



DATE: December 1, 2014

TO: Brian M. Kischnick, City Manager

FROM: Sehrish Salah-Ud-Din, Assistant to the City Manager
Andrew Opalewski, Marketing Coordinator

SUBJECT: 15 for Fifteen (Presented by: Sehrish Salah-Ud-Din, Assistant to the City Manager and Andrew Opalewski, Marketing Coordinator)

History

The Maple/Livernois corner in Troy is an evolving focus area for 2015. MJR Digital Cinema on 100 East Maple Road became a catalyst for the 15 for Fifteen promotion. The corner that once had the old vacant Kmart site has now been invigorated with new construction. 15 for Fifteen brings old and new businesses together through a unique blend of individual independent stories that give cities and people meaning in life. 15 businesses on Maple Road were selected to tell their story in 2015. These businesses represent different demographics of Troy and each have a unique story to tell. 2015 is a great year to do this project because Troy will be celebrating its 60th birthday in 2015 and we want to highlight some of Troy's successes.

The Troy Master Plan which was adopted in October 2008 encompasses four sub-areas including: North Troy, Big Beaver, Rochester Road and Maple Road. Maple Road is a sub area focus and therefore 15 for Fifteen ties into our Master Plan. 15 for Fifteen humanizes the master plan and helps to tell the story of what our businesses in Troy bring and offer to the community.

15 for Fifteen consists of 15 short 2-3 minute videos telling the story of each business from key stakeholders. The video will include the interview, b-roll of the business, and pictures which help to tell the story. We plan on launching our first video in the last week of January. We will continue launching videos one per week for 15 weeks via 15forfifteen.com.

We plan on utilizing multiple media promotional tools as well as various publications to promote 15 for Fifteen. Additionally, we will be hosting an invite only premiere event prior to the launch of the first video in the second week of January. At the launching event, we plan on giving business appreciation/recognition plaques or some sort of token of appreciation from 15 for Fifteen that each business can display at their location.

Recommendation

We propose the following schedule for the launch of each video. The 15 contributors for 15 for Fifteen include:

MJR
Suburban Collection
Media Genesis
Troy Gymnastics
Red Wagon Wine Shoppe
Maple/Livernois Shopping Plaza
Priya Restaurant
Renee's Pizza
United Shore Financial
Troy Auto Glass
Bon Terra Salon
Copeland- Gibson
Transit Center
Judy Frankel Antiques
Maple Leaf Restaurant

We are excited to collaborate and learn from these businesses and eager for the launch in January to share the diversity of Troy with everyone. Please visit 15forfifteen.com for more details. The website is accessible and content is being added as we progress with this project.