



DDA ACTION	
Approved	_____
Denied	_____
Date	_____

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATION

Name: April Gundy

Name of Organization(s): Saugatuck Douglas CVB

Address: 95 Blue Star Hwy Douglas MI

Phone: 231-878-8566 Email: eventssaugatuckdouglas@gmail.com

How many years have you been in the Douglas Downtown Development Authority District? 20

EVENT INFORMATION (use additional sheets if needed)

Event Name: Beats On Beery

Event Date(s): June 28 Event Start & End Hours: 4:30 pm - 9:00 pm

Event Location: Beery Field

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

Music on Beery Field, is a free family friendly event. This event will feature live music, yard games for all ages, and promotions and mentions of all downtown businesses that choose to support & participate.

Anticipated Number of Attendees: 200

Attendees Demographics (ages, special interests, where are the coming from, etc.) _____

locals and tourists of all ages. We will be promoting this event as something fun for everyone, all welcome.

Estimated Number of Volunteers: 10

Estimated Date/Time for Set-Up: 6/28 9:00 am Estimated Date/Time for Clean-Up: 6/28 9:30 pm

List the local businesses involved and include how businesses are participating in the event: _____
Local businesses that have agreed to sponsorship are Borrowed Time, State Farm, Lakeshore Pet Boutique,
businesses that sponsor will get multiple print and day of mentions. All businesses that are open during event time
and wish to be listed on our DAY OF BEATS ON BEERY flier will be included.

List your methods to advertise and promote the event as well as downtown and local businesses: _____
Social Media post, as well as Facebook event are all ready circulating and will continue . Banners, fliers and a
newspaper add will also be used.

Funding amount requested: \$750.00 (Include an itemized budget for the total costs of the event)
\$600.00 is the price of 1 band performing, and \$150.00 for marketing signs/banners

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 ☐
If yes, was it approved? Yes ☒ No ☐


Signature of Applicant

4/12/2024

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.**