

ACTIVATE GRANTS

World of Winter 2025
January 10 - March 2, 2025

Placemaking in Downtown Grand Rapids

Funding Projects up to $10,000 Each

Applications Due : August 9, 2024

DOWNTOWN
GRAND RAPIDS INC.

Avery Lawrence 2024

About Downtown Grand Rapids Inc.

Downtown Grand Rapids Inc. (DGRI) is the organization responsible for city building and place-management in the urban core of the City of Grand Rapids, Michigan.

DGRI actively engages more than 100 unique individuals from metro Grand Rapids in the decision-making flow of the organization's fiduciary boards, advisory alliance and project steering committees. This robust leadership network ensures DGRI continually brings together people with different knowledge, perspective and experience to solve problems, identify opportunities and directly support the day-to-day work of improving Grand Rapids' Downtown neighborhoods.

For more information please visit - downtowngr.org

Activate Grants

Funding Projects up to $10,000 each
Applications Due : August 9, 2024 at 11:59 p.m. EST

DGRI offers grant support for activating public spaces to culturally enhance our community. The purpose of this grant is to engage the community and identify positive ways to be creative with Downtown spaces.

DGRI is seeking proposals for activations (artworks, events, sculptures, etc.) that will be hosted in Downtown Grand Rapids between January 10 and March 2, 2025 for our annual World of Winter festival. This two-month long festival aspires to make Grand Rapids a more active winter city all year round by hosting all activities outdoors in public spaces. In 2024, the festival hosted well over 100 events and installations during an 8-week time-frame creating over 4.5 million visits to Downtown, making the festival the largest winter festival in North America.

Any space Downtown can be a source of inspiration and a place for activation with permission from the property owner(s). It is the responsibility of the grant applicant to find a feasible location for their proposal. DGRI staff is available to support location identification. Proposals that incorporate interactive elements and engagement are encouraged. All proposals must be able to withstand wintry weather including cold, rain, sleet, hail, snow, wind and ice.

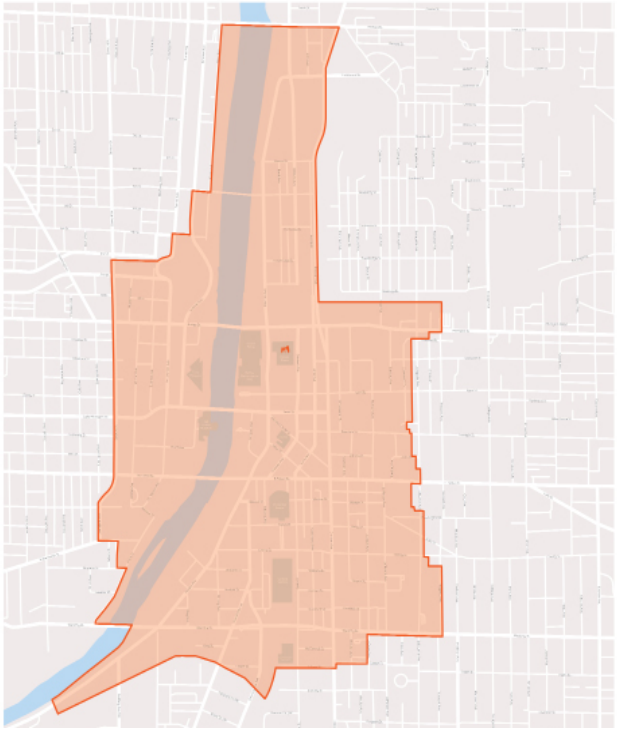
Proposed activations must be suitable for all audiences, accessible for all abilities and open to the public free of cost. Any proposed activations on publicly-owned property require approval by the Grand Rapids Arts Advisory Council.

Types of Site Activation

This application is open to any medium or form of activation. This could include, but is not limited to, site specific installation, sculpture, alley activations, events, performance, projection, murals and multimedia.

Location

The applicant may propose a specific location within DGRI's boundary or multiple locations that might be suitable for the proposed work. There are some suggested locations at the end of this document to help inspire and provide some ideas.
It is the responsibility of the applicant to gain approval from the owner of the location. If the location is on public property, DGRI will assist the applicant with the process, but it is ultimately the applicant's responsibility.
When applying for a mural it is encouraged to have pre-approval from the owner.



ALL PROPOSALS FOR GRANT IMPLEMENTATIONS MUST BE HELD WITHIN THE DGRI BOUNDARIES.

Insurance

Artists are responsible for their own insurance. Depending on the location and type of work, artists may be required to carry General Liability. If your project involves an event you may also be required to carry specific insurance.

Eligibility

- Applicants must be at least 18 years old
- Applicants must be in good standing with Downtown Grand Rapids, Inc.
- All activations must be free and open to the public

Budget

Artists may request funding for up to $10,000.
The funding may be used for anything relating to the project such as materials, travel, engineering, machinery, insurance, artist stipend, etc. Selected applicants will be paid 50% up front, and 50% upon completion of the project.
When budgeting, applicants should consider including safety materials as well, such as cord covers and anything else needed to maintain a safe environment around the work.



Stephen Smith 2023

Selection Process

A selection committee comprised of community members and stakeholders will review each application and provide recommendations for funding.

Applications will be evaluated based on the submitted application materials, how well a proposed project activates its space, community engagement and merit. Following selection committee recommendation, DGRI will contact selected applicants. Funding is limited and highly competitive. Proposals for grant funding that are political or religious in any way will not be considered.

Schedule

June 2024 : Applications open
July 10, 2024 : Activate Grant Virtual Q&A on DGRI's Facebook page
July 26, 2024 : Deadline for applicant questions submitted to kmoore@downtowngr.org by 11:59PM EST
August 9, 2024 : Applications deadline by 11:59PM EST
August 12, 2024 : Applicants notified
September - October 2024 : Installation plans & schedule finalized, permits obtained from the City of Grand Rapids, if needed
January 10 - March 2, 2025: World of Winter 2025 / Installation period
March 2025: Installations completed and removed
DGRI may revise the schedule at any time in the process. Changes will be communicated to applicants.

Opportunity to Learn More

DGRI will be offering an opportunity for interested applicants to learn more about Activation Grants and World of Winter:

Activate Grant Virtual Q&A
When : July 10, 2024, 12:00PM – 12:30PM
DGRI's Activation Manager, Katie Moore, will walk through the application materials and answer audience questions about the grant live on DGRI's Facebook page.



Craig Merchant 2024

Considerations

- Projects that are interactive will be given greater consideration. Please consider how the public will be able to interact with the proposed artwork.
- If your proposal is part of another event, please consider elaborating how this grant will benefit the community outside the dates of the event.
- Every project on city owned property must be approved by the Grand Rapid's Arts Advisory Committee. DGRI will work with you to prepare materials for this.
- All proposed projects should be accessible.
- Projects should promote and amplify a diverse and inclusive representation of the many cultural and ethnic backgrounds of our City.
- In exchange for, and as consideration for, any discretionary Grant money awarded to an applicant, DGRI may use and display images of the Installation/Event for DGRI-related purposes, including advertising, educational and promotional materials and multimedia publicity in support of promotion of DGRI projects and initiatives.
- DGRI is a 501c(3) organization and does not sell or profit from any imagery, photography or videography of any proposed activation.



Mandy Cano Villalobos 2023

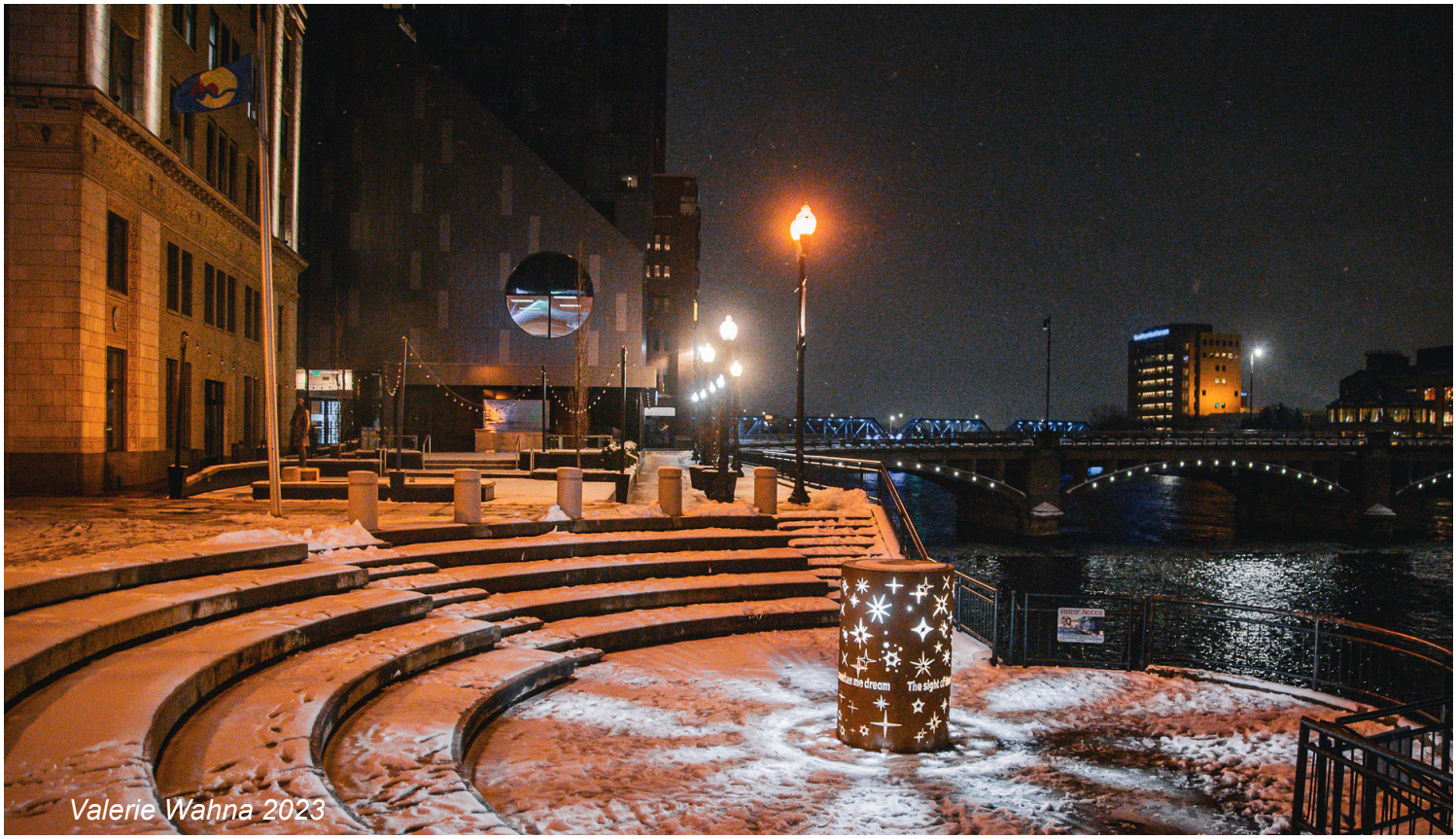
How to Submit a Proposal

Please submit the following information by August 9, 2024. File names should include artist's first and last name. Dropbox link can be found here.

- Please complete this short questionnaire. (Does not need to be emailed or added to Dropbox)
- Resume or CV that includes relevant experience.
- Artist website or social media that represents similar projects. If you don't have either, please provide at least (5) images or videos of relevant previous projects.
- Proposed location(s) for project. You can find a list of locations at the end of this document or propose a new location.
- Detailed physical and conceptual description of proposed artwork. This should also include a description of materials being used, any programming involved, maintenance plan and any other information you feel would be helpful for the review committee. If your installation has interactive components, please explain.
- Renderings and/or images of proposed project.
- Site-map of proposed installation/project.
- Estimated budget including a breakdown of costs. Keep in mind DGRI pays 1/2 up front and 1/2 after the project is complete.

Questions?

- If you have any questions concerning your application, ideas, potential locations, etc., please reach out to Katie Moore : kmoore@downtowngr.org

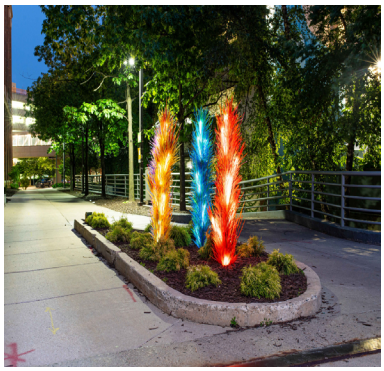


Activate Grant
Potential Locations 2025

With permission from the property owner, any location in the DGRI boundary can be a potential location for an activation. These are suggestions, but we encourage you to spend some time Downtown and find inspiration.



555 Monroe
555 Monroe NW



Blue Bridge Sculpure Garden
Blue Bridge



Coldbrook River Edge Trail
1101 City Building Riverwalk



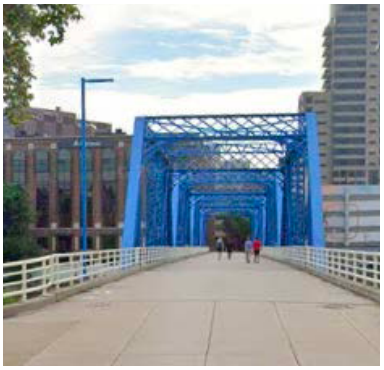
City Hall (Monroe)
300 Monroe Ave. NW



Laker Line Underpass
312 Fulton St. W



Sixth Street Park
647 Monroe Ave. NW



The Blue Bridge



Corner of Cherry & S-Curve
(Behind Studio Park)



DeVos Place
303 Monroe Ave. NW



Riverwalk



Van Andel Alley
130 Fulton St. W



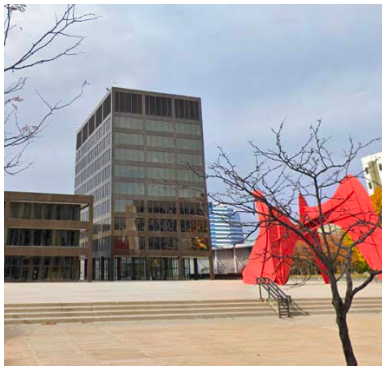
Gillett Bridge



Parking Ramps



Van Andel Plaza
130 Fulton St. W



Calder Plaza
300 Monroe Ave. NW



Alleyways



Heartside Park
301 Ionia Ave. SW



Studio Park
123 Ionia Ave. SW



Five Points
762 Midtown Arcade



Pekich Park
9 Cherry St. SW

Unknown Locations