



DOWNTOWN
GRAND RAPIDS INC.

COLLABORATIVE MARKETING GRANT

Program Description

To further promote Downtown as an active retail destination, Downtown Grand Rapids Inc. (DGRI) supports the collaborative efforts of businesses in the development and implementation of robust multi-platform, well-designed marketing & advertising strategies for their combined activities and by extension themselves.

Qualified Uses

Marketing activities, including, but not limited to:

- Development and implementation of robust group marketing and advertisement strategies
- Design and development of business corridor branding efforts as formally supported by the relevant business association and its constituents
- Marketing and promotional materials including, but not limited to:
 - Advertisement/promotional design work
 - Digital or printed ads
 - Printed materials (flyers, signs, etc.)
 - Contracting/hiring of marketing consultants and design professionals
 - Other marketing materials as approved by DGRI

Eligibility

To be eligible, applications must meet the following requirements:

- Have a minimum of two businesses involved
- The applicant business must demonstrate commitment to Downtown location via longterm lease not expiring for at least 2 years
- Involved businesses are located within the DDA boundaries:
<https://tinyurl.com/DDABoundariesGR>
- Provide set goals and demonstrate how this grant will help achieve those goals
- Meet DGRI's funding guidelines: <https://tinyurl.com/DGRI-Funding-Policy>

Note: The applicant will be required to report back to the DDA Board or their designees on progress made toward outlined goals at 6 months - 12 months.

DGRI reserves the right to deny any application for funding.

For more information: www.downtowngr.org. Contact info@downtowngr.org with any questions.

Payment

This is a **reimbursement grant**. In order to receive payment from DGRI, the businesses or organizations must register as a City Vendor (see link below) and submit an invoice to DGRI along with all qualifying receipts. Once an invoice is received, it will be processed, payment will be mailed, and may take 6 weeks. You may also register for electronic deposit.

<https://www.grandrapidsmi.gov/Services/Register-as-a-VendorSupplier>

Applying

If interested, please apply via the digital application at:

<https://www.surveymonkey.com/r/CollaborativeMarketingGrantFY25>

Applications are accepted on a rolling basis. Applications are reviewed on a quarterly basis and awarded on a quarterly basis, to reset quarterly. Please allow 5 business days for a response.

Paper applications are also available at DGRI's Office:

Downtown Grand Rapids Inc.
29 Pearl St NW, Suite 1
Grand Rapids, MI 49503

Business Hours:
Monday - Friday
8:30 AM - 5 PM