

Downtown Development Authority of City of Madison Heights

Memorandum

Date: August 14, 2025
To: MHDDA Board
From: Giles Tucker, Community Development Director
Subject **11 Mile “Downtown Touchdown” Event Update**

A budget of \$15,000 for an 11 Mile event was approved at our June DDA Meeting. Since then, the Promotions Committee has met a few times and much of the event has been planned. We have finalized the event theme and itinerary, secured the stage, bouncy house, live band and received approval from Police & Fire of the Event Layout. Most importantly, we are behind schedule on vendors and sponsors for the event! We need help obtaining commitments from vendors and sponsors, which in turn help us promote the event!

1. Sponsors- \$500 of our \$10,000 fundraising goal
 - a. JJ’s Custard \$500.00
2. Vendors- 1/40 Vendors confirmed; 3 vendors verbally committed. Approximately 500 businesses contacted thus far.

The Promotions Committee is meeting following this meeting to discuss how to incorporate a Cornhole Tournament, Field Goal Kicking Contest, Event T-Shirts and event advertising and decorations. I have attached the event flyer, Vendor form and Sponsor form.