

AGENDA

ALLIANCE
FOR
LIVABILITY



AFL

Board Members:

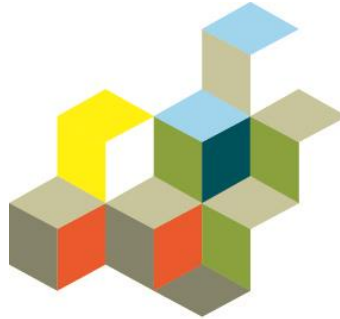
Shaun Biel • Trevor Bosworth • Ben Bozek • Regina Bradley • Asante Cain • Lamont Cole • Robert Dean • Joe Elliot
Steve Faber • Christian Frank • Erika Hanson • Johanna Jelks • Nicole Kosheba • Lynn Locke • Jon Oeverman • Haley Patrone
Kelli Jo Peltier • Jenn Schaub • Rachael Tamez • Aaron Terpstra • Lynee Wells

May 22, 2017

11:00a – 12:30p

29 Pearl Street, NW Suite #1

1. Call to order
2. Public Comment, Current Business – 3 minutes per person
3. April Minutes, Downtown Ambassador Report, GRPD Report – 10 minutes
4. FY2018 Budget Review – 15 minutes
5. FY2018 Alliance Selection – 15 minutes
6. Project Updates – 15 minutes
7. Public Comment, Old Business – 3 minutes per person
8. Adjourn



DOWNTOWN
GRAND RAPIDS INC.

Alliance for Livability

April 24, 2017

1. Call to order- Wells called the meeting to order at 11:05am
2. Members Present- Shaun Biel, Trevor Bosworth, Ben Bozek, Regina Bradley, Asante Cain, Joe Elliot, Christian Frank, Johannah Jelks, Haley Patrone, Jenn Schaub, Lynee Wells

Members Absent- Lamont Cole, Robert Dean, Steve Faber, Erika Hanson, Nicole Kosheba, Lynn Locke, Lance Marconi, Jon Oeverman, Kelli Jo Peltier, Marcia Rapp, Jay Schrimpf, Rachel Tamez, Aaron Terpstra

Others Present: Kris Larson, Tim Kelly, Jennie Kovalcik, Annamarie Buller, Melvin Eledge, Kristin Bennett, Andy Guy, Callie Crow

3. Approval of March Meeting Minutes-
Motion: Moved to approve March 27, 2017 minutes as presented. Motion carried unanimously.
4. Public Comment / Ambassador / GRPD Report-
Crow announced Active Commute week will be the third week of June this year, adding participants can sign up individually or as a company. Crow said outreach and activities are ongoing through May. Crow referred members to the website: acwgr.org. Eledge said the Ambassador Team received the Keep America Beautiful grant that will fund additional cigarette urns throughout downtown. Eledge said Rebecca Krenz, Operations Supervisor, was nominated for the Great Lakes region award by Block by Block for her service. Frank asked how the new cigarette urn locations will be decided. Eledge said that decision will be made by the Ambassador Team, as they see where cigarette butts are disposed of the most. Frank suggested an urn by the river near DeVos Place and Gillett Bridge. Larson asked how many urns are currently deployed. Eledge replied twenty three (23), and an additional one hundred (100) will be with the grant. Buller thanked the Ambassadors for their assistance with the business census outreach, which should be completed by the fall.

5. DGRI Alliance Structure Update-

Larson thanked the Alliance for their feedback and contributions during the restructuring process. Larson said the DGRI Board of Advisors approved the proposed model which categorizes member participation by the goals in GR Forward. Larson presented the graphic that was created to aid in describing the new structure (Alliance 2.1). Larson explained the five (5) groups will replace the existing three (3) Alliances with space for everyone who is currently on an Alliance. Larson noted there are no longer an infinite number of committees, but instead goal based groups. Larson said this change will help simplify the level of cross communication and allow intentionality for diverse representation around each goal. Larson presented the goals saying each group will focus on projects, policy, and future items that will feed budget recommendations for FY18. Larson said the new structure will still maintain the educational component now called Civic Engagement Academy (CEA). Larson said DGRI aims to launch the transition in July of this year. Larson said multiple DGRI staff members will represent each goal, and all five (5) goals will have representation at the Board of Advisors. Larson added this will provide more opportunity for growth and leadership from these citizen groups. Bosworth liked the new structure, and asked how corporations and outside organizations fit into the model. Larson said there will be some specificity and intentionality when developing goal groups, and DGRI will work to ensure the proper parties are involved. Wells encouraged Alliance members to think about which goal(s) each would like to be a part of. Larson said DGRI will be available to help members decide where they could fit best and invite others that may be interested. Larson concluded, DGRI will send out committee interest surveys in the month of May and Alliance recruitment will occur in June.

6. FY 2018 Budget Discussion

a. FY2017 Budget Review:

Wells overviewed the potential line items from the budget handout, stating these items have either been discussed in the past or were identified as priorities around implementing GR Forward goals. Kelly said the handout represents a wish list of Alliance for Livability goals in the next year, recognizing not everything will be accomplished. Kelly asked members to review the handout and note any missing items. Kelly presented survey results that ranked projects based on level of importance identified by members. Kelly said some projects may be more difficult to accomplish or start in the next fiscal year, like the skate park, based on infrastructure and land demand. Kelly added the Alliance gave the recommendation for the skate park location to be Area 6A, however that space is not available in the next year due to parking pressures downtown. Wells said the Alliance wanted to push for a permanent location for the skate park rather than a temporary one; however there may be an opportunity to strategically choose another site that needs activation. Schaub said 6A was discussed in depth and if that location is no longer a possibility, the Alliance should discuss other options. Larson explained the Area 4 and 5 movie theater project is adding some pressure and challenges to the parking availability downtown. Larson said once there is more certainty surrounding progress with Area 4 and 5, DGRI will know whether or not 6A is an option for the skate park. Jelks suggested Heartside Park as an alternative location for the park. The Alliance discussed community engagement opportunities to remove the stigma around skate

boarding, temporary versus permanent park options, and decided another discussion with the skate community and stakeholders was needed. Wells said a survey would be sent to members and stakeholders to increase participation around this topic. Wells asked if the Alliance would have a chance to review the budget again in May. Kelly said no; the budget will be submitted for approval by the DDA Board before the next Alliance meeting. Larson said DGRI cannot promise any one Alliance that their projects will all be completed in the next year, but realistic goals will be set based off of this wish list. Wells asked the Alliance if any changes needed to be made to the budget. The Alliance responded no; the budget was recommended to go before the DDA Board.

7. Public Comment / Old Business-

Kelly said temporary planters were approved by the Alliance about two (2) years ago as part of a beautification plan throughout downtown. Kelly said DGRI has been asked to move the planters off of Gillett Bridge because that space is frequently used for events. Kelly showed the Alliance potential spots to move the planters. The Alliance chose the deployment configuration on Ottawa Avenue. Wells announced that she is stepping down as Chair of the Alliance and from the DGRI Board of Advisors at the end of the fiscal year. Wells thanked everyone on the Alliance for their contributions and encouraged members to pursue leadership roles in the new structure.

8. Adjourn-

Wells adjourned the meeting at 12:15pm

Minutes taken by:

Jennie Kovalcik

Administrative Assistant

Downtown Grand Rapids Inc.



DOWNTOWN
GRAND RAPIDS INC.

FY 2018 Recommended Budget

Narrative

The following narrative document outlines priority project areas developed with all three Alliances of DGRI over the past few months. Projects and funding represent commitments to on-going obligations, as well as existing, on-going, and new projects in the next fiscal year.

Development Incentive Programs

- *Areaway Fill*

Continued funding for the existing Areaway Removal Incentive Program. Program funds will be used cover existing obligations, and to continue to improve public safety through the removal of existing areaways. Funds are utilized to reimburse eligible activities, including removal of an areaway cap, construction of a new basement wall, sidewalk improvements, among others.

- *Building Reuse Incentive Program*

Request to continue funding the existing Building Reuse Incentive Program. Program funds will be used cover existing obligations, and to continue to assist property and business owners in the rehabilitation of buildings constructed pre-1950 in Downtown. Funds are utilized to reimburse eligible activities, including barrier free improvements, fire suppression upgrades, providing a second means of egress, and many others.

- *Development Project Guidance*

Funding for legal and staff time expended on behalf of facilitating development projects.

- *Development Support Reimbursements*

Continued funding for the existing Development Support Program. Program funds will be used to further promote economic growth and development in Downtown by funding approved eligible expenses in new construction projects over \$5 million in new investment and in rehabilitation projects featuring over \$1 million in new investment. Proposed funding is to cover existing obligations, and to capitalize on new opportunities.

- *Development Project Guidance*

Funding for legal and staff time expended on behalf of facilitating development projects.

- *Downtown Enhancement Grant*

Funding for the Downtown Enhancement Grant Program. Funds will be used cover existing obligations, and to continue to assist property and business owners in the rehabilitation of the

Downtown public realm. Funds are utilized to reimburse eligible activities, including installation of street furniture, snowmelt, and other public realm improvements

Downtown Planning

- *River Trail Economic Impact Analysis*

Economic analysis on the impact of the full build out of the Grand River trail for use in grant submissions and capital fundraising.

- *River Trail Design Guidelines*

Participation in project to create a distinct identity for the future river trail. Project is being conducted in collaboration with the City of Grand Rapids Engineer and Parks and Recreation Departments.

- *Downtown Streetscape Design Guidelines*

The project will create a cohesive strategy for the design and utilization of the public realm. Outcomes should provide guidance to developers regarding material choices, design, patterns, and other elements for urban streetscapes within the various Downtown neighborhoods. Further, it will provide guidance to tenants and operators about the placement and options for encroachments to assist in better enlivening the public realm.

Public Infrastructure

- *Arena South Implementation*

Funding to implement the Arena South Visioning Plan. Projects will include completion of the Cherry Street public space improvements, as well as the installation of new festoon lighting on Ionia Avenue.

- *Bridge Street Streetscape*

Contribution to improvements at Bridge and Cherry Street as a part of MDOT project. Improvements include installation of new lighting at both overpasses and a new sidewalk along Cherry Street. *This contribution is part of a larger project, totaling \$2,402,341, with contributions from the Vital Streets Fund (\$1,167,916), private foundations (\$53,000), Capital Improvement Fund (\$57,000) and a TAP Grant (\$973,425).*

- *Grand River Activation*

DDA contribution to complete the design and permitting for the restoration of the Grand River.

- *Grandville Avenue Area Public Improvements*

DDA contribution to implement the vision established in the Grandville Avenue Area Specific Plan. Improvements will occur within the DDA boundary on Grandville Avenue, and will likely include

pedestrian enhancements to improve the streetscape and walkability. The DDA will work with neighborhood stakeholders to help identify the implementation priorities.

- *Parks Design*

Design work for GR Forward park priority projects. Work in fiscal year 2018 will include schematic design work for Switchback Park and design development / construction drawings for Lyon Square.

- *Lyon Square Improvements*

This line item creates a placeholder for eventual capital investments in building Lyon Square.

- *Michigan Street / Ottawa Gateway*

DDA share of \$1 million project to improve the streetscape along Michigan Street near the hospital areas. Enhancements will include new lighting, trees and green infrastructure, along enhancements to improve pedestrian safety. This expenditure was already approved by the DDA Board.

- *Pearl Street Gateway Enhancements*

Completion of the pedestrian enhancements on Pearl Street between Mt. Vernon and the Grand River.

- *Sheldon Avenue Public Improvements*

Completion of pedestrian improvements, including new pavers, street trees and decorative lighting, along Sheldon Avenue from Fulton Avenue to Weston Street. The project will further the goal established in GR Forward to create a linear park that connects Cathedral Square to Crescent Park.

- *State Street and Bostwick Reconstruction*

DDA share of reconstruction project at State Street and Bostwick.

- *Streetscape Improvements*

Pedestrian enhancements along key Downtown corridors. Enhancements will include lighting, trees and safety elements to improve street crossings. Targeted streets include Division Avenue and Fulton Street.

- *Veteran's Park Improvements*

Construction of park improvements to implement the vision established by the Veterans and Monument Park Master Plan approved by the DDA Board in 2013. Costs for improvements will be reimbursed through the TIF from the Brownfield established for Fitzgerald condos. Construction is anticipated to begin spring 2017, and be complete spring 2018.

Livability

- Accessibility and Mobility Repairs

Funding to implement recommendations from the Downtown accessibility audit conducted by the Disability Advocates of Kent County.

- Affordable Housing Support

This line item creates an allocation of funding from the DDA to support the delivery of more affordable housing options in Downtown. Specific program(s) and / or uses of funds to be determined.

- Bike Friendly Improvements

Funding for bike parking infrastructure to expand the current program in partnership with MobileGR, the Traffic Safety Department, and the Greater Grand Rapids Bicycle Coalition to enhance and expand bike parking options Downtown with a comprehensive bike parking plan (including new corrals, off-street parking, etc.). Funding to conduct a demand/feasibility analysis for a citywide bikeshare will also be provided through this line item.

- Downtown Census

Update to existing Downtown census. DGRI has committed to updating the census on a biannual basis to better understand the changing dynamics of the Downtown resident, employee and visitor populations.

- Heartside Public Restroom Facility

DDA contribution to the installation of restroom facilities in the Heartside neighborhood. The project will be conducted in partnership with the City of Grand Rapids, and the DDA funds will go toward costs associated with the construction of the facilities only.

- Public Realm Improvements

Funding for equipment to be utilized in partnership with the Downtown Ambassadors to repurpose and repair current refuse containers, as well as acquire new containers to address deficient areas with a focus on containers that can incorporate a public art component.

- Wayfinding

Funding to assess all current wayfinding systems to analyze efficiency and effectiveness, and understand areas of opportunity for improvement (including an assessment resting spaces and paratransit access points – loading zones, proximity to entrances, etc., as well as the Downtown street sign system).

Vibrancy

Committed Obligations

- *Ticketed Events: Police Services*

DDA contribution for GRPD police services for ticketed special events include those located at Van Andel Arena and DeVos Place for pedestrian safety. Additional foot patrol services are provided in entertainment districts throughout the warmer months.

- *Police Foot Patrols*

DDA contribution to providing added public safety via additional police foot patrol services along key entertainment corridors throughout the summer months.

- *City of Grand Rapids Office of Special Events Support*

DDA contribution for The City of Grand Rapids Office of Special Event (OSE) support financially helps maintain and run the office's management in order to schedule, process and permit events looking to host an event within The City of Grand Rapids.

- *Rosa Parks Circle Ice Skating*

DDA contribution to Rosa Parks Circle Ice Skating helps to support skate rink operations including operations of the Zamboni, maintenance and upkeep of the rink.

- *Major Event Sponsorship*

DDA contribution to Major Event Sponsorship helps to support Downtown signature events like ArtPrize and LaughFest.

- *Bridge Lighting Operations*

DDA contribution to Bridge Lighting Operations helps to support electricity and maintenance for lighting on the Indiana Railroad Bridge (Blue Bridge) and the Gillett Bridge.

- *Downtown Marketing and Inclusion Efforts*

The DDA's contribution to Downtown Marketing helps support communications that promote Downtown events and programming initiatives to Downtown stakeholders, residents, businesses, and customer audiences. This includes but is not limited to paid advertising, the production of marketing collateral, and ongoing maintenance and enhancements of a digital media platform that serves more than 85,000 users and reaches tens of thousands more.

- *Economic Development – M/WBE*

This line item follows the approval of the DDA TIF and Development Plan amendments and embodies recommendations from GR Forward regarding growing the number of ground floor businesses in Downtown owned by women or minorities.

- *State of the Downtown Event/Annual Report*

DDA contribution to the State of the Downtown Event/Annual Report helps to support the programming activities and production for the annual event as well as the costs to support the marketing medium for DGRI's annual report

- *DGRI Event Production*

DDA contribution to DGRI Event Production contributes to the support of six Movies in the Park events, Snow Days, Valent-ICE, Light Up Downtown, Movies NOT in the Park, fundraising contract, and additional winter programming.

- *Diversity and Inclusion/Community Relations and Engagement Programming*

The DDA's contribution to Community Relations and Engagement helps support efforts to create a more welcoming and inclusive Downtown, attract and serve more multicultural audiences and strengthen community ties in and to the Downtown neighborhood. This work includes but is not limited to event support and production, program sponsorship and partnership building to advance the collective vision of Downtown for the benefit of the entire community.

- *Downtown Hospitality and Workforce Program*

DDA contribution to Downtown Workforce Program helps to support programming and other efforts in order to connect with the downtown workers of Grand Rapids. This could include, but not limited to; Broomball Leagues, exercise and fitness classes, Relax at Rosa event series, Downtown workforce network program, Relax at Rosa event series, Lunch & Learn series, merchant events, and marketing initiatives.

- *Holiday Décor Program*

DDA contribution to Holiday Décor Program helps to support the DDA's investment towards lighting and decorating the downtown during the holiday season. This continued support will allow DGRI to continue to decorate the downtown with the replacement of existing decoration investments.

- *Public Space Activation*

DDA contribution to Public Space Activation helps to continue and expand upon the Pop-Up Performer Program, public games, public artwork programs, murals, activation grant program, food truck initiatives, parks programming, and other enlivening interventions that help create an ambiance at atmosphere within the downtown.

- *Special Events: DGRI Sponsorship Support Program/Grant Programs*

DDA contribution to Special Events Event Sponsorship Support Program will help to support events happening within the downtown that are seeking event support and that align with the community goals that were voiced through the Special Events Optimization process finalized in FY15. This program will help us to support 10 events at a minimum per year.

- *Special Events Training Program*

DDA contribution to Special Events Training Program will help to support educational workshops for events training in order to help assist event planners and producers to successfully plan and manage an event within the downtown and the City of Grand Rapids.

- *Urban Recreation:*

Parks Programming

DDA contribution to Urban Recreation Programming helps to fund free outdoor fitness programming including Zumba, Werq, Kickboxing, and Pound classes as well as dancing classes including world dance, ballroom, and street beats. This program will also help to fund outdoor walking and running tours.

Winter Improvements

DDA contribution will help to add additional winter activities in the public realm and within Downtown parks to help activate area and months that are not normally heavily used with winter-themed temporary infrastructure and programming.

Calder/Rosa Temporary Improvements

DDA contribution to Calder and Rosa Parks Circle will help to contribute temporary improvements within the park to add additional amenities including seating, shading, greenery, and games.

Outdoor Fitness Programming Equipment

DDA contribution to outdoor fitness programming equipment will fund the effort to bring urban recreation outdoor fitness equipment to the Monroe North district.

Downtown Development Authority

Local Tax Increment Only

Proposed FY2018 Revenue and Appropriation Request and FY2019 - 2022 Forecasts

Prepared on May 5, 2017

Table 1 - Projected Revenue	FY2017			FY2018	FY2019	FY2020	FY2021	FY2022	FY2018-22	NOTES
	Budget	YTD Actual ¹	Estimate	Request	Forecast	Forecast	Forecast	Forecast	TOTAL	
Local Tax Increment - FY2018 forecast uses est mills	\$ 5,107,623	\$ 5,207,454	\$ 5,150,000	\$ 5,667,980	\$ 5,696,320	\$ 5,724,801	\$ 5,753,426	\$ 5,782,193	\$ 28,624,720	Estimating 0.50% annual growth after FY2018
Public Transit Millage Increment - FY18 estimated mills	454,848	454,848	454,848	508,483	511,025	513,581	516,148	518,729	2,567,967	Estimating 0.50% annual growth after FY2018
Sub-Total Tax Increment Revenues	\$ 5,562,471	\$ 5,662,302	\$ 5,604,848	\$ 6,176,463	\$ 6,207,345	\$ 6,238,382	\$ 6,269,574	\$ 6,300,922	\$ 31,192,686	
Rebates to City, County, GRCC & ITP @ 10%	(327,571)	(330,520)	(330,520)	(617,646)	(620,734)	(623,838)	(626,957)	(945,138)	(3,434,313)	Rebates will be 10% for FY2017-2021 then 15% for FY2022-26
Prior Year Tax Increment Adjustments	(75,000)	(5,282)	(75,000)	(75,000)	(75,000)	(75,000)	(75,000)	(75,000)	(375,000)	Revenue adjustments due to assessment appeals
Sub-Total Tax Increment Revenues - Net	\$ 5,159,900	\$ 5,326,500	\$ 5,199,328	\$ 5,483,817	\$ 5,511,611	\$ 5,539,544	\$ 5,567,617	\$ 5,280,784	\$ 27,383,373	
Interest on Investments	54,307	(37,150)	55,000	73,650	50,944	46,462	54,789	65,381	291,225	Estimated interest / investment at 1.00%
Brownfield Redevelopmt Auth Reimbs - Grandville Ave	26,180	26,563	26,563	26,696	26,829	26,963	27,098	27,234	134,821	BRA Custer STI-capture maxed out after 2012/FY2013
Brownfield Redevelopmt Auth Reimbs - Veterans Park	606,979	-	-	736,548	10,952	-	-	-	747,500	TIR from BRA-Fitzgerald by 12/31/2019 nte \$747,500
Lyon Square Partner Contributions	560,000	-	290,000	-	-	-	-	-	-	Partial support for reconstruction
Miscellaneous Reimbursements & Fees	10,000	8,863	10,000	10,000	10,000	10,000	10,000	10,000	50,000	Bid packet fees, incentive applications, etc
TOTAL PROJECTED REVENUE AS AMENDED	\$ 6,417,366	\$ 5,324,776	\$ 5,580,891	\$ 6,330,710	\$ 5,610,336	\$ 5,622,969	\$ 5,659,505	\$ 5,383,399	\$ 28,606,919	
Table 2 - Administration										
General Administration	985,000	835,226	1,055,000	1,150,000	1,184,500	1,220,035	1,256,636	1,294,335	6,105,506	Fixed costs, staff, supplies, tech, legal, A-87 costs, etc.
City of GR Legacy Costs	37,863	37,863	37,863	37,863	37,863	-	-	-	75,726	Share of former DDA emps' legacy costs - 5 yr payout
Sub-Total Administration	\$ 1,022,863	\$ 873,089	\$ 1,092,863	\$ 1,187,863	\$ 1,222,363	\$ 1,220,035	\$ 1,256,636	\$ 1,294,335	\$ 6,181,232	
Table 3 - Debt Service for Bond Issues										
Series 2003B/2013B CCBA Bonds - DeVos Place	328,550	-	328,550	327,100	324,225	326,125	321,400	315,100	1,613,950	Debt matures 02/01/2023. Final d/s pmt is in FY2023.
Series 2008 KCDC Bonds - Floodwall Refunding	51,437	51,187	51,437	51,537	16,032	15,933	16,060	-	99,562	Debt matures 11/01/2020. Final d/s pmt is in FY2021.
Series 2012A BRDA Bonds - Ionia South of Wealthy	75,000	75,000	75,000	75,000	75,000	75,000	75,000	75,000	375,000	Debt matures 06/01/2032. Final d/s pmt is in FY2032.
Paying Agent Fees for Van Andel Arena Bonds	500	-	750	1,000	1,000	1,000	1,000	1,000	5,000	Paying agent fees for Debt Increment Bonds
Sub-Total Debt Service	\$ 455,487	\$ 126,187	\$ 455,737	\$ 454,637	\$ 416,257	\$ 418,058	\$ 413,460	\$ 391,100	\$ 2,093,512	
Table 4 - Project Expenditures: Committed and Planned										
Investment: Development Incentive Programs										
Areaway Removal Incentive Program	70,000	35,000	35,000	35,000	-	-	-	-	35,000	Support for areaway abandonment
Building Re-Use Incentive Program	250,000	355,899	355,899	100,000	50,000	-	-	-	150,000	Historic preserv, ADA compliance, & façade improv
Development Project Guidance	80,000	43,410	80,000	90,000	90,000	90,000	90,000	90,000	450,000	Legal / staff-time expended on behalf of devel projects
Project Tax Increment Reimbursements	775,000	722,135	750,000	925,000	971,250	1,019,813	1,070,803	1,124,343	5,111,209	Development support program reimbursements
Streetscape Improvement Incentive Program	50,000	124,500	124,500	375,000	375,000	375,000	375,000	375,000	1,875,000	Partial support for streetscape enhancements
Sub-Total Development Incentives	\$ 1,225,000	\$ 1,280,944	\$ 1,345,399	\$ 1,525,000	\$ 1,486,250	\$ 1,484,813	\$ 1,535,803	\$ 1,589,343	\$ 7,621,209	
Investment: Planning										
Downtown Planning	\$ 10,000	\$ 3,460	\$ 5,000	\$ 325,000	\$ 250,000	\$ -	\$ -	\$ -	\$ 575,000	River/trail guidelines/econ impact; streetscape; S Dvn ASP, GR Fwd
Investment: Public Infrastructure										
Arena South Implementation	100,000	2,734	2,734	150,000	-	-	-	-	150,000	Cherry overpass lighting/streetscape, Ionia Str festoon lighting
Bridge Street Streetscape / US 131 Underpass	100,000	2,820	2,820	100,000	-	-	-	-	100,000	Street design & build, lighting & walkability under overpass
Grand River Activation	100,000	100,000	100,000	100,000	400,000	1,000,000	1,000,000	-	2,500,000	White water planning, engin, design, & implementation
Grandville Avenue Area Public Improvements	-	144	144	50,000	-	-	-	-	50,000	Neighborhood improvements from Grandville Ave ASP
Ionia Avenue Cycletrack	-	-	-	-	150,000	-	-	-	150,000	Share of costs

Parks Design	-	-	-	700,000	400,000	-	-	-	1,100,000	FY 18 - Switchback & Lyon, FY19 - Heartside & Interchange
Lyon Square Improvements	750,000	255,677	325,000	-	-	-	-	-	-	Preliminary design services for Lyon Square Park
Michigan / Ottawa Gateway	75,000	-	25,000	50,000	-	-	-	-	50,000	DDA share of \$1M of pedestrian improvements near hospital
Pearl Street Gateway Enhancements	444,000	313,808	350,000	100,000	-	-	-	-	100,000	Pedestrian enhancements to gateway treatment
Rowe Hotel Public Improvements	120,000	120,000	120,000	-	-	-	-	-	-	Final costs for Arena Place streetscape work
Sheldon Boulevard - Weston Street to Cherry Street	-	-	-	300,000	500,000	-	-	-	800,000	DDA share of street design upgrades and amenities
State Street and Bostwick Ave Reconstruction	450,000	242,378	250,000	150,000	-	-	-	-	150,000	DDA share of \$1,060,000 project
Streetscape Improvements: CBD, Heartside, Arena S.	100,000	38,630	50,000	350,000	350,000	-	-	-	700,000	Dvn Ave lighting, ped counters, Fulton/Ottawa, river trail safety
Veterans Park Improvements	750,000	3,800	3,800	860,000	-	-	-	-	860,000	Construct new park designed by Veterans' MP Committee
Weston Street - Sheldon to LaGrave Ave.	100,000	-	-	-	235,000	-	-	-	235,000	DDA contribution to street design upgrades and amenities
Sub-Total Public Infrastructure	\$ 3,089,000	\$ 1,079,991	\$ 1,229,498	\$ 2,910,000	\$ 2,035,000	\$ 1,000,000	\$ 1,000,000	\$ -	\$ 6,945,000	
Investment: ITP Millage Funded Transit-Related Investments										
DASH North Shuttles Lease	80,000	40,002	80,000	80,000	80,000	80,000	-	-	240,000	DASH service from North Monroe area to main downtown
New Downtown Circulator Infrastructure	500,000	-	-	500,000	-	-	-	-	500,000	Bus wraps, digital / information infrastructure, etc.
Sub-Total Transit-Related	\$ 580,000	\$ 40,002	\$ 80,000	\$ 580,000	\$ 80,000	\$ 80,000	\$ -	\$ -	\$ 740,000	
Livability										
Accessibility and Mobility Repairs	100,000	-	25,000	100,000	100,000	100,000	100,000	100,000	500,000	Accessibility audit; streetscape improvements
Affordable Housing Support	-	-	-	250,000	250,000	-	-	-	500,000	Two-year pilot to initiate direct DDA support program
Bicycle Friendly Improvements	75,000	-	-	75,000	500,000	-	-	-	575,000	Bike parking 2.0, bikeshare feasibility, bike share (FY2019)
Downtown Census	-	-	-	15,000	-	15,000	-	15,000	45,000	Build/update comprehensive residential demographic census
Heartside Public Restroom Facility	100,000	-	-	150,000	-	-	-	-	150,000	Facility construction only.
Public Realm Improvements	250,000	259,556	259,556	150,000	300,000	100,000	-	-	550,000	Monroe North banners, welcome signage, mural, refuse cans, etc
Snowmelt System Capital Repairs	50,000	9,998	10,000	50,000	50,000	50,000	50,000	50,000	250,000	Implementation of system asset management plan
Tree Well Fill	50,000	100,000	100,000	150,000	50,000	50,000	50,000	50,000	350,000	Investments in urban tree canopy
Urban Recreation Improvements	110,000	6,250	15,000	125,000	50,000	-	-	-	175,000	Parks programming, fitness equip, winter rec improv, etc
Wayfinding System Improvements	135,000	44,599	44,599	75,000	50,000	50,000	50,000	50,000	275,000	Skywalk wayfinding, updates & repairs to wayfinding system
Sub-Total Livability	\$ 870,000	\$ 420,403	\$ 454,155	\$ 1,140,000	\$ 1,350,000	\$ 365,000	\$ 250,000	\$ 265,000	\$ 3,370,000	
Vibrancy										
Downtown Marketing and Inclusion Efforts	275,000	157,406	275,000	300,000	300,000	300,000	300,000	300,000	1,500,000	Grow vibrancy & diversity for a more welcoming Downtown
Economic Development - M/WBE	-	-	-	100,000	100,000	-	-	-	200,000	Two-year pilot to to grow # of minority-owned businesses
State of Downtown / Annual Report	20,000	1,992	20,000	20,000	21,000	22,000	23,000	24,000	110,000	Production of State-mandated reports and annual meeting
Sub-Total Vibrancy	\$ 295,000	\$ 159,398	\$ 295,000	\$ 420,000	\$ 421,000	\$ 322,000	\$ 323,000	\$ 324,000	\$ 1,810,000	
Total Project Expenditures	\$ 6,069,000	\$ 2,984,198	\$ 3,409,052	\$ 6,900,000	\$ 5,622,250	\$ 3,251,813	\$ 3,108,803	\$ 2,178,343	\$ 21,061,209	
Total Expenditures	\$ 7,547,350	\$ 3,983,474	\$ 4,957,652	\$ 8,542,500	\$ 7,260,870	\$ 4,889,906	\$ 4,778,899	\$ 3,863,778	\$ 29,335,953	
Table 4 - Excess / (Deficit) of Revenues Over Expenses										
Fund Balance - Beginning	\$ 3,934,654	\$ 3,934,654	\$ 3,934,654	\$ 4,557,893	\$ 2,346,103	\$ 695,570	\$ 1,428,634	\$ 2,309,239	\$ 4,557,893	
Plus: Projected Revenue	6,417,366	5,324,776	5,580,891	6,330,710	5,610,336	5,622,969	5,659,505	5,383,399	28,606,919	
Less: Administration and Debt Service	(1,478,350)	(999,276)	(1,548,600)	(1,642,500)	(1,638,620)	(1,638,093)	(1,670,096)	(1,685,435)	(8,274,744)	
Less: Project Expenditures	(6,069,000)	(2,984,198)	(3,409,052)	(6,900,000)	(5,622,250)	(3,251,813)	(3,108,803)	(2,178,343)	(21,061,209)	
Fund Balance - Ending	\$ 2,804,670	\$ 5,275,956	\$ 4,557,893	\$ 2,346,103	\$ 695,570	\$ 1,428,634	\$ 2,309,239	\$ 3,828,859	\$ 3,828,859	

Note 1: Actual data through April 30, 2017

Downtown Development Authority

Non-Tax Fund Only

Proposed FY2018 Revenue and Appropriation Request and FY2019 - 2022 Forecasts

Prepared on May 5, 2017

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Table 1 - Projected Revenue	FY2017				FY2018	FY2019	FY2020	FY2021	FY2022	FY2018-22	
	Budget		YTD Actual ¹	Estimate						TOTAL	NOTES
	Original	Amended									
Property Rental - Parking Lots	\$ 321,332	\$ 321,332	\$ 193,640	\$ 440,000	\$ 442,200	\$ 444,411	\$ 446,633	\$ 448,866	\$ 451,111	\$ 2,233,221	25% of gross parking revenues began FY2014
Property Rental - YMCA Parking Lot	51,510	51,510	38,025	51,510	52,025	52,545	53,071	53,602	54,138	265,380	Use of the former DASH 8 lot
Areaway Special Assessment (3)	15,000	15,000	773	773	15,000	15,000	15,000	15,000	15,000	75,000	City View, Mel Trotter, Touchstone
Interest on Investments	22,172	22,172	(20,166)	40,000	28,821	54,277	80,783	85,754	136,227	385,861	Estimated interest rates @ 1.00%
The Gallery Promissory Note - Interest	27,623	27,623	27,623	27,623	25,373	21,998	17,498	12,998	8,498	86,365	4.5% simple interest due April 1 annually
The Gallery Promissory Note - Principal	50,000	50,000	50,000	50,000	75,000	100,000	100,000	100,000	100,000	475,000	Due April 1 annually through April 1, 2023
Event Sponsorships & Fees	40,000	40,000	6,325	40,825	75,000	125,000	-	-	-	200,000	Sponsorships and fees from vendors like food trucks
Valent-ICE Sculpture Reimbursements	20,000	20,000	-	21,000	20,000	20,000	-	-	-	40,000	Offset costs of sponsor sculptures
Property Sale	6,550,000	6,550,000	-	-	4,074,108	2,635,705	-	-	-	6,709,813	Potential sale of properties within district boundaries
Miscellaneous	600	600	577	600	600	618	637	656	675	3,185	Fees, write-offs, reimbursements, etc.
TOTAL PROJECTED REVENUE	\$ 7,098,237	\$ 7,098,237	\$ 296,797	\$ 672,331	\$ 4,808,127	\$ 3,469,555	\$ 713,621	\$ 716,875	\$ 765,648	\$ 10,473,826	

Table 2 - Committed and Planned Expenditures

Investment - Planning and Infrastructure

Purchase Area 5 Parking Lot	2,051,451	2,051,451	-	-	2,051,451	-	-	-	-	2,051,451	Acquire Area 5 for mixed use development
Debt Service Related to Area 5 Purchase	213,997	213,997	-	-	213,997	207,883	201,768	195,654	189,450	1,008,752	Principal and interest for Area 5 acquisition
Grd Rapids African American Musm/Archives	-	16,000	-	16,000	6,500	-	-	-	-	6,500	Growing partnerships to increase awareness
Downtown Speaker Series	10,000	10,000	11,042	11,042	10,000	10,000	-	-	-	20,000	Events featuring city-building experts
Sub-Total Investment	2,275,448	2,291,448	11,042	27,042	2,281,948	217,883	201,768	195,654	189,450	3,086,703	

Livability

Division Avenue Task Force Implementation	2,500	-	-	-	-	-	-	-	-	-	Implementation of Task Force findings
Downtown Ambassador Program	225,000	225,000	156,198	225,000	200,000	200,000	-	-	-	400,000	Hospitality and Safety Program
Educational Partnerships Initiatives	5,000	-	-	-	5,000	5,000	-	-	-	10,000	Growing partnerships to increase awareness
Project and Fixed Asset Maintenance	25,000	15,000	558	5,000	15,000	15,000	-	-	-	30,000	Asset maintenance not budgeted elsewhere
Riverwalk Maintenance	20,000	20,000	336	20,000	20,000	20,000	-	-	-	40,000	Walkway repairs and maintenance
Stakeholder Engagement Programs	15,000	15,000	7,291	13,500	20,000	15,000	-	-	-	35,000	Resident and merchant engagement programs
Street Trees Maintenance Program	5,000	5,000	-	-	5,000	5,000	-	-	-	10,000	Watering / tending trees within the district
Transportation Demand Mnmt Program	112,500	80,000	51,031	60,000	40,000	40,000	-	-	-	80,000	Enabling mobility options
Winter Avenue Building	2,000	2,000	-	2,000	2,000	2,000	-	-	-	4,000	Maintenance and repairs
Sub-Total Livability	412,000	362,000	215,414	325,500	307,000	302,000	-	-	-	609,000	

Vibrancy

Bridge Lighting Operations	10,000	5,000	-	5,000	10,000	10,000	-	-	-	20,000	Electricity and maintenance for lighting
DGRI Event Production	80,000	125,000	94,986	125,000	245,000	245,000	-	-	-	490,000	DGRI-produced events, i.e. Movies in the Park
Diversity / Inclusion Programming	22,500	22,500	14,285	22,500	30,000	30,000	-	-	-	60,000	Community relations to build more inclusive downtown
Downtown Workforce Program	35,000	32,000	17,464	32,000	25,000	25,000	-	-	-	50,000	Events & programs geared to engaging dntn workforce
Go-Site Visitor Center at GRAM	7,500	-	-	-	-	-	-	-	-	-	Support for visitor engagement center
Holiday Décor Program	65,000	61,500	61,631	61,631	35,000	60,000	-	-	-	95,000	Adorning Downtown for the holiday season
Major Event Sponsorship	65,000	65,000	65,000	65,000	60,000	60,000	-	-	-	120,000	Artprize, LaughFest, and GRand Jazz Fest
Police Foot Patrols	-	-	-	-	35,000	35,000	-	-	-	70,000	Additional services within DDA boundaries
Public Space Activation	30,000	30,000	7,793	30,000	36,000	36,000	-	-	-	72,000	Buskers/games/murals/public art/enlivening interventions
Rosa Parks Circle Ice Skating Support	40,000	40,000	1,650	40,000	40,000	40,000	-	-	-	80,000	Skate rink operations
Special Events - Grant Programs	40,000	40,000	31,500	40,000	30,000	30,000	-	-	-	60,000	Support for new & emerging events
Special Events - Office of	75,000	75,000	50,000	75,000	75,000	50,000	-	-	-	125,000	Partial support for special events management
Special Events - Training Program	5,000	13,000	11,379	13,000	5,000	5,000	-	-	-	10,000	Workshops to assist and train event producers
Ticketed Events - Police Services	80,000	80,000	38,761	65,000	70,000	60,000	-	-	-	130,000	Pedestrian safety - Van Andel Arena & DeVos Place
Sub-Total Vibrancy	555,000	589,000	394,449	574,131	696,000	686,000	-	-	-	1,382,000	

Miscellaneous Projects

Administration	3,200	3,200	3,227	4,100	4,200	4,300	4,400	4,500	4,600	22,000	Miscellaneous fees and expenditures
Experience Miscellaneous	40,000	40,000	30,885	40,000	50,000	50,000	-	-	-	100,000	Available for emerging ideas and opportunities
Sub-Total Miscellaneous	43,200	43,200	34,112	44,100	54,200	54,300	4,400	4,500	4,600	122,000	

TOTAL PROJECTED EXPENDITURES \$ 3,285,648 \$ 3,285,648 \$ 655,017 \$ 970,773 \$ 3,339,148 \$ 1,260,183 \$ 206,168 \$ 200,154 \$ 194,050 \$ 5,199,703

Table 3 - Excess / (Deficit) of Revenues Over Expenses

Fund Balance - Beginning	\$ 4,535,011	\$ 4,535,011	\$ 4,535,011	\$ 4,535,011	\$ 4,236,569	\$ 5,705,548	\$ 7,914,920	\$ 8,422,373	\$ 8,939,094	\$ 4,236,569	
Plus: Projected Revenue	7,098,237	7,098,237	296,797	672,331	4,808,127	3,469,555	713,621	716,875	765,648	10,473,826	
Less: Committed & Planned Expenditures	(3,285,648)	(3,285,648)	(655,017)	(970,773)	(3,339,148)	(1,260,183)	(206,168)	(200,154)	(194,050)	(5,199,703)	
Ending Fund Balance - Before Reserve	\$ 8,347,600	\$ 8,347,600	\$ 4,176,791	\$ 4,236,569	\$ 5,705,548	\$ 7,914,920	\$ 8,422,373	\$ 8,939,094	\$ 9,510,692	\$ 9,510,692	
Reserve for Brownfield 2012A Bonds	(531,071)	(531,071)	(531,071)	(531,071)	(530,964)	(531,291)	(530,999)	(531,483)	(531,591)	(531,591)	Per Ionia Ave Improvmnts Repayment Agreement
Ending Fund Balance - With Reserve	\$ 7,816,529	\$ 7,816,529	\$ 3,645,720	\$ 3,705,498	\$ 5,174,584	\$ 7,383,629	\$ 7,891,374	\$ 8,407,611	\$ 8,979,101	\$ 8,979,101	

Note 1 - Actual data as of April 30, 2017

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