



Item 9C.

DDA ACTION

Approved _____

Denied _____

Date _____

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATION

Name: JOHN THOMASName of Organization(s): ART IN DOUGLASAddress: 23 CENTER ST.Phone: 616-836-0272 Email: jt@mixedmcool.comHow many years have you been in the Douglas Downtown Development Authority District? 28

EVENT INFORMATION (use additional sheets if needed)

Event Name: ART IN DOUGLAS - SECOND SATURDAYSEvent Date(s): 10/11 11/8 12/13
7/12 8/9 9/12 Event Start & End Hours: 11:00 - 7:00Event Location: D.D. BUSINESS DISTRICT

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

THE EVENT STRETCHES FROM OK-BOX HOUSE TO NOW+THEN
AND INVOLVES ALL OF THE GALLERIES ON THE STREET - THAT'S
BENEFITTING ALL OF THE OTHER ADJACENT BUSINESSES. IT IS THE
LONGEST RUNNING RETAIL EVENT IN TOWN. THIS IS THE 8th YEAR!
AND ATTENDANCE CONTINUES TO GROW

Anticipated Number of Attendees: WELL OVER 600Attendees Demographics (ages, special interests, where are they coming from, etc.) THERE ARE PEOPLE
FROM MULTIPLE STATES AND COUNTRIES AT EVERY EVENT AND ALL
AGE GROUPS.Estimated Number of Volunteers: 0Estimated 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, MR. MILLER, RUTH CROWE, BUTTON GALLERY, LEBEN ART, NOW+THEN, PETER GALLERY ALSO BENEFIT BY SCHEDULING AN EVENT TO COINCIDE.

List your methods to advertise and promote the event as well as downtown and local businesses: RACK CARDS, FACEBOOK, INSTAGRAM, COMMERCIAL RECORD, URBAN STREET, SAUC. RADIO SHOW, WHAT IS HAPPENING, OTHERS AS MONEY PERMITS

Funding amount requested: \$3,000 ^{JULY} ~~X SEE BELOW (FOR AUG. + SEPT.~~ (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? SINCE 2017
3. Is this a reoccurring event? Yes ☒ No ☐ SINCE 2017

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

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

FACEBOOK BOOSTS \$150
MUSICIANS ~~\$1,350~~
WHAT'S HAPP \$250
COMMERCIAL REC. \$450
URBAN STREET ~~\$500~~ \$390
HOLLAND SENT. ~~\$300~~

~~\$1,600~~

~~\$3,000~~

REPORT OF PRIOR EVENT ATTACHED. \$2,590.00

COMPLETE THIS APPLICATION IN ITS ENTIRETY; INCOMPLETE APPLICATIONS WILL NOT BE REVIEWED.
PLEASE RETAIN A COPY OF THIS ENTIRE APPLICATION FOR YOUR RECORDS.

Art in Douglas accomplishments

Over a period of eight years, the Art in Douglas, Second Saturday gallery stroll event has consistently, and prominently promoted our downtown brick and mortar businesses, month after month throughout the peak season like no other event or program. It was conceived because there was nothing else like it and because the galleries on Center Street were determined to create something that would hopefully increase traffic essential to the success of our retail brick and mortar businesses, in particular.

Through determination, consistency and commitment, over time the event, with help and additional funding from the DDA, has increased awareness of our downtown galleries, all of the other downtown businesses, and the overall image and reputation of Douglas as a town.

This August's event is a perfect example. Anyone who attended the event would have seen hundreds of people filling the street throughout the day; all enjoying themselves and leaving with a very positive impression of our whole community, which they surely shared with other people.

Funding from the DDA has helped to supplement what the galleries can afford to do themselves by proving additional money used specifically for promotion and entertainment.

Feedback from gallery owners concerning headcount and sales, makes it clear that our efforts are paying off. One business owner reported that traffic and sales at the July event were the best for their business since the inception of the gallery stroll.

As we celebrate our successes to date, the gallery committee is focused on continually improving the event. To that end, we appeal to the DDA for continuing support, ESPECIALLY IN THE LAST QUARTER OF THE YEAR WHEN IT IS HARDEST TO ATTRACT PEOPLE TO TOWN, not just for the benefit it brings to the galleries, but for the broader positive impact it brings to our downtown district and the image of Douglas as a community.