

## Art in Douglas 2024

### Facebook Boosts

\*these would be done 1 week prior to each event.

\*boosted from the Art in Douglas FB page.

(11 businesses involved. 833 likes. 913 followers)

\$100 per ~ \$400 in total

### The Commerical Record

\*1/8" page ad run per event.

\*more often than not Scott Sullivan also runs a press release with a pic promoting Art in Douglas.

\$73.50 per ~ \$294.00 in total

### Urban Street

\*1/4 page ad.

\$485.00 per ~ \$970 total

\* this price could be greatly reduced if AiD ran 5x with the Saugatuck/Douglas co-op block. That cost would be \$205.00 per issue.

\*Urban Street also sends out a photographer to shoot items at advertising locations and then places these items with info and prices in the "Fab Finds" section.

### What's Happening

\*4 month period

\*\$255 in total

### Rack Card

Company used: Got Print

\*14pt Color Both Sides. High Gloss UV Coating

\*2500 to be ordered (could be more) \$203.37 total

\*finished rack card design can be found on the AiD FB page.

### Music

At present, we have a routing Jazz trio lined up for each event. They could move from corner to corner, making their presence known throughout downtown Douglas for a few hours (2-3). I've been given a discounted rate from \$375 to \$300 per event.

\*\$1200 in total

At present Art in Douglas has 11 downtown Douglas businesses partnering in 2024 to make this continued event series a success (go to the FB page to see the list). AiD has been the only event series in Douglas to run year in and year out since 2017. In 2024 AiD has been tweaked to include any business in the DDA district outside of just galleries to be partners. Partners are asked to participate in AiD needs (elbow grease) and financially. As a way to

open up AiD in 2024, was to think of each business having the ability to highlight the “Art of...”. The Art of can mean anything really.

The Art of a Craft Cocktail.

The Art of the Vintage Find.

The Art of the Farm to Table Pizza.

~~~you get the idea.

John Thomas has also agreed to collect data from each partnering business at the conclusion of AiD 2024. What is asked of each business could be tweaked or added to, but we want to know if overall business attendance went up because of AiD, if sales went up, if new guests were visiting Douglas, and the like. The DDA could weigh in on other specific data requests.

Is Douglas a more Artsy destination than Saugatuck? We believe it is. Art in Douglas has the ability for ALL downtown Douglas businesses to be involved and partner. This could be THE THING that helps businesses more than any other to get new bodies into our downtown. And, as a reminder, this events series is a series. It happens more than once during the season. So, businesses have many opportunities to capitalize on the marketing success of this initiative even if a client/guest isn't able to make it to a single event.

We can work collectively to make this happen. We want more than anything to see each business succeed and grow and buy fancy islands in the Caribbean.

~~~ Michael Burmeister, April 2024

**Douglas DOWNTOWN DEVELOPMENT AUTHORITY**  
**APPLICATION COMMUNITY EVENTS FUNDING PROGRAM**

*Please Review Attached Guidelines*

**ORGANIZATION REQUEST FOR DDA FUNDS**

Please review the attached Community Event Funding Program Guidelines. Reply to each section completely; *additional sheets may be attached*

**Submit complete application** to the DDA office, City Hall, 86 W Center St, Douglas MI 49406

Submission Date: 4-18-24  
Name of Organization: BUTTON GALLERY  
Address: 33 CENTER STREET  
Contact Name: MICHAEL BURMEISTER  
Phone Number: 616-298-0999 CELL  
269-857-2175 GALLERY PHONE #

**I ORGANIZATION MISSION OR PURPOSE**

Date received \_\_\_\_\_ Meeting review date \_\_\_\_\_ Recommendation: \_\_\_\_\_

**II DDA FUNDING HISTORY**

- A. Is this the first time you've applied for DDA funding for this event? Y ☐ N ☒  
B. If yes, how many times have you applied previously? SINCE 2017 - THANK YOU!  
C. Is this a recurring event? YES, SINCE 2017.

NOTE: Organizations which received DDA event funding previously, must make a final written report on the event including how DDA funds were used prior to consideration of a new application.

**III EVENT DESCRIPTION**

THIS WILL BE TAKEN CARE OF BY  
JOHN THOMAS OF "NOW AND THEN."

Event Name ART IN DOUGLAS

Event Date(s) SECOND SATURDAYS = JUNE - SEPTEMBER = 11-5PM.

Location Click DOWNTOWN DOUGLAS, CENTER STREET.

Event Description/Activities Planned:

SEE ATTACHED STATEMENT.  
ALSO, THE ART IN DOUGLAS  
FACEBOOK PAGE HAS ADDITIONAL  
STATEMENTS.

#### IV DOWNTOWN BENEFIT

A. How the proposed activity will benefit Douglas's Downtown and Local Businesses:

THIS YEAR AND GOING FORWARD IS A TWEAK TO ART IN DOUGLAS. ALL BUSINESSES HAVE THE ABILITY TO BE INVOLVED. (AGAIN, SEE ATTACHED)

B. List Local Businesses involved, include How Businesses are participating in the event.

OX BOW HOUSE, MR. MILLER'S ART EMPORIUM, BUTTER GALLERY, WATER STREET GALLERY, KM NEVENS DESIGN, RESPIRE COFFEE, NOW & THEN, LAKE SHORE PET BOUT., SAUGATUCK/DOUGLAS HISTORY CENTER, BACK ALLEY PIZZA, PROMOTION and PUBLICITY CENTRAL 21

A. How many participants expected: 200-300+. (COULD BE MORE!) FOR EVENT.

B. Participant demographics (ages, special interests, where coming from, etc.):

OUR HOPE IS TO STRENGTHEN THE LOYAL CLIENTS EACH BUSINESS HAS, BUT ALSO TO BRING IN NEW AND DIFFERENT FOLKS TO SEE DOUGLAS AS AN "ARTSY" DESTINATION. 40+ ART THOUGHTFUL EVENTS

C. List your methods to advertise and promote the event, plus Downtown and Local Businesses:

ART IN DOUGLAS FACEBOOK PAGE. (AND BOOSTED) THE COMMERCIAL RECORD. URBAN STREET. EVENTS

WHAT'S HAPPENING. HOLLAND SENTINEL

VI BUDGET Note: Please attach an Itemized Budget for the Event to Your Application.

Budget Summary: SEE ATTACHED.

**TOTAL COST:**

**City of Douglas EVENT APPROVAL**

Have you submitted a Special Event Application to the City of Douglas for approval? Y ☐ N ☐

Has your Special Event Application to the City been approved by Douglas City Council? Y ☐ N ☐