

# **Downtown Leadership & Management:** Building Racial Equity and Opportunity in Downtown

*Presented by Downtown Grand Rapids Inc.*

# The Changing Face of America

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*The United States is undergoing a profound demographic transformation in which people of color are becoming the majority.*

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- » More than half of all children under age five are of color.
- » By 2044 people of color will be the majority overall.
- » Grand Rapids Metro Area: The percentage of people of color changed from 8.7% to 20.5% of the population from 1980-2010.





# Communities of Color Driving Growth

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*From 2000-2010 almost all net population growth in the U.S. (92%) came from people of color.*

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- » Latinos had the highest growth rate (43%), followed by Asians, people with mixed racial backgrounds, African Americans and Native Americans.
- » The white population grew just 1% nationally and declined in many communities.
- » Grand Rapids Metro Area: The Latino population has the highest growth rate at 46%.

# Equity: The Superior Growth Model

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*Racial equity and inclusion make America stronger.*

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- » Inequality hinders economic growth. Racial and economic inclusion drives robust economic growth.
- » Leaders in the private and public sector need to advance an equitable growth agenda: a strategy to create good jobs, increase human capabilities, and expand opportunities for everyone to participate and prosper.

## Economic Benefits of Equity:

- » Racial economic inclusion is good for families, good for communities and good for the economy.
- » Nationally, GDP would have exceeded \$2.1 trillion higher in 2012 if people of color had earned the same as their white counterparts.
- » The result would have been millions fewer living in poverty, billions more in tax revenue and a smaller Social Security deficit.
- » Grand Rapids Metro Area: The 2012 economy would have been \$3.32 billion larger absent racial income gaps.

# Grand Rapids' Equity Status



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Home » Grand Rapids Ranks Among Worst Economically For African-Americans

Economic Development and Human Resources

## Grand Rapids ranks among worst economically for African-Americans

January 22, 2015 | By Mike Nichols | 20 Comments

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A group of people marches in downtown Grand Rapids on MLK Day. Photo by Mike Nichols.

For all of its growth in recent years, Grand Rapids still has a long way to go to make itself more economically friendly for African-Americans.

The week before the nation celebrated Martin Luther King, Jr. Day, a demographer and contributor to Forbes.com pointed out one of Grand Rapids' flaws, ranking the city the second-worst city in the nation in the post "The cities where African-Americans are doing the best economically."

Of the 52 largest cities in America, Grand Rapids ranks 51st, beating out Milwaukee, which was ranked at the bottom.

### Methodology

The post's author, Joel Kotkin, a professor of urban studies at Orange, Calif.-based Chapman University, says the ranking is based on three metropolitan statistical area, or MSA, measures: homeownership, entrepreneurship or self-employment and median household income. Data was taken from 2013.

The ranking also considers a fourth factor, demographic trends, which incorporated data that measured the change in African-American populations in the metro areas from 2000-2013.



### RELATED ARTICLES

Grand Rapids rates among 'best places to live' for Americans 50 and older

Grand Rapids ranks among 'fastest-growing' retirement markets in US

Grand Rapids ranks among 'most-generous' cities in U.S.

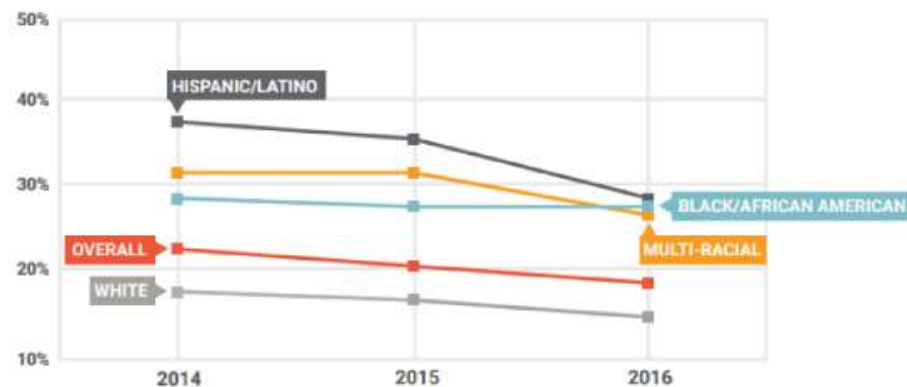
### RELATED EVENTS

Grand Rapids Opportunities for Women Seeds of GROWth Conference

*A broad swath of Grand Rapidsians believe they're not welcome or don't belong Downtown.*

### Who is not able to meet their basic needs in Greater Grand Rapids?

Each year, since 2014, between 19 percent and 24 percent of respondents have indicated they have not been able to meet their basic needs. This number also continues to vary by respondent demographics. In VoiceGR 2016, respondents indicated they had the most difficulty meeting the following basic needs: healthcare, prescriptions, and clothing.



Visit [VoiceGR.org](http://VoiceGR.org) to learn more and explore the results

VoiceGR is a product of the Dorothy A. Johnson Center for Philanthropy's Community Research Institute at Grand Valley State University.

#SpeakNowGR // #VoiceGR

# KEEP MOVING GR FORWARD

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*4,400+ people engaged*

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## City Building Goals:

- » Reestablish the Grand River as the draw to the city & region.
- » Develop a true Downtown neighborhood home to a diverse population.
- » Build a 21st century transportation system.
- » **Establish an equity-driven growth model in Downtown Grand Rapids.**
- » Reinvest in public space, culture & inclusive programming.
- » Retain & attract families, talent & job providers with high quality public schools.
- » Grow more & better jobs & ensure continued vitality of the local economy.

# GR Forward Equity Agenda

## Goal:

Cultivate an equity perspective in civic governance.

## Measure:

Demographic and psychographic statistics.

## Target:

By 2019, achieve a proportionate representation of various City Commission appointed Boards, committees and DGRI alliances relative to city-wide demographic and psychographic profiles.

## Evolving DGRI Leadership Network

	CITY WIDE	DGRI 2015	DGRI 2016
<b>AGE</b>			
20-24	17%	0%	<b>3%</b>
25-34	30%	21%	<b>38%</b>
35-44	19%	41%	<b>32%</b>
45-54	18%	30%	<b>21%</b>
55-64	16%	8%	<b>6%</b>
<b>GENDER</b>			
Male	49%	71%	<b>58%</b>
Female	51%	29%	<b>42%</b>
<b>SEXUAL ORIENTATION</b>			
Heterosexual	90%	97%	<b>92%</b>
LGBT	10%	3%	<b>8%</b>
<b>RACE</b>			
Asian	2%	3%	<b>4%</b>
African American	21%	19%	<b>21%</b>
Hispanic or Latino	16%	2%	<b>6%</b>
White	59%	76%	<b>69%</b>

# GR Forward Equity Agenda

## Goal:

Foster racially and ethnically diverse business ownership. (6.5% of ground floor businesses in Downtown currently owned by persons of color)

## Measure:

Number of ground-floor businesses owned by racial and ethnic minorities in Downtown Grand Rapids.

## Target:

By 2025, increase the number of minority- and locally-owned ground-floor businesses in Downtown Grand Rapids by 50 percent.





# GR Forward Equity Agenda

## Goal:

Achieve a more diverse Downtown workforce.  
(Currently 90% white)

## Measure:

Racial and ethnic composition of the Downtown  
Grand Rapids workforce.

## Target:

By 2025, triple the percentage of non-white  
employees in Downtown Grand Rapids.



# GR Forward Equity Agenda

## Goal:

Create a more welcoming and inclusive Downtown.

## Measure:

Surveyed perception Downtown Grand Rapids as welcoming and inclusive by Grand Rapids citizens.

## Target:

By 2025, at least 85% of all Grand Rapidsians surveyed regard Downtown Grand Rapids as welcoming and inclusive.



# GR Forward Equity Agenda

## Goal:

Attract a diverse population to the Downtown neighborhood.

## Measure:

Housing inventory by price point and typology.

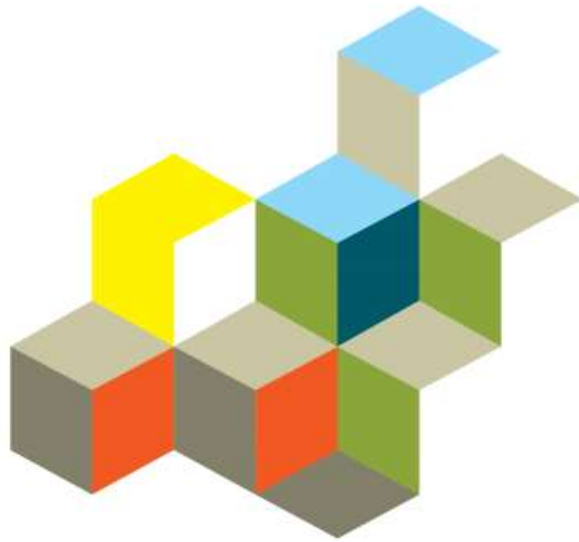
## Target:

Reach a Downtown housing inventory of 10,000 units and achieve a 30% mix of affordable housing by 2025.



Mixed-income housing project with 45 market rate units and 45 units for low income earners.

DGRI stands ready to assist fellow Downtown management organizations in the pursuit of place-based racial equity goals.



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