



DDA ACTION
Approved _____
Denied _____
Date _____

## Douglas Downtown Development Authority Community Events Grant Program Application

### EVENT PRESENTER INFORMATION

Name: Liz Engel

Name of Organization(s): Community Pride MI

Address: P.O. Box 437, Douglas, MI 49406

Phone: 616-836-7171 Email: C21saugatuck@gmail.com

How many years have you been in the Douglas Downtown Development Authority District? 5

### EVENT INFORMATION (use additional sheets if needed)

Event Name: Oktoberfest

Event Date(s): October 12 Event Start & End Hours: Noon-5PM

Event Location: Beary Field, 8 Center Street, Douglas

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

~~PRIDE, our premier event, will be held May 30 through June 2 with events featuring political updates, bowling party,~~

Oktoberfest is our fall event of music, food, beverages and celebration. Our events are designed as shoulder

event of music, food, beverages and celebration. Our events are designed as shoulder season events for our towns.

Anticipated Number of Attendees: 1000

Attendees Demographics (ages, special interests, where are they coming from, etc.) With events with wide

ranging interests, our attendees come from diverse ages and walks of life. We draw visitors from Western MI,

Chicago, Detroit, and Indianapolis. We've seen guests come from WI, OH, both coasts as well as Canada.

Estimated Number of Volunteers: 40/event

Estimated Date/Time for Set-Up: 10/11 Estimated Date/Time for Clean-Up: 10/13

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

The CVB, Century 21 Affiliated, Blggby Coffee. Many vendors and supporters also make these events happen like State Farm, Huntington Bank, Saugatuck Harbor Insurance, Lake Vista SuperValu and more

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

WZZM for ad spots/local feature, Commercial Record, Saugatuck on Sunday and Morning Grind Radio.

Social media, signs/banners, coordinate w/CVB calendar and email distribution. CommunityPrideMI.org.

Funding amount requested: \$2,800 (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? 2
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

Elizabeth Almgel  
Signature of Applicant

7/18/24  
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.**