

October 16, 2024

City of the Village of Douglas
86 West Center Street
PO Box 757
Douglas, MI 49406

Dear City of Village of Douglas Members,

As you know, we had a great first season of our Douglas Farmers Market! Thank you for the opportunity. Most that participated this past season are looking forward to being back again in 2025!

After discussion with the DDA & City manager, we've added the potential to sign up for either June - August OR June - September. As noted below, we will confirm by April 15th, 2025 if we have at least 10 vendors sign up for this to go forward.

We also discussed adding six more spaces that would be on Center Street right in front of the cement pad. This will give us a total of 21 spaces. As some know, I was a vendor at the South Haven Farmers Market. Every year in the park where we were at, we destroyed the grass with setup, breakdown along with the foot traffic of guests. After much consideration, we decided that we would only have three spaces in Beery Field off of the cement pad.

Another possibility that we are looking into is having wineries at the Farmers Market. Please see attached information from MIFMA to this application and know research is being done on how this could/would work.

I want to thank all of you for your support with this season's weekly Tuesday Farmers Market in Downtown Douglas and look forward to another season!

Kind regards,



Susan L. Poolman
Douglas Farmers Market



CITY OF THE VILLAGE OF DOUGLAS
 86 West Center Street, P.O. Box 757
 Douglas, MI 49406
 (269) 857-1438 phone / (269) 857-4751 fax

www.douglasmi.gov
info@douglasmi.gov
 Payable Online At: tinyurl.com/PayItOnline

CITY COUNCIL ACTION: Approved Denied
POLICE DEPARTMENT: Approved Denied
DEPT. PUBLIC WORKS: Approved Denied

Fee: \$50
Received by:

APPLICATION FOR SPECIAL EVENT PERMIT

The City of Douglas offers two types of permits for events within the City. A **Special Event** is described as a large gathering of people that covers a broader range of the City, such as, the entire park(s), right-of-ways, trails, street closures, sidewalks, etc. These events also require significant coordination and requests of City resources, such as, Douglas Police Department, Department of Public Works, and Saugatuck Township Fire Department. **Special Event Permits will require approval from City Council and need to be filled out in its entirety and returned to the City Clerk's office a minimum of 60 days prior to the scheduled event.** A **Park Reservation** permit is described as a small gathering confined to a small area of a park and does not require significant City coordination or resources. Park Reservation permits require only City administration approval. Park reservation fee is \$50.

APPLICANT/ORGANIZATION INFORMATION

Applicant/Organization: Douglas Farmers Market PH: [REDACTED]

Contact Name: Susan Poolman PH: [REDACTED]

Street Address/P.O. Box: [REDACTED]

City/State/Zip Code: [REDACTED]

E-mail: douglasfarmersmkt@gmail.com

CONTACT PERSON ON DAY OF EVENT: Susan Poolman PH: [REDACTED]

EVENT INFORMATION

Name of Event: Douglas Farmers Market

Event Date(s): Tues | June - Aug or June - Sept Anticipated Number of Attendees: 20-21

Purpose of Event: To provide fresh fruits, vegetables, meats, eggs, cheeses, tea blends, baked goods, food producing plants, honey, maple syrup, greens, cut flowers and more Please see attached paperwork

Location of Event: Beery Field

Event Start & End Hours: 10am-2pm

Estimated Date/Time for Set-Up: Tues | 7:30am

Estimated Date/Time for Clean-Up: Tues | 2pm

Estimated Number of Volunteers: 1 or 2

EVENT DETAILS

MUSIC:

Will Music be provided during this event? Yes No Please see attached paperwork
If yes, type of music proposed: Live Amplification Recorded Loudspeakers
Time music will begin: maybe: 10am end: maybe: 2pm

FOOD VENDORS/CONCESSIONS: (Contact Allegan County Health Department) Please see attached paperwork

Will Food Vendors/Concessions be available at your event? Yes No
If yes, Provide Copy of Health Department Food Service License

ALCOHOL:

At this time, wine sales at market are being researched thus the reason for choosing yes

Will alcohol be served at your event? Yes No Please see attached paperwork
If yes, Provide Copy of Liquor Liability Insurance (Listing the City as additional insured)
 Provide Copy of Michigan Liquor Control License

Please describe measures to be taken to prohibit the sale of alcohol to minors: _____

NOTE: *It shall be unlawful for any person within the City to consume intoxicating liquor of any kind in any street, alley, park, public building, or other land owned by the City, unless the consumption is authorized under a valid permit issued by the City or its authorized agent. (1995 Code, 42-166) (Ord.43, passed 6-5-1961)*

EVENT SIGNAGE:

City approval is required for any temporary signage in the public right-of-way, across a street, or on City property. Which of the following signs are requested for this event?

- Temporary Signs: Number requested: 10 Maximum size is 2’x2’
(Cannot be displayed more than 15 days prior to first day of event and must be removed 24 hours after end of event.)
- Banner Signage: Maximum size is 14’x4’
(Cannot be displayed more than 15 days prior to first day of event and must be removed 24 hours after end of event.)
- Signage at Event Site: Location(s): Yard signs 18" H x 24" W and Sandwich Board Sign (dog rules & thank you)
Description of signs: See attached
(Signs at event site cannot be displayed prior to the day of the event and must be removed at the end of the event.)

Please see the City Clerk to obtain the correct application based on the event signage requested.

FIREWORKS:

Will fireworks be a part of your event? Yes No
If yes, Provide Copy of Liability Insurance (Listing the City as additional insured)
 Council Resolution will be Required – see attached sample

TENTS/CANOPIES/MISC:

Will tents/canopies be installed? Yes No Please see attached paperwork

If yes, Notify the Director of the Douglas Department of Public Works @ 269-857-2763 to discuss placement locations (Irrigation systems are located at Beery Field and Schultz Park)

Fill out the Special Event Requirements for Tent Structures form and/or call the Saugatuck Township Fire Department with questions at (269) 857-3000.

- Booths – Quantity _____
- Awnings – Quantity _____
- Portable Toilets – Quantity _____
- Tents – Quantity _____
- Tables – Quantity _____

The City of Douglas does not have tents, tables, or chairs available for rental.

MARKETING:

How do you plan to market your event? (Example: Saugatuck/Douglas Area Convention & Visitors Bureau, Local Businesses, etc.) Saugatuck/Douglas Area CVB, Douglas DDA, Facebook

REQUIRED AUTHORIZING PERSONNEL SIGNATURES:

If your event requires City services, please seek proper authorization. Applicable fees may apply depending upon the assistance required by the City.

DEPARTMENT OF PUBLIC WORKS:

Will this event require the use of any of the following municipal equipment?

- Trash Receptacles – Quantity 2
- Traffic Cones – Quantity 12
- Fencing– Quantity _____
- Water
- Barricades – Quantity 1 - 2 Jersey Barricades
- No Parking Signs – Quantity _____
- Electric
- Restroom Cleaning

Approved Denied

Approved with Conditions _____

Authorized Personnel Signature _____ Date: _____

DOUGLAS POLICE DEPARTMENT:

Will this event require additional officers & equipment? Yes No

If yes, please describe & include times: _____

Street Closure: (Use attached map to outline proposed closure)

Street closure date/time: _____ Street re-open date/time: _____

Parade Type: Pedestrian Vehicle

Parade Route: (Use attached map to outline route)

Parade start time: _____ Parade finish time: _____

Approved Denied

Approved with Conditions _____

Authorized Personnel Signature _____ *Date:* _____

APPLICANT/ORGANIZATION CHECK LIST

Completed Application

Event Map (include detailed event layout for food vendors/concessions, booths, portable restrooms, road closures, barricades, music, event signage, etc.)

Certificate of Insurance (listing the City of Douglas as additional insured – see sample provided)

Fireworks Resolution – 60 days in advance (if applicable)

Michigan Liquor Control Commission Special Event License (if applicable)

Health Department Food Service License (if applicable)

Requirements for Tent Structures (if applicable)

Department of Public Works Authorized Personnel Signature (if applicable)

Police Department Authorized Personnel Signature (if applicable)

If document(s) are missing, please explain: _____

The Applicant/Organization understand and agrees to the following:

1. Provide a certificate of insurance with all coverage deemed necessary for the event, naming the City of Douglas as an additional insured on all applicable policies. The certificate shall be submitted to the City Clerk's Office no later than 1 (one) week following notice of the event approval.
2. Comply with all local and applicable State Laws and City policies. Applicant/Organization acknowledges that the special events permit does not relieve the Applicant/Organization from meeting any requirements of law or those of other public bodies or agencies applicable to the event.
3. Applicant/Organization further understands the approval of the event may include additional requirements and/or limitations based on the City's review of this application. The Applicant/Organization understands that it may be necessary to meet with City staff during the review of this application and that City Council approval is necessary before the event may be held.
4. Applicant/Organization understands that he/she is responsible for contacting the Michigan Liquor Control Commission and/or Allegan County Health Department to secure all permits required for this event.
5. Applicant/Organization also agrees to clean-up and leave/restore the area in the condition it was found. The City is not responsible for equipment or personal items left on public property.
6. Prohibit its organization and guests from engaging in profane or inappropriate language or actions.
7. Abide by City of Douglas Ordinance Chapter 95.01 regarding Noise Nuisances.

8. A breach of any of these understandings and agreements may result in the denial of Application or revocation of an approval of the City.

HOLD HARMLESS/INDEMNITY

1. Upon approval of Event Permit, Applicant/Organization agrees to fully defend, indemnify and hold harmless the City, its City Council, its officers, employees, agents, volunteers, and Contactors from any and all claims, demands, losses, obligations, costs, expenses, verdicts, and settlements (including but not limited to attorney fees and interest) resulting from:

- A. Acts or omissions by the Applicant/Organization, its agents, employees, servants and Contractors in furtherance of the event, including, but not limited to, acts or omissions alleged to be in the nature of gross negligence or willful misconduct. The Applicant/Organization agrees to reimburse the City for reasonable attorney fees and court costs incurred in the defense of any actions, suits, claims, or demands arising from the operations of the Applicant/Organization due to the above referenced acts or omissions.
- B. Violations of state or federal law by Applicant/Organization, its agents, employees, servants, and Contractors whether administrative or judicial, arising from the nature and extent of this Application. Permit and/or event.
- C. Other acts of Applicant/Organization or attendees causing personal injury or property damages in connection with this event, unless resulting from the sole negligence of the City, its officers, employees, or agents.

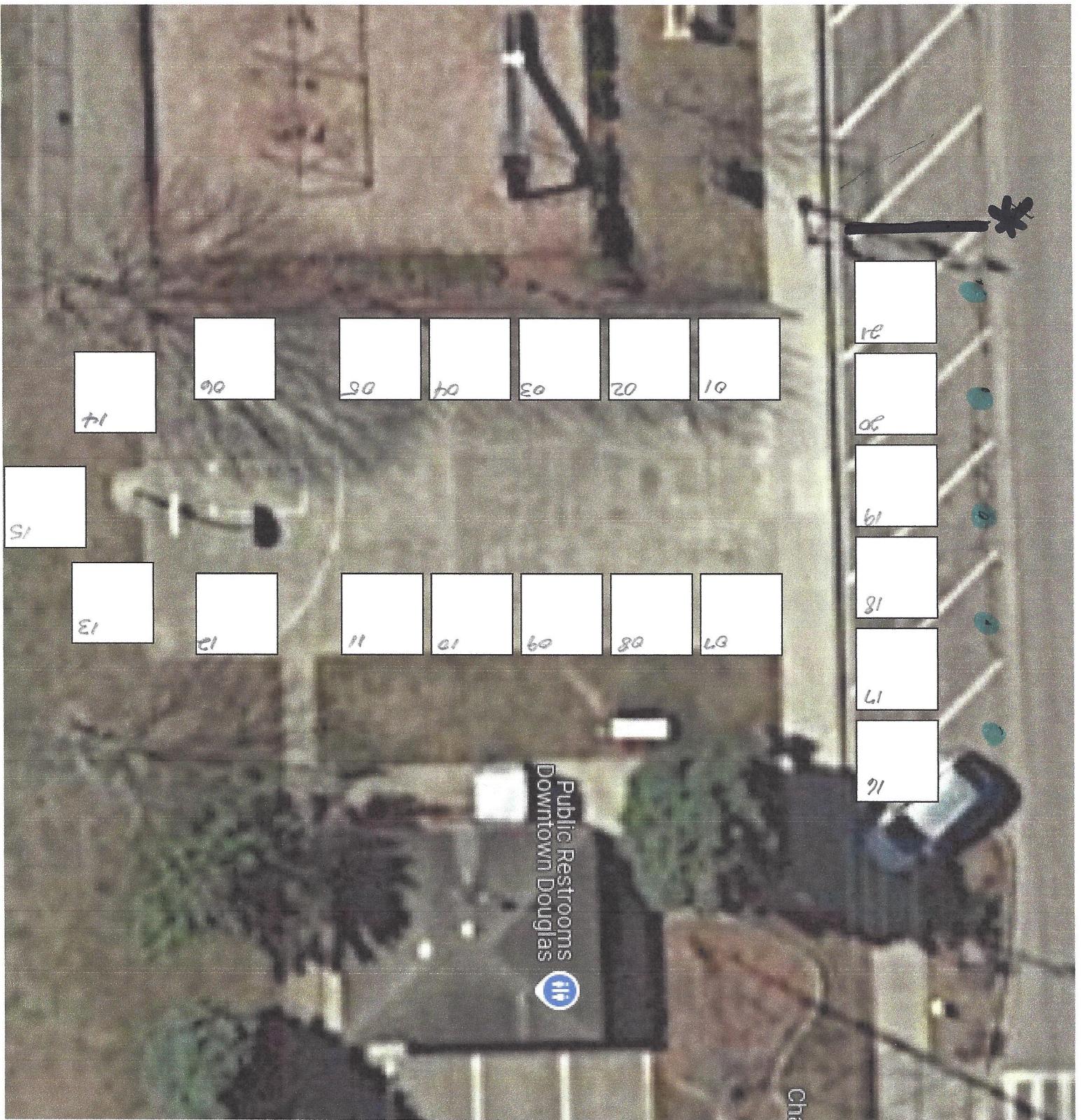
2. The Applicant/Organization agrees that it is its responsibility and not the responsibility of the City to safeguard the property and materials used in the event and the property and materials of the attendees. Further the Applicant/Organization agrees to hold the City harmless for any loss of such property and materials.

3. The Applicant/Organization shall not discriminate against any employee, or applicant for employment because of religion, race, color, national origin, age, sex, height, weight, handicap, ancestry, place of birth, sexual preference or marital status. The Applicant/Organization further covenants that it will comply with the Civil Rights Act of 1973, as amended; and the Michigan Civil Rights Act of 1976 (78. Stat. 252 and 1976 PA 453) and will require a similar covenant on the part of any consultant or sub-Contractor involved in the hosting of this event.

As the Applicant or duly authorized agent of the Organization, I hereby apply for approval of this special event and affirm the above understandings. The information provided on this application is true and complete to the best of my knowledge.

Printed Name of Applicant: Susan L. Poolman Date: 10/16/2024

Signature of Applicant:  Date: 10/16/2024



Starburst
Barrier

Blue dot
= cones with no
Parking Signs

2025 Douglas Farmers Market Details

1. Location / Days / Time

- a. Downtown Douglas at Beery Field
- b. All Tuesdays, June - August (13 Tuesdays)
- c. Potential of All Tuesdays June - September (18 Tuesdays)
 - i. If we have at least 10 vendors sign up, we can include September
 - ii. Confirmation would be no later than April 15th, 2025
- d. Times
 - i. 7:30am | Vendors start setting up
 - ii. 10am-2pm | Farmers Market Hours
 - iii. 2pm | Vendors start tearing down

2. Vendor Spaces

- a. 21 Spaces | 10' x 10' Spaces
 - i. Vendors would bring their own tents and weights, no staking of tents would be allowed due to irrigation lines in the park
 - ii. 12 Spaces would be on the cement pad
 - iii. 3 Spaces would be in the grassy part of Beery Field off the cement pad
 - iv. 6 Spaces would be on Center Street
- b. Our 80/20 space rule will be followed again
 - i. **Farmers** | produce, meats, eggs, flowers
 1. There is a farmer that uses their goats milk to make their soaps and brings to market along with chicken eggs when available
 2. There is a farmer that sells the flowers they grow
 - ii. **Food** | Cheese, sourdough breads, baked goods, etc
 - iii. **Artisans** | soaps, lotions, candles, dog treats, jewelry, etc

3. Advertising

a. Social Media

- i. Douglas Farmers Market Facebook Page
 1. www.douglasfarmersmkt.com point to this page

b. Signage

- i. Yard Signs | Image attached
 1. 18" H x 24" W
 2. 6 at most
 - a. Signs would be put out Monday mornings
 - b. Signs would be taken down after market on Tuesdays
 - c. 2 of which are in a half sandwich board sign at the entrance into market as last season
- ii. Tall Sandwich Sign
 1. 36"H x 24" W
 - a. Displayed day of market at Beery Field
 - i. One side is "Dog Friendly"
 - ii. Other side is "Thanks for Shopping . . ."
- iii. Banner
 1. We'll be using the same banner from 2024
 2. 36" H x 72" W
 - a. Displayed under the new Downtown Douglas sign
 - b. Banner would go up on Monday mornings
 - c. Banner would be taken down Tuesday after market
- iv. Feather Flags
 1. Will be in the same locations as this past summer

c. Local media papers/magazines

d. Hotels, Motels, Airbnb, VRBO etc

4. Miscellaneous

a. Barricades / Cones

- i. Spoke with Chief Kent, Ricky & Sean on 10/16/2024
 - 1. may need 1 or 2 jersey barricades as described in the layout attached
 - 2. 6-7 Cones with no parking signs to go out Monday evenings for those spaces needed for vendors as described in the layout attached

b. Music

- i. We stream live Cosy 103.7 out of South Haven, we have permission
- ii. If there is another station that we can stream live, please let me know, we can alternate

c. Food Vendors/Concessions

- i. It was mentioned to see if Birdie Holley would want the kids from the SPS system use the concession stand as a fund-raiser
 - 1. What paperwork would they need to fill out
 - 2. Would like for this to be free of charge if possible for them since it would be for fund-raising
 - 3. What would be allowed for them to sell

d. Shopping Bags - Idea for market

- i. FMkt Passport + Bag
- ii. Shopping Bags - Sponsor??

e. Insurance

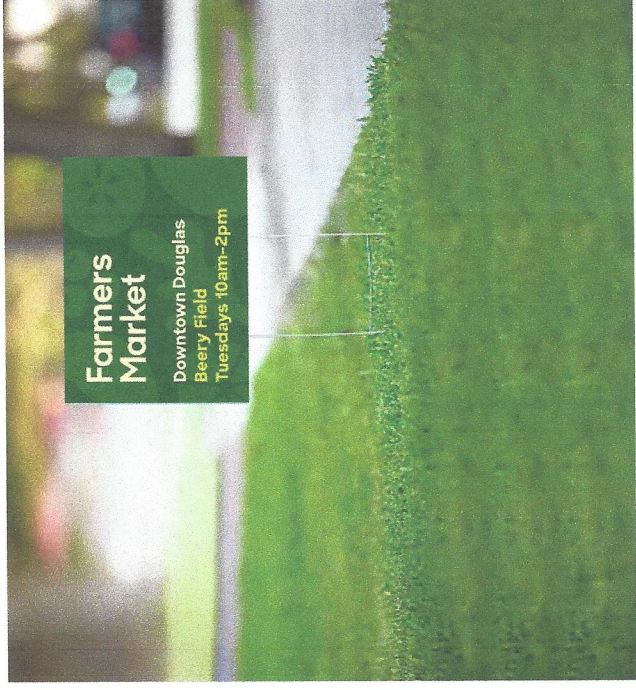
- i. Once a vendor is approved, their insurance would be submitted naming the City of Douglas as additionally insured Copies would be provided to the city clerk as they come in

f. Potential Wine Sales at Farmers Market (see attached paperwork)

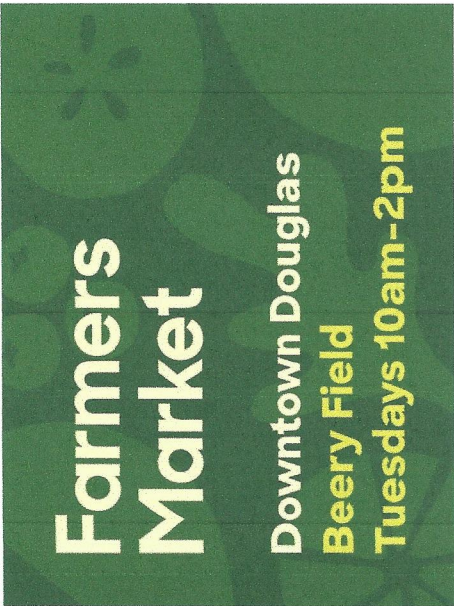
- i. Feature a different winery each Tuesday
 - 1. Their fee \$21 per day
 - 2. They have to have 50,000 gallons or less produced in a calendar year
 - 3. What paperwork would the city need
 - 4. Just to name a few
 - a. Modales
 - b. Michigan Wine Co
 - c. Cogdal Vineyards
 - d. Fenn Valley
 - e. Cranes Wines

Monday Morning Placement	Tuesday Afternoon Removal	Size of Banner
06/02/2025	06/03/2025	22" H x 92" W
06/09/2025	06/10/2025	
06/16/2025	06/17/2025	
06/23/2025	06/24/2025	
06/30/2025	07/01/2025	
07/07/2025	07/08/2025	
07/14/2025	07/15/2025	
07/21/2025	07/22/2025	
07/28/2025	07/29/2025	
08/04/2025	08/05/2025	
08/11/2025	08/12/2025	
08/18/2025	08/19/2025	
08/25/2025	08/26/2025	
09/01/2025	09/02/2025	Potential September Dates
09/08/2025	09/09/2025	
09/15/2025	09/16/2025	
09/22/2025	09/23/2025	
09/29/2025	09/30/2025	

Yard signs ?
Banner Dates 2025



Yard Sign 24x18



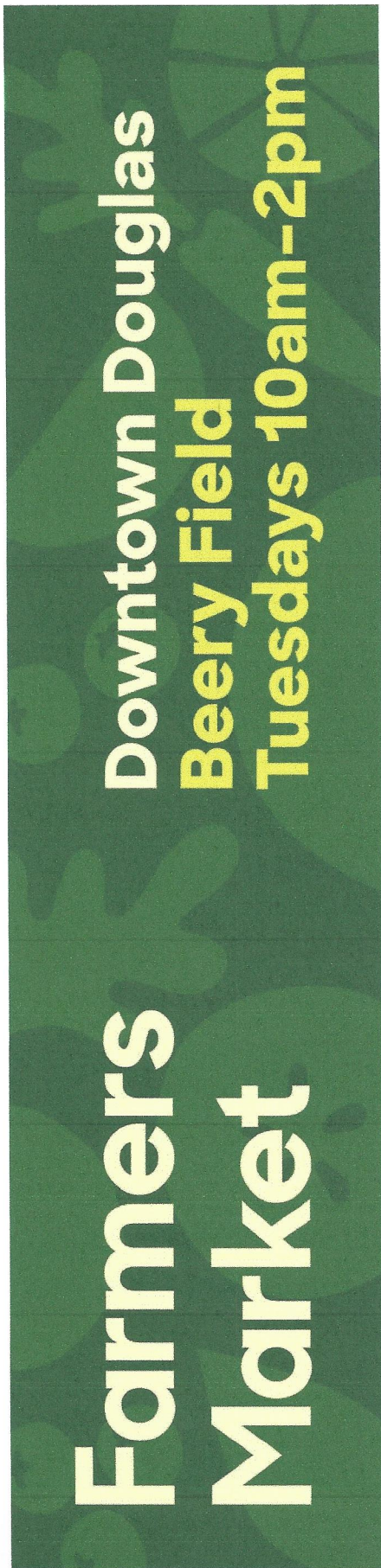
**Farmers
Market**

Downtown Douglas

Beery Field

Tuesdays 10am-2pm

Banner 92x22



**Farmers
Market**

Downtown Douglas

Beery Field

Tuesdays 10am-2pm



Wine Sales at FARMERS MARKETS

In 2013, Public Act 100 was approved by the legislature and signed into law, allowing farmers markets across the State of Michigan to accept any qualified small wine maker for the purpose of sampling and selling their products at the market. The current definition of a qualified small winemaker is an entity that produces 50,000 gallons or less in one calendar year. Under the law, these wineries can serve three 2 ounce samples of wine per customer and sell their product on site in a specific designated area within the market.

According to the Michigan Craft Beverage Council (formerly the Michigan Grape & Wine Industry Council), Michigan consistently ranks in the top fifth in the nation for wine production. Michigan Excise Tax records show 379 small wine makers bottled more than 1.3 million gallons of wine, mead and cider in 2017.

By 2017, of the 379 small winemakers in Michigan, 44 have received one or more permits to sell at farmers markets. The role of farmers markets across the state of Michigan is to give citizens direct access to fresh produce and locally produced foods, and to support local businesses. As Michigan farmers markets continue to thrive, qualified small wineries have begun utilizing this opportunity to connect with local customers. This has helped qualified small wine makers (which include the sale of grape wine, hard cider and mead) increase overall sales, build relationships with other local vendors and spread the word about their vineyards and tasting rooms. It also has allowed the consumer to discover new businesses, support local food systems, and help stimulate a growing Michigan economy.

Today's Challenge

Farmers market permits have been a valuable tool and have aided in the growth of many small wineries across Michigan. However, because of the industry's growing popularity and success, a large portion of small wine makers are approaching the 5,000 gallon limit or already exceed it, making them unable to take advantage of this great opportunity.

"I have met many people at the market who have been instrumental in our business growth either in marketing, other retail sales opportunities and/or capital investor opportunities. I am able to tell customers about both our downtown Muskegon tasting room and our tasting room at the vineyard in New Era. No one sells your product as good as you can. We are currently producing between 1,000-1,200 cases a year (2,300-2,800 gallons) and increasing our limit would allow us to continue selling at markets a little longer as we are still growing.

—Renae Goralski, Oceana Winery and Vineyard



"Selling at the Midland Farmers Market has had a positive impact on our business. Being that we're a seasonal business, it's nice to have another outlet for our product and the market has helped us grow recognition of our name and brand."

— Nicole Ward,
Forgotten Ciders





“Modern Craft winery is in full support of increasing the amount of wine production in order to be eligible to participate in farmers markets. Modern Craft resides its tasting rooms in small rural communities for the most part where farmers markets are as routine as cars on the highway. Farmers markets in these rural areas, while common, struggle with finding vendors. We have been invited to participate in many community based farmers markets, but have had to decline because we are not eligible based on our scale of production. We should absolutely be able to support these communities as our reach is not nearly strong enough to penetrate larger markets. The economic impact from raising this limit would be felt across the whole industry for others just like us.”

—Tom Nixon, Modern Craft Wine

Solution

In recognition of the growing wine industry within the State of Michigan and the desire to see small businesses thrive, **the limit set by law to sell at farmers markets should increase to at least 15,000 gallons produced per year.** This could expand eligibility to an estimated 364 (96%) businesses holding a small wine makers license which would increase the ability of farmers markets statewide to recruit small winemakers as vendors, allow more opportunities for wine makers to promote a growing industry within the state, and will expand consumer exposure to more local businesses.

Benefits of Raising the Production Limit:

- Updating the gallon production limit would increase the number of small businesses in the State of Michigan that can benefit from building relationships with local consumers at farmers market.
- Allow small qualified small wineries to maintain market access as they produce more wine.
- A modernized threshold would give farmers market managers a greater ability to recruit wineries to be vendors at markets.
- More locally owned businesses could reach interested customers.
- A slightly higher eligibility limit of 15,000 gallons produced, better reflects the current and projected growth of the wine industry in Michigan.



#FarmersMarketsMI

480 Wilson Road, Room 172 Natural Resources Building
East Lansing, MI 48824
Ph: 517-432-3381 • www.mifma.org