

Virtual Meeting Access

Greetings!

For the safety and wellbeing of our members and employees, we would like to continue to hold meetings in accordance with the Open Meetings Act, PA 267 of 1976, as amended, as well as in accordance with all applicable laws including Executive Orders from the State of Michigan.

We have decided to use Microsoft Teams for video/phone conferencing for all upcoming board and alliance meetings. Teams has many exciting features including screen sharing, recording, live captions, file sharing, and more. Below are instructions on how to access the upcoming virtual meeting.



MICROSOFT TEAMS

1. It is recommended to download the App -
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 - b. [Android Devices](#)
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Persons with disabilities may attend and participate using any of the above described methods. If you require special accommodations, please email mmcdaniel@downtowngr.org and we will be happy to accommodate you. If you have any questions or need further assistance, please email asloan@downtowngr.org.

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AGENDA

DOWNTOWN
DEVELOPMENT
AUTHORITY



Board Members:

Luis Avila • Mayor Rosalynn Bliss • Kayem Dunn • Jermale Eddie • Greg McNeilly • Jen Schottke • Diana Sieger • Jim Talen
Rick Winn

Wednesday, July 8, 2020
9:00 a.m. [Virtual Meeting](#)
[Microsoft Teams](#)

- | | | |
|---|-----------|--------|
| 1. Call to Order | | |
| 2. Approve Meeting Minutes from June 10, 2020 (9:00)
(enclosure) | Motion | Winn |
| 3. Air Quality Monitoring Partnership (9:05)
(enclosure) | Info Item | Kelly |
| 4. Social Zone Update (9:15) | Info Item | Miller |
| 5. Event Support (9:30)
(enclosure) | Motion | Kelly |
| 6. President and CEO Report (9:40) | Info Item | Kelly |
| 7. Public Comment (9:50) | | |
| 8. Board Member Discussion (9:55) | | |
| 9. Adjournment (10:00) | | |





MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

June 10, 2020

1. Call to Order – The meeting was called to order at 9:04 a.m. by Chair Rick Winn.

Attendance

Members Present: Rick Winn, Mayor Rosalynn Bliss, Jim Talen, Diana Sieger, Luis Avila, Kayem Dunn, Jermale Eddie, Greg McNeilly, and Jen Schottke

Others Present: Tim Kelly (DDA Executive Director), Amanda Sloan, (DDA Recording Secretary) Jana Wallace (DDA Treasurer), Dick Wendt (Legal Counsel), Andy Guy, Kimberly Van Driel, Melvin Eledge, Marion Bonneaux, Annamarie Buller, Kyama Kitavi, and Mark Miller (DGRI Staff), Rebecca Krenz, Josh Naramore, Jennifer Kasper, Jerry Powell, Brian McVicar, Jeff Salowitz, Kristin Bennett, Craig Clark, Mark Washington, Kathryn Sakala, Jeramiah Garcia, Ehren Wynder, Mike Waalkes, Kurt Luttermozer, Isaac DeGraaf, Kate Carlson, Ted Lott, Ron Thomas, Lucas Stier, Jane Gietzen, and others

2. Approve Meeting Minutes from May 13, 2020

*Motion: Ms. Dunn, supported by Mr. McNeilly, moved approval of the May 13, 2020 Meeting Minutes.
Motion carried unanimously.*

3. Accept May 31, 2020 Financial Statements

Jana Wallace introduced the financial statements for the first 11 months of the fiscal year ending June 30, 2020 noting only 2 principal payments remain on the Van Andel Arena debt service and the Authority will soon cease capturing school tax increment revenues. Statement B reflects a decrease of around \$50,000 on debt tax increment that Ms. Wallace stated resulted from property assessment and classification appeals.

*Motion: Ms. Sieger, supported by Ms. Dunn, moved to accept May 31, 2020 Expenditures as presented.
Motion carried unanimously.*

Mr. Avila joined the meeting.

4. Downtown Enhancement Grant Funding

While DGRI strives for equality in economic growth and prosperity, we recognize we have more work to do before members of the Black and Hispanic communities not only feel welcome in Grand Rapids but that they have a stake here. We are currently reviewing our internal equity policies to better understand where DGRI can improve and expect our boards to hold us accountable. That being said, Mr. Kelly stated over 100 businesses Downtown were vandalized and damaged on May 30, 2020 following peaceful protests for racial justice and equality. Damage estimates, not including business interruption and looting, were initially reported to be around \$500,000 to storefronts. Building owners are engaged and insurance claims are being filed, though we expect many businesses will have a need for financial support. He noted \$218,031 remains in the Downtown Enhancement Grant (DEG) program and requests those funds be reallocated to replace windows and cover insurance deductibles for downtown businesses, waiving some application requirements, fees, and the standard 50% match typically requirement for the DEG. He noted the GR Chamber Foundation has also created a fund to assist Downtown business in this recovery which will be coordinated with DDA funding.

Ms. Sieger commended DGRI for the continued efforts to support black and brown populations.

Motion: Ms. Dunn, supported by Mayor Bliss, moved to authorize the Downtown Enhancement Grant to be used to financially support businesses damaged as a result of the Downtown riot, and authorize the DDA Economic Relief Subcommittee to approve any expenditures exceeding \$15,000. Mr. Eddie abstained. None opposed. Motion carried.

5. 10 Ionia Agreement Amendment

Mr. Kelly stated in 2018 the DDA approved a Development Agreement with HGR-1, LLC for the construction of a new hotel, The Residence Inn, at Fulton and Ionia. With the pandemic and subsequent Executive Orders, the project opening has been delayed until at least November, costing an additional \$1,600,000 – \$2,000,000. To support the unexpected loss of revenue and assist with the project's viability, the developer is requesting an amendment to the existing agreement for reimbursement of actual costs for eligible activities up to \$1,660,555.92 over 20 years.

Motion: Mayor Bliss, supported by Ms. Dunn, moved to approve an amendment to the Development and Reimbursement Agreement with HGR-1, LLC (for the project 10 Ionia) to provide for reimbursement of DDA eligible expenses not to exceed \$1,660,555.92 from non-school tax increment revenues for a period not to exceed 20 years. None opposed. Motion carried unanimously.

6. Redevelopment Area Designation

Mr. Kelly stated that in order to approve individual liquor licenses for newly constructed buildings, the Michigan Liquor Control Commission requires that the City adopt a resolution designating the development district as a "redevelopment project area." The City has requested that the DDA consent to the establishment of a redevelopment project area within its boundaries. With this establishment, businesses within the district can apply for a Redevelopment Project Area license. Because we did not have this appropriate designation in April, GR Noir was not issued the Redevelopment Liquor License approved by the DDA earlier this year. This approval will also support the issuance of a Redevelopment Liquor License for GR Noir.

Motion: Mr. Avila, supported by Mr. Eddie, moved to support the Grand Rapids City Commission establishment of a redevelopment project area within the DDA. Motion carried unanimously.

7. Downtown Skate and Bike Park

Ms. Van Driel stated after the DDA approved funding for the Downtown Skate Park in March, multiple requests were received by the steering committee to submit a proposal for the project. It was then decided to publish a formal Request for Proposal (RFP) for the park. Upon review of the four proposals received, the review committee was unanimous in recommending AGA Nation for the build out, design and event planning for this pop-up park. This proposal was the only local organization that met all requirements of the RFP and had the most desired park design which included urban landscape features. The project funding request has now increased to include the fees associated with the RFP process as well as insurance requirements and permitting fees from the City Parks Department. Ms. Van Driel noted the timeline for completion is likely September, with a grand opening event being scheduled for next Spring.

Motion: Ms. Sieger, supported by Mr. Talen, moved to authorize the Executive Director to enter into an agreement with AGA Nation for an amount not to exceed \$255,000 for the installation of a Downtown Skate and Bike Park.

8. Downtown Wayfinding Consultant Recommendation

Mr. Eledge stated an RFP was released on April 22 requesting interested firms to submit proposals to analyze our current Downtown Wayfinding system, design new wayfinding elements, develop a plan to implement this system, provide asset management, and assist in selecting a firm for fabrication and installation. Not only do we seek to update and refresh the imagery but to connect the on-street wayfinding with the Skywalk and the forthcoming Riverwalk. 23 qualified responses were received in May. The steering committee reviewed and recommended Progressive AE, in partnership with Disability Advocates of Kent County, which provided a voice on the project absent from all other proposals. We are well aware not all pedestrians are the same and this partnership will seek to meet a variety of pedestrian needs. This bid came in at \$129,885 with a proposed schedule to complete the project by the end of the year with actual deployment in spring/summer of next year. DGRI recommends budgeting for a 10% contingency. Mr. Kelly noted \$200,000 has been budgeted in FY20 and FY21 for this project.

Ms. Dunn, supported by Mr. Talen, moved to authorize the Executive Director to enter into a contract with Progressive AE for a total not to exceed \$142,873. None opposed. Motion carried unanimously.

9. Bridge South Consultant

Mr. Miller presented a proposal for the Bridge South Planning Services in response to the RFP issued February 10th. He stated the 7-person committee reviewed all 13 proposals received in March. Two aspects being considered were community engagement and a market study (deep dive into economics) plan. Clarification was requested from 6 firms for how the current pandemic situation might affect the proposal. On May 14th the committee recommended Lott3Metz Crutcher for this project. Mr. Miller noted their work on the GR Forward Plan and added the diverse team of sub consultants includes female project managers and an African American Principal (Owner) having a great understanding of engaging diversity and equity. This contract includes a 10% contingency with plans to initiate the project in July.

Ms. Dunn, supported by Mr. McNeilly, moved to authorize the Executive Director to enter into a contract with Lott3Metz Crutcher for an amount not to exceed \$134,000. Motion carried unanimously.

10. Downtown Bicycle Infrastructure Improvements

Mr. Miller stated even with the bicycle infrastructure improvements funded in May, Goal 3 Alliance still has funds remaining in the budget for this priority. DGRI would like to further infrastructure improvements and continue to advance bicycle safety with modifications to the Monroe Avenue and Leonard Street intersection as well as provide as many as 100 more bike racks for the City to deploy over the next year. These include U racks and parking meter racks in narrower sidewalk conditions.

Mr. Talen, supported by Mr. Avila, moved to authorize funding in an amount not to exceed \$32,000 for bicycle infrastructure improvements and design services in the Downtown. Motion carried unanimously.

11. Downtown Pedestrian Safety Improvements

Mr. Miller stated Goal 3 would also like to utilize the remaining budgeted funds allotted to create safer pedestrian crossings downtown. This project includes the design of three Downtown intersections with an additional funding request for RRFB signs and installation to be submitted later this year. We will be working with The City's engineering consultant to begin work immediately and lead to implementation by July. Mr. Eddie noted a tree blocks the RRFB flashing at the Mary Free Bed crosswalk. Mr. Miller stated it is vital to do due diligence and coordinate long term visibility efforts moving forward. Ms. Dunn requested outcome data on these installations. Mr. Miller stated they are being used and cars are stopping for pedestrians. We are finding more success at the intersections where the speed of traffic is lower; the traffic at Bridge Street and Michigan ends to be faster so we need to continue to monitor this. Mr. Miller noted the speeds in these 3 locations are likely to lead to successful crosswalks.

Mr. Dunn, supported by Mayor Bliss, moved to authorize funding in an amount not to exceed \$19,800 for professional services to design pedestrian improvements at 3 intersections. Motion carried unanimously.

12. President and CEO Report

Mr. Kelly stated DGRI staff has been focused on establishing Social Zones to provide businesses a higher capacity; updates on that effort will come later this week. Over 230 artists have expressed interest in painting the boarded broken windows throughout Downtown. With over 120 already completed, this has become a great addition to the downtown landscape. The Womens Way project will start this week for final installation this summer. A Pride Mural was just installed in the bike corral by The Pyramid Scheme. The Portland Loo is on track for completion by the end of July in coordination with Division Avenue reconstruction. An MEDC grant application of \$50,000 was recently submitted and could be used to support businesses impacted by COVID. We are looking for ways to assist (by finding opportunities to employ) nearly 1,000 youth with the City's Youth Employment Program.

13. Public Comment

Jeremiah Gracia introduced himself as the new Economic Development Director for the City.

14. Board Member Discussion

Ms. Dunn asked how the artists are being supported by DGRI. Mr. Kelly stated they have been provided materials as well as a stipend of \$100 per window. Mr. Eddie shared that on Monday people were buying juices and smoothies as acts of kindness to the artists painting window murals. Mr. Winn thanked Ms. Wallace for her years of service to the DDA and congratulated her on her retirement.

15. Adjournment

The meeting adjourned at 10:18 a.m.



Downtown Grand Rapids Ambassador Program

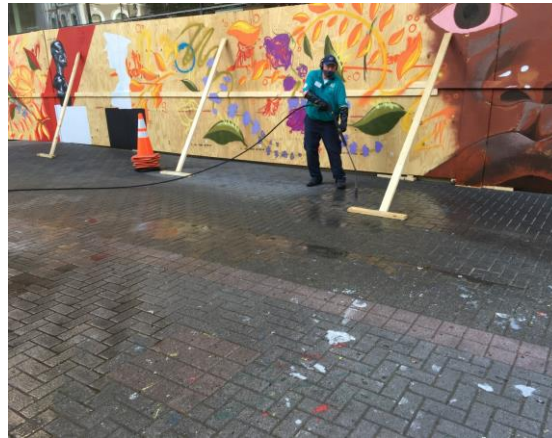
June 2020 Report



Highlights



The Downtown Ambassadors are still here to help! Just remember, keep to the special distancing guidelines to keep us all safe.



Painting murals can get messy. Our team has helped pressure wash the splattered paint along Monroe Center.

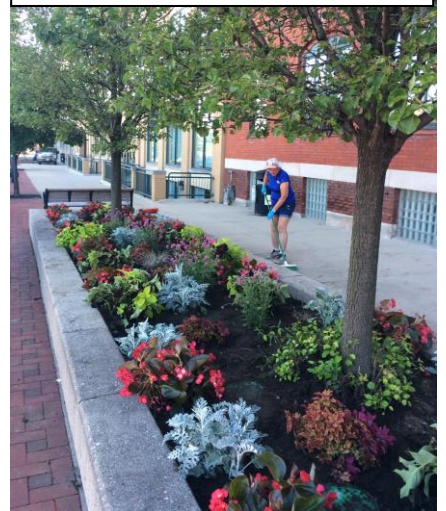


Removing graffiti from a cement structure takes talent and a high pressure machine.



But sometimes the brick is decades old and needs a softer touch.

A long under-maintained bed was re-planted in June with bright tropical colors.



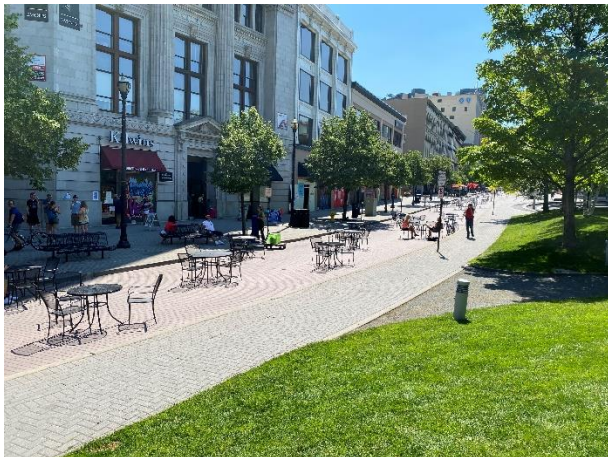
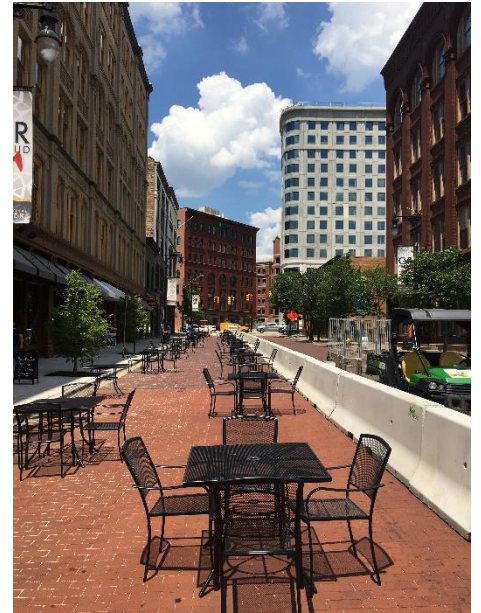
Relax at Rosa returned to the Ecliptic in June! Engagement has been down for the team and we've had 2 months of low contact with the outside world. Having people back downtown has put a spring in our steps.



We've provided much needed water over 2,000 times during the hot month of June.

Social Zones

In June we began to gear up for a soft opening of downtown via Social Zones. Our team loaded over 190 tables and over 780 chairs into an F150 and trailer and hauled them to our office. By the end of June we've put together 140 tables and deployed about just over 100 to 4 social zones. We've deployed umbrellas with more to come and beautifully arranged flower pots are on their way. We're excited to see so many restaurants and retail open up and utilize these spaces for safe distancing in our downtown.



New hire Michelle sanitizes the social zone tables with a [hidden] smile on her face!

Statistics

June Activity		2020	2019	2018
Equipment Usage	ATLV Hours	74	NA	20
	Bicycle (miles)	2	1	11
	Segway (Hours)	11	36	85
	Small Equipment (Hours)	55	7	17
	Total Equipment Usage	142	44	133
Beautification	Biohazard Clean Up	138	88	158
	Biohazard - Human	28	44	NA
	Infrastructure Management	4,522	2,087	852
	Graffiti - Removed	341	80	108
	Planters Watered	2,022	1,245	1,834
	Power Washing (block faces)	53	60	85
	Snow Removal	NA	NA	NA
	Trash (Bags collected)	1,174	1,674	2,253
	Weed Abatement (block faces)	500	NA	NA
	Weed Abatement (# of weeds)	NA	15,313	8,751
	Total Beautification Activity	8,778	20,591	14,041
Hospitality & Engagement	Business Contact	54	91	65
	Mobility Assist	41	115	16
	Observation - Fighting	0	40	118
	PA - Directions	150	492	255
	PA - Information	1,272	3,262	2,437
	PA - Other	793	7,423	14,046
	Panhandling - Aggressive	1	61	6
	Panhandling - Passive	23	37	65
	Request for Emergency Services	1	1	0
	Sidewalk Violation	175	452	461
	Social Services Assist	17	10	482
	Suspicious Package	5	0	1
	Suspicious Activity	7	2	1
	Total Hospitality & Engagement Activity	2,539	11,986	17,953
Total Ambassador Activity		11,317	32,577	31,994

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DATE: July 8, 2020

TO: Downtown Development Authority

FROM: Tim Kelly, AICP
Executive Director

Agenda Item #2a
July 8, 2020
DDA Meeting

SUBJECT: DDA Economic Relief Funding Update

At the April 8, 2020 meeting, the DDA Board approved funding in an amount not to exceed \$200,000 to be utilized for projects and programs to support Downtown COVID-19 relief efforts. In addition, the Board approved the creation of a Committee to discuss and approve uses of the funds.

The Committee, comprised of Mayor Bliss, Chair Winn, Vice Chair Dunn and member McNeilly met virtually on April 24, May 29 and June 22 to discuss possible projects and ongoing community wide relief efforts. Below is an accounting of the approved expenditures.

Love Local GR Website	\$ 20,000.00
Uline 300 Chairs	\$ 40,500.00
Uline 480 Chairs	\$ 45,360.00
Uline 195 Tables	\$ 49,749.82
Retail Assessment and Recovery Strategy	\$ 20,000.00
Concrete Barrier Rental	\$ 31,872.00
TOTAL APPROVED	\$ 207,481.82
Remaining	\$ 0.00

Given the expenditure of the FY20 funds, the Committee will begin to focus on long range planning and strategy development as we begin FY21 and move into the next phase of recovery. Future recommendations and expenditures will be brought to the full DDA Board for review and approval.



MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DDA

DATE: July 8, 2020

TO: Downtown Development Authority

FROM: Tim Kelly, AICP
Executive Director

Agenda Item #03
July 8, 2020
DDA Meeting

SUBJECT: Air Quality Monitoring

Planning in Grand Rapids has long focused on the importance of balancing economic development and job growth with environmental stewardship and quality. In fact, understanding that harmful pollutants can increase the number of hospital visits, sick days at work and absenteeism at school suggests the link between environmental quality and economic performance are not separate goals.

Both the 2002 Master Plan and Green Grand Rapids recognize this and emphasize the need to protect our environment and create a sustainable city. Those principles were built upon in GR Forward. While a focus was placed on water quality with respect to the revitalization of the Grand River and its edges, other equally important measures were recommended around air quality. Specifically Goals 2 and 5 recommend embracing sustainable design and building principles (pg. 173) and growing the Downtown tree canopy to promote environment and economic health (pg. 287), respectively.

While these Plans memorialize the community values, the community health implications and significance have been underlined with the onset of the COVID-19 pandemic. Preliminary studies have found that death rates because of the virus are greater in places with poor air quality, which in most cities also correspond to areas of lower-income. Though it is reasonable to assume these trends apply in Grand Rapids, without better information to support that hypothesis it remains anecdotal.

All of this points to the importance and value of better understanding air quality in Grand Rapids, including Downtown. While there is currently one Environmental Protection Agency monitoring tower for Kent County, given the differences in air quality at a neighborhood and block level, more granular information would provide a clearer understanding. This localized data could help inform data driven policy development and land use decisions and could ensure all residents of Grand Rapids enjoy the same environmental conditions.

One approach to gaining this understanding is to a deploy microsensor network around the City in various neighborhoods. Rapids Venture is exploring the creation of such a network, and as part of their



DOWNTOWN
GRAND RAPIDS INC.

developing proposal has included Downtown as a possible area for data collection (attached). At this time, they are seeking DDA/DGRI input on the draft proposal to understand if there is interest in moving forward. Following a discussion in July, if desired, a request for funding would be brought back to the Board in August.



June 23, 2020

To: Downtown Grand Rapids Inc.

Grand Rapids Air Quality Monitoring Partnership

Proposal Narrative

Rapids Air Quality's (RAQ) provides local air pollution monitoring solutions to cities in order to bring greater transparency into the disparities of air quality among our communities. With proper visibility from microsensor technology, local communities can employ a data-driven methodology to provide protection against poor air quality conditions for our most vulnerable groups: our children, the elderly, and those who typically live in lower-income neighborhoods¹. It is known that harmful air pollutants can increase the number of hospital visits, sick days at work, and absenteeism at school². Additionally, recent studies have shown that COVID-19's death rate is greater in places with poor air quality³. The ability to safely breathe the air in our own communities is a basic human right. It's imperative that we take action to improve the quality of life in our local communities through a localized data-driven approach.

Unfortunately, today cities (and your local neighborhood) are not equipped with the proper tools and insights needed to take action on air pollution issues effectively. Air monitoring solutions today are sufficient for providing a general sense of a city's air quality (at a macro level), however, to deploy local targeted solutions to improve the impact of air quality, communities require a source for more localized air quality data that brings greater visibility at a micro (community) level.

In order to achieve community-level air quality monitoring in Grand Rapids, Rapids Air Quality is proposing to deploy a network of sensors in "test" neighborhoods. We are seeking three neighborhoods to pilot our local monitoring network for a duration of one year. Our objective is to bring the insight necessary for community decision-makers to use accurate, localized-data to take meaningful action to further improve air quality in Grand Rapids.

¹ [Association Between Long-term Exposure to Ambient Air Pollution and Change in Quantitatively Assessed Emphysema and Lung Function](#)

² [Estimating the costs of air pollution to the National Health Service and social care: An assessment and forecast up to 2035](#)

³ [Exposure to air pollution and COVID-19 mortality in the United States: A nationwide cross-sectional study](#)

Proposal Summary

Purpose

To monitor air quality conditions for the local neighborhoods of Grand Rapids (identified in this proposal)

Proposed Budget

- Project operating budget for Phase 1 deployment: \$90,000⁴
- Fully-burdened cost of deployment, per sensor basis: ~\$6,000
- Request for DGRI: sponsoring 5 sensors (or ~\$30,000)
- Request for future partners/sponsors per zone: 5 sensors per zone (or ~\$30,000)

Timelines and Deliverables

- The following is a gantt of timelines and deliverables for the RAQ: Grand Rapids Air Quality Monitoring Partnership
- The pilot-project will deploy 40 micro-A-sensors over a 12 month period: 15 in Phase 1 and the first six (6) months of launch; remaining balance spread out over the operating year based on availability of funding and further partnerships.
- The operating budget/cost of the project launch (Phase 1-Installation) is modeled on a per-sensor basis and the unit pricing is fully-burdened at ~\$6,000/sensor. Sensor pricing (and project operating needs) will be adjusted to scaled-operations beyond Phase 1 to ~\$8,500/sensor, fully-burdened.
- The pilot project deliverables will include: a fully deployed micro-sensor network by participating neighborhood; localized monitoring data for participating neighborhoods over the 12 month period; analytical dashboard and tool to support future actions on AQ needs for participating neighborhoods; and the overall efficacy of localized micro-sensor networks playing a role to improve livability for the larger Grand Rapids

Rapids Air Quality Project Timeline		2020					2021									
		Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct
Phase 1 - Installation																
	Sensor deployment															
	Dashboard integration															
Phase 2 - Monitoring																
	Monitor and provide monthly reports															
Phase 3 - Findings																
	Provide AQ findings to zone stakeholders															

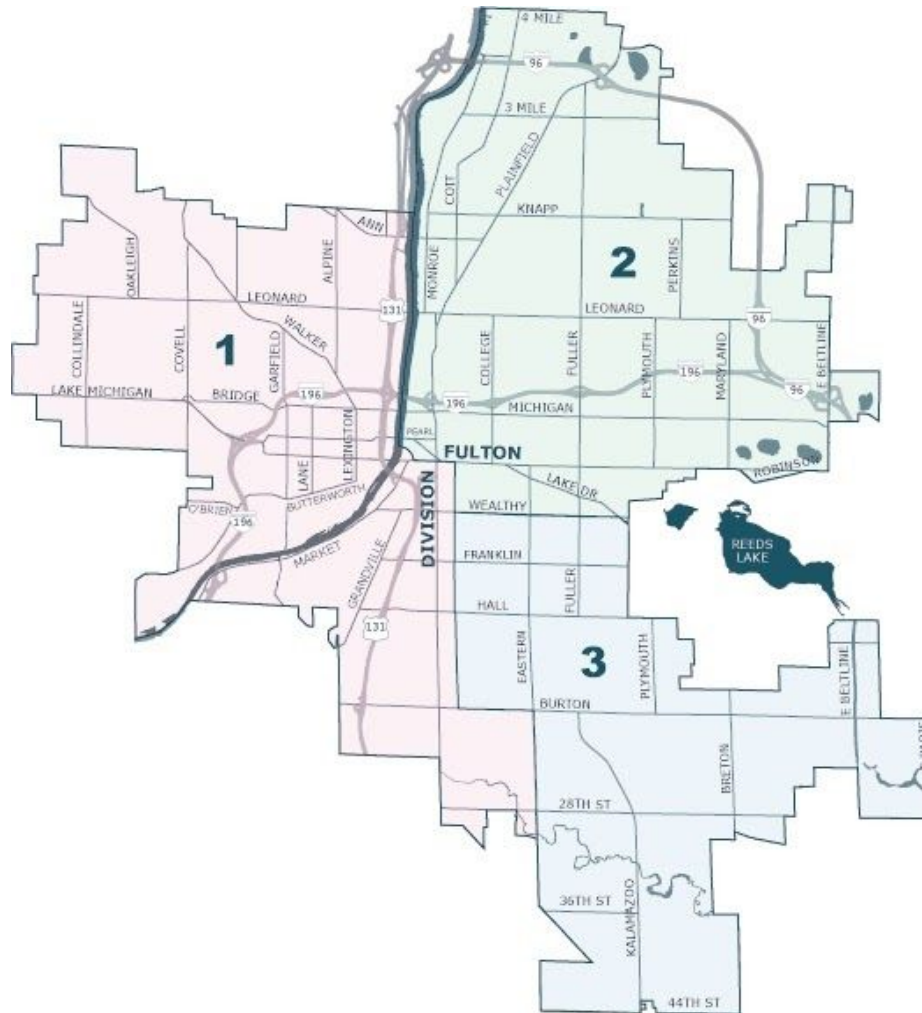
Anticipated Outcomes

Demonstrate successful sensor deployment at scale
Reporting dashboard for zone leaders

⁴All funding requirements are fully burden to the deployment to single sensor (or ~\$6,000)

Pilot Sensor Locations

Rapids Air Quality (RAQ) has identified three “test” zones (neighborhoods) for our air quality sensor deployment and monitoring. Our goal is to capture air quality data representative of the three wards of Grand Rapids. For each Pilot zone, RAQ will work with a sponsoring organization to understand its areas of concern for air quality and sensor deployment strategy.



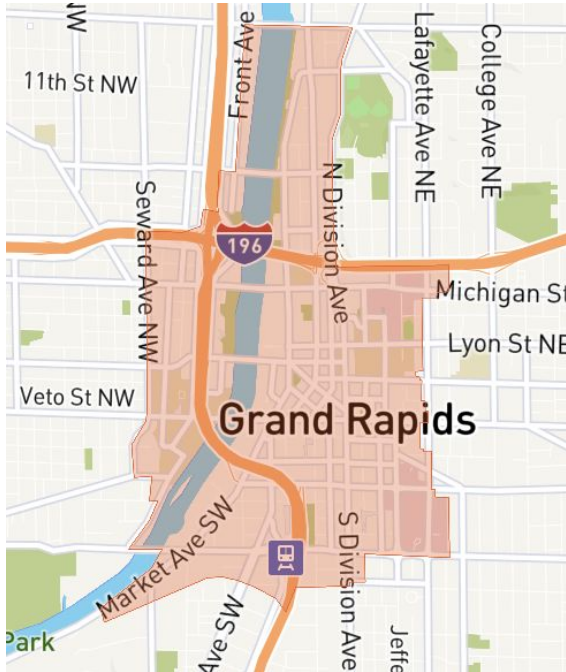
Grand Rapids City Wards (https://localwiki.org/gr/City_Wards)

Test Zone (Neighborhood)	Ward	Sponsoring Organization
Downtown Grand Rapids	Ward 1 & 2	DGRI
Roosevelt Park	Ward 1	TBD
Neighborhood of concern	Ward 3	TBD

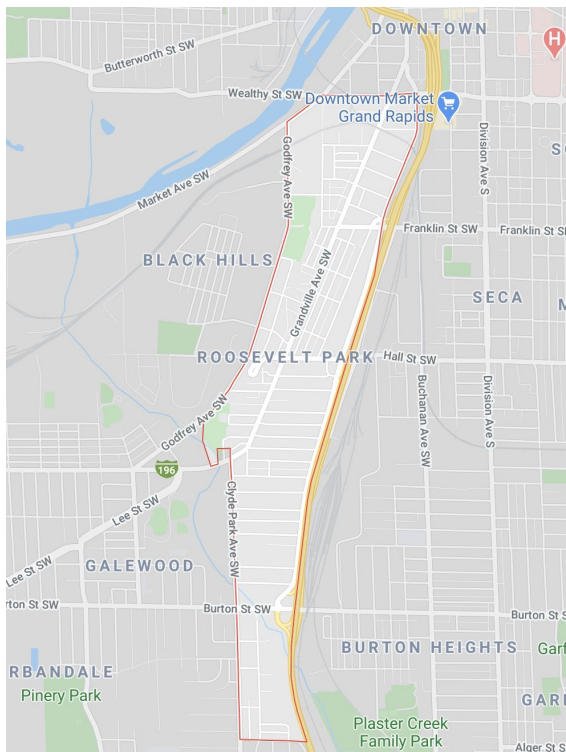
Appendix

Text Zone Maps

1. Downtown Grand Rapids



2. Roosevelt Park



MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DATE: July 8, 2020

TO: Downtown Development Authority Board

FROM: Tim Kelly, AICP
Executive Director

Agenda Item #05
July 8, 2020
DDA Meeting

SUBJECT: Event Sponsorship Funding

Since its founding Art Prize has brought millions of people to Downtown Grand Rapids to explore art and to support the local economy. In recognition of its community value and impact on Downtown, on May 13, 2020 the DDA Board authorized a three-year commitment to sponsor Art Prize 11, 12 and Project 2. The funds were primarily to be used for featured public projects but were also to assist with marketing and other programming activities consistent with goals established by GR Forward and the Goal 5 Alliance.

Following the Boards approval, on June 10, 2020 the Art Prize Board announced the event was to be cancelled for 2020. Among the reasons cited were complications from COVID-19, as well as challenges with artist and tourist travel, and uncertainty around venues and possible restrictions.

Recognizing the economic impact from Art Prize and the difficulty Downtown business are already facing due to shutdowns and stay at home orders, upon the cancellation announcement multiple organizations - including the CAA, City of Grand Rapids, DGRI, Experience Grand Rapids, GRAM, Grand Rapids Area Chamber, and Start Garden - convened to discuss the possibility of planning a new event. While it is clear uncertainty remains due to the pandemic, there was broad agreement among the partners that planning a locally focused event in Downtown that built upon previously planned and ongoing activities could both help stimulate the economy and serve as a platform to amplify the important community conversations happening around racial justice and equity.

In light of this, staff is recommending the previously authorized \$50,000 for 2020 Art Prize be dedicated to support the event. While details remain to be solidified, activities that incorporate social zones, public art, local music, cultural festivals, and small businesses/entrepreneurs are all being discussed. DDA funds could be used to hire coordinating staff, commission local artists/musicians, develop marketing materials, or other eligible expenses. As proposed the event would be held over the month of September and would be focused in Downtown. While the City has also committed its Art



Prize funding to support the event, additional fundraising will be required and as plans are developed further sponsorships will be sought.

Last, all partners recognize the continued challenges with large gatherings due to COVID-19 and will work with the project Steering Committee, as well as the Kent County Health Department to adjust programming so that any activation and placemaking efforts prioritize community health and safety.

Recommendation: Approve the previously budgeted \$50,000 for Art Prize 2020 to be used for the under-development September event.