

AGENDA



GR Forward GOAL 4 ALLIANCE

Members:

Mark Breon • Rick Chapla • Guillermo Cisneros • Omar Cuevas • Jorge Gonzalez • Kristian Grant • Farida Islam • Catlindt Landrum • Jessica Ledesma • Ace Marasigan • Brandy McCallum • Jason McClearen • Attah Obande • Scott Stenstrom • Brianna Vasquez de Pereira • Elyse Marie Welcher • Kara Wood •

December 4, 2018

1:30p – 3:00p

29 Pearl Street, NW Suite #1

1. Call to Order
2. Food Truck Ordinance
3. Small Business Conference (enclosure)
4. Contracting/Purchasing Committee
5. FY19 Project and Program Review (enclosure)
6. Discussion
7. Next Steps
8. Next Meeting – TBD
9. Adjournment

POTENTIAL FY19 PROJECTS: GOAL #4

Committed FY18

- MWBE Support
 - Retail Incubation
- Workforce Programs
 - Relax at Rosa

Proposed FY19 Projects and Programs

- Downtown Incentive Evaluation (To be incorporated into Citywide Economic Development Plan and Strategy)
- MWBE Support
 - Retail Incubation/Support Program
 - Partner with existing providers to expand entrepreneurship and capacity building programs to support the growth of minority-and women-owned business enterprises in Downtown Grand Rapids
- Workforce Programs
 - Relax at Rosa
 - Ensure pathways exist so that Grand Rapids residents can develop and maintain the needed skills to have access to jobs in the City's growing technology sector
- Recruitment Efforts
 - Develop industry partnership programs between employers and workforce representatives with targeted recruitment efforts in Downtown Grand Rapids and neighboring communities
 - Create marketing materials for utilization in raising Grand Rapids' profile at national events and attracting investment.

City of Grand Rapids and Downtown Grand Rapids Inc.

Small Business Conference

Overview

This event is designed to continue organizing our business ecosystem in a meaningful way. Small business owners representing industries such as Manufacturing, Information Technology, Construction, Retail, Medical, and more will have the opportunity to showcase their business and goods/services in a tradeshow style. In addition, the conference will offer panel discussions or keynote addresses from entrepreneurial support organizations (ESO) focusing on Financing, Legal, and local ecosystem opportunities.

Proposed Event Details

The City of Grand Rapids and Downtown Grand Rapids Inc. host “Small Business Expo”

Dates: Thursday, July 25, 2019, Thursday, August 1, 2019, or Thursday, August 8, 2019

Time: 8-12pm or 9-1pm

Location: DeVos Convention Center

Goal

Our goal is to have up to 100 small businesses participate in this expo and 25 ESO partners.

Registration

Each business will pay a \$25 registration fee to host a vendor table. The City can use their new website for services to promote the event, register vendors, and collect payments.

Planning Team

The City of Grand Rapids (Office of Diversity & Inclusion, Economic Development, & Special Events)

Downtown Grand Rapids Inc.

Communications

Communications will be co-managed by both The City of Grand Rapids and Downtown Grand Rapids Inc. for all social media, written, and live interviewing.

Marketing & Design

The City of Grand Rapids and Downtown Grand Rapids Inc. will hire a local creative consultant for flyer design, videography, and photography for the event. Event signage will be printed by the City and DGRI after designs are received from our creative consultant.

Parking

All proposed venues have on-site parking via parking ramps downtown. Parking will not be validated for vendors.