



Thank you for considering applying to Downtown Arlington Placemaking micro grant. These small but mighty [placemaking](#) grants are meant to inspire our community to bring to life the ideas that they've always wanted to see happen, but never had the right push. These grants will be given to projects that transform underused public spaces into celebrated community places, and projects that could serve as pop-up pilots for bringing even bigger dreams to life. The maximum grant amount is \$500. Applications will be reviewed on a first come, first serve basis and will be evaluated all throughout the year.

Guidelines

1. The activation has to happen in the [Downtown Arlington boundaries](#)
2. You cannot have access to the space already. This grant is not designed to be used at an individual business.
3. This is for first-time events.*
4. We are not able to fund faith-based or political organizations.

Evaluation

Each grant will be reviewed by the Downtown Arlington Marketing Committee and decided on at their full discretion. You will have the option of presenting at one of the monthly meetings or simply submitting the application. The committee's main consideration will be how your proposal attracts media/awareness of Downtown, dollars to local businesses, and visitors to Downtown. Applicants that embrace our public spaces, including parks, green spaces and plazas will be given higher preference. We encourage collaboration with Downtown businesses and other organizations.

Expectations

Downtown agrees to write check and promote event on website and social using your provided graphics. The event is expected to be activated and completed within 6 months.

*If your event is established, too large or ongoing, please reach out to DAMC about our event Sponsorships.

Name:

Email:

Phone number:

Organization you're representing (if applicable):

Description of proposed activation:

Date of event:

Location of proposed activation:

Please describe how your activation impacts the following:

- a. Attracting media/awareness to Downtown Arlington (the place, not the organization)

- b. Bringing dollars to local businesses

- c. Bringing visitors to Downtown Arlington

What will grant funding be used for specifically? Please provide an itemized budget.

Who is your audience and what is your promotion plan?

What organizations/groups would you like to partner with? Greater consideration will be given to events with more Downtown partners.

How does Downtown Arlington (the organization) get exposure?