



DOWNTOWN GRAND RAPIDS INC

EXPERIENTIAL RETAIL GRANT

Program Description

Downtown Grand Rapids Inc (DGRI) seeks to financially support the efforts of businesses to drive customer traffic and create vibrancy while promoting Downtown as a retail shopping destination. Awards through this program are capped at \$10,000 per applicant.

Eligibility

To be eligible, businesses must meet the following requirements:

- Business must be located within [Downtown](#)¹
- Events must be free and open to the public
- Events must occur during core business hours (9 AM - 10 PM)
- Events cannot conduct religious or political activities
- The purpose of the event must be to create vibrancy and drive customer traffic to boost/generate sales
- Applicant must meet DGRI's [funding guidelines](#)²
- Applicant must report sales data, customer traffic and complete the [post event survey](#)³
- Applicant must be willing to include DGRI branding and logo in promotional materials

DGRI reserves the right to deny any application for funding.

Payment

This is a **sponsorship grant**. To receive payment from DGRI, the applicant must register as a City Vendor⁴ ([registration instructions](#)) and submit an invoice to DGRI. Once an invoice is received, it will be processed, payment will be mailed and may take up to 6 weeks. You may also register for electronic deposit.

Applying

If interested, please apply via the digital application at: <https://www.surveymonkey.com/r/L2CVJMC>⁵

Attaching any supplementary materials - marketing plans, budgets, relevant permits, site maps, accessibility plans, schedules, plans for public art, vendor lists, insurance, etc. - is encouraged. To ensure timely review and processing please submit applications at least 5 weeks prior to the event date. Applications are accepted, reviewed and awarded on a rolling basis. Please allow 5 business days for a response.

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

1. Downtown Boundaries: <https://tinyurl.com/DDABoundariesGR>

2. DGRI Funding Policy: <https://tinyurl.com/DGRI-Funding-Policy>

3. Post Event Survey: <https://www.surveymonkey.com/r/LCKGSNN>

4. City of Grand Rapids Vendor Registration Instructions:

<https://www.grandrapidsmi.gov/departments/fiscal-services/accounting-services/>

5. Application: <https://www.surveymonkey.com/r/L2CVJMC>

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