

# Special Event Permit Application: Submission #2

## Event Sponsor Information

Name of Event Sponsor Downtown Development Authority  
Business N/A  
Non Profit ID # N/A  
Address 1100 Delta Ave  
Gladstone, Michigan. 49837

## Person in Charge of Activity

Name Patricia West  
Telephone [385-222-8515](tel:385-222-8515)  
Email [pwest@gladstonemi.gov](mailto:pwest@gladstonemi.gov)

## Event Information

Event Name Downtown Day  
Event Date & Time Sat, 09/28/2024 - 12:00  
Event Location Main activity will take place on Delta Ave between 9th St and 10th St.  
Will this event take place in the DDA district? Yes  
Please provide a description of the event. For the fifth year in a row, the fourth Saturday of September has been proclaimed "Downtown Day" by the MDA.

The MDA encourages community members to visit a downtown on September 28 and enjoy its shops, restaurants, and recreational and cultural aspects. Many MDA member communities have special events planned to celebrate the special day.

This is the first year the Gladstone DDA is participating. Initial planning efforts are looking to do a special street fair (similar to the farmers market) with musical entertainment from a local band.

We plan to send notices to all the businesses within the DDA district encouraging them to run a promotion or sidewalk sale. However they choose to participate is up to them and will not be coordinated by the DDA, with the exception of promoting the participating businesses.

We also plan to use this event to showcase our new historical markers with Ann Jousma Miller. We are considering an incentive for people to follow the map at each marker to celebrate the history of our downtown, and look forward to the future.

How many participants are you anticipating? 200

Event Set-Up Date & Time Sat, 09/28/2024 - 10:00

Event Clean-Up Date & Time Sat, 09/28/2024 - 16:00

Do you have any special requests for this event? Shut down Delta Avenue between 9th and 10th St.

If you have prepared a flyer or advertisement, please attach it. {Empty}

# Waiver of Liability

Please attach proof of your liability insurance.

[2024 Downtown Day Insurance Information.docx](#)