



# DOWNTOWN GRAND RAPIDS INC.

## EXPERIENTIAL RETAIL GRANT

### Program Description

Downtown Grand Rapids Inc. (DGRI) seeks to financially support the collaborative efforts of businesses to drive pedestrian traffic and create vibrancy while promoting Downtown as a retail shopping destination.

### Eligibility

To be eligible, businesses must meet the following requirements:

- Participants must include at least two businesses located within [Downtown](#)<sup>1</sup>
- Events must be free and open to the public
- Events cannot conduct religious or political activities
- The focus/purpose of the event must be to create vibrancy and drive pedestrian traffic to boost/generate sales · Meet DGRI's [funding guidelines](#)<sup>2</sup>

*DGRI reserves the right to deny any application for funding.*

### Payment

This is a **sponsorship grant**. To receive payment from DGRI, the businesses or organizations must register as a City Vendor<sup>3</sup> ([registration form](#)) 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: [www.surveymonkey.com/r/ExperientialFY263](http://www.surveymonkey.com/r/ExperientialFY263)<sup>4</sup>

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.

1. Downtown Boundaries: <https://tinyurl.com/DDABoundariesGR>
2. DGRI Funding Policy: <https://tinyurl.com/DGRI-Funding-Policy>
3. City of Grand Rapids Vendor Registration Form:  
<https://www.grandrapidsmi.gov/Services/Register-as-a-VendorSupplier>
4. Application: [www.surveymonkey.com/r/ExperientialFY263](http://www.surveymonkey.com/r/ExperientialFY263)

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For more information: [www.downtowngr.org](http://www.downtowngr.org). Contact [info@downtowngr.org](mailto:info@downtowngr.org) with any questions.



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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. Target Retail Areas: <https://tinyurl.com/RetailTargetAreas>
4. Grant Application: [www.surveymonkey.com/r/BizInnovationGrantFY25](http://www.surveymonkey.com/r/BizInnovationGrantFY25)
5. Owner Approval Template: [www.downtowngr.org/business-support](http://www.downtowngr.org/business-support)
6. City of Grand Rapids Vendor Registration Form:  
<https://www.grandrapidsmi.gov/Services/Register-as-a-VendorSupplier>