

**MARKETING & DEVELOPMENT PLAN FOR
THE
ANNUAL REQUEST OF THE
UPTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD**

**Special Assessment Roll No. 8796
Uptown Area Service Enhancements**

***Recommended for Approval by the Uptown
BID Board January 15, 2025***

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A. Summary

On June 11, 2013, the City Commission of Grand Rapids, MI established the Uptown Business Improvement District (BID) as a Special Assessment District created pursuant to State of Michigan Public Act 120 of 1961 (PA 120), as amended, and City Commission (CC) Policy 900-54. As is permitted the Uptown BID Board requested and received support in that the City Commission declare necessity for Special Assessment for the deliverance of enhanced services annually since FY2015 after a required notice period and public hearing process.

As directed in PA 120 and affirmed by CC Policy 900-54, the Uptown BID Board (Board) has been granted the full legal responsibility and authoritative power to recommend to the City Commission a list of marketing and development services to be provided to the benefit of property owners located within the Uptown BID designated service area and to recommend an annual budget for the provision of these services.

A Business Improvement District is a program of enhanced services including streetscape landscaping and maintenance, beautification of public spaces, promotions and marketing, staffing support, and administrative oversight. It is quantified and funded, in part, by a special monetary assessment annually on commercial, industrial and residential properties that directly benefit from receiving these enhanced services.

A map showing the properties located within the Uptown BID, a description of proposed service enhancements, and the proposed annual budget for providing services and/or enhancements are included in this report. Properties located within the Uptown BID enjoy special benefits from these enhanced services as they receive additional support over, and above amenities routinely provided by municipal tax revenue. Furthermore, properties might be relieved of a certain burden of commonly expected maintenance services or promotional support as a result of annual BID deliverables.

B. Declaration of Necessity and Request for Support

This report represents a formal request from the Uptown Business Improvement District Authority Board on behalf of the property owners represented in the Uptown BID that the City Commission declare the necessity for an annual Special Assessment in order to provide for the continued provision and delivery of enhanced services in the designated area for a period of five years beginning July 1, 2025, and ending June 30, 2030.

It is recommended that the cost of providing the enhanced services described in Section F of this proposal be shared among the ownership of the various properties located within the district in proportion to the level of benefit realized. The special assessment formula used to measure the level of benefit a property receives is based on the total linear frontage (a.k.a. curb front) on the designated corridor properties as registered by the City Assessor and City Engineering records at the time of this report. The proposed formula for FY2026 to FY2030 includes an assessment increase at a fixed rate of 3.0% annually to support the continued growth of the Uptown Ambassador program and the general increase in the cost of services due to inflation, material cost, and to offer competitive sub-contractor wages.

It is proposed that the owner on record of each property benefiting from enhanced services be assessed according to the "Formula for Special Assessment" defined in Sections D and E in a single annual installment aligning with the calendar dates that the City of Grand Rapids Summer 2025 property tax bills are processed. This special assessment renewal is submitted as a five-year request. The reference number assigned to this request is Special Assessment Roll NO. 8796.

Boundary Amendment

It is proposed that the current boundary of the BID be amended to include Diamond Avenue between East Fulton and Lake Drive and three additional commercial properties contiguous with the existing boundary. This amendment ensures that the newly included properties, which already benefit from BID services, are formally part of the district.

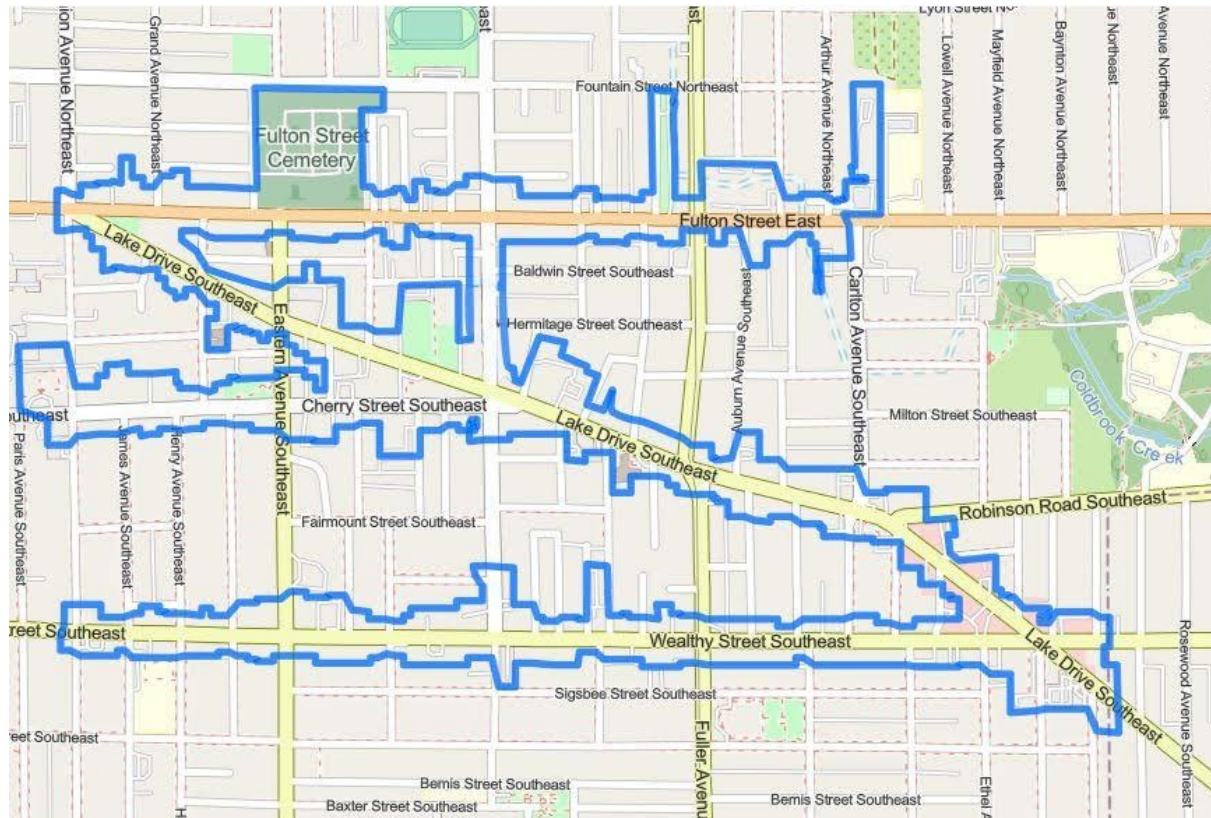
There are four taxable commercial properties included in the boundary amendment:

41-14-29-329-031	1009 HERMITAGE ST SE
41-14-29-477-003	242 CARLTON AVE SE
41-14-29-477-024	1427 ROBINSON RD SE
41-14-30-433-006	130 PACKARD AVE SE

Notification and engagement with affected property owners include:

- January 23, 2025 - Letter from Uptown Grand Rapids Inc. outlining the change and a copy of Marketing and Development Plan and latest Impact Report.
- February 17, 2025 - Notice of Public Hearing mailed

C. Map of the Uptown BID District



D. Special Assessment Parameters & Assumptions

1. Assessment assumptions are based upon the “Uptown Business Improvement District Marketing & Development Plan” dated April 9, 2013. A copy of this plan is publicly available for viewing on the City of Grand Rapids Economic Development Department’s [website](#).
2. Properties are assessed based on the physical characteristics as they exist in public records on Tax Day of the year they are to be assessed (i.e. as recorded December 31 of the previous year). Therefore, **Special Assessment Roll No. 8796** is based on data collected for properties as they existed on December 31, 2024.
3. This assessment will be levied on real assessable taxable and exempt properties.
4. The proposed special assessment includes annual revenue estimates of \$136,080.21 in **FY2026**; \$139,998.55 in **FY2027**; \$144,034.43 in **FY2028**; \$148,191.40 in **FY2029**; \$152,473.07 in **FY2030**. For FY2026 to FY2030, an annual assessment is based on **25,601.44** feet of linear street curb frontage. For the purpose of this report, a property’s street curb frontage is the length of the property that fronts upon a public right-of-way as recorded in the City of Grand Rapids Assessor’s office and as listed in City Engineering records. The official property address is the address, as it exists in the records of the City of Grand Rapids Assessor Office.
5. Formula for Property Assessment:

The Uptown BID recommends the following annual special assessment rates for FY2026-FY2030:

	Current	Proposed July 1, 2025 - June 30, 2026	Proposed July 1, 2026 - June 30, 2027	Proposed July 1, 2027- June 30, 2028	Proposed July 1, 2028 - June 30, 2029	Proposed July 1, 2029 - June 30, 2030
Taxable	\$5.97	\$6.14	\$6.32	\$6.51	\$6.70	\$6.91
Exempt	\$2.99	\$3.07	\$3.17	\$3.26	\$3.35	\$3.45

Taxable properties within the Uptown BID will be assessed at \$6.14 per linear foot of

street curb frontage for FY2026 with an assessment rate increase of 3.0% annually up to FY2030.

Exempt properties within the Uptown BID are exempt from the collection of taxes and will be assessed at \$3.07 per linear foot of street curb frontage for FY2026 with an assessment rate increase of 3.0% annually up to FY2030.

6. Formula for Unique parcels:

Parcels with Assessed Frontage on More Than One Street: A parcel situated with frontage on more than one assessed street will be assessed 100% of the rate at which they are classified on the primary side as noted by mailing address, and at 50% of the same class rate on the remaining secondary street side.

There are twenty-two parcels maintaining this characteristic in the district:

41-14-29-312-001	925 Cherry St. SE #1 (secondary street – Lake Dr. SE)
41-14-29-312-002	925 Cherry St. SE #2 (secondary street – Lake Dr. SE)
41-14-29-312-003	927 Cherry St. SE (secondary street – Lake Dr. SE)
41-14-29-312-004	923 Cherry St. SE (secondary street – Lake Dr. SE)
41-14-29-312-005	921 Cherry St. SE (secondary street – Lake Dr. SE)
41-14-29-311-022	949 Cherry St. SE (secondary street – Lake Dr. SE)
41-14-29-311-023	959 Cherry St. SE (secondary street – Lake Dr. SE)
41-14-29-311-033	967 Cherry St. SE (secondary street – Lake Dr. SE)
41-14-29-311-034	971 Cherry St. SE (secondary street – Lake Dr. SE)
41-14-29-311-026	975 Cherry St. SE (secondary street – Lake Dr. SE)
41-14-30-482-061	758 Cherry St. SE (secondary street – Eastern Ave. SE)
41-14-29-351-001	200 Eastern Ave. SE (secondary street – Cherry St. SE)
41-14-29-403-	1304 East Fulton St. (secondary street – Benjamin

055	Ave. SE)
41-14-29-403-050	1 Carlton Ave. SE (secondary street – East Fulton St.)
41-14-29-453-005	1222 Lake Dr. SE (secondary street- Auburn Ave. SE)
41-14-29-483-011	1482 Lake Dr. SE (secondary street – Wealthy St. SE)
41-14-32-230-019	1551 Lake Dr. SE (secondary street – Wealthy St. SE)
41-14-29-487-001	1444 Lake Dr. SE #1 (secondary street – Atlas St. SE)
41-14-29-487-002	1444 Lake Dr. SE #2 (secondary street – Atlas St. SE)
41-14-29-483-017	1505 Wealthy St. SE (secondary street – Lake Dr. SE)
41-14-29-483-018	1511 Wealthy St. SE (secondary street – Lake Dr. SE)
41-14-29-358-029	337 Diamond Ave. SE (secondary street – Virginia St.)

Corner Lots: A parcel situated on a corner lot that receives benefits and services provided by the Uptown BID will be assessed on both sides if the property has a separate entrance(s) on the adjoining side street that is engaged in commercial activity. Corner parcels will be assessed according to the primary street frontage, and, on the frontage calculated along the adjoining side street.

The primary street frontage of properties maintaining the characteristics of corner lots will be assessed at 100% of the rate in which they are classified, and the side street frontage will be assessed at 50% of the same rate class.

There are three parcels maintaining these characteristics in the district:

41-14-29-480-027 1415 Lake Dr. SE (side street – Robinson Rd.)
41-14-29-309-019 959 Lake Dr. SE (side street – Diamond Ave.)
41-14-29-304-008 958 Fulton St. SE (side street – Diamond Ave.)

Additional notes on the special assessment:

a. Properties will be assessed according to the properties' official Permanent Parcel Street addresses and official linear footage as recorded in the City of Grand Rapids, MI Assessors office and City Engineering records.

b. A property will be assessed whether it is occupied, vacant, or developed.

7. The estimated impact of Special Assessment Roll No. 8796 on properties located within the district is as follows:

Number of Properties by Classification
Taxable - 306

Annual Amount of Special Assessment

	FY2026	FY2027	FY2028	FY2029	FY2030
Taxable	\$157,192.84	\$161,801.11	\$166,665.37	\$171,529.64	\$176,905.95

E. Policy on Voluntary (non-lienable) Contribution Properties

1. A number of Exempt properties (not-for-profit and government) within the district and exempt from the collection of taxes have indicated a desire to make a voluntary contribution to the annual assessment in return for benefits received.

2. This proposal includes annual revenue estimates from Voluntary Properties of \$9,564.58 for **FY2026**. The suggested voluntary assessment is based on **4,573.49** linear feet of street curb frontage. For the purpose of this report, a property's street curb frontage is the length of the property that fronts upon a public right-of-way as recorded in the City of Grand Rapids Assessor's office and as listed in City Engineering records. The official property address is the address, as it exists in the records of the City of Grand Rapids Assessor Office.

3. Formula for Voluntary Contribution Properties:

Exempt properties within the Uptown BID which are exempt from the collection of taxes are invited to participate, on an annual basis, with a voluntary contribution equal to 50% of the annual assessment rate based on linear feet of street curb frontage. Participating properties will be entitled to receive a benefit of services proportionate to the annual contribution.

Number of Properties by
Classification
Exempt - 32

Annual Amount of Voluntary Contribution

	FY2026	FY2027	FY2028	FY2029	FY2030
EXEMPT	\$14,040.61	\$14,497.96	\$14,909.57	\$15,321.19	\$15,778.54

F. Marketing & Development Plan

AREA-WIDE ENHANCED SERVICES RECEIVED BY ALL PROPERTIES

Marketing & Branding

Events, Co-operative Advertising, Promotions, Internal and External Communication, Print or Digital Materials (i.e. Brochures, Bag Stuffers, Maps, Videos), etc.

Streetscape Maintenance

Uptown Ambassadors, District-Wide Spruce Up (i.e. pre-event, spring clean-up), Sidewalk Litter Pick-Up, Regular Waste Container Services, Graffiti Abatement, Cigarette Clean-Up, etc.

Streetscape Enhancements & Beautification

Annual/Perennial Flower Planting and general Landscape Maintenance, Mulch, Seasonal Decorations, Banners, Wayfinding Signage, Mobility Enhancements such as Crosswalks, Bike Racks Parking Evaluations, etc.

Business Development

Welcome and Introduction to New Businesses, Information Sharing and Support Services to Businesses and Business Associations, Peer Support, Business Retention, Business Resource Seminars, Business Owner Mixers, Recruitment of New Businesses that are owned by and that appeal to a diverse community, etc.

Corridor Management and Administrative Services

Employee Payroll and Benefits, Project Management, Oversight of Contracts, Strategic Planning, Coordination of Committee Work, Organizational Communications, Serve as City Liaison, Administrative Support of the Board and Committees, Fiduciary Services, Office Expenses, Program Evaluation and Reporting, Coordination with City Departments, Neighborhood Associations and Nonprofit Agencies, etc.

Annual Review & Financial Reporting

Annual Report of Activity and Expenditures to the City of Grand Rapids, stakeholders, and other interested parties.

City Administrative Fees & Delinquency Fund

Services provided in the collection of annual special assessment revenue and Delinquency Fund for fees not collected.

Contingency/Special Reserve

Reserve fund balance for unanticipated expenditures.

G. FY2026-2030 Budget* – Uptown BID Special Assessment No. 8796

Uptown Business Improvement District FY2026-2030 (July 1, 2025 – June 30, 2030)

REVENUES		FY26 Budget	FY27 Budget	FY28 Budget	FY29 Budget	FY30 Budget
	Special Assessments	\$157,192.84	\$161,801.10	\$166,665.37	\$171,529.64	\$176,905.95
	Assessment Services Contributions (Voluntary)	\$14,040.61	\$14,497.96	\$14,909.57	\$15,321.19	\$15,778.54
	Interest on Investments	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
	Total Uptown BID Revenues	\$171,733.45	\$181,299.06	\$186,574.94	\$191,850.83	\$197,684.49
EXPENDITURES		FY26 Budget	FY27 Budget	FY28 Budget	FY29 Budget	FY30 Budget
	Organization (District Management, Administrative Support)	\$21,733.45	\$21,299.06	\$16,574.94	\$21,850	\$27,684
	Business Development Marketing					
	Design (Streetscape Maintenance)	\$150,000	\$160,000	\$170,000	\$170,000	\$170,000
	Total Uptown BID Expenditures	\$171,733.45	\$181,299.06	\$186,574.94	\$191,850.83	\$197,684.49
EXCESS / (DEFICIT)		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

**Final FY2026-2030 budget approval is required by the Uptown Business Improvement District Board and City Commission. Modification of this pro forma budget is possible.*

H.



**Uptown Business Improvement District FY2026
Special Assessment Roll No.: 8796 Schedule**

PHASE I	
October 24, 2024 Uptown Inc. Board	The Uptown In. board convenes to draft the annual special assessment project list and develops the proposed annual budget and proposed special assessment formula.
December 4, 2024 Uptown BID Board	Uptown BID Board review of implementation schedule, project list, annual list of expenditures, and special assessment formula (revenue) for FY2026-FY2030 Uptown special assessment.
January 8, 2024 City Assessor	Review and verification of special assessment roll parcel list including transfer of ownership/property class revisions.
January 15, 2025 Uptown BID Board Meeting	The Uptown BID Board recommends a project list, the annual list of expenditures, and a special assessment formula (revenue) for FY2026 for approval.
January 16, 2025* Economic Development	Set Agenda Item for January 28, 2025, City Commission meeting
January 28, 2025* Community Development Committee	City Commission considers setting the March 11, 2025 , meeting as the date, time, and location for the Public Hearing on the Uptown BID plan
February 12, 2025– March 3, 2025* Economic Development	FY2026 Uptown BID plan available for public inspection
February 17, 2025 Economic Development	Notice of Public Hearing first-class mailed to all property owners on record (1x. Not less than 10 days prior)
February 24, 2025	Notice of Public Hearing published in the GR Press

Economic Development	2c	(1x. Not less than 10 days prior to public hearing)
February 25, 2025 Economic Development		Prepare Agenda Items for the March 11, 2025 , City Commission meeting
March 11, 2025* City Commission Meeting	2	Public Hearing to take comment on the proposed FY2026 Uptown Business Improvement District Plan
March 11, 2025 Economic Development		Prepare Agenda Items for March 25, 2025, City Commission meeting
March 25, 2025 Committee of the Whole		City Commission considers Resolution Establishing Necessity for services to be financed by special assessment in Uptown Resolution of Necessity Delivered by City Clerk
PHASE II		
March 31, 2025 City Assessor	3a	Publication Copy Delivered to City Clerk
April 4, 2025 City Assessor	4a	Notice of annual special assessment and Board of Review Public Hearing first-class mailed to all property owners on record (1x. Not less than 10 days prior and at least 5 days prior to the roll being open for inspection)
April 15, 2025 Community Development Committee	4	City Commission Schedules May 20, 2025, meeting as Board of Review Public Hearing
April 15, 2025 City Assessor	4b	Notice of annual special assessment and Board of Review Public Hearing published in the GR Press (1x. Not less than 10-days prior to Board of Review public hearing and at least 5 days prior to the roll being open for inspection)
April 21, 2025 – May 2, 2025 City Assessor	5	Special Assessment roll available for public inspection in City Assessor's Office
May 20, 2025 City Commission Meeting	6	Board of Review Public Hearing on Uptown BID Special Assessment Roll -Staff Only
May 10, 2025-May 31, 2025 City Assessor	6a	Department review of appeals on special assessment
June 10, 2025 Community Development Committee	7	Confirmation of Final Uptown BID Special Assessment Roll # <u>8796</u>

June 17, 2025 City Assessor	7a	Notices to Petitioner, if any.
June 19, 2025 City Assessor	7b	Route Roll to Atty/Mayor/Clerk/Treasurer
July 31, 2025 City Treasurer	8	Special Assessment Roll Billing Invoices are mailed to property owners with payment due in 30 days (July 31, 2025)

Legend

BID Board Action

Economic Development Action

City Assessor Action

Commission Action

*Indicates Uptown BID board representation needed