



DOUGLAS DOWNTOWN DEVELOPMENT AUTHORITY

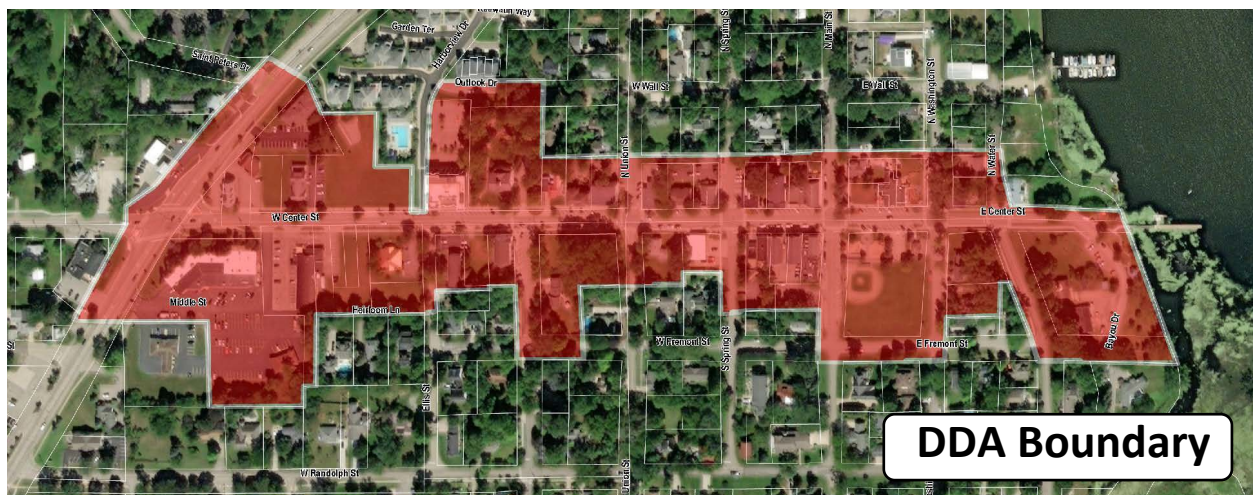
Community Events Grant Reimbursement Program Guideline

PROGRAM GUIDELINES

The City of Douglas Downtown Development Authority (DDA) was originally created in 1997 to reverse the pattern of deterioration in the downtown area and to plan for and implement certain public improvements considered necessary for future economic growth. The goals of the DDA are detailed in its Development Plan, adopted in 2006. The DDA intends to support qualified downtown events with funding to promote the downtown district and increase foot traffic.

The DDA is seeking a partner relationship with event presenters to help promote Douglas's Downtown District. Local organizations planning to present a public event(s) in downtown Douglas may submit an application for funding in accordance with the guidelines described below.

Funding recommendations are reviewed at the end of each quarter.



The maximum amount awarded to a local organization under the program is \$5,000. Events will be funded only to the extent that funding is available.

REQUIREMENTS

- The event must include participation of local downtown businesses.
- The event presenter(s) must market the event as well as promote the DDA.
- The event must be open to the public.

Note: Preference will be given to events which attract a diversity of participation

CONDITIONS OF ELIGIBILITY

- Event presenter(s) must receive City Council approval with a Special Events Application prior to

- seeking grant funding.
- DDA monies awarded must be used towards qualifying expenses related to Douglas's downtown, local businesses, and marketing events. Funds are disbursed as reimbursement after applicant presents itemized receipts.
- All necessary insurance and security must be provided by the event presenter(s).
- Event presenter(s) must work with City of Douglas' City Council/Administration/DPW/Police and Saugatuck Township Fire District on road closures, use of public space and services, and other issues.
- Event must use the DDA logo on all materials and link to the DDA website (if applicable).
- Event presenter(s) must complete a Community Events Grant Funding Application and provide related information.
- Funds cannot be used for events restricted to private or exclusive participation.
- Funds cannot be used for fundraisers.
- Itemized receipts must be presented equaling the amount requested.
- Event presenter(s) receiving DDA event funding must submit a written final summary on the event(s) and how DDA funds were used prior to consideration of a new application.
- Funded event presenter(s) may be asked to appear and submit their report at a DDA meeting following the event.

Please note that the above list is not all-inclusive. Final determinations of eligibility requirements are governed by the DDA Board.

AWARD PAYMENTS

- DDA awards are paid to recipients as reimbursements.
- All event(s) must be in compliance with the aforementioned requirements.
- Original receipts for services performed must be provided to receive reimbursement.
- After satisfactory review by DDA Business Incentive Program sub-committee, payment will be made to the award recipient as soon as possible by the City Treasurer

GRANT FUNDING TIMELINE

Community Events Grant Program applications are accepted, reviewed, and awarded on an ongoing basis depending on the availability of funds in the DDA budget.

QUESTIONS

Please contact the City Clerk's office at clerk@douglasmi.gov or 269.857.1438 for questions. For more information on the DDA please visit our website at www.douglasmi.gov.

**DDA ACTION**

Approved _____

Denied _____

Date _____

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATIONName: Kate NguyenName of Organization(s): Ox-Bow School of Art & Artists' ResidencyAddress: 137 Center St.Phone: 269-283-0874 Email: kate@reedumbrellainc.com

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

EVENT INFORMATION (use additional sheets if needed)Event Name: Cavern TavernEvent Date(s): October 25, 2025 Event Start & End Hours: 5-10 p.m.Event Location: Ox-Bow House

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

We will have a pre-party before the Halloween parade. We will have the Great Lakes BrassBand performing, drinks served and a Halloween-themed art exhibit. This party and these activationswill help bring patrons downtown before the parade and increase traffic to other businesses.Anticipated Number of Attendees: 250

Attendees Demographics (ages, special interests, where are they coming from, etc.) Guests that we have
see attend in the past are 21 and above, many coming from local areas of Saugatuck, Holland,
Grand Rapids, Douglas and south. We have also had numerous visitors from Chicago.

Estimated Number of Volunteers: 12Estimated Date/Time for Set-Up: 10/25 11am Estimated Date/Time for Clean-Up: 10/26 10 am

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

We have Saugatuck Brewing Company as our headline sponsor this year

Other businesses are welcome to market as a whole and participate in joining forces to bring a large crowd down to the parade and to our party that

will raise valuable money for the arts.

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

We have advertised on social media, through our organization's newsletter, through posters around town and on our building. We plan some additional

advertisements in local publications as well.

Funding amount requested: \$1,000 (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? 1

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 ☐

Kate Nguyen

Signature of Applicant

9/16/25

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.**



City of Douglas DDA Reimbursement Form

Name: _____

Organization: _____

Address: _____

Phone Number: _____

Event/Project Name: _____

Date(s) of Event/Project: _____

Total Amount Approved: _____

***Please attach receipts**

Signature of Recipient: _____ Date: _____

For Office Use Only:

Approved by: _____

Date Approved: _____

Amount Approved: _____

Notes: _____