



DOWNTOWN GRAND RAPIDS INC.

POP-UP MARKETPLACE SPONSORSHIP GRANT

Program Description

Downtown Grand Rapids Inc. (DGRI) seeks to promote pop-up, artisan, retail and vendor marketplaces in order to support growth in economic opportunities for existing Downtown businesses as well as allow opportunities for small business owners to test business concepts in the Downtown economy.

Eligibility

To be eligible, applicants must meet the following requirements:

- The Marketplaces must be within the DDA boundaries: <https://tinyurl.com/DDABoundariesGR>
- The Marketplaces must actively include Downtown businesses.
- The Marketplace event must be free and open to the public.
- The Marketplaces cannot conduct religious or political activities.

DGRI reserves the right to deny any application for funding.

Payment

This is a **sponsorship grant**. In order to receive payment from DGRI, the organizer must register as a City Vendor (see link below) and submit an invoice to DGRI. Once the invoice is received, it will be processed, payment will be mailed, which may take up to 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:

www.surveymonkey.com/r/PopUpSponsorshipFY25

Attaching any supplementary materials - *marketing plans, budgets, relevant permits, site maps, accessibility plans, schedules, plans for public art, vendor lists, insurance, etc.* - is encouraged. Please submit applications at least 6 weeks prior to the event date. Applications are accepted on a rolling basis. 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

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