



SUSTAIN GPP INITIATIVE

February 8, 2021

BACKGROUND

Food for the Holidays

Resident contacted council about ways to support restaurants and those persons struggling due to COVID-19.

Food for the Holidays was born.

Gift cards were purchased from 11 restaurants in the Park.

Provided meals to 60 families (37 via Adopt-A-School, 10 via

The Helm and the balance were displaced service workers).



Food for the Holidays

Support local restaurants as well as those in need.

Participating restaurants:

| | |
|---------------------------|----------------|
| Atwater in the Park | (313) 344-5104 |
| The Bricks | (313) 925-3430 |
| Buscemi's | (313) 458-8552 |
| Cabbage Patch Cafe | (313) 823-8425 |
| The Charlevoix | (313) 458-8448 |
| Cornwall Bakery | (313) 264-1938 |
| The Cracked Egg | (313) 885-1481 |
| Marge's | (313) 881-8895 |
| Mimi's Bistro | (313) 922-4085 |
| Park Grille | (313) 264-1997 |
| Red Crown | (313) 822-3700 |

How it works:

- Contact a participating restaurant and ask to purchase a \$40 gift card for the Food for the Holidays Program.
- The restaurant will set aside the gift cards for delivery to those in need.



SUSTAIN GPP INITIATIVE

Group convened in January

Mission: To help residents, workers and businesses impacted by COVID-19 sustain and thrive beyond the pandemic.

Business Association

Business Survey

Policy and other guidance

SURVEY GROUP

Who we contacted

- Eighty-six businesses were identified
- Includes businesses within and outside of the TIFA and the DDA.
- Survey was designed to gauge need



[BY-SA](#)

What we asked

- 11-question survey
- Focused on financial needs, event ideas, general feedback
- 35 percent survey return rate



FINDINGS

What we learned

90 percent of businesses lost revenue

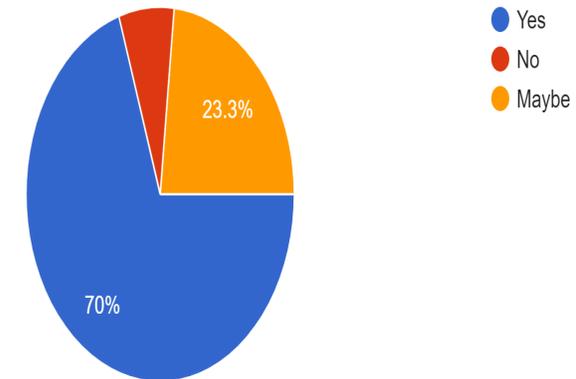
70 percent identified advertising help as greatest need, followed by 57 percent who want direct grants/more foot traffic.

Business owners cited a variety of ways the city can help: Waive business license fees, maximize social districts, provide some infrastructure improvements.

70 percent support street closings for events

Do you support closing parts of streets for a few hours at a time to allow for special entertainment activities?

30 responses



OTHER OBSERVATIONS



Businesses need help learning of and applying for funding opportunities (preferably grants)

Help needs to extend beyond restaurants and the DDA/TIFA district

Residents support ideas such as Charlevoix Week, Restaurant Week, Kercheval Week

Other cities cited for best practice in highlighting biz districts: Northville, Royal Oak, Detroit

NEXT STEPS

Present findings to DDA, TIFA

Identify strategic partners (Such as DTE/Foundations)

Broaden our group to include more business owners

Continue social media presence (Sustain Grosse Pointe Park FB page), initiatives

Continue to gauge resident need/support





THANK YOU

Council Member Darci E. McConnell