

ACTIVATE GRANTS

$150,000 for Temporary Public Art Projects during World of Winter 2023

A Small Refuge, Mandy Cano Villalobos

Funding projects up to $10,000 each
Applications Open: July 11 – September 25, 2022
World of Winter Festival dates: January 6 – March 5, 2023

DOWNTOWN
GRAND RAPIDS INC

Activate Grants

$150,000 for Temporary Public Art Projects for World of Winter 2023

Funding Projects up to $10,000 each

Applications Open: July 11 – September 25, 2022

World of Winter Festival dates: January 6 – March 5, 2023

DGRI offers grant support for activating public spaces to culturally enhance our community by building environments at the local level. The purpose of this grant is to engage the community to be proactive in identifying positive ways to improve the health and well-being of the community, while also providing a platform to be creative with space.

DGRI is seeking proposals for installations that could be hosted within our city for January 6 through March 5, 2023. All proposals must be able to withstand wintry weather including cold, rain, sleet, hail, snow, wind, and ice. The committee is particularly interested in interactive instal-lations with light and that are enjoyable both day and night.

We are also interested in the possibility of purchasing installations if that is an option.
The selected consultant will work with a committee of individuals from DGRI, the City of Grand Rapids, and other potential stakeholders. DGRI staff will be the primary point of contact and will manage and facilitate the project.



Event & Project Summary

Our goal is to remind our citizens that we are a 4-season city. In an effort to activate the downtown during the cooler months of the year, we invest in various initiatives through art, placemaking and events to get people to come downtown and experience all our city has to offer.

Downtown Grand Rapids Inc. (DGRI) is seeking proposals from qualified vendors on ideas for public space and placemaking art installations from January 6 through March 5 of 2023 for our annual World of Winter Festival in Downtown Grand Rapids, Michigan, United States of America.

This two-month long Festival aspires to make Grand Rapids a more active winter city, making Grand Rapids an active year-round city by hosting all activities outdoors in public spaces. All programming, events, installations, and activities are FREE for the general public to enjoy and experience.

In 2022, the festival hosted 80 events, 37 installations and brough in well over 400,000 visitors to downtown.



Tropical Realness, Jeffrey Augustine Songco

About Downtown Grand Rapids Inc.

Downtown Grand Rapids Inc.'s (DGRI) mission is to accelerate Downtown Grand Rapids transition to a best-in-class American City.

As a community-based organization, the foundation of DGRI is engaging the community and developing inter-organizational partnerships that deliver successful outcomes. In addition to our staff, the DGRI model is one that involves more than 120 citizens of the greater Grand Rapids community in the organization's fiduciary boards, oversight Alliances, and steering committees - each one, an individual with their own voice and vision for Downtown.

GOALS

- Incorporate more art, culture, spaces and design within the Downtown
- Make our streets and spaces vibrant and livable
- Foster stories of our Downtown neighborhood
- Give an opportunity for the public to get involved within the Downtown by using and contributing their own creativity
- Put ownership of public space back into the community
- Bring artists, art organizations, businesses, government and the community together to develop positive experiences

ALL PROPOSALS FOR GRANT IMPLEMENTATIONS MUST BE HELD WITHIN THE DGRI BOUNDARIES.



Black People's Free Store, Ijania Cortez



TRANSFORM A SPACE

Types of Site Activation

This application is open to any medium or form of activation. This could include, but is not limited to, site specific installation, events, alley activations, performance, projection, multimedia, and murals. You may propose for a specific location withing DGRI's boundary or multiple locations that might be suitable for your work.

Budget

Artists may request funding for up to $10k. The funding may be used for anything relating to the project such as materials, travel, engineering, machinery, insurance, artist stipend exc.

Selection Process

Once the selection committee reviews each application, they will make a recommendation for funding. Applications will be evaluated on how well the project addresses space, submitted application materials, community engagement, merit, diversity, equity, and inclusion. Once a recommendation is made, DGRI will be in touch with you regarding funding for your application. Funding is limited and highly competitive. All proposals for grant implementations cannot be political or religious in any way.

Weather

World of Winter is an outdoor event that takes place during some of harshest winter months in Grand Rapids. Proposed installations will need to be able maintain in unpredictable elements for a three month time period.

Insurance

Depending on the location of the project, artists should be prepared to carry general liability insurance. This will be finalized once the project is selected.

Events

If your project is an event, or involves an event, you will be responsible for permitting and other event costs. Please factor this into your budget.





Schedule

July 2022 : Request for proposals released
September 25, 2022 : Submission deadline at 11:59PM EST
September 30, 2022 : Notification of finalist artists selected
October 15, 2022 : Proposal development and contract negotiation complete. Final locations determined.
November, 2022 : Installation plans & schedule finalized. Permits obtained from City of Grand Rapids if needed
January 2 – January 5, 2023: Tentative installation dates (may be earlier depending on location).
January 6 – March 5, 2023 : World of Winter 2023
March 6 – March 16, 2023 : De-install of artwork

How to Submit a Proposal

Please submit the following information to kmoore@downtowngr.org by September 25, 2022. Subject line should read “Activate Grant 2023”

- Please complete this short questionaire. (Does not need to be emailed).
- Resume or CV that includes relative experience.
- Artist website or social media that represents similar projects. If you don’t have either please provide at least (5) images or videos of relatable previous projects.
- Proposed location(s) for project. You can find a list of locations here or propose a new location.
- Detailed physical and conceptual description of proposed artwork. This should also include a description of materials being used, any programming involved, maintenance plan and any other information you feel would be helpful for the review committee. If your installation has interactive components please explain.
- Renderings and/or images of proposed project.
- Site-map of proposed installation/project.
- Estimated budget including a breakdown of costs.





Other Considerations

•Projects that are interactive will be given more consideration. Please consider how the public will be able to interactive with the proposed artwork.

•If your proposal is part of another event, please consider elaborating how this grant will benefit the community outside the dates of the event.

•Every project on city owned property must be approved by the Grand Rapid's Arts Advisory Committee. DGRI will work with you to prepare materials for this.

•All proposed projects should be accessible.

•Projects should promote and amplify a diverse and inclusive representation of the many cultural and ethnic backgrounds of our city.

Questions?

If you have any questions concerning your application, ideas, potential locations, World of Winter exc, please reach out to Katie Moore at kmoore@downtowngr.org.



MAKING
A
DIFFERENCE