



MEMORANDUM

Douglas Downtown Development Authority

Wednesday, January 24th, 2024

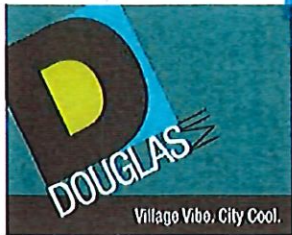
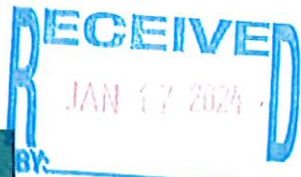
TO: The City of the Village of Douglas Downtown Development Authority

FROM: Lisa Nocerini, City Manager

SUBJECT: Community Promotion Request

Please see the attached Community Promotion Request from Water Street Gallery for their Art in Douglas Gallery Strolls in the amount of \$3690.00.

Please see the attached information for review and consideration.



DOUGLAS DOWNTOWN DEVELOPMENT AUTHORITY

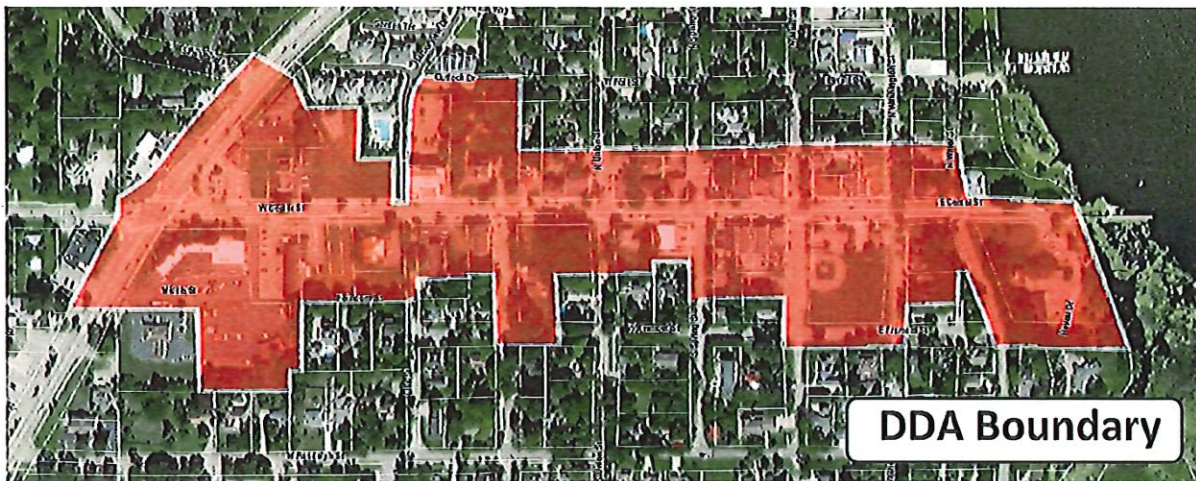
Community Events Grant Program Guideline

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

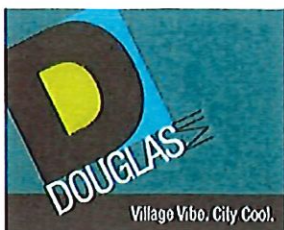
- DDA awards are paid to recipients as reimbursements.
- All event(s) must be in compliance with the aforementioned requirements.
- Original receipts for services performed must be provided to receive reimbursement.
- After satisfactory review by DDA Business Incentive Program sub-committee, payment 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: Anna K. Matzke Water Street Gallery
 Name of Organization(s): ART IN DOUGLAS
 Address: 98 Center St. PO Box 1034 Douglas, Mich. 49406
 Phone: 249-957-8485 Email: info@waterstreetgallery.com
 How many years have you been in the Douglas Downtown Development Authority District? 32

EVENT INFORMATION (use additional sheets if needed)

Event Name: ART IN DOUGLAS GALLERY STROLLS
2ND SATURDAYS FROM JUNE-OCTOBER
 Event Date(s): 2024 Event Start & End Hours: 11AM-5PM
 Event Location: DOUGLAS ART GALLERIES ON CENTER STREET (5 BUSINESSES)

Describe your event in detail and how it will benefit the DDA District.
ALL ART GALLERIES WILL BE OPEN FROM 11AM-5PM (OR LATER). GALLERIES WILL HAVE LIVE ARTIST DEMONSTRATIONS (POETRY, PAINTING, FELTING, JEWELRY, ETC) MUSIC WILL BE PROVIDED BY LOCAL MUSICIANS.

Anticipated Number of Attendees: 200-300
 Attendees Demographics (ages, special interests, where are they coming from, etc.) ALL AGES -
PRIMARILY FROM THE MIDWEST

Estimated Number of Volunteers: 0
 Estimated Date/Time for Set-Up: N/A Estimated Date/Time for Clean-Up: N/A

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

BUTTON GALLERY, MIXED MEDIA GALLERY, MR. MILLER'S ART EMPORIUM,
OX-BOW HOUSE, WATER STREET GALLERY. ALL BUSINESSES WILL BE OPEN
FROM 11AM-5PM AND WILL HAVE ARTISTS ON-SITE FOR DEMOS OR EDUCATIONAL
PURPOSES. THE EVENT WILL INCREASE TRAFFIC TO DOWNTOWN DOUGLAS AND
PROVIDE INCREASED LOGGING + RESTAURANT REVENUE

List your methods to advertise and promote the event as well as downtown and local businesses: ADVERTISEMENTS
IN VARIOUS PUBLICATIONS - COMMERCIAL RECORDS, WHAT'S HAPPENING, MICHIGAN ART GUIDE
URBAN ST., AND REVUE. ADDITIONAL ADVERTISING WILL INCLUDE FACEBOOK AND
RACK CARDS WHICH INCLUDE DOUGLAS ADVERTISING ON ONE SIDE AND GALLERY ADVERTISING
ON THE OTHER SIDE. 2400 RACK CARDS ARE DISTRIBUTED AT MICHIGAN WELCOME
CENTERS AND 2000+ ARE DISTRIBUTED LOCALLY

Funding amount requested: \$3,690 (Include an itemized budget for the total costs of the event)

(SEE BELOW)

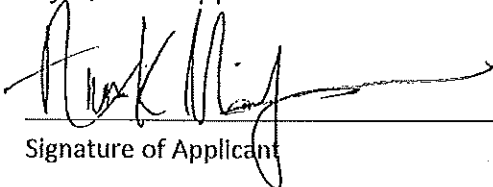
DDA FUNDING HISTORY

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? 5+
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

Date

1/18/24

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.

FUNDING REQUEST

Please return application and supporting documentation to:

City of Douglas
Downtown Development Authority
86 West Center, PO Box 757
Douglas, Michigan 49406

MICHIGAN ART GUIDE	\$750
WHAT'S HAPPENING	\$250
URBAN STREET MAGAZINE	\$390
RACK CARD PRINTING	\$500
RACK CARD GRAPHIC DESIGNER	\$500
COMMERCIAL RECORDS	\$250
REVEUE MAGAZINE	\$800
FACE BOOK EVENT PAGES	\$250
TOTAL	<u>\$3,690</u>

COMPLETE THIS APPLICATION IN ITS ENTIRETY; INCOMPLETE APPLICATIONS WILL NOT BE REVIEWED.
PLEASE RETAIN A COPY OF THIS ENTIRE APPLICATION FOR YOUR RECORDS.