



**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, APRIL 23, 2025 AT 10:00 AM
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 23, 2025 – roll call vote

4. APPROVAL OF MINUTES

A. Approval of Minutes - Changes/Additions/Deletions

Motion to approve the minutes of March 19, 2025 - roll call vote

5. OFFICER REPORTS

A. Secretary

B. Treasurer

C. Vice-Chair

D. Chair

6. PUBLIC COMMUNICATION - WRITTEN

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

8. UNFINISHED BUSINESS

A. Farmer's Market DDA Table Volunteers - Discussion (S. Homyen)

9. NEW BUSINESS

A. Wade's Bayou Mural Project Proposals - Discussion (L. Nocerini)

B. FY2025-2026 Budget Items Approval (L. Nocerini)

Motion to approve the following items in the FY2025-2026 DDA Budget - \$29,000 for Community Promotions, \$12,893.74 for Downtown Marketing, and \$15,500 for Staffing/Training/Support for the DDA. - roll call vote

C. Art In Douglas Gateway Banner Application

Motion to approve the temporary gateway banner application from Art In Douglas for the dates of June 14, July 12, August 9, and September 13. - roll call vote

D. Community Events Grant Application - Art In Douglas

Motion to approve the Community Events Grant Application request for Art In Douglas in the amount of \$2,500. - roll call vote

E. Community Events Grant Application - Community Pride/Pride Week

Motion to approve the community events grant application request from Community Pride/Pride Week in the amount of \$5,000. - roll call vote

F. Community Events Grant Application - Community Pride/Okttoberfest

Motion to approve the community events grant application request from Community Pride/Okttoberfest in the amount of \$3,000. - roll call vote

10. COMMITTEE REPORTS

11. STAFF/MANAGER REPORTS

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

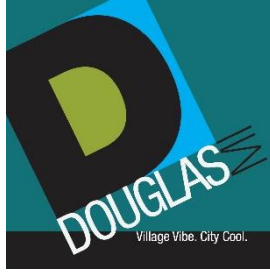
13. BOARD COMMENTS

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
RESCHEDULED DOWNTOWN
DEVELOPMENT AUTHORITY
WEDNESDAY, MARCH 19, 2025 AT 2:00 PM
86 W CENTER ST., DOUGLAS MI**

MINUTES

1. CALL TO ORDER: By Chair

2. ROLL CALL/QUORUM

PRESENT

Aleshia Balmer

Dave Laakso

Kabri Martyniek

Randy Walker

Cathy North

ALSO PRESENT

City Manager Lisa Nocerini

Planning & Zoning Administrator Sean Homyen

ABSENT

Maggie Bandstra

Lauren Vonk

3. APPROVAL OF AGENDA

Motion by Martyniek, Seconded by Walker, to approve the March 19, 2025 Agenda. – Motion carried by unanimous roll call vote.

4. APPROVAL OF MINUTES

Motion by Walker, Seconded by Laakso, to approve the February 26, 2025 Minutes. – Motion carried by unanimous roll call vote.

5. OFFICER REPORTS

A. Secretary - None

B. Treasurer – Included in the packet

C. Vice-Chair - None

D. Chair - None

6. PUBLIC COMMUNICATION - WRITTEN

A. Charging Station - Letter

7. PUBLIC COMMUNICATION – VERBAL: None**8. UNFINISHED BUSINESS**

- A. Fiscal Year 2025-2026 Budget Priorities (Discussion)
- B. POW Strategies Strategic Planning Survey (Discussion)
- C. Business Banner Purchase/Placement on Blue Star Highway (Discussion)
- D. Derby Day Planning (Saturday, May 3rd) (Discussion)

Motion by Walker seconded, by Martyniek, to approve up to \$1000 for Derby Day promotions. – Motion carried by unanimous roll call vote.

9. NEW BUSINESS

- A. DDA Regular Meeting Schedule

Motion by Walker, Seconded by North, to approve moving the regular monthly Douglas Downtown Development Authority Meetings to be held at 10:00 AM on the fourth Wednesday of each month. Motion carried by unanimous roll call vote.

- B. Introduction - Cristina Sheppard-Decius, POW Strategies
Christina joined via Zoom during the Fiscal Year 2025–2026 budget priorities discussion to introduce herself and provide an update on strategic planning for DDA members.

10. COMMITTEE REPORTS: None**11. STAFF/MANAGER REPORTS** - Approved the regular monthly Meetings to be held at 10:00 AM on the fourth Wednesday of each month.**12. PUBLIC COMMUNICATION – VERBAL: None****13. BOARD COMMENTS: None****14. CHAIR COMMENTS: None****15. ADJOURNMENT**

Motion by Martyniek, seconded by Walker, to adjourn the meeting

DDA TREASURER'S REPORT for April 23, 2025 Meeting

The DDA received an interest allocation of \$161.22 during March 2025. No other revenue was recorded.

Expenses of \$5,309.15 were recorded during the month, which included \$650.00 for the allocation of city staff expenses, \$375.31 of training expenses related to a conference attended by a DDA member, \$77.00 for legal notices, and \$4,206.84 of capital expenditures for an EV station installment payment. The EV station payment will be refunded after appropriate paperwork is filed.

At March 31, 2025, the DDA had cash on hand of \$90,494.04. There were no liabilities recorded at month end, leaving an ending fund balance of \$90,494.04.

April 16, 2025

DDA BUDGET - 2024-2025 FISCAL YEAR beginning July 1, 2024

	2024-2025 Approved Budget	Activity for March 2025	2024-2025 YTD Activity	Budget Remaining to Earn/Spend	Comments
REVENUES					
TAX INCREMENT RECAPTURE	\$ 62,807.00	\$ -	\$ 64,511.65	\$ (1,704.65)	TIF Recapture
OTHER INCOME	\$ -	\$ -	\$ 804.49	\$ (804.49)	Chair Rental and proceeds from Farmer's Market
INTEREST INCOME	-	161.22	2,026.87	(2,026.87)	Interest Income Allocation
TOTAL Revenues	\$ 62,807.00	\$ 161.22	\$ 67,343.01	\$ (4,536.01)	
EXPENSES					
DDA ADMINISTRATION	\$ 9,000.00	\$ 650.00	\$ 6,650.00	\$ 2,350.00	DDA allocation for use of City Staff; July-February
TRAINING FUNDS	1,000.00	375.31	1,185.31	(185.31)	Michigan Downtown Development Association Training and Membership; DDA Strategic Planning
BUSINESS INCENTIVE PROGRAM	5,000.00	77.00	3,011.16	1,988.84	Return of Sales Tax and Floor Wrap expenditures; DDA Strategic Planning; Legal Notices
CONTRACTUAL ENGINEERING	-	-	-	-	
COMMUNITY PROMOTIONS	27,000.00	-	14,451.76	12,548.24	Fall Decorations, DDA Passports, Art In Douglas Music, Signs, Oktoberfest, Cavern Tavern, Christmascape
DUES/FEES/PUBLICATIONS	-	-	-	-	
CAPITAL OUTLAY (Detail Below)	15,560.00	4,206.84	17,293.24	(1,733.24)	Christmascape, Beery Field Electrical Improvements (RAF), EV Charging Station Installment Pmt (will be refunded)
TOTAL Expenditures	\$ 57,560.00	\$ 5,309.15	\$ 42,591.47	\$ 14,968.53	
SUMMARY:	-	-	-		
REVENUES:	\$ 62,807.00	\$ 161.22	\$ 67,343.01	\$ (4,536.01)	
EXPENDITURES	57,560.00	5,309.15	42,591.47	14,968.53	
BUDGET NET INCOME (LOSS)	<u>\$ 5,247.00</u>	<u>\$ (5,147.93)</u>	<u>\$ 24,751.54</u>	<u>\$ 19,504.54</u>	Favorable/(Unfavorable) to Budget

	Approved Budget	Activity for March 2025	2024-2025 YTD Activity	Budget Remaining to Spend
<u>Capital Outlay Detail</u>				
Memo:				
Beery Field Electrical Upgrades		\$ -	\$ 12,887.50	
EV Charging Station Installation Payment		\$ 4,206.84	\$ 4,206.84	
Christmascape			\$ 198.90	
Total Capital Budget	<u>\$ 15,560.00</u>	<u>\$ 4,206.84</u>	<u>\$ 17,293.24</u>	<u>\$ (1,733.24)</u>

4/16/2025

SECTION 4: REQUIREMENTS

This RFP is to solicit Proposals from qualified artists and muralists to create murals on two (2) well house structures located at Wade's Bayou Memorial Park, 26 Bayou Drive, Douglas, MI 49406.

Request for Proposal Requirements:

The Proposal must include the following to coincide with this RFP:

- Artist Statement – Brief background and artistic approach: [Page 2](#)
- Proposal Concept – A written description of the proposed murals, including its meaning, inspiration, and how it fits the location: [Page 4](#)
- Sketches or Renderings – Visual representation of the proposed murals: [Page 4 & 5](#)
- Portfolio – Up to five (5) examples of previous murals or large-scale artwork: [Page 3](#)
- Budget Breakdown – A specific budget with a breakdown of costs must be provided and cover all materials, supplies, and labor: [Page 6](#)
- Timeline – Estimated timeframe for project completion: [Page 6](#)

THIS PAGE MUST BE SUBMITTED ALONG WITH RESPONSE IN ORDER FOR THE PROPOSAL PACKAGE TO BE CONSIDERED COMPLETE AND ACCEPTABLE.

Request for Proposal

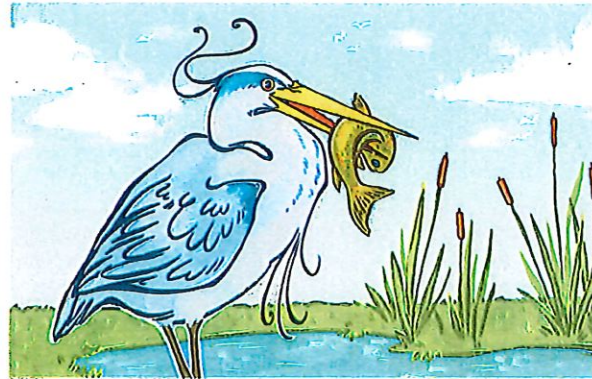
Mural Project: Wade's Bayou Memorial Park

Names of Artist Submitting the Proposal

Ronna, Brian, Marlee, Lucy & Olive Alexander

Address: [REDACTED]

Phone: [REDACTED]



ARTIST STATEMENT

We are a local family of 5 artists. We're sculptors, painters, illustrators and designers. For this mural project, we would be a combined team, working together to re-envision the Well House structures at Wade's Bayou Memorial Park. While we are not traditional muralists, we have a long history of collaborative projects and are well versed in executing large scale, professionally created, durable art for public spaces. Along with having the skills to complete this project well, our family has lived along the Kalamazoo River for almost 30 years and would love to be a part of sharing our positive outlook of the world, love of Douglas and our natural surroundings with visitors and community alike. Some background context and qualifications for each member of our family:

Brian Alexander - Owner of Brian Alexander Studio, LLC.

brianalexanderstudio.com

Industrial Designer, multi-disciplinary, large scale public art sculptor. Has prominent metal installations across Michigan: DeVos Children's Hospital Main Entrance, Haworth, Quad City Arts Center, Gilda's Club, MTA Central Terminal, Gaslight District Development, Mid-Michigan Medical Center as well as personal collections across the mid-west. Has work in the permanent collection of MoMA and Cooper Hewitt Museum, New York.

Ronna Alexander - Owner of Alexander Ink, LC.

ronnaalexander.com

Designer/Illustrator & Graphic Recorder. For over 25 years has created large scale, visual narratives real time for clients locally, domestically and internationally across all sectors of business. Clients include Fortune 500 companies, Governmental Agencies Education and Non-profit. In 2018, created 15 original designs for the City of Douglas for the Downtown Banner project.

Marlee Alexander - Graduated from GVSU with a degree in printmaking and illustration. Has done portrait commission work for over 10 years and has experience with mural design and painting. Designed halloween Parade Posters from 2014 - 2022. Exclusive Chalkboard artist for Respite Cappuccino.

Lucy Alexander

toofuustudios.com

Currently attending GVSU with a focus on Studio Art and Illustration. Designed and created Halloween Posters in 2023 & 2024. Ongoing graphic and signage work, both indoor and outdoor, for local galleries. Responsible for the illustrations presented in this proposal.

Olive Alexander - Currently in High School, has received 2 regional Scholastic gold keys and one National Silver Medal for photography. Accomplished ceramicist and sold work locally at Good Goods Gallery in Saugatuck from 2019-2023.

Private residence mural:
Approximately 12'x8'

WORK EXAMPLES

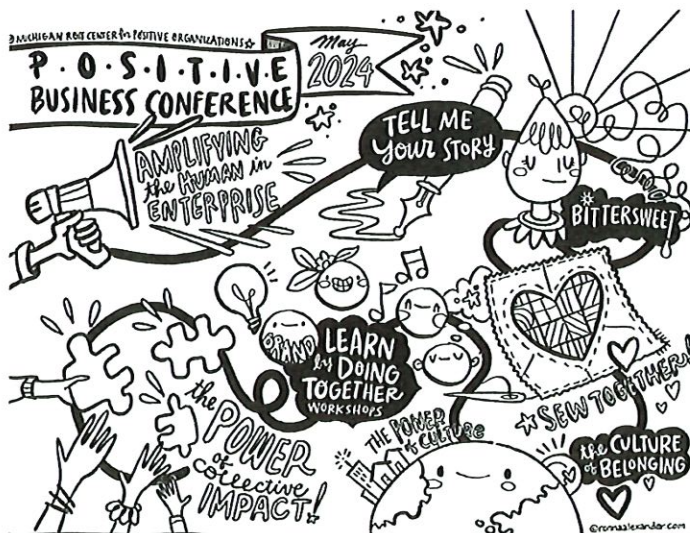


Private residence mural"
Approximately 14'x8'



10' x 8' Graphic Recording mural in the lobby of TED Talks MainStage, Vancouver Mainstage

Large Scale Community Drawing Board:
Approximately 5'x7'



Exterior Signage



PROPOSAL CONCEPT

We have chosen to cover the walls of the structures with a whimsical portrayal of commonly seen animals, fish and plants that are native to this specific area. Each side has been intentionally designed for engagement and photo opportunities. Wildlife would be identified by painting names near the animal's images to build more knowledge and further connect visitors with local wildlife. Vibrant colors will be used to both attract attention from people visiting the Bayou and at the same time, complement the surrounding environment. Designs are a collaboration of our family members, illustrated by Lucy Alexander. Together, we would love to bring new and vibrant energy to the waterfront while showcasing the beautiful wildlife that surrounds us every day!

SKETCHES

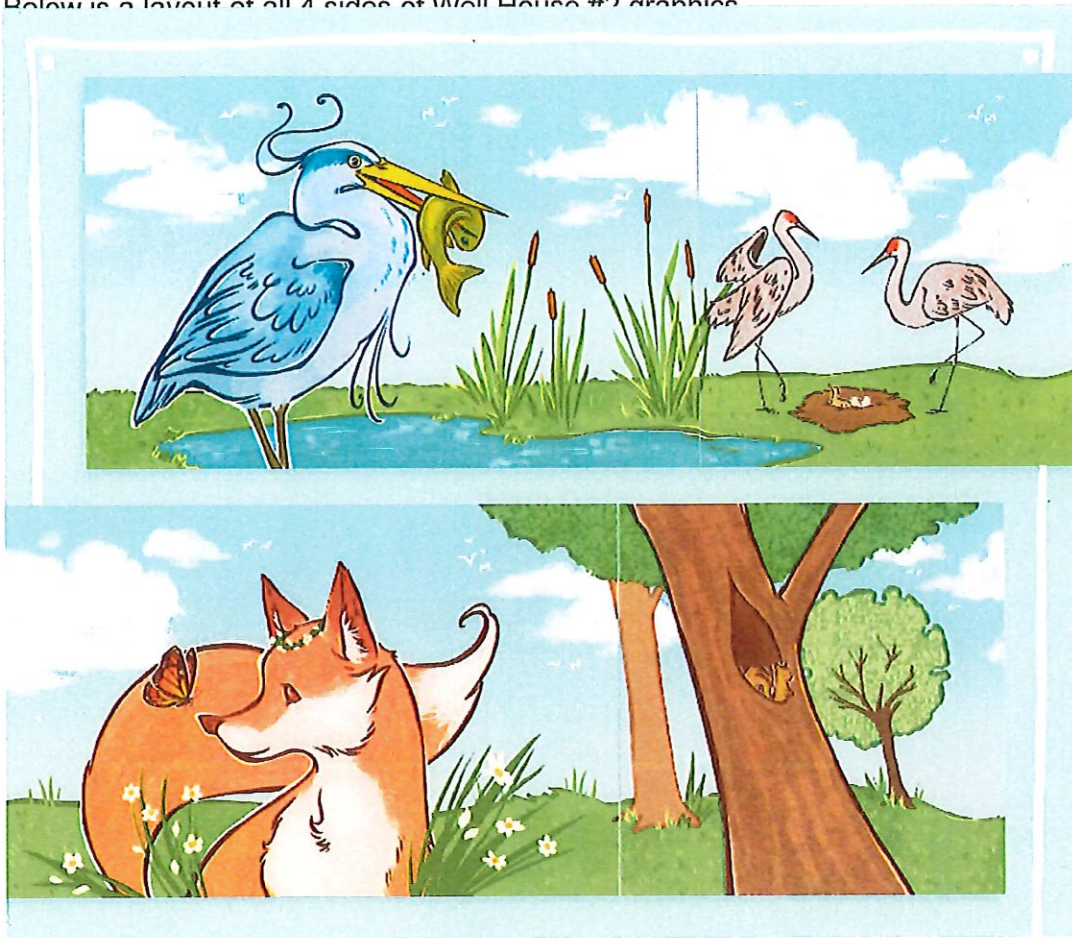
Well House #1 - Shown in full color, using the same color palette as building #1. This concept sketch has been designed to show local water species of fish, plants and animals. The smaller scale and more open space will allow for visitors to have many places to stand and take photos.



Well House #2 - Designed to represent land and air, showcasing birds and mammals of local wildlife species. This concept 2 main focal points. See the full layout on the following page.



Below is a layout of all 4 sides of Wall House #2 graphics



COLORS

The color palette has been selected to coordinate with City logo and way-finding signage around town. Colors shown are approximate and there may be detail colors used that are not represented here. Gradations and shading sl when actually painted.

Color Palette



COLOR (CONT'D)

We love to support our small local businesses and would do our best to purchase as much of our paint as possible from Overisel in Douglas. We would be priming the buildings with Kilz Premium 3 as a base layer to the mural. For the colors, we would be specifying custom color mixes using a low/no VOC, high quality, exterior Valspar PLUS premium acrylic paint in a satin finish for durability, which is carried at the Douglas Overisel location.

MAINTENANCE

Annual maintenance needs/cost: According to the paint specifications, the paint should be maintenance-free for approximately 5 years depending on conditions of weather and unexpected damage to the surface of the structures that inadvertently chip the paint. Direct sunlight causes paint to fade faster than shade so it should be noted that the paint may not fade evenly, from side to side of the structures, over long periods of time. Should touch-ups be required, someone on our team will be happy to do them within the first year free of charge and \$40 per hour thereafter.

BUDGET BREAKDOWN

All-inclusive pricing for materials, supplies, and labor: **\$14,800**

Covers all associated costs of structure wash and prep, paint and primer plus materials. Also includes additional design time to finalize composition, initial primer painting, and labor to transfer artwork to buildings, painting and detailing.

TIMELINE

If accepted, we could begin work as soon as the second week of June, weather dependent. Once we wash and prime the buildings, we would expect to transfer the design onto the structures over several evenings and begin painting the following morning. Expectation is, with our family of 5 painters, we would have all walls of both structures completed within 10 days, depending on weather.



IN CLOSING

Thank you for taking the time to review our proposal...Regardless of the outcome, we're very excited to see the transformation of the Well Houses come to life! Please let us know if you have any questions at all, we look forward to hearing back from you!

SECTION 4: REQUIREMENTS

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Request for Proposal Requirements:

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- Timeline – Estimated timeframe for project completion.

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Artist Statement

Kayla Wyszynski Ridley is a nature inspired artist in South Haven who specializes in public art. Following graduation from Kendall College of Art and Design, Kayla returned home to South Haven where she has adorned the walls of her community working with non-profits, school organizations, and municipal committees. Kayla prioritizes authenticity overall in her work and prides herself with taking the time to research and learn about the community and landscape where she is commissioned to work within. With each mural she creates, Kayla enjoys bringing light to the specific beauty held by the location be it people, places, and the relationship between the two.

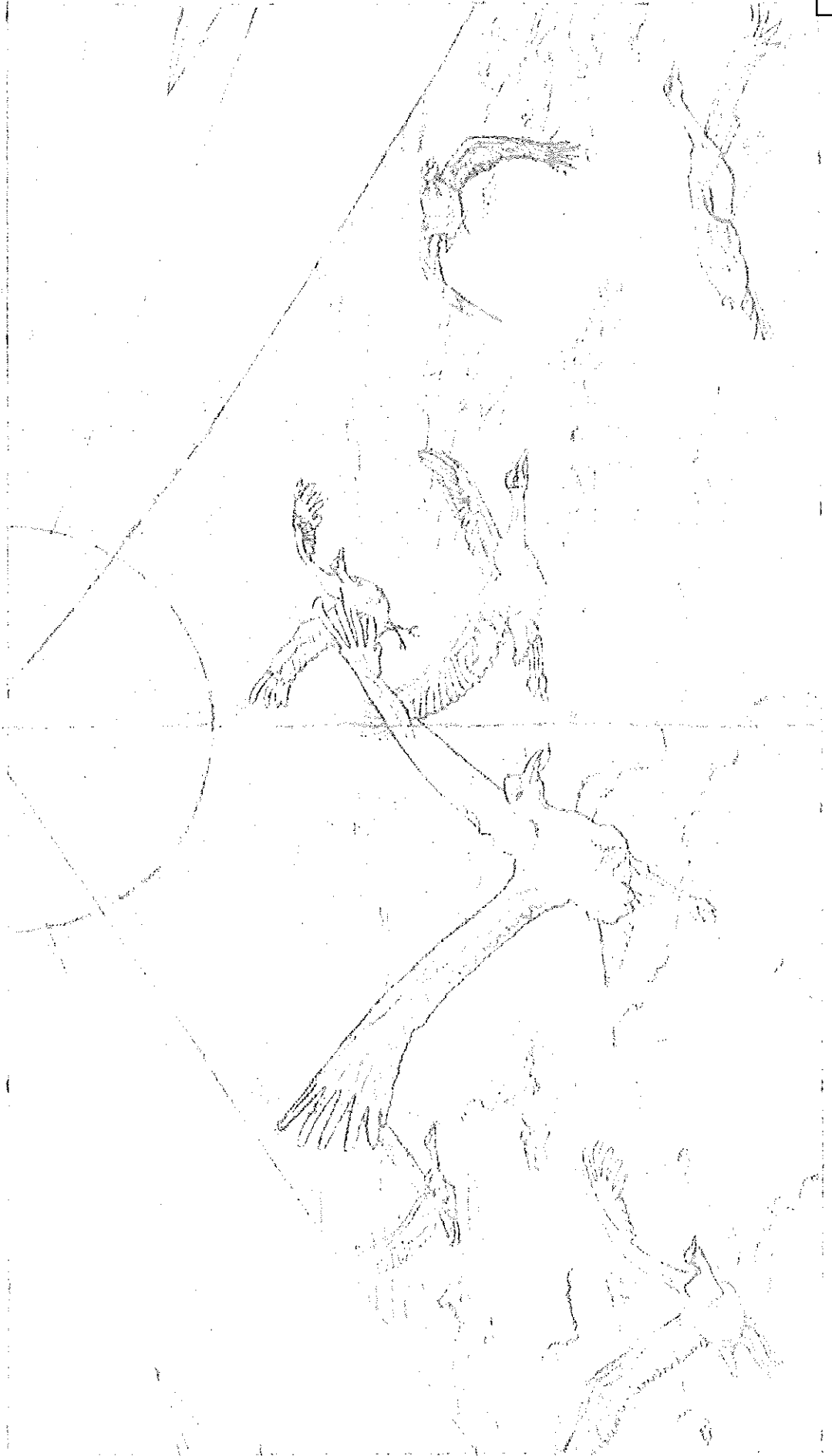
Proposal Concept

Wade's Bayou is a scenic river front featuring many examples of the iconic flora and fauna of Southwest Michigan. Of those natural inhabitants, the sandhill crane is a common sight at the park and the region, no doubt how it earned a key feature in the Village of Douglas' insignia. Possessing a serene elegance, this creature in its natural state will be the sole focus of this proposed mural.

The mural is planned to span over the two utility buildings with coordinated "sister" illustrations and will use progression of space to illustrate the progression of time in a given day from dawn to dusk. The structure nearest to the water front will depict the cranes taking flight at dawn, wings outstretched to begin a new day. The second building will see the birds settling at dusk along a peaceful river front, very similar to the scene at Wade's Bayou. A colt, or baby sandhill crane, is seen stretching its beak to the sky while another swims and another cuddles to its mother. Both murals will use the large wings of the sandhill crane to wrap around the corners of the buildings, drawing viewers around as the mural continues and thus adding another level of dimensionality to the pieces. Considering that sandhill cranes are one of the oldest living species of bird, the smaller walls of the buildings will have cranes stylized in a mid-century modern inspired aesthetic, timeless and elegant, and painted in flat colors as if made of stained glass. The larger scenic illustrations will be fully rendered in color and detail.

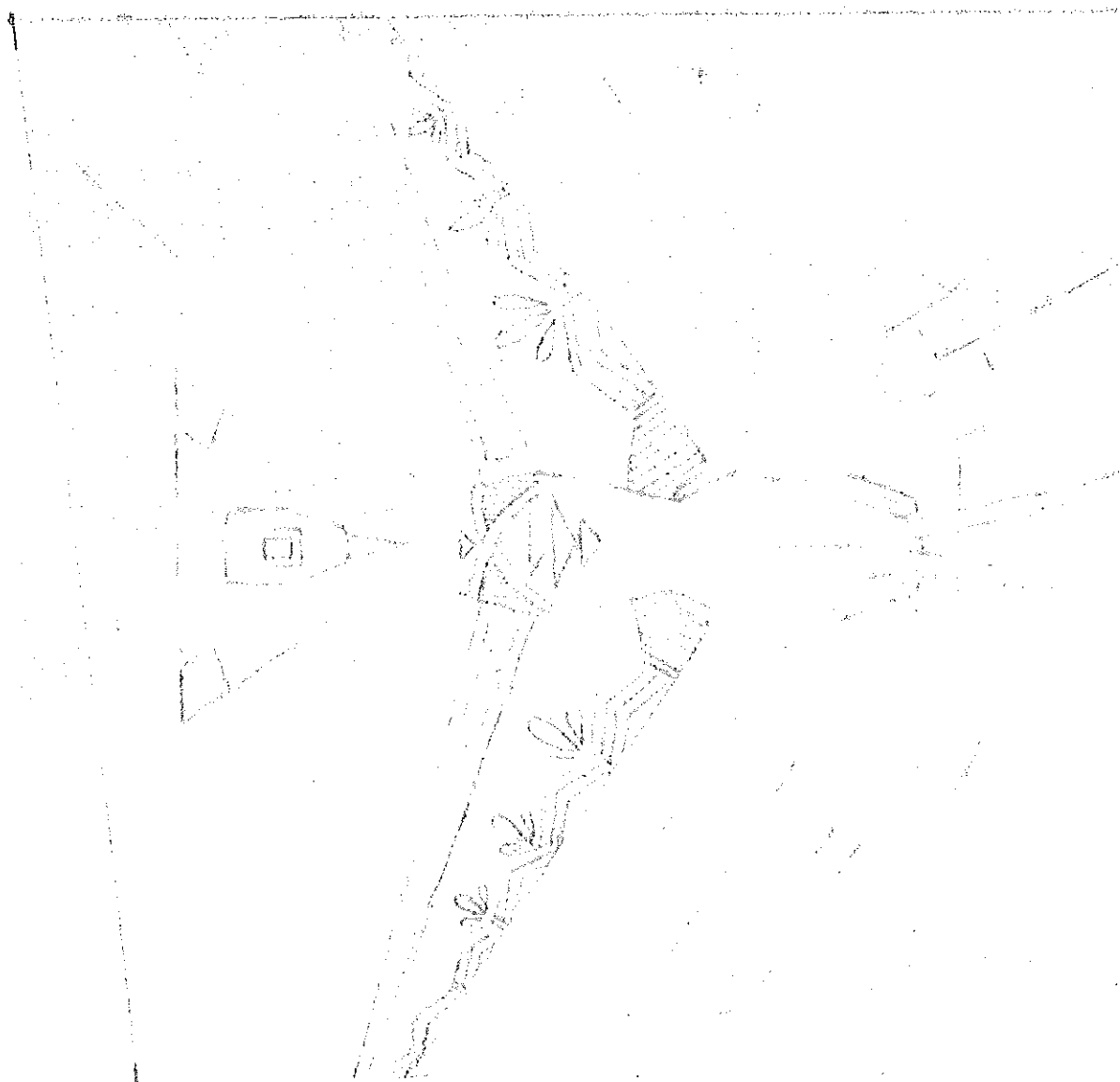
Inspired by the natural riverfront wildlife at Wade's Bayou Memorial Park, and drawing on elements of classic design, it is the artist's belief the proposed mural would suit the space well while reflecting the artistic tradition that is so closely associated with the Village of Douglas.

Well House 2 Back

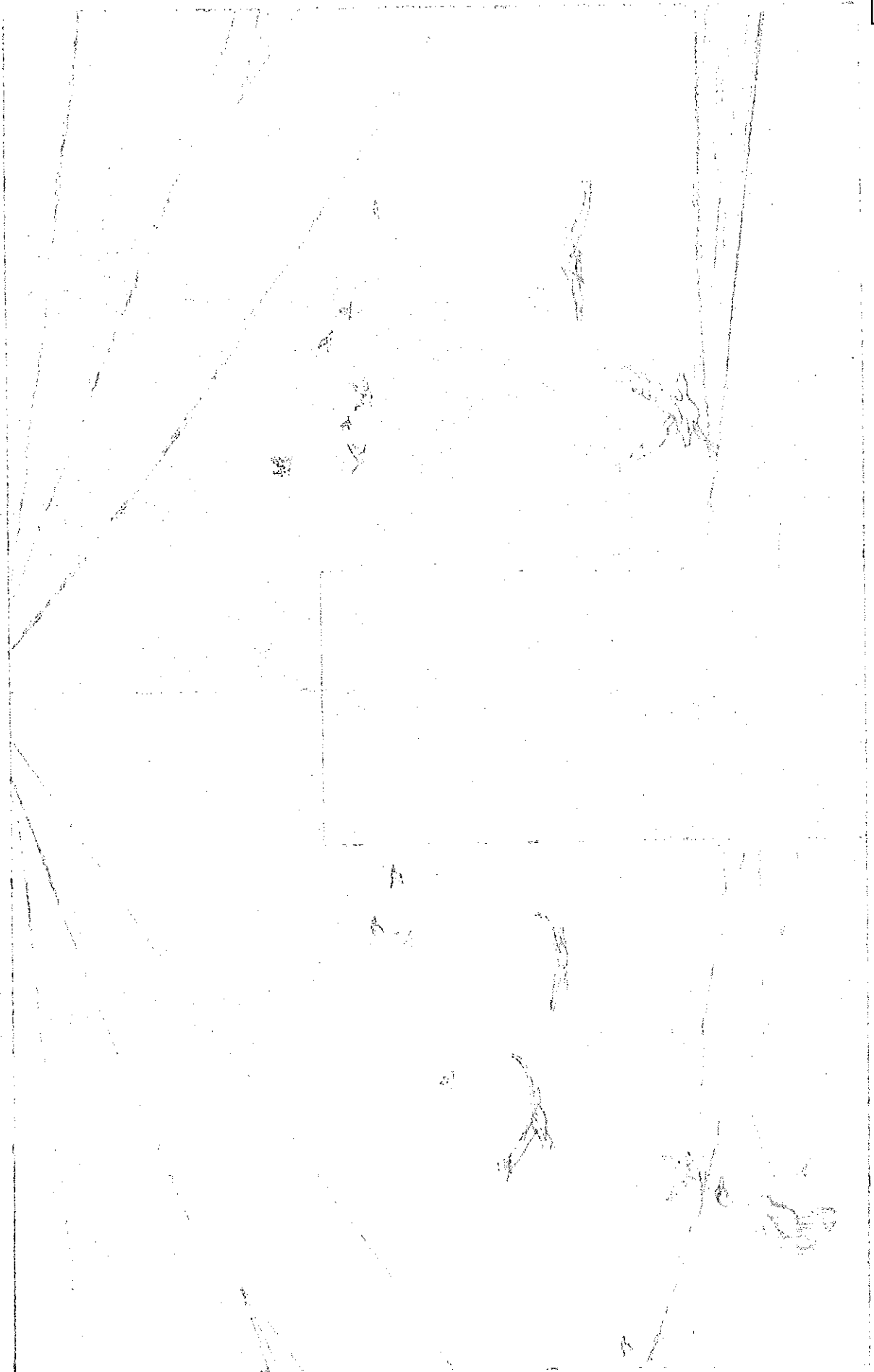


Item 9A.

Well House 2
Side 1



Well House 2 Front



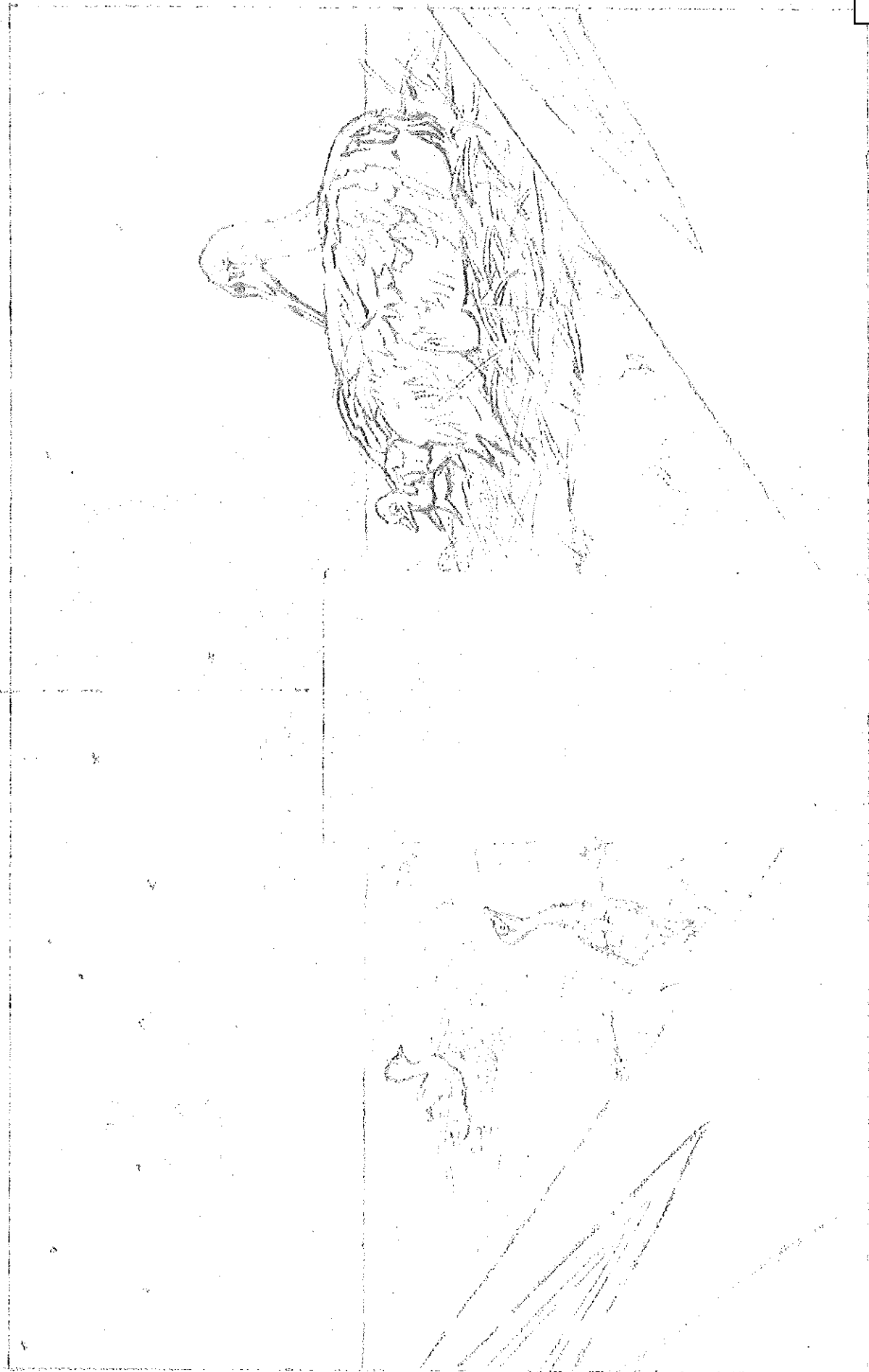
Item 9A.

Well House 2
Side 2



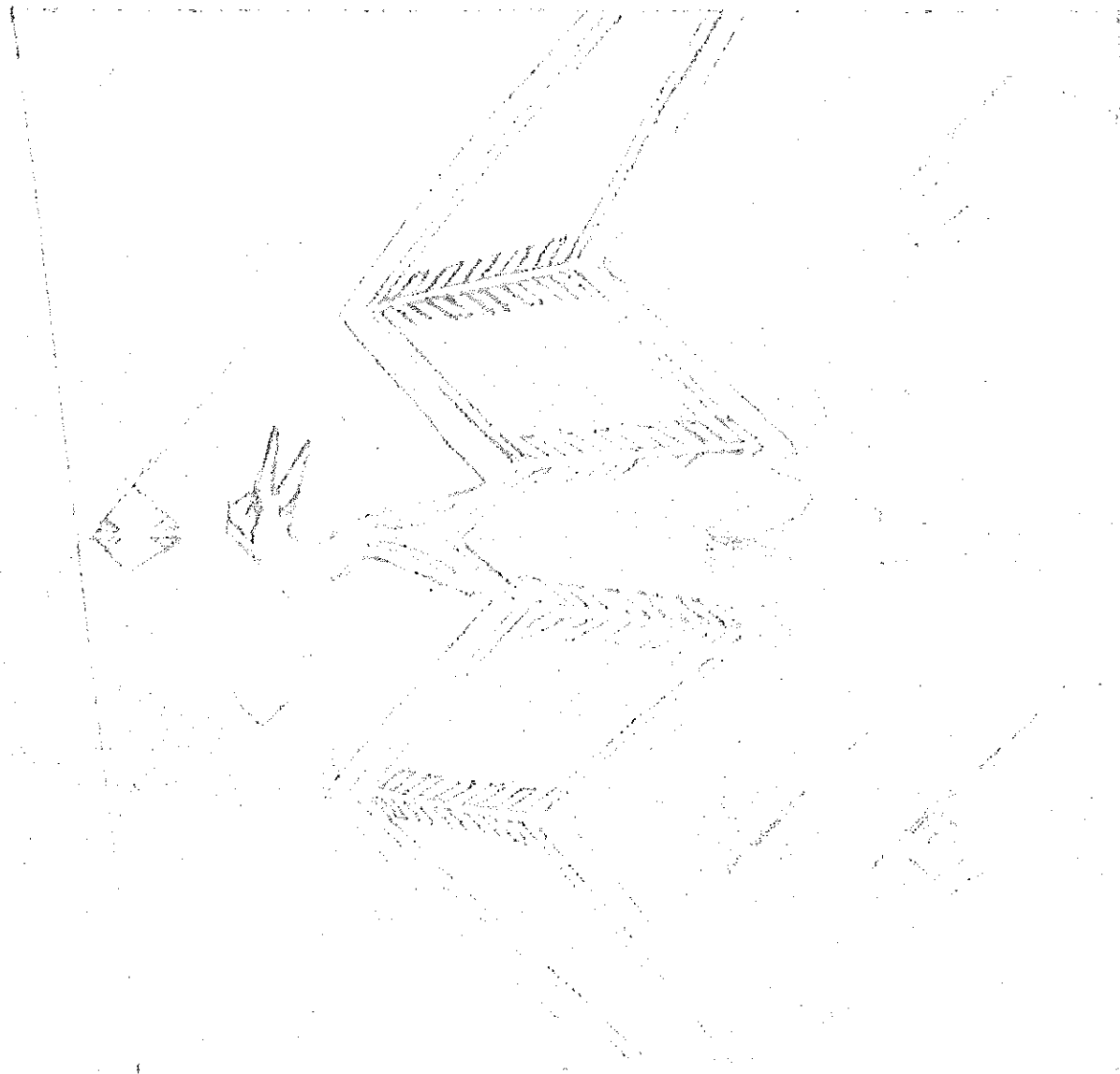
Item 9A.

Well House 1 Front



Item 9A.

Well House 1
Side 1



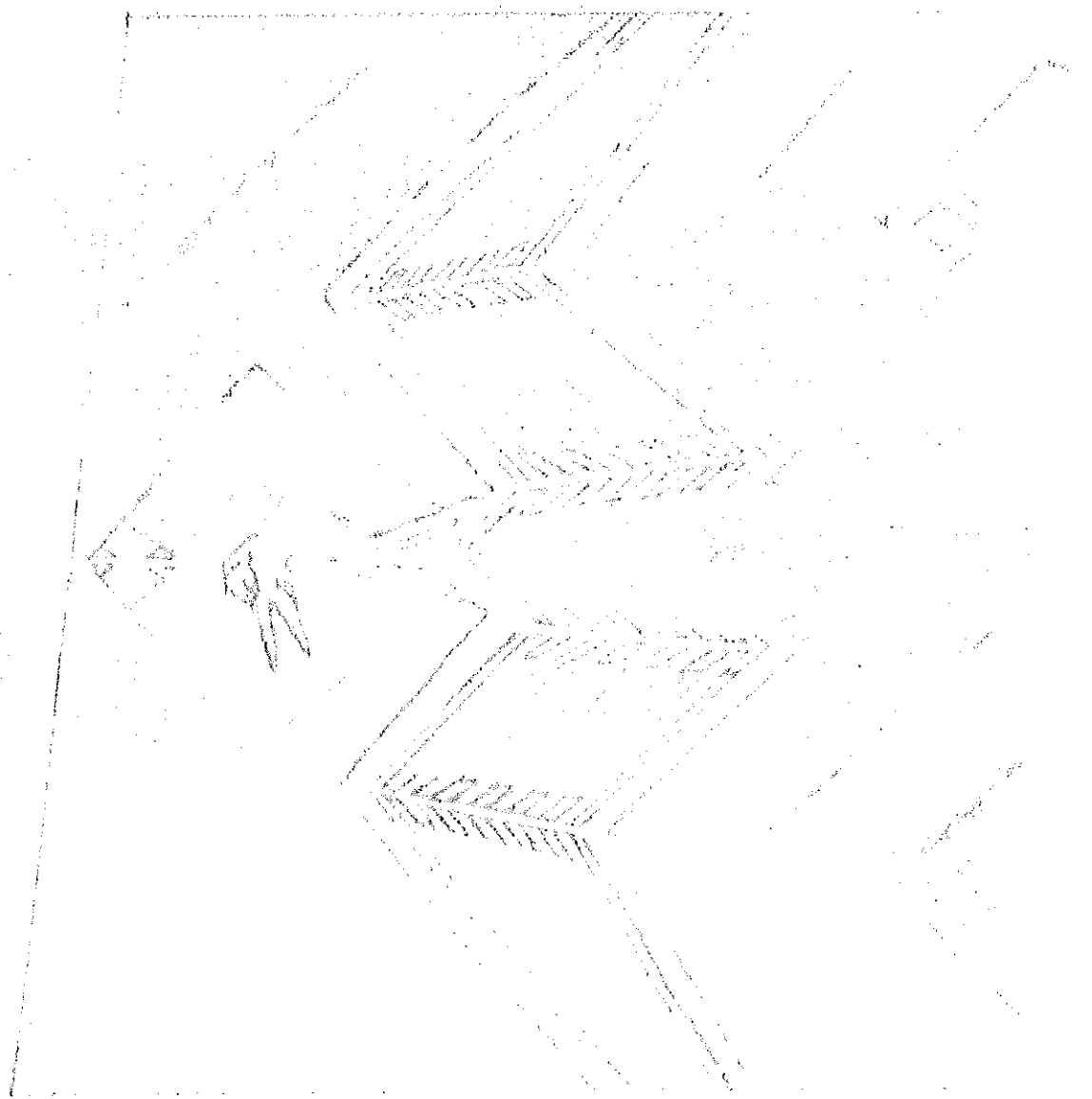
Item 9A.

Well House 1 Back



Item 9A.

Well House 1
Side 2



Item 9A.

Color Palette for Well House 2

Located Furthest East and
Closest to the Shoreline



Color Palette for Well House 1

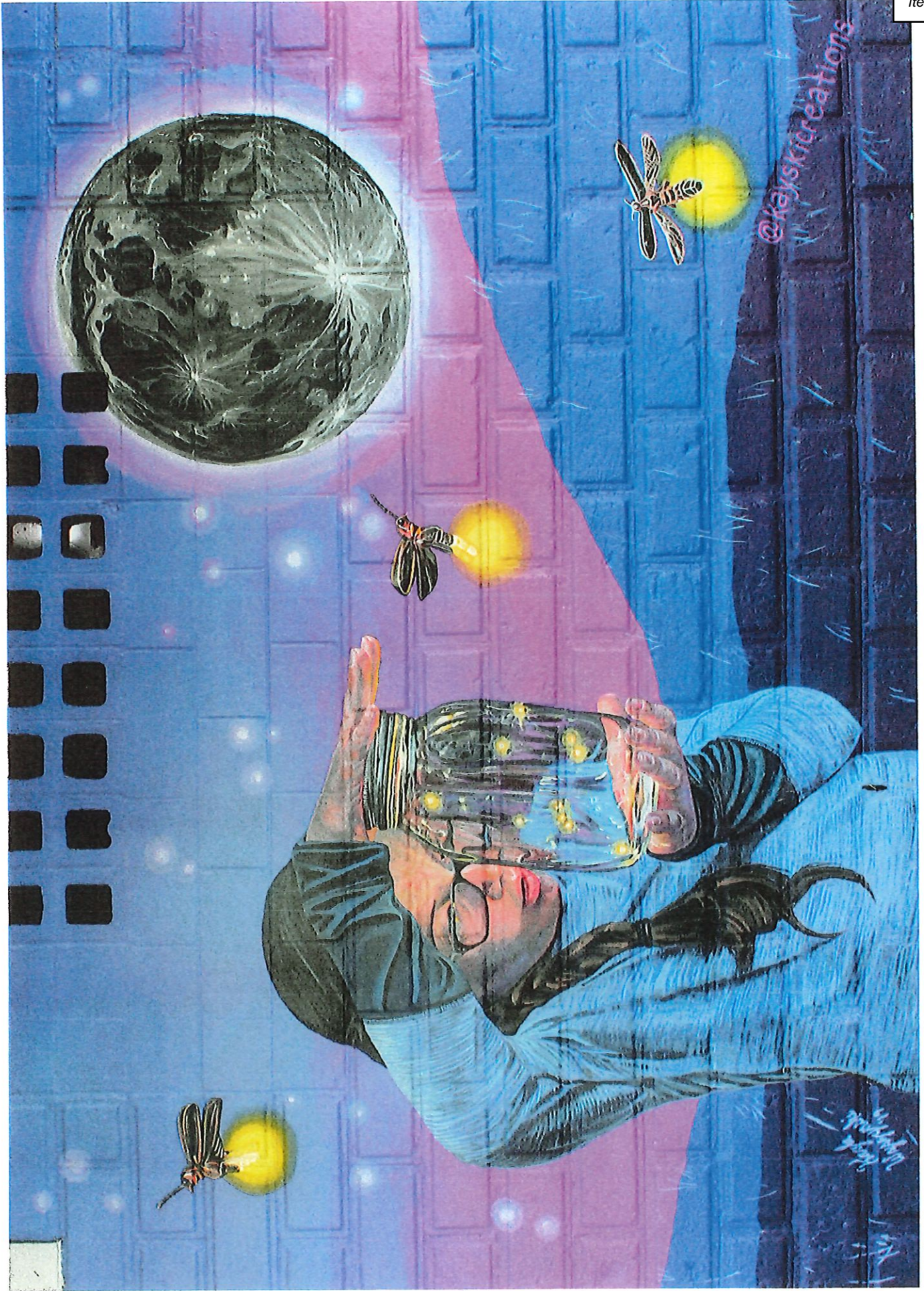
Located Furthest West and
Farthest from the Shoreline



Portfolio:

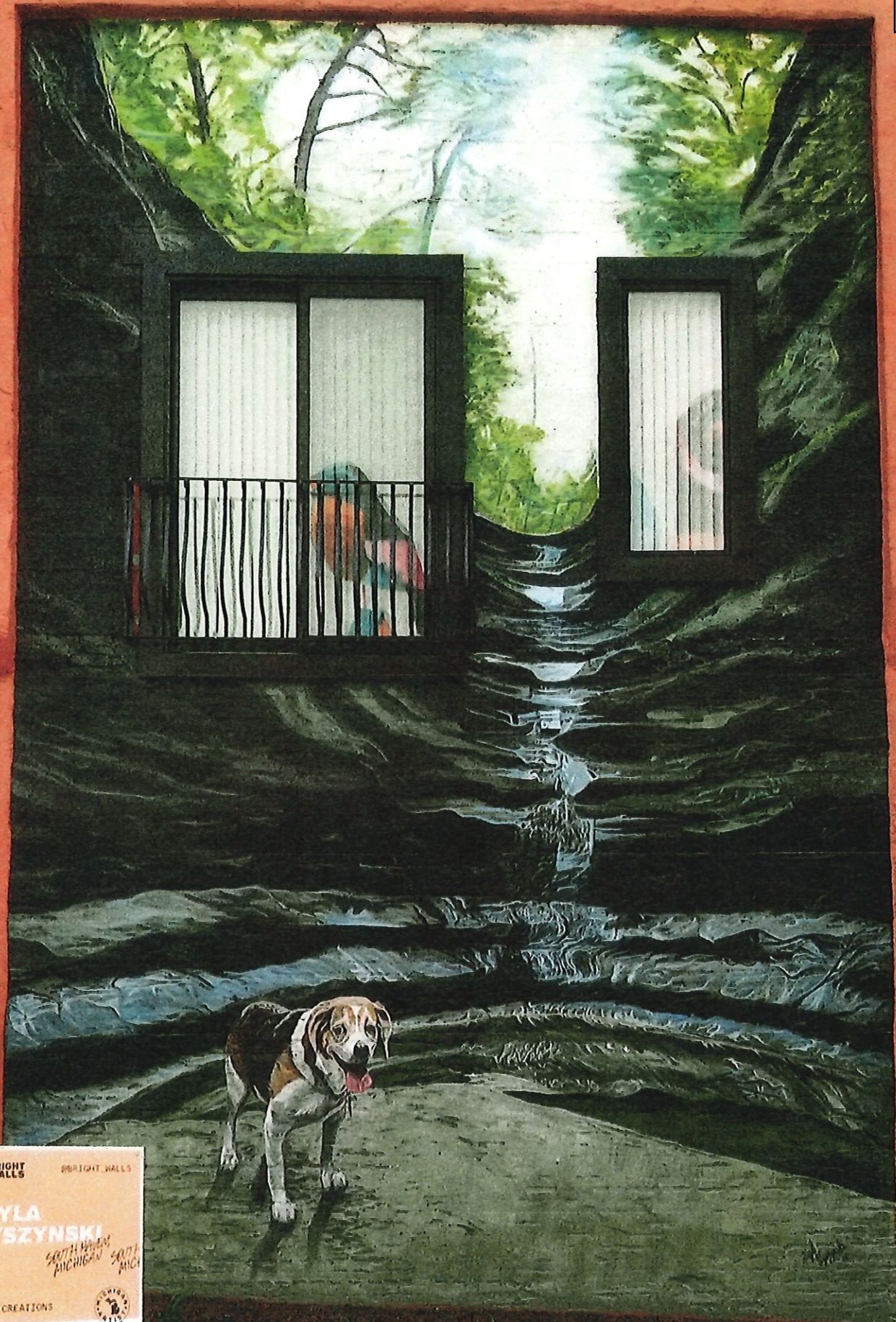
Examples of Previous Work








Item 9A.



 **BRIGHT WALLS** ©BRIGHT WALLS

KAYLA WYSZYNSKI
SOUTH HAVEN MICHIGAN *SOUTH HAVEN MICHIGAN*

@KAYSKICREATIONS 

 **DIVERSIFIED PRECISION PRODUCTS**



Proposed Project Budget Breakdown

Labor (\$16.00/square foot. Measured 938 total square feet)

\$15,008.00

Equipment (Scaffolding, Ladders, & Projector)

\$200.00

Paint & Sealant (Nova Color Water Based Exterior Mural Paint)

\$1,300.00

Misc. Supplies (i.e. Painters Tape, Brushes, Containers, etc.)

\$300.00

Budget Total

\$16,808.00

Estimated Timeline*

*Subject to Weather Limitations

The artist has allotted a 14 day period devoted to each building due to the illustration's size and complexity. An estimated timeline for each building follows:

Day 1: Wall preparation begins. Artist will conduct a basic cleaning of the wall and apply base coat of primer.

Day 2: Wall preparation continues with second coat of primer

Day 3: Projection of illustration begins, possibly in early morning and/or late evening.

Day 4: Painting begins.

Day 5 - 13: Painting continues until completion of mural.

Day 14: Top coat sealant applied to preserve the mural.

FY2025-2026 DDA PROPOSED BUDGET

Community Promotions:

Community Sponsorship Requests	\$25,000.00	Approved
Passport Program	\$1,500.00	Approved
Farmer's Market Promotion Swag	\$1,500.00	Approved
Derby Day Swag Support	\$500.00	Approved
Christmas Tree	\$400.00	Approved
Ads/Promotions Budget	\$1,000.00	Approved

Total: \$29,900

Downtown Marketing:

Chips Christmas Decorations	\$2,268.33	Approved
Fall Decorations	\$750.00	Approved
Seasonal Banners	\$11,827.00	Approved
Main/BSH Sign Replacement	\$16,750.82 (Total) \$8,375.41 (DDA Portion)	Approved if City pays other 50% out of Blue Star Highway Enhancement Funds
DDA Website Investments	\$1,500.00	Approved

Total: \$12,893.74

Infrastructure/Improvements in the DDA

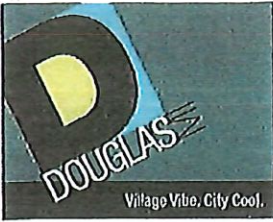
Sidewalk Improvements	\$17.25 per square foot	On hold: Aleshia is doing more research on specific areas that need to be addressed
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Total: TBD

Staffing/Training/Support for the DDA:

City Administrative Support	\$9,000.00	Approved
DDA Training	\$1000.00	Approved
POW Strategies	\$5,500.00	Approved

Total: \$15,500.00



Downtown Development Authority Temporary Gateway Banner Application

Application Fee \$50 + \$50 Deposit
Payable Online Option at: tinyurl.com/PayItOnline

The Village of Friendliness - Since 1870

Application Checklist

- ☐ A Completed and Signed Douglas Downtown Authority Temporary Gateway Banner Application
Note: Applications must be received 30 days prior to the event. *The DDA meets on the 4th Wednesday of each month; therefore, applications will be considered for approval by the DDA board during their next meeting following submission.*
- ☐ \$50 Application fee with a \$50 Deposit (deposit will be returned to applicant following the removal of the banner)
- ☐ Rendering or graphic of proposed temporary banner

Conditions of Banner Display:

- One week prior to the event until 24 hours after the event (Note: Failure to adhere to these dates may result in forfeiture of the sign deposit.)
- The banner must be securely fastened and meet safety standards.
- Banners must be weather-resistant.
- Banners must not contain offensive or inappropriate content.
- Only one banner will be displayed at a time.
- Banners must not be larger than 24"x 94"

Applicant Information:

Name: JOHN THOMAS Organization: ART IN DOUGLAS
Phone Number: 616-936-0272 Email Address: jt.mixed.m@gmail.com
Address / PO Box: P.O. Box 521 City: DOUGLAS State: MI Zip: 49406

Banner Information:

Event Name: Art in Douglas Event Dates: June 14, July 13, Aug. 9, Sept 13
Banner Dimensions: 31 1/2" x 7'4" Dates of event banner is promoting: same as above

Banner Promotion:

How does the banner promote the community or an event that impacts the City of Douglas? (Insert explanation of how the banner promotes community engagement, local events, or activities that positively impact the City of Douglas).

This is the 9th year for these events. It involves all 6 galleries on Center St., but benefits all other businesses as well because it is so well established and attended. But more importantly, it supports real brick and mortar (taxpaying) entities.

I hereby attest that the information on this application form is, to the best of my knowledge, true and accurate. It is the applicant's responsibility to meet the requirements of the Conditions of Banner Display in all respects and to provide the necessary information to the Downtown Development Authority for approval. A permit must be obtained prior to putting up the banner. I acknowledge there are no refunds for any reason.

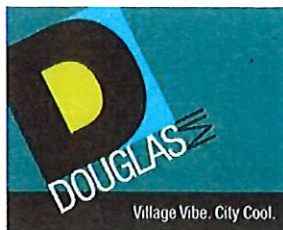
John Thomas
Signature of Applicant

4/10/15
Date

ART in DOUGLAS

THIS SATURDAY

GALLERIES ■ BOUTIQUES ■ DINING



DDA ACTION

Item 9D.

Approved _____

Denied _____

Date _____

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATION

Name: JOHN THOMASName of Organization(s): ART IN DOUGLASAddress: 23 CENTER ST.Phone: 616-836-0272 Email: jtmixedm@aol.comHow many years have you been in the Douglas Downtown Development Authority District? 20

EVENT INFORMATION (use additional sheets if needed)

Event Name: ART IN DOUGLAS - SECOND SATURDAYSEvent Date(s): MAY 10, JUNE 14 Event Start & End Hours: 11AM - 5PMEvent Location: DOWNTOWN DOUGLAS BUSINESS DISTRICT

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

AT THE PRESENT TIME, THERE ARE 13 DOWNTOWN BUSINESSES WITHIN THE DDA DISTRICT WHICH PARTICIPATE IN CREATING "THE ART OF _____" DURING OUR SECOND SATURDAY EVENTS. ALL PARTICIPATING BUSINESSES AGREE TO BE OPEN DURING THE STATED HOURS AND PROVIDE EVENT? AND HOSPITALITY OF THEIR CHOICE STREET MUSICIANS, LOCAL ARTISTS, ARTISANS, SNACKS AND BEVERAGES ARE AVAILABLE THROUGHOUT THE DISTRICT. 500+

Anticipated Number of Attendees: 500+Attendees Demographics (ages, special interests, where are they coming from, etc.) WE ATTRACT PEOPLE

FROM THROUGHOUT THE MIDWEST AS WELL AS TOURISTS FROM FOREIGN COUNTRIES. MOST ATTENDEES ARE 40-TO 70S OLD AND ENJOY THE GALLERIES, RESTAURANTS + BOUTIQUE SHOPS DOUGLAS HAS TO OFFER. WE PROMOTE THE "ART COAST OF MICHIGAN"

Estimated Number of Volunteers: 0Estimated Date/Time for Set-Up: N/A Estimated Date/Time for Clean-Up: N/A

List the local businesses involved and include how businesses are participating in the event: OXBOW HOUSE
RESPIRE, MR. MILLER'S, RUTH CROWE, BUTTER GALLERY, KIM NELSON'S, LEVENART,
NOW + THEN, LAKEHORE PET BOUTIQUE, L SALON, DOUGLAS/SAUGATUCK HISTORY OR
BACK ALLEY PIZZA, CENTURY 21

List your methods to advertise and promote the event as well as downtown and local businesses: RACK CARDS
FACEBOOK POSTS, COMMERCIAL RECORD, URBAN STREET, WHAT'S HAPPENING

SAUGATUCK ON SUNDAYS RADIO SHOW, HOLLAND SENTINEL

Funding amount requested: \$2500 (Include an itemized budget for the total costs of the event)
SEE BELOW

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? ANNUALLY SINCE 2017
3. Is this a reoccurring event? Yes ☒ No ☐ SINCE 2017

NOTE: Organizations which received DDA event funding previously must make a final written report on the event including how DDA funds were used prior to consideration of a new application.

Have you submitted a Special Event Application to City Council for approval? Yes ☐ No ☒
 If yes, was it approved? Yes ☐ No ☐ N/A

John Thomas
 Signature of Applicant

4/16/25
 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.

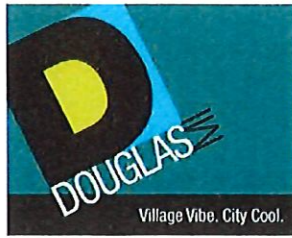
FUNDING REQUEST (APR-JUNE)

Please return application and supporting documentation to:

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

FACEBOOK POSTS/BOOST	\$100
RACK CARDS (ONE)	\$500
SIDE PROMOTES DOUGLAS	
MUSICIANS	\$800
WHAT'S HAPPENING	\$250
COMMERCIAL RECORD	\$150
URBAN STREET	\$500
HOLLAND SENTINEL	\$200
TOTAL	\$2,500

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



DOUGLAS DOWNTOWN DEVELOPMENT AUTHORITY

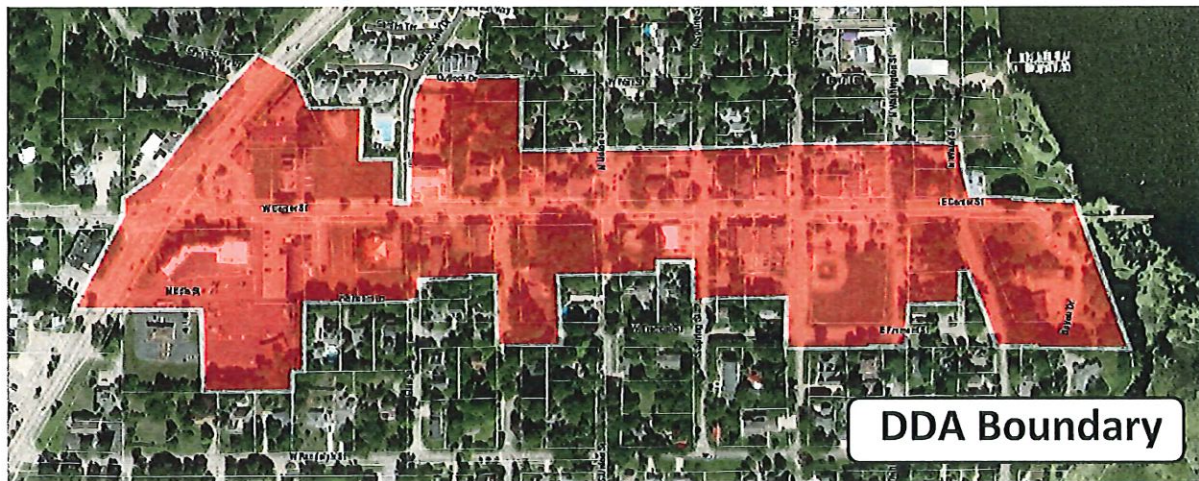
Community Events Grant Reimbursement Program Guideline

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 ^{beginning} 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

seeking grant funding.

- DDA monies awarded must be used towards qualifying expenses related to Douglas's downtown, local businesses, and marketing events. Funds are disbursed as reimbursement after applicant presents itemized receipts.
- All necessary insurance and security must be provided by the event presenter(s).
- Event presenter(s) must work with City of Douglas' City Council/Administration/DPW/Police and Saugatuck Township Fire District on road closures, use of public space and services, and other issues.
- Event must use the DDA logo on all materials and link to the DDA website (if applicable).
- Event presenter(s) must complete a Community Events Grant Funding Application and provide related information.
- Funds cannot be used for events restricted to private or exclusive participation.
- Funds cannot be used for fundraisers.
- Itemized receipts must be presented equaling the amount requested.
- Event presenter(s) receiving DDA event funding must submit a written final summary on the event(s) and how DDA funds were used prior to consideration of a new application.
- Funded event presenter(s) may be asked to appear and submit their report at a DDA meeting following the event.

Please note that the above list is not all-inclusive. Final determinations of eligibility requirements are governed by the DDA Board.

AWARD PAYMENTS

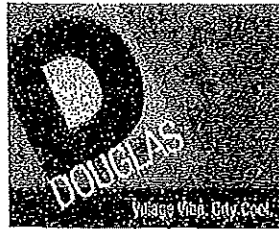
- DDA awards are paid to recipients as reimbursements.
- All event(s) must be in compliance with the aforementioned requirements.
- Original receipts for services performed must be provided to receive reimbursement.
- After satisfactory review by DDA Business Incentive Program sub-committee, payment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

GRANT FUNDING TIMELINE

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

QUESTIONS

Please contact the City Clerk's office at clerk@douglasmi.gov or 269.857.1438 for questions. For more information on the DDA please visit our website at www.douglasmi.gov.



DDA ACTION

Approved _____

Denied _____

Date _____

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATION

Name: Jeffrey Hawlin / Treasurer
 Name of Organization(s): Community Pride MI
 Address: P.O. Box 437 DOUGLAS, MI 49406
 Phone: 616 485-1178 Email: jthawlin@gmail.com
 How many years have you been in the Douglas Downtown Development Authority District? 6

EVENT INFORMATION (use additional sheets if needed)

Event Name: Douglas / Saugatuck Pride Week
 Event Date(s): June 1-7, 2025 Event Start & End Hours: VARIES
 Event Location: 7 different locations leading to Pride in the Park
BEERY Field, Saturday June 7 - Noon - 6pm
 Describe your event in detail and how it will benefit the DDA District.
Week long Celebration of the LGBTQ+ community
that includes many residents and attracts many
visitors. (See Attached Schedule)

Anticipated Number of Attendees: 5000

All Hotel's / B&B
Restaurants will benefit

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

All Ages & Economic Backgrounds

All Welcoming People are Welcome

Estimated Number of Volunteers: 100+

BEERY Field
 Estimated Date/Time for Set-Up: June 5 Estimated Date/Time for Clean-Up: June 8

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

Super Value, Kiaby Hotel, Library, History Ctr., Lakeview Lakes
Beachway Resorts, Huntington Bank, Harbor Insurance
CVB, Bigby Coffee + 60 Saturday Vendors

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

Commercial Record, Hulland Press, State LGBTQ+ publication
Morning Wind/Sung. Sundays, CVB website, Social Media

Funding amount requested: 5000.00 (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
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 ☐

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.
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Lineup

Sunday, June 1

PRIDE KICKOFF TEA DANCE The Dunes Resort

4 pm

Monday, June 2

Rainbow Putt-Putt Tournament

Saugatuck Mini Golf

Tentatively hosted by Out on the Lakeshore

Tuesday, June 3

Pride Bowling

Lakeview Lanes

Tentatively hosted by West Shore Aware

Pride

Wednesday, June 4

Pride Garden Party

Saugatuck Douglas History Center

Pride Speaker Series

with

Author Bonnie Morris

Saugatuck-Douglas Library

Thursday, June 5

Pride Benefit

with Jay Kaplan

ACLU/Michigan

The Kirby Hotel

Friday, June 6

Jazz for Justice Concert

All Saints Episcopal Church of Saugatuck

Jump Into Summer

Saugatuck Center of the Arts

Saturday , June 7

Pride Car Parade Saugatuck to Douglas

Pride in the Park

Beery Field, Douglas

60 Vendors, Food Tent, Beer Tent

Local favorites the Lakeshore Community Chorus and the Random Play Band.

Headliner Act is Chicago's 16 Candles Band

Pride 2025

Corporate Sound 13405

Permits 200

Taylor Rental 5830

Random Play Band 1800

16 Candles 13500

Library Speaker 700

Bowling 1200

DJ 450

Porta John 1300

Signs 2000

Insurance 1136

P.O. Box 120

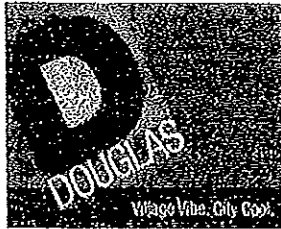
Marketing 3000

Supplies 500

Beer/Wine 3100

Caterer 5000

Projected Expenses 53,241



DDA ACTION

Item 9F.

Approved _____

Denied _____

Date _____

**Douglas Downtown Development Authority
Community Events Grant Program Application**

EVENT PRESENTER INFORMATION

Name: Jeff Hanlin / Treasurer

Name of Organization(s): Community Pride MI

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

Phone: 616 485-1178 Email: jhanlin@gmail.com

How many years have you been in the Douglas Downtown Development Authority District? 6

EVENT INFORMATION (use additional sheets if needed)

Event Name: OKtoberfest

Event Date(s): Oct 11, 2025 Event Start & End Hours: noon - 5 pm

Event Location: Becky Field

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

Fall Oktoberfest highlighting Douglas on
the Fall Shoulder Season,

Fund Raiser for June Pride

Anticipated Number of Attendees: 1000

German Music, Beer, Food
Dancing & Keg Toss

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

All Ages / local and overstate guests -
State wide Appeal

Estimated Number of Volunteers: 45

Estimated Date/Time for Set-Up: 10-10-25 Estimated Date/Time for Clean-Up: 10-12-25

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

CVB, Super Value, Harbor Insurance, Huntington
 Numerous Businesses Sponsor and are recognized
 All downtown Businesses should enjoy increased
 Foot traffic

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

State Travel/Festival Guide, Social Media,
 CVB Advertising/Website, Local/Regional Papers

Funding amount requested: 3000⁰⁰ (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
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 ☐

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.

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2025

Octoberfest Budget

Tent Rental

9600

Orchestra

1200

Dancers

150

DJ

590

Porta John

650

Insurance

100

Beverage

1900

Catering

4500

Awards

50

Misc.

250

Hot Spot

90

Sign Permit

100

Wine

700

Commercial Record

250

Decor

100

Banners

660

Total

18992