

Pursuant to Section 910 (1) of Public Act 57 of 2018, the Downtown Development Authority shall publish to its website, “(g) A listing of current contracts with a description of those contracts and other documents related to management of the authority and services provided to the authority.”

Listed here are the contracts approved by the Royal Oak DDA for activities in the 2024-2025 Fiscal Year occurring July 1, 2024 through June 30, 2025.

ADVERTISING				
	Start	End	Expense	Description
Ahptic	May 1, 2025	**	\$39,310.00	Commercial Video production for four commercials capturing the downtown area.
City Lifestyle	May 1, 2025	June 30, 2025	\$3,000.00	Founding placement for 1-page print ad promoting downtown. Limited two publication agreement.
Effectv / Comcast	July 1, 2024	June 30, 2025	\$120,000.00	Monthly broadcast advertising placements promoting downtown.
HOUR Media	July 1, 2024	June 30, 2025	\$23,590.00	Print advertising placements promoting downtown within HOUR Magazine and HOUR Guest Guide. Digital placements in DBusiness promoting downtown.
iHeart Media	July 1, 2024	June 30, 2025	\$60,000.00	Radio broadcast and podcast advertising placements promoting downtown.
OUTFRONT Media	July 1, 2024	June 30, 2025	\$40,000.00	Vinyl billboard and digital bulletin placements promoting downtown. Digital ads promoting downtown.

** indicates until final deliverables are received by the DDA.

BUSINESS DEVELOPMENT				
	Start	End	Expense	Description
Placer Labs +FRANdata +Contacts	April 26, 2024	April 26, 2025		Access to foot traffic data software with market segmentation and chain recruitment tools.
Placer Labs	April 26, 2025	April 26, 2026	\$28,350.00	Access to foot traffic data software with market segmentation tools.
Yiftee	June 23, 2020	*	Varies	Agreement to terms for operating community gift card program. Fees set in agreement, actual totals vary by campaign and cards purchased.

**indicates contract continues until terminated.*

GRANTS				
	Start	End	Income	Description
Main Street Oakland County Placemaking and Public Spaces Program	November 27, 2024	September 30, 2026	\$311,761.51	Agreement for use of grant funds towards the construction of the Fifth Street Plaza project.

SPONSORSHIP - EVENTS				
	Start	End	Expense	Description
Jonathan Witz & Associates	October 18, 2023	December 31, 2027	\$150,000.00	Arts, Beats, and Eats event for three annual sponsorships for the event from 2025 – 2027.
	November 20, 2023	July 6, 2025	\$85,000.00	Taco Fest event for two annual sponsorships for the event from 2024 - 2025.
	July 24, 2023	February 4, 2025	\$100,000.00	Winter Blast event for two annual sponsorships for the event from 2024 – 2025.
	August 21, 2024	December 31, 2024	\$87,500.00	Royal Oak Holidays event sponsorship for one year including Centennial Commons tree lighting, scavenger hunt, market huts, and further activations.
Royal Oak Chamber of Commerce	April 19, 2023	October 31, 2025	\$20,000.00	Royal Oak Spooktacular event sponsorship for three annual sponsorship for the event from 2023 – 2025.
	November 8, 2023	August 31, 2025	\$88,000.00	Summer Concert Series event series for six events each summer, two sponsorships for the years 2024-2025.
	March 10, 2023	June 30, 2025	\$100,000.00	Royal Oak Live! event sponsorship for three annual sponsorships for the event from 2023 – 2025.
Royal Oak Restaurant Association		June 30, 2026	\$30,000.00	Sponsorship for Beer Stroll 2025, Wine Stroll 2026, and Royal Oak Restaurant Week 2026.
		June 30, 2025	\$30,000.00	Sponsorship for Beer Stroll 2024, Wine Stroll 2025, and Royal Oak Restaurant Week 2025
Pride Royal Oak	March 8, 2024	July 26, 2025	\$50,000.00	Sponsorship for Pride Royal Oak event from 2024-2025. Amended to reduce sponsorship in year two.

Additional sponsorships that do not hold contractual agreements can be found in the DDA's annual report.

MAINTENANCE AND IMPROVEMENTS				
	Start	End	Expense	Description
English Gardens	February 19, 2025	February 14, 2026	\$278,549.05	Purchase and installation of annual holiday lights to enhance downtown.
Fleis & Vandenbrink	January 3, 2023	**	\$139,733.10	Design services for Fifth Street improvements and conversion to pedestrian plaza.
OHM Advisor				
Rose Pest Solutions	October 30, 2012	*	\$2,304.00	Monthly pest solutions.
Worry Free	October 19, 2022	March 29, 2026	\$496,654 (Year 1-2) \$509,398 (Year 3)	Maintenance, landscaping, and cleaning of downtown.
Justin Wentland AKA "Amadeus Roy"		Completed		Mural artist for Painting Downtown Program. Mural install at 204 W. Fourth.
Sean Graham		Completed		Mural artist for Painting Downtown Program. Mural install at 124 W. Fourth.
Tori Kurtholz		**		Mural artist for Painting Downtown Program. Mural install at 110 E. Second.

*indicates contract continues until terminated.

** indicates until final deliverables are received by the DDA.

REIMBURSEMENTS				
	Start	End	Expense	Description
Trailhead RO, LLC	July 15, 2015	November 7, 2028	\$370,000.00	Reimbursement agreement to provide financial support in return for property development. Term is \$3,000,000 reimbursed or 10 years whichever occurs first.
The Hazelton LLC	TBD	TBD	TBD	Start, end, and annual expense are to be determined once development is completed.