

To: Douglas DDA Board

From: Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning Administrator/DDA

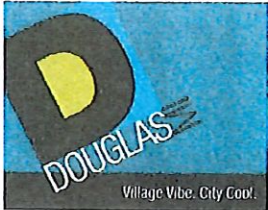
RE: Douglas Farmer's Market Temporary Gateway Banner Sign Application

Date: February 26th, 2025

Sue Poolman, Douglas Farmer's Market, is requesting to place a temporary banner on the DDA Gateway Sign located on the corner of Blue Star Highway and Center Street, advertising the Farmer's Market, Monday's and Tuesday's from June 2, 2025-September 29, 2025.

Sue has indicated in her application that the new addition of a vibrant banner will not only help to promote the market but also attract locals and guests into the Downtown Douglas area.

Sample Motion: *Motion to approve the placement of a temporary banner sign on the Blue Star Highway/Center Street DDA Gateway sign on Monday's and Tuesday's from June through the end of September 2025.*



Downtown Development Authority Temporary Gateway Banner Application

Application Fee \$50 + \$50 Deposit
Payable Online Option at: tinyurl.com/PayItOnline

The Village of Friendliness – Since 1870

Application Checklist

- A Completed and Signed Douglas Downtown Authority Temporary Gateway Banner Application
Note: Applications must be received 30 days prior to the event. *The DDA meets on the 4th Wednesday of each month; therefore, applications will be considered for approval by the DDA board during their next meeting following submission.*
- \$50 Application fee with a \$50 Deposit (deposit will be returned to applicant following the removal of the banner)
- Rendering or graphic of proposed temporary banner

Conditions of Banner Display:

- One week prior to the event until 24 hours after the event (*Note: Failure to adhere to these dates may result in forfeiture of the sign deposit.*)
 - The banner must be securely fastened and meet safety standards.
 - Banners must be weather-resistant.
 - Banners must not contain offensive or inappropriate content.
 - Only one banner will be displayed at a time.
 - Banners must not be larger than 24"x 94"
- The banner image is attached to the Farmers Market event application

Applicant Information:

Name: Susan Poolman Organization: Douglas Farmers Market
 Phone Number: (269) 227-3448 Email Address: douglasfarmersmkt@gmail.com
 Address / PO Box: PO Box 12 City: Douglas State: MI Zip: 49406

Banner Information:

Event Name: Douglas Farmers Market Event Dates: Tuesdays, June 3 - September 30, 2025
 Banner Dimensions: 24" x 94" Dates of event banner is promoting: Mon am - Tue pm 06/02 - 09/29

Banner Promotion:

How does the banner promote the community or an event that impacts the City of Douglas? (Insert explanation of how the banner promotes community engagement, local events, or activities that positively impact the City of Douglas).

With the newly vibrant addition of the Farmers Mkt at Beery Field, the banner will help not only to promote the market, but will attract locals and guests to the Downtown Douglas area. There they can not only shop the market, but also peruse the local galleries, diners and other amazing shops in Douglas.

2024 was a huge success with the 1st Farmers Mkt in the downtown area as many businesses commented their appreciation. We look forward to 2025 being even more successful

I hereby attest that the information on this application form is, to the best of my knowledge, true and accurate. It is the applicant's responsibility to meet the requirements of the Conditions of Banner Display in all respects and to provide the necessary information to the Downtown Development Authority for approval. A permit must be obtained prior to putting up the banner. I acknowledge there are no refunds for any reason.

Susan L. Poolman
Signature of Applicant

Jan 6, 2025
Date

