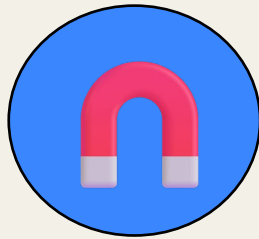




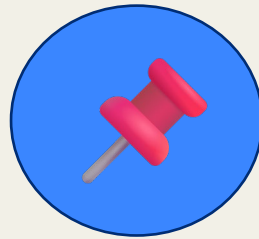
How DGRI Supports Small and Local Businesses



DOWNTOWN
GRAND RAPIDS INC.



Attraction



Retention



Cultivation



Attraction: Retail Attraction & Innovation Grant

Support new retail-based businesses by covering 50% of their rent, up to \$25,000 for 18 months.

Goals:

- Attract new businesses
- Diversify Downtown retail mix
- Reduce barriers for small businesses
- Fill vacant ground floor space





Retention: Small Business Support Grants



**Experiential Retail Grant
Downtown Enhancement Grant
Seasonal Window Activation Grant**

Provide additional supports and resources for existing Downtown businesses to help them grow

Goals:

- Help small businesses drive foot traffic; leading to increased sales
- Increase & encourage cross business collaboration
- Enhance storefront experiencing





Cultivation: Downtown Retail Incubation Program

Intentionally fill Downtown retail gaps by identifying, supporting and training undercapitalized micro-entrepreneurs (MEs) who are navigating the journey to become storefront business owners

Goals:

- Year 1: Recruit at least 10 MEs into the program
- Year 2: Fill remaining ME spots (currently capped at 20)
- Year 3: Graduate *at least* 3-5 MEs into independent storefronts



AMPLIFYING ECONOMIC DEVELOPMENT ACROSS THE REGION

7-County Collaborative:

Mason | Lake | Oceana | Newaygo
Kent | Montcalm | Ionia

*In addition, a Memorandum of Understanding guides the partnership with neighboring organizations: **Lakeshore Advantage** and **Muskegon County Economic Development**.*





PEOPLE



PLACE



PROSPERITY

We drive sustainable economic growth and shared prosperity for all in the Greater Grand Rapids Region.

CONNECTION

No wrong call.

Strategies:

Events

Entrepreneur Programming

Technical Assistance

Champion Partnerships



CONNECTION

Localizing Tools

Strategies:

Match on Main

Build MI Communities

Tax Incentives

Regional Grant Opportunities

