

Downtown Development Authority of City of Madison Heights

Memorandum

Date: June 12, 2025
To: MHDDA Board
From: Giles Tucker, Community Development Director
Subject **11 Mile Streetscape Block Party Outdoor Event**

The 11 Mile Streetscape project is anticipated to be completed by September 12th. To celebrate, there has been interest in planning a block party style event in the project area. The promotions committee met in May to discuss the scope, draft an itinerary and to better understand what it would take to have a successful event. This event is intended to be around 6 hours with around 300 total attendees. The event would include partnerships with DDA area restaurants and businesses, food trucks, a sound stage with bands, yard games in the street like cornhole, and vendors. Saturday October 4th was identified as the best date for the event as it would account for the unlikely event the streetscape project is delayed and far enough away from the start of school.

There are risks associated with holding an outdoor event. The most obvious risk is weather. Scheduling bands, vendors, food trucks and equipment rental such as a stage and portable toilets incur cost regardless of the weather. An event of this scope takes a lot of effort to prepare for. Recruitment of vendors, bands and sound engineers, food trucks, reserving the stage, recruiting sponsors and promoting the event would need to begin now. Further, because the event requires road closures and early communication with the neighborhood, businesses, and schools will be very important. While successful events learn and improve over time, the first impression we make for major downtown events is very important.

I have included a draft budget for the event of around \$12,000. All the costs are estimates I have gathered from other Madison Heights events, Oakland County Recreation and local vendors. The biggest unknown right now is food trucks. With a new event, we don't have a way of clearly demonstrating attendance, so many food truck vendors may charge a minimum fee. To be successful the DDA board would need to make the decision to host this event ASAP, or to plan something for next Spring.

Staff Recommended Action:

A decision to hold this event needs to be made at this meeting to allow for enough time to plan the event. If the DDA board wants to move forward staff requests a budget of \$15,000 to cover event costs and to account for unforeseen additional costs. This will require an amendment to the DDA budget. It is recommended that \$15,000 is transferred from "Improvements" 248-863-987-0000 to "Events" 248-863-817-0000.

1. Draft Event Budget

11 Mile Streetscape Block Party October 4th (Around 300 Guests; 6-hour event)			
Revenue	Quan- tity	Unit \$	Total
DDA Budget Events Budget	1	\$500.00	\$500.00
Vendor Fees	40	\$35.00	\$1,400.00
Banners & Other Potential Sponsorships	?		
Grand Total			\$1,900.00

Expenses			
Stage	1	\$550.00	\$550.00
Food Trucks (Minimums)	4	\$1,000.00	\$4,000.00
Audio/Sound Equipment & Engineer (1 engineer & 1 assistant)	1		\$1,600.00
Bands/Live Music	5	\$500.00	\$2,500.00
Labor- DPS, PD FD			
Trash Bins- DPS?			\$0.00
Portable Toilets	5	\$165.00	\$825.00
ADA Compliant Portable Toilet	1	\$235.00	\$235.00
Portable Sink (double sided)	2	\$145.00	\$290.00
Electricity/Generator or a Drop			\$0.00
GO! Games (Cornhole, mini curling, Jumbo Yard Games, Battleship, Quad-shot basketball) per hour	2	\$400.00	\$800.00
Face Painting & Balloon Art (Est. 4 Hours)	4	\$120.00	\$480.00
Advertising & Decorations			\$500.00
Grand Total			\$11,780.00

2. Draft Event Itinerary

- Date/Time October 4th 12-6pm
- 8-11AM Set-up (PA system, stage, roadblocks, vendors, food trucks, yard games, face painting/balloons other attractions ready)
- Welcome Message from Mayor 12pm
- Bands have 45 min sets with 15min breaks in between.
- Event "Last call" around 5:30-6pm
- PA system, stage, roadblocks, vendors, food trucks, yard games, face painting/balloons broken down and out of roadway. Roadblocks removed and roadway cleared.