



DOWNTOWN
GRAND RAPIDS INC.

DGRI Citizen Alliance Meeting
October 20, 2022, 2:00p
29 Pearl Street NW (DGRI Offices)

1. Call to Order (2:00)
2. Approve Minutes from June 2022 (2:01)
(enclosed) Motion
3. Alliance Charter Discussion (2:05) Info Item Kelly
4. FY23 Project Updates (2:15) Info Item Staff
5. FY24 Budget Process (2:50) Info Item Kelly
6. Alliance Member Discussion (3:00) Info Item
7. Adjournment (3:15)



DOWNTOWN
GRAND RAPIDS INC.

Citizen Alliance Meeting

June 21, 2022

1. Call to Order – The meeting was called to order at 2:06 pm. by Tim Kelly.

Attendance

Members Present: Lindsey Gadbois, Valerie Wahna, Scott Stenstrom, Dustin Corr, Kara Peltier, Aaron Terpstra, Maleah Rakestraw, Max Dillvan, Katherine Williams, Stephanie Adams, Emily Evers, Derek Call, Nikos Monoyios, Reb Roberts, Heather Ibrahim, Maddie Schaab, Eddie Tadlock, Sergio Cira-Reyes, Latesha Lipscomb, Hannah Berry, Monica App and Amelea Pegman.

Others Present: Tim Kelly, Bill Kirk, Mark, Miller, Mandy McDaniel, Corey Mathein, Marion Bonneaux, Melvin Eledge, Kendsie Channing, Kim Van Driel, James Peacock III and Andy Guy.

2. Approve Minutes from March 31, 2022
Motion: Member Wahna, supported by Member App, moved approval of the March 31, 2022, Meeting Minutes as presented. Motion carried unanimously.

3. New Alliance Format Review
Tim Kelly reviewed the new Alliance structure and stated after receiving member feedback it was decided to combine the function of the five existing Alliances into one large working group. The new structure gives all participants the same information on the work being done across the Alliances and present better engagement opportunities. With the revised format, the working group will meet not less than quarterly throughout the year. Five Alliance members will be nominated on a bi-annual basis to serve on the

DGRI Board of Advisors. The current chairs will be asked to continue in their capacity for the first year.

4. FY 23 Budget Review

Kelly reminded members they were presented with draft budgets in March. With the new fiscal year approaching, a budget narrative was presented in the agenda packet to outline where resources are allocated for the next fiscal year.

5. Member Discussion

Kelly asked members how can DGRI maintain community interest and engagement? What are some issues to focus on to maintain member interest in the Alliance work?

Member Lipscomb expressed interest in the following: youth engagement, professional development, retention of young people, diversity & inclusion, different community opportunities to help shape downtown.

Kelly stated participation has gone down. How do we bring in voices? Member Lipscomb stated DGRI does a good job capturing those who live, work, and play downtown. However, where are the voices that do not live downtown? Affirmation to DGRI to continue to make sure groups are diversified and continue interest and engagement.

Member Monoyios suggested sharing performance indicators. Aligned and unified vision to make sure things presented in the budget are being touched on. How are we measuring ourselves and what needs to change?

Bill Kirk, Communications Director, stated 10-12 years ago when we were building community engagement, committees presented to the DDA. This group could help with bigger issues by creating a welcoming and inclusive downtown. What does the engagement look like to prepare the next few years to revamp master plan. GR community input.

Additional suggestions by members include policy change, education on who DGRI is as an organization, how DGRI creates placemaking and belonging and how resources are available to everyone.

Kelly stated the next steps are to prepare for the next meeting with the feedback provided and email Alliance members opportunities for engagement and participation.

6. Public Comment
 None

7. Adjournment
 The meeting adjourned at 3:10 p.m.

	FY 2022	FY 2021	FY 2020	FY 2019	FY 2018	FY 2017
Facilitating Investment						
Tax Increment Value	\$ 8,793,112	\$ 8,066,635	\$ 7,284,426	\$ 6,664,106	\$ 6,543,477	\$ 5,927,709
% Change (since 2016)	48%	46%	32%	21%	19%	8%
DGRI Funding to Private Investment	\$ 530	\$ -	\$ 71	\$ 37	\$ 26	\$ 26
DDA/TIFA Pledge	\$ 600,000	\$ -	\$ 2,348,385	\$ 2,167,851	\$5,350,000	\$ 5,000,000
Total Development Under Construction	\$ 318,000,000	\$ 127,800,000	\$ 166,007,349	\$ 81,200,000	\$139,100,000	\$ 138,000,000
Mobility						
Pedestrian Counts Increase @ ArtPrize / Project One / The Bridge	AP: 37%	N/A	BGR: 14%	P1: 23%	AP: 26%	AP: 38%
Pedestrian Count Increase @ Snow Days / WoW	WoW: 20%	WoW: 26%	WoW: 25%	WoW: 16%	WoW: 1%	SD: -1%
Livability						
Units Delivered	44	0	172	270	459	449
Total # of Households	4,835	4,791	4,791	4,619	4,349	3,890
Units in development planning	1,293	807	137	172	376	527
Household Affordability Mix (Market/Income Restricted)	69% / 31%	70% / 30%	70% / 30%	69% / 31%	69% / 31%	66% / 34%
Inclusion and Participation						
Demographically Representative Leadership - Boards and Alliances						
Total # of Members (DDA+TIFA+DID+Alliance)	85					
White		72%	75%	70%	65%	-
Black		14%	13%	14%	16%	-
Hispanic or Latino		8%	8%	8%	10%	-
Mixed Race		3%	2%	4%	5%	-
Asian		2%	2%	4%	4%	-
Age						
20-24		4%	3%	3%	-	-
25-34		37%	37%	47%	-	-
35-44		41%	42%	32%	-	-
45-54		9%	9%	8%	-	-
55-64		9%	9%	10%	-	-
Gender						
Male		50%	53%	46%	-	-
Female		50%	47%	54%	-	-
Sexual Orientation						
Heterosexual		91%	91%	90%	-	-
LGBT		9%	9%	10%	-	-
Marketing Communications and Vibrancy						
Social Media Followers						
Twitter Audience	11,900	11,700	11,700	11,300	-	10,000
Twitter Growth	2%	-			8%	24%
Facebook Audience	46,143	39,256	29,235	25,094	-	19,000
Facebook Growth	18%	34%			12%	62%
Instagram Audience	27,800	25,300	18,200	11,600	-	4,300
Instagram Growth	10%	39%			36%	97%
Safe, Clean and Beautiful	2021	2020	2019	2018	2017	
Sidewalk Cleanliness						

Umbrella Escorts, Directions and Other Assists	123,536	84,903	167,555	195,494	270,139	
Trash Removed (lbs)	381,575	365,275	528,325	544,200	390,400	312,575
Plants and Flowers Planted	45,321	44,832	33,265	21,000		
Crosswalks, Parking Meters, and Fire Hydrants Cleared of Snow	10,090	8,285	11,641	9,850	-	-
Weeds Pulled (Changed to blockfaces cleared in 2020)	95,856	131,625	128,332	37,803	12,043	11,400
Instances of Graffiti Removed	2,943	2,276	-	2,102	-	-
Cigarette Butts Removed & Recycled	430,068	131,250	442,990	411,810	532,078	173,000
Percentage of Tree Canopy						
# of Trees Planted by DGRI & Partners	55	214	169	100	201	378
Total #	5,261	5,206	4,992	4,823	3640	3136
Goal of 10%	9.39%	9.30%	8.91%	8.61%	6.50%	5.60%
Acres of Parkland / 1,000 residents						
Total Park Acreage	38.51	38.51	38.51	38.51	38.09	37.79
Estimated Total Residents (1.5 persons * HH)	7252.5	7,187	7,187	6,929	6,524	5,835
Acres/1,000 Residents	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	88%	87%	87%	83%	89%	87%
Supported Administration & Overhead	12%	13%	13%	17%	11%	13%
Public Resources Leveraged						
DDA/TIFA Investment into Infrastructure Projects	\$ 2,388,162	\$ 1,188,567	\$ 3,282,916	\$ 3,297,936	\$1,330,000	\$ 1,300,000
DDA/TIFA Leverage into Public Funding	\$ 5,981,242	\$ 5,237,929	\$ 6,549,468	\$ 7,203,154	\$6,200,000	\$ 6,200,000
ROI into Public Facilities (per \$1)	\$ 2.50	\$ 4.41	\$ 2.00	\$ 2.18	\$ 4.66	\$ 4.77
Speed of Project Implementation						
Completed Projects	10 of 11	9 of 10	7 of 11	7 of 9	12 of 17	6 of 7

DRAFT Charter
Citizen Alliance
Downtown Grand Rapids Inc.

The purpose of the Citizen Alliance is to bring together people with different knowledge, perspectives, backgrounds and lived experience to advise the efforts of the Downtown Grand Rapids Inc. Board of Advisors and its staff.

Alliance members provide current knowledge, critical thinking and creative ideas to help guide implementation of Downtown Grand Rapids Inc. programs, projects and initiatives.

The Citizen Alliance plays a key role helping to inform and shape the annual budgets of the city-building and place-management tools managed by Downtown Grand Rapids Inc. specifically the Grand Rapids Downtown Development Authority, the Monroe North Tax Increment Finance Authority and the Downtown Improvement District

The Alliance is a representative group of stakeholders and community members appointed by the Downtown Grand Rapids Inc. Board of Advisors.

Downtown Vitals Report
Downtown Development Authority
& Downtown Improvement District Appendix



Produced October 17, 2022
for the month of September, 2022

Summary of Downtown Vital Signs

Most Recently Completed Month: **September 2022**

New Businesses

+1 in September
vs. 3.6 5-yr avg.
+21 year-to-date
p. 3

Storefront Vacancy Rates

-3% vs. August
-11% vs. 2-yr avg.
p. 5

Office Space Vacancy Rates

+4% vs. Q2
+76% vs. 5-yr avg.
+26% vs. 15-yr avg.
p. 6

Office Space Rental Rates

+\$0.39 vs. Q2
+\$2.78 vs. 5-yr avg.
+\$5.31 vs. 15-yr avg.
p. 6

Housing Occupancy

-1% vs. Q2
+3% vs. 5-yr avg.
+2% vs. 15-yr avg.
p. 7

(Aug) Hotel Occupancy

+2% vs. July
+35% vs. Aug 2021
+32% vs. 5-yr avg.
p. 8

Visitor Activity Counts

+12% vs. August
-1% vs. Sep 2021
p. 9

Employee Activity Counts

+8% vs. August
-13% vs. Sep 2021
p. 10

(Aug) On-Street Parking Instances

+18% vs. July
+20% vs. Aug 2021
p. 13

(Aug) On-Street Parking Revenue

+17% vs. July
+27% vs. Aug 2021
p. 12

(June) DASH Ridership

+7% vs. May
+60% vs. June 2021
p. 13

(July) City Employment

+1% vs. June
+2% vs. July 2021
+1% vs. 5-yr avg.
p. 14

Editorial Notes

This month, you will find a complete rebrand for the DDA Vitals Report, following DGRI's brand update.

The vendor, CoStar, has recently updated its commercial office database for the DDA, which is reflected on page 6. Therefore, some previously reported numbers may not match.

Hotel Occupancy in 2022 has reached a higher level than the 5-year annual average for the first time since the pandemic.

The source for On-Street Parking is experience a data lag. September is not reflected.

Business Openings

January

- 1 Grand Rapids Voice Collective
- 2 Brooklyn Bodega Bagel & Deli

February

- 3 Stellar Broadband
- 4 Woodrow's
- 5 Periwinkle Fog
- 6 Thrift on Div
- 7 Hëmd

April

- 8 Vivid IV Health
- 9 Courage & Soar*

May

- 10 Gazelle Sports*
- 11 Real Seafood Co.
- 12 Taste of Cairo

June

- 13 Le Macaron
- 14 Monsoon Vietnamese Kitchen
- 15 WIMAGE*
- 16 Barrio Tacos

July

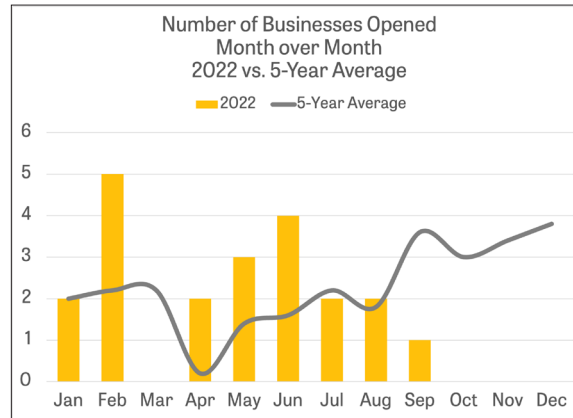
- 17 The Arts Marketplace at Studio Park
- 18 Zabház

August

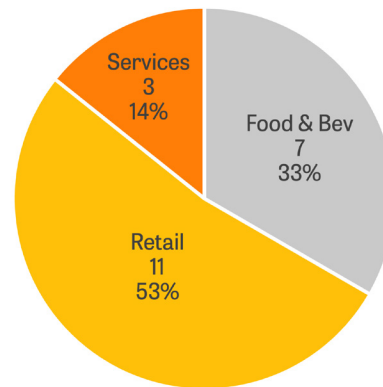
- 19 AllArtWorks
- 20 Second Vibess*

September

- 21 Decaydence



Types of Businesses Opened in 2022



Ownership of New Businesses Opened in 2022

24%

BIPOC-Owned

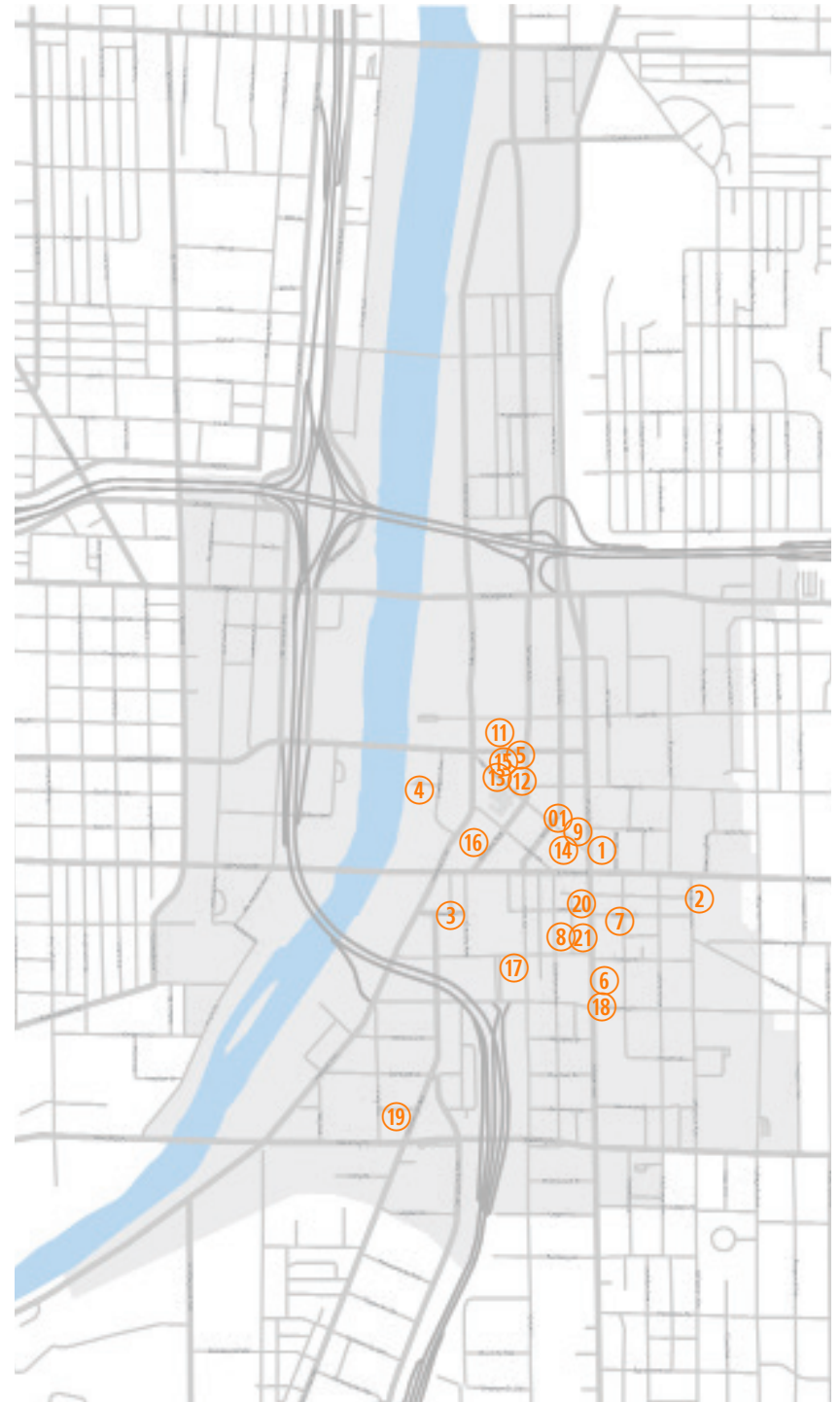
48%

Women-Owned

Overall Ownership of Businesses in Downtown

13% BIPOC-Owned

20% Women-Owned



Source: Downtown Grand Rapids Inc.



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* received DDA Retail Innovation Grant

Business Closings

January

- 1 Be Nice Foundation
- 2 Menna's Joint

February

- 3 CerteDrive
- 4 Ali Nicole Bridal

March

- 5 boldSocks

April

- 6 GR City Kicks

May

- 7 Pack Elephant

June

- 8 Mel Styles
- 9 Pho616

July

- 10 Mayan Buzz Cafe
- 11 The Søvengård

August

- 12 Taste of Cairo

businesses are opening

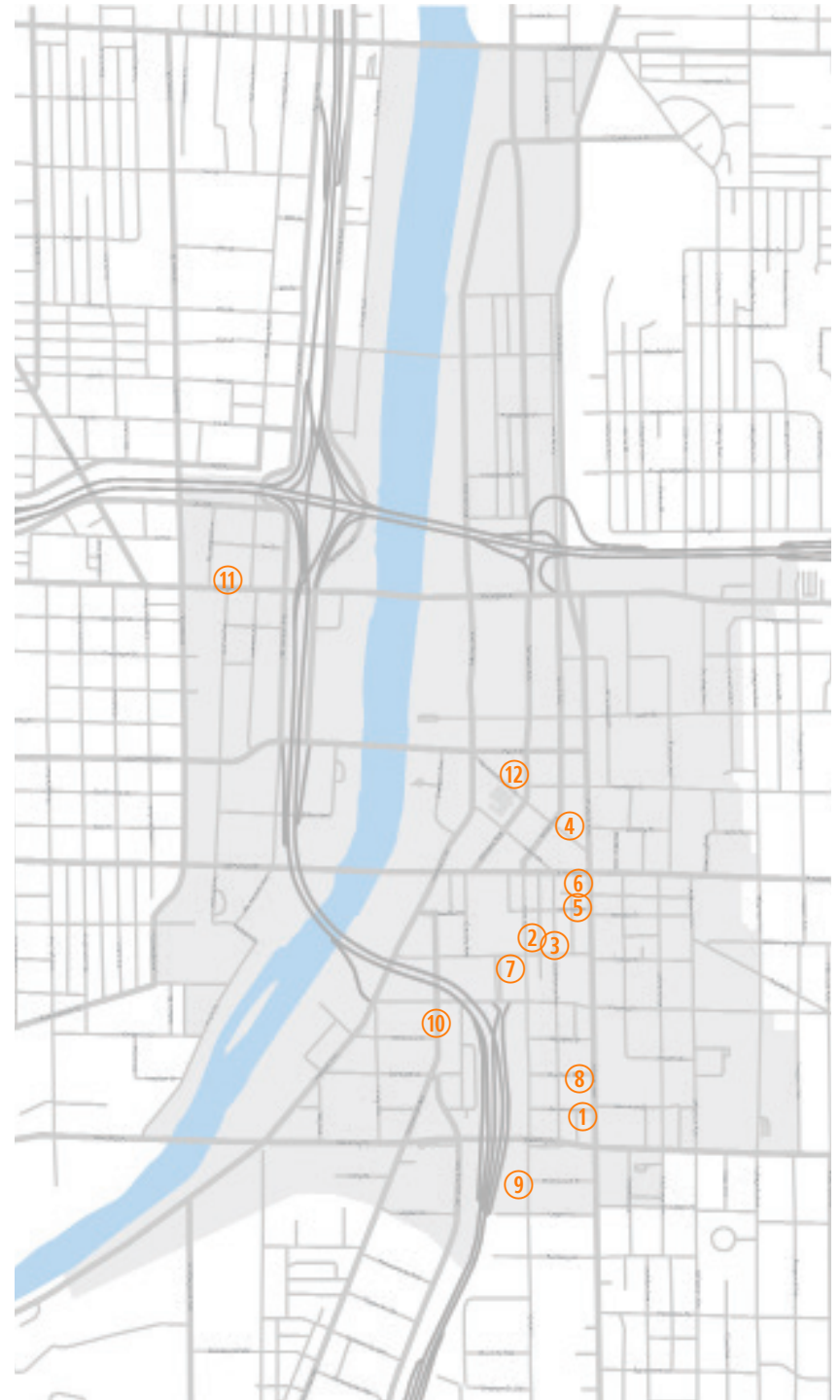
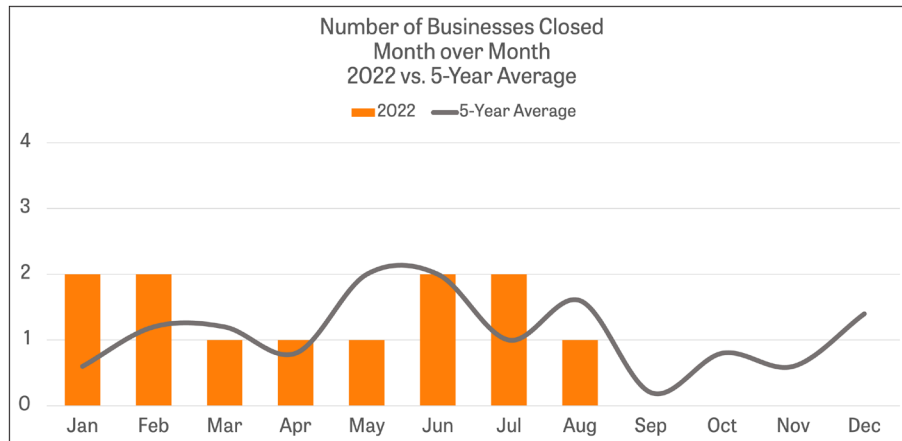
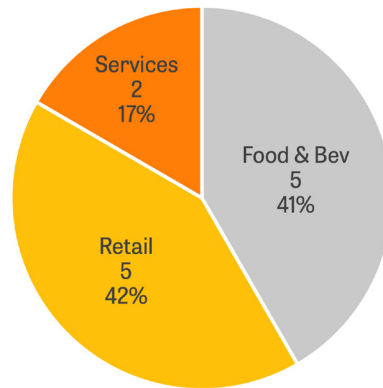
1.8x

faster than closing
in 2022

2021: 1.65x

2020: 1.55x

Types of Businesses Closed in 2022

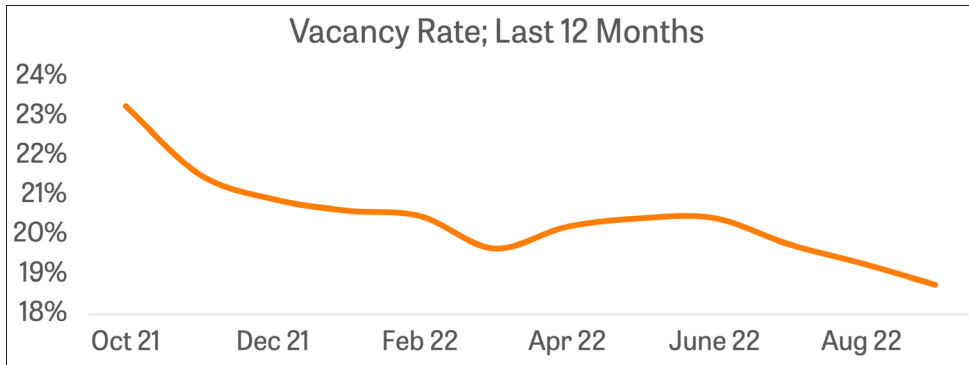


Source: Downtown Grand Rapids Inc.



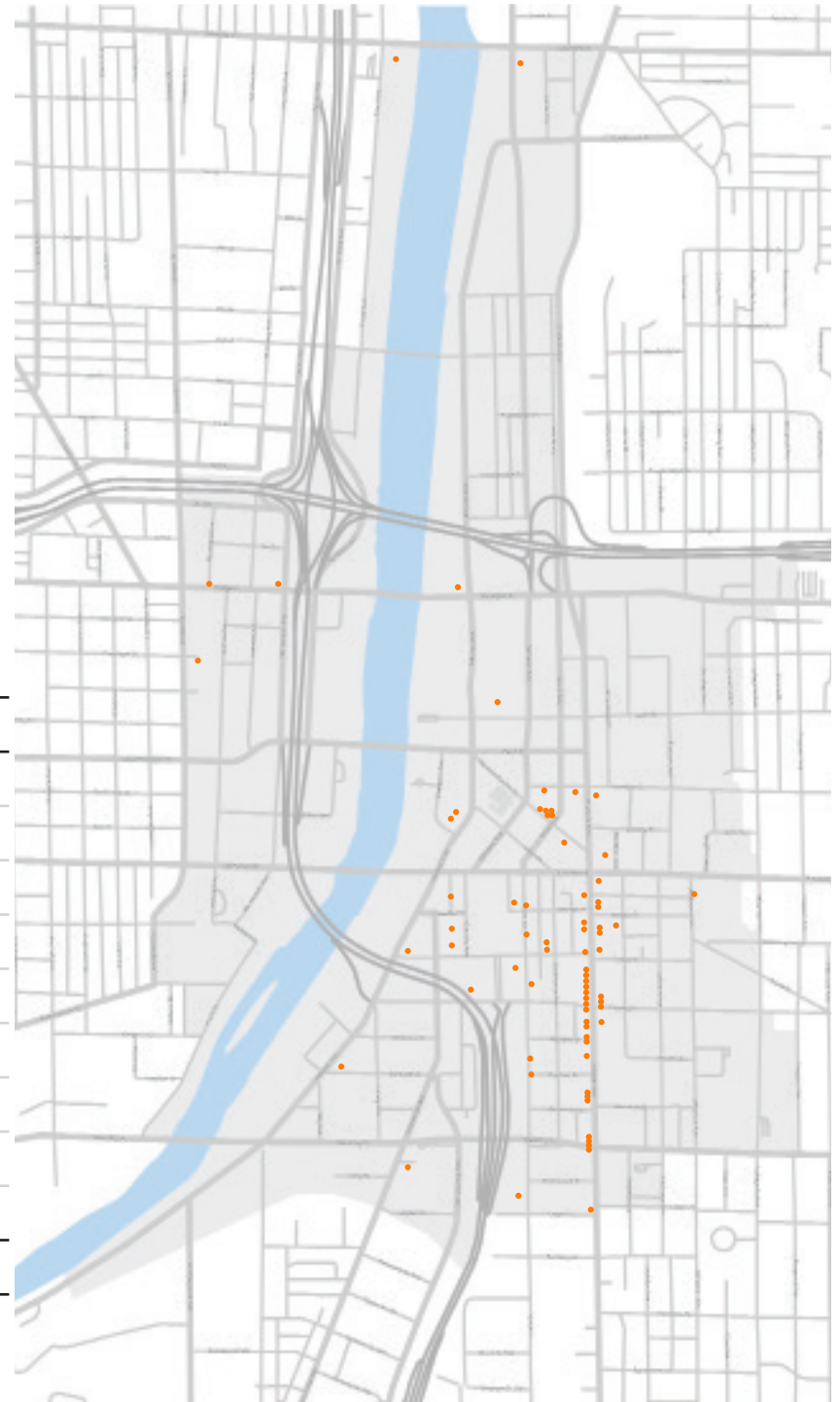
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Ground-Floor Storefront Vacancies



2.4 yrs
average vacancy duration

	Storefronts	Vacancies	Vacancy %	Sq Ft Available
Bridge Street	22	2	9%	~3,835 sq ft
Center City	115	15	13%	~75,122 sq ft
(Monroe Center)	(51)	(7)	(14%)	(~52,818 sq ft)
Fulton & Jefferson	20	1	5%	~4,000 sq ft
Heartside: Division	98	32	33%	~86,596 sq ft
Heartside: Ionia	69	12	17%	~44,851 sq ft
Heartside: Grandville	14	4	29%	~21,087 sq ft
Monroe North	26	1	4%	~3,895 sq ft
Other	4	2	50%	~3,500 sq ft
DISTRICT TOTALS:	368	69	19%	~242,886 sq ft



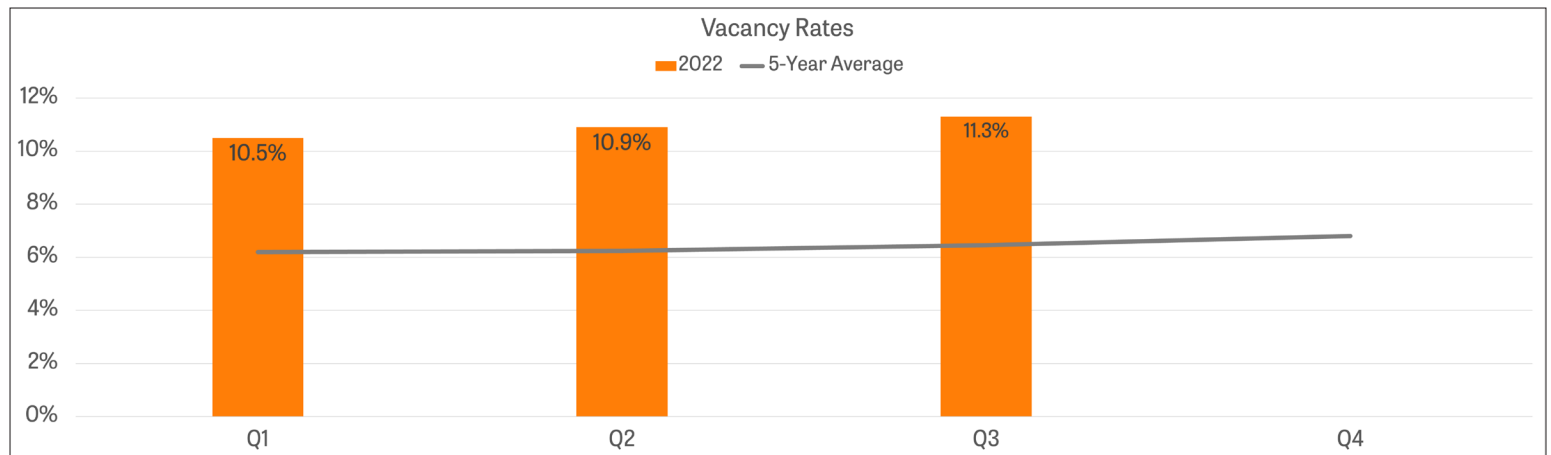
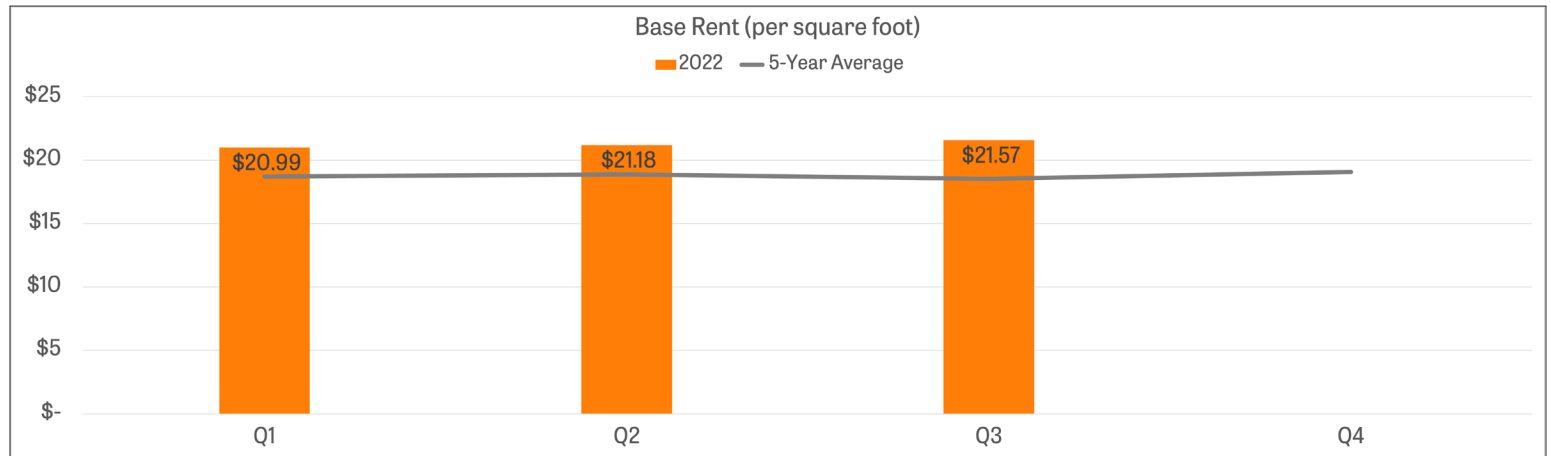
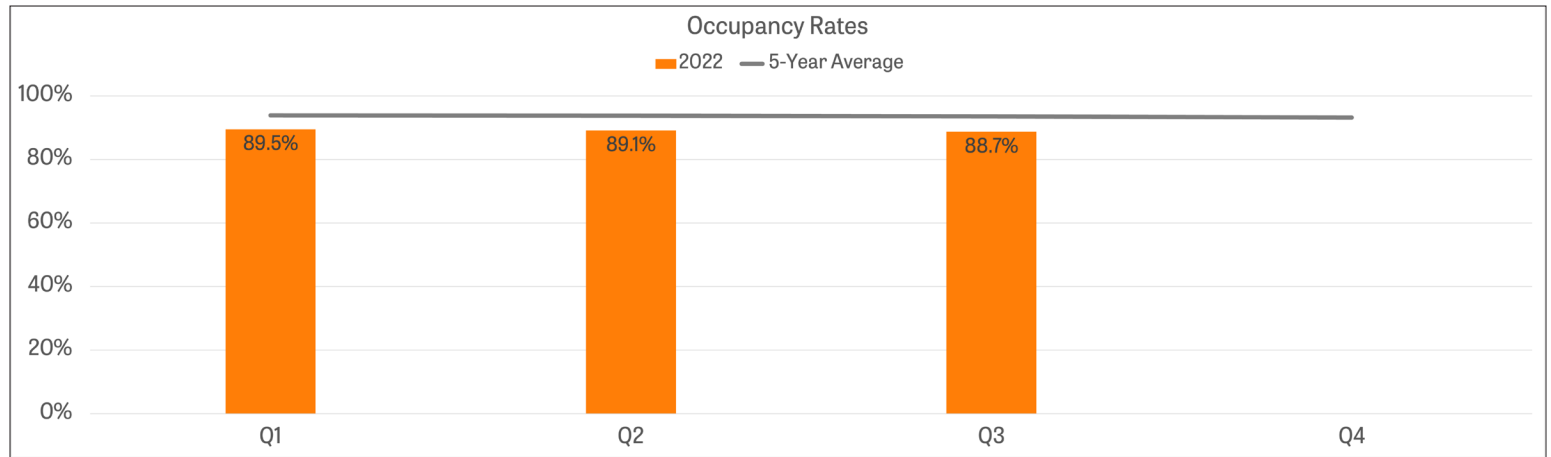
Source: Downtown Grand Rapids Inc.

4.9M sq ft of occupied space in Q3 2022 771k sq ft of vacant space in Q3 22

5%
average **decrease** in
occupancy in
2022 compared to
5-year average

13%
average **increase** in
rental rates in
2022 compared to
5-year average
(\$2.45/sq ft)

70%
average **increase** in
vacancy in
2022 compared to
5-year average



Housing Overview

Updated Quarterly

3%

increase in
occupancy rate
vs. 5-year average
(97% vs. 93%)

1%

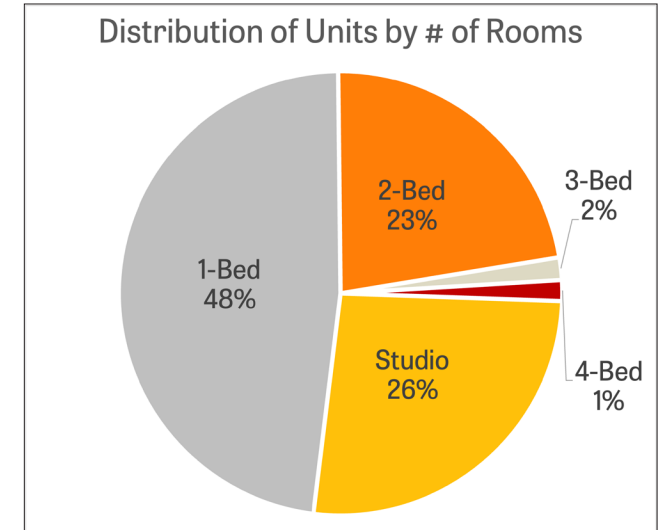
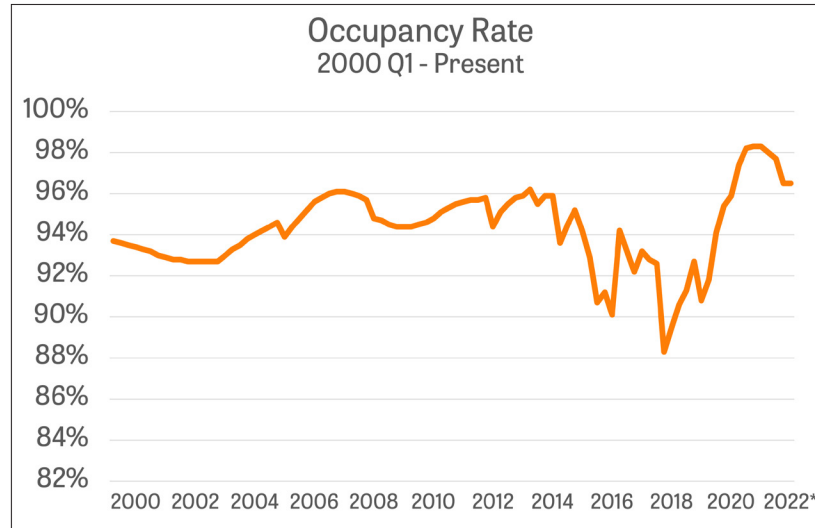
decrease in
occupancy rate
vs. Q2 2022

249

units under construction

1,430

units in planning

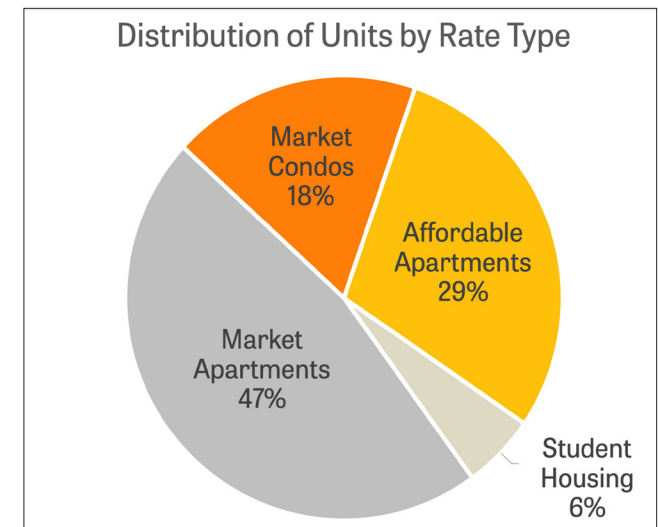
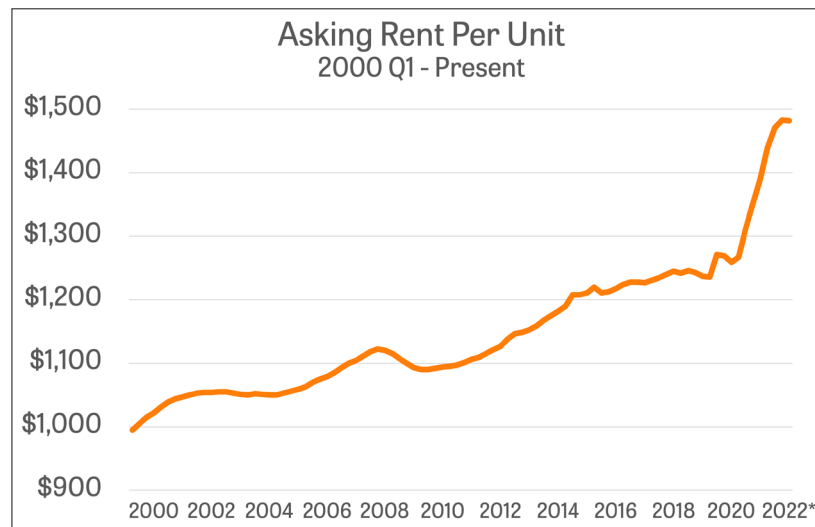


18%

increase in
asking rent rate
vs. 5-year average

1%

increase in
asking rent rate
vs. Q2 2022



Source: CoStar &
Downtown Grand Rapids Inc.

*2022 incomplete

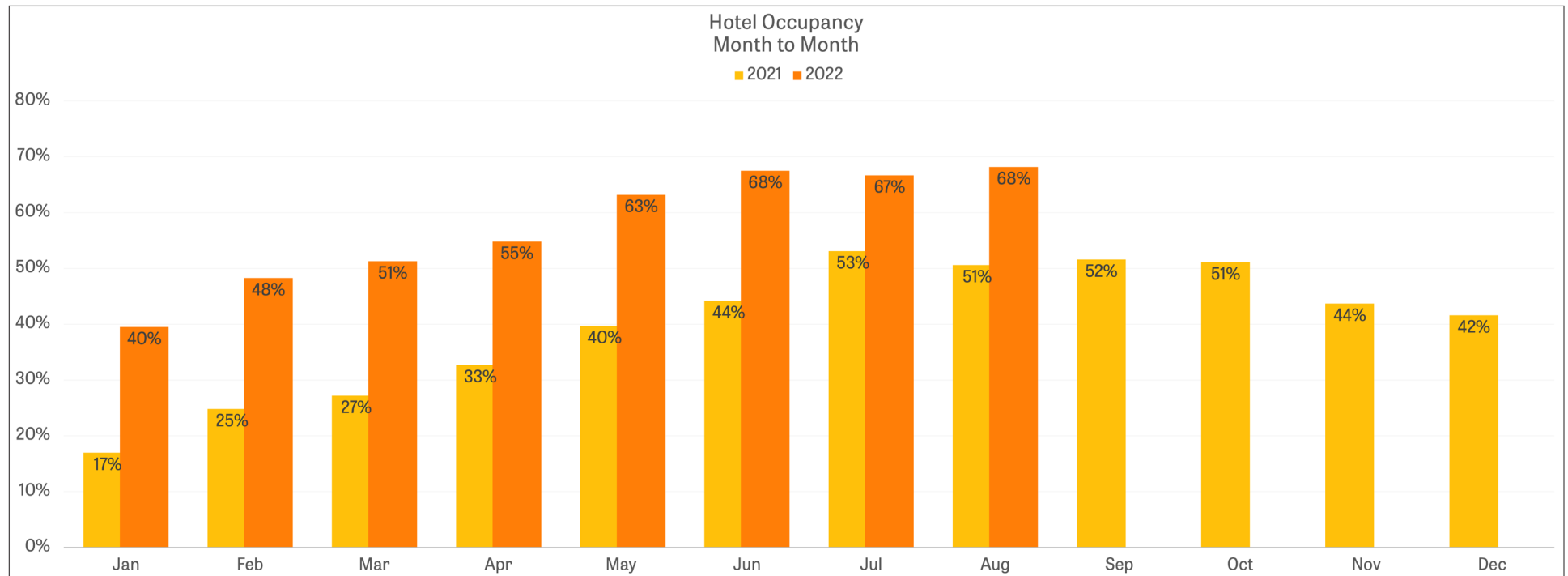
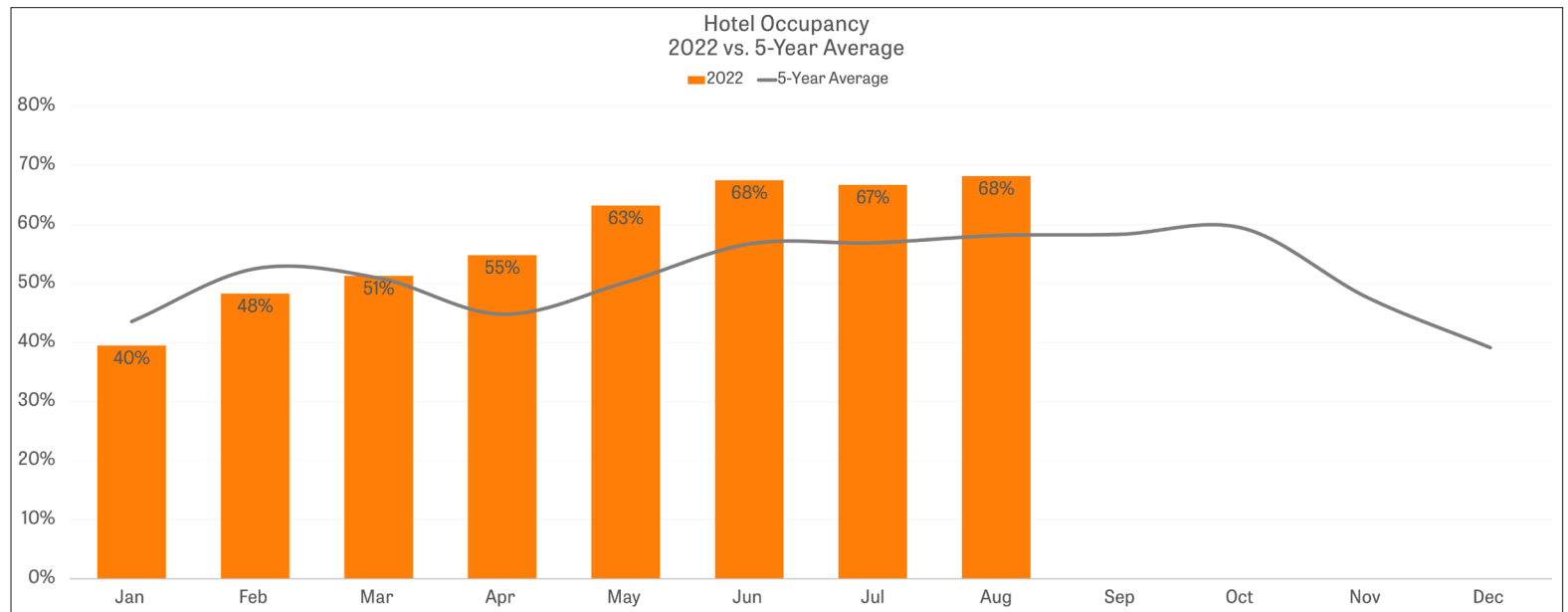
Hotel Occupancy

12%

average **increase** in
hotel occupancy in
2022 compared to
5-year average

44%

average **increase** in
hotel occupancy in
2022 vs. 2021



Source: Smith Travel Research via CoStar



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Downtown Activity Tracking

17%

average **increase**
in visitor activity
compared to 5-year
September average

13%

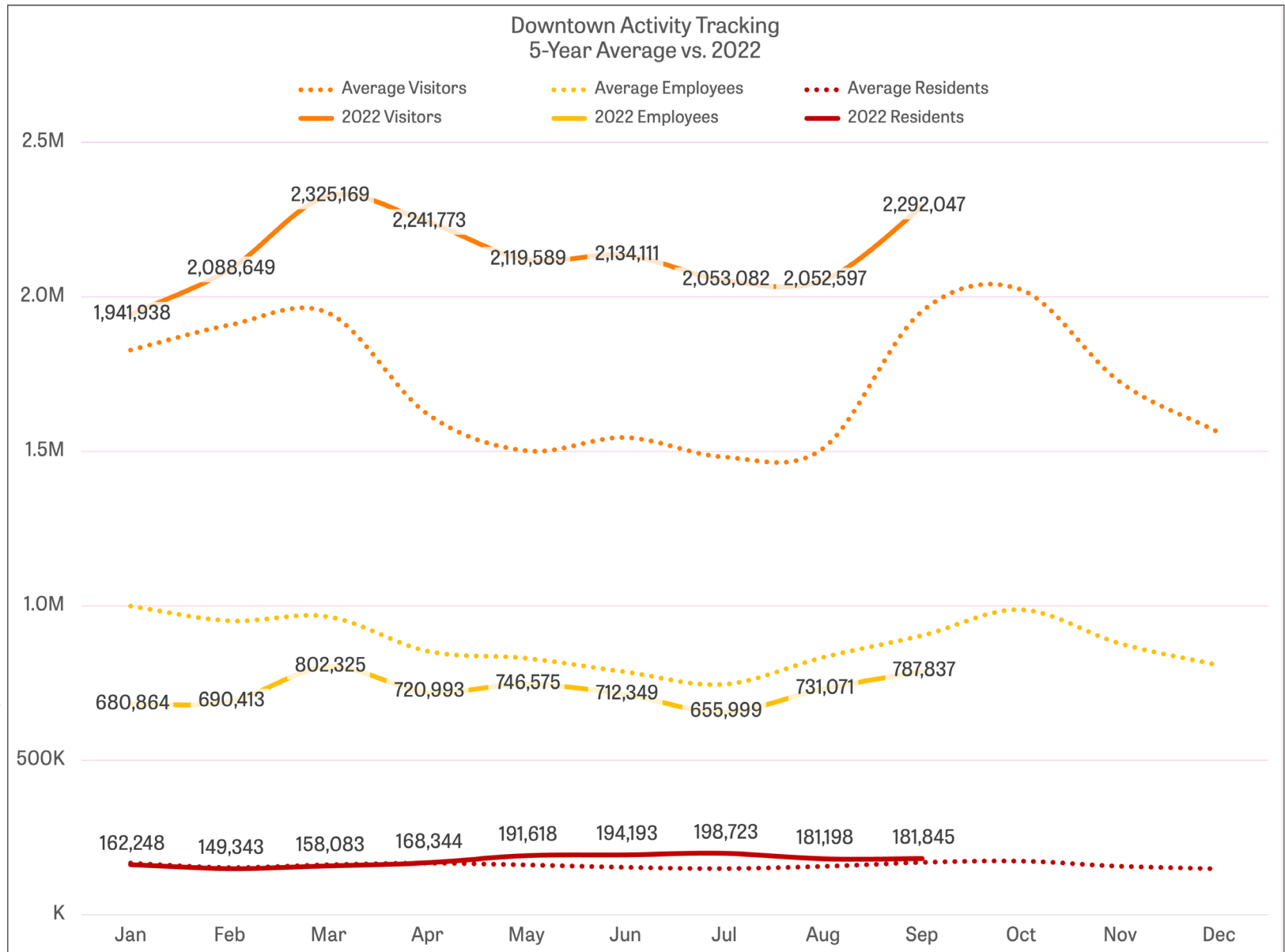
average **decrease** in
employee activity
compared to 5-year
September average

35,811

estimated number of
employees in September

6,062

estimated number of
residents in September



Source: Placer.ai

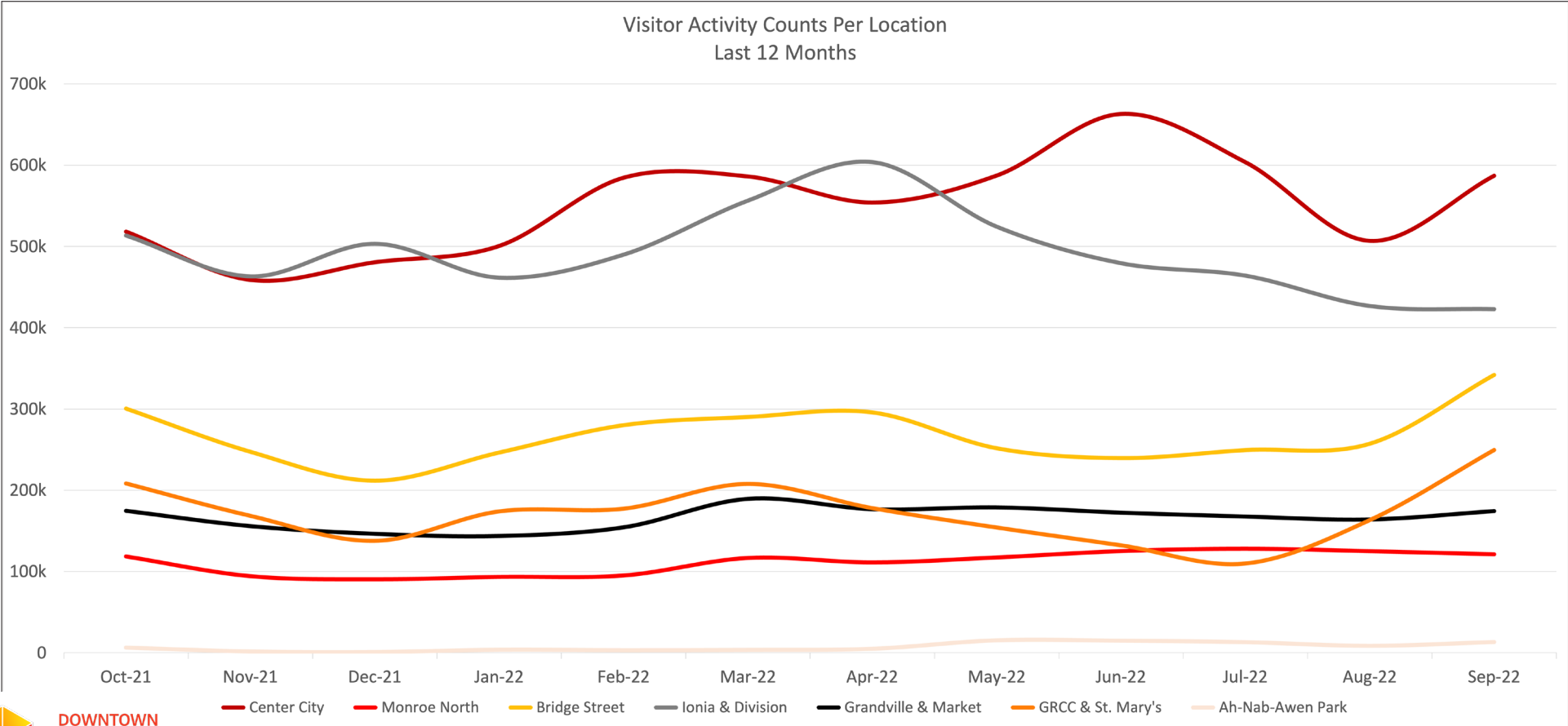
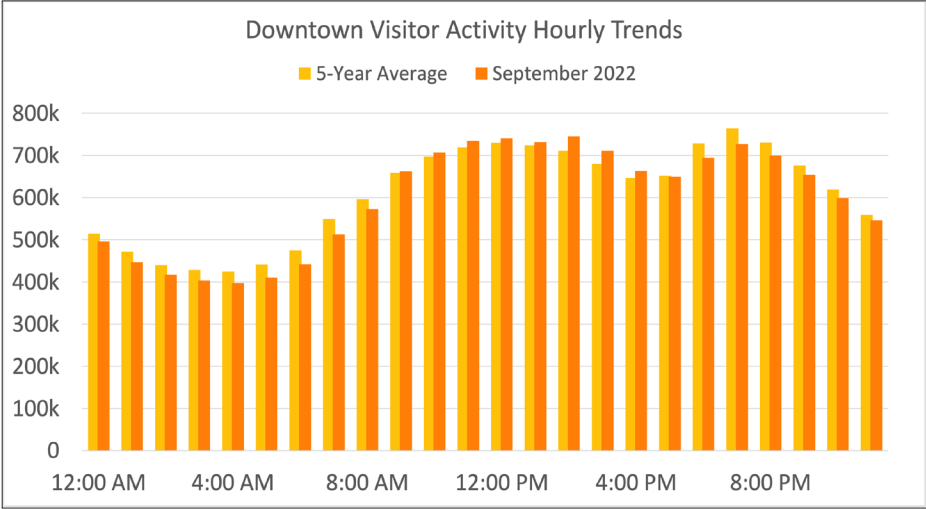
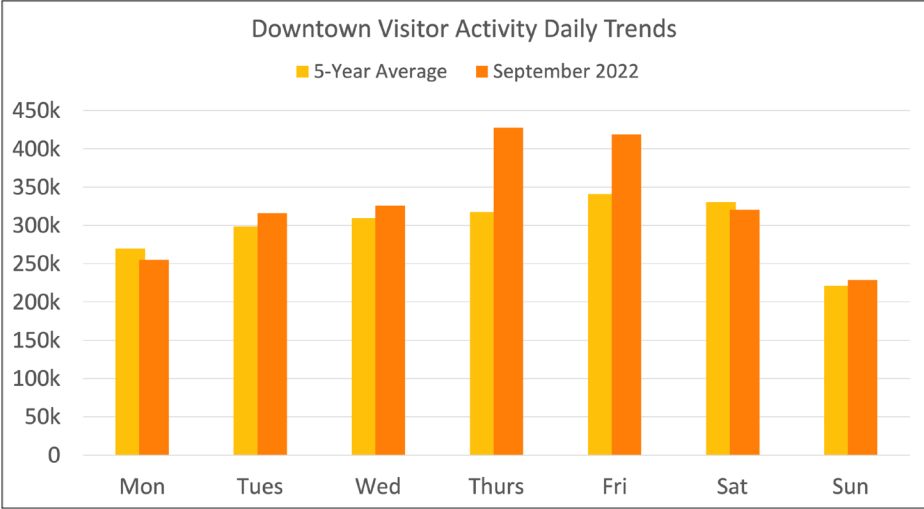
DGRI uses Placer.ai's location tracking analytics to estimate activity counts. To learn more about the methodology, go to:

<https://downtowngr.org/our-work/reports-studies>



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Downtown Activity Tracking, continued



Current Downtown Construction & Development

1 ICCF Tapestry Square - *anticipated completion: Q4 2022*

+10,000 square feet of commercial space
+56 housing units

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

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

3 Spectrum Health Ambulatory Building - *anticipated completion: Spring 2024*

+240,000 square feet of office space

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

+193 housing units

Totals:

543k

square feet of
office space

10k

square feet of
commercial

1,200

new jobs

1,090

parking spaces

249

housing units



Source: Downtown Grand Rapids Inc.

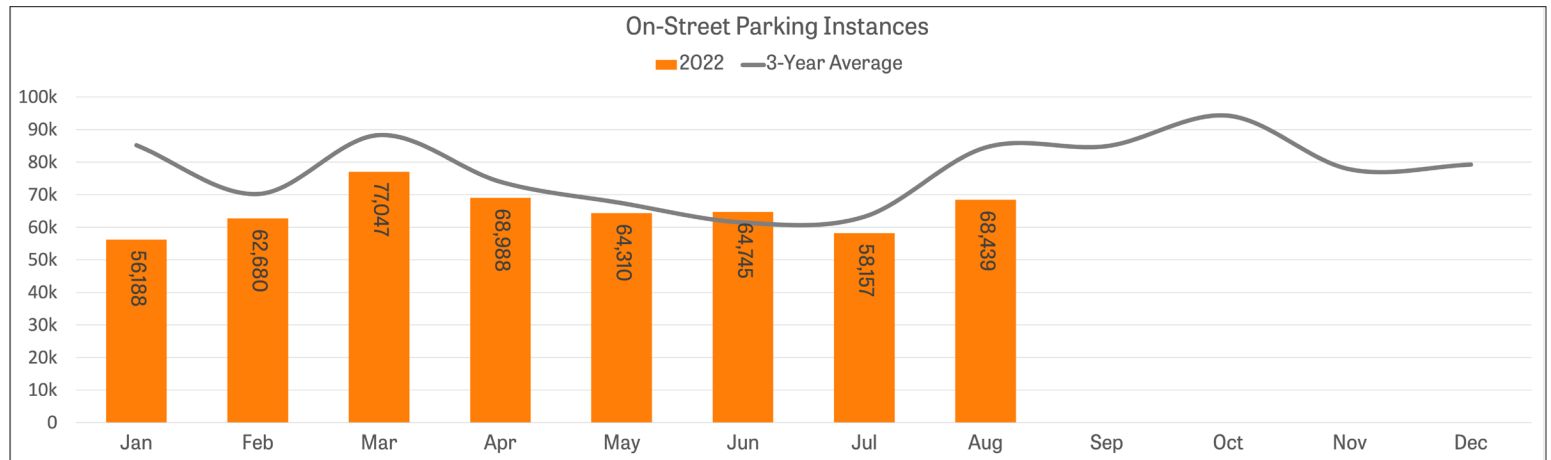


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On-Street Parking

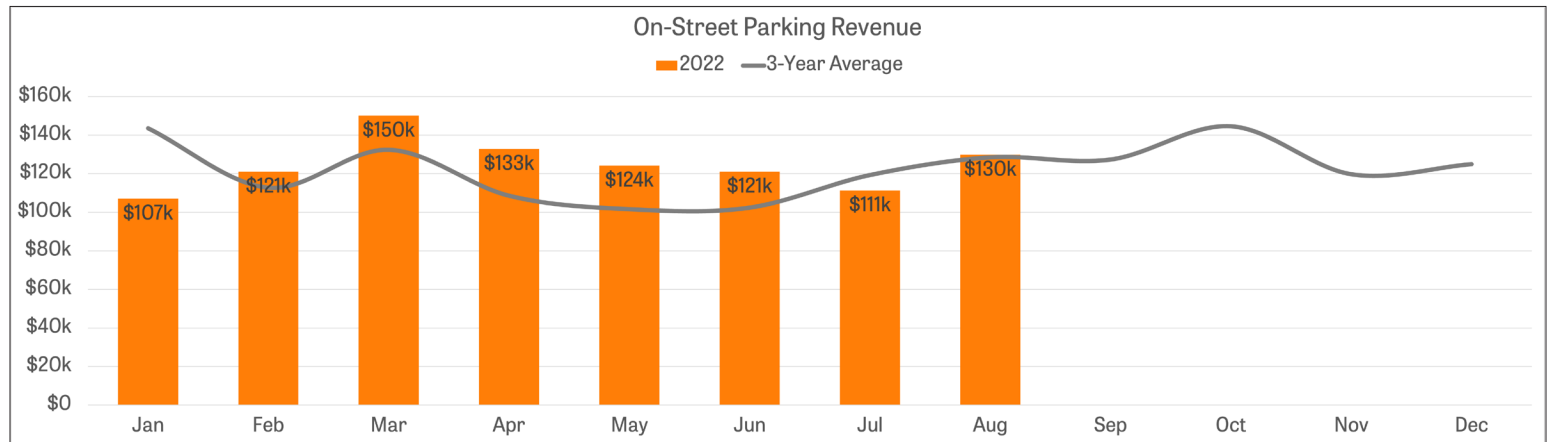
16%

average **decrease** in
of instances in
2022 compared to
3-year average



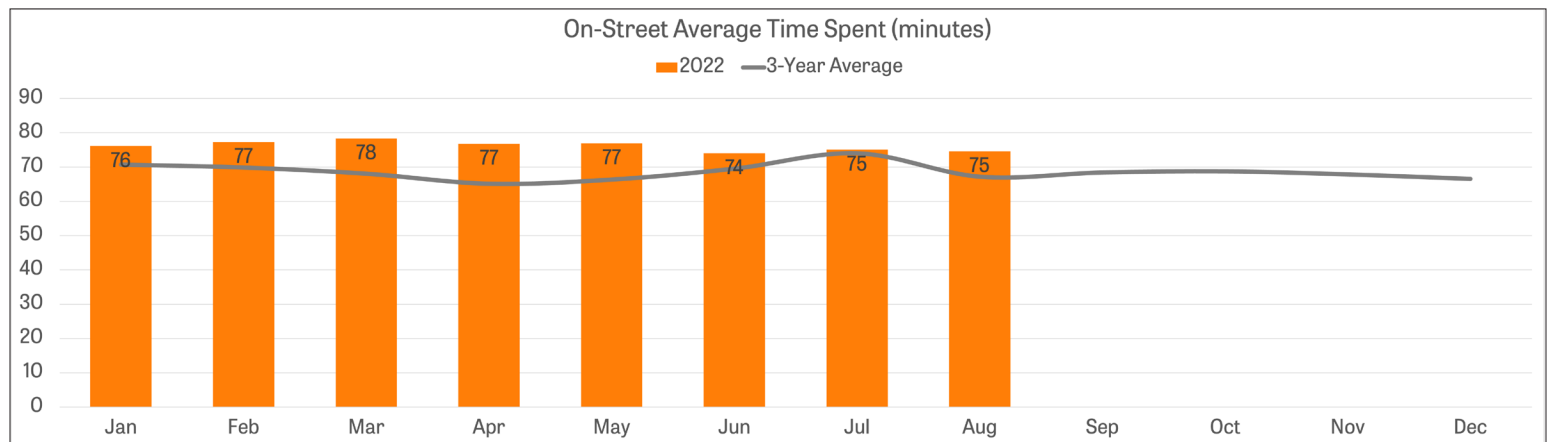
2%

average **decrease** in
revenue in 2022
compared to
3-year average



6-minute

longer sessions in
2022 compared to
3-year average



Source: Mobile GR

DASH Ridership

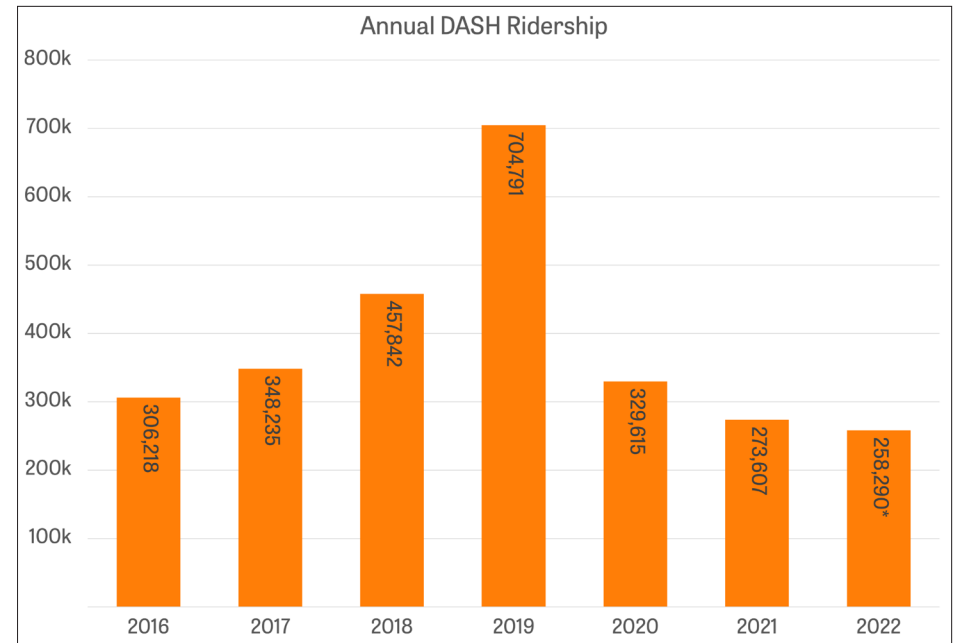
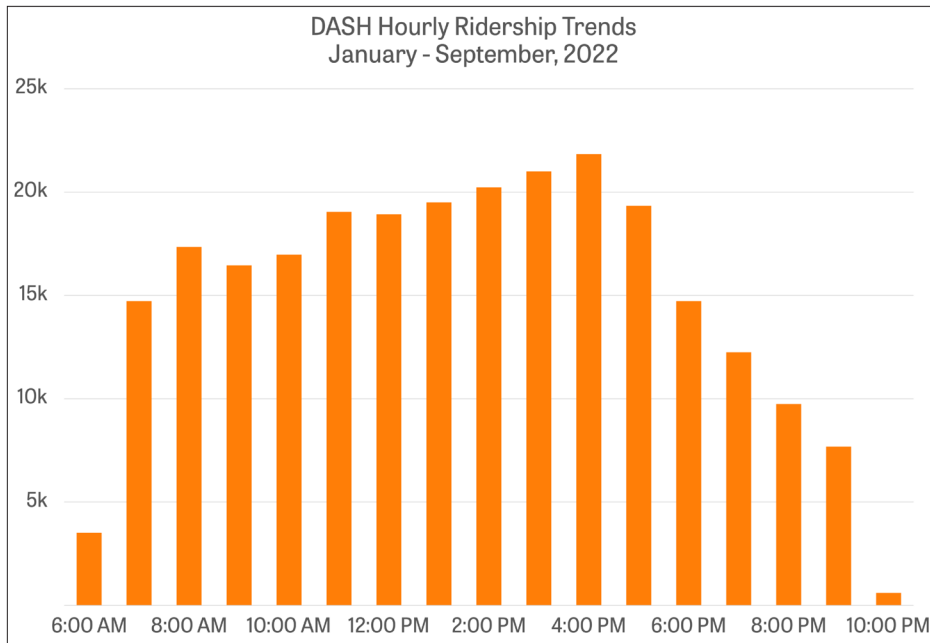
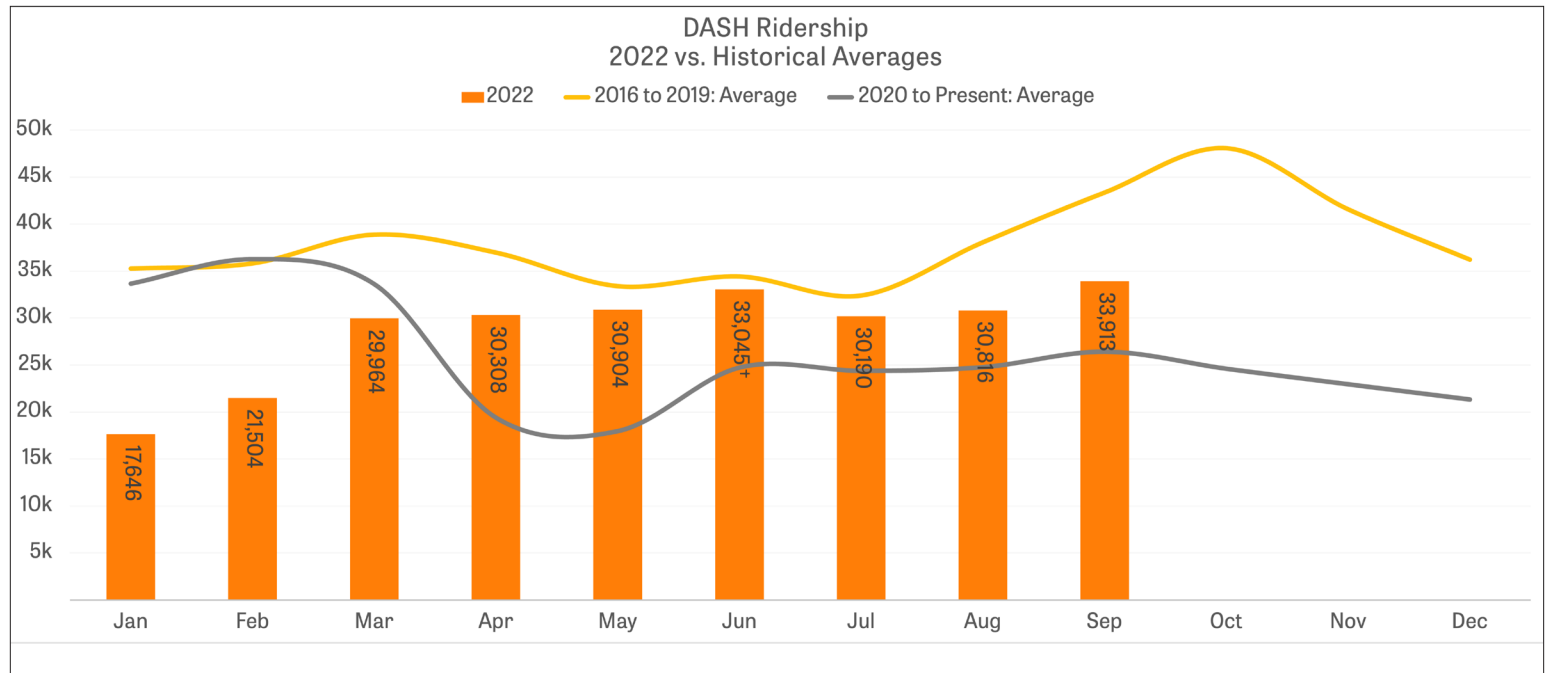
Updated Quarterly

15%

average **decrease** in
ridership in 2022 vs.
6-year average

28%

increase in ridership
in 2022 so far
vs. 2021
(same period)



Source: The Rapid



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*estimate due to technical issue

*2022 total annual ridership count incomplete

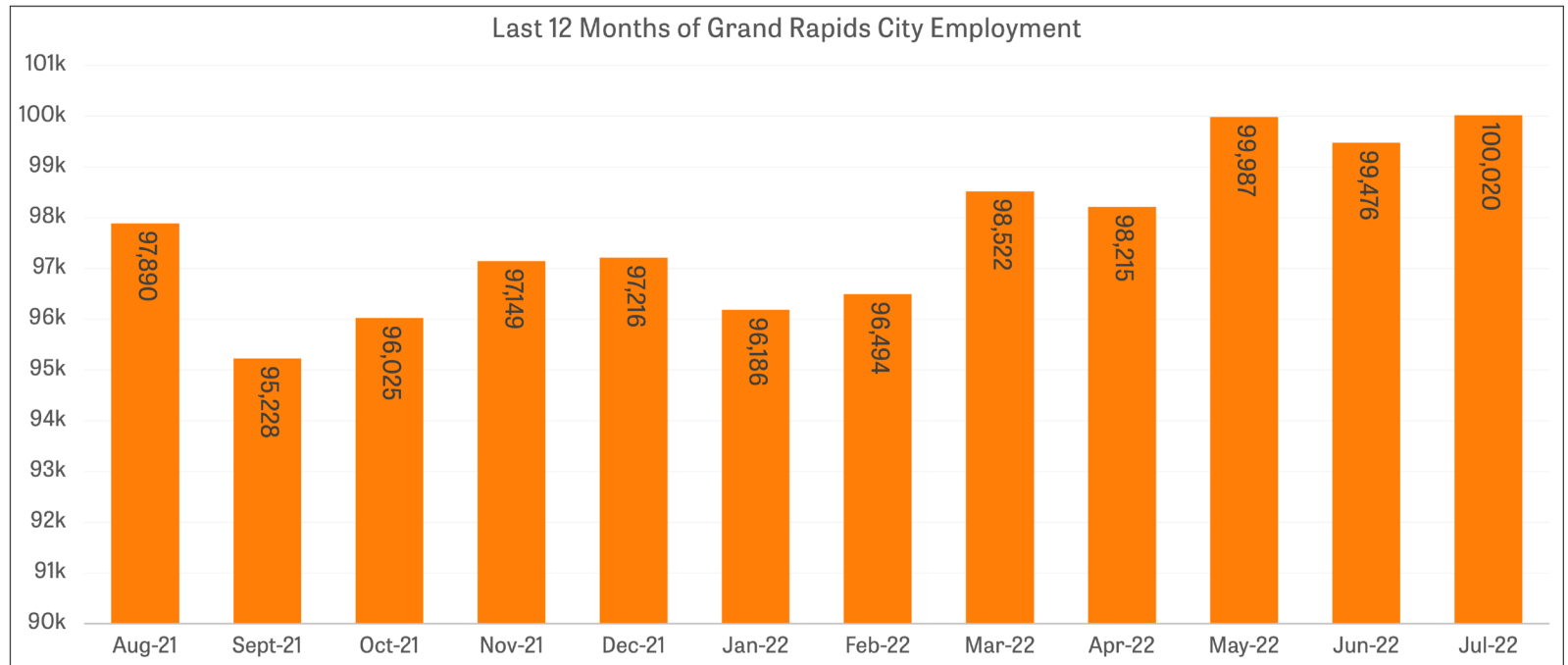
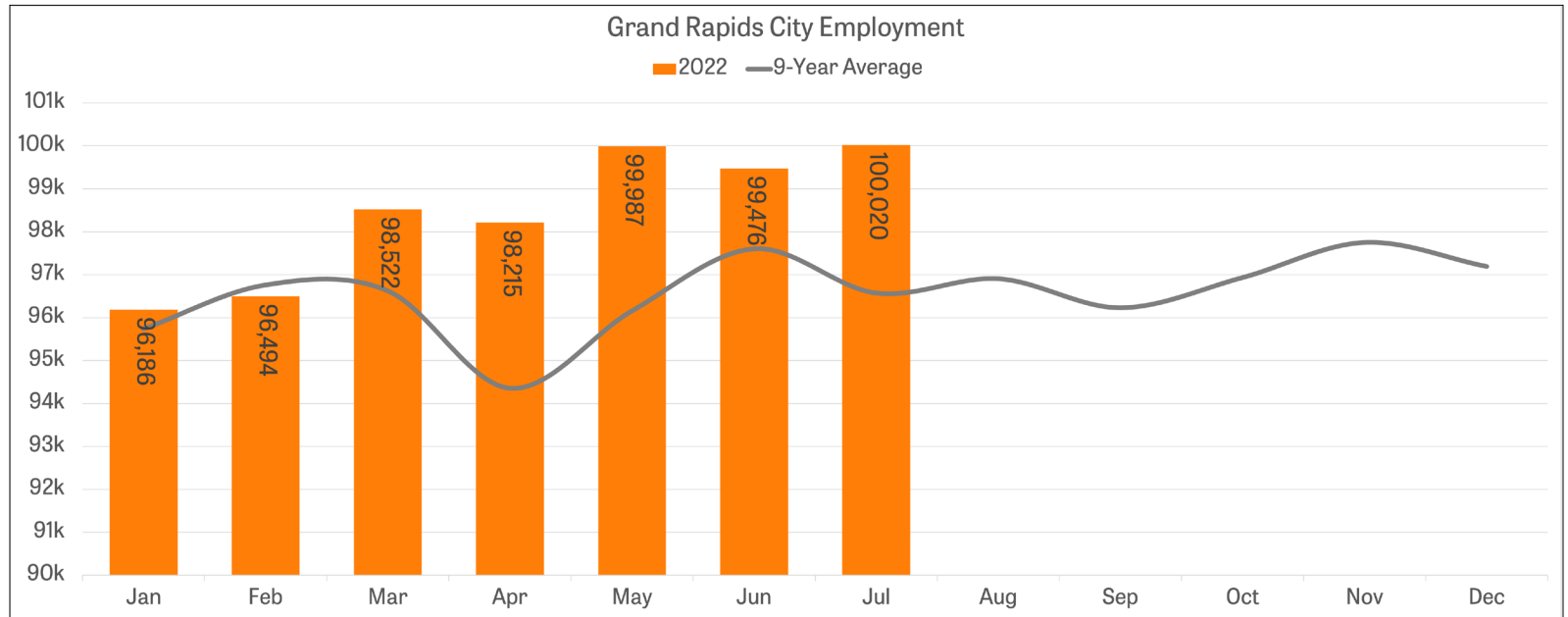
City Employment

1%
increase in July 2022
vs. June 2022

2%
increase compared
to 2022 average

4%
increase compared
to 9-year average

2%
increase in July 2022
vs. July 2021

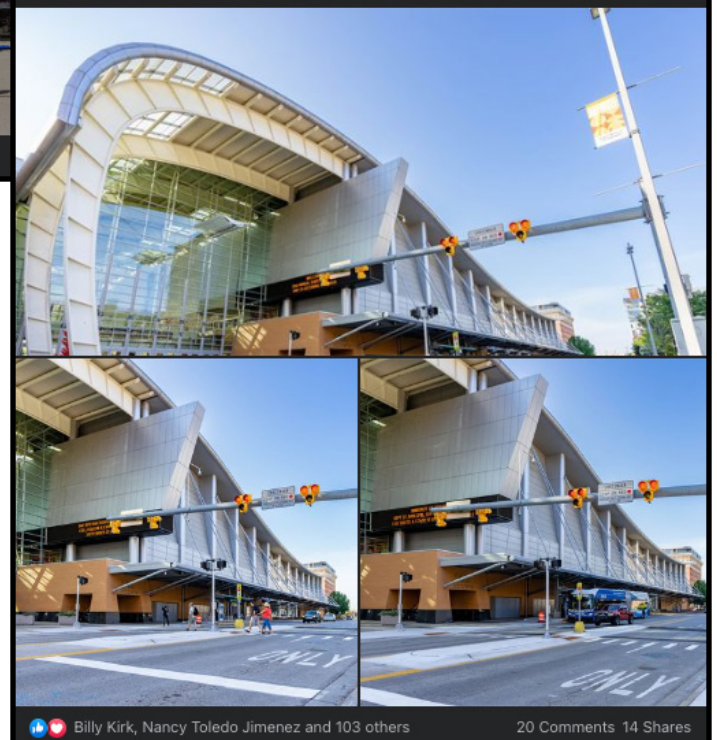
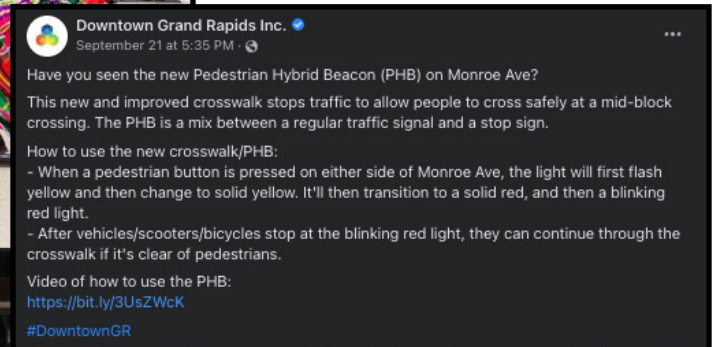
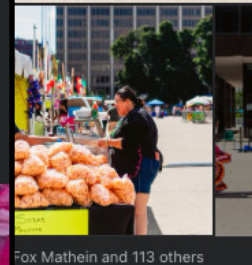
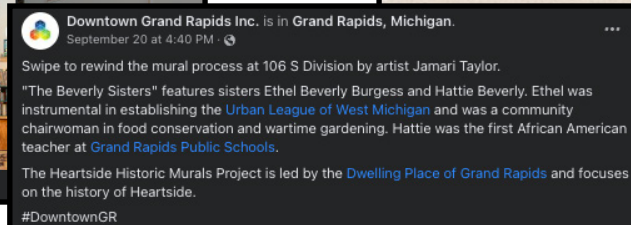
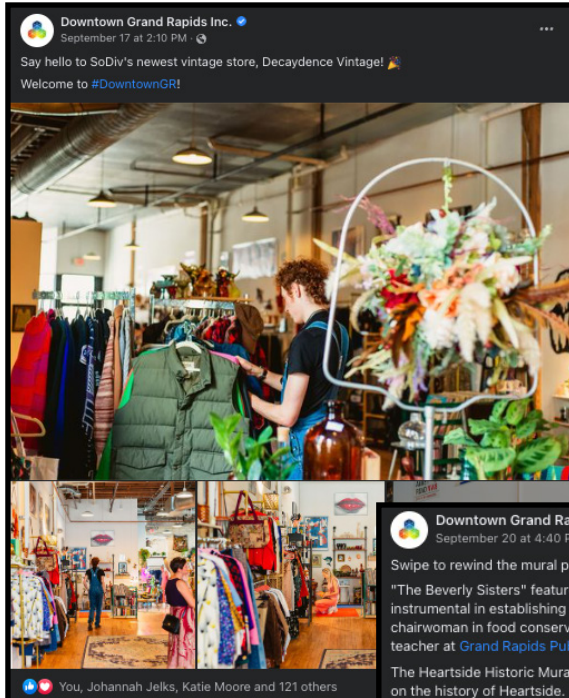


Source: BLS



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Downtown Social Media Engagement Look-In



Appendix 1: Downtown Ambassador Statistics

	2022 YTD	July 2022	August 2022
Graffiti Removed	2,141	324	456
Lbs of Trash Removed	267,025	42,600	36,600
Snow Removed	10,249	-	-
Weeds Abated	126,175	46,563	25,992
Business Contacts	7,053	953	715
Pedestrian Assists	101,513	12,219	11,822
Mobility Assists	1,231	132	122
TOTAL BANKED HOURS:		1,550.25	1,775.75

2022 vs. 2021 Year-to-Date Comparisons:

196

more graffiti removals

30k

more lbs of trash removed

1k

more snow removals

43k

more weeds abated

5k

more business contacts

27k

more pedestrians assisted

34

more mobility assists



DOWNTOWN
IMPROVEMENT
DISTRICT



Source: Downtown Grand Rapids Inc.