

**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, APRIL 24, 2024 AT 2:00 PM
86 W CENTER ST., DOUGLAS MI**

AGENDA

To view remotely online or by phone -

Join online by visiting: <https://us02web.zoom.us/j/83505446221>

Join by phone by dialing: +1 (312) 626-6799 | **Then enter "Meeting ID":** 835 0544 6221

1. CALL TO ORDER

2. ROLL CALL/QUORUM

3. APPROVAL OF AGENDA

Approval of Agenda - Changes/Additions/Deletions

Motion to approve the Agenda of April 24, 2024. – roll call vote

4. APPROVAL OF MINUTES

A. Approval of Minutes - Changes/Additions/Deletions

Motion to approve the Minutes of March 27, 2024. – roll call vote

5. OFFICER REPORTS

A. Secretary

B. Treasurer

C. Vice Chair

D. Chair

6. PUBLIC COMMUNICATION - WRITTEN

A. Liz Engel - Letter

B. Town Crier Race - Letter

7. PUBLIC COMMUNICATION - VERBAL (LIMIT OF 3 MINUTES)

8. UNFINISHED BUSINESS

A. FY 2024-2025 Budget Discussion

9. NEW BUSINESS

A. SDACVB Gateway Signage Check Presentation - Lisa Mize, Executive Director

B. SDACVB 2024 Marketing Strategy and Plan Presentation - Lisa Mize, Executive Director

C. Proposed Tuesday Farmer's Market in Douglas Presentation - Sue Poolman

D. Michigan Downtown Association Conference Update - Discussion - Randy Walker

E. Community Events Grant Application - Douglas Dutchers Baseball Club

Motion to approve the community events grant request from Helen DeGeatano of the Douglas Dutchers Baseball Club for their annual vintage baseball games on June 22, July 13, August 17, 2024, in the amount of \$668.66. - roll call vote

F. Community Events Grant Application - Beats on Beery

Motion to approve the community events grant request from April Gundy with the Saugatuck Douglas Area Convention & Visitors Bureau, for the June 28, 2024 Beats on Beery event, in the amount of \$750.00. - roll call vote

G. Community Events Grant Application - Community Pride MI

Motion to approve the community events grant request from Liz Engel of Community Pride MI for the PRIDE in the Park event on June 1, 2024 and Oktoberfest event on October 12, 2024, in the amount of \$5,853.05. - roll call vote

H. Community Events Grant Application - Venetian Fest

Motion to approve the community events grant request from James B. Sullivan of the Rotary Club of Saugatuck-Douglas for the July 26-27 Venetian Fest 2024 event, in the amount of \$5,000.00. - roll call vote

I. Community Events Grant Application - Art in Douglas 2024

Motion to approve the community events grant request from Michael Burmeister of Button Gallery for the Art in Douglas 2024 events, in the amount of \$3,322.37. - roll call vote

10. COMMITTEE REPORTS

11. STAFF/MANAGER REPORTS

12. PUBLIC COMMUNICATION – VERBAL (LIMIT OF 3 MINUTES)

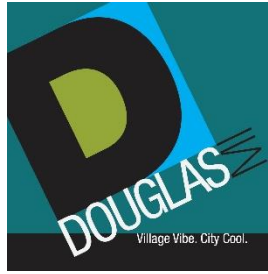
13. BOARD COMMENTS

14. CHAIR COMMENTS

15. ADJOURNMENT

Motion to adjourn the meeting.

Please Note – The City of the Village of Douglas (the “City”) is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of this meeting or the facilities, are requested to contact Laura Kasper, City Clerk, at (269) 857-1438, or clerk@douglasmi.gov to allow the City to make reasonable accommodations for those persons. CITY OF THE VILLAGE OF DOUGLAS, ALLEGAN COUNTY, MICHIGAN



**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, MARCH 27, 2024 AT 2:00 PM
86 W CENTER ST., DOUGLAS MI**

MINUTES

1. CALL TO ORDER – Treasurer Laakso called the meeting to order at 2:00pm

2. ROLL CALL/QUORUM

PRESENT

Maggie Bandstra

Dave Laakso

Kabri Martyniek

Beth Stefanchik

Lauren Vonk

Also Present City Manager Lisa Nocerini

Project Manager Jenny Pearson

Deputy Clerk Sean Homyen

ABSENT

Aleshia Balmer

Cathy North (Viewed remotely)

Mark Postilion

Randy Walker (Viewed remotely)

3. APPROVAL OF AGENDA

Approval of Agenda - Changes/Additions/Deletions

Motion by Laakso, seconded by Bandstra, to approve the March 27, 2024, Agenda. – Motion carried by unanimous roll call vote.

4. APPROVAL OF MINUTES

Approval of Minutes - Changes/Additions/Deletions

Motion by Laakso, seconded by Bandstra, to approve the February 28, 2024, Minutes. – Motion carried by unanimous roll call vote.

5. OFFICER REPORTS

A. Secretary - None

B. Treasurer – Included in packet

C. Vice Chair - None

D. Chair - None

- 6. PUBLIC COMMUNICATION – WRITTEN** – Treasurer Laakso went over the memo that was submitted by Walker regarding the Derby Day event.
- 7. PUBLIC COMMUNICATION - VERBAL (LIMIT OF 3 MINUTES)** – Walker gave a detailed update on the written communication. She mentions that April does not want to pursue Derby Day and that she reached out to Kelly for help with the event. Walker requested that the money for Derby Day be reallocated so that the event can continue and become a regular annual occurrence. Eric with the Saugatuck Historical Society introduced himself and went over events that they are collaborating on and hosting.
- 8. UNFINISHED BUSINESS**
- A. Map Kiosk Update – Project Manager Pearson gave a quick update on the map. The current DDA map is in the kiosk by the Police Station.
- B. Grant Applications Update – City Manager Nocerini gave an update from the CVB meeting and that the DDA received the money to pay for half of the gateway sign. She wanted to thank Laakso and Walker for attending the CVB meeting and congratulate the DDA. She mentions that she submitted a grant to Consumers Energy for repair of the light poles, sprinkler system, refreshing bump outs, and obtaining bike racks. Additionally, she will be pursuing the RAP grant if the Michigan Economic Development Corporation is issuing another one.
- 9. NEW BUSINESS**
- A. FY 2024/2025 Budget Discussion – City Manager Nocerini went over the budget and reminded members that it can be amended. Treasurer Laakso asked members if they wanted to go around the table for any feedback on the budget. Members discussed the needs of better marketing for the off season, maintaining bump outs that don't have water, bike racks, local art support, and painting utility boxes.
- B. FY 2024/2025 Budget Approval
- Motion by Stefanchik, seconded by Martyniek, to approve the increase the seasonal decoration budget to \$10,000, for the downtown beautification \$7,000 addition, downtown business incentive \$5,000 addition and approve the budget as is. – Motion carried by unanimous roll call vote.*
- C. Derby Day Organizer - Transfer payee to new organizer of the 2024 Derby Day event in the amount of \$500.00.
- Motion by Martyniek, seconded by Vonk, to transfer the \$500.00 in the budget to Kelly for the Derby Day event. – Motion carried by unanimous roll call vote.*
- D. Earth Day - Discussion Item – City Manager Nocerini discussed that the City will be working with the school district to teach and help them clean up around the area. Vonk also talked about her earth day clean up for the Blue Star Highway ramp area.
- E. Michigan Downtown Association Membership Renewal
- Motion by Vonk, seconded by Stefanchik, to approve the renewal of the Downtown Association membership fee of \$125*
- 10. COMMITTEE REPORTS - None**

11. **STAFF/MANAGER REPORTS** – City Manager Nocerini gave updates on the Wiley Street property and mentioned that one of the wayfinding signs is creating confusion of parking with the lot at the post office.
12. **PUBLIC COMMUNICATION – VERBAL (LIMIT OF 3 MINUTES)** – No comments received.
13. **BOARD COMMENTS** – Walker had some concerns about the budget and mentioned that it could be amended in a future meeting.
14. **CHAIR COMMENTS** – Treasurer Laakso wanted to thank the CVB for the support funding the gateway sign. He also reminded members to vote for Saugatuck for best resort costal destination on USA today.
15. **ADJOURNMENT**

Motion by Vonk, seconded by Stefanichik to adjourn meeting.

DDA TREASURER'S REPORT for April 24, 2024 Meeting

There was no revenue recorded during March 2024. Expense of \$17,296.74 was incurred during the month, representing a 50% downpayment for the Douglas Gateway sign of \$15,538.62 to Praise Sign Company, \$750.00 of expense payable to Michigan Art Guide for Art in Douglas advertising, and the recurring \$650.00 monthly allocation of Douglas staff expenses.

At March 31, 2024, the DDA had cash on hand of \$72,311.54. Accounts payable at month-end totaled \$963.40 and included \$750.00 for the Michigan Art Guide and \$213.40 for the MDA spring workshop attended by Randy Walker, leaving an ending fund balance of \$71,348.14.

April 19, 2024

DDA BUDGET - 2023-2024 FISCAL YEAR beginning July 1, 2023

	2023-2024 Approved Budget	Activity for March 2024	2023-2024 YTD Activity	Budget Remaining to Earn/Spend	Comments
REVENUES					
TAX INCREMENT RECAPTURE	\$ 50,004.00	\$ -	\$ 50,003.95	\$ 0.05	TIF Recapture
OTHER INCOME	<u>260.00</u>	<u>-</u>	<u>260.00</u>	<u>-</u>	Chair Rental - July and August Socials
TOTAL Revenues	\$ 50,264.00	\$ -	\$ 50,263.95	\$ 0.05	
EXPENSES					
TRAINING FUNDS	\$ 1,000.00	\$ 358.12	\$ 358.12	\$ 641.88	MDA Spring Workshop - R. Walker
DDA ADMINISTRATION	7,800.00	650.00	5,850.00	1,950.00	Allocation of Douglas Staff Expenses
CONTRACTUAL	3,000.00	-	176.76	2,823.24	Williams and Works DDA Planning
CONTRACTUAL ENGINEERING	-	-	-	-	
COMMUNITY PROMOTIONS	16,000.00	750.00	9,047.14	6,952.86	Art In Douglas Advertising, Fall Gallery Stroll Music, History Center Socials, DDA Christmas Tree, Michigan Art Guide
CAPITAL OUTLAY (Detail Below)	<u>76,000.00</u>	<u>15,538.62</u>	<u>58,738.29</u>	<u>17,261.71</u>	Wayfinding Signage-Praise Sign Company; Sidewalks-Tim Erlandson, Gateway Sign-Praise Sign Company
TOTAL Expenditures	\$ 103,800.00	\$ 17,296.74	\$ 74,170.31	\$ 29,629.69	
SUMMARY:	-	-	-		
REVENUES:	\$ 50,264.00	\$ -	\$ 50,263.95	\$ 0.05	
EXPENDITURES	<u>103,800.00</u>	<u>17,296.74</u>	<u>74,170.31</u>	<u>29,629.69</u>	
BUDGET NET INCOME (LOSS)	<u>\$ (53,536.00)</u>	<u>\$ (17,296.74)</u>	<u>\$ (23,906.36)</u>	<u>\$ (29,629.64)</u>	

	Approved Budget	Activity for March 2024	2023-2024 YTD Activity	Budget Remaining to Spend
<u>Capital Outlay Detail</u>				
Gateway Signage	\$ 20,000.00		\$ -	\$ 20,000.00
Sidewalk Improvements	\$ 6,000.00		\$ 5,960.00	\$ 40.00
Wayfinding Signage (2023-2024)	\$ 16,000.00	\$ 15,538.62	\$ 18,778.29	\$ (2,778.29)
Wayfinding Signage (2022-23 Rollover)	<u>\$ 34,000.00</u>	<u>\$ -</u>	<u>\$ 34,000.00</u>	<u>\$ -</u>
Total Capital Budget	<u>\$ 76,000.00</u>	<u>\$ 15,538.62</u>	<u>\$ 58,738.29</u>	<u>\$ 17,261.71</u>

3/22/2024

April 5, 2024

Dear Douglas City Council and Downtown Development Authority,

We are writing to urge you to prioritize and approve funding for the much-needed electrical upgrades at Beery Field in the upcoming 2024-2025 budget. As stakeholders invested in the vitality and growth of our community, it is crucial that we address the limitations posed by the current electrical infrastructure at Beery Field.

The potential for economic growth and community enrichment through enhanced event capabilities at Beery Field cannot be overstated. With the support of organizations like Community Pride MI and others, our downtown area has the opportunity to flourish as a hub of activity and a gathering place for residents and visitors alike. However, our ability to fully realize this potential is hindered by the inadequate electrical system in place.

By approving funding for these necessary upgrades, you will not only facilitate the expansion of events and activities in our downtown area but also demonstrate a commitment to fostering community and engagement. Upgraded electrical capabilities at Beery Field will enable us and other organizations to host a wider variety of events, attracting more visitors and stimulating local businesses.

Furthermore, investing in Beery Field aligns with our collective vision for a vibrant and dynamic downtown core. It serves as an investment in the future of our community, ensuring that Douglas remains a desirable destination for residents, tourists, and businesses alike.

I urge you to consider the long-term benefits and positive impact that approving funding for electrical upgrades at Beery Field will have on our community. Let us seize this opportunity to invest in our future prosperity and strengthen the foundation of our beloved town.

Thank you for your attention to this matter.

Sincerely,



Liz Engel
Chair, Community Pride MI

----- Forwarded message -----

From: **Town Crier Race** <towncrierrace@gmail.com>

Date: Fri, Mar 22, 2024 at 1:05 PM

Subject: Annual Town Crier Race Event | Saturday, June 15, 2024

To: <douglasmidda@yahoo.com>

Cc: Pam Aalderink <clerk@douglasmi.gov>, Amy Howell <info@douglasmi.gov>

Greetings DDA!

Your email was given to us last season so that we could email our event details. We've also included the City of Douglas on this thread so they are aware we contacted you.

Our event will be on Saturday, June 15, 2024 and the portion of Center that will be closed is from Spring St to Washington St. Our event should be done by 11:30am if not sooner.

Thank you in advance and have a great weekend!

Kind regards,
The TCR Committee

--

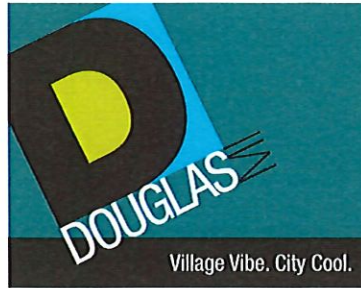
*Town Crier Races 5k, 10k & Half Marathon
PO Box 1040
Douglas, MI 49406*

[Facebook](#) | [Instagram](#) | [Twitter](#) | [Website](#)

~ a certified not-for-profit corporation ~

Our goal is to provide an outstanding competitive event for runners that encourages health, exercise and fun for all!

The Race benefits Saugatuck Public School Cross Country & Track teams, along with the Saugatuck Running Club. Thank you for your support!



Downtown Development Authority

Remaining in FY 23/24 Budget:

- Gateway Signage: \$20,000.00 (remaining from 23/24)
- Wayfinding Signage: \$13,000.00 (remaining from 23/24)

FY24/25 Budget (As approved on March 27, 2024)

Total Budget For FY24/25: \$52,000.00

Fund Balance for CVB Grant Split: \$15,538.00

Expenses:

- Beery Field: \$31,210.00
 - \$15,605.00 (DDA)
 - \$15,605.00 (Requested Funds from the City-not yet approved by the council)
- Community Promotions: \$10,000.00
- Seasonal/Holiday Decorations: \$6300.00 (amended to \$7000.00)
- Training/Conferences: \$1000.00
- Staff Time: \$9000.00
- Downtown Beautification (added): \$5000.00
- Business Incentive Program (added): \$5000.00

Total Amended/Approved DDA Expenses: \$52,605.00

Recommendations not included in draft:

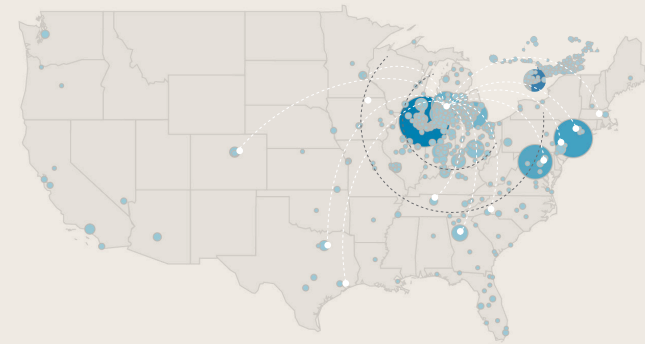
- Additional Bike Racks in the DDA-Beautification
- Sidewalk Improvements where necessary
- Business Incentive Program Funding
- Additional Wayfinding Signage
- Marketing Douglas
- Summer Intern
- Add more funding to the Holiday Lighting to add Fall Decorations

March 2024

Saugatuck Douglas Area Convention and Visitors Bureau 2024 Marketing Strategy and Plan Presentation

Markets of Opportunity

For 2024, we will continue focusing efforts on the short-drive and long-drive metropolitan markets but will increase digital advertising attention with mini-campaigns aimed at direct flight markets like New York City, Washington DC, and Atlanta which currently make up 10% of all users to the website.



Data Based On Analytics January 01 — December 05, 2023

697,000 Total Users To Saugatuck.com (up 32%)
300,000 Users From Top 38 Defined Areas (47% of Traffic)

Short Drive Market
40 — 210 Miles

Total Traffic	140,378
Percent of Traffic	21.9%
WAVG of Conv.	4.7%

City	Miles	Users	% Tot.	% Conv.
Chicago	140	58662	9.10%	5.50%
Detroit	190	22383	3.50%	3.51%
Grand Rapids	40	20119	3.10%	3.17%
Rural—MI	190	11473	1.80%	4.54%
Indianapolis	225	14027	2.20%	3.56%
Fort Wayne	165	2790	0.40%	4.77%
Windsor, ON	195	2524	0.40%	2.34%
Ann Arbor	165	2507	0.40%	4.39%
Kalamazoo	40	2283	0.40%	4.77%
Lansing	100	1857	0.30%	6.46%
Toledo	210	1753	0.30%	3.25%

Long Drive Market
210 — 420 Miles

Total Traffic	55,912
Percent of Traffic	8.7%
WAVG of Conv.	2.8%

City	Miles	Users	% Tot.	% Conv.
Toronto	394	17935	2.80%	1.22%
Columbus	360	10074	1.60%	3.28%
Rural—OH	320	5102	0.80%	2.74%
Cincinnati	325	4669	0.70%	3.02%
Cleveland	315	3821	0.60%	3.14%
Louisville	335	3587	0.60%	3.68%
Milwaukee	240	3504	0.50%	3.28%
St. Louis	410	3424	0.50%	2.89%
London, ON	276	1978	0.30%	1.97%
Rural - IL	275	1818	0.30%	3.30%

Fly Market
420+ Miles

Total Traffic	100,949
Percent of Traffic	15.7%
WAVG of Conv.	4.7%

City	Miles	Users	% Tot.	% Conv.
Wash. DC	680	39310	6.10%	5.31%
New York	765	12878	2.00%	3.18%
Atlanta	750	9197	1.40%	4.40%
Los Angeles	2150	7139	1.10%	1.34%
Rural—VA	650	6213	1.00%	6.23%
Dallas	1075	5997	0.90%	2.60%
Denver	1125	3928	0.60%	2.04%
Nashville	508	3637	0.60%	2.75%
Philadelphia	730	3172	0.50%	2.59%
Rural—FL	1200	1940	0.30%	5.52%
Rural—GA	720	1693	0.30%	4.55%
Baltimore	680	1605	0.20%	2.37%
Boston	870	1530	0.20%	5.56%
Memphis	640	1434	0.20%	1.05%
Rural—TX	1220	1276	0.20%	6.03%

2024 Audience + Market Reach Targets
 High level estimate amongst all Marketing efforts

	Short Drive Market 40-210 Miles	Long Drive Market 210-420 Miles	Fly Market GRR Direct	
Travelers	17.5%	10%	17.5%	45%
LGBTQ	12.5%	5%	12.5%	30%
Families	12.5%	10%	2.5%	25%
	42.5%	25%	32.5%	

Strategy No. 1

Amplify the Saugatuck/Douglas Brand to Target Markets

Marketing mix activities to support this strategy will continue to revolve around strategic partnerships with media and content creators, the creation of compelling content distributed through digital, social, and print channels, and cross-channel advertising. Additional tactics involve exploring OOH advertising opportunities.

Strategy No. 1 Tactics

1.1 | Optimize integrated marketing efforts focusing on specific short-drive and long-drive metropolitan markets and short direct flight markets

Target digital advertising to geographic priorities with mini-campaigns

Generate incremental press and public awareness with new PR story pitches, FAM trips and “lifestyle expert” spokesperson interviews that heighten interest and differentiate the region.

- Target LGBTQ media for this year’s FAM as well as national outlets/verticals
- Target media outlets geared to the LGBTQ audience (*Out Traveler, EveryQueer*)
- Target media outlets geared to younger audiences (*Thrillist, BuzzFeed*)
- Feature designated spokesperson/experts on wine, art, culinary, etc. on local broadcast lifestyle segments in short and long drive markets

1.2 | Develop differentiating content to generate awareness and inspire travel to the Art Coast of Michigan. Over the past several years, we have been developing a strong bank of evergreen content for our audiences and can now focus on deeper storytelling related to interests.

2024 editorial calendar will be developed with content holistically leveraged across all platforms in a coordinated fashion

Produce and distribute via e-newsletter and social channels one to three new content pieces per month, including web articles and video content

- Feature compelling reasons to extend visitors’ length of stay and encourage repeat visitation

Determine content themes by top searched and trending topics for 2024 travel

- Destination Dupes
- Go-casions
- Wellness Travel w/ emphasis on Dry Tripping and Analog Adventures/Digital Detox
- LGBTQ Travel
- Bleisure / Workcations
- Eco Travel / Nature Immersion

Provide PR leads with story ideas and opportunities for familiarization that align seamlessly with the interests of target media outlets and travel trends, as noted above

Create compelling new video and imagery assets and graphics to support short and long-form content

Launch an episodic video series supported by blog article content for distribution across website, social media platforms, and e-newsletter

Launch and promote:

- Sandscapes & Shorelines (Beach Highlights)
- Artful Ales & Vibrant Vines (Craft Beverage Scene)

Produce additional hosted short-form video of inspiring topics for 2024:

- Arts

Promote top-performing and specialized article and video content on Saugatuck.com through social channels

1.3 | Continue to develop strategic alliances that can enhance and amplify the brand

Move from influencer relationships to partner instead with content creators and editorial experts who reflect target audiences and psychographic interests to maximize reach

- Leverage content created with an authentic voice and with the intent to inspire travel across multiple channels (i.e., LGBTQ, arts, culinary, and craft bev. experts)
 - Our work with Ari Bendersky (Chicago-based lifestyle journalist) will yield 3 articles on wine topics (“outside” appraisal of Art Coast wines, signature grapes for the region, and “great wine is local wine”) for our website, along with a separate editorial piece to be pitched to media outlets like *Wine Enthusiast, MW Living, etc.*

1.4 | Ensure saugatuck.com is the primary site for information, planning, and travel inspiration and best-in-class example for the tourism industry through a strategic redesign

Create a more intuitive user experience to enable an easier search experience and access to the content to drive further engagement

Improve and optimize the user experience across all sections of the website and ensure ADA compliance

Maintain organic traffic by utilizing SEO best practices that guide new page development and ongoing page optimizations.

Strategy No. 1 Tactics

1.5 | Engage in out-of-home (OOH) advertising and experiential activations in target drive and fly markets to increase visibility and awareness of the Saugatuck/Douglas tourism product

Continue with current billboard execution

Explore interior bus/rail cards and digital sign/kiosk advertising in affluent markets

- Chicago in late August for shoulder season travel and Washington DC in June for late summer “beat the heat and humidity” travel

1.6 | Utilize social media/digital advertising opportunities to drive top-of-mind awareness

Media spend and effort will be weighted toward the shoulder seasons while having a continued presence in key markets throughout the year

- Google Search ads will be targeted by keywords
- Google Display ads, Meta In-Feed, and Stories will be targeted to Families, LGBTQ, and General Travel audiences
- TikTok ads will be targeted to LGBTQ and General Travel audiences
- Develop YouTube Shorts and YouTube Search ads, such as TrueView ads, to expand awareness
- Monthly spend will be specifically allocated to the LGBTQ audience each month with continuous rotating ads highlighting the welcoming nature of the area and special interests
- Maintain above industry standards for conversions from paid media

A comprehensive digital strategy with outlined campaign targets and budget allocations by month will be shared with the board in January 2024

1.7 | Nurture growth and engagement with social media efforts and prioritize platforms

Instagram and Facebook remain the priority platforms because it is where we see the most engagement and incremental growth

- Continue cross-posting Reels and Stories to Facebook
- Explore cross-posting from Instagram feed to Threads and Threads to Stories

- Increase engagement with Instagram Photo Dumps
- Leverage Instagram Close Friends feature to share exclusive news and offers to only subscribed followers

Twitter/X will not be eliminated, but we will only continue cross-posting from Facebook

Utilize TikTok Photo Dumps feature to provide post-event coverage

Work with content creators on YouTube Shorts who have established viewership and can bring new audiences to the Saugatuck/Douglas website

See Appendix for social media insights impacting strategies

1.8 | Produce new Visitor’s Guide that inspires travel to the region and conveys the brand’s distinctive attributes

Distributed by request from Saugatuck.com and inserted within the Wall Street Journal (or other publication) for distribution to the greater Chicago, Detroit, Indianapolis, and larger Ohio markets

1.9 | Explore print opportunities to drive brand awareness

Continue partnership with Pure Michigan to leverage opportunities and extend reach

- Develop 2024 ads for Spring/Summer

Explore specific special interest publications targeting our audience and regions (*Michigan Wine Country, American Art Collector, Afar*)

1.10 | Grow current email subscriber list to improve brand awareness and boost website traffic

Promote via social media accounts

Capture new subscribers through new website interface

Strategy No. 2

Drive Awareness and Demand for Saugatuck/Douglas as the Destination of Choice in the Shoulder Seasons

Shoulder seasons remain our greatest opportunity for growth. We will continue to emphasize and promote activities available during these off-peak times. Highlighting the arts, culinary, and craft beverage scenes in editorial content and advertising efforts will capture the psychographic segments of targeted audiences who value and appreciate the unhurried and relaxed pace of these seasons.

Strategy No. 2 Tactics

2.1 | Develop seasonally-driven content and leverage seasonal assets to encourage travel to the Art Coast of Michigan during shoulder periods

Continue to create seasonally inspired itineraries

Feature compelling reasons for off-peak, mid-week, and extended stays

Use psychographic interests to develop long-form content, videos, and assets aimed at drawing visitation during shoulder season months

- Outdoors
 - Craft Beverage
 - Arts
 - Culinary
-

Partner with editorial experts focused on these topics to develop content to be leveraged in multiple channels

- 3 wine-focused articles will launch in 2024, generating awareness of Saugatuck/Douglas as a premier wine-growing region to draw visitation
 - Recommend future content areas centered around the Arts and Culinary
-

Leverage episodic video series to drive interest

2.2 | Utilize social channels and PR pitches to promote travel to Saugatuck/Douglas during key need periods

Continue focus on extended family gatherings and bridal/bachelorette getaways for spring and fall

Leverage special interest content developed internally and through strategic alliances to generate awareness of shoulder season activities

- Utilize “lifestyle expert” spokesperson interviews that support content to heighten interest and differentiate the region
-

2.3 | Increase digital + social ads to encourage visitation during the shoulder season

Shift digital advertising from only seasonally-focused activities to targeting segmented audiences who seek travel experiences during non-peak, quieter times

Prioritize digital ad efforts on targeted mini-campaigns directed at shoulder season audiences with themes related to Hygge and digital detox

A comprehensive digital strategy with outlined campaign targets and budget allocations by month will be shared with the board in January 2024

2.4 | Pursue seasonally-driven print opportunities

Continue partnership with Pure Michigan

- Develop 2024 ad for Spring/Summer
-

Explore specific special interest publications targeting our audience and regions, such as *Michigan Wine Country*, *American Art Collector*, *Afar*

2.5 | Engage in out-of-home (OOH) advertising and experiential activations in target drive and fly markets to increase visibility and awareness of the Saugatuck/Douglas tourism product

Continue with current billboard execution

Explore interior bus/rail cards and digital sign/kiosk advertising in affluent markets

Chicago in late August for shoulder season travel and Washington DC in June for late summer “beat the heat and humidity” travel

2.6 | Position Saugatuck/Douglas as a viable destination for group business

Uncover opportunities to reach meeting planners through industry publications (i.e., MACVB Meet in Michigan Guide), digital platforms, and other channels.

Create a comprehensive presentation package for inquiries and requests

2.7 | Explore seasonal promotions to encourage visitation to the destination during the shoulder season

Promote any existing lodging deals and packages

Encourage lodging participants to offer deals on extended stays

Strategy No. 3

Obtain Visitor Insights to Align Marketing Efforts with Evolving Needs and Expectations

Conducting visitor and lodging partner surveys will be an invaluable initiative moving forward, providing a nuanced understanding of visitor demographics, interests, and behaviors and enhancing engagement by allowing us to tailor experiences to visitor preferences. These insights will empower Saugatuck/Douglas to make informed decisions, optimize marketing efforts, and continually improve the overall visitor experience.

Strategy No. 3 Tactics

3.1 | Conduct online surveys of lodging partners (annually), social followers, and email subscribers (once every two years)

Use information to help better segment audiences and create personalized content to increase engagement

Gain insights into what aspects of the destination are most satisfying and where improvements may be needed. Distribute applicable findings to key stakeholders to assist in prioritizing destination development

Utilize insights to help assess the effectiveness of various marketing channels and campaigns and future opportunities

3.2 | Provide worthwhile incentives to ensure optimal response rate (i.e., entry for a free mid-week stay, local merchandise, or artwork)

3.3 | Employ multiple channels for distribution to maximize reach, including email, social media, website, and on-site options such as QR codes on promotional materials for easy access.

Strategy No. 4

Champion the Value of Tourism and SDACVB Efforts in the Community

Tourism is the largest revenue generator for the area, contributing to job creation and consumer spending. To ensure the strategic growth and sustainability of the organization, efforts will be maintained to enhance community awareness of what the SDACVB does and the value that it provides.

Strategy No. 4 Tactics

4.1 | Continue to advocate for the SDACVB locally

Develop press releases for local media about CVB programs and the positive impacts of tourism

Assist with member communications and presentations regarding marketing initiatives and year-end results

4.2 | Improve website user experience for members

Maintain functional updates to the website

Integrate online assessment payments in member portal

4.3 | Enhance SDACVB brand experience for local audiences

Develop on-brand banners to be used in sponsored community events

Evaluate any needs for organization rebranding

4.4 | Support members' marketing initiatives and community events

Continue to provide access to on-brand imagery and video

Push member activities, experiences, and community events that will appeal to visitors through website articles, newsletters, and social channels

Assist with PR efforts for relevant happenings

4.5 | Support growth of local businesses through promotion to visitors

Update Maps/Guides that direct visitors to various venues

Highlight relevant venues through website articles, newsletters, and social channels

Marketing Tactics in Relation to Sales Funnel

Tactics are sized proportional to proposed budget

Awareness

Marketing efforts focus on capturing the attention of potential visitors through visually stunning online and print campaigns, travel blogs and press, and regionally-placed OOH media.

Discovery

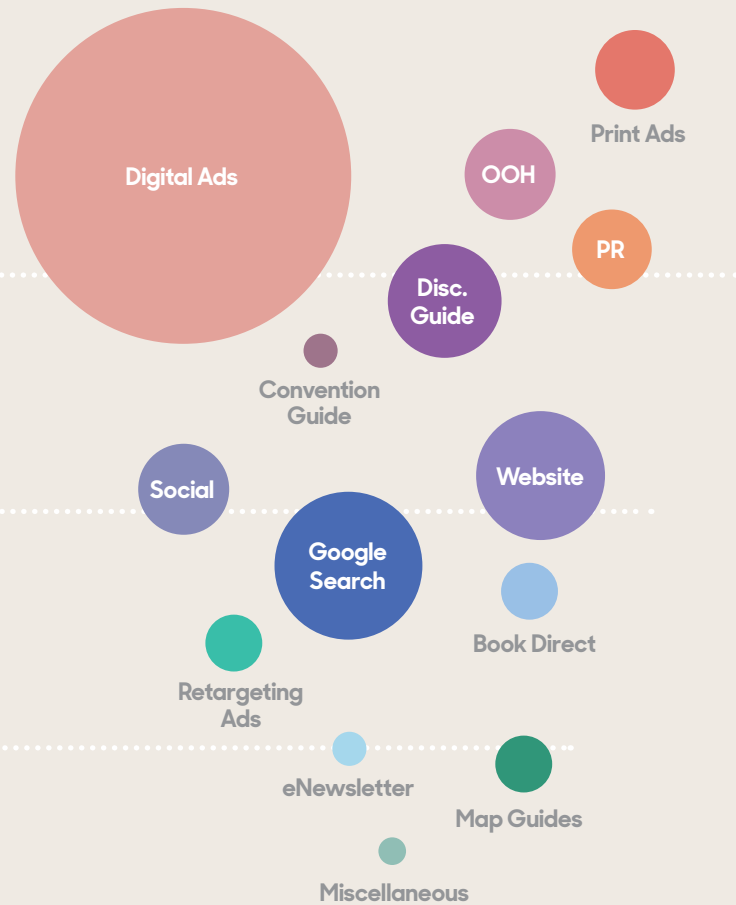
Marketing efforts showcase the diverse array of activities, accommodations, and local experiences available in the Saugatuck/Douglas area for all seasons and targeted audiences.

Engagement

Efforts aimed at building a connection with all audiences through engaging editorial and aspirational visuals. Goal is to encourage consumers to book a stay, engage with us on social media, or subscribe to eNewsletter for future travel insights.

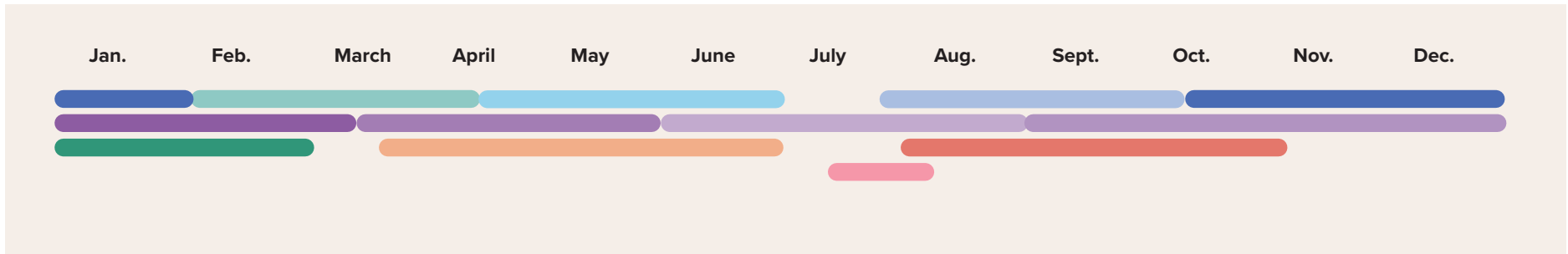
Loyalty

Cultivated by providing exceptional customer service, encouraging repeat visits, and creating memorable and positive booking and travel experiences. Ideal result is referrals to friends and family.



2024 DIGITAL AD STRATEGY

Elements of a Larger Strategy — Campaigns Targeting Shoulder Season + Audience Travel

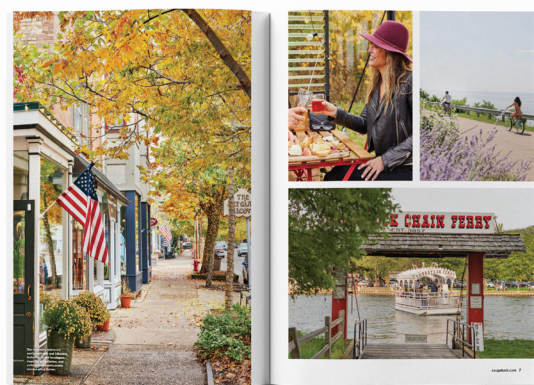


	Short Drive 90-240 Miles	Long Drive 240-420 Miles	Fly Market Direct Flight GRR
Travelers			
LGBTQ			
Families			
Specialty: Wine + Craft Beverage			

Campaign Index

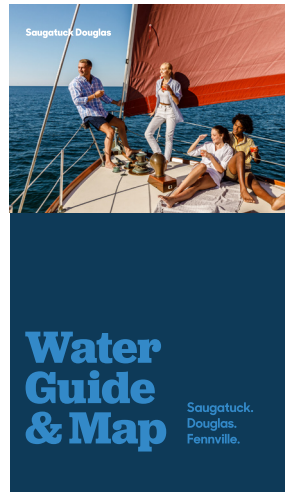
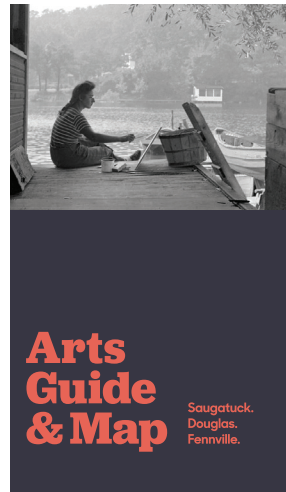
- Spring / Seasonal
- Summer / Seasonal
- Fall / Seasonal
- Winter / Seasonal
- Series 1 / LGBTQ
- Series 2 / LGBTQ
- Series 3 / LGBTQ
- Series 4 / LGBTQ
- Shoreline + Sandscapes
- Vibrant Vines + Artful Ales
- Beat the Heat
- Unplugged / Hygge

2024 DISCOVERY GUIDE
50,000 Printed for Distribution



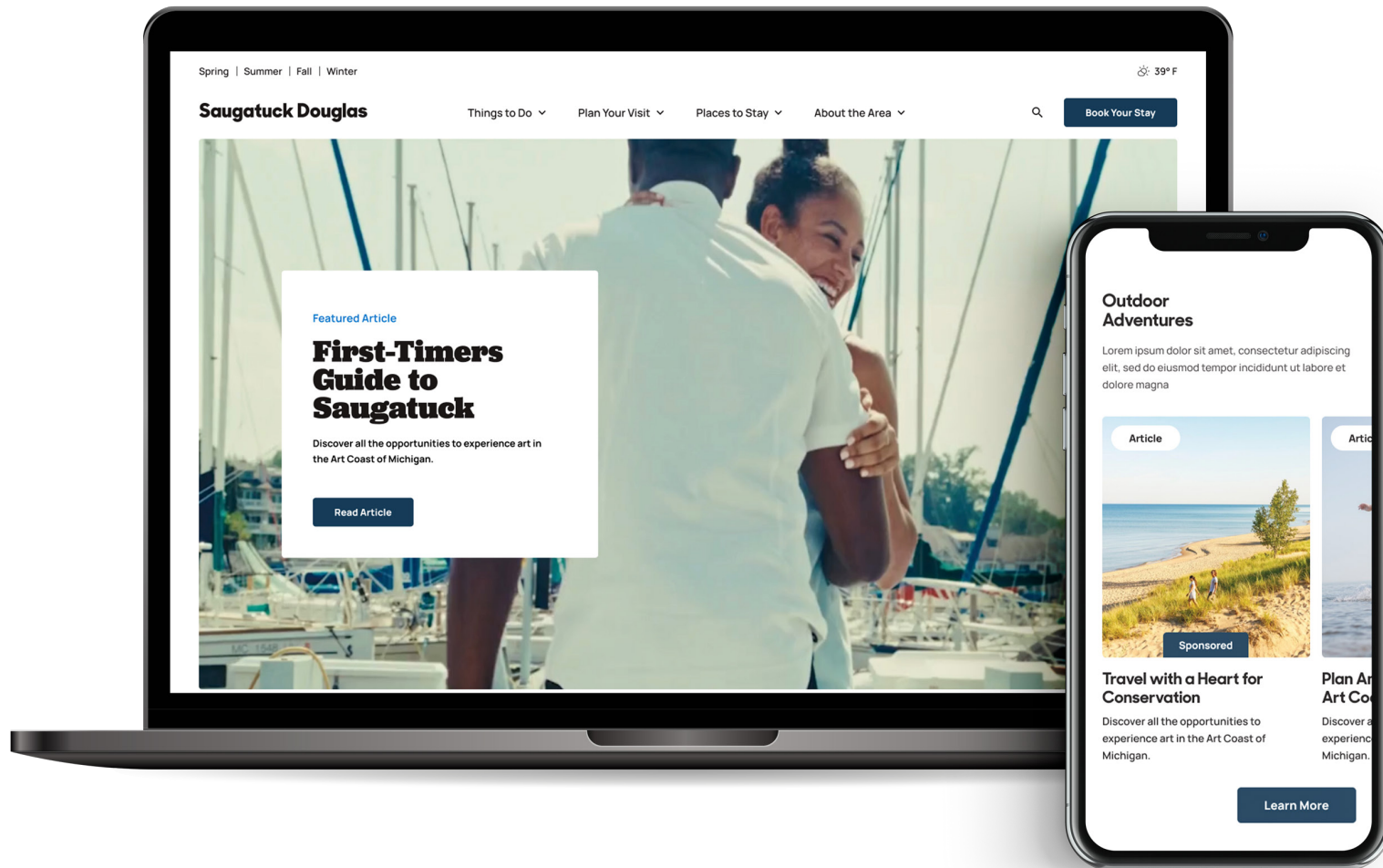
2024 POCKET GUIDES

Annual Average 10,000 Per Guide



WEBSITE

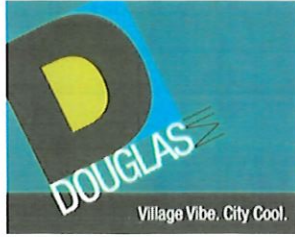
All New Website To Launch — April 2024



BILLBOARD

Spring/Summer on US31 South of Saugatuck





DDA AC	Item 9E.
Approved	_____
Denied	_____
Date	_____

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATION

Name: Helen F. DeGratano

Name of Organization(s): Douglas Dutchers Base Ball Club

Address: PO Box 885 / Douglas, MI. 49406

Phone: 269-251-7055 Email: donrobbinsnest@yahoo.com

How many years have you been in the Douglas Downtown Development Authority District? 21 years
for the Club / 25 years for me.

EVENT INFORMATION (use additional sheets if needed)

Event Name: Base Ball Games - 2 other forms have
2024 June 22nd / 6pm - 7-13 / 2pm and already been submitted

Event Date(s): _____ Event Start & End Hours: 8-17th / 2pm - to the City.

Event Location: Beery Field

Describe your event in detail and how it will benefit the DDA District.
Games present 1865 Vintage Play.

Anticipated Number of Attendees: @ 30 to 200 Fans

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

Clubs coming to play from MI. and IL.

Estimated Number of Volunteers: @ 30 each Game.

Estimated Date/Time for Set-Up: _____ Estimated Date/Time for Clean-Up: _____

4:00/pm set up for June 22nd Game
12:00/pm set up for July 13 and Aug 17th Ga

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

N/A

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

On the vbba.org and douglasclutchers.org web sites, tourist books, newspapers, and Facebook.

Funding amount requested: _____ (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? Off and on over 21 years.
- 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

I believe that all 3 Games & Dates were approved.
Helen F. DeGatano 04-04-2024

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

* Note:

1st 2 Games were approved in Dec. 2023.

2nd application was sent to City in Jan. 2024 Approved

Attached letter and receipt - along with Certificate of Insurance / Also attached

Request marketing money in amount of receipt attached from Sadler Insurance Company.

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

is receipt for paid Ins 32 ne

assistant 2013
 base balls
 baseball
 basket stuff
 BASKETS
 brett
 Chicago Move!
 cooking
 coupons
 Cousins
 DDA, ETC
 ddastuff
 DIRECTIONS TO AWA...
 DOCTOR INFORMATI...
 Dutcher Board of Dire...
 dutchers
 dutcherspersonal
 el about 6pm,
 Family - Italian
 financial stuff
 GAMES 2022
 Grants!!!!!!
 GVSU
 in box
 Italian Club - SW MI
 Italy
 Marywood
 Marywood Academy
 Marywood Alum
 MDA
 mstewartstuff
 non profit items
 Notes
 ohiocupetc
 personal assistant
 RON
 SAM
 SAUGATUCK WOMA...
 SEASON 2022
 Sent Messages
 TECH
 VBBA Board
 vbbf
 web stuff
 winter trip

Item 9E.

Matt Gritter
 matthewgritter@gmail.c
 Helen

Hi Helen,

Below is the receipt for the insurance payment. Attached is the certificate c
 can just drop a check in the mail to me....

Thanks!
 Matt

----- Forwarded message -----
 From: **Auto-Receipt** <noreply@mail.authorize.net>
 Date: Fri, Mar 29, 2024 at 10:55 AM
 Subject: Transaction Receipt from Sadler & Company Inc for \$668.66 (USD)
 To: Matthew Gritter <matthewgritter@gmail.com>

This confirms that you have successfully submitted payment information to Sadle

Order Information
 Description: Payment for soda
 Invoice Number 415858
 Customer ID 415858

Billing Information		Shipping Information	
Matthew Gritter 4621 Pine Dr Holland, MI 49423 matthewgritter@gmail.com			

Item	Name	Description	Qty	Taxable	Unit Pric
Item 1	Payment for soda		1	N	\$668.66 (US)
					Tota

Payment Information
 Date/Time: 29-Mar-2024 10:55:41 EDT
 Transaction ID: 80360159429
 Payment Method: ~~Visa xxxxxxxx~~
 Transaction Type: Purchase
 Auth Code: 06265D

Merchant Contact Information
 Sadler & Company Inc
 Columbia, SC 29205
 US
info@sadlersports.com
 It has been our pleasure providing you this automated payment option serviced t
 you have any questions, please call Sadler Sports Insurance at 1-800-622-7370.
 payment.

[Download all attachments as a zip file](#)

Douglas Du... .pdf
 Village of D... .pdf

Check mailed
 to Matt Gritter
 Retired Player
 and Captain of
 The Douglas
 Dutchers
 Base Ball Club



Search messages, documents, photos or posts [Advanced](#) v

Helen

Home

Your order is on its way Fwd: Transaction Receipt New Subject Deliver

Compose

Back Reply Reply All Forward Archive Move Delete Spam

Settings

- Inbox 4
- Unread
- Starred
- Drafts
- Sent
- Archive
- Spam
- Trash
- ^ Less
- Views Show
- Folders Hide

+ New Folder

- 2007 Schedule
- 2007 VBBA CONVEN...
- 2007 VBBA Matches (...)
- 2008 Season
- 2009 Season
- 2010 Season
- 2011 Season
- 2012 Disney
- 2012 Season
- 2013 Season
- 2014 Season
- 2015 Season
- 2016 Season
- 2017 Season
- 2018 Season
- 2019 Season
- 2020
- 2020 Season
- 2021
- 2021 Season
- 2022
- 2023
- 2024
- 2025
- AARP
- APPLE

Fwd: Transaction Receipt from Sadler & Company Inc for \$668.66 (USD) 3



Matt Gritter matthewgritter@gmail.com (616) 920-0456 Edit contact



Find messages, documents, photos or people [Advanced](#) v

Helen

Home

Your order is on its way Fwd: Transaction Receipt New Subject Deliver

Compose

Back Reply Reply All Forward Archive Move Delete Spam

Settings

- Inbox 4
- Unread
- Starred
- Drafts
- Sent
- Archive
- Spam
- Trash
- Less
- Views Show
- Folders Hide
- + New Folder
- 2007 Schedule
- 2007 VBBA CONVEN...
- 2007 VBBA Matches (...)
- 2008 Season
- 2009 Season
- 2010 Season
- 2011 Season
- 2012 Disney
- 2012 Season
- 2013 Season
- 2014 Season
- 2015 Season
- 2016 Season
- 2017 Season
- 2018 Season
- 2019 Season
- 2020
- 2020 Season
- 2021
- 2021 Season
- 2022
- 2023
- 2024
- 2025
- AARP
- APPLE

[SODA Application] Verification of Coverage



Sadler Sports
From: sport3@sadlersports.com
To: ronrobbinsnest@yahoo.com

Fri, Mar 29 at 10:55 AM

Congratulations, Your SODA Insurance Application Has Been Processed!

IMPORTANT---SAVE THIS EMAIL! You will not receive documents via the US mail, however, you will be able to access your information here 24/7.

[CLICK HERE](#) to access all of your necessary documents including

- Verification of Coverage
- Certificates of Insurance
- Claim Forms
- Self-Issue Option for Future Certificates
- Add Teams

Please review all documents for accuracy and notify us immediately of any necessary changes.

[CLICK HERE](#) to access our Risk Management Library.

Free Starbucks Card! If you just [click here](#), I'll explain it all.

Sadler Sports & Recreation Insurance
PO Drawer 5866
Columbia, SC 29250
Docs@sadlersports.com

[Like Us on Facebook](#)

###If you'd like to unsubscribe and stop receiving these emails [click here](#).

Reply Reply All Forward



Sadler Sports Insurance

sport3@sadlersports.com
(800) 622-7370
[+ Add to contacts](#)





CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
03/29/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER SADLER & COMPANY, INC. P.O. BOX 5866 COLUMBIA, SOUTH CAROLINA 29250-5866	CONTACT NAME: Sports Dept		
	PHONE (A/ C, No. Ext): 800-622-7370	FAX (A/ C, No): 803-256-4017	
	E-MAIL ADDRESS: soda@sadlersports.com		
	PRODUCER CUSTOMER ID#:		
INSURED D/ B/ A SPORTSPLEX OPERATORS AND DEVELOPERS ASSOCIATION Douglas Dutchers Base Ball Club PO Box 885 Douglas, MI 49406 Club #: C.94507	INSURER(S) AFFORDING COVERAGE		NAIC #
	INSURER A: State National Insurance Company		12831
	INSURER B: SeriousPoint America Company		38776
	INSURER C:		
	INSURER D:		

COVERAGES **CERTIFICATE NUMBER** **REVISION NUMBER**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED, NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN. THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> _____ <input type="checkbox"/> _____ GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER	X		OVE-0000286-01	12:01AM ET 04/11/2024	12:01AM ET 04/11/2025	EACH OCCURRENCE	\$2,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	\$1,000,000
							MEDICAL EXPENSES (other than participants)	\$5,000
							PERSONAL & ADV INJURY	\$1,000,000
							GENERAL AGGREGATE	\$3,000,000
							PRODUCTS- COMP/ OP AGG	\$1,000,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON- OWNED AUTOS			n/a	n/a	n/a	COMBINED SINGLE LIMIT (Ea Accident)	\$1,000,000
							BODILY INJURY (Per person)	
							BODILY INJURY (Per accident)	
							PROPERTY DAMAGE (Per accident)	
A	<input type="checkbox"/> SEXUAL ABUSE / MOLESTATION			n/a	n/a	n/a	EACH OCCURRENCE	\$1,000,000
							AGGREGATE	\$2,000,000
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS- MADE <input type="checkbox"/> DEDUCTIBLE <input type="checkbox"/> RETENTION			n/a	n/a	n/a	EACH OCCURRENCE	n/a
							AGGREGATE	n/a
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR / PARTNER / EXECUTIVE OFFICER / MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below			N/A			<input type="checkbox"/> PER STATUE <input type="checkbox"/> OTHER	
							E.L. EACH ACCIDENT	
							E.L. DISEASE - EA EMPLOYEE	
							E.L. DISEASE - POLICY LIMIT	
B	PARTICIPANT ACCIDENT			PHSA-BAMH-10089-23-C.94507	12:01AM ET 04/11/2024	12:01AM ET 04/11/2025	EXCESS MEDICAL	\$100,000
							AD&D	\$10,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

RE: COVERED Team(s) - Adult - Accident & General Liability
Baseball - 1 Team(s) - [Maximum 20 players per team]

Team Names:
 • **Baseball Teams:** Douglas Dutchers Base Ball Club

(Adult Team Accident As Part of Package: \$100,000 Excess Medical; \$10,000 Accidental Death or Dismemberment; \$500 per claim deductible; Physical Therapy & Chiropractic Visits - 5 Visits Maximum @ \$50 Per Visit; Hospitalization - Inpatient & Outpatient - \$1,000 Maximum; Surgeon's Benefits - \$2,500 Maximum; Anesthesia And Assistant Surgeon - Maximum of 25% Surgeon's Benefits; Emergency Room - \$500 Maximum; Physician Visits - \$50 Maximum Per Visit)

(Adult Team General Liability as Part of Package: \$2,000,000 Each Occurrence; \$1,000,000 Participant Legal Liability Sublimit; \$1,000,000 Neurodegenerative Sublimit; Waiver/ Release Recommended)

The certificate holder is added as an additional insured, but only with respect to the liability arising out of the operations of the insured above.

CERTIFICATE HOLDER RELATIONSHIP: Property Owner/ Lessor City of the Village of Douglas 86 W Center St Douglas, MI 49406	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE (company A)

Sadler Sports: SODA

AUTHORIZED REPRESENTATIVE (company B)



Item 9E.

Coverage is only extended to U.S. events and activities

** NOTICE TO TEXAS INSUREDS: The insurer for the purchasing group may not be subject to all the insurance laws and regulations of the State of Texas.

ACORD 25 (2014/01)

© 1988-2014 ACORD CORPORATION. All rights reserved.

The ACORD name and logo are registered marks of ACORD

Member of



Vintage Base Ball Association
vbba.org

Item 9E.

Douglas Dutchers Base Ball Club

RECEIVED
APR 02 2024
BY: _____

03-29-2024

To The City Manager, The City Council,
and The Downtown Development Authority,

As we look towards another exciting year of Vintage Ball in the Village of the City of Douglas, we hope that you will be able to provide marketing money to our Club. We will once again have three Home Games, but will represent our great City in other locations in 2024.

Enclosed please find The Bill and paid receipt for The Douglas Dutchers Base Ball Club to The Village of The City of Douglas.

Also enclosed is the paid receipt for the Insurance paid on 03-29-2024.

We would appreciate hearing from Douglas as soon as is possible. Thank you for your continued support!

Hurrah,
Helen F. DeBeatano

PO Box 885 • Douglas, MI 49406 • 269.857.7055
ronrobbinsnest@yahoo.com • www.douglasdutchers.org

Founder/Owner

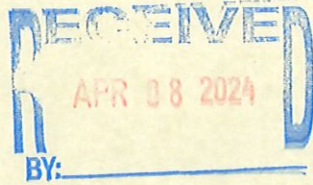
of The Douglas Dutchers Base Ball Club

Member of



Vintage Base Ball
Association
vbba.org

Item 9E.



Douglas Butchers
Base Ball Club

04-04-2024

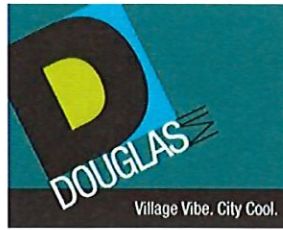
Laura,

Please attach paperwork and
Certificate of Insurance with receipt
of paid insurance to this application.

Please reply to me following
presentation to Committee.

Thank You,

Helen F. DeBartano



DDA ACTION	Item 9F.
Approved	_____
Denied	_____
Date	_____

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATION

Name: April Gundy

Name of Organization(s): Saugatuck Douglas CVB

Address: 95 Blue Star Hwy Douglas MI

Phone: 231-878-8566 Email: eventssaugatuckdouglas@gmail.com

How many years have you been in the Douglas Downtown Development Authority District? 20

EVENT INFORMATION (use additional sheets if needed)

Event Name: Beats On Beery

Event Date(s): June 28 Event Start & End Hours: 4:30 pm - 9:00 pm

Event Location: Beery Field

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

Music on Beery Field, is a free family friendly event. This event will feature live music, yard games for all ages, and promotions and mentions of all downtown businesses that choose to support & participate.

Anticipated Number of Attendees: 200

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

locals and tourists of all ages. We will be promoting this event as something fun for everyone, all welcome.

Estimated Number of Volunteers: 10

Estimated Date/Time for Set-Up: 6/28 9:00 am Estimated Date/Time for Clean-Up: 6/28 9:30 pm

List the local businesses involved and include how businesses are participating in the event: _____
Local businesses that have agreed to sponsorship are Borrowed Time, State Farm, Lakeshore Pet Boutique, businesses that sponsor will get multiple print and day of mentions. All businesses that are open during event time and wish to be listed on our DAY OF BEATS ON BEERY flier will be included.

List your methods to advertise and promote the event as well as downtown and local businesses: _____
Social Media post, as well as Facebook event are all ready circulating and will continue . Banners, fliers and a newspaper add will also be used.

Funding amount requested: \$750.00 (Include an itemized budget for the total costs of the event)
\$600.00 is the price of 1 band performing, and \$150.00 for marketing signs/banners

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? _____
- 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

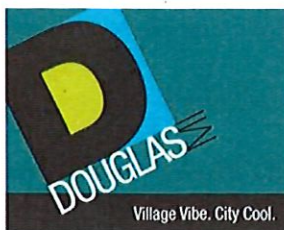
 4/12/2024
Signature of Applicant Date

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**

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



DDA ACTION	Item 9G.
Approved	_____
Denied	_____
Date	_____

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATION

Name: Liz Engel

Name of Organization(s): Community Pride MI

Address: P.O. Box 437, Douglas, MI 49406

Phone: 616-836-7171 Email: C21saugatuck@gmail.com

How many years have you been in the Douglas Downtown Development Authority District? 5

EVENT INFORMATION (use additional sheets if needed)

Event Name: PRIDE in the Park & Oktoberfest

Event Date(s): June 1 & October 12 Event Start & End Hours: Noon-6PM

Event Location: Beery Field, 8 Center Street, Douglas

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

PRIDE, our premier event, will be held May 30 through June 2 with events featuring political updates, bowling party, LGBTQ+ lecture, Jazz street party, car parade, culminating in PRIDE in the Park festival. Oktoberfest also a big fall event of music, food, beverages and celebration. Our events are designed as shoulder season events for our towns.

Anticipated Number of Attendees: 2000-3000/event

Attendees Demographics (ages, special interests, where are the coming from, etc.) With events with wide ranging interests, our attendees come from diverse ages and walks of life. We draw visitors from Western MI, Chicago, Detroit, and Indianapolis. We've seen guests come from WI, OH, both coasts as well as Canada.

Estimated Number of Volunteers: 40/event

Estimated Date/Time for Set-Up: 05/31 & 10/11 Estimated Date/Time for Clean-Up: 06/02 & 10/13

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

In the DDA include Alley's Pizza (host bowling event), Library (host lecture), as well as sponsors like

The CVB, Century 21 Affiliated, Bigby Coffee. Many vendors and supporters also make these events

happen like State Farm, Huntington Bank, Saugatuck Harbor Insurance, Lake Vista SuperValu and more

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

WZZM for ad spots/local feature, Commercial Record, Saugatuck on Sunday and Morning Grind Radio.

Social media, signs/banners, coordinate w/CVB calendar and email distribution. CommunityPrideMI.org

Funding amount requested: \$5,853.05 (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? _____

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

Elizabeth A. Ceval _____ 4/15/24 _____
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

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



Taylor True Value Rental
62 S Waverly Rd
Holland, MI 49423
616-392-8539
taylorrentalholland.com

Status: Reservation

Contract #: 155920-1

Event Beg: Fri 5/31/2024 8:00AM

Event End: Mon 6/ 3/2024 8:00AM

Operator: James Klingenberg

Customer #: 45897

COMMUNITY PRIDE MI

Phone 773-469-0174

CRAIG DRAGER

Job Descr: SATURDAY EVENT - DEL FRIDAY AM - THURS POSSIBLE...

Holland, MI 49423

PO #: JUNE EVENT

Ordered By: JEFF 616 485-1178

Delivery Fri 5/31/2024 8:00AM

Pickup Mon 6/ 3/2024 8:00AM

JEFF 616-454-1938

JEFF 616-454-1938

BERRY FIELD

BERRY FIELD

CORNER OF CENTER/MAIN

CORNER OF CENTER/MAIN

Douglas, MI 49406

Douglas, MI 49406

CALL OR TEXT JEFF OTW!!!

SECONDARY CONTACT: CRAIG 773-469-0174

174 CENTER ST - 2 PIECES OF STAGE AND KARAOKE MACHINE TO THE LIBRARY PLEASE CALL INGRID
 616-990-3026

Qty	Items	Each	Status	Event End Date	Price
2	10X20 WHITE FRAME CANOPY 1day \$250.00 +1day \$250.00 1week \$500.00 4weeks \$1,500.00 !!TAYLOR TRUE VALUE RENTAL IS NOT RESPONSIBLE FOR ANY UNDERGROUND UTILITY OR UNDERGROUND SPRINKLING DAMAGES!!!! !!!!PLEASE CALL MISS DIG - DIAL 811 - TO MARK ALL UNDERGROUND UTILITIES!!!!	\$250.00	Reserved	Mon 6/ 3/2024 8:00AM	\$500.00
4	30'X 8' SOLID WHITE TENT SIDE 1day \$75.00 +1day \$75.00 1week \$150.00 4weeks \$450.00	\$75.00	Reserved	Mon 6/ 3/2024 8:00AM	\$300.00
4	350# TENT WEIGHT (BLOCK-N-ROLL) 1day \$30.00 1week \$60.00 4weeks \$180.00	\$30.00	Reserved	Mon 6/ 3/2024 8:00AM	\$120.00
20	8' BANQUET TBL SEATS 8-10 1day \$12.00 +1day \$12.00 1week \$24.00 4weeks \$72.00	\$12.00	Reserved	Mon 6/ 3/2024 8:00AM	\$240.00
200	WHITE FOLDING CHAIR 1day \$3.00 +1day \$3.00 1week \$6.00 4weeks \$18.00 CHAIRS HAVE A LOAD / CAPACITY LIMIT OF 250LBS	\$3.00	Reserved	Mon 6/ 3/2024 8:00AM	\$600.00
25	GALVANIZED CROWD CONTROL FENCE 1day \$18.00 +1day \$18.00 1week \$36.00 4weeks \$108.00 THEY WILL INSTALL***	\$18.00	Reserved	Mon 6/ 3/2024 8:00AM	\$450.00
1	DELIVERY & PICKUP 10 - 15 MILES	\$110.00	Selling		\$110.00

RENTAL IS FOR TIME OUT - NOT TIME USED

Rental Contract

Reservations require a 50% deposit which is non-refundable and non-transferable if order is cancelled.

This is a Reservation. Reservations requiring deposits are NON REFUNDABLE.
Any cancellations within 72 hours of event, may incur additional cancellation fees.

Rental:	\$2,210.00
Delivery Charge:	\$110.00
Subtotal:	\$2,320.00
Total:	\$2,320.00
Paid:	\$0.00
Amount Due:	\$2,320.00

Signature: _____

COMMUNITY PRIDE MI



POWER & HVAC
BRANCH 838
8855 BYRON COMMERCE DR SW
BYRON CENTER MI 49315-8492
616-359-3133

231481708

Job Site
COMMUNITY PRIDE
CORNER OF E CENTER ST
N MAIN ST
DOUGLAS MI 49406
Office: 630-776-6410 Job: 630-776-6410

Customer # : 6295445
Quote Date : 03/15/24
Estimated Out : 05/30/24 10:00 AM
Estimated In : 06/03/24 10:00 AM
UR Job Loc : CORNER OF E CENTER S
UR Job # : 2
Customer Job ID:
P.O. # : TBD
Ordered By : JEFF HANLIN
Written By : JOSHUA CADLE
Salesperson : GARY SECKLER

COMMUNITY PRIDE
CENTER ST
BERRY FIELD
DOUGLAS MI 49406

**This is not an invoice
Please do not pay from this document**

COMMENTS/NOTES :

* CUSTOMER WILL BE CHARGED \$129/HOUR FOR WAIT TIME.*
* CHARGES COMMENCE AFTER 20 MINUTES OF ARRIVAL. *

POWER & HVAC
 BRANCH 83B
 9855 BYRON COMMERCE DR SW
 BYRON CENTER MI 49315-8492
 616-359-3133



231481708

Job Site
 COMMUNITY PRIDE
 CORNER OF E CENTER ST
 N MAIN ST
 DOUGLAS MI 49406
 Office: 630-776-6410 Job: 630-776-6410

Customer # : 6295445
 Quote Date : 03/15/24
 Estimated Out : 05/30/24 10:00 AM
 Estimated In : 06/03/24 10:00 AM
 UR Job Loc : CORNER OF E CENTER S
 UR Job # : 2
 Customer Job ID:
 P.O. # : TBD
 Ordered By : JEFF HANLIN
 Written By : JOSHUA CADLE
 Salesperson : GARY SECKLER

COMMUNITY PRIDE
 CENTER ST
 BERRY FIELD
 DOUGLAS MI 49406

**This is not an invoice
 Please do not pay from this document**

RENTAL ITEMS:							
Qty	Equipment	Description	Minimum	Day	Week	4 Week	Estimated Amt.
1	2403157	GENERATOR 45-49 KVA TIER 4		440.00	880.00	2,421.00	880.00
***** *IF THE GENERATOR IS TIER 4 FINAL, CUSTOMER SHALL BE RESPONSIBLE FOR * *INSERTING DIESEL EXHAUST FLUID (DEF) IN THE TANK FOR THE DURATION OF* *THE RENTAL PERIOD UNLESS CUSTOMER CONTRACTS WITH UNITED RENTALS TO * *PROVIDE THE DEF. PLEASE CHECK WITH THE BRANCH. * ***** * RATES ARE BASED ON SINGLE SHIFT OPERATIONS UNLESS OTHERWISE STATED * * SINGLE SHIFT = 8 HRS / DAY, 40 HRS / WEEK, 160 HRS / 4 WEEKS * * DOUBLE SHIFT = 16 HRS / DAY, 80 HRS / WEEK, 320 HRS / 4 WEEKS * * TRIPLE SHIFT = UNLIMITED USAGE * * DOUBLE SHIFT IS 1.5 X SINGLE RATE * * TRIPLE SHIFT IS 2 X SINGLE RATE * ***** * GENERATOR WILL BE DELIVERED FULL OF FUEL. * * WE CAN ARRANGE FOR FUELING SERVICE. PLEASE INQUIRE * ***** PLEASE INQUIRE ABOUT OUR USED EQUIPMENT SALES 120/240 Single Phase							
2	2415362	SPIDER BOX PANEL GFCI		25.00	50.00	150.00	100.00
4	241/7275	CABLE 6/4 50 AMP 50'		15.00	15.00	40.00	60.00
		(2) runs of 100'					
1	241/7105	GROUND ROD					N/C

SALES/MISCELLANEOUS ITEMS:			
Qty	Item	Price	Extended Amt.
			Rental Subtotal: 1,040.00
1	MI HEAVY EQUIP. RENTAL TAX [DRSURMI/MCI]	20.800	20.80
1	ENVIRONMENTAL SERVICE CHARGE [ENV/MCI]	17.600	17.60
1	DELIVERY CHARGE	458.830	458.83
1	PICKUP CHARGE	458.830	458.83
			Sales/Misc Subtotal: 956.06
			Agreement Subtotal: 1,996.06
			Rental Protection: 156.00
			Tax: 90.99
			Estimated Total: 2,243.05

COMMENTS/NOTES:
 CONTACT: JEFF HANLIN
 CELL#: 616-485-1178

CONTINUED

is limited to the Rent we actually receive from you hereunder. You agree to pay all sales, use and other taxes, tolls, assessments, fines, fees and other charges related to the Item(s) under this Contract. If any legal action is commenced in connection herewith, we will be entitled to recover our associated attorneys' fees, costs and expenses from you if we prevail. Neither our exercise, nor our failure or delay in the exercise, of any rights or remedies available under or in connection with this Contract will constitute an election of remedies or a waiver of any of our rights or remedies.

13. Your duties hereunder are unconditional. If you or any guarantor shall: (a) fail to fully and timely honor, pay, perform or comply with this Contract and/or any of your obligations arising hereunder or in connection herewith; (b) provide any incorrect or misleading information to us; (c) become insolvent or bankrupt; or (d) die or cease conducting business, or if any Rented Item(s) shall be lost or damaged, you will be in default under this Contract, whereupon, we may with or without legal process or notice (and without liability to you), to the maximum extent permitted under applicable law: (i) cancel the Term and/or this Contract (and/or your rights to use and possess the Rented Item(s)); (ii) seek relief from stay; (iii) recover, empty, lock, disassemble and/or disable such Item(s) without being guilty of breach, trespass or wrongful interference, or liable for any injuries or property damage (for which you agree to indemnify, defend and hold harmless each Indemnitee); (iv) perform your obligations hereunder on your behalf, without being obligated to do so; (v) purchase replacement Item(s); (vi) recover from you and/or any guarantor our associated direct and indirect damages, losses, costs and expenses (including without limitation, Rent for the balance of the scheduled Term, overtime, loss of use, interest, attorneys' fees, retrieval/repossession costs, and collection costs); and/or (vii) pursue any one or more other rights and/or remedies available hereunder, at law and/or in equity, all of which are cumulative.

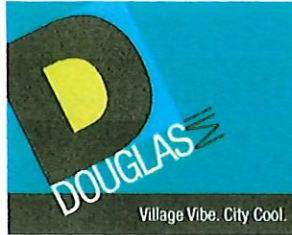
14. This Contract, and any "Addenda" we may provide (including as applicable, our Aerial Equipment, Tent, Trailer and Tables and Chairs Addenda(um)) each of which is incorporated herein constitute(s) the entire agreement between you and TTV, superseding all other agreements and representations (including our website and advertising). The terms of this Contract are severable. If any provision hereof shall be deemed invalid or unenforceable by any court of competent jurisdiction, such provision will be deleted, and this Contract will otherwise remain valid and enforceable. This Contract be further modified without our written consent. Time is of the essence. These Terms and Conditions apply to all Item(s) identified on P.1, and to all other items you obtain from us at any time (unless we otherwise agree in writing). This Contract shall be: (a) governed by, interpreted and enforced under the laws of Michigan; and (b) bind and be enforceable by and against you, Holst Enterprises, Inc., the other Indemnitees and their respective insurers, subrogees, successors and permitted assigns (there being no other third-party beneficiaries hereto). Any and all dispute(s) arising under and/or in connection with this Contract and/or its subject matter shall, at TTV's option, be submitted to binding arbitration before a single arbitrator selected by TTV at the offices of the American Arbitration Association located in or nearest to Holland, MI. The arbitrator's award shall be final and binding and may be entered in any court of competent jurisdiction. Proper venue for all other civil legal actions commenced in connection herewith shall lie solely in the federal, state and local courts located in or nearest to Ottawa County, MI (unless waived by TTV). You consent and submit thereto and waive all claims that such venue lies in an inconvenient forum. Digital, electronic, photocopied and facsimiled signatures and initials on this Contract and/or any Addenda will be deemed originals.

15. **WARNING:** Refusing or willfully neglecting to return rented personal property at the agreed date and time with intent to defraud the lessor may be deemed **LARCENY**, resulting in **CIVIL LIABILITY** and/or **CRIMINAL PROSECUTION**. See MCL § 750.362a, *et seq.* and its/their successor provision(s) for details.

TERMS AND CONDITIONS OF RENTAL CONTRACT - TAYLOR TRUE VALUE RENTAL OF HOLLAND, MICHIGAN

For good and valuable consideration, you and Holst Enterprises, Inc., a Michigan corporation, d/b/a "Taylor True Value Rental" (also referred to in this Contract as "TTV," "Lessor," "we," "us" and "our") agree as follows:

- As used herein, "P.1" means the first page of this Contract; "Contract" means P.1 together with these Terms and Conditions of Rental Contract; "Rented Item(s)" or "Item(s)" means the item(s) rented to you, as identified on P.1 (including any "Instructions" provided per Section [or "§"] 5 of this Contract); "Site" means the location where the item(s) is/are to be delivered and/or used (if applicable), as set forth on P.1; and "Customer," "Lessee," "you" and "your" mean the customer, renter or lessee identified on P.1 (and as applicable, each and every permitted borrower, sublessee, successor and/or assign of such Lessee per § 4).
- You agree to rent from TTV the Rented Item(s) for the period(s) specified on P.1 (the "Term"), at the end of which, your rights to use and possess the Rented Item(s) shall expire and terminate. You agree to pay us the applicable rental rate(s) set forth on P.1 (the "Rent"), and all other charges accruing hereunder, without proration, reduction or setoff, and remain liable for all associated injuries and damages, for the entire Term and until all Rented Item(s) is/are returned to and accepted by TTV in the return condition required under this Contract (including § 10). Unless otherwise specifically agreed by TTV, all rental rates are for normal use of the Rented Item(s) on: (a) a single event basis for wedding and party & event-related items (as identified on our website at: <https://taylorrentaloholland.com/catalog/4263/party-event>); and (b) a single shift basis for all other items, including without limitation, equipment, tools and trailers, not exceeding the least of: 8 hours per 24 hour period for which Rent is charged hereunder (each, a "Rental Day"); 40 hours per 7-day period; and/or 160 hours per 28-day period (zero hours for uncharged-for periods), and otherwise in accordance with the terms of this Contract. Additional Rent at our maximum periodic rate will be due for overuse and late returns. No credit or reduction of Rent will be made for act(s) of God, events of *force majeure*, time in transit or any other period(s) of nonuse. We have estimated the Rent based on your estimate of the length of the Term (the "Estimated Rent"). Unless we otherwise agree in writing, you: (i) will pay us: (A) the Estimated Rent, together with any deposit specified on P.1 in advance (together, the "Prepayment"); and (B) all other amounts coming due hereunder upon demand; and (ii) agree that: (A) we may deduct any amount you owe us from any Prepayment; (B) no interest will accrue on any Prepayment; (C) no Prepayment will be deemed a limit of your liability to us; and (D) all Prepayments are NON-REFUNDABLE. Anything remaining with, in or on any Rented Item(s) upon return will be deemed abandoned.
- You will ensure the Site is clean, safe, secure and fit for delivery and use of the Rented Item(s). If we agree to provide any services (including delivery and/or retrieval), you agree to: (a) pay our regular charge(s) for the same, and for all waiting time; (b) be present at the Site at the agreed time(s); and (c) ensure our personnel have full access to the Site at all times. We will not be responsible for mishaps or delay(s) caused by you, your agents or employees or any other parties, including providers of other goods or services ("Other Providers") for which you agree to indemnify, defend and hold harmless TTV. If you are not present upon our delivery or retrieval of any Item(s), you agree to accept the statements of our representatives regarding the same (including the status, condition, quality and quantities of the Item(s) and the Site).
- Except with respect to items we rent from one or more third parties (each, a "TPO") and then re-rent to you ("Re-Rented Item(s)"), TTV owns and will retain title to all Rented Items at all times. You will have exclusive control over the Rented Item(s) during the Term; subject however, to your obligation to fully and timely comply with this Contract at all times. You SHALL NOT: (a) permit the taking or existence of any lien, claim, security interest or encumbrance on any such Item; or (b) loan, transfer, sublease, repair, store, surrender or assign any Rented Item or this Contract without our prior written consent. If we consent to any of the same, you will: (i) remain primarily responsible for the prompt payment and performance of all obligations of the Lessee arising under this Contract; and (ii) continue to ensure that each end-user of the Rented Item(s) fully and timely complies with each and every term of this Contract at all times. If we assign or transfer this Contract or any Item(s), you will attend to the recipient, who will not be responsible for our pre-existing obligations or liabilities.
- Upon the earlier of your receipt, or the delivery to the Site, of the Rented Item(s) unless you thereupon reject it/them, you represent, warrant, acknowledge and agree that: (a) each Item: (i) is complete and in good order, condition and repair; (ii) is appropriate for your purposes and in all ways acceptable to you; and (iii) was selected (not based on any recommendation by us), carefully examined, counted and tested by you or your agent(s); and (b) you: (i) carefully reviewed and understand all laws, rules, regulations, training, instructions, user manuals, maintenance requirements, and other information, if any, including all applicable EPA, OSHA, IBC, IEEE, UL, ASSP, DOT, FMCSA, ANSI and other applicable standards (collectively, "Instructions"); (ii) will fully comply therewith (including Tier 4, Silica Dust, cleaning, and ventilation requirements); (iii) are aware of the need to use all applicable personal protective equipment and safety devices (including RESPIRATORY, and FALL PROTECTION devices); (iv) will use each Item only for its intended purpose, in a reasonable and safe manner; (v) will timely give all applicable notice(s) to, and obtain all applicable licenses, authorizations, permits and approvals from, all affected parties, including governmental authorities, utilities, cable companies and the owner(s) of the Site, and ensure that all underground conduits are clearly and properly marked before driving stakes or disturbing the ground surface (call 811 or 800-482-7171, and go to www.missdmg.org at least 3 working days in advance); (vi) will immediately cease using any Item that is damaged, breaks down, or proves defective (a "Malfunction"); and (vii) will ensure that all others comply with this Contract. You will notify us immediately if any of the foregoing shall be breached or proven incorrect or misleading.
- In the event of a Malfunction as defined in § 5, you agree to immediately notify and return the Malfunctioning Item to, TTV, and provided such Malfunction did not result from or in connection with any wrongful or negligent act or omission of, or any breach of this Contract by, you or anyone you permit to use or otherwise deal with any Rented Item(s), we may, at our option: (a) repair the Malfunctioning Item; (b) provide you with a comparable item; or (c) solely with respect to the Malfunctioning Item, return the unused portion of the Rent and cancel this Contract. The foregoing remedies are EXCLUSIVE. We will have no other obligation(s) regarding Malfunctions, all of which you waive (including without limitation, all direct, indirect, incidental and consequential damages).
- SAFETY WARNINGS AND SEVERE WEATHER: THE RENTED ITEM(S) CAN BE DANGEROUS, AND MAY MOVE, SHIFT, TIP, SINK, OVERTURN, LEAK, OR COLLAPSE, PARTICULARLY DURING SEVERE WEATHER AND/OR ON STEEP TERRAIN. YOU AGREE TO: (A) EXERCISE, AND TO CAUSE ALL OTHERS TO EXERCISE, EXTREME CARE WHEN DEALING WITH SUCH ITEM(S); (B) PROVIDE ALL APPLICABLE FAMILIARIZATION, TRAINING, INSTRUCTIONS AND WARNINGS TO ALL USERS, OPERATORS AND OCCUPANTS OF THE RENTED ITEM(S); (C) ensure that each Rented Item is used reasonably, safely and only: (i) for its intended purpose(s); (ii) within its rated capacity (IMPORTANT: Chairs typically have a capacity limit of 250 lbs.; DO NOT ALLOW PERSON(S) WHO WEIGH MORE THAN 250 POUNDS TO OCCUPY ANY CHAIR PROVIDED BY US); (iii) at the Site; (iv) by properly trained, qualified, certified, FAMILIARIZED and/or licensed (as applicable) ADULTS; and (v) otherwise in full compliance with this Contract and all applicable laws, rules and regulations, at all times. You will not, nor will you permit anyone else to use any Rented Item while under the influence of any intoxicant (s) (including without limitation, cannabis and alcohol) or to abuse, misuse, overuse, conceal, store with any third party, repair, modify or damage any Rented Item. YOU ALSO AGREE TO: (X) ENSURE THAT ALL CHILDREN IN, ON, OR NEAR ANY RENTED ITEM(S) ARE SUPERVISED BY A COMPETENT ADULT AT ALL TIMES; and (Y) EVACUATE, AND permit TTV to delay delivery, installation AND/OR USE of, or dismantle and/or retrieve ANY or all rented item(s) (without obligating us to do so) if any hazard (including without limitation, severe weather) occurs or threatens. Additionally, YOU SHALL NOT EXPOSE ANY RENTED ITEM(S) TO ANY FLAMMABLE, EXPLOSIVE, CAUSTIC, HARMFUL, HAZARDOUS OR ILLEGAL SUBSTANCES OR CIRCUMSTANCES.**
- You agree to maintain all insurance we may require, including: (a) liability, host liquor liability, and bodily injury insurance with minimum limits of \$1,000,000 per occurrence; (b) property damage coverage for the full (new) replacement cost of all Rented Item(s); (c) unlimited primary medical and personal injury protection coverage; (d) workers' compensation; (e) for any and all Rented Item(s) subject to Michigan's No-Fault Insurance Law, unlimited PIP, PPI, bodily injury and property damage, broad form collision, comprehensive, limited property damage ("Mini-Tort") liability, towing and residual liability insurance; and (f) contents insurance for the full new replacement cost of all contents of the Rented Item(s) (or any of them). Such policies shall, whenever possible: (i) specifically schedule the Rented Item(s); (ii) name TTV as an additional insured and loss payee; (iii) waive subrogation against TTV and each TPO; (iv) be primary and non-contributory; and (v) include such other provisions (including deductibles) as we may require. You irrevocably appoint TTV as your agent and attorney-in-fact for purposes of submitting, negotiating and settling claims on all such policies.
- no warranties: TTV IS NOT THE MANUFACTURER OR DESIGNER OF ANY OF THE ITEM(S) REFERENCED HEREIN, ALL OF WHICH ARE PROVIDED "AS-IS". NEITHER TTV NOR ANY TPO, MAKES ANY WARRANTY(ies), EXPRESS OR IMPLIED (INCLUDING ANY WARRANTY(IES) OF MERCHANTABILITY, SUITABILITY, FITNESS FOR A PARTICULAR PURPOSE, FUNCTION, DESIGN, QUALITY, CAPACITY, FREEDOM FROM DEFECTS AND/OR CONTAMINATION, AND GOOD AND WORKMANLIKE PERFORMANCE, AS WELL AS ANY WARRANTY(ies) ARISING FROM OR IN CONNECTION WITH ANY COURSE OF DEALING, COURSE OF PERFORMANCE OR USAGE OF TRADE) REGARDING ANY ITEM(S) OR SERVICE(S) REFERENCED IN THIS CONTRACT, NOR DOES TTV OR ANY TPO MAKE ANY WARRANTY(IES) AGAINST INTERFERENCE OR INFRINGEMENT, ALL OF WHICH YOU WAIVE. NO DESCRIPTIONS, SPECIFICATIONS, DEPICTIONS OR ADVERTISEMENTS CONSTITUTE REPRESENTATIONS OR WARRANTIES BY TTV OR ANY TPO. THERE ARE NO WARRANTIES THAT EXTEND BEYOND THE FACE OF THIS CONTRACT.**
- You agree to protect, properly maintain and care for each Rented Item at all times, keep it safely and securely stored and locked when not in use, and return it to us on time at the end of the Term, complete, clean, free of contamination, burns, cuts, stains, discoloration and debris, and in good condition, properly serviced and maintained, and if applicable, full of the appropriate fuel, fluids and lubricants. If you fail to do so, then in addition to your other obligations arising under this Contract, you will pay us: (a) Rent for each succeeding full rental period until all Rented Item(s) have been returned or replaced as required; and (b) all costs and expenses we incur in connection with such failure (including without limitation, cleaning, refueling and/or, if applicable, the full new replacement cost of the Rented Item(s)). Certain items may be delivered on pallets, or in crates, cartons or boxes, and may be stacked, bagged, racked, folded, rolled and/or strapped ("Packed"). Upon return, you will ensure that all Rented Items are properly Packed. YOU AGREE NOT TO PACK ANY RENTED ITEM UNLESS IT IS COMPLETELY DRY. IMPROPER PACKING, OR PACKING ITEMS THAT ARE WET OR DAMP, MAY RESULT IN MOLD, MILDEW OR OTHER DAMAGE, FOR WHICH YOU WILL BE LIABLE.
- INDEMNITY: TO THE MAXIMUM EXTENT PERMITTED UNDER APPLICABLE LAW, YOU: (A) ASSUME ALL RISKS, INCLUDING WITHOUT LIMITATION, ALL RISK(S) OF PERSONAL AND BODILY INJURY, ILLNESS, LOSS, PROPERTY DAMAGE, AND CONTAMINATION OF, TO, AND/OR ARISING IN CONNECTION WITH, THE ITEM(S) AND SERVICE(S) REFERENCED IN THIS CONTRACT, AS WELL AS ALL LIABILITIES, CLAIMS, DAMAGES, losses, costs and expenses (including attorneys' fees) ARISING FROM AND/OR IN CONNECTION WITH THE SELECTION, PROVISION, INSPECTION, DESIGN, MANUFACTURE, USE, LOADING, UNLOADING, FUELING, TRANSPORTATION, DEMONSTRATION, STORAGE, CLEANING, SERVICING, MAINTENANCE, REPAIR, DELIVERY, INSTALLATION AND/OR RETRIEVAL thereof, WHETHER OR NOT YOUR FAULT (collectively, "risks"); (B) RELEASE AND DISCHARGE, AND AGREE TO INDEMNIFY, DEFEND AND HOLD HARMLESS, TTV, EACH TPO, and their respective owners, shareholders, officers, directors, partners, agents, affiliates, employees, insurers, subrogees, representatives, successors and assigns (each, an "indemnitee" and collectively, the "indemnitees"), for, from and against all such RISKS, as well as all other liabilities, claims, damages, losses, costs and expenses (including without limitation, attorneys' fees) arising from and/or in connection with the Rented Item(s), this Contract and/or any breach hereof by you, your agents, employees, sublessees, successors and/or assigns; and except only as provided in § 6, (C) WAIVE all rights and remedies available under the Uniform Commercial Code, as well as all direct, indirect, incidental, consequential, general, special, exemplary and punitive damages, against each and every Indemnitee.**
- To the maximum extent permitted under applicable law, you grant us a lien on all real and personal property placed in or on, affixed to, and for improved with, any Rented Item(s). We may, without further notice or liability to you, inspect and/or monitor (in person or electronically, including via the use of GPS, Electronic Logging Devices and/or telematics) any Rented Item(s) at any time, and all information thereby obtained will be our property. You consent to such inspection (s) and monitoring and waive all claims with respect thereto. If any performance required of us is delayed or impaired as a result of any act or omission of/by you, any Other Provider(s) or any "Act of God" or event of force majeure (any event, fact or circumstance beyond our reasonable control), we will be excused from such performance. You waive the benefits of all statutes of limitations. All amounts due hereunder but not timely paid will bear interest at the lesser of (a) 18% per annum; or (b) the highest rate permitted under applicable law until paid. You authorize us to submit all amounts due and coming due hereunder to any debit or credit card(s) you provide, and agree to pay us the maximum lawful charge for any check you write which is returned unpaid. Our maximum liability in connection with this Contract



DDA ACT	Item 9H.
Approved	_____
Denied	_____
Date	_____

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATION

Name: JAMES B. SULLIVAN

Name of Organization(s): THE ROTARY CLUB OF SAUGATUCK - DOUGLAS

Address: P.O. Box 211 DOUGLAS, MI 49406

Phone: 616-207-4047 Email: theloyaltycoach@gmail.com

How many years have you been in the Douglas Downtown Development Authority District? 12

EVENT INFORMATION (use additional sheets if needed)

Event Name: VENETIAN FEST 2024

Event Date(s): 7/26 & 27/2024 Event Start & End Hours: FRI 5-11 pm SAT 1-11 pm

Event Location: LAKE KALAMAZOO, RIVER AND HARBOR BASIN

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

VENETIAN FEST IS A PERENNIAL SUMMER EVENT EACH JULY.
IN 2023, THE ROTARY CLUB WAS ASKED TO TAKE ON THE ORGANIZATION
OF THE EVENT. IT IS AN ANTICIPATED CELEBRATION FOR TOWNSFOLK AND VISITORS. *

Anticipated Number of Attendees: 4000-5000 over the two days

Attendees Demographics (ages, special interests, where are the coming from, etc.) FRIDAY NIGHT -
3500 EXPECTED FOR THE DANCE PARTY IN COGHLIN PARK. DEMOS & AGES
35-55, FANS OF THE BAND "STARFARM." SATURDAY - FAMILIES OF ALL AGES FOR
ILLUMINATED BOAT PARADE AND FIREWORKS. *

Estimated Number of Volunteers: 60+

Estimated Date/Time for Set-Up: FRI 9 AM Estimated Date/Time for Clean-Up: SUN 1 PM

* PLEASE SEE ATTACHED DETAILS ON THE VARIOUS QUESTIONS ASKED.

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

TO ASK ALL LOCAL BUSINESSES TO SUPPORT THE FESTIVAL, HOPING TO APPEAL DIRECTLY TO ALL HARBOR- AND RIVER-RELATED COMPANIES AND ESTABLISHMENTS TO BECOME FINANCIAL SPONSORS. (SEE ATTACHED DETAILS). *

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

EMPLOY A BROAD RANGE OF MARKETING RESEARCH AND PROMOTIONAL TACTICS. (SEE ATTACHED DETAILS). *

Funding amount requested: \$5,000 (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? _____
- 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 NOT YET
If yes, was it approved? Yes No WE ARE IN PROCESS ON THE PERMIT APPLICATION

Janet B. Sellner

Signature of Applicant

16 APR 2024

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.

Douglas DDA 2024 Sponsorship Application: APPENDIX

1. Description of the event and its benefits for the DDA District.

Saugatuck's Venetian Festival is a decades-long summer tradition. In January 2023, the Rotary Club was asked by the City of Saugatuck to take responsibility for the continuation of the event when the prior implementation organization resigned the duties. We accepted and, despite short time frames, pulled off a relatively successful weekend. This year, we hope to address some of the issues we received community feedback about regarding our implementation in 2023. Notably, we are working hard to revive the illuminated boat parade and to raise the funding to "Bring Back the Bang" and restore the grand finale of fireworks over Lake Kalamazoo.

Because the Rotary Club took over the festival's implementation and management in 2023, we can report that we had approximately 3500 people attend the Friday night Party in the Park despite a threatening weather forecast. Anecdotally, that was roughly in line with the crowd estimates from 2022 and significantly better than those in 2021. This year, we aim to attract 4000 people on Friday to that event, and about the same number the following day. We expect the towns to be full and visitors to frequent the shops, pubs, and restaurants from Friday afternoon to Sunday morning.

The event is organized by an all-volunteer, 100% unpaid 501(c)(3) non-profit. All proceeds net of costs, if any, will go to fund projects that aid the environmental health and public enjoyment of the local waterways.

2. Attendee Demographics (age, special interests, where are they coming from)?

We are targeting a younger crowd of outside visitors for the kick-off Party in the Park on Friday night of the event (adults aged 35-55) and will devote Saturday to a broader demographic of families. The band "Starfarm" has a broad appeal in Michigan and we expect at least half the crowd on Friday to be out-of-towners (Holland, Grand Rapids). We will continue the tradition of the Dinghy Poker Run from Coghlin Park for Saturday. Then we aim for a crowd-pleasing finale with a large flotilla of lighted boats and a spectacular fireworks display that will keep people coming back every year.

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

We offer all local businesses opportunities to become sponsors at different levels of Venetian Fest. We have a dedicated sales staff that will call on all DDA businesses by July 1. For example, last year, three Douglas businesses, Lake Vista Super Value, RB Marine, and JARS Cannabis were our three "Fleet Level" sponsors at \$5,000 each. We provided them a range of advertising and promotional benefits, including prominent logo position on all media and social media ads, street and stage banners, mention in unpaid media and PR stories, and prominent position on a two-page advertising spread in the Commercial Record. In addition, we provide them 15 free admissions and drink tokens to use as employee incentives or business partner recognition. Please see the attached sponsor participation sheet for this year's sponsorship opportunities.

4. List marketing and promotion methods for the event and local businesses

The feedback received in 2023 in a customized community survey we conducted immediately after the event indicated that guests who had come to town for the weekend, and locals especially, were as disappointed as we were by the poor participation in the boat parade and by the lackluster laser light display arranged for the finale. Our 2024 marketing plans 1.) aim to arrest any decline in bookings for that weekend by restoring the traditional fireworks finale, and advertising heavily throughout this spring and summer that we're "Bringing Back the Bang!" for concluding the weekend; 2.) Our longer-term plans are to increase the attractions throughout the weekend so that the Venetian Festival remains the familiar but improved celebration of summer locals have come to expect and becomes an even bigger draw of tourists.

We utilize a combination of paid and unpaid (PR-related) media. Specifically, we

- Feature Venetian weekend on all locally produced tourist-related calendars, websites, brochures, and magazines;
- Create two major media releases, one in May and the other mid-July, to encourage print and broadcast outlets to feature the story;
- Manage a dedicated Venetian Fest website (saugatuckvenetianfest.com) to post useful information, process advance ticket sales, feature events within the festival, and spotlight the band for the Tent Party on Friday night;
- Maintain active social media presence on TikTok, Instagram, and Facebook from which to engage with past year’s participants, spread the news of the weekend to community sites across West Michigan, Northern Indiana, and Chicagoland;
- Produce local posters, banners, and signage to alert everyone to the dates of the festival and feature top sponsors.

We have increased our 2024 Marketing budget to \$5000, a major cost item listed in the overall expense budget below:

Description of Expenditures	Allocated Expenses		
	DDA Request	Other Expenses	Total Expenses
Fireworks and barge rental	\$5,000	\$10,000	\$15,000
Marketing, Social Media, Signage, and Advertising		\$ 5,000	\$ 5000
Staging, lighting, cost of entertainment		\$ 25,000	\$25,000
Tent and equipment rentals		\$25,000	\$25,000
Cost of beverages, souvenir cups, apparel		\$40,000	\$40,000
Volunteer Apparel/Misc.		\$2000	\$ 2000
Total Budget	\$ 5000	\$ 107,000	\$ 112,000

Saugatuck Venetian Festival 2024 Sponsorship Form

The Venetian Festival has been a mid-summer mainstay in Saugatuck for decades. Its most recent iteration involves multiple events typically held over two days scheduled the last weekend in July. Friday night of the event has featured a band concert and cash bar. Saturday’s waterborne activities include a traveling “Dinghy Poker” match with prizes awarded for best poker hands collected by small boats at various stops on Lake Kalamazoo, culminating that evening with an illuminated large-boat parade along the river, before rounding out Saturday evening with a firework display over Lake Kalamazoo.

This year’s Saugatuck Venetian Festival is scheduled for Friday, July 26 & Saturday July 27. Your support and generosity will ensure that we can provide the quality events that locals and visitors have come to expect. Please consider a donation to the **Rotary Club of Saugatuck-Douglas (RCSD)** to help defray the cost of the various Venetian festival activities including the Friday evening concert (featuring Star Farm), the Dinghy Poker Run, Boat Parade, and Fireworks. RCSD is a 501(c)(3) charitable organization.

To ensure inclusion in printed marketing materials, webpage and social media, please make your contribution before **June 16, 2024**.

Fleet Level (\$5,000+) - includes 15 tickets for entry and 15 drink tickets for the Venetian Tent Party, 1 fence sign, prominent placement on all street banners and stage banners, frequent social media spotlights, premier website placement and newspaper mention. Early entry to Friday evening event as well as a dedicated Sponsor entry line and beverage line.

Admiral Level (\$3,500+) - includes 12 tickets for entry and 12 drink tickets for the Venetian Tent Party, 1 fence sign, prominent event website placement and newspaper mention, social media spotlight and several social media mentions. Early entry to Friday evening event as well as a dedicated Sponsor entry line and beverage line.

Captain Level (\$2000+) – includes 10 tickets for entry and 10 drink tickets for the Venetian Tent Party, 1 fence banner, event website placement and newspaper mention, social media spotlight and several social media mentions. Early entry to Friday evening event as well as a dedicated Sponsor entry line and beverage line.

Commander Level (\$1000+) – includes 6 tickets for entry and 6 drink tickets for the Venetian Tent Party, event website placement and newspaper mention, social media spotlight. A dedicated sponsor line for entry and beverages.

Crew Level (\$500+)—includes 4 tickets for entry and 4 drink tickets for the Venetian Tent Party, event website placement and newspaper mention. A dedicated sponsor line for entry and beverages.

Company/Business
Name: _____

Contact person(s): _____

Address: _____

City, State & Zip Code: _____

Phone: _____

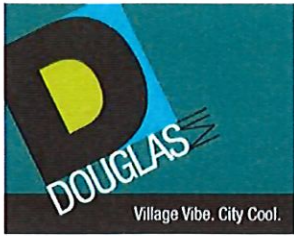
Email address: _____

Signature _____

Date: _____

Please return completed form along with payment to P.O. Box 211, Douglas, MI 49406. Payment can be made out to the Rotary Club of Saugatuck-Douglas. Please write VENETIAN in the memo line.

Thank you for your support! The Rotary Club is a Douglas-based 501c(3) charitable organization.



DOUGLAS DOWNTOWN DEVELOPMENT AUTHORITY

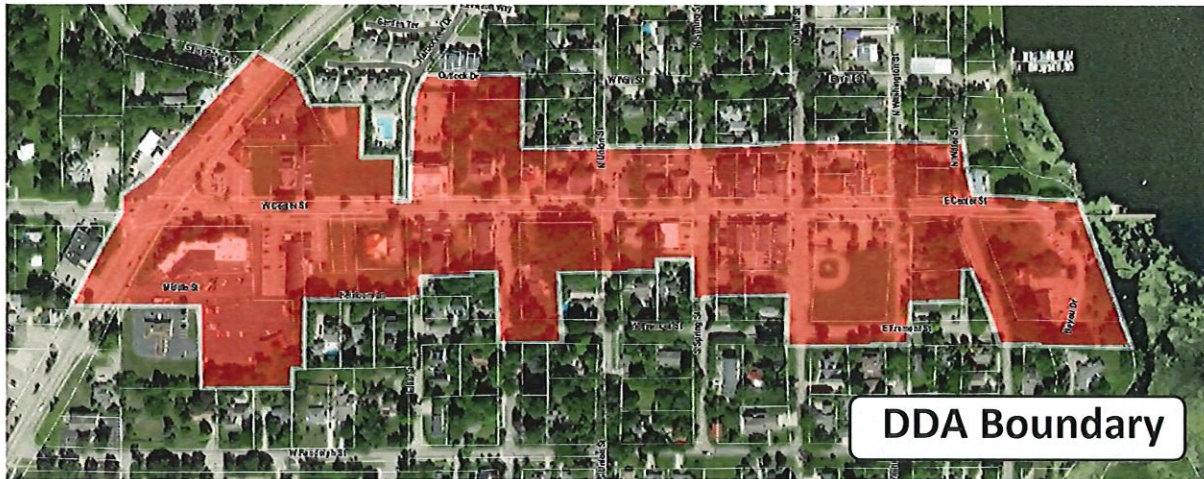
Community Events Grant Program Guideline

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

Art in Douglas 2024

Facebook Boosts

*these would be done 1 week prior to each event.

*boosted from the Art in Douglas FB page.

(11 businesses involved. 833 likes. 913 followers)

\$100 per ~ \$400 in total

The Commerical Record

*1/8" page ad run per event.

*more often than not Scott Sullivan also runs a press release with a pic promoting Art in Douglas.

\$73.50 per ~ \$294.00 in total

Urban Street

*1/4 page ad.

\$485.00 per ~ \$970 total

* this price could be greatly reduced if AiD ran 5x with the Saugatuck/Douglas co-op block. That cost would be \$205.00 per issue.

*Urban Street also sends out a photographer to shoot items at advertising locations and then places these items with info and prices in the "Fab Finds" section.

What's Happening

*4 month period

*\$255 in total

Rack Card

Company used: Got Print

*14pt Color Both Sides. High Gloss UV Coating

*2500 to be ordered (could be more) \$203.37 total

*finished rack card design can be found on the AiD FB page.

Music

At present, we have a routing Jazz trio lined up for each event. They could move from corner to corner, making their presence known throughout downtown Douglas for a few hours (2-3). I've been given a discounted rate from \$375 to \$300 per event.

*\$1200 in total

At present Art in Douglas has 11 downtown Douglas businesses partnering in 2024 to make this continued event series a success (go to the FB page to see the list). AiD has been the only event series in Douglas to run year in and year out since 2017. In 2024 AiD has been tweaked to include any business in the DDA district outside of just galleries to be partners. Partners are asked to participate in AiD needs (elbow grease) and financially. As a way to

open up AiD in 2024, was to think of each business having the ability to highlight the “Art of...”. The Art of can mean anything really.

The Art of a Craft Cocktail.

The Art of the Vintage Find.

The Art of the Farm to Table Pizza.

~~~you get the idea.

John Thomas has also agreed to collect data from each partnering business at the conclusion of AiD 2024. What is asked of each business could be tweaked or added to, but we want to know if overall business attendance went up because of AiD, if sales went up, if new guests were visiting Douglas, and the like. The DDA could weigh in on other specific data requests.

Is Douglas a more Artsy destination than Saugatuck? We believe it is. Art in Douglas has the ability for ALL downtown Douglas businesses to be involved and partner. This could be THE THING that helps businesses more than any other to get new bodies into our downtown. And, as a reminder, this events series is a series. It happens more than once during the season. So, businesses have many opportunities to capitalize on the marketing success of this initiative even if a client/guest isn't able to make it to a single event.

We can work collectively to make this happen. We want more than anything to see each business succeed and grow and buy fancy islands in the Caribbean.

~~~ Michael Burmeister, April 2024

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: 4-18-24
Name of Organization: BUTTON GALLERY
Address: 33 CENTER STREET
Contact Name: MICHAEL BURMBISIER
Phone Number: 616-298-0999 CELL
269-857-2175 GALLERY PHONE #

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? SINCE 2017 - THANK YOU!
- C. Is this a recurring event? YES, 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.

III EVENT DESCRIPTION

THIS WILL BE TAKEN CARE OF BY JOHN THOMAS OF "NOW AND THEN."

Event Name ART IN DOUGLAS
Event Date(s) SECOND SATURDAYS = JUNE - SEPTEMBER = 11-5PM.
Location Click DOWNTOWN DOUGLAS, CENTER STREET.
Event Description/Activities Planned:

SEE ATTACHED STATEMENT.
ALSO, THE ART IN DOUGLAS FACEBOOK PAGE HAS ADDITIONAL STATEMENTS.

IV DOWNTOWN BENEFIT

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

THIS YEAR AND GOING FORWARD IS A TWEAK TO ART IN DOUGLAS. ALL BUSINESSES HAVE THE ABILITY TO BE INVOLVED. (AGAIN, SEE ATTACHED)

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

OX BOW HOUSE, MR. MILLER'S ART EMPORIUM, BUTTER GALLERY, WATER STREET GALLERY, KM NEVENS DESIGN, RESPIRE COFFEE, NOW & THEN, LAKE SHORE PET BOOT, SAUGATUCK/DOUGLAS HISTORY CENTER, BACK ALLEY PIZZA,

V PROMOTION and PUBLICITY CENTURY 21

A. How many participants expected: 200-300+. (COULD BE MORE!) FOR EVENT.

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

OUR HOPE IS TO STRENGTHEN THE LOCAL CLIENTS EACH BUSINESS HAS, BUT ALSO TO BRING IN NEW AND DIFFERENT FOLKS TO SEE DOUGLAS AS AN "ARTSY" DESTINATION. 40+ ART THOUGHTFUL EVENTS

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

ART IN DOUGLAS FACEBOOK PAGE. (AND BOOSTED EVENTS)
THE COMMERCIAL RECORD.

URBAN STREET.

WHAT'S HAPPENING. HOLLAND SENTINEL

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

Budget Summary: SEE ATTACHED.

TOTAL COST:

City of Douglas EVENT APPROVAL

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

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