Window Activation Reimbursement Program
Guidelines and Application

Deliver To:
Attention: Melvin Eledge
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Downtown Grand Rapids Inc. will receive proposals between the periods of October 1 through November 31 and May 1 through July 31, to reset annually.
Purpose:
To provide single use funding support to Downtown retailers, bars and restaurants with the temporary installation of artwork that activates Downtown’s streetscape by showcasing active businesses and promoting vibrancy within the Downtown Development Authority (DDA) boundary. Grant funds are intended to be used for helping businesses promote themselves and Downtown economic activity.

Funding:
Approved projects are eligible for funding up to 100% of project costs not to exceed $5,000 for eligible enhancements within the DDA boundary. Projects exceeding $5,000 will be considered on a case-by-case basis and subject to the approval of the DDA board.

Evaluation Criteria:
Any project located within the DDA boundary will be considered for the Window Activation Reimbursement Program. Submitted applications will be evaluated to determine their eligibility in accordance with Act 57 of 2018. The DDA will consider funding storefront activation, window décor and the use or creation of a lively public space, including but not limited to the items outline below.

- Installation Supplies
- Artist Fees
- Other Implementation Costs

The approval of a particular project will be at the sole discretion of the DDA Board or its designee. The items shall be the property of the DDA.

Requirements and Eligibility:
- Projects shall be located within the DDA boundary
- Funding may only be used for eligible activities
- Projects shall be temporary installations

Approval Process:
1. Submit application (below) and budget of planned expenses to DGRI.
2. DGRI staff and/Citizen Alliance will review the application and budget to confirm project eligibility.
3. Notification to applicant of project eligibility.
4. Itemized invoices provided by applicant to DGRI.
5. Reimbursement issued.
Window Activation Reimbursement Program Application

Applicant Information

Applicant Name: __________________________________________________________

Email: __________________________________________________________________

Phone #: ________________________________________________________________

Mailing Address: __________________________________________________________

_______________________________________________________________________

Business Name: ___________________________________________________________

Property Address: _________________________________________________________

Business Social Media: ____________________________________________________

Project Information

Installation Name: _________________________________________________________

Artist Name: _____________________________________________________________

Artist Social Media: ________________________________________________________

Total Budget of Planned Expenses: __________________________________________

Amount Requested for Reimbursement: ______________________________________

Description of the Proposed Window Activation:

Attachments to Include with Application:

• Drawings/Renderings of proposed activation/installation
• Written building owner approval (if you are a tenant of the building)
• Invoices/Receipts (can be turned in after approval)