



DOWNTOWN GRAND RAPIDS INC

WINTER WINDOW ACTIVATION GRANT

Program Description

Downtown Grand Rapids Inc (DGRI) seeks to promote businesses in Downtown by supporting marketing efforts through the activation of storefront windows. Active storefronts encourage patronage and drive pedestrian traffic in retail corridors, creating a vibrant and welcoming Downtown for visitors, employees and residents. Awards through this program are capped at \$750 per applicant.

This program also allows businesses the opportunity to participate in DGRI's [World of Winter Festival](#). Businesses who submit storefront designs that are seasonally appropriate, visually engaging and adhere to program guidelines (below) may be included in the Festival and its associated marketing.

Eligibility

To be eligible, businesses must meet the following requirements:

- Business must be located within [Downtown](#)¹
- Business must be located on the ground floor and have an external facing window
- The activation cannot include religious or political messaging
- Applicant must meet DGRI's [funding guidelines](#)²

DGRI reserves the right to deny any application for funding.

Qualifying Uses for Reimbursement

This is a **reimbursement grant**. Expenses eligible for reimbursement include:

- Artist time and labor
- Supplies such as lights, paint, decor and other materials related to the window installation
- Other implementation costs as approved by DGRI

World of Winter Participation

In order to qualify your storefront activation for participation in World of Winter (WoW):

- The window activation must be seasonally appropriate and visually engaging
- The window must be completed by January 4, 2027 and remain up for the duration of WoW (January 8, 2027 – February 28, 2027)
- The business must display the branded WoW decal provided by DGRI in their window
- The business must fill out DGRI's [post festival survey](#)³

Failure to adhere to these guidelines may exclude you from WoW promotional opportunities and impact future funding decisions. DGRI reserves the right to deny any application for participation in WoW.

Applying

If interested, please apply via the digital application at: <https://www.surveymonkey.com/r/DQXL6X3>⁴

Applications are accepted from October 12 to November 22. 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

DGRI understands that concepts and budgets can change. Any significant changes to the originally submitted concept drawings, or any change in the funding request, must be approved by DGRI to ensure proper reimbursement.

Payment

This is a **reimbursement grant**. To qualify and receive payment from DGRI applicants must:

- Be registered as a City Vendor⁵ ([registration instructions](#))
- Submit an invoice to DGRI along with paid receipts by January 31, 2027

Failure to submit an adequate invoice with receipts accurately reflecting expenditures by the January 31, 2027 deadline may result in forfeiture of the reimbursement and may impact eligibility for future funding opportunities.

Once an invoice is received it may take up to 6 weeks for reimbursement.

1. Downtown Boundaries: <https://tinyurl.com/DDABoundariesGR>
2. DGRI Funding Policy: <https://tinyurl.com/DGRI-Funding-Policy>
3. Post Festival Survey: <https://www.surveymonkey.com/r/FGDGHNB>
4. Application: <https://www.surveymonkey.com/r/L2CVJMC>
5. City of Grand Rapids Vendor Registration Instructions:
<https://www.grandrapidsmi.gov/departments/fiscal-services/accounting-services/>