

DDA ACTION

Approved _____

Denied _____

Date _____

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATIONName: JAMES B. SULLIVANName of Organization(s): THE ROTARY CLUB OF SAUGATUCK - DOUGLASAddress: P.O. Box 211 DOUGLAS, MI 49406Phone: 616-207-4047 Email: theloyaltycoach@gmail.comHow many years have you been in the Douglas Downtown Development Authority District? 12**EVENT INFORMATION** (use additional sheets if needed)Event Name: VENETIAN FEST 2024Event Date(s): 7/26 & 27/2024 Event Start & End Hours: FRI 5-11 pm SAT 1-11 pmEvent Location: LAKE KALAMAZOO, RIVER AND HARBOR BASIN

Describe your event in detail and how it will benefit the DDA District.

VENETIAN FEST IS A PERENNIAL SUMMER EVENT EACH JULY.IN 2023, THE ROTARY CLUB WAS ASKED TO TAKE ON THE ORGANIZATION
OF THE EVENT. IT IS AN ANTICIPATED CELEBRATION FOR TOWNSFOLK AND VISITORS.Anticipated Number of Attendees: 4000-5000 over the two days *Attendees Demographics (ages, special interests, where are they coming from, etc.) FRIDAY NIGHT -3500 EXPECTED FOR THE DANCE PARTY IN COGHLIN PARK. DEMOS & AGES35-55, FANS OF THE BAND "STARFARM." SATURDAY - FAMILIES OF ALL AGES FOR
ILLUMINATED BOAT PARADE AND FIREWORKS. *Estimated Number of Volunteers: 60+Estimated Date/Time for Set-Up: FRI 9 AM Estimated Date/Time for Clean-Up: SUN 1 PM

* PLEASE SEE ATTACHED DETAILS ON THE VARIOUS QUESTIONS ASKED.

List the local businesses involved and include how businesses are participating in the event: WE PLAN

TO ASK ALL LOCAL BUSINESSES TO SUPPORT THE FESTIVAL, HOPING
TO APPEAL DIRECTLY TO ALL HARBOR- AND RIVER-RELATED COMPANIES AND
ESTABLISHMENTS TO BECOME FINANCIAL SPONSORS. (SEE ATTACHED DETAILS). *

List your methods to advertise and promote the event as well as downtown and local businesses: WE

EMPLOY A BROAD RANGE OF MARKETING RESEARCH AND
PROMOTIONAL TACTICS. (SEE ATTACHED DETAILS). *

Funding amount requested: \$5,000 (Include an itemized budget for the total costs of the event)

DDA FUNDING HISTORY

1. Is this the first time you have applied for DDA funding for an event? Yes ☒ No ☐
2. If yes, how many times have you applied previously? _____
3. Is this a reoccurring event? Yes ☒ No ☐

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.

Have you submitted a Special Event Application to City Council for approval? Yes ☐ No ☒ NOT YET
If yes, was it approved? Yes ☐ No ☐ WE ARE IN PROCESS ON THE PERMIT APPLICATION

James B. Sullivan
Signature of Applicant

16 APR 2024
Date

ALL DECISIONS CONCERNING THE COMMUNITY EVENTS FUNDING PROGRAM APPLICATION PROCESS, INCLUDING ELIGIBILITY AND/OR CONTAINING ELIGIBILITY FOR FUNDING, ARE WITHIN THE SOLE DISCRETION OF THE DDA BOARD AND ARE FINAL.

Please return application and supporting documentation to:

City of Douglas
Downtown Development Authority
86 West Center, PO Box 757
Douglas, Michigan 49406

**COMPLETE THIS APPLICATION IN ITS ENTIRETY; INCOMPLETE APPLICATIONS WILL NOT BE REVIEWED.
PLEASE RETAIN A COPY OF THIS ENTIRE APPLICATION FOR YOUR RECORDS.**

Douglas DDA 2024 Sponsorship Application: APPENDIX

1. Description of the event and its benefits for the DDA District.

Saugatuck's Venetian Festival is a decades-long summer tradition. In January 2023, the Rotary Club was asked by the City of Saugatuck to take responsibility for the continuation of the event when the prior implementation organization resigned the duties. We accepted and, despite short time frames, pulled off a relatively successful weekend. This year, we hope to address some of the issues we received community feedback about regarding our implementation in 2023. Notably, we are working hard to revive the illuminated boat parade and to raise the funding to "Bring Back the Bang" and restore the grand finale of fireworks over Lake Kalamazoo.

Because the Rotary Club took over the festival's implementation and management in 2023, we can report that we had approximately 3500 people attend the Friday night Party in the Park despite a threatening weather forecast. Anecdotally, that was roughly in line with the crowd estimates from 2022 and significantly better than those in 2021. This year, we aim to attract 4000 people on Friday to that event, and about the same number the following day. We expect the towns to be full and visitors to frequent the shops, pubs, and restaurants from Friday afternoon to Sunday morning.

The event is organized by an all-volunteer, 100% unpaid 501(c)(3) non-profit. All proceeds net of costs, if any, will go to fund projects that aid the environmental health and public enjoyment of the local waterways.

2. Attendee Demographics (age, special interests, where are they coming from)?

We are targeting a younger crowd of outside visitors for the kick-off Party in the Park on Friday night of the event (adults aged 35-55) and will devote Saturday to a broader demographic of families. The band "Starfarm" has a broad appeal in Michigan and we expect at least half the crowd on Friday to be out-of-towners (Holland, Grand Rapids). We will continue the tradition of the Dinghy Poker Run from Coghlin Park for Saturday. Then we aim for a crowd-pleasing finale with a large flotilla of lighted boats and a spectacular fireworks display that will keep people coming back every year.

3. List the local businesses involved and include how businesses are participating in the event

We offer all local businesses opportunities to become sponsors at different levels of Venetian Fest. We have a dedicated sales staff that will call on all DDA businesses by July 1. For example, last year, three Douglas businesses, Lake Vista Super Value, RB Marine, and JARS Cannabis were our three "Fleet Level" sponsors at \$5,000 each. We provided them a range of advertising and promotional benefits, including prominent logo position on all media and social media ads, street and stage banners, mention in unpaid media and PR stories, and prominent position on a two-page advertising spread in the Commercial Record. In addition, we provide them 15 free admissions and drink tokens to use as employee incentives or business partner recognition. Please see the attached sponsor participation sheet for this year's sponsorship opportunities.

4. List marketing and promotion methods for the event and local businesses

The feedback received in 2023 in a customized community survey we conducted immediately after the event indicated that guests who had come to town for the weekend, and locals especially, were as disappointed as we were by the poor participation in the boat parade and by the lackluster laser light display arranged for the finale. Our 2024 marketing plans 1.) aim to arrest any decline in bookings for that weekend by restoring the traditional fireworks finale, and advertising heavily throughout this spring and summer that we're "Bringing Back the Bang!" for concluding the weekend; 2.) Our longer-term plans are to increase the attractions throughout the weekend so that the Venetian Festival remains the familiar but improved celebration of summer locals have come to expect and becomes an even bigger draw of tourists.

We utilize a combination of paid and unpaid (PR-related) media. Specifically, we

- Feature Venetian weekend on all locally produced tourist-related calendars, websites, brochures, and magazines;
- Create two major media releases, one in May and the other mid-July, to encourage print and broadcast outlets to feature the story;
- Manage a dedicated Venetian Fest website (saugatuckvenetianfest.com) to post useful information, process advance ticket sales, feature events within the festival, and spotlight the band for the Tent Party on Friday night;
- Maintain active social media presence on TikTok, Instagram, and Facebook from which to engage with past year's participants, spread the news of the weekend to community sites across West Michigan, Northern Indiana, and Chicagoland;
- Produce local posters, banners, and signage to alert everyone to the dates of the festival and feature top sponsors.

We have increased our 2024 Marketing budget to \$5000, a major cost item listed in the overall expense budget below:

Description of Expenditures	Allocated Expenses		
	DDA Request	Other Expenses	Total Expenses
Fireworks and barge rental	\$5,000	\$10,000	\$15,000
Marketing, Social Media, Signage, and Advertising		\$ 5,000	\$ 5000
Staging, lighting, cost of entertainment		\$ 25,000	\$25,000
Tent and equipment rentals		\$25,000	\$25,000
Cost of beverages, souvenir cups, apparel		\$40,000	\$40,000
Volunteer Apparel/Misc.		\$2000	\$ 2000
Total Budget	\$ 5000	\$ 107,000	\$ 112,000

Saugatuck Venetian Festival 2024 Sponsorship Form

The Venetian Festival has been a mid-summer mainstay in Saugatuck for decades. Its most recent iteration involves multiple events typically held over two days scheduled the last weekend in July. Friday night of the event has featured a band concert and cash bar. Saturday's waterborne activities include a traveling "Dinghy Poker" match with prizes awarded for best poker hands collected by small boats at various stops on Lake Kalamazoo, culminating that evening with an illuminated large-boat parade along the river, before rounding out Saturday evening with a firework display over Lake Kalamazoo.

This year's Saugatuck Venetian Festival is scheduled for Friday, July 26 & Saturday July 27. Your support and generosity will ensure that we can provide the quality events that locals and visitors have come to expect. Please consider a donation to the **Rotary Club of Saugatuck-Douglas (RCSD)** to help defray the cost of the various Venetian festival activities including the Friday evening concert (featuring Star Farm), the Dinghy Poker Run, Boat Parade, and Fireworks. RCSD is a 501(c)(3) charitable organization.

To ensure inclusion in printed marketing materials, webpage and social media, please make your contribution before **June 16, 2024**.

Fleet Level (\$5,000+) - includes 15 tickets for entry and 15 drink tickets for the Venetian Tent Party, 1 fence sign, prominent placement on all street banners and stage banners, frequent social media spotlights, premier website placement and newspaper mention. Early entry to Friday evening event as well as a dedicated Sponsor entry line and beverage line.

Admiral Level (\$3,500+) - includes 12 tickets for entry and 12 drink tickets for the Venetian Tent Party, 1 fence sign, prominent event website placement and newspaper mention, social media spotlight and several social media mentions. Early entry to Friday evening event as well as a dedicated Sponsor entry line and beverage line.

Captain Level (\$2000+) – includes 10 tickets for entry and 10 drink tickets for the Venetian Tent Party, 1 fence banner, event website placement and newspaper mention, social media spotlight and several social media mentions. Early entry to Friday evening event as well as a dedicated Sponsor entry line and beverage line.

Commander Level (\$1000+) – includes 6 tickets for entry and 6 drink tickets for the Venetian Tent Party, event website placement and newspaper mention, social media spotlight. A dedicated sponsor line for entry and beverages.

Crew Level (\$500+)—includes 4 tickets for entry and 4 drink tickets for the Venetian Tent Party, event website placement and newspaper mention. A dedicated sponsor line for entry and beverages.

Company/Business

Name: _____

Contact person(s): _____

Address: _____

City, State & Zip Code: _____

Phone: _____

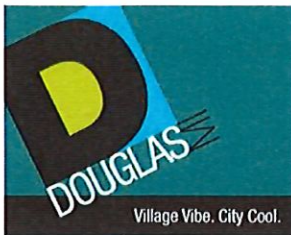
Email address: _____

Signature _____

Date: _____

Please return completed form along with payment to P.O. Box 211, Douglas, MI 49406. Payment can be made out to the Rotary Club of Saugatuck-Douglas. Please write VENETIAN in the memo line.

Thank you for your support! The Rotary Club is a Douglas-based 501c(3) charitable organization.



DOUGLAS DOWNTOWN DEVELOPMENT AUTHORITY

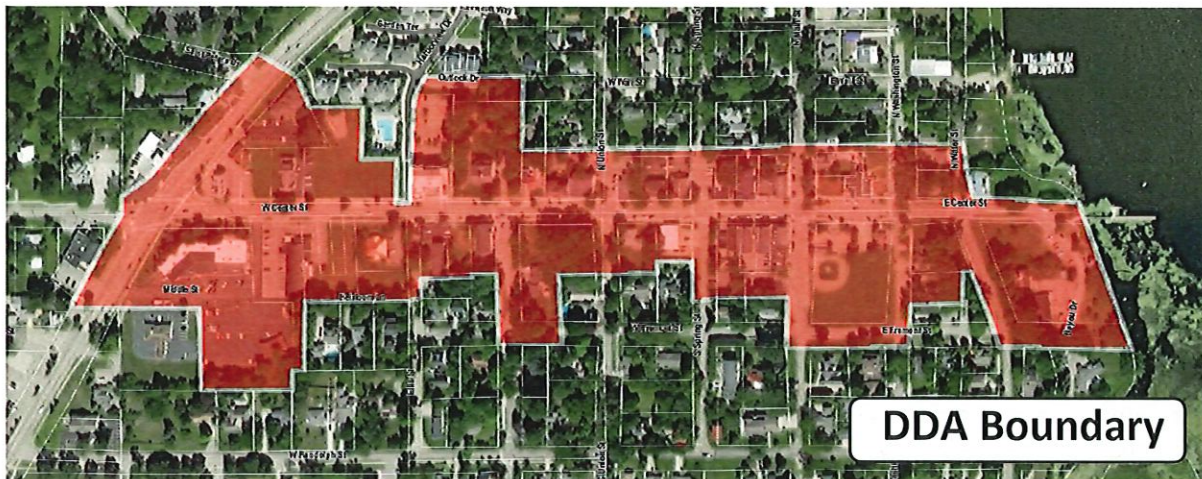
Community Events Grant Program Guideline

PROGRAM GUIDELINES

The City of Douglas Downtown Development Authority (DDA) was originally created in 1997 to reverse the pattern of deterioration in the downtown area and to plan for and implement certain public improvements considered necessary for future economic growth. The goals of the DDA are detailed in its Development Plan, adopted in 2006. The DDA intends to support qualified downtown events with funding to promote the downtown district and increase foot traffic.

The DDA is seeking a partner relationship with event presenters to help promote Douglas's Downtown District. Local organizations planning to present a public event(s) in downtown Douglas may submit an application for funding in accordance with the guidelines described below.

Funding recommendations are reviewed at the end of each quarter.



The maximum amount awarded to a local organization under the program is \$5,000. Events will be funded only to the extent that funding is available.

REQUIREMENTS

- The event must include participation of local downtown businesses.
- The event presenter(s) must market the event as well as promote the DDA.
- The event must be open to the public.

Note: Preference will be given to events which attract a diversity of participation

CONDITIONS OF ELIGIBILITY

- Event presenter(s) must receive City Council approval with a Special Events Application prior to