

Southtown Business Edition

Live · Shop · Work · Worship

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Southtown Alliance Forging Ahead

The Southtown Alliance is a group of business owners & community stakeholders that meet regarding the development in the five neighborhood business districts in Southtown. Through Neighborhood Ventures, the Alliance will focus on providing access to training to assist individual businesses to gain skills in business management, finance, technology, environmental clean-up operations and building renovation. The Alliance will also promote collaborative efforts amongst businesses, community and government, forging ahead in economic development in the Southtown region.

Additionally, the alliance will review commercial development, business expansion and zoning matters that are considered by the City of Grand Rapids Zoning Department and Economic Development Project Team. The alliance is also in the process of engaging in cooperative marketing and corridor improvements initiatives.



Southtown Alliance Conference:
Business owners and stakeholders work together to promote Southtown

For more information on how your business can benefit and to participate in the Southtown Alliance, please contact Deb Chivis at chivisd@neighborhoodventures.org or call (616) 301-2727

Upcoming Trainings: “Gateway to Business Financing”

April 28, 2008; 9am-3pm, Fair Housing Center, 20 Hall St S.E. Grand Rapids

Free Training, Lunch Provided (RSVP Necessary)

- Morning Session
- Understanding Business Financial Statements & Expenses
- Business Taxes & Bookkeeping
- Benefits, Liability & Contingency Planning

Lunch: Key Note Speaker

Afternoon Session

- Accessing Finance for Business
- Panel of Bankers: What lenders are looking for, items needed in a loan application & industry preferences

To enroll in this seminar, please RSVP by April 18, 2008 to

Deb Chivis at email: chivisd@neighborhoodventures.org or (616) 301-2727

Gateway to Business Planning & Expansion



Southern Fish Fry,
1269 Madison SE-
Owner Robert Ball
has participated in
both the Design 1st
Clinic and business
training programs.

In February 2008, Southtown businesses participated in a four week intensive training program to assist them in drafting a business startup or expansion plan. Each session provided techniques on long term planning to run a stable and successful business. Robert Ball, owner of Southern Fish Fry at 1269 Madison SE, attended the trainings and was satisfied with the new knowledge he acquired, stating: "The business plan will help me determine what new equipment I need and the amount of money I'll need. The classes are helping me learn about tax issues, insurance and workman's compensation and to make sure the whole nine yards is in place."

For more information on future trainings or to receive technical assistance, please contact Deb Chivis at (616) 301-2727 or chvisd@neighborhoodventures.org.

Design First Clinic



Participants at the Design
1st Clinic

Neighborhood Ventures held its initial Design 1st Clinic on December 5, 2007. Each business owner worked with architects and received free pictures showing how business building exteriors could be upgraded to make it appealing to customers and the community. Architects from the American Institute of Architects (AIA), and local designers participated. Also, presentations were made by the AIA, Macatawa Bank and the West Michigan Minority Contractors Association on aspects of building design, construction and financing.

Business owners had an opportunity to apply for a façade grant where they could receive up to \$4,000, through Neighborhood Ventures' Face Forward Façade Program. This grant program helps businesses to finance building upgrade projects. The clinic was a success in that business owners were satisfied and felt a sense of empowerment to renovate their storefronts and improve the neighborhood business district.

For more information on the next Design First Clinic and the Face Forward Façade Grant Program, please contact Kim Van Dyk at 616 301-3929 or email at vandykk@neighborhoodventures.org, or Guillermo Diaz at (616) 550-1504 or email at diazg@neighborhoodventures.org.

Neighborhood Spring Clean-Ups

Spring is here! Do you want to make an impact on your community in just a few hours? Interested in helping the environment? Its' time for a spring clean-up of our neighborhood business districts to help our districts to be attractive to customers and the community. AmeriCorp member Rebekka Kwast is organizing spring clean-ups for the Boston Square and Franklin/Eastern business districts on April 16, 2008. Home Repair Services will provide tools for cleaning: brooms, rakes, etc.

Volunteers are needed! Volunteers are welcome and needed. Also food and water donations are also needed for the volunteers. This is a great way to for business staff, individuals and organizations to get involve with the community while improving the look of the neighborhood business district.

For more information on volunteering or donating contact Rebekka Kwast at (616) 550-3538 or kwastr@neighborhoodventures.org

"The classes are helping me learn about tax issues, insurance and workman's comp. and make sure the whole nine yards is in place."

*-Robert Ball, Owner,
Southern Fish Fry*

Southtown Business Profile: Modern



Since 1924, Modern Hardware, one of the oldest business in Southtown has been operating in the heart of Boston Square!

Modern Hardware is a full line hardware store that specializes in decorative hardware for the home. They have the largest selection in West Michigan of door, cabinet and bath hardware for building a new home or just doing a smaller remodels. They also offer an array of products at competitive prices to serve every budget. Other services include installation services, making keys, repairing windows and screens, and a wide variety of paint choices. They will soon be offering a loyalty card program to benefit those who are loyal customers.

Elaine Dreyer, owner of Modern Hardware, has chosen to remain in Southtown for a variety of reasons. Particularly, the central location and the complementary

business of Standard Lumber located across the street. "As building [industry] has changed and expansion has moved further out, our business has changed, but we still believe in this neighborhood. We have many faithful customers who live in this neighborhood and we feel a commitment and love for this community."

"We have many faithful customers who live in this neighborhood and we feel a commitment and love for this community."

...Elaine Dreyer, Modern Hardware

Shop at New Businesses in Southtown!

Welcome DUTHLER'S FAMILY FOODS

Phil Barns, Store Director
1226 Madison, S.E. GR, MI
PH: 616 248-4155

Dine at CURDUP'S BAR-B-Q & CATERING

Bruce Crudup, Gourmet Chef & Owner
Robert S, WJNZ Talk Show Host & Owner
811 Oakdale, SE, GR, MI
American, Cajun & African American Cuisine

Shop for Urban Clothing at Unique Fashions

Kamal Adulkrim, Owner
1221 Madison Suite C SE, GR, MI
(616) 241-5535

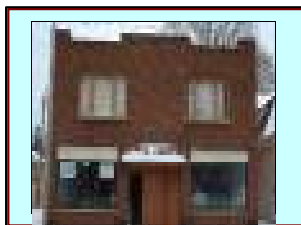
Lunch at J-N-T Fish & Chicken

1025 S. Division, GR, MI
Fish, Chicken & more
(616) 241-5535

Southtown Retail Properties Available for Lease



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



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



Brownstone Properties
753 Eastern SE
(616) 617-8452



949 Wealthy St SE Ste 200
Grand Rapids, MI 49506
Phone: (616) 301-3929
Fax: (616) 301-1717
E-mail: info@neighborhoodventures.org



Thank you to Southtown Renaissance

Project Funders



Grand Rapids
community foundation
For good. For ever.

Grand Rapids Community Foundation

Mercantile Bank · State of Michigan Cool Cities ·

LISC · Secchia Family Foundation ·

City of Grand Rapids CDBG

Thank you to Southtown Renaissance Project

Partners

Lighthouse Communities · Kent County Tax Coa-

lition · South East End Neighborhood Association

· South East Community Association · Madison

Area Neighborhood Association · 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