

Micro Incubation Program

REQUEST FOR PROPOSALS

Due May 28th, 2021

Deliver to:
Downtown Grand Rapids Inc.
Attn: Melvin Eledge Jr.
Meledge@downtowngr.org

DOWNTOWN
GRAND RAPIDS INC.

Project Summary

Downtown Grand Rapids Inc. (DGRI) is seeking proposals for the organizing, management, activation and programming of the Canal Park Social Zone including recruting retailers to fill 15 prefabricated retail incubation spaces already on site in the Monroe North neighborhood.

The program should be set to start June 11th, 2021 and should run through October 7th, 2021. The incubator spaces should be programmed 6 days per week (Tuesday – Sunday) with DGRI and community developed complimentary programming running concurrently to help drive foot traffic and business opportunities.

Incubator Spaces: 15 prefabricated, pre-installed structures ranging in size from 8' x 7'7' to 8' x 8'5". 5 of the structures are constructed of an aluminum frame with clear vinyl sides that can be raised or lowered and an aluminum door. Prospective tenants are encouraged to decorate, brand and enhance the space to align with their business identity. Additional structures are constructed with a wooden frame and wood paneling for siding.





Social Zones: In 2020, DGRI along with its partners at the City of Grand Rapids established 'social zones' to provide space in the public right of way as an intervention to allow businesses to enhance or sustain operations during the CVID-19 pandemic. Interventions include but are not limited to: expanded outdoor seating for restaurants and bars, space for conducting outdoor fitness classes and expansion of outdoor retail and sales.

For More information on Social Zones, including a map that features the layout of the Monroe North Retail Social Zone, click here.



The GR Forward plan calls for the expansion of job opportunities and ensuring the continued vitality of the local Downtown economy. The plan outlines four interrelated factors as crucial to growing and sustaining the Downtown economy; one of these factors specifically calls for *making space for business growth at all scales.* GR Forward also calls for more energetic efforts to activate the banks of the Grand River in a way that invites and welcomes all Grand Rapidians to utilize and enjoy the riverfront. This RFP seeks support to establish flexible space that affords businesses a low barrier to entry while also creating space and opportunities for them to grow, flourish and eventually fill more permanent storefront spaces within the Downtown.

Registration

All interested respondents are encouraged to send an email to Melvin Eledge (meledge@downtowngr.org) to register their intent to respond to this RFP. All parties expressing interest will be added to an email distribution list and will be notified of any additional information related to the RFP, should it become available. Parties not registered may not receive all relevant information to the preparation of the proposal.

Proposals

Proposals should provide an overview of programming and potential tenants for the retail incubator spaces; emphasis should be placed on a diverse group of entrepreneurs as well as a diverse set of business types. Proposals can be in any form; written, power point, PDF etc. and should include relevant experience in retail recruitment, event management, place activation and community engagement. Special consideration will be given to proposals that collaborate with a variety of other community partners.

Any questions should be emailed directly to Melvin Eledge at meledge@downtowngr.org and must be submitted by Friday May 21st at 5pm est. Responses will be sent to all registered participants no later than Tuesday May 25th at 5pm est.

Digital copies of proposals should be submitted no later than 5pm est on Friday May 28th. Proposals shall be emailed to meledge@downtowngr.org.

