

AGENDA

DOWNTOWN
DEVELOPMENT
AUTHORITY



Board Members:

Mayor Rosalynn Bliss • Kayem Dunn • Jermale Eddie • Dr. Wendy Falb
Jane Gietzen • Brian Harris • Diana Sieger • Jim Talen • Rick Winn

Wednesday, April 12, 2017
8:00 a.m. Meeting
29 Pearl Street, NW Suite #1

- | | | |
|--|---------------|--------|
| 1. Call to order | | |
| 2. Approve Meeting Minutes from March 8, 2017 (8:01)
(enclosure) | | Harris |
| 3. Approve Contribution to Michigan St. Streetscape Elements (8:03)
(enclosure) | <i>Motion</i> | Kelly |
| 4. Approve Funding for Division Ave. Mural (8:13)
(enclosure) | <i>Motion</i> | Larson |
| 5. Ambassador Program 2016 Highlights (8:18)
(enclosure) | Info Item | Eledge |
| 6. President & CEO Report (8:28) | Info Item | Larson |
| 7. Public Comment (8:33) | | |
| 8. Board Member Discussion (8:36) | | |
| 9. Adjournment | | |

UNAPPROVED MINUTES

MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

March 8, 2017

1. Call to Order – The meeting was called to order at 8:02am

2. Attendance

Present: Mayor Rosalynn Bliss, Kayem Dunn, Jermale Eddie, Dr. Wendy Falb, Jane Giezen, Brian Harris, Diana Sieger, Jim Talen, Rick Winn,

Absent:

Others Present: Kristopher Larson (Executive Director), Murphy Ackerman (DDA Executive Assistant), Jana Wallace (DDA Treasurer), Jennie Schumacher, Tim Kelly, Andy Guy, Kim Van Driel, LaTarro Traylor, Annamarie Buller (DDA Staff), Melvin Eledge, Mark DeClerq, Jessica Wood, Kristin Pfauth, Karie Enriquez, Brody Carter, Nick Manes, Jeff Dombrowski

3. Approve Meeting Minutes from February 8, 2017

Motion: Rick Winn, supported by Kayem Dunn, moved approval of the minutes from the February 20, 2017 meeting as presented. Motion carried unanimously.

4. Approve Preliminary February, 2017 Financial Statements

Ms. Wallace introduced the financial statements. Ms. Wallace said all minor accounting errors as well as the previously approved budget amendments are reflected on this month's statements.

Motion: Jane Gietzen, supported by Rick Winn, moved to approve Statement D: Schedule of January 31, 2017 Expenditures as recommended. Motion carried unanimously.

5. Open Meetings Act and Freedom of Information Act (FOIA) training

Jessica Wood, Assistant City Attorney, explained that this is a mandatory training for all Boards and Commissions. Ms. Wood said it is important to review things such as the Open Meetings Act, FOIA, and properly disclose any conflicts of interest that Board members may have. Ms. Wood said it is not unusual for a Board or Commission member to have conflicts of interest, but it is important that they are abstaining from any vote that may be related to their conflict of interest. Ms. Wood said it is crucial that these conflicts are disclosed on the record. Ms. Wood said she has provided materials for each Board member and asks that they review them. Ms. Wood took a moment to review the Open Meetings Act and explained that any time a quorum is established, the requirements of the Act must be adhered to. Ms. Wood said this includes: proper signage, being open to the public, and proper posting with at least 24 hours notice. Ms. Wood asked the Board to return the conflicts of interest paperwork to Mr. Larson after reviewing all of the provided materials. Ms. Sieger asked if members needed to provide a list of all boards they serve on as potential conflicts of interest. Ms. Wood said yes. Mr. Harris thanked Ms. Wood for her time and overview of these procedures and ensured that this Board will continue its commitment to compliance.

6. Approve Second Amendment to Ambassador Program Agreement

Mr. Larson said the organization has been very pleased with the outstanding service that Mydatt (Block by Block) has provided for the Ambassador program, and is happy to recommend an extension of their contract. Mr. Larson said this is not to be confused with the contract for the Clean Team, which is held with the Downtown Improvement District (DID). Mr. Larson added that the new contract does not propose any budgetary increases, and will rely on contributions for the DID to offset any increases, with the DID eventually taking over the funding for the program.

Motion: Dr. Wendy Falb, supported by Kayem Dunn, moved to authorize the DDA Executive Director and Legal Counsel to negotiate terms of a contract amendment with Mydatt Services, Inc. dba Block by Block consistent with the intent of the program and the approved budgetary allocations. Motion carried unanimously.

7. Authorize Funding for River Trail Improvements

Mr. DeClerq explained that this request is to fulfill FEMA requirements for the flood protection system.

Mayor Rosalynn Bliss entered the meeting

Mr. DeClerq explained that these improvements will be located at the Gilette Bridge and Ah-Nab-Awen Park area. Both the Parks Department and DGRI have been working as partners and acknowledge that this is a heavily used event area. Mr. DeClerq explained that the existing structure to enter the trail is not currently ADA compliant or pedestrian friendly. Mr. DeClerq said the Engineering Department has also ensured that these plans will interface with the plans that GR Whitewater is proposing. These improvements will compliment to the previous work that the City and DDA completed on Pearl Street. Mr. Larson said the ask before the DDA will come primarily from the recent bond proceeds. Mr. Larson said since the approval of the Vital Street Income Tax, the DDA has been able to understand how it can layer its tools and incentives on top of the foundation improvements that the City is working on. Mr. Larson said these additional improvements can help to see the goals of GR Forward come to fruition. Mr. Winn asked if any additional lighting will be installed. Mr. DeClerq said yes, and it will match the previous ornamental lighting that was installed on Pearl Street. Mr. Larson noted the terraced seat walls were included in the plan because this will become a highly active spot near the river following the River restoration. Mr. Larson said the City has been very intentional with the design as this is a very popular area for anglers and will work to improve the fishing environment.

Motion: Jane Gietzen supported by Diana Sieger, moved to approve its share of costs in the amount of \$228,000 for river trail improvements. Motion carried unanimously.

8. Bond Proceeds Fund Budget Amendments

Mr. Larson said at the previous meeting Ms. Wallace presented information regarding the refunding of DDA bonds and the savings that were able to be monetized. Mr. Larson explained that law requires that these funds be expended within two (2) years. Mr. Larson said after reviewing upcoming projects and budget line items, these funds will be dedicated to improvements for River trails and various streetscape projects. Ms. Wallace said the motion is to approve a budget amendment request in order for the DDA to receive and then appropriate where the bonds are realized. Ms. Wallace said the amendment will be reflected in the March statements. Mr. Harris clarified that the ask before the Board is to approve the budget amendments, not to approve the future use of those dollars. Mr. Harris

said any future use of this money will come back before the Board for approval.

Motion: Jane Gietzen, Rick Winn, moved to approve the recommended line item amendments to the DDA's FY17 Budget and Priority Plan. Motion carried unanimously.

9. Consent to PILOT for 56 N. Division

Mr. Kelly introduced the project at 56 N. Division and explained that the request before the Board is a consent for a payment in lieu of taxes (PILOT) for the property. Mr. Kelly explained that this project is very exciting for the organization because it successfully checks boxes on several GR Forward goals. Mr. Kelly said this is the site of the Keeler building and would allow the vacant building to be renovated into affordable housing units as well as units set aside for those with developmental and/or physical disabilities. Mr. Kelly said other components of the project are a vocation center for residents and access to nine (9) transit lines. Mr. Kelly noted that the commercial piece would still be subject to taxing. Mr. Kelly said this project would realize the filling of the failing areaway that has been blocked off for years and the streetscape design would then be presented to the Alliance for Investment for consideration. Mr. Harris asked Mr. Larson to clarify the PILOT program. Mr. Larson said the Low-Income Housing Tax Credits (LIHTC) are very competitive and are awarded by the Michigan State Housing Development Authority (MSHDA) by earning a certain number of points. Mr. Larson said the PILOT program is a mechanism to help the project earn additional points and become more competitive for the MSHDA process. Mr. Larson said the effect to the DDA is the property is removed from the base value of the district, and the DDA therefor forgoes what would be realized in growth from that property for a set number of years. Mr. Larson said the ground floor retail will still generate marginal increment. Mr. Larson said the reason the PILOT is used as opposed to Development Support, is it is immensely more valuable to the development team when applying for LIHTC credits. Mr. Larson said it is the best way for the DDA to contribute to affordable housing. Mayor Bliss added that this project was previously approved at the City commission. Mr. Dombrowski introduced himself to the Board and shared his excitement for this project. Mr. Dombrowski shared with the Board other highlights of the project including the ability to deliver net zero housing units. Mayor Bliss thanked Mr. Dombrowski for his team's creativity with this project and the dedication to the special needs component and the commitment to solar energy. Mayor Bliss asked if the project has secured any Section 8 vouchers. Mr. Dombrowski said he has a meeting regarding Section 8 with the Housing Commission later today. Mr. Winn asked if there is an expiration on the PILOT. Mr. Larson said the expiration date is tied to the mortgage. Mr. Talen asked Mr. Kelly what GR Forward specifies as the affordable housing goal for downtown. Mr. Kelly said GR Forward recommends 30% of housing should remain affordable housing, and with the addition of this project, we will be well north of that goal. Mr. Harris noted that this is a multi-faceted project that could be very successful, and thanked Mr. Dombrowski for his thoughtfulness and innovation that will help to further GR Forward goals. Mr. Larson noted that the savings realized from energy efficiency and the location to bus lines helps with wealth creation for residents and leads to permanent housing and home ownership. Mr. Larson said as an organization we are excited about this project.

Motion: Kayem Dunn, supported by Jane Gietzen, moved to approve consenting to a payment in lieu of taxes (PILOT) for the 56 N. Division project. Motion carried unanimously.

10. Authorize Funding for Veteran's Park

Mr. Kelly explained the DDA issued a master plan for both Veteran's and Monument Park in 2012 that identified elements that could be refurbished and updated. Monument park was completed in 2014, but Veteran's Park was postponed due to the Brownfield revenues not being realized until the 2017

budget. Mr. Kelly explained that due to the revenues being only 750k dollars, there was value engineering that was needed in order for the project to be realized. Mr. Kelly said staff worked with both the Engineering and Parks departments to receive bids and select a firm. Mr. Winn asked what parts of the project were value engineered. Mr. Kelly said primarily material selection, including pavers, while still maintaining the vision for the park. Ms. Enriquez said Katerberg-Verhage was selected after submitting the low bid. Ms. Enriquez gave an overview of the scope of the project. Mayor Bliss asked about the communication with the Veteran's Council. Ms. Enriquez said there was a steering committee that had members of the Veteran's Council, and they were updated throughout the process and will continue to be updated as designs continue. Ms. Enriquez noted that they have been very engaged and supportive of the project. Ms. Sieger asked what the plan is for ongoing maintenance. Ms. Enriquez said Veteran's Park specifically is part of the "Adopt a Park" program. Mr. DeClerq added that the Engineering and Parks department are working on an asset management program to ensure that all parks are kept up. Mr. Eddie asked if the annex would be utilized. Mr. Kelly said not at this time, but it has been identified in future plans. Mr. Talen said he was discouraged to see so much value engineering needed for this park as it is an important park in our city. Ms. Enriquez said there hadn't been any private interest to help supplement the budget. Mr. Larson noted that parks such as Rosa Parks Circle maintenance received an endowment from the private sector as opposed to this projects primary funder being the money available from the Brownfield.

Motion: Mayor Bliss, supported by Rick Winn, moved to approve the DDA's share of the construction contract with Katerberg-Verhage to construct Veteran's Memorial Park. Motion carried unanimously.

11. Daniel Rose Fellowship Presentation

Mr. Kelly gave an overview of the Daniel Rose Fellowship. Mr. Kelly took a moment to explain the mission of the Rose Center and the goal of the fellowship. Mr. Kelly presented Grand Rapids' problem statement that the team will be working on in partnership with the Rose Center and Urban Land Institute. Mr. Larson gave an overview of the public participation that will be occurring during the study visit in the coming weeks. Mayor Bliss noted that it has been an honor to have the opportunity to participate with this fellowship as this is a very competitive process. Mayor Bliss thanked the DDA for their partnership and Mr. Kelly for his work as project manager. Mr. Kelly said stakeholder interviews will occur during the few days that the team is in town and said he is hopeful all DDA Board members are able to participate. Mayor Bliss noted that the other two (2) members of the team are Josh Naramore from Mobile GR and Kara Wood from Economic Development.

11. President & CEO Report

DID 9/12/16

- Received updates on DID assessment law from City Attorney & Assessor

MNTIFA (10/12/16)

- Approved support for Accessibility Audit
- Received an update on DDA TIF and Development Plan amendments

DGRI (4/18/17)

- Will consider updated inter-organizational term sheet with City
- Will receive presentation from VoiceGR Survey

- Will review DGRI Performance Indicator Methodology
- Will consider approval of Alliance 2.0 model

Alliances:

INVESTMENT (3/14)

- Chair: Nikos Monoyios, Long Range Planner @ The Rapid
- Participating in review of 56 N. Division streetscape design
- Reviewing Michigan Street streetscape request
- 2nd look at Alliance 2.0 engagement model

VIBRANCY (3/14)

- Chair – Brandy Moeller, City of Grand Rapids
- Planning for Food Truck Rally event in May, 2017
- 2nd look at Alliance 2.0 engagement model

LIVABILITY (2/27)

- Chair: Lynee Wells, Principal @ Williams & Works – Working Group Discussions
- Will workshop proposed Alliance 2.0 engagement model

DGRI Staff Highlights

Events / Marketing / Communications

- Planning for Rollin'Out Food Truck event May 21, 2017
- Finalizing MITP 2017 series lineup, vendor agreements, and beginning program planning
- Announced Women in City Building Event – Mar 30th – 90 registrations already!
- Completed first GR Forward update video
- SAVE THE DATE: State of the Downtown – June 13th at 5:30 PM!
- Snow Days PED Counts: Average increase of 68% across all 6 counters

Planning / Development

- Calder Plaza Steering Committee voted to approve and recommend Conceptual Master Plan on 2/7.
- Met with Senator Horn, Rep Chatfield, and 10 other lawmakers 2/28 to determine how TIF reform will advance.
- Mobility: City Commission approved its portion for bikeshare feasibility study, partnering with the Rapid and the City of Grand Rapids on bus shelter improvements. Partnering with GR Chamber and Mobile GR on Parking-Cash out training program for employers.
- Held Food Truck stakeholder event 2/27 to develop metrics used to evaluate the health of the Downtown culinary economy
- Grand Rapids Study Visit Mar 20-23 for Daniel Rose Fellowship. DDA Board members strongly encouraged to participate!
- City Commission to hold a public hearing on 2/14 on Downtown Zoning Update.

- Participating in stakeholder workshop for IDA Value of Downtowns 3/10, and in IDA / Brookings Institute Workshop on 3/9.
- Managing Lyon Square Schematic Design – received 100% SD set. Coordinating large scale construction project planning with AHC.

12. Public Comment
None

13. Board Member Discussion
Mr. Harris took a moment to formally introduce Mr. Jermale Eddie to the Board. Mr. Harris thanked Mr. Eddie for his commitment to serve on this Board and offered his excitement of seeing a member from one of the DGRI Alliances be appointed to a higher Board.

14. Adjournment
The meeting adjourned at 9:50am



CITY OF GRAND RAPIDS AGENDA ACTION REQUEST

DATE: April 12, 2017

TO: Kristopher Larson, AICP
Downtown Development Authority
Executive Director

FROM: Mark DeClercq, City Engineer
Engineering Department

SUBJECT: **Reconstruction of Michigan Street from Monroe Avenue to Ionia Avenue**

This project consists of the reconstruction of Michigan Avenue from Monroe Avenue to Ionia Avenue. The City was able to secure a Transportation Economic Development Fund – Category A (TEDF-A) grant as a result of the Michigan State University Research Facility and the additional forecasted jobs. The project will include reconstruction of the street including infiltration planters, street trees, landscaping, ADA sidewalk ramps, curb and gutter, street lighting and traffic signals.

This project is the first of a series of improvements surrounding the MSU facility area which will be constructed over the next several years including: Ottawa Avenue from Michigan Street to Hastings Street including the Eastbound I-196 Off-Ramp, Ionia Avenue from Michigan Street to I-196, Monroe Avenue from I-196 to Newberry Street, Newberry Street from Monroe Avenue to Division Avenue and a new Westbound I-196 On-Ramp at Division Avenue. The design work will utilize the newly adopted Vital Street guidelines and the GR Forward Plan.

On February 14, 2017 (Proceeding No. 86466), the City Commission rejected the bids that were received on January 31, 2017 because the required State of Michigan prevailing wage specifications were inadvertently left out of the bid documents.

Subsequent bids were received on February 21, 2017 for this project. The engineer's estimate, prepared by Fishbeck, Thompson, Carr & Huber, Inc. (FTCH), is \$1,039,933 and Dykema Excavator's, Inc. (Dykema) submitted a bid of \$1,055,010 (low discounted bid is 1,023,359.70). Dykema will be utilizing 13.26% Micro Local Business Enterprise participation and will be subcontracting a total amount of \$626,739. Reference the attached Equal Business Opportunity – Construction Worksheet regarding the applicable bid discounts for this project.

This project was brought to the DGRI Alliance for Investment on March 14, 2017 for its concurrence. The base project was approved along with a recommendation to add

street trees in the medians and enhanced electrical improvements for holiday tree lights in the parkway. The street trees will be added to the project with Vital Streets funding and the costs of the electrical improvements for tree lighting has been added to the DDA's share of costs.

The total not to exceed of \$1,793,000 for this project includes the costs of the construction contract, the additional tree light improvements, FTCH's previously authorized design phase services, construction phase services including inspection by FTCH, administration, and contingencies. This will be financed by Downtown Development Authority (\$167,000), Vital Streets Fund (\$597,400), Capital Improvement Fund (\$158,000) and the Michigan Department of Transportation (MDOT) TEDF-A grant (\$870,600). The DDA's share of costs is for landscape planters, trees, concrete sidewalk and electric service for lighting trees in the parkways.

It is recommended that the DDA approve its share of costs in the amount of \$167,000. At its meeting on March 28, 2017, (Commission proceeding No. 86596), the City approved the contract and authorized their share of costs, contingent upon the DDA approving their share of costs.

cc:	Greg Sundstrom	Eric DeLong
	James Hurt	Chris Zull

Reviewed by O.D.I.

#16039

SUMMARY OF ESTIMATED COSTS

for

Reconstruction of Michigan Street from Monroe Avenue to Ionia Avenue

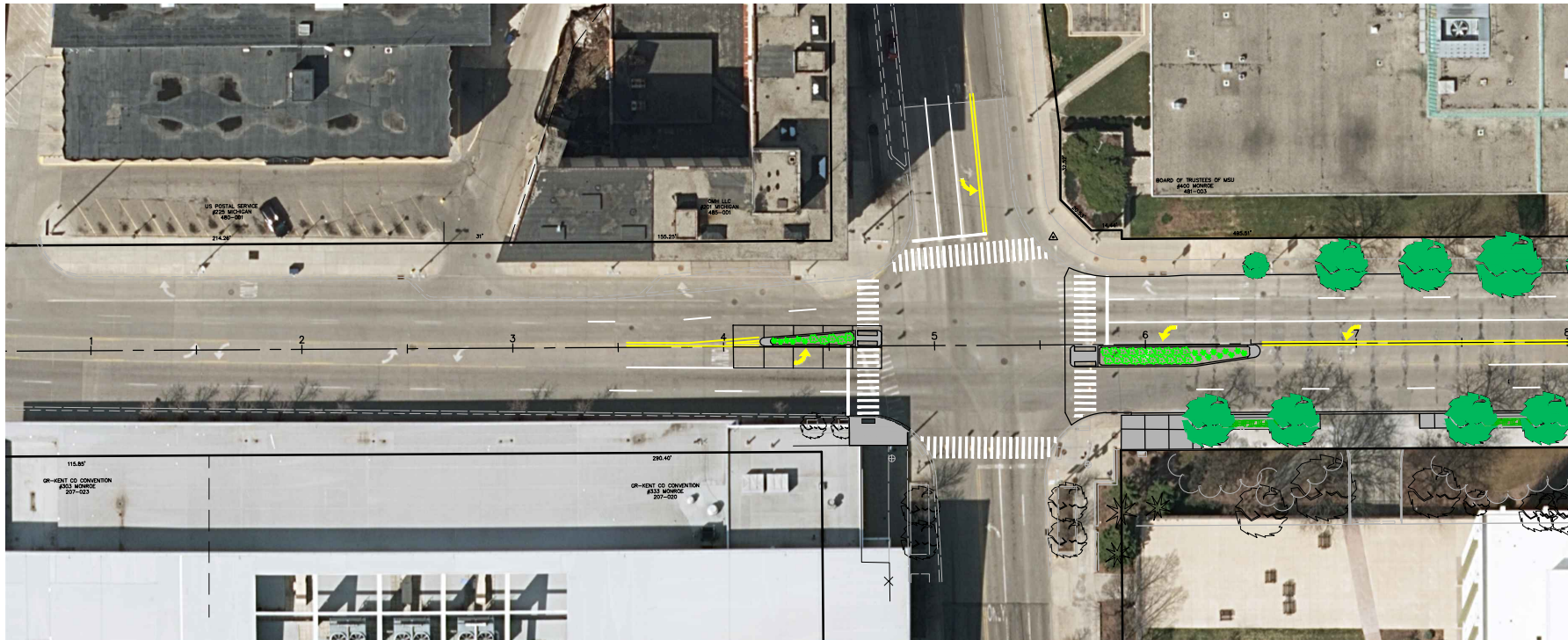
Project Funding Source(s)

	<u>Currently Approved</u>	<u>Budget Request(s)</u>	<u>Revised Project Estimate</u>
MDOT TEDF-A Grant	\$938,398	(\$67,798)	\$870,600
Vital Streets Fund*	597,400	0	597,400
Capital Improvement Fund	158,000	0	158,000
Downtown Development Authority	0	167,000	167,000
Total Project Sources	<u>\$1,693,798</u>	<u>\$32,202</u>	<u>\$1,793,000</u>

*Vital Streets Fund is currently appropriated in Major and Local Street and Capital Funds. This project will use currently appropriated funds until the Major and Local Street Funds Maintenance of Effort obligation to the Vital Streets Program has been fulfilled. It may be necessary to bring a budget request in the future.

Breakdown of Project Uses

Construction Contract	\$1,055,010
Enhanced Electrical Improvements for Holiday Tree Lights	74,775
Previously Authorized Design Phase Services by FTCH	169,139
Construction Phase Services Including Inspection by FTCH	116,000
Public Information Program	7,732
Traffic Safety And Street Lighting Force Account Work	103,500
Printing/Permits	725
Administration	<u>76,344</u>
Sub-Total	\$1,603,225
Contingencies (12%)	<u>189,775</u>
Total Project Uses	<u><u>\$1,793,000</u></u>



MONROE AVE.

STA. 8+00

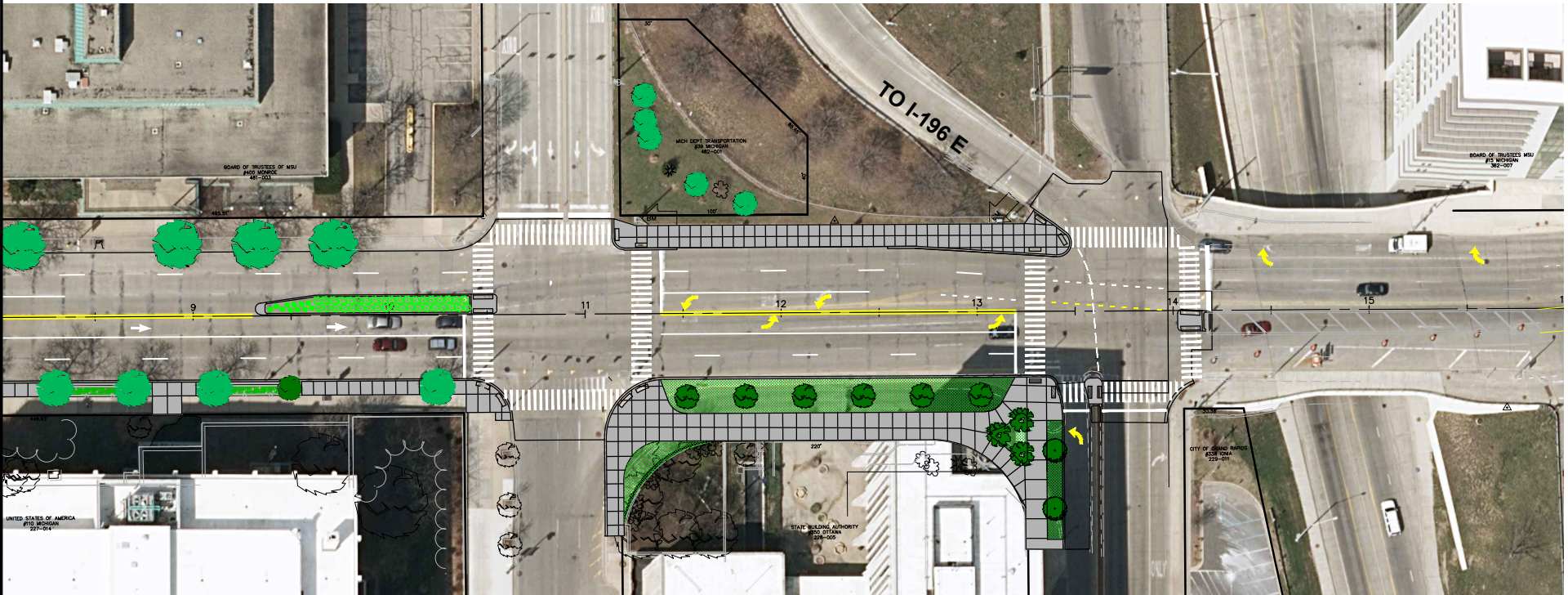
MATCH LINE



SCALES
PLAN: 1"=40'

STA. 8+00

MATCH LINE



OTTAWA AVE.

IONIA AVE.

DIVISION AVE.

REV. NO.	DESCRIPTION
1	DESIGNED & SURVEYED BY: fishbeck, thompson, carr & huber, inc. 1515 Arboretum Dr. SE Grand Rapids, Michigan 49546 phone (616)575-3824, fax (616)464-3996 engineers • scientists • architects • constructors
City of Grand Rapids Design, Development and Enterprise Services Engineering Department IMPROVEMENTS IN MICHIGAN STREET FROM 150' WEST OF MONROE AVE. TO DIVISION AVE.	
Drawn by _____ Check: Field _____ Check: Office _____	GPF No. _____ Sheet No. 1 of 1

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DDA

DATE: April 12, 2017

TO: Downtown Development Authority

FROM: Kimberly Van Driel
Events Manager

KRV

Agenda Item #4
April 12, 2017
DDA Meeting

SUBJECT: Exit Space Downtown Mural Program with the Urban Institute of Contemporary Arts

As described in the FY15 and FY16 budget narrative and accompanying presentations to the DDA Board, public space activation and connectivity were key themes that derived from the work of the three Alliances through the budget development process.

As a mechanism for translating the objectives into implementable interventions, in 2015 DGRI staff pursued a relationship with the Urban Institute for Contemporary Arts (UICA) to serve as a partner in deploying the Exit Space mural program to help add life and art to expansive public and privately owned walls in Downtown.

In 2016, the Alliance for Livability (AFL) and Alliance for Vibrancy (AFV) made it a priority to continue this relationship with the UICA Exit Space Program in order to complete the MDOT N. Division wall mural.

The goal of the Exit Space mural in this specific location was to help activate the public realm which has been proven to be effective through more pedestrian activity within the area.

Through this continued partnership, DGRI will help to fund the completion of the mural in June of 2016 by artist Ellen Rutt. You can visit her mural artwork at <http://www.ellenrutt.com/>. DGRI funds will be used to directly compensate artist stipends and materials. The UICA will serve as the fiduciary of the project and will oversee creative decision making and artist selection.

The funds for this project were budgeted in the Non-Tax Fund: Vibrancy: Public Space Activation line item. Additionally, the project is consistent with the DDA's Framework Plan primary objectives of B2: Accessibility & Connections, and C2: Arts & Culture. A brief about the project is included on the following page.

Recommendation:

Approve an amount not to exceed \$20,000 to support the completion of the MDOT N. Division Downtown mural as a part of UICA's Exit Space Project.



EXITSPACE PROJECT

The project is a series of artistic interventions on publicly viewable properties, large and small, including walls, construction sites, and windows in occupied and unoccupied buildings, as well as utility boxes, crosswalks, street poles, and bike lanes.

BACKGROUND

Through the *Exit Space Project*, UICA hopes to accomplish its goals to (1) “increase Grand Rapids’ **vibrancy**,” (2) “**build the sense of creative place** for our residents and visitors,” and (3) “advance the **city’s identity** as a growing collaborative ecosystem that nurtures business, technology, art, and design.”

There is alignment between those goals of the Alliance for Vibrancy. These can be summarized as **Attracting** large and diverse populations downtown and **Calling Out** to the region and beyond who we are and how we are enacting that identity in striking ways. The guidelines for Vibrancy grants may be useful:

LOCATION: Held within Downtown Grand Rapids Inc. boundaries.

DISTINCTLY GRAND RAPIDS: Calls out the Grand Rapids brand/identity. Is unique to Grand Rapids and/or celebrates authentic qualities of the downtown that sets it apart from other cities, thereby branding downtown Grand Rapids as the primary destination for arts and/or entertainment in West Michigan.

PROMOTES THE DOWNTOWN: Has demonstrated a commitment to helping market downtown GR.

BROAD POPULARITY: Can be enjoyed by a variety of audiences and is not offensive or dangerous. Must not be religious or political. Must be accessible to the public.

DIVERSITY AND INCLUSION: Attract diverse artists / clientele to the downtown.

CLEAR GOALS AND MEASURES OF EFFECTIVENESS: Has clearly articulated its goals, how those support the goals of Downtown Grand Rapids Inc., and effectiveness in reaching those goals can/will be measured.

OBJECTIVES

According to <http://exitspaceproject.com>, the *Exit Space Project* aims at “redefining public space” through Street Art. It supports “dynamic experiments investigating ideas, images and conversation that are conveyed by contemporary artists who practice is anchored within public space.”

Exit Space Project works, both individually and collectively, will accomplish the following goals in meeting its and DGRI’s objectives:

1. Propose an innovative and surprising use of urban space that can arrest the interest of a passerby, whether on foot or vehicle, depending on the scale;
2. Create a conversation about urban art and urban space that is fresh and significant;
3. Be inclusive in the engagement of and the value for audiences diverse by culture and socio-economic status;
4. By doing these things, call out creativity of the region and the identity of Downtown as its hub.

TARGET AUDIENCE(S)

1. Visitors to Downtown Grand Rapids
2. Tourists
3. Downtown Residents
4. Downtown Workers

CRITERIA OF SUCCESS



1. Surveys of points of interest in downtown Grand Rapids will recognize *Exit Space* to be among them.
2. *Exit Space* art works will be mentioned and/or reviewed widely.
3. Surveys and reviews will point to the engagement of diverse people.
4. Residents and downtown workers will mention *Exit Space* as a source of pride.

Project Brief

Exit Space Project

3/15/2017

The Urban Institute for Contemporary Arts, Michigan's largest contemporary arts center, is host to the Exit Space Project, a dynamic experiment investigating ideas, images, and conversation that are conveyed by contemporary artists whose practice is anchored within public space.

The first volume of The Exit Space Project featured contemporary street/public artists from the Midwest whose work was featured on a uniquely public but protected venue at UICA fronting Fulton Ave in downtown Grand Rapids. The essence of their Exit Space Gallery installations is now moving into other public spaces in the city, to include public property, privately owned buildings, and construction sites.

The second stage of Exit Space Project began in the summer of 2015 with three murals completed by local artists on the MDOT wall along North Division, supported in part by funds from DGRI. In the fall of 2015, UICA completed a full building mural by the nationally recognized contemporary artist Kelly Allen on Grand Rapids' Westside in partnership with the John Ball Area Neighborhood Association and funded by Herman Miller. UICA's final mural for this stage was completed in late summer 2016 with the Grand Rapids Ballet and was a short list jury pick for ArtPrize Eight.

UICA will return to and complete the MDOT wall on North Division for the summer of 2017.

Our goal is to visually link disconnected communities by creating welcoming and artistic spaces intersected by city infrastructure. By placing murals on streets with that have heavy commuter traffic, UICA will continue to link the community with high quality and interesting contemporary art.

Completed artwork will not carry any brands or marks, other than the artists' signatures as they choose to include them.

Project Budget:

Scaffolding and lift rental	\$ 2,000.00
Tools and supplies for wall repairs	\$ 300.00
Paint	\$ 3,000.00
Painting supplies (brushes, tape, rollers)	\$ 400.00
Anti-graffiti coating	\$ 2,000.00
Hose, sponges, cleaning supplies	\$ 350.00
Bike Lane/Sidewalk closure	\$1500.00
Artist honorarium	\$ 6,000.00
Artist travel and hospitality	\$ 950.00
Exhibition curator 1/8 time for six weeks	\$ 877.25
Preparator 1/4 time for six weeks	\$ 746.00
UICA Administrative overhead	\$ 2,000.00
Total:	\$ 18,323.25





Downtown Grand Rapids Ambassador 2016 Annual Report



DOWNTOWN
GRAND RAPIDS INC.

Program Overview

Started in 2013 the Downtown Ambassador program is designed to be a friendly and welcoming team that patrols Downtown sidewalks and other areas of the public realm for the benefit of residents, visitors, workers and anyone who needs a helping hand.

In 2015 the Downtown Ambassador program began providing cleaning and beautification services in addition to the hospitality services.

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Horticulture

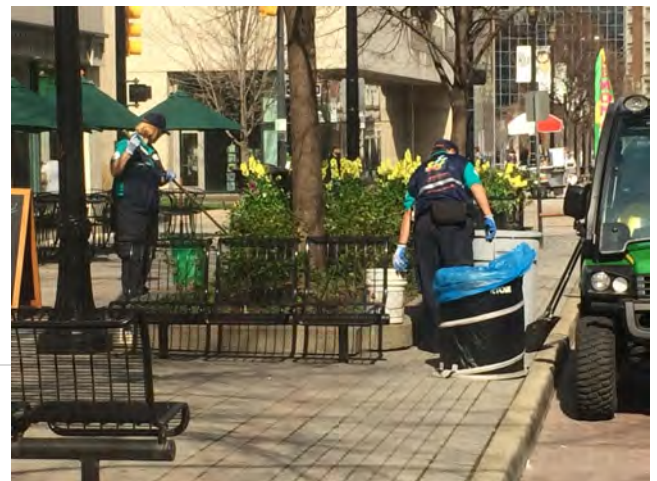


In our first year providing horticulture services to the Downtown Improvement District we not only strived to create a quality program to set us apart from the previous vendor we also wanted to make changes to the program that would reflect our desire to be good stewards of the Downtown District.

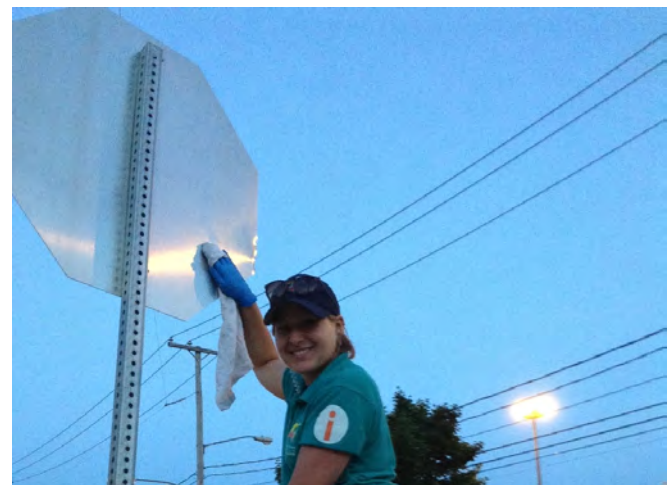
We worked hard to eliminate any chemical or practice from our program that was not environmentally friendly. We replaced all of the fertilizers and plant support materials with organic alternatives, we stopped using non-organic weed killer and instead moved to a "house made" recipe that was easy to make, less harmful for the environment and less hazardous to the Ambassador team. We also recycled 100% of our horticulture waste in the City's horticulture dump to ensure we weren't placing bio-degradable materials into landfills.



Weed Abatement	11477
Planters Watered	18042



Beautification



Our first full year of cleaning services provided many opportunities for fun and exciting challenges. It was our first year cleaning during such large events as Festival of the Arts, 4th of July and of course Art Prize. Each event provided its own unique challenge with our team having to contend with tents, programming, sidewalk closures and increased crowds throughout the district.

Adding clean services also allowed us to integrate our team fully to the “One Ambassador” model; we now train all of our ambassadors on cleaning and hospitality operations. This has proven very successful in building a strong core staff that is versatile and allows us the ability to direct greater resources towards our goals as needs arise and priorities change.

Trash Bags Removed	12503
Snow Removed	11419
Graffiti Removed	6915



Special Projects



2016 was a busy year for Special Projects on the Ambassador team. At the outset of acquiring the cleaning contract we set some ambitious goals to document, add and refurbish trash cans all throughout the Downtown Improvement District. In addition to making the refuse infrastructure more robust we also started a cigarette recycling program with our new partners Terracycle.

We also partnered with Dwelling Place to help add infrastructure and art throughout the South Division corridor with new trash cans that were decorated by local residents, continuing to highlight South Division's ties with the artistic community within Grand Rapids.

Equipment Hours	632
Pressure Washing	226
Cigarettes Recycled	172910



Hospitality

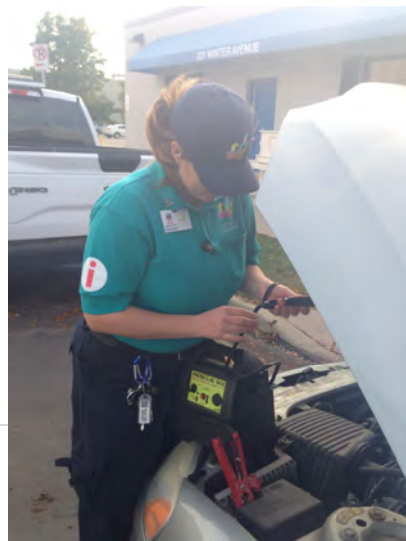


Throughout the year we also focused our efforts on strengthen and re-energizing the Hospitality team. 2016 proved to be a challenging year with recruiting top quality staff that aligned with our mission and goals but our team restructured the way it recruited, screened and trained potential and new ambassadors. The result is one of the strongest and most diverse hospitality teams we have ever had.

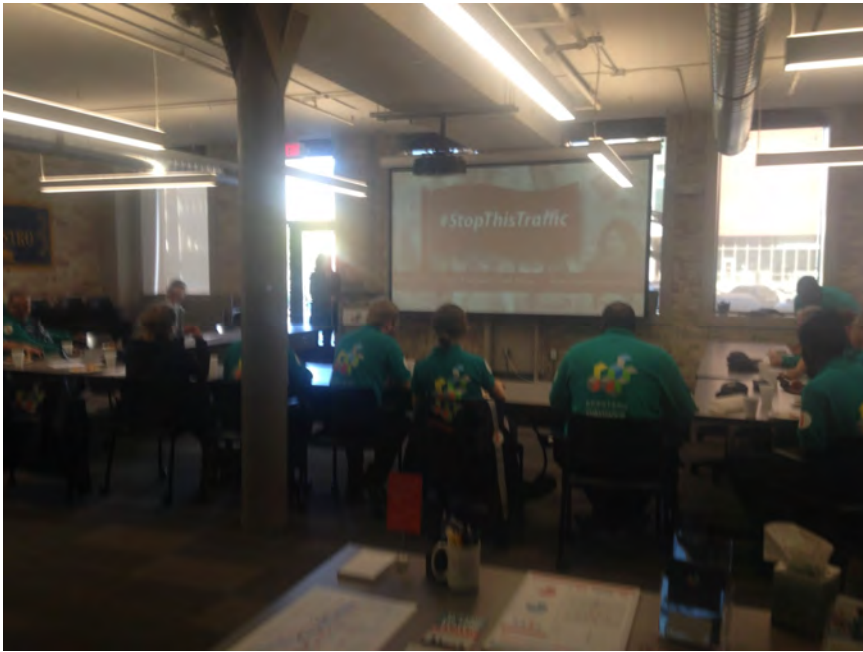
We recruited strong staff and leaders that have a focus on providing top notch customer service to Downtown Grand Rapids.



Segway (Hours)	82.25
Bike Miles	460.3
Suspicious Package	44
Suspicious Person	165
Request for Police	32
Request for Fire/EMS	228
Observed Fights	221
Sidewalk Violations	5002
Pedestrian Assistance	220264



Outreach



We continued to grow and strengthen our partnerships with Social Service Agencies throughout the Downtown so that our team could be better equipped to serve everyone who lives, works and plays in the Downtown District



Panhandling - Aggressive	233
Panhandling - Passive	429
Outreach Contacts	14996



Stakeholder Feedback



Sally Clarida ▸ Downtown Grand Rapids Inc.

July 17 at 7:11am · 🌐

Kudo's your downtown ambassador program! We met Rebecca last evening, very helpful and a keeper, don't let her go! Fantastic personality!

Last night, my tire blew out while I was visiting GR. Your team (they said it was pretty much the entire 3rd shift) ran off to grab a jack, and changed my tire to a spare. It was phenomenally helpful, and you guys provide a great service to the city with great people. Thank you all so much.

Just wanted to give a big shout out to two amazing downtown ambassadors James and Rebecca who came to our assistance yesterday when our canoe capsized going over one of the rapids in the river near the Pearl St Bridge. They rushed down to help me get my daughter safely out of the water and then get our submerged canoe safely up on the shore. Thank you to James and Rebecca, for going above and beyond their call and duty to help us out.

Craig Vereeke

To Whom It May Concern:

I would like to express my appreciation for those who walk with me to my car after I get out of work in the evenings. It eases my mind to not have to walk the 3 blocks by myself after dark. I have had two different gentlemen walk with me, Jared J is one and I don't remember the name of the other gentleman. The Safety Escort program is a great program!!

Thanks for what you do to keep Downtown GR safe. I hope you all have a very blessed Christmas season.

Sincerely,
Kristen

This evening we had a gentleman in the store who was causing a mild disturbance and making some of our other customers uncomfortable. I was able to call downtown ambassadors Jared and Talena (I believe this was her name) who came down and handled the situation very swiftly and escorted him from the shop respectfully. I very much appreciate their help and it eases my mind knowing the ambassadors are only a phone call away!

Please extend my thanks to them!

Best,
Kaitlin

I just wanted to take a moment to express how lovely our city is becoming. I recently began working at Ferris Coffee in February and most mornings as I am walking along Winter Ave I am greeted with a "Hello or a smile from one of the Safety Ambassador's". What a refreshing way to begin your day.

Today as I was driving into work, I noticed that the Ambassador's even water our green space along Monroe Ave so when I saw Melvin Eledge walking on Winter toward me I had to mention to him the beauty of our city, because of what the Ambassador's do and the pride they take in what they do impacts us all.

THANK YOU- DOWNTOWNGR.

Michelle

Stakeholder Feedback

I walk with my dog, Molly, downtown. We have cross paths with Marcia almost everyday. She is always working to keep the area clean and beautiful. The best part is her smile. Everyday no matter what the weather is like she greets us with this amazing smile. We look forward to seeing her. Marcia's smile has become the best part of our walk. Thank-you for all you do.

Ruth and Molly

I want to compliment the work of the downtown ambassadors. I think this is one of the finest resources in our city - Thank you for all you do!

Gayle



Carmen Villahermosa de Cox reviewed Downtown Grand Rapids Inc.

— 5★

May 11, 2016 · 🌐

Marcia Rapp helped me by providing her "umbrella service" as it was raining and I was not prepared. What a great service offered to people in the city. Thank you #MarciaRapp!

👍 Like

💬 Comment

➦ Share

I was visiting Grand Rapids from NJ to attend a professional conference. Earlier today while trying to figure out directions from the Amway Grand Hotel to the Van Andel Research Institute, Downtown Ambassador Rebecca cheerfully greeted me and asked if I needed help. She then walked with me, escorting me to the Institute. Rebecca was a pleasure to speak with. Her enjoyment of her job and her pride in Grand Rapids was fantastic and a model testament to the value of your Ambassador program.

I travel all over the world and every city should have such a program! Later tonight I was walking to a restaurant a few blocks from the hotel. I saw Rebecca again. She remembered my name and even recommended a restaurant for me to try. Great job Rebecca and please let her know that her cheerful hospitality left a very positive and welcoming impression on me. I look forward to my next trip to GR.

Michael



Max Krueger reviewed Downtown Grand Rapids Inc. — 5★

November 25, 2016 · 🌐

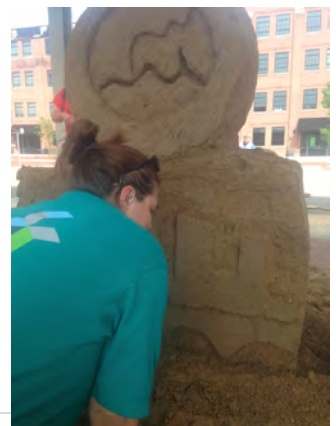
Hey, I'm a new comer to grand rapids from up north and I have to commend you guys on your downtown ambassador service. I met Talana (I hope I'm getting your name right!!) in the skywalk tonight and she was friendly, helped me get where I was going and was just generally super cool. I hope I'll see her around again sometime. Keep up the good work!

👍 Like

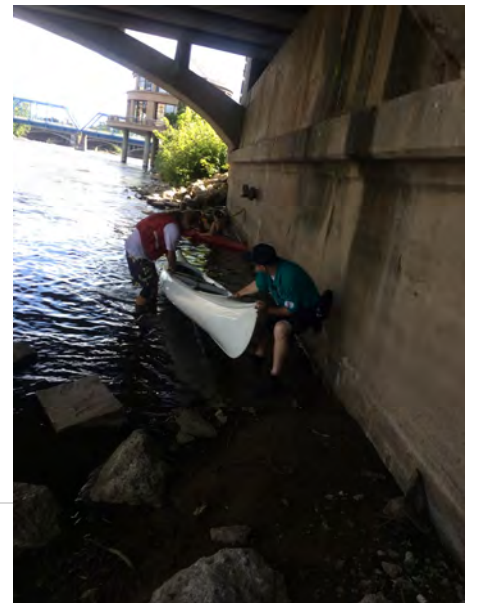
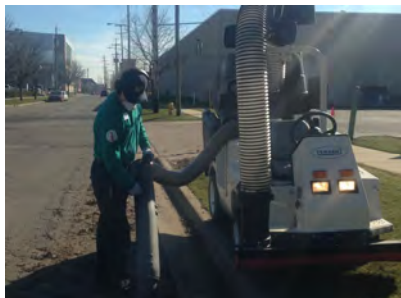
💬 Comment

➦ Share

Highlights



Highlights



Statistics Overview

Equipment Usage	Activities	2016 Total	2015 Total	2014 Total
	ATLV Hours	267	NA	NA
	Backpack Blower (hours)	213	8	NA
	Bicycle (miles)	460.3	1038.65	2468.81
	Billy Goat Hours	152	8	NA
	Segway Hours	82.25	209.5	476.84
Engagement	Business Contact	1473	3383	4390
	Graffiti - Removed	6915	1250	1866
	Motorist Assist	163	91	119
	Observation - Fighting	221	484	425
	Outreach Contact	14996	33230	43794
	PA - Directions	13846	23024	38762
	PA - Information	37585	55775	72063
	PA - Other	154340	100912	97815
	PA - Program Information	12006	24778	50045
	Panhandling - Aggressive	233	1564	1604
	Panhandling - Passive	429	1123	2374
	Planters Watered	18042	NA	NA
	Power Washing (block faces)	226	NA	NA
	Request for Fire/EMS	228	250	257
	Request for Police	32	128	219
	Safety Escort	2248	15993	16123
	Sidewalk Violation	5002	5936	9018
	Snow Removal	11419	42	NA
	Suspicious Package	44	446	729
	Suspicious Person	165	3465	3089
	Trash (Bags collected)	12503	1681	0
	Umbrella Escorts	76	482	2341
	Weed Abatement	11477	NA	NA
Total Statistics 2016		303669	274037	345033
Total Statistics 2015				
Total Statistics 2014				