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## MEMORANDUM

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To: Douglas Downtown Development Authority

From: Rich LaBombard  
City Manager

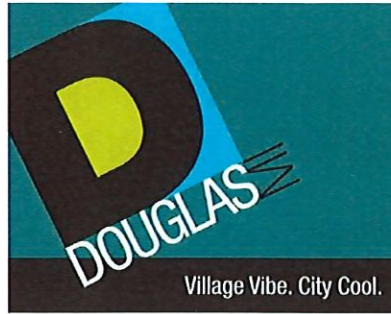
Date: April 26, 2023

RE: Community Events Funding Request – Art in Douglas

The Douglas DDA has received an application for Community Events Funding Request from Art in Douglas. This application requests \$2,528.87 in funding to purchase gallery signs, message boards for signage, music for gallery stroll, and advertising for an event scheduled for June 10<sup>th</sup>. Six galleries are participating in the event.

**Sample Motion: I recommend Douglas DDA approve the Community Events Funding Request for \$2,528.87 for Art in Douglas event scheduled for June 10, 2023.**





## **Douglas Downtown Development Authority COMMUNITY EVENTS FUNDING PROGRAM GUIDELINES**

The DDA is seeking a partner relationship with event presenters to help promote Douglas's Downtown District.

- 1.) Local Organizations planning to present a public event(s) in Downtown Douglas may submit an application for funding in accordance with these Guidelines. The Douglas DDA intends to support qualified downtown events with funding to promote the downtown district and increase foot traffic. Funding recommendations are reviewed at the end of each quarter.
- 2.) To qualify for Douglas DDA funding events **must:**
  - **Include participation of local downtown businesses**
  - **Market the event as well as promote Douglas's Downtown**
  - Be open to the public
  - Preference will be given to events which attract a diversity of participation
- 3.) Community Organizations receiving Douglas DDA funding **must comply with the following:**
  - **DDA monies awarded must be used towards qualifying expenses related to Douglas's Downtown, Local Businesses, and marketing special events. Funds are disbursed as reimbursement after applicant presents itemized receipts.**
  - All necessary insurance and security must be provided by the event.
  - Event organizers must work with City of Douglas City Council/Administration /DPW/Police and Fire on road closures, use of public space and services, and other issues. Event organizations must receive City Council approval for their Special Events Application.
  - Event must use the DDA logo on all materials and to link to the DDA website (if applicable).
  - Event organizer must complete an Application Form and provide contact information.
  - Funds cannot be used for events restricted to private or exclusive participation.
  - Funds cannot be used for fundraisers.
  - Itemized receipts must be presented equaling amount requested
  - Organizations receiving DDA event funding must submit a written final summary on the events and how DDA funds were used prior to consideration of a new application.
  - Funded organizations may be asked to appear and submit their report at a DDA meeting following the event.

**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:

4/20/2023

Name of Organization:

ART IN DOUGLAS

Address:

23 Center

Contact Name:

Marcia Leben (Leben Art Gallery)

Phone Number:

616-212-7994

**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?

once this year

C. Is this a recurring event?

yes

*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**

Event Name

Art In Douglas Gallery Stroll

Event Date(s)

June 10,

Location Click

Event Description/Activities Planned:

6 galleries in Douglas  
participating in a gallery stroll



#### IV DOWNTOWN BENEFIT

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

Increase traffic to Downtown Douglas

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

Leben Art Gallery  
Mixed Media Gallery  
Batten Gallery

Water Street Gallery  
Ox-Bow House  
Mr Miller's Art Emporium

#### V PROMOTION and PUBLICITY

A. How many participants expected:

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

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

See Below

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

Budget Summary:

Gallery Signs, Balance Due 144.67  
5 Message Boards to Hold Gallery Signs 781.20  
Music for June Gallery Stroll ~~\$200.00~~  
Advertising:  
What's Happening Mac Media, June Ad \$150.  
Commercial Record ads for June \$480.  
Urban Street Ads \$773.00

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Total \$2528.87

**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 ☐

## Rich LaBombard

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**From:** Bumbley <marcia@bumbley.com>  
**Sent:** Friday, April 21, 2023 3:46 PM  
**To:** Rich LaBombard  
**Subject:** DDA Funding

Below is the funding request from Art In Douglas for the 2nd Quarter of 2023. The request was turning into city hall April 21 at 1:30pm.

Thank you.

Marcia Leben, 616-2112-7994

### ART IN DOUGLAS

Gallery Signs: Balance Due: \$144.67

5 Message Board to hold Gallery Signs: \$781.20

Music for June Gallery Stroll Event: \$200.00

#### Advertising:

What's Happening Mac Media, June Ad: \$150.

Commercial Record, ads for June: \$480.00

Urban Street Ads: \$773.00

Total Requested: \$2528.87

