

## RE: Community Promotions Program Request for Funding - Cost Sharing of the Purchase of an Exterior Automated External Defibrillator (AED)

September 9, 2025

Dear Members of the Douglas Downtown Development Authority:

As some of you may be aware, the HeartSafe Tri-Community of the Saugatuck Area is a recently formed local organization aiming to make the tri-communities a safer place to live, work, and play. Their focus is to save lives with hands-only CPR training, increasing Automated External Defibrillator (AED) access, and initiating heart healthy programs to strengthen the chain of survival.

After taking one of their CPR classes, I was inspired to help, particularly by increasing the availability of exterior AED devices in the downtown area. The outdoor cabinets cost nearly as much as the device itself, so I am writing to formally request support from the DDA (through the Community Promotions Program) for assistance with cost-sharing in the purchase of an AED and outdoor case to be installed in our downtown corridor.

The heart of Douglas is more than a collection of historic buildings and bustling storefronts—it is a place where residents, business owners, employees, and visitors gather daily. With this in mind, my hope is that we can work together to make downtown Douglas not only a vibrant destination, but also a safe community as well. With the upcoming loss of the centrally located police department and city hall, whose buildings house interior AEDs, it is even more imperative to replace those with an exterior AED that is easily accessible at all times.

### Background and Rationale

Sudden cardiac arrest can happen to anyone, at any age, and in any location—including public spaces such as our downtown district. According to the American Heart Association, more than 350,000 cases of out-of-hospital cardiac arrests occur annually in the United States. The presence of an AED, coupled with swift action, can dramatically increase the chances of survival for someone experiencing cardiac arrest.

Currently, our downtown only has access to two 24-hour, exterior AED devices located at Beery Field and Douglas Marina. Though there are other devices located inside buildings,



they lack visibility and 24-hour immediate access to a publicly available AED. In the event of a cardiac emergency, precious minutes may be lost locating and transporting such a device—minutes that might otherwise mean the difference between life and death. By installing an AED in a centrally located, accessible spot along the downtown corridor, we can empower our community members and visitors with the means to act quickly and effectively in an emergency.

## Purpose of the Funding Request

Some key purposes of DDAs are to fund public improvements and strengthen community identity in order to enhance the vitality of downtown districts. This initiative would not only support a project that benefits the community at large, it also promotes our community as one that cares. The acquisition of an AED and exterior cabinet aligns perfectly with this mission. The device would serve the broad public and safeguard the lives of residents, business owners, employees, and visitors during events, markets, and the everyday life of people downtown.

Specifically, the cost-sharing will be used to:

- Purchase one (1) FDA-approved Automated External Defibrillator (AED) unit, accessories, and outdoor cabinet suitable for public access use;
- Install the AED in a highly visible and accessible area of downtown Douglas;
- Bring awareness of the HeartSafe Tri-Community of the Saugatuck Area and hopefully inspire more people to join the cause; and
- Promote community awareness of the AED location and its lifesaving potential.

## Benefits to the Community

The installation of an AED will bring numerous and far-reaching benefits to downtown district, including:

- **Enhanced Public Safety:** Immediate access to an AED can significantly increase the chances of survival for cardiac arrest victims.
- **Community Empowerment:** AED awareness and participation in HeartSafe training will encourage residents and business owners to become active participants in public safety.
- **Support for Downtown Events:** Many events draw large crowds to our downtown. Having more AEDs along the downtown corridor will provide reassurance and preparedness for medical emergencies.



- Increased Attractiveness for Visitors: Demonstrating our city's commitment to safety and caring can encourage more families and organizations to visit and invest in our downtown.

## Implementation Plan

Upon approval of this funding request, the following steps will be taken to ensure successful acquisition and deployment of the AED:

- Consult with the Saugatuck Township Fire Department and the Douglas Department of Public Works to select an appropriate location for the AED.
- Purchase and install the AED, ensuring the device is registered and maintained according to manufacturer and state guidelines.
- Distribute informational materials regarding AED use, CPR techniques, and the local HeartSafe Community initiative.
- Organize a free public demonstration and training session for downtown merchants and staff.
- Promote the AED's presence through social media, local newspaper, and in-person outreach at community events.

## Budget Estimate

My original intent was to purchase the AED and request that the City purchase the outdoor cabinet, but I am open to working with the DDA on cost sharing that works for both of us.

According to the Saugatuck Township Fire Department, listed below is the current pricing for a refurbished Lifepak 1000 AED and accessories. New Lifepak 1000s go for approximately \$2,780.00 each. The refurbished AED carries the same one-year warranty as a new one. The fire department has had 22+ in service for 4-5 years and there have been no issues with any of them.

- 1 refurbished Lifepak 1000 AED - \$1,195.00
- 1 set of adult pads - \$45.00
- 1 set of Pediatric pads - \$125.00
- Shipping for the Lifepak - \$35.00
- 1 AED outdoor cabinet - \$1,694.00, plus shipping
- Installation - ???



## Conclusion

The purchase and installation of an AED and exterior cabinet along the downtown corridor is a positive step toward further safeguarding our community and promoting Douglas as a caring community that protects the lives of our residents, business owners, employees, and visitors. The DDA's support will make a tangible difference and send a clear message of Douglas's unwavering commitment to the health and safety of its people.

Should you require any additional information regarding the proposal, device specifications, or implementation plan, I would be more than happy to provide further details or meet at your convenience.

Thank you for your time, consideration, and ongoing dedication to the viability of Downtown Douglas. I look forward to the opportunity to work together to make our downtown a safer place for all.

Sincerely,

Wendy Colsen