



Wake Forest Downtown Events & Collaborative Programs Grant

Wake Forest Downtown, Inc. (WFD) is committed to making downtown Wake Forest a welcoming, inclusive destination filled with experiences that bring people together. To support this vision, WFD created the Wake Forest Downtown Events & Collaborative Programs Grant, an initiative designed to help our small businesses thrive through creativity, collaboration, and community connection.

This grant encourages downtown businesses to work together to create engaging events and programs that draw both new and returning visitors. These initiatives are meant to complement larger downtown quality-of-life events, while highlighting the small-town charm and strong sense of belonging that define Wake Forest.

Applicants should propose events or programs that actively involve and benefit at least three downtown businesses through coordination and collaboration. Please note that events requiring street closures are not eligible for this grant.

Eligible events and programs may include, but are not limited to:

- Arts-based events or programming
- Pop-up markets
- Scavenger hunts
- Seasonal celebrations
- Sip & Shop events

- Special themed events
- Youth or children focused activities

The grant application is available online and is offered on a rolling basis until funds are fully allocated for the fiscal year. This is a reimbursement-based grant, meaning approval must be received *before* expenses are incurred. The program does not cover costs retroactively. Primary business applicant may only be eligible for reimbursement once per fiscal year.

Approved applicants may receive up to \$200 per event to reimburse eligible expenses such as social media promotion, entertainment, or printed marketing materials.

Eligibility:

- Primary business applicant is coordinating with at least 2 other downtown businesses to host the event with activities or offerings occurring at all coordinating business' locations.
- Business addresses must be within the [Municipal Service District \(MSD\)](#) as noted as Special District WMD on Wake County Tax Records.
- Primary business applicant may only be eligible for reimbursement once per fiscal year (July 1- June 30).

Requirements to receive reimbursement after grant is approved:

- Email receipts for reimbursement to Camryn Gutierrez within 30 days after the event occurs.
- Provide 2–3 event photos for WFD promotion and recordkeeping.
- Tag Wake Forest Downtown on Facebook and/or Instagram when promoting the event on social media and add Wake Forest Downtown as a cohost if a Facebook Event is created so that WFD can also help promote.

APPLY HERE