



UPTOWN

**2016 & 2017
ANNUAL REPORT**



UPTOWN ANNUAL REPORT

JULY 1, 2016- JUNE 30, 2017

UPTOWN STAFFING

From its inception in 2012 until August 2016, Uptown Corridor and Business District Authority Boards contracted with Neighborhood Ventures, a 501(c)(3) organization, for Corridor Management Services. Their mission: to bring greater vitality and success into GR's neighborhood business districts. Having achieved its goal of organizing local leaders and gaining steady revenue streams through the establishment of Corridor Improvement Districts throughout the city, Neighborhood Ventures dissolved in 2016.

Beginning in September of 2016 Uptown retained corridor management services directly through contracting with two qualified professional consultants, Christine Helms-Maletic and Diane Stoneman. These consultants provided administrative and organizing support for all Uptown Boards, committees, events, activities and projects through the end of the fiscal year on June 30, 2017. Christine and Diane were supported by dozens of business owners and community members who volunteered their time and expertise, as well as by two part-time interns: Danny Merrill and Hailey Merritt.



CURRENT BID BOARD MEMBERS

Uptown BID Authority Members 2016-2017

Member	Business	Position
Betti Allen	Always Betti	Member; East Fulton Business Association Representative
Matthew Franko	Furniture City Creamery	Member; East Hills Business Association Representative
Lynn Happel	Easttown Veterinary Clinic	Chair; Easttown Business Association Representative
Stephanie Johnson	Urban Exchange	Member; East Fulton Business Association Representative
Joseph Jones	Second Ward Commissioner	Member; City commissioner
Ted Lott	Lott3Metz Architecture	Member; East Hills Business Association Representative
Tamara Sytsma	Sytsma Wealth Strategies	Secretary; Wealthy Street Business Alliance Representative
Jaye Van Lenten	Spirit Dreams	Vice-Chair; Easttown Business Association Representative
Lorena Wenzel	The Sparrows	Member; Wealthy Street Business Alliance Representative
Diane Stoneman		Uptown CID/BID Co-Manager
Christine Helms-Maletic		Uptown CID/BID Co-Manager



CURRENT CID BOARD MEMBERS

Uptown CID Authority Members 2016-2017

Member	Business	Position
Pamela Benjamin	Eastown Resident	Member
Matthew Franko	Furniture City Creamery	Chair; East Hills Business Association Representative
Stephanie Johnson	Urban Exchange	Vice Chair; East Fulton Business Association Representative
Joseph Jones	Second Ward Commissioner	Member; City commissioner
Paul Lee	The Winchester & Donkey Taqueria	Member; Wealthy Street Business Alliance Representative
Jerry Meyer	Blackport Building	Member; Resident
Mary O'Neill	Atomic Object	Secretary; Wealthy Street Business Alliance Representative
Basel Shatara	Pita House	Member; Eastown Business Association Representative
Peter Vanderwier	Cakabakery	Member; East Fulton Business Association Representative
Diane Stoneman		Uptown CID/BID Co-Manager
Christine Helms-Maletic		Uptown CID/BID Co-Manager

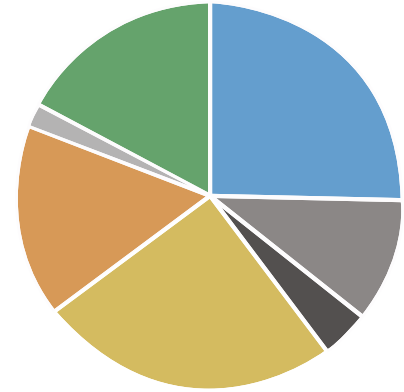


UPTOWN BY THE NUMBERS

FINANCIAL REPORT 2017

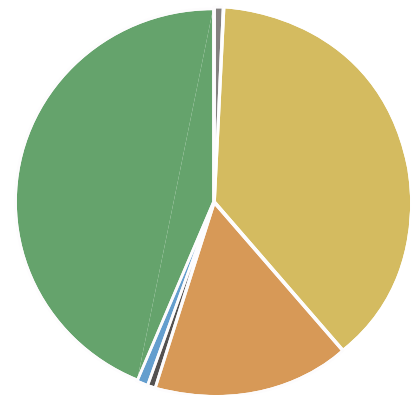
Corridor Improvement District Funds

- Program and Development - \$723
 - Marketing and Branding - \$6,393
 - Corridor Management - \$10,000
 - Trash Can Debt - \$6,884
 - Business Association Improvement Grants - \$1,500
 - Bike rack program - \$4,161
 - Benches - \$10,092
- Total: \$39,753



Business Improvement District Funds

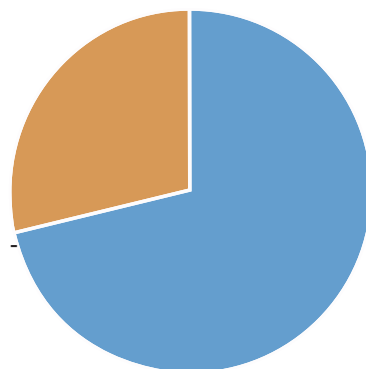
- Streetscape Maintenance - \$39,789
 - Programs and Development - \$837
 - Organization - \$250
 - Marketing and Branding - \$14,581
 - Corridor Management - \$34,550
 - Business Development - \$793
- Total: \$90,802



Non-Public Funds

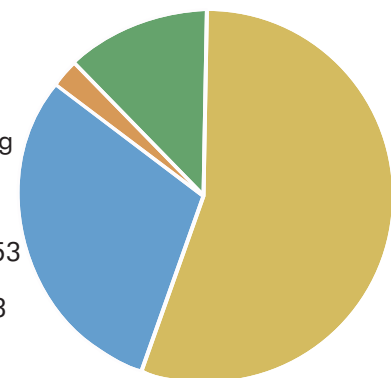
Revenue

- Event Sponsorship - \$6,670
 - Cooperative Advertising - \$2,700
- Total: \$9,370



Expenditures

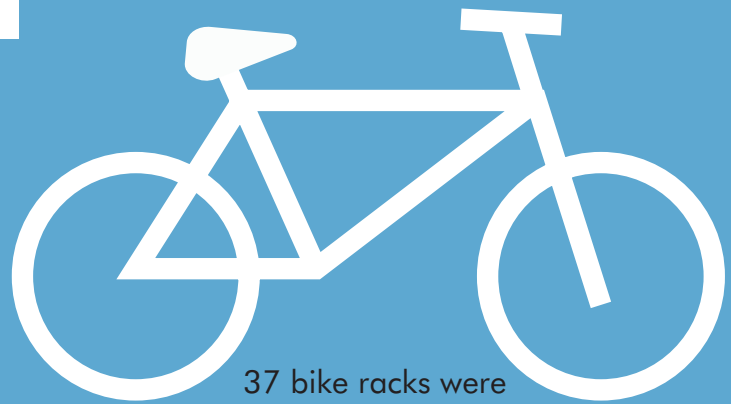
- Cooperative Advertising - \$2,700
 - Event Expenses - \$1,453
 - Office Expenses - \$113
 - Photographer - \$600
- Total: \$4,867



DESIGN REPORT



8 new benches were added, 2 per district, installed in early July 2017



37 bike racks were added in 11 locations throughout Uptown



Uptown Mobility Plan developed to improve pedestrian, cyclist, transit rider and driver safety and convenience throughout the district



Street Tree Survey underway to add to our urban canopy in spring 2018

ORGANIZATION REPORT

Strategies created to achieve racial and ethnic equity in business ownership and Uptown organizational leadership.

10

New board members recruited to represent their respective districts on the Corridor and Business Improvement District Authority Boards.

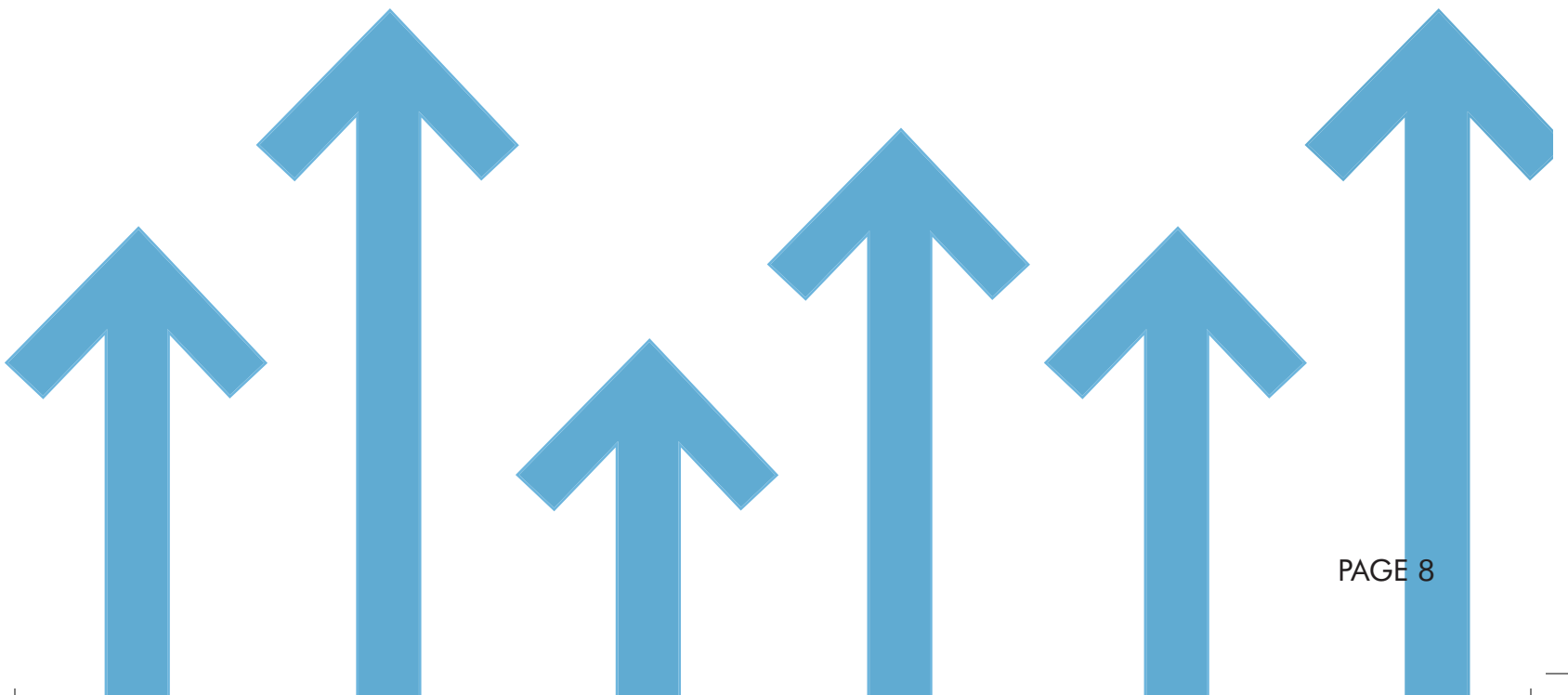
3

6

Neighborhood Associations contacted to coordinate Neighborhood and Business District improvement efforts.

402

Businesses listed in a new, comprehensive Uptown Database



MARKETING REPORT

3

MAJOR ANNUAL EVENTS

- Holiday Shop Hop, December -- 4,000+ guests
- Concierge Tour, May -- 29 hotel and hospitality professionals
- Eat Shop Rock and Balls of Fury -- 26 teams, 100s of guests

4

ANNUAL COOPERATIVE ADVERTISING EFFORTS

- Fall/Winter Solace
- Spring/Summer Solace
- Thanksgiving issue
Grand Rapids Press
- June issue On the Town

6

SIGNIFICANT WEBSITE UPGRADES

- Updated content and imagery
- Improved security, upgraded plug-ins
- Revised the business directory, linked it to an interactive map
- Re-categorized business types
- Revamped events calendar
- Trimmed unnecessary & under-used content
- Initiated nightly backups and analytic tracking

100s

PROFESSIONAL PHOTOS TAKEN

These photos were taken to refresh the website and to be used in advertising

SURVEYED

Business owners, residents, and customers surveyed for strategic planning purposes

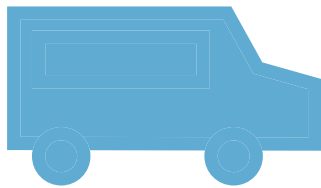
572

BROCHURES

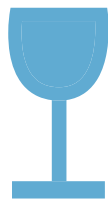
Printed and distributed throughout Grand Rapids

6,000

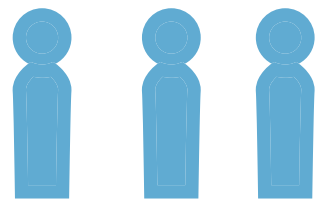
BUSINESS DEVELOPMENT REPORT



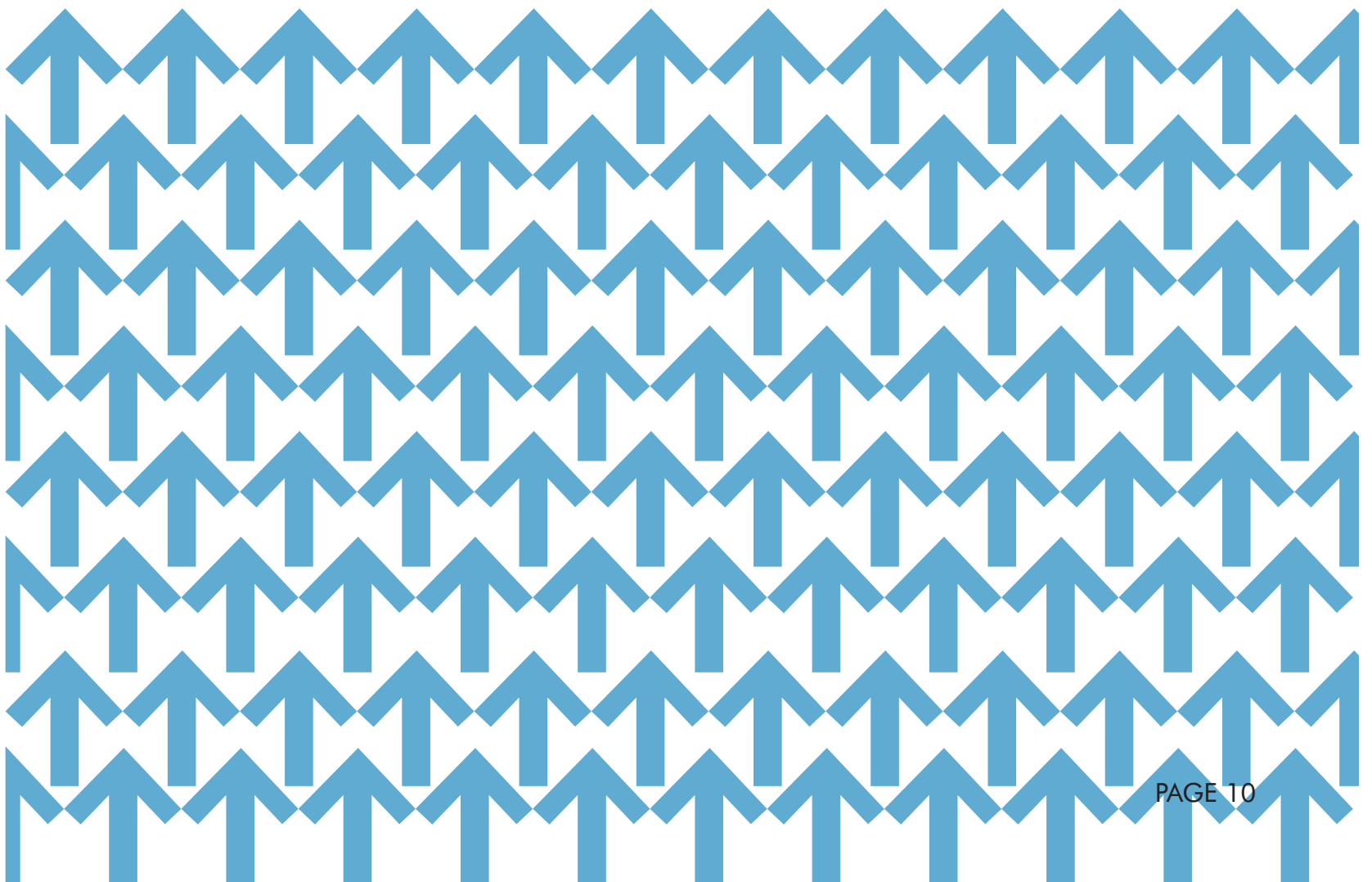
2 Uptown Food Truck locations added to Grand Rapids City Ordinance: Cherry Park and Fulton Street Farmers Market



4 Uptown Casual Events engaged business owners and key employees in socializing and networking.



130 mixer guests gathered in September and in May to network, learn from each other and receive updates on Uptown projects and activities



WHAT'S NEXT FOR UPTOWN

HERE'S WHAT'S NEXT:

- Make UptownGR Website more user-friendly and effective in promoting and supporting the 4 Neighborhood Business Districts.
- Continue to host 3 great events annually and begin generating ideas for others.
- Analyze current print, digital and other advertising strategies and revise as needed.
- Utilize survey data collected in 2017 to guide strategic planning for future Uptown projects and activities.
- Continue to welcome new businesses to Uptown and provide all businesses learning opportunities and peer-to-peer support.
- Liaise and cooperate with other groups supporting local businesses like Local First, Chambers of Commerce, Start Garden, Neighborhood Business Alliance and the City of Grand Rapids Economic Development Department.
- Implement Uptown Mobility Plan strategies such as installing and enhancing new and existing crosswalks, bike lanes, bike racks, bus shelters and benches.
- Educate visitors about neighborly driving and parking habits through signage, printed materials and digital communications, and generate solutions to ease parking pressures and encourage vehicle turnover throughout the district.
- Work with the City of Grand Rapids to create a nonprofit entity to support the work of the Uptown Corridor Improvement District (CID), the Uptown Business Improvement District (BID) and its member Business and Neighborhood Associations.
- Pursue diversity, equity and inclusion strategies to ensure that Uptown is a welcoming place for all entrepreneurs, residents, neighbors and visitors.



MEETING SCHEDULE

1st Wednesday	8:00 & 8:15am	Uptown CID & BID Board	Inner City Christian Federation 920 Cherry Street SE
2nd Tuesday	8:30am	Wealthy Street Business Alliance	Louise Earl Butcher 1106 Wealthy SE
2nd Wednesday	8:30am	Eastown Business Association	Wolfgang's 1530 Wealthy SE
2nd Thursday	8:30am	East Fulton Business Association	Lightfast Coffee & Art 944 East Fulton
3rd Tuesday	8:00am	Uptown Marketing Committee	Reagan Marketing + Design 912 Wealthy SE
3rd Tuesday	4:00pm	Uptown Business Development Committee	Brewery Vivant 925 Cherry SE
3rd Thursday	8:30am	Uptown Design Committee	Bazzani Associates 959 Wealthy SE
3rd Friday	8:30 & 8:45am	Uptown Executive Committees Meet	Reagan Marketing + Design 912 Wealthy SE
4th Tuesday	8:45am	East Hills Business Association	East Hills Council of Neighbors 131 Eastern SE
4th Wednesday	8:30am	Uptown Organization Committee	Atomic Object 1034 Wealthy

UPCOMING EVENTS

Uptown Mixer, location LaFontsee Galleries

Thursday, September 28, 5:00-8:00pm

Uptown Casual at Local Epicurean

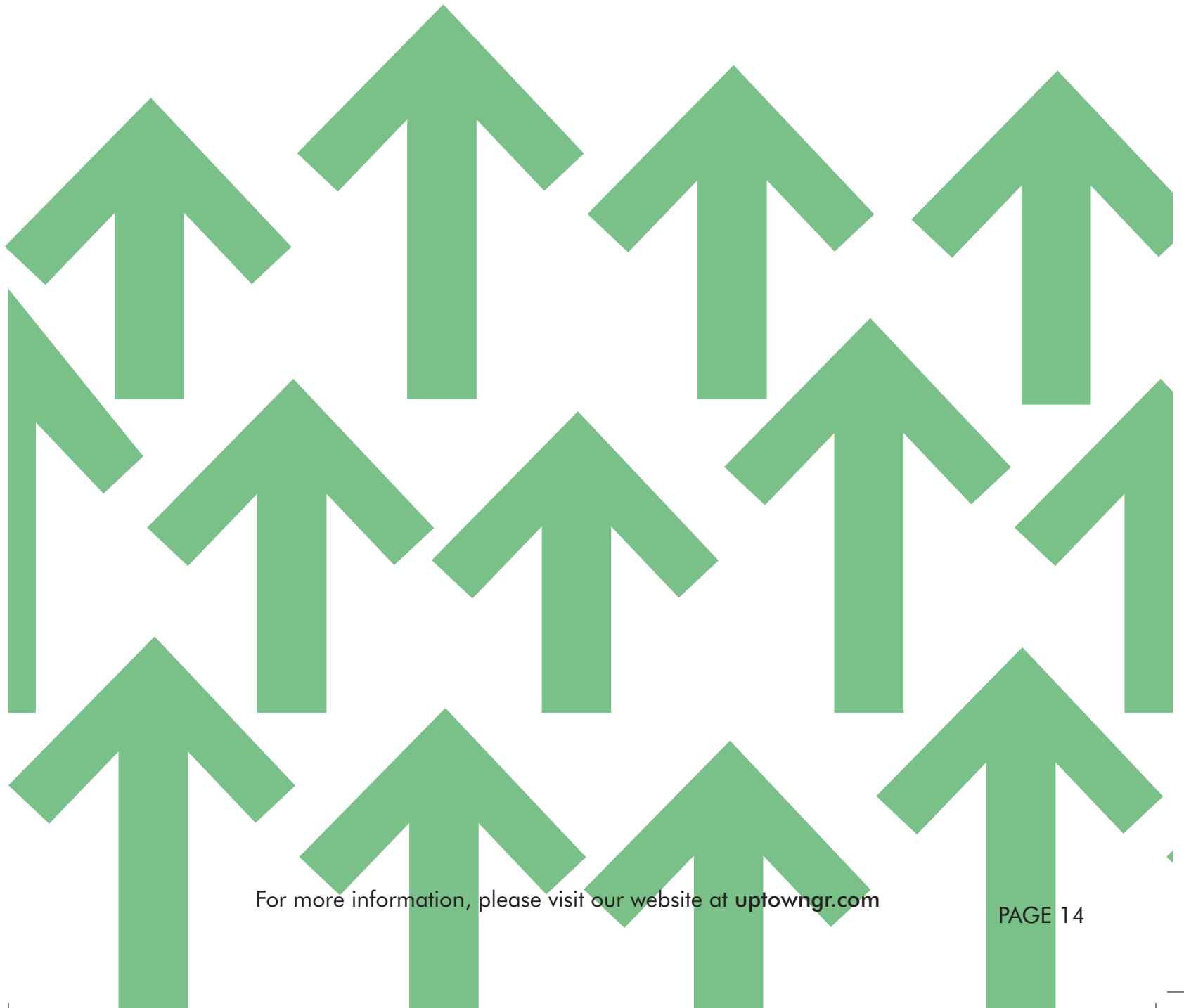
Thursday, October 26, 5:00-7:00pm

Neighborhood Business Awards at Wealthy Theatre

Thursday, November 2, 5:00-8:00pm

Uptown Holiday Shop Hop

Thursday, December 7, 4:00-10:00pm



For more information, please visit our website at uptowngr.com

Uptown Grand Rapids
P.O. Box 6632
Grand Rapids, MI 49516-6632

PRST STD
U.S. Postage
PAID
Grand Rapids, MI
Permit # 953

