



DOUGLAS DOWNTOWN DEVELOPMENT AUTHORITY

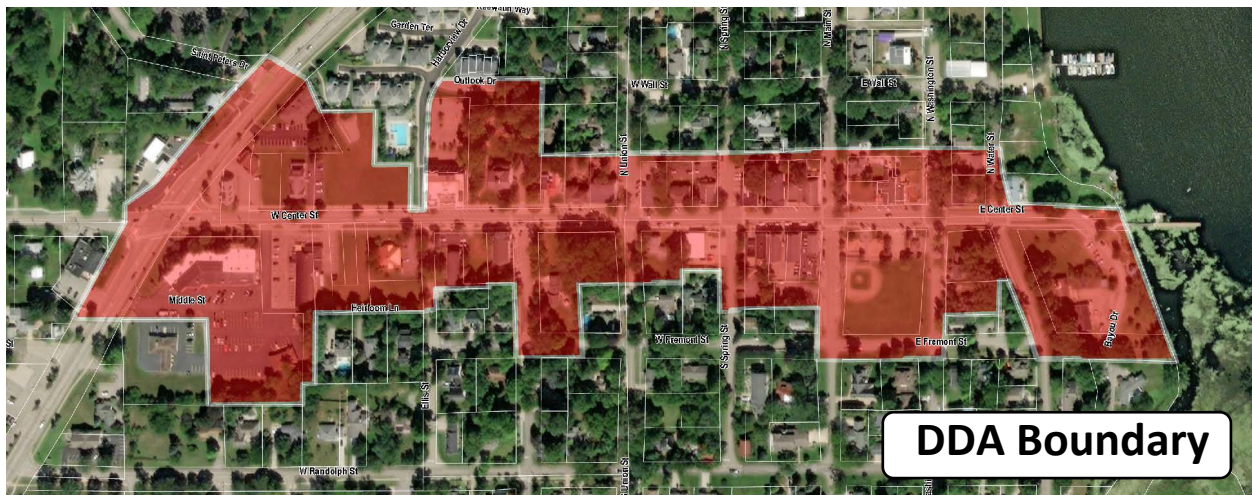
Community Events Grant Reimbursement Program Guideline

PROGRAM GUIDELINES

The City of Douglas Downtown Development Authority (DDA) was originally created in 1997 to reverse the pattern of deterioration in the downtown area and to plan for and implement certain public improvements considered necessary for future economic growth. The goals of the DDA are detailed in its Development Plan, adopted in 2006. The DDA intends to support qualified downtown events with funding to promote the downtown district and increase foot traffic.

The DDA is seeking a partner relationship with event presenters to help promote Douglas's Downtown District. Local organizations planning to present a public event(s) in downtown Douglas may submit an application for funding in accordance with the guidelines described below.

Funding recommendations are reviewed at the end of each quarter.



The maximum amount awarded to a local organization under the program is \$5,000. Events will be funded only to the extent that funding is available.

REQUIREMENTS

- The event must include participation of local downtown businesses.
- The event presenter(s) must market the event as well as promote the DDA.
- The event must be open to the public.

Note: Preference will be given to events which attract a diversity of participation

CONDITIONS OF ELIGIBILITY

- Event presenter(s) must receive City Council approval with a Special Events Application prior to

- seeking grant funding.
- DDA monies awarded must be used towards qualifying expenses related to Douglas's downtown, local businesses, and marketing events. Funds are disbursed as reimbursement after applicant presents itemized receipts.
- All necessary insurance and security must be provided by the event presenter(s).
- Event presenter(s) must work with City of Douglas' City Council/Administration/DPW/Police and Saugatuck Township Fire District on road closures, use of public space and services, and other issues.
- Event must use the DDA logo on all materials and link to the DDA website (if applicable).
- Event presenter(s) must complete a Community Events Grant Funding Application and provide related 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 the amount requested.
- Event presenter(s) receiving DDA event funding must submit a written final summary on the event(s) and how DDA funds were used prior to consideration of a new application.
- Funded event presenter(s) may be asked to appear and submit their report at a DDA meeting following the event.

Please note that the above list is not all-inclusive. Final determinations of eligibility requirements are governed by the DDA Board.

AWARD PAYMENTS

- DDA awards are paid to recipients as reimbursements.
- All event(s) must be in compliance with the aforementioned requirements.
- Original receipts for services performed must be provided to receive reimbursement.
- After satisfactory review by DDA Business Incentive Program sub-committee, payment will be made to the award recipient as soon as possible by the City Treasurer

GRANT FUNDING TIMELINE

Community Events Grant Program applications are accepted, reviewed, and awarded on an ongoing basis depending on the availability of funds in the DDA budget.

QUESTIONS

Please contact the City Clerk's office at clerk@douglasmi.gov or 269.857.1438 for questions. For more information on the DDA please visit our website at www.douglasmi.gov.



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 Visitors & Convention Bureau

Address: 95 Blue Star Hwy Douglas

Phone: [REDACTED] Email: [REDACTED]

How many years have you been in the Douglas Downtown Development Authority District? 20

EVENT INFORMATION (use additional sheets if needed)

Event Name: Beats On Beery

Event Date(s): August 15 Event Start & End Hours: 5:30 - 8:00 pm

Event Location: Beery Field

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

Music in the park, Beery Field. Live music, yard games and other family friendly activities.

Anticipated Number of Attendees: 200

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

locals and tourists of all ages.

Estimated Number of Volunteers: 4

Estimated Date/Time for Set-Up: 4:00 pm Estimated Date/Time for Clean-Up: 9:00 pm

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

Borrowed Time, Happystance and Lakeshore Pet Boutique are event sponsors. All

downtown businesses are asked to participate by staying open, and advertising for the event, and in return event planners will encourage attendees to check out these businesses.

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

Fliers, banners, social media, and CVB website.

Funding amount requested: \$750.00 (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 for the June 28 event,
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

Signature of Applicant

6-20-24
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.**