



Uptown Grand Rapids Year to Date Snapshot

Below is a list of projects and programs that have been successfully accomplished since our last annual retreat on September 16, 2020.

Business Development Focus

- Business Association - MOU, funding (\$2,400 each) and continued support
- Contracted first-ever Project Coordinator to support business associations (Benson)
- Hosted virtual small business trainings
 - [What is Uptown](#)
 - [What is a Business Association](#)
 - [Initiate Platform](#)
 - [Shop Hop Kick-off](#)
- Internal business newsletter (22)
- Secured [Initiate Platform](#) (MEDC) for all Uptown businesses
- Match on Main grant (in process)
- Responsive to business needs and inquiries as needed

Looking Ahead

- Property inventory/development opportunities
- District-wide market study
- Broadening business recruitment
- DE&I small business study with Earl James
- Continued business association development and support
 - Board onboarding and training program
 - Recruitment and retention

Marketing Focus

- Successful Shop Hop 2020
 - Introduced "Season of" and three event dates to be sensitive to public health and dispersing crowds
 - Added temporary window murals
 - Traveling entertainment
 - Increased media coverage/spends
 - Did *not* contract shuttles
 - Hired event contractors
- Renewed Marketing and Communications Specialist contract - Dana Kroll
- Maintain and update social media channels
- Sponsored neighborhood events (4) and D,E,& I training (2)
- Eastown.com redirected to Uptowngr.com
- Support businesses through #UptownWorks campaign
- Developed event specialist position (on hold)

Looking Ahead

- Continued marketing administration
- Uptown as a destination marketing campaign
- Continued development of event support/programming

Design Focus

- Approved three (1) Facade Design Services
- Approved one (4) Facade Improvement Program
- Completed mural program and expanded public art program
- Installed 15 new trash receptacles throughout the district in response to last year's inventory
- Contracted new district maintenance, Block by Block Ambassadors, in partnership with DGRI
 - 109 business contacts
 - 68 biohazard cleanups
 - 2381 trash bags removed (~ 48 tons)
 - 7 suspicious activities reported
 - 30 mobility assists
 - 2151 pieces of graffiti removed
 - 57 scooters relocated
 - Obtained one vehicle to support ambassador program
- Maintained district planting beds and tree wells
- Planted 50 additional street trees
- Worked with City's CPTED specialist to inventory Eastown
- Conducted business association survey of desired areas of support
 - Contracting district-wide holiday decorations based on survey results

Looking Ahead

- Continued streetscape maintenance and beautification
- Actively Support Alternate Transit Solutions in the Neighborhood
- Improve Pedestrian Experience
- Create a Right of Way Improvement Plan

Organizational

- Successfully survived Executive Director family leave
- Created comprehensive Priority Plan and successful 2021-2022 budget adoption
- Contracted DE&I Consultant Earl James
 - Completed 4 board trainings
 - 1 book club
 - adopted consent affirmation
- Applied for 501c3 and adopted new articles of incorporation
- Navigating the BID/BIZ discussion
- Increased organizational support of Neighborhood Associations

Looking Ahead

- Navigating the BID/BIZ way forward
- Convene Neighborhood leaders to develop support plan
- Fund development and staffing plan