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Economic  
Development

## 2021 ANNUAL REPORT

# ANNUAL CIA/BID ROUNDTABLE

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**The Office of Economic  
Development is your investment  
partner with tailored resources  
and programs that support  
business investment, retention,  
and job growth.**

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# Equitable Economic Development + Mobility Strategic Plan:

*A Resilient Grand Rapids*



**Mobile GR +** Economic  
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Department



# What's Next?

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## Equitable Economic Development



Community  
Engagement



Land Use and  
Environmental  
Impact



Housing



Economic  
Opportunity



Transportation  
And  
Accessibility



# Department Projects

New private investment:

**\$181 million**

Committed

**708**

New Jobs

Retained

**1,717**

Jobs

Corridor Improvement  
Authority Investments

**\$708,000**



Mobile GR + Economic  
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Department

## Corridor Improvement Authority (CIA) and Business Improvement District (BID) Investments

### CIA Façade Grant Investments

**24**

Façade Projects Approved

**\$346,383**

Total Investment

### Public Art Support from CIAs

**20**

Murals Supported

**\$87,000**

Total Investment

### Streetscape Enhancements: CIAs and BIDs

**\$275,375**

Total Investment



This includes street furnishings (bike racks, trash cans, and more), maintenance and beautification of the right of way, banners, and décor.



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# Our inclusion plan was implemented January 1, 2021

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## Inclusion Plan To-Date

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**100%**

Participation with  
Inclusion Plan since  
its inception in 2021



**\$36M+**

Total commitments  
to date of MBE/WBE  
and MLBE contractors



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# REPORTS

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# North Quarter

## CORRIDOR MANAGEMENT PARTNERSHIP

01



PROJECT  
HIGHLIGHTS

# Active Projects

NORTH QUARTER CIA

## FACADE IMPROVEMENT

Three businesses were approved & have completed facade improvements to their buildings.

## BIORETENTION ISLANDS

Cleaning, replacing plants and facilitating maintenance of the islands on Plainfield Ave.

## STREET FURNITURE

Facilitating the maintenance for trash cans and benches & coordinating communication with the city for bike racks and bike repair stand.

## BEST IN CRESTON

Collaborative website and social platform with four community partners to provide business and community resources in one place.



# Business & Community Collaboration

NORTH QUARTER CIA



## CRESTON NEIGHBORHOOD ASSOCIATION



## CRESTON BUSINESS ASSOCIATION



## NORTH END WELLNESS COALITION



The logo for North Quarter, featuring a stylized 'n' with three yellow dots above it, followed by the word 'north' in orange and 'Quarter' in purple.

NORTH QUARTER CIA

# Corridor Management Partnership

## WHY?

The Creston Neighborhood Association and North Quarter CIA have responsibilities and needs for the community that intersect. To name a few...

- Business Development and Land Use
- Applying for Project Funding -Stronger Together
- Community Outreach
- Volunteer Needs





Presented by  
North Quarter Corridor Improvement Authority

## 2022 YEAR-END HOLIDAY EVENT

Shop, Sip & Stroll at the 2022 Lights on Creston annual event on December 8th from 4:00 p.m. to 8:00 p.m.

- Pictures with Santa
- Shop the artisan market
- Visit local businesses for goodies
- Vote for the best window display and enjoy drink and food specials.
- Shuttles available in multiple locations throughout the corridor for pick-up and drop-off.

[WWW.LIGHTSONCRESTON.ORG](http://WWW.LIGHTSONCRESTON.ORG)

05



PROCEEDS HELP FUND CIA PROJECT  
MAINTENANCE NEEDS



# Connect with Us

CONTACT THE CORRIDOR MANAGER

[hello@bestincreston.com](mailto:hello@bestincreston.com)

WEBSITE

[www.bestincreston.com](http://www.bestincreston.com)

INSTAGRAM

[@bestincreston](https://www.instagram.com/bestincreston)





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# FAÇADE IMPROVEMENT PROGRAM

## 704 Eastern - Amanda's Salon

AND SO THE  
*Adventure*  
BEGINS



704 Eastern - Amanda's Salon



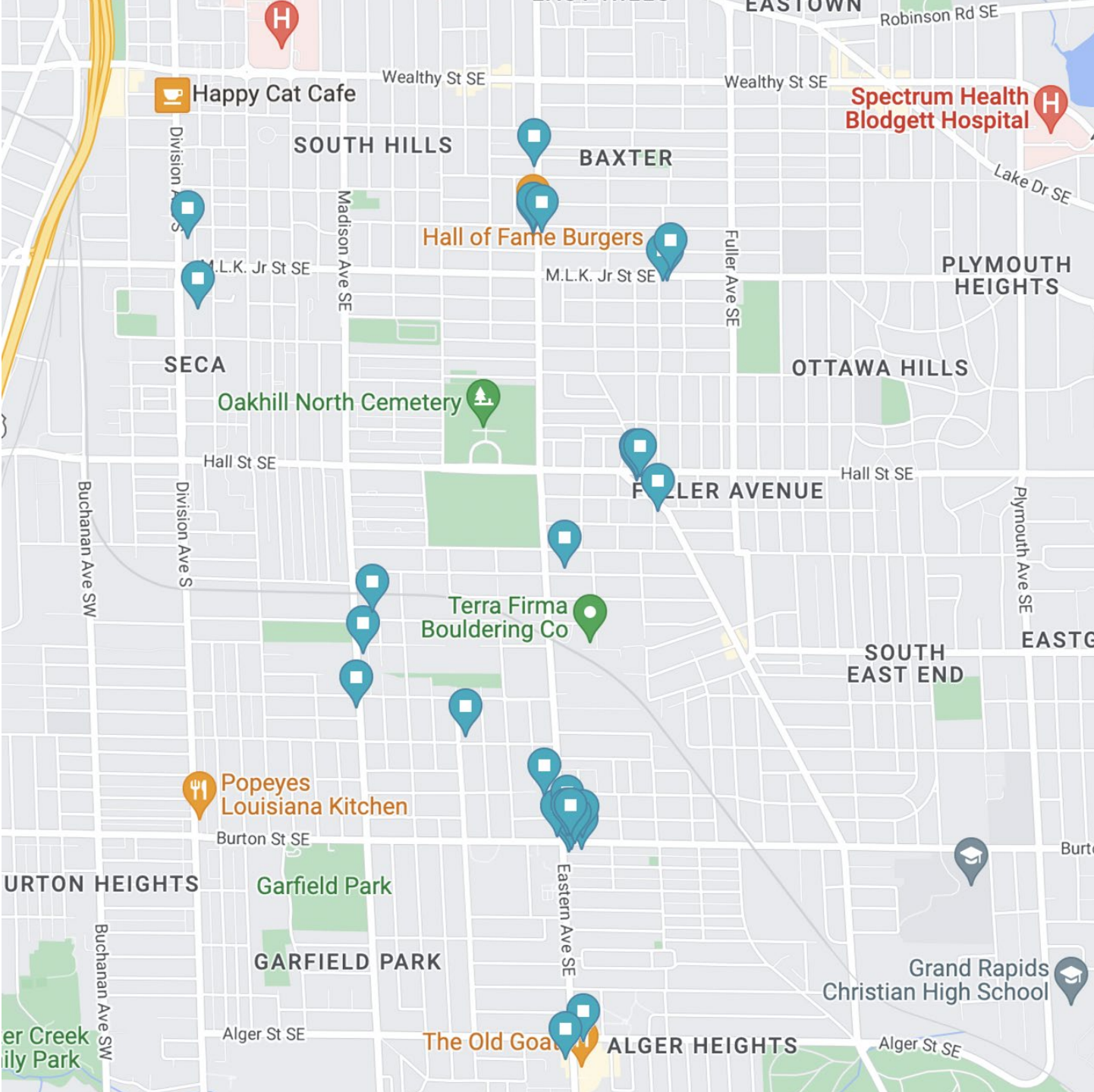
# Harvest Health Foods

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Map of Impact - 32 Facade  
Improvement Awardees

**\$285,000** FY2019-FY2022



# Program Goals and Differences

- Intent - **accessibility** for the small business owner  
Action - remove match from the facade grant
- Intent - infrastructural **integrity**  
Action - add architectural design award
- Intent - increase **usage** by building and encourage additional independent investment  
Action - allow up to two grants per building, not limited by owner
- Intent - Encourage the consecutive and **focused** completion of new projects  
Action - limit facade grants to one per year, per property

+Options to work with vendors for direct City payment

+Listing known options for the Facade Program



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# Uptown Grand Rapids

CIA-BID JOURNEY

[www.uptowngr.com](http://www.uptowngr.com)



# Business Improvement District (BID)

- In 2013, the Uptown CIA petitioned to create a Business Improvement District, an economic development tool for property owners and other stakeholders within specific business corridors to creatively fund **mutually beneficial projects**, provide marketing, maintenance, beautification, and administrative services through a special assessment.
- It is a relatively fixed (reliable) revenue stream because the rate, duration, and number of parcels are known.
- A BID may fund many activities, the Uptown BID primarily funds **maintenance** within the district.
- Supplements CIA revenue, less restrictions on spending.



# Business Improvement District (BID)

- The special assessment is currently in the first year of a three year renewal
- \$5.62 per linear foot for-profit and government
- \$2.81 per linear foot for voluntary non-profit

## What this looks like:

- A commercial building with 50 feet of facade fronting the street will be assessed \$281 annually (50 x \$5.62).

<i>*per linear foot of street curb frontage</i>	Current	July 1, 2022 - June 30, 2023	July 1, 2023 - June 30, 2024	July 1, 2024 - June 30, 2025
Commercial & Industrial	\$5.46*	\$5.62*	\$5.79*	\$5.97*
Not-for-Profit	\$2.73*	\$2.81*	\$2.89*	\$2.99*
Secondary street side	\$2.73*	\$2.81*	\$2.89*	\$2.99*





In Real Life



## Uptown Ambassador Program

At the start of 2021, Uptown partnered with Downtown Grand Rapids Inc. to add boots-on-the-ground maintenance to the district. Our Ambassadors are easy to spot, in their Uptown gear. If you see one out and about, make sure to say hi!

- Rubbish removal: 66.5 tons
- Biohazard waste removal: 73 units
- Graffiti removal: 2,268 pieces
- Business contacts: 121
- Asset management: 3,453 occurrences
- Hospitality and Engagement Activity: 687 occurrences

REBECCA KRENZ,  
OPERATIONS MANAGER

"Our Ambassador Program consists of a truly unique team of dedicated and dynamic professionals that keep Uptown clean, beautiful, and friendly for visitors, workers, and neighbors, alike. Making a positive impact in this burgeoning and eclectic community is deeply important and fulfilling to all of us on the team."



In Real Life



# Uptown Grand Rapids, Inc

- In 2018 the Uptown CIA and BID Boards created the Uptown Grand Rapids, Inc. non-profit board to be the strategic leader to implement the plans for the CIA and BID as well as reach to neighborhoods.
- Board is comprised of business and neighborhood associations representatives, CIA/BID representatives, City of GR Economic Development.
- Staffed by an Executive Director, Marketing and Communications Specialist, and Community Engagement Coordinator.



# Strategic Objectives



## Uptown Thrives

Grow the local economy while preserving the distinct character of each district.



## Uptown Invites

Attract people to Uptown through placemaking and activities.



## Uptown Moves

Support a people-first mobility plan that advocates for public transit, safety, and wayfinding.



## Uptown Organizes

Plan, manage, and fundraise collaboratively for Uptown, it's business districts, and neighborhoods.

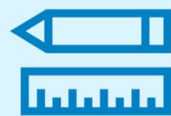
# Committees



## Marketing



## Business Development



## Design





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MICHIGAN STREET

POUTINE WEEK





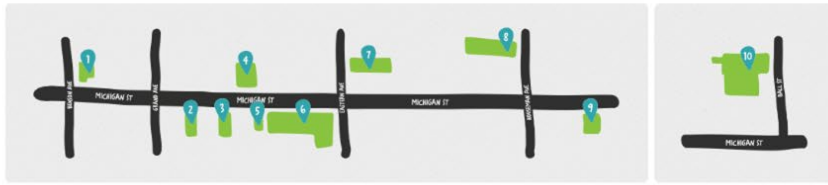
## Goals

- Encourage Walkability
- Business Benefit
- Traffic Slowdown





## POUTINE WEEK PARTICIPATING RESTAURANTS



1

**Kaffeine**

637 Michigan St NE

2

**Glass House Bar**

710 Michigan St NE

3

**Friesian Gastro Pub**

720 Michigan St NE

4

**Bob's Bar**

725 Michigan St NE

5

**Birch Lodge**

732 Michigan St NE

6

**7 Monks GR**

740 Michigan St NE

7

**Grand Coney**

809 Michigan St NE

8

**Maggie's**

855 Michigan St NE

9

**Logan's Alley**

916 Michigan St NE

10

**Vander Mill**

505 Ball Ave NE

# Kaffeine Place had the best poutine!



# Impact

1050 Unique Votes

78 Filled Out “Passports” (5+ Individual Restaurant Visits per Passport)

## So, who had the best poutine?

Provide your name and email to be entered into a chance to win exclusive Poutine Week 2022 swag and a \$100 gift card from 7 Monks Taproom - Grand Rapids!

### Where did you eat poutine? \*

- |  |   |
|--|---|
| <input type="checkbox"/> Kaffeine Place GR       | <input type="checkbox"/> 7 Monks Taproom - Grand Rapids |
| <input type="checkbox"/> Glass House Bar         | <input type="checkbox"/> Grand Coney                    |
| <input type="checkbox"/> The Friesian Gastro Pub | <input type="checkbox"/> Maggie's                       |
| <input type="checkbox"/> Bob's Bar               | <input type="checkbox"/> Logan's Alley                  |
| <input type="checkbox"/> Birch Lodge             | <input type="checkbox"/> Vander Mill                    |

### Who had the best poutine? \*

Vote for your favorite

### Your Name \*

First Name

Last Name

### Your Email \*

email@address.com

CAST YOUR VOTE

- **Kaffeine Place GR: 179 (Winner)**
- Glass House: 84
- Friesen: 115
- Bob's Bar: 106
- Birch Lodge: 117
- 7 Monks Taproom: 149
- Grand Coney: 80
- Maggie's: 57
- Logan's Alley: 120
- Vander Mill: 44

## Poutine Menu

### Birch Lodge

Tater tots, cheese curds, spicy sausage gravy, fried egg on top, topped with bacon and green onion.

### Bob's Bar

Smoked brisket poutine with gravy, cheddar cheese curds and topped with French fried onions

### Friesian

House cut frites, queso fresco, queso blanco, salsa verde, al pastor, & pineapple salsa topped with cotija cheese

### Glass House

French fries with Cheese Curds, Buffalo Gravy, Chives and a sprinkling of Blue Cheese, served with a Chicken Tender and Buffalo Sauce

### Grand Coney

Waffle Fries, Brown Gravy, Cheddar Cheese Curds, Pulled Corn Beef

### Kaffeine

Korean-Style Fried Spicy Chicken with Miso and Sweet Potato Fries, Cheese Gravy

### Logan's Alley

Seasoned sidewinder fries, red-eye chorizo gravy, white cheddar cheese curds, fresh jalapeno, and egg

### Maggies

Golden fresh cut fries, topped with homemade beef gravy, cheese curds, and a scallion garnish

### Vandermill

Mexican-style Poutine – fries, fried cheese curds, pico, queso & the option of chicken

### 7 Monks

Shoestring Fries, White Cheddar Cheese Curds, White Cheddar Duck Gravy, Duck Confit, Chives, Orange Supreme, Simple Salad & Orange Zest

# BUSINESS ASSOCIATION SUPPORT



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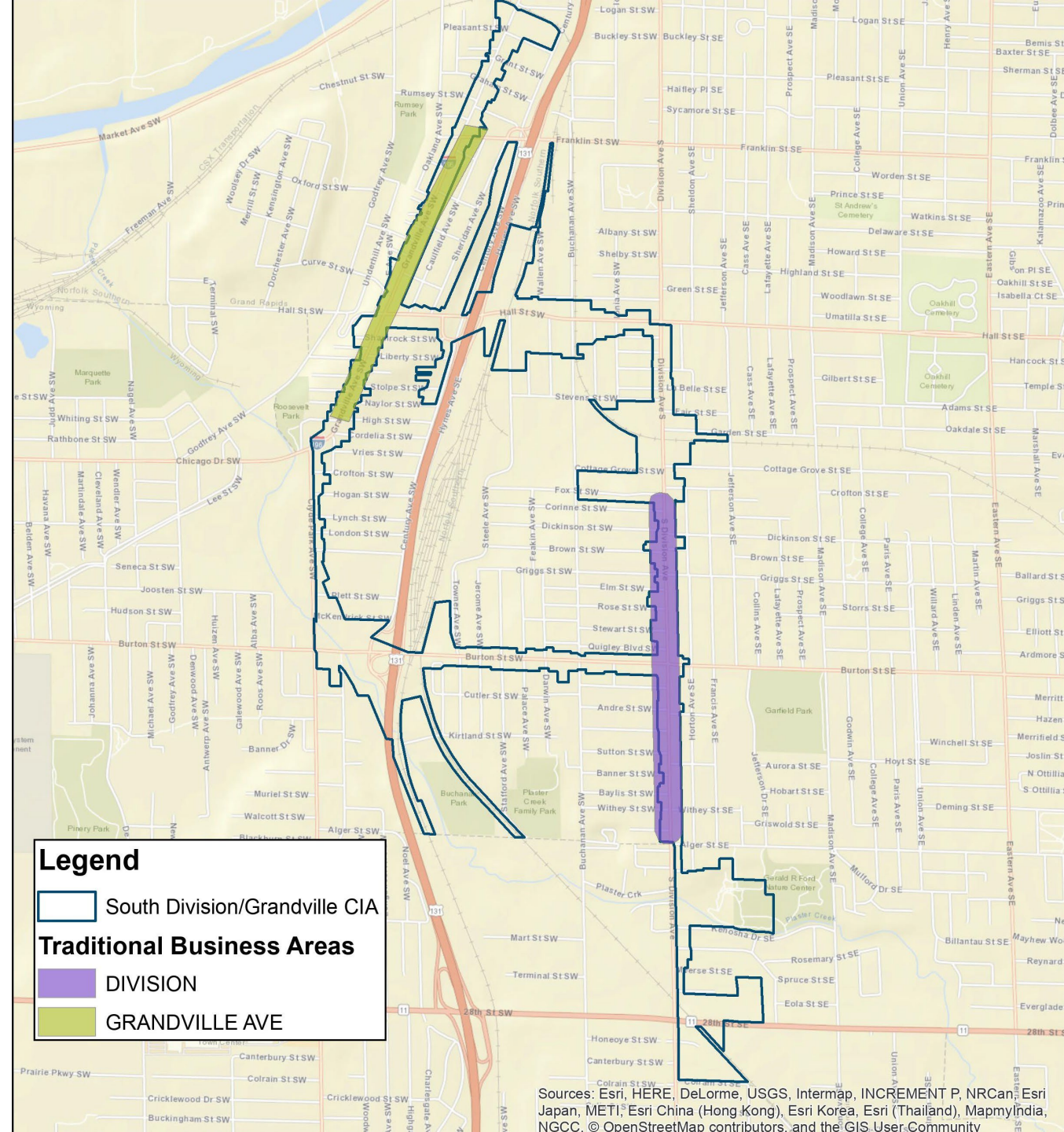


**SOUTH DIVISION-GRANDVILLE**  
CORRIDOR IMPROVEMENT AUTHORITY

# South Division Grandville CIA (SDG CIA) boundaries

Burton Heights Business  
Association (BHBA) in  
purple

Southwest Business  
Association (SWBA) in  
chartreuse



# SDG CIA Business Association Support

The South Division Grandville CIA (SDG CIA) has decided that one way to accomplish its mission is to support the two-business association within its corridor.

**The SDG CIA decided to use this model because:**

- There were two nascent business association in the CIA.
- It leverages CIA resources by bringing in additional stakeholders with neighborhood-level ideas and expertise for impact.

The SDG CIA business association support is accomplished primarily in two ways: 1) direct funding via **MOUs** and 2) **business association managers** 3) **event Support**.

# SDG CIA direct funding via MOUs

- The SDG CIA has entered into memorandums of understanding (MOUs) with each of the two business associations in the corridor: the Southwest Business Association and the Burton Heights business association.
- The MOUs can be found online at the SDG CIA's website.
- Key terms of the MOUs are:
  - One year term
  - CIA grants \$8000 to the business association
  - Business association promises to not charge dues to members, be open to all businesses, maintain an active board, report on how the money was spent, hold association events, maintain an online presence, communicate regularly with the SDG CIA reporting on business association progress.

# SDG CIA Business Association Managers

Each of the two business associations have hired a part time business association manager as follows:

- Currently the managers are Yely Romero (SWBA) and Angel Cruz (BHBA)
- The SDG CIA contracts with the managers who are paid by the CIA up to \$15,000 per year.
- The managers work 10 hours per week, reporting to the business association leadership.
- The managers' responsibilities include administration, communication, meeting materials, member engagement, media presence, and event management.

# SDG CIA Event Support

Each of the two business associations have been allocated \$7,000 each for event support.

Business association managers can pitch event ideas to the CIA board and receive funds to support the event.

- SWBA just received \$4,000 in event fund to plan and execute a Roosevelt Park Neighborhood Holiday Tree Lighting Event.



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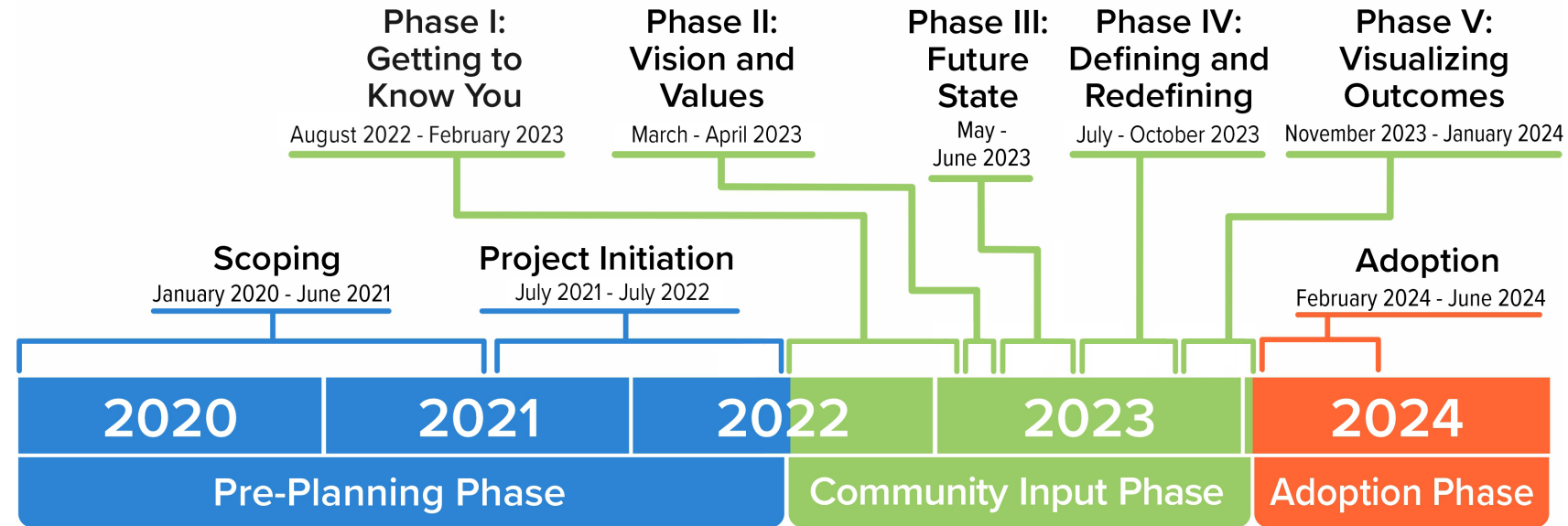
# PLANNING DEPT.

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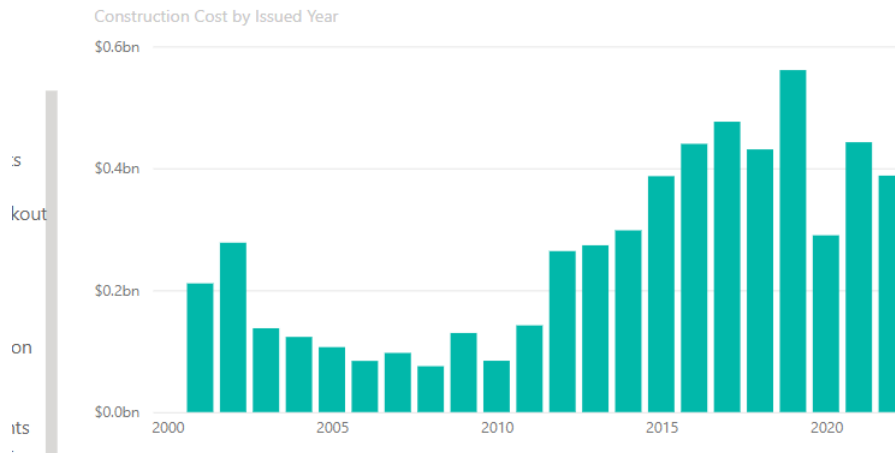
# Community Master Plan Timeline

## Community Master Plan



## Private Development & Construction - Overview

DEVELOPMENT CENTER



# Community Master Plan – Progress to Date

## GREAT NEIGHBORHOODS - CHAPTER 3

### THEN

"Great neighborhoods are the foundation of a great city. They are the physical and social expressions of the community. Every neighborhood can be a great neighborhood by building on its special assets and character."  
- 2002 Master Plan

- Housing diversity
- Urban heritage
- Collaboration and community

### NOW

"There needs to be more affordable housing that is walking distance to things we need and creates a neighborhood feel for people to connect."  
- Treetops Collective & UMC House participants

- Quality of life
- Quality of education
- Committed homeowners, landlords and tenants

- Neighborhood focus
- Incremental and infill development
- Development without displacement
- Homelessness
- Housing
- Youth development and education

## VITAL BUSINESS DISTRICTS - CHAPTER 4

### THEN

"Vital business districts are critical components of a livable city and a strong economy. ... The choices that are made in locating and designing business districts are also important factors in creating a walkable city and supporting transit."  
- 2002 Master Plan

- A healthy downtown
- Near downtown and riverfront mixed-use areas
- Traditional Business Areas (TBA) restoration and revitalization

### NOW

We need to create business districts that reflect the population with equity."  
- Boston Square participants

- Mixed-use neighborhood, village and sub-regional centers
- Vitality
- The public realm

- Drop the mixed-use neighborhood, village, and sub-regional center concept
- TBA district of mixed business types and uses
- Businesses and banks owned by BIPOC individuals

## BALANCED TRANSPORTATION - CHAPTER 6

### THEN

"GR citizens support the coordination of transportation and land use decisions to reduce dependence on the automobile, provide choice in travel modes and to balance the needs for automobile and truck access with the objectives of improving transit, making streets more walkable and creating a system of bike routes."  
- 2002 Master Plan

- Automobile alternatives
- Well designed street network
- Parking and quality pedestrian experience balance

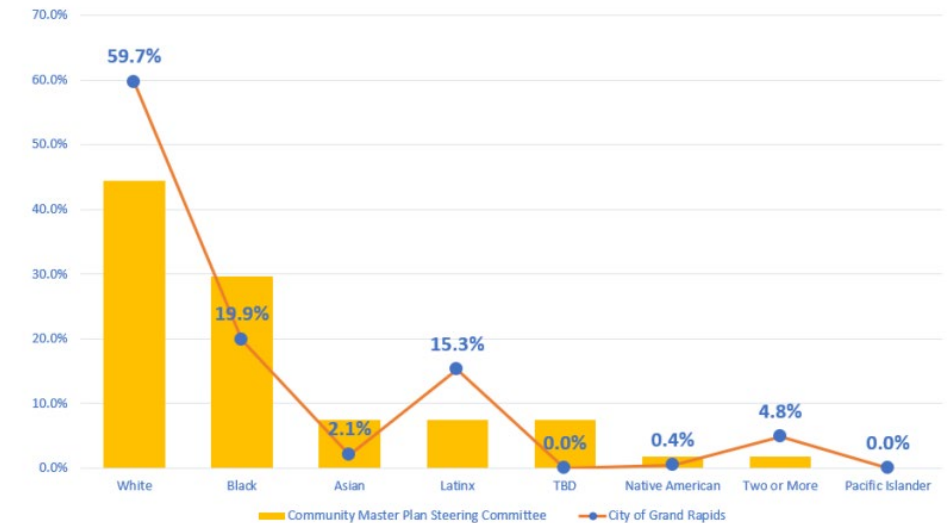
### NOW

"Expand transportation to include all mobility and accessibility for all, inclusive of wheelchair bound, sight/hearing limited. As well as people without a car."  
- East Hills participants

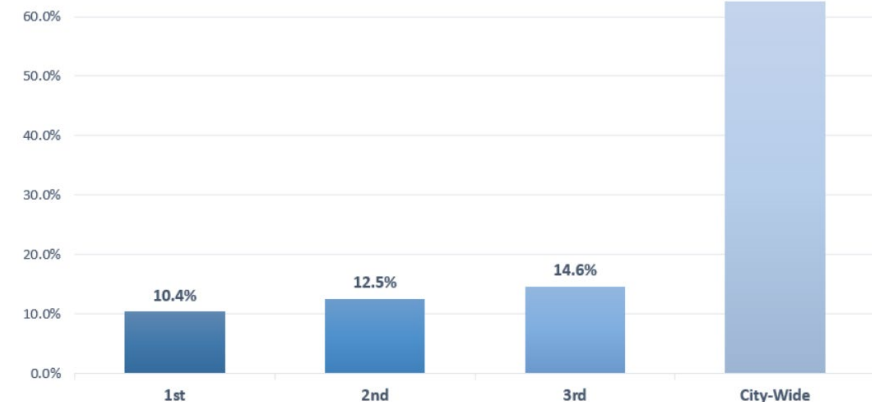
- Emphasis on accessibility
- More pedestrian and bicycling enhancements
- Differing opinions on parking

- Formed 50-member Steering Committee.
- Issued Request For Proposal
- Hired planning consultant team – Planning Next
- Process highlights
  - Complete 3 Area Specific Plans
  - Utilize Community Connector program
  - Align transportation and land use plans

Race/Ethnicity Compared to City as a Whole



Ward Representation







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# ENGINEERING DEPT.

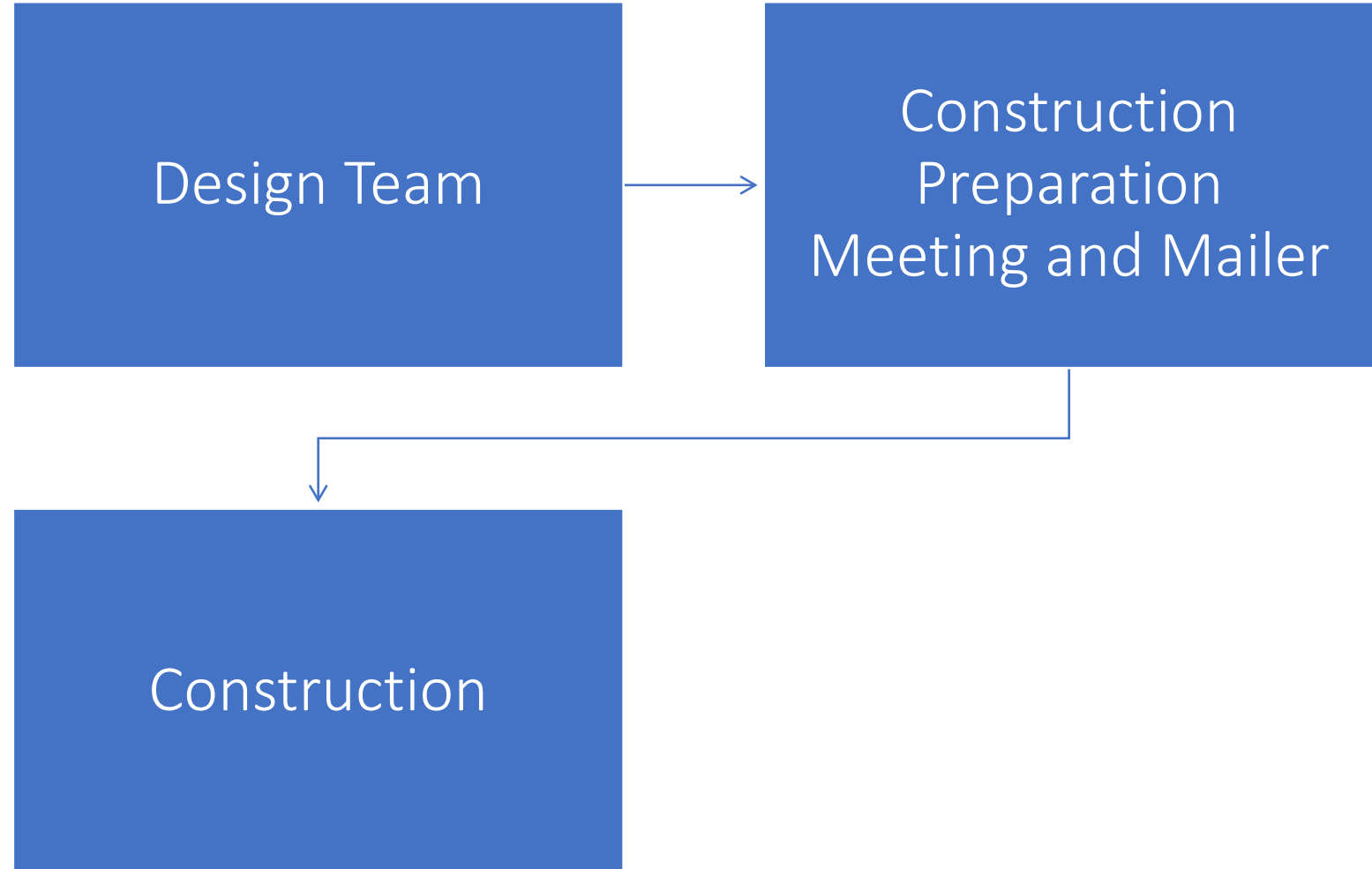
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# Projects that return street to previous state



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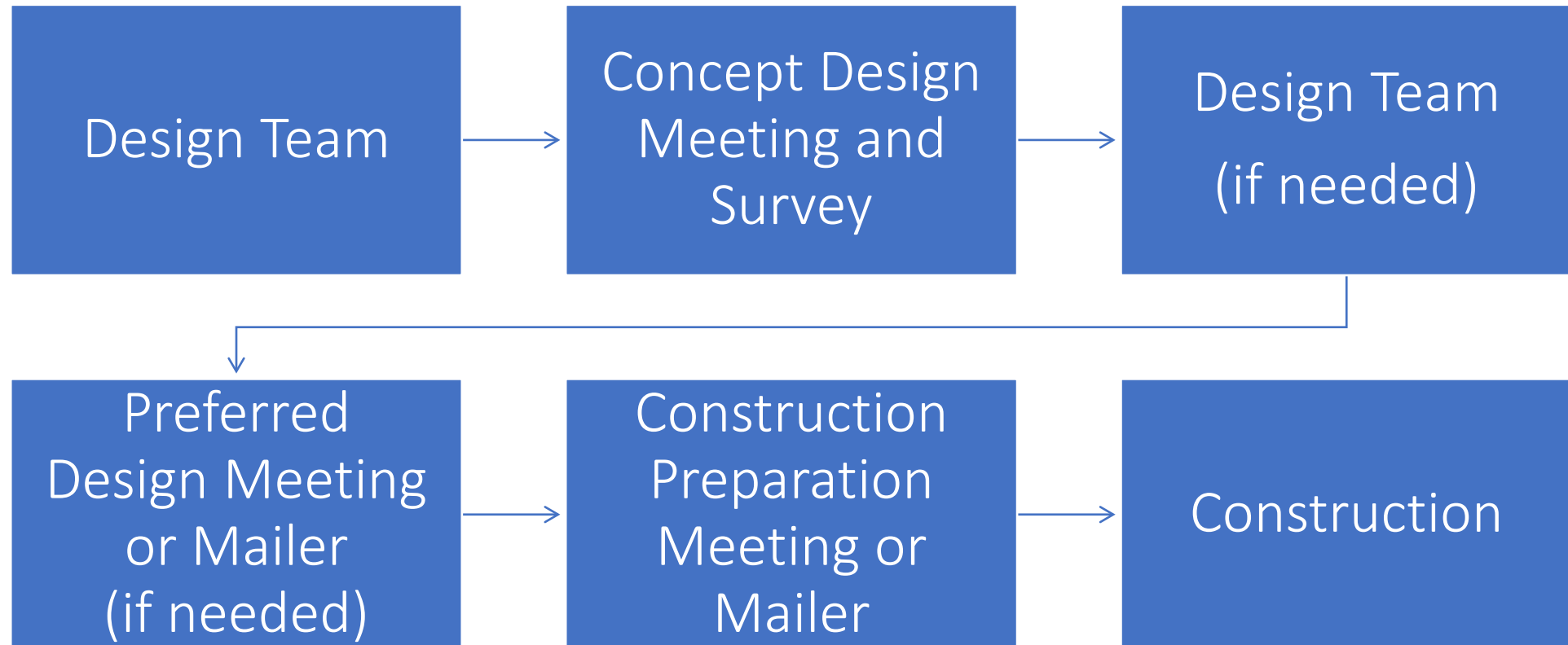




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# Projects that move curbs, are in business district, or change road layout

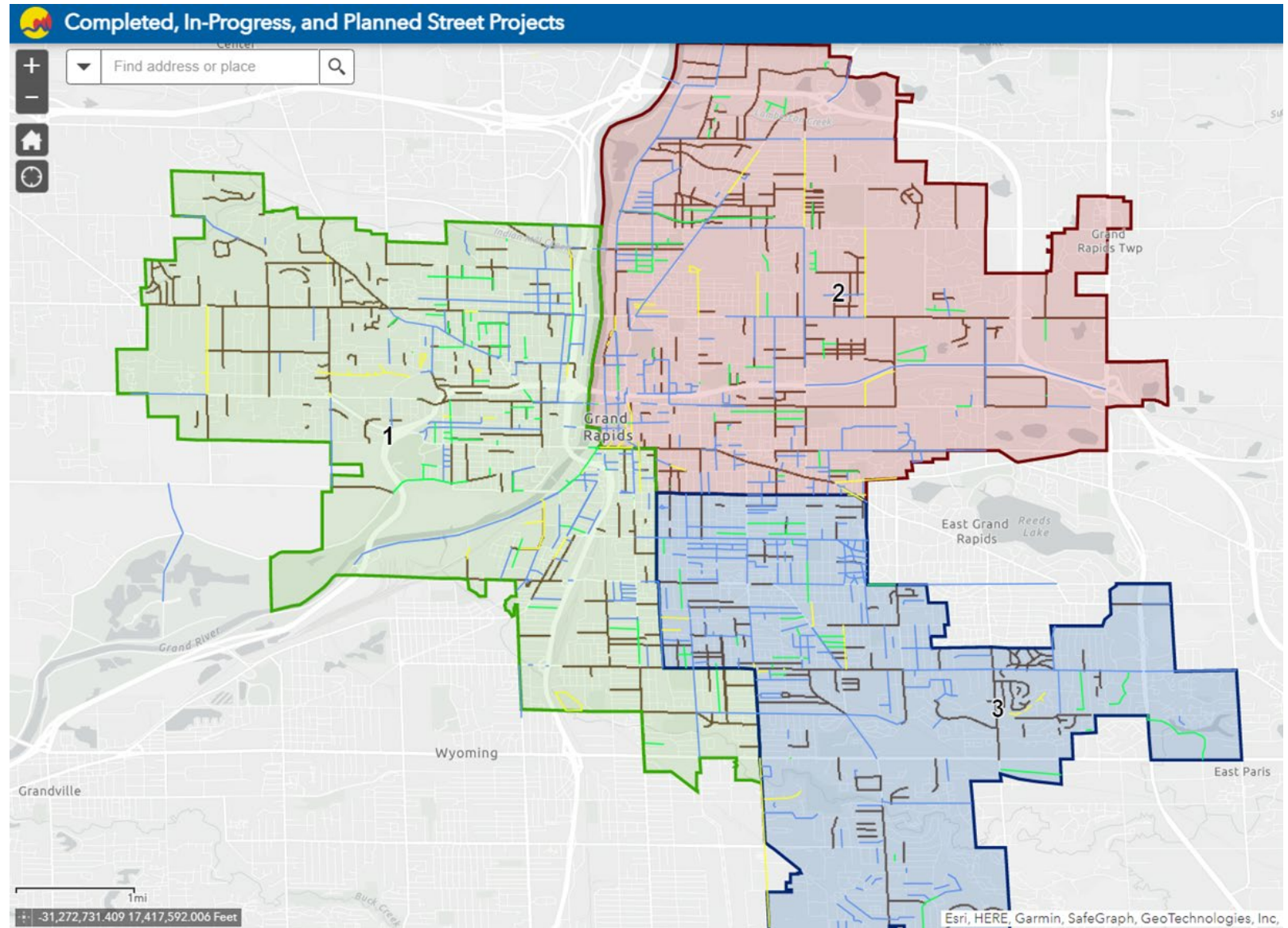


[grandrapidsmi.gov/roadconstruction](http://grandrapidsmi.gov/roadconstruction)



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# Q & A

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# #WeAreGR



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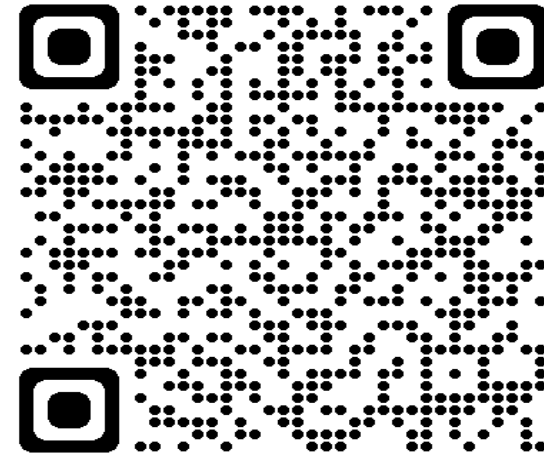
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