

# THE LIGHTER QUICKER CHEAPER CHALLENGE

## What is it?

It's a grant program available to anyone, and it is offered through the Grosse Pointe Board of Realtors in conjunction with the Michigan Association of Realtors and National Association of Realtors.

## How much money can you get?

Up to \$1,000 to implement your idea. Multiple grants will be awarded.

## What can the money be used for?

The intent of the grant is to promote "placemaking."

## What in the world is placemaking?

[Placemaking](#) is the act of creating or enhancing a space, typically outdoors; that is a desirable location to gather, hang out, people watch, meet up, and have an aesthetic value to it that makes it a destination. Local notable "places" include Campus Martius, The Hill in Grosse Pointe Farms, The Village in Grosse Pointe, and Blossom Heath Park in St. Clair Shores. [Click here to learn more.](#)

## How do I apply?

Fill out the application making sure that in 200 words or less, you describe how your project or activity turns an underutilized common space into a vibrant, bustling, enjoyable space, quickly and creatively. The application is available [here](#).

## When are the applications due?

Applications must be postmarked by September 30<sup>th</sup>, 2013 in order to be considered.

## What sorts of projects are you looking to fund?

The list is endless, but some ideas are: landscaping, street furniture, art installation, temporary events (farmer's market, food truck, art show, etc). Additional ideas are available [here](#).

## What else should I know about this opportunity?

Your idea should reflect the name of the campaign; it should be quick and easy to implement with a small capital investment, some elbow grease, and a handful of volunteers. For more information please contact [GPBRgrant@gmail.com](mailto:GPBRgrant@gmail.com) or call Bobbi Sexton at 313-882-8000 extension 10.