

ACTIVATE GRANTS

$150,000 for Temporary Public Art Projects & Events during World of Winter 2024

Funding Projects up to $10,000 Each
Applications Due : July 21, 2023

World of Winter 2024 : January 12 - March 10

DOWNTOWN GRAND RAPIDS INC.

Mandy Cano Villalobos 2023

About Downtown Grand Rapids Inc.

Downtown Grand Rapids Inc.’s (DGRI) mission is to accelerate Downtown Grand Rapids transition to a best-in-class American City.

As a community-based organization, the foundation of DGRI is engaging the community and developing interorganizational partnerships that deliver successful outcomes. In addition to our staff, the DGRI model is one that involves more than 120 citizens of the greater Grand Rapids community in the organization’s fiduciary boards, oversight Alliances, and steering committees - each one an individual with their own voice and vision for Downtown.

For more information visit downtowngr.org
or email kmoore@downtowngr.org



Hipster Disco 2023

Activate Grants

Funding Projects up to $10,000 each
$150,000 for Temporary Public Arrt Projects & Events for World of Winter 2024
Applications Due : July 21, 2023

DGRI offers grant support for activating public spaces to culturally enhance our community by building environments at the local level. The purpose of this grant is to engage the community to be proactive in identifying positive ways to improve the health and well-being of the community, while also providing a platform to be creative with space.

DGRI is seeking proposals for installations that could be hosted within our city for January 12 through March 10, 2024 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. All programming, events, installations, and activities are FREE for the public to enjoy and experience.

In 2023, the festival hosted well over 100 events and installations during an 8-week time-frame bringing in over 4.5 million visitors to downtown making the festival the largest winter festival in North America.

All proposals must be able to withstand wintry weather including cold, rain, sleet, hail, snow, wind, and ice. The committee is particularly interested in interactive installations with light and that are enjoyable both day and night.

Goals

- Incorporate more art, culture, spaces and design within the Downtown
- Make our streets and spaces vibrant and livable
- Foster stories of our Downtown neighborhood
- Give an opportunity for the public to get involved within the Downtown by using and contributing their own creativity
- Put ownership of public space back into the community
- Bring artists, art organizations, businesses, government and the community together to develop positive experiences

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, and multimedia. You may propose a specific location withing DGRI's boundary or multiple locations that might be suitable for your work.

Budget

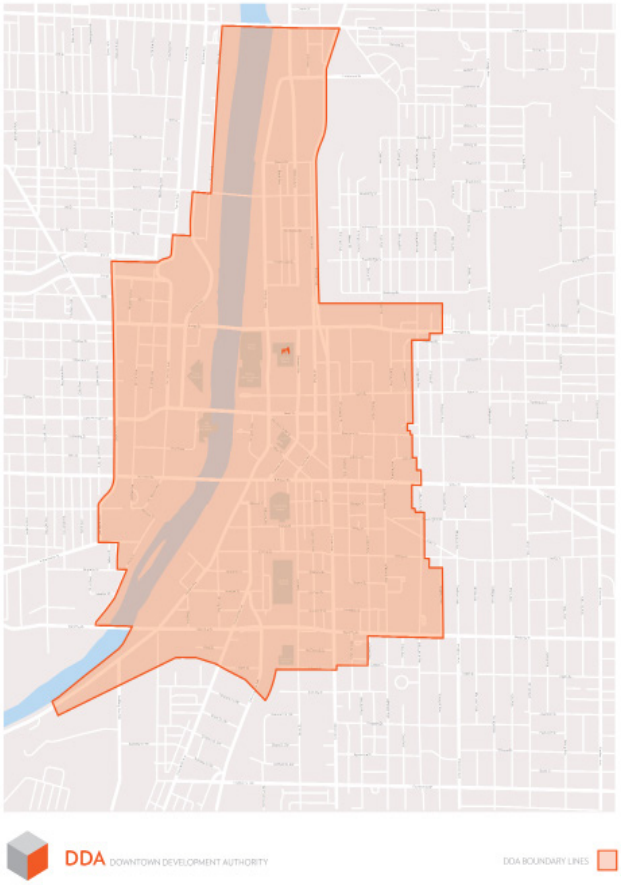
Artists may request funding for up to $10,000. The funding may be used for anything relating to the project such as materials, travel, engineering, machinery, insurance, artist stipend, etc.

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.

Weather

World of Winter is an outdoor event that takes place during some of harshest winter months in Grand Rapids. Proposed installations will need to be able maintain in unpredictable elements for a three month time period.



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







Selection Process

Once the selection committee reviews each application, they will make a recommendation for funding. Our selection committee is made up of :

- Eddie Tadlock - Assistant General Manager at ASM Global
- Derek Call – Events & Marketing Manager at Start Garden
- Emily Evers - Director of Development at WMCAT
- Katherine Williams – Oncology Community Programs Supervisor at Corewell Health

Applications will be evaluated on how well the project addresses space, submitted application materials, community engagement, merit, diversity, equity, and inclusion. Once a recommendation is made, DGRI will be in touch with you regarding funding for your application. Funding is limited and highly competitive. All proposals for grant implementations cannot be political or religious in any way.

Schedule

May 2023 : Request for proposals released
July 21, 2023 : Submission deadline at 11:59PM EST (updated from June 16, 2023)
August 2023 : Notification of finalist artists selected
September 2023 : Proposal development and contract negotiation complete. Final locations determined.
November 2023 : Installation plans & schedule finalized. Permits obtained from City of Grand Rapids if needed
January 2 - 11, 2024: Recommended installation window.
January 12- March 10, 2024 : World of Winter 2024

How to Submit a Proposal

Please submit the following information here by July 21, 2023. File names should include artists' first and last name. Dropbox link https://www.dropbox.com/request/fnsBQ7tFT1OJ2hNTAOfX

- Please complete this short questionaire. (Does not need to be emailed)
- Resume or CV that includes relative 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 relatable 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.

Other Considerations

•Projects that are interactive will be given greater consideration. Please consider how the public will be able to interactive 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.

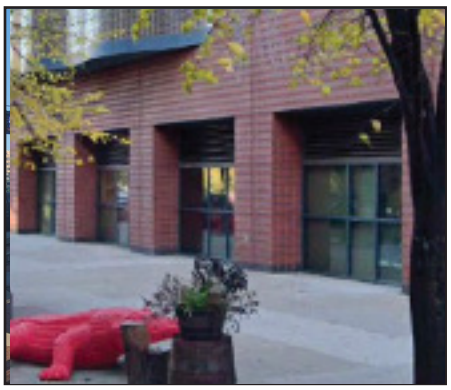
Questions?

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

Activate Grants : World of Winter 2024

Activate Grant Potential Locations

These locations are suggestions. Any area within our boundaries is eligible.



Van Andel Alley
130 Fulton St. W



Coldbrook River Edge Trail
1101 City Building Riverwalk



Field & Fire Lot
820 Monroe Ave. NW



Various Parking Ramps



Lake Line Underpass
312 Fulton St. W



Canal Park
941 Monroe Ave NW



Sixth St. Park
647 Monroe Ave. NW



The Blue Bridge



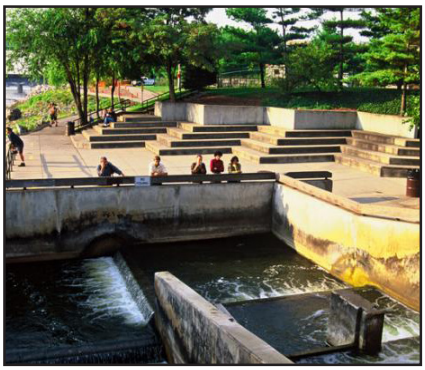
Ah-Nab-Awen Park
220 Front Ave. NW



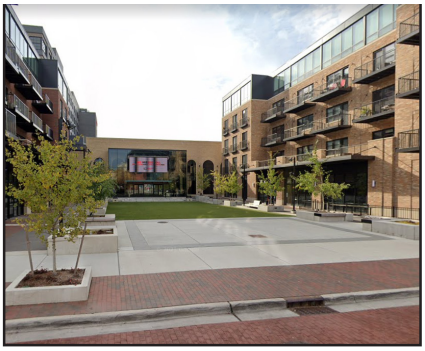
555
555 Monroe Ave. NW



Devos Place
303 Monroe Ave NW



Fish Ladder Park
606 Front Ave. NW



Studio Park
123 Ionia Ave. SW



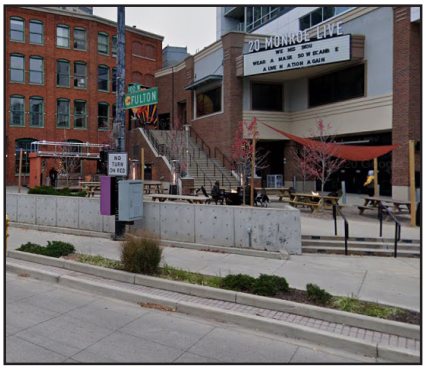
Heartside Park
301 Ionia Ave. SW



Display Cases
Ottawa/Fulton Ramp



Alleyways
Various Alleyways



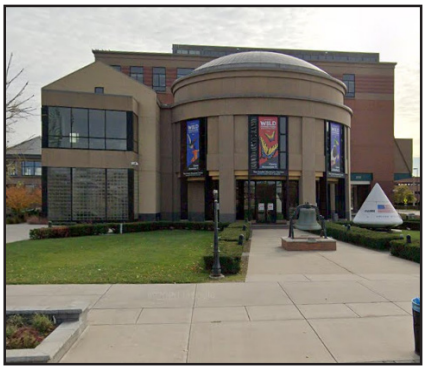
The B.O.B. Garden
20 Monroe Ave. NW



Social Zones
Various Locations



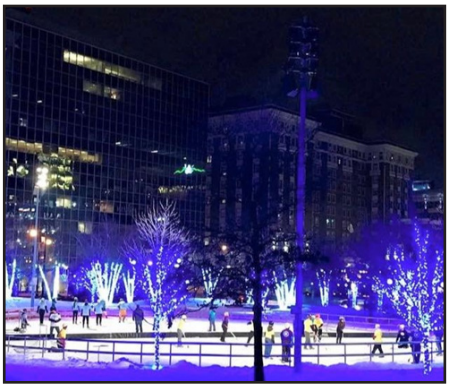
Calder Plaza
300 Monroe Ave. NW



Grand Rapids Public Museum
272 Pearl St. NW



Grand Rapids Art Museum
101 Monroe Ctr. NW



Rosa Parks Circle
135 Monroe Ctr, NW



Louis Campau Promenade



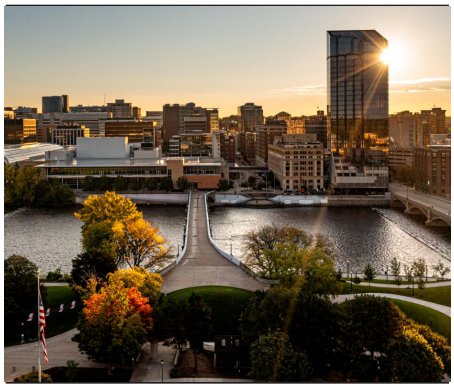
Vandenberg Plaza
Monroe x Monroe Ctr.



Van Andel Plaza
130 Fulton St. W



Downtown Dog Park Lot
210 Monroe Ave. SW



Gillett Bridge



Unknown Locations



Riverwalk

World of Winter