

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 Area Convention + Visitors Bureau
Address: 95 Blue Star Hwy PO Box 28 Saugatuck MI 49453
Phone: 231-878-8544 Email: eventssaugatuckdouglas@gmail.com
How many years have you been in the Douglas Downtown Development Authority District? _____

EVENT INFORMATION (use additional sheets if needed)

Event Name: Beats ON Beery
Event Date(s): 6/26, 7/31, 8/28 Event Start & End Hours: 6:00-8:00 PM
Event Location: Beery Field

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

The CVB has scheduled 3 BeatsOnBeery events with live music, Family Friendly activities for all ages.

Anticipated Number of Attendees: 150-250

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

Locals + tourists will have fun + enjoy live music, Face painting, balloon twisting, local social district drinks, Food + Shopping

Estimated Number of Volunteers: 4

Estimated Date/Time for Set-Up: 3:00 PM day off Estimated Date/Time for Clean-Up: 8:00 AM next day for Taylor rental.

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

We hope all local business will be involved by supporting + sharing the event. We hope all attendees enjoy Food, drinks + shopping in Downtown Douglas.

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

Social media, CVB website, banners, street signs and fliers.

Funding amount requested: 900.00 (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? 1
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 ☐

April Gundy
Signature of Applicant

4-25-2025
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 Downtown Development Authority

Grant Application

Please find the grant application for the 3 Beats On Beery events planned for June 26, July 31 and August 28. We are requesting that the DDD support the 3 events by being a Bronze Sponsor at each of the three events. This is a \$900.00 request (\$300.00) per event.

Our event expenses are outlined below:

\$600.00 live music

\$900.00 platform & canopy from Taylor Rental

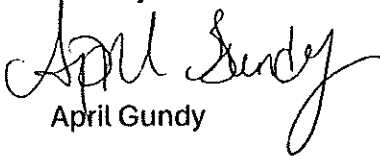
\$150.00 banners / signage.

Event expenses are covered by a \$750.00 Platinum sponsorship and three \$300.00 sponsorships for \$1650.00 budget per event.

The DDD would be the third Bronze Sponsor for each event, covering ½ of the bands \$600.00 payment.

Checks can be made to Saugatuck Douglas CVB and mailed to Saugatuck Douglas CVB PO BOX 28 Saugatuck MI 49453.

Thank you for the time and consideration.

A handwritten signature in black ink, appearing to read "April Gundy", is written over the printed name.

April Gundy

CVB Event Coordinator

231-878-8566

