



UPTOWN

GRAND RAPIDS

Strategic Plan
January 2019 to December 2023

TABLE OF CONTENTS

Intro (Mission/Vision/Values).....	2
Goals & Objectives	
Uptown Thrives.....	3
Uptown Invites.....	4
Uptown Moves.....	5
Uptown Organizes.....	7
Partnerships/Funding/Resources/Glossary.....	9
APPENDIX A: Background and Influences on Plan Development.....	10
APPENDIX B: Uptown Marketing Plan.....	13
APPENDIX C: Uptown Board & Committee Descriptions.....	14
APPENDIX D: CID-BID Overview Chart.....	18
Uptown Structure Graphic.....	20



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

Cal Mills/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

Jono Klooster/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 Corridor Improvement Authority

Mary O'Neill/Wealthy Street Business Alliance

Peter Jacob/East Fulton Business Assn.

Paul Lee/Wealthy Street Business Alliance

Matt Franko/East Hills Business Assn.

Stephanie Johnson/East Fulton Business Assn.

Mark Stoddard/Midtown Neighborhood Assn.

Heather Havens/Eastown Business Assn.

Joana Hively/East Hills Business Assn.

Nathaniel Moody/City of Grand Rapids

Jessica Solis/City of Grand Rapids

Christine Helms-Maletic/
Corridor Manager

Uptown Business Improvement District

Tamara Sytsma/Wealthy Street Business Alliance

Lynn Happel/East Fulton Business Assn.

Matt Franko/East Hills Business Assn.

Jaye Van Lenten/Eastown Business Assn.

Stephanie Johnson/East Fulton Business Assn.

Ted Lott/East Hills Business Assn.

Peter Jacob/East Fulton Business Assn.

Nathaniel Moody/City of Grand Rapids

Jessica Solis/City of Grand Rapids

Christine Helms-Maletic/
Corridor Manager

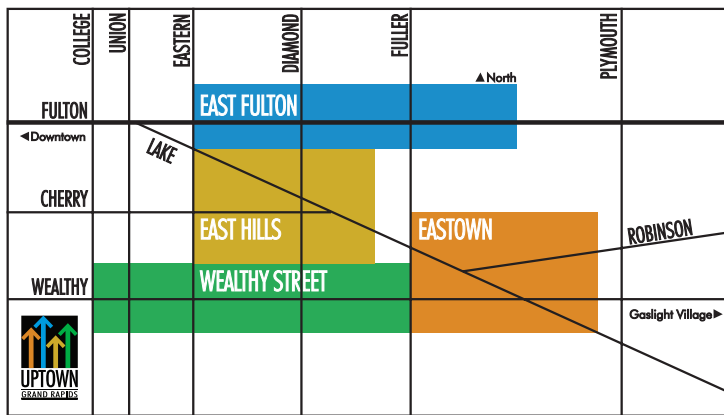


MISSION

Uptown Grand Rapids, Inc. brings together people, partnerships, and possibilities to sustain a strong and vibrant urban district through planning, coordinating and communicating with and between all sectors of the Uptown community and beyond.

VISION

Uptown is widely recognized as a thriving, dynamic, and eclectic area in Grand Rapids encompassing four distinctive business districts surrounded by diverse, safe and desirable neighborhoods.



TO ACHIEVE THIS VISION WE WILL:

- Engage in **planning** that informs creation of a master budget; continuously monitoring the financial position and results achieved
- Seek **funding** to enhance the impact of tax-increment and assessment revenue
- Provide **organizational efficiency** in administration, communications and marketing services
- Facilitate **collaboration** between business and neighborhood associations and the city, leading advocacy efforts to improve policy and programs
- Value economic, cultural and ethnic **diversity**

VALUES

- Diversity; welcoming, mutual trust and respect for people and the place
- Collaboration
- Transparency/open and honest communication
- Stewardship
- Flexibility and responsiveness to changing needs and circumstances

GOALS AND OBJECTIVES



1: UPTOWN *Thrives.*

Sustain economic growth. Grow the local economy while preserving the distinct character of each of the business districts

Secure new investment by serving as an information resource, welcoming new businesses; provide incentives that align with priorities

- Update Uptown website for improved functionality; refresh with new stories and events
- Develop and implement a plan for the business-facing side of the website: content, location (same site or re-direct), links, other resources
- Implement business-service recycling recommendations from the WMEAC study
- Organize and host regular Uptown Casuals for informal networking and information-sharing between business owners and key employees
- Welcome and introduce new businesses to Uptown. Review and revise new welcome packet as needed
- Maintain a vacant properties database, update monthly to share with prospective new business owners

Monitor trends in business districts (*start date of business, occupancy rates, commercial lease rates, land use types*)

- Continuously update business/property owner database

Increase the diversity of business owners and operators; outreach, communicate mission

- Assist staff with selecting topics of interest to include in monthly email newsletters distributed to all business owners, key employees and property owners

Increase the number of retail businesses, with an emphasis on locally-owned, minority-owned, and specialty offerings

- Ensure all marketing materials reflect the ethnic and cultural diversity of our community

Provide workshops and seminars to foster positive small business growth; provide connections to other community resources; provide scholarship or matching funds for business improvement education

- Organize two seminars annually on topics of interest to small business owners.



2: UPTOWN *Invites.*

Attract people through place making and activities that increase desirability and vibrancy of Uptown

Enhance public spaces

Incorporate public art

- Develop a list of locations amenable to murals and other public art, create a program model for installation including potential sources of funding

Provide attractions

- Events
 - Organize 3 major events annually (such as Shop Hop, Concierge Tour, Eat Shop Rock)
 - Work with Business Association leadership to develop event plans that include the goal of the event, time line/schedule and a template for annual implementation
- Create calendar of Business Association annual events (e.g. East Hills Sidewalk Sale, Wealthy Street Mother's Day Hop, etc.) and determine level of/tactics for Uptown support and marketing assistance
- Consider strategies for deploying food trucks in the district via special events or food truck rallies.
- Install more street furniture at transit stops and public gathering spaces

Expand clean and green efforts; provide visual evidence of welcome

- Maintain branded street-side trash receptacles
- Implement street-side recycling recommendations from the WMEAC study
- Plantings
 - Oversee beautification and maintenance through contractual agreements and volunteer efforts.
 - Evaluate performance of contractors
 - Plant and maintain all (or selected) tree wells, bump outs and planters in all four districts

Foster culture of neighborliness

- Serve as ambassadors, direction-providers, respectful assistants to residents and visitors

Plan, execute, and monitor marketing programs (see Appendix B)

- Finalize Uptown Marketing Plan & Calendar. Establish benchmarks for metrics such as foot traffic, sales, email marketing & event traffic. Monitor growth over 12 months

- Evaluate benefit of engaging in cooperative print marketing opportunities, such as Solace, mLive and other outlets
- Develop tactics for social, email, and the website that will resonate with the appropriate age range of those channels. Tailor messaging to visitors versus residents
- Update and print Uptown Business Directory semi-annually. Evaluate cost and benefit



3: UPTOWN Moves.

Accelerate and/or enhance City strategies to improve mobility to and within Uptown

Improve walkability: safety, wayfinding

- Create a plan to add in-street Stop for Pedestrian signage and crosswalk markings using high durability paint and/or bump-outs at key intersections located in each business district in Uptown
- Work with Traffic Safety to determine the need for right-turn-on-red restrictions at high-volume intersections, on designated "Safe Routes to School" and at acute-angled intersections.
- Educate drivers & pedestrians about safe crosswalk behavior through posters, fliers, events, and collaboration with business owners and neighborhood and business associations
- Advocate for lower speed limits and better enforcement on all thoroughfares. Implement design strategies for slower speeds according to the City's Vision Zero program.
- Implement decorative crosswalks and street art in travel, parking lanes and/or intersections per amended City Policy
- Ensure sidewalks are navigable and in good repair in all seasons
- Redesign street-scape where appropriate including modifying lane width, sidewalk width, bulb-outs and other strategies.
- Develop a plan (including financing) for installation of pedestrian-scale decorative lighting throughout Uptown.
- Establish decorative "gateway" identifiers at all entry points or at central areas/nodes within each district



- Design, construct and install way-finding signs for pedestrians, bikes & vehicles. Coordinate this effort with potential Bike Share and/or other city-led efforts

Enhance transit: routes and shelters

- Use Parking Benefits revenue to establish DASH route between Downtown and Uptown—all 4 districts
- Install new benches and bus shelters at stops. Enhance stops with Uptown branding, art and/or trash receptacles.
- Conduct a feasibility study for on-going shuttle service within Uptown and connecting to downtown. Analyze cost-benefit of such service, potential demand and optimal schedule

Enhance biking opportunities

- Install bike repair stations, one per business district
- Work with Traffic Safety to determine the need for right-turn-on-red restrictions at high-volume intersections, on designated “Safe Routes to School” and at acute-angled intersections
- Install and maintain on-street bike parking
- In balance with parking needs, ensure bike lines and sharrows are marked and that streets are in good repair
- Extend the Lake Drive dedicated bike lane on both sides of the street all the way from Cherry to Glenwood
- Add sharrows to major thoroughfares
- Support expansion and creation of City-wide Bike Share Program
- Designate dismount zones, install 2-sided signs, ensure enforcement/education. Publish and/or distribute informational pieces directing bicycle traffic away from sidewalks and into more appropriate bike routes
- Work to implement a city-wide Bike Benefits or similar program

Monitor parking needs and collaborate with the City to address them

- Establish a parking benefit district zone in Uptown; changing meters and markings to allow more flexibility in parking areas, encourage density
- Coordinate public information strategies with Mobile GR.
- Design and distribute to customers a map indicating public, customer-only and on-street parking options. Provide a limited print run and digital format. (Indicate number of spaces, distances, compare to mall, etc.)
- Design and install prominent signage directing people to public parking lots

- Supplement the city's parking lot maintenance schedule for painting, trash pick-up and cleaning
- Contract with engineering consultants to create a plan for Lake Drive that would slow vehicular traffic and draw attention to pedestrians and cyclist
- Redesign and beautify major intersections with Lake Drive at Cherry/Diamond, Fuller, Carlton and Norwood/Wealthy
- Develop a campaign to encourage visitors, residents, others to use alternate modes of transportation when traveling to/from/within Uptown
- Facilitate shared use agreements with owners of private lots



4: UPTOWN Organizes.

Establish Uptown Inc as the collaborative planning, management, and fund raising organization for Uptown, its business districts, and the neighborhoods

Adopt bylaws, policies, and procedures essential to effective nonprofit governance.

- Board members' role and responsibilities
 - Orient all directors to responsibilities and board protocols
 - Maintain board attendance records; review annually
- Board recruitment
- Election of officers
- Conflict of interest
 - Review policy and document acceptance by all directors annually
- Signature authority
- Open meetings
- Financial management and budgeting
 - Adopt annual budget (Uptown Inc., CID and BID Boards) no later than May 15
 - Oversee financial management of all funds and proper allocation of CID & BID funds.
 - Ensure completion of an annual audit and review by Boards

(Continued)



Affirm a statement of values

Adopt a five-year strategic plan

Establish benchmarks

Devise a system to continuously monitor progress toward goal achievement

Ensure that all organizational work relates to goal accomplishment

- Appoint committees with specific responsibilities, establish objectives consistent with the strategic plan
- Maintain communication with member organizations regarding progress toward meeting objectives

Orient and provide appropriate education to board members

- Develop and execute a board development plan that includes legal and technical issues

Engage volunteer leaders in productive participation

- Ensure adequate CIA & BID representation on Uptown Grand Rapids Inc. Board
- Maintain and support information and resource-sharing between the Uptown GR Inc. and CIA-BID Boards.

Provide support for volunteer recruitment and management

- Collect nominations from various committees and business associations for the annual Volunteer of the Year Award. Make a recipient recommendation to the Uptown Inc. Board
- Organize and host events to inform and foster participation in the Uptown community

Design and implement staffing plan

- Determine future staffing and office needs, approve job descriptions, recruit and employ executive director
- Conduct annual performance review of executive director



PARTNERSHIP OPPORTUNITIES

Start Garden • Local First • Grand Rapids Chamber of Commerce
Hispanic Chamber of Commerce • Grand Rapids Area Black Businesses (GRABB)
Grand Rapids Opportunities for Women (GROW) • Downtown Grand Rapids, Inc. (DGRI)
Business Associations • Neighborhood Associations • Business Development Centers
West Michigan Environmental Action Council



FUNDING OPTIONS AND OPPORTUNITIES

City of Grand Rapids • Michigan Economic Development Corporation (MEDC)
Foundations • Sponsorships • Memberships



RESOURCES

Johnson Center at GVSU
(community data)



GLOSSARY AND DEFINITIONS

- **MISSION.** A concise statement of purpose that includes the benefit provided (What good?), the population served (For whom?), and the method of achieving the purpose (How? At what cost?)
- **VISION.** What is your dream end state? What does success look like?
- **VALUES.** Core beliefs that inspire and guide
- **MICHIGAN NONPROFIT CORPORATION.** A legal entity established in the State of Michigan with specific duties, rights, powers, immunities, and liabilities as described by the Nonprofit Corporation Act 162 of 1982, amended January 2015.
- **CORRIDOR IMPROVEMENT AUTHORITY AND BUSINESS IMPROVEMENT DISTRICT.** See CIA and BID Overview (Appendix B)



APPENDIX A: Background and Influences on Plan Development

Since the early 1900's the **Uptown** area has been host to four lively neighborhood business districts where residents, stagecoach travelers and streetcar visitors shopped, dined and enjoyed performances at the **Pastime Vaudette** (now the **Wealthy Theatre**) and the **Half Way House** on Cherry Street. By 1926 Highway M21 was a major travel route along East Fulton Street, connecting travelers from Holland to Port Huron. As traffic along the route increased, the district grew in popularity, supporting emerging businesses such as **Van's Pastry Shoppe**, a neighborhood favorite to this day. Like other major urban areas across the country, Uptown began to show signs of decline in the 1970's with businesses closing or relocating to seemingly more attractive suburbs. Many owner-occupied homes converted into rental units or fell into vacancy, storefronts emptied and crime rates rose.

In this environment, local stakeholders mobilized to strengthen business and neighborhood associations and breathe life back into these central-city districts. **The South East Economic Development (SEED) Corporation** was formed to save Wealthy Theatre and to encourage preservation of the buildings along the commercial corridors. Uptown saw a resurgence as a gathering place for artists, students and activists throughout the turn of the new century. Commercial buildings and historic homes were purchased and renovated, with new businesses and residents relocating to its attractive and affordable neighborhoods.

In the early 2000's community stakeholders formed the **Uptown Advisory Council** to work on community improvement projects and to encourage public and private investment in the commercial corridors. Since 2003 the leaders in Uptown have worked cohesively on marketing, advertising, special events, way-finding signs, public infrastructure improvements and more. In 2004 Uptown was designated as one of the first **Michigan Cool Cities Neighborhoods** in Progress. In 2009, shortly after the State of Michigan passed enabling legislation, the City established Uptown as the first **Corridor Improvement District (CID)** in Grand Rapids, allowing the capture of a portion of its property tax dollars to be re-invested within its boundaries for public benefit. In 2013 following a petition and district-wide vote, the City created its first **Business Improvement District (BID)** in Uptown. The BID allows the city to levy a special assessment on commercial, industrial and government-owned properties and invest those dollars back into the district by way of marketing and branding, enhanced street-scape design and maintenance and economic development incentives.

Today Uptown consists of four central-city neighborhood business districts: **Eastown, East Hills, East Fulton** and **Wealthy Street**, that work together to promote constituent local businesses, to enhance public spaces, to attract and retain new investment and to engage business and property owners in local decision-making. The **Uptown CID** and **BID Boards** consist of two representatives per business district plus one City Commissioner and are supported by three active committees: Marketing, Design and Business Development. In late 2017 the City Commission approved the creation of a nonprofit organization called Uptown Grand Rapids Inc. to support the work of the CID, the BID and Uptown's member business districts and surrounding neighborhoods: **Midtown, Eastown, East Hills, Baxter** and **Fulton Heights**. Uptown has been staffed by part-time Corridor and Marketing & Events Managers and additional contract staff, volunteers and interns as needed. With a steadily growing budget, skyrocketing property values, expanding community involvement and emerging city-wide support for creative entrepreneurial initiatives, Uptown is poised to engage in large-scale, meaningful projects and programs that could have far-reaching impact for residents, businesses and visitors.



Over the years **Uptown** and its nearby neighborhood associations have created a multitude of plans for enhancing the quality of life for residents and for attracting new investment to its business districts.

THESE INCLUDE:

1. Midtown Neighborhood Association's Brikyaat Development Area Specific Plan
2. East Hills' Public Space Strategy
3. The Go East Hills Neighborhood Mobility Plan
4. The Wealthy Street Business Alliance Development Plan
5. Easttown Community Association's Development Plan
6. Southtown's Neighborhood Revitalization Strategy
7. Uptown Corridor Improvement District's Tax Increment Financing Plan
8. Uptown Business Improvement District's Marketing and Development Plan
9. Past Uptown Strategic Planning work
10. A 2017 Calvin Student-led Marketing Study
11. The Uptown Mobility Plan On
12. Uptown Annual Marketing Plan

Meanwhile, the City of Grand Rapids has drafted and deployed several related initiatives including The **Green Grand Rapids Plan**, the **Vital Streets Plan**, **Project Zero** (pedestrian safety), the **Mobile GR Plan** and others.

Under the guidance of Strategic Planning Consultant Kayem Dunn, Uptown has created a comprehensive strategic plan that incorporates all of this work and will guide its staff and board in making decisions about future investments in staffing, partnerships, projects and programs. As each of the aforementioned plans involved extensive stakeholder and community input when they were created, Uptown used them as source materials for its 2019-2023 Strategic Plan.



STRATEGIC PLANNING CONSIDERATIONS

Rationale for forming a nonprofit corporation

- Planning and coordination of effort
- Fundraising
- Organizational efficiency
- Expansion of administrative services
- Foster alignment with entities within the Uptown district
- Focus on priorities

Organizational Structure

- Include CID, BID, business districts, and neighborhoods
- Consider staffing, projects, programs, and partnerships
- Legal status: Michigan Nonprofit Corporation

Envisioned as a collaborative planning and management entity:

- Repository for data and information
- Businesses (402 listed in database 2016-17)

Population

Develop long range plan: prioritize actions based on “local” goals

Annual agenda for action that is efficiently delivered

Propose allocation of resources through a master budget

Measure organizational performance against defined success criteria

Compliance (with local, state, and federal requirements)

Efficiently provide support tailored to the specific needs of business associations

Engage neighborhood associations; ensure strong communication channels

Fund development

Seek grants, sponsorships, donations, and memberships

Limited financial authority (independently raised funds only)



Structured forum for collaboration to drive vision and execute strategy

- Board
 - *Maximum of 13 directors*
 - *Three-year terms*
 - *Experience on a nonprofit or neighborhood association board*
 - *Prefer individuals with connection to business association or neighborhood association*
 - *Prioritize and make recommendations on projects to achieve strategic goals*

Committees (committees will serve Uptown Inc; goals will drive committee names)

Advocacy

Pursuing policies and programs that improve the quality of life for all Uptown residents

Adopting and implementing strategies that promote a welcoming culture for people of every age, race, ethnicity, and income level

Serving as a collective voice for Uptown on city-wide issues and municipal initiatives

APPENDIX B: Uptown Marketing Plan

PURPOSE

Unify messaging among all four business districts when promoting events in Uptown.

Develop recognition of Uptown through the diverse, high quality and unique offerings of Uptown shops, services, restaurants and breweries.

Build *relationships* in the community through outreach and communication. Create and expand strategic partnerships for the benefit and growth of the community

Position Uptown as a desirable community with a unique environment and youthful mindset that *invites* locals, residents and newcomers alike to *contribute* to shape its future

Provide marketing templates, tactics, activities and strategies that will help the area develop to its full potential.

SOCIAL MEDIA Goal: Promote our key messaging and marketing goals through 5-7 posts a week on social channels, with *additional live streams and stories*. To begin we will limit our presence to Facebook and Instagram. We will showcase the community, businesses, and events, making sure to cover each district equally.

(Continued)



EMAIL MARKETING Goal: Promote our key messaging and marketing goals through *monthly emails to business owners*. Begin a consistent and content rich *quarterly customer email*. Encourage engagement and share information to the community.

EVENTS Goal: IN PROGRESS

PRINT/SWAG MARKETING MATERIALS Goal: To create pieces that promote unity and community within Uptown businesses, residents, and visitors. These pieces should show a synthesis of the four districts of Uptown. They should be placed at businesses in the area, hotels and visitor heavy destinations, and online for easy access.

EARNED MEDIA OPPORTUNITIES Goal: To create earned media opportunities for Uptown with Press Releases and relationship building with local media. To showcase all that Uptown has to offer in events, music, art, food, shopping, and atmosphere to our local community. To promote events and create buzz during slower times of the year.

APPENDIX C: UPTOWN BOARD & COMMITTEE DESCRIPTIONS

UPTOWN GRAND RAPIDS INC. BOARD OF DIRECTORS

Uptown Board members are volunteers recruited from each of its four business districts and five neighborhood associations. Directors are appointed by the Board itself to fill vacancies as they arise. Board terms are three years.

The Uptown Inc. Board is charged with:

- Engaging in planning that informs creation of a master budget; continuously monitoring the financial position and results achieved
- Seeking funding to enhance the impact of tax-increment and assessment revenue
- Providing organizational efficiency in administration, communications, and marketing services
- Facilitating collaboration between business and neighborhood associations and the city, leading advocacy efforts to improve policy and programs
- Promoting and supporting economic, cultural, and ethnic diversity

Core responsibilities:

- Establish a strategic vision and plan for continued growth and development
- Approve and monitor budget
- Hire and evaluate executive director
- Maintain status as a legal entity
- Deliberate and make final decisions regarding policy
- Appoint and participate in committees and task forces



- Create and nurture relationships to advance the mission, including fundraising
- Communicate with external audiences; serve as ambassadors
- Review and approve contracts and legally binding agreements
- Evaluate board and committees

UPTOWN INC COMMITTEES

Committee members are appointed by the Uptown Inc. Board of Directors from a roster of volunteers and recruits who have an interest in the committee purpose and a commitment to Uptown. Committee chairs are elected annually by members of the committee. Each committee will include a member of the Uptown Board who serves as a liaison between the committee and the board.

Committees are charged with developing annual plans for projects and activities, consistent with the committee purpose, to fulfill the goals and objectives of the strategic plan; and to devise measures that demonstrate progress. Each committee researches costs related to executing their annual plan for Board consideration.

Uptown Thrives Committee

The purpose of this committee is to sustain economic growth; to grow the local economy while preserving the distinct character of each of the business districts.

Core responsibilities:

- *Attract businesses*
- *Monitor trends*
- *Provide business support resources*

Uptown Invites Committee

The purpose of this committee is to attract people through place making and activities that increase desirability and vibrancy of Uptown.

Core responsibilities:

- *Enhance public spaces with art and attractions*
- *Expand clean and green*
- *Plan, execute, and monitor marketing efforts and events*

Uptown Moves Committee

The purpose of this committee is to accelerate and/or enhance City strategies to improve mobility to and within Uptown

Core responsibilities:

- *Improve walkability, safety, and wayfinding*
- *Enhance transit including routes, shelters, and biking*
- *Monitor parking needs and collaborate with the City to address them*



CORRIDOR IMPROVEMENT DISTRICT AUTHORITY BOARD

As required by the Act a majority of the members shall have an ownership or business interest in property located in the development area. At least one (1) of the members shall be a resident of the development area or of an area within 1/2 mile of any part of the development area.

Core responsibilities of the Board of Directors are to:

- Review and adopt an annual budget
- Approve expenditures for projects and management of the CID
- Make decisions regarding Special Improvement District Liquor Licenses and tax abatement requests
- Execute contracts and agreements with partner organizations
- Review and accept regular financial reports

Directors are:

- Nominated by the Board of the Business District in which they operate, appointed by the Mayor and confirmed by the City Commission
- Appointed to serve a four-year term
- Eligible for reappointment

Directors are expected to:

- Attend monthly board meetings
- Participate in at least one of the three standing Uptown, Inc. committees
- Commit three to four hours per month participating in board and committee meetings and supporting Uptown sponsored events



BUSINESS IMPROVEMENT DISTRICT AUTHORITY BOARD

As required by the Act and defined in the Uptown BID Marketing and Development Plan, a minimum of one member representing each of the four Uptown business districts must be the rightful owner of an assessed property which is located within the designated Business Improvement District. Other representatives may be either owners of an assessed property or designated representatives of an assessed property.

Core responsibilities of the Board of Directors are to:

- Adopt the Uptown BID Marketing and Development Plan
- Review and adopt an annual budget to carry out the Plan
- Approve expenditures for projects and management of the BID
- Review and accept regular financial reports

Directors are:

- Nominated by the Board of the Business District in which they operate; appointed by the Mayor and confirmed by the City Commission
- Appointed to serve a four-year term
- Eligible for reappointment

Directors are expected to:

- Attend monthly board meetings
- Participate in at least one of the three standing Uptown Inc. committees
- Commit three to four hours per month participating in board and committee meetings and supporting Uptown sponsored events



↑↑↑ APPENDIX D: CID-BID OVERVIEW CHART

	CIA	BID
Enabling Legislation	<p><i>State of Michigan Act 280 of 2005: Corridor Improvement Authority Act recodified as Part 6 of Act 57 of 2018</i></p> <p><i>City of Grand Rapids Policy: No. 900-49: Corridor Improvement Authority</i></p>	<p><i>State of Michigan Act 120 of 1961: Principal Shopping Districts & Business Improvement Districts Chapter 2</i></p> <p><i>City of Grand Rapids Policy: No. 900-54: Business Improvement Districts & Boards</i></p>
Uptown Est.	2009	2013
Geographic Area	See map, page 2	See map, page 2
Funding Source	<p><i>Tax Increment Financing: Based on benchmark value of all properties in the district as set in Year One. As values increase over time, so do property taxes. That amount of increase in the tax (the "increment") is captured and set aside to be spent on eligible projects or activities within the boundaries of the district. TIF does NOT increase the amount of tax paid by the owner.</i></p> <p><i>Other possible sources: Donations, rental or lease revenue (if the CIA owns property), proceeds from special assessment, grants, other government funds (e.g. Parking Benefits District revenue)</i></p>	<p><i>Special Assessment: Based on a unique charge that the city assesses against commercial and industrial properties located in a specific zone. Nonprofit and government properties MAY pay into the assessment; nonprofits are charged half the regular rate. In Uptown the rate is \$5.46 per linear foot of frontage with some exceptions for corner and other special lots.</i></p> <p><i>A Special Assessment Request must be submitted to and approved by the City Commission (currently annually); the rate & formulas may be changed via this request. The assessment appears on the property owners' summer tax bills.</i></p>
Revenues	<p>FY2017.....\$ 36,991</p> <p>FY2018.....\$ 77,257</p> <p>FY2019.....\$127,325</p>	<p>FY2017.....\$97,227 (\$10K voluntary)</p> <p>FY2018.....\$127,759 (\$10K voluntary)</p> <p>FY2019.....\$119,362 (\$17K voluntary)</p>

↑↑↑ APPENDIX D: CID-BID OVERVIEW CHART (CONT.)

	CIA	BID
Board Representation	<ul style="list-style-type: none"> - appointed by the Mayor or his/her designee, approved by City Commission - 9 members, a majority of whom must have ownership or business interest in a property located in the area, at least 1 member shall be a resident of the area or within 1/2 mi of any part of it - 4 year terms (state mandated) 	<ul style="list-style-type: none"> - appointed by the Mayor or his/her designee, approved by City Commission - 5-9 members, up to 2 per district, at least 1 from each district has to be the rightful owner of an assessed property - may consist of same members as the CID board
Powers	<ul style="list-style-type: none"> - hire employees (Director approved by City Commission, must be bonded) - prepare studies & plans - construct, renovate, repair public facilities and existing buildings, including - enter into contracts - purchase and lease property - own and operate any building in the district - conduct market research & public relations, retail promotions, special events & related activities - issue bonds or borrow money with approval of City Commission - reimburse costs to improve public and private buildings 	<ul style="list-style-type: none"> - acquire, improve & maintain parks, planting areas, curbs, sidewalks, etc. - provide security services - promote & sponsor cultural & recreational activities - engage in economic development including business development, recruitment, marketing, public relations, etc. - contract with a nonprofit corporation for services - borrow money under certain circumstances
Activities	<p><u>All activities must relate to the Uptown TIF Plan</u></p> <ul style="list-style-type: none"> • way-finding signs • bike racks • benches • trash receptacles • Shop Hop, Eat Shop Rock, Concierge Tour • corridor management services • strategic planning & consulting services • one-time Bz Assoc contributions: parking lot improvements, planter boxes, perennial plantings 	<p><u>All activities must relate to the BID Marketing & Development Plan</u></p> <ul style="list-style-type: none"> • seminars, mixers, networking events • advertising, promotions, special events • trash receptacle services, cigarette butt removal, recycling initiatives • tree well and bed maintenance • corridor management services • volunteer recognition • maintenance of installed improvements • consulting services
Oversight	City of GR Economic Development Dept.	City of GR Economic Development Dept.



Uptown Grand Rapids, Inc. brings together people, partnerships and possibilities to sustain a strong and vibrant urban district through planning, coordinating and communicating with and between all sectors of the Uptown community and beyond.

UPTOWN STRUCTURE



**This Strategic Plan
adopted by the Uptown, Inc.
Board of Directors on:**

Jan. 24, 2019

**Endorsed by the Uptown Corridor
Improvement District Board on:**

March 6, 2019

**Endorsed by the Uptown Business
Improvement District Board on:**

March 6 2019

Strategic Planning Facilitator:

Kayem Dunn

Corridor Manager

Christine Helms-Maletic



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