

Downtown Development Authority of City of Madison Heights

Memorandum

Date: November 19, 2024

To: Downtown Development Authority Board Members

From: Giles Tucker, Community Development Director

Subject: MHHP & MHDDA Marketing & Promotional Agreement Renewal 2024-25

Staff Recommendations

In August 2023, the MHDDA renewed the MHHP Agreement for Services to DDA for marketing and promotional activities, with an expiration date of September 30th, 2024. In exchange for these services the MHDDA makes quarterly payments to the MHHP Chamber of \$2,500 for annual total of \$10,000. Over the past calendar year, the Chamber of Commerce has aided our Promotions Committee, held promotional events and have help our downtown grow by promoting our DDA programs, and encouraging new businesses to relocate to downtown Madison Heights.

I have included a revised agreement renewing this Agreement with the MHHP Chamber along with a summary of the activities that the Chamber has performed that have impacted the DDA and our downtown business community, for review and consideration. Staff recommends that the DDA board authorize the DDA Chairman to sign the included "Agreement for Services Between DDA of Madison Heights and Madison Heights/Hazel Park Chamber of Commerce" to continue these services for another year for a total of \$10,000 paid quarterly.