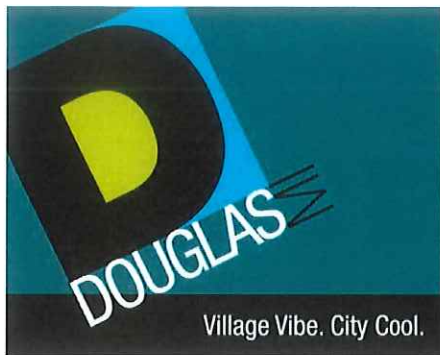


**CITY OF DOUGLAS**  
**DOWNTOWN DEVELOPMENT AUTHORITY (DDA)**  
**MEETING OF THE BOARD**  
**TUESDAY, DECEMBER 12, 2017 – 6:00 PM**  
**CITY HALL – 86 WEST CENTER STREET**  
**Douglas, MI 49406**

**AGENDA**

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Nov 14, 2017 Workshop Minutes and Nov 14, 2017 Regular Meeting Minutes
5. Public Communications (Verbal / Written)
  - A. Downtown Businesses / Merchants
  - B. Taste of the Lakeshore
6. Financial Update
  - A. Budget Report
  - B. Accounts Payable
    - i. Paid in November - \$3,332.91
7. Unfinished Business
  - A. Strategic Planning Retreat – Draft Plan
8. New Business
  - A. Art on Center Advertising – CVB Visitors Guide ½ page \$1,805
9. Staff Report
  - A. Promotions
  - B. Planning
10. Committee Reports
  - A. Executive / Finance
  - B. Events
  - C. Marketing / Promotions / Advertising
11. Board Member Comments
12. Chairman Comments
13. Adjournment



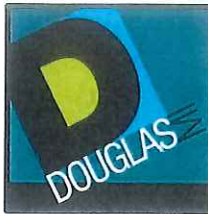
**CITY OF DOUGLAS  
DOWNTOWN DEVELOPMENT AUTHORITY (DDA)  
MEETING OF THE BOARD  
TUESDAY, NOVEMBER 14, 2017  
ROSEMONT INN – 83 LAKESHORE DRIVE  
Douglas, MI 49406**

**Strategic Planning Workshop – 1:00 to 6:00 pm**

**ROSEMONT INN – 83 LAKESHORE DRIVE**

**Minutes**

- 1. Call to Order** - President Teich called the meeting to order at 1:00 PM
- 2. Roll Call** - Members present – Lion, Ramsey, Burmeister, Donovan, Underdown, Pennebaker and Teich; Brackett and Wiley were absent.
- 3. New Business – Workshop:** Workshop facilitator Tamara Buswinka was introduced and spoke about the importance of strategic planning and asked about goals for the workshop.
  - A.** SOAR was discussed (Strengths, Opportunities, Aspirations and Results)
  - B.** DDA Values, Vision Statement, and Mission Statement were discussed.
  - C.** Identification of the top 3 – 5 priorities and goals were discussed.
  - D.** Identification of accomplishments the DDA would like to achieve in the next 1, 3 and 5 years were discussed as well as the achievability of the goals.
  - E.** Measurements to evaluate goal progress were discussed.
- 4. DDA Member Comments** – several questions were asked of Buswinka about the completion of the process. Buswinka responded that she will summarize all of the discussions for today and have a draft of the plan to the DDA for the next meeting.
- 5. Adjournment** – Teich adjourned the meeting at 5:47 pm.



**DOUGLAS DOWNTOWN DEVELOPMENT AUTHORITY (DDA)**

**TUESDAY, NOVEMBER 14, 2017 - 6:00 PM**

**ROSEMONT INN – 83 LAKESHORE DRIVE, DOUGLAS, MI**

**MEETING MINUTES**

1. **Call to Order** – Chairman Teich called the meeting to order at 6:00 PM.
2. **Roll Call** - Members present – Lion, Ramsey, Burmeister, Donovan, Underdown, Pennebaker and Teich; Brackett and Wiley were absent.
3. **Changes / Additions / Deletions to Agenda** – Motion by Ramsey, with support from Lion, to approve the agenda. Motion approved by acclamation.
4. **Approval of October 10, 2017 Minutes** – Motion by Burmeister, with support from Ramsey to approve the October 10, 2017 meeting minutes as amended. Motion approved by acclamation.
5. **Public Communications** – None.
6. **Financial Update** – Ramsey reported that the current year to date budget balance was \$15,558.44. The socials received another \$500 in revenue in October to total \$3,823.11 of revenue for the 2017 Socials. The \$295 balance for Art on Center advertising has not yet been reimbursed to M. Burmeister, and will be taken care of this month. Burmeister, supported by Lion, made a motion to approve the \$4,811.60 of November Accounts Payable and \$2,180.00 of outstanding bills. Motion approved by acclamation. Teich requested that sponsorships for next year's Socials be targeted in the beginning of 2018, and not wait until the last minute. Ramsey will revise what was sent out for last year's sponsorships, and eliminate the ¼ sponsorships. Imus will mail requests.
7. **Unfinished Business** - None.
8. **New Business**
  - A. SDABA Membership – Underdown, supported by Burmeister made a motion to approve the \$300 membership fee to SDABA. After some discussion, motion was approved by

acclamation. Teich suggested that the DDA have a representative go to the SDABA meetings, as well as the CVB, OxBow and SCA meetings. There was disappointment expressed in the fall decorations in Douglas by SDABA. It was felt they were not on par with what SDABA did for Saugatuck.

**B. Holiday Stroll – Sat Nov 18<sup>th</sup> 12 noon – 6 pm**

- i. Bittersweet Acres will have horse drawn carriage rides from 4pm -6 pm for \$430.
- ii. Ads will be taken out for Holiday Advertising. Our “in-kind” sponsorships dollars will be used for advertising in the *Commercial Record* and an ad not to exceed \$250 will be placed in the *Local Observer*.

**9. Staff Report - Promotions & Marketing** – Lohr’s report on monthly social media statistics was distributed. There was discussion on the website being kept informative and up to date. Pennebaker noted that maintaining an entire website is no longer the trend.

**10. Committee Reports**

**A. Finance** – Previously reviewed.

**B. Events** – Burmeister noted that the Michigan Arts Council has a \$4,000 mini grant available for summer street performers. Grants are due January 5, 2018. Imus was recruited to write the grant.

**C. Marking / Promotions / Advertising** – No report.

**11. Board Member Comments Chair Report / Comments** – Teich commented that committees needed to make sure to meet and have monthly reports. Committee membership needs to be examined and new members assigned. Members commented that the Strategic Planning Workshop, completed earlier in the day, was very enjoyable and worthwhile. Accolades were given to Tamara Buswinka, facilitator for the process.

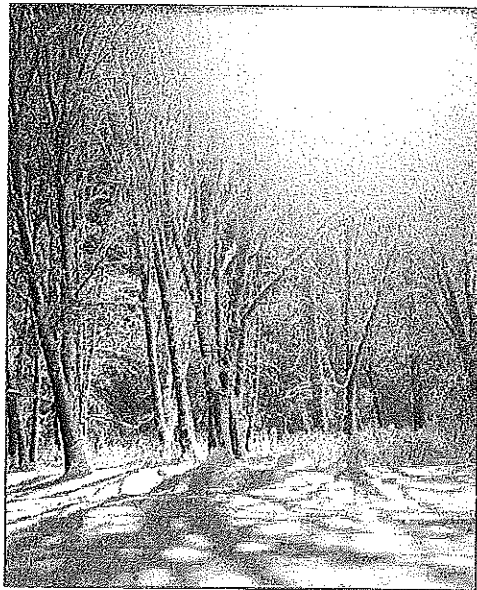
**12. Adjournment** – Teich adjourned the meeting at 6:33 pm

# TASTE OF THE LAKESHORE

Hosted by GFCC and SDABA

**January 27**  
**5:30-10pm**

**FennValley Winery**



Join us for an evening  
of amazing foods and  
drinks from many  
Lakeshore restaurants.

Tickets on sale on  
[Eventbrite.com](http://Eventbrite.com)

Local favorite-  
Strapping Owls to  
perform as well during  
the event.

Silent auction  
highlighting local  
merchandise and  
services"

Questions?

[info@greaterfennville.com](mailto:info@greaterfennville.com)



Jodi L. Welscott  
Branch Manager 2  
NMLS ID: 563501

[jodi.welscott@huntington.com](mailto:jodi.welscott@huntington.com)

269.857.2945 OFFICE 269.857.1992 FAX  
800.480.2265 TOLL FREE

THE HUNTINGTON NATIONAL BANK

60 Middle Street P.O. Box 817 | M1108 | Douglas, MI 49408

*Mike -  
We'll love to  
have you & other  
Board members  
join us!  
Jodi*





**City of Douglas DDA - November 2017 Invoices**

<b>Date</b>	<b>Vendor</b>	<b>Description</b>	<b>Invoice #</b>	<b>Amount</b>	<b>Preapproved</b>	<b>Paid</b>
11/17/2017	Elf Shack	Live Christmas Trees	17-083	\$ 265.50	Budgeted	Yes
8/10/2017	Lisa Imus/DeMonds	Ice for Social	5042	\$ 18.76	Budgeted	Yes
11/18/2017	Bittersweet Acres	Horse Drawn Carriage Rides	1155	\$ 330.00	Yes	Yes
10/24/2017	I H S	Beer for Halloween	654416	\$ 1,915.00	Yes	Yes
10/31/2017	Jabber Design	App	2347	\$ 89.00	Yes	Yes
10/16/2017	Elmer Headley	SDABA Fall Decorations	7532	\$ 230.00	Yes	Yes
11/16/2017	Sally Winthers	Kiosk Sign Design	302	\$ 462.25	Yes	Yes
10/9/2017	Uprinting	printing of kiosk sign	3872458	\$ 22.40	Yes	Yes
<b>Total Bills Paid in November:</b>				<b>\$ 3,332.91</b>		

# Elf Shack

I N V O I C E

**Invoice #:** 17-083

**Invoice**

**Date:** 11/17/2017

**Customer**

**ID:** Y-DOUGLAS

**Bill To:**

DOUGLAS DDA  
PO BOX 757  
DOUGLAS MICHIGAN 49406

SEASON 2017

9 7 1/2'-8' CHRISTMAS HOLIDAY TREES \$29.50 EACH  
DELIVERED 11/06/17 CITY HALL PARKING LOT

BALANCE DUE \$265.50

225-728-000-726-000

R33952

PO Box 115 Breedsville Michigan 49027  
Phone: (269) 906-0595 E-mail: elfshack@comcast.net



**LeMond's**  
237 Center Street  
Douglas, MI 49406  
(269) 857-2443

Purchase \$ 18.76

PIN Used

Debit Card #SXXXXXXXXXX4972

Auth # 021760 Payment from primary

Lane # 01 Cashier # 100

08/10/17 16:32 Ref/Seq # 018701

Mrcr=158638 Term=001 IC=DC

EPS Sequence # 018701

FIG BAG ICE

4 @ \$4.69 EA

\$18.76 F

BALANCE DUE

Debit Card

\$18.76

TSI XXXXXXXXXXXXX4972

EXP DATE: 09/2000

Auth Code = 021760

SUB TOTAL

\$18.76

TOTAL TAX

\$0.00

TOTAL

\$18.76

CHANGE

\$0.00

CASHIER NAME: Service Counter  
C0100 #5842 16:32:38 10AUS2017  
S00195 ~ R001

THANKYOU FOR SHOPPING  
AT DEMOND'S SUPER VALU

DOUGLAS DDA  
P.O. BOX 757  
DOUGLAS, MI 49406  
(269) 857-1438

74-347-724

1155

*Date* 11-18-17

GREEN HANTALE COMPANY

Pay to the order of Bittersweet Acres \$ 330.00  
Three hundred and thirty <sup>00</sup>/<sub>100</sub> dollars

 **Huntington**

*[Signature]*

*for Holiday Wagon Rides*

⑆072403473⑆ 01153102197⑈01155

DDA approved

11-14-17

225.728.00.726.006

e. Kalamazoo, MI 49007

800-968-1211

DOUGLAS DTWN DEV AUTH  
86 WEST CENTER STREET  
DOUGLAS MI

# INVOICE



glow in the park  
(269)857-1438

INVOICE DATE	INVOICE NUMBER	SALESMAN	NUMBER	CUSTOMER NUMBER	ROUTE/DRIVER
10/17	654416			1334	90

QUANTITY		SIZE	DESCRIPTION	PRICE	DEPOSIT	MISC.	AMOUNT
GASES	EACH						
3	2		LEIN OKTOBERFEST 1/2 BBL	120.00	30.00		300.00
3	4		LITE 1/2 BBL	90.00	30.00		480.00
6	2		POINT ROOTBEER 1/4 BBL	37.50	30.00		135.00
14	2		SAUG BACKYARD IPA 1/2	128.00	30.00		316.00
03	2		SAUG BONFIRE BROWN 1/2	128.00	30.00		316.00
33	2		GRIF SCREAM PUMPKIN 1/ 2	154.00	30.00		368.00

PROD. CODE	QTY.	DESCRIPTION	PRICE	AMOUNT
99103		12 Bottles (Qt)	1.20	
99105		15 Bottles	1.50	
99106		18 Bottles	1.80	
99203		24 Bottles (Non)	2.40	
99303		24 Cans	2.40	
99303		_____ Case Bags 24 Cans	<input type="text"/>	
99501		Miller ½	30.00	
99503		Miller ¼	30.00	
<b>RETURNS</b>		<b>TOTAL CREDITS ▶</b>		

T  
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U

TOTAL SALE	1,915.00
DEBIT	
CREDIT	
SUB-TOTAL	1,915.00
CREDITS	
<b>TOTAL DUE</b>	

CHARG

RECEIVED BY



# JabberDesign Website Design & Development

PO Box 954  
Douglas, MI 49406

269-857-4159  
onealp8355@yahoo.com

www.jabberdesign.com

## Invoice

Date 10/31/2017 Invoice # 2347

Bill To
Douglas Downtown Development Authority Lisa Imus

Terms: Due upon receipt

Item	Description	Amount
Mobile app 1	October 2017 Mobile App  225-728.000 - 742.000 RD 11-3-17 R33882	89.00

Any usage rights not exclusively transferred are reserved to the Developer. Usage beyond that granted to the Client shall require payment of a mutually agreed upon additional fee subject to all terms. Medium of use World Wide Web.

**Total** \$89.00

IS ABOUT  
TAT  
VS.COM

☒ Track your expenses...

- |  |                                    |   |
|--|------------------------------------|---|
| <input type="checkbox"/> Clothing      | <input type="checkbox"/> Food      | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Credit Card   | <input type="checkbox"/> Utilities | <input type="checkbox"/> Mortgage       |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Insurance | <input type="checkbox"/> Other: _____   |

☐ TAX-DEDUCTIBLE ITEM

10/16/2017

7532

Elmer Hadley  
Two hundred and thirty two

Douglas Holloway

BALANCE  
FORWARD

THIS ITEM

BALANCE

DEPOSIT

OTHER

BALANCE  
FORWARD

232.00



For added security, your name and account number do not appear on this copy.

NOT NEGOTIABLE

INVOICE 0302

## Douglas Kiosk Map

Date: January 2, 2016  
To: Lisa Imus, Tabitha Lohr

SUBMITTED BY:

Sally Winthers  
3329 Coppice Court  
Saugatuck, MI 49453  
269-543-2112 mobile  
swinthers@icloud.com

Freelance graphic design services

DATE	DESCRIPTION	HOURS
6/7	Meet with Lisa Imus RE: project outlines. Lisa to provide DDA logo, DDA color formulas and list of businesses to be included.	n/c
8/3	Materials needed to begin map provided by Tabitha Lohr.	n/c
8/5	Sort data from membership excel worksheet	.25
8/6	Create 1st, preliminary draft of map	2.0
8/7	Send 1st draft to Tabitha	n/c
8/17	Based on feedback from Tabitha on August 16 & 17, reorganized members in same categories as DDA website, lay in business numbers, check for missing businesses and add landmark directionals	5.0
	2nd draft PDF emailed to Tabitha	n/c
8/22	Changes to map. 3rd draft map to Tabitha	1.5
8/23	Changes to map. 4th draft map to Tabitha	.25
9/12	Changes to map. 5th draft map to Tabitha	.25

Total hours 9.25  
(x \$50/hour)

**TOTAL \$462.25**

225-728.000 - 900.000

RD 11-3-17

R33893



**Lisa Imus**

---

**From:** UPrinting <info@uprinting.com>  
**Sent:** Monday, October 09, 2017 11:15 AM  
**To:** Lisa Imus  
**Subject:** Order Confirmation No. 3872458



 **Live Chat**  **1-888-888-4211**  
Hours: 24 hrs (M-F) 8am - 5pm PT  
(Weekend)

---

## OrderConfirmation

Job Order #3872458

### FURTHER ACTION REQUIRED

1 item in your order require proof approval before we print them. We will email you a link to your proofs as soon as they are ready (usually within 6-12 business hours).

Hi Lisa,

Thanks for choosing UPrinting! Please find your order details below. We will review all files submitted with your order and will reschedule them for print. If we can't print any of your items due to the file issues (low resolution, wrong size etc.) we will notify you and may require you to approve a proof.

[Check Order Status](#)

## Order Summary

### Job Order # 3872458

Ordered on: October 9, 2017  
Total: \$22.40

#### Item #5807510

**FURTHER ACTION REQUIRED**

**Large Format Posters**  
Ships In: 3 Business Days  
Quantity: 1  
Size: 36" x 22"  
Material: Semi Gloss

**Your item should arrive on:**  
Estimated arrival date will be determined once you have approved your proof.

**\$22.40**

**4 Day Transit**

Proofing: PDF Proof Requested

City of Douglas  
Attn: City of Douglas, MI  
PO BOX 757  
Douglas, MI 49406  
Phone: (269) 857-1438

Printing Cost	\$22.40
Discount	\$0.00
Shipping & Handling	\$0.00
<hr/>	
<b>Total</b>	<b>\$22.40</b>



### Questions?

For the most up-to-date order status information  
please visit [Orders & Proofs](#) or call us at:  
Phone Support 1-888-888-4211



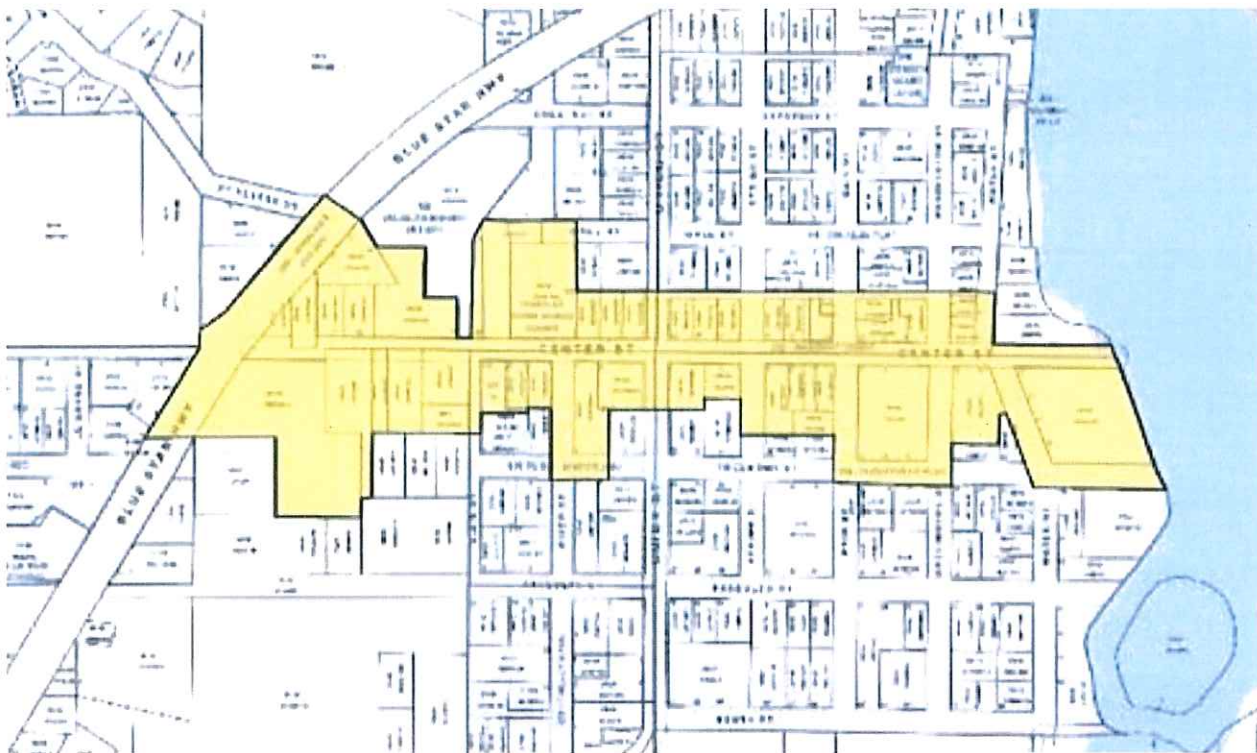
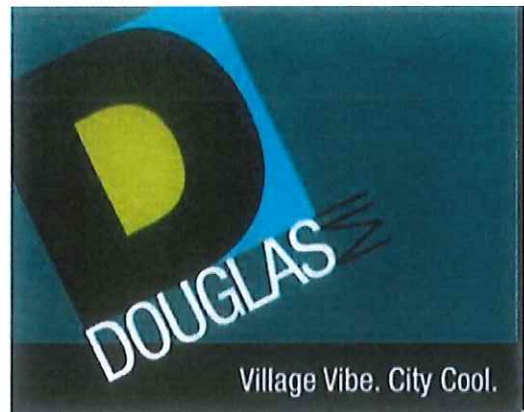
With our superior quality printing backed by our 100% quality guarantee, you can rest assured  
that your items will be printed right the first time.

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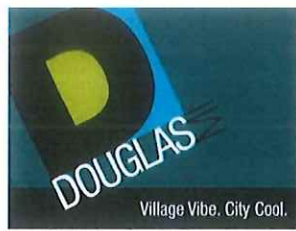
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# The City of the Village of Douglas Downtown Development Authority Strategic Plan

2017-2022







## Introduction

The Douglas Downtown Development Authority was created in 2006 and has been serving downtown merchants every since. This, their first strategic plan, is intended to complement the DDA Development Plan, Master Plan, and other plans that seek to foster prosperity in Douglas. It provides strategic direction for the DDA, staff, and community.

## Mission

To be ambassadors on behalf of Douglas merchants.

## Vision

A flourishing downtown.

## Values

We value being:

- Economic drivers
- Respectful
- Good listeners
- Dedicated
- Engaged
- Encouraging
- Collaborative

## Aspirations

We aspire to:

- create a downtown that people want to spend time in.
- help grow entrepreneurship.
- collaborate and partner with others who have similar goals.
- being the drivers of economic development.
- create and be good communicators and listeners.

## Strengths

- A DDA board that passionately wants to work with merchants to help them be successful.
- Compact, clearly defined business district with retail and civic mix (no sprawl).
- A waterfront and a waterfront business district.
- A thriving art scene.
- A spectrum of restaurant types.
- A hometown feel that is valued.
- Policies, activities, and values that work to maintain a hometown feel- a place you can call home.

## Goal

To actively work to have a thriving downtown.

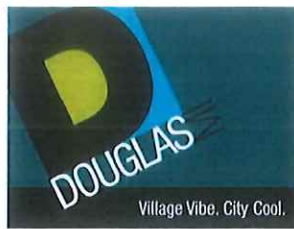
## Strategies

- #1 Support the City's efforts to develop the waterfront as a way to leverage and incentivize it as an economic driver.
- #2 Work to get people excited about being downtown to foster the hometown feel and drive prosperity for merchants.
- #3 Work to engage and support the business community as their resource and partner.
- #4 Address fundamental DDA organizational activities necessary to achieve the goal.

## Tasks

### Year 1 Setting the Foundation

- **WADE'S BAYOU PARK IMPROVEMENT KICK OFF EVENT:** Incorporate a Wade's Bayou Park Improvement kick-off and celebration aspect to the *Elementary*



*Cultural and Kayak Day??* event in April.  
*Strategy #1*

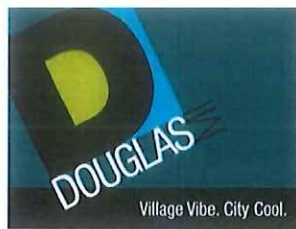
- **SIGNAGE:** Lead the effort to design and fund gateway signage and wayfinding signage. *Strategy #2*
- **COMMUNICATION STRATEGIES:** During a special work session, explore ways to create better communication strategies with partners, merchants, and stakeholders. *Strategy #3*
- **MERCHANT INPUT AT DDA MEETINGS:** Encourage merchants to attend DDA meetings; add an agenda item titled "Merchant Input". *Strategy #3*
- **COMMUNICATE SERVICE GOALS OF THE DDA:** Develop a communication piece (newsletter, social media, etc.) that educates about the statutory purpose of the DDA and lists the ways the DDA wants to serve the merchants. *Strategy #3*
- **WIRELESS FEASIBILITY STUDY:** Develop a Request for Proposals (RFP) to have a feasibility study done to bring wireless service to the downtown. *Strategy #3*
- **GROW DDA BOARD:** Create a task force with the specific intent to grow the DDA board with the first step being to review the By-Laws to determine the maximum number of members allowed. *Strategy #4*
- **MASTER PLAN IMPLEMENTATION:** Support the City's efforts to implement the Master Plan by sending a letter to the Planning Commission and City Council expressing the DDA's support of the Economic Revitalization recommendations found on page 92 of the Master Plan. *Strategy #4*
- **MARKETING/AMBASSADOR STAFF POSITION:** Evaluate the Marketing Staff job description and recent work product to ensure that it incorporates the work of a "Merchant Ambassador" and that the work is being done (i.e. is visiting every single merchant on a monthly basis to identify ways that the DDA can be of service to the business owner). *Strategy #4*

- **DDA ORGANIZATIONAL STRUCTURE:** Create a task force to evaluate the DDA organizational structure to ensure that it is able to implement this strategic plan. *Strategy #4*
- **CONVENE PARTNERSHIP MEETING:** Seek out professional assistance to help convene and facilitate area wide partners in a discussion on how to better support and collaborate together. *Strategy #4*
- **DDA DEVELOPMENT PLAN AND TIF PLAN REVIEW:** Review the DDA Development Plan and TIF Plan updating where required. *Strategy #4*

### Year 3 Growing Business Development Support Systems

- **WATERFRONT SHOULDER SEASON EVENT:** Create a new event that would occur in the shoulder season at the waterfront. *Strategy #1*
- **DOUGLAS ART FAIR EXPANSION:** Start a dialogue with the Saugatuck Douglas Art Club about ways to enhance and grow the Art Fair by establishing a second site in Douglas. *Strategy #2*
- **DDA SPONSORED MERCHANT BUSINESS SUPPORT SERVICES:** Create or support strategic services (programs, advertising, cooperatives) for merchants that were identified as a result implementation of better communication efforts. *Strategy #3*
- **CONNECT MERCHANTS TO BUSINESS SUPPORT SERVICES:** Investigate and learn about various partnerships with existing organizations that assist in business development efforts, such as the Small Business Development Center, Right Place, MiWorks., and seek ways to start using their services. *Strategy #3*
- **EVENT GROWTH AND PARTNERSHIP:** Evaluate all the events that occur in the Douglas and Saugatuck area to determine which ones the DDA wants to be a part of and grow. *Strategy #4*





## Year 5 Celebrating Successes & Resetting for the next 5 Years

- **BUSINESS APPRECIATION DINNER:** Partner to host a business appreciation awards dinner. *Strategy #3*
- **STRATEGIC PLANNING WORKSHOP:** Hold another Strategic Planning Workshop to advance the DDA's efforts to achieve the goal.

## Measures

- Events: Track key statistics such as number of sponsorships, crowd size, attendance
- Demographics: Track number of new business openings, business expansions, traffic counts, land conversions
- Monitor business owner involvement.
- Monitor the number of businesses the Merchant Ambassador visits and type of follow up assistance given.

Year	Task	Champion
1	Wade's Bayou Park Improvement Kick Off Event	
	Signage	
	Communication Strategies	
	Merchant Input At DDA Meetings	
	Communicate Service Goals Of The DDA	
	Wireless Feasibility Study	
	Crow DDA Board	
	Master Plan Implementation	
	Marketing/Ambassador Staff Position	
	DDA Organizational Structure:	
	Convene Partnership Meeting	
	DDA Development Plan And Tif Plan Review	
3	Waterfront Shoulder Season Event	
	Douglas Art Fair Expansion	
	DDA Sponsored Merchant Business Support Services	
	Connect Merchants To Business Support Services	
	Event Growth And Partnership	
5	Business Appreciation Dinner	
	Strategic Planning Workshop	



# Visitor Guide Rate Card

## Magazine Profile

*Saugatuck/Douglas Visitors Guide and Business Directory* has a circulation of 70,000. It not only previews upcoming events in its calendar, but also describes accommodations and lodging, plus restaurants and shopping. Filled with points of interest maps, bike routes, color tour and trail guides, the directory also provides valuable information on galleries, local businesses, activities and attractions.

## Display Advertising Costs

*All positions are four-color*

Back cover	\$3,716.00
Inside Back Cover	\$3,546.00
Inside Front Cover	\$3,546.00
Page One	\$3,546.00
Full Page	\$3,149.00
½ Page (horizontal or vertical)	\$1,805.00
¼ Page (vertical only)	\$984.00
⅛ Page (horizontal only)	\$525.00

*If you request a special position other than those listed above, there is an additional charge of 10%*

## Size Requirements

<u>Size</u>	<u>Width</u>	<u>height</u>
Page Trim Size*	8.375"	10.75"
½ Page (vertical)	3.625"	9.875"
½ Page (horizontal)	7.375"	4.875"
¼ Page (vertical)	3.625"	4.875"
⅛ Page (horizontal)	3.625"	2.375"

\*Full Pages: Live matter must be ¼" from trim.

Bleed should extend 1/8" beyond trim on all sides

## Production Requirements

**Applications & formats:** PDF - **must be high resolution and press-ready**. All fonts must be embedded. PDF files for bleed ads must be created with bleed and crop marks.

**InDesign** - must include all linked images and fonts. All color images and layouts must be CMYK mode. Please do not embed ICC profiles in your files. CMYK images must have a minimum resolution of 300 dpi. **All PDF proofs that are sent over for publication MUST BE APPROVED, dated and initialed by you before going to press.**

**Ad Production Assistance:** Saugatuck-Douglas CVB can assist advertisers with the names of graphic designers. Call (269-857-1701) for information.

## Contract & Copy Policy

The Saugatuck-Douglas CVB reserves the right to reject any advertising due to content, inferior quality or space constraints. Advertisements are accepted with the stipulation that the advertiser and/or ad agency assumes liability for any claims made in the Ad.

The Saugatuck-Douglas CVB will make every effort to ensure the accuracy of the information contained in the Visitors Guide; however, the Bureau will not be responsible for any errors or omissions.

Cancellations must be in writing and cannot be accepted after the ad materials deadline date.

If no color proof is furnished with ad materials, or a PMS color is requested, the publication will provide a "pleasing" color match, but cannot guarantee an exact match.

## Payment Terms:

Full payment must accompany display ad material no later than **December 1, 2017**

## Deadlines:

**Space reservations: December 1, 2017**

**Ad materials: December 1, 2017**

