

MEMORANDUM

To: Douglas Downtown Development Authority

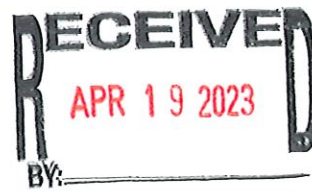
From: Rich LaBombard
City Manager

Date: April 26, 2023

RE: Community Events Funding Request – Community Pride, MI

The Douglas DDA has received an application for Community Events Funding Request from Community Pride MI. This application requests \$10,000 in funding to financially support two events – Pride in the Park Festival and Octoberfest. The Pride in the Park Festival is scheduled for June 1 – 4 and the Octoberfest is scheduled for October 14 and 15, 2023.

Sample Motion: I recommend Douglas DDA approve the Community Events Funding Request for \$10,000 for Community Pride, MI events scheduled for June 1-4, and October 14-15, 2023.



Summary June Pride 2022:

The June Community Pride Festival brought over 2000 people to Douglas and Saugatuck. Beyond our local community, we had attendees from Ann Arbor, Belding Lansing, Grand Ledge, Bay City, Detroit, Jackson and also numerous attendees from Illinois, Ohio, Wisconsin. We even had people from Washington and NY. Members of the committee had the opportunity to speak with some of these visitors who told us that they chose our event over other Pride events. We also discovered that among those in attendance were several members of young Gen Z group 18-24 year olds who had never been to our towns and stayed all 5 days at a local Air BnB rental.

On Saturday, the car parade had 60 festively decorated vehicles who traveled through Saugatuck and then into Douglas. The main event at the field included a comedian, a band, dancing, 20+ vendors, antique cars, and also many volunteers who dished out great food and beverages.

Summary for Oktoberfest 2022:

This was the first Oktoberfest in more than 10 years. The 25 member German band was a tremendous hit and started by participating in the parade with dancers and an alphorn presentation in the middle of town on Center St. The day involved a keg toss with prizes, many attendees in dirndls and lederhosen, polka dancing and instruction, a second band by local rocker Nate Holley, more dancing. Day 2 featured a blues band, dancing, food and beverages. Over the 2 day period we counted more than 1700 attendees from not only local areas but out of state visitors from Illinois, Ohio and Wisconsin.

2023

Community Pride has upped their game for the 2023 season with a professional stage and a National Act for Pride. This should increase the attendance greatly due to the national visibility of the performers along with the additional marketing from Community Pride.

Oktoberfest is already scheduled allowing a longer calendar of visibility so people will be able to plan accordingly to visit our area for the weekend.

The board of Community Pride MI would like to thank you for your past support and hope that we can count on you for 2023.

Sincerely,
Liz Engel

2023



June 1: **Drag Bowling Party** at Alleys Classic American Diner
229 Center St, Douglas 6-9

Team Bowling Event 8 lanes, 5 people each, trophies. Come join the party and cheer on the bowlers, surprise appearances.

Contact Randy Walker 847-209-0631

June 2: **Lecture at the Library** at Saugatuck-Douglas Library
174 Center Street, Douglas 4-6

Book Banning and its impact on the LGBTQ Community.

Free Event

June 3: **Pride Care-A-Van Parade** Saugatuck to Douglas. Line up at Saugatuck High School at 10:30, promenade at 11:15. Free Event

June 3: **Pride in the Park** 12-6 at Beery Field, 8 Center Street, Douglas. All are welcomed. Entertainment: **NAIH Band** at noon followed by main event **Tom Sandoval and The Most Extras**. Also: Vendors, Classic Cars, Food, Beverages, Lawn chairs recommended.
Free Event

June 4: **Closing Ceremonies** Beery Field 12-3
Entertainment: **Random Play**. Food, Beverages, Free Event



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: **4/19/2023**

Name of Organization: **Community Pride MI**

Address: **PO Box 437 Douglas MI 49406**

Contact Name:

Phone Number: **Liz Engel 616-836-7171**

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?

C. Is this a recurring event?

Annual event, applied in 2022 for 2022 and received funding

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 **Pride in the Park (June) Oktoberfest (October)**

Event Date(s) **June 1, 2, 3, 4 October 14, 15 All in Douglas**

Location Click **Beery Field, 8 Center St, Douglas**

Event Description/Activities Planned:

June 1 at Alley's All American Diner and Bowling. Drag Bowling

June 2 at Saugatuck Douglas District Library. Lecture: Book banning

June 3 Care A Van car parade through Saugatuck and Douglas ending at Beery Field

June 3 at Beery Field. Pride in the Park 12-5 Naih Band at noon followed by Tom Sandoval and the Most Extras. Vendors, Classic Cars, Food Beverages

June 4 at Beery Field. Concert with Random Play, Food, Beverages, Closing Ceremonies

October 14 Oktoberfest includes, German Band, Tapping of the Keg, Alphorns, Parade, Keg toss, Food, Beverages 12-5

October 15, Band, party, food, beverages 12-3

IV DOWNTOWN BENEFIT

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

Bringing people from all over the USA into town for many days to eat, drink, shop, sleep during shoulder seasons for our community

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

State Farm, CVB, Alley's Diner, Library, Century 21 Affiliated, Jaqua Realtors, Biggby Coffee, Uncommon Grounds, Dunes Resort, Huntington Bank, Saugatuck Harbor Insurance and still growing. Sponsorships, volunteering and vendor booths

V PROMOTION and PUBLICITY

A. How many participants expected: June 3000+ October 2100+

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

All are welcome, community event, all ages. Daytime hours from noon to 5. We have had people from all over Michigan, Illinois, Wisconsin, Ohio plus some from Canada, Seattle WA and NY

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

Contracted WZZM for ad spots and local feature. Commercial Record, Saugatuck on Sunday and Morning Grind Radio, Sponsors forwarding and sharing, Social Media, Pride Source, CVB Calendar and email distribution,

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

Budget Summary:

EXHIBIT A

TOTAL COST: \$82,450

City of Douglas EVENT APPROVAL

Asking for Max Amount \$10,000

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 ☐

EXHIBIT A

DDA Application Information

Budget:

Stage/Sound/Lighting	\$27,500
Entertainment	\$39,000
Porta Potties	\$ 1,250
Walkie Talkies	\$ 1,500
Marketing	\$ 4,000
Insurance	\$ 1,500
Chairs/Tables/Equipment	\$ 5,950
Banners	\$ 1,750
Total budget	\$82,450