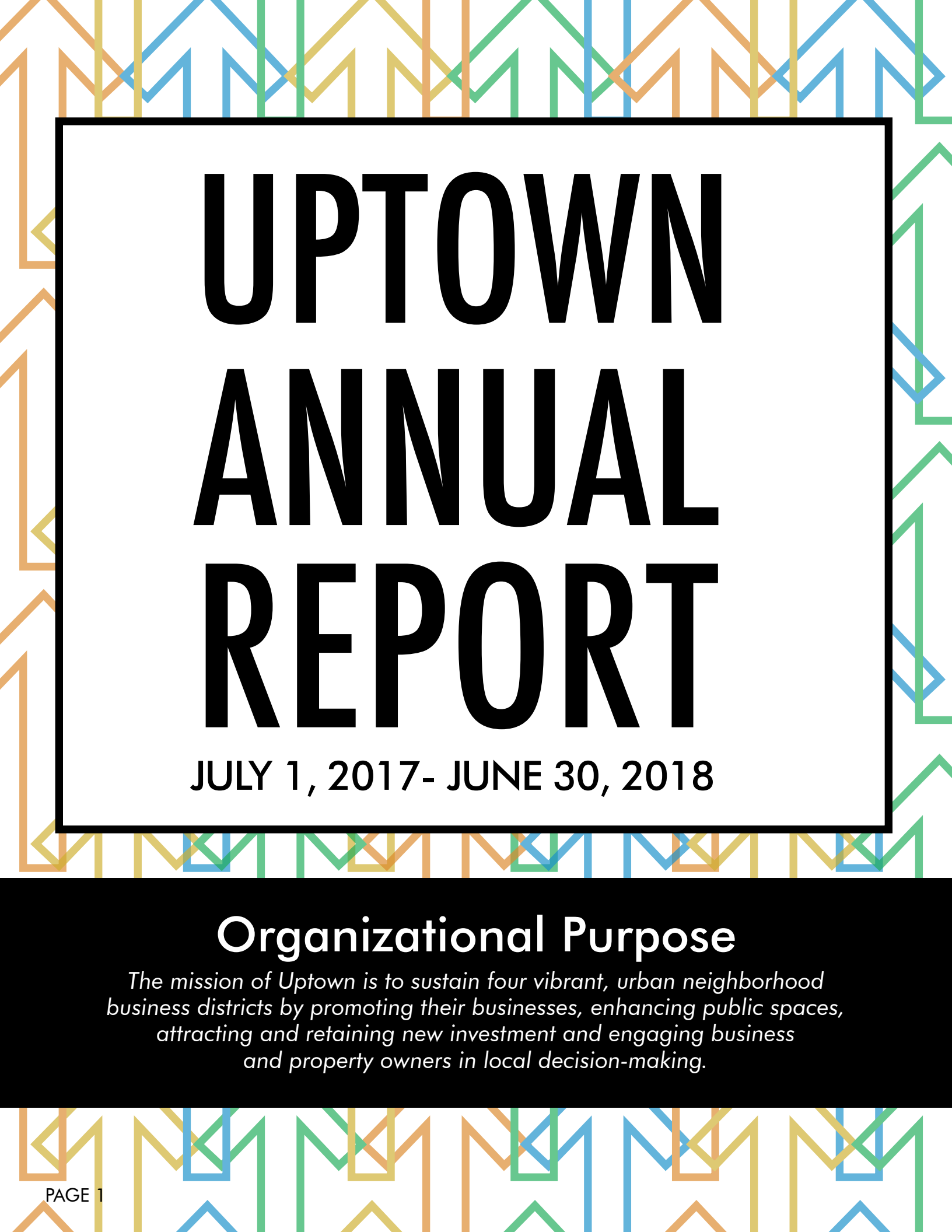




**UPTOWN**  
**GRAND RAPIDS**



# 2017 & 2018 ANNUAL REPORT



# UPTOWN ANNUAL REPORT

JULY 1, 2017- JUNE 30, 2018

## Organizational Purpose

*The mission of Uptown is to sustain four vibrant, urban neighborhood business districts by promoting their businesses, enhancing public spaces, attracting and retaining new investment and engaging business and property owners in local decision-making.*

# UPTOWN GRAND RAPIDS INC.

For the past ten years the four business districts of Uptown have been working cooperatively to sustain and support locally owned businesses and commercial properties along the East Fulton, Cherry Street, Lake Drive and Wealthy Street corridors. In 2008 a Corridor Improvement Authority was formed using tax-increment financing to carry out streetscape improvement and marketing projects such as public bike racks, branded street-side trash receptacles, wayfinding signs, cooperative advertising, annual shopping events and printed business directories. In 2013 Uptown business and property owners approved the implementation of a special assessment to help maintain these improvements and to provide additional services that could not be funded by tax-increment financing. During this time the organization's main focus was on reversing deterioration in and attracting investment to our neighborhood business districts. For an overview of this work, please visit the various pages of our website: [uptowngr.com](http://uptowngr.com).

Throughout this time business leaders recognized that Uptown's great neighborhood business districts are surrounded and supported by great neighborhoods. Much of Uptown's success over the past 10 years is due to the dedication and hard work of our nearby neighborhood associations and the residents who work, shop and play here. So that we might build on these relationships and plan our future together, a new nonprofit organization called Uptown Grand Rapids Inc. was created in May 2018. The purpose of Uptown GR Inc. is to strengthen collaboration between area business and neighborhood associations and to better serve the entire Uptown community: business and property owners, residents, workers and visitors.

As a collaborative management entity, the work of the new Uptown GR Inc. nonprofit organization will include planning, fund-raising, maximizing organizational efficiency, enhancing collaboration and promoting diversity. The Uptown Grand Rapids Inc. Board is currently involved in developing a long-term strategic plan that incorporates these activities. We look forward to sharing some big new goals with you in our 2018-19 year-end report!

## Uptown Grand Rapids Inc. Board of Directors

**Jaye Van Lenten**/Eastown Business Assn.

**Mark Tobin**/East Hills Business Assn.

**Mary Reagan-Shapton**/Wealthy Street Business Alliance

**Rep. needed**/East Fulton Business Assn.

**Shannon Cunningham**/Eastown Community Assn.

**Ted Lott**/East Hills Council of Neighbors

**Mark Stoddard**/Midtown Neighborhood Assn.

**Marion Barerra-Young**/Baxter Neighborhood Assn.

**Arielle Leipham-Ellis**/Fulton Heights Area Neighbors

**Kyama Kitavi**/City of Grand Rapids Economic Development Department

**Kaleena Kowalkowski**/Neighborhood Business Alliance

**Matt Franko**/Uptown Corridor Improvement Authority

**Tami Sytsma**/Uptown Business Improvement District

# UPTOWN STAFFING

The start of the fiscal year on July 1, 2017 ushered in some staffing changes for Uptown. Christine Helms-Maletic took on Corridor Management responsibilities for the entire District. She has provided administrative and organizing support for the Uptown CIA and BID Boards and all five committees, assisted by several contract employees throughout the year:

- Jen Shaneberger served as the Holiday hop Hop Event Coordinator from August through December 2017.
- Lisa Bernath was our Communications Specialist from August 2017 through March 2018 and was replaced for the remainder of the year by Collin Bailey Jonkman.
- CJ DeVries was the Eat Shop Rock Event Coordinator and was assisted on the contract by Collin.

In addition to these paid consultants Christine was supported by dozens of business owners and community members who volunteered their time, talent and treasure to support Uptown's continued improvement.

Starting with the new fiscal year on July 1, 2018 Christine was joined by Collin Bailey Jonkman, who will serve as Uptown's Marketing & Events Manager for the next 12 months. Collin's professional expertise and training in event-planning, communications, marketing and social media strategies will be a tremendous asset to our organization.

Finally, many thanks are due to Kyama Kitavi from the City of Grand Rapids' Economic Development Department. Kyama is the city's liaison for all the Corridor Improvement Authorities throughout Grand Rapids, and he also serves as a board member for the newly formed Uptown Grand Rapids Inc.



# VOLUNTEER OF THE YEAR



At the annual Spring Mixer Uptown began a new tradition of honoring those individuals who have gone to great lengths to support the betterment of Uptown’s neighborhood business districts. The inaugural 2017 UPTOWN VOLUNTEER OF THE YEAR AWARD went to STEPHANIE JOHNSON of URBAN EXCHANGE. During 2017 Stephanie served on both the Uptown CIA and BID Boards as board secretary, headed up the Marketing Committee AND organized and attended the entire Uptown Balls of Fury ping pong tournament on five consecutive Thursdays through the month of June. She was also heavily involved in reinvigorating the East Fulton Business Association, and of course—running her own business. Volunteers like Stephanie help make Uptown the BEST place in Grand Rapids to own a small business.

# CURRENT CID/BID BOARD MEMBERS

## UPTOWN BID BOARD MEMBERS 2017-2018

Member	Business	Position
Lynn Happel	Easttown Veterinary Clinic	Board Chair; Easttown Representative
Tami Sytsma	Sytsma Wealth Strategies	Vice Chair; Wealthy Street Representative
Jaye Van Lenten	Spirit Dreams	Secretary; Easttown Representative
Stephanie Johnson	Urban Exchange	East Fulton Representative
Sean Carrigan	Hair Carrigan	East Fulton Representative
Ted Lott	Lott3Metz Architecture	East Hills Representative
Heather Havens	Michigan Fibre Studio	East Fulton Representative
Lori Slager-Wenzel	The Sparrows	Wealthy Street Representative

## UPTOWN CID AUTHORITY MEMBERS 2017-2018

Member	Business	Position
Matthew Franko	Furniture City Creamery	Chair; East Hills Business Association Representative
Peter Jacob	Cakabakery	Vice Chair; East Fulton Representative
Mary O'Neill	Atomic Object	Secretary; Wealthy Street Representative
Stephanie Johnson	Urban Exchange	Member; East Fulton Business Association Representative
Joana Hively	Global Infusion	East Hills Business Association Representative
Heather Havens	Michigan Fibre Studio	Member; Easttown Business Association Representative
Paul Lee	The Winchester	Member; Wealthy Street Representative
Mark Stoddard	N/A	Resident Representative



**UPTOWN**

→ by the ←

**NUMBERS**

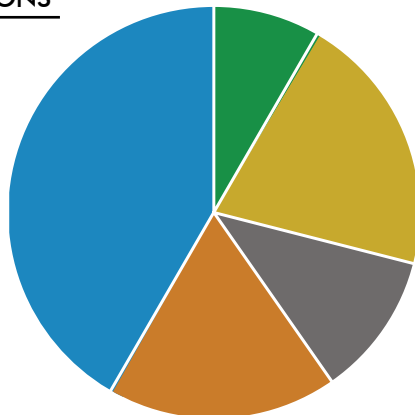
& Mortar  
KSTORE

# FINANCIAL REPORT 2018

## CORRIDOR IMPROVEMENT DISTRICT FUNDS

### CID FY18 APPROPRIATIONS

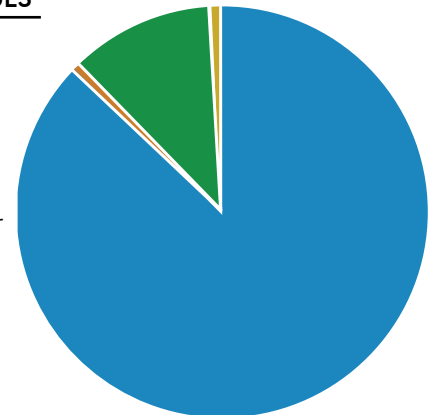
- Corridor Management: -\$5,114.69
- Programs & Development: -\$12,165.95
- Trash Can Debt Paid to City of GR: -\$6,884
- Marketing & Branding: -\$10,385.24
- Programs & Development: -\$25,764



Total Uptown CID Allocations: -\$60,313.88

### CID FY18 REVENUES

- Tax Increment Revenue: \$80,714
- Small Taxpayer Exemption Reimb (STEL): \$10,192
- Adjustments for Prior Year Appeals: \$250
- Interest: \$572

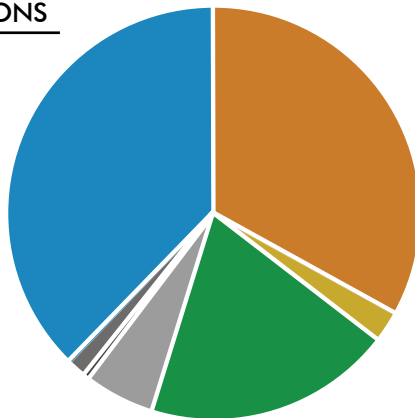


Total Uptown CID Resources: \$91,728

## BUSINESS IMPROVEMENT DISTRICT FUNDS

### BID FY18 APPROPRIATIONS

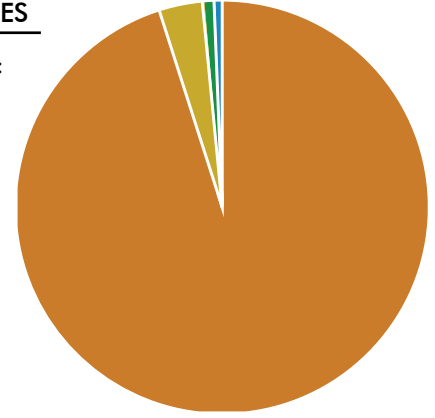
- Corridor Management: -\$37,496.67
- Business Development: -\$2,547.20
- Marketing & Branding: -\$21,771.81
- Organization: -\$22.06
- Programs & Development: -\$6,752.80
- Streetscape Enhancements: -\$1,500
- Streetscape Maintenance: -\$42,611.75



Total Uptown BID Allocations: -\$112,702.29

### BID FY18 REVENUES

- Special Assessments: \$80,714
- Voluntary Contributions: \$3,521
- Interest / Penalties on Special Assmts: \$874
- Interest on Investments: \$526

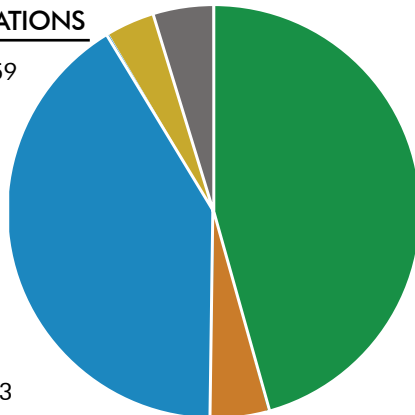


Total Uptown BID Resources: \$106,121

## NONPUBLIC FUNDS

### NONPUBLIC APPROPRIATIONS

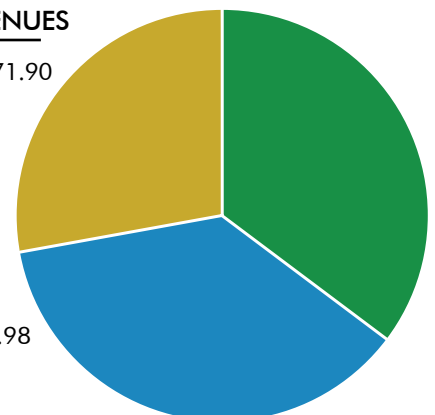
- Event Expenses: -\$3,173.59
- Bike Rack Program: -\$300
- Cooperative Advertising: -\$2,858.84
- Merchandise/Sales: -\$265
- Charitable Contributions: -\$318.80



Total Nonpublic Appropriations: -\$6,916.23

### NONPUBLIC REVENUES

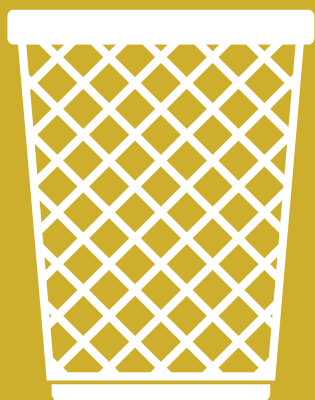
- Event Revenue: \$3,671.90
- Bike Rack Program: \$3,884.50
- Cooperative Advertising: \$2,890.58



Total Nonpublic Resources: \$10,446.98



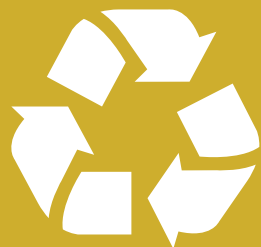
# DESIGN



64 branded trash receptacles serviced weekly, 11 new this year



17 new bike racks, 110 total



1 environmental study including 2 waste audits and recommendations for implementing street-side recycling



1 3/4 miles-worth of tree wells & easement beds mulched & weeded weekly

9 Sunday sidewalk-sweeping details, monthly excluding January through March



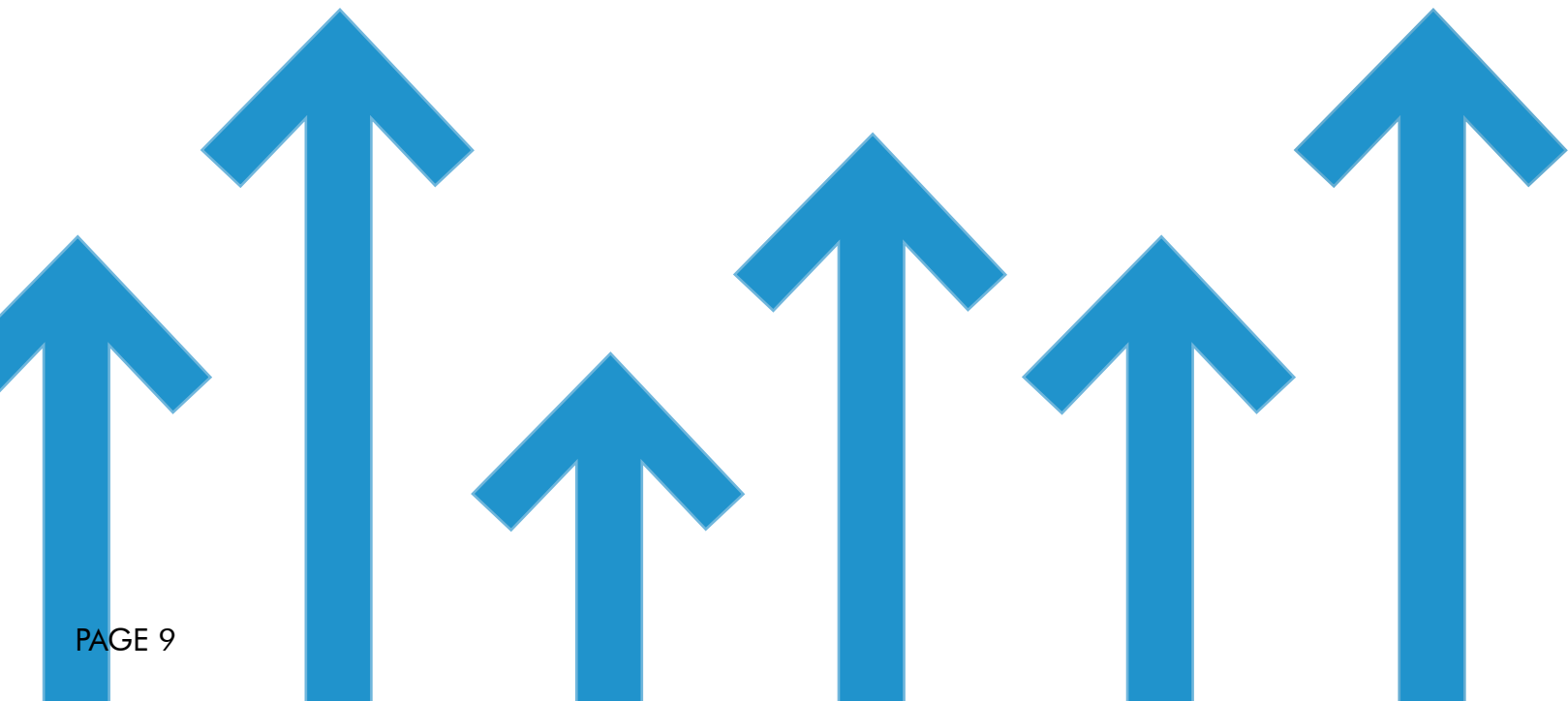
# ORGANIZATION

1  
new nonprofit  
organization  
created

13  
new  
board  
members  
recruited

42  
committee and  
board volunteers  
working to improve Uptown

60+  
public meetings held regarding  
Uptown projects, initiatives  
and events



# MARKETING



## HOLIDAY SHOP HOP

70% of participants surveyed spent more than \$20, 56% said they would shop more in Uptown this holiday season.



## UPTOWN SPRING CONCIERGE TOUR

27 attendees of whom 25 were first-time participants



## SUMMER EAT SHOP ROCK EVENT

34 businesses participated, 109 degree heat index that day



## COOPERATIVE ADVERTISING EFFORTS

- 59 businesses participated in the Solace Magazine advertisement
- 12 major news outlet features about Uptown events
- 1 Experience Grand Rapids Visitors' Guide ad

3,566

FACEBOOK FOLLOWERS

283

NEW CUSTOMER EMAIL ADDRESSES IN THE DATABASE

6,000

BROCHURES PRINTED AND DISTRIBUTED THROUGHOUT GRAND RAPIDS

# BUSINESS DEVELOPMENT



**350** businesses listed in the directory



**38** newly constructed, renovated or expanded commercial spaces



**50** new businesses added to the District:

- 20 restaurant or retail
- 15 offices
- 15 service-related shops



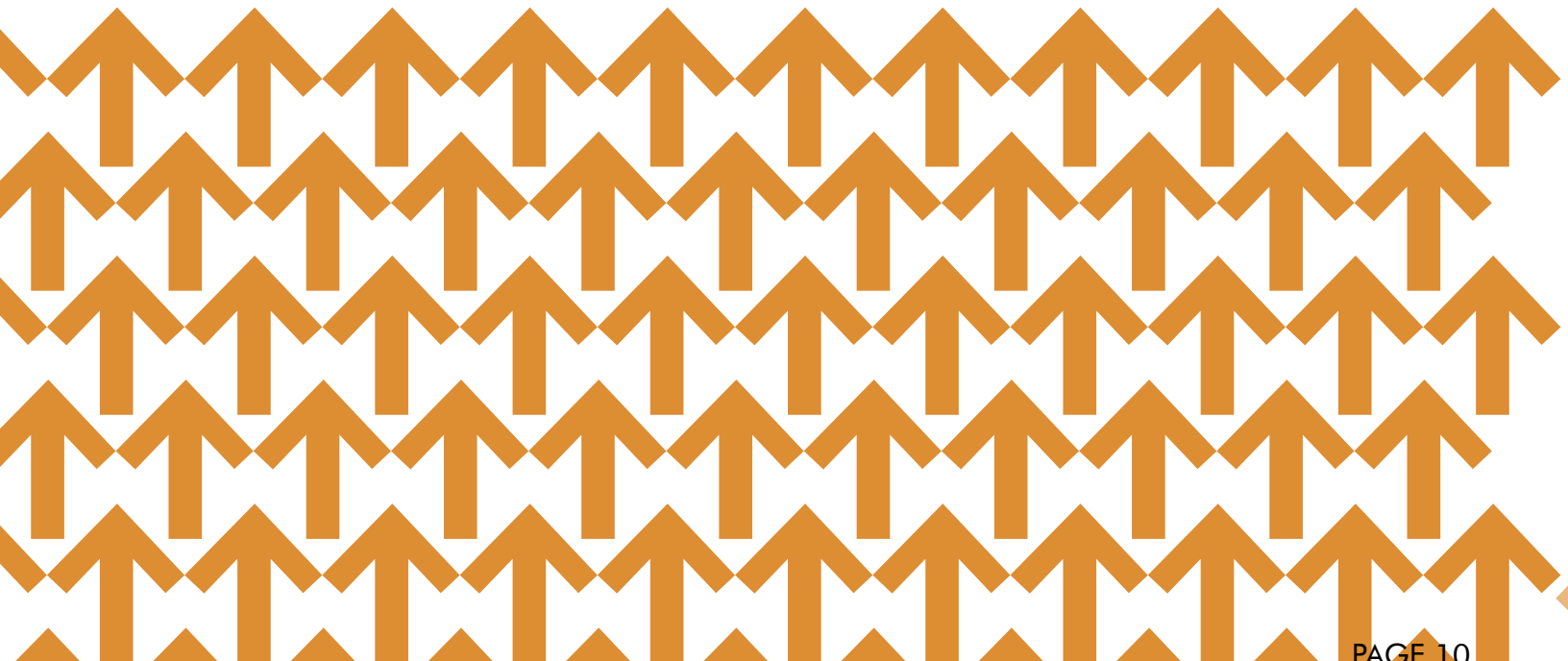
**12** monthly newsletters emailed to 414 people



**218** attendees at 9 informal networking events



**23** participants in the Spring Social Media Seminars







# WHAT'S NEXT FOR UPTOWN

# HERE'S WHAT'S NEXT:

- **Complete a long-term strategic plan to guide organizational spending and development decisions.**
- **Increase attendance at our three annual signature events, the Holiday Shop Hop, the Concierge Tour and Eat Shop Rock.**
- **Significantly grow our social media presence to draw more visitors to the area.**
- **Add eight new in-street pedestrian crossings throughout the District and ensure all high-traffic crosswalks are marked with high durability paint.**
- **Create a parking benefits district to share meter revenue with city. Use it for transportation improvements such as extended DASH routes, pedestrian enhancements and new transit stop construction.**
- **Start a program for murals and other public art in Uptown.**
- **Implement street-side recycling and explore options to improve recycling services to businesses.**
- **Continue enhanced maintenance services including mulching, weeding, trash removal and gutter clean-up.**
- **Add four new bicycle repair stations throughout the district.**
- **Continue hosting regularly scheduled networking and educational events for business owners and key employees.**
- **Support business association activities. Facilitate communication between city government and Uptown business and property owners.**
- **Build and sustain positive relationships with neighborhood associations and residents.**

# MEETING SCHEDULE

1st Monday	6:45pm	East Hills Council of Neighbors	EHCN Office 131 Eastern SE
1st Tuesday	6:00pm	Baxter Neighborhood Association	BNA Office 746 Neland SE
1st Wednesday	8:00 & 8:15am	Uptown CID Board Uptown BID Board	Inner City Christian Federation 920 Cherry Street SE
2nd Monday	6:00pm	Eastown Community Association	ECA Office 415 Ethel 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 Wednesday	Various	Uptown Casual Networking Events	Various
2nd Thursday	8:30am	East Fulton Business Association	Fulton St Farm Mkt 1145 East Fulton
3rd Monday	4:00pm	Uptown Business Development Committee	Brewery Vivant 925 Cherry SE
3rd Monday	7:00pm	Midtown Neighborhood Association	Fulton St Farm Mkt
3rd Wednesday	8:00am	Uptown Marketing Committee	Reagan Marketing 912 Wealthy SE
3rd Thursday	8:30am	Uptown Design Committee	Bazzani Building Co. 959 Wealthy SE
3rd Friday	8:30am	Uptown Executive Committees	Reagan Marketing 912 Wealthy SE
4th Tuesday	8:45am	East Hills Business Association	Various locations in the district
4th Thursday of even-numbered months	8:00am	Uptown Grand Rapids Inc. Nonprofit Board	Reagan Marketing 912 Wealthy SE
3rd Wednesday in January, April, July & October	7:30am	Neighborhood Business Alliance	Mobile GR Offices

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

