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## MEMORANDUM

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To: Douglas Downtown Development Authority

From: Rich LaBombard  
City Manager

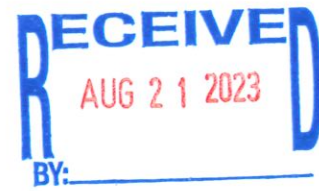
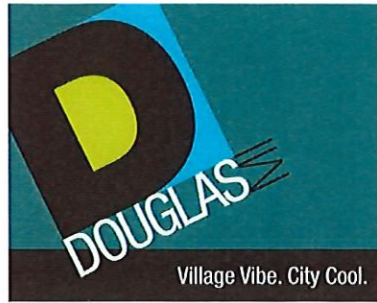
Date: August 23, 2023

RE: Community Events Funding Program – Art In Douglas

The DDA is in receipt of an application for Community Events Funding Program from Art In Douglas. The event is scheduled for September 9, 2023. Marcia Leben is seeking support for event costs. Ms. Leben has estimated the total cost of the event at \$1,000.

**Sample Motion – I move to support the Art In Douglas application for Community Events Funding Program in the amount of \$\_\_\_\_\_.**

Art In  
DOUGLAS



## Douglas Downtown Development Authority COMMUNITY EVENTS FUNDING PROGRAM GUIDELINES

The DDA is seeking a partner relationship with event presenters to help promote Douglas's Downtown District.

- 1.) Local Organizations planning to present a public event(s) in Downtown Douglas may submit an application for funding in accordance with these Guidelines. The Douglas DDA intends to support qualified downtown events with funding to promote the downtown district and increase foot traffic. Funding recommendations are reviewed at the end of each quarter.
- 2.) To qualify for Douglas DDA funding events **must:**
  - **Include participation of local downtown businesses**
  - **Market the event as well as promote Douglas's Downtown**
  - Be open to the public
  - Preference will be given to events which attract a diversity of participation
- 3.) Community Organizations receiving Douglas DDA funding **must comply with the following:**
  - **DDA monies awarded must be used towards qualifying expenses related to Douglas's Downtown, Local Businesses, and marketing special events. Funds are disbursed as reimbursement after applicant presents itemized receipts.**
  - All necessary insurance and security must be provided by the event.
  - Event organizers must work with City of Douglas City Council/Administration /DPW/Police and Fire on road closures, use of public space and services, and other issues. Event organizations must receive City Council approval for their Special Events Application.
  - Event must use the DDA logo on all materials and to link to the DDA website (if applicable).
  - Event organizer must complete an Application Form and provide contact 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 amount requested
  - Organizations receiving DDA event funding must submit a written final summary on the events and how DDA funds were used prior to consideration of a new application.
  - Funded organizations may be asked to appear and submit their report at a DDA meeting following the event.

**Douglas DOWNTOWN DEVELOPMENT AUTHORITY**  
**APPLICATION COMMUNITY EVENTS FUNDING PROGRAM**

*Please Review Attached Guidelines*

**ORGANIZATION REQUEST FOR DDA FUNDS**

Please review the attached Community Event Funding Program Guidelines. Reply to each section completely; *additional sheets may be attached*

Submit complete application to the DDA office, City Hall, 86 W Center St, Douglas MI 49406

Submission Date: 8/21/23  
Name of Organization: ART IN DOUGLAS  
Address: 23 CENTER ST  
Contact Name: MARCIA LEBEN  
Phone Number: 616-212-7994



**I ORGANIZATION MISSION OR PURPOSE**

Date received \_\_\_\_\_ Meeting review date \_\_\_\_\_ Recommendation: \_\_\_\_\_

**II DDA FUNDING HISTORY**

- A. Is this the first time you've applied for DDA funding for this event? Y  N   
B. If yes, how many times have you applied previously? 5+  
C. Is this a recurring event? YES

*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.*

**III EVENT DESCRIPTION**

Event Name ART IN DOUGLAS GALLERY STROLL

Event Date(s) SEPTEMBER 9, 2023

Location Click DOUGLAS ART GALLERIES (6)

Event Description/Activities Planned:

- ART GALLERIES OPEN FROM 11AM - 7PM
- ARTIST DEMONSTRATIONS
- MUSIC BY JIM COOPER (VIBRAPHONE - SEVERAL CENTER STREET LOCATIONS)  
WWW.JIMCOOPER.NET
- SOCIALIZING

**IV DOWNTOWN BENEFIT**

A. How the proposed activity will benefit Douglas's Downtown and Local Businesses:

INCREASED CONSUMER TRAFFIC IN DOWNTOWN DOUGLAS, INCREASED LODGING + RESTAURANT REVENUES

B. List Local Businesses involved, include How Businesses are participating in the event.

LEBEN ART GALLERY      WATER ST GALLERY  
MIXED MEDIA GALLERY      OX-BOW HOUSE  
BUTTON GALLERY      MR MILLER'S ART FERRARIUM

**V PROMOTION and PUBLICITY**

A. How many participants expected: SEVERAL HUNDREDS

B. Participant demographics (ages, special interests, where coming from, etc.):

MIDWEST

C. List your methods to advertise and promote the event, plus Downtown and Local Businesses:

SEE BELOW

**VI BUDGET Note: Please attach an Itemized Budget for the Event to Your Application.**

Budget Summary:

JIM CORPUS MUSIC	- \$200
WHAT'S HAPPENING ADS	- \$315
COMMERCIAL RECORD ADS	- \$485
TOTAL	<u>\$1,000</u>

**TOTAL COST:**

**City of Douglas EVENT APPROVAL**

Have you submitted a Special Event Application to the City of Douglas for approval? Y  N  *ON FILE*

Has your Special Event Application to the City been approved by Douglas City Council? Y  N