The event planning process took a lot of time for staff and volunteers and at this time the event is not self-sustaining from a cost's perspective. First year events are very time-consuming because they require that you build everything from scratch including vendor forms, sponsorship forms, event maps, volunteer waiver, vendor list, rentals list, sponsorship list, budget etc. All these can be reused for future events. However, the most time-consuming items would remain including chasing insurance, vendor and sponsorship dollars. Further, the costs for the event will mostly persist and increase over time, the biggest being labor and equipment associated with a road closure and a weekend event. All these costs and the time spent should be carefully considered moving forward.