

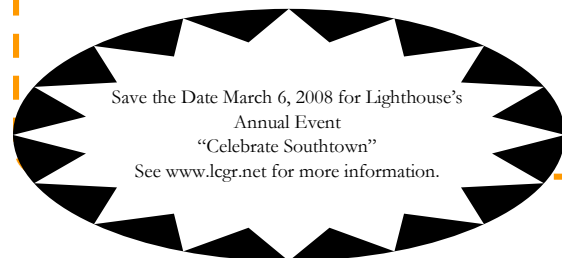


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Thank you to Southtown Renaissance Project Funders



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Grand Rapids Community Foundation

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Thank you to Southtown Renaissance Project Partners

Lighthouse Communities · Kent County Tax Coalition ·

South East End Neighborhood Association · South East

Community Association · Madison Area Neighborhood As-

sociation · Baxter Neighborhood Association

Neighborhood Ventures' Southtown Renaissance Project (SRP)

NEIGHBORHOOD VENTURES, a non-profit organization, has launched the Southtown Renaissance Project (SRP) to aide the revitalization efforts of the Southtown business districts. It is part of a larger collaborative effort to grow and improve the neighborhood called the Southtown NRSA, which includes 7 community partners. Services offered by Neighborhood Ventures through the SRP include:

FREE BUSINESS ASSESSMENTS & TECHNICAL ASSISTANCE: Free business assessments and consulting for business management, finance, startup, relocation and improvements for current or perspective neighborhood business owners or commercial building owners.

DESIGN 1ST CLINICS: Clinics held with architects to provide neighborhood business owners or commercial building owners with architectural designs for their facades at low costs.

FACE FORWARD FAÇADE GRANTS: Neighborhood business owners or commercial building owners can receive up to \$4,000 in grant monies for exterior renovations & improvements to commercial buildings.

MICRO-LOAN PROGRAM: Loans from \$5,000 to \$50,000 for leasehold improvements, building/capital improvements, equipment purchases, start-up costs, marketing & advertising, accounting & legal fees for neighborhood business owners or commercial building owners; a Mercantile Bank & Neighborhood Ventures joint venture.

CLEAN-UP EFFORTS: Quarterly clean-ups held in business districts to beautify commercial areas.

For more information on any of these services, or to donate to these efforts, contact Kim Van Dyk: (616) 301-3929 or vandykk@neighborhoodventures.org

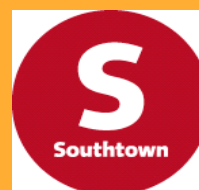
Southtown Business Edition

Live · Shop · Work · Worship

A Publication of Neighborhood Ventures

VOLUME 1, ISSUE 2

WINTER 2008



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Celebrate The Season: Shop Southtown for the Holidays!

You are invited to support your community this holiday season by Shopping Southtown on **Friday December 21, 2007 from 12:00pm to 9:00pm**. Businesses from the Franklin/Eastern and Madison Square business districts have joined together for special **sales and discounts**. Events for the children include:

- Santa's Visit, Madison Square Family Fare from 12:00-4:00pm
- Holiday Story Time, Madison Public Library from 3:30-5:30pm
- Holiday Carolers, Various Locations, from 5:30-7:30pm

For more information or to participate, please contact Deborah Chivis at (616) 301-2727.

Southtown Businesses Recognized at 18th Annual Neighborhood Business Awards

Neighborhood Ventures and the Neighborhood Business Alliance hosted the 18th Annual Neighborhood Business Awards on Thursday, November 8th at the Wealthy Theatre. The event was a wonderful evening that celebrated the constant renewal of the neighborhood business districts throughout Grand Rapids, with Southtown businesses well represented in several categories (see page 2 for listing). Nomination categories included: Best New Business, Best Longstanding Business, Best Exterior Maintenance, Best Interior Renovation, Best Exterior Renovation, Best New Construction, Best Reuse of a Building, Best Promotional Event, Best Use of a Sign/Awning and Best Window Display. The awards were presented by Mayor George Heartwell and members of the Grand Rapids City Commission.

This year's ceremony featured a new aspect: The Rapid Growth People's Choice Award. The winners were determined by an online poll which took place leading up to the awards. In the category of Best New Construction, the people of Grand Rapids chose the Gerald R. Ford Middle School as an exemplary model of new construction benefiting the surrounding neighborhoods and business districts. It is a great asset to the Southtown micro-region.

"It is exciting to recognize Southtown businesses that are thriving due to the hard work and dedication of the neighborhood business owners. These difficult economic times have not deterred the Southtown business owners who have invested hundreds of thousands of dollars into the Southtown community over the past year" said Mark Lewis, board president of Neighborhood Ventures.

The Neighborhood Business Awards are held on an annual basis. For more information on the awards, winners or how to nominate businesses next year, please contact Neighborhood Ventures at info@neighborhoodventures.org or (616) 301-3929.



People's Choice Awards for Best New Construction

Southtown Alliance Kickoff Conference Encourages Collaboration Amongst Business Owners!



Southtown Alliance brings together business owners to strategize on enhancing area assets.

Neighborhood Ventures held the Southtown Alliance Kick Off Conference on November 13th at the Grand Rapids Urban League. This conference brought together Southtown business owners, city officials, and leading advisors from community development organizations, financial institutions and other community stakeholders. Representatives from all five business districts (Boston Square, Division South, Oakdale/Eastern, Franklin/Eastern, Madison Square) shared their visions of how Southtown commercial corridors can be unique, progressive, safe and inviting to residents, businesses and potential customers. Business owners were then broken into groups, determined by business district to help plan the future of their areas.

District meetings are set monthly to discuss all areas affecting each business district: joint marketing and advertising, crime prevention, cleaning and greening, etc. Additionally, the Southtown Alliance will be meeting as a joint group quarterly.

* For more information on participating in the Southtown Alliance, please contact Deborah Chivis at (616) 301-3727.

Neighborhood Business Awards

Southtown Business Honored at Neighborhood Business Awards

Business Name	Business District	Category
Jonkoff, LLC	Division South	Best Exterior Renovation
P&S Party Store	Franklin/Eastern	Best Exterior Renovation
Mahogany Island of Beauty	Boston Square	Best Longstanding Business
J. Taylor Electric	Madison Square	Best Longstanding Business
Kleimans Men's Store	Division South	Best Longstanding Business
Mika's Boutique	Franklin/Eastern	Best Longstanding Business
Modern Hardware	Boston Square	Best Longstanding Business
Standard Lumber	Boston Square	Best Longstanding Business
Gerald R. Ford Middle School	Madison Square	Best New Construction
Craft T Café	Boston Square	Best Reuse of a Building
Urban Family Ministries	Franklin/Eastern	Best Reuse Of a Building
Southtown Banners & Bike Racks	Madison Square	Best Promotional Event
City Life Church	Division South	Best Use of a Sign/Awning



Southtown Banners and Bike Racks were recognized as one of Grand Rapids Best Promotions.



Southtown Business Profile: Madison Family



"I love my people. I help each and every one of them with a smile. No one is ever slighted."
-Gearldine Gunn, Family Fare

Floyd Mayweather Foundation Partners with Madison Family Fare to Hand Out Turkeys

Twos' the day before Thanksgiving and all through Southtown, people lined up to catch a glimpse of a powerful fighter. The Floyd Mayweather Foundation (FMF) partnered with Madison Family Fare to hand out turkeys to the first 500 families lined up on Wednesday November 21, 2007. Additionally, the FMF partnered with Second Harvest Gleaners, who handed out the fixings for a traditional Thanksgiving to complete the meal across the street.

Many were disappointed not to meet the man himself, but all understand the commitments that Floyd puts into training before a big fight. After all, Grand Rapids is home to an undefeated champion!

Madison Family Fare Recognizes 15 Years of Service

Gearldine Gunn has been an exemplary employee at the Madison Family Fare for the past fifteen years. She has seen all the happenings in Southtown, even changes in management within the store three times. She has proudly worked for Mr. Phil Barnes, Store Director, for the past five years and loves going to work every day.

Ms. Gerrie, as her customers fondly call her, has a strong customer following and loyalty. "Customers will wait in her cashier line just to have her assist them, even when other lanes are open" says Phil Barnes. Ms. Gerrie always has a smile on her face and Mr. Phil Barnes has been delighted to award several customer service awards to Ms. Gerrie from Family Fare. Please say hello to Ms. Gerrie next time you shop at Madison Family Fare.



Open for Business: Shop Southtown!

Fabulous Fashions - Finally, a new place to get all of the latest fashions within Boston Square, Fabulous Fashions carries a range of today's hottest styles. Shop Tuesday through Thursday 11am-7pm, Friday and Saturday, 11am-8pm at 1606 Fuller SE.

Veterans Yellow Cab Company - Looking for a safe reliable way to travel around Southtown? Give the Veterans Yellow Cab Company a call (616) 959-9696. They are newly located 1412 Kalamazoo SE, a wonderful edition to the Boston Square Business District.

Urban Beanery Reopens - The Urban Beanery has reopened as the Life Quest Urban Beanery at 1155 Madison. The new tag line is "A Nice Place to Minister, Mentor and Nurture Community." Go get a sandwich and a hot cup of joe or hot cocoa on a cold winter day.



Southtown Retail Properties Available for Lease

950 Wealthy St
New Construction!
Grubb & Ellis
(616) 774-3500



1316-1318 Madison Ave
Silveri Company
(616) 949-6168



Brownstone Properties
753 Eastern SE
(616) 617-8452

