

Having trouble viewing this email? [Click here](#)



Project FIT Store - La Tapatia - 1546 Clyde Park SW

## (Re)STOREing Grand Rapids

### NEIGHBORHOOD BUSINESS DISTRICTS



#### Quick Links

**Grand Rapids food stores expand healthy food offerings through Project FIT makeover**  
*Grand Rapids Press*

Check out some of the changes at **Wealthy Market** and **La Tapatia**!

#### GR Neighborhood Business Districts

Alger Heights  
Boston Square  
Burton Heights  
Cheshire Village  
Creston  
Eastown  
East Fulton  
East Hills  
Division South  
Franklin/Eastern  
Grandville Ave  
Heartside  
Madison Square  
Seymore Square

#### *How about that.*

I remember growing up as a kid watching a weekly television program called This Week in Baseball. Every week, veteran sportscaster Mel Allen would recap recent events in Major League Baseball. Sure it was great to see Robin Yount of the Brewers denying a home run with an amazing catch over the center field wall, or Willie Hernandez throw a strikeout wearing the Old English "D", or even see St. Louis Cardinal Ozzie Smith perform his crowd pleasing back flip. The highlight however was after each and every amazing play, in his trademark voice, Mel Allen would exclaim "How about that" adding a personal exclamation point on a job well done.

One of the projects we have been working on here at Neighborhood Ventures since the start of this year is a business retention piece focusing on neighborhood corner stores. As part of Project FIT, the [FIT Store program](#) is an initiative to work with food markets in a targeted area to increase access and awareness of healthy food choices for their customers. We are proud to have worked with La Tapatia and Wealthy Market to date and we

Stockbridge  
Wealthy Street  
West Fulton  
West Grand Downtown  
District

### Partner Trainings

#### Essentials of Internet Business

Thursday, June 15, 6-9pm

MISBTDC

#### Fundamentals of Financial Management

Tuesday, June 28, 12-1:30pm

MISBTDC

#### Fundamentals Marketing your Business

Wednesday, June 29, 1-4pm

MISBTDC

#### Marketing Bootcamp

June 29, July 6, 13 and 20, 6-9pm

GROW

#### Intro to GROW

Tuesday, July 5, 6-7pm

Thursday, July 14, 12-1pm

GROW

#### Start Smart 1 & 2

July 12 and 19, 6-8:30pm

GROW

continue the program reach with Miss Tracy's and Burton Meat Farm this month.

Generous funding from Blue Cross Blue Shield of Michigan has permitted NV to work with the owners of these four great businesses to take a look at opportunities where increasing the access to healthy food choices is not just good community support, but also good business. There are no grandstands full of fans or exorbitant salaries. We simply have neighborhood business owners looking at their markets, respecting that customers will value being given a choice of different food options, and then steadfastly making those choices readily available as part of doing business. It's exciting to see how the community has received this initiative with positive support and how the store owners are thinking of even more ways to make their stores even better by listening to customer requests.

Mini grants and technical assistance for corner food stores that leads to retention of valued businesses and expanded food choices within the neighborhoods they serve. That's good neighborhood business.

How about that!



[www.neighborhoodventures.org](http://www.neighborhoodventures.org)

1514 Wealthy Street SE  
Suite 214  
Grand Rapids MI 49506  
616.301.3929

Follow us on Facebook!



Mark C. Lewis  
Executive Director



### Join Our List

Join Our Mailing List!

### Grandwich - Grand Rapids' most famous sandwich



Philadelphia has the cheesesteak.  
Chicago has the Chicago dog.  
But what does Grand Rapids have?

The Grandwich competition is a battle in good fun between the unique restaurants, delis, cafes, bakeries, etc. located downtown and in our neighborhood business districts, to create a sandwich that

wins exclusive rights to being the official sandwich of Grand Rapids, or "Grandwich". Restaurants can participate by creating a sandwich that they would enter as the "Grandwich" and have it on the menu during the dates of July 15 - August 1 at whatever price is appropriate. The public will go to each establishment and vote for their favorites online at the [Grandwich Website](#). The top 10 sandwiches on August 1 will go on to a judging round on Saturday, August 6 at Rosa Parks Circle where a panel of judges will determine which sandwich will be the official Grandwich. The judging event will be open to the public with a donation to Kids Food Basket as admission. There is no cost to restaurants to participate in this contest but the top 10 businesses must bring enough small samples of their Grandwich for 250 people to Rosa Parks Circle on the day of judging.

Visit the [Grandwich website](#) for more details or download all the forms needed below!

[Press Release](#)

[Invitation to Participate](#)

[Restaurant Participation Form](#)

[Sandwich Submittal Form](#)

This contest is an opportunity for the restaurants in our twenty unique neighborhood business districts and the restaurants downtown to work together to promote dining in our great city! If all goes well, we're hoping to make it an annual event.

## 22nd Annual Neighborhood Business Awards

**Thursday, November 3rd**

**5:00pm - 8:00pm**

**WEALTHY THEATRE, 1130 Wealthy Street SE**

It's never too early to **save the date** for the longest running celebration of all that is great about Grand Rapids neighborhood business districts. Sponsorship opportunities are a great way to support this event and we thank those who have already committed for by their generosity, admission to this great event will again be *free and open to the public*.

Interested in sponsoring the 22nd annual Neighborhood Business Awards? Download the [Sponsorship Letter](#) and the [Sponsorship Level](#) information and send it back to us! Thank you in advance for your commitment to the vitality of Grand Rapids' 20 neighborhood business districts!

We will accept nominations later this summer so keep track of the great things happening in your favorite district. Interested in participating on the selection committee to determine this year's winners, or help out with other event planning? Just give us a call or [send a note](#).

The Neighborhood Business Alliance is proud host of this community event for over two decades.



[Forward email](#)



This email was sent to [lewism@neighborhoodventures.org](mailto:lewism@neighborhoodventures.org) by [lewism@neighborhoodventures.org](mailto:lewism@neighborhoodventures.org) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Neighborhood Ventures | 1514 Wealthy Street SE | Suite 214 | Grand Rapids | MI | 49506