

Destination Business

Grant Program



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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!"*

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What Will The Business Get?

- Jon Schallert's 8-Week Destination Creation Course facilitated by Lindsey Dotson
 - Virtual course with other grant recipients
- 10 Months of Direct Technical Assistance
 - Remote assistance with site visits as necessary
- Accountability Support
 - Two monthly check-ins
- Access to Experts and Resources to Assist in Areas of Most Need

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Timeline:

- Applications due to MDA by September 9, 2025
- Recipients announced during Annual Award Ceremony, November 6, 2025
- Course begins in January 2026.

Who Can Apply :

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

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Next Steps:

- Contact Rae to customize your communities application and marketing materials
- Reach out to local businesses
- Collect applications and select your best candidate
 - Only one application per community may be submitted to MDA
- Submit final community candidate to MDA

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More Info:

gdplacemaking.com/mda



231-753-6102



rae@gdplacemaking.com
