

Neighborhood Ventures creates vibrant business districts by bringing public and private stakeholders together around innovative initiatives.

Southtown: Starting Success

"The area now known as "Southtown" has been challenged by a stereotype of poverty and crime. Through NV's facilitation of community stakeholders,



the Southtown brand has arisen and is now proudly displayed throughout the micro-region in the form of banners, bike racks and window stickers. This sense of pride has led community stakeholders and small business owners to actively participate in the Southtown Alliance to further positive developments in their community. Additionally, NV has worked one-on-one with small business owners to retain existing businesses and recruit new entrepreneurs to Southtown."

-Suzette Sanders, Owner, Mika's Boutique/ Southtown Alliance Cooperative Marketing Committee Member

Uptown: Creating Collaborations

"Neighborhood Ventures has been essential to the success and re-development of our neighborhood business districts. They've been instrumental in coordinating various organizations, individuals and other stakeholders and uniting them with a common vision for productive, healthy and sustainable neighborhood business districts. Together with Neighborhood Ventures, we're united to move Uptown Forward."

-Baird Hawkins, Owner, Lake Dr. Development LLC./Eastown Business Association Board Member



Burton Heights: A Gateway to Community

"NV led an effort to create a gateway into the Burton Heights Business Area at the intersection of Division Ave. and 28th St. This gateway transformed a vacant parcel of land into a dynamic entrance into our commercial corridor. Recently NV began an outreach and organizational effort in Burton Heights that we feel will create a new enthusiasm and foster new partnerships within our district."

-Bob Dekker, Owner, Viking Fitness/ Burton Heights Business Association Board President



Neighborhood Ventures' mission is to "interject vitality into the heart of each neighborhood by revitalizing its business district."

NV Accomplishments

Restore Grand Rapids

Created a program which attracted businesses and entrepreneurs to neighborhood business districts.

- 30 businesses attracted
- 50 jobs created

Face Forward Façade Program

Awarded reimbursement mini-grants to neighborhood business and property owners to encourage building improvements.

- 30 facades improved
- 1 million private dollars invested (over an 8 times return on amount granted)

Design First Clinics

Designed a new program to assist neighborhood business owners with architectural assistance for façade improvements.

- 9 volunteer architects
- 8 property owners with façade improvement projects pending

Clean Slate Corridor Program

Piloted a program to clean and beautify business districts while employing and developing life skills for local youth.

- 7 youth employed
- 1 business district cleaned (Summer 2007)
- 1 pocket park created

Branding & Marketing

Assisted districts with creating and implementing brands, marketing strategies and cooperative advertising tools.

- 4 Uptown wayfinding signs installed
- 5000 Uptown district brochures distributed
- 1 "Southtown" brand created
- 10 bike racks installed
- 24 banners hung
- 800 window clings displayed
- 4000 Southtown district newsletters distributed (8 quarterly editions)

Infrastructure Improvements

Assisted districts in designing and implementing streetscape improvement projects.

- 3 streets improved (Cherry, Wealthy, and Division Ave.)

28th Street & Division Avenue Gateway Project

Reused underutilized land for a gateway into 2 business districts (Burton Heights and S. Division) and 2 cities (Grand Rapids and Wyoming).

- 1 "gateway" created
- 2 communities visually enhanced

CID/BID Development

Corridor/Business Improvement Districts

Assisted the City of Grand Rapids in drafting a neighborhood friendly Corridor Improvement District policy which unanimously passed city commission. Currently working to establish 2 CIDs to provide sustainable funding for district improvements.

- 10 community groups with
- 20 citizens actively engaged in a community collaborative

Southtown Alliance

Created a group of business owners and community stakeholders for networking, cooperative marketing, training and business improvement initiatives.

- 1 collaborative group formed with
- 44 active participants

Business Trainings and Technical Assistance

Held business classes and one-on-one trainings to address neighborhood business needs.

- 8 trainings
- 115 participants
- 1000 hours of one-on-one technical assistance provided to small business owners



Banners, wayfinding signs and bike racks are used as district branding and marketing elements

Opportunities for Support

Yes, I would like to support the vitality of our neighborhood business districts!

Please accept my generous contribution of:

- | | |
|----------------|-------------|
| _____ \$10,000 | _____ \$500 |
| _____ \$5,000 | _____ \$250 |
| _____ \$2,500 | _____ \$100 |
| _____ \$1,000 | _____ Other |

Name: _____

Organization: _____

Mailing Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Email: _____

Please make your tax deductible checks payable to

Neighborhood Ventures

(a 501(c)(3) organization)

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