



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.

This program also encourages businesses to participate in DGRI's World of Winter Festival (www.worldofwintergr.com). Businesses who submit storefront designs as art displays and adhere to program guidelines (below) will be included in the Festival and its associated marketing.

Qualifying Uses

- Artist time/labor
- Any supplies such as paint, lights, décor and other materials related to the window installation
- Other implementation costs as approved by DGRI

Eligibility

To be eligible, businesses must meet the following requirements:

- Be within the DDA boundaries: <https://tinyurl.com/DDABoundariesGR>
- The activation(s) cannot include religious or political messaging
- Meet DGRI's funding guidelines: <https://tinyurl.com/DGRI-Funding-Policy>

DGRI reserves the right to deny any application for funding.

World of Winter Participation

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

- The window activation must be installed by the start of the Festival and remain up throughout its duration (January 9 - March 1, 2026)
- The business must display the branded World of Winter decal provided by DGRI in their window as signage
- The business must agree to fill out DGRI's post-festival survey

Failure to comply with the above requirements may exclude you from World of Winter promotional materials and opportunities.

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

Applying

If interested, please apply via the digital application at:

<https://www.surveymonkey.com/r/WindowActivationGrant2026>

Applications must include:

- Conceptual drawings of the installation
- Written approval from the property owner

Applications are accepted from October 1 to November 21, to reset annually. 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 in order to ensure proper reimbursement.

Payment

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

- Have their window concepts fully installed
- Register as a City vendor (see link below)
- Submit an invoice to DGRI along with paid receipts

Once an invoice is received it may take up to 6 weeks for reimbursement, you may also register for electronic payment.

<https://www.grandrapidsmi.gov/Services/Register-as-a-VendorSupplier>