

Downtown Development Authority of City of Madison Heights

Memorandum

Date: June 11, 2025

To: Downtown Development Authority Board Members

From: Giles Tucker, Community Development Director

Subject: Update on Ongoing Projects

MHDDA Business Digital Marketing Program Update

Tony Austin sent confirmation of the completion of a promotional video for Mia's Bar & Grill on May 24th. The agreement between One Vision Media and the DDA was amended to allow for up to 8 videos to be completed under this program. To date, the following DDA businesses have received a promo video from One Vision Media:

1. Madison Motors
2. Amore Beautiful You Salon
3. Diamond Jim's Custom Jewelry and Repairs
4. Cadillac Straits
5. Mia's Bar and Grill

Snowflake Decorations

At our April meeting the board wanted to explore the possibility of manufacturing light post decorations in-house but also authorize staff to purchase holiday decoration in an amount not to exceed \$15,000. Since this meeting, staff negotiated the purchase of (34) 6' snowflakes from Holiday Designs from Gainesville, Georgia. As of June 10th, around 29 of the 34 snowflakes have been completed. No delivery/shipping has been scheduled. Staff anticipate another update from Holiday Designs on June 17th.

Holiday Banners

At our April meeting, the board selected one banner, asked the Design committee to select a second banner and authorized staff to spend up to \$3,500. After receiving a final design proof for the "Shop, Dine, Enjoy" banner, the logo looks too small on the banner. To get the logo larger on the banner and to fit with the design cost an additional \$425, a total of \$3,421.40.

Gateway Sign Completed!

