



MEMORANDUM

To: Douglas Downtown Development Authority

From: Rich LaBombard
City Manager

Date: January 25, 2023

RE: Community Events Funding Application – Art in Douglas

The DDA is in receipt of an application for a Community Events Funding request for an event named “Art in Douglas”. The event is proposed to be held one Saturday per month January through March 2023 at multiple Center Street galleries and will include special programming for the community to participate in such as artist talks, demonstrations, music, and artist receptions. The events are anticipated to draw between 500-1000 visitors of all ages. Promotional methods will incorporate social media, radio, print and flyers. The total request for the Art in Douglas event is \$2,500.

Funds are available in the DDA Community Promotion account – 248-728-880.

Sample Motion: I motion to approve the Community Events Funding request from Maggie Bandstra in the amount of \$2,500 for Art in Douglas 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: 1/19/23

Name of Organization: ART in Douglas (formally ART ON Center)

Address: 137 Center St

Contact Name: Maggie Bandstra (Ox-Bow House) or Anna at Water St. Gallery

Phone Number: 616-402-6979

1517-231-7534

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? YES

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 ART in Douglas

Event Date(s) 1 Sat a month

Location Click Center St Galleries (Multiple)

Event Description/Activities Planned:

Each Sat. Galleries Will hold special programming for the community to Participate in

- Artist talks
- Demonstrations
- Music
- Artist Receptions

IV DOWNTOWN BENEFIT

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

I will bring in more patrons and give guests an opportunity to engage with Art and Artists

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

Ox-Bow House, Leben Art Gallery,
Mixed Media Gallery, Button Gallery
Mr. Miller's ART Emporium + Water Street Gallery

V PROMOTION and PUBLICITY

A. How many participants expected: 500-1000

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

West Michigan + Visitors who Like Art
All ages are Welcome

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

Social Media, Radio, Print, Flyers

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

Budget Summary: See Attached List

TOTAL COST:

City of Douglas EVENT APPROVAL

Have you submitted a Special Event Application to the City of Douglas for approval? Y ☐ N ☒

Not Yet We are working on this

Has your Special Event Application to the City been approved by Douglas City Council? Y ☐ N ☒

Art on Center/Art In Douglas
Budget for January thru March 2023

Michigan Art Guide: \$600

Facebook Ads: \$200

Commercial Record: \$500.

Yard Signs: \$200.

Urban Street Publication: \$200

Rack Card:\$ 400.

What's Happening: \$400.

Total: \$2500.