



DDA ACTION
Approved _____
Denied _____
Date _____

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATION

Name: MICHAEL BURMEISTER

Name of Organization(s): ART IN DOUGLAS 501 (c) (3) Yes No

Address: 33 E CENTER ST, DOUGLAS MI 49406

Phone: 616.298.0999 Email: _____

How many years have you been in the Douglas Downtown Development Authority District? 10

EVENT INFORMATION (use additional sheets if needed)

Event Name: 2ND SATURDAYS - ART IN DOUGLAS

Event Date(s): MAY 9, JUNE 13 Event Start & End Hours: 11-5, MAY GO LATER

Event Location: DOWNTOWN DOUGLAS ART GALLERIES + SURROUNDING BUSINESSES

Describe your event in detail and how it will benefit the DDA District.
ART IN DOUGLAS IS THE LONGEST RUNNING RETAIL EVENTS AND COLLABORATION OF DDA BUSINESSES IN DOWNTOWN DOUGLAS. THE EVENT TAKES PLACE SOLELY ON CTR ST AND STRETCHES FROM OX-BOW HOUSE TO LEBAN ART AND BEYOND. THE EVENT BENEFITS ALL BUSINESSES IN DOWNTOWN DOUGLAS AS IT GENERATES ADDITIONAL TRAFFIC FOR OUR COMMUNITY AND BRINGS PEOPLE OUT FOR LIVE MUSIC AND ART! PLUS THEY HAVE TO

Anticipated Number of Attendees: 200-300+ PER EVENT MORE THAN NORMAL EAT.

Attendees Demographics (ages, special interests, where are the coming from, etc.) 18-80+, PRIMARILY OLDER ADULT COUPLES, BUT PEOPLE COME FROM THROUGHOUT THE MIDWEST. THE EVENTS ALSO ATTRACT A LARGE NUMBER OF PEOPLE FROM SAUBATUCK AND LOCAL TOWNS.

Estimated Number of Volunteers: NONE

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: Ox Bow House
LAFONTAINE GALLERY, MR MILLER'S, BUTTON GALLERY, LUTIA CROWE ARTIST STUDIO
LEBEN ART GALLERY. GALLERIES PROVIDE ARTIST DEMOS AND/OR OPENINGS,
MUSIC, SNACKS ETC.

List your methods to advertise and promote the event as well as downtown and local businesses: ADVERTISING VIA
FACEBOOK, COMMERCIAL RECORD, WHAT'S HAPPENING, MICHIGAN ART
GUIDE, RAFF CARDS, WE OFTEN PARTNER WITH DOWNTOWN BUSINESSES
FOR TIRE INS AND SNACKS. ADVERTISING MENTIONS DOWNTOWN DOUGLAS SPECIFICALLY
 Funding amount requested: \$1,500 (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? 10+
3. Have you requested funding from other community organizations, such as the Douglas/Saugatuck Area Convention and Visitors Bureau? Yes No This information will help the DDA equitably distribute available funds.
 - a. If yes, please provide a brief explanation of the outcome: _____
4. 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. SEE ATTACHED

For certain events, you may be required to submit a Special Event Application to Douglas City Council for approval. These events would normally require the use of city staff, including DPW personnel, security or police, the addition or removal of parking, closure of city streets, purchase of insurance, etc. Please check with a city staff employee to determine the need for City Council review.

Have you submitted a Special Event Application to City Council for approval? Yes No N/A
 If yes, was it approved? Yes No

MICHAEL C. SUMMERS 4-15-26
 Signature of Applicant 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
 415 Wiley Road, PO Box 757
 Douglas, Michigan 49406

②	MUSICIANS	\$1,200
	COMMERCIAL RECORD	\$ 200 ①
	FACEBOOK BOOSTS	\$ 100
	TOTAL	<u>\$1,500</u>

① 50/50 SHARE
 ① COMMERCIAL RECORD ADS WILL RUN WEEKLY FROM MAY-OCTOBER PROMOTING BOTH ART AND 2ND ANNUAL...

ART IN DOUGLAS 2ND SATURDAY EVENTS

OVER THE PAST 9 YEARS ART IN DOUGLAS (AID) EVENTS HAVE BECOME A STAPLE FOR 2ND SATURDAY ACTIVITIES AMONGST OUR LOCAL COMMUNITY. ADDITIONALLY, AN INCREASING NUMBER OF INDIVIDUALS FROM THROUGHOUT THE MIDWEST HAVE MADE A VISIT TO DOUGLAS A 2ND SATURDAY CALENDAR ITEM. THIS PAST MONTH A COUPLE FROM MILWAUKEE MENTIONED THEY'D NEVER HEARD OF DOUGLAS UNTIL AN INFLUENCER THEY FOLLOW MENTIONED OUR 2ND SATURDAY EVENT.

FUNDING FROM THE DDA AUGMENTS FUNDS EACH GALLERY SPENDS TO PROMOTE THESE EVENTS AND OUR WONDERFUL LITTLE VILLAGE. RECENTLY, FUNDS HAVE BEEN USED PRIMARILY FOR MUSICAL ENTERTAINMENT WHICH ALWAYS IS WELL RECEIVED BY ATTENDEES AS WELL AS OTHER BUSINESS OWNERS IN THE DDA DISTRICT. GENERALLY THE EVENTS ATTRACT SEVERAL HUNDRED PEOPLE WHO MOST LIKELY WOULD HAVE SPENT LESS TIME IN DOUGLAS IF NOT FOR THE EVENT AND LEAVE DOUGLAS WITH A POSITIVE IMPRESSION OF OUR QUAINT DOWNTOWN AND FINE BOOTHOVES, GALLERIES AND RESTAURANTS. OUR PARTICIPATING GALLERIES HOPE THESE 2ND SATURDAY EVENTS ARE VIEWED POSITIVELY BY THE OTHER DOWNTOWN BUSINESS OWNERS AND TRANSLATE INTO INCREASED FOOT TRAFFIC FOR THEIR BUSINESSES AS WELL. WE CONTINUE TO BE GRATEFUL FOR THE ONGOING SUPPORT PROVIDED BY THE DDA.