

# AGENDA



DOWNTOWN  
DEVELOPMENT  
AUTHORITY

## Board Members:

Luis Avila • Rosalynn Bliss • Kayem Dunn • Ryan Foley • Mayor David LaGrand • Greg McNeilly • Jen Schottke • Al Vanderberg • Rick Winn

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Wednesday, June 10, 2026

9:00 a.m. Meeting

29 Pearl Street, NW, Suite #1

- |   |        |           |
|---|--------|-----------|
| 1. Call to Order  |        | Winn      |
| 2. Approve May 13, 2026 Minutes (9:00)<br>(enclosure)                   | Motion | Winn      |
| 3. Approve May 31, 2026 Financials (9:01)<br>(enclosure)                | Motion | Borg      |
| 4. FY2027 Budget Adoption (9:02)<br>(enclosure)                         | Motion | Kelly     |
| 5. Downtown Ambassador Funding Authorization (9:05)<br>(enclosure)      | Motion | Eledge    |
| 6. Downtown Flower Planting Funding Authorization (9:10)<br>(enclosure) | Motion | Eledge    |
| 7. Heartside Historic Mural Funding Authorization (9:15)<br>(enclosure) | Motion | Van Driel |
| 8. World of Winter Funding Authorization (9:20)<br>(enclosure)          | Motion | Van Driel |
| 9. Downtown Retail Partnership Review (9:35)                            | Info   | App       |
| 10. Mel Trotter Storage Program Review (9:45)                           | Info   | Bohatch   |
| 11. Executive Director Report (9:55)                                    | Info   | Kelly     |
| 12. Public Comment (9:56)   |        |           |
| 13. Board Discussion (9:59)   | Info   | Board     |
| 14. Adjournment (10:00)   |        |           |





## MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY May 13, 2026

1. Call to Order – This meeting was called to order at 9:01 AM by Chair Winn.

### Attendance

Members Present: Luis Avila (arrived after agenda item #3), Rosalynn Bliss, Kayem Dunn, Mayor David LaGrand, Greg McNeilly, Jen Schottke, Al Vanderberg (arrived after agenda item #4) and Rick Winn

Members Absent: Ryan Foley

Others Present: Tim Kelly (Executive Director), Jessica Wood (Legal Counsel), Kadi Smith (Recording Secretary), Norma Gordan (Room 1850), Melvin Eledge, Andy Guy, James Peacock III, Lauren Suidgeest, and Kimberly VanDriel (DGRI Staff).

2. Approve Meeting Minutes from February 11, 2026  
*Motion: Member Dunn, supported by Member Bliss, moved to approve the February 11, 2026, Meeting Minutes as presented. Motion carried unanimously.*
3. Accept April 30, 2026, Financials  
Borg introduced himself to the board as the new member of Fiscal Services, replacing Tricia Chapman. Member McNeilly inquired about the March financial statements, noting that administrative expenses appeared higher than budgeted while debt service was lower than expected.  
  
Kelly explained that the administrative overage does not yet reflect reimbursements related to ArtPrize, which occur throughout the year, nor does it fully account for Greenway expenditures. Regarding debt service, Kelly indicated that actual expenses are slightly below budget. Borg noted that he was not yet able to provide detailed insight but confirmed that debt service payments were made in February and March and he would follow up with additional information after the meeting. Kelly added that minor fluctuations can occur due to fees associated with payments, though these are not expected to vary significantly.

*Motion: Member supported McNeilly, supported by Member Dunn, motioned to accept Statement D: for the March 31, 2026 and April 30, 2026, Expenditures. Motion carried unanimously.*

4. GR Forward Update Funding Request

Kelly provided an update on the initial funding for professional services for Interface Studio to begin work on the GR Forward Downtown Plan Update. This initial funding allowed Downtown Grand Rapids Inc. (DGRI) and Interface Studio to collaborate on developing a comprehensive project scope and fee, while also enabling the consultant team to initiate preliminary information gathering, analysis, and stakeholder engagement.

The Monroe North Tax Increment Finance Authority (MNTIFA) authorized \$50,000 in initial funding at its December 2025 meeting to support this work.

Following completion of the initial phase, Interface Studio refined sub-consultant roles, adjusted the project scope, and developed a finalized fee proposal. This refinement included an expanded role for the project's retail consultant, (@Access), informed by feedback from downtown businesses.

Member Schottke asked whether this budget would cover the project through completion. Kelly confirmed that it would and it also includes a 10% contingency to be safe.

*Motion: Member LaGrand, supported by Member Dunn, to authorize funding for an additional not-to-exceed amount of \$385,000 for Interface Studio professional services for the GR Forward Master Plan Update.*

5. Grand River Economic Opportunity Initiative

Peacock III presented an initiative organized in partnership with Start Garden. The effort aims to bridge the gap between the river corridor revitalization movement and the entrepreneurial community by making river-related economic opportunities more visible, understandable, and actionable for local businesses.

The proposed two-year initiative is designed to strengthen entrepreneurial understanding of and engagement with the Grand River corridor and greenway improvements in the urban core. The initiative will focus on developing a comprehensive communications and marketing strategy to effectively reach and inform entrepreneurs, community members, and relevant industries about emerging opportunities. Additionally, it will identify and create tangible pathways—referred to as “River Opportunities”—to support participation in riverfront-related economic growth and activation.

Mayor LaGrand expressed support for the initiative, noting that this type of work aligns with past urban planning visions. He emphasized that the effort is not yet complete and highlighted public investment as a continuing barrier, particularly in terms of river accessibility. LaGrand encouraged broader consideration of opportunities across both

Minutes taken by:  
Kadi Smith  
Interim Recording Secretary

sides of the river and suggested examining successful riverfront activation strategies in other cities.

Member McNeilly noted that the vision feels incomplete and expressed interest in better understanding the full scope from LaGrand's perspective. LaGrand emphasized the importance of creating inviting, well-designed spaces with multiple uses, noting that similar environments tend to support successful retail activity. He encouraged continued development of these types of spaces while also being mindful and responsive to community feedback.

Kelly highlighted the importance of actively engaging entrepreneurs in ongoing conversations and capitalizing on their input and interest. Chair Winn shared observations from a recent visit to Grand Valley State University, noting that views of the river edge from the amphitheater are impressive, but emphasized the need for more areas with similar activation and quality.

Member Avila suggested that communications and marketing efforts should also incorporate programming as a key component. Member McNeilly additionally stressed the importance of reporting outcomes, including tracking key performance indicators (KPIs) to evaluate what is working and where improvements are needed.

*Motion: Member Avila, supported by Member McNeilly, to authorize DDA funding for an amount not to exceed \$100,000 over two years.*

6. Development Support: 528 Bridge Street

Kelly gave an overview of the request and stated that Acre-Bridge Street, LLC (the "Developer") is proposing to redevelop the properties located at 528 and 532 Bridge Street NW (the "Project"). The approximately 1.08-acre site includes an existing structure originally constructed in 1888 as a rail depot and railyard. The Project will consist of site preparation, selective interior demolition, and a full renovation of the existing structure to create approximately 10,400 square feet of commercial space.

Total capital investment is estimated to be approximately \$2.7 million, including roughly \$2.5 million in construction costs. In addition to building improvements, the Project also includes planned public sidewalk enhancements along Seward Avenue.

LaGrand raised concerns regarding pedestrian connectivity, particularly related to crossing the train tracks and improving access from adjacent parking areas. He noted that improving these connections would be beneficial over the long term to support foot traffic and increase access to Bridge Street businesses. Kelly acknowledged these concerns and noted that there are logistical challenges associated with improving connectivity in this area.

Minutes taken by:  
Kadi Smith  
Interim Recording Secretary

*Motion: Member Vanderberg, supported by Member Bliss, approve the Resolution authorizing the Assignment of Tax Increment Revenues to the City of Grand Rapids Brownfield Redevelopment Authority to support renovations to 528 Bridge Street.*

7. Wayfinding Implementation Funding Requests

Eledge reported that in 2025, staff began working with stakeholders along the skywalk to identify opportunities to enhance and expand wayfinding signage to improve the pedestrian experience. Through this process, 47 locations were identified for new or upgraded signage to be implemented in two phases. Phase I, approved in February, included 24 locations. Phase II will address the remaining 23 locations and incorporate additional elements directing pedestrians to the Acrisure Amphitheater and the future soccer stadium.

Eledge also noted that during the rollout of Phase B of the pedestrian wayfinding project, seven signs were withheld due to ongoing amphitheater construction. With construction nearing completion, staff is prepared to install those remaining signs and update several existing signs to include directions to both the amphitheater and soccer stadium.

Member McNeilly suggested incorporating wayfinding utilization into regular communications to better understand usage trends over time. Eledge responded that tracking capabilities are being explored and noted that, if feasible, this data could be incorporated into an ongoing performance dashboard.

*Motion: Member Dunn, supported by Member Avila, Authorize DDA funding for an amount not to exceed \$132,000.*

8. DDA Liquor License Request: 53 Monroe Center

Eledge presented a request from The 1850 Room for the DDA Board consent to the issuance of a Development District liquor license for its location at 53 Monroe Center St. NW. The applicant plans to open a bar and restaurant concept and will be making significant investments in the building, including upgraded lighting, expansion of a cold kitchen, improvements to the lounge area, and the purchase of new equipment.

Member Bliss inquired whether the Board should meet the owner. Gordon, the owner, introduced herself to the Board. She shared that she has lived in Grand Rapids her entire life and has worked in the hotel industry for the past seven years. She previously owned restaurants and expressed her appreciation for the Grand Rapids community. She noted that while originally seeking a wedding venue concept, she was drawn to the downtown location and has already begun renovations on the building.

*Motion: Member McNeilly, supported by Member Dunn, approve the resolution for the issuance of a development area liquor license for The 1850 Room 53 Monroe Center St. NW, Grand Rapids, MI 49503.*

Minutes taken by:  
Kadi Smith  
Interim Recording Secretary

9. FY27 Budget Presentation

Kelly and staff gave an overview of the proposed budget for fiscal year 2027. Following a recommendation from the DDA Board, DGRI staff will present the recommended budget to the City Commission in May 2026. The Board will then adopt their final annual budget and priority plan at the next scheduled meeting.

Schottke inquired about the impact of recent flooding on ongoing projects. Guy reported that conditions were well managed, with operations at both GRPM and the amphitheater remaining stable. He noted that impacts were manageable and that all projects remain on schedule for completion.

LaGrand raised concerns regarding the design and safety implications of bicycle and pedestrian interactions, referencing conditions on Division Avenue between Fulton and Michigan Streets. He questioned how bike lanes can be effectively integrated without creating conflicts with pedestrians, transit users, and individuals with visual impairments. He emphasized that current conditions may present accessibility challenges and suggested exploring design-based solutions—such as clearer delineation, physical features like speed controls, and other infrastructure improvements—rather than relying solely on enforcement. Kelly noted that the DDA's primary investment in the area was related to street lighting and expressed alignment with the accessibility concerns raised.

McNeilly asked about engagement with City staff on these issues. Bliss noted that existing ordinances prohibit biking on sidewalks, though enforcement may be limited. She suggested that certain design elements, such as pavement markings, may need to be reconsidered while encouraging a more proactive, collaborative approach involving DGRI and City staff to prevent similar issues in future projects. She also expressed concern about broader streetscape design decisions.

Vanderberg clarified the extent of DDA involvement in the project. Winn noted that the DDA is often asked to contribute funding and therefore has some leverage, suggesting that these types of considerations could be incorporated into project approval processes. LaGrand added that the City has strong planning staff and emphasized the importance of ensuring that appropriate perspectives are included in decision-making. Bliss shared ongoing frustration with the issue and suggested that additional technical expertise or alternative perspectives may be needed to address design concerns moving forward.

LaGrand noted that visual materials are helpful in understanding project elements for the Hill + River Network plan. He expressed concern about crosswalk conditions, specifically the lack of visible pedestrian signals or flashing indicators on Division Avenue and highlighted a significant transition along the pathway. He suggested incorporating more design elements like those in front of DeVos Place, acknowledging that while such enhancements may require additional investment, they could improve safety and usability.

*Member Vanderberg, supported by Member Bliss, to recommend the FY2027 DDA Budget to the City Commission to request fund appropriation.*

Minutes taken by:  
Kadi Smith  
Interim Recording Secretary

10. Executive Directors Report

Kelly presented the following updates:

- The Grand Rapids Public Museum (GRPM) Grand Opening.
- The Rapid Central Station Early Childhood Center is scheduled to open in June.
- Acrisure Amphitheater will host its first concert this Friday, marking a significant milestone.
- Public riverfront spaces are nearing completion, with opening anticipated soon.
- Soccer stadium construction is ongoing, with a topping-off ceremony expected in the coming weeks. Coordination with ACGR remains strong, with growing momentum in the partnership.
- Rockford Construction is advancing a residential development site located just north of the stadium area.
- Women's Way ribbon-cutting
- Sunset Cinema will return this season.
- Westside Wednesdays will begin in June and continue through November.
- Relax at Rosa kicked off last week.

11. Public Comment

None.

12. Board Member discussion

Vanderberg reported that a groundbreaking was recently celebrated for the Northland Tunnel. He also noted that he will be unable to attend the June meeting and offered his apologies in advance. Chair Winn acknowledged the absence and noted the request for grace.

LaGrand made a lighthearted remark regarding the upcoming Amphitheater concert, noting that Lionel Richie would be opening for him.

Adjournment

The meeting adjourned at 10:00 AM.

Minutes taken by:  
Kadi Smith  
Interim Recording Secretary

# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: June 5, 2026

TO: Rick Winn  
Chairman

FROM: Christian Borg  
Financial Analyst

SUBJECT: Interim Financial Statements as of May 31, 2026

**Agenda Item #3  
June 10, 2026  
DDA Meeting**

Attached are the Authority's interim financial statements for the first eleven periods of the Authority's fiscal year ending June 30, 2026.

The attached Statements include:

- Statement A: Balance Sheet
- Statement B: Comparison of FY26 Budget vs Actual Results
- Statement C: Statement of FY26 Project Expenditures
- Statement D: Schedule of Expenditures - May 2026

The Authority's balance sheet on Statement A indicates the Authority is in a strong position financially with sufficient Pooled Cash to support development plan expenditures for FY26 and beyond.

Gainsharing reimbursement to the City was finalized in April, bringing the total gainsharing to \$1,522,757.

The Authority has spent 85.5% and 88.8% of its budgeted appropriations in the Non-Tax and Local Tax funds respectively.

Please feel free to contact me at 616-456-3854 or at [cborg@grcity.us](mailto:cborg@grcity.us) if you have any questions.

Attachments

**STATEMENT A**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Balance Sheet**  
**May 31, 2026**

|   | <b>Non-Tax<br/>Fund</b> | <b>Local Tax<br/>Increment</b> | <b>TOTAL</b>         |
|---|-------------------------|--------------------------------|----------------------|
| <b>ASSETS</b>   |                         |                                |                      |
| Pooled Cash and Investments   | \$ 1,919,788            | \$ 1,325,887                   | \$ 3,245,674         |
| Petty Cash  | -                       | 500                            | 500                  |
| Interest Receivable   | 8,852                   | 20,622                         | 29,474               |
| Misc Receivable   | 100                     | 1,848                          | 1,948                |
| General Fixed Assets  | -                       | 87,715,952                     | 87,715,952           |
| Accumulated Depreciation on Fixed Assets                                | -                       | (72,419,523)                   | (72,419,523)         |
| <b>TOTAL ASSETS</b>   | <b>\$ 1,928,740</b>     | <b>\$ 16,645,286</b>           | <b>\$ 18,574,025</b> |
| <br><b>LIABILITIES &amp; FUND EQUITY</b>                                |                         |                                |                      |
| <b>Liabilities <sup>1</sup></b>   |                         |                                |                      |
| Current Liabilities   | \$ 32,765               | \$ 62,412                      | \$ 95,177            |
| Parking Revenue Payable   | 29,988                  | -                              | 29,988               |
| Due to Primary Government   | -                       | 574,165                        | 574,165              |
| Deposit - Area 4 Developer Damage                                       | 1,000                   | -                              | 1,000                |
| Compensated Absences  | -                       | 19,423                         | 19,423               |
| <b>TOTAL LIABILITIES</b>  | <b>63,753</b>           | <b>656,000</b>                 | <b>719,753</b>       |
| <br><b>Fund Balance / Equity:</b>                                       |                         |                                |                      |
| Investments in General Fixed Assets,<br>net of Accumulated Depreciation | -                       | 15,296,429                     | 15,296,429           |
| Non-Tax Increment Reserve   | 1,831,100               | -                              | 1,831,100            |
| Reserve for Authorized Projects   | -                       | 483,226                        | 483,226              |
| Reserve for Encumbrances  | 33,887                  | 209,631                        | 243,518              |
| <b>TOTAL FUND EQUITY</b>  | <b>1,864,987</b>        | <b>15,989,286</b>              | <b>17,854,272</b>    |
| <br><b>TOTAL LIABILITIES &amp; FUND EQUITY</b>                          | <b>\$ 1,928,740</b>     | <b>\$ 16,645,286</b>           | <b>\$ 18,574,025</b> |

Note 1: These liabilities do not include the two bond issues the DDA has agreed to reimburse the City.

Lyon Square:

\* Principal outstanding, \$6,852,000.

\* Final Maturity 10/1/2043. FY26 debt service \$577,720.

Amphitheater:

\* Principal outstanding, \$16,975,000.

\* Final Maturity 4/1/2044. FY26 debt service \$1,452,500.

**STATEMENT B**

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Comparison of FY2026 Budget vs Actual Results**  
**July 1, 2025 - May 31, 2026**

|  | Non-Tax Fund        |                     | Local Tax Increment   |                      | Total                 |                      |
|--|---------------------|---------------------|-----------------------|----------------------|-----------------------|----------------------|
|  | Budget              | Actual              | Budget                | Actual               | Budget                | Actual               |
| <b>REVENUES</b>  |                     |                     |                       |                      |                       |                      |
| Property Tax Increment - General   | \$ -                | \$ -                | \$ 11,434,588         | \$ 10,797,652        | \$ 11,434,588         | \$ 10,797,652        |
| Property Tax Increment - Gainsharing Rebates   | -                   | -                   | (1,712,938)           | (1,522,757)          | (1,712,938)           | (1,522,757)          |
| Property Tax Increment - Prior Year Appeals  | -                   | -                   | (15,000)              | (203,651)            | (15,000)              | (203,651)            |
| State & Federal Grants   | -                   | -                   | 800,000               | -                    | 800,000               | -                    |
| Interest - General   | 72,329              | 86,054              | 248,052               | 234,692              | 320,381               | 320,746              |
| Fees / Reimbursements - Miscellaneous  | 2,000               | -                   | 5,000                 | -                    | 7,000                 | -                    |
| Lyon Square Contributions  | -                   | -                   | -                     | 750,000              | -                     | 750,000              |
| Event Sponsorship & Fees   | 71,500              | 157,110             | -                     | -                    | 71,500                | 157,110              |
| Valent-ICE Sculpture Reimbursement   | 15,000              | -                   | -                     | -                    | 15,000                | -                    |
| Property Rental - Parking Lots   | 12,000              | 10,400              | -                     | -                    | 12,000                | 10,400               |
| Property Rental/Disposition - Soccer Stadium   | 326,700             | 452,850             | -                     | -                    | 326,700               | 452,850              |
| Property Rental - DASH Parking Lots  | 419,098             | 634,127             | -                     | -                    | 419,098               | 634,127              |
| <b>TOTAL REVENUES</b>  | <b>\$ 918,627</b>   | <b>\$ 1,340,541</b> | <b>\$ 10,759,702</b>  | <b>\$ 10,055,935</b> | <b>\$ 11,678,329</b>  | <b>\$ 11,396,476</b> |
| <b>EXPENDITURES</b>  |                     |                     |                       |                      |                       |                      |
| <b><u>GR Forward Projects:</u></b>   |                     |                     |                       |                      |                       |                      |
| Goal #1: Restore the River as the Draw and Create a Connected and Equitable River Corridor | \$ 200,000          | \$ 83,952           | \$ 1,025,000          | \$ 614,617           | \$ 1,225,000          | \$ 698,569           |
| Goal #2: Create a True Downtown Neighborhood Which is Home to a Diverse Population         | 65,000              | 46,826              | 1,320,646             | 1,834,787            | 1,385,646             | 1,881,613            |
| Goal #3: Implement a 21st Century Mobility Strategy  | -                   | -                   | 1,225,000             | 1,408,866            | 1,225,000             | 1,408,866            |
| Goal #4: Expand Job Opportunities and Ensure Continued Vitality of the Local Economy       | 50,000              | 37,672              | 500,000               | 543,721              | 550,000               | 581,393              |
| Goal #5: Reinvest in Public Space, Culture, and Inclusive Programming                      | 1,070,000           | 1,015,172           | 3,670,000             | 1,775,109            | 4,740,000             | 2,790,281            |
| <b>Total GR Forward Projects</b>   | <b>\$ 1,385,000</b> | <b>\$ 1,183,622</b> | <b>\$ 7,740,646</b>   | <b>\$ 6,177,099</b>  | <b>\$ 9,125,646</b>   | <b>\$ 7,360,721</b>  |
| Administration   | -                   | -                   | 2,350,000             | 2,616,950            | 2,350,000             | 2,616,950            |
| Debt Service   | -                   | -                   | 2,106,220             | 2,030,220            | 2,106,220             | 2,030,220            |
| <b>TOTAL EXPENDITURES</b>  | <b>\$ 1,385,000</b> | <b>\$ 1,183,622</b> | <b>\$ 12,196,866</b>  | <b>\$ 10,824,269</b> | <b>\$ 13,581,866</b>  | <b>\$ 12,007,891</b> |
| <b>EXCESS / (DEFICIT)</b>  | <b>\$ (466,373)</b> | <b>\$ 156,919</b>   | <b>\$ (1,437,164)</b> | <b>\$ (768,334)</b>  | <b>\$ (1,903,537)</b> | <b>\$ (611,415)</b>  |
| <b>BEGINNING FUND BALANCE</b>  |                     | 1,708,067           |                       | 16,757,621           |                       | 18,465,688           |
| <b>ENDING FUND BALANCE</b>   |                     | <b>\$ 1,864,986</b> |                       | <b>\$ 15,989,287</b> |                       | <b>\$ 17,854,273</b> |

**STATEMENT C**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Statement of FY2026 Project Expenditures**  
**As of May 31, 2026**

| Project Name                                    | %              | FY2026                 | Fiscal Year       |                     | Remaining<br>FY2026<br>Budgets | % of<br>Budget<br>spent |
|---|----------------|------------------------|-------------------|---------------------|--------------------------------|-------------------------|
|   |                | Project<br>Budgets     | May               |                     |                                |                         |
| River Governance                                |                | 25,000                 | 2,381             | 18,119              | 6,881                          | 72.47%                  |
| Downtown Planning                               |                | 200,000                |                   |                     | 200,000                        | 0.00%                   |
| Lyon Square Improvements                        |                | -                      | 28,375            | 371,003             | (371,003)                      | 0.00%                   |
| River Edge Improvements                         |                | 800,000                | -                 | 225,495             | 574,505                        | 28.19%                  |
| <b>GRForward Goal # 1 - Local Tax Increment</b> | <b>11.23%</b>  | <b>\$ 1,025,000</b>    | <b>\$ 30,756</b>  | <b>\$ 614,617</b>   | <b>\$ 410,383</b>              | <b>59.96%</b>           |
| River Economic Opportunity Initiative           |                | -                      | -                 | -                   | -                              | 0.00%                   |
| Downtown Planning & Speakers                    |                | 200,000                | 44,984            | 83,952              | 116,048                        | 0.00%                   |
| <b>GRForward Goal # 1 - Non-Tax Increment</b>   | <b>2.19%</b>   | <b>\$ 200,000</b>      | <b>\$ 44,984</b>  | <b>\$ 83,952</b>    | <b>\$ 116,048</b>              | <b>0.00%</b>            |
| Development Project Guidance                    |                | 25,000                 | 1,000             | 9,180               | 15,820                         | 36.72%                  |
| Development Project Reimbursements              |                | 1,245,646              | -                 | 1,745,382           | (499,736)                      | 140.12%                 |
| Downtown Enhancement Grants                     |                | 115,000 <sup>1</sup>   | 5,483             | 80,225              | 34,776                         | 69.76%                  |
| <b>GRForward Goal # 2 - Local Tax Increment</b> | <b>15.18%</b>  | <b>\$ 1,385,646</b>    | <b>\$ 6,483</b>   | <b>\$ 1,834,787</b> | <b>\$ (449,141)</b>            | <b>132.41%</b>          |
| Heartside Quality of Life Implementation        |                | 25,000                 | -                 | 9,771               | 15,229                         | 39.08%                  |
| Neighborhood Engagement Programs                |                | 40,000                 | 5,100             | 37,056              | 2,944                          | 92.64%                  |
| <b>GRForward Goal # 2 - Non-Tax Increment</b>   | <b>0.71%</b>   | <b>\$ 65,000</b>       | <b>\$ 5,100</b>   | <b>\$ 46,826</b>    | <b>\$ 18,174</b>               | <b>72.04%</b>           |
| Accessibility and Mobility Repairs              |                | 50,000                 | 5,850             | 43,408              | 6,592                          | 86.82%                  |
| DASH North Shuttle Services                     |                | 300,000                | -                 | 250,000             | 50,000                         | 83.33%                  |
| Streetscape Improvements                        |                | 1,150,000 <sup>1</sup> | 21,699            | 1,068,722           | 81,278                         | 92.93%                  |
| Wayfinding System Improvements                  |                | 125,000                | -                 | 46,735              | 78,265                         | 37.39%                  |
| <b>GRForward Goal # 3 - Local Tax Increment</b> | <b>17.81%</b>  | <b>\$ 1,625,000</b>    | <b>\$ 27,549</b>  | <b>\$ 1,408,866</b> | <b>\$ 216,134</b>              | <b>86.70%</b>           |
| Economic Development and Innovation             |                | 500,000                | 32,627            | 543,721             | (43,721)                       | 108.74%                 |
| <b>GRForward Goal # 4 - Local Tax Increment</b> | <b>5.48%</b>   | <b>\$ 500,000</b>      | <b>\$ 32,627</b>  | <b>\$ 543,721</b>   | <b>\$ (43,721)</b>             | <b>108.74%</b>          |
| Downtown Workforce Programs                     |                | 50,000                 | 4,084             | 37,672              | 12,328                         | 75.34%                  |
| <b>GRForward Goal # 4 - Non-Tax Increment</b>   | <b>0.55%</b>   | <b>\$ 50,000</b>       | <b>\$ 4,084</b>   | <b>\$ 37,672</b>    | <b>\$ 12,328</b>               | <b>75.34%</b>           |
| Downtown Marketing and Sponsorship              |                | 450,000                | 33,804            | 375,210             | 74,790                         | 83.38%                  |
| Downtown Marketing - Sponsorship                |                | -                      | -                 | -                   | -                              | 0.00%                   |
| Downtown Tree Plantings                         |                | 75,000                 | 37,000            | 53,135              | 21,865                         | 70.85%                  |
| Events & Activation - LTI                       |                | 1,100,000              | 45,537            | 933,253             | 166,747                        | 84.84%                  |
| Public Realm Improvements                       |                | 1,535,000 <sup>1</sup> | 45,705            | 359,582             | 1,175,418                      | 23.43%                  |
| Urban Recreation Improvements                   |                | 45,000                 | 900               | 53,929              | (8,929)                        | 119.84%                 |
| <b>GRForward Goal # 5 - Local Tax Increment</b> | <b>35.12%</b>  | <b>\$ 3,205,000</b>    | <b>\$ 162,946</b> | <b>\$ 1,775,109</b> | <b>\$ 1,429,891</b>            | <b>55.39%</b>           |
| Downtown Ambassador Program                     |                | 400,000                | -                 | 400,352             | (352)                          | 100.09%                 |
| Project and Fixed Asset Maintenance             |                | 50,000                 | 3,174             | 38,865              | 11,135                         | 77.73%                  |
| Public Space Activation                         |                | 500,000                | -                 | 500,000             | 0                              | 100.00%                 |
| Rosa Parks Circle Skating Operations            |                | 40,000                 | -                 | -                   | 40,000                         | 0.00%                   |
| Special Events - Office of                      |                | 75,000                 | -                 | 75,000              | -                              | 100.00%                 |
| Winter Avenue Building                          |                | 5,000                  | 65                | 956                 | 4,044                          | 19.11%                  |
| <b>GRForward Goal # 5 - Non-Tax Increment</b>   | <b>11.73%</b>  | <b>\$ 1,070,000</b>    | <b>\$ 3,238</b>   | <b>\$ 1,015,172</b> | <b>\$ 54,828</b>               | <b>94.88%</b>           |
| <b>TOTAL</b>                                    | <b>100.00%</b> | <b>\$ 9,125,646</b>    | <b>\$ 317,767</b> | <b>\$ 7,360,721</b> | <b>\$ 1,764,925</b>            | <b>80.66%</b>           |

Note 1: Budgets were administratively moved within the LTI fund. Decreased Public Realm Improvements \$465,000, increased Downtown Enhancement Grants \$65,000 and increased Streetscape Improvements \$400,000.

**STATEMENT D**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Schedule of FY2026 Expenditures**  
**As of May 31, 2026**

| Source | Date Posted | Vendor                               | Purpose / Project                | Description                                   | Amount     |
|--------|-------------|--------------------------------------|----------------------------------|---|------------|
| Local  | 5/11/2026   | Disability Adv Of Kent Co            | Accessibility & Mobility Repairs | Inclusive design 04/26                        | 5,850.00   |
|        |             |                                      |                                  |   | 5,850.00   |
| Local  | 5/6/2026    | City Treasurer - Budget Office       | Administration                   | Operating Transfer A-87 FY26-P11              | 28,889.75  |
| Local  | 5/1/2026    | Priority Health                      | Administration                   | Priority Health Insurance Premium - May 2026  | 15,227.16  |
| Local  | 5/29/2026   | Priority Health                      | Administration                   | Priority Health Insurance Premium - June 2026 | 15,112.86  |
| Local  | 5/14/2026   | Timothy Whittington                  | Administration                   | Consulting services 03/26                     | 8,333.34   |
| Local  | 5/12/2026   | Timothy Whittington                  | Administration                   | Consulting services 03/26                     | 8,333.33   |
| Local  | 5/14/2026   | Timothy Whittington                  | Administration                   | Consulting services 03/26                     | 8,333.33   |
| Local  | 5/11/2026   | McAlvey Merchant & Associates        | Administration                   | Consulting & Gov. representation 04/26        | 5,500.00   |
| Local  | 5/6/2026    | Federal Square Building Co. #1, LLC  | Administration                   | April office rent 04/26                       | 5,204.94   |
| Local  | 5/6/2026    | Federal Square Building Co. #1, LLC  | Administration                   | May office rent 04/26                         | 5,204.94   |
| Local  | 5/14/2026   | US Bank National Association         | Administration                   | KVD Pcard May 26                              | 3,369.84   |
| Local  | 5/14/2026   | US Bank National Association         | Administration                   | TK Pcard 4/26                                 | 2,788.28   |
| Local  | 5/23/2026   | City of Grand Rapids                 | Administration                   | Staff services - pay period ending 5/23/2026  | 2,743.17   |
| Local  | 5/9/2026    | City of Grand Rapids                 | Administration                   | Staff services - pay period ending 5/9/2026   | 2,567.10   |
| Local  | 5/1/2026    | American United Life Insurance       | Administration                   | Life Insurance 3/26                           | 2,002.73   |
| Local  | 5/11/2026   | Worksighted, Inc.                    | Administration                   | IT and Security Services 5/26                 | 1,833.37   |
| Local  | 5/18/2026   | Fusion Financial Services, LLC       | Administration                   | Accounting services 05/26                     | 1,000.68   |
| Local  | 5/26/2026   | Blue Cross Blue Shield of Mich       | Administration                   | BCBS May 2026                                 | 913.95     |
| Local  | 5/6/2026    | City Treasurer - Risk Mgmt           | Administration                   | General insurance Transfers FY26-P11          | 895.58     |
| Local  | 5/27/2026   | Dickinson Wright PLLC                | Administration                   | Legal Services 5/26                           | 726.00     |
| Local  | 5/15/2026   | New Dreams, Inc.                     | Administration                   | Janitorial services 05/26                     | 635.25     |
| Local  | 5/11/2026   | Lisa M Cooper                        | Administration                   | HR services 04/26                             | 602.33     |
| Local  | 5/29/2026   | Mark Miller                          | Administration                   | M. Miller reimbursement 05/26                 | 598.01     |
| Local  | 5/12/2026   | Worksighted, Inc.                    | Administration                   | IT Monthly fee 5/26                           | 554.40     |
| Local  | 5/22/2026   | Federal Square Building Co. #1, LLC  | Administration                   | Office Rent 6/26                              | 497.51     |
| Local  | 5/6/2026    | Federal Square Building Co. #1, LLC  | Administration                   | May office rent - mezz 04/26                  | 485.38     |
| Local  | 5/6/2026    | Federal Square Building Co. #1, LLC  | Administration                   | April office rent - mezz 04/26                | 485.38     |
| Local  | 5/11/2026   | Paycor Inc.                          | Administration                   | Payroll fees 05/26                            | 477.40     |
| Local  | 5/14/2026   | US Bank National Association         | Administration                   | TK Pcard 4/26                                 | 445.29     |
| Local  | 5/29/2026   | Mark Miller                          | Administration                   | M. Miller reimbursement 05/26                 | 391.96     |
| Local  | 5/11/2026   | Organicycle, LLC                     | Administration                   | Residential Curbside Composting 5/26          | 346.50     |
| Local  | 4/30/2026   | Lauren Suidgeest                     | Administration                   | L. Suidgeest reimbursement 04/26              | 324.00     |
| Local  | 4/30/2026   | City Treasurer - Mobile GR           | Administration                   | Pearl Ionia Validation Tickets                | 309.00     |
| Local  | 5/14/2026   | ClearWater Cleaning Solutions, LLC   | Administration                   | Office window cleaning services 05/26         | 277.20     |
| Local  | 5/11/2026   | GreatAmerica Financial Services Corp | Administration                   | Copier lease 04/26                            | 276.67     |
| Local  | 5/29/2026   | YMCA of Greater Grand Rapids         | Administration                   | Employee memberships 05/26                    | 200.00     |
| Local  | 5/19/2026   | Federal Square Building Co. #1, LLC  | Administration                   | electrical services 05/26                     | 198.76     |
| Local  | 5/1/2026    | Metro FiberNet, LLC                  | Administration                   | Metronet services 04/26                       | 197.75     |
| Local  | 5/29/2026   | Metro FiberNet, LLC                  | Administration                   | Metronet services 05/26                       | 197.75     |
| Local  | 5/18/2026   | Federal Square Building Co. #1, LLC  | Administration                   | Toilet repair 05/26                           | 191.70     |
| Local  | 5/14/2026   | Cellco Partnership                   | Administration                   | Cellular services 05/26                       | 191.47     |
| Local  | 5/1/2026    | Metro FiberNet, LLC                  | Administration                   | Metronet services 04/26                       | 180.87     |
| Local  | 5/29/2026   | Metro FiberNet, LLC                  | Administration                   | Metronet services 05/26                       | 180.87     |
| Local  | 5/14/2026   | US Bank National Association         | Administration                   | TK Pcard 4/26                                 | 178.30     |
| Local  | 5/14/2026   | US Bank National Association         | Administration                   | TK Pcard 4/26                                 | 137.96     |
| Local  | 5/12/2026   | Argent Institutional Trust Company   | Administration                   | Bond Admin Fee, Series 2024                   | 125.00     |
| Local  | 5/6/2026    | ApplicantPro Holdings LLC            | Administration                   | Applicant Tracking System 04/26               | 83.93      |
| Local  | 5/7/2026    | ApplicantPro Holdings LLC            | Administration                   | Applicant Tracking System 04/26               | 83.93      |
| Local  | 4/3/2026    | ApplicantPro Holdings LLC            | Administration                   | Applicant Tracking System 02/26               | 83.93      |
| Local  | 5/7/2026    | ApplicantPro Holdings LLC            | Administration                   | Applicant Tracking System 02/26               | 83.93      |
| Local  | 5/18/2026   | ApplicantPro Holdings LLC            | Administration                   | Applicant Tracking System 05/26               | 83.93      |
| Local  | 5/14/2026   | US Bank National Association         | Administration                   | TK Pcard 4/26                                 | 58.60      |
| Local  | 5/11/2026   | Lisa M Cooper                        | Administration                   | HR services - Artprize 04/26                  | 57.75      |
| Local  | 5/11/2026   | Staples Contract and Commercial Inc. | Administration                   | Office Supplies 4/26                          | 53.50      |
| Local  | 5/5/2026    | Model Coverall Service Inc.          | Administration                   | Office mats 04/26                             | 34.75      |
| Local  | 5/29/2026   | ACO Inc                              | Administration                   | General supplies 05/26                        | 32.31      |
| Local  | 5/1/2026    | Metro FiberNet, LLC                  | Administration                   | Metronet services 04/26                       | 30.05      |
| Local  | 5/29/2026   | Metro FiberNet, LLC                  | Administration                   | Metronet services 05/26                       | 30.05      |
| Local  | 5/14/2026   | US Bank National Association         | Administration                   | KVD Pcard May 26                              | 19.76      |
| Local  | 5/14/2026   | US Bank National Association         | Administration                   | KVD Pcard May 26                              | (12.67)    |
| Local  | 5/6/2026    | ApplicantPro Holdings LLC            | Administration                   | Applicant Tracking System 04/26               | (83.93)    |
|        |             |                                      |                                  |   | 128,306.88 |

*continued on the next page*

**STATEMENT D - continued**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Schedule of Expenditures - FY2026**

| Source | Date      | Vendor                                | Purpose / Project                  | Description   | Amount           |
|--------|-----------|---------------------------------------|------------------------------------|---|------------------|
| Local  | 5/22/2026 | M Retail Solutions LLC                | Development Project Guidance       | Monthly Engagement 3/26                               | 1,000.00         |
|        |           |                                       |                                    |   | <u>1,000.00</u>  |
| Local  | 5/18/2026 | James Forrest Hughes                  | Dntn Marketing & Inclusion Efforts | Livestream Package: Public Meetings 2026, deposit     | 5,483.50         |
| Local  | 5/18/2026 | Josh Leffingwell, LLC                 | Dntn Marketing & Inclusion Efforts | web development 05/26                                 | 4,800.00         |
| Local  | 5/29/2026 | Promotional Impact                    | Dntn Marketing & Inclusion Efforts | Relax at Rosa giveaways 05/26                         | 3,828.20         |
| Local  | 5/15/2026 | Edgar Omar Arredondo                  | Dntn Marketing & Inclusion Efforts | General photography 05/26                             | 3,228.00         |
| Local  | 5/18/2026 | Hispanic Center of W Mich             | Dntn Marketing & Inclusion Efforts | Los Vecinos sponsorship 05/26                         | 2,500.00         |
| Local  | 5/18/2026 | Disability Adv Of Kent Co             | Dntn Marketing & Inclusion Efforts | 2026 Absolutely Accessible West Michigan Sponsor      | 2,500.00         |
| Local  | 5/14/2026 | US Bank National Association          | Dntn Marketing & Inclusion Efforts | TK Pcard 4/26   | 2,042.70         |
| Local  | 5/29/2026 | Swift Printing & Communications       | Dntn Marketing & Inclusion Efforts | Mesh banners 05/26                                    | 1,956.25         |
| Local  | 5/15/2026 | Bryan Esler Photo, Inc.               | Dntn Marketing & Inclusion Efforts | General photography 05/26                             | 1,756.76         |
| Local  | 5/18/2026 | Serendipity Publishing LLC            | Dntn Marketing & Inclusion Efforts | Two page spread - May 2026 05/26                      | 1,658.00         |
| Local  | 5/29/2026 | Creative Studio Promotions            | Dntn Marketing & Inclusion Efforts | Relax at Rosa giveaways 05/26                         | 1,568.29         |
| Local  | 5/18/2026 | Swift Printing & Communications       | Dntn Marketing & Inclusion Efforts | Palm cards & banners 04/26                            | 787.96           |
| Local  | 5/14/2026 | US Bank National Association          | Dntn Marketing & Inclusion Efforts | TK Pcard 4/26   | 377.31           |
| Local  | 5/18/2026 | Holland Litho Service Inc             | Dntn Marketing & Inclusion Efforts | Relax at Rosa posters 04/26                           | 366.05           |
| Local  | 5/1/2026  | Promotional Impact                    | Dntn Marketing & Inclusion Efforts | WoW beanies 04/26                                     | 256.78           |
| Local  | 5/14/2026 | US Bank National Association          | Dntn Marketing & Inclusion Efforts | TK Pcard 4/26   | 212.32           |
| Local  | 5/18/2026 | Swift Printing & Communications       | Dntn Marketing & Inclusion Efforts | Palm cards & banners 04/26                            | 158.49           |
| Local  | 5/14/2026 | US Bank National Association          | Dntn Marketing & Inclusion Efforts | TK Pcard 4/26   | 133.50           |
| Local  | 5/14/2026 | US Bank National Association          | Dntn Marketing & Inclusion Efforts | TK Pcard 4/26   | 100.00           |
| Local  | 5/13/2026 | Townsquare Media Inc                  | Dntn Marketing & Inclusion Efforts | WoW advertising 03/26                                 | 90.00            |
|        |           |                                       |                                    |   | <u>33,804.11</u> |
| Local  | 5/14/2026 | Bradley Veneklas                      | Downtown Enhancement Grants        | Crow's Hold Downtown Enhancement Grant 05/26          | 5,482.50         |
|        |           |                                       |                                    |   | <u>5,482.50</u>  |
| Local  | 5/19/2026 | Friends of Grand Rapids Parks         | Downtown Tree Plantings            | Tree Planting & Inventory 2026 04/26                  | 37,000.00        |
|        |           |                                       |                                    |   | <u>37,000.00</u> |
| Local  | 5/19/2026 | Studio Park Lofts                     | Economic Development & Innovation  | Earthly Refillery Retail Business Incubator Agreement | 25,000.00        |
| Local  | 5/11/2026 | Grand Rapids Area Chamber of Comrn    | Economic Development & Innovation  | Retail Retention & Attraction 04/26                   | 5,000.00         |
| Local  | 5/19/2026 | Heartside Business Association Incorp | Economic Development & Innovation  | HBA membership dues and sponsorship 04/26             | 1,500.00         |
| Local  | 5/22/2026 | Swift Printing & Communications       | Economic Development & Innovation  | PuP Signage 5/26                                      | 1,012.80         |
| Local  | 5/1/2026  | Marion Bonneaux                       | Economic Development & Innovation  | M. Bonneaux reimbursement 04/26                       | 114.56           |
|        |           |                                       |                                    |   | <u>32,627.36</u> |
| Local  | 5/22/2026 | Frostyboyz Entertainment LLC          | Events & Activation - LTI          | Sound Rental Deposit RTTR 5/26                        | 9,000.00         |
| Local  | 5/29/2026 | Kara C Bolt                           | Events & Activation - LTI          | 50 Ottawa - display boxes 05/26                       | 7,000.00         |
| Local  | 5/18/2026 | Front Street LLC                      | Events & Activation - LTI          | Storage rent - June 05/26                             | 5,084.35         |
| Local  | 5/11/2026 | Craig Merchant                        | Events & Activation - LTI          | Summer activate grant 04/26                           | 5,000.00         |
| Local  | 5/1/2026  | Promotional Impact                    | Events & Activation - LTI          | WoW beanies 04/26                                     | 3,600.00         |
| Local  | 5/18/2026 | Ice Sculptures LTC                    | Events & Activation - LTI          | WoW Love on Ice 12/25                                 | 2,650.00         |
| Local  | 5/22/2026 | Grand Rapids Event Management LLC     | Events & Activation - LTI          | Event Management Training 5/26                        | 1,800.00         |
| Local  | 5/14/2026 | US Bank National Association          | Events & Activation - LTI          | KVD Pcard May 26                                      | 1,360.17         |
| Local  | 5/14/2026 | US Bank National Association          | Events & Activation - LTI          | KVD Pcard May 26                                      | 934.82           |
| Local  | 5/1/2026  | Brandon Lawrence                      | Events & Activation - LTI          | WoW event setup 04/26                                 | 900.00           |
| Local  | 5/1/2026  | Lake Michigan Window & Door Inc.      | Events & Activation - LTI          | WoW general labor 03/26                               | 750.00           |
| Local  | 5/11/2026 | United Rentals (North America), Inc.  | Events & Activation - LTI          | RTTR 4/26   | 666.23           |
| Local  | 5/14/2026 | US Bank National Association          | Events & Activation - LTI          | KVD Pcard May 26                                      | 304.26           |
| Local  | 5/1/2026  | Shaun Dallaire                        | Events & Activation - LTI          | DJ Performance @ World of Winter 4/26                 | 300.00           |
| Local  | 5/28/2026 | Peter Carroll                         | Events & Activation - LTI          | PuP 5/26  | 200.00           |
| Local  | 5/28/2026 | Sue Giplay                            | Events & Activation - LTI          | PuP 5/26  | 200.00           |
| Local  | 5/29/2026 | Anthony P Lubenow                     | Events & Activation - LTI          | A. Lubenow PUP 05/26                                  | 200.00           |
| Local  | 5/29/2026 | Jared Higgins                         | Events & Activation - LTI          | J. Higgins PUP 05/26                                  | 200.00           |
| Local  | 5/29/2026 | Mark Barnes                           | Events & Activation - LTI          | M. Barnes PUP 05/26                                   | 200.00           |
| Local  | 5/29/2026 | Keri Radonovich                       | Events & Activation - LTI          | K. Radonovich PUP 05/26                               | 100.00           |
| Local  | 5/29/2026 | ACO Inc                               | Events & Activation - LTI          | General supplies 05/26                                | 19.95            |
| Local  | 5/14/2026 | US Bank National Association          | Events & Activation - LTI          | KVD Pcard May 26                                      | (767.50)         |
|        |           |                                       |                                    |   | <u>39,702.28</u> |
| Local  | 5/28/2026 | Rockford Construction Co              | Lyon Square Improvements           | 16077-Lyon Square (Rockford)                          | 28,375.35        |
|        |           |                                       |                                    |   | <u>28,375.35</u> |

*continued on the next page*

**STATEMENT D - continued**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Schedule of Expenditures - FY2026**

| Source                    | Date      | Vendor                                | Purpose / Project                | Description                                       | Amount            |
|---------------------------|-----------|---------------------------------------|----------------------------------|---|-------------------|
| Local                     | 5/5/2026  | MKSK INC                              | Public Realm Improvements        | Grand Rapids: Van Andel Plaza Phase 2, 4/26       | 22,712.50         |
| Local                     | 5/19/2026 | Progressive Architecture              | Public Realm Improvements        | Professional Architectural Services               | 18,775.98         |
| Local                     | 5/11/2026 | Kerkstra Portable Restroom Service In | Public Realm Improvements        | Portable toilet rentals 04/26                     | 2,730.00          |
| Local                     | 5/12/2026 | ACO Inc                               | Public Realm Improvements        | General supplies 04/26                            | 334.06            |
| Local                     | 5/18/2026 | Sherman Williams Co                   | Public Realm Improvements        | Paint 05/26                                       | 314.70            |
| Local                     | 5/11/2026 | Kerkstra Portable Restroom Service In | Public Realm Improvements        | Portable toilet rentals 04/26                     | 180.00            |
| Local                     | 5/29/2026 | Kerkstra Portable Restroom Service In | Public Realm Improvements        | Portable restroom rental 05/26                    | 180.00            |
| Local                     | 5/1/2026  | Swift Printing & Communications       | Public Realm Improvements        | 3.5x7 Palm Card 4/26                              | 158.49            |
| Local                     | 5/29/2026 | Robert A Broene                       | Public Realm Improvements        | Graffiti removal service 05/26                    | 135.00            |
| Local                     | 5/1/2026  | ACO Inc                               | Public Realm Improvements        | General supplies 04/26                            | 129.92            |
| Local                     | 5/1/2026  | ACO Inc                               | Public Realm Improvements        | General supplies 04/26                            | 33.98             |
| Local                     | 5/14/2026 | ACO Inc                               | Public Realm Improvements        | General supplies 05/26                            | 19.99             |
|                           |           |                                       |                                  |   | <b>45,704.62</b>  |
| Local                     | 5/14/2026 | US Bank National Association          | River Governance                 | TK Pcard 4/26                                     | 873.40            |
| Local                     | 5/14/2026 | US Bank National Association          | River Governance                 | TK Pcard 4/26                                     | 497.00            |
| Local                     | 5/18/2026 | Robert Alcantar                       | River Governance                 | Travel expenses 05/26                             | 453.93            |
| Local                     | 5/14/2026 | US Bank National Association          | River Governance                 | TK Pcard 4/26                                     | 435.95            |
| Local                     | 5/14/2026 | US Bank National Association          | River Governance                 | TK Pcard 4/26                                     | 120.80            |
|                           |           |                                       |                                  |   | <b>2,381.08</b>   |
| Local                     | 5/11/2026 | State of Michigan                     | Streetscape Improvements         | 20055-Division-Fulton to Crescent (MDOT)          | 18,158.91         |
| Local                     | 5/11/2026 | Katerberg Co., Inc                    | Streetscape Improvements         | Community garden service call 04/26               | 703.65            |
| Local                     | 5/1/2026  | Michael Hubbard                       | Streetscape Improvements         | Community Garden soil & mulch 03/26               | 640.00            |
| Local                     | 5/22/2026 | Katerberg Co., Inc                    | Streetscape Improvements         | Community Garden 5/26                             | 510.00            |
| Local                     | 4/30/2026 | City Treasurer - Engineering          | Streetscape Improvements         | 20055-Str-Ltg-Division-Ave (571651)               | 493.00            |
| Local                     | 5/29/2026 | Katerberg Co., Inc                    | Streetscape Improvements         | Community garden service call 05/26               | 403.62            |
| Local                     | 5/18/2026 | Katerberg Co., Inc                    | Streetscape Improvements         | Community garden service call 05/26               | 401.49            |
| Local                     | 5/14/2026 | US Bank National Association          | Streetscape Improvements         | TK Pcard 4/26                                     | 264.10            |
| Local                     | 5/1/2026  | ACO Inc                               | Streetscape Improvements         | Garden supplies 04/26                             | 108.87            |
| Local                     | 5/1/2026  | ACO Inc                               | Streetscape Improvements         | Garden supplies 04/26                             | 15.00             |
|                           |           |                                       |                                  |   | <b>21,698.64</b>  |
| Local                     | 5/18/2026 | Mydatt Service Inc                    | Urban Recreation Improvements    | General supplies 06/25                            | 900.00            |
|                           |           |                                       |                                  |   | <b>900.00</b>     |
| Non-Tax                   | 5/26/2026 | Brian Zaldivar Aldama                 | Downtown Workforce               | Relax at Rosa 5/26                                | 1,800.00          |
| Non-Tax                   | 5/29/2026 | Brent Roman                           | Downtown Workforce               | Relax at Rosa performance 05/16                   | 825.00            |
| Non-Tax                   | 5/11/2026 | HUB International Midwest Ltd         | Downtown Workforce               | Relax at Rosa events insurance coverage 04/26     | 754.00            |
| Non-Tax                   | 5/18/2026 | Ryne Clarke                           | Downtown Workforce               | Relax at Rosa performance 05/26                   | 500.00            |
| Non-Tax                   | 5/11/2026 | Swift Printing & Communications       | Downtown Workforce               | Relax at Rosa Sign 4/26                           | 204.60            |
|                           |           |                                       |                                  |   | <b>4,083.60</b>   |
| Non-Tax                   | 5/1/2026  | Alita Kelly                           | Neighborhood Engagement          | Alita Kelly dba Jade Rabbit garden remaining FY25 | 5,100.00          |
|                           |           |                                       |                                  |   | <b>5,100.00</b>   |
| Non-Tax                   | 5/29/2026 | Interface Studio LLC                  | NTI Downtown Planning & Speakers | GR Forward update 05/26                           | 31,875.13         |
| Non-Tax                   | 5/1/2026  | Interface Studio LLC                  | NTI Downtown Planning & Speakers | GR Forward update -consultants 04/26              | 13,108.75         |
|                           |           |                                       |                                  |   | <b>44,983.88</b>  |
| Non-Tax                   | 5/18/2026 | Mydatt Service Inc                    | Project & Fixed Asset Maint      | General supplies 06/25                            | 1,816.50          |
| Non-Tax                   | 5/18/2026 | Mydatt Service Inc                    | Project & Fixed Asset Maint      | General supplies 06/25                            | 1,107.26          |
| Non-Tax                   | 5/14/2026 | US Bank National Association          | Project & Fixed Asset Maint      | TK Pcard 4/26                                     | 250.00            |
|                           |           |                                       |                                  |   | <b>3,173.76</b>   |
| Non-Tax                   | 5/1/2026  | Megan Roach                           | Public Space Activation          | Summer Activate grant 04/26                       | 5,000.00          |
| Non-Tax                   | 5/6/2026  | Elvin Sharp                           | Public Space Activation          | WoW PUP 02/26                                     | 250.00            |
| Non-Tax                   | 5/1/2026  | Peter Carroll                         | Public Space Activation          | Musical Performance (Wee Beasties) 4/26           | 200.00            |
| Non-Tax                   | 5/6/2026  | Livingston Garland                    | Public Space Activation          | L. Garland PUP 04/26                              | 200.00            |
| Non-Tax                   | 5/14/2026 | US Bank National Association          | Public Space Activation          | KVD Pcard May 26                                  | 185.58            |
|                           |           |                                       |                                  |   | <b>5,835.58</b>   |
| Non-Tax                   | 5/31/2026 | Consumers Energy                      | Winter Ave NW Building           | 351 Winter 05/26                                  | 64.60             |
|                           |           |                                       |                                  |   | <b>64.60</b>      |
| <b>TOTAL EXPENDITURES</b> |           |                                       |                                  |   | <b>446,074.24</b> |

# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



**DDA**

DATE: June 5, 2026  
TO: Downtown Development Authority  
FROM: Tim Kelly, AICP  
Executive Director  
SUBJECT: FY27 Budget Adoption

**Agenda Item #04  
June 10, 2026  
DDA Meeting**

On May 13, 2026, the DDA Board recommended the FY2027 budget to the Grand Rapids City Commission to request fund appropriation for the fiscal year beginning July 1, 2026. That budget was unanimously approved at the City Commission on May 19, 2026 (attached). The final step in the budget process is adoption by the DDA Board. Additional information, including a summary of the budget process and the priorities included in the FY2027 budget is provided below.

Each year the Downtown Development Authority (DDA) recommends an annual budget to the Grand Rapids City Commission. For fiscal year 2027 (FY27), the DDA budgets consist primarily of carry forward priorities that span multiple fiscal years. The attached 5-year priority plans provide further details, and staff will be on hand to present additional information during the April 15 Board meeting.

Some highlights for the coming year are the continuing Grand River public space and access improvements, and continued funding to build on the tremendous success of events such as World of Winter and Return to the River. In addition, there is also funding allocated for economic development programs and to support the development of the Acrisure Amphitheater. Finally, there are funds included to complete the update to GR Forward to affirm priorities for Downtown and the DDA for the coming years.

When examined by GR Forward goal the breakdown from the LTI and NTI budgets is as follows:

- Goal 1 (Restore the River as the Draw): \$1,300,000
- Goal 2 (Create a Downtown Neighborhood Home to a Diverse Population): \$1,073,324

- Goal 3 (21<sup>st</sup> Century Mobility Strategy): \$525,000
- Goal 4 (Ensure Job Opportunities and Ensure Vitality of the Local Economy) \$465,000
- Goal 5 (Reinvest in Public Space, Culture and Inclusive Programming): \$3,393,250

Following a recommendation from the DDA Board, DGRI staff will present the recommended budget to the City Commission in May 2026. The Board will then adopt their final annual budget and priority plan at the next scheduled meeting.

**Recommendation: Adopt the FY2027 Downtown Development Authority budget.**

**CITY OF GRAND RAPIDS, MICHIGAN**  
**Downtown Development Authority**  
**FY2027 Appropriation Requests by Fund**

**Recommended by the Downtown Development Authority Board on May 13, 2026**  
**Grand Rapids City Commission Consideration on May 19, 2026**  
**Submitting for Adoption by the Downtown Development Authority at the next meeting**

|   | <b>FY2027 BUDGET REQUESTS BY FUND</b> |                                |                      |
|---|---------------------------------------|--------------------------------|----------------------|
|   | <b>Non-Tax<br/>Fund</b>               | <b>Local Tax<br/>Increment</b> | <b>TOTAL</b>         |
| <b>RESOURCES</b>  |                                       |                                |                      |
| Property Tax Increment - General  | \$ -                                  | \$ 10,789,030                  | \$ 10,789,030        |
| Property Tax Increment - Gainsharing Rebates  | -                                     | (1,616,104)                    | (1,616,104)          |
| Property Tax Increment - Prior Year Appeals   | -                                     | (15,000)                       | (15,000)             |
| Fees / Reimbursements - Miscellaneous   | 88,500                                | 605,000                        | 693,500              |
| Interest - General  | 72,329                                | 232,228                        | 304,557              |
| Property Rental - Buildings and Facilities  | 780,000                               | -                              | 780,000              |
| Property Rental - DASH Parking Lots   | 900,000                               | -                              | 900,000              |
| Lyon Square Partner Contributions   | -                                     | -                              | -                    |
| From / (To) Fund Balance  | 209,171                               | -                              | 209,171              |
| <b>TOTAL RESOURCES</b>  | <b>\$ 2,050,000</b>                   | <b>\$ 9,995,154</b>            | <b>\$ 12,045,154</b> |
| <b>APPROPRIATIONS</b>   |                                       |                                |                      |
| <b>GR Forward Projects</b>  |                                       |                                |                      |
| Goal #1: Restore the River as the Draw and<br>Create a Connected and Equitable River Corridor | \$ 500,000                            | \$ 800,000                     | \$ 1,300,000         |
| Goal #2: Create a True Downtown Neighborhood<br>Which is Home to a Diverse Population         | 75,000                                | 998,324                        | 1,073,324            |
| Goal #3: Implement a 21st Century Mobility Strategy   | -                                     | 525,000                        | 525,000              |
| Goal #4: Expand Job Opportunities and Ensure<br>Continued Vitality of the Local Economy       | 65,000                                | 400,000                        | 465,000              |
| Goal #5: Reinvest in Public Space, Culture, and<br>Inclusive Programming                      | 1,410,000                             | 1,983,250                      | 3,393,250            |
| <b>Total GR Forward Expenditures</b>  | <b>2,050,000</b>                      | <b>4,706,574</b>               | <b>6,756,574</b>     |
| <b>Administration</b>   | -                                     | 2,500,000                      | 2,500,000            |
| <b>Debt Service</b>   | -                                     | 2,107,570                      | 2,107,570            |
| <b>TOTAL APPROPRIATIONS</b>   | <b>\$ 2,050,000</b>                   | <b>\$ 9,314,144</b>            | <b>\$ 11,364,144</b> |
| <b>EXCESS / (DEFICIT)</b>   | <b>\$ -</b>                           | <b>\$ 681,010</b>              | <b>\$ 681,010</b>    |

# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: June 5, 2026  
TO: Downtown Development Authority  
FROM: Melvin Eledge Jr., Director of Operations  
SUBJECT: Downtown Ambassador Funding Authorization

**Agenda Item #05  
June 10, 2026  
DDA Meeting**

In August 2015 the Downtown Development Authority Board approved a new contract with Block by Block to become the contractor for cleaning and maintenance services downtown. The Clean Team was then subsequently “merged” with the existing Downtown Ambassador program, services also provided by Block by Block, into a singular Downtown Ambassador team with a wide scope and set of responsibilities related to Downtown Grand Rapids Inc’s work as an economic and placemaking entity.

In late 2024 DGRI staff issued an RFP for its Beautification, Maintenance and Placemaking services program. The RFP was sent directly to established, known firms that typically provide these kinds of services as well as publicly listed on the International Downtown Association (IDA) website. On March 3rd, DGRI staff received 3 qualified proposals.

DGRI staff and sub-committee members reviewed the proposal and provided feedback and recommendations to staff as to the quality and content of the responses received.

The total cost of the services is \$1,379,963 and includes options for extensions; it is expected the new Block by Block contract would begin July 1, 2026. The DDA’s portion of the funding is \$400,000 and was budgeted in FY27 under Goal 5. The remaining balance is expected to be approved by the DID board at their June meeting.

**Recommendation: Authorize DDA funding for an amount not to exceed \$400,000 for Hospitality, Beautification, Maintenance and Placemaking contractual services in FY27.**

# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: June 5, 2026  
TO: Downtown Development Authority  
FROM: Melvin Eledge Jr., LPM  
Director of Operations

**Agenda Item #06**  
**June 10, 2026**  
**DDA Meeting**

**SUBJECT: Downtown Flower Planting Funding Authorization**

One of the goals established in GR Forward is to expand and enhance the beautification management of Downtown through the implementation of plants, flowers and other “green” amenities. Flashforward to today and DGRI manages and maintains over 200 planter beds and pots throughout Downtown, last year we planted over 58,000 plants and flowers Downtown throughout all four seasons.

This year we’re replacing some of the Ionia Ave whiskey barrels due to some of them starting show their age.

Daily maintenance, such as watering, planting preparation, weeding and other care is handled by the Downtown Ambassador team but to assist with planting efforts we’ve engaged MiCandy Gardens who have been helping us plant flowers and plants since 2017.

The total cost of the services is \$204,150 which includes a small contingency to cover unexpected needs. The total request to the DDA is for an amount not to exceed \$63,150 which is budgeted in Goal 3 Streetscape Improvement line item. The remainder of the cost will be covered by the Downtown Improvement District, which is expected to approve \$138,000 at their June meeting and the Monroe North TIFA, which will cover \$3,000.

**Recommendation: Authorize DDA funding for an amount not to exceed \$63,150 for Flower planting and Beautification contractual services in FY27.**

# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



**DDA**

DATE: June 5, 2026  
TO: Downtown Development Authority  
FROM: Kimberly Van Driel  
Director of Public Space Management  
SUBJECT: Heartside Historic Mural Series Funding

**Agenda Item #07  
June 10, 2026  
DDA Meeting**

Public space activation and connectivity emerged as key priorities through the GR Forward Goal 5 Alliance, emphasizing continued investment in public spaces, culture, and inclusive programming. To advance these goals, Downtown Grand Rapids Inc. (DGRI) has partnered with local artists, organizations, and businesses to enhance the visibility and vibrancy of Downtown through creative placemaking initiatives.

Since 2020, DGRI has collaborated with Dwelling Place on the Heartside Historic Mural Series, celebrating the neighborhood’s rich history through public art. To date, the Downtown Development Authority (DDA) has funded seventeen murals, creating opportunities for local artists, fostering community engagement, and enriching the public realm.

Building on the success of this program, DGRI and Dwelling Place are proposing a new large-scale mural in the Heartside district that celebrates Grand Rapids’ entertainment history in partnership with Studio C.

The mural will transform the alley connecting Studio Park and the parking ramp at 100 Cherry Street into “Entertainment Way,” honoring the venues, performers, and cultural experiences that have shaped the city. Spanning seven walls and approximately 3,920 square feet, the project will create a vibrant destination and strengthen the area's identity through art and storytelling.

**Recommendation:**

Approve the expenditure not to exceed \$50,000 out of FY27 Public Space Activation for the planning and execution of the Heartside Historic Mural Series.



**Project Overview:** Based on the belief that all people can express themselves creatively, Dwelling Place's Community Arts initiatives create space for self-expression and community connection. In 2026 we are excited to propose a truly transformative public art projects activating a main alleyway connecting two of Heartside's entertainment destinations with a large-scale mural celebrating our local history. This mural will not only beautify our public space but also serve as a powerful educational and cultural landmark. Public art has a unique ability to activate and enrich the neighborhood environment, while fostering civic pride. We take an engagement centered approach including resident feedback in the design process, and by focusing on historic themes, this mural will connect residents and visitors alike with the rich narrative of our community's past.

In 2026 we will continue our Jr. Mural Coordinator program to provide two new emerging artist opportunities to work alongside our commissioned artists. This project is outlined below.

### **Heartside Historic Mural Objectives:**

1. **Celebration of Heartside & Local History:** Murals will depict significant events, figures, and landmarks from our community's history, providing a visual narrative that educates and inspires viewers.
2. **Activation of Public Space:** By transforming exterior walls into vibrant artistic displays, our projects revitalize chosen locations, turning it into a destination that attracts foot traffic and encourages community interaction. Due to the density of our murals, we are a hotspot downtown for mural tours, increasing foot traffic and improving community knowledge of neighborhood history and place.
3. **Cultural Engagement:** Both murals will serve as a catalyst for conversations about heritage, identity, and collective memory, fostering a deeper appreciation for our shared history. Stories told through the mural series may include, but are not limited to, Indigenous history, Black history, Queer history and/or Women's history told through the lens of place. Themes this year include entertainers and entertainment venues from over the decades.

## Project Details:

- **Artistic Vision:** Working with local artists we look for people willing to incorporate community feedback while blending historical accuracy with artistic expression. Contracted artists are required to gather community input on their mural designs, and input sessions are facilitated by Dwelling Place.
- **Historical Themes:** The mural will tell a visual story, spanning pivotal moments and influential figures from our community's past. Working with local historians from The Grand Rapids African American Museum and Archive, Grand Rapids Public Library, Grand Rapids Women's History Council, GVSU and the Grand Rapids Museum, the narratives will be researched and curated in collaboration with local historians and community members to ensure accuracy and relevance.
- **Location:** This year we are working in collaboration with Celebration Cinema at their Studio Park location. The alleyway at 99 Cherry is the site for the 2026 Heartside Historic Mural, entertainment alley!

## Budget Breakdown:

- Artist Commission – \$44,000
  - 3 smaller south facing walls - \$17,000
  - 4 larger west facing walls - \$25,000
  - Artist selection design stipend - \$2,000
- Materials and Equipment: \$3,550
- Contingency: \$1000
- Community Engagement: \$1,000
- Mural Coordinators & Jr. Coordinators: \$10,750

Total \$60,300

## Timeline:

Phase 1 - Planning (May 2026)

- Finalizing the mural size, budget, securing permissions, and funding.

Phase 2 - Community Engagement (May-June 2026)

Phase 3 - Mural Creation (August 2026)

- Painting the mural.

#### Phase 4 - Unveiling and Celebration (September 2026)

- Hosting an event to unveil the mural and celebrate with the community.

#### **Impact of Heartside Historic Murals:**

- **Community Pride:** The mural will become a source of local pride, reflecting our community's history and stories for years to come.
- **Tourism and Economic Impact:** Our murals will attract visitors, boosting foot traffic to nearby businesses and contributing to the welcoming streetscape in the Heartside Neighborhood.
- **Educational Resource:** Tour, schools and community groups can use the mural as an educational tool, deepening understanding of our heritage.

**Funding Request: We are seeking funding of \$50,000 to cover the costs associated with this impactful public art project.** Your contribution will directly support the creation and installation of this mural, leaving a legacy in our community.

Public art, especially when centered around historic themes, has the power to transform public spaces. This mural project represents an investment in our community's future, fostering a sense of belonging and collective memory. We are excited about the potential impact of this project and invite your partnership in bringing this vision to life.

Dwelling Place is committed to engaging the community in support of our mission to improve the lives of people by creating quality affordable housing, providing essential support services, and serving as a catalyst for neighborhood revitalization. Dwelling Place has had a presence in the Heartside neighborhood for 46 years, providing affordable housing for individuals and families who are facing displacement. Dwelling Place answered the call and currently has 600 units of affordable apartments in Heartside. Today, we are hoping you can champion our neighborhood level work by contributing financially supporting this very special request.

# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: June 5, 2026  
TO: Downtown Development Authority  
FROM: Kimberly VanDriel, Director of Public Space Management  
SUBJECT: World of Winter Funding Authorization

**Agenda Item #08**  
**June 10, 2026**  
**DDA Meeting**

GR Forward's Goal 5 emphasizes the importance of activating public spaces during the winter months, recognizing that vibrant public environments are essential to attracting visitors, supporting local businesses, and creating a dynamic downtown experience. Across the globe, cities have embraced illumination, interactivity, and immersive art as tools to enliven urban areas during darker seasons—strategies that do not rely on snow or ideal weather conditions to be successful.

Over the past six years, Downtown Grand Rapids Inc. (DGRI) has welcomed millions of visitors through innovative winter programming. According to the 2025 Grand Valley State University Economic Impact Report, World of Winter attracted an estimated 2.3 million attendees, generating approximately \$38 million in economic output and supporting 335 jobs throughout the Grand Rapids region.

Building on this success, the 2026 World of Winter Festival featured 35 events, 73 art installations, 59 Activate Grant projects, and collaborations with more than 100 artists, businesses, programmers, and community organizations. Collectively, these efforts generated more than 3.9 million visits to Downtown Grand Rapids during the two-month festival.

In March 2026, DGRI issued a global Request for Proposals (RFP) seeking innovative public art installations focused on light, sound, interactivity, and public engagement. The RFP received 137 submissions from 34 artists and creative firms representing communities around the world. Following a comprehensive review process that considered artistic merit, public engagement, site compatibility, budget, logistics, and availability, staff recommends eight installations for World of Winter 2027. These nationally and internationally recognized works offer immersive experiences that encourage exploration, participation, and social connection while transforming downtown into a vibrant winter destination.

In addition to these featured installations, DGRI will continue to curate local art installations, performances, events, and community activations throughout the festival. The Activate Grant Program will also continue, providing grants of up to \$15,000 to support local artists, performers, and creative placemakers in developing original winter programming.

If approved, the installations will be placed throughout Downtown Grand Rapids from January 8 through February 28, 2027, as part of the annual World of Winter Festival. Additional programming, partnerships, and community activities will complement these installations and further activate downtown throughout the winter season.

The total request for the eight featured installations is for an amount not to exceed \$420,000, which includes rental fees, shipping, insurance, equipment, installation, and logistics. Funding is included in the approved DDA FY27 budget under the Public Space Activation and DGRI Events line item.

**Recommendation:** Approve expenditures not to exceed \$420,000 to support winter art installations for World of Winter 2027.

Pictured:  
DJ **BUUNSHIN** performing at  
"Somnius" by Illumaphonium  
Photo by Bryan Esler



**WORLD of WINTER** |

Largest Winter Festival in the U.S.

**2026 IMPACT REPORT**

# THE LARGEST WINTER FESTIVAL IN AMERICA!



## World of Winter

World of Winter (WoW) transforms Downtown Grand Rapids, Michigan into a vibrant winter playground each year from January through March, celebrating art, culture and community through two months of immersive experiences. Established in 2018, the festival was born from a community vision to embrace Grand Rapids as a dynamic four-season city.

Since 2020, WoW has expanded into the largest winter festival in the United States—pairing internationally acclaimed large-scale installations with local art, programming, and events to create an energetic and diverse calendar of winter experiences.

Each year, World of Winter pushes creative boundaries—making winter brighter, more engaging and something people look forward to celebrating.



**USE THE QR CODE TO WATCH OUR RECAP VIDEO**

**DGRI is committed to creating and fostering a welcoming and inclusive year-round Downtown where Grand Rapidians can enjoy their unique beautiful winter city.**



**GRKids Family Choice Award Winner**

Voted One of the Favorite Things to Do -

A One-of-a-Kind West Michigan Experience.





**Table 1:** Breakdown of visitors by types

|               | Local primary visitors | Nonlocal primary visitors | Local casual visitors | Nonlocal casual visitors |
|---------------|------------------------|---------------------------|-----------------------|--------------------------|
| Visitor types | 44.21%                 | 55.41%                    | 42.31%                | 53.03%                   |

**Table 2:** Total visitors based on visitor type

|                   | All visitors | Primary visitors | Casual visitors |
|-------------------|--------------|------------------|-----------------|
| Local visitors    | 806,371      | 407,698          | 398,673         |
| Nonlocal visitors | 1,535,977    | 827,650          | 708,326         |
| Total Visitors    | 2,342,348    | 1,235,348        | 1,107,000       |

**Table 4:** Total annual economic impact of all primary visitors

| All Primary Visitors      | Direct Spending <sup>10</sup> | Employment | Labor Income | Value Added (GDP) | Output  |
|---------------------------|-------------------------------|------------|--------------|-------------------|---------|
| Local Primary Visitors    | \$5.9M                        | 65         | \$2.3M       | \$3.7M            | \$6.7M  |
| Nonlocal Primary Visitors | \$27.7M                       | 266        | \$10.1M      | \$18.9M           | \$31.3M |
| Total economic impact     | \$33.6M                       | 331        | \$12.4M      | \$22.6M           | \$38.0M |

## World of Winter

Every other year, DGRI partners with Grand Valley State University to conduct a comprehensive economic impact study. In the interim years, when the overall data trends remain relatively consistent, our team undertakes an internal update of the report using our robust data collection systems and analytics tools. This approach allows us to maintain a current and meaningful assessment of Downtown's economic vitality while continuing to track trends, measure impact, and inform strategic decision-making.

We carefully track and report key metrics for each individual event, as well as for the event series as a whole, allowing us to measure impact, evaluate success, and continuously refine our programming to better serve the community.



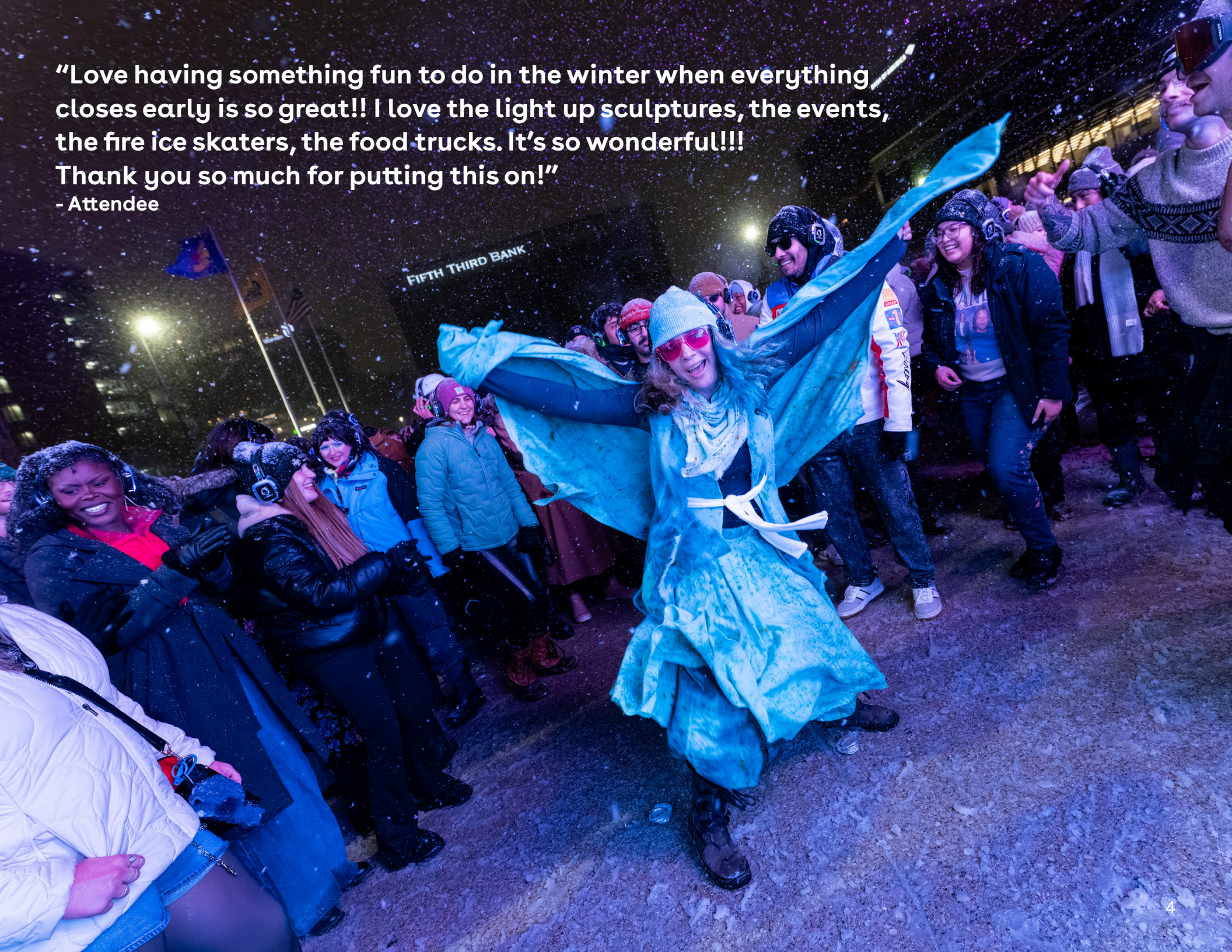
**USE THE QR CODE TO GET A DIRECT LINK TO THE 2025 GVSU WOW IMPACT REPORT STUDY**

DGRI is committed to ensuring that every event aligns with our broader community goals while also capturing meaningful data and insights.

**In 2025, the festival brought in over 2.3 million visitors and \$38 million in economic output, supporting 335 jobs.**

**"Love having something fun to do in the winter when everything closes early is so great!! I love the light up sculptures, the events, the fire ice skaters, the food trucks. It's so wonderful!!! Thank you so much for putting this on!"**

**- Attendee**





**SILENT DISCO**



**GREAT LAKES SNOW SNAKE COMPETITION**



**HUMAN HUNGRY HIPPO TOURNAMENT**



**LOVE ON ICE**

Each year, activities change creating new and uniquely programmed events and art installations. Some of our planned annual events are shown here. Additional pop-up events like DJs, dances, snowga, etc. may vary.





**NOODLE FEST**



**PAINT THE PARK**

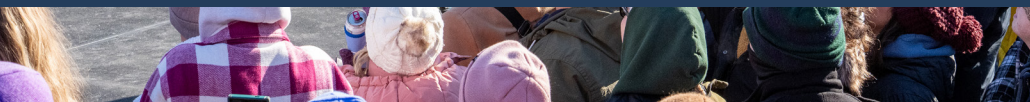


**WINTER'S A DRAG**



**FIRE & ICE**

Our signature events are unlike any others. We create unique, one-of-a-kind experiences in the heart of Downtown for Grand Rapidsians to make lasting memories and a true connection with their city.





**DRAG STORY HOUR**



**DJ POP-UPS**



**SOUND BATH**



**CIRCUS WONDERLAND**

Every year we create unique one-of-a-kind events that coincide with installations based on the theme, function or footprint of the installation that are pop-up activities.





**LUMINARY BIKE RIDE**



**WALKING TOURS**



**ARTIST MIXER**



**ICE PIANO PERFORMANCES**

Trying new events each and every year is important to us to keep things fresh and always changing. Making sure there is always something for everyone at the festival.





**SNOWGA**



**PROJECTION DRUMMING**

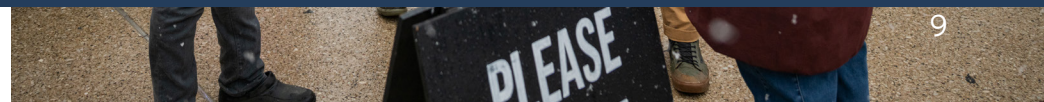


**FRIDAY NIGHT FOOD TRUCKS**



**ARTIST TALK EDUCATION SERIES**

Although we love to try new events and programs, there is always some of our local favorites that we continue to bring back each year based on demand.





**ICE BREAKER**



**RAPID ART MOVEMENT**



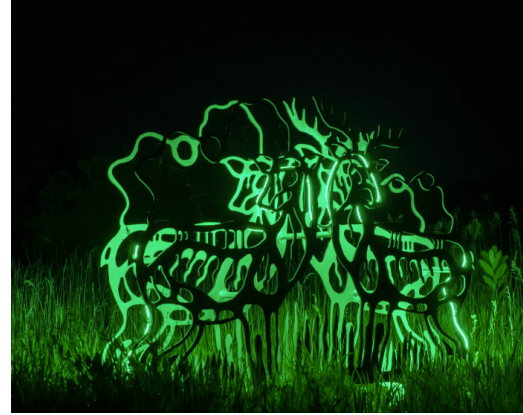
**LUV'N LUNCH**



**PROJECTION SHOWS**

More details on additional events and images can be found on our social channels or by reaching out to us directly to get a catalog of event, installation and programming images.



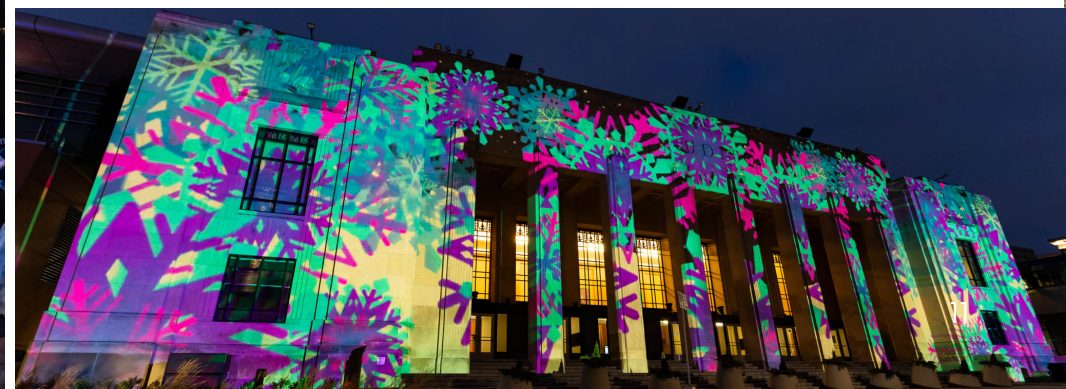


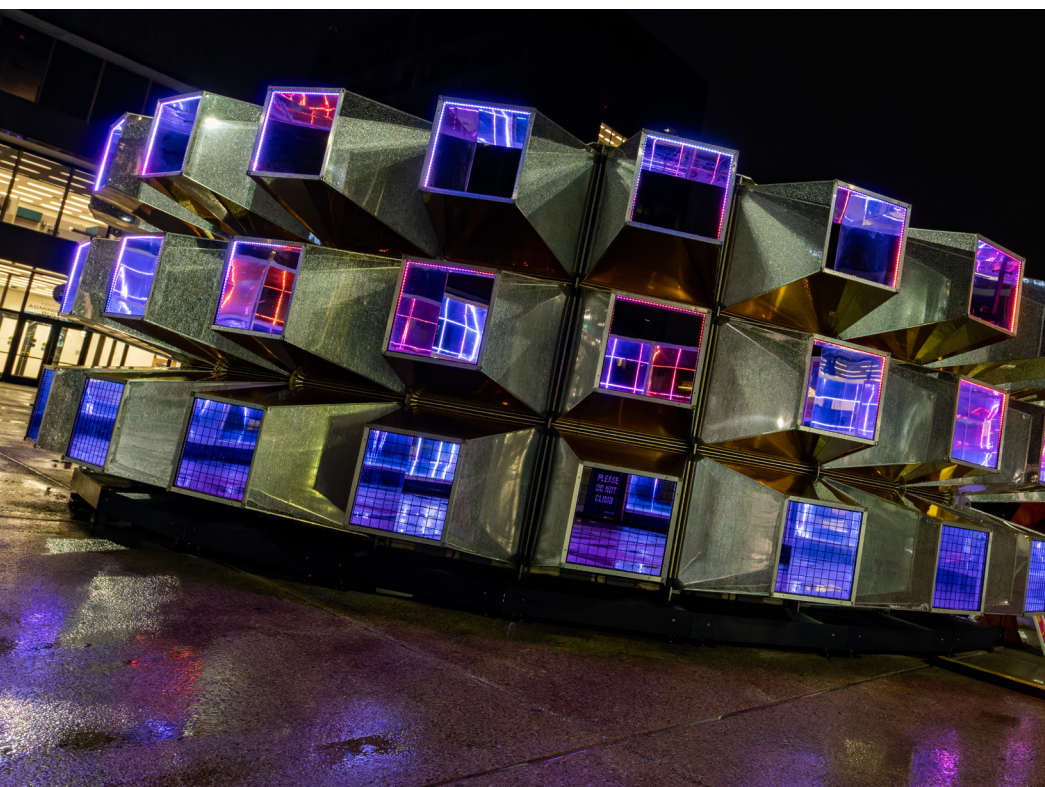
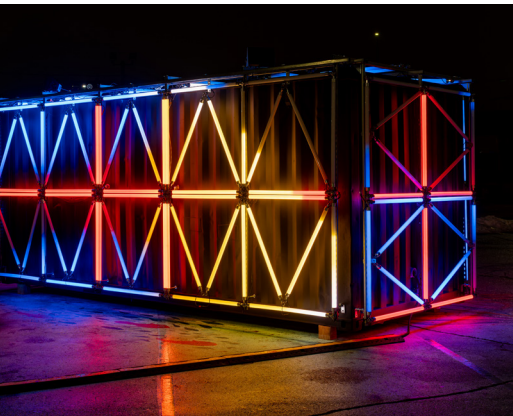
## World of Winter 2026 Public Art

Art is a huge focus of the festival. While we also prominently feature culinary and performance art, we know the importance of bringing in physical art for people to see and experience.

WoW is organized by the team at Downtown Grand Rapids Inc but relies heavily on the help of the community. By putting out a public cast call to local artists, event organizers and placemakers, we are able to collaborate with many talented Grand Rapidians to help us cultivate unique programming and experiences for all.

This year we had 70 installations that visited us during WoW. Here is a highlight of some of our art installations we hosted from local, national and international talent this past season.

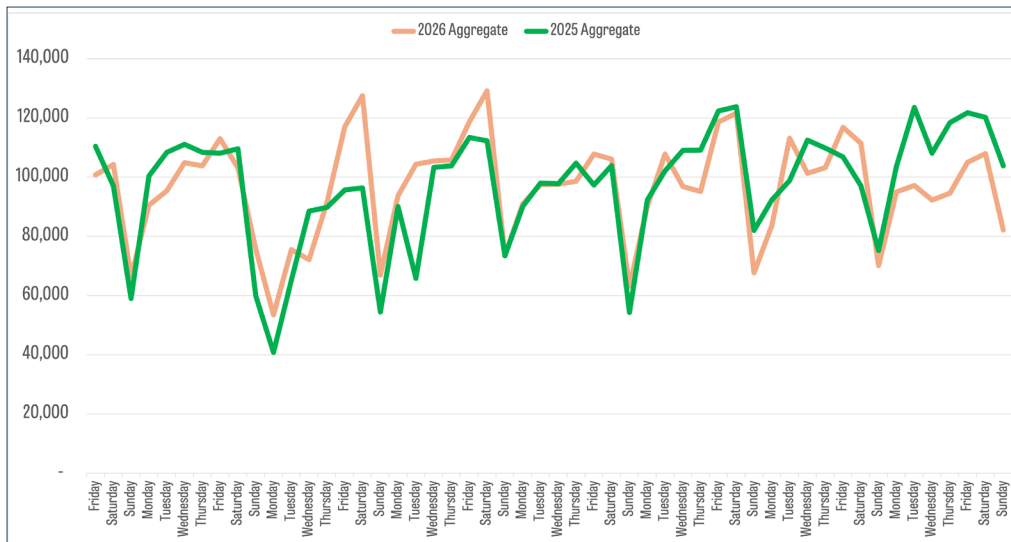
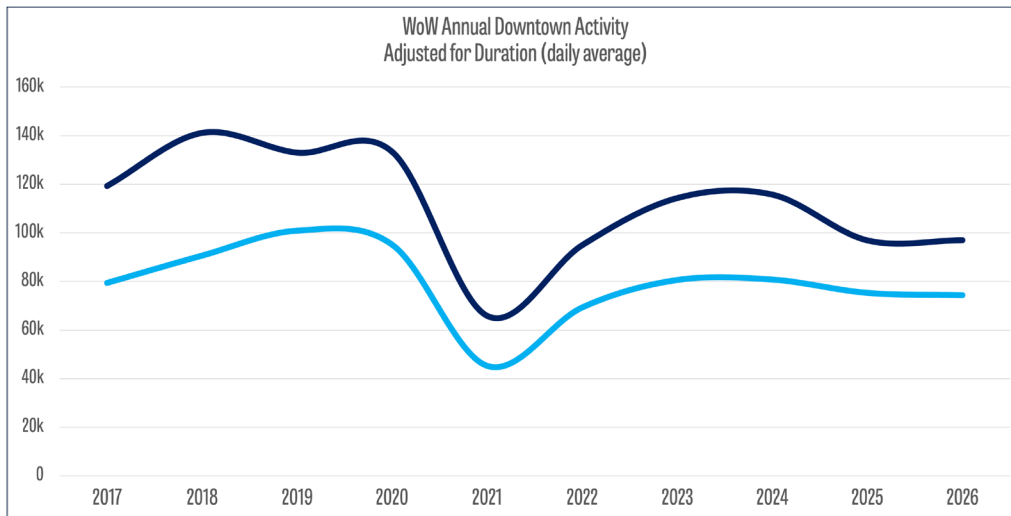




**"Your whole team was incredibly friendly, professional, accommodating and, in general, very easy to work with. Thanks for including us. You're a creative and well-oiled machine which made everything very easy and memorable."**

**- Big Art**





**3.9 MILLION VISITS IN 2026!**

## World of Winter Attendance

During WoW 2026, from January 9th to March 1st, over 3.9 million visits to Downtown Grand Rapids occurred. This data is gathered by Placer.ai, a service that measures visitation counts by utilizing anonymized cell phone location data. The data does not include individuals without cell phones (therefore excluding children) or anyone with location services turned off.

Accounting for those exclusions, the total amount of visits Downtown during WoW is estimated to be over 5 million!

The festival featured over 130 art installations, events and programs. In addition to the large-scale international art installations and events curated by DGRI staff, local event producers, artists and placemakers also showcased their work and talents through the support of DGRI's World of Winter grant programs allowing others to share their ideas for winter activation efforts.

The graphics here illustrate the attendance growth from 2025 to 2026 and provide a glimpse at the daily patterns for the festival. "Aggregate" numbers include Downtown residents, visitors and employees. Spikes in attendance tend to coincide with signature events, and Sundays are predictably our "slowest" days.

As we look forward to 2027, we expect an incredible festival that will draw millions of visitors Downtown for a truly unique winter festival.



# Demographics & Change

## Demographics of the home locations

LEGEND: 2026 (blue), 2025 (red)



# World of Winter Events

This year's World of Winter Festival hosted 40 events, ranging from Festival staples such as Noodle Fest and Fire & Ice to new activities like a live audiovisual performance and drag storybook hour, to name a few.

2026 World of Winter attendance data brought to light a trend that we have seen over the years, which is that event attendance tends to be weather dependent, even though almost all events show strong resilience in the face of inclement weather.

The ethnicity data is also suggesting a slightly diversification of the attendees of our larger events, the ones we have data for. Note: while activity data is directly collected through cell phone tracking, ethnicity data is modeled after the census tract data of the home locations of those pins, so may not be as correlative or illustrative of the population.

The above chart shows the breakdown of those year-over-year changes in ethnicity attendance at our large events as well as some 2026-only data for some smaller or newer events. The below chart has year-over-year activity data, which suggests attendance. Privacy restrictions from Placer.ai result in insufficient data for some of the smaller events.



# World of Winter Marketing

Each year, we strive to provide accessible and relevant festival information through a broad variety of sources to ensure that attendees can curate their own experience. We continue to see growth in exposure to WoW through all of our various communication channels.

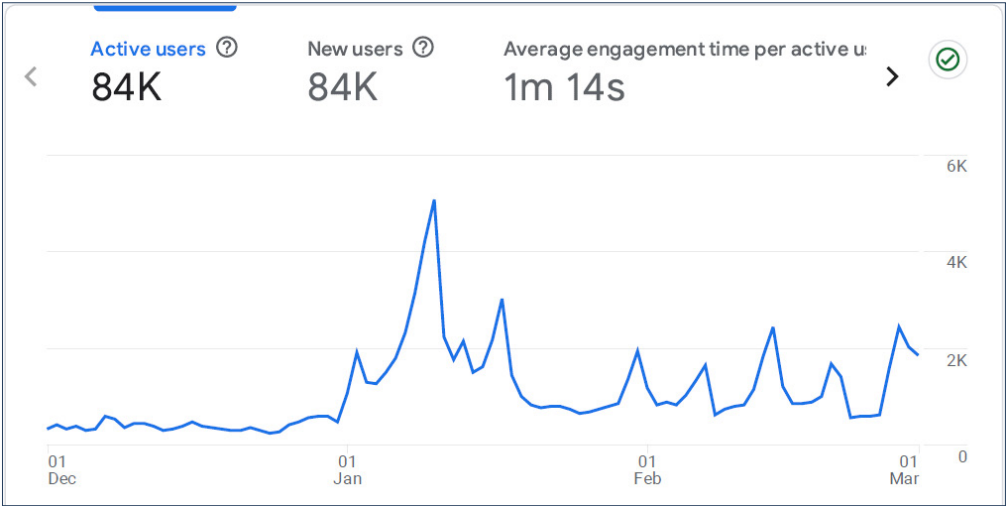
The World of Winter website serves as a repository of festival information including descriptions of all installations, artist statements and bios, a full and detailed calendar of events, an interactive map and photo galleries.

From December 2025 through the end of the 2026 festival, there were over 84,000 visits to WorldOfWinterGR.com. Sponsors are featured prominently on the homepage, which is our most visited location with over 70,000 page views during this year's festival.

In addition to the website, we work to deepen brand awareness and support of the festival and reach new audiences through innovative and welcoming marketing efforts.

Paid marketing efforts range from local print publications and radio stations sponsored and collaborative social efforts. Partnerships with local and regional social media influencers over the past three years have yielded authentic and trusted user-generated content that has helped WoW reach new audiences and a diverse range of demographics.

The festival also enjoys the dedicated support of Experience Grand Rapids. Their wonderful partnership includes extensive local promotional reach, as well as paid advertising on the regional, statewide and Midwest levels.



### Views by Page title and screen class

| PAGE TITLE AND SCREEN ...          | VIEWS |
|------------------------------------|-------|
| World of Winter 2026   Large...    | 70K   |
| Event Calendar   World of Win...   | 48K   |
| Art Installations   World of Wi... | 28K   |

## World of Winter Social Media Analytics

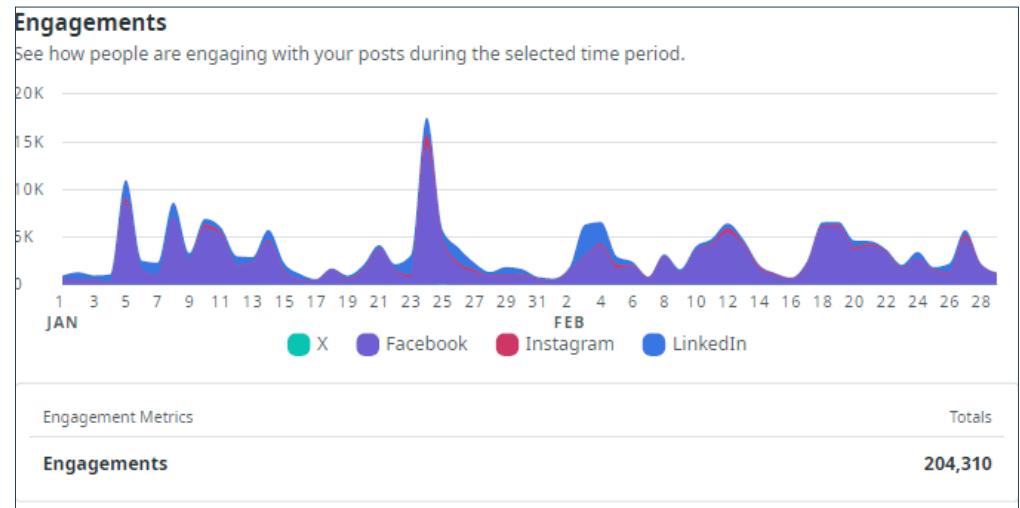
DGRI enjoys a social media following of over 160,000 users across all channels.

We prioritize visual content through photo and video that highlights the brilliant and stunning spectacle of WoW and illustrates community enjoyment and attendance. We consistently see high engagement with WoW content that increases the reach and exposure to the festival.

The statistics highlighted on the right side of this page reflect use and engagement on DGRI’s regular channels – WoW specific information is included in the next paragraph.

For the 2024 festival, we created a dedicated WoW Instagram channel that has already achieved a following of over 9,600. This channel reported over 550,000 views during the course of the 2026 festival. From an engagement perspective, there were just under 17,000 interactions with posts, reels, and stories, primarily in the 25-44 year old age demographic (accounting for more than 2/3 of total interactions).

This level social media engagement provides incredibly valuable exposure for festival sponsors, and we expect the digital following to continue to grow.



view your key profile performance metrics accrued during the selected time period.

|                                 |                               |                                   |
|---------------------------------|-------------------------------|-----------------------------------|
| Impressions<br><b>3,415,093</b> | Engagements<br><b>204,310</b> | Post Link Clicks<br><b>40,490</b> |
|---------------------------------|-------------------------------|-----------------------------------|

## World of Winter Attendee Experience and Sentiment

The attendee sentiment data reflects an overwhelmingly positive community response to the festival.

When asked to rate their overall experience, the vast majority of respondents described it as either Excellent (407 responses) or Good (92 responses), with only 4 neutral responses, 1 below average, and no poor ratings.

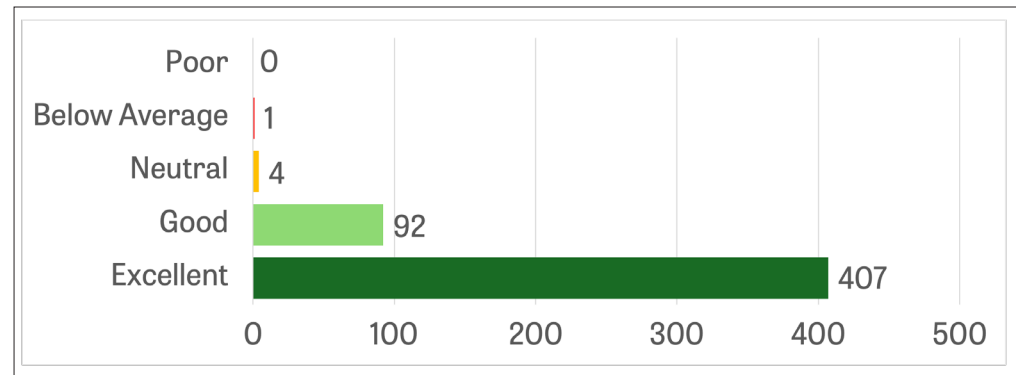
The same strong sentiment was echoed in responses to whether the festival inspires a sense of pride in the community, producing nearly identical results.

This feedback demonstrates that the event is not only delivering a highly enjoyable experience for attendees, but is also making a meaningful impact by strengthening community pride and connection.

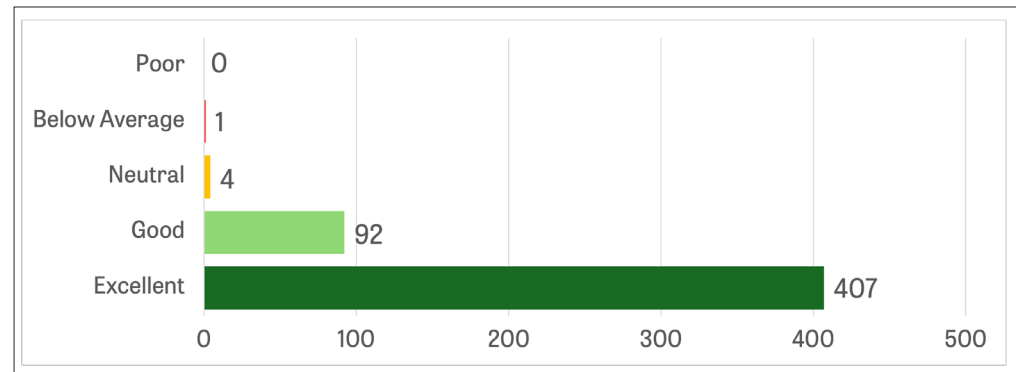
Overall, the results highlight the festival's success as both a memorable event and a valued community asset.

## Attendee Experience & Sentiment

Overall, how would you rate your experience?



This festival is inspiring a sense of pride in the community?





## World of Winter ExperienceGR Partnership

Each year, Downtown Grand Rapids Inc partners closely with Experience Grand Rapids to help promote World of Winter as both a premier seasonal attraction and a destination experience. Through this collaboration, the teams work together to share festival information, highlight signature events and installations, and amplify marketing efforts across regional and broader tourism audiences. This partnership helps expand the festival's reach beyond the local community, attracting new visitors to Grand Rapids while strengthening the city's reputation as a vibrant, year-round destination for arts, culture, and unique experiences.

Their efforts included a dedicated festival landing page that generated 63,220 sessions, targeted digital advertising that delivered 1.6 million impressions and 127,776 clicks, and social media campaigns that reached 622,111 impressions with 17,045 engagements.

Additional promotion included tourism newsletters sent to 20,000+ subscribers, distribution of 15,000 bilingual rack cards, statewide radio advertising with an estimated 3.7 million impressions, billboard placements across Michigan, and Carvertise campaigns in Chicago and Detroit generating over 5 million impressions.

National public relations placements featured World of Winter in outlets such as Midwest Living, AFAR, and TravelPulse, helping elevate the festival's profile well beyond West Michigan. Collectively, these strategic marketing efforts significantly expanded awareness, drove visitation, and strengthened Grand Rapids' reputation as a vibrant winter destination.



**"This is a highlight of our winter season and we look forward to it every year.**

**Thank you!"**

- Attendee

**"WOW is Amazing."**

- Attendee

**"This was wonderful!"**

- Attendee

**"Excellent family event."**

- Attendee

**"Great job! Keep up the positive vibes and inclusive culture"**

- Attendee

**"Love getting out in the winter and doing community things."**

- Attendee

**"Good for the community positivity."**

- Attendee

**"Really helps me get out and walk around in winter!"**

- Attendee

**"I loved the whole experience, thanks for all your hard work!"**

- Attendee

**"Loved every minute."**

- Attendee

**"Love the sense of community!"**

- Attendee

**"Love the community turnout and involvement."**

- Attendee

**"We had a blast! And everyone we interacted with was spectacular."**

- Attendee

WE WILL SEE YOU NEXT YEAR!



## Sponsorship Sign Up

If you would like to be a World of Winter sponsor for 2027, please fill out the Sponsorship Agreement by following the QR Code below. If you are interested in a custom package or just an ice sculpture specifically, please contact [info@downtowngr.org](mailto:info@downtowngr.org) for more information.

Stay up to date with us at [worldofwintergr.com](http://worldofwintergr.com) for updates on next year's festival, sponsorship, and volunteer opportunities, as well as art and programming cast calls.



**SAVE THE DATE FOR WOW 2027**  
**JANUARY 8 - FEBRUARY 28**





JW MARRIOTT

rhoades mckee

Comer

SEE YOU NEXT YEAR!



WORLD of WINTER

Largest Winter Festival in the U.S.



## DOWNTOWN GRAND RAPIDS WoW 2027 TRAVELING ART INSTALLATIONS

### PROJECT SUMMARY

Our goal is to reinforce Grand Rapids as a vibrant four-season city by creating compelling reasons for residents and visitors to experience downtown throughout the winter months. Through strategic investments in public art, placemaking, and cultural programming, we transform the colder season into an opportunity for discovery, connection, and community engagement.

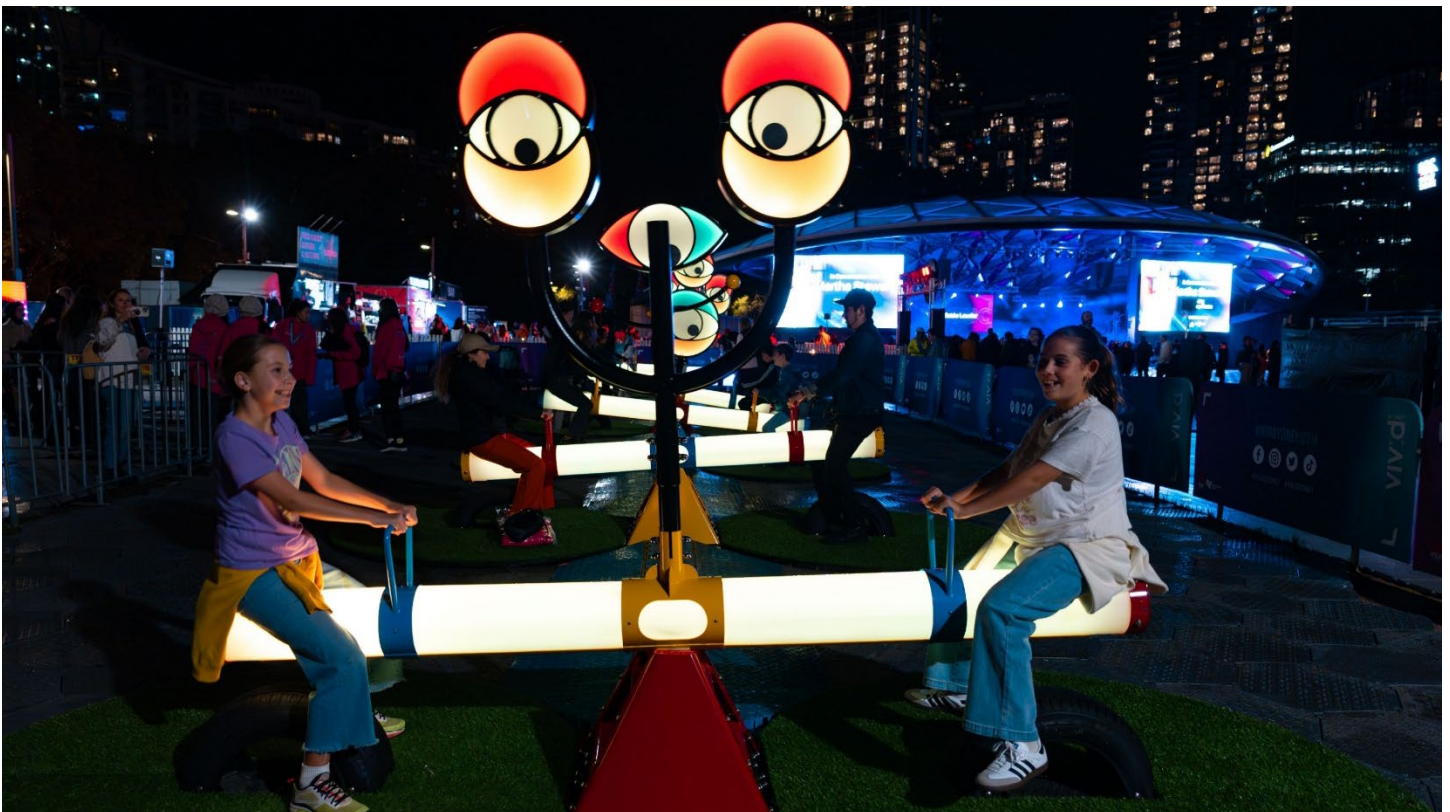
To support this vision, Downtown Grand Rapids Inc. (DGRI) is seeking proposals from qualified vendors for public art and placemaking installations to be featured from January 8, 2027, through February 28, 2027. We are particularly interested in immersive and interactive experiences that incorporate light, sound, and opportunities for public participation, creating memorable moments that encourage people to explore and enjoy downtown during the winter season.



**INSTALLATION # 1 – Continuum by Illumaphonium from the UK**

[VIDEO](#)

This all-encompassing, immersive artwork is made of 25 mirrored monoliths each standing over 2.5m tall. The monoliths are laid out in a geometric maze pattern; this creates a mirrored maze of infinite reflections. Each monolith has a column of light on each corner. As you approach each monolith the light pattern responds to your presence and the sound is activated. Ripples of light are sent between towers, and an ever-evolving soundscape is created.



**INSTALLATION # 2 – Curiosity by Amigo & Amigo from Australia**

## [VIDEO](#)

This installation features six whimsical seesaws, each illuminated and inspired by the surrealist style of Joan Miró. In the heart of each seesaw, an eye-shaped sculpture gazes out, its pupils shifting and following participants as they rock back and forth. As the seesaws move, they produce unique sounds, creating a playful symphony of light and sound that symbolizes curiosity—the driving force behind dreams and discovery. As you engage with the seesaws, the eyes come to life, watching and inviting you to connect with the installation and those around you.



### **INSTALLATION # 3 – Airship Orchestra by Eness from Australia**

## [VIDEO](#)

The Airship Orchestra is a mystical tribe of otherworldly characters beamed from the night stars, skin streaked with galaxy and voices like stardust. Visitors are beckoned inside the formation to bathe in volumetric sound and rhythmic light pulsation. In full, our custom light installation showcases 16 inflatables (some up to six meters) extending over a 500 square meter area. The sound experience is its own spatial environment, immersing visitors in an arresting score written character-by-character for a full choir. The generative soundscape synced with light, creates an adventure that is aesthetically dynamic both day and night.



**INSTALLATION # 4 – The Tunnel by Big Art from Canada**

[VIDEO](#)

The TUNNEL is a one-way trip to another side. A series of strange, 4m(12 feet) tall cosmic structures create a tunnel of magical light and sound, scalable from 32m(105 feet) to 50m(165 feet) with all 16 frames. “Pilots” use an interactive device to manipulate the array, creating an infinite number of patterns of light and sound guiding your path through the structures.

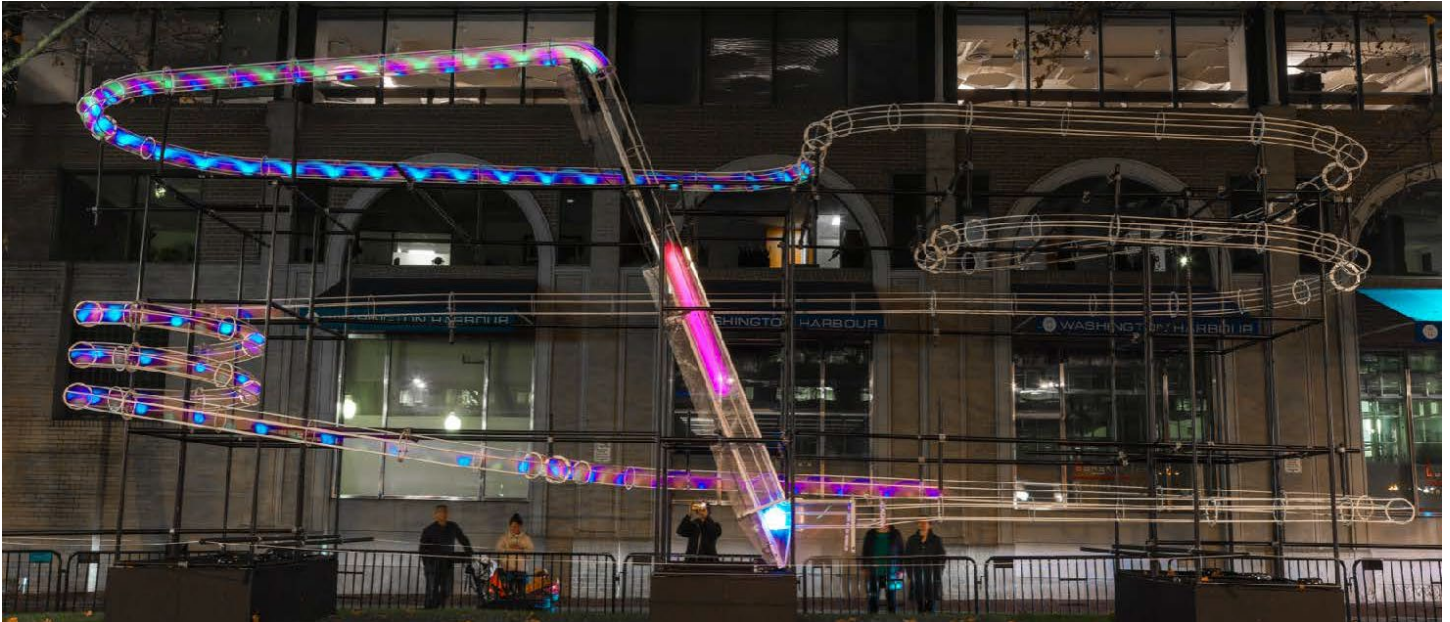


**INSTALLATION # 5 – Sign by Light Art Collection from the Netherlands**

[VIDEO](#)

With the installation Sign we can see tongues of fire rising meters into the air. This captivating illusion consists of bamboo poles covered with aluminum tape. When you point a light on them, the poles are transformed into a mass of flickering flames. The night air lights up in a spray of sparks. It’s a frightening and fascinating sight. And not just because flames are so spectacular. It’s also because fire equals destruction. And destruction leads to new beginnings.

Fire turns sand into glass, dough into bread. It razes forests and makes the soil fertile at the same time. Fire can change everything in one fell swoop. And while you can run away from something like that – like a scaredy-cat – you can also step forward and embrace the new beginning.



**INSTALLATION # 6 – Follow the Light by Light Art Collection from the Netherlands**

[VIDEO](#)

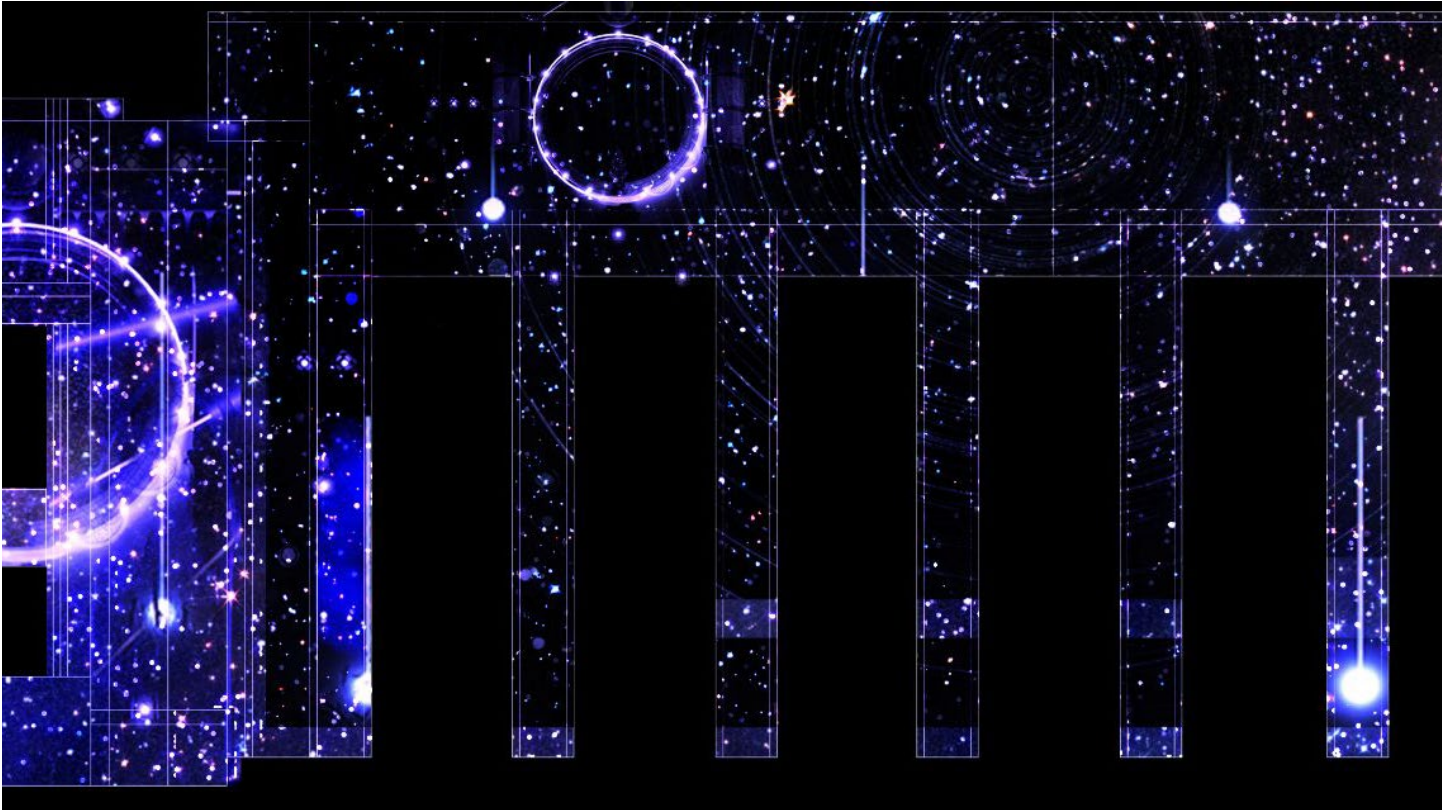
Follow the light is a kinetic light art installation resembling a giant metal marble track with an infinite loop. The luminescent spheres will capture your focus, and make you want to follow the light. The excitement is rising when a sphere starts its way up on the four-meter-high lift. When it is finally released at the top, visitors will be hypnotized by its journey through the dazzling installation. The different spheres together form a unique universe where the light continues to move infinitely, creating a visual mix of colors as they spin through the track.



**INSTALLATION # 7 – Swans by Light Art Collection from the Netherlands**

[VIDEO](#)

Voss captured this pair of swans at the very moment of takeoff. They rise together, their heads stretched forward, their wings beating in perfect unison. Swans have long symbolized love and fidelity. They mate for life, and in that bond, they care for their young together. Perhaps we love swans so much because they reflect our own ideal of love. The translucent plexiglass feels fragile, a striking contrast to the strength of the steel. Power and delicacy merge into a single form. The swans take flight together, into the future. Voss invites us to do the same: we, like these swans, depend on one another. So let's shape the future together, with love and care.



#### **INSTALLATION # 8 – So Close, So Far by Masary Studios from Boston, MA**

[VIDEO Example](#)

A bespoke celestial sound is a light composition for the Civic Auditorium architectural facade. This new artwork draws inspiration from humanity's enduring relationship with the cosmos, a source of wonder, orientation, mythology, and reflection throughout time. We look to the stars as something both impossibly distant and deeply connected to our existence: a celestial atmosphere that governs cycles of light, movement, and time, while also holding poetic resonance within some of our most intimate human experiences. *So Close, So Far* is created specifically for the facade transforming it into a living cosmic landscape, where light becomes both material and narrative. Rather than treating the building as a flat surface for imagery, the artwork is specifically created to emerge from the architecture itself, embedding poetic visuals into the structures forms, rhythms, and spatial qualities.

The Civic Auditorium is to become part of a larger celestial composition, allowing the building to feel as though it is radiating from within. The chaptering of the artwork journeys from establishing the building as a glowing cosmic gesture, composed of luminous atmospheres and fields of moving light that constructs the building whole before gradually breaking open into the vastness of space itself. Architectural elements fragment into drifting constellations, star fields, and celestial motion, blurring the boundary between the built environment and the infinite universe beyond. As the composition unfolds, this immense scale narrows and focuses onto a single star, a quiet and intimate point of connection that anchors the work emotionally and symbolically.

| <b>Installation</b> | <b>Company</b>                       |                     |
|---------------------|--------------------------------------|---------------------|
| Curiosity           | <a href="#">Amigo &amp; Amigo</a>    | \$30,710            |
| Airship Orchestra   | <a href="#">Eness</a>                | \$80,000            |
| Sign                | <a href="#">Light Art Collection</a> |                     |
| Follow The Light    | <a href="#">Light Art Collection</a> | \$124,500           |
| Swans               | <a href="#">Light Art Collection</a> |                     |
| Continuum           | <a href="#">Illumaphonium</a>        | \$68,000            |
| The Tunnel          | <a href="#">Big Art</a>              | \$55,000            |
| So Close, So Far    | <a href="#">Masary Studios</a>       | \$17,500            |
| Shipping            |                                      | \$30,000.00         |
| <i>Contingency</i>  |                                      | \$14,290            |
|                     | <b>Total:</b>                        | <b>\$420,000.00</b> |

# ***Downtown Vitals Report***



**DOWNTOWN  
GRAND RAPIDS INC**

**Spectators enjoying lunch at Relax at Rosa**

*Published June 2026*



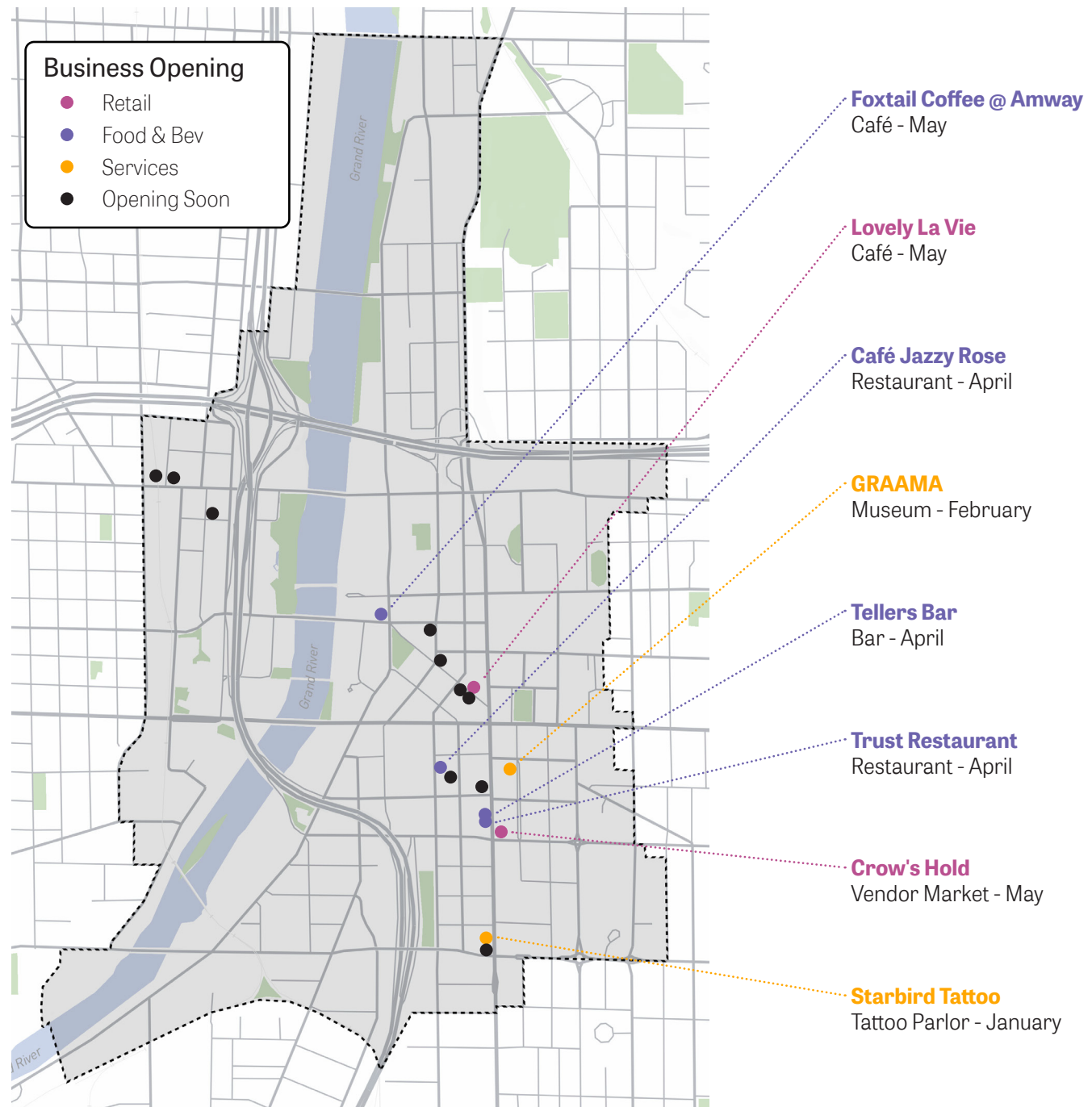
|  |   |  |
|--|---|--|
| <p><b>VISITOR ACTIVITY</b></p> <p><b>-4%</b></p> <p>vs. last month (Mar 2026)<br/>-1% vs. this time last year</p> <p><small>p.16</small></p>                                   | <p><b>DAILY EMPLOYEE POPULATION</b></p> <p><b>N/A</b></p> <p>check back next month!*</p> <p><small>n/a</small></p>  | <p><b>RESIDENT ACTIVITY</b></p> <p><b>N/A</b></p> <p>check back next month!*</p> <p><small>n/a</small></p>   |
| <p><b>NEW STOREFRONT BUSINESS</b></p> <p><b>3</b></p> <p>in May</p> <p>8 business opened this year to date</p> <p><small>p. 3</small></p>                                      | <p><b>STOREFRONT VACANCY</b></p> <p><b>21%</b></p> <p>in May</p> <p>6 businesses closed this year to date</p> <p><small>p. 4</small></p>                        | <p><b>OFFICE VACANCY</b></p> <p><b>10.6%</b></p> <p>in Q1 2026</p> <p>vs. 10.4% this time last year</p> <p><small>p. 14</small></p>                      |
| <p><b>OFFICE BASE RENT</b></p> <p><b>\$23.06</b>/sqft</p> <p>in Q1 2026</p> <p>vs. \$23.00 this time last year</p> <p><small>p. 14</small></p>                                 | <p><b>HOTEL OCCUPANCY</b></p> <p><b>+5%</b></p> <p>vs. last month (Mar 2026)<br/>-4% vs. this time last year</p> <p><small>p. 9</small></p>                     | <p><b>HOUSING OCCUPANCY</b></p> <p><b>-1%</b></p> <p>vs. last quarter (Q4 2025)<br/>+3% vs. this time last year</p> <p><small>p. 15</small></p>          |
| <p><b>CURRENT ACTIVE INVESTMENT</b></p> <p><b>\$242</b></p> <p>in building renovations,<br/>housing developments<br/>&amp; entertainment venues</p> <p><small>p. 5</small></p> | <p><b>CURRENT GREENWAY INVESTMENT</b></p> <p><b>\$68</b></p> <p>in parks renovations,<br/>trail construction &amp; in-water work</p> <p><small>p. 6</small></p> | <p><b>DASH CIRCULATOR RIDERSHIP</b></p> <p><b>-61%</b></p> <p>vs. last month (Apr 2026)<br/>-56% vs. this time last year</p> <p><small>p. 11</small></p> |

**DDA Retail Innovation Grant**

| Fiscal Year  | # of Businesses | Total Spent         |
|--------------|-----------------|---------------------|
| FY2018       | 1               | \$60,000.00         |
| FY2019       | 1               | \$45,000.00         |
| FY2020       | 5               | \$133,385.70        |
| FY2021       | 5               | \$109,333.00        |
| FY2022       | 1               | \$18,448.17         |
| FY2023       | 6               | \$167,894.00        |
| FY2024       | 5               | \$105,433.59        |
| FY2025       | 8               | \$213,067.00        |
| FY2026       | 4               | \$92,536.00         |
| <b>Total</b> | <b>32</b>       | <b>\$945,107.46</b> |

**Business Opening**

- Retail
- Food & Bev
- Services
- Opening Soon



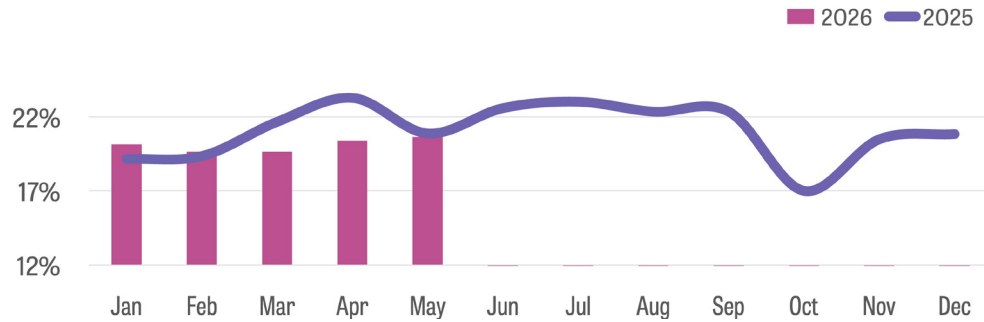
**6 storefront businesses closed**

Downtown in 2026 to date

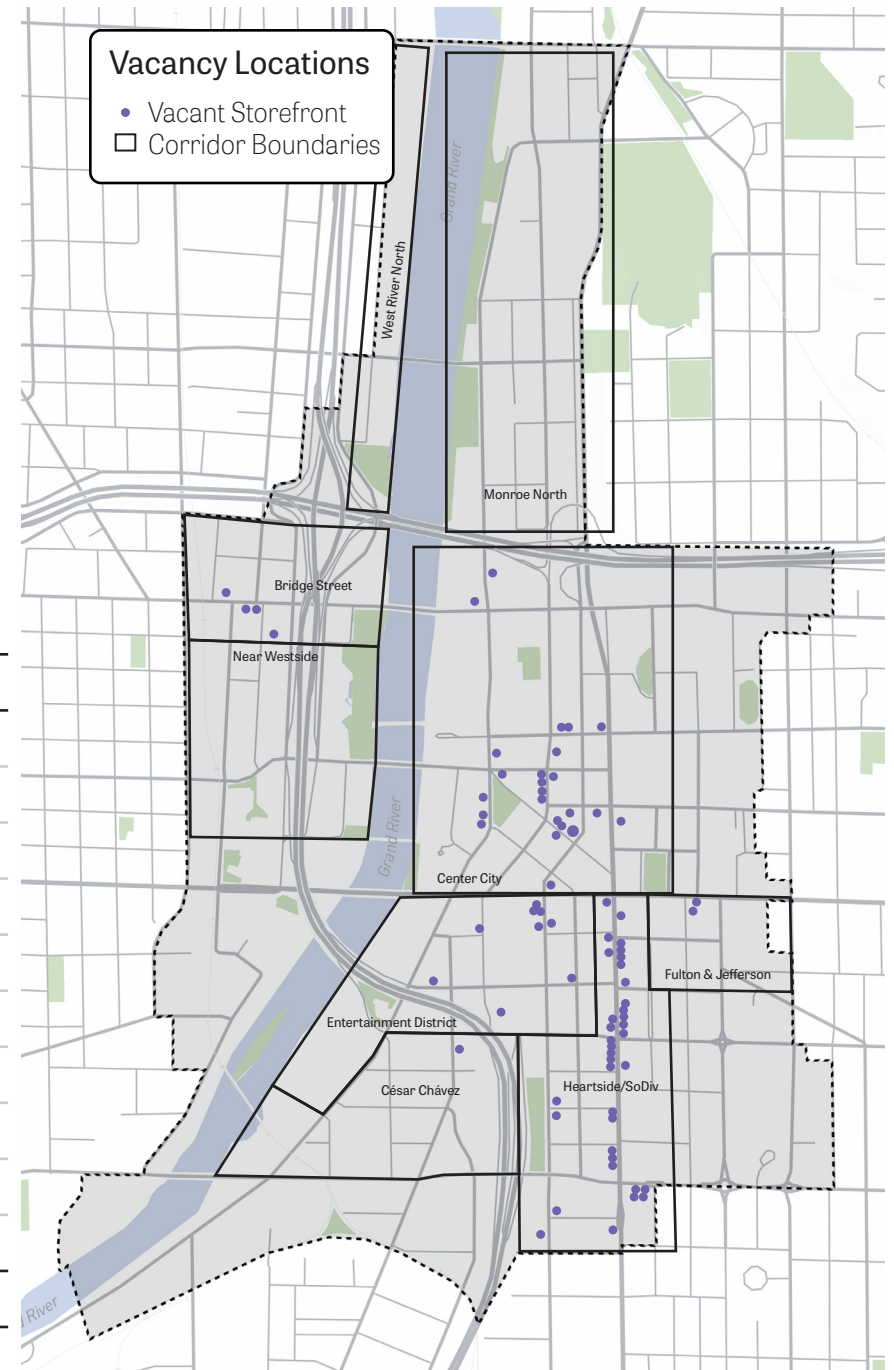
33% Food & Bev - 50% Retail - 17% Services

Storefront vacancy was 21% in May 2026

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



| Corridor                   | Storefronts     | Vacancies       | Vacancy %        |
|----------------------------|-----------------|-----------------|------------------|
| Bridge Street              | 24              | 4               | 17%              |
| Center City                | 128             | 28              | 22%              |
| Monroe Center <sup>1</sup> | 55 <sup>1</sup> | 10 <sup>1</sup> | 18% <sup>1</sup> |
| César Chávez               | 8               | 1               | 13%              |
| Entertainment District     | 65              | 10              | 15%              |
| Fulton & Jefferson         | 21              | 3               | 14%              |
| Heartside/SoDiv            | 110             | 36              | 33%              |
| Monroe North               | 29              | 0               | 0%               |
| Near Westside              | 14              | 1               | 7%               |
| West River North           | 3               | 0               | 0%               |
| <b>DISTRICT TOTALS:</b>    | <b>402</b>      | <b>83</b>       | <b>21%</b>       |



<sup>1</sup> - Monroe Center is a subset of Center City and is not included in District Totals

**1 Early Childhood Center @ Rapid Central Station**

*anticipated completion: June 2026*

\$9,000,000 investment

**2 Verne Barry Place Renovation**

*anticipated completion: 2026*

\$12,000,000 investment

**3 Amway Soccer Stadium**

*anticipated completion: Spring 2027*

+104 jobs

\$175,000,000 investment

**4 Karl & Patricia Betz Living Center**

*anticipated completion: June 2027*

+118 housing units

+6,000 sq ft of commercial space

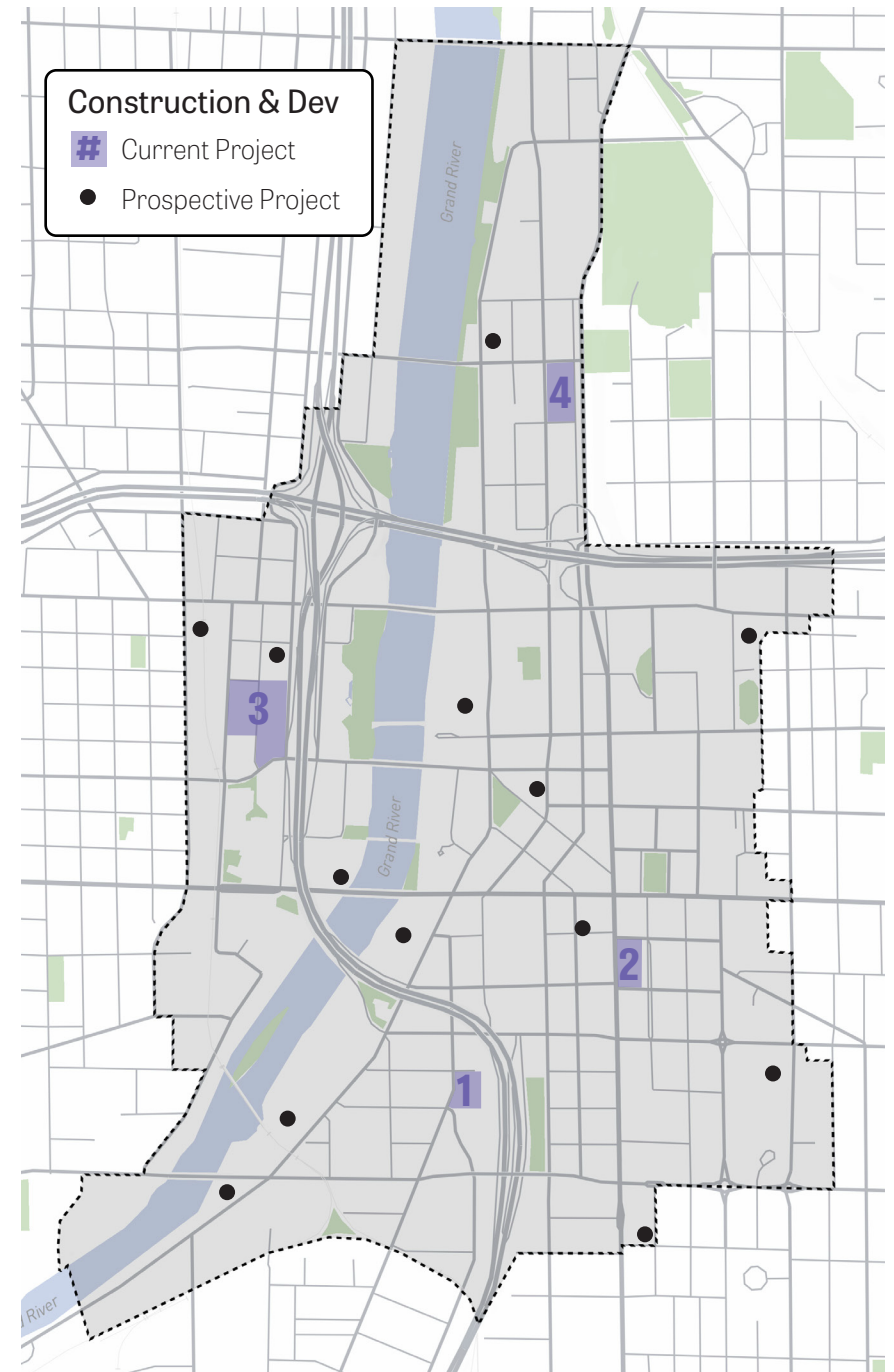
\$46,000,000 investment

**\$242M**  
current active investment

**6k**  
sq ft of  
commercial space

**104**  
new jobs

**118**  
housing units



**1 Verdant**

*anticipated completion: Summer 2026*

+148 housing units  
\$31,700,000 investment

**2 Pleasant Hills**

*anticipated completion: June 2027*

+27 housing units  
\$10,000,000 investment

**3 Factory Yards**

*anticipated completion: 2027*

+467 housing units  
+7,000 sq ft of commercial space  
+31,000 sq ft of office space  
+825 car parking spaces  
\$147,000,000 investment

**4 The Horizon**

*anticipated completion: Summer 2027*

+171 housing units  
+626 sq ft of commercial space  
+79 car parking spaces  
\$40,000,000 investment

**5 Joan Secchia Children's Rehab**

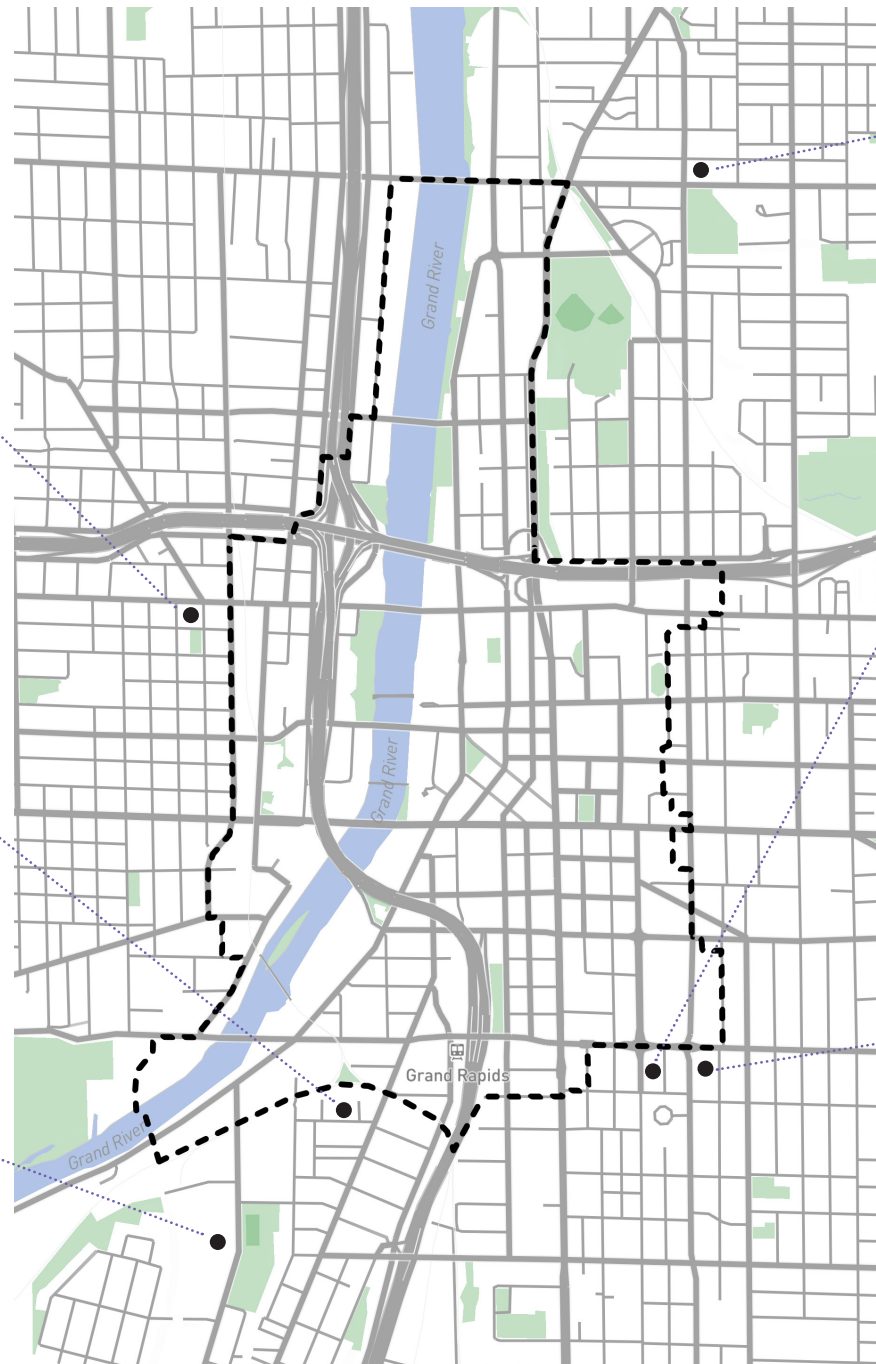
*anticipated completion: 2026*

+383 car parking spaces  
\$70,000,000 investment

**6 Wealthy & Prospect**

*anticipated completion: TBD*

+18 housing units  
+4,000 sq ft of office space



# Grand River Greenway Progress - Local | Updated May 2026

**198 total acres** of park improvements

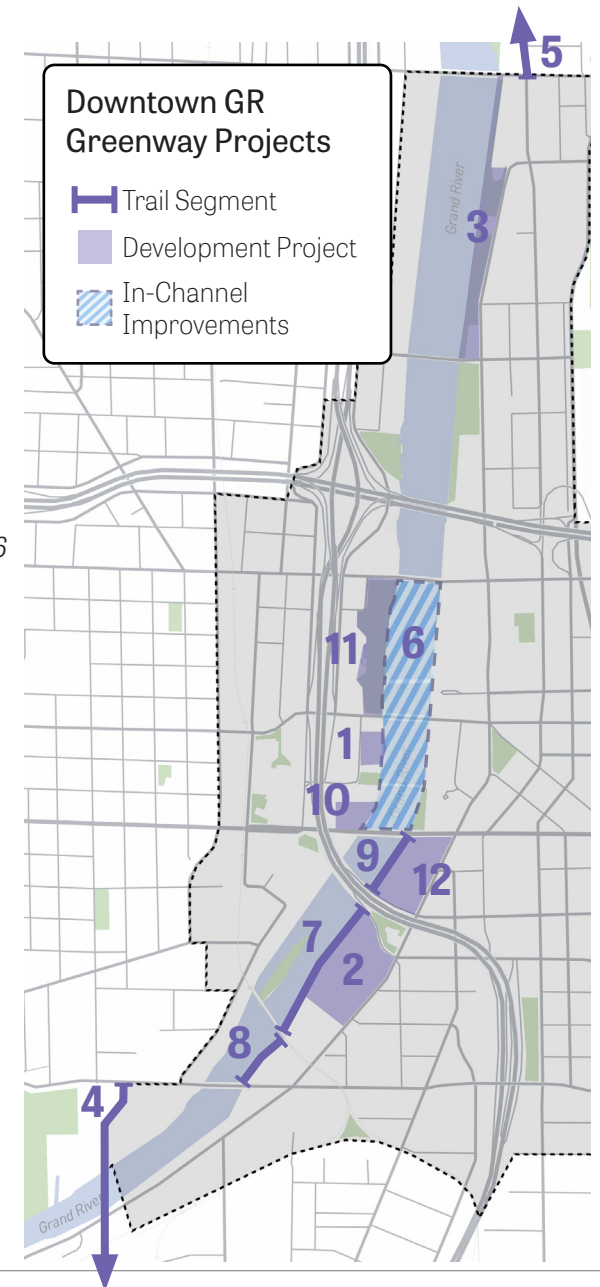
**20 total miles** of trail improvements<sup>1</sup>

**\$332M** in total public space investment

**\$1.7B** in private river-adjacent investment<sup>2</sup>

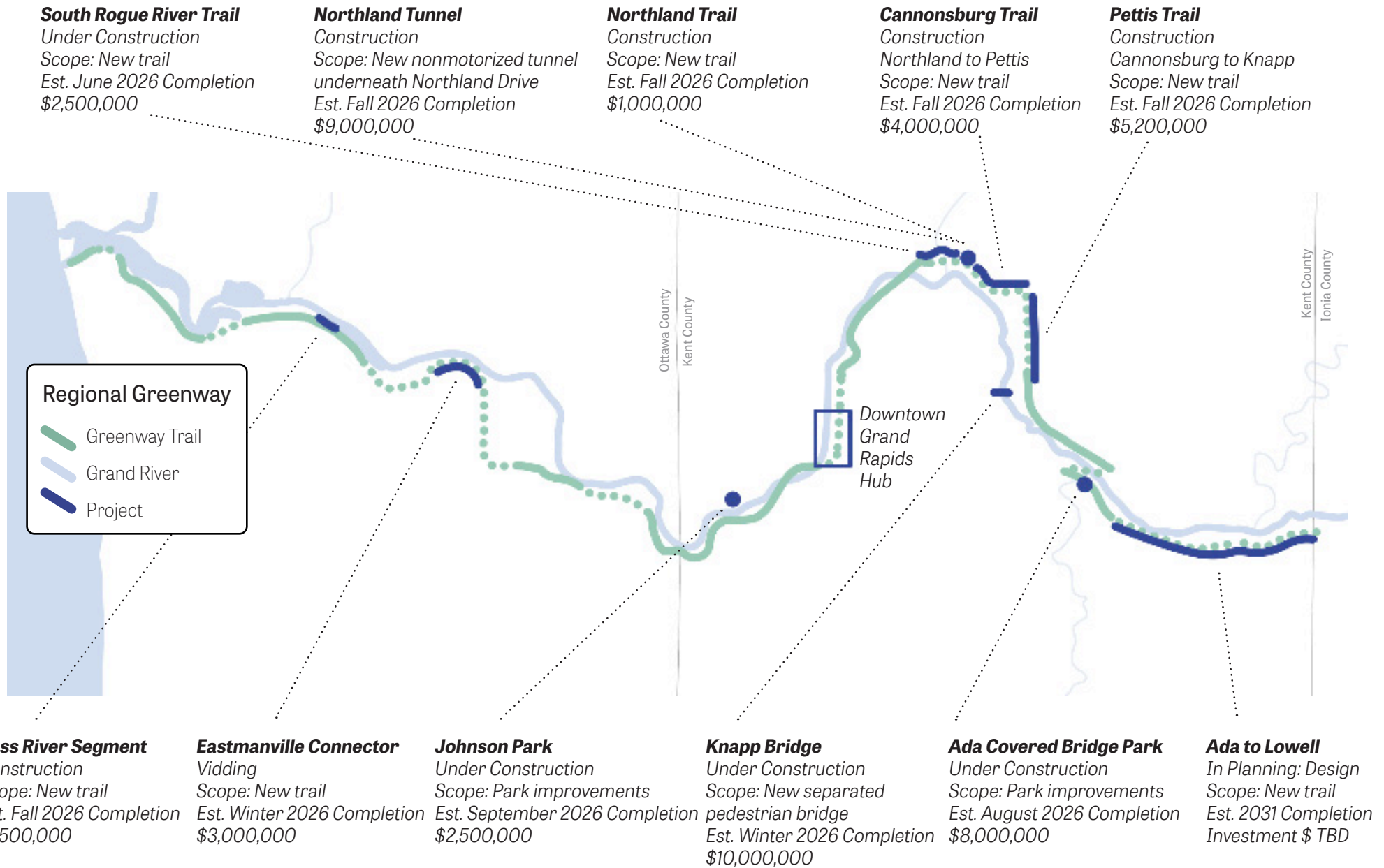
**\$70M** in DGRI investment<sup>3</sup> (DDA, MNTIFA, ARPA) in 2025

|           |   |          |               |                   |                |              |                               |
|-----------|---|----------|---------------|-------------------|----------------|--------------|-------------------------------|
| <b>1</b>  | GRPM River Edge Improvements<br>\$12,000,000        | Planning | Design        | Permitting        | Bidding        | Construction | <b>Complete!</b>              |
| <b>2</b>  | Acrisure Amphitheater<br>\$214,500,000              | Planning | Design        | Permitting        | Bidding        | Construction | <b>Complete!</b>              |
| <b>3</b>  | Canal Park<br>\$9,800,000                           | Planning | Design        | Permitting        | Bidding        | Construction | Completion est. October 2026  |
| <b>4</b>  | Oxford Trail<br>\$9,000,000                         | Planning | Design        | Permitting        | Bidding        | Construction | Completion est. October 2026  |
| <b>5</b>  | Edges Trail, Leonard To Ann<br>\$9,100,000          | Planning | Design        | Permitting        | Bidding        | Construction | Completion est. November 2026 |
| <b>6</b>  | Lower Reach In-Channel Improvements<br>\$20,000,000 | Planning | Design        | Permitting        | Bidding        | Construction | Completion est. Fall 2027     |
| <b>7</b>  | Edges Trail<br>US-131 to Railroad<br>\$19,800,000   | Planning | Design        | Permitting        | Bidding        | Construction | Completion est. Oct 2026      |
| <b>8</b>  | Railroad to Wealthy<br>\$ TBD                       | Planning | Design        | Permitting        | Bidding        | Construction | Completion                    |
| <b>9</b>  | Fulton to US-131<br>\$ TBD                          | Planning | Design<br>TBD | Permitting        | Bidding        | Construction | Completion                    |
| <b>10</b> | Blue Dot<br>\$ TBD                                  | Planning | Design        | Permitting        | Bidding<br>TBD | Construction | Completion                    |
| <b>11</b> | Ah-Nab-Awen Park<br>\$10,300,000                    | Planning | Design        | Permitting<br>TBD | Bidding        | Construction | Completion                    |
| <b>12</b> | Fulton & Market<br>\$797,000,000                    | Planning | Design        | Permitting<br>TBD | Bidding        | Construction | Completion                    |



# Grand River Greenway Progress - Regional | Updated May 2026

The urban core of Grand Rapids is the hub of West Michigan's outdoor recreation system. Beyond Downtown, partners across the region continue progress

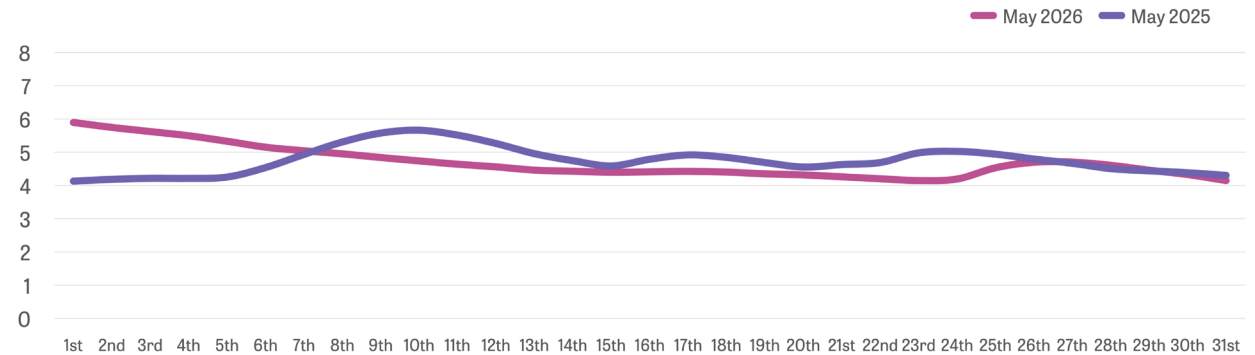


**What is gage height?** Gage height is the distance (or height) of the water surface above the streamgage datum reference point. Gage height is often observed as it relates to landmarks as well as historical data.<sup>2</sup>

**Why it matters:** Gage height is a parameter used to measure water quantity. It is a key indicator in predicting floods, determining flow and informing decisions around infrastructure and water management.

**Learn more here:** [https://waterdata.usgs.gov/blog/gage\\_height/](https://waterdata.usgs.gov/blog/gage_height/)

Gage height decreased **-0.06 feet** on avg. in May 2026 vs. May 2025 / **-3.95 feet** vs. Apr 2026

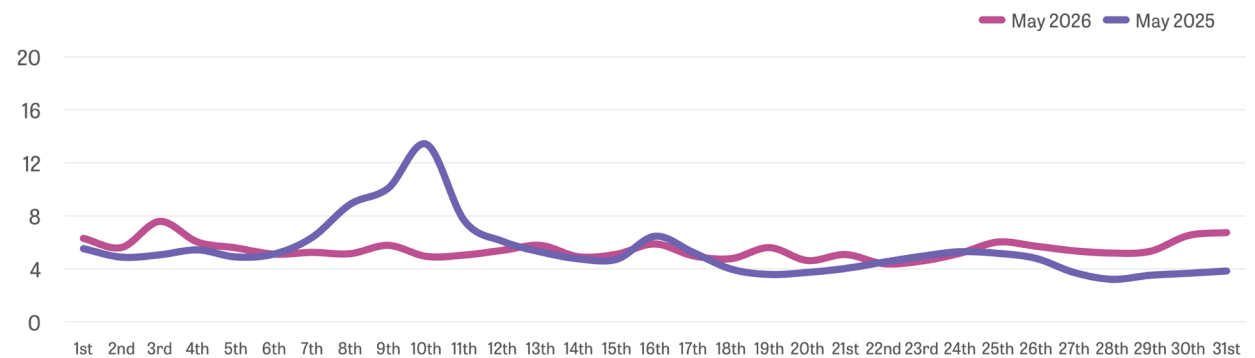


**What is turbidity?** Turbidity is the measure of relative clarity of a liquid. The higher the intensity of scattered light, the higher the turbidity.<sup>2</sup>

**Why it matters:** Increased sedimentation and siltation can occur, which can result in harm to habitat areas for fish and other aquatic life. Particles also provide attachment places for other pollutants, notably metals and bacteria. Thus, turbidity readings can be used as an indicator of potential pollution in a water body.<sup>2</sup>

**Learn more here:** <https://www.usgs.gov/water-science-school/science/turbidity-and-water>

Turbidity increased **+1% FNU<sup>3</sup>** on avg. in May 2026 vs. May 2025 / **-81%** vs. Apr 2026

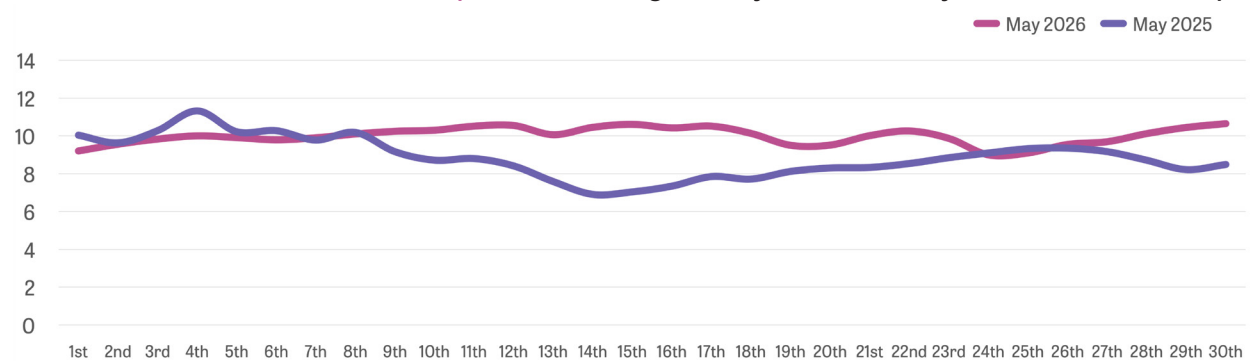


**What is dissolved oxygen?** Dissolved oxygen is a measure of how much oxygen is dissolved in the water - the amount of oxygen available to living aquatic organisms.<sup>2</sup>

**Why it matters:** Fast-moving streams and rivers hold more oxygen, while stagnant waters hold less. When excess organic matter decays, bacteria use up oxygen, leading to eutrophication, i.e. low-oxygen conditions that can kill aquatic life.

**Learn more here:** <https://www.usgs.gov/water-science-school/science/dissolved-oxygen-and-water>

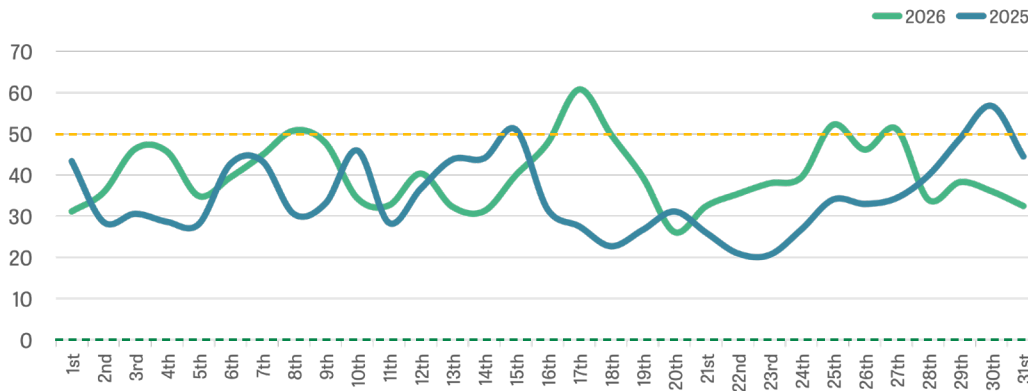
Dissolved O2 increased **+13% ml per liter** on avg. in May 2026 vs. May 2025 / **+13%** vs. Apr 2026



**What is AQI?** The US Environmental Protection Agency (EPA) uses the Air Quality Index (AQI) to measure air pollution levels of both ozone and particulate materials. You'll sometimes see air quality issues described on your local news using AQI, which measures five major air pollutants known to be hazardous to our health: ground-level ozone, carbon monoxide, sulfur dioxide, nitrogen dioxide, and particulate pollution.<sup>1</sup>

- 0 - 50** Perfect. Poses no health risks.
- 51 - 100** Acceptable but can be problematic for at-risk individuals.
- 101 - 150** Unhealthy for sensitive groups.
- 151 - 200** Healthy individuals will begin to feel effects. Sensitive groups may feel unwell.
- 201 - 300** Very unhealthy air for everyone. Stay indoors.
- 301 - 500** Highly unhealthy air for everyone. This is a dangerous situation.

Average daily maximum AQI increased +15% in May 2026 vs. May 2025<sup>2</sup>



### May 2026 Recap

**May 20**  
Sixth Street Park  
**20.14**

Best AQI Day

**César Chávez**  
**37.96 avg**

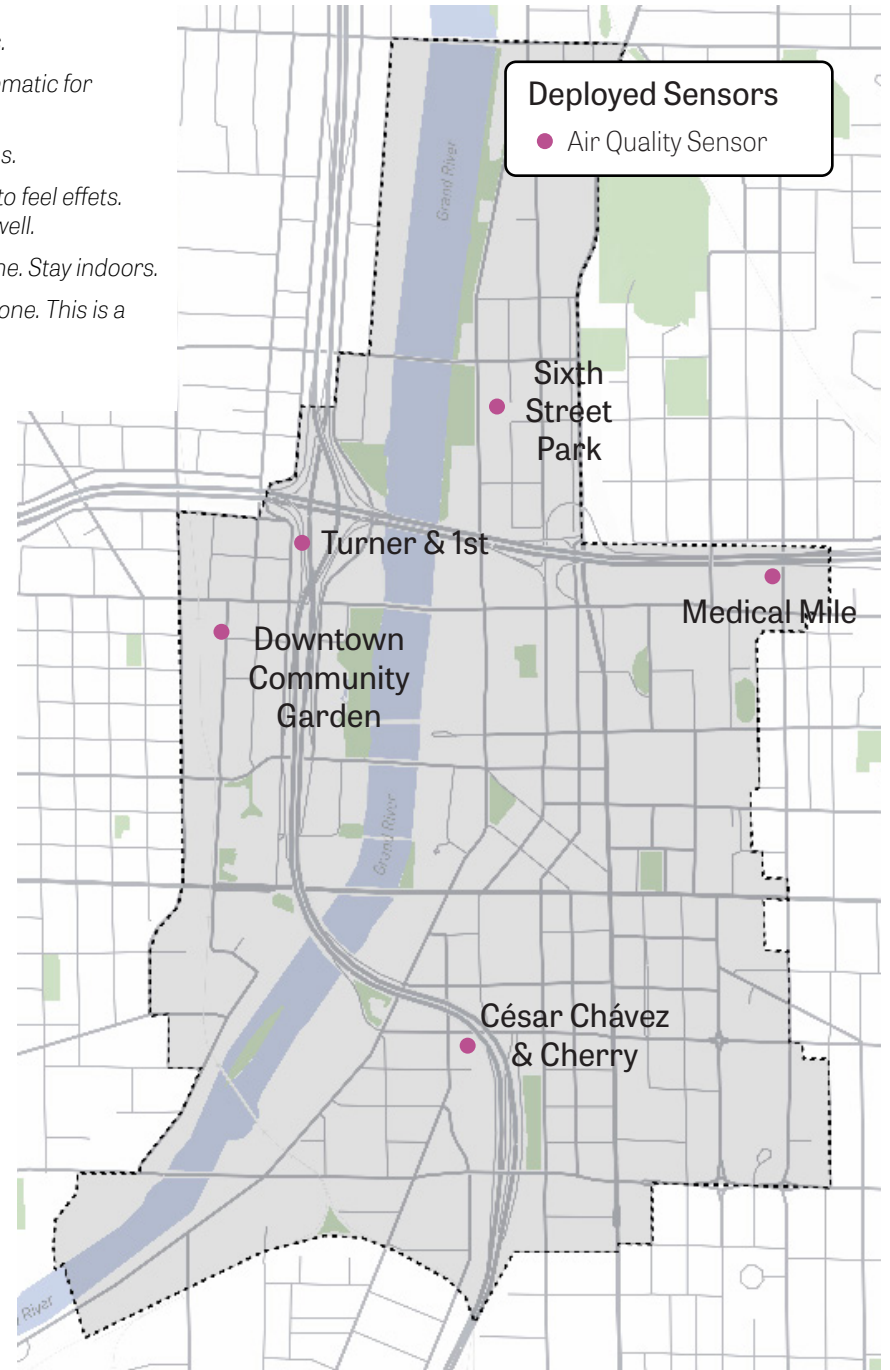
Best Average AQI

**May 25**  
Sixth Street Park  
**64.82**

Worst AQI Day

**Sixth Street Park**  
**44.23 avg**

Worst Average AQI



# Downtown Ambassador Statistics | Updated May 2026

|                      | May 2026 | 2026 YTD | 2025 YTD | 2019 YTD |
|----------------------|----------|----------|----------|----------|
| Graffiti Removals    | 303      | 898      | 1,980    | 609      |
| Lbs of Trash Removed | 30,150   | 108,750  | 107,300  | 147,875  |
| Snow Removals        | 0        | 5,217    | 6,402    | 8,036    |
| Weeds Abated         | 23,485   | 34,864   | 21,005   | 12,012   |
| Business Contacts    | 831      | 3,536    | 2,063    | 1,027    |
| Pedestrian Assists   | 29,487   | 71,318   | 80,186   | 99,059   |
| Mobility Assists     | 136      | 455      | 309      | 760      |
| Residents Engaged    | 23       | 121      | 408      | N/A      |

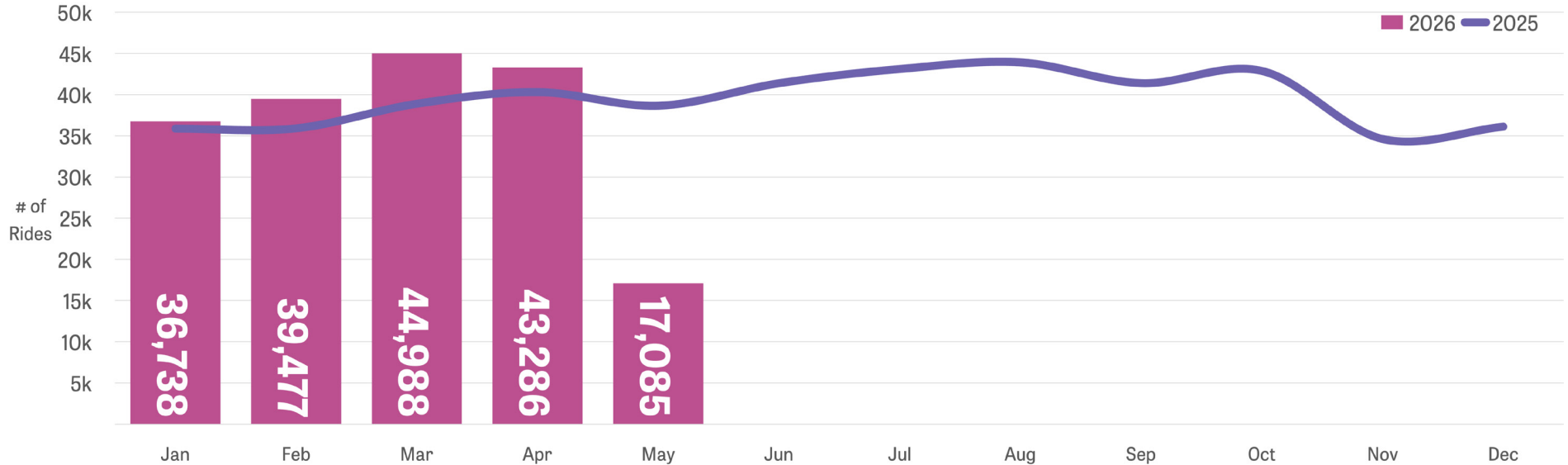


Total Ambassador Banked Hours<sup>1</sup> as of April 2026:

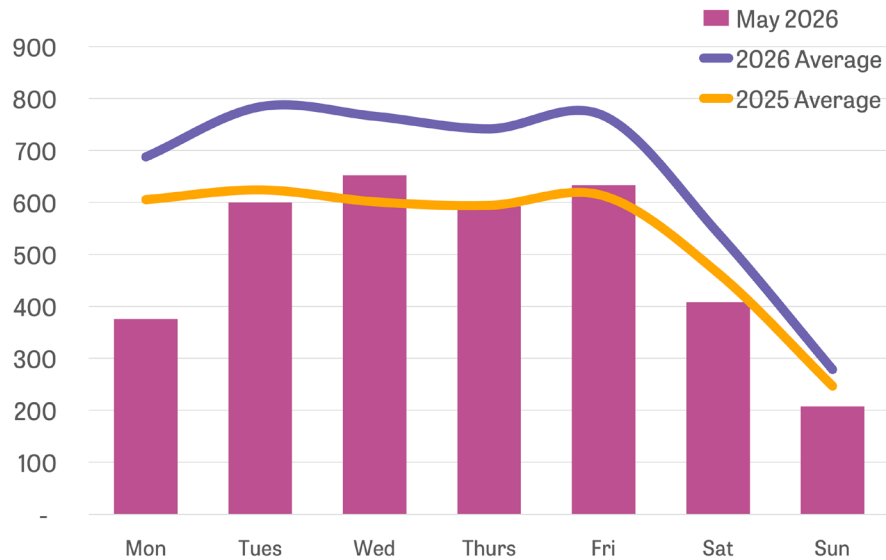
989.25

**DASH Circulator ridership decreased -61% in May 2026 vs. Apr 2026 / -56% vs. May 2025 / -69% vs. May 2019**

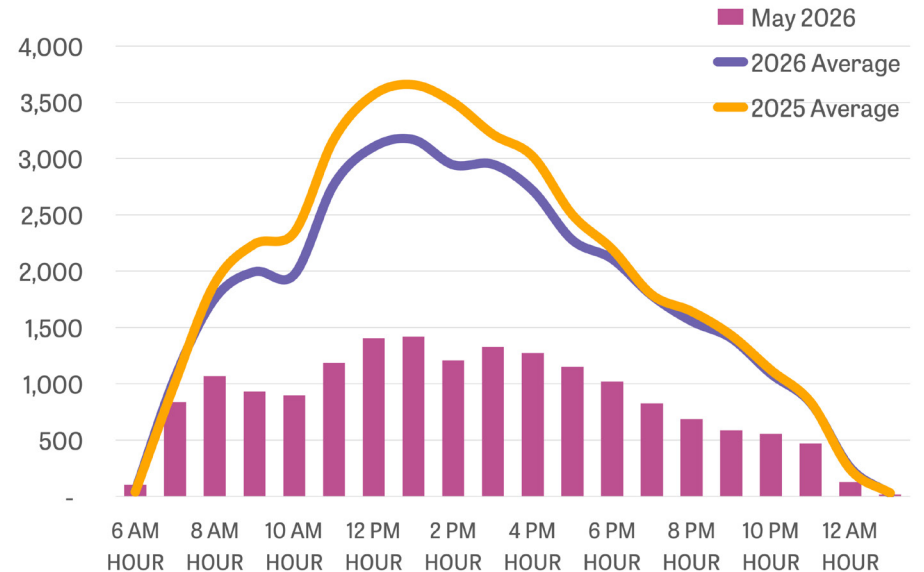
Note: DASH Circulator changed routes, removed Counterclockwise and Work routes on May 4, 2026.



Wednesday average DASH Circulator ridership increased +27% in 2026 vs. 2025

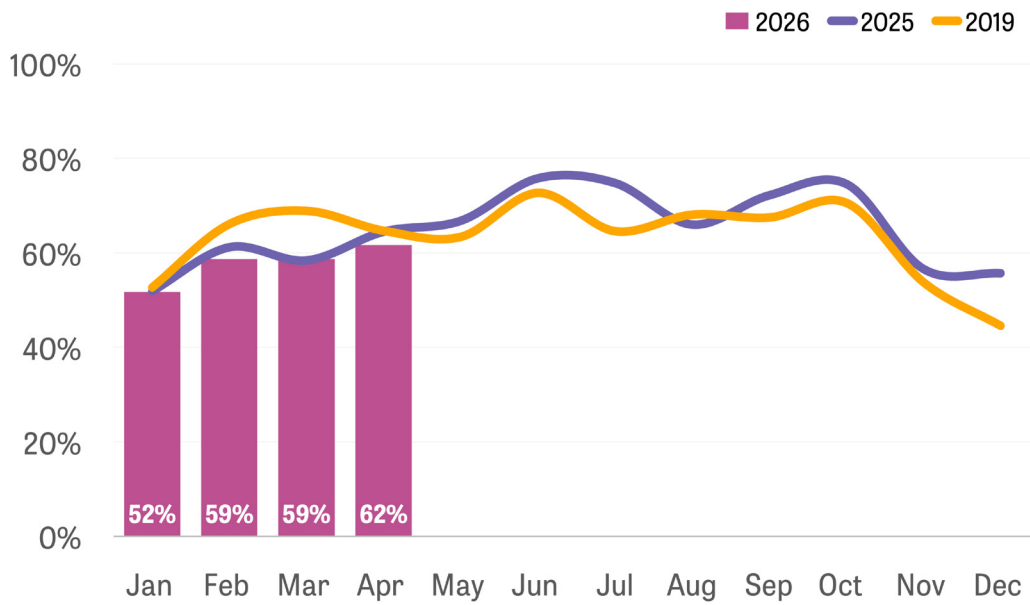


68% of DASH Circulator ridership occurred before 5 PM in April

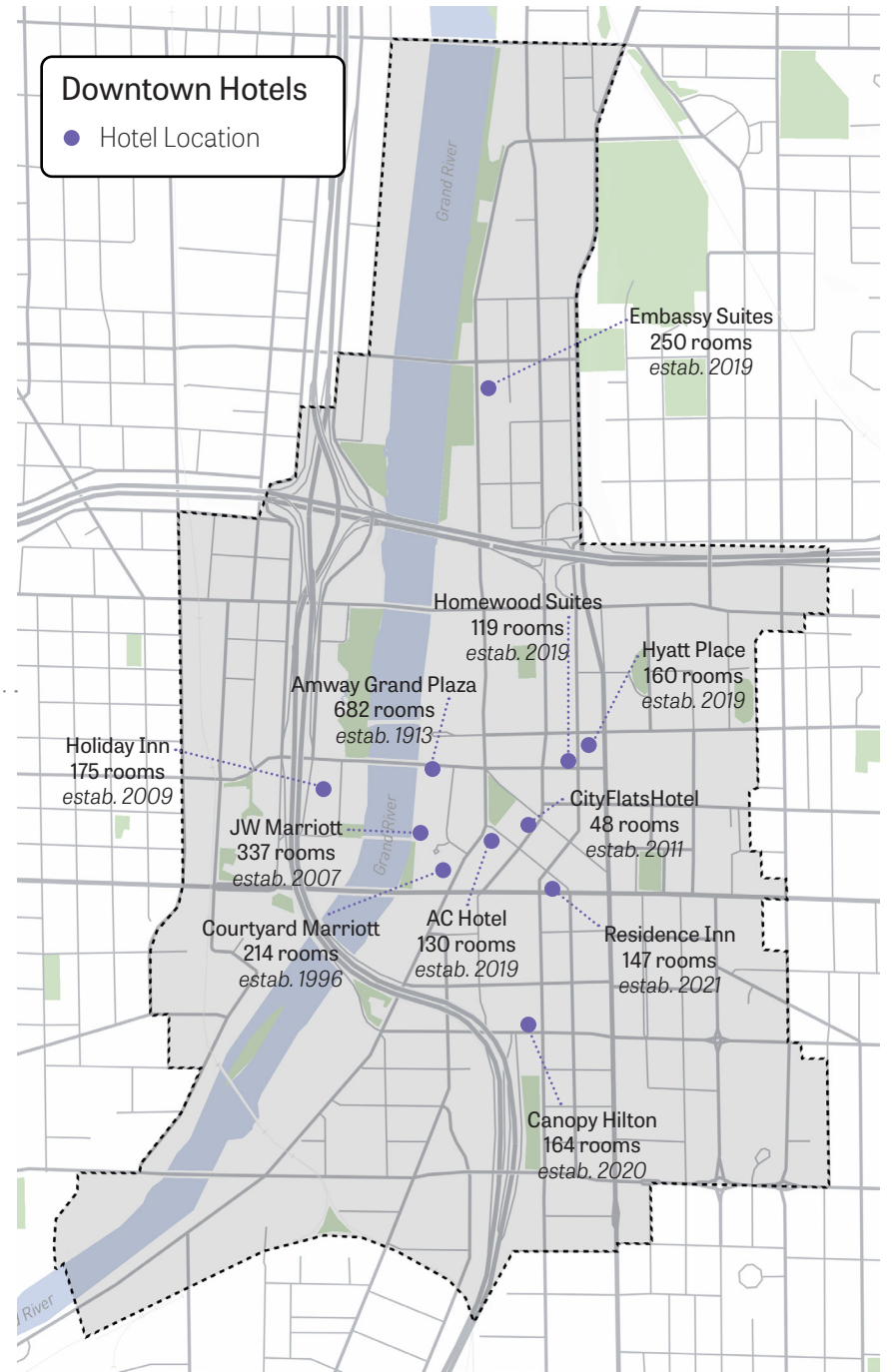
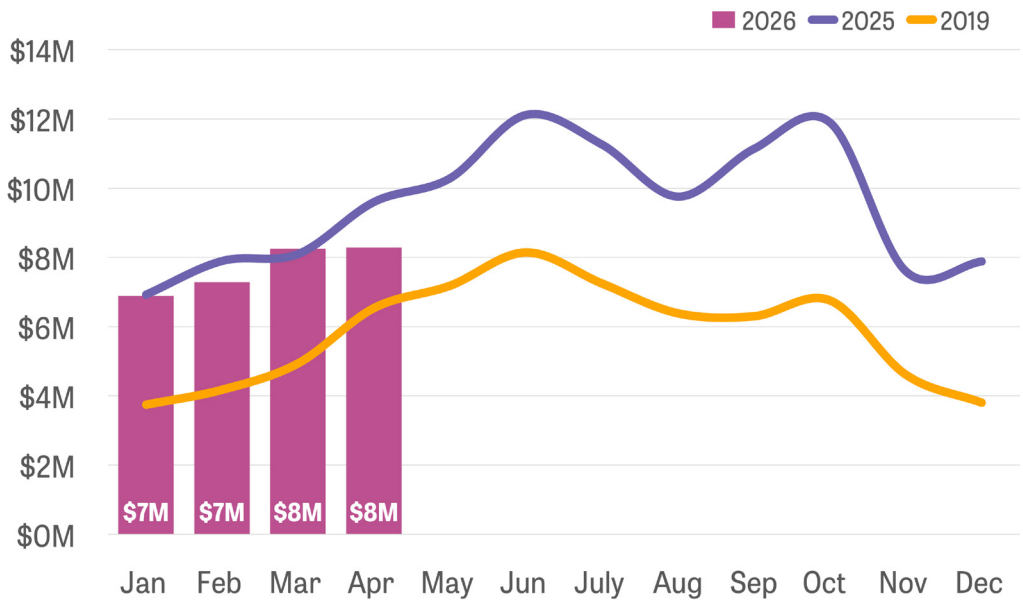


# Hotel Occupancy | Updated April 2026

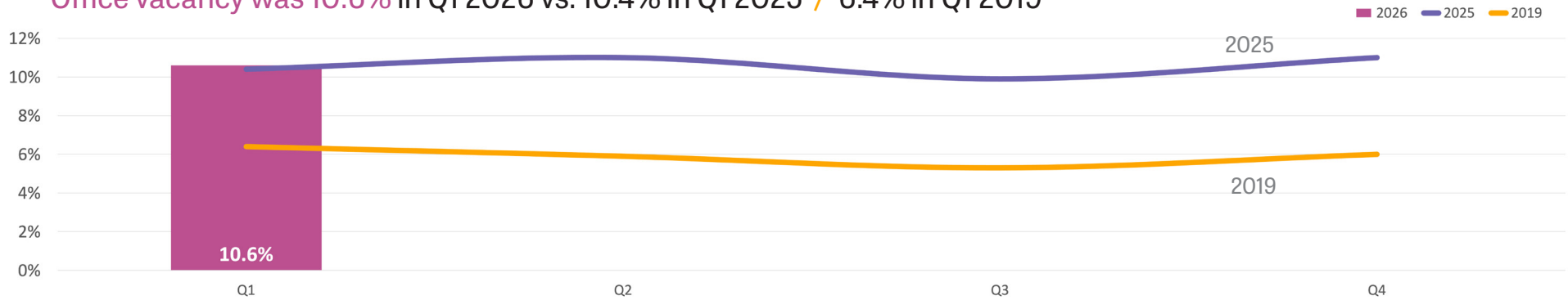
Occupancy increased +5% in Apr 2026 vs. Mar 2026 / -4% vs. Apr 2025 / -5% vs. Apr 2019



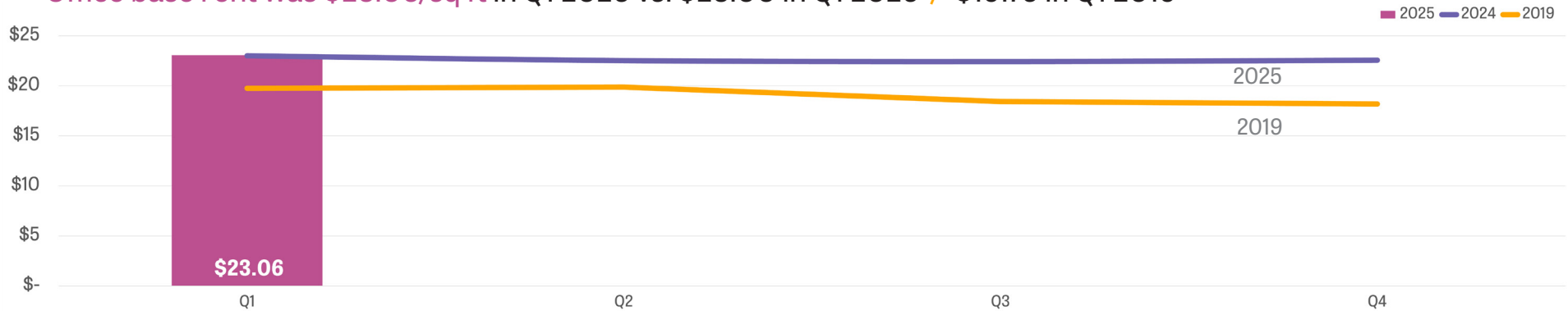
Revenue increased +0.4% in Apr 2026 vs. Mar 2026 / -14% vs. Apr 2025 / +27% vs. Apr 2019



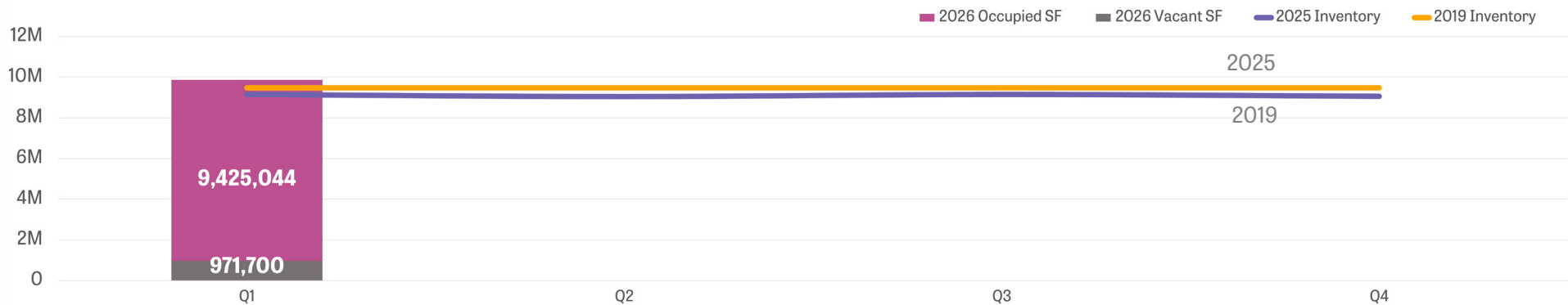
Office vacancy was 10.6% in Q1 2026 vs. 10.4% in Q1 2025 / 6.4% in Q1 2019



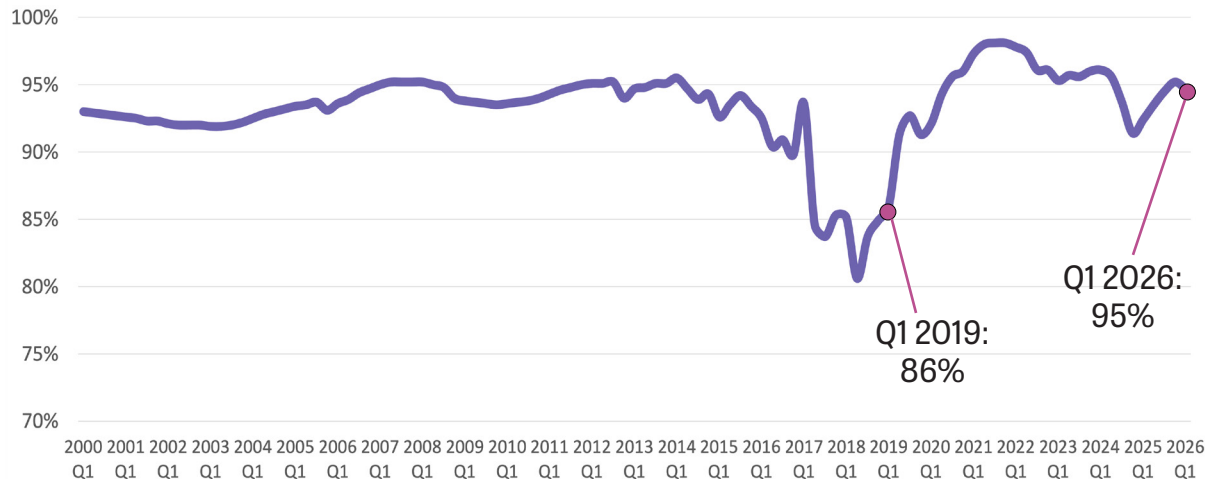
Office base rent was \$23.06/sq ft in Q1 2026 vs. \$23.00 in Q1 2025 / \$19.75 in Q1 2019



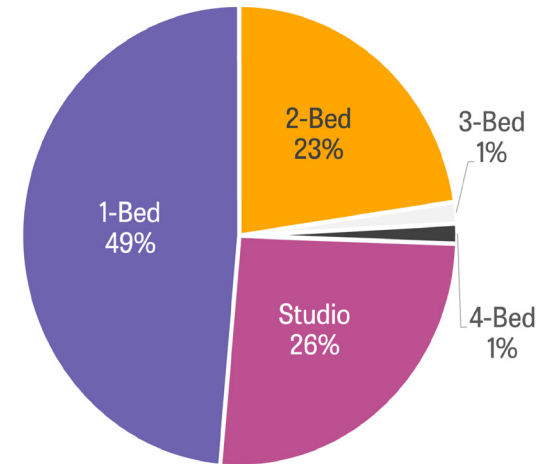
There were 9.9 million square feet of office inventory in Q1 2026



Housing occupancy decreased **-1%** vs. Q4 2025 / **+3%** vs. Q1 2025 / **+10%** vs. Q1 2019  
 y-axis truncated to highlight year-over-year changes

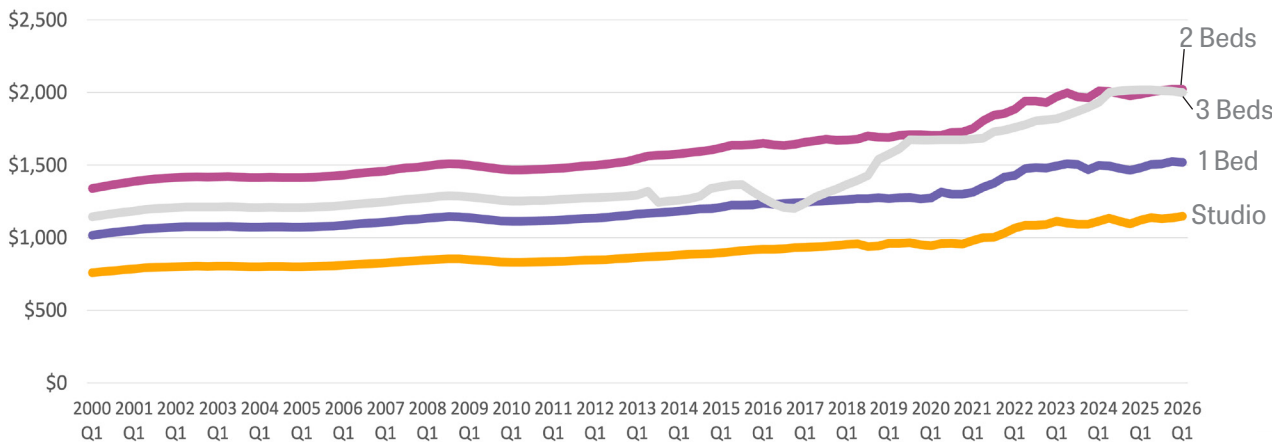


Distribution of Units by # of Rooms

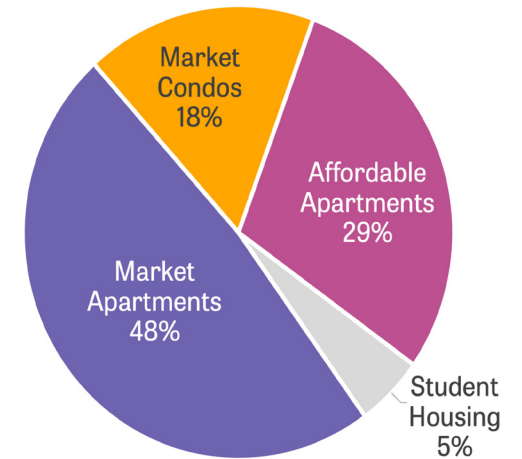


There are **129** units currently under construction and **1,898** in the planning & development pipeline

Average asking rent per unit decreased **-0.1%** vs. Q4 2025 / **+1%** vs. Q1 2025 / **+20%** vs. Q1 2019

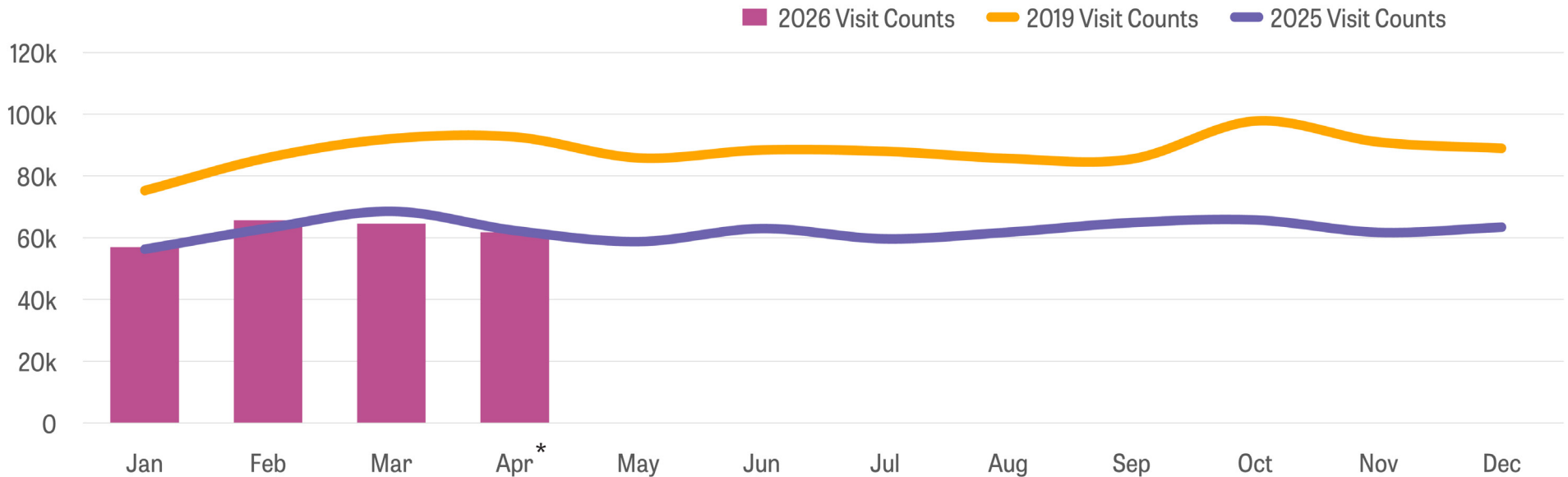


Distribution of Units by Rate Type



Daily average visit counts decreased **-2%** in Mar 2026 vs. Feb 2026 / **-6%** vs. Mar 2025 / **-30%** vs. Mar 2019

Daily average visit counts decreased **-4%** in Apr 2026 vs. Mar 2026 / **-1%** vs. Apr 2025 / **-33%** vs. Apr 2019\*



**97%** of visits are repeat visits in 2026 to date vs. **96%** in 2025 / **95%** in 2019.

**5.2%** of visits are out-of-state visits in 2026 to date vs. **6.6%** in 2025 / **6.5%** in 2019.

**8.2%** of visitor days are overnight trips in 2026 to date vs. **9%** in 2025 / **8.4%** in 2019.

Weekday activity has increased **+3%** in Apr 2026 vs. Apr 2025 / **-39%** vs. Apr 2019\*

