



DOWNTOWN GREENSBORO, INC.

First Friday Activation Fund



Downtown Greensboro Incorporated (DGI) has designed a First Friday Activation Fund to support small businesses in activating their storefronts and enhancing their presence during First Fridays. This reimbursable program provides funding for creative, customer-focused experiences and is available year-round, allowing businesses to apply for support for multiple First Friday activations throughout the year.

Guidelines

- Grant recipients are eligible to receive reimbursable funding of up to \$250
- Eligible businesses must be physical storefronts located within the Downtown Greensboro Business Improvement District (BID)
- Business must have fewer than 50 employees
- Business may apply on a rolling basis and are eligible to receive funding for multiple First Friday events
- Business must provide a W-9, photos of the event, and receipts/invoices showing proof of purchase

Eligible Grant Expenditures

- **Activation Programming:** Covers costs associated with hosting unique, one-time or limited-time experiences that are designed to draw foot traffic. This may include hiring live music or performers, hosting interactive workshops or classes, organizing themed events, or facilitating game nights and other engaging activities.
- **Food & Beverage Experiences:** Includes the purchase of food and beverages specifically for a First Friday activation (e.g., wine, cheese, or light refreshments) when used as part of a special event offering that enhances the customer experience.
- **Event Supplies & Materials:** Covers materials and supplies needed to execute an activation, such as craft supplies for workshops, event décor, temporary signage, or other items contributing to an inviting atmosphere.
- **Collaborative Activations:** Encourages partnerships between neighboring businesses to create larger, coordinated experiences. Funds may be combined across multiple applicants to support a shared activation that increases overall foot traffic.

Ineligible Grant Expenditures

Expenses that do not directly support a unique First Friday activation are not eligible. This includes using funds to offset routine operational costs or to reimburse the business for goods or services it already provides, such as existing inventory, standard menu items, or ongoing programming.

***Note:** Submitting an application does not guarantee funding. DGI has sole discretion in awarding grants to businesses that submit a complete application and align with the program's goals and objectives.

Grant Timeline and Schedule

- Applications are accepted year-round and should be submitted at least one week prior to the event
- Host your activation and document the event with photos
- Submit a W-9, event photos, and all receipts/invoices or proof of payment to DGI for reimbursement

To apply, please visit www.downtowngreensboro.org. If you have any questions, feel free to reach out to Rob Overman at rob@downtowngreensboro.org or Joseph Schorr at joseph@downtowngreensboro.org.