

Destination Business

Grant Program



MICHIGAN
DOWNTOWN
ASSOCIATION

+
G.D.
Placemaking

Who Can Apply :

- Downtown Organizations on behalf of Small Businesses located within a traditional downtown district in an MDA membership community.

What Will The Business Get?

- Jon Schallert's 8-Week Destination Creation Course facilitated by Lindsey Dotson
- 10 Months of Direct Technical Assistance
- Accountability Support
- Access to Experts and Resources to Assist in Areas of Most Need

Where will these services take place?

- The course will be offered virtually but live as a group with all selected winners as a cohort. Follow-up services will also be offered remotely with site visits as needed.

Timeline:

- Announce Program during Spring Workshop, March 5, 2025
- Applications available by Summer Workshop, June 5, 2025
- **Applications due to MDA by September 9, 2025**
- Recipients announced during Annual Award Ceremony, November 6, 2025
- Course begins in January 2026.

Application Process:

1. Starting now, Member Communities can announce the opportunity to their business district and begin promoting it directly to businesses that would most benefit from it.
2. Solicit interest form submissions and review them locally using the scoring matrix provided.
3. Select the top scoring business to complete the application and submit to MDA by September 9th.
4. The top three scoring applications will be awarded the service.

What is a Destination Business?

A destination business is a business that's so compellingly unique that customers say: *"That's the only place I'm going!"*

More Info:

gdplacemaking.com/mda

📞 231-753-6102

✉ lindsey@gdplacemaking.com

