



VILLAGE OF
PINCKNEY
DOWNTOWN DEVELOPMENT AUTHORITY

REQUEST FOR DDA EVENT FUNDING

One of the goals of the Downtown Development Authority is to support and encourage businesses and support activities to retain local retail businesses in the district. Festivals, parades and activities downtown encourage customer traffic and brings the community together as well as introduce visitors to our Village. The DDA provides funds for various activities with these goals in mind. In order to qualify for funding, events must

- Take place within the DDA District
- Include participation of local businesses
- Market the event as well as promote the DDA and its businesses
- Show sponsorships from others in the community

Description of Event: Light up the Park Pinckney

Dates: Tree Setup 11/24, event date is 11/30

Location of Event: Village of Pinckney Townsquare Park

Organization/Business Sponsoring Event

Name: Light up the Park Pinckney

Contact Person: Susie Tennyson

Address: 3949 W Schafer Pinckney MI 48169

Phone: 734-717-8862 Email susiet71@gmail.com

Have you submitted a Special Events Permit Application to the Village Clerk Yes No

How will the proposed activity benefit the Pinckney Local Businesses:

In our second year we hope to have around 500 attend. We are hosting a cookie crawl designed to get visitors to the local businesses. The cookie crawl will encourage visitors to walk around the village and visit each local business. We will use these funds for our electrical needs to light up 100 trees and other larger trees

How many participants expected: 500

List your methods to advertise and promote the event, downtown and local businesses:

Facebook ads, posters around town, local calendars, the Marketeer, social media

Total Cost of Event:	11,000
Total Income from Other Sources:	10,000
DDA funds Requested:	1,000
List Other Sources:	Amount
PPHH Chamber sponsor	1000
Tree sales	8,500
Business Sponsors	500