



DOWNTOWN
GRAND RAPIDS INC.

TECHNICAL ASSISTANCE GRANT

Program Description

Downtown Grand Rapids Inc. (DGRI) seeks to support businesses building resiliency through the implementation or enhancement of their digital presence. The goal is to help businesses attract and retain new customers through the use of well thought out and executed websites, social media accounts and e-commerce tools.

Qualified Uses

This **one-time reimbursement grant** is available for projects, such as:

- Designing, developing and implementing a new website or upgrading an existing website.
- Implementing/integrating digital e-commerce tools on a company website or social media platform.
- Any additional work related to the project, including, but not limited to:
 - Advertisement/promotional design work
 - Digital ads
 - Other digital marketing materials as approved by DGRI

Eligibility

To be eligible, businesses must meet the following requirements:

- Be located within the DDA boundaries: <https://tinyurl.com/DDABoundariesGR>
- Demonstrate commitment to Downtown location in the form of multiyear lease
- Provide financial performance information to DGRI
- Provide set goals and demonstrate of how this grant will help achieve those goals
- Join and become active members in a relevant Downtown business association
- Cannot have previously received a Technical Assistance Grant
- Meet DGRI's funding guidelines: <https://tinyurl.com/DGRI-Funding-Policy>

Note: The business will be required to report back to the DDA Board or their designees on progress made toward outlined goals at 6 months - 12 months.

DGRI reserves the right to deny any application for funding.

Payment

This is a **reimbursement grant**. In order to receive payment from DGRI, the businesses must register as a City Vendor (see link below) and submit an invoice to DGRI along with all qualifying receipts. Once an 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:

<https://www.surveymonkey.com/r/TechnicalAssistanceGrant>

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