

AGENDA



ALLIANCE FOR VIBRANCY

Board Members:

Kate Betts • Bradley Comment • Trey Conner • Michael Couch • Christian Gaines • Janet Korn • Chad LeRoux
David Marquardt • Brandy Moeller • Ciciley Moore • Dennis Moosbrugger • Nick Nortier • Shane Philipsen
Evette Pittman • Joanne Roehm • Scott Stenstrom • Eddie Tadlock • Aaron Turner

November 18, 2015

11:00a – 12:30p

29 Pearl Street, NW Suite #1

- | | | | |
|-----|---|-----------|-----------|
| 1. | Call to order (11:00) | | Moeller |
| 2. | Approval of Minutes: 9/16/15 and 10/21/15 (11:02) | Motion | Moeller |
| 3. | Meeting Purpose: (11:04) | Info Item | Moeller |
| | • DGRI Diversity and Inclusion efforts | | |
| | • Working Groups | | |
| 4. | Downtown Census (11:05) | Info Item | Rotondaro |
| 5. | DGRI Outreach and Engagement-Organizations and Events (11:35) | Info Item | Traylor |
| 6. | Working Groups (11:55) | Info Item | |
| 7. | DGRI Staff Update (12:15) | Info Item | AFV Staff |
| 8. | AFV Members update (12:25) | Info Item | AFV |
| | Members | | |
| 9. | Public Comment (12:28) | | |
| 10. | Next Meeting – November 18 (12:29) | | |
| 11. | Adjournment (12:30) | | |





1. Call to Order- Moeller called the meeting to order at 11:05am
2. Members Present: Kate Betts, Michael Couch, Christian Gaines, Janet Korn, Chad LeRoux, Brandy Moeller, Dennis Moosbrugger, Nick Nortier, Evette Pittman, Joanne Roehm, Scott Stenstrom, Eddie Tadlock, Aaron Tuner

Members Absent: Bradley Comment, Trey Conner, David Marquadt, Cicely Moore, Shane Philipsen

Others Present: Reb Roberts, Annamarie Buller, Kris Larson, Murphy Ackerman, LaTarro Traylor, Kimberly Van Driel
3. Approval of July Minutes-
Motion: Chad LeRoux, supported by Kate Betts, moved approval of the July 15, 2015, minutes as presented. Motion carried unanimously.
4. Meeting Purpose-
Moeller took a moment to give an overview of the meeting agenda. Moeller explained that there would be several presentation, and working group meetings if time allowed.
5. New Members Update-
Moeller encouraged members of the Alliance to invite any members of the community that might have an interest in the charge of DGRI, to attend and audit the meetings with the possibility of joining the Alliance. Moeller took a moment to introduce Reb Roberts to

the group. Moeller explained that he is an artist that has been a studio located on Division and has been an active participant in the Heartside district for years. Moeller added that while Roberts will have to be appointed at the next DGRI Board of Advisors meeting in an official capacity, in the meantime he will have a seat at the table and be contributing to the working groups.

6. GR Forward Diversity and Inclusion Update-

Larson gave a presentation on GR Forward, and took time to point out specifically where diversity and inclusion lives in the plan. Larson explained that this is in a response to concerns that diversity and inclusion does not live as a separate goal. Larson said that the decision to not create a separate goal, was in response to public meetings, in which the community expressed their desire to see diversity and inclusion be interwoven throughout the plan. Larson reminded the Alliance that the lobby is currently an open house space and would like to see everyone have an opportunity to look at the plan as well as give any feedback and comment. Larson went through each goal and highlighted the specific items that relate to diversity and inclusion. Larson stated that while he would like to incorporate everyone's ideas, he is unable to add them to the plan unless they are formally submitted to make revisions to the document. Larson informed the Alliance that in response to concerns surrounding the lack of diversity in the plan, DGRI and the consultant team were able to participate in a very fruitful conversation with key stakeholders and leaders hosted by the Grand Rapids Community Foundation. Larson once again encouraged members of the Alliance to take some time to look at the plan and submit any comments or feedback that they may have regarding the plan.

7. Event Grant Program-

Van Driel introduced the two applications up for review for event grant support. Van Driel explained that both the Great Skate WinterFest and Taste of Soul Sunday events scored high on the criteria that has been determined by the Special Events Advisory Committee. Van Driel added that both of these events are also great additions to the event calendar, as they are both schedule for winter. Van Driel gave the Alliance a moment to look over the applications and asked if there were any questions. Moosbrugger asked how many years these events have been around. Van Driel explained that the new community goals outlined in the application process have stated that it is no longer a concern how long the events have been around. The community is instead concerned with seeing quality events regardless of the number of years they have been occurring.

Motion: Aaron Turner, supported by Michael Couch, moved to recommend support to the DDA to fund the Taste of Soul Sunday in the amount up to \$10,000 for eligible expenses outlined within the application, contingent upon a collaborative review of marketing and programming event elements and The Great Skate WinterFest in the amount up to \$1,000 for eligible expenses outlined within the application. Motion carried unanimously.

8. Event Sponsorship Program:

Van Driel took a moment to give an overview of the new event sponsorship program. Van Driel explained that the community goals have still remained, but there will now be a new process for submitting and processing funding. Couch asked if there will be a deadline for when applications can be accepted. Van Driel answered that applications will be accepted as soon as event organizers have a completed application package. Larson added that this helps to create more flexibility for event producers in lieu of the two hard deadlines. Van Driel added that this new program will no longer work as a reimbursement program, but instead event producers will submit an invoice for sponsorship prior to an event as opposed to submitting receipts for reimbursement after an event has occurred. Van Driel ensured that intercept surveys will still be submitted during the event to hold the event producers accountable to the program that submitted. Van Driel added that this new process will give event producers more incentive to create more thoughtful sponsorship packages in order to secure DGRI support and funding. Moeller added that this transition to a sponsorship program is advantageous for DGRI because it gives more flexibility to determine how to support events and gives event producers a better framework for producing a successful event. Traylor asked if DGRI would be able to support smaller events or events that don't feature the DGRI logo. Larson responded that this new process will help to direct event producers into the structure and tools that we are providing for them. Larson added that DGRI does seek recognition for support as DGRI is not a charitable organization. Larson did acknowledge that there are last minute opportunities that arise from time to time but that they would be taken on a case by case basis. Gaines reiterated that this new program positions DGRI positively and helps to work as a corporate sponsorship program as opposed to a foundation. Korn asked if there are any "check ins" with the events to ensure that they are doing what they promise. Van Driel explained that intercept surveys will be performed during the event, and if the events are not performing as promised, DGRI can choose not to support them in the future. Gaines added that in his experience with events, it is evident in the application process, whether



an event producer can deliver what they are promising. Larson clarified that this will now be a “reconciliation” source of funding as opposed to the prior “reimbursement” and money will not be given prior to the event.

Motion: Christian Gaines, supported by Kate Betts, moved to approve the newly amended event sponsorship program and application. Motion carried unanimously.

9. Working Group Updates-

Moeller said that this item would be skipped due to time constraints.

10. DGRI Staff Update-

Van Driel shared that the Chalk Flood would be occurring in the upcoming weekend, and encouraged everyone to join. Van Driel said that this is an event that DGRI has sponsored several times. Van Driel shared that DGRI has also purchased a public piano. A local artist, Abram Sudan, has been working to paint it, and it will soon be located outside of the DGRI office and hopefully throughout Downtown next year.

Traylor encouraged any Alliance members with restaurant or vendor contacts to please contact her or Grand Rapids Public Library to help with the Taste of Soul event. Traylor also shared that on October 26th, DGRI will be participating with the Board Connect event. Traylor encouraged Alliance members with any other outreach opportunities or events to inform her.

Buller shared that the Holiday Décor program was recently approved at the DDA Board meeting and will be expanding as well as reinstalling the décor from the previous year. Buller also explained that Window Wonderland is approaching its third year and this year will be opened up to Kendall alumni in addition to current students.

11. Meeting Evaluation Survey-

12. AFV Members Update-

Gaines encouraged members to not only participate in ArtPrize, but to download the new ArtPrize app to help them navigate the entries and vote on their favorites.



UNAPPROVED

Minutes – September 16th, 2015

LeRoux shared that the Wolfgang Puck restaurant, The Kitchen, is now open at The Amway, and encourage everyone to come visit.

13. Next Meeting – October 21st, 2014

14. Public Comment-
None

15. Adjournment-
Moeller adjourned the meeting at 12:24pm

Minutes taken by:
Murphy Ackerman
Administrative Assistant
Downtown Grand Rapids Inc.



1. Call to Order- Moeller called the meeting to order at 11:11am
2. Members Present: Janet Korn, Brandy Moeller, Dennis Moosbrugger, Nick Nortier, Evette Pittman, Joanne Roehm, Scott Stenstrom, Eddie Tadlock

Members Absent: Kate Betts, Bradley Comment, Trey Conner, Christian Gaines, Chad LeRoux, David Marquardt, Ciciley Moore, Shane Philipson, Aaron Turner

Others Present: Annamarie Buller, Jennie Kovalcik, LaTarro Traylor, Kimberly Van Driel
3. Approval of July Minutes-
Unable to approve July minutes due to lack of quorum
4. Meeting Purpose-
Moeller took a moment to give an overview of the meeting agenda. Van Driel added by announcing the winter events calendar. Van Driel stated that she would be sending the presentation details to the entire Alliance due to lack of attendance at today's meeting.
5. DGRI Upcoming Programming-
Korn shared that the lighting of the Holiday Tree is set to occur on December 3 in Rosa Parks Circle. Van Driel asked if that event was confirmed, as she had not heard the same information. Korn said it was, and she would send Van Driel information.
Holiday Décor: Buller gave an overview of the past holiday lighting trends Downtown. She mentioned that some materials from the DDA would be incorporated in this year's display. After this year's holiday season, Buller states that there will need to be an investment in new décor material. Buller explained that the community surrounding Jefferson Street currently has a vintage and retro theme, and that décor will be added to fit that theme. Buller stated that décor should be



up by November 9 and all lighting displays by November 20. All holiday displays will be taken down by the end of January.

Winter Wonderland: Buller stated that 2016 is the third year of the Winter Wonderland tradition in the city. She explained that the public will be able to send a text message with a specified keyword to vote for installations. Buller said that participating businesses have been encouraged to donate prizes for voters; there are six prize packages so far. She proposed that installations would be complete by the end of October, with voting from November 6-27, and winners announced on December 4.

Caroling Events: Buller announced that there would be two caroling based events this year. Buller said San Chez, DGRI, and SMG had collaborated to create a caroling series that will be held at the Welsh Auditorium. Buller added that the second event, Holiday's Cheer, was created by Jessica Ann, who is working with local venues to incorporate strolling caroling performances. She explained to the Alliance that a program book was created for both events, which will include a coupon for San Chez to encourage visitors to dine Downtown.

Valent-ICE: Buller started with a brief overview of how Valent-ICE worked in the past, adding that it was also in its third year. Pittman and Van Driel mentioned the challenges of last year's weather as it pertained to community events that were cancelled. Buller said that February 12 will be the biggest carving day and should attract people Downtown. She added that there would be specials at businesses and a professional photographer to promote the event on Valentine's Day. Buller states that the event is meant to bring people Downtown to engage businesses and communities during the tough winter weather. Buller explained that businesses wanting to participate have until January 15 to turn in paperwork to avoid higher registration fees as an incentive due to last year's late entries. Moeller asked if there would be programming on Friday of that weekend. Van Driel answered that, weather permitting, there would be 80's night skating. Buller finished by offering the Alliance additional communications if needed.

6. Working Groups Updates on Priorities-

Moeller and Van Driel stated that expectations of working groups would be sent out by team leads after today's meeting.

*The Alliance broke into working groups

7. Movies in the Park Voting-

Van Driel said that she wanted to finalize which movies would potentially play next year, prior to sending out sponsorship and partnership information to create a more synthesized list for the public to vote on. She explained that after the Alliance votes, individuals who completed surveys or were interested in DGRI would have a chance to vote before general public. Van Driel asked each



member of the Alliance to choose 10 movies from the list she had provided. Moosbrugger asked what the demographic of the audience was for Movies in the Park. Van Driel explained that it depended on which movie was played, and that only attendees 18 or older had completed surveys. She added that the average attendee age ranged from 21-35. Both Moosbrugger and Moeller asked if the Alliance should consider attracting a target demographic. Van Driel said no, and that she wanted the members to choose which movies they would want to watch and that anyone could enjoy.

8. DGRI Staff Update-

Traylor started by explaining a workshop called “Be in the Picture” that would feature community organizations. Traylor added that the reception would feature the GR Forward draft community plan as the public hearing period was almost closed. She invited the Alliance to share this event in their network, as the event is free. Traylor also explained an upcoming event, Taste of Soul, would be held in the library on February 21 to celebrate Black History Month. She asked the room to share any suggestions or ideas, mentioning DGRI was largely sponsoring the event. Traylor finished by stating Buller would join her at the Board Connect event to network individuals that might participate in Alliances and be involved in DGRI. Van Driel shared that the DDA board had approved the Taste of Soul event, and that the event sponsorship program will be slightly revised. Van Driel added that she will work with Kris Larson on the revisions. Van Driel also said that DGRI had signed up for the International Festivals & Arts Association, and that anyone interested in becoming a member can do so free of charge by emailing Van Driel.

9. AFV Member Update-

Moeller asked the members if they had any updates. Moosbrugger stated that GR’s Big Talent event auditions would start on Sunday, October 25, with finalists being announced on November 14. He also added that up to 5 of the event finalists will have the opportunity to skip the line at Detroit’s America’s Got Talent event. Moosbrugger finished by stating that the winner of GR’s Big Talent would be featured as the New Year’s Eve kick off show.

Nortier shared that the annual musical festival in east town, Lamplight Music Festival, would be throughout the weekend of November 6-8. He added that it has grown over the years, and tickets are available at Vertigo Music.

Korn said that the Beer City Brewsader Passport had launched. She explained that partakers needed 8 stamps from local breweries to become a Brewsader. The passport is complimentary and Brewsaders can redeem a free tee shirt at the Go Site. Korn added that cocktail month is in November, and Experience GR is working with the Bartender’s Guild to put on events. She stated they were working on identifying craft cocktails that could be paired with shared plates for less than \$25.

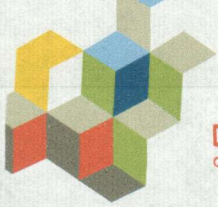


UNAPPROVED

Minutes – October 21st, 2015

10. Public Comment-
None
11. Next Meeting: - November 18
12. Adjournment:
Moeller adjourned the meeting at 12:31pm

Minutes taken by:
Jennifer Kovalcik
Administrative Assistant
Downtown Grand Rapids Inc.



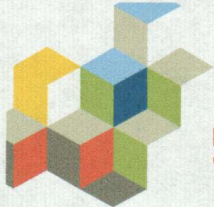
Post-Event Evaluation Instructions

Part 1. Event Information and Evaluation Criteria Outcomes

Event Name: Chalk flood
Event Organizer Name: Abbey Fowler & Gina Van Timmerman
Date of Event: 9-19-18 Start Time: 11am End Time: 4pm
Total Amount of Attendees: 800-1,000

In a separate document, please answer all of the following questions and attach it to your Post-Event Evaluation Event Form when submitting to Downtown Grand Rapids Inc. (DGRI).

- Describe the events successes and challenges.
- Describe the goals of the event and how they were met.
- Were there any issues with safety or security? If so, please describe.
- What social media outlets did you use to promote the event? How did you implement your social media plan in order to advertise the event?
- Explain how you diversified and expanded the Downtown events calendar.
- Explain and list how your events advertising plan, in order to market broadly across diverse communities, was met.
- Did you advertise beyond the West Michigan region? If so, please list all publications.
- What did your event offer for family-friendly and childrens activities?
- Was your event gated? If so, did you allow patrons to enter and exit at will?
- Did your event utilize other Downtown businesses or organizations in order to scatter activities? If so, please list all businesses/organizations involved and what programming was held there as well as a contact to the business/organization that you worked with.
- Explain how your event included the use of the Grand River.
- Explain how your event accomplished providing a programmatic approach to inclusive and diverse activities.
- Did your event team up with local community partners, organizations or non-profits? If so, please list all with a contact person that you worked with.



- Explain how your event spotlighted local talent. List all performances, acts, activities, etc. you used that accomplished this.
- Did you use vendors or locally sourced products at your event? If so, please list all that were used.
- Did your event encourage the support of Downtown businesses? If so, how did you reach out to them and what level of involvement did your event allow them to participate in?
- Explain how your event is unique and distinctly Grand Rapids.

Part 2. Marketing Materials

Please attach copies of all marketing collateral used in order to promote the event such as posters, advertisements, facebook posts, etc.

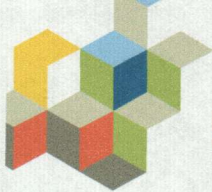
Part 3. Invoice

After you have set up as a City Vendor, please attach an invoice billing Downtown Grand Rapids Inc. for the grant amount you were approved for that all receipts support. Please also attach a copy of all receipts.

Part 4. Actual Budget Information:

Please list all expense items in the following layout. Other layouts will not be accepted and you will be asked to resubmit. Please attach your expenses layout to your application if the below space does not give you enough room needed to list all expenses.

Description of Budget Items	DGRI Grant Funds	Other Funds	Total
DS / music	400.00		
Chalk	36.12		
Postcard Printing	250.00		
Facebook Advertising	80.00		
Prize Donations	115.00		
Total Budget	\$ 881.12	\$ <u>see attachment</u>	\$



Describe specifically how the DDA Grant Funds were used: _____

B. Please list all sources from which income is expected.

Funder	Amount	Secured?
Vendors	400.00	400.00
Sponsors: 616 Dev., Rockford, Artist Studio, Grand Rapids Drive	400.00	400.00
Subtotal Cash Income	800.00	
Requested Event Grant Request		
Total	\$ 881.12	\$ 800.00

Part 5. Post Event Evaluation Signature Sheet

By submitting this Post-Event Evaluation Form, the applicant certifies that all the information included in this application is correct, and that they will be bound by all the terms and conditions included in this agreement. The applicant also understands and acknowledges that this application is potentially subject to Michigan's public records law, and that this application and any documents presented to Downtown Grand Rapids Inc. regarding this application for grant funding purposes, may be supplied upon request to any parties that request copies.

Event Organizer's Name and Title: Abbey Fowler & Gina Van Timmerman - store owners

Signature: Abbey Fowler Date: 10-29-15

Please submit application by mail or email.

info@downtowngr.org
Downtown Grand Rapids Inc.
29 Pearl St. NW, Suite 1
Grand Rapids, MI 49503

For questions or more information, contact DGRI's Event Manager at 616.719.4610

Chalkflood2015 - dgri grant application expenses

Expense	Vendor	DGRI Grant Funds	Other Funds	Total
DJ	Complete Music	\$400.00		\$400.00
Meter Hooding	OSE & GR Parking (15 x 20) + \$10 fee		\$310.00	\$310.00
Insurance			\$291.00	\$291.00
Additional Chalk		\$36.12		\$36.12
Postcard Printing	Zeeland Print	\$250.00		\$250.00
Facebook Advertising 1	Facebook	\$20.00		\$20.00
Facebook Advertising 2	Facebook	\$60.00		\$60.00
Snow Fencing	Amazon		\$29.97	\$29.97
City Vending Permit			\$213.00	\$213.00
Prizes - Gina's		50		50
Prizes - Jill		25		50
Prizes - Abbey		40		40
TOTAL		\$881.12	\$843.97	\$1,750.09



Abbey Fowler <abbey@625paper.com>

Fwd: DJ Payment Letter

Kim Sorrelle <ksorrelle@gmail.com>

Mon, Oct 26, 2015 at 10:56 AM

To: Abbey 625 Paper <abbey@625paper.com>

Hey Abbey, here is a receipt for the \$200 that I paid. Thanks! Kim

Kim Sorrelle

Executive Director, Rays of Hope International

616.318.7378

----- Forwarded message -----

From: **Complete** <info@grandrapidsdj.net>

Date: Thu, Aug 13, 2015 at 3:28 PM

Subject: DJ Payment Letter

To: ksorrelle@gmail.com



COMPLETE

Thank you for your payment of \$200.00. We have your event reserved for September 19, 2015. Your remaining balance of \$200.00 is due two weeks prior to the day of your event; however, this does not include any gratuity that you may choose to give your DJ. You may pre-pay your balance at any time; simply indicate your agreement number (1594673) on any future payments.

If you have not done so already, please print out your contract(s), sign, and send to Complete via email, fax, or mail.

Please remember: ***If you feel your DJ has done a good job, it is customary to tip them 10% to 18%; however, the amount is totally up to you.*** The DJ is there to please you. At any time during the event when you need something - just ask!

Please complete your planning information at least 30 days prior to your event (am.cmusic.com). Your DJ will call you the week of your event to personally cover all the items on your planning sheet.

Thank you for choosing Complete Music for your entertainment. If you have a change of address, telephone number, or e-mail address, please let us know. This will allow us to keep our records accurate. Let us know if you have any additional questions.

Sincerely,

Complete Music

Regional Sales Associate

(517) 882-7100 or (616) 957-4200

info@grandrapidsdj.net



Abbey Fowler <abbey@625paper.com>

Fwd: Complete Music Video Photo Event Confirmation

Gina VanGessel <style@ginasboutiquegr.com>
To: Abbey Fowler <abbey@625paper.com>

Thu, Sep 17, 2015 at 12:15 PM

Hey Abbey,

Any chance you can pay the \$200 balance on this with some of the money we have brought in? If not, let me know and I will just cover it.

Thanks!
Gina VanGessel
Gina's Boutique
40 Monroe Center
Grand Rapids, MI 49503
(616) 458-1103

Begin forwarded message:

From: stacy langlois <stacy.raysofhope@gmail.com>
Subject: Fwd: Complete Music Video Photo Event Confirmation
Date: September 17, 2015 at 11:13:41 AM EDT
To: Gina VanGessel <style@ginasboutiquegr.com>

----- Forwarded message -----

From: **Kim Sorrelle** <ksorrelle@gmail.com>
Date: Wed, Sep 16, 2015 at 1:30 PM
Subject: Fwd: Complete Music Video Photo Event Confirmation
To: Stacy Langlois <stacy.raysofhope@gmail.com>

Kim Sorrelle
Executive Director, Rays of Hope International
616.318.7378

----- Forwarded message -----

From: **Complete Music Video Photo** <info@grandrapidsdj.net>
Date: Thu, Aug 20, 2015 at 10:00 AM
Subject: Complete Music Video Photo Event Confirmation
To: ksorrelle@gmail.com



COMPLETE

August 20, 2015

Agreement Number: 1594673

Thank you for choosing Complete Wedding and Events. We are ready for your event and ask that you review the details listed below to confirm they are correct:

Date of Event: September 19, 2015

Location: Monroe Center Chalk Flood St

Time: 6:00 - 4:00

Balance: \$200.00 (Refer to your agreement for the balance due date.)

If any of this information is incorrect or if any of the original information you gave us has changed, please let us know. This will allow us to keep our records accurate and make it easier to contact you prior to your event.

Here are a few reminders regarding your event:

1. Your planner is due 30 days prior to your event, so if you have not yet filled out the planner(s), please do so soon.
2. Your DJ will arrive at least 1 hour prior to the start of your event and will need a 6 or 8 foot table placed where they are to perform.
3. If you feel your DJ has done a good job, it is customary to tip them 10% to 15%; however, the amount is totally up to you. The DJ is there to please you. At any time during the event when you need something just ask!

Thanks again for choosing Complete Wedding and Events for your entertainment. Please call us if you have any questions.

Sincerely,

Complete Wedding and Events

www.grandrapidsdj.net

find us on facebook www.facebook.com/cmusic



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Stacy Langlois
Bookkeeper





Final Details for Order #115-4689303-1145831

[Print this page for your records.](#)

Order Placed: September 9, 2015

Amazon.com order number: 115-4689303-1145831

Order Total: \$99.18

Shipped on September 10, 2015

Items Ordered

1 of: *Cantu Shea Butter Leave-In Conditioning Repair Cream, 16 Ounce*, CANTU \$4.37

Sold by: Amazon.com LLC

Condition: New

4 of: *POOF 60-Piece Jumbo Sidewalk Chalk* \$9.03

Sold by: Amazon.com LLC

Condition: New

Shipping Address:

Abbey Fowler
3233 WILDRIDGE DR NE
GRAND RAPIDS, MI 49525-3040
United States

Item(s) Subtotal: \$40.49

Shipping & Handling: \$0.00

Total before tax: \$40.49

Sales Tax: \$0.00

Shipping Speed:

Two-Day Shipping

Total for This Shipment: \$40.49

Shipped on September 10, 2015

Items Ordered

1 of: *Go West!*, Joel Nakamura \$17.95

Sold by: Amazon.com LLC

Condition: New

1 of: *SheIn Women's White Sleeveless Asymmetric Dress (S, White)* \$21.99

Sold by: SheIn Group Limited ([seller profile](#))

Condition: New

Shipping Address:

Abbey Fowler
3233 WILDRIDGE DR NE
GRAND RAPIDS, MI 49525-3040
United States

Item(s) Subtotal: \$39.94

Shipping & Handling: \$0.00

Promotion Applied: -\$1.10

Total before tax: \$38.84

Sales Tax: \$0.00

Shipping Speed:

Two-Day Shipping

Total for This Shipment: \$38.84



6.25 Paper Studio
3233 Wildridge Drive NE
Grand Rapids, MI 49525
(616)745-5402
abbey@625paper.com
625paper.com

Invoice

Date	Invoice #
10/24/2015	1277
Terms	
Due on receipt	

Bill To
Chalk Flood

Activity	Quantity	Rate	Amount
• 1,000 Postcards Printed - Double sided, glossy paper	1000	0.25	250.00T
SubTotal			\$250.00
Tax (6%)			\$0.00
Total			\$250.00

Reported stats may be delayed from what appears on posts

2,261 People Reached

ated an event.

Boost Event

How effective was the boost?

2,042 Paid Reach 53 Actions \$20.00 Budget Spent

Actions People Countries

23 Event Responses

30 Post Likes

Ad Stopped September 16th, 12:52pm
Target Group People who like your Page and their friends
Age 18-65+
Gender Male and Female
Other Location - Living In: United States
Boosted By Abbey Fowler 'Hetts'

Current Budget \$20.00
Payment Visa(*** 7767)
Account 24006561, USD

Your boost has exhausted its budget. Increase your budget to reach more people.

Desktop News Feed

Mobile News Feed

**Monroe Center Chalk Flood & Street Fair** created an event.
Sponsored ·



19
SEP





2015 Chalk Flood Street Fair
Sat 11 AM · Monroe Center Mall · Grand Rapids, MI
Tarah Armbrester Carnahan and 5 other friends w...

Going

☐ Terms & Conditions

Close

Add Budget

		109		Jun 22, 2014
				Abbey Fowler 'Hetts'
3		12		Jun 22, 2014
				Gina Van Timmeren
		13		Jun 22, 2014
				Gina Van Timmeren
0		7		Jun 20, 2014
				Gina Van Timmeren
	Bring your appetite! The Dog Sled hot ...	135	5	Jun 12, 2014
				Gina Van Timmeren
	Did we mention that t here will be a beer...	3.3K	11	Jun 10, 2014
				Gina Van Timmeren
	Check out some pict ures from last year...	171	12	Jun 2, 2014
				Gina Van Timmeren
		138	4	Jun 2, 2014
				Gina Van Timmeren

be a host of other
or \$2,000 in prizes for

71877/

Shares On Post On Shares

963 Post Clicks

398 1 564

Boost Post

Paid Reach	Actions	Budget Spent
Actions People Countries		
272 Photo Clicks		
34 Page Likes		
148 Post Likes		
See More Details		
Ad Stopped September 18th, 4:43pm		
Age 21-55		
Gender Male and Female		
Other Location: United States: Grand Rapids (+25 mi) Michigan		
Boosted By Abbey Fowler 'Hetts'		
Current Budget \$60.00		
Payment Visa(*** 7767)		
Account 24006561, USD		
Audience and Payment		

Desktop News Feed Mobile News Feed

**Monroe Center Chalk Flood & Street Fair**

Like Page

Sponsored ·

Monroe Center Chalk Flood & Street Fair is THIS weekend! We're shutting down the street and serving up beer and chalk! This year you can enjoy your beer (benefiting Rays of Hope International) anywhere around the event while you work on some chalk art or indulge in our yummy food vendors.

Free family-friendly activities provided by the GRAM, the Children's Museum, the Grand Rapids Drive, the Downtown Library, 616 Lofts, DGRI, Rockford Construction and R-Athletics. Plus there will be a host of other vendors selling goods, artwork, food and services! Over \$2,000 in prizes for the top Chalk Art entries (free to register).





Event: <https://www.facebook.com/events/753555454771877/>



☐ [Terms & Conditions](#)

Close

Add Budget

		109	Jun 22, 2014
			Abbey Fowler 'Hetts'
3		12	Jun 22, 2014
			Gina Van Timmeren
		13	Jun 22, 2014
			Gina Van Timmeren
0		7	Jun 20, 2014
			Gina Van Timmeren
	Bring your appetite! The Dog Sled hot ...	135	Jun 12, 2014
			Gina Van Timmeren
	Did we mention that t here will be a beer...	3.3K	Jun 10, 2014
			Gina Van Timmeren
	Check out some pict ures from last year...	171	Jun 2, 2014
			Gina Van Timmeren
		138	Jun 2, 2014
			Gina Van Timmeren

Gina's Boutique
40 Monroe Center
Grand Rapids, MI 49503
616-458-1103

Sales Receipt

Sales: 21,942
Date: 10/28/2015 Time: 2:45:14 PM
Cashier: GINA Register #: 1

Item	Description	Amount
	=====	=====
	Gift Certifi	\$50.00
	Gift Certificates	
	=====	=====
	Sub Total	\$50.00
	Total	\$50.00
		=====
	Cash Tendered	\$50.00
	Change Due	\$0.00

Thank you for shopping

Chalk Flood 2015
Donation -

HOLD

Hold #600116

User: JDEVAN

10/28/15, 4:47:26 PM EDT

Item Description	Qty	Price	Total
GIFT CARD	1	25.00	25.00
Subtotal			25.00
			0.00
Tax			25.00
Total			

[Resend Receipt](#)

[Issue Refund](#)

\$40.00 Payment

Collected at 6.25 Paper Studio

Sep. 19, 2015 10:42 am

NEW GIFT CARD	\$20.00
Regular	

NEW GIFT CARD	\$20.00
Regular	

Subtotal	\$40.00
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Total	\$40.00
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Discover 9171	\$40.00
Receipt #oZBO	

\$1.10 Fees (Swiped). \$38.90 Deposited

Post-Event Evaluation Instructions

Part 1. Event Information and Evaluation Criteria Outcomes

Event Name: 2015 Hispanic Festival
 Event Organizer Name: Roberto Torres
 Date of Event: 9.11.15 - 9.13.15 Start Time: 9.11-9.12 11:30a-11:30p End Time: 9.13 12p-5p
 Total Amount of Attendees: 23,000+

In a separate document, please answer all of the following questions and attach it to your Post-Event Evaluation Event Form when submitting to Downtown Grand Rapids Inc. (DGRI).

- ✓ ☒ Describe the events successes and challenges.
- ✓ ☒ Describe the goals of the event and how they were met.
- ✓ ☒ Were there any issues with safety or security? If so, please describe.
- ✓ ☒ What social media outlets did you use to promote the event? How did you implement your social media plan in order to advertise the event?
- ✓ ☒ Explain how you diversified and expanded the Downtown events calendar.
- ✓ ☒ Explain and list how your events advertising plan, in order to market broadly across diverse communities, was met.
- ✓ ☒ Did you advertise beyond the West Michigan region? If so, please list all publications.
- ✓ ☒ What did your event offer for family-friendly and childrens activities?
- ✓ ☒ Was your event gated? If so, did you allow patrons to enter and exit at will?
- ✓ ☒ Did your event utilize other Downtown businesses or organizations in order to scatter activities? If so, please list all businesses/organizations involved and what programming was held there as well as a contact to the business/organization that you worked with.
- ✓ ☒ Explain how your event included the use of the Grand River.
 - Explain how your event accomplished providing a programmatic approach to inclusive and diverse activities.
- ✓ ☒ Did your event team up with local community partners, organizations or non-profits? If so, please list all with a contact person that you worked with.

Hispanic Festival 2015

Downtown Grand Rapids, Michigan • September 11-13, 2015



October 9, 2015

Muchisimas Gracias! Thank You So Much For Your Support!

Thank you so much for your gracious support of the 2015 Hispanic Festival presented by AT&T which took place on Friday, September 11 through Sunday, September 13 on Calder Plaza in downtown Grand Rapids, involving close to 23,000 people in an exciting display of Latin American culture! In addition, the Festival raised more than \$20,000 to underwrite important programming at the Hispanic Center of Western Michigan, helping us build stronger families and a stronger community.

The 38th annual Hispanic Festival presented by AT&T featured free and continuous entertainment (including the nationally recognized band, Making Movies, which headlined Saturday night), 13 food vendors, 8 Mercado shops and a variety of hands-on initiatives in the new Kids Activities Tent. The Festival successfully expanded the educational component on Friday for students with 100 Ada Vista fourth grade again using the Hispanic Festival for field trip purposes and 95 Burton Elementary fifth grade students sponsored by Molina Healthcare making a first-time visit via busses to the Festival. All the students were able to enjoy lunch, an interactive drum workshop, John Ball Zoo-sponsored Monarch butterfly display and children's craft activities with the Grand Rapids Public Museum.

The Second Annual Blue Cross Blue Shield of Michigan and Blue Care Network 3v3 Futsal Tournament also expanded this year, adding another day (Sunday) and another court (from two to three courts) with close to 300 kids taking part in soccer play on courts installed on Ottawa Avenue on Saturday and Sunday. More than 100 volunteers from the community worked hard throughout the weekend in bright blue Hispanic Festival t-shirts to make the entire Festival a success!

This year we kicked off the Hispanic Festival weekend on Thursday, September 10 with a VIP Reception at the heart of our community, the offices of the Hispanic Center. The gala atmosphere and excellent cuisine provided by Applause Catering and Donkey Taqueria helped to set the tone for the weekend. Our esteemed panel presentation shared an exciting vision for the Grandville Corridor, assisted by your support.

Like last year, we again experienced some challenging weather on Friday and cooler temperatures throughout the weekend. Still, close to 23,000 people were able to experience the Hispanic Festival and all that it offered! We received support from a variety of media outlets leading up to and during the Festival, and promoted the event locally with an August print, poster and postcard campaign, while attracting a more regional audience through digital ads and radio promotion via media partner iHeart Media. Event programs were distributed from the My Personal Credit Union Festival Services tent throughout the weekend to provide both positive exposure to our sponsors and information to attendees. Copies of the postcard and program are included for your information.

If you have not already, I encourage you to "like" the Hispanic Festival Facebook page so you can view any social media in which your organization played a part. You can view your inclusion on the Hispanic Festival website at <http://grandrapidshispanicfestival.blogspot.com/> where you'll also find the link to the Festival photos hosted on Flickr for your enjoyment. Additionally, I've included the link to the Festival page on the Hispanic Center of Western Michigan website for more information: <http://hispanic-center.org/hispanic-festival/>. If your sponsorship included inclusion in print, radio or digital advertising, copies will be sent to you electronically for your files.

Thank you, again, for your support of the 2015 Hispanic Festival presented by AT&T! We could not have provided a quality event without your investment. Thanks, too, to the many of you who were able to join us at some point during Festival weekend. We hope you enjoyed your participation!

Please accept the enclosed framed print featuring many of the Festival activities as a small token of our appreciation. I look forward to receiving your comments about your involvement along with talking with you about next year's event!

Adelante,



Roberto Torres
Executive Director

DOWNTOWN GRAND RAPIDS INC.

Event Grant Support Program/Post-Event Evaluation

pg. 1

Part 1. Event Information and Evaluation Criteria Outcomes

Describe the event's successes and challenges. The 2015 Hispanic Festival presented by AT&T successfully expanded programming to three days, involving close to 23,000 people in Latin American culture, food, crafts and entertainment! 300+ young athletes between the ages of 8-18 participated in the Blue Cross Blue Shield of Michigan and Blue Care Network Futsal Tournament and close to \$20,000 was raised to support the valuable programming of the Hispanic Center of Western Michigan. Like last year, poor weather conditions were experienced on Friday of Festival weekend which reduced the number of attendees for several hours. Parking also continues to be problematic for both vendors and attendees.

Describe the goals of the event and how they were met. The goals of the event were to encourage local and regional attendance of the Festival toward celebrating the art, culture and food of a variety of Latin American countries, promoting health and fitness via the futsal tournament and raising money for the Hispanic Festival of Western Michigan. All of these goals were accomplished. By adding Sunday to the Festival schedule and providing additional food and Mercado vendors, and entertainment like the regional Afro-Latino Rhythms, "Making Movies," Grandville Avenue Arts & Humanities dance demonstrations and interactive crafting experiences for the whole family, more people were able to experience elements of Latin American culture. Partnering with additional sponsors like presenting Festival sponsor – AT&T – and other supporting organizations allowed the Hispanic Center of Western Michigan to raise funds for program support.

Were there any issues with safety or security? No. Parking, as mentioned previously, remains problematic. The Festival committee will continue to work with the City as well as research other free and/or cost-effective parking alternatives for vendors and attendees.

What social media outlets did you use to promote the event? How did you implement your social media plan in order to advertise the event? The Festival utilized the Hispanic Festival Facebook page and the Hispanic Center of Western Michigan Facebook page and Twitter account to promote the event by posting consistently with entertainment, sponsor and activity updates, along with photos before, during and after the event. The Festival contracted with the Awesome Mitten, iHeartMedia and Women's Lifestyle magazine for social media mentions on their Facebook, Twitter and Instagram accounts. In addition, the Festival contracted with Adtegrity to place digital advertising targeting both the general public and the Hispanic dynamic, and digital advertising with iHeartMedia across three of their station platforms (WOOD, STAR and WSNX) along with homepage takeovers on these same station website on Friday, September 11 to drive additional traffic to the Festival.

Explain how you diversified and expanded the Downtown events calendar. With very few ethnic festivals remaining locally, the Hispanic Festival, which celebrated 38 years in 2015, remains the largest ethnic festival on the Downtown events calendar. Unlike the Mexican Festival which takes place the following weekend and celebrates Mexico's independence, the Hispanic Festival celebrates the culture of all Latin American countries including Argentina, Brazil, Caribbean, Chile, Columbia, Cuba, Mexico, Peru and Venezuela.

DOWNTOWN GRAND RAPIDS INC.

Event Grant Support Program/Post-Event Evaluation

pg. 2

Explain and list how your event's advertising plan, in order to market broadly across diverse communities, was met. The Hispanic Festival, like in past years, continued to advertise with Latino print publications, including full page ads in El Informador, El Vocero and Farandula. In addition, the Festival contracted with the Awesome Mitten, iHeartMedia and Women's Lifestyle Magazine for social media pushes on their Facebook, Twitter and Instagram accounts. The Festival also contracted with Adtegrity to place digital advertising targeting both the general public and the Hispanic dynamic, digital advertising with iHeartMedia across three of their station platforms (WOOD, STAR and WSNX) along with homepage takeovers on these same station website on Friday, September 11 to drive additional traffic to the Festival, and via Women's Lifestyle for a September digital ad. Radio, through a media partnership, was purchased and ran the week of Festival on WOOD, WTKG, STAR and WSNX. The Festival also produced both a promotional poster and postcards which were distributed throughout the West Michigan market in August to drive Festival traffic. Finally, the Festival was also able to take advantage of various interview opportunities through iHeartMedia, WXMI FOX17, WOTV4Women, Maranda Where You Live and Women's Lifestyle Magazine.

Did you advertise beyond the West Michigan region? If so, please list all the publications. Yes, utilizing digital platforms via Awesome Mitten, Adtegrity, iHeartMedia and Women's Lifestyle Magazine.

What did your event offer for family-friendly and children's activities? The Blue Cross Blue Shield of Michigan and Blue Care Network 3v3 Futsal Tournament took place on Saturday and Sunday on Ottawa Avenue involving more than 300 young athletes from ages 8-18 supported by their families and other spectators. Home Depot sponsored their free wood workshop on Saturday on Ottawa Avenue, and the YMCA Veggie Van was available Saturday and Sunday on Ottawa Avenue, distributing \$2,000+ in food vouchers to be used to purchase the immediately available fresh fruits and vegetables. In addition, the new Kids' Activities Tent saw a rotating group of downtown-affiliated organizations (Grand Rapids Public Library, Grand Rapids Public Museum, Grandville Avenue Arts & Humanities and John Ball Zoo) who provided free kids interactive experiences throughout Festival weekend. The Mercado also featured 7 family-friendly vendors this year along with 13 food vendors offering fare from a variety of Latin American countries. Family-friendly was also a critical component of the entertainment committee's requirements when contracting with local and regional talent.

Was your event gated? If so, did you allow patrons to enter and exit at will. The event on Calder Plaza was gated and staffed at all times by security personal who, through signage, were noted as being able to search backpacks if they felt the situation required them to do so. Patrons were allowed to enter and exit at will until 9p on Friday and Saturday when all minors had to be accompanied by a parent/guardian age 21 or over.

Did your event utilize other Downtown businesses or organizations in order to scatter activities?
No.

Explain how your event included the use of the Grand River. It did not.

DOWNTOWN GRAND RAPIDS INC.

Event Grant Support Program/Post-Event Evaluation

pg. 3

Explain how your event accomplished providing a programmatic approach to inclusive and diverse activities. The Hispanic Festival celebrated the culture of Latin America, with food, crafts, Mercado wares, entertainments and/or beverages from Argentina, Brazil, Caribbean, Chile, Columbia, Cuba, Mexico, Peru and Venezuela. From dynamic and culturally relevant stage entertainment, food and shopping opportunities to various interactive crafting experiences and the Blue Cross Blue Shield of Michigan and Blue Care Network 3v3 Futsal Tournament, the Festival provided programming that was appealing to the broad audience in attendance, from young and old to Latino and non-Latinos alike.

Did your event team up with local community partners, organizations or non-profits? If so, please list all with a contact person that you worked with.

Alliance Beverage – Hank Mowry
AT&T (national versus local partner)
Blue Cross Blue Shield of Michigan and Blue Care Network – Emily McAlpine-Aleman
City of Grand Rapids – Todd Toffrey
Concast NBCUniversal – Kyle Mazurek
Downtown GR Inc. – Kim VanDriel
Everkept -- Gillian
Fifth Third Bank – Patrick Lonergan
Grand Rapids Public Library -- Julie Beukema
Grand Rapids Public Museum – Rob Schuitema
Grandville Avenue, Arts & Humanities -- Steffanie Rosalez
Gun Lake Casino – Jeffrey Sorenson
iHeartMedia – Henry Capogna
John Ball Zoo – Krys Bylund
Mercantile Bank – Cesar Gonzalez
Mercy Health – Angela Klinske
Meijer – Stephanie Karsten
Molina Healthcare – Benicia Kyle
My Personal Credit Union – Joe Beckwith
RiverTown Honda – Rick Clift
PEPSI – Nicole Lanthier
Spectrum Health – Jose Reyna
The Home Depot – Martha Puksza
Vias – Gonzalo Ramirez
Warner Norcross & Judd – Robin Keith

The event also offered a Community Resource Tent where relevant community groups and nonprofit organizations could provide information regarding their services throughout the Festival. Groups which took advantage of this opportunity included ArtPrize, Cherry Street Health Services, Hispanic Center of Western Michigan, YMCA.

DOWNTOWN GRAND RAPIDS INC.

Event Grant Support Program/Post-Event Evaluation

pg. 4

Explain how your event spotlighted local talent. List all performances, acts, activities, etc. you used that accomplished this. Gabriel Estrada, Cabildo, Los Tribaleroz, Xsizim, Latinos Klan, Akaray and Desafio Norteno.

Did you use vendors or locally sourced products at your event? If so, please list all that were used. Local food vendors included Tacos el Cuñado 2, Rincon Criollo, Good Time Ice Cream, United Church of Christ Nueva Vida, Taqueria El Rincon Mexicano, Mi Tierra Restaurant, Cuba's Kitchen. Local Mercado vendors included Guelaguetza-Mexican Arts & Crafts (Nancy Quero), Sand Gough (Gina Boggiano), It Works, Ask Harsha (Henna Tattoos) and the YMCA.

Did your event encourage the support of Downtown businesses? If so, how did you reach out to them and what level of involvement did your event allow them to participate in? Several culturally appropriate downtown businesses (Cinco de Mia and Old World Olive Press) were solicited to participate in the Festival but chose not to do so. Many of the businesses on Monroe Avenue, Monroe Center and Ottawa Avenue were asked and willing to display Festival posters and/or postcards for promotional purposes. Wolverine Printing was contracted with to print the Festival poster and program. Several sponsors – Blue Cross Blue Shield of Michigan, Fifth Third Bank, Mercantile Bank, Mercy Health, Spectrum Health and Warner Norcross & Judd – have offices located in downtown Grand Rapids, along with media partners iHeartMedia and Women's Lifestyle Magazine. Finally, all the organizations which provided complimentary programming for kids/families have offices in downtown Grand Rapids (Grand Rapids Public Library, Grand Rapids Public Museum, Grandville Avenue Arts & Humanities and John Ball Park)

Explain how your event is unique and distinctly Grand Rapids. The Hispanic Festival is the largest ethnic festival taking place in downtown Grand Rapids, featuring many local entertainers, along with food and Mercado vendors, and highlighting various resources specific to the community. Staging activities in and around Calder Plaza, the event draws attendees to the heart of the downtown area, involving thousands who come locally and regionally to take advantage of the free event. The event assists in underwriting programming at the Hispanic Center of Western Michigan, helping build stronger families and a stronger community for Grand Rapids.

Part 2. Marketing Materials
(attached)

Part 3. Invoice
(attached)

Part 4. Actual Budget Information
(attached)