



Prosperity starts with place.  
**Everyone deserves to prosper  
from the benefits and joys  
of a thriving neighborhood.**

[amplifygr.org](https://amplifygr.org)



AMPLIFY GR

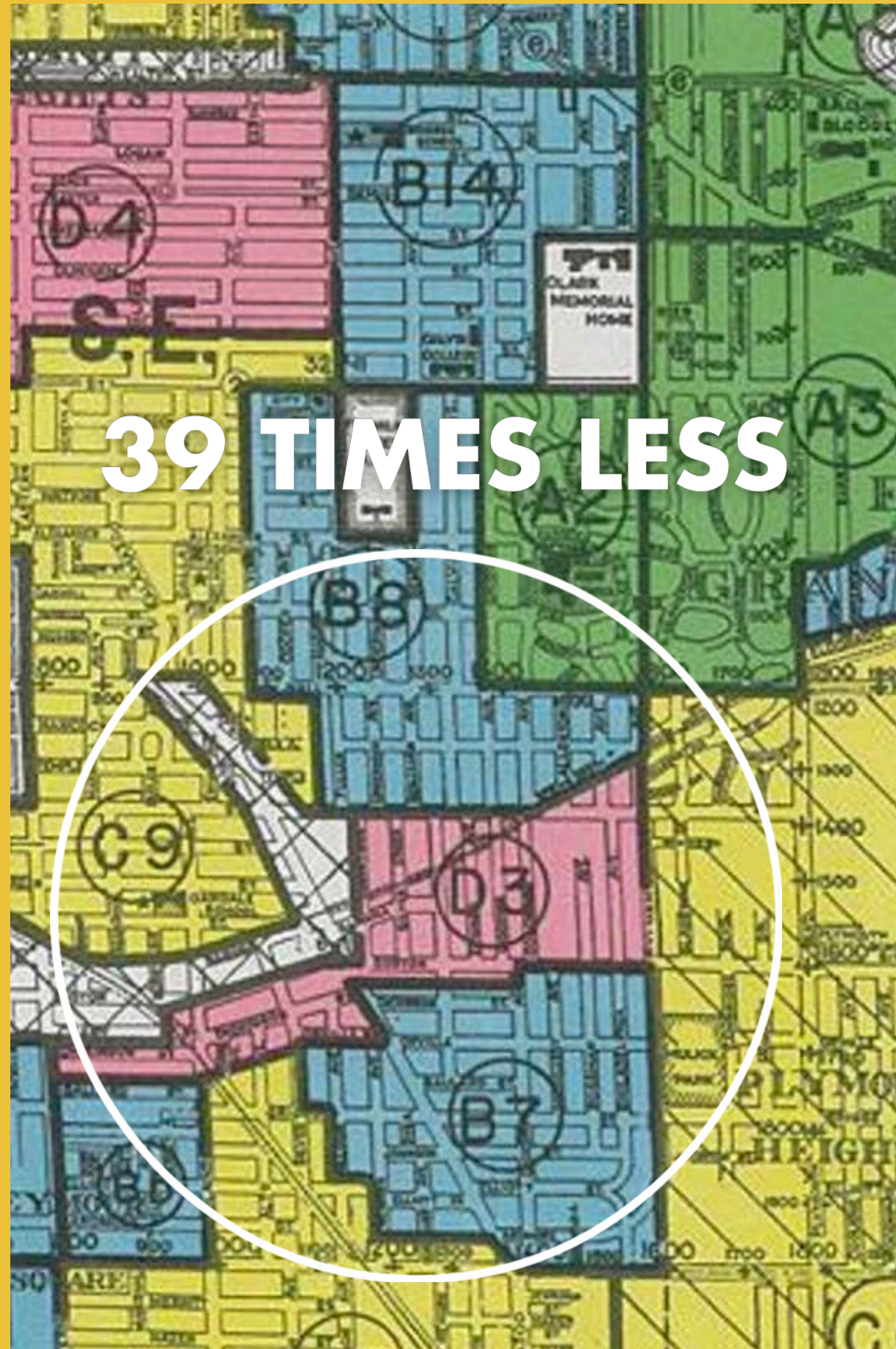
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## WHY DOES PLACE MATTER?

**PROSPERITY STARTS WITH PLACE.**

When it comes to life outcomes the #1 predictor is the zip code where you grow up.

THE GAPS OF INEQUITY HIGHLY INTERSECT AMONG HISTORIC RACIAL & ECONOMIC LINES  
*1937 Map of "red-lined" neighborhoods of Grand Rapids.*



**39 TIMES LESS**

AMPLIFY GR

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## NEIGHBORHOODS IN 49507

Our zip code has a greater impact on life outcomes than our own DNA.

As of 2022, neighborhoods in 49507 have received 39 times less in **public and private investment** compared to Northwest Grand Rapids' neighborhoods.

This has created disparate impacts for some of the most racially and ethnically diverse neighborhoods in West Michigan (Madison Square being #2 in the state according to Niche.com).

# GEOGRAPHY SHOULD NOT DETERMINE DESTINY.

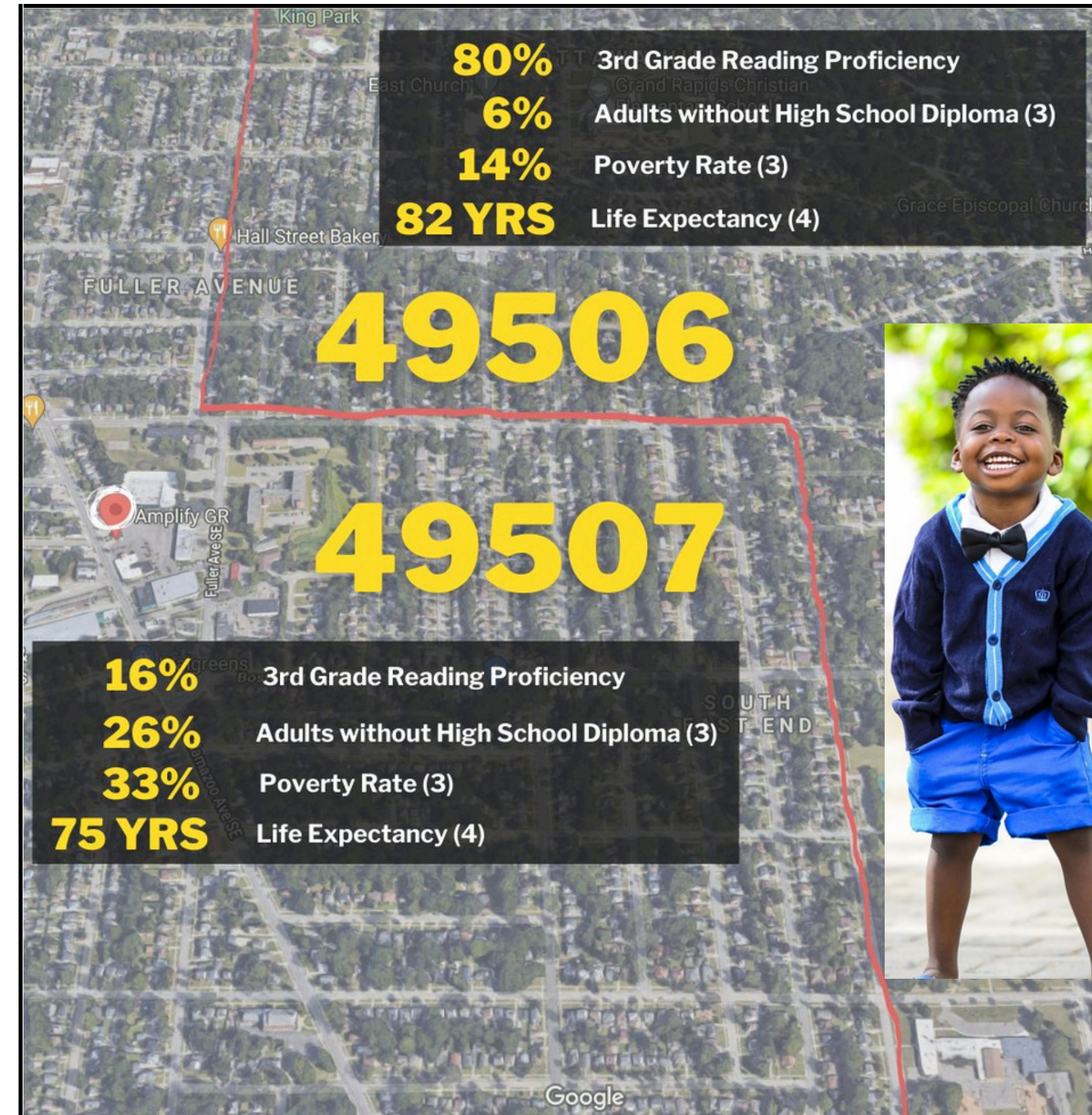
We are addressing decades of disinvestment in 49507 and improving the quality of life today and for future generations.

From 2015-2019, only **10 percent** (1) of private investment in Grand Rapids and **less than one percent** (1) of public investment went to Grand Rapids' Third Ward.

This disinvestment correlates with disparities in:

- household income
- employment
- affordable housing
- transportation
- educational attainment

Hicks, J. (2019). *Grand Rapids Ward with Highest Black Population Gets Least Investment from the City*. Mlive.

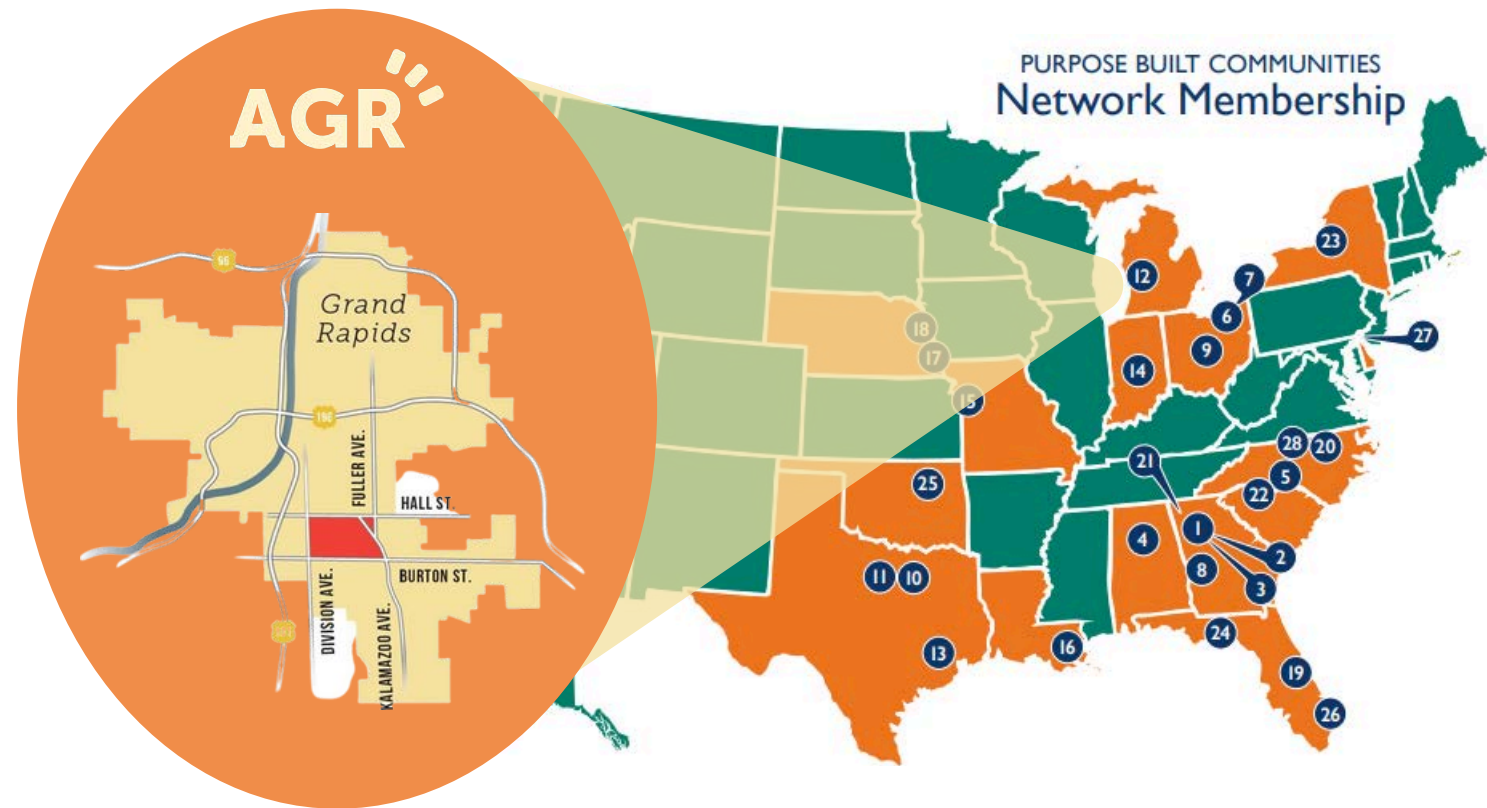


1 Michigan School Data: Dickinson, Hope and River City Scholars

2 Michigan School Data: Congress, Breton Downs, Lakeside & Wealthy

3 Economic InnovationGroup: Community DistressIndex

4 Robert Wood JohnsonFoundation / CDC



## AMPLIFY GR

# NATIONAL RECOGNITION

“

*The approach at Amplify GR is different and better than our original approach to community revitalization... [they] understand this work is more than community health and wellness.*

*AGR's innovations have influenced Purpose Built Communities to add the economic vitality pillar to our organization's next iteration, which will impact current and future work in neighborhoods across the country.*

Amplify GR is part of a network of communities across the country working towards:

- Increased health and education outcomes
- Upward economic mobility
- Advancing towards racial equity

*- Carol Naughton  
Executive Director  
Purpose Built Communities*

”

# FOUR PILLARS. ONE THRIVING COMMUNITY.

## MIXED-INCOME HOUSING

Everyone deserves to choose where they live and feel safe

- Increased Homeownership
- Expanded mixed-income rental opportunities

## ECONOMIC OPPORTUNITY

Everyone deserves to earn a living and support their families

- Business attraction and retention focused on equitable neighborhood growth
- Entrepreneurship



## BIRTH-TO-CAREER EDUCATION

Everyone deserves greater opportunities to learn and grow

- Early learning outcomes
- Afterschool programs
- Expanded workforce opportunities

## COMMUNITY WELLNESS

Everyone deserves to live in a place that reflects the diverse spirit of the community

- Open spaces
- Health and wellness
- Activities for youth
- Arts and culture
- Fresh food
- Crime prevention
- Bank, grocery, and restaurants

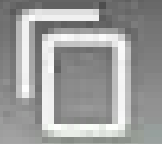


AmplifyGR

## MISSION

Using a multi-generational lens, Amplify GR works in defined neighborhoods **together with neighbors, community partners and businesses** to preserve and widen pathways that create greater opportunity for neighbors to participate in and benefit from community growth.

# Amplify GR Overview



Copy link



Watch on  YouTube



AMPLIFY GR

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## WHAT WE DO

FOUR PILLARS, ONE THRIVING COMMUNITY.

We work at the intersection of **people**, **partnership** and **place** in the areas of economic opportunity, mixed-income housing, birth-to-career education and community wellness within Boston Square, Madison Square and surrounding neighborhoods on Grand Rapids, Michigan's southeast side.



# BOSTON SQUARE TOGETHER Completed

|  |   |
|--|---|
| ✓ 4th Annual Boston Square Fair (approx. 600 attendees)  | ✓ 78% of Neighborhood Strong grants were given to legacy neighbors - people who have lived in the community for 16+ years |
| ✓ Wishes, a neighborhood store in business for 30+ years, received Business Strong funding for ice cream equipment, expanding their on-site services                       | ✓ Construction begins for F2 (family housing) bringing 57 affordable rental apartments to Boston Square                   |
| ✓ Boston Square Neighborhood Association (BSNA) engaged 1,290 neighbors and community stakeholders through weekly coffee chats   | ✓ SpringGR completed the second BSQ Cohort  |
| ✓ The community naming contest and voting process received 160+ submissions for the hub, and a committee led by neighbors made the final decision and co-designed the logo | ✓ Souls of the Neighborhood II engaged new neighbors, bringing the total number of neighbors honored through art to 12    |
| ✓ HUB 07, a community gathering space focused on health, wellness and education is near completion   | ✓ \$300,000 in Outbridge AGR Education Scholarships given to 400 students representing 183 families in the neighborhood   |
| ✓ 2nd Annual Chicken and Waffle Breakfast + Fundraiser held with neighborhood business 1201 Soul Cafe  | ✓ Of the 16 licensed vendors utilizing Kzoo Station 9 are from 49507  |
| ✓ Closed on the financing for F2 mixed-income, mixed-use housing project, preparing the way for construction to begin in 2024  | ✓ Acquisition of 1449 Kalamazoo Ave. to bring bar/neighbors and advance the BSQ Collective Co                             |
| ✓ HUB 07 awarded \$1M Community Center grant from the State of Michigan for build-out of interior spaces for local nonprofits and community multi-purpose room             | ✓ \$54K in Amp the Good grants thru allocated to neighbors  |
| ✓ Kzoo Station partnered with neighbor-based group Art Amplified to beautify the building with a mural by artist Jamari Taylor   | ✓ Last Mile Cafe received Business Strong grant to expand their bean roaster, expanding their services                    |
| ✓ 43.7% of construction jobs for HUB 07 went to Black, Indigenous, or People of Color  | ✓ Rockford Construction hosted a community meeting and local business showcase  |
| ✓ 37% of the total construction spending for HUB 07 went to local, minority- and women-owned businesses  | ✓ 2nd Annual Amp the Good neighbors, community stakeholders   |
| ✓ Moved the F3 mixed-income housing and food hall project forward through securing a \$1.5 million state appropriation   | ✓ Adams Park Art for the redeveloped area   |
| ✓ BSNA and Oakdale Neighbors hosted annual spring dumpster day   | ✓ Extended to 3,000 sq ft   |
| ✓ 36 neighborhood homes received critical repairs through the Neighborhood Strong grant program  | ✓ Oakdale district  |



Multi-generational gathering spaces (recreational, entertainment, etc).



*Your Voice Represented*  
Did you know there is a Community Partnership Agreement (CPA) to deliver your priorities and provide benefits to neighbors?

**YOU are at the center of everything we do.**

**BOSTON SQUARE TOGETHER**



**ORIGINALLY, WE HEARD THE NEIGHBORHOOD COULD USE:**



**YOU CONFIRMED AT OPEN HOUSE #1 THAT YOU'D LIKE TO SEE THINGS LIKE:**

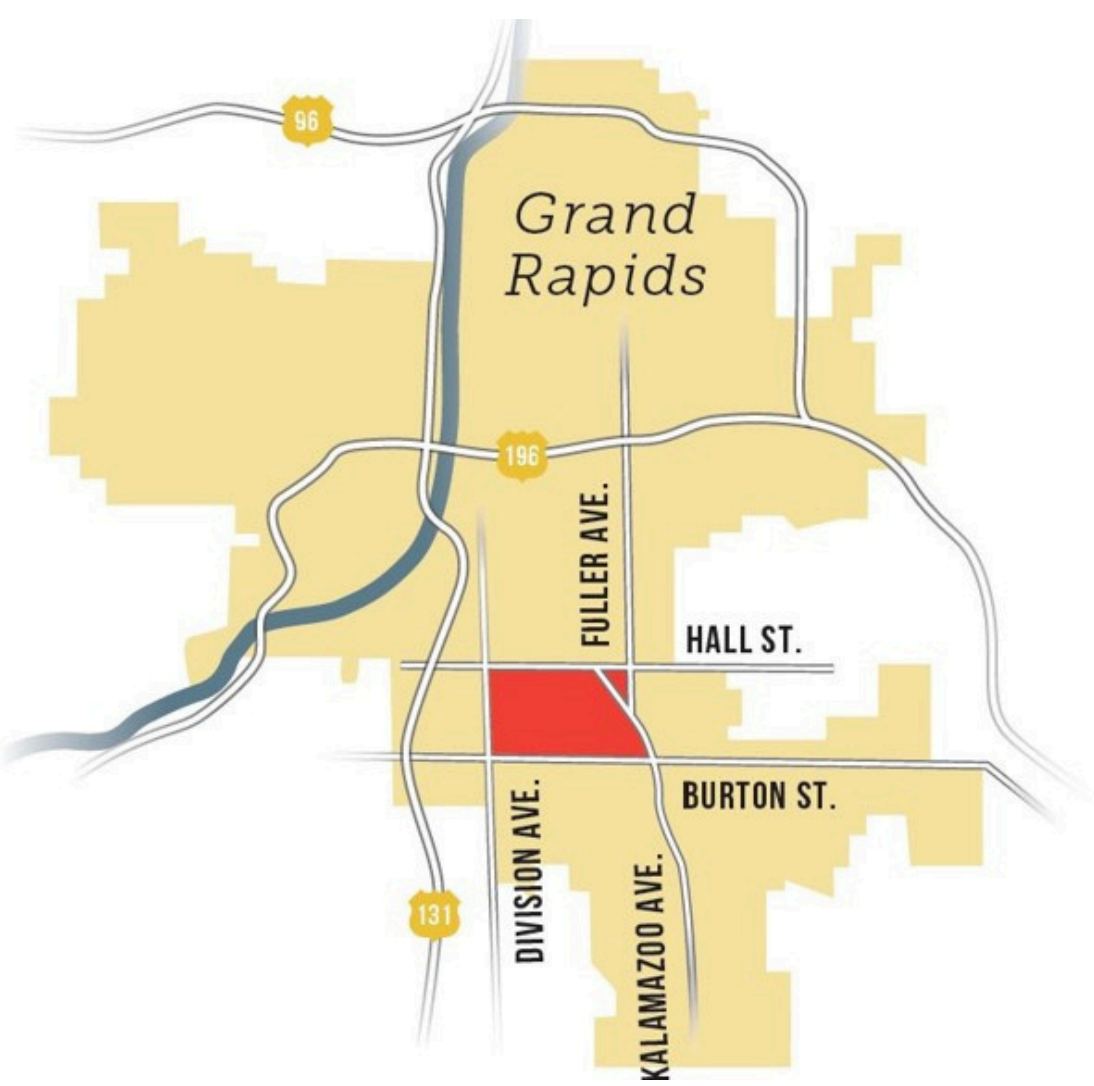


**HERE'S HOW WE'D LIKE TO INCLUDE YOUR FEEDBACK INTO THE 9-ACRE SITE**



# 2023

## IMPACT REPORT



### AMPLIFY GR

## LOCAL IMPACT

# \$769,756

spent by AGR with nonprofit community partners for grants, programs, ideas and qualified material needs that support neighbors



# 80%

of Neighborhood Strong grants were given to legacy neighbors – people who have lived in the community for 20+ years



# 400

students received \$500 scholarships for educational enrichment via a partnership with Outschool.org

# 40

new jobs were added by AGR employer partners, with a total of 205 jobs to date, bringing economic opportunity closer to home for neighbors

# 14

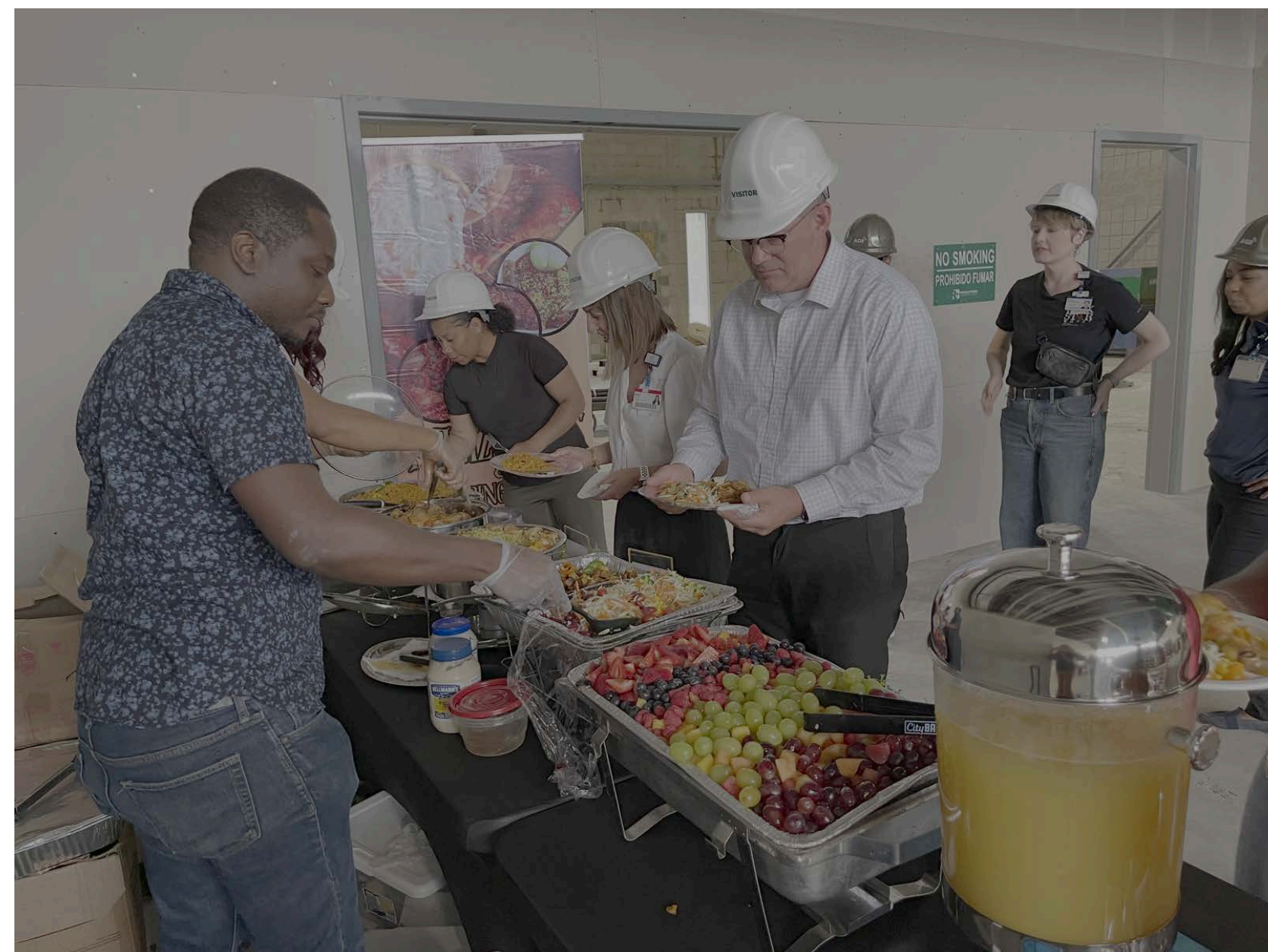
new food entrepreneurs joined Kzoo Station with eight entrepreneurs from 49507 and 11 who identify as BIPOC



# \$185,163

spent by AGR with BIPOC and women-owned businesses in 49507 to strengthen the community's economic infrastructure

Corewell Health  
Neighborhood Advisory Committee  
Hard Hat Tour and Dinner In HUB 07  
May 2024





AMPLIFY GR

# WHAT DOES IT LOOK LIKE WHEN THE 4 PILLARS COME TOGETHER?

A COMMUNITY COLLECTIVE DESIGN: BOSTON SQUARE TOGETHER

- SMALL BUSINESS INCUBATION
- ECONOMIC OPPORTUNITY
- BIRTH-TO-CAREER EDUCATION
- MIXED-INCOME HOUSING
- COMMUNITY WELLNESS
- SENIOR HOUSING

# HUB 07



hope  
unite  
build

BOSTON SQUARE TOGETHER



AmplifyGR



Visit  
HUB07.com

- Corewell Health Center for Wellness
- Community Cafe
- Early Childhood Education Center
- Rentable Multi-Purpose Room
- Shared Workspace
- Access to Local Agencies + Nonprofits

## HELLO NEIGHBOR, YOUR NEW COMMUNITY HUB IS UNDERWAY IN BOSTON SQUARE!

| Winter 2025 | Phase 1*   | Spring 2025                        | Phase 2 (final)*                        |
|-------------|--|------------------------------------|---|
|             | Corewell Center for Health and Wellness opens and starts seeing patients | Amplify GR's new offices open      | Early Childhood Education Center        |
|             |  | Community cafe                     | Access to local agencies and nonprofits |
|             |  | Rentable multi-purpose event space |   |
|             |  | Shared workspace                   |   |

*\*Important Note: Openings are pending based on construction timelines.*

### Construction



August 2024



- COMMUNITY MEETING SPACES
- HIGH-QUALITY EARLY CHILDHOOD LEARNING CENTER
- HEALTH + WELLNESS CLINIC
- COMMUNITY-BASED PROGRAMMING + SERVICES
- CO-WORKING AND SOCIAL AREA

*You're Invited!*

# A GROUNDBREAKING EVENT *in* BOSTON SQUARE

**BOSTON  
SQUARE  
TOGETHER**

A VISION CREATED BY NEIGHBORS



Thursday, September 12, 2024 @ 12:00pm

Boston Square Together F2  
57 units  
1,2,3 bedrooms  
Mixed-Income  
5,000 sq ft. commercial  
\$30 million  
Construction began Sept. 16  
Opening in 2026

Boston Square Together F3  
45 units  
1,2,3 bedrooms  
Mixed-Income  
9,000 sq ft Food Hall  
Construction begins 2025  
Opening late 2026



## Kalamazoo Avenue Retail and Food Business Incubation Spaces

Kzoo Station  
 Kzoo West Retail  
 Seasonal Incubator



AMPLIFY GR AND PURPOSE BUILT  
COMMUNITIES

LEARN MORE

AMPLIFYGR.ORG  
BOSTONSQUAREGR.ORG

PURPOSEBUILTCOMMUNITIES.ORG

SPARTANBURGNDG.COM  
LIFTORLANDO.ORG  
REACHRIVERSIDE.ORG  
EASTLAKEFOUNDATION.ORG  
SEVENTYFIVENORTH.ORG

