

GRAND RAPIDS
DOWNTOWN ALLIANCE

OUR MISSION

The mission of the Grand Rapids Downtown Alliance is to help create and maintain an attractive, vibrant, economically successful, and safe downtown for Grand Rapids and its region.



WHO WE ARE

We’re an Independent Nonprofit Organization

We’re comprised of business & property owners, nonprofit leaders, residents, local officials, and other stakeholders dedicated to the growth of Downtown Grand Rapids.



WHO WE ARE



Funded by Members, Grants & Donors

With support from GREDA, the Alliance received a generous grant from the Blandin Foundation to help fully fund the first 3 years of operations. Long term funding will be through memberships, sponsorships, major gifts, and project-based support.

OUR WORK

Focuesed on Projects That Make a Difference

Our focus is on projects and initiatives related to placemaking, beautification, events, business support, economic vitality, and long-term development to create a more engaging downtown experience.



Board of Directors



Bill Martinetto

Rapids Brewing



Michelle Carlson

Mike Ives Realty



Mindy Nuhring

Grand Rapids Area Community Foundation



Dan Foster

Park State Bank



Sarah Bignall

KAXE



Mark Hawkinson

Hawkinson Construction



Grant Prokop

Thousand Lakes Sporting Goods



Ashley Brubaker

True North Salon and Spa



Sandy Anderson

Move It Real Estate



Amanda Lussier

The Pines Restaurant



Brianne Wagner

Grand Itasca



Matt Wegwerth

City of Grand Rapids



April Arnason

Grand Rapids Area Chamber



Rob Mattei

Grand Rapids EDA



Brett Skyles

Itasca County



James Mack

Reif Center



Amanda Templin

Visit Grand Rapids



Lori Gill

Blandin Paper Company (UPM)

OUR COMMITTEES

Physical Design & Appearance

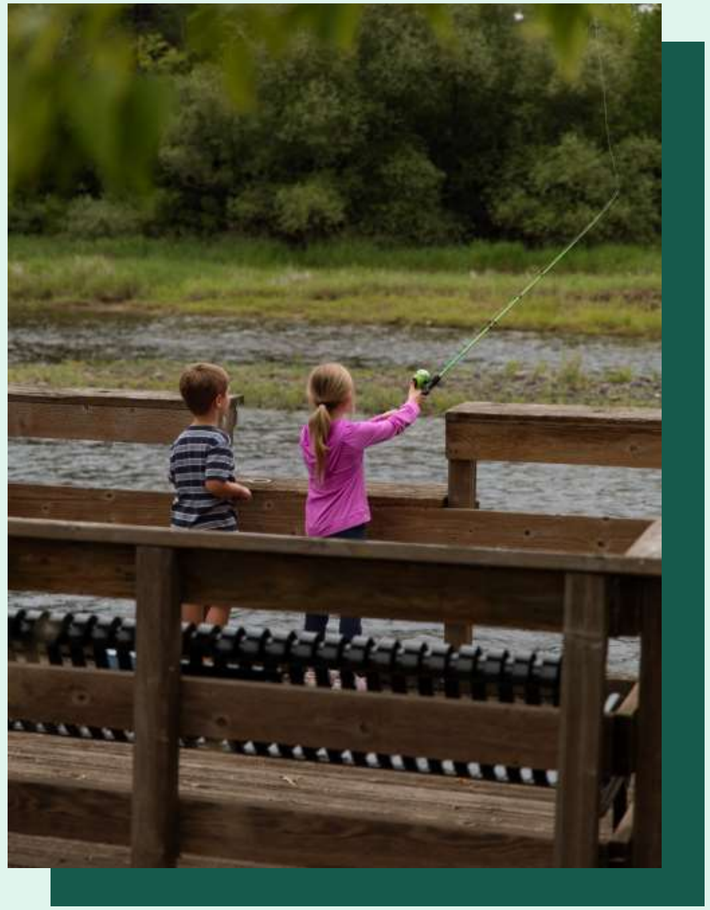
- Wayfinding for bikes, pedestrians, and more
- Downtown branding implementation
- Design standards for alleys, storefronts, etc.
- Provide input to MNDOT for highway redevelopment
- Streetscape improvements



OUR COMMITTEES

Activate !

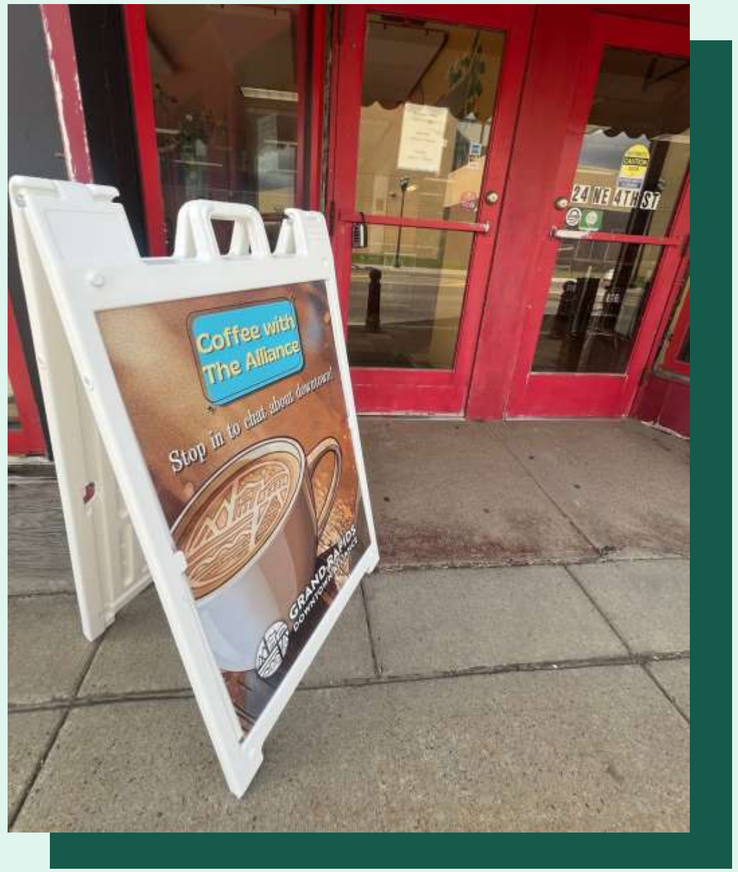
- Identify underutilized spaces & opportunities
- Create opportunities for engagement through experiences
- Support existing events while planning new ones
- Work on annual calendar of events for downtown
- Measure impact of events and opportunities



OUR COMMITTEES

Strategic Communications

- Share messaging through multiple platforms
- Adhere to branding guidelines
- Collaborate with multiple committess to share projects
- Determine strategies & themes for ongoing communication
- Utilize partner amplificationt to work with other organizations & businesses



OUR COMMITTEES

Economic Strategy

- Collect data to identify gaps in downtown businesses
- Promote a strategic mix of business
- Engage existing businesses to through various channels
- Help develop surveys for members and general public



OUR COMMITTEES

Finance & Technical Assistance

- Maintain up-to-date tools and build awareness
- Seek out new tools through grants, foundations or other sources
- Collaborate with StratComm to relay opportunities to business owners
- Work with partners to promote & share resources



CURRENT PROJECTS

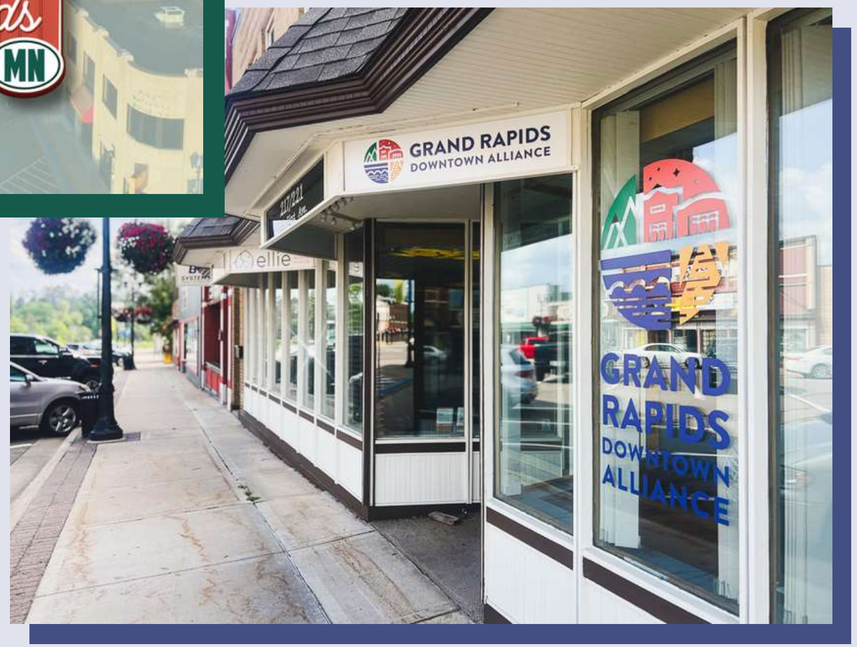
- **Introduction to the Community** – ongoing
- **Spark Project** – early November
- **Wayfinding** - 2027
- **Founding Member Campaign** – later this fall
- **Sponsorship Development** – early winter



WHERE TO FIND MORE INFO

- Website
  - grdowntownalliance.org
- Facebook & Instagram
  - @grdowntownalliance
- LinkedIn
- Coffee with the Alliance
- Newsletter (The Downtowner)
- Downtown office






THANK YOU!
GRAND RAPIDS
DOWNTOWN ALLIANCE