

Downtown Development Authority of City of Madison Heights

Memorandum

Date: December 27, 2022

To: DDA Board/ Design Committee

From: Giles Tucker, Community Development Director

Subject: **Promotions Committee Special Events Planning**

Special Events

There has been a renewed interest in special events in the downtown expressed from DDA board members. Most recently the DDA was involved in a Small Business Saturday vendor event. In hindsight, the short notice of the DDA's potential involvement and the timing of the event during Small Business Saturday limited our involvement and impact on the event. Further, it made it clear that the DDA board and the Promotions committee needs more time to prepare for and to promote DDA events.

Last year, the DDA asked downtown businesses to share with us any St. Patrick's Day specials they were planning on and we in turn attempted to promote these specials on social media. If we are to build onto what we did last year to promote businesses in enough time, the DDA would need a clear plan approved by our February 14th meeting.

Fire Station # 2 is currently under redevelopment and is expected to be completed sometime in the late spring early summer of 2023. In the past, the DDA would jointly host an open house that was geared towards hosting families. Some discussion has been had with holding some sort of event after the completion of the renovations.

Finally, moving forward the promotions committee should also start thinking about what if any, small business Saturday or other new events they intend to include this year and begin to develop an event calendar.

Staff Recommended Action:

Staff recommends that the DDA board ask the Promotions Committee to research and return to the DDA board with recommendations for special events including proposed event outlines and budgets for St. Patrick's Day and a Fire Station #2 Open House event at our February 14th meeting.