



DOWNTOWN GRAND RAPIDS INC.

RETAIL ATTRACTION & INNOVATION GRANT

Program Description

Downtown Grand Rapids Inc. (DGRI) seeks to diversify and strengthen the mix of Downtown retail by supporting new, soft goods retail businesses to expand current offerings or by supporting innovative businesses that provide goods or services not currently available Downtown.

Payment

This is a **rent subsidy grant**, applying to 50% of rent, not to exceed \$25,000, for an 18-month term. Payment will be issued directly to the property owner.

Eligibility

To be eligible, businesses must meet the following requirements:

- Be located within the [Downtown](#)¹
- New to Downtown (have been operating Downtown for no more than 1.5 years)
- Have a multi-year lease in place prior to grant issuance
- Provide set goals and demonstrate of how this grant will help achieve those goals
- Cannot have previously received an Innovation Grant
- Meet DGRI's [funding guidelines](#)²

DGRI reserves the right to deny any application for funding.

Grading Metrics

Emphasis will be given to retail businesses that are:

- Women-owned and/or minority-owned
- Locally-owned
- Currently working with an Economic Support Organization
- A soft goods retail business
- Located within [Retail Target Areas](#)³
- Are 'innovative' as defined by and evaluated against current retail offerings in Downtown

Applying

If interested, please fill out a [grant application](#)⁴

Applications must include:

- Business plan, including, but not limited to:
 - Business owner resume
 - Financial forecasts & operating budget
- Number of jobs created
- Use approval from the property owner in writing⁵

Other Requirements

- Business will be required to provide an update on business operations to the DDA Board or their designees on every 6 months or as requested through the life of the grant
- To receive payment from DGRI, property owners must register as a City Vendor⁶ ([registration form](#))

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



DOWNTOWN GRAND RAPIDS INC.

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
5. Owner Approval Template: www.downtowngr.org/business-support
6. City of Grand Rapids Vendor Registration Form:
<https://www.grandrapidsmi.gov/Services/Register-as-a-VendorSupplier>