

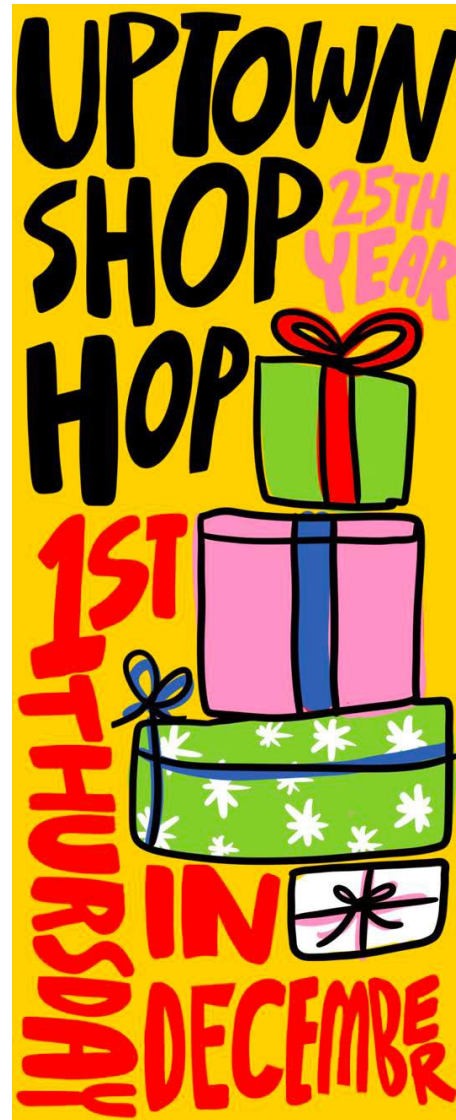
Uptown Corridor Improvement Authority

Calendar Year 2022 Projects Overview

Shop Hop

Shop Hop Rebrand

Approved Uptown CIA Investment:
\$9,500



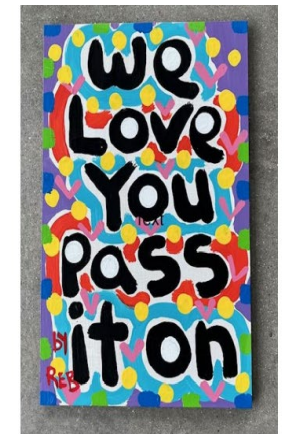
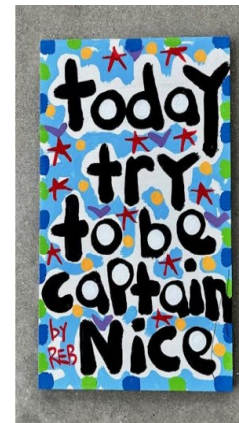
Murals

Locations:

Lake Dr. and Genessee Crosswalk

East Hills Utility Shop

Approved Uptown CIA Investment: \$5,000



Planters

Approved Uptown CIA
Investment: \$12,200



Façade Improvement Program

Uptown CIA Investment:
\$55,000

- 800 Wealthy St- \$40,000
- 1515 Lake Dr. (Design) - \$5,000
- 1321 East Fulton (Design) - \$5,000
- 963 Cherry St. (Design) - \$5,000

Other Projects

Business Association Support

- Uptown Investment: \$9,600
\$2,400 per business association for the Fiscal Year 2023

Friends of Grand Rapids Parks Tree Planting

- Uptown CIA Investment: \$25,000

Holiday Decor

- Uptown CIA investment - \$6,255

Bike Rack

- Uptown CIA Investment: \$ 1,620

Eastown Lighting Upgrades

- Uptown CIA Investment: \$100,000

Other Projects

Event Sponsorships

- Uptown Investment:

\$7,650 of the \$10,000 allocated to the business and community associations.

Advertising Campaign and Marketing with Well Design

- Uptown Investment - \$51,735