

**DDA ACTION**

Approved _____

Denied _____

Date _____

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATIONName: Halle OczepkeName of Organization(s): Saugatuck - Douglas History CenterAddress: 130 Center St PO Box 617 Douglas, MI 49406Phone: (269) 857-5751 Email: director@mysdhistory.orgHow many years have you been in the Douglas Downtown Development Authority District? 19 yrs**EVENT INFORMATION** (use additional sheets if needed)Event Name: Douglas Halloween Party Before the ParadeEvent Date(s): October 25, 2025 Event Start & End Hours: 6:00 PM - 10:00 PMEvent Location: 130 Center St Douglas, MI 49406

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

Please see attached document.Anticipated Number of Attendees: 500

Attendees Demographics (ages, special interests, where are they coming from, etc.) _____

Estimated Number of Volunteers: 40Estimated Date/Time for Set-Up: 10/10/25 Estimated Date/Time for Clean-Up: 10/26/25

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

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

Funding amount requested: \$1,750.⁰⁰ (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? Approx 6 times
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 ☐ N/A


Signature of Applicant

9/16/2025
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.**

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

The SDHC's Halloween Party Before the Parade is a spirited and dynamic event, providing a valuable space for visitors to Saugatuck-Douglas to kick off their night of spooky fun before the start of the Douglas Halloween Parade for adults at 10:00 PM. This ticketed event offers a variety of local beverages, photo opportunities, a VIP Room with exclusive offerings, and the highly anticipated costume contest, featuring \$1,000 in prizes. This year, we have hired a local professional photographer to take photos of attendees in their costumes, which they will be able to download for free after the event. We will be professionally filming the costume contest in front of the History Center for attendees to watch from the back garden on a large-scale outdoor screen.

Attendee Demographics (ages, special interests, where they are coming from, etc.):

The target market for this event are new and long-term residents of the Saugatuck-Douglas area, History Center community members, as well as visitors coming to Downtown Douglas for an evening, a weekend, or a longer stay in October. Our expected visitors are adults (18+) attending the Downtown Douglas Halloween Parade for Adults.

Our expanded lighting and decorating program will also attract and engage visitors coming to Douglas during the two weeks leading up to parade night from October 10-25, 2025. The History Center directly serves the 5,686 local residents of the Saugatuck-Douglas area and surrounding townships by promoting awareness of the community's history.

As the area's only collecting institution for art and historical archives, the SDHC also serves as caretaker for our community's memories and priceless artifacts. The SDHC also works with Saugatuck Public Schools on programming and enrichment. SPS consists of three schools serving 815 students from across the region. In 2024, our exhibits engaged over 7,000 visitors representing 46 of the states in the United States, 5 Canadian provinces, and 28 foreign countries.

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

The History Center is illuminated and decorated to create a spooky atmosphere for parade goers visiting the DDA District. On the evening of the event, costumed visitors fill the grounds and are also drawn to the spectacle of the city as a whole. Our expanded lighting and decorating program will also attract and engage visitors coming to Douglas during the two weeks leading up to parade night from October 10-25, 2025.

- Event Host - Saugatuck - Douglas History Center
- Current Sponsors - Edward Jones - Barb McNally, Dunes View/The Little Store, Retro Boat Rentals/The Red Dock

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

- Web - featured SDHC and Saugatuck-Douglas CVB websites
- Social Media - SDHC Facebook and Instagram (3.2K followers; 761 followers)
- Print Media - flyers distributed to local businesses, hotels, and B&Bs
- Email - event invitation to 950+ contacts, including previous years' attendees
- Publicity - press release will be shared with local, regional, and statewide media contacts (Commercial Record, Holland Sentinel, MLive, WoodTV8, Bridge Michigan, Michigan News Network/WWJ Newsradio 950)

Description of Expenditures	Allocated Expenses		
	DDA Expense	Other Expenses	Total Expenses
Exterior Lighting from October 10-25 at History Center	\$1,500		\$1,500
AV for event, VIP space, film screen, costume contest		\$1,050	\$1,050
Photographer services		\$450	\$450
Printing for posters and signage		\$500	\$500
Portajohn rental		\$450	\$450
Advertising - Commercial Record		\$1,440	\$1,440
Fencing for event grounds on Center Street	\$250		\$250
Food and alcohol for fundraiser		\$1,500	\$1,500
Total Budget	\$ 1750	\$ 5,390	\$ 7,140