



**THE CITY OF THE VILLAGE OF DOUGLAS  
DOWNTOWN DEVELOPMENT AUTHORITY  
WEDNESDAY, OCTOBER 26, 2022 AT 2:00 PM  
86 W CENTER ST., DOUGLAS MI**

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**AGENDA**

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**To attend and participate in this remote meeting of the City of the Village of Douglas Downtown Development Authority, please consider joining online or by phone.**

**Join online by visiting:** <https://us02web.zoom.us/j/87182759078>

**Join by phone by dialing:** +1 (312) 626-6799 | **Then enter "Meeting ID":** 871 8275 9078

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. CONSENT CALENDAR**

**A.** Approval of Agenda - October 26, 2022

**B.** Approval of Minutes - September 28, 2022

**C.** 1. Secretary (Balmer)

a. Written Communications- None

b. Notice of Board Vacancy- None

2. Treasurer (Laakso)

a. Financial Update-

b. Accounts Payable- invoices

c. Quarterly FY22-23 Promotions:

3. Vice Chair (Kettlehut)

4. Chair (Walker)

Motion to approve the Consent Calendar of October 26, 2022 – roll call vote

**4. PUBLIC COMMUNICATION**

- A. Verbal: (Limit of 3 minutes per individual)
- B. Written Communications:

**5. UNFINISHED BUSINESS**

- A. Electric Vehicle Charging Station Charge Deals
- B. DDA Owned Table and Chair Rental - Updated
- C. DDA Business Incentive Program Guidelines and Application
- D. Community Promotions Application

**6. NEW BUSINESS**

- A. Holiday Lighting and Decorations CVB \$8,000 Award

**7. REPORTS**

**8. PUBLIC COMMENTS (limit of 3 minutes)**

**9. BOARD COMMENTS**

**10. CHAIR COMMENTS**

**11. ADJOURNMENT**

**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 Pamela Aalderink, City Clerk, at (269) 857-1438, or [clerk@douglasmi.gov](mailto:clerk@douglasmi.gov) to allow the City to make reasonable accommodations for those persons. CITY OF THE VILLAGE OF DOUGLAS, ALLEGAN COUNTY, MICHIGAN**

**Minutes - DRAFT**  
**Downtown Development Authority (DDA)**  
**City of Douglas**  
**86 W Center Street, Douglas, Michigan 49406**  
**Wednesday, September 28, 2022 - 2:00 pm**

- 1. Call to Order:** Chair Walker called the meeting to order at 2:00 pm
- 2. Roll Call:** Present: Laakso, Postilion, Martyniek, Stefanichik, Walker  
Absent: Toepper, Kettlehut, Balmer, Donovan

**3. Consent Agenda:**

- A. Approval of Agenda – September 28, 2022
- B. Approval of Minutes – August 24, 2022
- C. Officers Reports
  - i. Secretary Balmer – not present
  - ii. Treasurer Report – included in packet
  - iii. Vice Chair – not present
  - iv. Chair – no report

Motion by Martyniek, with support Stefanichik, to approve the Consent Agenda as presented.  
Motion carried by roll call vote.

**4. Public Communications:** None

**5. Unfinished Business:** None

**6. New Business**

- A. Advertising Pilot Program – Brian Coon

Members were presented with a new phone prototype application that would allow individuals waiting at the charging station to download coupons at local shops, “creating incentives for these individuals to walk the town while they wait,” stated Brian Coon of Monroe Michigan. Members of DDA were very interested in the application and could not see any negatives. Item will remain on the agenda for discussion

- B. Business Incentive Program Application

Coastal Society application for decking and sails.

Motion by Stefanichik, with support by Martyneik, to approve the application for Coastal Society and award the \$5,000 Business Incentive Program funds. Motion carried by roll call vote.

- C. Gateway Concepts

This agenda item will appear on the October agenda for discussion

- D. Equipment Rentals

This agenda item will appear on the October agenda for discussion

- E. Wayfinding Signage

Chair Walker was under the impression they had determined a map and primary placement of signs. She will seek clarity from City Manager LaBombard.

- 7. Adjournment** – Motion by Postilion, with support from Martyneik, to adjourn the meeting. Motion carried by roll call vote.

## DDA BUDGET - 2022-2023 FISCAL YEAR as of July 1, 2022

	2022-2023 Approved Budget	Activity for September 2022	2022-2023 YTD Activity	Budget Remaining to Earn/Spend	Comments
<b>REVENUES</b>					
TAX INCREMENT RECAPTURE	\$ 39,188.00		\$ 35,120.83	\$ 4,067.17	TIF Recapture
INTEREST INCOME	-	-	-	-	
TOTAL Revenues	\$ 39,188.00	\$ -	\$ 35,120.83	\$ 4,067.17	
<b>EXPENSES</b>					
TRAINING FUNDS				\$ -	
DDA ADMINISTRATION	7,800.00	650.00	1,950.00	5,850.00	Allocation of Douglas Staff Expenses
WEBSITE	550.00			550.00	
BUSINESS INCENTIVE PROGRAM	5,000.00			5,000.00	
CONTRACTUAL ENGINEERING	9,800.00	62.00	1,435.10	8,364.90	Prein & Newhof
PROMOTIONS/COMMUNITY	10,000.00	1,279.94	1,528.44	8,471.56	Art on Center Commercial Record and Urban Street Ads
DUES/FEES/PUBLICATIONS	450.00			450.00	
OTHER	-	-	-	-	
TOTAL Expenditures	\$ 33,600.00	\$ 1,991.94	\$ 4,913.54	\$ 28,686.46	
SUMMARY:	-	-	-		
REVENUES:	\$ 39,188.00	\$ -	\$ 35,120.83	\$ 4,067.17	
EXPENDITURES	33,600.00	1,991.94	4,913.54	28,686.46	
<b>BUDGET NET INCOME (LOSS)</b>	<u>\$ 5,588.00</u>	<u>\$ (1,991.94)</u>	<u>\$ 30,207.29</u>	<u>\$ (24,619.29)</u>	Excludes Capital Expenditures
<b><u>Memo: Including Proposed Capital Expenditures</u></b>					
Proposed Capital Expenditures	\$ 34,000.00			\$ 34,000.00	
Total Expenditures	\$ 67,600.00	1,991.94	4,913.54	\$ 62,686.46	
Net of Revenues & Expenditures	<u>\$ (28,412.00)</u>	<u>\$ (1,991.94)</u>	<u>\$ 30,207.29</u>	<u>\$ (58,619.29)</u>	

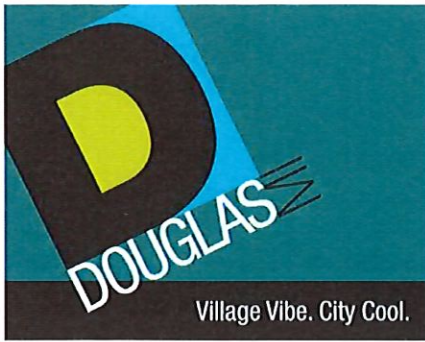
9/22/2022

**DDA TREASURER'S REPORT for October 26, 2022 Meeting**

No revenue was recorded during the month of September, and expenses totaling \$1,991.94 were recorded, consisting of the recurring \$650.00 monthly allocation of Douglas staff expenses, advertising of \$1,1079.94 for Art on Center, \$200.00 for live music during September's Art on Center event, and \$62.00 for streetscape visioning.

At September 30, 2022, the DDA had cash on hand of \$114,689.58, accounts payable of \$1,391.94, which included \$62.00 for Prein & Newhof, \$200 for Art on Center Music, and Art on Center ads for What's Happening Magazine (\$540.00), Facebook (\$98.94) and the Commercial Record (\$441.00), leaving an ending Fund Balance of \$113,347.64.

10/21/22



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## MEMORANDUM

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To: Douglas Downtown Development Authority

From: Rich LaBombard  
City Manager

Date: October 26, 2022

RE: Electric Vehicle Charging Station  
Charge Deals

At the last Downtown Development Authority meeting in September, the Authority heard a presentation from Brian Coon of Charge Deals about a pilot program for advertising in conjunction with the electric charging station. I've researched other communities engaged in the pilot program and also researched City ordinances and found no official procedure for engaging in the pilot program. If the DDA is interested in moving forward with the Charge Deals pilot, I recommend DDA make a recommendation to City Council to authorize an agreement with Charge Deals to initiate a limited pilot program in the City of Douglas.

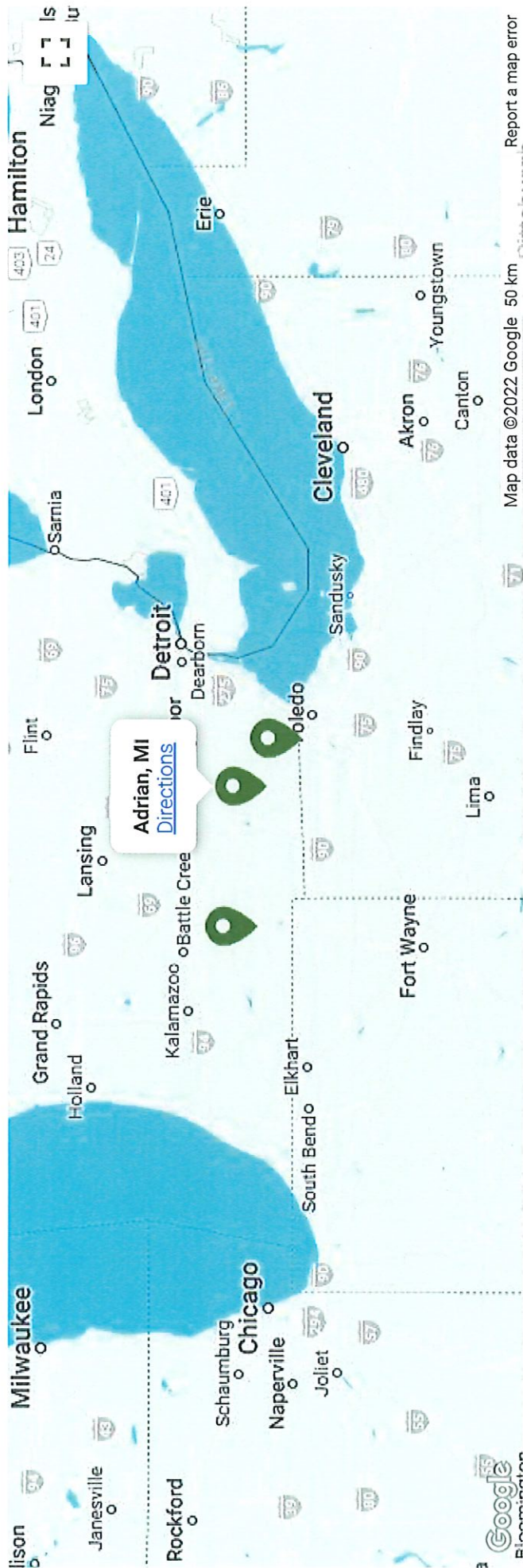
**Discussion item.**



## CHARGE DEALS



*Exclusive deals while you charge*



## Michigan

### Adrian

127 South Main Street

Plug: J-1772 x 2, ChargePoint

Cost: \$2/hour

Charging: 5 hours free, \$5/hour thereafter

Item 5A.



**Deals:**

- 10% off at SASS Gift Shop
  - Made in Michigan gift Shop
  - 114 East Maumee Street (.2 miles away)
- 10% off at Chaloner & Co
  - Cigar bar & lounge, along with a historic retail store
  - 108 West Maumee Street (.2 miles away)
- 15% off at The Buzz Cafe & Marketplace
  - Coffee cafe, specialty market, & chocolate shop
  - 110 East Maumee Street (.2 miles away)

**Coldwater**

75 West Chicago Street

Plug: J-1772 x 2, ChargePoint

Cost: Free

Parking: Free

**Deals:**

- 10% off at Tilted Tulip
  - Florist
  - 68 West Chicago Street (.1 miles away)
- 15% off any in stock item OR buy one pair of Concepts earrings get one free at Culy's Jewelry
  - Jewelry store
  - 7 West Chicago Street (.1 miles away)
- 20% off at Craft Out Loud!
  - Craft store
  - 67 West Chicago Street (.1 miles away)
- \$100 off any Hunter Douglas window shade or blind priced \$500 or more at Shemel's Carpet and Interiors
  - Window treatment store
  - 18 West Chicago Street (.1 miles away)
- Free pint with purchase of an entree at Two Bandits Brewing Co.
  - Brewery
  - 61 West Chicago Street (.1 miles away)
- 10% off order at Crescent Comics & Games
  - Comic book store
  - 16 West Chicago Street (.1 miles away)

- 20% off first purchase & free keychain at The Tree House Garden Center
- Hydroponics equipment supplier
- 34 East Chicago Street (.3 miles away)

**Marshall – Coming soon!**  
**Owosso – Coming soon!**

## Ohio

### Sylvania

6626 Monroe Street

Plug: J-1772 x 2, Non-network

Cost: \$0.10/kWh

Parking: Free

Deals:

- 10% off at Angela's Angels
- Angel-inspired gifts & memorials
- 5774 Main Street (.4 miles away)
- 10% off at Hip To The Groove Boutique
- Clothing store
- 5665 Main Street (.1 miles away)
- \$5 off any \$25 purchase at Sylvania Hometown Hardware
- Hardware store
- 5619 Main Street (.1 miles away)
- 10% off at Cake Library
- Gluten-free bakery
- 5441 Main Street (.2 miles away)
- \$10 off any class package or 20% off any monthly unlimited contract at California Yoga
- Yoga studio
- 5964 Main Street (.1 miles away)

**Here's how it works:**





#### Step 1: Plug

Plug in & begin charging at the station.



#### Step 2: Scan

Scan the QR code at the charging station.



#### Step 3: Redeem

Choose & redeem an available offer.



## CHARGE DEALS

### Mission

To boost local economies by providing a win-win solution for businesses and electric vehicle drivers.

### Feedback & Partnerships

[chargedeals@gmail.com](mailto:chargedeals@gmail.com)

Follow Us



**Rich LaBombard**

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**From:** Brian Coon <briankcoon@gmail.com>  
**Sent:** Wednesday, May 18, 2022 11:11 AM  
**To:** Rich LaBombard; Jennifer Pearson  
**Subject:** Douglas' Electric Vehicle (EV) Charging Station

Mr. LaBombard and Ms. Pearson,

I am not sure the correct person to send this message to. Please let me know if there is someone else that I should contact.

I noticed that Douglas has an EV charging station downtown near a lot of local businesses. Most of the people that use these charging stations are from out-of-town and I know the intent of installing these stations was to drive more business downtown (shop/eat while they charge). How do you actually know the positive economic impact charging stations have had on your downtown?

I've been an EV driver since 2018 and something I have noticed is that a decent amount of people sit in their car and play on their phones while charging. This led me on my journey of developing a startup that fixes this issue by incentivizing EV drivers to spend money at local businesses near charging stations while their car charges. **I would love to pilot this out with Douglas at no cost whatsoever just to prove that it is valuable and increases sales downtown.**

Here's a quick video that explains the concept: [https://youtu.be/Okh\\_JneB7qI](https://youtu.be/Okh_JneB7qI)

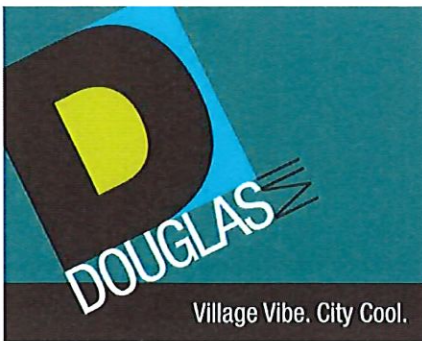
Again, not looking to sell anything. I want to do this for free and take those learnings to make my concept even better.

Please let me know if you would be interested in learning more.

Thank you for your time and have a great day!

Brian Coon

(734) 731-0819



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## MEMORANDUM

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To: Douglas Downtown Development Authority

From: Rich LaBombard  
City Manager

Date: October 26, 2022

RE: DDA Owned Table and Chair Rental - Updated

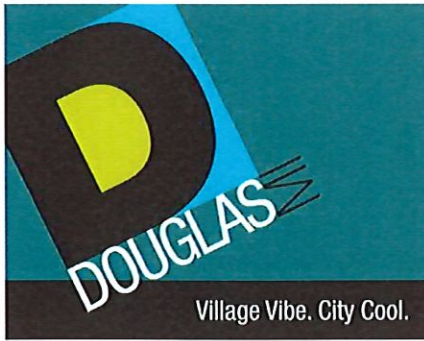
There have been recent inquiries about renting tables and chairs owned by the Downtown Development Authority (DDA). While this was a common practice in the past, there is no fee schedule associated with the practice, no rental calendar, and no procedural practice established to outline the process.

A discussion about the fee structure and process would be appreciated so that City Hall can provide guidance to residents, businesses, and organizations inquiring about using DDA owned equipment. Some caution should be exercised to not rely on City resources to monitor, track, deliver, and pick up DDA owned equipment without the ability to recoup costs for those resources. **The current rate per hour including fringe benefits for a Department of Public Works employee is approximately \$40.00, not including equipment cost of \$68.33 per hour.**

DDA owned equipment is currently stored in the basement of City Hall. A brief inventory of the equipment shows that there are ten 8-foot tables, three 6-foot tables, and 84 chairs in storage. Furthermore, there was a recent inquiry about donating additional chairs to the DDA in exchange for free usage of the equipment once a year. The donor is interested in avoiding long term storage costs.

Also attached is the current DDA Equipment Check-out form recently created by City staff.

**Discussion item.**



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## MEMORANDUM

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To: Douglas Downtown Development Authority

From: Rich LaBombard  
City Manager

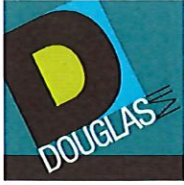
Date: October 26, 2022

RE: DDA Business Incentive Program  
Guidelines and Application

On request, I have researched the City's records and have located the guidelines and application for the business incentive program. The business incentive program was reintroduced in 2017 to provide businesses with a funding opportunity from the Downtown Development Authority to make certain public improvements necessary for future economic growth. The attached guidelines and application outline the program and request a guarantee in writing the repayment of the award in the event that the business fails to meet the conditions of the grant. The application further request photographs of the improvements before and after completion of the work.

**Discussion item.**





**DOWNTOWN DOUGLAS  
BUSINESS INCENTIVE PROGRAM  
GENERAL APPLICATION INFORMATION**

Application Date\_\_\_\_/\_\_\_\_/\_\_\_\_

Business Name\_\_\_\_\_

Property Address\_\_\_\_\_

Business Owner\_\_\_\_\_

Business Owner Address\_\_\_\_\_

Business Owner Phone # (Home/ Office)\_\_\_\_\_ (Cell)\_\_\_\_\_

Business Owner Fax #\_\_\_\_\_ Email\_\_\_\_\_

Property Owner\_\_\_\_\_

Property Owner Address\_\_\_\_\_

Property Owner Phone # (Home/Office)\_\_\_\_\_ (Cell)\_\_\_\_\_

Property Owner Fax #\_\_\_\_\_ Email\_\_\_\_\_

Is this a new or existing business? New Existing (Circle One)

Is this business currently located within the DDA District? Yes No (Circle One)

If this business is relocating, when was this business established?\_\_\_\_\_

If this business is relocating, please list current address\_\_\_\_\_

Is this business expanding in the DDA District? Yes No (Circle One)

Amount of square footage to be added\_\_\_\_\_

Estimated start date of project\_\_\_\_/\_\_\_\_/\_\_\_\_

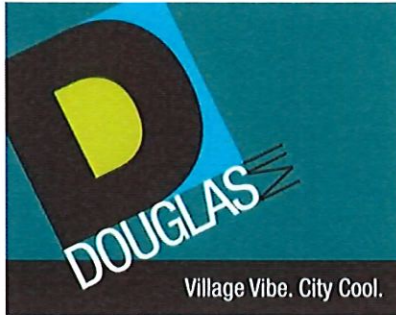
Estimated completion date of project\_\_\_\_/\_\_\_\_/\_\_\_\_

Total cost of project \$\_\_\_\_\_ Amount requested \$\_\_\_\_\_

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

By signing this Business Incentive Program application, I understand that any amount awarded is personally guaranteed by me. If my business does not remain open for five years after receipt of award payment, I understand that I will be required to repay the pro-rated amount of the award to the Douglas Downtown Development Authority immediately upon demand.



# Douglas Downtown Development Authority

## Business Incentive Program Guidelines & Application

### PROGRAM REQUIREMENTS

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. In mid-2017, the DDA introduced a new Business Incentive Program designed to provide funding to businesses moving into the City of Douglas DDA District (District) and existing businesses within the District that undergo an expansion within the District.

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

Applicants must meet the following criteria:

### ELIGIBILITY

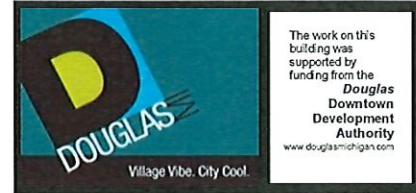
- For-profit business owners that purchase or lease property within the District and open a new for-profit business in the District.
- Owners of taxable property within the District that lease to tenants who open new for-profit businesses in the District.
- For-profit business owners or tenants of property currently located within the District that undergo an expansion within the District. Expansion is defined as: an addition of square footage to an existing building, acquisition of neighboring property, addition of outdoor seating or service areas that thereby adds taxable value to the property, or moving to a larger building within the District.

### CONDITIONS OF ELIGIBILITY

- The property owner must be current on all City, County and State property and income taxes and all other City accounts.
- The proposed project must have an estimated useable life of at least 10 years.
- The business owner or their contractor must secure proper permits prior to commencement of work. All work must comply with all applicable laws, ordinances, building codes, and zoning ordinances.
- All work must be completed within six months from the date the award is approved.
- Funding will not be awarded for work completed prior to application date.
- Applicants must be available to attend a DDA Business Incentive Program sub-committee meeting. A DDA representative will be in contact regarding an appointment. Applicants are also invited to attend the DDA Meeting at which their application is brought to the DDA Board.
- To qualify for funding, the business must be open for regular business a minimum of four days a week for eight consecutive months per year.



- If funding is awarded, the business must remain open for regular business for five years. If, during that time, the business closes its regular operation and therefore no longer fulfills this condition, the award must be repaid to the DDA on a pro-rated basis (for example, for a \$5,000 award, at a rate of \$83.33 for each month that the business is no longer open during the 5-year period).
- Applicants must personally guarantee in writing the repayment of an award in the event that their business is determined to have failed to meet the conditions of the award granted.
- If funding is awarded, the recipient must display the DDA Business Incentive Program Award Signage (see example – sign will be provided) in a window on the pedestrian side of the business, in plain view of the public. Signage must remain in place a minimum of 60 days after the completion of funded project.
- If funding is awarded, the recipient must provide the DDA with photographs of aesthetic improvements before and after the completion of work. Photographs must be taken from the same vantage point. These photographs may be used by the DDA for marketing purposes.



#### **ELIGIBLE COSTS (with estimated useable life of at least 10 years)**

- New construction, including electrical, mechanical and plumbing upgrades
- Replacement or addition of windows, doors, walls or other appropriate architectural elements
- Construction or installation of interior partition walls, flooring and ceiling systems
- Professional design fees (architectural, interior design or landscape)
- Exterior or interior painting
- Awnings or exterior canopies
- Exterior or interior lighting
- Masonry restoration, cleaning or paint removal
- Conversion of storefront to architecturally contextual/historic storefront
- Restoration of historic elements (both interior and exterior)
- Removal of historically unsuitable (modern) facade treatments
- New outdoor café seating
- Exterior landscaping
- Exterior or interior signage
- All materials and labor for work performed in association with above-mentioned improvements

#### **INELIGIBLE COSTS**

- Appraiser or attorney fees
- Expenses incurred prior to application date
- Property acquisition, mortgage, land contract financing or loan fees
- Building permit fees
- Purchase of inventory
- Maintenance expenditures
- Furnishings, trade fixtures, display cases, counters, computers, equipment and other items taxed as personal property

**Please note that the above lists of eligible and ineligible costs are not all-inclusive. Final determinations of eligibility requirements are governed by the DDA Board.**

### **AWARD PAYMENTS**

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

### **PROJECT PRIORITIES**

The Business Incentive Program is a competitive evaluation process. Complete documentation regarding your project (i.e., photographs, renderings, sketches, estimates) will help increase your chances of receiving funding.

Applications for businesses containing one or more of the following characteristics (in no particular order) will be given priority in the awarding of DDA funding:

- Businesses locating into buildings that are vacant
- Projects containing a high ratio of private to public dollars
- Projects designed to resolve deteriorated, inappropriate/unsightly conditions that have existed for many years (boarded windows, deteriorated electrical fixtures, unsightly storefronts, etc.)
- Projects designed to restore the historic condition of a building facade
- Projects that will complete the improvement of a block or portion of a block (ex. replacement of an inappropriate facade that exists on a block containing many well-preserved, or improved facades)

New applicants will be given priority over applicants that have previously received funding under the Business Incentive Program. A business may not apply for another award within 5 years of receiving an award under this program.

Projects for the following types of businesses will be given priority over others for funding consideration as established by the adopted DDA Development Plan:

- Businesses that cross promote and bolster District businesses
- Projects providing a new type of business to the District, such as:
  - Breakfast and lunch establishments
  - Specialty merchant stores
  - Clothing merchants
  - Jewelry stores
  - Art galleries
  - Boutique hotel/lodging
  - Breweries/distilleries
  - Ice cream/candy shops
  - Wine/craft beer/cheese stores
  - Antique/vintage shop

### **PROGRAM TIMELINE**

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

**MANDATORY APPLICATION INFORMATION CHECKLIST**

- Attach a narrative describing your project in detail and how this project will benefit the DDA District.
- Attach architectural plans, renderings, sketches or illustrations depicting the work to be performed.
- Attach a breakdown of the estimated costs associated with your project. Include the entire project cost and the amount requested.
- Attach a copy of your company's business plan. For resources relative to business plan development, visit [www.michiganbusiness.org](http://www.michiganbusiness.org).

**ALL DECISIONS CONCERNING THE BUSINESS INCENTIVE PROGRAM APPLICATION PROCESS, INCLUDING ELIGIBILITY AND/OR CONTAINING ELIGIBILITY FOR FUNDING, ARE WITHIN THE SOLE DISCRETION OF THE DDA BOARD AND FINAL.**

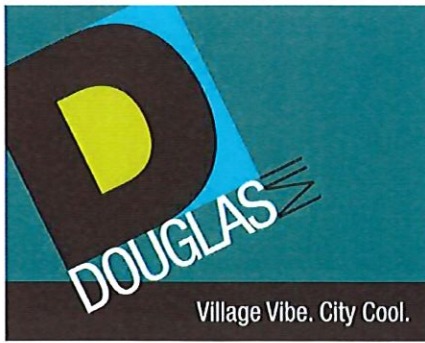
Please return application and supporting documentation to:

City of Douglas  
Downtown Development Authority  
86 West Center, PO Box 757  
Douglas, Michigan 49406.

Please contact Lisa Imus at [limus@ci.douglas.mi.us](mailto:limus@ci.douglas.mi.us) or 269.857.1438 for questions. For more information on the DDA please visit our website at [www.DouglasMichigan.com](http://www.DouglasMichigan.com).

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

*Business Incentive Program adopted by the DDA on June 13, 2017*



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## MEMORANDUM

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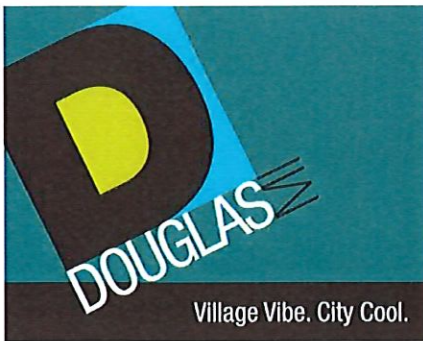
To: Douglas Downtown Development Authority

From: Tim Kettlehut

Date: October 26, 2022

RE: Community Promotions Application

Draft application to be handed out at the meeting.



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## MEMORANDUM

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To: Douglas Downtown Development Authority

From: Rich LaBombard  
City Manager

Date: October 26, 2022

RE: Holiday Lighting and Decorations  
CVB \$8,000 Award

The Saugatuck Douglas Area Convention and Visitor's Bureau (CVB) approved up to \$8,000 for holiday lighting and decoration for downtown Douglas. Douglas City staff are seeking quotes from qualified vendors to provide additional services for holiday lighting and decorations in addition to the routine services currently contracted with Chips Groundcover of Holland that includes lighting eight downtown trees and installing eight lighted Fraser fir trees at specific downtown locations. Current year pricing and an additional quote for new services is attached. Additional quotes are being requested from Shine of Holland.

Staff will seek direction from the Downtown Development Authority on how to best utilize this generous donation from the CVB.

**Discussion item.**



**Rich LaBombard**

**From:** Randy Walker <randy@lakeshorepetboutique.com>  
**Sent:** Friday, October 21, 2022 12:40 PM  
**To:** Lisa Mize; tketelhut@gmail.com  
**Cc:** Mike Jones; Kristin Armstrong; Sherwood Forest Bed and Breakfast; Gary Kott; Eve McKeown; Rich LaBombard  
**Subject:** Re: Calendar and Grants

Lisa,  
 This is wonderful news. On behalf of the DDA, we sincerely thank the Saugatuck Douglas Area CVB! I believe this is a very important step in helping Douglas expand its season and bring fabulous events and opportunities to the downtown. I already have thoughts about next year!

Tim and I will reach out shortly regarding a photo opp!

Again, we thank you!,  
 Randy

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**From:** Lisa Mize <Lisa@saugatuck.com>  
**Sent:** Thursday, October 20, 2022 2:00 PM  
**To:** Tim Ketelhut <tketelhut@gmail.com>; Randy Walker <randy@lakeshorepetboutique.com>  
**Cc:** Mike Jones <mike@dunesresort.com>; Kristin Armstrong <kristin@sc4a.org>; Sherwood Forest Bed and Breakfast <sf@sherwoodforestbandb.com>; Gary Kott <indakott@aol.com>; Eve McKeown <eve@saugatuck.com>; Rich LaBombard <rlabombard@ci.douglas.mi.us>  
**Subject:** Re: Calendar and Grants

Dear Randy and Tim,

The Saugatuck Douglas Area CVB board has approved your sponsorship request for \$8,000 to go toward holiday lights and decorations for downtown Douglas. The board is excited to be able to assist Douglas with the seed money for this endeavor. We understand that by funding the \$8,000 this year, it will lower the DDA's costs for the future years with Chip's Ground Cover. The board is happy to support Douglas' efforts to bring holiday magic to the downtown area, thereby attracting visitors and shoppers in the shoulder season.

The CVB understands and appreciates the role the DDA plays in bringing economic development to the downtown area. We are delighted to support you and your organization as we bring value to our communities, together!

Let me know when you're available for a photo opp check presentation. I'd like to get a picture for The Commercial Record. I'll have the accountant cut a check and it will be ready by Monday or Tuesday.

**Lisa Mize**  
 Executive Director  
**Saugatuck Douglas Area Convention & Visitors Bureau**  
 95 Blue Star Highway, Douglas MI 49406

P.O. Box 28, Saugatuck, Michigan 49453  
 269-857-1701 (O) // 616-490-5587 (M)  
[Lisa@saugatuck.com](mailto:Lisa@saugatuck.com) // [www.saugatuck.com](http://www.saugatuck.com)

On Wed, Oct 19, 2022 at 7:58 PM Tim Ketelhut <[tketelhut@gmail.com](mailto:tketelhut@gmail.com)> wrote:

Thanks AL!

Sent from my iPhone

On Oct 19, 2022, at 7:48 PM, Lisa Mize <[Lisa@saugatuck.com](mailto:Lisa@saugatuck.com)> wrote:

Looks good to me. I'll submit it to the board of directors tonight for their review and consideration at tomorrow's meeting. I should have an answer for you by EOD tomorrow.

Thanks Tim.

**Lisa Mize**

Executive Director

**Saugatuck Douglas Area Convention & Visitors Bureau**

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On Wed, Oct 19, 2022 at 7:28 PM Tim Ketelhut <[tketelhut@gmail.com](mailto:tketelhut@gmail.com)> wrote:

How does this look?

On Wed, Oct 19, 2022 at 3:51 PM Tim Ketelhut <[tketelhut@gmail.com](mailto:tketelhut@gmail.com)> wrote:

Hi Lisa,

Attached is the DDA's Grant Application. As you mentioned, I left some spots blank that did not apply. Does it look ok? Do you need more description?

On Wed, Mar 9, 2022 at 4:00 PM Lisa Mize <[Lisa@saugatuck.com](mailto:Lisa@saugatuck.com)> wrote:

Hi Tim,

Here is the updated SDF 2022 Calendar from our meeting. I've attached another Sponsorship Application as well. This can be filled out at any time throughout the year. As long as there are funds left in that line item, the board will consider the application.

**Lisa Mize**

Executive Director

**Saugatuck Douglas Area Convention & Visitors Bureau**

95 Blue Star Highway, Douglas MI 49406

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269-857-1701 (O) // 616-490-5587 (M)

[Lisa@saugatuck.com](mailto:Lisa@saugatuck.com) // [www.saugatuck.com](http://www.saugatuck.com)

On Wed, Mar 9, 2022 at 1:05 PM Tim Ketelhut <[tketelhut@gmail.com](mailto:tketelhut@gmail.com)> wrote:

Hi Lisa,

Quick question(s) for you. Do you know when the CVB is updating their grant proposals applications for 2022? Also, do you have an updated SDF 2022 Calendar?

Best Regards,

Tim Ketelhut

DDA





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### Christmascapc Renewal. Prepared For:

<b>Bill To:</b>	City of Douglas		<b>Date:</b>	09-22-22
<b>Job Name (if different):</b>		<b>Primary Contact (if commercial):</b>	Jenny Pearson	
<b>Phone:</b>	269-857-1439	<b>Email:</b>	<del>douglas@ci.douglas.mi.us</del> douglasmi.gov	
<b>Billing Address, City, State, Zip:</b>	86 W. Center St. Douglas Mi. 49406			
<b>Jobsite Address:</b>	Center St. from Main to Mixer			

Thank you for your interest in our services! We take pride in the displays we create (we call them "Christmascapes!") for your enjoyment and we hope to work with you soon.

Please initial at each desired item. Please complete top-portion of reverse side for scheduling

(\$400 job minimum)

Item #:	CUSTOMER INITIAL	Description:	Current Year:	Next Year:
1		Create Display Similar to Previous Year: (Year 3 of 3 year agreement) (8) Trees lining Center Street as requested . Trunk and Canopy Wrap. Warm White Lights. Pricing Includes Installation, Service (up to 12 service calls), Takedown and Storage. Pricing per season for 2020, 2021, and 2022 seasons.	\$967	Quoted at renewal
Set Timers for 5 pm – 8 am				

Returning your renewal quickly and allowing early installation helps ensure we can have your display installed on time.

Our installation schedule fills quickly and is affected by weather, work routes, and install time.

Any part of your display that can be installed early helps ensure we can have your display fully installed in time.

You will not be charged for items that cannot be installed due to crew's safety concerns (at their discretion).

Due to the need of walking on roofs, roofline lighting may cause premature wear to roofing materials.

It may take several visits to complete installation and takedown of your display.

See reverse side for additional information.



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### Christmascape Proposal.

<b>Bill To:</b>	City of Douglas			<b>Date:</b>	9-30-22
<b>Job Name (if different):</b>			<b>Jobsite Contact (if commercial)</b>	Jenny Pearson	
<b>Phone:</b>	269-857-1439	<b>Email:</b>	douglas@douglasmi.gov		
<b>Billing Address, City, State, Zip:</b>	86 W. Center St. Douglas MI, 49406				
<b>Jobsite Address (if different):</b>	Downtown Douglas along Center St.				

Thank you for your interest in our services! We take pride in the displays we create (we call them "Christmascares!") for your enjoyment and we hope to work with you soon.

Please initial at each desired item. \$750 first-year job minimum. \$400 next-year minimum. Please complete top-portion of reverse side for scheduling.

Item #:	CUSTOMER INITIAL	Description:	Color of Lights	Estimated qty /linear ft	Current Year	Next Year
1		Eight, 8-to-9-foot live Fraser Fir trees placed in PVC tubes downtown along Center Street. Lit with colors/themes of choosing. 5mm mini-LED lights. <b>Medium/heavy look. Price is for all 8 trees.</b>	TBD	3,200 total bulbs	\$1,995	\$1,395
2		Lit artificial garland along the top of both front doors of City Hall facing center street.	TBD	20'	\$195	\$85
Cords & timers (Required with Purchase)					\$120	n/a

Our installation schedule fills quickly and is affected by weather, work routes, and time.  
Any part of your display we can install early helps timely installation. It may take several visits to complete installation and takedown of your display.

You will not be charged for items that cannot be installed due to crew's safety concerns (at their discretion).  
Due to the need of walking on roofs, roofline lighting may cause premature wear to roofing materials.

Unless stated, pricing includes material, installation, service, takedown, and storage. See next page for detail.

Tree lighting can often be changed by adding or subtracting strands for a lighter or heavier look.





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### Christmascap Proposal.

<b>Bill To:</b>	City of Douglas	<b>Date:</b>	10-19-22
<b>Job Name (if different):</b>		<b>Jobsite Contact (if commercial)</b>	Jenny Pearson
<b>Phone:</b>	269-857-1439	<b>Email:</b>	douglas@douglasmi.gov
<b>Billing Address, City, State, Zip:</b>	86 W. Center St. Douglas MI, 49406		
<b>Jobsite Address (if different):</b>	Multiple buildings on Center St.		

Thank you for your interest in our services! We take pride in the displays we create (we call them "Christmascapes!") for your enjoyment and we hope to work with you soon.

Please initial at each desired item. \$750 first- year job minimum. \$400 next-year minimum. Please complete top-portion of reverse side for scheduling

Item #:	CUSTOMER INITIAL	Description:	Color of Lights	Estimated qty / linear ft	Current Year	Next Year
1.		Roofline of City Hall, front and both sides. If we can get to the west side, might require roof access. C9 LED lights	TBD	156'	\$785	\$545
2.		Trunk & branch wrap the large hardwood tree on the southeast corner of City Hall. 12' up the tree	TBD	1500 bulbs	\$665	\$365
3.		Lit 10' wreath hung on City Hall facing Center St. centered above one of the wooden double doors. 5mm mini-LED- lights. Would need to anchor securely, may require drilling into building or hanging off roof.	TBD	1	\$695	\$345
4.		Wrap all handrails of City Hall on Center St. in artificial lit garland. 5mm min LED lights. (2 small staircases & wheelchair ramp)	TBD	76'	\$755	\$225
5.		Roofline of Police department, front and both sides including the roof over the west side entrance. C9 LED lights	TBD	187'	\$925	\$655
6.		Entire roofline of Beery Field bathrooms. C9 LED light.	TBD	100'	\$495	\$345
7a.		Beery Field Tower, lighting with 5mm lights strung down from the top of each corner as well as 2 strands in each "panel" totaling 12 vertical light lines. (Can do more or less than 12 vertical light lines, just let me know).	TBD	1000 bulbs	\$445	\$245
7b.		Beery Field Tower, remove current lighting and replace with new C9 lights strung down from the top of each corner as well as 2 strands in each "panel" totaling 12 vertical light lines. (Can do more or less than 12 vertical light lines, just let me know).	Multi	640'	\$3200	\$1900
Cords & timers (required with purchase)					\$250-400	n/a

Our installation schedule fills quickly and is affected by weather, work routes, and time.  
Any part of your display we can install early helps timely installation. It may take several visits to complete installation and takedown of your display.

You will not be charged for items that cannot be installed due to crew's safety concerns (at their discretion).

Due to the need of walking on roofs, roofline lighting may cause premature wear to roofing materials.

Unless stated, pricing includes material, installation, service, takedown, and storage. See next page for detail.

Tree lighting can often be changed by adding or subtracting strands for a lighter or heavier look.



3-YEAR Item 6A.

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### Christmascape Proposal.

<b>Bill To:</b>	City of Douglas	<b>Date:</b>	10-19-22
<b>Job Name (if different):</b>		<b>Jobsite Contact (if commercial)</b>	Jenny Pearson
<b>Phone:</b>	269-857-1439	<b>Email:</b>	douglas@douglasmi.gov
<b>Billing Address, City, State, Zip:</b>	86 W. Center St. Douglas MI, 49406		
<b>Jobsite Address (if different):</b>	Multiple buildings on Center St.		

Thank you for your interest in our services! We take pride in the displays we create (we call them "Christmascapecs!") for your enjoyment and we hope to work with you soon.

Please initial at each desired item. \$750 first-year job minimum. \$400 next-year minimum. Please complete top-portion of reverse side for scheduling

Item #:	CUSTOMER INITIAL	Description:	Color of Lights	Estimated qty / linear ft	Annual Price. 2022, 2023, 2024
1.		Roofline of City Hall, front and both sides. If we can get to the west side, might require roof access. C9 LED lights	TBD	156'	\$685
2.		Trunk & branch wrap the large hardwood tree on the southeast corner of City Hall up the tree	TBD	1500 bulbs	\$495
3.		Lit 10' wreath hung on City Hall facing Center St. centered above one of the wooden double doors. 5mm mini-LED- lights. Would need to anchor securely, may require drilling into building or hanging off roof.	TBD	1	\$495
4.		Wrap all handrails of City Hall on Center St. in artificial lit garland. 5mm min LED lights. (2 small staircases & wheelchair ramp)	TBD	76'	\$425
5.		Roofline of Police department, front and both sides including the roof over the west side entrance. C9 LED lights	TBD	187'	\$795
6.		Entire roofline of Beery Field bathrooms. C9 LED light.	TBD	100'	\$425
7a.		Beery Field Tower, lighting with 5mm lights strung down from the top of each corner as well as 2 strands in each "panel" totaling 12 vertical light lines. (Can do more or less than 12 vertical light lines, just let me know).	TBD	1000 bulbs	\$325
7b.		Beery Field Tower, remove current lighting and replace with new C9 lights strung down from the top of each corner as well as 2 strands in each "panel" totaling 12 vertical light lines. (Can do more or less than 12 vertical light lines, just let me know).	Multi	640'	\$2450
Cords & timers (required with purchase)					\$110

Our installation schedule fills quickly and is affected by weather, work routes, and time. Any part of your display we can install early helps timely installation. It may take several visits to complete installation and takedown of your display.

You will not be charged for items that cannot be installed due to crew's safety concerns (at their discretion). Due to the need of walking on roofs, roofline lighting may cause premature wear to roofing materials.

Unless stated, pricing includes material, installation, service, takedown, and storage. See next page for detail.

Tree lighting can often be changed by adding or subtracting strands for a lighter or heavier look.