

AGENDA

DGRI BOARD OF ADVISORS



Members:

Stephanie Andrews • Monica App • Rick Baker • Shaun Biel • Mayor Rosalynn Bliss • Kayem Dunn • Jorge Gonzalez • Brian Harris • Nikos Monoyios • Doug Small • Eddie Tadlock • Randy Thelen • Al Vanderberg • Mark Washington • Kara Wood • Rick Winn

September 21, 2023 2:00p
29 Pearl Street NW (DGRI Offices)

- | | | |
|--|--------|----------------|
| 1. Call to Order (2:00) | | Harris |
| 2. Approve Minutes from March 30, 2023 (2:01)
(enclosed) | Motion | Harris |
| 3. FY23 and FY24 Performance Indicators (2:02)
(enclosed) | Motion | Kelly |
| 4. Greenway Grant Subrecipient Agreements (2:15)
(enclosed) | Motion | Guy |
| 5. World of Winter 2023 Re-Cap and 2024 Preview (2:35) | Info | Van Driel |
| 6. Amphitheater Update (2:50) | Info | Progressive AE |
| 7. President & CEO Report (3:10) | Info | Kelly |
| 8. Board Member Discussion (3:20) | | |
| 9. Public Comment (3:25) | | |
| 10. Adjournment (3:30) | | |



**Board of Advisors Meeting
May 18, 2023**

1. Call to Order - The meeting was called to order at 2:04pm by Chair Brian Harris

Attendance:

Members Present: Monica App, Kayem Dunn, Rick Baker, Stephanie Andrews, Shaun Biel, Mayor Rosalynn Bliss, Jorge Gonzalez, Brian Harris, Nikos Monoyios, Doug Small, Eddie Tadlock, Randy Thelen, City Manager Mark Washington, Rick Winn, Kara Wood.

Members Absent: Bob Herr, Al Vanderberg, and Kristian Grant.

Others Present: Tim Kelly (President & CEO), Mandy McDaniel (Recording Secretary), Jessica Wood, John Weiss (Legal Counsel), Kim Van Driel, Marion Bonneaux, Melvin Eledge, Andy Guy, Nancy Jimenez-Toledo, Mark Miller, Bill Kirk, Catherine Zietse (DGRI Staff).

2. Approve Minutes from March 30, 2023

Motion: City Manager Washington, supported by member Tadlock moved to approved March 30, 2023, meeting minutes as presented. Motion carried unanimously.

3. Grand River Greenway Grant Agreement

Guy reviewed the document in the agenda packet and explained that two motions were going to be needed today: one for the consideration and approval of the Grand River Greenway Grant Agreement and the second for the approval of the revised Investment Priority Plan.

Guy gave an overview of the Agreement and what it defines and establishes. The first being that the Agreement defines DGRI's role of programmatic assistance and funding distribution. The defined eligible expenses include administration at DGRI as well as project partners, planning, design, engineering, and construction. The second being that the Agreement establishes project periods and reporting protocols. And the third is that it establishes a framework for subgrant agreements. Wood, Legal Counsel, stated the DNR adopted this agreement and revised it considerably to reflect DGRI's role.

It is expected that the funds be disbursed to DGRI soon as well as definitions of what we can ask for and when. DGRI is expected to start reporting in June or soon after, so it is expected the money will be received before then. DGRI will be entering into a contract with an outside accounting firm to help oversee the money and manage it appropriately. Guidehouse will make sure DGRI is in compliance with the Agreement.

Motion: Member Winn, supported by Thelen moved to support authorizing the DGRI Chair to execute the ARPA Local Parks and Trails Grant Agreement with the MDNR. Motion carried unanimously.

Guy presented an updated spreadsheet detailing the Investment Priority Plan to share a few updates for the board to endorse. The Plan will continue to change and will be back in front of the board for approval numerous times in the future as agreements are made and projects progress. There were three main updates to the Plan at this time:

1. The City is proposing \$1,500,000 be approved in their FY24 budget towards Plaster/Silver Creek new trail planning, DGRI ARPA amount is now \$0
2. The City is proposing \$1,000,000 be approved in their FY24 budget towards Oxford Trail rehab, bringing the DGRI ARPA amount down to \$8,000,000
3. The most significant change is the trail section from Fulton to Wealthy where DGRI is now recommending \$10,000,000 to support the section

There is still significant fundraising to do relating to the Grand Rapids to Lowell trail and the Fulton to Wealthy trail. We are hoping the County and the City, respectively, will figure out how to address the additional costs of projects as they move forward through design and engineering stages. Guy also expressed gratitude to the City and County for actively working to raise additional dollars. The County is pursuing significant funding at the State and Federal levels.

Motion: Member Winn, supported by Wood, moved to support the updates and changes to the Investment Priority Plan. Motion carried unanimously.

4. FY2024 Budget Presentation

Kelly presented the FY2024 budget overview. As a reminder, the budget year begins July 1, 2023, and we are staff to three separate boards (DDA, DID, & MNTIFA), so we do have to stay within their budgets. We continue to work with our stakeholders and several project committees, which has approximately 150 participants. The alliance work has shifted a little since we're moving into implementation less than the visioning phase but nonetheless, we still do still work with that group.

We are 7.5 years into the GR Forward Masterplan, which is a ten-year plan. What's left is some of the multi-year projects that we've all been working on now for several years.

Budget Summaries:

The DDA has \$11.5 million in total budget. Tax increment continues to increase, this year was a 12% increase. That budget includes over 70 projects and programs and initiatives. Included within that a total of \$3.6 million is going to go directly toward debt service gain sharing agreements. \$3.6 Million will go directly to Debt service – final payment for the convention center.

The Monroe North TIFA is a small area in Monroe North budgeted for under \$1 million but waiting for the Canal Street project and holding money for Whitewater. Not many changes in this budget except the tax increment increased 3%.

The Downtown Improvement District (DID) approved a 3-year authorization plan. The area-wide assessment proposed to increase to 5%. Residential held at \$120 per year property for the annual budget process. We can go under but not over this budget.

Key Projects:

Goal 1 – Restoring the river as a draw. We look forward to continuing support of the Grand River Network (GRN) Board. Key projects this year include Lyon Square, Public Museum, and support on the Leonard to Ann trail.

Goal 2 – Focuses on neighborhoods and adding to the residential density, aiming for our critical mass goal. A large component of this budget focuses on neighborhood organizing and community connections. This is where the development support reimbursements live. Beyond that, a lot of work is happening including neighborhood organizing and helping to make sure that the community of downtown residents are connected.

Goal 3 – Mobility strategy and continue to work with Disability Advocates of Kent County (DAKC) for a universally accessible city. Wayfinding also lives under this project. Infrastructure work continues, including converting some of the streets to two-way.

Goal 4 – Expanding job opportunities and vitality of local economy. Grant program and business incentives. Workforce activation, such as Relax at Rosa, to engage downtown workers.

Goal 5 – Activate public spaces and programming to attract people downtown. This is where we budget for event production including Return to the River and World of Winter. In addition, we have a line item for event support, past events we helped sponsor include Global Water Fest and ArtPrize. Activation of our downtown spaces, such as skate park at 555 Monroe and the futsal courts. Lastly, another line item in this budget is major infrastructure projects such as Van Andel Arena alley and Hill and River network.

Public Safety and Quality of Life Discussion

Kate Berens, Deputy City Manager, provided an overview on city efforts related to public safety issues including city ordinance updates, homeless outreach team and community rebuilders.

Members had a discussion about the topic, including the decrease in downtown office activity and the role of DGRI. Harris asked if the Board felt that DGRI should be doing something different. There was acknowledgment of the work that DGRI has already been doing (Ambassadors, funding for private security, funding for Community Rebuilders, etc.) and agreement that these areas are not for the organization to lead on but that continuing to partner where appropriate is still the best approach. Member Thelen suggested the general office environment is something that collectively the Board and Downtown stakeholders should pay close attention to so that it does not become a bigger issue. Members agreed and concluded by saying this was a topic that the Board would receive an update on at a future meeting.

5. President & CEO Report

Kelly presented the President and CEO Report.

- DASH reroute is now out. Converted two route system and is bidirectional.
- DDA approved funding to move into phase 1 of the River Trail design at 201 Market.
- Futsal courts – grand opening. Friday night soccer league. Events in June and July.
- Events – Re(turn) to the River and ArtPrize. Large Art installations coming.
- World of Winter – closed RFP for 2024 with over 100 submissions.

6. Board Member Discussion

- Stephanie – GRPS is having a safety summit this Saturday.
- Nikos – moment to commend Tim and staff. River to Ambassadors.
- Harris – DGRI by agreement. TK survey. Respond by the 19th. Under 50% response.

UNAPPROVED MINUTES

7. Public Comment

None.

8. Adjournment

Meeting adjourned at 3:26 pm.

Minutes taken by:

Mandy McDaniel

Administrative Manager

Downtown Vitals Report
Downtown Development Authority



Produced for the month of August 2023

Summary of Downtown Vital Signs | Vitals Collected: August 2023

NEW BUSINESSES

+1

in August

+11

year-to-date

STOREFRONT VACANCY RATES

+0%

vs. July

+2%

vs. 2-yr avg.

OFFICE SPACE VACANCY RATES

9.0%

in Q2 vs. 9.2% in Q1

OFFICE SPACE RENTAL RATES

\$21.56

per square foot
in Q2 vs. \$21.87 in Q1

HOUSING OCCUPANCY

+.4%

vs. Q1

+2%

vs. 5-yr avg.

+12%

vs. 15-yr avg.

(JULY) HOTEL OCCUPANCY

-12%

vs. June

-5%

vs. July 2022

+27%

vs. 5-yr avg.

VISITOR ACTIVITY COUNTS

+7%

vs. July

+5%

vs. Aug 2022

EMPLOYEE ACTIVITY COUNTS

-3%

vs. July

+8%

vs. Aug 2022

RESIDENT ACTIVITY COUNTS

+0.2%

vs. July

+22%

vs. Aug 2022

(JULY) CONSUMER SPENDING

-1%

vs. June

-8%

vs. July 2022

(JUNE) DASH 3.0 RIDERSHIP

+5%

vs. May

(JULY) CITY EMPLOYMENT

-1%

vs. June

+4%

vs. July 2022

+5%

vs. 5-yr avg.



Storefront Business Openings in 2023

Retail

Pochi's Sweet Designs*
Open Door Bakery
Celebri-T Floral & Design
One of a Kind Vintage
The August Connection

Food & Beverage

Elsa's
Chicago Beef Joint
The General Wood Shop
Daisies Place

Services

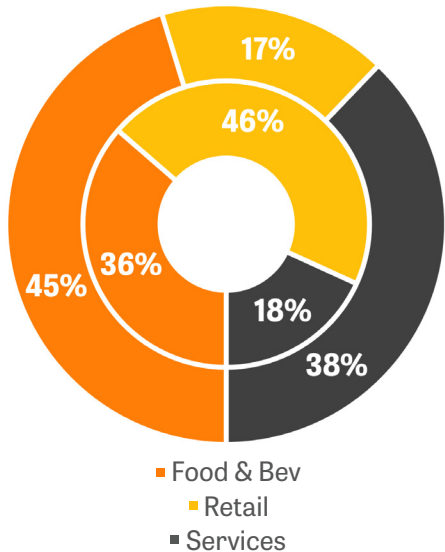
City Nail Bar
Key Bank

Additionally:

Zabház Expansion
Second Vibess Expansion

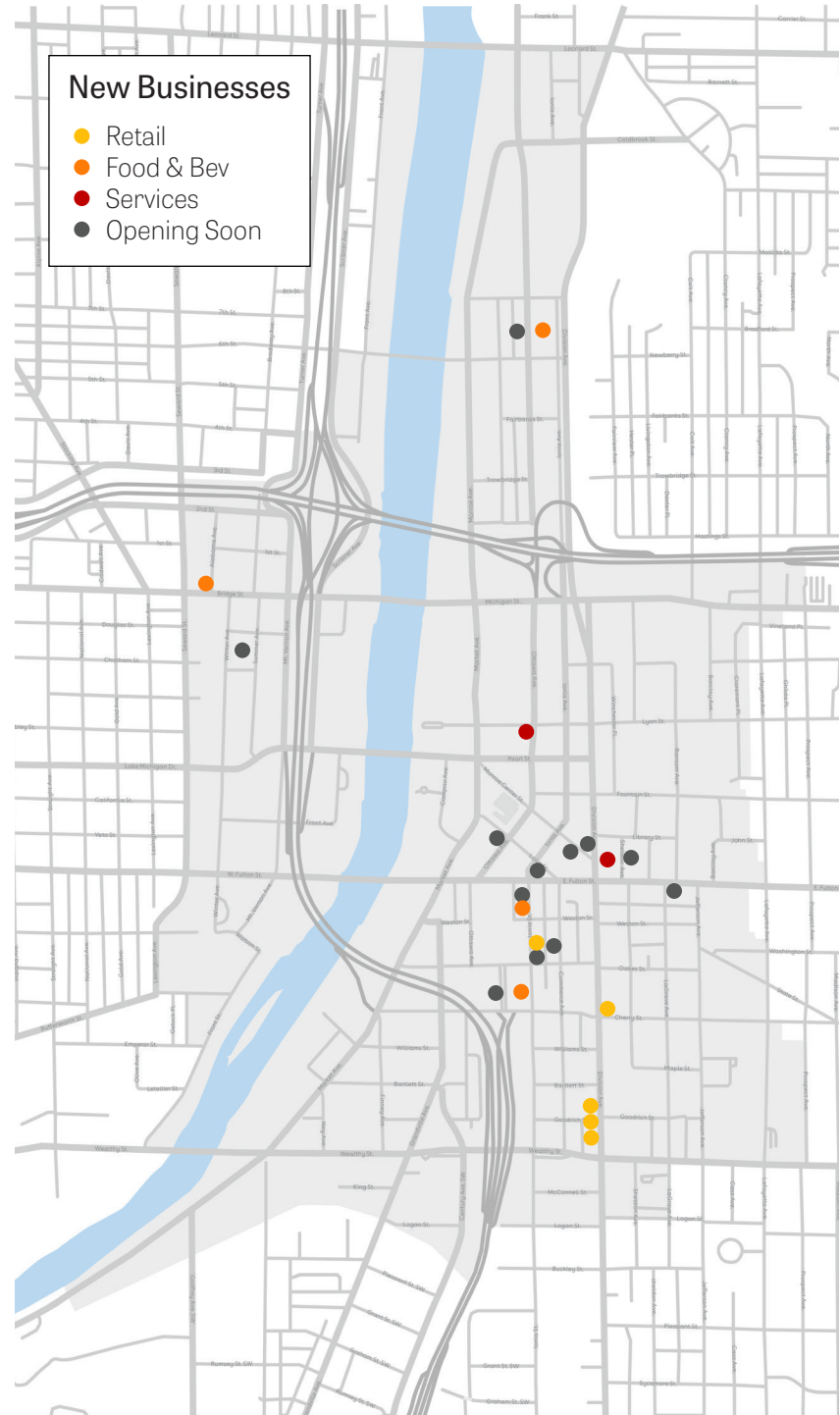
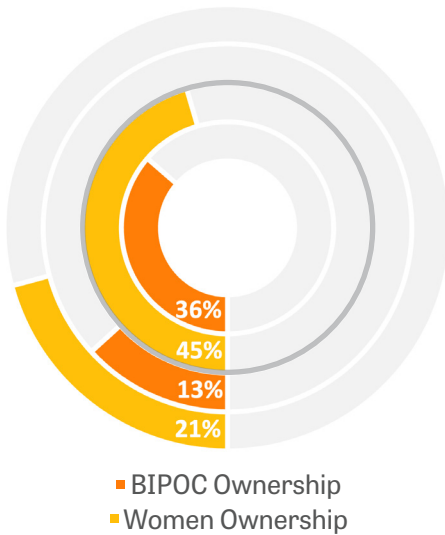
Business Mix of Storefronts

Overall: Outer Ring
New in 2023: Inner Ring



Business Ownership of Storefronts

Overall: Outer Rings
New in 2023: Inner Rings



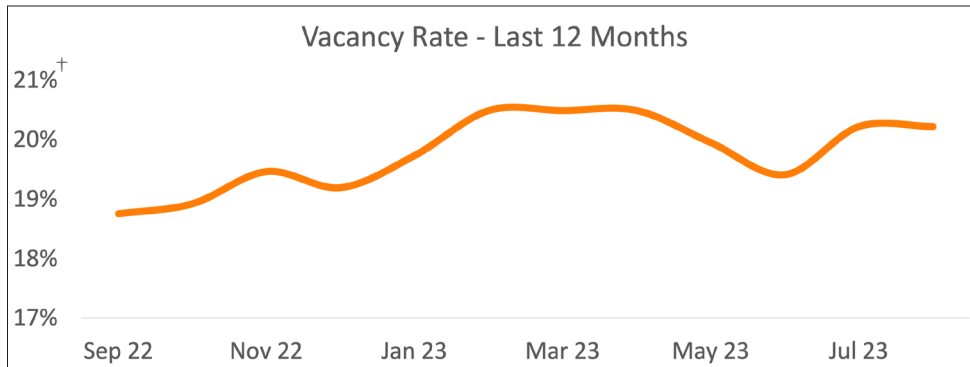
Source: Downtown Grand Rapids Inc.

Storefront Vacancies & Recent Closures

13
storefront
businesses have
closed in 2023

2023 Closures:
38% Food & Bev
31% Retail
31% Services

20%
vacancy rate

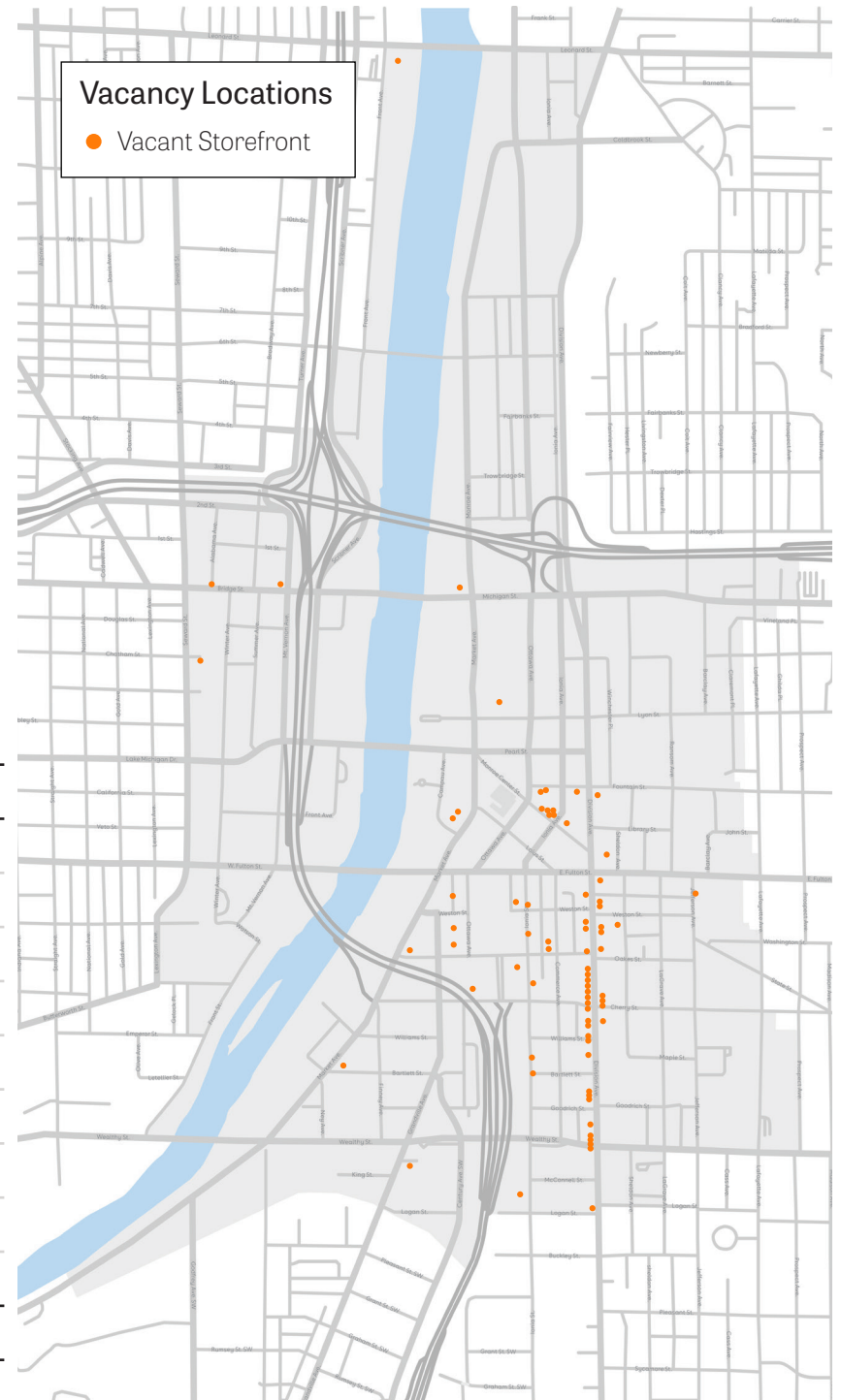


	Storefronts	Vacancies	Vacancy %	Sq Ft Available
Bridge Street	22	2	9%	3,835 sq ft
Center City	116	22	19%	101,486 sq ft
<i>Monroe Center*</i>	52*	9*	17%*	56,042 sq ft*
Fulton & Jefferson	21	0	0%	0 sq ft
Heartside: Division	99	35	35%	~95,161 sq ft
Heartside: Ionia	69	10	14%	41,960 sq ft
Heartside: C. Chavez	14	5	36%	25,238 sq ft
Monroe North	26	0	0%	0 sq ft
Other	4	1	25%	500 sq ft
DISTRICT TOTALS:	371	75	20%	~266,180 sq ft



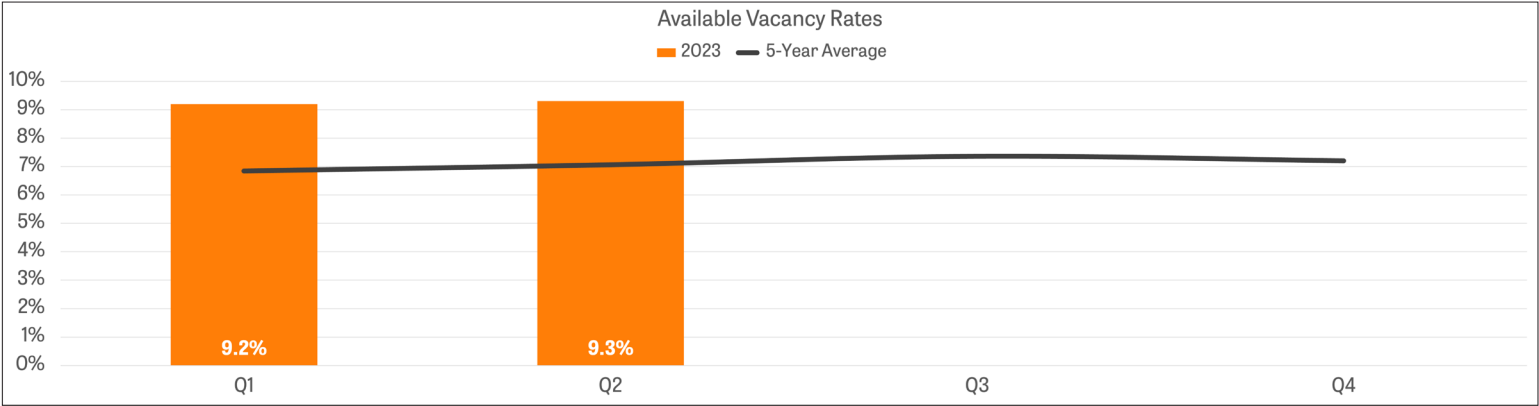
**DOWNTOWN
DEVELOPMENT
AUTHORITY**

*Monroe Center is a subset of Center City and is not included in District Totals
†truncated y-axis to highlight month-over-month changes

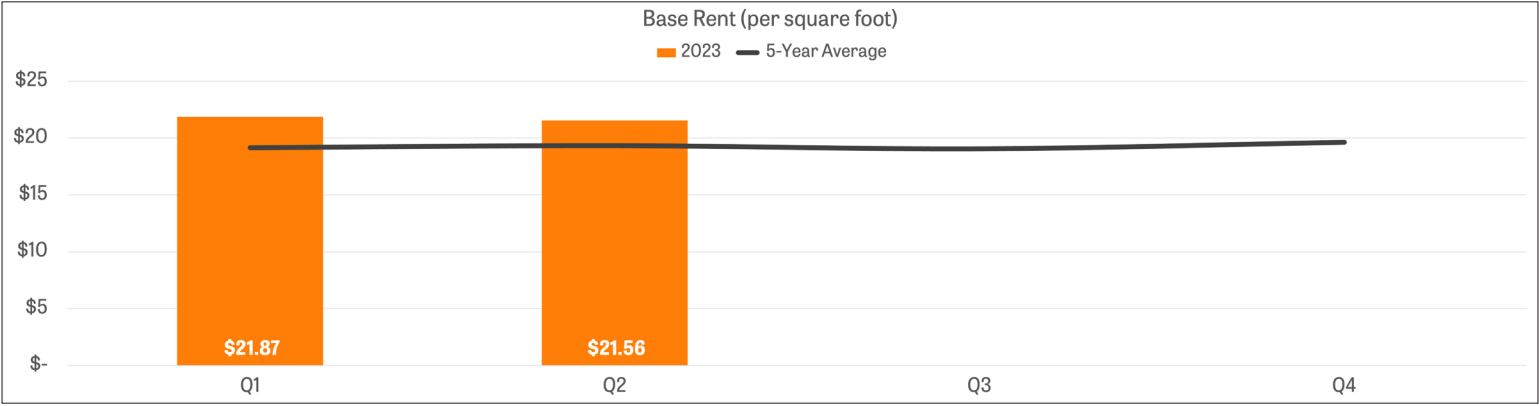


Source: Downtown Grand Rapids Inc.

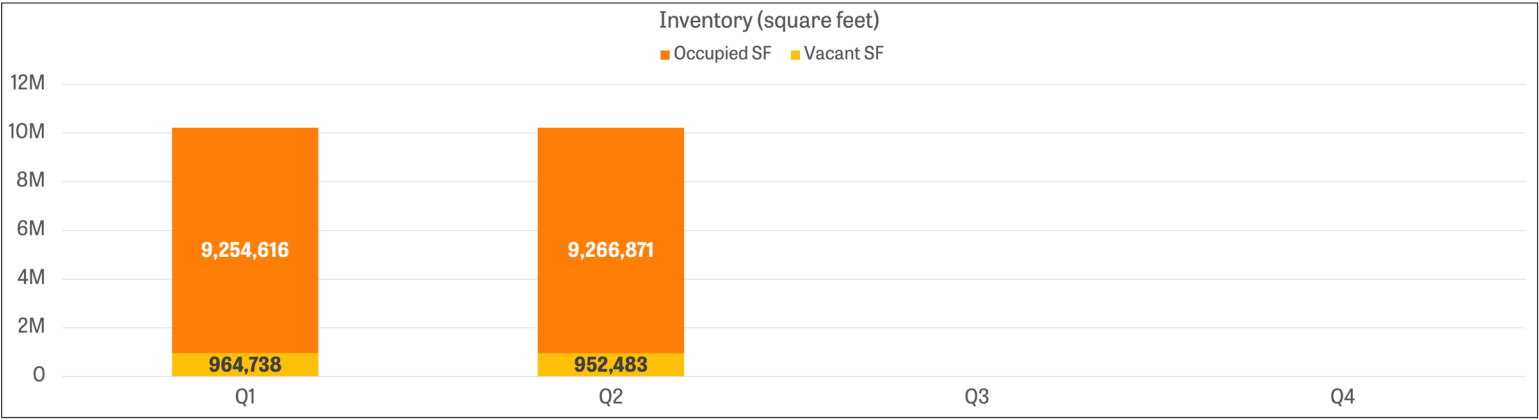
9.0%
vacancy in Q2 2023
vs. 9.2% in Q1 2023



\$21.56
per sq ft in Q2 2023
vs. \$21.87 in Q1 2023



10.2M
square feet of office
space inventory

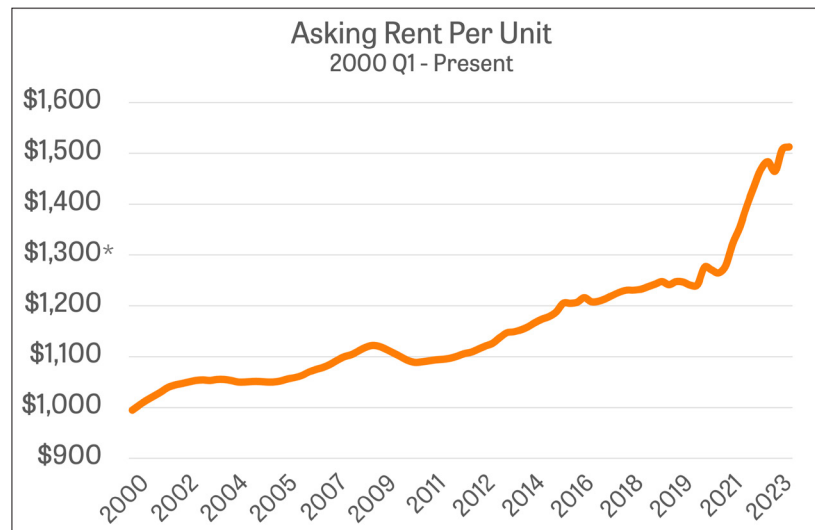
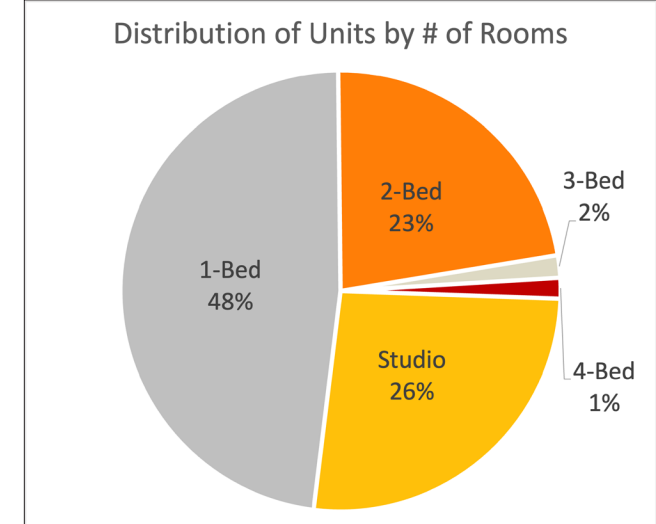
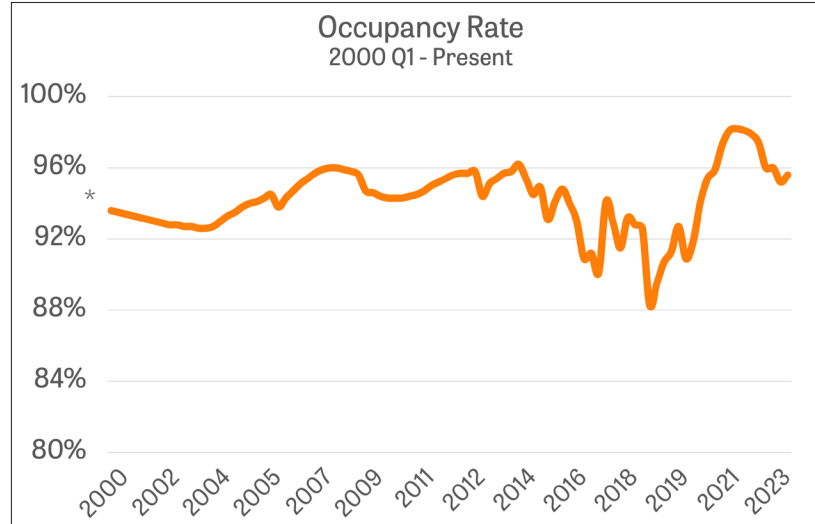


96%
occupancy
in Q2 2023

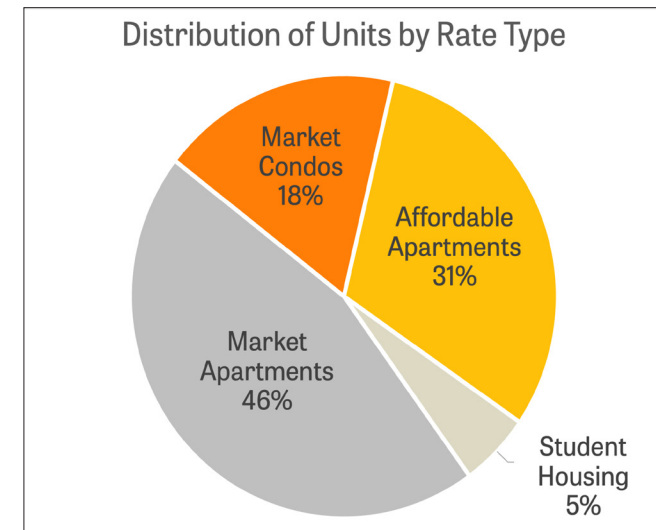
\$1,511
asking rent rate
in Q2 2023

250
units under
construction

1,171
units in planning



*truncated y-axis to highlight changes

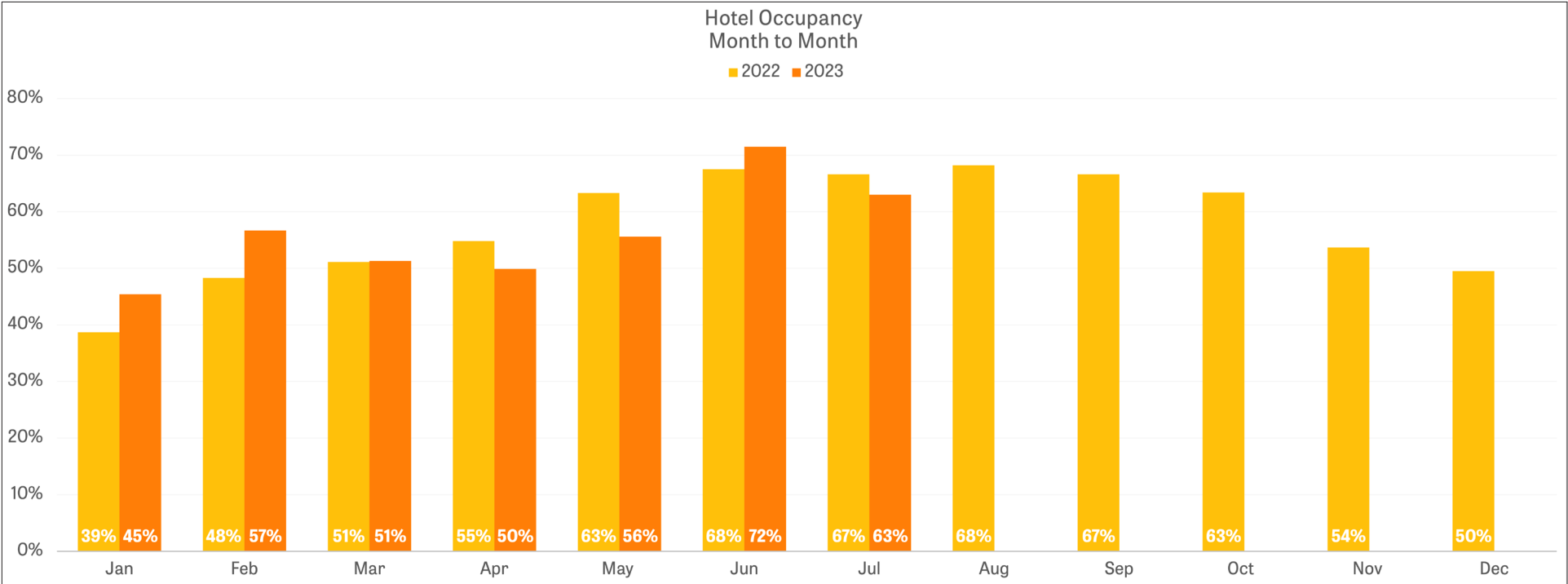
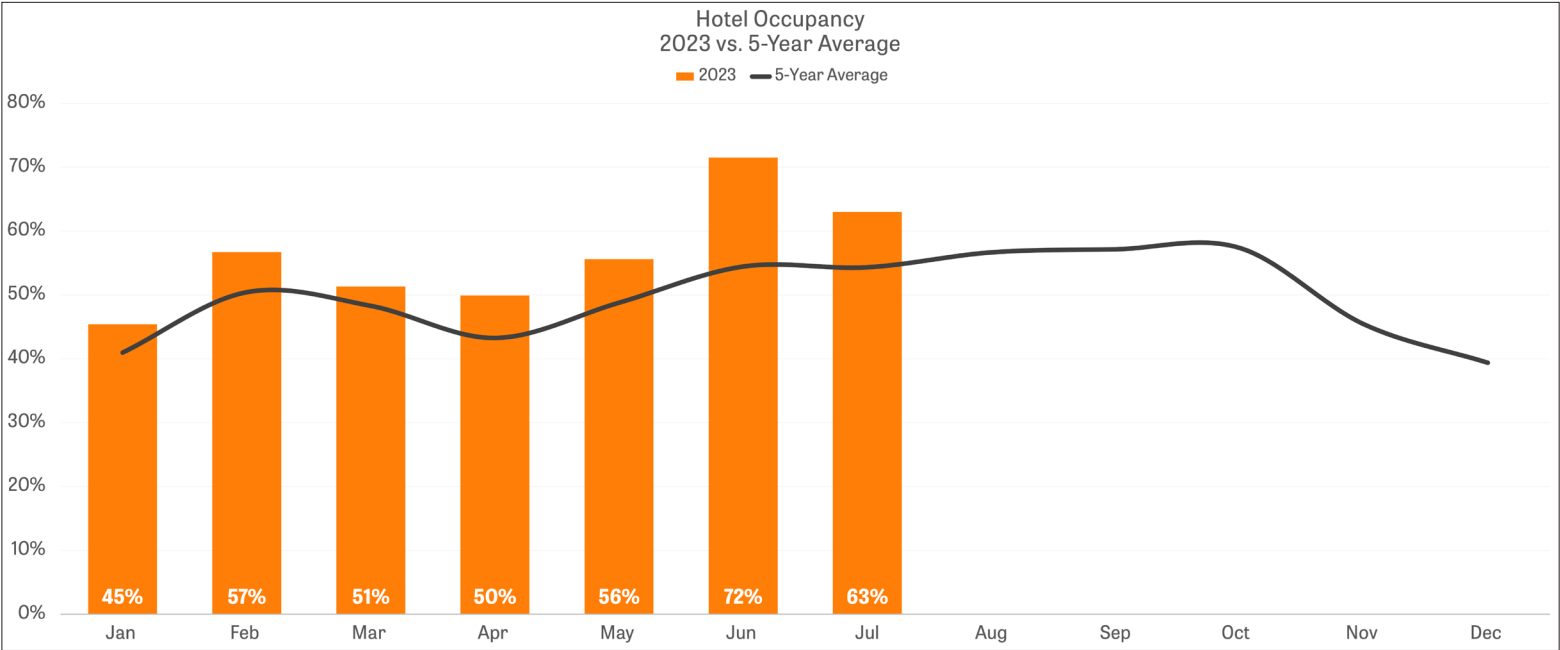


Source: CoStar &
Downtown Grand Rapids Inc.

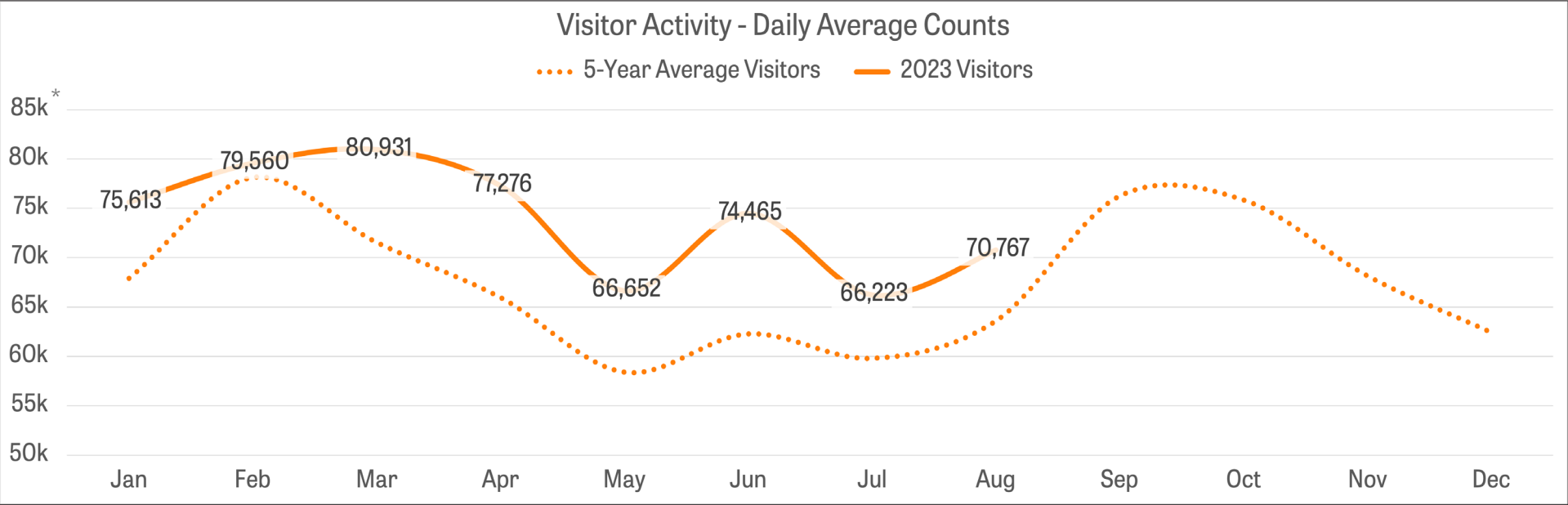
Hotel Occupancy

63%
hotel occupancy in
July 2023

56%
average hotel
occupancy in 2023
so far



Downtown Visitor Activity Tracking



7%

increase in visitor activity in Aug 2023 vs. July 2023

4%

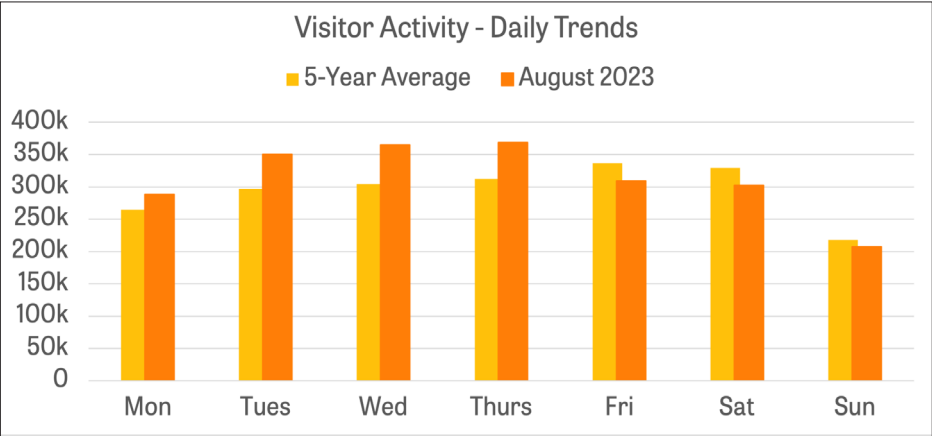
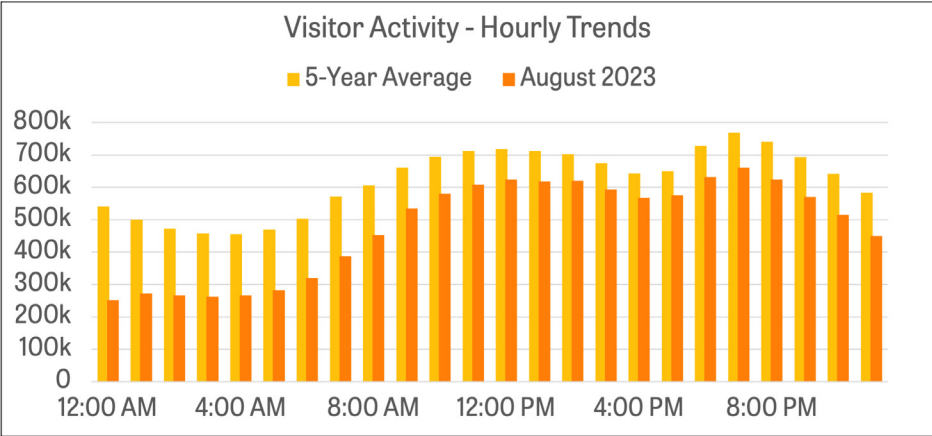
decrease in visitor activity in Aug 2023 vs. 2023 average so far

11%

increase in visitor activity in Aug 2023 vs. Aug 5-year average

5%

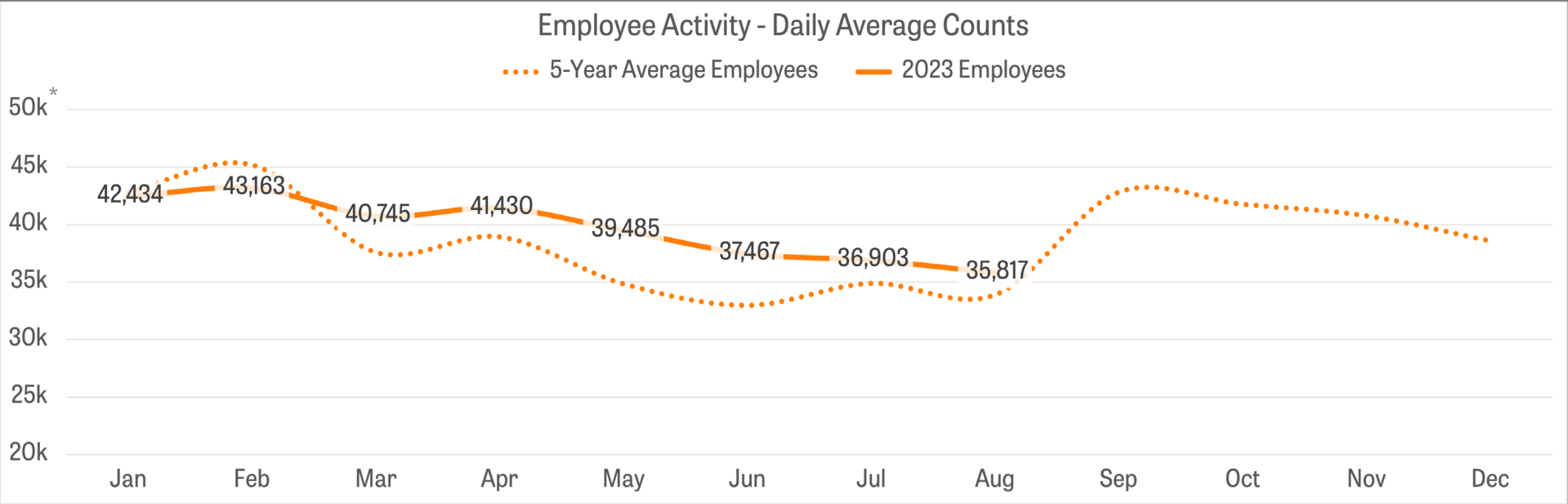
decrease in visitor activity in Aug 2023 vs. Aug 2022



*truncated y-axis to highlight changes

Source: Placer.ai

Downtown Employee Activity Tracking



3%

decrease in employee activity in Aug 2023 vs. July 2023

10%

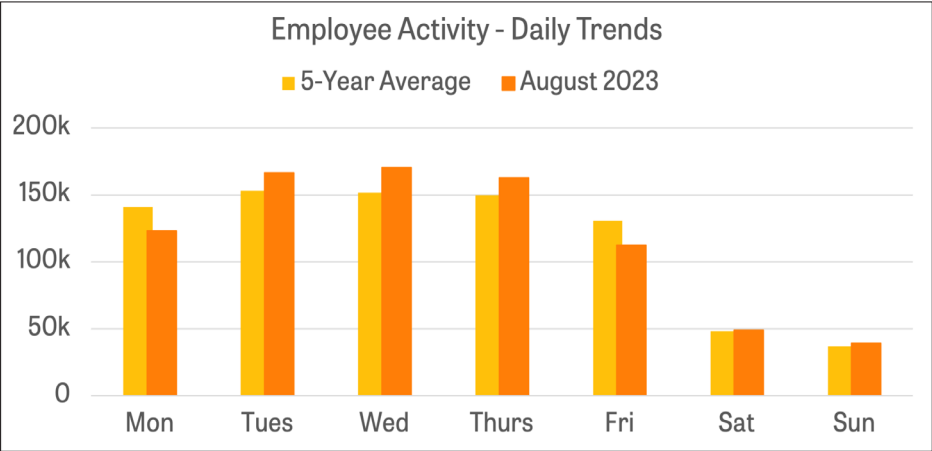
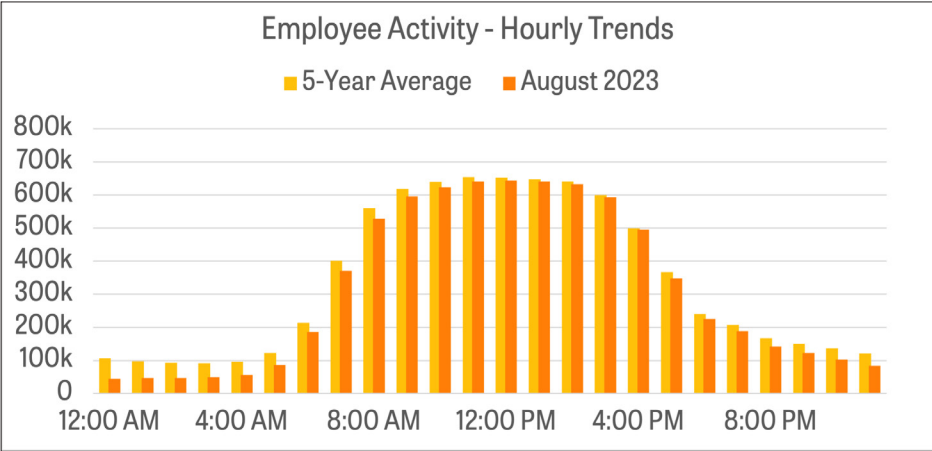
decrease in employee activity in Aug 2023 vs. 2023 average so far

6%

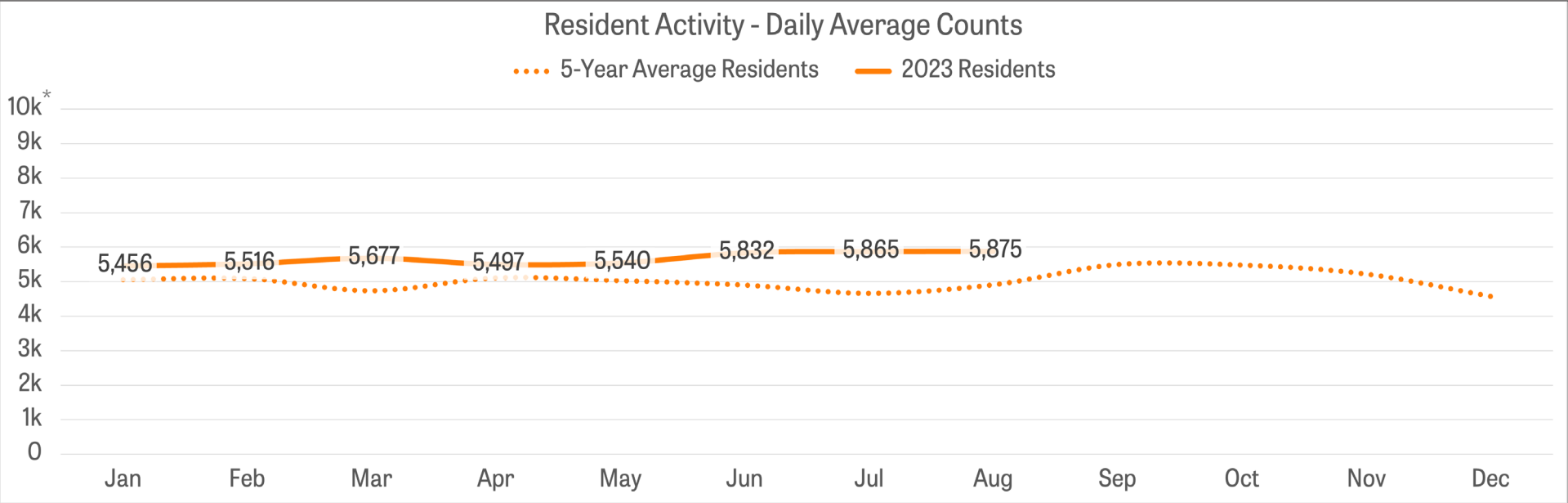
increase in employee activity in Aug 2023 vs. Aug 5-year average

8%

increase in employee activity in Aug 2023 vs. Aug 2022



Downtown Resident Activity Tracking

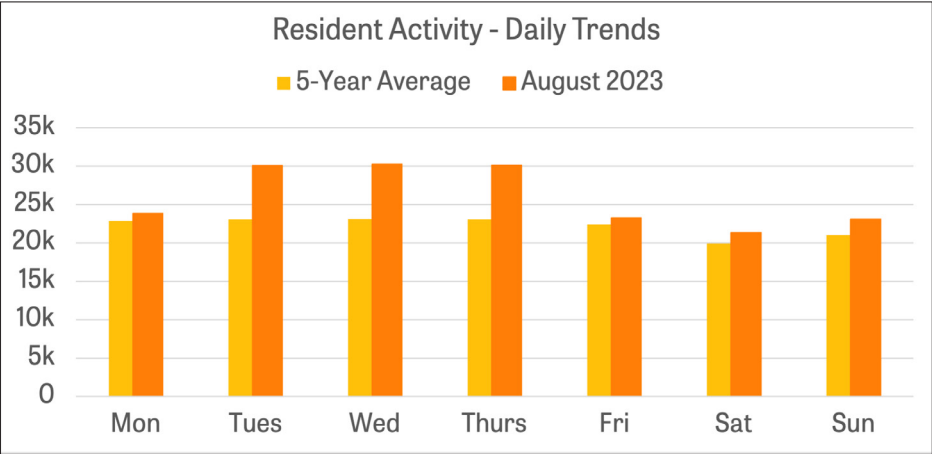
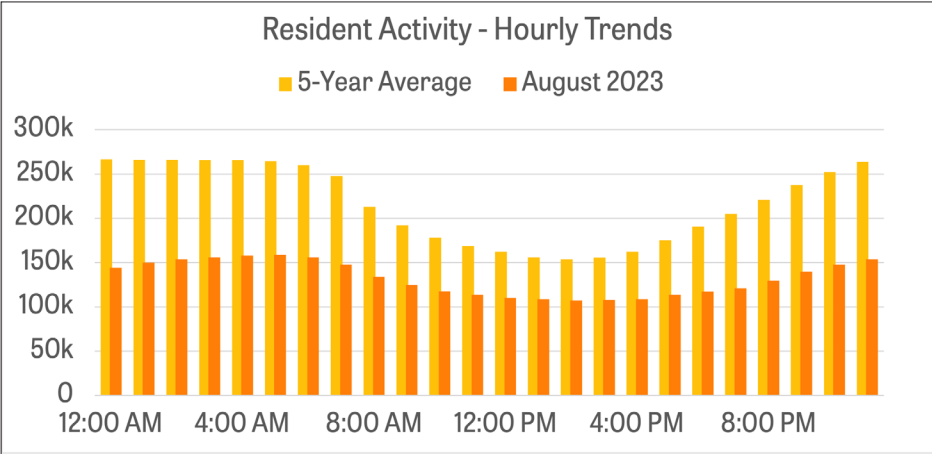


0.2%
increase in resident activity in Aug 2023 vs. July 2023

4%
increase in resident activity in Aug 2023 vs. 2023 average so far

20%
increase in resident activity in Aug 2023 vs. Aug 5-year average

22%
increase in resident activity in Aug 2023 vs. Aug 2022



Current Downtown Construction & Development

1 **Center for Transformation & Innovation** - *anticipated completion: Summer 2023*

+303,000 square feet of office space
+1,200 jobs
+1,090 parking spaces

2 **Corewell Health Ambulatory Building** - *anticipated completion: Spring 2024*

+240,000 square feet of office space

3 **Studio Park Residential Tower** - *anticipated completion: End 2024*

+193 housing units

4 **Wealthy & Sheldon Lofts** - *anticipated completion: End 2024*

+57 housing units
+2,500 square feet of commercial space
+30 parking spaces

5 **Corewell Health Parking Structure**

Totals:

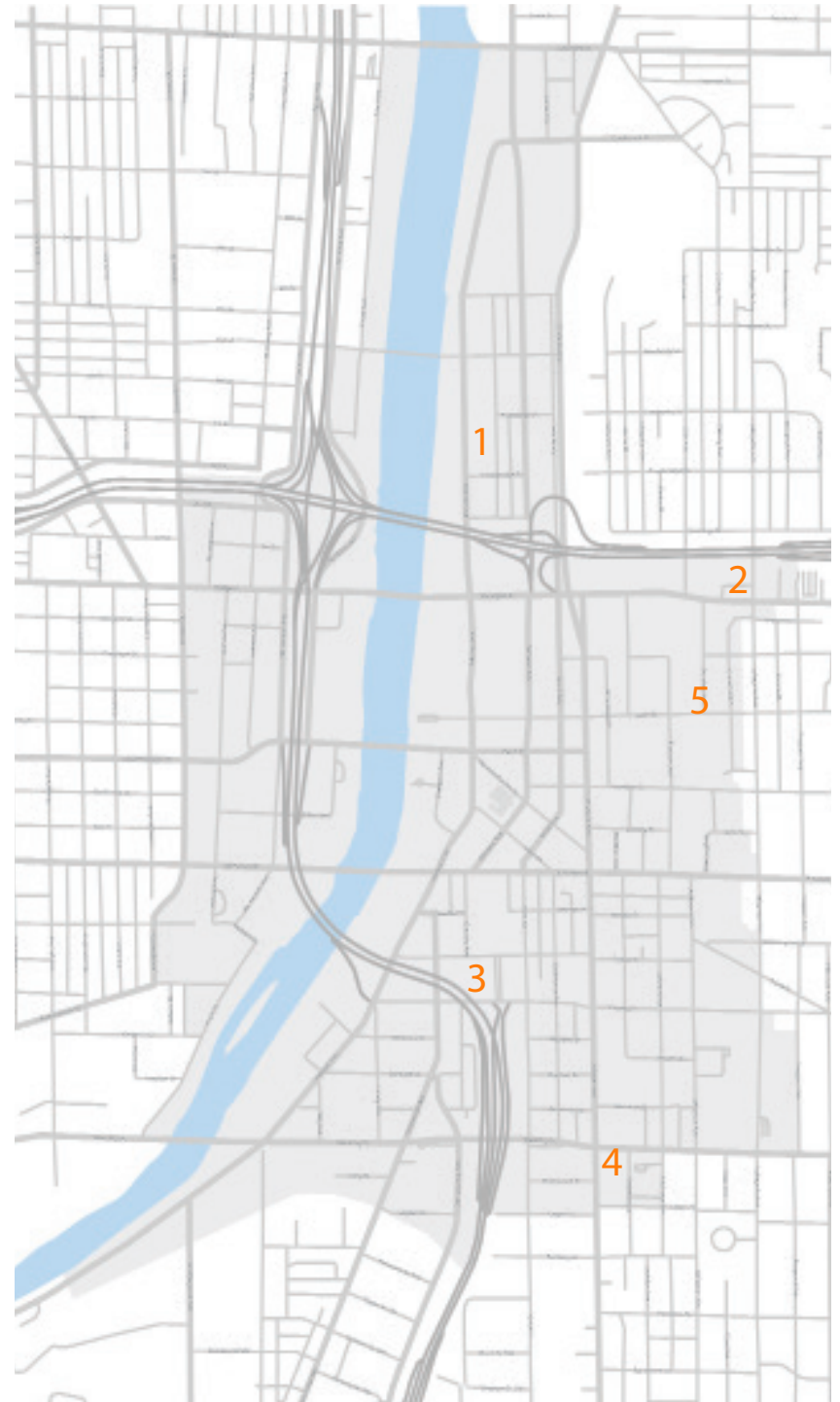
543k
square feet of
office space

2,500
square feet of
commercial space

250
housing units

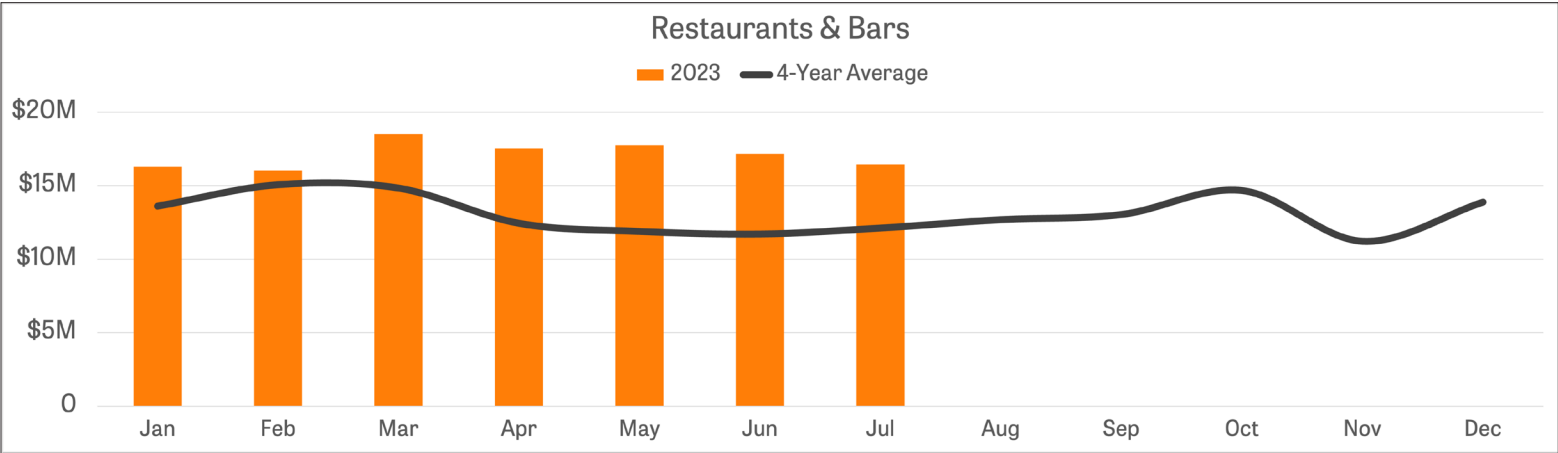
+1,120
parking spaces

1,200
new jobs

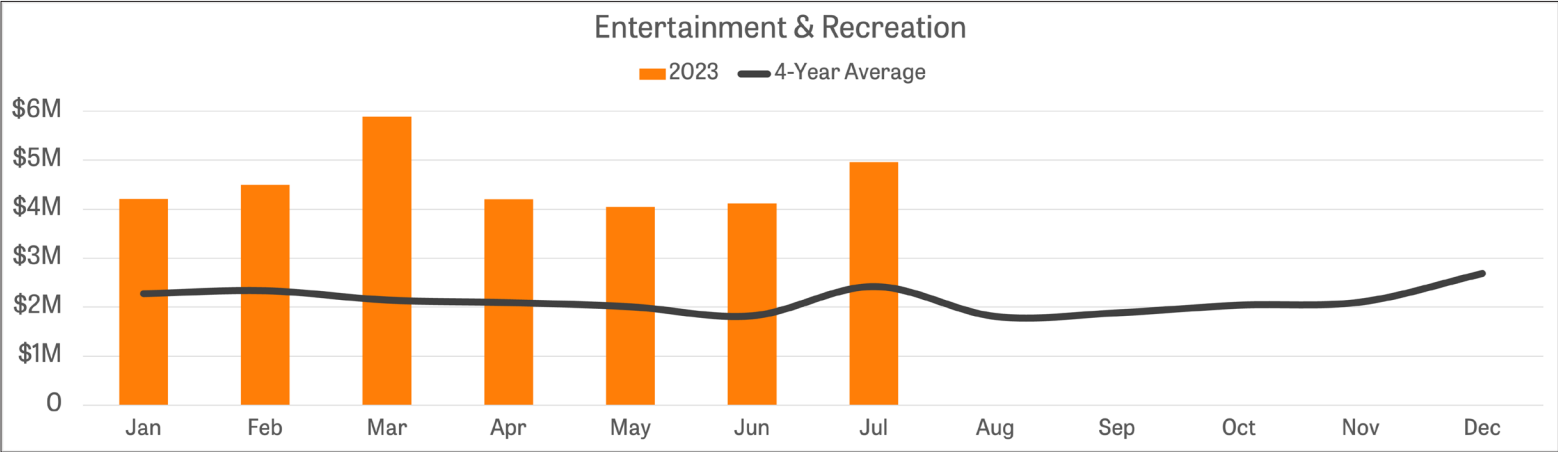


Source: Downtown Grand Rapids Inc.

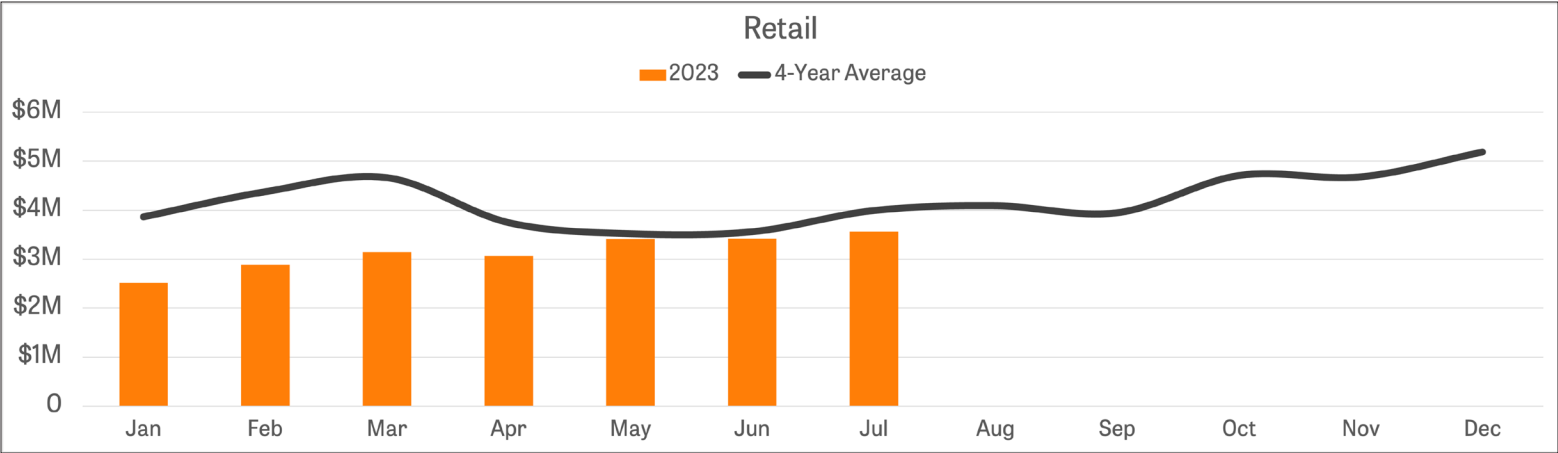
\$16M
in restaurant & bar
consumer spending in
July 2023



\$5M
in entertainment &
recreation consumer
spending in July 2023

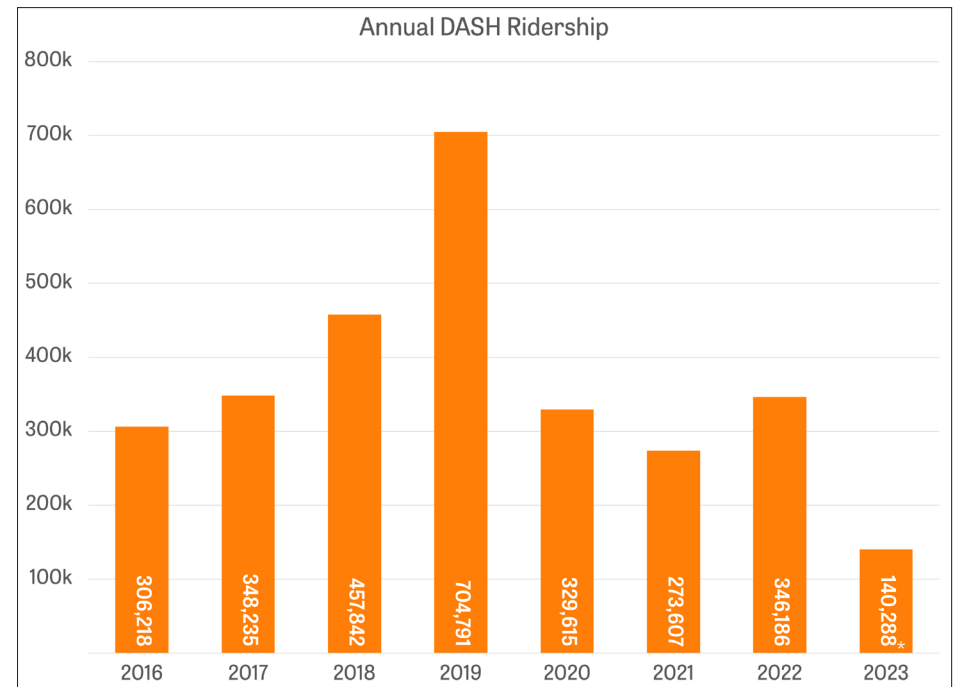
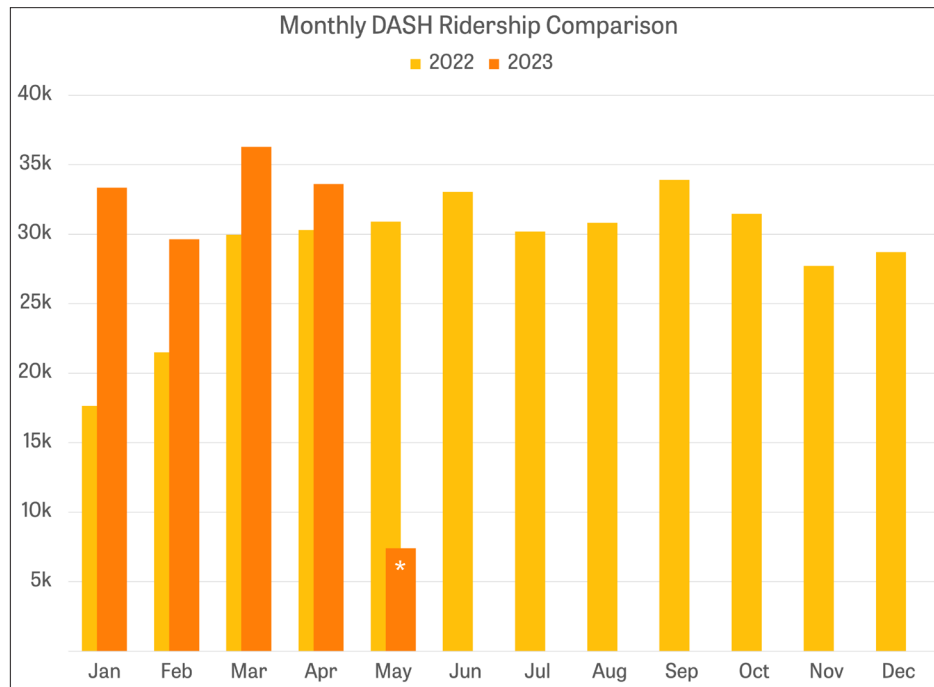
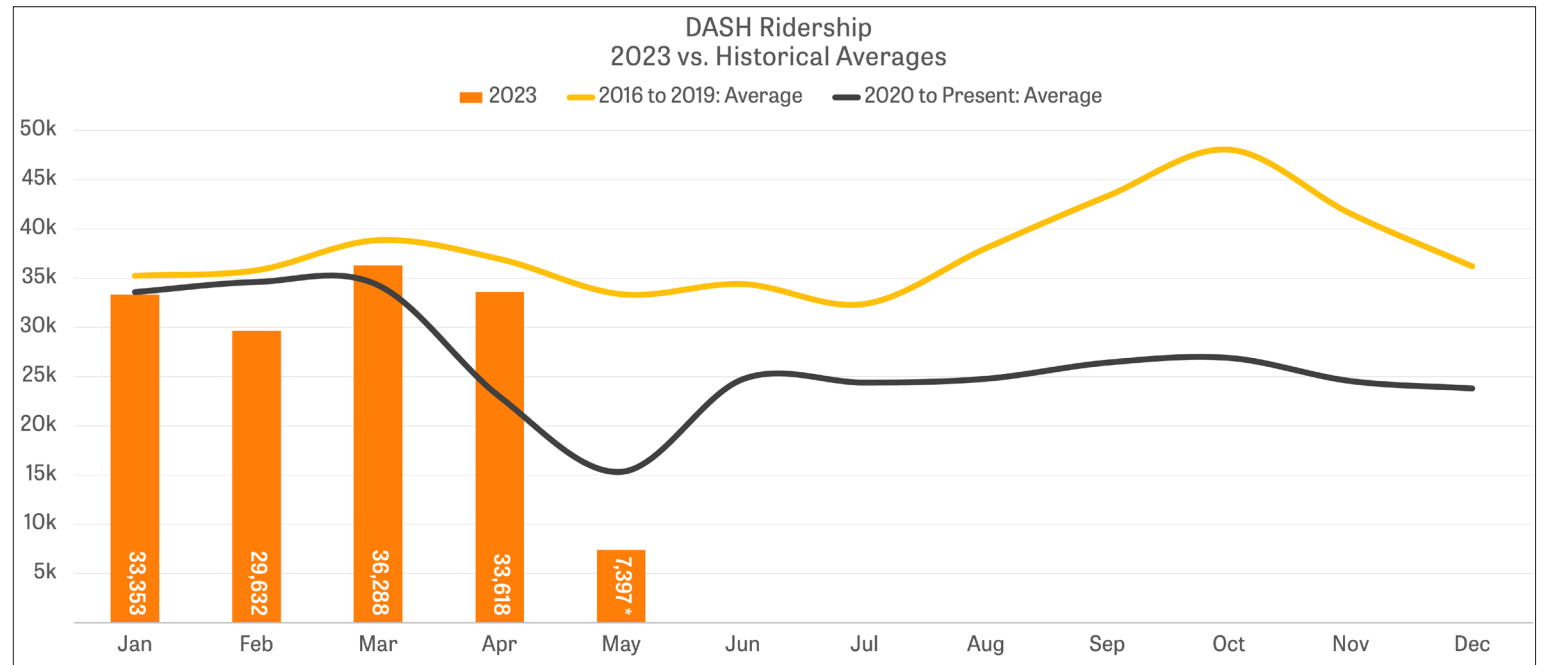


\$4M
in retail consumer
spending in July 2023



7%
decrease in average
 ridership Jan - Apr 2023
 vs. 7-year average

34%
increase in ridership
 in Jan - Apr 2023 vs.
 Jan - Apr 2022

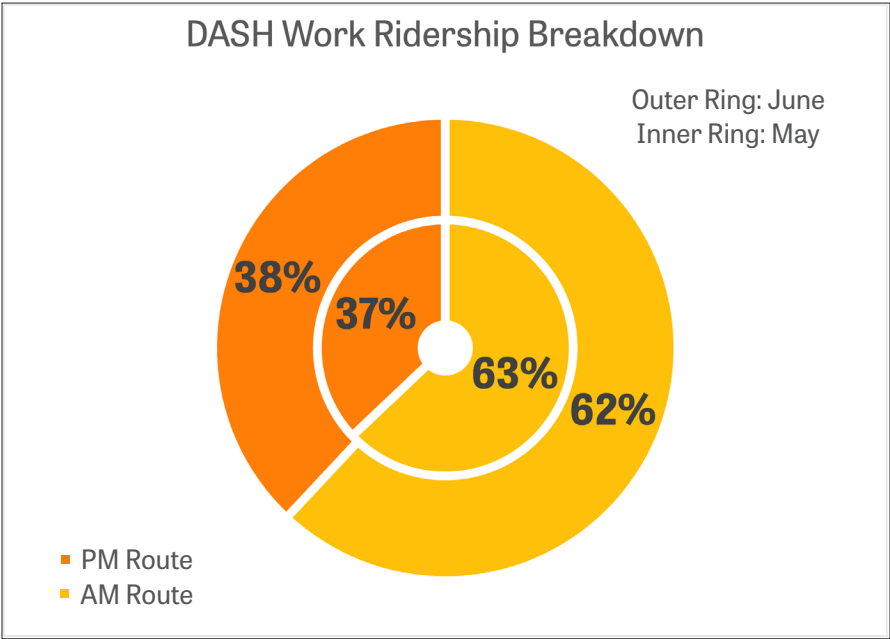
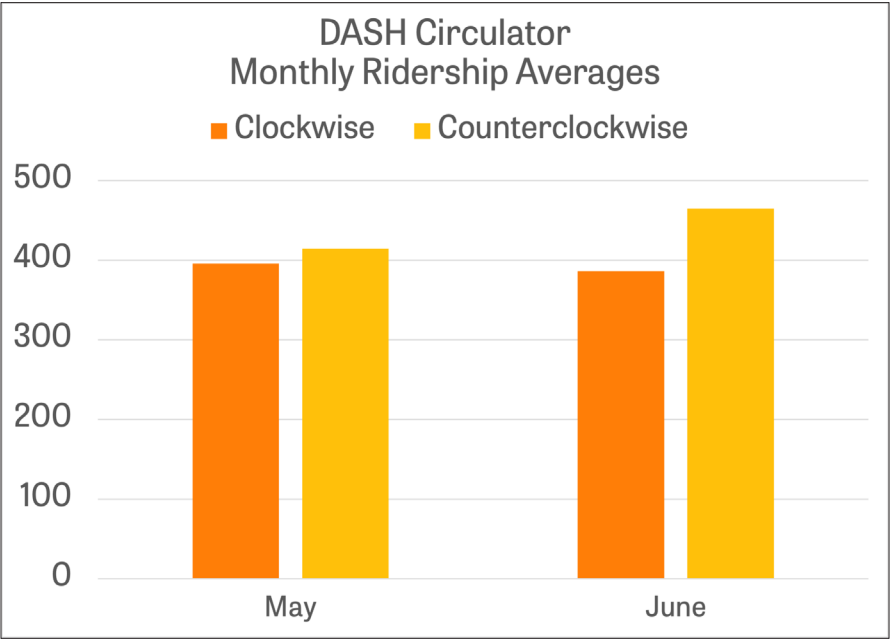
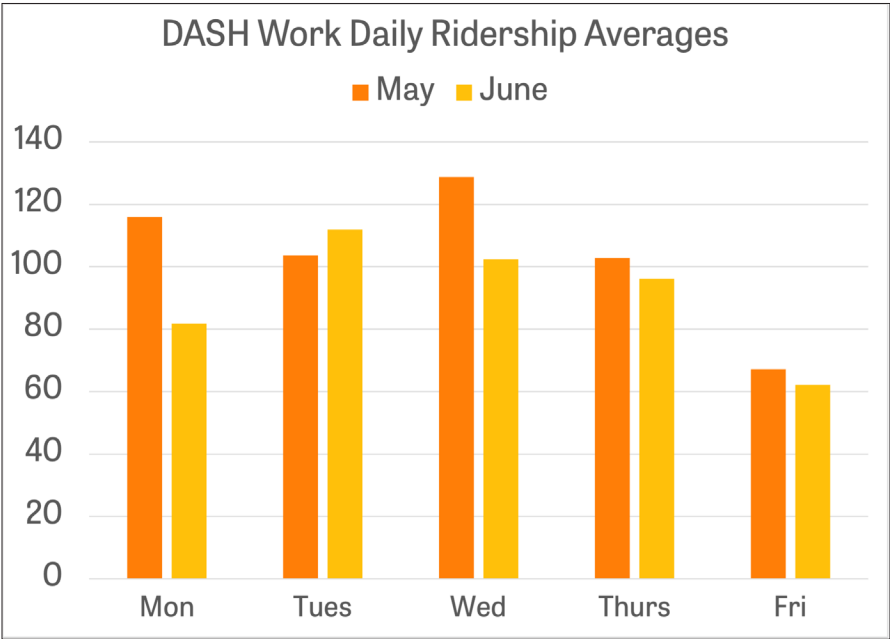
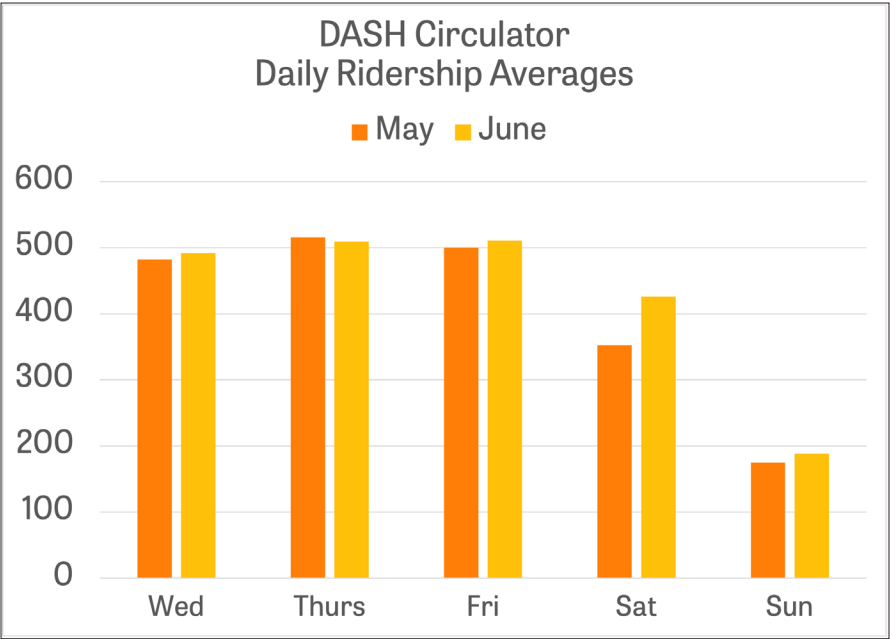


*incomplete year & month

Source: The Rapid

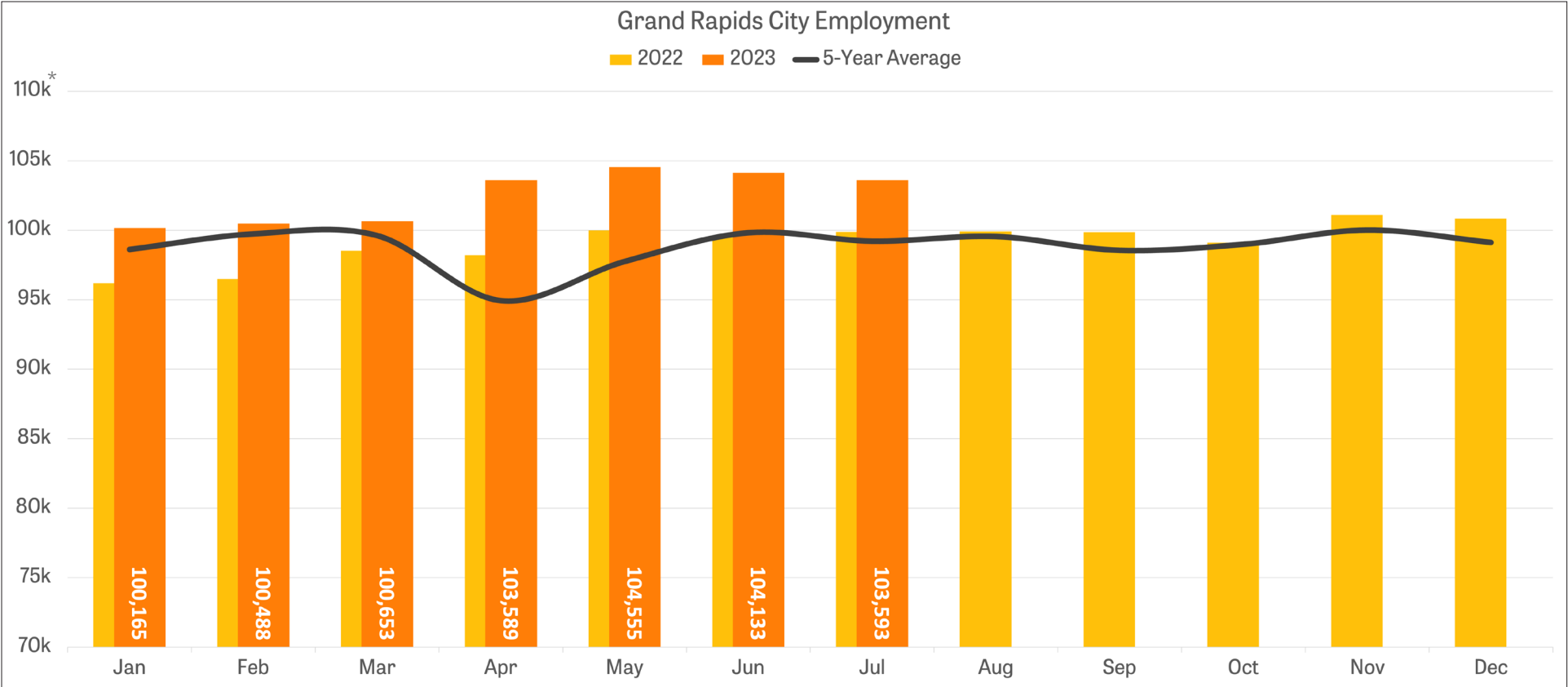
DASH 3.0 Ridership | Updated Quarterly

Reminder: May service started on Wednesday 10



Source: The Rapid

Grand Rapids City Employment



*truncated y-axis to highlight month-over-month changes

Source: BLS

-1%
decrease
in July 2023
vs. June 2023

1%
increase
in July 2023
vs. 2023 average

5%
increase
in July 2023
vs. 5-year average

4%
increase
in July 2023
vs. July 2022



DOWNTOWN
GRAND RAPIDS INC.

MEMORANDUM

DATE: September 18, 2023

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP
DGRI President & CEO

SUBJECT: **Item #3 – FY24 Performance Measures**

I. Performance Indicators

In FY2017 the DGRI Board of Advisors adopted a set of key performance indicators intended to help inform the overall performance and health of Downtown. The indicators are tracked on an annual basis and reflect respective priorities of the Downtown Development Authority, the Downtown Improvement District, the Monroe North Tax Increment Finance Authority and were informed by GR Forward and other community planning efforts. Comparative data from FY17 – 24 is attached for your review.

While it is recognized some of the indicators are outside of DGRI's direct control, tracking and comparing the trends each year does give some measure of the overall economic, social, and environmental health of Downtown. To ensure year over year comparison, no change is proposed to the performance indicators for FY24 to ensure a reliable sample size of data is collected and analyzed. However, if there are additional metrics that would be beneficial to the Board to assess, staff welcomes that input.

II. Key Projects

In addition to the performance indicators, each fiscal year a set of projects are selected that when implemented will underscore DGRI's commitment to implementing GR Forward (Plan). Given the Plan has a wide-ranging vision that will require collaboration to achieve, projects are selected from across the six goals that will help grow confidence within the community that DGRI and our community partners are committed to delivering on the promises in the Plan and capable of implementing the priorities. In addition, projects are selected that can be completed in the upcoming fiscal year and that will have some conclusive result, whether a capital project, a design document or plan, a committee being formed, or some other tangible measure.

The key projects for FY2024 are as follows:

1. Implement recommendations from River Governance process, including finalizing design and initiating construction of Grand River Greenway projects to deploy the \$55M State grant.
2. Update the DDA and TIF Plan to participate in the future redevelopment of 201 Market Avenue with community partners.

3. Execute Operating Agreement and initiate construction of Lyon Square.
4. Issue RFQ to implement the recommendations from the Bridge South planning initiative.
5. Continue implementation of the new Downtown Wayfinding system based on recommendations from the re-design process.
6. Successfully deliver World of Winter 2024.
7. Initiate construction of Phase 1 of the Van Andel Arena alley between Fulton and Oakes.
8. Fill remaining vacant storefronts in the CBD to finalize implementation of the Downtown retail strategy.
9. Plant 326 trees to reach the 10 percent canopy goal for Downtown.
10. Finalize the scope of work and process to complete the update to GR Forward.

III. Leadership and Advocacy Agenda

Lastly, DGRI is uniquely positioned to harness the power of partnerships to achieve community goals and inspire a best-in-class approach to city building. Accomplishing specific, targeted advocacy endeavors will expand on the organization's credibility as a can-and-will do agent for change and progress. For FY24, ten key policy and advocacy items at the local, state, and federal level were selected that will help further the goals for Downtown and the entire community. Those recommended priorities are as follows:

Advocacy Objectives:

1. Support the delivery of the Riverfront amphitheater and continuation of the design and development of the Downtown soccer stadium – including by advocating for funding and legislative updates.
2. Coordinate with Grand River Inc. to develop a strategy for additional fundraising and deployment of \$55M Grand River Greenway grant.
3. Assist in retention visits with office tenants who are considering lease renewals.
4. Determine strategy for Art Prize in 2024 and beyond.
5. Support the ongoing efforts to provide services to the unhoused population in Downtown, including by providing funding for Community Rebuilders.
6. Help advance key Downtown redevelopment projects, including on City owned property at Coldbrook and on the sites surrounding the Amphitheater.
7. Advance any necessary zoning changes to further implementation goals related to retail, housing and other Downtown specific initiatives.
8. Participate in projects and initiatives that improve the status of community relations within Grand Rapids, particularly those that involve social and racial equity.
9. Participate in the planning updates, including The Rapids' Transit Master Plan and the City of Grand Rapids Master Plan to advocate for initiatives and policies that support Downtown priorities.
10. Continue to monitor TIF legislation discussions in the State legislature.

Recommendation: Approve the FY2024 Performance Measures, Key Projects and Leadership and Advocacy Agenda.

	FY 2023	FY 2022	FY 2021	FY 2020	FY 2019	FY 2018	FY 2017
Facilitating Investment							
Tax Increment Value	\$ 9,522,202.00	\$ 8,793,112	\$ 8,066,635	\$ 7,284,426	\$ 6,664,106	\$ 6,543,477	\$ 5,927,709
% Change (since FY17)	61%	48%	46%	32%	21%	19%	8%
DDA/TIFA Pledge	\$ 600,000	\$ 600,000	\$ -	\$ 2,348,385	\$ 2,167,851	\$ 5,350,000	\$ 5,000,000
Total Development Under Construction	\$ 335,500,000	\$ 318,000,000	\$ 127,800,000	\$ 166,007,349	\$ 81,200,000	\$ 139,100,000	\$ 138,000,000
DGRI Funding to Private Investment	\$ 559	\$ 530	\$ -	\$ 71	\$ 37	\$ 26	\$ 26
Mobility							
Pedestrian Counts Increase @ ArtPrize / Project One / The Bridge	AP: 19%	AP: 37%	N/A	BGR: 14%	P1: 23%	AP: 26%	AP: 38%
Pedestrian Count Increase @ WoW (compared to prior year)	WoW: 9%	WoW: 20%	WoW: 26%	WoW: 25%	WoW: 16%	WoW: 1%	SD: -1%
Livability							
Units Delivered	0	44	0	172	270	459	449
Total # of Households	4,835	4,835	4,791	4,791	4,619	4,349	3,890
Units Under Construction	250						
Units in development planning	1,171	1,293	807	137	172	376	527
Household Affordability Mix (Market/Income Restricted)	69% / 31%	69% / 31%	70% / 30%	70% / 30%	69% / 31%	69% / 31%	66% / 34%
Inclusion and Participation							
Demographically Representative Leadership - Boards and Alliances							
White	85%		72%	75%	70%	65%	-
Black	7%		14%	13%	14%	16%	-
Hispanic or Latino	8%		8%	8%	8%	10%	-
Mixed Race	-		3%	2%	4%	5%	-
Asian	-		2%	2%	4%	4%	-
Age							
20-24	0%		4%	3%	3%	-	-
25-34	7%		37%	37%	47%	-	-
35-44	31%		41%	42%	32%	-	-
45-54	37%		9%	9%	8%	-	-
55-64	10%		9%	9%	10%	-	-
Gender							
Male	54%		50%	53%	46%	-	-
Female	46%		50%	47%	54%	-	-
Sexual Orientation							
Heterosexual	90%		91%	91%	90%	-	-
LGBT	10%		9%	9%	10%	-	-
Marketing Communications and Vibrancy							
Social Media Followers							
Twitter (X) Audience	11,600	11,900	11,700	11,700	11,300	-	10,000
Twitter (X) Growth	-3%	2%	-			8%	24%
Facebook Audience	51,000	46,143	39,256	29,235	25,094	-	19,000
Facebook Growth	11%	18%	34%	17%	N/A	12%	62%
Instagram Audience	30,900	27,800	25,300	18,200	11,600	-	4,300
Instagram Growth	11%	10%	39%			36%	97%
Safe, Clean and Beautiful							
Sidewalk Cleanliness							
Umbrella Escorts, Directions and Other Assists	153,666	123,536	84,903	167,555	195,494	270,139	
Trash Removed (lbs)	434,325	381,575	365,275	528,325	544,200	390,400	312,575
Plants and Flowers Planted	45,938	45,321	44,832	33,265	21,000		

Crosswalks, Parking Meters, and Fire Hydrants Cleared of Snow	16,535	10,090	8,285	11,641	9,850	-	-
Weeds Pulled (Changed to blockfaces cleared in 2020)	190,393	95,856	131,625	128,332	37,803	12,043	11,400
Instances of Graffiti Removed	3,415	2,943	2,276	-	2,102	-	-
Cigarette Butts Removed & Recycled	177,500	430,068	131,250	442,990	411,810	532,078	173,000
Percentage of Tree Canopy							
# of Trees Planted by DGRI & Partners	308	55	214	169	100	201	378
Total #	5,569	5,261	5,206	4,992	4,823	3640	3136
Goal of 10%	9.94%	9.39%	9.30%	8.91%	8.61%	6.50%	5.60%
Acres of Parkland / 1,000 residents							
Total Park Acreage	40.12	38.51	38.51	38.51	38.51	38.09	37.79
Estimated Total Residents (1.5 persons * HH)	7252.5	7252.5	7,187	7,187	6,929	6,524	5,835
Acres/1,000 Residents	5.5	5.3	5.4	5.4	5.6	5.8	6.5
DGRI Efficiency Measures							
% of DID Budget Returned as Direct Services and Improvements							
Direct Services & Improvements to Downtown	87%	88%	87%	87%	83%	89%	87%
Supported Administration & Overhead	13%	12%	13%	13%	17%	11%	13%
Public Resources Leveraged							
DDA/TIFA Investment into Infrastructure Projects	\$ 8,831,550	\$ 2,388,162	\$ 1,188,567	\$ 3,282,916	\$ 3,297,936	\$1,330,000	\$ 1,300,000
DDA/TIFA Leverage into Public Funding	\$ 5,467,798	\$ 5,981,242	\$ 5,237,929	\$ 6,549,468	\$ 7,203,154	\$6,200,000	\$ 6,200,000
ROI into Public Facilities (per \$1)	\$ 0.62	\$ 2.50	\$ 4.41	\$ 2.00	\$ 2.18	\$ 4.66	\$ 4.77
Speed of Project Implementation							
Completed Projects	6 of 9	10 of 11	9 of 10	7 of 11	7 of 9	12 of 17	6 of 7



MEMORANDUM

DATE: September 15, 2022

TO: DGRI Board of Advisors

FROM: Andy Guy
DGRI COO

SUBJECT: Grand River Greenway Subrecipient Grant Agreements

The State of Michigan in March 2022 awarded Downtown Grand Rapids Inc. (DGRI) \$55,000,000 to support the development of the Grand River Greenway in Grand Rapids and Kent County.

This grant provides DGRI and its river corridor revitalization partners with increased capacity to:

- Rehabilitate and expand the public riverfront greenspace system, and
- Build new nonmotorized trail segments to fill gaps in the riverfront trail system and establish stronger connections to river-adjacent neighborhoods and the broader regional trail network.

This investment and work significantly catalyzes implementation of *GR Forward* Goal 1, *River for All* and other related community master plans.

The state funds will flow to DGRI from the Michigan Department of Natural Resources (MDNR) in accordance with an American Rescue Plan Act Local Parks and Trails Agreement developed collaboratively by the MDNR and DGRI teams.

The Chair of the DGRI Board of Advisors and the MDNR representative executed this agreement in May 2023.

DGRI, in turn, holds the right and responsibility of awarding funds to partner organizations supporting priority Grand River Greenway implementation efforts.

Informed by the prioritization work of the Grand River Network and their Greenway Advisory Committee, the DGRI Board of Advisors in May 2023 also approved an initial slate of projects for Greenway grant investment. The partners currently working to advance these priority projects include Kent County, the City of Grand Rapids, and the Grand Rapids Downtown Development Authority (DDA).

The attached resolutions authorize the DGRI Board Chair to execute the necessary partnership subrecipient agreements with the City and the DDA.

More specifically, the agreement with the City establishes intent to allocate Greenway funds to the following project priorities:

- Leonard to Ann trail building
- Oxford Trail rehabilitation and extension
- Grand Rapids Public Museum riverfront enhancement
- Fulton to Wealthy trail building

The agreement with the DDA establishes intent to allocate Greenway funds to the DDA, which continues to provide financial support of administrative, planning, design and other critical activities advancing collaborative Greenway implementation.

Project priorities, as well as subrecipient advances and reimbursements, are subject to change, and to MDNR approval. All documentation requirements are dictated by DGRI's Grant Agreement with the MDNR.

Staff will keep the DGRI Board informed of all subrecipient grant distributions as they occur.

Recommendation #1: Authorize the DGRI Chair to execute a Greenway Grant Subrecipient Agreement with the City of Grand Rapids.

Recommendation #2: Authorize the DGRI Chair to execute Greenway Grant Subrecipient Agreement with the DDA.

DOWNTOWN GRAND RAPIDS, INC.

**RESOLUTION APPROVING AND AUTHORIZING
EXECUTION OF A GREENWAY GRANT SUBRECIPIENT
AGREEMENT WITH THE CITY OF GRAND RAPIDS**

Boardmember _____, supported by Boardmember _____, moved the adoption of the following resolution:

WHEREAS, the State of Michigan was awarded \$6.54 billion dollars under the Fiscal Recovery Fund, and in section 451 of Public Act 53 of 2022, the State of Michigan Legislature appropriated funds to the Department for an ARPA grant to DGRI in the amount of \$55,000,000 (the “Grant”); and

WHEREAS, the Michigan Department of Natural Resources (the “Department”) has authority to issue grants for the development of public outdoor recreation facilities under sections 602 and 603 of section 9901 of the Social Security Act of Public Law No. 117-2, known as the American Rescue Plan Act of 2021 (ARPA), signed into law on March 11, 2021 as the Coronavirus State and Local Fiscal Recovery Funds (SLFRF); and

WHEREAS, in consideration of receiving the Grant, Downtown Grand Rapids, Inc. (“DGRI”), has been tasked with providing programmatic assistance and distribution of ARPA funding to support the development of a recreational greenway project connecting multiple regional, city and community trail and park systems that promotes and enhances public recreation, equity, tourism and economic development and recovery (the “Project”); and

WHEREAS, DGRI entered into a comprehensive ARPA Local Parks and Trails Grant Agreement (the “Grant Agreement”) with the Department in order to receive the Grant; and

WHEREAS, the Grant Agreement expressly requires that all Department Greenway Grant Subrecipients, including the City of Grand Rapids (the “City”), Kent County, and the City of Grand Rapids Downtown Development Authority assume certain specific risks and responsibilities by entering a Subrecipient Agreement with DGRI in consideration of their funding; and

WHEREAS, the City has provided and will continue to provide financial and administrative support for the Project, including planning, design, engineering, and other critical activities advancing Project implementation in relation to the portions of the Project set forth on Exhibit A, or as mutually defined in writing by the authorized representatives of DGRI (Andy Guy, Chief Outcomes Officer), and Subreceptient (the City Manager or his designee), subject to DNR approval; and

WHEREAS, DGRI has approved a priority plan related to the Project, and has indicated that it shall consider providing a portion of the Grant funding in an amount not to exceed \$24,441,766, to the City for those portions of the Project, subject to certain conditions being met and final DNR approval.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

1. That the City shall act as a Subrecipient of Grand River Greenway Grant funding, and may receive advances or may be reimbursed for its financial, administrative, and other eligible activities supporting implementation of the Project, in an amount not to exceed \$24,441,766, for the portions of the Project set forth on Exhibit A, or as mutually defined in writing by the authorized representatives of DGRI (Andy Guy, Chief Outcomes Officer), and Subrecipient (the City Manager or his designee), subject to DNR approval.
2. That the Chair of the DGRI Board of Directors is authorized to execute a Subrecipient Grant Agreement with the City, containing requirements that align and comport with the requirements contained in the Grant Agreement, in a form approved as to content by the Chair, and as to form by legal counsel.
3. That all resolutions or parts of resolutions in conflict herewith shall be and the same are hereby rescinded.

YEAS: Boardmembers _____

NAYS: Boardmembers _____

ABSTAIN: Boardmembers _____

ABSENT: Boardmembers _____

RESOLUTION DECLARED ADOPTED.

Dated: _____, 2023

Recording Secretary

CERTIFICATION

I, the undersigned duly qualified and acting Recording Secretary of Downtown Grand Rapids, Inc. (the "DGRI"), do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Board of Advisors of DGRI, at a meeting held on _____, 2023, and that public notice of said meeting was given pursuant to, and in compliance with, Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: _____, 2023

Recording Secretary

DOWNTOWN GRAND RAPIDS, INC.

**RESOLUTION APPROVING AND AUTHORIZING
EXECUTION OF A GREENWAY GRANT SUBRECIPIENT
AGREEMENT WITH THE DOWNTOWN DEVELOPMENT
AUTHORITY**

Boardmember _____, supported by Boardmember _____, moved the adoption of the following resolution:

WHEREAS, the State of Michigan was awarded \$6.54 billion dollars under the Fiscal Recovery Fund, and in section 451 of Public Act 53 of 2022, the State of Michigan Legislature appropriated funds to the Department for an ARPA grant to DGRI in the amount of \$55,000,000 (the “Grant”); and

WHEREAS, the Michigan Department of Natural Resources (the “Department”) has authority to issue grants for the development of public outdoor recreation facilities under sections 602 and 603 of section 9901 of the Social Security Act of Public Law No. 117-2, known as the American Rescue Plan Act of 2021 (ARPA), signed into law on March 11, 2021 as the Coronavirus State and Local Fiscal Recovery Funds (SLFRF); and

WHEREAS, in consideration of receiving the Grant, Downtown Grand Rapids, Inc. (“DGRI”), has been tasked with providing programmatic assistance and distribution of ARPA funding to support the development of a recreational greenway project connecting multiple regional, city and community trail and park systems that promotes and enhances public recreation, equity, tourism and economic development and recovery (the “Project”); and

WHEREAS, DGRI entered into a comprehensive ARPA Local Parks and Trails Grant Agreement (the “Grant Agreement”) with the Department in order to receive the Grant; and

WHEREAS, the Grant Agreement expressly requires that all Department Greenway Grant Subrecipients, including the City of Grand Rapids, Kent County, and the City of Grand Rapids Downtown Development Authority (the “DDA”), assume certain specific risks and responsibilities by entering a Subrecipient Agreement with DGRI in consideration of their funding; and

WHEREAS, the DDA has provided and will continue to provide financial and administrative support for the Project, including planning, design, engineering, and other critical activities advancing Project implementation; and

WHEREAS, DGRI has approved a priority plan related to the Project, and has indicated that it shall consider providing a portion of the Grant funding in an amount not to exceed \$2,000,000, to the DDA for those portions of the Project, subject to certain conditions being met and final DNR approval.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

1. That the DDA shall act as a Subrecipient of Grand River Greenway Grant funding, and may receive advances or may be reimbursed for its financial, administrative, and other eligible activities supporting implementation of the Project in an amount not to exceed \$2,000,000.

2. That the Chair of the DGRI Board of Directors is authorized to execute a Subrecipient Grant Agreement with the DDA, containing requirements that align and comport with the requirements contained in the Grant Agreement, in a form approved as to content by the Chair, and as to form by legal counsel.

3. That all resolutions or parts of resolutions in conflict herewith shall be and the same are hereby rescinded.

YEAS: Boardmembers _____

NAYS: Boardmembers _____

ABSTAIN: Boardmembers _____

ABSENT: Boardmembers _____

RESOLUTION DECLARED ADOPTED.

Dated: _____, 2023

Recording Secretary

CERTIFICATION

I, the undersigned duly qualified and acting Recording Secretary of Downtown Grand Rapids, Inc. (the "DGRI"), do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Board of Advisors of DGRI, at a meeting held on _____, 2023, and that public notice of said meeting was given pursuant to, and in compliance with, Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: _____, 2023

Recording Secretary



**Board of Advisors Meeting
May 18, 2023**

1. Call to Order - The meeting was called to order at 2:04pm by Chair Brian Harris

Attendance:

Members Present: Monica App, Kayem Dunn, Rick Baker, Stephanie Andrews, Shaun Biel, Mayor Rosalynn Bliss, Jorge Gonzalez, Brian Harris, Nikos Monoyios, Doug Small, Eddie Tadlock, Randy Thelen, City Manager Mark Washington, Rick Winn, Kara Wood.

Members Absent: Bob Herr, Al Vanderberg, and Kristian Grant.

Others Present: Tim Kelly (President & CEO), Mandy McDaniel (Recording Secretary), Jessica Wood, John Weiss (Legal Counsel), Kim Van Driel, Marion Bonneaux, Melvin Eledge, Andy Guy, Nancy Jimenez-Toledo, Mark Miller, Bill Kirk, Catherine Zietse (DGRI Staff).

2. Approve Minutes from March 30, 2023

Motion: City Manager Washington, supported by member Tadlock moved to approved March 30, 2023, meeting minutes as presented. Motion carried unanimously.

3. Grand River Greenway Grant Agreement

Guy reviewed the document in the agenda packet and explained that two motions were going to be needed today: one for the consideration and approval of the Grand River Greenway Grant Agreement and the second for the approval of the revised Investment Priority Plan.

Guy gave an overview of the Agreement and what it defines and establishes. The first being that the Agreement defines DGRI's role of programmatic assistance and funding distribution. The defined eligible expenses include administration at DGRI as well as project partners, planning, design, engineering, and construction. The second being that the Agreement establishes project periods and reporting protocols. And the third is that it establishes a framework for subgrant agreements. Wood, Legal Counsel, stated the DNR adopted this agreement and revised it considerably to reflect DGRI's role.

It is expected that the funds be disbursed to DGRI soon as well as definitions of what we can ask for and when. DGRI is expected to start reporting in June or soon after, so it is expected the money will be received before then. DGRI will be entering into a contract with an outside accounting firm to help oversee the money and manage it appropriately. Guidehouse will make sure DGRI is in compliance with the Agreement.

Motion: Member Winn, supported by Thelen moved to support authorizing the DGRI Chair to execute the ARPA Local Parks and Trails Grant Agreement with the MDNR. Motion carried unanimously.

Guy presented an updated spreadsheet detailing the Investment Priority Plan to share a few updates for the board to endorse. The Plan will continue to change and will be back in front of the board for approval numerous times in the future as agreements are made and projects progress. There were three main updates to the Plan at this time:

1. The City is proposing \$1,500,000 be approved in their FY24 budget towards Plaster/Silver Creek new trail planning, DGRI ARPA amount is now \$0
2. The City is proposing \$1,000,000 be approved in their FY24 budget towards Oxford Trail rehab, bringing the DGRI ARPA amount down to \$8,000,000
3. The most significant change is the trail section from Fulton to Wealthy where DGRI is now recommending \$10,000,000 to support the section

There is still significant fundraising to do relating to the Grand Rapids to Lowell trail and the Fulton to Wealthy trail. We are hoping the County and the City, respectively, will figure out how to address the additional costs of projects as they move forward through design and engineering stages. Guy also expressed gratitude to the City and County for actively working to raise additional dollars. The County is pursuing significant funding at the State and Federal levels.

Motion: Member Winn, supported by Wood, moved to support the updates and changes to the Investment Priority Plan. Motion carried unanimously.

4. FY2024 Budget Presentation

Kelly presented the FY2024 budget overview. As a reminder, the budget year begins July 1, 2023, and we are staff to three separate boards (DDA, DID, & MNTIFA), so we do have to stay within their budgets. We continue to work with our stakeholders and several project committees, which has approximately 150 participants. The alliance work has shifted a little since we're moving into implementation less than the visioning phase but nonetheless, we still do still work with that group.

We are 7.5 years into the GR Forward Masterplan, which is a ten-year plan. What's left is some of the multi-year projects that we've all been working on now for several years.

Budget Summaries:

The DDA has \$11.5 million in total budget. Tax increment continues to increase, this year was a 12% increase. That budget includes over 70 projects and programs and initiatives. Included within that a total of \$3.6 million is going to go directly toward debt service gain sharing agreements. \$3.6 Million will go directly to Debt service – final payment for the convention center.

The Monroe North TIFA is a small area in Monroe North budgeted for under \$1 million but waiting for the Canal Street project and holding money for Whitewater. Not many changes in this budget except the tax increment increased 3%.

The Downtown Improvement District (DID) approved a 3-year authorization plan. The area-wide assessment proposed to increase to 5%. Residential held at \$120 per year property for the annual budget process. We can go under but not over this budget.

Key Projects:

Goal 1 – Restoring the river as a draw. We look forward to continuing support of the Grand River Network (GRN) Board. Key projects this year include Lyon Square, Public Museum, and support on the Leonard to Ann trail.

Goal 2 – Focuses on neighborhoods and adding to the residential density, aiming for our critical mass goal. A large component of this budget focuses on neighborhood organizing and community connections. This is where the development support reimbursements live. Beyond that, a lot of work is happening including neighborhood organizing and helping to make sure that the community of downtown residents are connected.

Goal 3 – Mobility strategy and continue to work with Disability Advocates of Kent County (DAKC) for a universally accessible city. Wayfinding also lives under this project. Infrastructure work continues, including converting some of the streets to two-way.

Goal 4 – Expanding job opportunities and vitality of local economy. Grant program and business incentives. Workforce activation, such as Relax at Rosa, to engage downtown workers.

Goal 5 – Activate public spaces and programming to attract people downtown. This is where we budget for event production including Return to the River and World of Winter. In addition, we have a line item for event support, past events we helped sponsor include Global Water Fest and ArtPrize. Activation of our downtown spaces, such as skate park at 555 Monroe and the futsal courts. Lastly, another line item in this budget is major infrastructure projects such as Van Andel Arena alley and Hill and River network.

Public Safety and Quality of Life Discussion

Kate Berens, Deputy City Manager, provided an overview on city efforts related to public safety issues including city ordinance updates, homeless outreach team and community rebuilders.

Members had a discussion about the topic, including the decrease in downtown office activity and the role of DGRI. Harris asked if the Board felt that DGRI should be doing something different. There was acknowledgment of the work that DGRI has already been doing (Ambassadors, funding for private security, funding for Community Rebuilders, etc.) and agreement that these areas are not for the organization to lead on but that continuing to partner where appropriate is still the best approach. Member Thelen suggested the general office environment is something that collectively the Board and Downtown stakeholders should pay close attention to so that it does not become a bigger issue. Members agreed and concluded by saying this was a topic that the Board would receive an update on at a future meeting.

5. President & CEO Report

Kelly presented the President and CEO Report.

- DASH reroute is now out. Converted two route system and is bidirectional.
- DDA approved funding to move into phase 1 of the River Trail design at 201 Market.
- Futsal courts – grand opening. Friday night soccer league. Events in June and July.
- Events – Re(turn) to the River and ArtPrize. Large Art installations coming.
- World of Winter – closed RFP for 2024 with over 100 submissions.

6. Board Member Discussion

- Stephanie – GRPS is having a safety summit this Saturday.
- Nikos – moment to commend Tim and staff. River to Ambassadors.
- Harris – DGRI by agreement. TK survey. Respond by the 19th. Under 50% response.

UNAPPROVED MINUTES

7. Public Comment

None.

8. Adjournment

Meeting adjourned at 3:26 pm.

Minutes taken by:

Mandy McDaniel

Administrative Manager

Downtown Vitals Report
Downtown Development Authority



Produced for the month of August 2023

Summary of Downtown Vital Signs | Vitals Collected: August 2023

NEW BUSINESSES

+1

in August

+11

year-to-date

STOREFRONT VACANCY RATES

+0%

vs. July

+2%

vs. 2-yr avg.

OFFICE SPACE VACANCY RATES

9.0%

in Q2 vs. 9.2% in Q1

OFFICE SPACE RENTAL RATES

\$21.56

per square foot
in Q2 vs. \$21.87 in Q1

HOUSING OCCUPANCY

+.4%

vs. Q1

+2%

vs. 5-yr avg.

+12%

vs. 15-yr avg.

(JULY) HOTEL OCCUPANCY

-12%

vs. June

-5%

vs. July 2022

+27%

vs. 5-yr avg.

VISITOR ACTIVITY COUNTS

+7%

vs. July

+5%

vs. Aug 2022

EMPLOYEE ACTIVITY COUNTS

-3%

vs. July

+8%

vs. Aug 2022

RESIDENT ACTIVITY COUNTS

+0.2%

vs. July

+22%

vs. Aug 2022

(JULY) CONSUMER SPENDING

-1%

vs. June

-8%

vs. July 2022

(JUNE) DASH 3.0 RIDERSHIP

+5%

vs. May

(JULY) CITY EMPLOYMENT

-1%

vs. June

+4%

vs. July 2022

+5%

vs. 5-yr avg.



Storefront Business Openings in 2023

Retail

Pochi's Sweet Designs*
Open Door Bakery
Celebri-T Floral & Design
One of a Kind Vintage
The August Connection

Food & Beverage

Elsa's
Chicago Beef Joint
The General Wood Shop
Daisies Place

Services

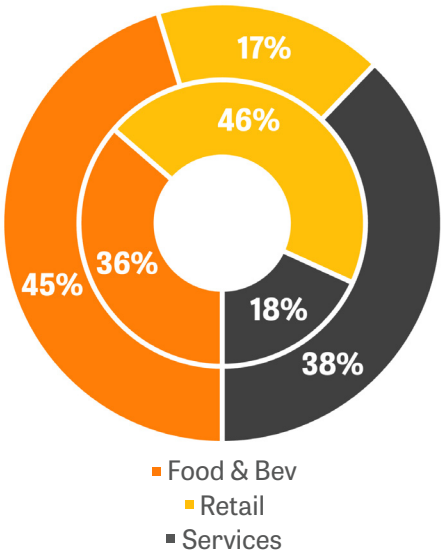
City Nail Bar
Key Bank

Additionally:

Zabház Expansion
Second Vibess Expansion

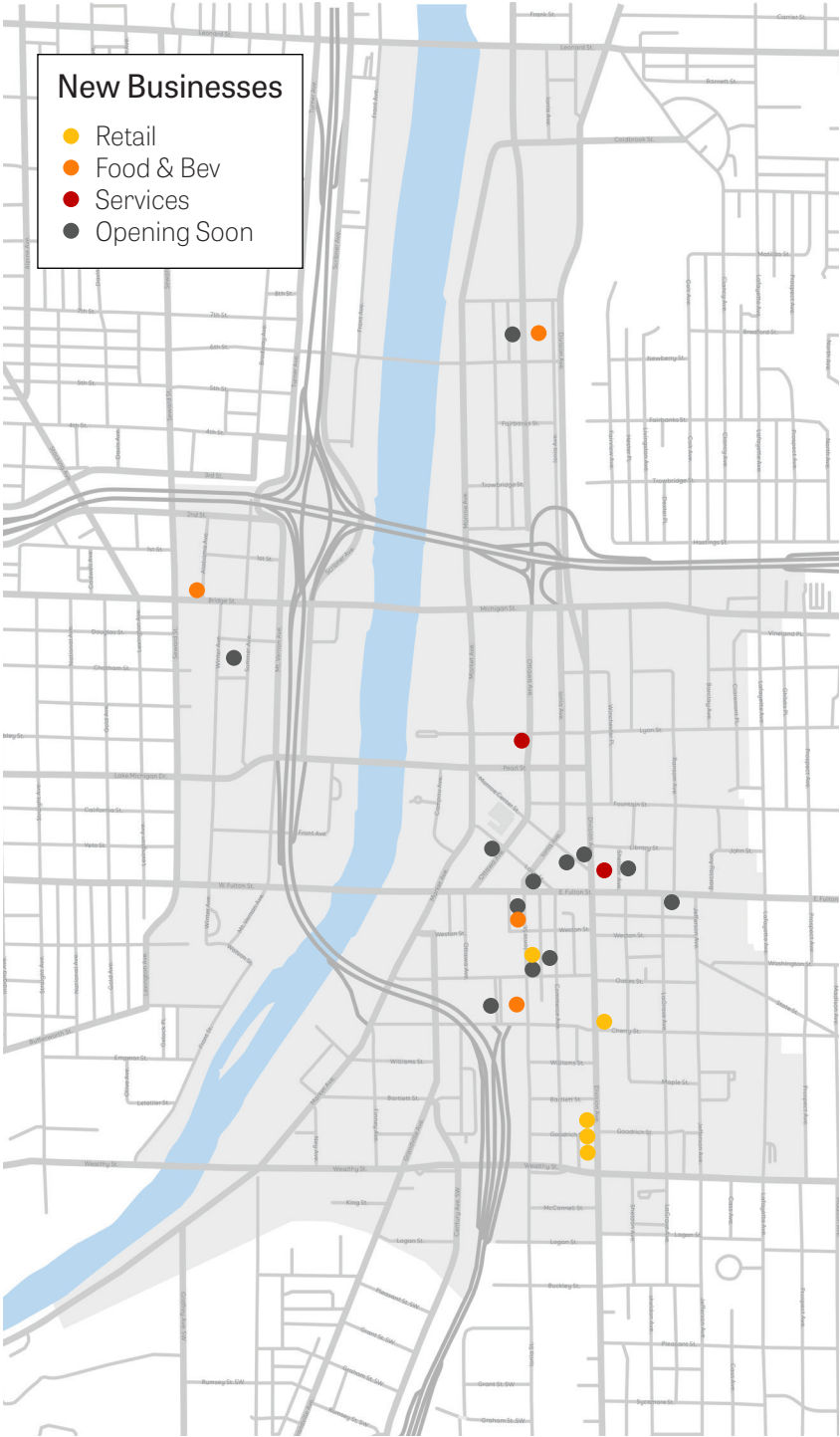
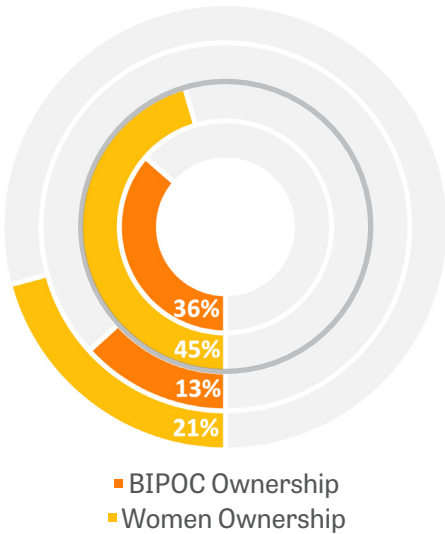
Business Mix of Storefronts

Overall: Outer Ring
New in 2023: Inner Ring



Business Ownership of Storefronts

Overall: Outer Rings
New in 2023: Inner Rings



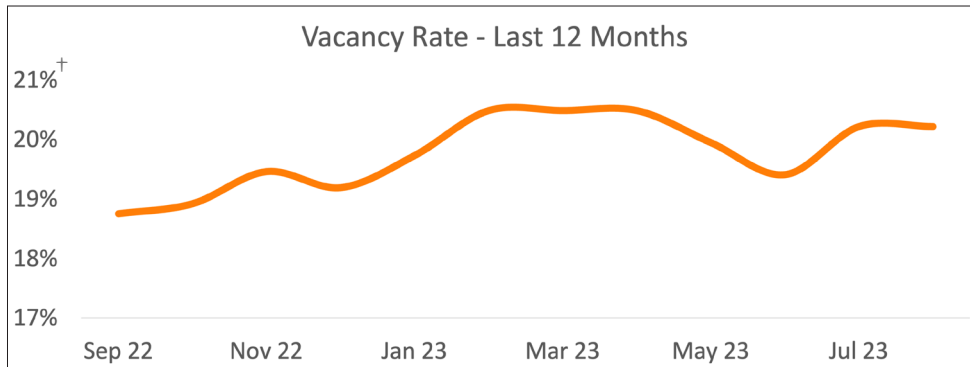
Source: Downtown Grand Rapids Inc.

Storefront Vacancies & Recent Closures

13
storefront
businesses have
closed in 2023

2023 Closures:
38% Food & Bev
31% Retail
31% Services

20%
vacancy rate

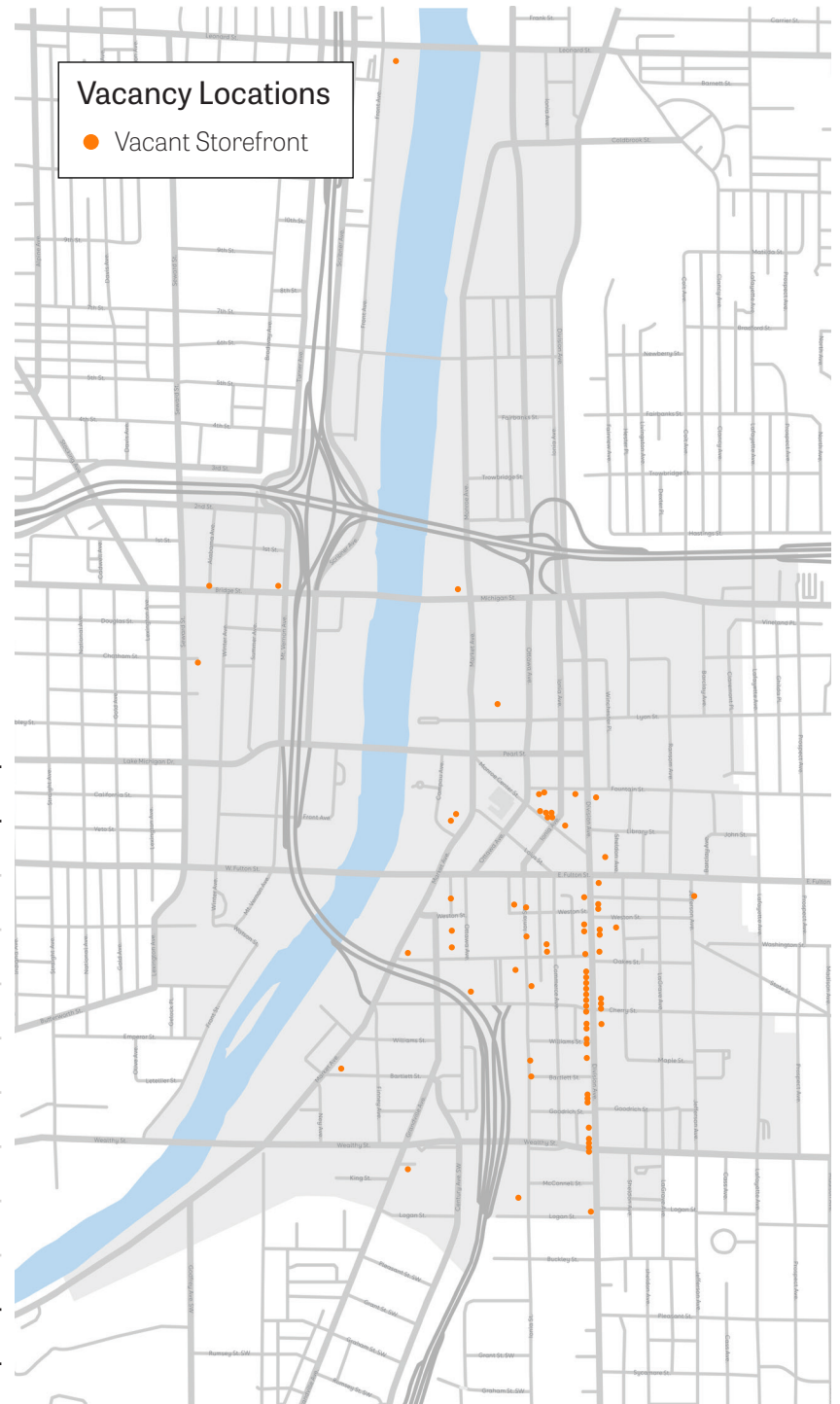


	Storefronts	Vacancies	Vacancy %	Sq Ft Available
Bridge Street	22	2	9%	3,835 sq ft
Center City	116	22	19%	101,486 sq ft
Monroe Center*	52*	9*	17%*	56,042 sq ft*
Fulton & Jefferson	21	0	0%	0 sq ft
Heartside: Division	99	35	35%	~95,161 sq ft
Heartside: Ionia	69	10	14%	41,960 sq ft
Heartside: C. Chavez	14	5	36%	25,238 sq ft
Monroe North	26	0	0%	0 sq ft
Other	4	1	25%	500 sq ft
DISTRICT TOTALS:	371	75	20%	~266,180 sq ft



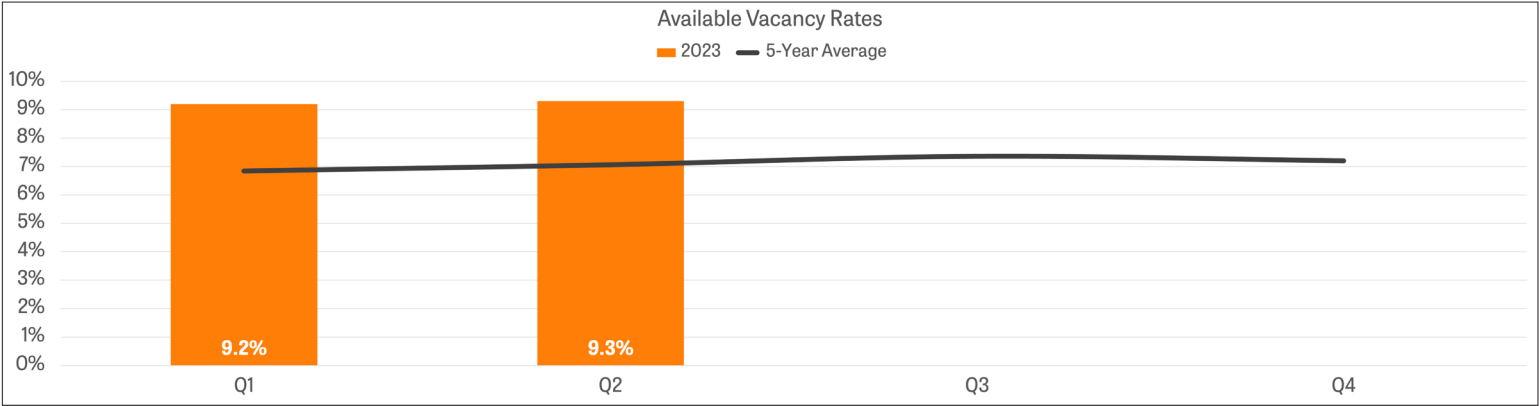
**DOWNTOWN
DEVELOPMENT
AUTHORITY**

*Monroe Center is a subset of Center City and is not included in District Totals
†truncated y-axis to highlight month-over-month changes

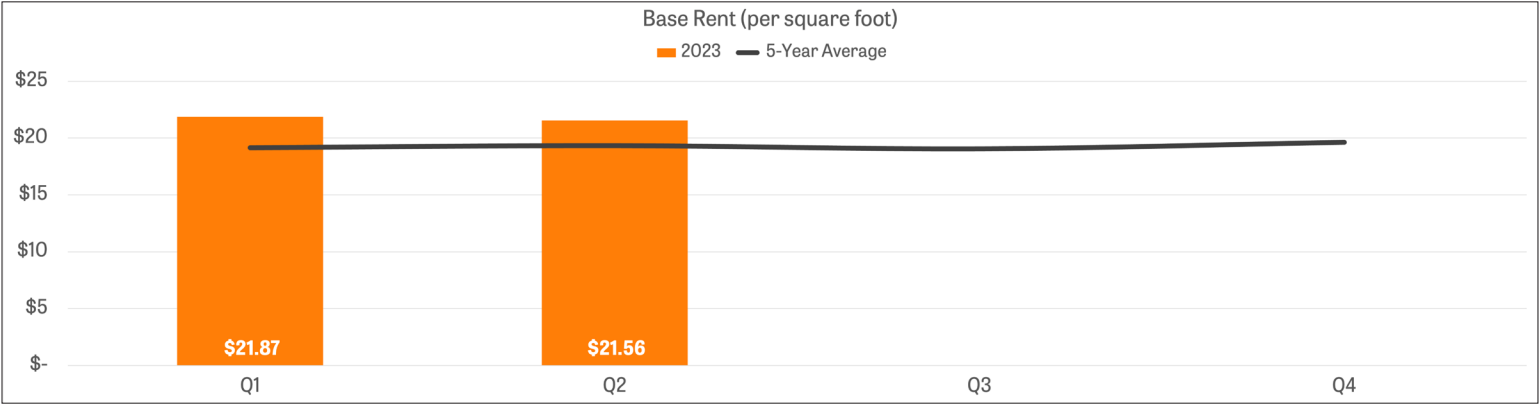


Source: Downtown Grand Rapids Inc.

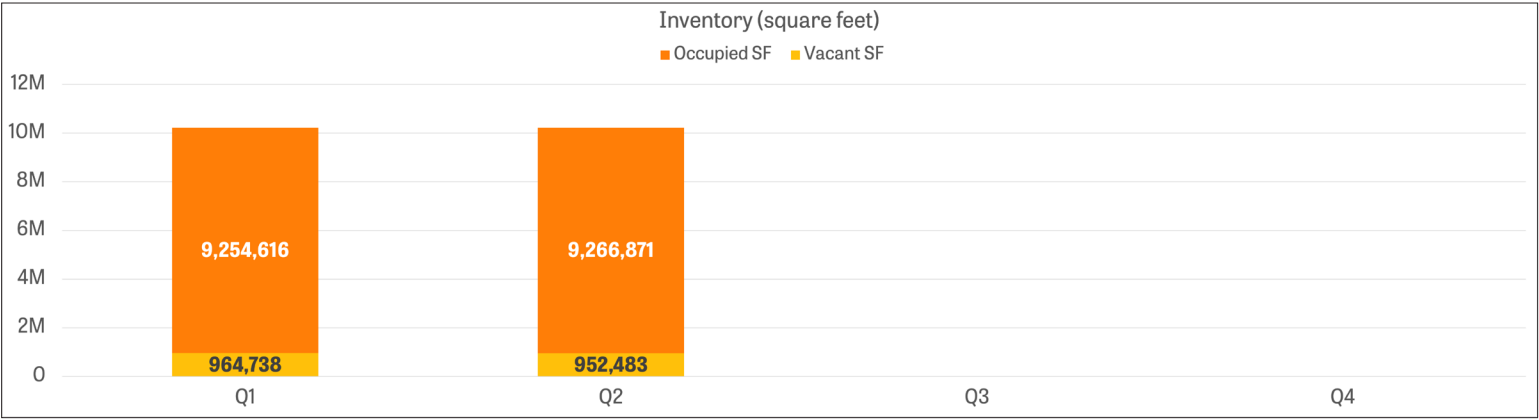
9.0%
vacancy in Q2 2023
vs. 9.2% in Q1 2023



\$21.56
per sq ft in Q2 2023
vs. \$21.87 in Q1 2023



10.2M
square feet of office
space inventory

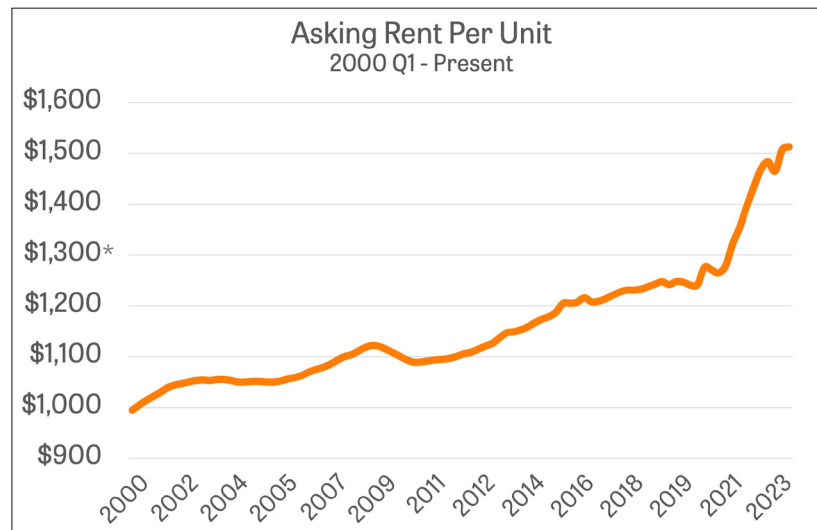
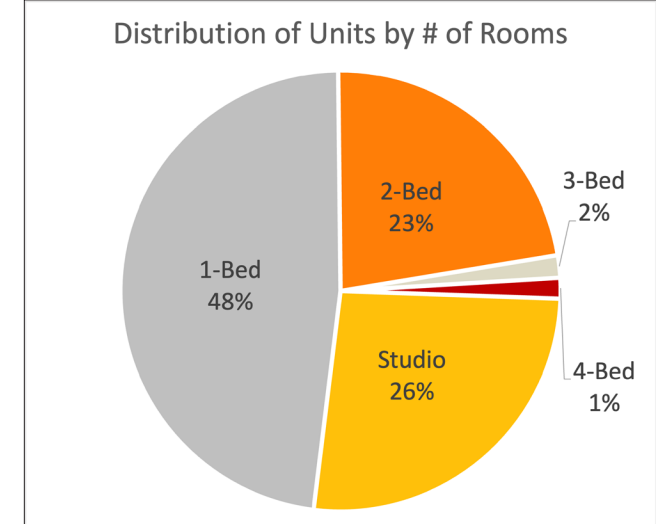
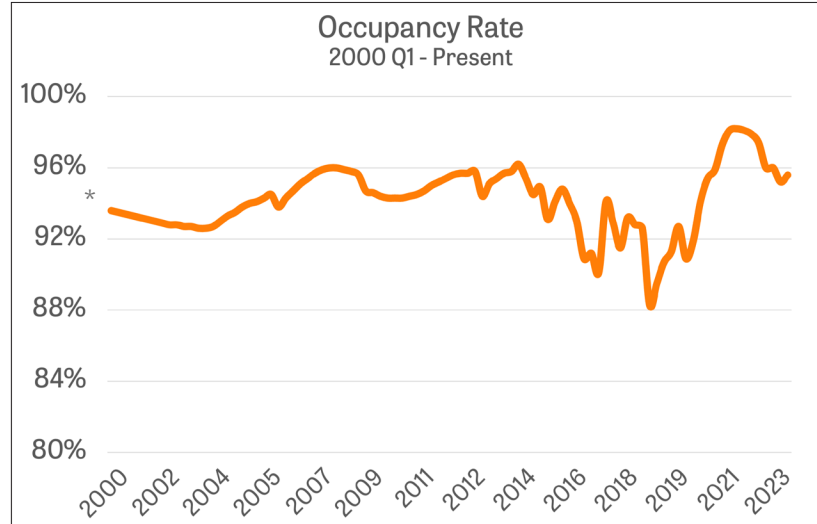


96%
occupancy
in Q2 2023

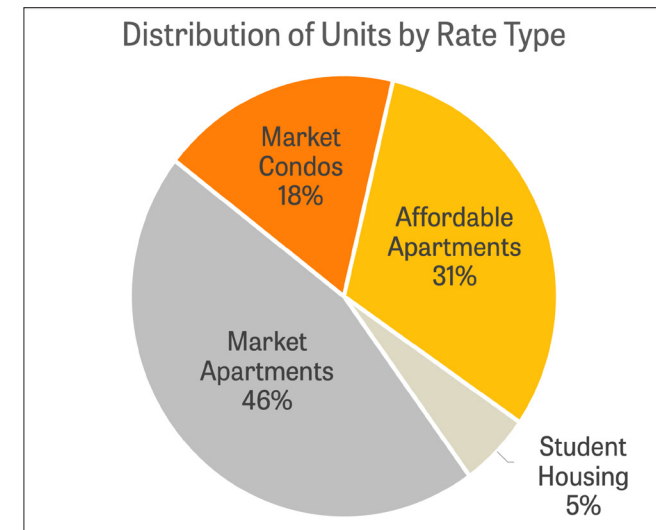
\$1,511
asking rent rate
in Q2 2023

250
units under
construction

1,171
units in planning



*truncated y-axis to highlight changes

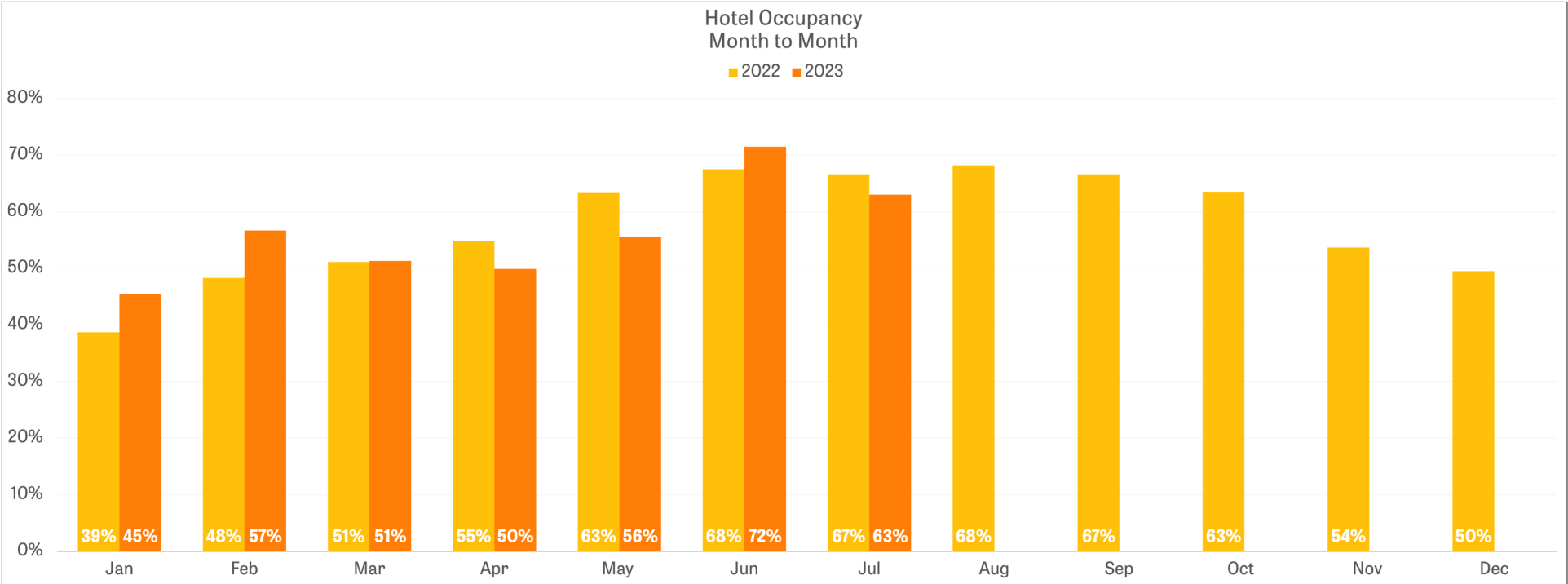
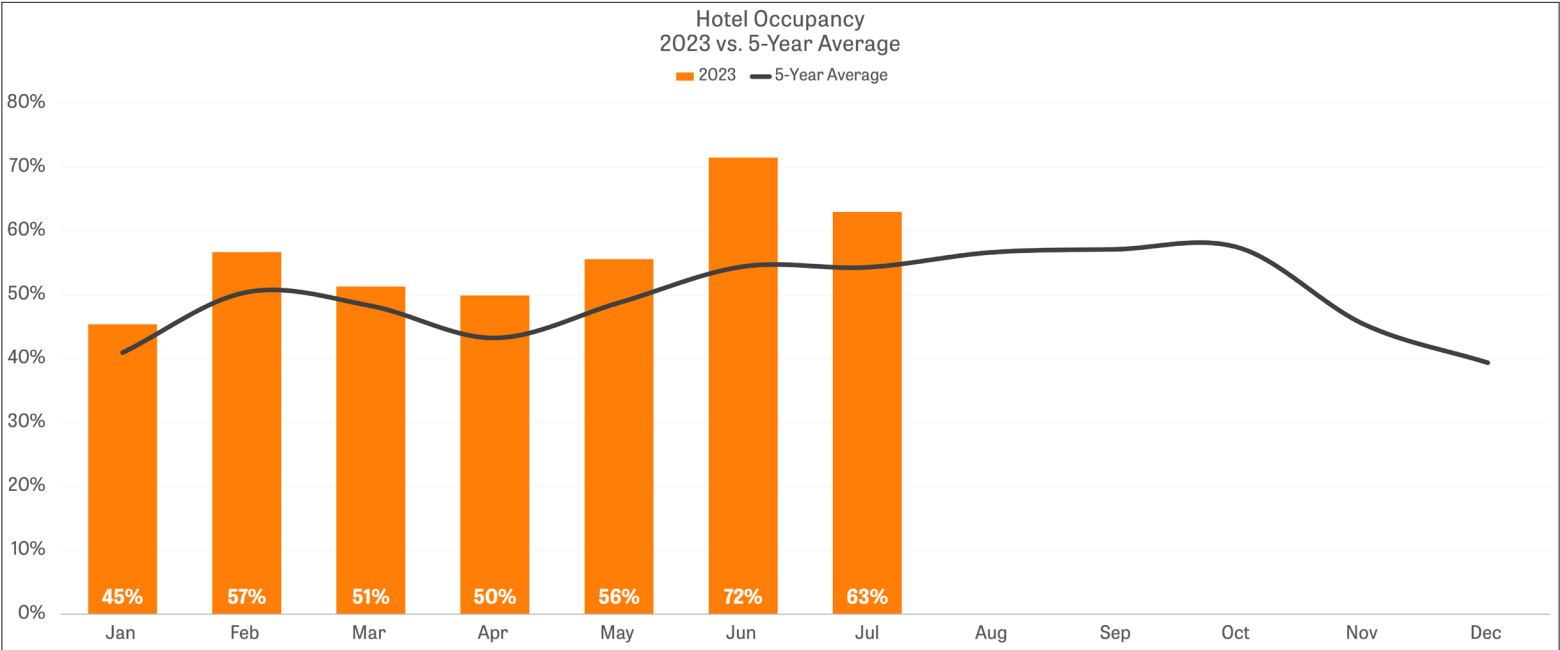


Source: CoStar &
Downtown Grand Rapids Inc.

Hotel Occupancy

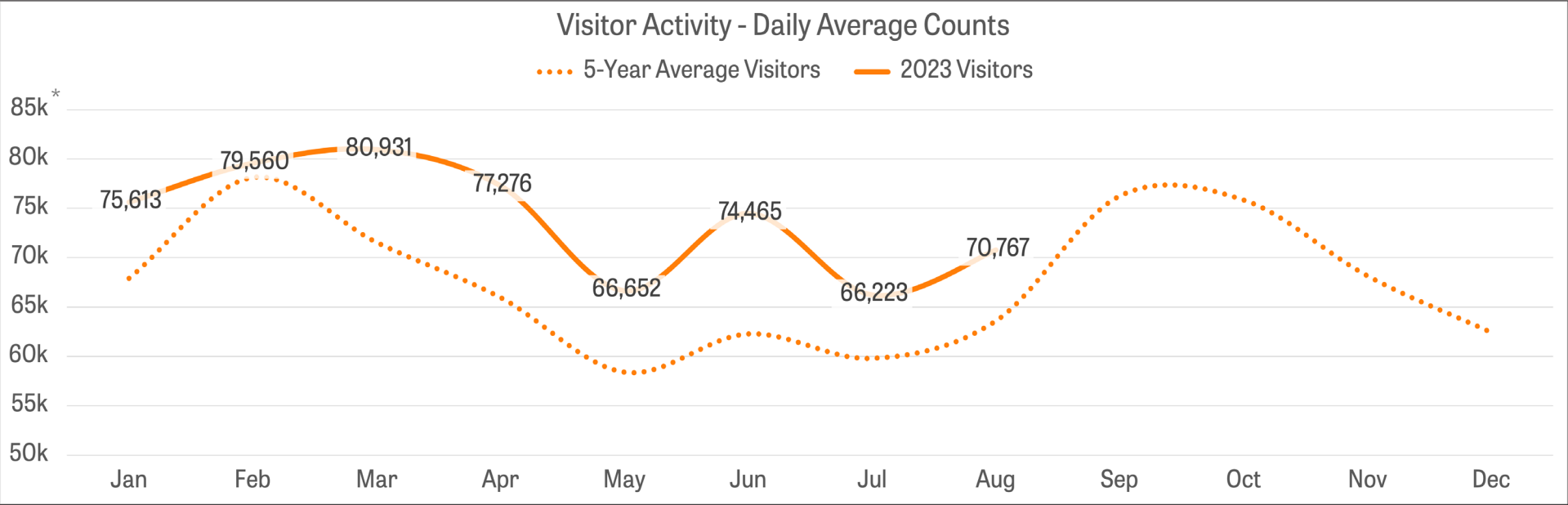
63%
hotel occupancy in
July 2023

56%
average hotel
occupancy in 2023
so far



Source: Smith Travel Research via CoStar

Downtown Visitor Activity Tracking



7%

increase in visitor activity in Aug 2023 vs. July 2023

4%

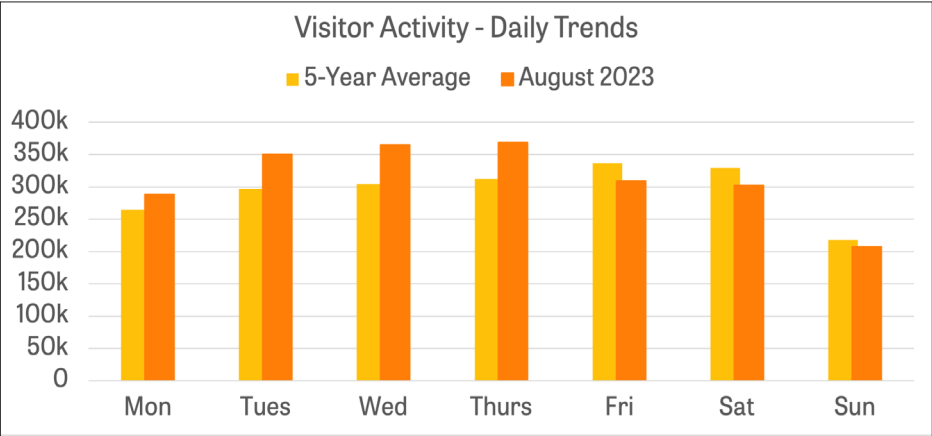
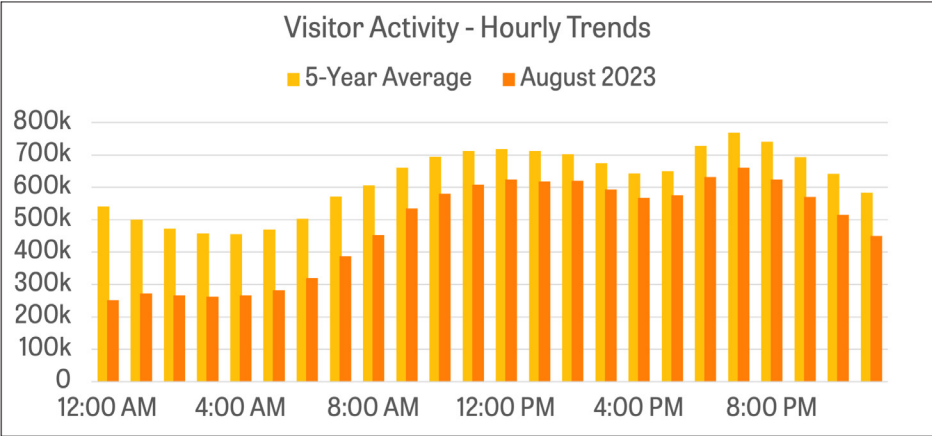
decrease in visitor activity in Aug 2023 vs. 2023 average so far

11%

increase in visitor activity in Aug 2023 vs. Aug 5-year average

5%

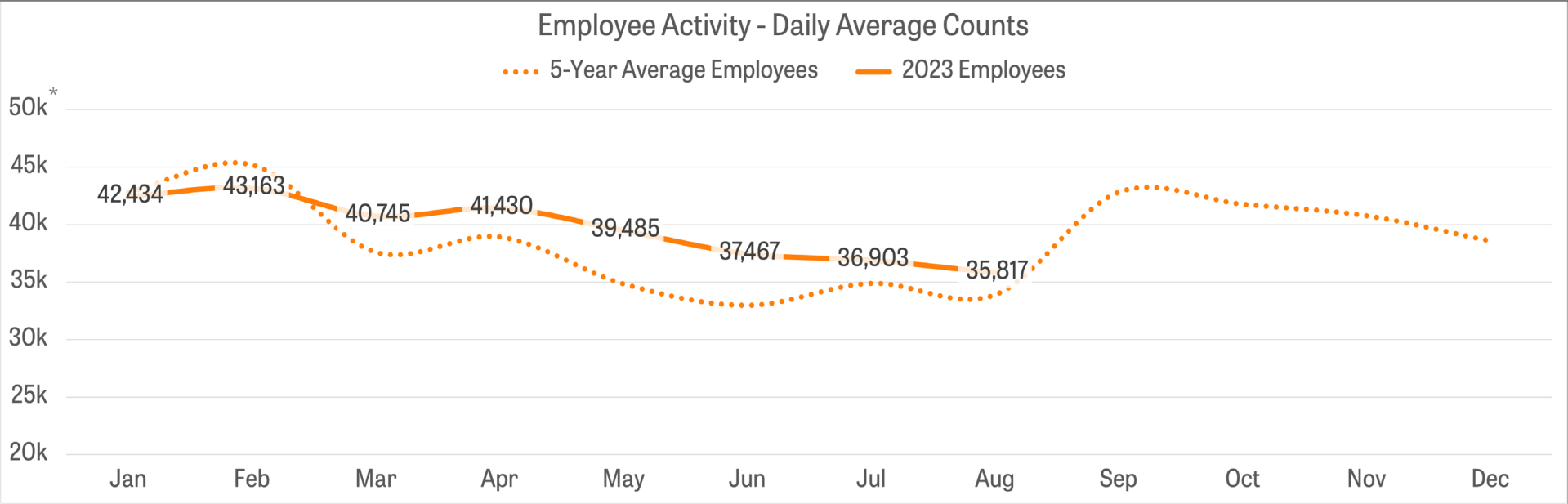
decrease in visitor activity in Aug 2023 vs. Aug 2022



*truncated y-axis to highlight changes

Source: Placer.ai

Downtown Employee Activity Tracking



3%

decrease in employee activity in Aug 2023 vs. July 2023

10%

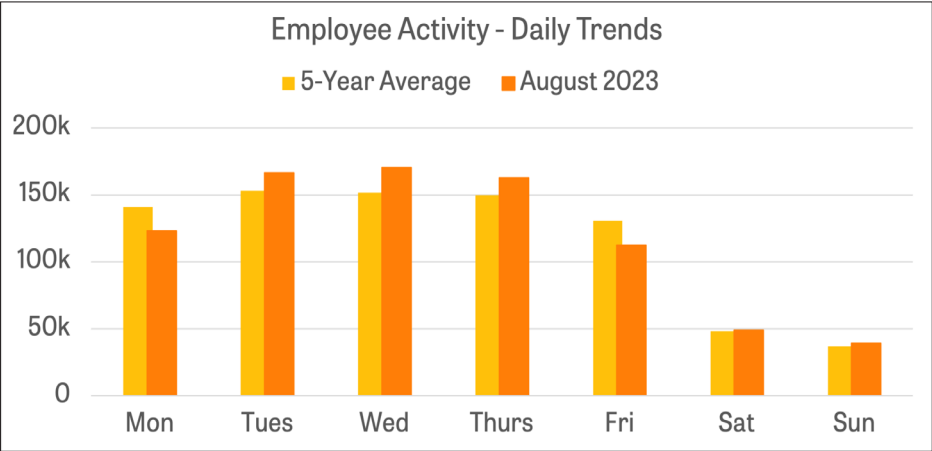
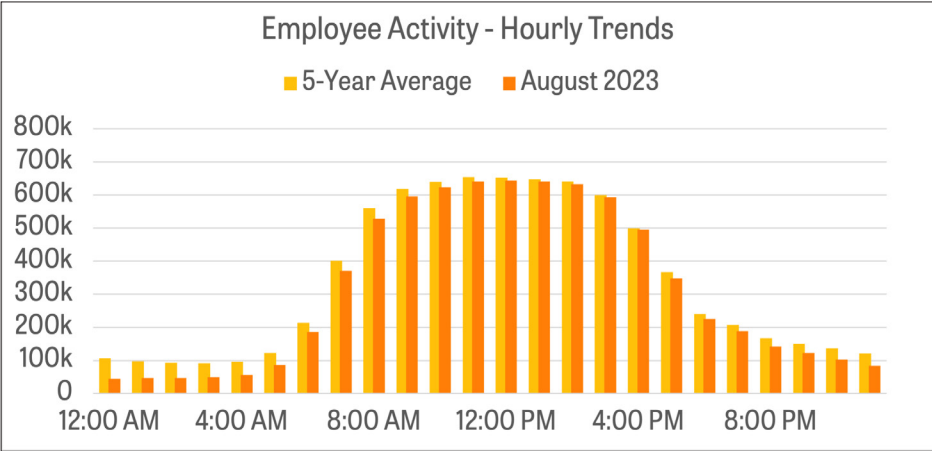
decrease in employee activity in Aug 2023 vs. 2023 average so far

6%

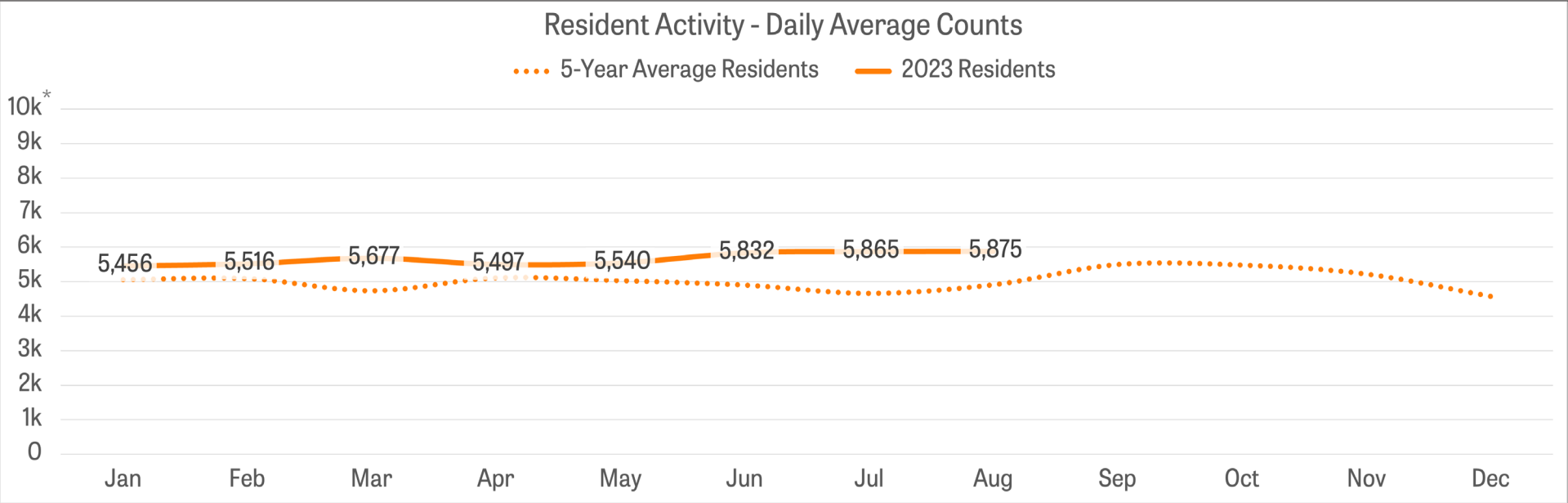
increase in employee activity in Aug 2023 vs. Aug 5-year average

8%

increase in employee activity in Aug 2023 vs. Aug 2022



Downtown Resident Activity Tracking

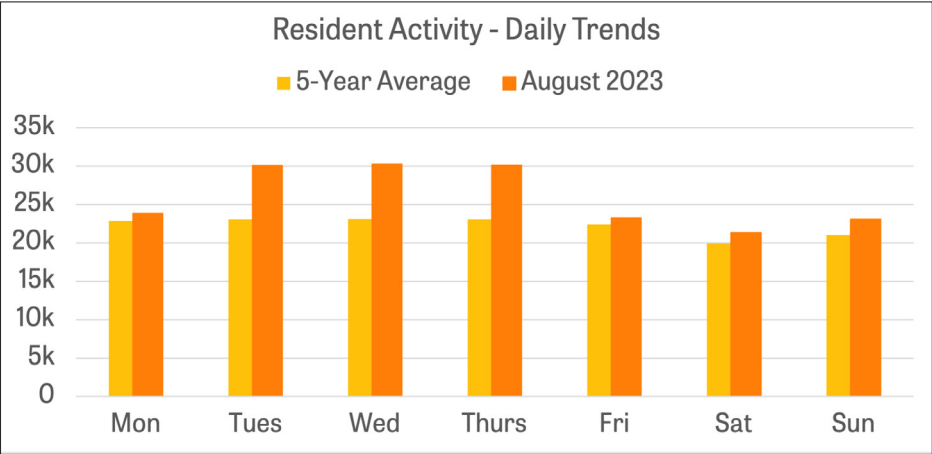
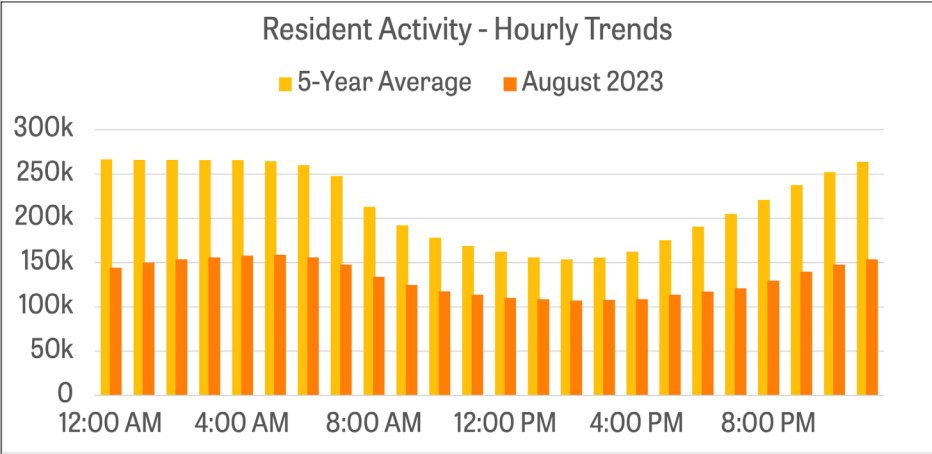


0.2%
increase in resident activity in Aug 2023 vs. July 2023

4%
increase in resident activity in Aug 2023 vs. 2023 average so far

20%
increase in resident activity in Aug 2023 vs. Aug 5-year average

22%
increase in resident activity in Aug 2023 vs. Aug 2022



Current Downtown Construction & Development

1 **Center for Transformation & Innovation** - *anticipated completion: Summer 2023*

+303,000 square feet of office space
+1,200 jobs
+1,090 parking spaces

2 **Corewell Health Ambulatory Building** - *anticipated completion: Spring 2024*

+240,000 square feet of office space

3 **Studio Park Residential Tower** - *anticipated completion: End 2024*

+193 housing units

4 **Wealthy & Sheldon Lofts** - *anticipated completion: End 2024*

+57 housing units
+2,500 square feet of commercial space
+30 parking spaces

5 **Corewell Health Parking Structure**

Totals:

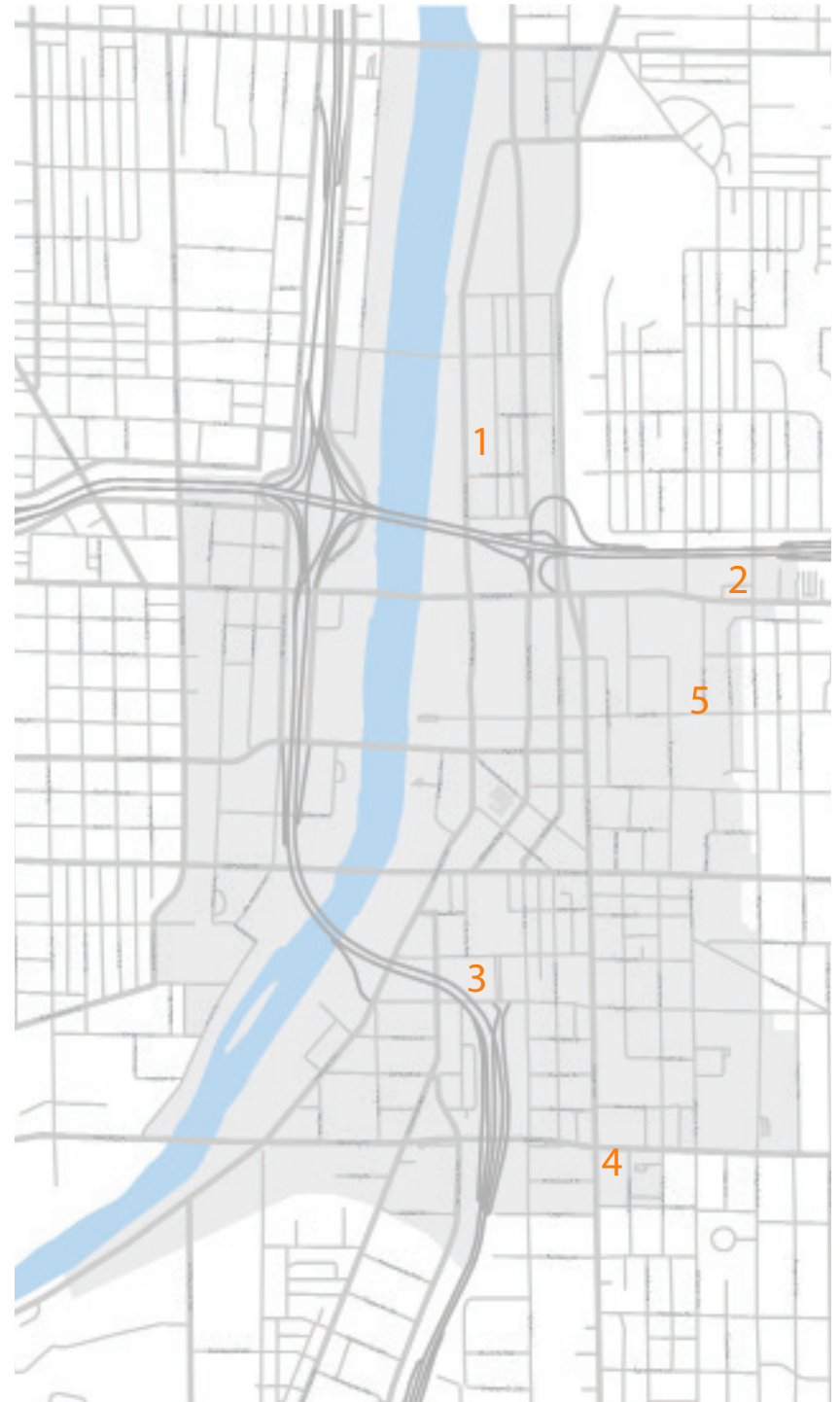
543k
square feet of
office space

2,500
square feet of
commercial space

250
housing units

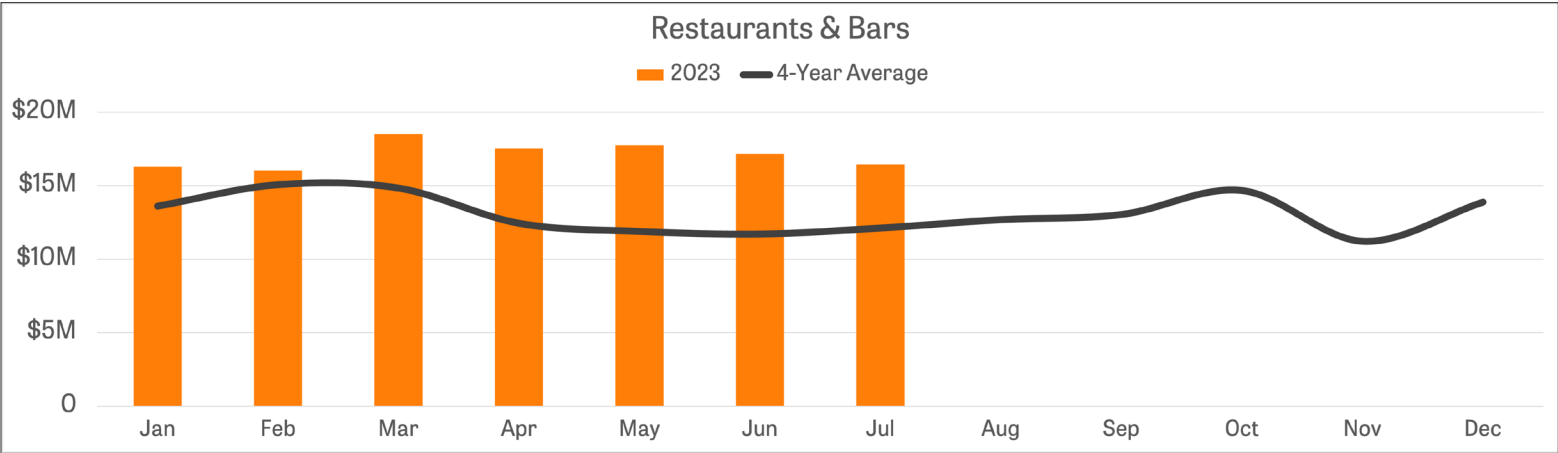
+1,120
parking spaces

1,200
new jobs

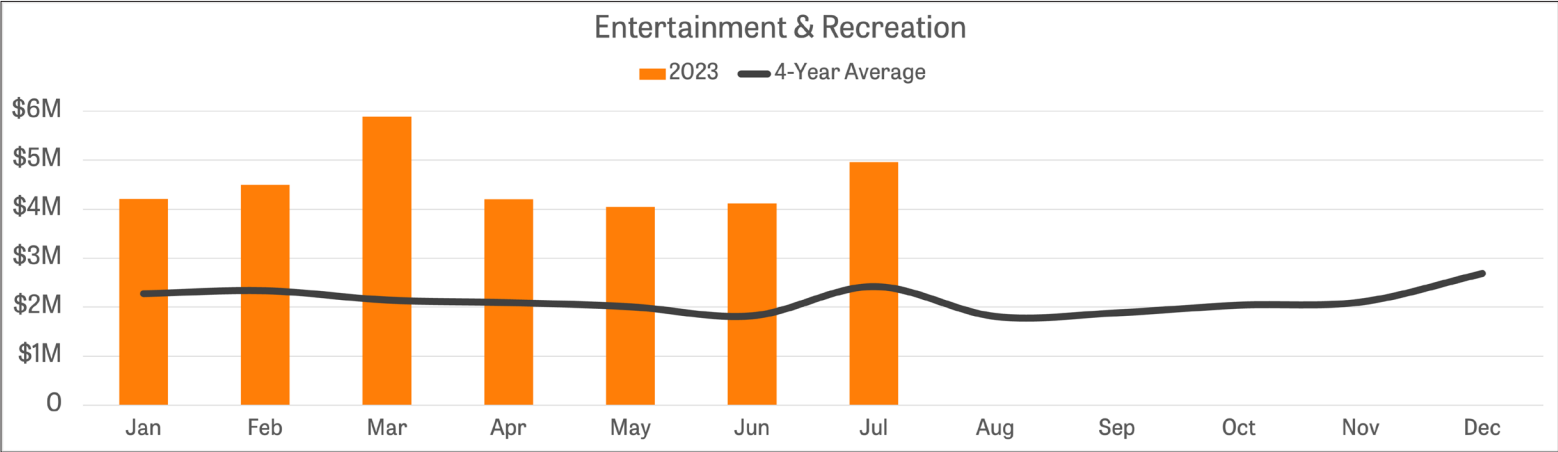


Source: Downtown Grand Rapids Inc.

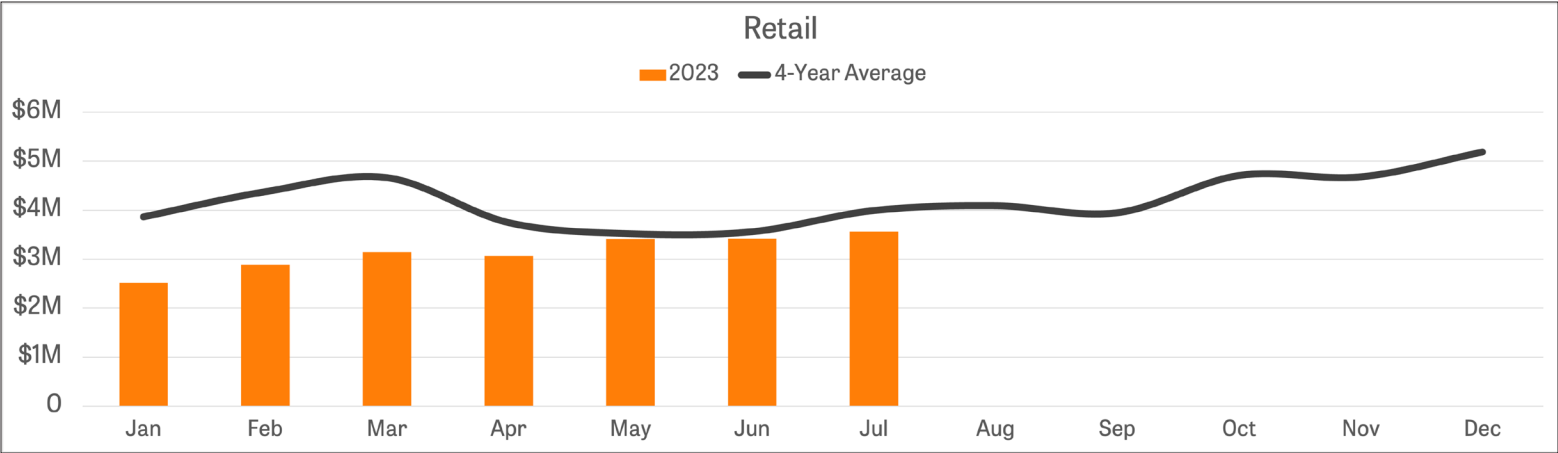
\$16M
in restaurant & bar
consumer spending in
July 2023



\$5M
in entertainment &
recreation consumer
spending in July 2023

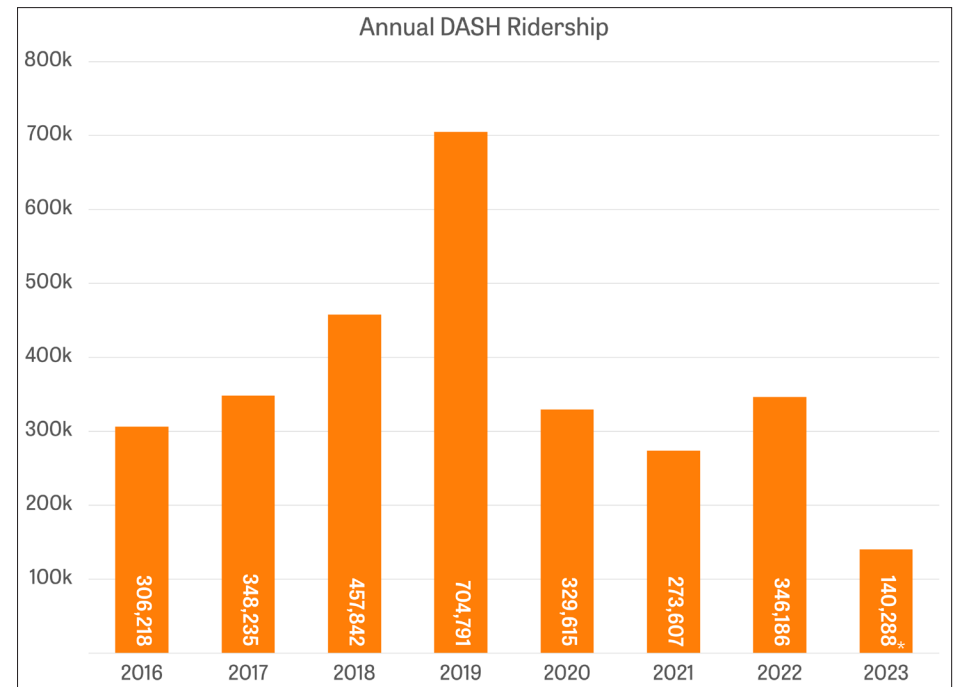
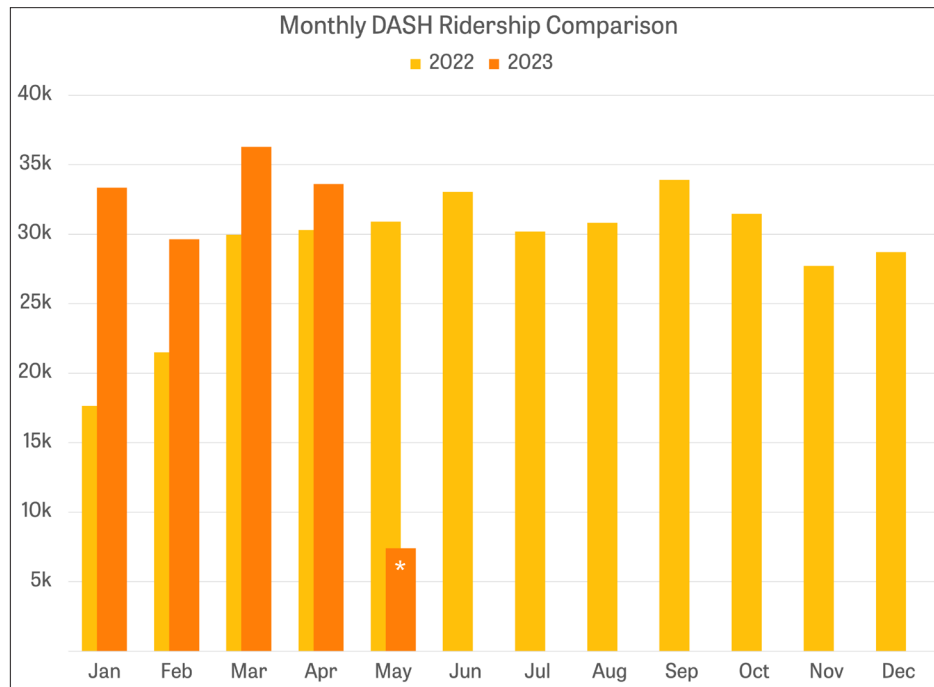
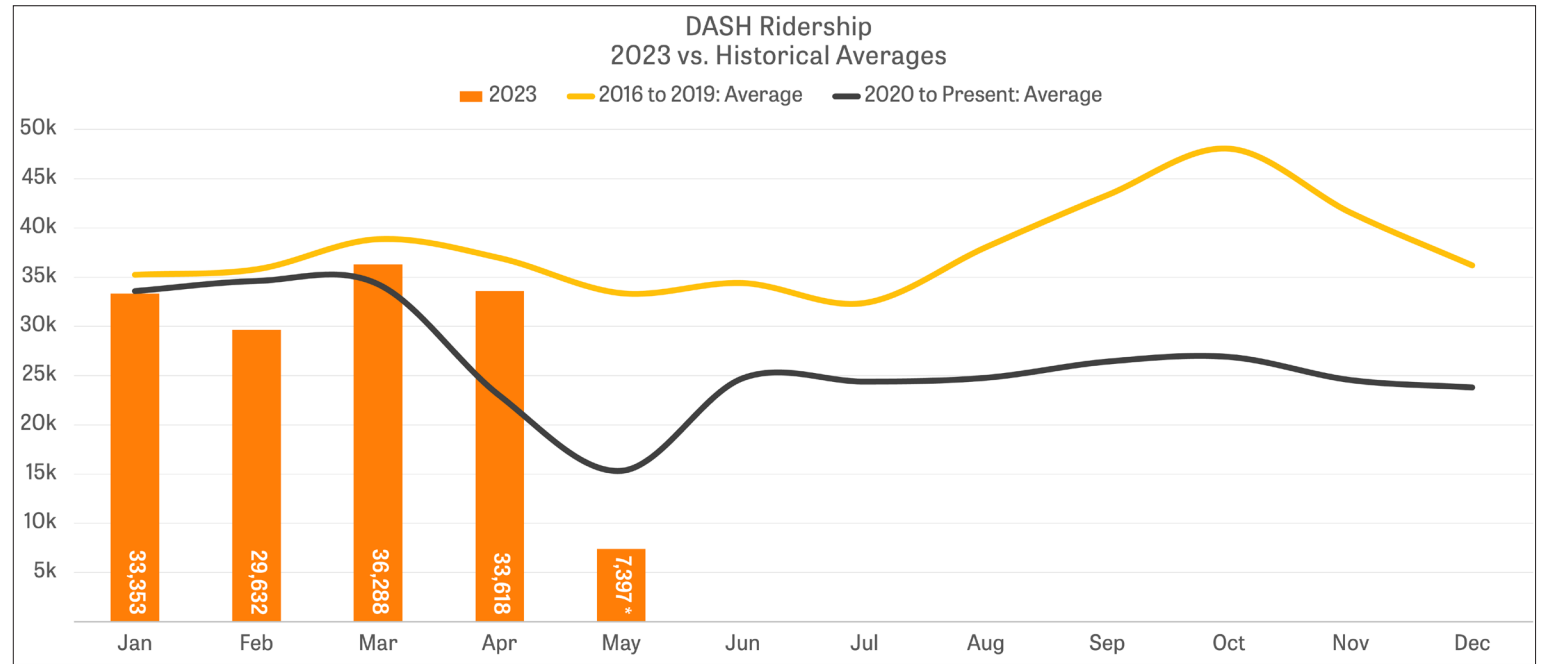


\$4M
in retail consumer
spending in July 2023



7%
decrease in average
 ridership Jan - Apr 2023
 vs. 7-year average

34%
increase in ridership
 in Jan - Apr 2023 vs.
 Jan - Apr 2022

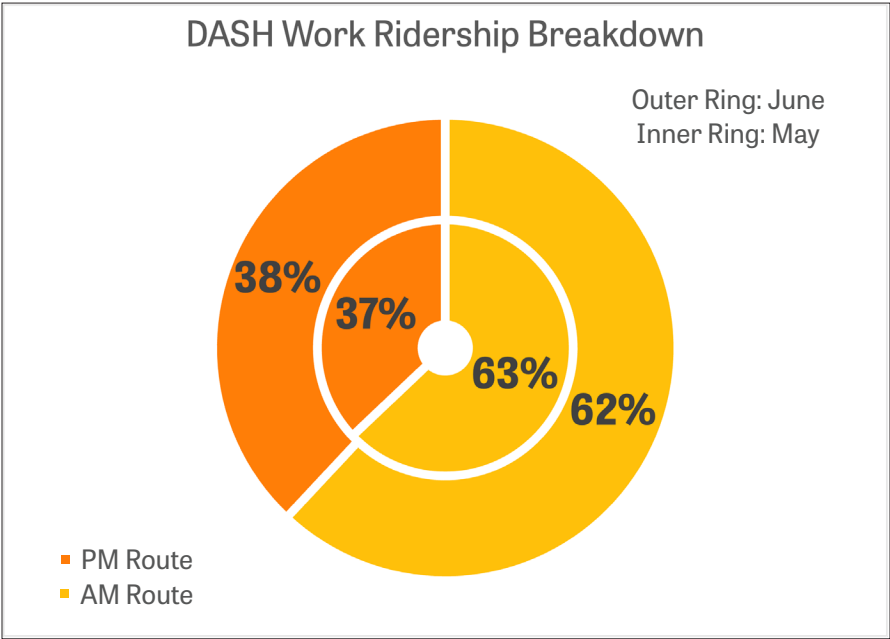
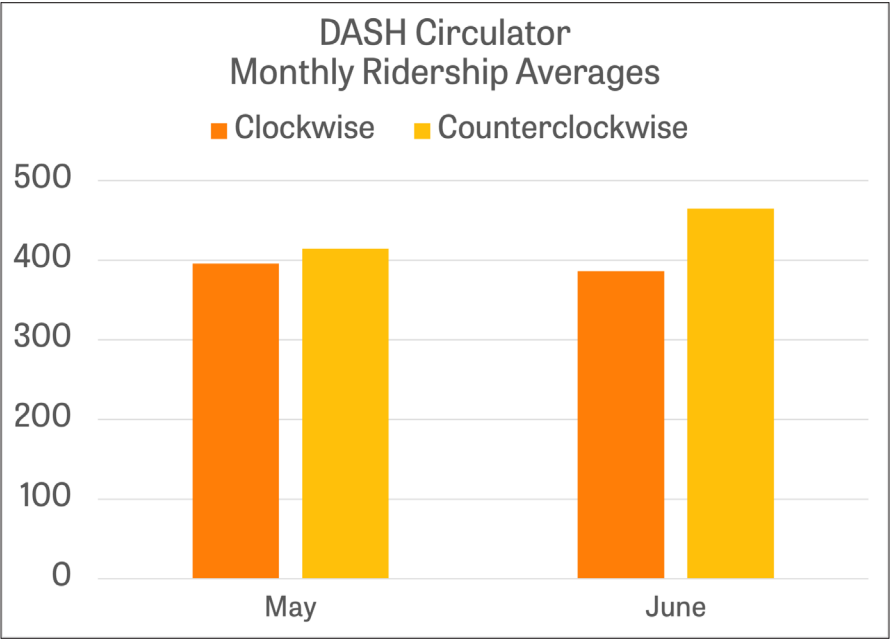
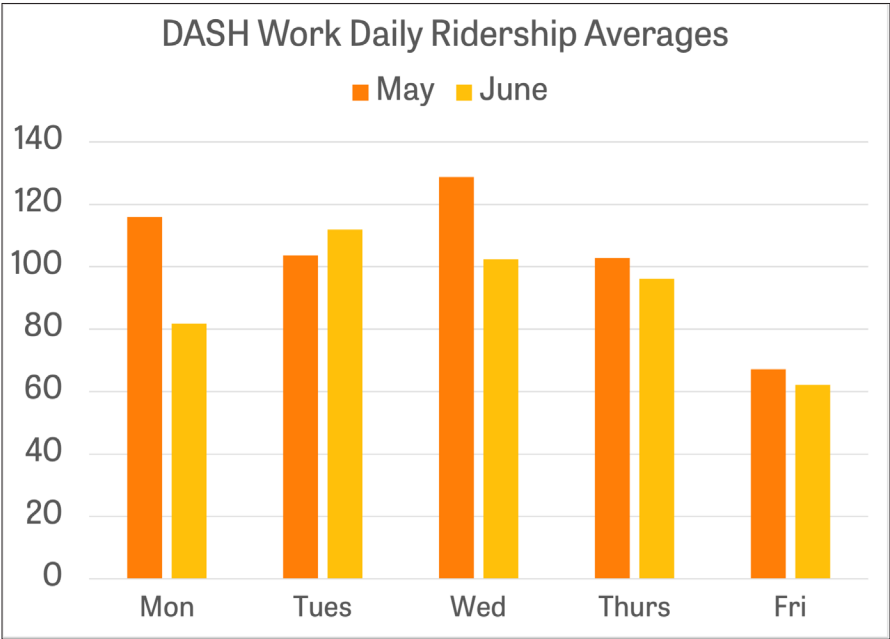
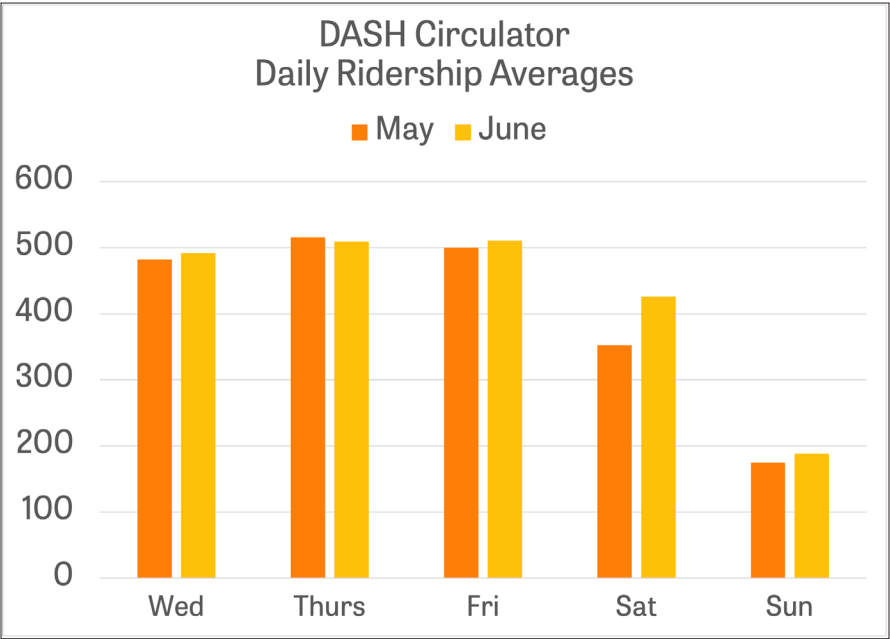


*incomplete year & month

Source: The Rapid

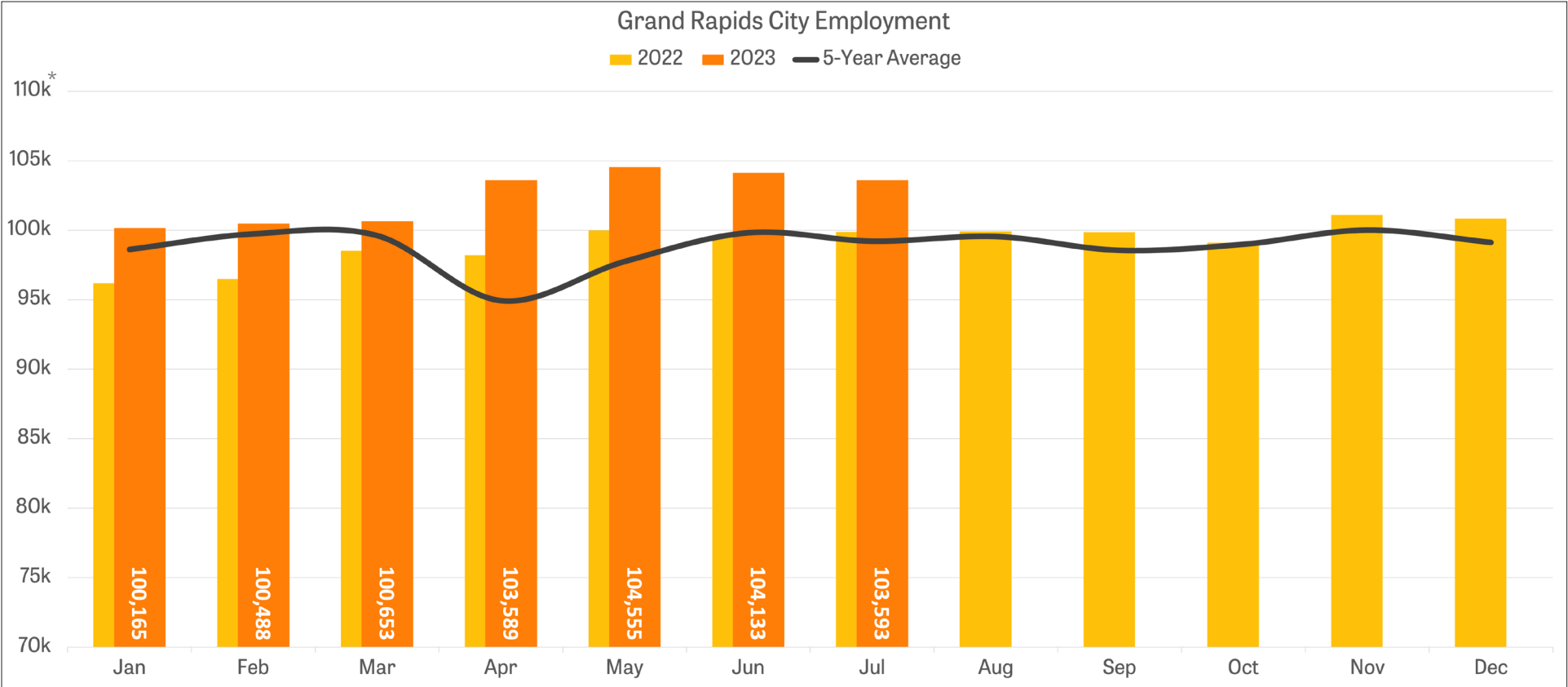
DASH 3.0 Ridership | Updated Quarterly

Reminder: May service started on Wednesday 10



Source: The Rapid

Grand Rapids City Employment



*truncated y-axis to highlight month-over-month changes

Source: BLS

-1%
decrease
in July 2023
vs. June 2023

1%
increase
in July 2023
vs. 2023 average

5%
increase
in July 2023
vs. 5-year average

4%
increase
in July 2023
vs. July 2022



DOWNTOWN
GRAND RAPIDS INC.

MEMORANDUM

DATE: September 18, 2023

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP
DGRI President & CEO

SUBJECT: **Item #3 – FY24 Performance Measures**

I. Performance Indicators

In FY2017 the DGRI Board of Advisors adopted a set of key performance indicators intended to help inform the overall performance and health of Downtown. The indicators are tracked on an annual basis and reflect respective priorities of the Downtown Development Authority, the Downtown Improvement District, the Monroe North Tax Increment Finance Authority and were informed by GR Forward and other community planning efforts. Comparative data from FY17 – 24 is attached for your review.

While it is recognized some of the indicators are outside of DGRI's direct control, tracking and comparing the trends each year does give some measure of the overall economic, social, and environmental health of Downtown. To ensure year over year comparison, no change is proposed to the performance indicators for FY24 to ensure a reliable sample size of data is collected and analyzed. However, if there are additional metrics that would be beneficial to the Board to assess, staff welcomes that input.

II. Key Projects

In addition to the performance indicators, each fiscal year a set of projects are selected that when implemented will underscore DGRI's commitment to implementing GR Forward (Plan). Given the Plan has a wide-ranging vision that will require collaboration to achieve, projects are selected from across the six goals that will help grow confidence within the community that DGRI and our community partners are committed to delivering on the promises in the Plan and capable of implementing the priorities. In addition, projects are selected that can be completed in the upcoming fiscal year and that will have some conclusive result, whether a capital project, a design document or plan, a committee being formed, or some other tangible measure.

The key projects for FY2024 are as follows:

1. Implement recommendations from River Governance process, including finalizing design and initiating construction of Grand River Greenway projects to deploy the \$55M State grant.
2. Update the DDA and TIF Plan to participate in the future redevelopment of 201 Market Avenue with community partners.

3. Execute Operating Agreement and initiate construction of Lyon Square.
4. Issue RFQ to implement the recommendations from the Bridge South planning initiative.
5. Continue implementation of the new Downtown Wayfinding system based on recommendations from the re-design process.
6. Successfully deliver World of Winter 2024.
7. Initiate construction of Phase 1 of the Van Andel Arena alley between Fulton and Oakes.
8. Fill remaining vacant storefronts in the CBD to finalize implementation of the Downtown retail strategy.
9. Plant 326 trees to reach the 10 percent canopy goal for Downtown.
10. Finalize the scope of work and process to complete the update to GR Forward.

III. Leadership and Advocacy Agenda

Lastly, DGRI is uniquely positioned to harness the power of partnerships to achieve community goals and inspire a best-in-class approach to city building. Accomplishing specific, targeted advocacy endeavors will expand on the organization's credibility as a can-and-will do agent for change and progress. For FY24, ten key policy and advocacy items at the local, state, and federal level were selected that will help further the goals for Downtown and the entire community. Those recommended priorities are as follows:

Advocacy Objectives:

1. Support the delivery of the Riverfront amphitheater and continuation of the design and development of the Downtown soccer stadium – including by advocating for funding and legislative updates.
2. Coordinate with Grand River Inc. to develop a strategy for additional fundraising and deployment of \$55M Grand River Greenway grant.
3. Assist in retention visits with office tenants who are considering lease renewals.
4. Determine strategy for Art Prize in 2024 and beyond.
5. Support the ongoing efforts to provide services to the unhoused population in Downtown, including by providing funding for Community Rebuilders.
6. Help advance key Downtown redevelopment projects, including on City owned property at Coldbrook and on the sites surrounding the Amphitheater.
7. Advance any necessary zoning changes to further implementation goals related to retail, housing and other Downtown specific initiatives.
8. Participate in projects and initiatives that improve the status of community relations within Grand Rapids, particularly those that involve social and racial equity.
9. Participate in the planning updates, including The Rapids' Transit Master Plan and the City of Grand Rapids Master Plan to advocate for initiatives and policies that support Downtown priorities.
10. Continue to monitor TIF legislation discussions in the State legislature.

Recommendation: Approve the FY2024 Performance Measures, Key Projects and Leadership and Advocacy Agenda.

	FY 2023	FY 2022	FY 2021	FY 2020	FY 2019	FY 2018	FY 2017
Facilitating Investment							
Tax Increment Value	\$ 9,522,202.00	\$ 8,793,112	\$ 8,066,635	\$ 7,284,426	\$ 6,664,106	\$ 6,543,477	\$ 5,927,709
% Change (since FY17)	61%	48%	46%	32%	21%	19%	8%
DDA/TIFA Pledge	\$ 600,000	\$ 600,000	\$ -	\$ 2,348,385	\$ 2,167,851	\$ 5,350,000	\$ 5,000,000
Total Development Under Construction	\$ 335,500,000	\$ 318,000,000	\$ 127,800,000	\$ 166,007,349	\$ 81,200,000	\$ 139,100,000	\$ 138,000,000
DGRI Funding to Private Investment	\$ 559	\$ 530	\$ -	\$ 71	\$ 37	\$ 26	\$ 26
Mobility							
Pedestrian Counts Increase @ ArtPrize / Project One / The Bridge	AP: 19%	AP: 37%	N/A	BGR: 14%	P1: 23%	AP: 26%	AP: 38%
Pedestrian Count Increase @ WoW (compared to prior year)	WoW: 9%	WoW: 20%	WoW: 26%	WoW: 25%	WoW: 16%	WoW: 1%	SD: -1%
Livability							
Units Delivered	0	44	0	172	270	459	449
Total # of Households	4,835	4,835	4,791	4,791	4,619	4,349	3,890
Units Under Construction	250						
Units in development planning	1,171	1,293	807	137	172	376	527
Household Affordability Mix (Market/Income Restricted)	69% / 31%	69% / 31%	70% / 30%	70% / 30%	69% / 31%	69% / 31%	66% / 34%
Inclusion and Participation							
Demographically Representative Leadership - Boards and Alliances							
White	85%		72%	75%	70%	65%	-
Black	7%		14%	13%	14%	16%	-
Hispanic or Latino	8%		8%	8%	8%	10%	-
Mixed Race	-		3%	2%	4%	5%	-
Asian	-		2%	2%	4%	4%	-
Age							
20-24	0%		4%	3%	3%	-	-
25-34	7%		37%	37%	47%	-	-
35-44	31%		41%	42%	32%	-	-
45-54	37%		9%	9%	8%	-	-
55-64	10%		9%	9%	10%	-	-
Gender							
Male	54%		50%	53%	46%	-	-
Female	46%		50%	47%	54%	-	-
Sexual Orientation							
Heterosexual	90%		91%	91%	90%	-	-
LGBT	10%		9%	9%	10%	-	-
Marketing Communications and Vibrancy							
Social Media Followers							
Twitter (X) Audience	11,600	11,900	11,700	11,700	11,300	-	10,000
Twitter (X) Growth	-3%	2%	-			8%	24%
Facebook Audience	51,000	46,143	39,256	29,235	25,094	-	19,000
Facebook Growth	11%	18%	34%	17%	N/A	12%	62%
Instagram Audience	30,900	27,800	25,300	18,200	11,600	-	4,300
Instagram Growth	11%	10%	39%			36%	97%
Safe, Clean and Beautiful							
Sidewalk Cleanliness							
Umbrella Escorts, Directions and Other Assists	153,666	123,536	84,903	167,555	195,494	270,139	
Trash Removed (lbs)	434,325	381,575	365,275	528,325	544,200	390,400	312,575
Plants and Flowers Planted	45,938	45,321	44,832	33,265	21,000		

Crosswalks, Parking Meters, and Fire Hydrants Cleared of Snow	16,535	10,090	8,285	11,641	9,850	-	-
Weeds Pulled (Changed to blockfaces cleared in 2020)	190,393	95,856	131,625	128,332	37,803	12,043	11,400
Instances of Graffiti Removed	3,415	2,943	2,276	-	2,102	-	-
Cigarette Butts Removed & Recycled	177,500	430,068	131,250	442,990	411,810	532,078	173,000
Percentage of Tree Canopy							
# of Trees Planted by DGRI & Partners	308	55	214	169	100	201	378
Total #	5,569	5,261	5,206	4,992	4,823	3640	3136
Goal of 10%	9.94%	9.39%	9.30%	8.91%	8.61%	6.50%	5.60%
Acres of Parkland / 1,000 residents							
Total Park Acreage	40.12	38.51	38.51	38.51	38.51	38.09	37.79
Estimated Total Residents (1.5 persons * HH)	7252.5	7252.5	7,187	7,187	6,929	6,524	5,835
Acres/1,000 Residents	5.5	5.3	5.4	5.4	5.6	5.8	6.5
DGRI Efficiency Measures							
% of DID Budget Returned as Direct Services and Improvements							
Direct Services & Improvements to Downtown	87%	88%	87%	87%	83%	89%	87%
Supported Administration & Overhead	13%	12%	13%	13%	17%	11%	13%
Public Resources Leveraged							
DDA/TIFA Investment into Infrastructure Projects	\$ 8,831,550	\$ 2,388,162	\$ 1,188,567	\$ 3,282,916	\$ 3,297,936	\$1,330,000	\$ 1,300,000
DDA/TIFA Leverage into Public Funding	\$ 5,467,798	\$ 5,981,242	\$ 5,237,929	\$ 6,549,468	\$ 7,203,154	\$6,200,000	\$ 6,200,000
ROI into Public Facilities (per \$1)	\$ 0.62	\$ 2.50	\$ 4.41	\$ 2.00	\$ 2.18	\$ 4.66	\$ 4.77
Speed of Project Implementation							
Completed Projects	6 of 9	10 of 11	9 of 10	7 of 11	7 of 9	12 of 17	6 of 7



MEMORANDUM

DATE: September 15, 2022

TO: DGRI Board of Advisors

FROM: Andy Guy
DGRI COO

SUBJECT: Grand River Greenway Subrecipient Grant Agreements

The State of Michigan in March 2022 awarded Downtown Grand Rapids Inc. (DGRI) \$55,000,000 to support the development of the Grand River Greenway in Grand Rapids and Kent County.

This grant provides DGRI and its river corridor revitalization partners with increased capacity to:

- Rehabilitate and expand the public riverfront greenspace system, and
- Build new nonmotorized trail segments to fill gaps in the riverfront trail system and establish stronger connections to river-adjacent neighborhoods and the broader regional trail network.

This investment and work significantly catalyzes implementation of *GR Forward* Goal 1, *River for All* and other related community master plans.

The state funds will flow to DGRI from the Michigan Department of Natural Resources (MDNR) in accordance with an American Rescue Plan Act Local Parks and Trails Agreement developed collaboratively by the MDNR and DGRI teams.

The Chair of the DGRI Board of Advisors and the MDNR representative executed this agreement in May 2023.

DGRI, in turn, holds the right and responsibility of awarding funds to partner organizations supporting priority Grand River Greenway implementation efforts.

Informed by the prioritization work of the Grand River Network and their Greenway Advisory Committee, the DGRI Board of Advisors in May 2023 also approved an initial slate of projects for Greenway grant investment. The partners currently working to advance these priority projects include Kent County, the City of Grand Rapids, and the Grand Rapids Downtown Development Authority (DDA).

The attached resolutions authorize the DGRI Board Chair to execute the necessary partnership subrecipient agreements with the City and the DDA.

More specifically, the agreement with the City establishes intent to allocate Greenway funds to the following project priorities:

- Leonard to Ann trail building
- Oxford Trail rehabilitation and extension
- Grand Rapids Public Museum riverfront enhancement
- Fulton to Wealthy trail building

The agreement with the DDA establishes intent to allocate Greenway funds to the DDA, which continues to provide financial support of administrative, planning, design and other critical activities advancing collaborative Greenway implementation.

Project priorities, as well as subrecipient advances and reimbursements, are subject to change, and to MDNR approval. All documentation requirements are dictated by DGRI's Grant Agreement with the MDNR.

Staff will keep the DGRI Board informed of all subrecipient grant distributions as they occur.

Recommendation #1: Authorize the DGRI Chair to execute a Greenway Grant Subrecipient Agreement with the City of Grand Rapids.

Recommendation #2: Authorize the DGRI Chair to execute Greenway Grant Subrecipient Agreement with the DDA.

DOWNTOWN GRAND RAPIDS, INC.

**RESOLUTION APPROVING AND AUTHORIZING
EXECUTION OF A GREENWAY GRANT SUBRECIPIENT
AGREEMENT WITH THE CITY OF GRAND RAPIDS**

Boardmember _____, supported by Boardmember _____, moved the adoption of the following resolution:

WHEREAS, the State of Michigan was awarded \$6.54 billion dollars under the Fiscal Recovery Fund, and in section 451 of Public Act 53 of 2022, the State of Michigan Legislature appropriated funds to the Department for an ARPA grant to DGRI in the amount of \$55,000,000 (the “Grant”); and

WHEREAS, the Michigan Department of Natural Resources (the “Department”) has authority to issue grants for the development of public outdoor recreation facilities under sections 602 and 603 of section 9901 of the Social Security Act of Public Law No. 117-2, known as the American Rescue Plan Act of 2021 (ARPA), signed into law on March 11, 2021 as the Coronavirus State and Local Fiscal Recovery Funds (SLFRF); and

WHEREAS, in consideration of receiving the Grant, Downtown Grand Rapids, Inc. (“DGRI”), has been tasked with providing programmatic assistance and distribution of ARPA funding to support the development of a recreational greenway project connecting multiple regional, city and community trail and park systems that promotes and enhances public recreation, equity, tourism and economic development and recovery (the “Project”); and

WHEREAS, DGRI entered into a comprehensive ARPA Local Parks and Trails Grant Agreement (the “Grant Agreement”) with the Department in order to receive the Grant; and

WHEREAS, the Grant Agreement expressly requires that all Department Greenway Grant Subrecipients, including the City of Grand Rapids (the “City”), Kent County, and the City of Grand Rapids Downtown Development Authority assume certain specific risks and responsibilities by entering a Subrecipient Agreement with DGRI in consideration of their funding; and

WHEREAS, the City has provided and will continue to provide financial and administrative support for the Project, including planning, design, engineering, and other critical activities advancing Project implementation in relation to the portions of the Project set forth on Exhibit A, or as mutually defined in writing by the authorized representatives of DGRI (Andy Guy, Chief Outcomes Officer), and Subreceptient (the City Manager or his designee), subject to DNR approval; and

WHEREAS, DGRI has approved a priority plan related to the Project, and has indicated that it shall consider providing a portion of the Grant funding in an amount not to exceed \$24,441,766, to the City for those portions of the Project, subject to certain conditions being met and final DNR approval.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

1. That the City shall act as a Subrecipient of Grand River Greenway Grant funding, and may receive advances or may be reimbursed for its financial, administrative, and other eligible activities supporting implementation of the Project, in an amount not to exceed \$24,441,766, for the portions of the Project set forth on Exhibit A, or as mutually defined in writing by the authorized representatives of DGRI (Andy Guy, Chief Outcomes Officer), and Subrecipient (the City Manager or his designee), subject to DNR approval.
2. That the Chair of the DGRI Board of Directors is authorized to execute a Subrecipient Grant Agreement with the City, containing requirements that align and comport with the requirements contained in the Grant Agreement, in a form approved as to content by the Chair, and as to form by legal counsel.
3. That all resolutions or parts of resolutions in conflict herewith shall be and the same are hereby rescinded.

YEAS: Boardmembers _____

NAYS: Boardmembers _____

ABSTAIN: Boardmembers _____

ABSENT: Boardmembers _____

RESOLUTION DECLARED ADOPTED.

Dated: _____, 2023

Recording Secretary

CERTIFICATION

I, the undersigned duly qualified and acting Recording Secretary of Downtown Grand Rapids, Inc. (the "DGRI"), do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Board of Advisors of DGRI, at a meeting held on _____, 2023, and that public notice of said meeting was given pursuant to, and in compliance with, Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: _____, 2023

Recording Secretary

EXHIBIT A

- 1. Leonard to Ann trail building**
- 2. Oxford Trail rehabilitation and extension**
- 3. Grand Rapids Public Museum river front enhancement**
- 4. Fulton to Wealthy trail building**

DOWNTOWN GRAND RAPIDS, INC.

**RESOLUTION APPROVING AND AUTHORIZING
EXECUTION OF A GREENWAY GRANT SUBRECIPIENT
AGREEMENT WITH THE DOWNTOWN DEVELOPMENT
AUTHORITY**

Boardmember _____, supported by Boardmember _____, moved the adoption of the following resolution:

WHEREAS, the State of Michigan was awarded \$6.54 billion dollars under the Fiscal Recovery Fund, and in section 451 of Public Act 53 of 2022, the State of Michigan Legislature appropriated funds to the Department for an ARPA grant to DGRI in the amount of \$55,000,000 (the “Grant”); and

WHEREAS, the Michigan Department of Natural Resources (the “Department”) has authority to issue grants for the development of public outdoor recreation facilities under sections 602 and 603 of section 9901 of the Social Security Act of Public Law No. 117-2, known as the American Rescue Plan Act of 2021 (ARPA), signed into law on March 11, 2021 as the Coronavirus State and Local Fiscal Recovery Funds (SLFRF); and

WHEREAS, in consideration of receiving the Grant, Downtown Grand Rapids, Inc. (“DGRI”), has been tasked with providing programmatic assistance and distribution of ARPA funding to support the development of a recreational greenway project connecting multiple regional, city and community trail and park systems that promotes and enhances public recreation, equity, tourism and economic development and recovery (the “Project”); and

WHEREAS, DGRI entered into a comprehensive ARPA Local Parks and Trails Grant Agreement (the “Grant Agreement”) with the Department in order to receive the Grant; and

WHEREAS, the Grant Agreement expressly requires that all Department Greenway Grant Subrecipients, including the City of Grand Rapids, Kent County, and the City of Grand Rapids Downtown Development Authority (the “DDA”), assume certain specific risks and responsibilities by entering a Subrecipient Agreement with DGRI in consideration of their funding; and

WHEREAS, the DDA has provided and will continue to provide financial and administrative support for the Project, including planning, design, engineering, and other critical activities advancing Project implementation; and

WHEREAS, DGRI has approved a priority plan related to the Project, and has indicated that it shall consider providing a portion of the Grant funding in an amount not to exceed \$2,000,000, to the DDA for those portions of the Project, subject to certain conditions being met and final DNR approval.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

1. That the DDA shall act as a Subrecipient of Grand River Greenway Grant funding, and may receive advances or may be reimbursed for its financial, administrative, and other eligible activities supporting implementation of the Project in an amount not to exceed \$2,000,000.

2. That the Chair of the DGRI Board of Directors is authorized to execute a Subrecipient Grant Agreement with the DDA, containing requirements that align and comport with the requirements contained in the Grant Agreement, in a form approved as to content by the Chair, and as to form by legal counsel.

3. That all resolutions or parts of resolutions in conflict herewith shall be and the same are hereby rescinded.

YEAS: Boardmembers _____

NAYS: Boardmembers _____

ABSTAIN: Boardmembers _____

ABSENT: Boardmembers _____

RESOLUTION DECLARED ADOPTED.

Dated: _____, 2023

Recording Secretary

CERTIFICATION

I, the undersigned duly qualified and acting Recording Secretary of Downtown Grand Rapids, Inc. (the "DGRI"), do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Board of Advisors of DGRI, at a meeting held on _____, 2023, and that public notice of said meeting was given pursuant to, and in compliance with, Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: _____, 2023

Recording Secretary