

Memorandum

Date: March 11, 2010
To: Members of the Main Street Monroe/Downtown Development Authority
From: Andrea Jones, Main Street Manager
Re: Video Marketing Campaign

The Promotion Committee has been discussing the concept of a Video Marketing Campaign since late last year. Fraley Productions was sent to the River Raisin Halloween Festival and Downtown Monroe Holiday Kick-Off Weekend as part of that campaign and the MSM/DDA approved expenditures for that at the February Board meeting. The Promotion Committee would like to move forward with selecting a videographer to develop this campaign taking direction from the Promotion Committee on topics for the videos. Video topic ideas include: events, renovations, residential, business features, downtown history, etc. These videos could be used in several different ways including being posted on our website, YouTube, MPACT, television networks, etc., distributed on disk to targeted areas, and other ways still being determined. The Promotion Committee had information presented by two videographers (Fraley Productions and TK Productions) and recommends entering into a contract with TK Productions through June 2011. Through discussions that I have had with TK Productions, the parameters of the contract can reflect our specifications and each three minute video would cost \$700.00. Once the Promotion Committee receives permission from the Board, they can develop a budget and determine how many videos will be able to be produced in the coming fiscal year. **I recommend allowing the Promotion Committee to move forward with developing a contract with TK Productions and budget for the video marketing campaign, with both items coming back before the Board for final approval once developed.**

Thank you.