MEMORANDUM

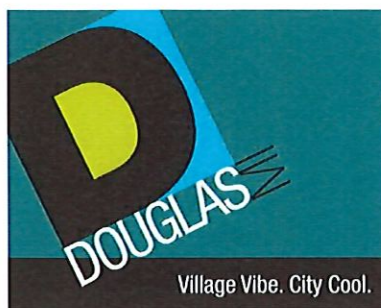To: Douglas Downtown Development Authority

From: Tim Kettlehut

Date: November 23, 2022

RE: Community Events Promotions Application

At the October meeting, DDA members were provided a draft application for the Community Events Promotions Application. Authority members are being asked to provide their final comments on the form prior to its implementation.

Discussion item

Village Vibe. City Cool.

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 marketing the event, Douglas's Downtown, and Local Businesses.**
- 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 report 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:
Name of Organization:
Address:
Contact Name:
Phone Number:

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?

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

Event Date(s)

Location Click

Event Description/Activities Planned:

IV DOWNTOWN BENEFIT

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

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

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:

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

Budget Summary:

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 ☐