

Douglas DOWNTOWN DEVELOPMENT AUTHORITY

APPLICATION COMMUNITY EVENTS FUNDING PROGRAM

Please Review Attached Guidelines

Submit complete application to the DDA office, City Hall, 86 W Center St, Douglas MI 49406

Submission Date: **10/11/2023**

Name of Organization: **Saugatuck-Douglas History Center**

Address: **PO Box 617 Douglas MI 49406**

Contact Name: **Eric Gollannek, Executive Director**
Phone Number: **269-857-5751**

I ORGANIZATION MISSION OR PURPOSE

Date received

Meeting review date

Recommendation:

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.

ORGANIZATION REQUEST FOR DDA FUNDS

Please review the attached Community Event Funding Program Guidelines. Reply to each section completely; *additional sheets may be attached*

II DDA FUNDING HISTORY

A. Is this the first time you've applied for DDA funding for this event? **Y X N**

B. If yes, how many times have you applied previously? **New event. SDHC requested funding for Douglas Summer Social for first time in July 2023.**

C. Is this a recurring event? **We anticipate this will be an annual event if successful this year.**

III EVENT DESCRIPTION

Event Name **PARTY BEFORE THE PARADE AT THE SAUGATUCK-DOUGLAS HISTORY CENTER**
Event Date(s) **October 28, 2023**
Location **130 Center Street, Douglas, Michigan**

Event Description/Activities Planned

On October 28th the Saugatuck-Douglas History Center will host a party open to the public with entrance fee of \$10 per person to celebrate prior to the start of the Douglas Halloween Parade for Adults. This year marks the 25th anniversary of the Halloween Parade, a historic event and the History Center is delighted to host this event.

The party will begin at 6 PM on Saturday, October 28 and conclude with the start of the parade. The Pumpkin King parade puppet will be on view at the History Center and will roll out from our gardens to lead the parade at 10 PM.

Attendees at the party will be able to view the Pumpkin King up close and pose for photographs. The SDHC will be selling beer and wine to partygoers as a fundraiser for the SDHC. Michael Hulett will provide musical entertainment. At 8:30 PM the SDHC will host a costume contest complete with \$500 prize for best costume.

The event will be held outdoors, rain or shine, with use of the front and back gardens at the Center as well as the boathouse. The historic Douglas Union School building will be illuminated again this year in dramatic Halloween colors. There will also be a wash of lighting in the front and back garden for safety and to set a festive mood.

IV DOWNTOWN BENEFIT

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

The event serves as an important attraction for visitors to Downtown Douglas. The event seeks to attract visitors to Douglas earlier in the evening prior to the start of the parade at 10 PM. We will be directing and promoting local businesses serving food including Back Alley Pizza as we will not be selling food at the event.

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

Saugatuck Brewing Company and Fenn Valley Vineyards are a sponsor for the event.

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

The event is marketed through three weeks of advertisements in the Commercial Record newspaper, Facebook and Instagram posts, email marketing through the SDHC, and promotion through partners including Douglas Halloween Parade and Saugatuck Brewing Company marketing efforts.

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

Budget Summary: See attached budget with list of expenses. The SDHC is requesting \$2,500 in support from the DDA for this event.

The SDHC is committed to spending \$4,000 to host this event to benefit parade attendees. As a first time event for the SDHC, we have limited information to forecast event attendance for ticket sales for admissions and drink sales. The weather is also a significant variable on the size of the event late on the evening of October 28th. We feel confident there is demand to make this a successful fundraiser for the SDHC. The support of the DDA can make this a successful event for Downtown Douglas.

V PROMOTION and PUBLICITY

A. *How many participants expected:* **Estimated 250-500 attendees**

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

The parade attracts thousands of attendees from the community as well as from around the region. The SDHC party will bring a energetic and fun 21-55 year old audience to Downtown Douglas and the History Center from the Lakeshore region including Grand Rapids, Holland, and beyond.

TOTAL COST: \$4,000

Event expenses are estimated at \$4,000. **The SDHC requests approval of up to \$2,500 in support from the DDA to be applied to fixed expenses.** This includes lighting which will benefit all visitors to Downtown Douglas as well as portable restrooms, advertising and promotion, and event expenses.

The event is outdoors and weather dependent, complicating forecasting of revenue from admission and drink sales.

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

[N/A – event held on SDHC property]

SDHC Halloween Parade Pre-Party -- October 28, 2023

Event Expenses

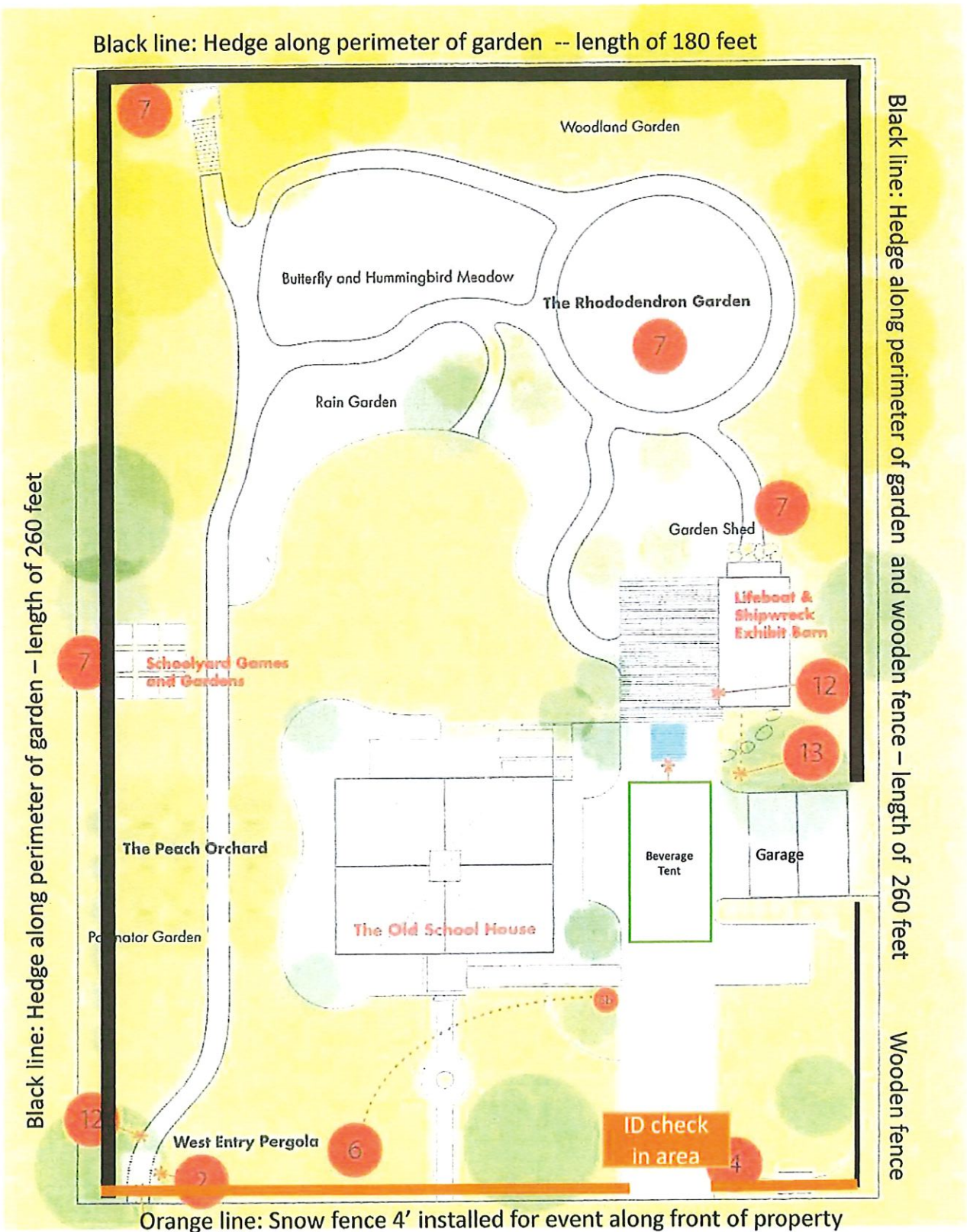
Site rental and equipment	\$ -	In-kind	SDHC gardens and event supplies
Site staff	\$ -	In-kind	Volunteers
Porta john rental	\$ 525.00		
Chair rental	\$ 50.00		City of Douglas - 50 chairs
Event lighting and AV	\$ 750.00		Event lighting from Corporate Live
Graphics work	\$ -	In-kind	
Printing	\$ 50.00		Posters and signage
Advertising in Commercial Record	\$ 840.00		Three weeks of print advertising
Insurance	\$ 100.00		Liability policy for alcohol sales
MLCC licensing	\$ 25.00		Special event license fee
Fencing	\$ 250.00		Temporary snow fencing installed on Center Street for event
Bar costs	\$ 100.00		Bar supplies: ice, cups, miscellaneous
Beer inventory	\$ 500.00		Saugatuck Brewing Company
Wine inventory	\$ 500.00		TBD
Total	\$3,690.00		

Request for support **\$2,500.00**

To underwrite fixed event expenses including rentals, lighting, advertising, and permitting/insurance.

Saugatuck Douglas History Center 130 Center Street Douglas

Site plan showing hedge along perimeter of garden and fencing at front and side yard



Black line: Hedge along perimeter of garden – length of 260 feet

Black line: Hedge along perimeter of garden -- length of 180 feet

Black line: Hedge along perimeter of garden and wooden fence – length of 260 feet

Wooden fence

Orange line: Snow fence 4' installed for event along front of property

Sidewalk

Center Street