

MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

Wednesday, April 9, 2014

8:30 a.m. Meeting

Room 601; City Hall

AGENDA

1. Call to order
2. Approval of meeting minutes of March 12, 2014 (8:31).....*Motion* Harris
3. Accept March 31, 2014 Financial Statements (8:33).....*Motion* Larson
(enclosure)
4. Approve Event Support Grants (8:37).....*Motion* Larson
(enclosure)
 - West Michigan Sports Commission: Meijer State Games of Michigan – Downhill Skateboard
 - Avenue for the Arts: First Friday Gallery Hop
 - Grand Rapids Film Festival: GR Film Festival
 - Michigan State University: MSU College of Human Medicine Gran Fondo
 - Grand Rapids Original Swing Society: Grand Rapids Swing Dance at Rosa Parks Circle
 - Arena District: Downtown Fiesta
5. Alliance Updates (9:00).....Info Item DGRI Staff
6. Report from DGRI President and CEO (9:15).....Info Item Larson
7. Public Comment (9:25)
8. Board Member Discussion (9:30)
9. Executive Session (9:35)
10. Adjournment

Downtown Grand Rapids

Prosperous ❖ Livable ❖ Walkable ❖ Inclusive ❖ Green ❖ Connected ❖ Distinctive

MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

March 12, 2014

1. Call to Order – The meeting was called to order at 8:39 a.m. by Chair Brian Harris.

2. Attendance

Present: Kayem Dunn, Dr. Wendy Falb, Brian Harris, Mayor George Heartwell, Elissa Hillary Jim Talen, Rick Winn

Absent: Jane Gietzen

Others Present: Kristopher Larson (Executive Director), Mary Sierawski (DDA Executive Asst/Office Manager), Jana Wallace (DDA Treasurer), Eric Pratt, Tim Kelly, Bill Kirk, Renata Horvath, Kim Van Driel, Mandy Cech (staff), Tim and Julie Calderone (Kilwins & SaladWorks), Pete Daly (GRBJ), Jim Harger (GR Press/MLive), and others.

3. Approval of Minutes of February 12, 2014

Motion: Mayor George Heartwell, supported by Kayem Dunn, moved approval of the minutes of the February 12, 2014 DDA meeting as presented. Motion carried unanimously.

4. Presentation of February 28, 2014 Financials

Ms. Wallace shared that in February, the Authority experienced a large amount of cash outflow due to tax increment revenue rebates. Other than that activity, February was a quiet month for revenues and there were no exceptional expenditures.

Motion: Kayem Dunn, supported by Rick Winn, moved to approve Statement D: Schedule of February 2014 Expenditures as recommended. Motion carried unanimously.

5. Approve Building Reuse Incentives (BRIP) for 40 Ionia SW

Mr. Pratt introduced Tim and Julie Calderone, owners of Kilwins and SaladWorks. Mr. Pratt shared that SaladWords is the second Downtown Grand Rapids venture for the Calderones and that they received a BRIP grant for their Downtown Kilwins locations approximately three years ago. Mr. Calderone thanked the Board for their support for Kilwins and shared that they are excited about this new opportunity. The new location for SaladWorks will be located at the corner of Ionia Ave. and Weston. As part of the build out of the space, they are seeking a BRIP grant to assist with the creation of a new barrier-free entrance, installation of a 2nd means of egress, construction of ADA compliant restrooms, and a new fire suppression system. The total project cost is estimated to be \$610,000. Mr. Pratt shared that in addition

to seeking a BRIP Ground Floor Storefront Improvement Grant; the applicants have also submitted a request for a BRIP Commercial Signage grant for the installation of a signage package for the storefront. The estimated cost of the signage package is \$18,500. Mr. Talen asked about the second means of egress on the model. Mr. Pratt clarified where the entrances are located on the model.

Motion: Kayem Dunn, supported by Rick Winn, moved to approve a \$10,000 BRIP Ground Floor Storefront Improvement grant and a \$2,000 Commercial Signage grant to TiJu Ventures, LLC for their project at 40 Ionia Avenue SW (The Weston West Apartment Building). Motion carried unanimously.

6. Recommend Liquor License for 138 Fulton Street

Mr. Pratt shared that a new application has been submitted by KANWAR INC., also known as Palace of India. The applicant has applied for a new Class C Development Area Liquor License for the building at 138 East Fulton Street. Mr. Pratt shared that staff has evaluated the application and finds that it meets the requirements of the act and that concurrent review by other departments and the Planning Commission is underway.

Motion: Mayor George Heartwell supported by Kayem Dunn, moved to approve the resolution supporting issuance of a liquor license for the Palace of India located at 138 E. Fulton Street. Motion carried unanimously.

7. Approve TIF Assignment for Arena Place

Mr. Larson shared that Arena Place Development, LLC, has requested authorization to assign repayment of tax increment revenues pledged toward the project's eligible activities to an assigned lending institution, thus infusing a form of promissory equity into the project. Mr. Larson said that Counsel Wendt has worked to help ensure that only the amount of the loan would be related to the eligible activities of the building. Mr. Larson introduced Jared Belka, a representative for this project to the Board. Mr. Harris asked how often the DDA has used this tool. Mr. Wendt said it's been used more frequently by the Brownfield Authority, but what's important is if you're assigning TIF revenues to the bank that it be limited to this project as well as be limited to that portion to the loan proceeds that are used for eligible expenses. Mr. Wendt said the correct language is present within the agreement and he believes the DDA Board will see more of these requests in the future. Mr. Harris said it's unusual to consider this collateral when it is time-based and valued over time as the capture. Mr. Harris asked that in the unlikely case of a default, who owns the liability? Mr. Went answered that the only thing the bank would receive is the tax increment from the project, so unless the DDA receives tax increment from the project, the DDA would have no obligation and essentially the bank is taking the risk on this. Mr. Winn asked if there is additional work required for staff to ensure that the funds go to the bank. Mr. Larson said no, it's just a different receiver of the reimbursement. Mr. Harris said there's been an evaluation of eligibility and this request

appears reasonable, Mr. Harris said the Arena Place Development is a project the Board has voted on before and there seems to be support for this request.

Motion: Kayem Dunn, supported by Mayor George Heartwell, moved to approve the execution of the resolution for assignment of tax increment financing for Arena Place by the DDA Board Chair. Motion carried unanimously.

8. Authorize Contracting for Monument Park Vault Relocation

Rick DeVries from the City's Engineering Department shared that this project consists of removal or modification of areaway and vault structures and the construction of reinforced concrete retaining wall and manhole structures. Mr. DeVries said the project ran into January due to weather-related issues and the delay in delivery of the electrical vault that was needed for the snowmelt system. Currently, the Bid Package 2 is set to be complete around mid-April, with Bid Package 3 completing around mid-May. The final completion date for this project is around mid-June. Mr. DeVries shared that the estimated total expenditures of \$197,000 is required for Bid Package 3 and includes the cost of the construction contract, public information program, OCBA's additional design and FTCH's construction phase services including reimbursable expenses and sub consultant services, administration and an approximately twelve percent allowance for contingencies. Mr. DeVries said that it is recommended that the construction contract be awarded to Katerberg Verhage in the amount of \$143,872, with total expenditures not to exceed \$197,000. It is also recommended that the Executive Director of the DDA be authorized to execute the contract contingent upon review and approval by the DDA's legal counsel, and that the DDA approve its share of costs in the amount of \$197,000. Mr. Harris opened the floor for questions about this request or project. Mayor Heartwell asked about the bid tabulations and asked why the low bid came in 40% above the estimates. Mr. DeVries said this is a tough project and the bid is higher than the estimate due to the construction schedule and how tight the actual site is. In addition, the cold weather concrete work requires special shelter and protection. Mr. DeVries said we received four bids that were all pretty close, so we are getting a good value. Mr. Winn pointed out that this project will be \$300,000 over budget. Mr. Larson said the project is over budget approximately \$261,000 and that there were overages in each phase of the project. Mr. Larson said there were estimation challenges in part due to the truncated construction schedule. Mr. Larson said the DDA has sufficient capital within the budget to cover these costs without jeopardizing any other projects. Mr. Harris clarified that we do not have any projects seeking use of additional funds at this time, but if we did, the Board would have to prioritize or have an overrun on a project, which wouldn't be ideal. Mr. Larson said he is also concerned with the estimation process and the Board needs clarity for the estimation of costs and that accurate estimation is critical moving forward. Mr. Harris asked who does the estimating. Mr. DeVries said that the consultants that were under contract did the estimating work. Wes Steer from OCBA said that his firm did the estimating and that the bids came in almost twice as much as what they were expecting. Mr. Steer said it is due to the cost of concrete, which has spiked dramatically as well as increased electrical costs. Mr. Larson said

that the DDA has done a lot of work with OCBA and that we have a good partnership, and added that this project was consciously expedited to be completed in advance of those businesses opening on the ground floor of the Kendall Building. Ms. Hillary asked if there are any other estimates we can expect to be high on projects we have coming up in the future. Mr. Larson said the DDA funds large infrastructure projects and these projects become line items in the DDA budget 4-5 years in advance, therefore, in certain situations, the numbers may have to be adjusted. Mr. Larson has requested updated estimates from the Engineering Department for the upcoming fiscal year budgeting process. Mr. Winn said the DDA Board should keep this in mind if we move forward with any underground parking projects. Mr. Harris agreed that in regards to the Monument Park project, there were a lot of moving parts but that moving forward; the DDA might want to reconsider how it contributes to these infrastructure projects. Mayor Heartwell said Monument Park is looking great. Ms. Dunn expressed appreciation to Mr. Larson for being proactive and thinking ahead for the budgeting process.

Motion: Mayor George Heartwell, supported by Elissa Hillary, moved to approve the construction contract to Katerberg-Verhage in the amount of \$143,872, with total expenditures no to exceed \$197,000 and authorize the Executive Director of the DDA to execute contract contingent upon review and approval by the DDA legal counsel. Motion carried unanimously.

9. Report from DGRI President and CEO

MNTIFA (1/8)

- Approved funding for Canal St. greenway extension for design work
- Approved an OPRE for 820 Monroe

DID (3/6)

- New members for expanded DID Board were approved by the City Commission
- Authorized issuance of a RFP for Clean Services (11/20/13)
- Transitioning / reconciling financial accounting and reporting from the Chamber to the City
- Approved Limits of Authority consistent with DDA Board

DGRI Board (3/31)

- Alliance Chairs to be appointed to DGRI Board
- Receive recommendation on Alliance diversification plan
- Considering MOU with City for on-going operational partnerships

CITY

- Finalizing terms of agreement for ongoing operational partnerships. Expected to go to City Commission and DGRI Board in March.
- Collaborating with Heartside Neighborhood Collaboration Project, City Manager and City Attorney on panhandling education campaign

Alliances:

- Each Alliance has now met 4 times.
- Each has been provided with a detailed overview of the DGRI organizational structure and budget.
- Each has provided input on the Asset Mapping Inventory and will receive results and recommendations during the month of March to guide expansion strategy.
- Each have elected their own chairs. By virtue of their positions, the chairs will each be invited to serve on the DGRI Board of Advisors.
- Each chair is working with their Alliance and staff to develop a set of year-1 goals to guide their work in advance of the completion of the Downtown Plan.

INVESTMENT (3/12)

- Provided an understanding of development incentive tools
- Has advised on the Downtown Plan process
- Is completing an investment prioritization exercise that will inform budget process

VIBRANCY (3/17)

- Advising on the Special Events Optimization Process
- Reviewing 8 event funding applications
- Advising on State of the Downtown event planning

LIVABILITY (3/24)

- Assisting in the formation of a unified Downtown residential association
- Conducting a “defining livability” exercise to guide budget recommendations
- Assembled a review committee to review Clean Services RFP & proposals
- Working with the Bicycle Working Group to identify FY15 priorities

Other DGRI Staff Highlights

- IDA conference planning (May 5 & 6)
- Special Events Optimization Process: populating focus groups and building online survey
- Planning & fundraising for 2014 Movies in the Park Series
- Planning for State of the Downtown (June 2014)
- Designing FY14 Annual Report
- Finalized development of Parklet encroachment application for City Staff
- Preparing kickoff for Downtown Planning effort (Kickoff technical team meeting held 2/19, first Steering committee meeting 4/3, public kickoff event 5/10)
- Conducting mobility outreach presentations to Downtown employers

10. Public Comment

None.

11. Board Member Discussion

Mr. Winn shared that he attended the Michigan Tourism Conference and there were many positive things being discussed at this conference.

12. Executive Session

Chair Brian Harris removed the Executive Session agenda item.

16. Adjournment

The meeting adjourned at 9:45 a.m.

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

**Agenda Item 3.
April 9, 2014
DDA Meeting**

DATE: April 3, 2014

TO: Brian Harris
Chairman

FROM: Jana M. Wallace *JMW*
Downtown Development Authority Treasurer

SUBJECT: FY2014 Financial Statements through March 31, 2014

Attached are the interim financial statements for the first nine months of the fiscal year ending June 30, 2014.

The attached statements include:

- Statement A: Balance Sheet
- Statement B: Comparison of FY2014 Budget vs Actual Results
- Statement C: Statement of Project Expenditures
- Statement D: Schedule of March, 2014 Expenditures

March was a quiet month in terms of Authority expenditures. The only exceptional expenditures were the Winter 2013 tax increment revenue reimbursements to project developers. These payments complete the Authority's FY2014 tax increment. The Authority has sufficient cash to support budgeted expenditures.

Please contact me at 616-456-4514 or jwallace@grcity.us if you have any questions.

Attachments

STATEMENT A

DOWNTOWN DEVELOPMENT AUTHORITY

Balance Sheet

March 31, 2014

	Non-Tax Funds	Debt Increment	Local Tax Increment	TOTAL
ASSETS				
Pooled Cash and Investments	\$ 3,713,649	\$ 6,838,582	\$ 3,747,700	\$ 14,299,931
Petty Cash	-	-	500	500
Debt Service Reserve Fund	-	5,397,246	-	5,397,246
Accounts Receivable	9,145	-	-	9,145
Loan Receivable - Project Developer	898,848	-	-	898,848
Loan Receivable - Special Assessments	18,420	-	-	18,420
General Fixed Assets	-	-	90,386,880	90,386,880
Future Tax Increment Revenues Anticipated	-	32,806,507	225,750	33,032,257
TOTAL ASSETS	\$ 4,640,062	\$ 45,042,335	\$ 94,360,830	\$ 144,043,227
LIABILITIES AND FUND EQUITY				
Liabilities				
Current Liabilities	\$ 89	\$ -	\$ 103	\$ 192
Parking Revenue Payable	21,949	-	-	21,949
Project Increment Due to Developers	-	-	47,216	47,216
Due to Other Governmental Units	-	3,774,319	-	3,774,319
Debt Increment Reimbursement Payable	-	435,742	-	435,742
Deposit - Area 1 and Area 5 Options to Buy	100,000	-	-	100,000
Net Retiree Health Care Obligation ¹	-	-	(5,891)	(5,891)
Prior Year Property Tax Appeals	-	208,740	114,560	323,300
Deferred Revenue - Developer Loan	898,848	-	-	898,848
Contract Payable	-	-	225,750	225,750
Bonds Payable	-	32,806,507	-	32,806,507
TOTAL LIABILITIES	1,020,886	37,225,308	381,738	38,627,932
Fund Balance / Equity:				
Investments in General Fixed Assets	-	-	90,386,880	90,386,880
Non-Tax Increment Reserve	3,048,668	-	-	3,048,668
Reserve for Authorized Projects	-	-	3,114,891	3,114,891
Reserve for Brownfield Series 2012A Bonds	500,144	-	-	500,144
Reserve for Compensated Absences	-	-	6,869	6,869
Reserve for Eligible Obligations	-	7,817,027	-	7,817,027
Reserve for Encumbrances	70,364	-	470,452	540,816
TOTAL FUND EQUITY	3,619,176	7,817,027	93,979,092	105,415,295
TOTAL LIABILITIES & FUND EQUITY	\$ 4,640,062	\$ 45,042,335	\$ 94,360,830	\$ 144,043,227

Note 1: This line is the accumulated amounts of the actuarially determined Annual Required Contributions (ARC) for pre-65 year old retiree health insurance in excess of the "pay as you go" charges disbursed from the Retiree Health Insurance Fund plus interest on the unpaid portion of the prior year liability. The trust fund is currently over-funded which is why the account has a negative balance.

STATEMENT B

DOWNTOWN DEVELOPMENT AUTHORITY Comparison of FY2014 Budget vs Actual Results Year to Date for July 1, 2013 - March 31, 2014

	Non-Tax Funds		Debt Tax Increment		Local Tax Increment	
	Budget	Actual	Budget	Actual	Budget	Actual
REVENUES						
Property Tax Increment - General	\$ -	\$ -	\$ 7,514,281	\$ 7,512,259	\$ 3,962,583	\$ 3,932,445
Property Tax Increment - Transit Millage	-	-	-	-	384,350	384,350
Property Tax Increment - Prior Year Appeals	-	-	(200,000)	(185,847)	(50,000)	(112,721)
Property Tax Increment - Rebates to City / ITP	-	-	-	-	(126,050)	(119,676)
Special Assessments	15,000	1,547	-	-	-	-
Brownfield Authority - Grandville Avenue	-	-	-	-	21,542	20,440
Grant - State of Michigan - Cherry Street	-	-	-	-	-	21,146 ¹
Grant - U.S. Dept of Commerce - Seward Avenue	-	-	-	-	-	511,909 ¹
Interest on Investments - General	29,665	242	15,000	4,426	40,687	(28,541)
Interest on Investments - The Gallery Note	40,448	-	-	-	-	-
Miscellaneous Fees / Reimbursements	-	-	-	-	10,000	3,819
Reimb - Consumers Energy - Monroe Center Ph 3	-	-	-	-	-	75,561
Reimb - State of Michigan - U.S. 131 Off Ramp	-	-	-	-	-	19,691 ¹
Property Rental - DASH Parking Lots	355,000	247,780	-	-	-	-
Property Rentals - Winter Avenue Building	9,000	-	-	-	-	-
Property Rentals - YMCA Customer Parking	52,000	38,025	-	-	-	-
From / (To) Fund Balance	1,002,387	-	(15,000)	-	2,324,920	-
TOTAL REVENUES	\$ 1,503,500	\$ 287,594	\$ 7,314,281	\$ 7,330,838	\$ 6,568,032	\$ 4,708,423
EXPENDITURES						
Investment - Planning and Infrastructure						
Development Incentive Programs	\$ -	\$ -	\$ -	\$ -	\$ 1,395,000	\$ 1,037,259
Transit Projects - Transit Millage Funded	-	-	-	-	1,228,000	1,136,655
Planning	70,000	25,823	-	-	225,000	1,441
Public Infrastructure	-	-	-	-	2,361,952	1,537,199
Investment Total	\$ 70,000	\$ 25,823	\$ -	\$ -	\$ 5,209,952	\$ 3,712,554
Livability - Residents / Workers / Neighborhood	527,500	113,492	-	-	346,730	141,658
Vibrancy - Attracting Visitors	754,500	288,514	-	-	-	-
Miscellaneous	150,000	133,704	-	-	2,500	1,773
Total Alliance Projects	\$ 1,502,000	\$ 561,533	\$ -	\$ -	\$ 5,559,182	\$ 3,855,985
Administration	1,500	2,616	-	-	800,000	728,102
Debt Service for Bond Issues	-	-	5,471,600	1,013,887	208,850	81,972
Estimated Capture to be Returned	-	-	1,842,681	1,427,973	-	-
TOTAL EXPENDITURES	\$ 1,503,500	\$ 564,149	\$ 7,314,281	\$ 2,441,860	\$ 6,568,032	\$ 4,666,059
EXCESS / (DEFICIT)	\$ -	\$ (276,555)	\$ -	\$ 4,888,978	\$ -	\$ 42,364

Note 1: This is a partial expenditure reimbursement for a project completed in a prior fiscal year.

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STATEMENT C

DOWNTOWN DEVELOPMENT AUTHORITY
Statement of Current Project Expenditures
As of March 31, 2014

Project Title	Project Budgets		EXPENDITURES			Available Budget
	%	Cost	Month	Fiscal Year	All Years	
Areaway Fill Program (ARIP)		\$ 35,000 ^{1,2}	\$ -	\$ -		\$ 35,000
Building Re-use Incentive Program (BRIP)		500,000 ^{1,2}	-	221,584		278,416
Development Project Reimbursements		810,000 ^{1,2}	51,987	815,675		(5,675)
Streetscape Improvement Incentive Program		50,000 ^{1,2}	-	-		50,000
Investment - Development Incentives Sub-Total	13.08%	\$ 1,395,000	\$ 51,987	\$ 1,037,259		\$ 357,741
Amtrak Station Relocation		800,000	-	746,155	746,155	53,845
DASH North Shuttle Services		112,500	-	37,500		75,000
Jefferson Ave - Cherry/Fulton ITP Millage		353,000	-	353,000	353,000	-
Investment - Transit Millage Funded Sub-Total	11.87%	\$ 1,265,500	\$ -	\$ 1,136,655	\$ 1,099,155	\$ 128,845
Downtown Plan		325,000	558	1,441	883	324,117
Investment - Planning Sub-Total	3.05%	\$ 325,000	\$ 558	\$ 1,441	\$ 883	\$ 324,117
Arena South Implementation		550,000	8,392	23,409	15,017	534,983
Bridge Street Streetscape Improvs		375,000	-	-	-	375,000
GR/Indiana Railroad Bridge Capital Repairs		791,952	2,500	376,106	470,976	320,976
Grand River Activation		332,435	-	-	132,435	200,000
Ionia Ave 9 - Buckley St to Wealthy St		886,673	6,911	116,783	671,544	215,129
Jefferson Avenue - Cherry St to Fulton St		440,588	214	230,363	275,737	164,851
Monroe Center-Phase 3 / Monument Park		725,000	91,656	787,603	824,818	(99,818)
Sixth Street Bridge Capital Repairs		480,000	-	2,935	348,911	131,089
State Street - Jefferson to Lafayette		450,000	-	-	-	450,000
Investment - Public Infrastructure Sub-Total	47.18%	\$ 5,031,648	\$ 109,673	\$ 1,537,199	\$ 2,739,438	\$ 2,292,210
Arena South Parking Mnmt Study		40,000 ^{1,3}	-	5,900		34,100
Downtown Speakers Series		30,000 ^{1,3}	-	19,923		10,077
Investment - Non-Tax Supported Sub-Total	0.68%	\$ 70,000	\$ -	\$ 25,823		\$ 44,177
Accessibility and Mobility Repairs		10,000 ^{1,2}	-	9,850		150
Bicycle Friendly Improvements		105,000 ^{1,2}	-	42,620		62,380
Downtown Safety Ambassadors		- ²	-	291		(291)
Gateway Signage		20,000 ^{1,2}	-	-		20,000
Riverwalk Wayfinding Sign System		80,915	-	-	25,915	55,000
Seward Ave Non-Motorized Facility		56,730	7,295	7,295	-	56,730
Skywalk Wayfinding Sign Improvements		69,842	-	-	19,842	50,000
Snowmelt System Repairs / Investigation		510,075	2,126	81,602	339,551	170,524
Urban Recreation Plan		290,000	-	-	-	290,000
Livability - Local Tax Supported Sub-Total	10.71%	\$ 1,142,562	\$ 9,421	\$ 141,658	\$ 385,308	\$ 704,493
Division Ave Task Force Implemntn		15,000 ^{1,3}	-	-		15,000
Downtown Safety Ambassadors		300,000 ^{1,3}	126	109,022		190,978
Project and Fixed Asset Maintenance		50,000 ^{1,3}	-	2,650		47,350
Riverwalk Maintenance		60,000 ^{1,3}	-	-		60,000
Stakeholder Engagement Program		5,000 ^{1,3}	-	1,716		3,284
Street Trees Maintenance Program		10,000 ^{1,3}	-	-		10,000
Transportation Demand Mnmt Prog		85,000 ^{1,3}	-	104		84,896
Winter Avenue Building Lease		2,500 ^{1,3}	-	-		2,500
Livability - Non-Tax Supported Sub-Total	4.95%	\$ 527,500	\$ 126	\$ 113,492		\$ 414,008
Bridge Lighting Operations		10,000 ^{1,3}	-	-		10,000
DGRI Event Production		25,000 ^{1,3}	-	18,433		6,567
Diversity/Inclusion Programming		10,000 ^{1,3}	-	500		9,500
Downtown Marketing		200,000 ^{1,3}	9,280	26,637		173,363
Downtown Workforce Program		15,000 ^{1,3}	-	-		15,000
Holiday Décor Program		50,000 ^{1,3}	-	44,927		5,073
Major Event Sponsorship		80,000 ^{1,3}	15,000	86,350		(6,350)
Rosa Parks Circle Skating Operations		42,000 ^{1,3}	-	-		42,000
Special Events - Grants		50,000 ^{1,3}	-	20,000		30,000
Special Events - Office of		100,000 ^{1,3}	-	580		99,420
State of Dntn Event & Annual Reports		17,500 ^{1,3}	-	-		17,500
Ticketed Events - Police Services		80,000 ^{1,3}	12,342	56,666		23,334
Wayfinding Sign Maintenance		75,000 ^{1,3}	1,933	34,421		40,579
Vibrancy Support Sub-Total	7.08%	\$ 754,500	\$ 38,555	\$ 288,514		\$ 465,986
Downtown Market Administrative Costs		2,500 ^{1,2}	-	1,773		727
Misc - Local Tax Supported Sub-Total	0.02%	\$ 2,500	\$ -	\$ 1,773		\$ 727
DDA Offices Re-Location		50,000 ^{1,3}	-	110,304		(60,304)
Experience - Miscellaneous		100,000 ^{1,3}	-	23,400		76,600
Misc - Non-Tax Supported Sub-Total	1.41%	\$ 150,000	\$ -	\$ 133,704		\$ 16,296
TOTAL	100.00%	\$10,664,210	\$ 210,320	\$ 4,417,518	\$ 4,224,784	\$ 4,748,600

Note 1: Current year (FY2014) budget only.

Note 2: Paid from local tax increment.

Note 3: Paid from non-tax funds.

STATEMENT D
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of Expenditures
March, 2014

Source	Vendor	Purpose / Project	Description	Amount
Local	Brownfield Redevelopment Authority	Brownfield Series 2012A Bonds	Annual debt service support - Ionia S of Wealthy	\$ 75,000.00
Local	Katerberg Verhage, Inc.	Monroe Center-Phase 3 / Monument Park	Reconstruct Monroe Center 9/11/13-02/23/14	48,179.89
Local	Paychex	Administration	DGRI payroll, taxes, 401(k) - March, 2014	46,202.22
Local	Katerberg Verhage, Inc.	Monroe Center-Phase 3 / Monument Park	Reconstruct Monroe Center 9/11/13-02/25/14	43,013.00
Local	Huntington Bank/Bridgewater Condos	Development Project Reimbursements	Winter 2013 reimbursement	23,396.08
Local	HP3 LLC	Development Project Reimbursements	Winter 2013 reimbursement	18,643.91
Non Tax	Gilda's LaughFest	Major Event Sponsorship	2014 LaughFest sponsorship	15,000.00
Non Tax	City Treasurer - Police Department	Ticketed Events - Police Services	Pedestrian safety - February 2014	12,341.86
Local	Carl Walker Inc.	Arena South Implementation	Parking capacity/feasibility study thru Dec, 2013	9,114.70
Local	City Treasurer - Engineering	Seward Ave Non-Motorized Facility	Design engineering/construction thru 02/03/2014	7,294.86
Local	Michigan Dept of Transportation	Ionia Ave 9 - Buckley St to Wealthy St	Local progress billing February 2014	6,910.85
Non Tax	Ice Sculptures Ltd.	Downtown Marketing	Ice sculpture - Valent-ICE event Feb 2014	5,000.00
Local	City of Grand Rapids	Administration	Staff services - March 2014	4,193.89
Local	38 Commerce LLC	Development Project Reimbursements	Winter 2013 reimbursement	3,598.27
Local	Dickinson Wright PLLC	Administration	Legal services - TIF legislation January 2014	3,348.80
Non Tax	Townsquare Media	Downtown Marketing	Valent-ICE promotion February 2014	3,000.00
Local	Michigan Dept of Transportation	GR/Indiana Railroad Bridge Capital Repairs	Local progress billing March 2014	2,500.00
Local	Two West Fulton LLC	Development Project Reimbursements	Winter 2013 reimbursement	2,436.35
Local	City Treasurer - Risk Management	Administration	General insurance - March 2014	2,348.00
Local	City Treasurer - Budget Office	Administration	Support services allocation - March 2014	2,265.83
Non Tax	Williams & Works	Wayfinding Sign Maintenance	Sign maintenance - December 2013	1,933.73
Local	Wondergem Consulting	Administration	Public relations - 02/01-02/15/2014	1,904.50
Local	Hopson Flats LLC	Development Project Reimbursements	Winter 2013 reimbursement	1,756.45
Local	DBD Properties, LLC	Development Project Reimbursements	Winter 2013 reimbursement	1,412.03
Local	Geotech, Inc.	Snowmelt System Repairs / Investigation	Construction engineering - February 2014	1,192.50
Local	Wondergem Consulting	Administration	Public relations - 02/16-02/28/2014	1,129.00
Local	Fifth Third Bank - Procurement Card	Administration	IDA Conference - Kayem Dunn	1,065.00
Local	Geotech, Inc.	Snowmelt System Repairs / Investigation	Construction engineering January 2014	934.00
Local	City Treasurer - Parking Services	Administration	Parking - Exec Dir/Office Mgr/Proj Mgrs - Mar 2014	892.00
Non Tax	Grand Rapids Business Journal	Downtown Marketing	Most Influential Women ad March 2014	850.00
Local	Carl Walker Inc.	Arena South Implementation	Parking capacity/feasibility study thru Feb, 2014	706.45
Local	Professional Maint of Michigan Inc.	Administration	Janitorial services - February 2014	525.00
Local	City Treasurer - Parking Services	Administration	Parking validations - February 2014	483.00
Local	O'Boyle Cowell Blalock & Associates	Monroe Center-Phase 3 / Monument Park	Construction engin - Monroe Center thru 02/28/2014	463.00
Local	Staples Advantage	Administration	Office supplies	433.56
Non Tax	Crop Marks	Downtown Marketing	Promotional coasters	429.50
Local	Fifth Third Bank - Procurement Card	Administration	K. Larson - professional development	415.86
Local	Dickinson Wright PLLC	Administration	Legal services - Arena Place January 2014	366.18
Local	100 Commerce Development LLC	Development Project Reimbursements	Winter 2013 reimbursement	346.36
Local	Dickinson Wright PLLC	Administration	Legal services - Arena Place January 2014	345.80
Local	Dickinson Wright PLLC	Downtown Plan	Legal services - Interface Studios January 2014	327.60
Local	Owen-Ames-Kimball Co.	Development Project Reimbursements	Winter 2013 reimbursement	306.96
Local	Cellco Partnership dba Verizon	Administration	K Larson & staff cellphone svc/equip 02/02-03/01/14	304.16
Local	TDS Metrocom LLC	Administration	29 Pearl NW telephone service - January 2014	295.25
Local	TDS Metrocom LLC	Administration	29 Pearl NW telephone service - February 2014	295.23
Local	Dickinson Wright PLLC	Administration	Legal services - 40 Pearl St. BRIP January 2014	291.20
Local	Fifth Third Bank - Procurement Card	Administration	Office supplies	247.32
Local	Fusion IT	Administration	IT services - e-mail archive 11/01/13-10/31/14	240.00
Local	Fifth Third Bank - Procurement Card	Downtown Plan	Interface LLC - working lunch	230.06
Local	Fishbeck, Thompson, Carr & Huber	Jefferson Avenue - Cherry St to Fulton St	Construction in progress	213.50
Local	Dickinson Wright PLLC	Administration	Legal services - 40 Pearl St. January 2014	200.20
Local	Dickinson Wright PLLC	Administration	Legal services - 50 Louis BRIP January 2014	200.20
Local	Madcap Coffee	Administration	Staff and meeting supplies - February 2014	188.89
Local	Staples Advantage	Administration	Office supplies	187.41
Local	Eric Pratt	Administration	Travel reimb - MDA Winter Wkshp 2/26-2/27/2014	172.92
Local	PCS Gophers	Administration	Interoffice and mail service	156.89

continued on the next page

STATEMENT D - continued
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of Expenditures
March, 2014

Page 2

Source	Vendor	Purpose / Project	Description	Amount
<i>continued from previous page</i>				
Local	Paychex	Administration	HRS processing fees - March, 2014	135.00
Local	Paychex	Administration	Payroll processing fees - March, 2014	133.74
Non Tax	City Treasurer - Parking Services	Downtown Safety Ambassadors	Melvin Eledge parking card - March 2014	126.00
Local	Integrity Business Solutions	Administration	Office supplies	104.23
Local	68 Commerce LLC	Development Project Reimbursements	Winter 2013 reimbursement	91.08
Local	Dickinson Wright PLLC	Administration	Legal services - 50 Louis NW January 2014	91.00
Non Tax	DDA Petty Cash	Administration	Working lunch expense	89.36
Local	Fusion IT	Administration	Kim VanDriel Mac computer issues February 2014	71.25
Local	DDA Petty Cash	Administration	Supplies for board meetings; office supplies	62.23
Local	Dickinson Wright PLLC	Administration	Legal services - 125 Jefferson Ave. BRIP Jan 2014	54.60
Local	Eric Pratt	Administration	Mileage - MDA Winter Workshop 2/26-2/27/2014	45.92
Local	Integrity Business Solutions	Administration	Office supplies	43.50
Local	DDA Petty Cash	Administration	Mailing DDA agenda packets - postage	40.67
Local	JPMorganChase	Administration	Payroll account bank fees - March, 2014	38.75
Non Tax	Fifth Third Bank - Procurement Card	Administration	Working lunch expense	35.21
Local	Staples Advantage	Administration	Office supplies - share of general purpose	19.15
Local	Staples Advantage	Administration	Office supplies - share of general purpose	8.94
Local	Fifth Third Bank - Procurement Card	Administration	K. Larson - Lansing parking	7.75
Local	Integrity Business Solutions	Administration	Credit memo - returned items	(158.26)
Local	Williams & Works, Inc.	Arena South Implementation	Voided check - paid directly by Dickinson Wright	(1,429.62)
TOTAL MARCH, 2014 EXPENDITURES				\$ 354,840.72

Local - local tax increment funds

Non-tax - non-tax funds

ddastmts-mar14.xls jmw 04022014

MEMORANDUM

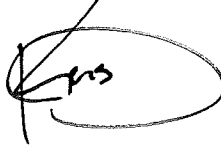
CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: April 3, 2014

Agenda Item 4
April 9, 2014
DDA Meeting

TO: Downtown Development Authority

FROM: Kristopher Larson, AICP
President & CEO



SUBJECT: Recommendation to Approve Event Support for LaughFest 2014

At its March 17, 2014 meeting, the Alliance for Vibrancy reviewed a total of seven applications for event support from various event producers. In total, the seven events requested over \$48,000 of funding for events that will occur before the end of FY14. While some of the event applications include dates that continue into FY15, DGRI staff separated out the events to allow Alliance members to consider applications for FY14 funds from the remaining FY14 budget line item. Even after separating requests into different fiscal years, the FY14 requests doubled the funds available. Further, many of the applications requested an amount of funding that exceeded the amount for which they were eligible. As an example, DGRI event support grants do not permit the use of grant funds for administrative / event production costs – so DGRI staff advised Alliance members on the eligible amount for each proposed FY14 event.

The full event applications for the six recommended grantees are attached for additional review as needed. Further, the unapproved minutes from the March 17, 2014 Alliance for Vibrancy are also attached. Below is a short description of the recommended events, their event dates, anticipated attendance volumes, and each of the Alliance's recommended funding levels.

Alliance for Vibrancy Fiscal Year 2014 Recommended Events

- West Michigan Sports Commission: Meijer State Games of Michigan – Downhill Skateboard

As a part of the Meijer State Games of Michigan –Summer Games, an Urban Downhill Skateboard event has been organized within the Downtown. Downhill skateboard athletes will race down a course utilizing Lyon St., Ransom, and Fountain. This is a first-year event to occur on June 21, 2014. The event producer anticipates 500 people to be in attendance.

The Alliance for Vibrancy recommended the DDA fund the event in the amount of \$3,000 for marketing materials and PR/Advertising costs.

- Avenue for the Arts: First Friday Gallery Hop (FY14)

First Friday Gallery Hop is a monthly self-guided arts, shopping, and dining tour along the Avenue for the Arts area of South Division. This event is within its first year with six "First Fridays" occurring prior to this request. Upcoming event dates presented to the Alliance for Vibrancy for FY 2014 were April 4, May 2, and June 6. The event producer anticipates up to 500 visitors each month.

The Alliance for Vibrancy recommended the DDA fund the event in the amount of \$1,199.73 for marketing materials for the events occurring in April, May, and June.

- Grand Rapids Film Festival: GR Film Festival

Over the course of five days, the Festival features screenings of internationally crafted films, educational sessions on the film industry, and additional networking events at various Downtown venues. This event is in its fifth year, but in 2013, the event-producing organization completed a restructuring, which resulted in a merger between the Michigan Film Festival and the Grand Rapids Film Festival. The event will occur April 9-13, 2014. The event producer anticipates 1,500 attendees.

The Alliance for Vibrancy recommended the DDA fund the event in the amount of \$3,000 for venue fees and marketing expenses.

- Michigan State University: MSU College of Human Medicine Gran Fondo

The MSU Gran Fondo is a non-competitive cycling event to benefit Michigan State University skin cancer awareness, prevention, and research. It is a long distance, mass-participation cycling event which takes riders on a route throughout West Michigan, starting and ending in Downtown Grand Rapids. The event is in its second year and is scheduled to occur on June 28, 2014. The event producer estimates 3,000 to 5,000 attendees.

The Alliance for Vibrancy recommended the DDA fund the event in the amount of \$3,100 for City-related expenses.

- Grand Rapids Original Swing Society: Grand Rapids Swing Dance at Rosa Parks Circle (FY14)

Grand Rapids Swing Dance at Rosa Parks Circle occurs every Tuesday from May through October. The event teaches dancing lessons and exposes guests to big band music through DJs and a live band. This event has been in existence for several years; however, it is required to have additional security presence this year. In FY 2014, the event will occur on May 6, 13, 20, and 27 as well as June 3, 10, 17, and 24. The event producer anticipates 500 – 1500 people in attendance each week.

The Alliance for Vibrancy recommended the DDA fund the event in the amount of \$2,442 for City-related expenses in FY 2014.

- Arena District: Downtown Fiesta

The Downtown Fiesta will celebrate the Hispanic culture in West Michigan in Rosa Parks Circle with live music, beverages, and food from local vendors. It will include a food and drink competition in the week prior to the event. The event is in its third year, but has been restructured in programming, target audience, and time. It will occur on May 17, 2014. The event producer anticipates 3,000 attendees.

The Alliance for Vibrancy recommended the DDA fund the event in the amount of \$3,500 for City-related expenses and marketing materials.

The funds to fill the request are currently available in the Non-Tax Fund line item Vibrancy: Special Events – Grant Programs.

RECOMMENDATIONS (6):

1. Approve the recommendation of up to \$3,000 to West Michigan Sports Commission to support the marketing, public relations, and advertising costs associated with marketing the Meijer State Games of Michigan – Downhill Skateboard event.
2. Approve the recommendation of up to \$1,199.73 to Avenue for the Arts to support the costs for developing marketing materials for the First Friday events occurring in FY14.
3. Approve the recommendation of up to \$1,500 to the Grand Rapids Film Festival to support the costs of Downtown venue fees and marketing materials associated with the Grand Rapids Film Festival event.
4. Approve the recommendation of up to \$3,100 to the Michigan State College of Human Medicine to support the costs related to City-fees for the Gran Fondo event.
5. Approve the recommendation of up to \$2,442 to the Grand Rapids Original Swing Society to support the costs related to City-fees for the swing dance events occurring in FY14.
6. Approve the recommendation of up to \$3,500 to the Arena District to support the costs related to City-fees and event marketing expenses for the Downtown Fiesta event.



Alliance for Vibrancy

March 17, 2014

Call to order: The meeting was called to order at 3:34p.m. by Chair Dr. Rosen.

Members Present: Mimi Fritz, Jane Gietzen, Janet Korn, Brandy Moeller, Dennis Moosebrugger, Evette Pittman, Dr. David Rosen, Scott Stenstrom, Eddie Tadlock, Teresa Thome

Members Absent: Kate Betts, Kim Bode, Christian Gaines, Chad LeRoux, Joanne Roehm

Others Present: Kristopher Larson, Mandy Cech, Kim VanDriel, Mary Sierawski, Todd Tofferi, Event Producers

1. Approval of February Minutes –

Motion: Teresa Thome, supported by Eddie Tadlock, moved approval of the February 20, 2014 minutes as presented. Motion carried unanimously.

2. Downtown Grand Rapids Inc. Update

- Asset Mapping Survey

Larson gave an update on the results of the Asset Mapping Survey, which was previously sent out to all Alliance members. Larson shared that he would like a recommendation from the Alliance to bring these results to the Downtown Grand Rapids Inc. Board in March. Gietzen asked if the goal is to diversify this group or to add more members. Larson said the goal is to identify some individuals that would be able and willing to participate but not to make the size of the Alliance unmanageable. Thome asked Larson to clarify the areas of expertise and

gender sections of the results. Thome asked Larson if the diversification efforts would be looked at in the context of each Alliance or within the context of the entire DGRI Boards. Larson said that it would most likely be focused within the entirety of the DGRI Boards and Alliances.

Motion: Brandy Moeller, supported by Janet Korn, moved to recommend the results of the Alliance for Vibrancy's Asset Mapping Survey to the DGRI Board of Advisors. Motion carried unanimously.

- Budget Process Introduction

Larson shared with the Alliance the upcoming budget process and the DDA budget cycle. Larson said that at the next meeting, the Alliance will discuss its priorities and what outcomes the Alliance hopes to achieve.

3. Applicant Question and Answer

Dr. Rosen said that some of the events to be presented will be funded out of FY14 budget, some out of FY15, and some out of both. These events won't be brought to the DDA Board for approval until April 9th.

a. West Michigan Sports Commission: Meijer State Games of Michigan – Downhill Skateboard

Presenters: Mike Dallas and Eric Engelbarts. Thome asked about the revised budget. Engelbarts stated they received some revised totals from the Office of Special Events recently. Thome asked if the request is \$3,000 and asked if there are other Gold Level Sponsors. Engelbarts said if they don't get the funding, they would drop the marketing and PR of the event. Engelbarts said they would continue to fundraise as well. Moosebrugger asked how they plan to engage Downtown businesses. Dallas responded that people would be Downtown all day with their families and friends. Dallas added that this event would draw people to Downtown Grand Rapids for an overnight stay as well. Thome asked if we have a different insurance expectation due to nature of the event. Dallas said they have their own insurance providers for participants. Gietzen asked who competes in this downhill skateboard event. Dallas said skateboarders and athletes ages 12-50 years old, both male and female, but mainly male.

b. Avenue for the Arts: First Friday Gallery Hop

Presenter: Amanda Kramer. Dr. Rosen said the Gallery Hop extends to both sides of the fiscal years 14/15. Moeller asked if the event is new or emerging. Kramer said it is an ongoing event, and they are looking to grow the event. Kramer said currently this event draws 150 visitors, but they are hoping to grow it to 200-500 visitors. Thome asked if there are any other funding sources. Kramer said membership to Avenue for the Arts supports \$500 towards these events, and there is also in-kind support from existing galleries. Thome asked if there is a fundraising plan for any other cash donations. Kramer replied no. Korn asked how this gallery hop is different from others. Kramer said the difference is they are looking to include non-galleries such as Pub 43 and other restaurant and retail spaces. Moosebrugger asked if this is specific to Division Ave. Kramer replied that just S. Division is included for this particular event.

c. Local First: Local First Street Party

Presenters: Megan Disselkoen and Hanna Schultz. Fritz asked about projected revenue vs. budget and why they are asking for funding if there will be revenue. Disselkoen said they are looking to expand the footprint this year, and it is a fundraiser for Local First. Thome asked about the footprint. Disselkoen said the event is held near Bistro Bella Vita and that this is the largest fundraiser of the year for Local First. Moosebrugger asked how much they raised last year. Disselkoen said \$20,000 was raised from the Street Party. Moeller asked about new sources of revenue. Disselkoen said their hope is that the street party can always be a free event to the public, and they make money off beverage sales as well as sponsorship dollars. They continue to seek other sponsorships as well.

d. Grand Rapids Film Festival: GR Film Festival

Presenter: Jen Shaneberger. Moeller asked about the strategic plan line item. Shaneberger said they have a Board and need assistance in guidance for the festival and that is what the strategic plan line item will be used for. Moosebrugger asked about the merging of the film festivals. Shaneberger said they have blended the Michigan Film Fest and the Grand Rapids Film Fest and they really wanted it to be a Downtown event. Thome asked what the attendance is projected to be. Shaneberger said 1,500 people. They moved the festival forward this year so they can capture university students and young professionals. This year, they are hoping for 3,000 people. Korn asked about the films. Shaneberger said they just finalized their schedule and will be releasing it soon. Thome asked about fundraising goals and plans. Shaneberger said they have to raise a \$35,000 cash budget, and they have been

utilizing grant writing strategies in addition to partnering with Special Olympics to leverage their network and looking at underwriting.

- e. Michigan State University: MSU College of Human Medicine Gran Fondo
Presenters: Kate Follett and Bob Cuse. Van Driel asked if there are cost differences between last year's event and this year's event. Follett said they are looking to build on last year's event and are focusing on a finish line festival and expanding the footprint. Thome asked about efforts to diversify event. Cuse said the event appeals to everybody, and there are different lengths of races. Follett said it's a strategic outline, and they are hoping to enhance what they do well and are working with Mary Free Bed and have focused on Grand Rapids Public Schools. Moeller asked if they tracked ethnicity within their studies. Follett said perhaps they could make it part of a survey this year as the website can manage more data than last year. Dr. Rosen asked how much the riders penetrate into the Downtown after the event. Rosen said a goal is to bring people Downtown. Moosebrugger asked about the time frame of the event. Cuse said its 8:00am-5:00pm. Van Driel asked if the after party at the B.O.B. is free. Cuse responded yes.
- f. GR and Jazz: GRandJazzFest
Presenters: Audrey Sundstrom, Molly Klimas, and Steve Hilger. Thome asked who Grand Rapids Event Management is. Sundstrom replied that it's a company they hire to run the event for \$8,000. Dr. Rosen asked if they've had grants in the past. Sundstrom said this is the third year coming to this body. Sundstrom said it's questionable obtaining other sponsors because not a lot of sponsors are continuing to focus on smaller events. Sundstrom said the objective is to be sustainable, but they are a completely free festival, so it's difficult to become sustainable year after year. Sundstrom said they are far into their planning stages at this point in time.
- g. Grand Rapids Original Swing Society: Grand Rapids Swing Dance at Rosa Parks Circle
Presenter: Steve Zaagman. Zaagman said he's been holding this event for 4-5 years. It is held during the summer months at Rose Parks Circle. Thome asked if he's planning on making the event smaller. Zaagman said he's trying to make it smaller and more controlled. Zaagman would like to add new security measures like changing times, closing off areas of the parks, and giving out wristbands for participants. Van Driel asked if there's any other funding in place or any other fundraising efforts planned. Zaagman said he has received micro grants from the DDA in the past, and he puts up \$5,000 of his own money every year. Zaagman said

since extra security is required by the City and since four extra Police Officers must patrol event, the extra money to cover the additional security is where he needs assistance. Swing Dancing is a City co-sponsored event this year and has brought the costs down by about \$10,000 towards the additional security. Zaagman plans to make the Swing Society a non-profit, and Zaagman is trying to keep the event in Downtown Grand Rapids. Tadlock asked about other sponsors that participate. Zaagman says he puts up some of his own money, Avante Law Firm is going to contribute, and he has been talking with DeVos Foundation.

h. Arena District: Downtown Fiesta

Presenters: Emily Evers. Daniel Castro, and guest. Moeller asked about other sources of funding. Evers said they have \$5,000 secured from a source.

Dr. Rosen said we have \$25,000 left in FY14. Thome asked if anyone's scores changed since hearing from the event producers. Pittman asked about where the scores came from. Van Driel responded that staff evaluated each event and scored them based on a number of criteria. The Alliance members also evaluated each event and gave a score.

4. Development of Funding Recommendations for FY2014

- a. West Michigan Sports Commission: Meijer State Games of Michigan – Downhill Skateboard
Staff shared that the request is for \$3,000, and they are eligible for \$3,000 for this June 21st event. Pittman said she likes this event. Fritz said she agrees with it, but it doesn't bring in a lot of people. Van Driel said this is the first time this group has applied. Gietzen said it would be a potential draw because it is a new and emerging event. A motion was originally made to support this event in the amount of \$2,500, but after discussion, it was decided to increase the amount by \$500.

Motion: Brandy Moeller, supported by Mimi Fritz, moved to fund the West Michigan Sports Commission: Meijer State Games of Michigan event in the amount of \$3,000 for marketing materials and PR/Advertising costs. Motion carried unanimously.

- b. Avenue for the Arts: First Friday Gallery Hop FY14 First Friday
Staff shared that they subtracted the dates that already occurred and are eligible for \$799.82 per each of the four Avenue events, two which occur in FY14 and two that occur in FY15. The amount eligible for FY14 is \$1,199.73.

Motion: Dennis Moosebrugger, supported by Scott Stenstrom, moved to fund the Avenue for the Arts: First Friday Gallery Hop events in April, May and June 2014 in the amount of \$1,199.73 for marketing materials. Motion carried unanimously.

c. Local First: Local First Street Party

Thome said the request feels high at \$9,500, considering it's a fundraiser. Moeller said we gave them \$3,700 last year. Gietzen said we make a motion to offset the city costs which would total \$4,168.31. Fritz said she struggles with funding an eleven year event, especially because it's a fundraiser and essentially revenue is made off of this event. Korn asked if this is the same weekend as Festival of the Arts. Van Driel responded yes. Thome said she would support funding the expansion portion and that in order to receive a grant, Local First would have to use it for the new and emerging part of the event.

Motion: Jane Gietzen, supported by Eddie Tadlock, moved to fund the Local First Street Party in the amount of \$5,114 with a caveat that the funds are spent on the footprint expansion of the additional street closure, entertainment and programming within that footprint, and new City expenses in relation to expansion. Motion carried unanimously.

d. Grand Rapids Film Festival: GR Film Festival

Staff shared that the request is for \$7,500, but they are only eligible for \$5,000. Van Driel said they were not funded last year but have adjusted the application according to recommendations. Fritz said she feels like it's a good support but isn't sure about the full ask. Moeller said the use of the funds can be more in line with our initiatives. Korn said it seems like we are in agreement that we are in support but would like to go through the other events first. Thome said she would like to see some aggressive fundraising for this event.

Motion: Teresa Thome, supported by Brandy Moller, moved to fund the Grand Rapids Film Festival in the amount of \$3,000 for venue fees and marketing expenses. Motion carried unanimously.

e. Michigan State University: MSU College of Human Medicine Gran Fondo

Staff shared that the request is for \$19,725, and they are eligible for \$19,725. The City costs are just shy of \$3,000. The finish line and start line are Downtown. Pittman would like to see them work with other organizations on diversity efforts. Thome agreed.

Motion: Janet Korn, supported by Brandy Moeller, moved to fund the MSU College of Human Medicine Gran Fondo in the amount of \$3,100 for City-related expenses. Motion carried unanimously.

f. Grand Rapids Original Swing Society: Grand Rapids Swing Dance at Rosa Parks Circle FY 2014

Staff shared that the request is for \$12,000 but are only eligible for \$2,442. The Alliance members decided to fund the entire eligible amount of \$2,442 for this event as it brings so much vibrancy to the Downtown.

Motion: Brandy Moeller, supported by Teresa Thome, moved to fund the Grand Rapids Original Swing Society in the amount of \$2,442 for City-related expenses for FY14 event dates. Motion carried unanimously.

g. Arena District: Downtown Fiesta

Staff shared that the request is for \$8,000, and they are eligible for \$8,000. This is a merchant-based event. Thome asked about the sustainability of this event and the budget. Fritz said a celebration of culture is important to the Downtown. Dr. Rosen said the question is whether it can turn out the people. Moeller asked how many Hispanic festivals there are in the Downtown. Van Driel said there are two others in September. Thome said her only concern is the amount of the request. Fritz asked Moosebrugger if the only people that can participate are Arena District members. Moosebrugger said no, it would be open to the public and any restaurant or retailer can participate. Rosen said one thing we can always support are City costs, which in this case are about \$2,000. Pittman asked who the Hispanic/Latino partners are and asked about advertising budget and how this is going to be marketed. Pittman asked why any other Hispanic organizations aren't participating in sponsorship. Stenstrom said Downtown businesses are involved in this, and he likes that. Moeller motions for 2000, Stenstrom motioned for 7500. The Alliance decided to only support City-related expenses and marketing materials for this event and encouraged additional fundraising.

Motion: Brandy Moeller, supported by Jane Gietzen, moved to fund the Arena District Downtown Fiesta in the amount of \$3,500 for City-related expenses and marketing materials. Motion carried unanimously. Dennis Moosbrugger abstained.

h. Development of Funding Recommendations for FY2015

Dr. Rosen shared that this item would be removed from agenda due to lack of time. The Alliance will re-visit this item at the April meeting.

- a. Avenue for the Arts: First Friday Gallery Hop
- b. GR and Jazz: GRandJazzFest
- c. Grand Rapids Original Swing Society: Grand Rapids Swing Dance at Rosa Parks Circle

i. Meeting Evaluation Survey

Cech asked the Alliance to fill out the post-meeting evaluation surveys.

j. Next Meeting – April 21

k. Public Comment

None.

l. Adjournment:

Dr. Rosen adjourned the meeting at 5:24 p.m.

Minutes taken by:

Mary Sierawski

HR & Office Manager

Downtown Grand Rapids Inc.



Application Instructions

Part 1. Organizational Information

Event Name: MEIJER STATE GAMES OF MICHIGAN - DOWNHILL SKATEBOARD

Funds Requested \$: \$3,000

Organization Name: WEST MICHIGAN SPORTS COMMISSION

Mailing address: 171 MONROE AVE NW, SUITE 700 GR, MI 49503

Phone number: 616-233-3560 email address: EENGELBAULTS@WESTMISPORTS.COM

Head of Organization and Title: MIKE GUSWILER, PRESIDENT

Mailing address: 171 MONROE AVE NW, SUITE 700 GR, MI 49503

Cell phone number: 616-307-5798 email address: MGUSWILER@WESTMISPORTS.COM

Main Contact Person (during planning): EMC ENGELBAULTS

Mailing address: SAME

Cell phone number: 616-826-4385 email address: EENGELBAULTS@WESTMISPORTS.COM

Main Contact Person (At event): MIKE DALLAS

Mailing address: 648 FOUNTAIN ST, APT 1 GR, MI 49503

Cell phone number: 616-295-4338 email address: MILEDALLAS@BUSTINBOARDS.COM

Has the organization named above been legally incorporated in the state of Michigan and in good standing? Yes ☒ No ☐

If yes, what is the Federal Identification Number? 20-8427511

Does the event organizer/organization owe money or services to the City of Grand Rapids? NO

Has this organization obtained event insurance? Yes ☒ No ☐

Insurance Requirements: Event coordinators and all related parties must provide Downtown Grand Rapids Inc. with evidence of insurance to include the following:

- Downtown Grand Rapids Inc. and the City of Grand Rapids shall be named as Additional Insured.
- Proof of insurance must be presented to the Downtown Grand Rapids Inc. at a minimum of 1 week prior to the event.

Part 2. Event Information:

Type of Event: DOWNHILL SKATE BOARD

Event Location: DT GRAND RAPIDS - LYON ST, RANSOM, FOUNTAIN (SEE ATTACHED)

Date of Event: JUNE 21, 2014 Start Time: 4PM End Time: 8PM



Street Closures (if any): YES, SEE ATTACHED LISTING

Has permission been obtained by the surrounding businesses and property owners? YES

Were any businesses opposed to the closure? NO

Describe the Project/Event: ATTACHED

Describe the Goals of the Project/Event: ATTACHED

Describe how the Project/Event meets the Evaluation Criteria listed on page 3: ATTACHED

Is the event political or religious in content? NO

Describe the Project/Events History and track record, if any: THIS WILL BE THE FIRST EVENT OF ITS KIND IN GRAND RAPIDS. WE BELIEVE THAT THERE IS ONLY ONE OTHER EVENT SIMILAR TO THIS IN MICHIGAN.

Describe your Project/Events target audience, estimated attendance and promotion: ATTACHED

Describe your plans for the Project/Event for the next two years: ATTACHED

Is the event for a profit or non-profit? Will the organizers receive any compensation? NON-PROFIT 501 C3 THERE WILL BE NO COMPENSATION TO THE ORGANIZERS. THE WEST MICHIGAN SPORTS COMMISSION WILL BE THE FIDUCIARY OF THE EVENT.

Describe your plans for the Project/Event for the next two years: ATTACHED

Describe the economic impact of the event to Downtown Grand Rapids. How will Downtown businesses be involved in the event? ATTACHED



Will there be any vendors brought in? Will the event sell food or alcohol? INDUSTRY VENDORS ONLY -
SKATEBOARD RELATED - NO FOOD / NO ALCOHOL

List any downtown partners/sponsors and their contribution to the event/project (In-kind or monetary):
KENDALL COLLEGE OF ART AND DESIGN \$4000 + IN-KIND SUPPORT

List any other events that happen at the same time, and if they compliment or distract from this event: I BELIEVE
FOUNDERS FEST TO BE ON THE SAME DAY. IT WILL COMPLIMENT
WHAT WE ARE TRYING TO DO.

Part 3. Event Information:

A. Proposed Expenditures. Please list all expense items.

* EVENT BUDGET IS ATTACHED *

Description of Budget Items	DDA Grant Funds	Other Funds	Total
Total Budget	\$	\$	\$

Describe specifically how the DDA Grant Funds will be used. (Address each budget item cited above):
ATTACHED

B. Estimated Income. Please list all sources from which income is expected.

Funder	Amount	Secured?
Subtotal Cash Income		
Requested Event Grant Request		
Total	\$	\$



DOWNTOWN
GRAND RAPIDS INC.

Event Grant Application

Part 4. Certification and Signature

By submitting an application, the applicant certifies that all the information included in this application is correct, and that they will be bound by all the terms and conditions included in this agreement in Attachment A, including but not limited to the indemnification provisions.

The applicant also understands and acknowledges that this application is potentially subject to Michigan's public records law, and that this application and any documents presented to Downtown Grand Rapids Inc. regarding this application for grant funding purposes may be supplied upon request to any parties that request copies.

Officer's Name and Title: EMIL ENGELBARTS, EX-DIR. METJER STATE GAMES OF MICHIGAN

Signature: [Handwritten Signature] Date: 12/19/13

Please submit application to: kvandriel@downtowngr.org. For questions or more information, contact Kimberly Van Driel at 616-719-4610 or at kvandriel@downtowngr.org.





Urban Downhill Skateboard Event
Grand Rapids, MI
June 21, 2014
4:00 – 8:00 PM

Describe the Project / Event:

The Meijer State Games of Michigan, the signature event of the West Michigan Sports Commission, will host the Urban Downhill Skateboard event as part of the 2014 Meijer State Games of Michigan - Summer Games. Registered and insured downhill skateboard athletes are assigned to 4-man brackets. The athletes will race down the closed course and the first two athletes per heat to cross the finish line advance to the next round. Athletes must wear helmets and knee pads/elbow pads.

Describe the Goals of the Project / Event:

The action sports community in Grand Rapids, Michigan is growing tremendously and the city's urban topography is outstanding for downhill skateboarding. Currently, local downtown skateboarding laws prevent skaters from enjoying the perfect hills of downtown Grand Rapids but a proper sanctioned and insured event would allow skaters to enjoy the prohibited riding terrain for a day of safe skating while promoting a healthy sport and lifestyle.

Ultimately our goal of the Urban Downhill Skateboard event is to become one of the nation's premier downhill skateboard events. Currently, this race would be one of two in the state of Michigan and the only urban downhill race in the Midwest. The largest downhill skateboard event is hosted in Goldendale, WA and attracts more athletes than can be accommodated in a five day period.

Describe how the Project / Event meets the Evaluation Criteria listed on page 3:

- Distinctly Grand Rapids: As mentioned above, this is one of two in the state of Michigan and the only urban downhill race in the Midwest. Grand Rapids downtown topography provides the perfect venue for this type of race.
- Benefits downtown businesses: There will be no food vendors at this event. Before, during and after the event, an estimated 500+ attendees will be searching for downtown businesses to eat, drink and shop. The event is scheduled to take place over the dinner hour (4-8 PM) allowing ample opportunity for downtown businesses to prosper off of the event.
- Promotes the downtown marketing program: Downtown Grand Rapids, INC will be treated as a gold level sponsor. The logo will be used in all marketing materials including but not limited to: posters, flyers, postcards, Facebook posts, etc. As we promote our event, we want to promote downtown Grand Rapids as well.
- The event is new or emerging: This event is both new and emerging. The potential growth behind this event is tremendous. It is our goal to see this event be successful and continue to grow for years to come.

- Ease and Ability of Production: Mike Dallas of Bustin Boards (skateboard company) has been working in this industry for many years and has created a huge following. He is very knowledgeable when it comes to running these events. Also, he is a resident of Grand Rapids and lives in the Heritage Hill Historical District. With his experience, we are extremely confident that a great event will take place.
- Broad Popularity: The popularity of skateboarding is growing across the United States as well as in Grand Rapids. While we expect to have to cap the number of athletes that participate around 150 or so, we also expect for there to be 2 to 3 times the amount of spectators watching and lining the streets. Mainly, because the Urban Downhill Skateboard event will hit upon a younger demographic that will travel with friends and family. We estimate that each athlete will bring their parents as well as a friend to watch them compete.
- Diversity and Expansion of the Downtown Event Calendar: The Urban Downhill Skateboarding Event will add both diversity and expansion of the Downtown Event Calendar as this would be the first of its kind in the city, state and region.
- Fundraising: Currently, we have secured three major sponsors in Kendall College of Art and Design, Bustin Boards and Rey Trucks. We will also be supported by local skateboard industry businesses to help offset the anticipated expenses of running an event of this magnitude.

Describe your Project / Events target audience, estimated attendance and promotion:

The target audience of this event includes skateboarding athletes from all over the country. We expect to cap the number of athletes to 150 while promoting this event as a "must see" downtown event. It is our goal to line the streets of downtown with spectators. Promotion of the event will be a combination of marketing by the Meijer State Games of Michigan / West Michigan Sports Commission as well as through the sponsor of Bustin Boards. Bustin Boards and their affiliates will promote the event via their social networks. Bustin Boards has over 71,000 Facebook fans and more than 50,000 active customers.

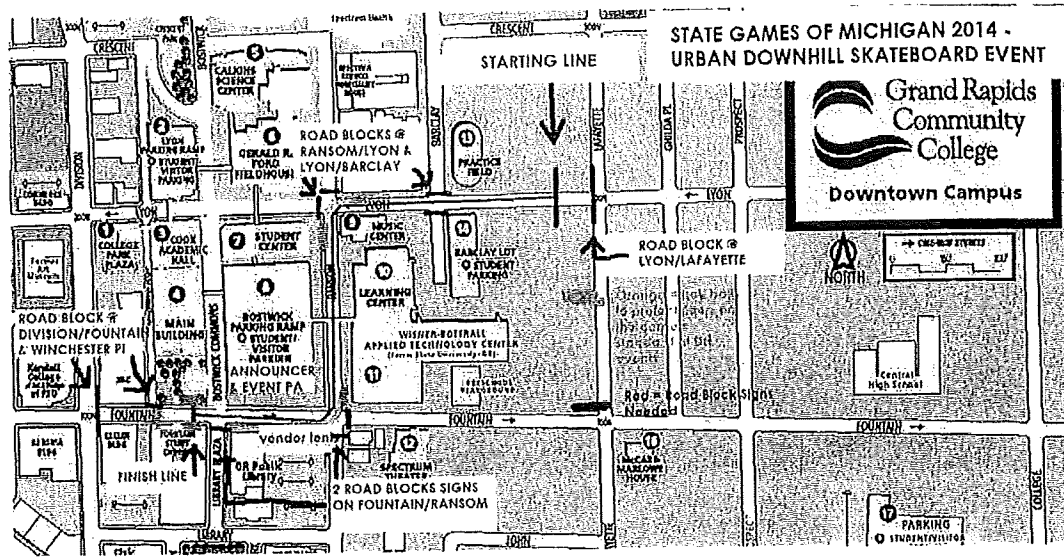
Describe your plans for the Project / Event for the next two years:

Over the next two years, we expect the event to continue to grow in popularity and emerge as one of the nation's greatest Urban Downhill Skateboarding events. Athletes from across the country will be invited to 'stay and play' in downtown Grand Rapids. It is our hope that spectators will travel to Grand Rapids to watch the event.

Describe the economic impact of the event to Downtown Grand Rapids. How will Downtown businesses be involved in the event?

There will be no food vendors at this event. Before, during and after the event, an estimated 500+ attendees will be searching for downtown businesses to eat, drink and shop. The event is scheduled to take place over the dinner hour (4-8 PM) allowing ample opportunity for downtown businesses to prosper off of the event.

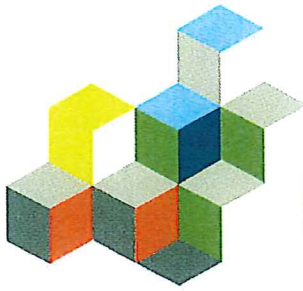
Street Closures / Event Map:



Course starts on Lyon St, west of Lafayette. The 1st turn is a left on Ransom. The 2nd turn is right on Fountain. The finish line is near the bottom of the hill on Fountain behind the library – before Division.

Meijer State Games of Michigan
Urban Downhill

		2014		3/7/2014	
		Entry Fees	Actual Entries	Sub Totals	Category Totals
					Funding Used
Income					
Sponsorship					\$7,000.00
	Platinum	\$4,000	1	\$4,000.00	
	Gold	\$1,000	1	\$1,000.00	
	Silver	\$500	3	\$1,500.00	
	Bronze	\$100	5	\$500.00	
	Supporter	\$50	0	\$0.00	
Registration					\$8,000.00
	Pre-Registration	\$40.00	200	\$8,000.00	
Total Income				Total Income:	\$15,000.00
Expenses			Expenses		
Awards					\$50.00
	Medals	\$2.50	20	\$50.00	
Operations					\$13,150.00
	Event Permit			\$100.00	
	Registration System / Credit Card Fee	\$3.00	100	\$300.00	
	U-Haul / Athlete Shuttle Rental			\$250.00	
	Event Insurance			\$2,000.00	
	DJ			\$500.00	
	Marketing Materials			\$500.00	DDA
	PR / Advertising			\$500.00	DDA
	Prize Money			\$500.00	
	Road Closure Signage			\$1,500.00	
	Parking Meters			\$1,500.00	
	Hay Bails			\$1,500.00	
	GRCC Campus Police			\$2,000.00	
	Grand Rapids Police			\$2,000.00	DDA
Shirts					\$1,300.00
	Athlete & Volunteer Shirts	\$5.00	200	\$1,000.00	
	Opening Ceremonies Shirts	\$2.00	150	\$300.00	
Total Expenses				Total Expenses:	\$14,500.00
Net Balance:				Net Balance:	\$500.00



DOWNTOWN
GRAND RAPIDS INC.

Special Event Grant Application Evaluation Criteria

Event Name: Meijer State Games- Downhill Skateboard

Date of Request for Approval: March 17, 2014

Funds Requested from DGRI: \$3,000

Total Funds Anticipated for Event: \$14,500

Percentage of Request vs. Budget: 21%

Anticipated Attendance: 500

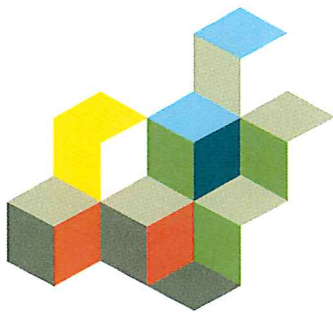
Requested Dollars Per Anticipated Attendee: \$6

Eligibility Criteria	DGRI Staff	
The event will be open to the public and efforts will be made to attract a diverse audience:	Yes	No
The event is being held within DGRI boundaries:	Yes	No
The event is connected to a non-profit or a downtown entity:	Yes	No
The event producer is current on all debts to the City of Grand Rapids:	Yes	No
Total Score: (Must score 4/4 to qualify)	4/4	
Total Score Amount Possible:	4/4	

Eligibility Criteria	DGRI Staff	
The event will benefit a significant amount of downtown businesses:	Yes	No
The event has proven that it is inclusive, not selective, in allowing merchants to participate. If this is a merchant focused event, downtown merchants have been involved in planning the event:	Yes	No
The event is not political or religious in content:	Yes	No
Funds are clearly intended for verifiable program expenses such as park rental fees, performers, promotional materials, etc. (not administrative costs):	Yes	No
The event can demonstrate a strong commitment to maximize the use of downtown merchants (restaurants/bars, hotels, retailers, and other downtown businesses):	Yes	No
The event will promote the Downtown Grand Rapids Inc. brand and will use the Downtown Grand Rapids Inc. logo on all of the event materials:	Yes	No
The event producer clearly identifies a funding gap for this event to be produced:	Yes	No
Total Score:	6/7	
Total Score Amount Possible:	7/7	

Grading Key	
0	Disagree
1	Neither Agree Nor Disagree
2	Moderately Agree
3	Agree
4	Strongly Agree

Evaluation Criteria	DGRI Staff	Alliance for Vibrancy
Distinctly Grand Rapids: The event is unique to Grand Rapids. It celebrates the authentic qualities of the downtown, and sets it apart from other cities- thereby branding downtown Grand Rapids as the primary destination for arts and entertainment in West Michigan.	0 1 2 3 4	0 1 2 3 4
Benefits Downtown Businesses: The event collaborates with downtown businesses and creates retail activity and prosperity. Opportunities are created to encourage interaction between businesses and the event attendees. The event creates an environment where businesses can be successful.	0 1 2 3 4	0 1 2 3 4
Promotes the Downtown Marketing Program: The event has demonstrated a commitment to use the Downtown Grand Rapids Inc. website and logo on all its marketing materials.	0 1 2 3 4	0 1 2 3 4
The Event is New or Emerging: The event is new or it is being restructured to better promote Downtown Grand Rapids and its merchants.	0 1 2 3 4	0 1 2 3 4
Ease and Ability of Production: The entity organizing the event has the organizational and financial capacity to carry out the event, including clean up, organization, security, noise levels, promotion, etc.	0 1 2 3 4	0 1 2 3 4
Broad Popularity: The event can be enjoyed by a variety of audiences and is not offensive or dangerous. Religious and political events are not eligible for these grant funds. The event is open to the public.	0 1 2 3 4	0 1 2 3 4
Diversity and Expansion of the Downtown Event Calendar: The event will bring diverse clientele to the downtown. It will assist in creating a diverse menu of quality downtown programming..	0 1 2 3 4	0 1 2 3 4
Fundraisers: Fundraisers are not the focus of this program. However, there may be elements of an event that is a fundraiser that is appropriate for funding, such as a merchant participation program or free events	0 1 2 3 4	0 1 2 3 4
Event Goals and Effectiveness: The event has clearly articulated its goals and how those support the goals of Downtown Grand Rapids Inc., and their effectiveness in reaching those goals.	0 1 2 3 4	0 1 2 3 4
Budget: The funding gap is clearly identified. The funding request is proportionate to the outcomes intended.	0 1 2 3 4	0 1 2 3 4
Second and Third Year Requests: The event has had success in its first/second year as decided by the committee, and has demonstrated success in identifying new sources of revenue.	0 1 2 3 4 (N/A)	0 1 2 3 4
Total Actual Points:	32	
Total Points Allowed:	44	44



DOWNTOWN
GRAND RAPIDS INC.

Special Event Grant Application Evaluation Criteria

Event Name: Meijer State Games- Downhill Skateboard

Date of Request for Approval: March 17, 2014

Funds Requested from DGRI: \$3,000

Total Funds Anticipated for Event: \$14,500

Percentage of Request vs. Budget: 21%

Anticipated Attendance: 500

Requested Dollars Per Anticipated Attendee: \$6

Eligibility Criteria	DGRI Staff	
The event will be open to the public and efforts will be made to attract a diverse audience:	Yes	No
The event is being held within DGRI boundaries:	Yes	No
The event is connected to a non-profit or a downtown entity:	Yes	No
The event producer is current on all debts to the City of Grand Rapids:	Yes	No
Total Score: (Must score 4/4 to qualify)	4/4	
Total Score Amount Possible:	4/4	

Eligibility Criteria	DGRI Staff	
The event will benefit a significant amount of downtown businesses:	Yes	No
The event has proven that it is inclusive, not selective, in allowing merchants to participate. If this is a merchant focused event, downtown merchants have been involved in planning the event:	Yes	No
The event is not political or religious in content:	Yes	No
Funds are clearly intended for verifiable program expensed such as park rental fees, performers, promotional materials, etc. (not administrative costs):	Yes	No
The event can demonstrate a strong commitment to maximize the use of downtown merchants (restaurants/bars, hotels retailers, and other downtown businesses):	Yes	No
The event will promote the Downtown Grand Rapids Inc. brand and will use the Downtown Grand Rapids Inc. logo on all of the event materials:	Yes	No
The event producer clearly identifies a funding gap for this event to be produced:	Yes	No
Total Score:	6/7	
Total Score Amount Possible:	7/7	

Grading Key

0	Disagree
1	Neither Agree Nor Disagree
2	Moderately Agree
3	Agree
4	Strongly Agree

Evaluation Criteria	DGRI Staff	Alliance for Vibrancy
Distinctly Grand Rapids: The event is unique to Grand Rapids. It celebrates the authentic qualities of the downtown, and sets it apart from other cities- thereby branding downtown Grand Rapids as the primary destination for arts and entertainment in West Michigan.	0 1 2 3 4	0 1 2 3 4
Benefits Downtown Businesses: The event collaborates with downtown businesses and creates retail activity and prosperity. Opportunities are created to encourage interaction between businesses and the event attendees. The event creates an environment where businesses can be successful.	0 1 2 3 4	0 1 2 3 4
Promotes the Downtown Marketing Program: The event has demonstrated a commitment to use the Downtown Grand Rapids Inc. website and logo on all its marketing materials.	0 1 2 3 4	0 1 2 3 4
The Event is New or Emerging: The event is new or it is being restructured to better promote Downtown Grand Rapids and its merchants.	0 1 2 3 4	0 1 2 3 4
Ease and Ability of Production: The entity organizing the event has the organizational and financial capacity to carry out the event, including clean up, organization, security, noise levels, promotion, etc.	0 1 2 3 4	0 1 2 3 4
Broad Popularity: The event can be enjoyed by a variety of audiences and is not offensive or dangerous. Religious and political events are not eligible for these grant funds. The event is open to the public.	0 1 2 3 4	0 1 2 3 4
Diversity and Expansion of the Downtown Event Calendar: The event will bring diverse clientele to the downtown. It will assist in creating a diverse menu of quality downtown programming..	0 1 2 3 4	0 1 2 3 4
Fundraisers: Fundraisers are not the focus of this program. However, there may be elements of an event that is a fundraiser that is appropriate for funding, such as a merchant participation program or free events	0 1 2 3 4	0 1 2 3 4
Event Goals and Effectiveness: The event has clearly articulated its goals and how those support the goals of Downtown Grand Rapids Inc., and their effectiveness in reaching those goals.	0 1 2 3 4	0 1 2 3 4
Budget: The funding gap is clearly identified. The funding request is proportionate to the outcomes intended.	0 1 2 3 4	0 1 2 3 4
Second and Third Year Requests: The event has had success in its first/second year as decided by the committee, and has demonstrated success in identifying new sources of revenue.	0 1 2 3 4 (N/A)	0 1 2 3 4
Total Actual Points:	34	
Total Points Allowed:	44	44



Event Grant Application

Application Instructions

Part 1. Organizational Information

Event Name: First Friday Gallery Hop presented by Avenue for the Arts

Funds Requested \$: 6,294

Organization Name: The Avenue for the Arts, Dwelling Place

Mailing address: 101 Sheldon Ave SE Ste 2, Grand Rapids, MI 49503

Phone number: 616-855-0435 email address: avenueforthearts@gmail.com

Head of Organization and Title: Dennis Sturtevant, CEO

Mailing address: 101 Sheldon Blvd Ste 2, Grand Rapids, MI 49503

Cell phone number: _____ email address: _____

Main Contact Person (during planning): Amanda Carmer

Mailing address: 40 Division Ave S, Grand Rapids, MI 49503

Cell phone number: 303-304-9320 email address: amanda.carmer@gmail.com

Main Contact Person (At event): Amanda Carmer

Mailing address: 40 Division Ave S, Grand Rapids, MI 49503

Cell phone number: 303-304-9320 email address: amanda.carmer@gmail.com

Has the organization named above been legally incorporated in the state of Michigan and in good standing? Yes ___ No ___

If yes, what is the Federal Identification Number? 38-2313832

Does the event organizer/organization owe money or services to the City of Grand Rapids? No.

Has this organization obtained event insurance? Yes x No _____

Insurance Requirements: Event coordinators and all related parties must provide Downtown Grand Rapids Inc. with evidence of insurance to include the following:

- Downtown Grand Rapids Inc. and the City of Grand Rapids shall be named as Additional Insured.
- Proof of insurance must be presented to the Downtown Grand Rapids Inc. at a minimum of 1 week prior to the event.

Part 2. Event Information:

Type of Event: First Friday Gallery Hop is a monthly self-guided arts, shopping, and dining tour along the Avenue for the Arts.

Event Location: Multiple shops, galleries, and restaurants participate in First Fridays including: UICA, Craft House, Spiral Gallery, Pub 43, Rockwell/Republic, (106) Gallery, Parliament the Boutique, Have Company, Sanctuary Folk Art, Vertigo Music and Gaspard Gallery.

Date of Event: The first Friday of every month: January 3, February 7th, March 7, April 4, May 2, June 6th, August 1, September 5, October 3, November 7, December 5. Start Time: 6pm End Time: 9pm

Event criteria continues to next page.



DOWNTOWN
GRAND RAPIDS INC.

Event Grant Application

Street Closures (if any): _____

Has permission been obtained by the surrounding businesses and property owners? _____

Were any businesses opposed to the closure? _____

Describe the Project/Event: See attached document. _____

Describe the Goals of the Project/Event: See attached document. _____

Describe how the Project/Event meets the Evaluation Criteria listed on page 3: See attached document. _____

Is the event political or religious in content? No. _____

Describe the Project/Events History and track record, if any: See attached document. _____

Describe your Project/Events target audience, estimated attendance and promotion: See attached document. _____

Describe your plans for the Project/Event for the next two years: See attached document. _____

Is the event for a profit or non-profit? Will the organizers receive any compensation? See attached document. _____

Describe your plans for the Project/Event for the next two years: See attached document. _____

Describe the economic impact of the event to Downtown Grand Rapids. How will Downtown businesses be involved in the event? See attached document. _____

Event criteria continues to next page.



Event Grant Application

Will there be any vendors brought in? Will the event sell food or alcohol? Businesses with licenses will sell food and alcohol.

List any downtown partners/sponsors and their contribution to the event/project (In-kind or monetary): _____

Avenue for the Arts Advisory Committee Members- technical support, Dwelling Place- supplying administrative support.

List any other events that happen at the same time, and if they compliment or distract from this event: See attached document.

Part 3. Event Information:

A. Proposed Expenditures. Please list all expense items.

Description of Budget Items	DDA Grant Funds	Other Funds	Total
Postcards, 5000 (Screaming Gnat)	200		200
Facebook Ads, \$20/month - 5 months	100		100
Grand Rapids Mag Ad, 1/6 page	679		679
Revue Mag Ad, 1/2 page, 12 months	476		476
On The Town Mag Ad, 5/16 page, 12 mths	876		876
Billboard on Division Ave, 4 weeks	1850		1850
Sandwich boards w/signage \$105.65 ea. 20 total	2113		2113
Total Budget	\$ 6294	\$	\$ 6294

Describe specifically how the DDA Grant Funds will be used. (Address each budget item cited above): All DDA Grant Funds will be used to purchase the listed budget items--advertising and promotional materials.

B. Estimated Income. Please list all sources from which income is expected.

Funder	Amount	Secured?
Subtotal Cash Income		
Requested Event Grant Request	\$6,294	
Total	\$6,294	\$

Event criteria continues to next page.



Event Grant Application

Part 4. Certification and Signature

By submitting an application, the applicant certifies that all the information included in this application is correct, and that they will be bound by all the terms and conditions included in this agreement in Attachment A, including but not limited to the indemnification provisions.

The applicant also understands and acknowledges that this application is potentially subject to Michigan's public records law, and that this application and any documents presented to Downtown Grand Rapids Inc. regarding this application for grant funding purposes may be supplied upon request to any parties that request copies.

Officer's Name and Title: Amanda Carmer, First Friday Gallery Hop Event Coordinator

Signature:  Date: 03/03/2014

Please submit application to: kvandriel@downtowngr.org. For questions or more information, contact Kimberly Van Driel at 616-719-4610 or at kvandriel@downtowngr.org.



Part 2. Event Information: continued...

Describe the Project/Event: First Friday Gallery Hop is a monthly multi-venue showcase of locally owned art galleries, boutiques, specialty retail spaces, bars and restaurants on South Division Avenue between Fulton and Wealthy. It is anchored on the North by the UICA offering free admission (on most First Fridays) to their contemporary art exhibitions. Rockwell/Republic and Pub 43 attract visitors looking for refreshments before or after they check out an exhibition or shop along the rest of the Avenue, participating venues include Craft House, Spiral Gallery, 106 Gallery, Parliament the Boutique, Have Company, Sanctuary Folk Art, Gaspard Gallery, Vertigo Music, Grand River Cigar, Local Epicurean and more.

Describe the goals of the project/event: First Friday Gallery Hops will engage diverse audiences in the local arts community, provide opportunities for local artisans and artists to showcase their work to a large audience, boost economic activity for existing businesses, and promote the South Division corridor as a viable and sustainable destination for new business growth.

Describe how the Project/Event meets the Evaluation Criteria listed on page 3: This event is distinctly Grand Rapids. While other cities around the country host First Friday arts events, few have the distinctly arts-centric commercial corridor that is South Division Avenue. While Grand Rapids is recognized nationally for ArtPrize, downtown stakeholders are hosting incredible exhibitions, selling handmade goods, and events all year long.

First Fridays will benefit business and attract a growing audience to explore downtown Grand Rapids. By offering a prescribed set of activities for a fun Friday night First Fridays empowers visitors to explore. Maps, drink-special tickets, and recognizable signage will mobilize attendees through the circuit of venues to ensure that all gallery and retail spaces benefit from increased traffic.

Many promotional materials are distributed to promote the event, the DGRI website, logo and tagline will be printed and posted on all promo pieces.

This is an existing event that has attracted a regular crowd of dedicated Avenue for the Arts members and friends, it is being restructured to better promote the Avenue for the Arts, South Division corridor and it's merchants. The new First Friday format will include bigger and better promotion, more venues, more artists, and a distinctly branded event. These features are intended to attract a wider audience of event attendees and increase both the perceived and actual accessibility to participating merchants.

This event takes place in existing venues and businesses during their hours of operation, the event has been designed for accessible participation. The ease and ability to produce the event is one of the attractive qualities for participating businesses as the logistics of set up, tear down

and clean up are built into current procedures. Currently Advisory Committee members oversee the production and management of the event series with administrative support from Dwelling Place.

Dwelling Place has been providing affordable housing, essential support services and working as a catalyst for neighborhood revitalization in the Heartside neighborhood for over 29 years. Launching into the 8th year of creating events in Heartside, Dwelling Place's NRD staff has been involved with coordinating supportive services for over 10 years in the Heartside area. They have organized over 52 large scale events featuring the Heartside Community, within the last 5 years. NRD staff will oversee administrative responsibilities. This series of gallery, studio and shop hops will be organized by a team of volunteers whose expertise include event and volunteer management, graphic design, promotions and administration. To support the First Friday event series Dwelling Place will supply designated office space and fiduciary support, however staffing and management of the event will be provided by Division Avenue Business owners including: Amanda Carmer, Craft House, Elyse Welcher, Parliament the Boutique and Marlee Hanson, Have Company.

This event is open to and intended for all audiences. **Broad popularity** is essential for the success of First Fridays and event organizers are dedicated to including a wide variety of retailers and artists. All First Friday events are free.

First Fridays will beef-up the **downtown events calendar** by providing a consistent and reliable destination attracting arts enthusiasts, bargain shoppers, record store lovers, appreciators of handmade goods, college kids looking for a fun, safe Friday night, suburban families seeking quality cultural programming, film buffs, cigar aficionados, wine and sushi appreciators.

This event will **not serve as a fundraiser** but will bring increased revenue to participating merchants.

Describe the Project/Events History and track record, if any: To date, there have been six First Friday events, beginning in September 2013 and continuing through the winter months. A typical First Friday event attracts 50-200 attendees depending on the weather and other events around downtown. Feedback from event attendees has been consistently positive:

Artists value the opportunity to exhibit their work to a wide audience; Claire Lea, a photography undergraduate student at Kendall College of Art & Design says "showing my work at Craft House for First Friday was the first time I had complete control over an entire exhibition and over 75 people came through for the reception."

Businesses notice a marked increases in traffic and sales compared to non-First Friday Friday nights; owner and operator of Have Company, Marlee Grace, says "we have major sales bumps on First Friday nights."

Visitors appreciate the wealth of entertainment options collected in one location; a recent First Friday event attendee, Brandon Alman, says "I always know I'll see something new or meet someone new on a First Friday."

Describe your Project/Events target audience, estimated attendance and promotion: The current First Fridays target audience may include, but is not limited to, Avenue for the Arts members and friends, as well as young adults and families interested in a quality evening of art viewing and shopping along South Division. Attendees range from retired seniors to downtown dwellers and college students. During an average event a collection of venues will host special events and openings to attract their core audiences and then send them to visit additional venues. Our current goal is to increase awareness of this event series and expand event attendance. With financial support First Friday event attendance projections will range from 300-600 depending on weather and/or time of year, the Holiday Season and ArtPrize for example will likely attract a larger crowd. Promotional efforts will include regular listings in online event calendars, monthly mentions with the Rapidian, Rapid Growth Media, GR Magazine, and MLive, interviews with Wood TV 8, 8 West, WGVU and expanded awareness due to increased distribution of postcards, posters and fliers.

Describe your plans for the Project/Event for the next two years: Over the next two years, this event will grow in the number of participating venues and attendees. First Fridays will also grow through the quality and quantity of distributed promotional materials, through increased press coverage, eventually establishing a legacy of a healthy, self-sustaining, and accessible event series that will continue to grow for years to come via it's own momentum.

Over the course of the summer 130 artists will participate in shows during First Friday Gallery Hops. Sidewalk sales and special promotions will be designed to attract audience members across West Michigan. In 2014 the Avenue for the Arts Advisory committee set the following goals to grow the First Friday gallery hop by September 2014:

- Increase participation by recruiting 3-5 new business participants
- Refine and revise event branding
- Grow awareness of the event series by expanding marketing efforts including the creation of seasonal marketing materials

Is the event for a profit or non-profit? Will the organizers receive any compensation? This event is produced by and will benefit businesses along South Division, they will enjoy increased revenue from an increase in foot traffic and sales. No other independent organization will benefit monetarily from this event.

Describe the economic impact of the event to Downtown Grand Rapids. How will Downtown businesses be involved in the event? Businesses on South Division will see an increase in traffic and revenue each evening of the event, they will also see an increase in the diversity of clientele serving as a means of further promotion and exposure to new audiences.

Will there be any vendors brought in? Will the event sell food or alcohol? Food/alcohol will be served by businesses with licenses.

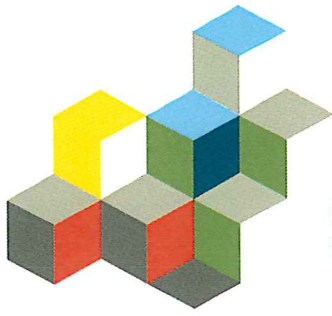
List any downtown partners/sponsors and their contribution to the event/project (In-kind or

monetary): Avenue for the Arts Advisory Committee Members will provide in-kind technical support, Dwelling Place will provide in-kind administrative support.

List any other events that happen at the same time, and if they compliment or distract from this event: The following Avenue for the Arts events will all fall on the first Friday of the month this year: Free Radical, The Market presented by Avenue for the Arts, UICA's Holiday Artists Market. This overlap was intentionally scheduled to streamline and consolidate sporadic event participation and attendance. ArtPrize will also fall on a First Friday this year. Since these other events are also artist showcases they will compliment and, in fact, boost traffic for those particular First Fridays.

Part 3. Event Information: continued...

Budget: All items included in this budget are for promotional and wayfinding purposes. First Friday events are self-sufficient; the basic logistics of set-up, teardown, and on-site management are provided by participating businesses. See DGRI form for details.



DOWNTOWN
GRAND RAPIDS INC.

Special Event Grant Application Evaluation Criteria

Event Name: Ave. for the Arts- First Friday Gallery Hop

Date of Request for Approval: March 17, 2014

Funds Requested from DGRI: \$6,294

Total Funds Anticipated for Event: \$6,294

Percentage of Request vs. Budget: 100%

Anticipated Attendance: 2,000

Requested Dollars Per Anticipated Attendee: \$3.15

Eligibility Criteria	DGRI Staff	
The event will be open to the public and efforts will be made to attract a diverse audience:	Yes	No
The event is being held within DGRI boundaries:	Yes	No
The event is connected to a non-profit or a downtown entity:	Yes	No
The event producer is current on all debts to the City of Grand Rapids:	Yes	No
Total Score: (Must score 4/4 to qualify)	4/4	
Total Score Amount Possible:	4/4	

Eligibility Criteria	DGRI Staff	
The event will benefit a significant amount of downtown businesses:	Yes	No
The event has proven that it is inclusive, not selective, in allowing merchants to participate. If this is a merchant focused event, downtown merchants have been involved in planning the event:	Yes	No
The event is not political or religious in content:	Yes	No
Funds are clearly intended for verifiable program expensed such as park rental fees, performers, promotional materials, etc. (not administrative costs):	Yes	No
The event can demonstrate a strong commitment to maximize the use of downtown merchants (restaurants/bars, hotels retailers, and other downtown businesses):	Yes	No
The event will promote the Downtown Grand Rapids Inc. brand and will use the Downtown Grand Rapids Inc. logo on all of the event materials:	Yes	No
The event producer clearly identifies a funding gap for this event to be produced:	Yes	No
Total Score:	7/7	
Total Score Amount Possible:	7/7	

Grading Key

0	Disagree
1	Neither Agree Nor Disagree
2	Moderately Agree
3	Agree
4	Strongly Agree

Evaluation Criteria	DGRI Staff	Alliance for Vibrancy
Distinctly Grand Rapids: The event is unique to Grand Rapids. It celebrates the authentic qualities of the downtown, and sets it apart from other cities- thereby branding downtown Grand Rapids as the primary destination for arts and entertainment in West Michigan.	0 1 2 3 4	0 1 2 3 4
Benefits Downtown Businesses: The event collaborates with downtown businesses and creates retail activity and prosperity. Opportunities are created to encourage interaction between businesses and the event attendees. The event creates an environment where businesses can be successful.	0 1 2 3 4	0 1 2 3 4
Promotes the Downtown Marketing Program: The event has demonstrated a commitment to use the Downtown Grand Rapids Inc. website and logo on all its marketing materials.	0 1 2 3 4	0 1 2 3 4
The Event is New or Emerging: The event is new or it is being restructured to better promote Downtown Grand Rapids and its merchants.	0 1 2 3 4	0 1 2 3 4
Ease and Ability of Production: The entity organizing the event has the organizational and financial capacity to carry out the event, including clean up, organization, security, noise levels, promotion, etc.	0 1 2 3 4	0 1 2 3 4
Broad Popularity: The event can be enjoyed by a variety of audiences and is not offensive or dangerous. Religious and political events are not eligible for these grant funds. The event is open to the public.	0 1 2 3 4	0 1 2 3 4
Diversity and Expansion of the Downtown Event Calendar: The event will bring diverse clientele to the downtown. It will assist in creating a diverse menu of quality downtown programming..	0 1 2 3 4	0 1 2 3 4
Fundraisers: Fundraisers are not the focus of this program. However, there may be elements of an event that is a fundraiser that is appropriate for funding, such as a merchant participation program or free events	0 1 2 3 4	0 1 2 3 4
Event Goals and Effectiveness: The event has clearly articulated its goals and how those support the goals of Downtown Grand Rapids Inc., and their effectiveness in reaching those goals.	0 1 2 3 4	0 1 2 3 4
Budget: The funding gap is clearly identified. The funding request is proportionate to the outcomes intended.	0 1 2 3 4	0 1 2 3 4
Second and Third Year Requests: The event has had success in its first/second year as decided by the committee, and has demonstrated success in identifying new sources of revenue.	0 1 2 3 4	0 1 2 3 4
Total Actual Points:	36	
Total Points Allowed:	44	44

Downtown Event Grant Application

Application Instructions

Part 1. Organizational Information

Event Name: ***Grand Rapids Film Festival***

Funds Requested: ***\$5000-7500***

Organization Name: ***Grand Rapids Film Festival***

Mailing address: ***PO Box 1772, Grand Rapids MI 49501***

Phone number: ***616.717.0048*** email address: ***jenshaneberger@gmail.com***

Head of Organization and Title: ***Corey Niemchick, President of the Board of Directors***

Mailing address: ***801 Broadway NW, Suite 433, Grand Rapids, MI 49504***

Cell phone number: ***616.451.2700*** email address: ***corey@storytellingpictures.com***

Main Contact Person (during planning): ***Jen Shaneberger, Executive Director***

Mailing address; ***265 Henry Ave SE, Grand Rapids, MI 49503***

Cell phone number: ***616.717.0048*** email address: ***jenshaneberger@gmail.com***

Main Contact Person (At event): ***Jen Shaneberger, Executive Director***

Mailing address; ***265 Henry Ave SE, Grand Rapids, MI 49503***

Cell phone number: ***616.717.0048*** email address: ***jenshaneberger@gmail.com***

Has the organization named above been legally incorporated in the state of Michigan and in good standing? Yes ***X*** No ____

If yes, what is the Federal Identification Number? ***27-3059533***

Has this organization obtained event insurance? Yes ***X*** No ____

Insurance Requirements: Event coordinators and all related parties must provide the Downtown Alliance or DDA with evidence of insurance to include the following:

- The DDA, Downtown Alliance and the City shall be named as Additional Insured.
- Proof of insurance must be presented to the Downtown Alliance or DDA a minimum of 1 week prior to the event.

Part 2. Event Information:

- Type of Event: ***International Film Festival***
- Event Location: ***Signature downtown venues including:***
 - ***Kendall College of Art & Design/Ferris State University historic Federal Building***
 - ***Eve Lounge at the B.O.B.***
 - ***The Pyramid Scheme***
 - ***The Grand Rapids Public Museum***
 - ***The West Michigan Center for Art & Technology***
- Date of Event: ***April 9-13, 2014***
- Start time _____ End Time _____
- Street closures, if any: ***not applicable***
- Has permission been obtained by the surrounding businesses and property owners? Were any businesses opposed to the closure? _____

▪ **Describe the Project/Event**

A deeper downtown connection distinguishes the **Fifth Annual Grand Rapids Film Festival** (April 9-13, 2014) from previous offerings. Strengthened by a merger with the Michigan Film Festival, both the GRFF board and its campus of Grand Rapids venues have been expanded.

New partnerships with The West Michigan Center for Art & Technology (WMCAT), The Pyramid Scheme, The Grand Rapids Public Museum (GRPM), Bar Divani, and the B.O.B. compliment the Festival's existing relationships with Kendall College of Art & Design (KCAD), Ferris State University, and other local schools. Together, this family of interests offers unique event spaces where audiences may meet the makers of film, showcasing "The River City" as a cultural hub that welcomes industry and entrepreneurship.

Over the course of five days, the festival features jury-selected screenings of internationally crafted films.

- A family-friendly block will screen at The Grand Rapids Public Museum.
- Showings of edgier programming may be enjoyed at the Pyramid Scheme.
- Documentaries and student work will be exhibited our education hub, the KCAD/Ferris Federal Building at 17 Pearl Street.

Special events include

- an opening sponsor reception at WMCAT
- an awards ceremony at the B.O.B.'s Eve Lounge
- a young professional networking event at Bar Divani and
- a Fashion for Film Showcase at the Pyramid Scheme.

Educational programming is offered for academics and aspiring filmmakers and runs throughout the course of the festival and is hosted at the Federal Building.

The main delivery of educational material is through the demonstrative Production Workshop, which celebrates its fourth year. This portion of the festival runs Thursday through Sunday and is designed to demonstrate each step of the filmmaking process by producing a three-minute short from conception to completion. The workshop is led by industry professionals and academics. It allows young aspiring filmmakers and film enthusiasts to participate in the process of writing a short script, storyboarding different shot angles, and the filming and editing processes. Clips of previous years and a full schedule can be found here: grfilmfestival.com/education/production-workshop

The Production Workshop connects all the various panel and lecture components into one cohesive experience. Many regional industry professionals and academics lend in the effort of producing this portion of the programming, most of them being current or previous Michigan residents. As this is a demonstration, there is a clear benefit to the audience. There is also a significant impact made on the cast and crew. Often, film industry professionals operate in silos, working with the same people on

several projects. The workshop is designed to bring together a mixed group of crew to experience first working relationships. This exercise expands the networks of all involved, and on several occasions has led to new joint ventures.

Other 2014 education events include collaborative round tables for area film festivals and regional academic institutions with film or media programs. Panels will feature:

- a discussion of crowd-sourcing and project funding strategies for entrepreneurial filmmakers
- a conversation with local winners of the American Advertising Award ("Addy")
- a discussion of how training in filmmaking's creative arts may find profitable application in corporate project work
- a conversation with nominees for the Eclipse Award. The award – presented annually by WKTV and the West Michigan Film Video Alliance – recognizes the best regional works in film and television

The featured special guests for 2014 are:

- Kelley Baker lived "The New Model of Independent Filmmaking" for years. He finds funding for his no-budget films and successfully self-distributes them all over the US and Canada. He was the sound designer on six of Gus Van Sant's feature films including, *My Own Private Idaho*, *Good Will Hunting* and *Finding Forrester*. He designed the sound on Todd Haynes feature film, *Far from Heaven*, with Dennis Quaid and Julianne Moore. Kelley will be lecturing at the Ferris Building on Friday 4.11 at 3pm.
- Bernadine Vida is known for her work on *8 Mile*, *Semi-Pro*, *The Wannabes* and currently in theatres- the award winning film *The Citizen*. Most recently, she has been installing Nickelodeon's *Dora the Explorer and Friends* on the Norwegian Cruise Lines. Vida will work collaboratively with KCAD's Fashion Department, guiding students in the art of costume design. The student's designs will be displayed along with Vida's at the Fashion for Film Showcase on Thursday 4.10. Vida will present her portfolio at the Ferris Building on Friday 4.11 at 1pm.
- Rose Spinelli is a crowdfunding consultant. In January 2014, she was named among the ["Top 100 Thought Leaders in Crowdfunding Today."](#) Spinelli will share the latest in crowdfunding at the Ferris Building Saturday 4.12 at 3pm.
- Peter Hawley is an award-winning film writer and director working in feature films, documentaries, television and TV commercials. He received his undergraduate degree from Northwestern University and earned his Master's degree at the University of Chicago. He has been teaching film at the college level since 1996. Hawley's documentary, *What's Two + Three?*, tells the story of one family's journey with a developmentally disabled child. Juliet Dragos will host the screening of this film and Q&A following at 7pm at the Ferris Building on Saturday 4.12. A portion of ticket sales for this event will benefit the Special Olympics.

Finally, GRFF is known for screening high quality features, documentaries, shorts and animation from all over the world. The Festival's call for regional, national, and international submissions has been answered with a robust roster of powerful storytelling and technique. Categories for submissions and

awards are: feature, documentary, documentary short, animation, short narrative and music video. Student submission categories are: documentary, short narrative, animation and music video.

▪ **Describe the Goals of the Project/Event**

The festival's mission is to stimulate and perpetuate the creative talent of aspiring and professional filmmakers while engaging the community and reinforcing the benefits of filming in the state of Michigan. GRFF strives to provide a platform for filmmakers to express their voice through cinematic arts and connect them to publishers and distribution opportunities. The festival offers education workshops for students, professors and professionals, enabling them to grow their craft. GRFF aims to connect film enthusiasts to great films.

The explicit goals are:

1. To expose Michigan, and particularly Grand Rapids to independent and industry filmmakers while continuing to elevate Grand Rapids as a center for cinematic arts. Grand Rapids has incredible resources, locations, and talent to offer within its own city limits, as well as within a 60-mile drive in any direction.
2. To stimulate and perpetuate aspiring and professional filmmakers by giving them a venue for the expression of their voice through cinematic arts—a voice that resonates through films that are inspiring, message-driven, or challenging.
3. To create networking opportunities for students, professors, and industry professionals that will enable the creation, completion, and distribution of quality projects.
4. To give viewing audiences quality independent movies which raise the bar for cinematic arts.
5. To build an event that continues to bring fun, newcomers, dollars, exposure, and recognition to Grand Rapids.
6. To support the local film industry, a growing asset for economic development in our state, by helping to attract an educated and creative workforce.
7. To deliver educational programming through a demonstrative Production Workshop. This is designed to demonstrate each step of the filmmaking process through the exercise of producing a three minute short film from conception to completion, and connecting various panel and lecture components into one cohesive experience. Many regional industry professionals and academics will lend in the effort of producing this portion of the programming.

▪ **Describe how the event meets the Evaluation Criteria listed on page 4.**

Distinctly Grand Rapids: The Grand Rapids Film Festival celebrates the authentic qualities of downtown by highlighting unique venues for the event's campus. The festival sets Grand Rapids apart from other cities by offering a large scale event bringing quality independent films and documentaries downtown. The festival brands downtown Grand Rapids as a primary destination for film in Michigan.

Grand Rapids has five institutions that offer film degrees in the surrounding area. This number of centralized programs is quite unusual. GRFF draws attention to this distinctly Grand Rapids aspect like no other event. University professors fill sub-committee seats and actually collaborate in all aspects of festival organizing – from film submissions and judging to panel building. GRFF offers student involvement opportunities in the form of educational programming and as content providers as participants in the festival's Behind the Scenes Teams.

Benefits downtown businesses: Because the festival is held in the heart of the city at several different locations, attendees are encouraged to walk between the venues and enjoy shops and restaurants.

New to 2014 is a partnership with the GVSU Lakers Traditions Team (LTT). GRFF is collaborating with the team through the week of April 7-13 as they host concerts and outdoor film screenings at their Allendale campus. LTT offers wristbands to graduating seniors for \$5. These wristbands are marketed to 2,600 graduating seniors and offer discounts to Arena District and other downtown businesses. As part of the partnership, these discounts extend to the 100 GRFF VIP lanyard holders. In exchange, participating businesses are featured in GVSU communications and mailing as well as the GRFF program. These wristbands and lanyards are expected to drive several thousand dollars' worth of revenue to these featured businesses. The wristbands and lanyards are easily monitored to evaluate results. By bringing a flood of film lovers and students downtown to view quality programming, the festival creates retail activity and prosperity.

Promotes the Downtown marketing program: For a gift of \$7,500, Downtown, Inc. will be recognized as a Gold Sponsor. This level includes the following benefits: Literature included in swag bag, website logo with link, invitations to the opening ceremonies sponsor gala (6), day passes (10), logo on sponsor reel, logo on sponsor poster, logo on promotional poster, 1/4 page ad in program, festival passes (6), VIP all access passes (2), Production Workshop speaking opportunity and Award Ceremony speaking opportunity. In addition, Downtown, Inc. will be given a full page of ad space to highlight restaurants and shopping for our attendees.

Another new promotional item for 2014 is our social media contest, which runs throughout the month of March. This competition will increase the volume of social media interactions, building our network and making new friends and followers aware of festival events.

The event is emerging: Over the course of 2012 and 2013, GRFF was restructured. By decreasing competition to make one larger event rooted in the heart of downtown, the festival established the beginning of a placemaking strategy that promotes downtown Grand Rapids and its merchants. There is still much work to be done to build on the foundation of established resources; this is why GRFF is considered emerging.

As the festival heads into 2014, the new board of directors and key stakeholders will begin a season of strategic planning. This is the first strategy building session the non-profit has engaged in since its inception in 2009. Team building was the main reason for the delay. The Executive Director has steadily been recruiting new board and committee members while engaging organizations, businesses and institutions. The current list of stakeholders includes a rich and diverse mix of film industry contributors. GRFF is well on its way to being a film-community organized event.

The donation of Downtown, Inc. will help the festival to deepen its place in the city. New investments need to be made in branding the event as an official 'downtown' event such as banners for street poles lining the streets of the festival's campus. The investment of \$3,750 for 30 banners will highlight festival season to the downtown community, connecting the businesses to the event.

Ease and Ability of Production: The organizers have the talent and financial capacity to carry out the event, including strategy, logistics, clean up, security, noise levels, promotion and the like. This is because of its rich volunteer base, along with its resources of university professors and their students along with industry professionals.

Broad Popularity: The event can be enjoyed by a variety of audiences and is not offensive or dangerous. The event is open to the public. A portion of the event is free – the production workshop, which is the main educational component of the festival. Film screenings are reasonably priced at \$5.

This year, the venues have been themed – family friendly at GRPM, educational at Ferris, fashion and edgy films at Pyramid Scheme. These themes demonstrate the different markets GRFF is looking to attract.

Diversity and Expansion of the Downtown Event Calendar: The event will bring diverse clientele into the downtown, as diverse as our offerings of films and activities. There is no film festival in downtown Grand Rapids that rivals GRFF. The festival brings film industry professionals, academics, aspiring filmmakers and enthusiasts together to celebrate film culture in Grand Rapids.

Fundraisers: This is not a fundraiser. Any funds raised will roll over to the 2014 event expenses.

Event Goals and Effectiveness: GRFF's goals complement those of the DDA in our desire to build community among area universities, organizations, merchants and businesses. The goal that is most in-line is our # 5 To build an event that continues to bring fun, newcomers, dollars, exposure, and recognition to Grand Rapids.

Budget: If Downtown, Inc does not give the funds, the placemaking strategy will not be implemented. The festival may not be able to meet its obligations of rental fees and marketing expenses. GRFF aims to build a paid staff, this will not be possible without community support while the event is emerging.

▪ **Is the event political or religious in content?**

Some of the films may have religious or political themes and concepts. The event as a whole, however, does not have a political or religious slant.

▪ **Describe the event's history & track record, if any.**

The Grand Rapids and the Michigan Film Festivals both began in August of 2009. The organizers were unaware that they were creating competing events until just a few months prior to the inaugural events. For 2010, the Michigan Film Festival (MFF) moved to November while the Grand Rapids (GRFF) remained in August. In 2011, GRFF was able to move from Celebration Cinema to downtown Grand Rapids. MFF had operated downtown in both 2009 and 2010. Instead of holding a 2011 event in November, MFF organizers merged with GRFF. Taking 2012 off completely to regroup and refine the overall strategy and goals, festival organizers focused on forming subcommittees and partnerships.

GRFF is a 501c3 non-profit organization founded in August 2009 by Corey Niemchick, John Evans and Patty Riva. Corey Niemchick and John Evans are co-owners of Storytelling Pictures; a film and video production company based in Grand Rapids, Michigan whose national and international work includes non-profit and corporate clients such as Amway, Meijer, Bissell, GFS, Dow, Detroit Children's Hospital, The City of Grand Rapids, Family Life Today, Billy Graham organization and Right to Life to name a few. Jen Shaneberger was a co-founder and the director of the Michigan Film Festival and will direct the 2013 Grand Rapids Film Festival.

By blending the Michigan Film Festival into GRFF, relationships with downtown venues and universities increased as did the educational programming component. A base of relationships were built in the 2013 restructured festival, which continue to grow. New stakeholders have emerged and are contributing in committee work.

- **Describe your event's target audience, estimated attendance and promotion. Please include any media exposure anticipated with this event in the description.**

For 2014, GRFF is targeting university students and young professionals ages 20-35. The festival is being held in April, when all of the universities are in session. GRFF is partnering with several area universities with internships and to develop student involvement opportunities like with KCAD's fashion students. Additionally, the partnership with GVSU's Laker Traditions Team ensures GVSU seniors will be exposed to the festival and encouraged to visit downtown for it. This particular week is spring break for GRPS. This allows GRFF to attract families to the Public Museum, and to partner with WMCAT's student to participate in the Production Workshop.

GRFF has secured a Platinum sponsorship with Clear Channel ensuring promotional spots, interviews and live coverage leading up to the festival. Because the event's target market is university students and young professionals (20-35), the primary radio station covering the festival is WSNX, with WOOD and STAR supporting. Additionally, GRFF has secured a partnership with Cornerstone Radio and Celebration Cinema for the first screening of Noah on March 27, during this time GRFF will distribute 2014 programs and air our PSA prior to the movie.

GRFF's PSA will air on GRTV, WKTV, WZZM and WOODTV. All partner university newspapers will write a promotional piece about the festival. The regional monthly magazines all include articles. Mlive has published several online articles as has the GR business journal.

- **Describe the economic impact of the event to downtown Grand Rapids. How will downtown businesses be involved in the event?**

The economic impact will continue to expand with the festival. However, for 2013 organizers estimate apx 1500 attendees over the course of 5 days, many attending more than one event.

Area business could donate low denomination gift cards to the festival to be distributed to its participants. They could offer discounts to festival day pass holders, and by doing so be listed on the festival's program. Restaurants could host a private party for festival VIP members. Area merchants could add discount coupons to swag bags, and offer sidewalk sales for attendees to peruse between screenings.

- **Describe your plans for the event for the next two years.**

We'd like to establish a good working relationship with our partners and continue to expand slowly. The primary focus is strengthening the organizational structure. The board of directors will be heading into a season of strategic planning over the course of the summer of 2014. The event will continue to deepen

roots in downtown, growing new venues and community partners. As we build new stakeholder relationships, the quality of films and educational programming will increase. Eventually, year round programming will be developed with partner universities, including the implementation of film demonstrations for area high school. Promotional efforts will continue to build, including the implementation of an email newsletter to connect to our attendees and participants year round.

▪ **Is the event for profit or non-profit? Will the organizers receive any compensation?**

The event is non-profit. The Executive Director did not receive compensation until 2013. Still, low grant and sponsorship yields only allowed a stipend of \$2,000. In order to sustain a stable presence in this position, GRFF will need to build a competitive salary into the budget. For 2014, \$7,500 has been requested. The festival offers several internships, most unpaid. One event production intern was purchased a Surface, empowering her with the technology needed to record consistent meeting minutes. Additional committee and board members offer their services in-kind and receive sponsorship recognition for this donation.

▪ **Will there be any vendors brought in? Will the event sell food or alcohol?**

No outside vendors will be used. GVSU has donated popcorn to sell at the Ferris Building. The Pyramid Scheme and Bar Divani will sell alcohol. The festival will sell beer and wine at our sponsor party hosted by WMCAT.

▪ **List any downtown partners/sponsors and their contribution to the event (In-kind or monetary)**

Kendall College of Art and Design: donated rental space, committee members, promotional PSA and student workers. Grand Valley State University: donated popcorn and makers, committee members and seven student interns. Compass Film Academy: donated committee members and faculty volunteers. Grand Rapids Public Museum: discounted rental space. Pyramid Scheme: discounted rental space. Bar Divani: donated rental space. Eve at the BOB: donated rental space. WMCAT: donated rental space. Arena District: discounts for lanyard and wristband holders. Cheeky Strut: hair for fashion showcase.

▪ **List any other events that happen at the same time, and if they compliment or distract from this event.**

None have been announced.

• **Does the event organizer/organization owe money to the City of Grand Rapids?**

No.

Part 3. Budget

A. **Proposed Expenditures.** Please list all expense items.

Category	DDA	Cash Amount	In-kind Amount
Staffing	2000	8150	6500
Marketing/PR	3450	9600	10500
Venue	500	1300	17500

Administrative	50	874	500
Hospitality	1000	4869	3500
Educational Programming	500	1450	10400
Totals	7,500	26,243	48,900
		Total Expenses	75,143

Describe specifically how the DDA Grant Funds will be used. (Address each budget item cited above).

The DDA funds will be used to ensure GRFF is able to implement the first wave of a placemaking strategy. This includes \$2,000 of staffing fees to cover the Executive Director's expenses to lead a strategic planning effort among stakeholders. The marketing and PR contribution will cover a significant portion of the printing and hanging of GRFF banners for 30 street locations. A small contribution will be made toward rental fees, covering a portion of the Pyramid Scheme and Public Museum fees. The \$50 administrative portion is for the street banner permit. \$1000 for hospitality will cover a portion of the hotel expenditures for special guests. The \$500 educational programming line is a portion of the lecture fees for special guest speakers.

B. Estimated Income. Please list all sources from which income is expected.

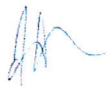
Funder	Amount	In-kind	Secured?
Paragraph Writing Services		2500	Yes
Clark Hill (secured)	1000		Yes
Spectacle Creative		2500	Yes
Grand Valley State University		2500	Yes
Compass Film Academy		2500	Yes
Cornerstone University		2500	Yes
Calvin		2500	Yes
Industry Standard Entertainment		5000	Yes
Story Telling Pictures		5000	Yes
Kendall College of Art and Design		7500	Yes
BCF Wealth Strategies	7500		No
Clear Channel		15000	Yes
WMCAT		1000	Yes
DeVos Foundation	2500		No
MCACA	1500		Yes
Meijer Foundation	1000		No
Subtotal income	\$13500	48,500	
Requested Event Grant Request	\$7,500		
Total	\$21,000		

Part 4. Certification and Signature

By submitting an application, the applicant certifies that all the information included in this application is correct, and that they will be bound by all the terms and conditions included in this agreement in Attachment A, including but not limited to the indemnification provisions.

The applicant also understands and acknowledges that this application is potentially subject to Michigan's public records law, and that this application and any documents presented to the DDA/Downtown Alliance regarding this application for grant funding purposes may be supplied upon request to any parties that request copies.

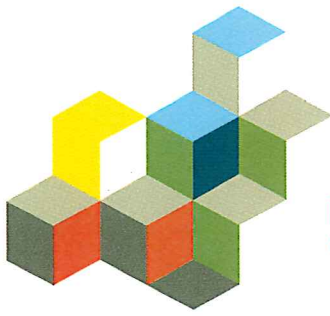
Officer's Name and Title Jennifer Shaneberger, Executive Director

Signature and Date  2.24.14

Please submit the application to: sharon@downtowngr.org

For more information:

Contact Sharon Evoy at 771-0346 or at sharon@downtowngr.org.



DOWNTOWN
GRAND RAPIDS INC.

Special Event Grant Application Evaluation Criteria

Event Name: GR Film Fest

Date of Request for Approval: March 17, 2014

Funds Requested from DGRI: \$7,000

Total Funds Anticipated for Event: \$75,143

Percentage of Request vs. Budget: 10%

Anticipated Attendance: 1,500

Requested Dollars Per Anticipated Attendee: \$4.70

Eligibility Criteria	DGRI Staff
The event will be open to the public and efforts will be made to attract a diverse audience:	Yes No
The event is being held within DGRI boundaries:	Yes No
The event is connected to a non-profit or a downtown entity:	Yes No
The event producer is current on all debts to the City of Grand Rapids:	Yes No
Total Score: (Must score 4/4 to qualify)	4 / 4
Total Score Amount Possible:	4 / 4

Eligibility Criteria	DGRI Staff
The event will benefit a significant amount of downtown businesses:	Yes No
The event has proven that it is inclusive, not selective, in allowing merchants to participate. If this is a merchant focused event, downtown merchants have been involved in planning the event:	Yes No
The event is not political or religious in content:	Yes No
Funds are clearly intended for verifiable program expensed such as park rental fees, performers, promotional materials, etc. (not administrative costs):	Yes No
The event can demonstrate a strong commitment to maximize the use of downtown merchants (restaurants/bars, hotels retailers, and other downtown businesses):	Yes No
The event will promote the Downtown Grand Rapids Inc. brand and will use the Downtown Grand Rapids Inc. logo on all of the event materials:	Yes No
The event producer clearly identifies a funding gap for this event to be produced:	Yes No
Total Score:	6 / 7
Total Score Amount Possible:	7 / 7

Grading Key

0	Disagree
1	Neither Agree Nor Disagree
2	Moderately Agree
3	Agree
4	Strongly Agree

Evaluation Criteria	DGRI Staff	Alliance for Vibrancy
Distinctly Grand Rapids: The event is unique to Grand Rapids. It celebrates the authentic qualities of the downtown, and sets it apart from other cities- thereby branding downtown Grand Rapids as the primary destination for arts and entertainment in West Michigan.	0 1 2 3 4	0 1 2 3 4
Benefits Downtown Businesses: The event collaborates with downtown businesses and creates retail activity and prosperity. Opportunities are created to encourage interaction between businesses and the event attendees. The event creates an environment where businesses can be successful.	0 1 2 3 4	0 1 2 3 4
Promotes the Downtown Marketing Program: The event has demonstrated a commitment to use the Downtown Grand Rapids Inc. website and logo on all its marketing materials.	0 1 2 3 4	0 1 2 3 4
The Event is New or Emerging: The event is new or it is being restructured to better promote Downtown Grand Rapids and its merchants.	0 1 2 3 4	0 1 2 3 4
Ease and Ability of Production: The entity organizing the event has the organizational and financial capacity to carry out the event, including clean up, organization, security, noise levels, promotion, etc.	0 1 2 3 4	0 1 2 3 4
Broad Popularity: The event can be enjoyed by a variety of audiences and is not offensive or dangerous. Religious and political events are not eligible for these grant funds. The event is open to the public.	0 1 2 3 4	0 1 2 3 4
Diversity and Expansion of the Downtown Event Calendar: The event will bring diverse clientele to the downtown. It will assist in creating a diverse menu of quality downtown programming.	0 1 2 3 4	0 1 2 3 4
Fundraisers: Fundraisers are not the focus of this program. However, there may be elements of an event that is a fundraiser that is appropriate for funding, such as a merchant participation program or free events.	0 1 2 3 4	0 1 2 3 4
Event Goals and Effectiveness: The event has clearly articulated its goals and how those support the goals of Downtown Grand Rapids Inc., and their effectiveness in reaching those goals.	0 1 2 3 4	0 1 2 3 4
Budget: The funding gap is clearly identified. The funding request is proportionate to the outcomes intended.	0 1 2 3 4	0 1 2 3 4
Second and Third Year Requests: The event has had success in its first/second year as decided by the committee, and has demonstrated success in identifying new sources of revenue.	0 1 2 3 4	0 1 2 3 4
Total Actual Points:	35	
Total Points Allowed:	44	44

Part 1. Organizational Information

Event Name: Michigan State University College of Human Medicine Gran Fondo

Funds Requested \$: 20,725.00 (approximately 20% of anticipated Finish Line Festival budget)

Organization Name: Michigan State University College of Human Medicine

Mailing address: 15 Michigan Street, NE Grand Rapids, MI 49503

Phone number: 616.234.2714

email address: kate.follett@hc.msu.edu

Head of Organization and Title: Marsha D. Rappley, M.D. - Dean, College of Human Medicine

Mailing address: 15 Michigan Street, NE Grand Rapids, MI 49503

Phone number: 616.234.2769

email address: laurie.sears@hc.msu.edu

Main Contact Person (during planning): Kate Follett

Mailing address: 15 Michigan Street, NE Grand Rapids, MI 49503

Cell phone number 517.930.6060

email address: kate.follett@hc.msu.edu

Main Contact Person (At event): Kate Follett

Mailing address: 15 Michigan Street, NE Grand Rapids, MI 49503

Cell phone number: 517.930.6060

email address: kate.follett@hc.msu.edu

Has the organization named above been legally incorporated in the state of Michigan and in good standing? Yes If yes, what is the Federal Identification Number? 38-6005984

Does the event organizer/organization owe money or services to the City of Grand Rapids? No

Has this organization obtained event insurance? Yes

Insurance Requirements: Event coordinators and all related parties must provide Downtown Grand Rapids Inc. with evidence of insurance to include the following:

- Downtown Grand Rapids Inc. and the City of Grand Rapids shall be named as Additional Insured.
- Proof of insurance must be presented to the Downtown Grand Rapids Inc. at a minimum of 1 week prior to the event.

Part 2. Event Information:

Type of Event:

The MSU Gran Fondo is a fun, non-competitive cycling event to benefit Michigan State University skin cancer awareness, prevention and research.

Event Location:

The MSU Gran Fondo starts and ends at The B.O.B. at 20 Monroe Ave. in downtown Grand Rapids.

Date of Event: 6-28-14 **Start Time:** 8 a.m. **End Time:** 6 p.m.

Street Closures (if any): Partial – pending recommendations by the city (meeting 3-12-14)

Has permission been obtained by the surrounding businesses and property owners? TBD

Were any businesses opposed to the closure? TBD

Describe the Project/Event: Italian for Big Ride, a Gran Fondo is a long distance, mass-participation cycling event with cyclists of all abilities welcome. The MSU Gran Fondo offers a scenic, West Michigan route, starting and ending in downtown Grand Rapids. At the end, a delightfully festive, outdoor after-party awaits riders and spectators with wine tasting, craft brews, a grand feast and live music.

Describe the Goals of the Project/Event:

- Create a signature destination experience featuring the very best of beautiful downtown Grand Rapids and West Michigan
- MSU College of Human Medicine education mission associated with the Gran Fondo is to increase the awareness, prevention and detection of melanoma, a deadly form of skin cancer
- Raise funds for MSU College of Human Medicine's skin cancer awareness, prevention and research.

Describe how the Project/Event meets the Evaluation Criteria listed on page 3: See Attached

Is the event political or religious in content? No

Describe the Project/Events History and track record, if any:

2013 (inaugural) - Outcomes & Measures of Effectiveness

Participant stats:

1,500 Riders (capacity) - 38% female 61% male

49% age 35-55 *average age 42

80% live in a two hour radius of Grand Rapids

Breakdown by distance & gender:

12 mile adult = 7.2% of all riders (54% female / 45% male)

12 mile family = 41 families with over 30 kids

40 mile = 46% of all riders (41% female / 59% male)

80 mile = 37% of all riders (26% female / 74% male)

Age breakdown:

21 & under 3%

22 – 34 22%

35 – 55 49%

56 – 75 19%

Top three reasons for participating (based on post-event survey):

Interest in Cycling	75.68%
Unique Event	53.10%
Cause	31.51%

96% of the respondents rated the MSU Gran Fondo at excellent/good or met/exceeded expectations

Over 90% plan to participate in 2014

Describe your Project/Events target audience, estimated attendance and promotion:

Primary target market: Competitive and non-competitive cycling enthusiasts and multi-sport athletes.

- 65% male; 35% female
- Ages 35 – 55; average age 42 years
- Lives in a 2-hour radius of Grand Rapids

Secondary target market: People who have been affected personally by skin cancer or through a loved one and others who look to support MSU research.

Business-to-business target market: Mid-sized to large corporations and institutions that support high profile, healthy community events and seek out innovative ways to:

- Improve the health of their employees (engagement with corporate cycling teams)
- Build camaraderie among staff; improve employee morale through group activity
- Increase their visibility to their target audiences
- Market their products and services
- Align strategically with the medical school to improve the health of our community
- Give back to the community in a meaningful way (i.e. help raise funds for local skin cancer research)

2014 Estimated Attendance: 3,000-5,000 riders, volunteers and spectators

Promotion:

Grassroots Strategy

Because the concept of the Gran Fondo is still new to target audiences in West Michigan, the strategic effort and tactical plan is to employ a “build the market” strategy, first educating target audiences about the event and then convincing them to become participants and sponsors.

- Publicity strategy: Generated earned media to create awareness for the Gran Fondo as a benefit event for MSU skin cancer awareness, prevention and research

- Social media strategy: An active Facebook page to engage cycling enthusiasts, push out messages and build excitement for the event
- Promotional strategy: Cross-promotion events serve to generate interest in the Gran Fondo and as education forums for the mission of the event. In addition, flyers and posters provided to every bike shop within 100 miles of the Gran Fondo
- Advertising strategy: Leverage the advertising buys of key sponsors, tagging on to their commercials and securing pay-to-play interviews on a local television station

Offsite Exposure

Postcard and posters detailing the highlights of the event distributed prior to the ride. Approximately 10,000 postcards available at bike shops and businesses as well as multiple expos and events. In addition, approximately 1,000 posters to display in retail locations and other high traffic areas throughout West Michigan.

Describe your plans for the Project/Event for the next two years: Plans for the next two years are to increase the number of participants but again limit the field to a manageable number. If awarded, funds from this grant would be directed toward production and promotion of the *Finish Line Festival* adding a more robust public / spectator dimension to the Michigan State University College of Human Medicine Gran Fondo. We propose the Finish Line Festival as an emerging opportunity to inextricably link our MSU Gran Fondo brand and experience with downtown Grand Rapids.

Is the event for a profit or non-profit? Non-profit Will the organizers receive any compensation? No

Describe the economic impact of the event to Downtown Grand Rapids. How will Downtown businesses be involved in the event? The event will attract thousands to Downtown Grand Rapids for the Saturday all-day event. In 2013 participants travelled from 15 different states as well as from across the state of Michigan. In 2014 we are making a deliberate effort to attract participants who travel a significant distance by working closely with the West Michigan Sports Commission and MSU Alumni Association networks. Significant economic impact is related to travel accommodations and day-of service needs such as parking and food beyond the meal provided to registered participants.

MSU Gran Fondo is the result of team effort and built by scratch by key players from The B.O.B. and Herman Miller Brickyard Criterium (amateur and pro race held on the same day as the Gran Fondo) who came together to create a signature destination experience featuring the very best of beautiful West Michigan. As we build on the success of the inaugural ride we continue to work closely with our partners and stakeholders to identify cross-promotion opportunities and create unique impressions. The ride is one day but the initiative happens year-round with digital marketing campaigns, social media outreach and contests, training and educational events, corporate gatherings and more. Our ultimate goal is to go from a spectacular day of cycling in West Michigan to a nationwide movement.

Will there be any vendors brought in? TBD Will the event sell food or alcohol? Yes

List any downtown partners/sponsors and their contribution to the event/project (In-kind or monetary): Advantage Benefits – Stakeholder (In-kind), Courtyard by Marriott – Sponsor (In-kind), Founders Brewing Company – Sponsor (\$1,000), Huntington Bank – Stakeholder & Presenting Sponsor (\$50,000), The B.O.B. – Stakeholder (In-kind)

List any other events that happen at the same time, and if they complement or distract from this event: Herman Miller Brickyard Criterium – complimentary event

Part 3. Event Information:

A. Proposed Expenditures. Please list all expense items. See below

Description of Budget Items	DDA Grant Funds	Other Funds	Total
Food Costs			
Volunteers & Staff	\$1,000	\$4,000.00	\$5,000.00
Participants (2,500)		\$37,500.00	\$37,500
Public / spectators	\$2,000	\$3,000.00	\$5,000.00
Service charge	\$600	\$8,900.00	\$9,500
Bar Costs			
Riders		\$15,000.00	\$15,000.00
Service Charge		\$300.00	\$300.00
Total Rental Costs			
Tents	\$2,500	\$2,500	\$5,000.00
Port-o-johns	\$500.00	\$500.00	\$1,000.00
Tables	\$250.00	\$250.00	\$500.00
Chairs	\$525.00	\$525.00	\$1,050.00
Total Production Costs			
Audio	\$3,500.00	\$3,500.00	\$7,000.00
Visual	\$1,000.00	\$1,000.00	\$2,000.00
Stage	\$350.00	\$350.00	\$700.00
Lights	\$750.00	\$750.00	\$1,500.00
Bike Valet	\$250.00	\$250.00	\$500.00
Signage / Wayfinding	\$1,000.00	\$1,000.00	\$2,000.00
Promotion			
Collateral (Design & Printing)	\$1,000.00	\$4,000.00	\$5,000.00
Advertising	\$2,000.00	\$1,000.00	\$3,000.00
Promotional Items & Takeaways	\$1,000.00	\$1,000.00	\$2,000.00
Entertainment			
Bands	\$2,000.00	\$2,000.00	\$4,000.00
Emcee		\$500	\$500.00
Prizes / giveaways	\$500.00	\$500.00	\$1,000.00
	\$20,725	\$88,325.00	\$109,050.00

Describe how the DDA Grant Funds will be used. (Address each budget item cited above):

DDA Grant Funds would be directed toward aspects of the Finish Line Festival with the most appeal and impact on spectators. Using deliberate and strategic effort from promotion through execution to make the experience bigger and more robust for spectators than would be possible using solely registration fees and sponsorship support.

B. Estimated Income. Please list all sources from which income is expected.

Funder	Amount	Secured?
Registration fees	\$141,000.00*	No
Sponsorship	\$123,000.00*	Partial \$86,000.00 to date
Subtotal Cash Income	\$264,000.00	
Requested Event Grant Request	\$20,725.00	
Total	\$284,725.00	
*This is the total expected income. Only a portion is allotted to cover post ride costs.		



Downtown Signature Event Program – Grant Application

Prepared by Kate Follett, kate.follett@hc.msu.edu

Thank you in advance for your consideration of our grant application for the Downtown Signature Event Program. If awarded, funds would be directed toward production and promotion of the *Finish Line Festival* adding a more robust public / spectator dimension to the Michigan State University College of Human Medicine Gran Fondo. We propose the Finish Line Festival as an emerging opportunity to inextricably link our MSU Gran Fondo brand and experience with downtown Grand Rapids.

MSU Gran Fondo: An Overview

Gran Fondo means “Big Ride” in Italian. Gran Fondos are long distance, mass-participation cycling events with cyclists of all abilities welcome. MSU Gran Fondo is a *big* bike ride with an *even bigger* mission. It features a West Michigan route starting and ending at The B.O.B. in downtown Grand Rapids and along the way inspires passion-fueled fundraising and breakthrough moments on the road and in the fight against skin cancer. It’s a collaborative effort made possible by the combined talents of a volunteer-led group comprised of downtown business owners, avid cyclists, MSU Alumni, area sports events leaders, and sponsoring organizations who came together to create a signature destination experience featuring the very best of beautiful downtown Grand Rapids and West Michigan. Together we are using two wheels and collective effort to make Michigan State University College of Human Medicine and West Michigan the nationwide leader in creating healthier more vibrant communities.

Connecting our Community through MSU Gran Fondo

MSU Gran Fondo was created as a fun, non-competitive cycling event and exciting way to activate the entire community to support and accelerate skin cancer awareness, prevention, and research. Donations from our community give Michigan State University College of Human Medicine the freedom to create and explore some of the most innovative lifesaving breakthroughs that often cannot be funded by government grants alone.

The inaugural ride on Saturday, June 29, 2013 drew 1,500 cyclists from 15 states – from as far away as Oregon – and Canada. The effort generated \$138,000 in support of the MSU College of Human Medicine mission - \$38,000 over goal. Riders pedaled anywhere from 12 miles to 80 miles across the rolling scenic terrain of West Michigan. Stops along the way offered the

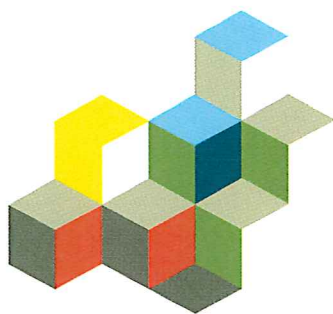
area's finest cuisine and the fresh taste of Michigan-sourced foods. The day culminated with an outdoor after-party at The B.O.B. featuring Michigan craft brews and wines, a grand feast, and live music. We worked closely with the Herman Miller Brickyard Criterium to plan complimentary schedules and layouts to create a spectacular day of cycling in downtown Grand Rapids. Moving forward we see incredible potential in the synergy between the Gran Fondo and the Brickyard Criterium to create an outdoor block party atmosphere that caters to merchants, donors, riders, and spectators with greater economic and experiential impact. And that's where support from Downtown Grand Rapids Inc. is crucial. A grant would be used to dramatically enhance the post ride experience by producing an outdoor after-party for participants and spectators with a more expansive footprint encouraging interaction between businesses and event attendees.

On Saturday, June 28, the second annual MSU Gran Fondo would culminate with the **2014 Finish Line Festival** featuring spectacular cycling, live music, and incredible food in an atmosphere like only downtown Grand Rapids can deliver. In the same way the MSU Gran Fondo is more than a ride, the Finish Line Festival is much more than an after-party; it's a celebration for more than 2,500 of our closest friends with compelling stories of personal ambition and motivation behind their reasons to Fondo. Whether it is battling cancer, honoring a loved one, or training for an 80 mile bike ride, the determination it takes to cross the finish line is a reason to celebrate in a big way.

As we build on the success of the inaugural ride we continue to work closely with our partners to identify cross-promotion opportunities and create unique impressions. The ride is one day but the initiative happens year-round with digital marketing campaigns, social media outreach and contests, training and educational events, neighborhood rallies, corporate gatherings and more. An upcoming example is Chilly Blues and Brews at The B.O.B. on Saturday, March 22. This second annual chili making competition and microbrew sampling features several live blues bands throughout the event to benefit MSU Gran Fondo.

We have built a huge groundswell of support in the form of teams, riders, companies, volunteers and sponsors. We're working toward a fully-underwritten event, so all money raised can go straight to funding the fight against skin cancer. That's an easy and inspiring message for thousands of riders, donors, volunteers, and the friends and family who support them. In 2014 we are committed to making a bigger impact. Please consider joining businesses like Gilmore Collection, Huntington Bank, Courtyard by Marriott, Advantage Benefits, and Founders Brewing Company in supporting MSU Gran Fondo in 2014. Together we can save lives faster and support a season of inspiration.

As we embark on planning MSU Gran Fondo 2014, we're again looking for authentic ways to connect with partners. We'd ultimately like to learn more about Downtown Grand Rapids Inc.'s business priorities and then work collaboratively to address them through our work. Please consider this a starting point for this conversation, we'd welcome the opportunity to speak further. Please contact us and together we'll build something meaningful.



DOWNTOWN
GRAND RAPIDS INC.

Special Event Grant Application Evaluation Criteria

Event Name: MSU Gran Fondo

Date of Request for Approval: March 17, 2014

Funds Requested from DGRI: \$20,725

Total Funds Anticipated for Event: \$284,725

Percentage of Request vs. Budget: 7.28%

Anticipated Attendance: 3,000-5,000

Requested Dollars Per Anticipated Attendee: \$4.15

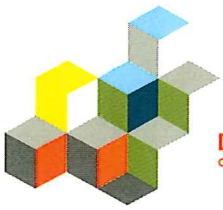
Eligibility Criteria	DGRI Staff	
The event will be open to the public and efforts will be made to attract a diverse audience:	Yes	No
The event is being held within DGRI boundaries:	Yes	No
The event is connected to a non-profit or a downtown entity:	Yes	No
The event producer is current on all debts to the City of Grand Rapids:	Yes	No
Total Score: (Must score 4/4 to qualify)	4/4	
Total Score Amount Possible:	4/4	

Eligibility Criteria	DGRI Staff	
The event will benefit a significant amount of downtown businesses:	Yes	No
The event has proven that it is inclusive, not selective, in allowing merchants to participate. If this is a merchant focused event, downtown merchants have been involved in planning the event:	Yes	No
The event is not political or religious in content:	Yes	No
Funds are clearly intended for verifiable program expensed such as park rental fees, performers, promotional materials, etc. (not administrative costs):	Yes	No
The event can demonstrate a strong commitment to maximize the use of downtown merchants (restaurants/bars, hotels retailers, and other downtown businesses):	Yes	No
The event will promote the Downtown Grand Rapids Inc. brand and will use the Downtown Grand Rapids Inc. logo on all of the event materials:	Yes	No
The event producer clearly identifies a funding gap for this event to be produced:	Yes	No
Total Score:	4/7	
Total Score Amount Possible:	7/7	

Grading Key

0	Disagree
1	Neither Agree Nor Disagree
2	Moderately Agree
3	Agree
4	Strongly Agree

Evaluation Criteria	DGRI Staff	Alliance for Vibrancy
Distinctly Grand Rapids: The event is unique to Grand Rapids. It celebrates the authentic qualities of the downtown, and sets it apart from other cities- thereby branding downtown Grand Rapids as the primary destination for arts and entertainment in West Michigan.	0 1 2 3 4	0 1 2 3 4
Benefits Downtown Businesses: The event collaborates with downtown businesses and creates retail activity and prosperity. Opportunities are created to encourage interaction between businesses and the event attendees. The event creates an environment where businesses can be successful.	0 1 2 3 4	0 1 2 3 4
Promotes the Downtown Marketing Program: The event has demonstrated a commitment to use the Downtown Grand Rapids Inc. website and logo on all its marketing materials.	0 1 2 3 4	0 1 2 3 4
The Event is New or Emerging: The event is new or it is being restructured to better promote Downtown Grand Rapids and its merchants.	0 1 2 3 4	0 1 2 3 4
Ease and Ability of Production: The entity organizing the event has the organizational and financial capacity to carry out the event, including clean up, organization, security, noise levels, promotion, etc.	0 1 2 3 4	0 1 2 3 4
Broad Popularity: The event can be enjoyed by a variety of audiences and is not offensive or dangerous. Religious and political events are not eligible for these grant funds. The event is open to the public.	0 1 2 3 4	0 1 2 3 4
Diversity and Expansion of the Downtown Event Calendar: The event will bring diverse clientele to the downtown. It will assist in creating a diverse menu of quality downtown programming..	0 1 2 3 4	0 1 2 3 4
Fundraisers: Fundraisers are not the focus of this program. However, there may be elements of an event that is a fundraiser that is appropriate for funding, such as a merchant participation program or free events	0 1 2 3 4	0 1 2 3 4
Event Goals and Effectiveness: The event has clearly articulated its goals and how those support the goals of Downtown Grand Rapids Inc., and their effectiveness in reaching those goals.	0 1 2 3 4	0 1 2 3 4
Budget: The funding gap is clearly identified. The funding request is proportionate to the outcomes intended.	0 1 2 3 4	0 1 2 3 4
Second and Third Year Requests: The event has had success in its first/second year as decided by the committee, and has demonstrated success in identifying new sources of revenue.	0 1 2 3 4	0 1 2 3 4
Total Actual Points:	31	
Total Points Allowed:	44	44



Application Instructions

Part 1. Organizational Information

Event Name: Grand Rapids Swing Dance at Rosa Parks Circle

Funds Requested \$: \$12,000

Organization Name: Grand Rapids Original Swing Society

Mailing address: 6735 Woodspointe CT Byron Center MI 49315

Phone number: 6166174842 email address: szaagman@gmail.com

Head of Organization and Title: Founder Steve Zaagman

Mailing address: 6735 Woodspointe Ct Byron Center MI 49315

Cell phone number: 6166174842 email address: szaagman@gmail.com

Main Contact Person (during planning): Steve Zaagman

Mailing address: _____

Cell phone number: _____ email address: _____

Main Contact Person (At event): same

Mailing address: _____

Cell phone number: _____ email address: _____

Has the organization named above been legally incorporated in the state of Michigan and in good standing? Yes ☒ No _____

If yes, what is the Federal Identification Number? 46-4992810

Does the event organizer/organization owe money or services to the City of Grand Rapids? No

Has this organization obtained event insurance? Yes ☒ No _____

Insurance Requirements: Event coordinators and all related parties must provide Downtown Grand Rapids Inc. with evidence of insurance to include the following:

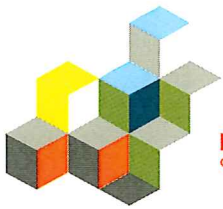
- Downtown Grand Rapids Inc. and the City of Grand Rapids shall be named as Additional Insured.
- Proof of insurance must be presented to the Downtown Grand Rapids Inc. at a minimum of 1 week prior to the event.

Part 2. Event Information:

Type of Event: Swing Dancing at Rosa Parks Circle with live music, DJ, and instruction

Event Location: Rosa Parks Circle

Date of Event: Every Tuesday May 6th - Oct 14th Start Time: 700pm End Time: 930 or 1000 pm



Street Closures (if any): No

Has permission been obtained by the surrounding businesses and property owners? NA

Were any businesses opposed to the closure? No

Describe the Project/Event: A community dance that brings all ages together to learn how to dance with dj music, and live band music

Describe the Goals of the Project/Event: To teach the art of dance to all ages, to expose community to big band music, to make something fun happen on Tuesday nights, to help people stay fit and be social.

Describe how the Project/Event meets the Evaluation Criteria listed on page 3: We bring thousands of people to Grand Rapids on a day that the city is normally dead. We help bring business to area stores and restaurants. This event makes the city cool and unique and fun.

Is the event political or religious in content? No.

Describe the Project/Events History and track record, if any: We have successfully run events in Grand Rapids for a number of years, and have been honored with having the largest swing dance in the world.

This event makes the city cool and unique and fun.

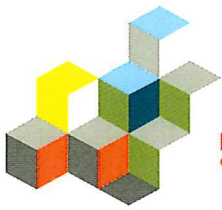
Describe your Project/Events target audience, estimated attendance and promotion: We try to attract all ages with an estimated weekly attendance of 500 to 1500. We mostly promote by social media.

Describe your plans for the Project/Event for the next two years: To leverage our nonprofit status to become self-sustaining. To continue to grow and make the event safer. To continue to be at Rosa Parks Circle.

Is the event for a profit or non-profit? Will the organizers receive any compensation? The event is in the process of becoming non-profit. Event organizers currently pay to put on the event, but hopes someday to get compensated.

Describe your plans for the Project/Event for the next two years: To leverage our non-profit status to become self-sustaining. To continue to grow and make the event safer. To continue to be at Rosa Parks Circle.

Describe the economic impact of the event to Downtown Grand Rapids. How will Downtown businesses be involved in the event? We don't provide food or drinks which means attendees go to area restaurants before and after. 500- 1500 people in downtown that wouldn't normally be spending money. This is also a huge feather in Grand Rapids cap, as most people say this event makes the city cool.



Will there be any vendors brought in? Will the event sell food or alcohol? No to the vendors, no to the alcohol.

No to the food. Though we are considering selling snow cones.

List any downtown partners/sponsors and their contribution to the event/project (In-kind or monetary): Grand Rapid Events, INC
Steve Zaagman, Avanti Law Firm, Lots of individual dancers, MC Entertainment, Hark Up Horns, lots more

In the past: DDA, Experience GR, Celebration Cinema, etc.

List any other events that happen at the same time, and if they compliment or distract from this event: _____

Part 3. Event Information:

A. Proposed Expenditures. Please list all expense items.

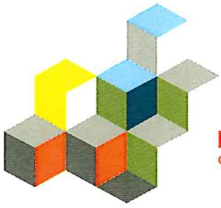
Description of Budget Items	DDA Grant Funds	Other Funds	Total
DJ Speaker Rental			\$4800
Band Rental			\$1800
Insurance, Permits Etc			\$3000
Police and Security w/ co-sponsor	\$12000	\$3000	\$15000
Lawyers/Accountant			\$3000
DJ/MC			\$3600
Instructor, Event Manager, Supplies			\$5800
Total Budget	\$ 12000	\$ 3000	\$ 37,000

Describe specifically how the DDA Grant Funds will be used. (Address each budget item cited above): _____

DDA Funds are mostly to pay for additional required security.

B. Estimated Income. Please list all sources from which income is expected.

Funder	Amount	Secured?
Steve Zaagman	\$5000	Yes as needed
Dancer Donations	Average \$5000 in summer	No, they are collected on Tues
Avanti Law Firm	\$3000	Yes agreed not collected
Sponsors in talks	\$4000	No
Subtotal Cash Income	\$17,000	
Requested Event Grant Request	\$12,000	
Total	\$ 29,000	\$



Part 4. Certification and Signature

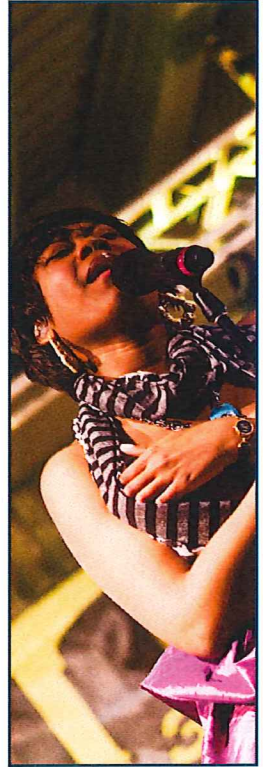
By submitting an application, the applicant certifies that all the information included in this application is correct, and that they will be bound by all the terms and conditions included in this agreement in Attachment A, including but not limited to the indemnification provisions.

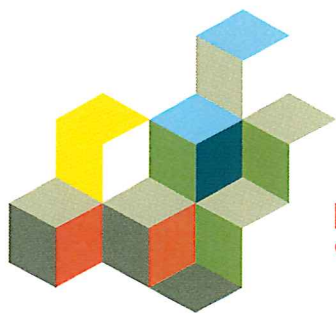
The applicant also understands and acknowledges that this application is potentially subject to Michigan's public records law, and that this application and any documents presented to Downtown Grand Rapids Inc. regarding this application for grant funding purposes may be supplied upon request to any parties that request copies.

Officer's Name and Title: Steve Zaagman

Signature: Steve Zaagman Date: 3/9/2014

Please submit application to: kvandriel@downtowngr.org. For questions or more information, contact Kimberly Van Driel at 616-719-4610 or at kvandriel@downtowngr.org.





DOWNTOWN
GRAND RAPIDS INC.

Special Event Grant Application Evaluation Criteria

Event Name: Swing Dancing

Date of Request for Approval: March 17, 2014

Funds Requested from DGRI: \$12,000

Total Funds Anticipated for Event: \$37,000

Percentage of Request vs. Budget: 32%

Anticipated Attendance: 1,500

Requested Dollars Per Anticipated Attendee: \$8

Eligibility Criteria	DGRI Staff	
The event will be open to the public and efforts will be made to attract a diverse audience:	Yes	No
The event is being held within DGRI boundaries:	Yes	No
The event is connected to a non-profit or a downtown entity:	Yes	No
The event producer is current on all debts to the City of Grand Rapids:	Yes	No
Total Score: (Must score 4/4 to qualify)	4/4	
Total Score Amount Possible:	4/4	

Eligibility Criteria	DGRI Staff	
The event will benefit a significant amount of downtown businesses:	Yes	No
The event has proven that it is inclusive, not selective, in allowing merchants to participate. If this is a merchant focused event, downtown merchants have been involved in planning the event:	Yes	No
The event is not political or religious in content:	Yes	No
Funds are clearly intended for verifiable program expensed such as park rental fees, performers, promotional materials, etc. (not administrative costs):	Yes	No
The event can demonstrate a strong commitment to maximize the use of downtown merchants (restaurants/bars, hotels retailers, and other downtown businesses):	Yes	No
The event will promote the Downtown Grand Rapids Inc. brand and will use the Downtown Grand Rapids Inc. logo on all of the event materials:	Yes	No
The event producer clearly identifies a funding gap for this event to be produced:	Yes	No
Total Score:	5/7	
Total Score Amount Possible:	7/7	

Grading Key

0	Disagree
1	Neither Agree Nor Disagree
2	Moderately Agree
3	Agree
4	Strongly Agree

Evaluation Criteria	DGRI Staff	Alliance for Vibrancy
Distinctly Grand Rapids: The event is unique to Grand Rapids. It celebrates the authentic qualities of the downtown, and sets it apart from other cities- thereby branding downtown Grand Rapids as the primary destination for arts and entertainment in West Michigan.	0 1 2 3 4	0 1 2 3 4
Benefits Downtown Businesses: The event collaborates with downtown businesses and creates retail activity and prosperity. Opportunities are created to encourage interaction between businesses and the event attendees. The event creates an environment where businesses can be successful.	0 1 2 3 4	0 1 2 3 4
Promotes the Downtown Marketing Program: The event has demonstrated a commitment to use the Downtown Grand Rapids Inc. website and logo on all its marketing materials.	0 1 2 3 4	0 1 2 3 4
The Event is New or Emerging: The event is new or it is being restructured to better promote Downtown Grand Rapids and its merchants.	0 1 2 3 4	0 1 2 3 4
Ease and Ability of Production: The entity organizing the event has the organizational and financial capacity to carry out the event, including clean up, organization, security, noise levels, promotion, etc.	0 1 2 3 4	0 1 2 3 4
Broad Popularity: The event can be enjoyed by a variety of audiences and is not offensive or dangerous. Religious and political events are not eligible for these grant funds. The event is open to the public.	0 1 2 3 4	0 1 2 3 4
Diversity and Expansion of the Downtown Event Calendar: The event will bring diverse clientele to the downtown. It will assist in creating a diverse menu of quality downtown programming..	0 1 2 3 4	0 1 2 3 4
Fundraisers: Fundraisers are not the focus of this program. However, there may be elements of an event that is a fundraiser that is appropriate for funding, such as a merchant participation program or free events	0 1 2 3 4	0 1 2 3 4
Event Goals and Effectiveness: The event has clearly articulated its goals and how those support the goals of Downtown Grand Rapids Inc., and their effectiveness in reaching those goals.	0 1 2 3 4	0 1 2 3 4
Budget: The funding gap is clearly identified. The funding request is proportionate to the outcomes intended.	0 1 2 3 4	0 1 2 3 4
Second and Third Year Requests: The event has had success in its first/second year as decided by the committee, and has demonstrated success in identifying new sources of revenue.	0 1 2 3 4	0 1 2 3 4
Total Actual Points:	26	
Total Points Allowed:	44	44

Application Instructions

Event Name: Downtown Fiesta

Funds Requested \$ \$8,000

Organization Name: Arena District, Inc

Mailing address PO Box 230273, Grand Rapids, MI 49523

Phone number 616.458.6600 email address: info@arenadistrictgr.com

Head of Organization and Title: Dennis Moosbrugger, President

Mailing address PO Box 230273, Grand Rapids, MI 49523

Cell phone number 616.581.8909 email address: dennis@arenadistrictgr.com

Main Contact Person (during planning): Emily Evers

Mailing address PO Box 230273, Grand Rapids, MI 49523

Cell phone number 616.648.8549 email address: emily@arenadistrictgr.com

Main Contact Person (At event): Emily Evers

Mailing address PO Box 230273, Grand Rapids, MI 49523

Cell phone number 616.648.8549 email address: emily@arenadistrictgr.com

Has the organization named above been legally incorporated in the state of Michigan and in good standing? Yes X No

If yes, what is the Federal Identification Number? 27- 3156868

Does the event organizer/organization owe money or services to the City of Grand Rapids? N

Has this organization obtained event insurance? Yes No X currently applying

- The DDA, Downtown Alliance and the City shall be named as Additional Insured.
- Proof of insurance must be presented to the Downtown Alliance or DDA a minimum of 1 week prior to the event.

- Type of Event: Family Friendly, Cultural, Live Music Festival
- Event Location: Rosa Parks Circle (proposed)
- Date of Event May 17, 2014
 - Start time 3:00pm End Time 9:00pm
- Street closures, if any: None
 - Has permission been obtained by the surrounding businesses and property owners?
Were any businesses opposed to the closure? _____
- Describe the Project/Event
[See additional pages]



Describe the Project/Event

Downtown Fiesta will have live traditional music, fresh food from local downtown GR vendors, and festive drinks, celebrating Hispanic Culture in West Michigan. This afternoon/evening event is family-friendly so that anyone of any age can enjoy this downtown event.

Describe the Goals of the Project/Event

This event aims to celebrate Hispanic culture and bring the greater Grand Rapids Hispanic population downtown, as we often hear that this population does not feel that the downtown area is welcoming to them. We want them to know they are accepted and enjoy Arena District's inclusive community. We will reach out to the Hispanic community via print, radio, and utilize our steering committee connections. Last year, our steering committee consisted of John Gonzalez (MLive), Eva Aguirre Cooper (WOODTV), Veronica Ramirez (Hispanic Chamber of Commerce), Ray Cummings (Mexican & Hispanic Festival), and others. We plan to reach out to additional prominent members of the community next year as well to further the success of the event. As an added green component, we will also try to make this event as eco-friendly as possible, by continuing our 2012 collaboration with City Recycling Services, Organicycle, and more. We would like to eventually make this a zero-waste event, to complement the growing focus on sustainability in Grand Rapids.

Describe how the event meets the Evaluation Criteria listed on page 4.

- *Benefits downtown businesses:* This event will bring people downtown both the day of the event, and in the week leading up to it with a weeklong competition for the best festive drink and best festive dishes. Once the Saturday event ends we will be encouraging them to stay and go to all nearby restaurants and bars. The event vendors will also be exclusively limited to downtown area businesses.
- *Promotes the Downtown marketing program:* All Downtown marketing will be included in event promotions and collateral materials.
- *The event is new or emerging:* The event will be almost completely restructured for the 2014 year; we strongly believe that we can make this a Grand Rapids staple event in the future.
- *Ease and Ability of Production:* The downtown Rosa Parks Circle space is perfect for this event. The existing stage and permanent seating areas will eliminate quite a few set up needs that the Cinco de Mayo event required, and only fencing in the bar area will take away many of the set up strains as well. No street closures will be required.
- *Brand Popularity:* This event will be open to the public, welcoming to any age and socioeconomic background, and the general event will be free. There will possibly be a suggested donation or entry fee for only the bar area, that would incorporate a charity partner receiving a portion of the proceeds. In addition, the mid-May date gives people a chance to get outside and enjoy the beginning of summer weather, but isn't too late in the season, where Saturdays become the time to go up north or to the beach.
- *Diversity and Expansion of the Downtown Event Calendar:* This event will take place during a reportedly slow time of year for downtown merchants, so our goal is to create an event that makes downtown a destination for everyone in the area for this May Saturday.

- *Fundraisers:* we are currently considering local and relevant charity partners that would receive a portion of the profit or benefit from a specific facet of the event.

Is the event political or religious in content:

No.

Describe the event's history & track record, if any.

Downtown Fiesta stemmed from the Cinco de Mayo 21+ "party" that has taken place in Lot 3 the past two years. We are completely re-designing the event this year; it will look nothing like the 2011 or 2012 events. The event struggled to become profitable, and would continue to do so in that model. After the Cinco de Mayo event last year, our committee evaluated each aspect of the event and discussed potential for improvement. Through that process this new concept was born. We decided that Rosa Parks Circle was a great space due to it's notoriety and central location. It will be open based on the many inquiries we received about it being family friendly prior to the event.

Describe your event's target audience, estimated attendance, and promotion. Please include any media exposure anticipated with this event in the description.

This event will target both families and individuals of all ages and demographics. We aim to both invite the Hispanic population downtown, and provide a cultural learning experience for other populations as well. In the past, it has attracted 1,500 people each year and we expect to double this based on feedback from our followers; we had many people last year say they would have attended if they were able to bring their family. It will be promoted via our social media platforms (nearly 6,000 followers), email list (4,000), print, our website, and radio.

Describe the economic impact of the event to downtown Grand Rapids. How will downtown businesses be involved in the event?

All Arena District members (any downtown food/beverage establishment can become a member) will be encouraged to participate as food vendors at the actual event, and patrons will be directed to any member establishment with drink specials after the event ends. We are ending the event by 9pm this year so that we are better able to drive people to downtown restaurants. We anticipate the families will head home, but that the younger crowd will go out to enjoy businesses after for a few more hours.

Describe your plans for the event for the next two years.

We are aiming to rebuild this event concept in an inclusive manner that benefits downtown merchants and more patrons to support downtown Grand Rapids directly. We will do this by continuing to gather feedback from our planning committee, event sponsors, and patrons; using this to building this into a better event year after year.

Is the event for profit or non-profit? Will the organizers receive any compensation?

Arena District, Inc is a 501c6 nonprofit organization; organizers will not be outside of the existing, and staff will not be paid any additional amounts as a result of planning this event.

Will there be any vendors brought in? Will the event sell food or alcohol?

Yes; Arena District members willing to provide authentic dishes will be brought in, and AD will operate a licensed beer/alcohol area.

List any downtown partners/sponsors and their contribution to the event (in-kind or monetary).

We will also approach Convention Arena Authority, Alliance Beverage, and Beam Global for financial support. Other sponsors and partners will possibly be approached as the event & concept develop.



Describe the Project/Event

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- *Promotes the Downtown marketing program:* All Downtown marketing will be included in event promotions and collateral materials.
- *The event is new or emerging:* The event will be almost completely restructured for the 2014 year; we strongly believe that we can make this a Grand Rapids staple event in the future.
- *Ease and Ability of Production:* The downtown Rosa Parks Circle space is perfect for this event. The existing stage and permanent seating areas will eliminate quite a few set up needs that the Cinco de Mayo event required, and only fencing in the bar area will take away many of the set up strains as well. No street closures will be required.
- *Brand Popularity:* This event will be open to the public, welcoming to any age and socioeconomic background, and the general event will be free. There will possibly be a suggested donation or entry fee for only the bar area, that would incorporate a charity partner receiving a portion of the proceeds. In addition, the mid-May date gives people a chance to get outside and enjoy the beginning of summer weather, but isn't too late in the season, where Saturdays become the time to go up north or to the beach.
- *Diversity and Expansion of the Downtown Event Calendar:* This event will take place during a reportedly slow time of year for downtown merchants, so our goal is to create an event that makes downtown a destination for everyone in the area for this May Saturday.

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Is the event political or religious in content:

No.

Describe the event's history & track record, if any.

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Describe your plans for the event for the next two years.

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Is the event for profit or non-profit? Will the organizers receive any compensation?

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List any downtown partners/sponsors and their contribution to the event (in-kind or monetary).

We will also approach Convention Arena Authority, Alliance Beverage, and Beam Global for financial support. Other sponsors and partners will possibly be approached as the event & concept develop.

Part 3. Budget

A. Proposed Expenditures. Please list all expense items.

Description of Budget Items	DDA Grant Funds	Other Funds	Total
Entertainment (Bands & DJ for 6 hours)	\$ 4,000	\$0	\$4,000
Set-Up	\$2,000	\$4,000	\$6,000
Tents, Fencing, Tables, Chairs, Port-a-Johns,			
Location Rental, etc;			
Supplies			
Signs, Wristbands, etc;	\$0	\$800	\$800
Fees			
MLCC, Insurance, etc;	\$0	\$1,200	\$1,200
Advertising			
Print, Radio, Design, etc;	\$2,000	\$2,000	\$4,000
Total Budget	\$ 8,000	\$ 8,000	\$ 16,000

Describe specifically how the DDA Grant Funds will be used. (Address each budget item cited above).

DDA funds will ensure that we can obtain authentic, cultural music, a portion of the set-up costs and further our advertising reach by expanding our budget for print & other media.

B. Estimated Income. Please list all sources from which income is expected.

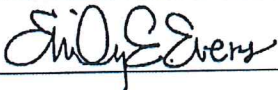
Funder	Amount	Secured?
1 Beam Global	\$ 3,500	No
2 Kent Beverage	\$ 2,000	No
3 Convention Arena Authority	\$ 1,000	No
4	\$	
5	\$	
6	\$	
7	\$	
8	\$	
9	\$	
10	\$	
11	\$	
12	\$	
13	\$	
14	\$	
15	\$	
Subtotal cash income	\$10,000 (estimated)	
Requested Event Grant Request	\$ 8,000	
Total	\$ 24,500	

Part 4. Certification and Signature

By submitting an application, the applicant certifies that all the information included in this application is correct, and that they will be bound by all the terms and conditions included in this agreement in Attachment A, including but not limited to the indemnification provisions.

The applicant also understands and acknowledges that this application is potentially subject to Michigan's public records law, and that this application and any documents presented to the DDA/Downtown Alliance regarding this application for grant funding purposes may be supplied upon request to any parties that request copies.

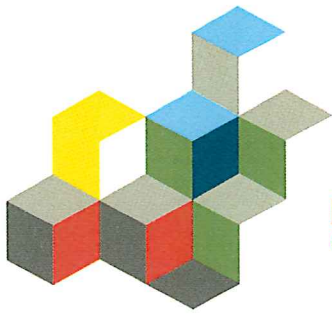
Officer's Name and Title Emily Evers, Assistant Director

Signature and Date  11/25/2013

Please submit the application to: sharon@downtowngr.org

For more information:

Contact Sharon Evoy at 771-0346 or at sharon@downtowngr.org.



DOWNTOWN
GRAND RAPIDS INC.

Special Event Grant Application Evaluation Criteria

Event Name: Downtown Fiesta

Date of Request for Approval: March 17, 2014

Funds Requested from DGRI: \$8,000

Total Funds Anticipated for Event: \$16,000

Percentage of Request vs. Budget: 50%

Anticipated Attendance: 15,000

Requested Dollars Per Anticipated Attendee: \$5.30

Eligibility Criteria	DGRI Staff	
The event will be open to the public and efforts will be made to attract a diverse audience:	Yes	No
The event is being held within DGRI boundaries:	Yes	No
The event is connected to a non-profit or a downtown entity:	Yes	No
The event producer is current on all debts to the City of Grand Rapids:	Yes	No
Total Score: (Must score 4/4 to qualify)	4/4	
Total Score Amount Possible:	4/4	

Eligibility Criteria	DGRI Staff	
The event will benefit a significant amount of downtown businesses:	Yes	No
The event has proven that it is inclusive, not selective, in allowing merchants to participate. If this is a merchant focused event, downtown merchants have been involved in planning the event:	Yes	No
The event is not political or religious in content:	Yes	No
Funds are clearly intended for verifiable program expensed such as park rental fees, performers, promotional materials, etc. (not administrative costs):	Yes	No
The event can demonstrate a strong commitment to maximize the use of downtown merchants (restaurants/bars, hotels retailers, and other downtown businesses):	Yes	No
The event will promote the Downtown Grand Rapids Inc. brand and will use the Downtown Grand Rapids Inc. logo on all of the event materials:	Yes	No
The event producer clearly identifies a funding gap for this event to be produced:	Yes	No
Total Score:	5/7	
Total Score Amount Possible:	7/7	

Grading Key

0	Disagree
1	Neither Agree Nor Disagree
2	Moderately Agree
3	Agree
4	Strongly Agree

Evaluation Criteria	DGRI Staff	Alliance for Vibrancy
Distinctly Grand Rapids: The event is unique to Grand Rapids. It celebrates the authentic qualities of the downtown, and sets it apart from other cities- thereby branding downtown Grand Rapids as the primary destination for arts and entertainment in West Michigan.	0 1 2 3 4	0 1 2 3 4
Benefits Downtown Businesses: The event collaborates with downtown businesses and creates retail activity and prosperity. Opportunities are created to encourage interaction between businesses and the event attendees. The event creates an environment where businesses can be successful.	0 1 2 3 4	0 1 2 3 4
Promotes the Downtown Marketing Program: The event has demonstrated a commitment to use the Downtown Grand Rapids Inc. website and logo on all its marketing materials.	0 1 2 3 4	0 1 2 3 4
The Event is New or Emerging: The event is new or it is being restructured to better promote Downtown Grand Rapids and its merchants.	0 1 2 3 4	0 1 2 3 4
Ease and Ability of Production: The entity organizing the event has the organizational and financial capacity to carry out the event, including clean up, organization, security, noise levels, promotion, etc.	0 1 2 3 4	0 1 2 3 4
Broad Popularity: The event can be enjoyed by a variety of audiences and is not offensive or dangerous. Religious and political events are not eligible for these grant funds. The event is open to the public.	0 1 2 3 4	0 1 2 3 4
Diversity and Expansion of the Downtown Event Calendar: The event will bring diverse clientele to the downtown. It will assist in creating a diverse menu of quality downtown programming..	0 1 2 3 4	0 1 2 3 4
Fundraisers: Fundraisers are not the focus of this program. However, there may be elements of an event that is a fundraiser that is appropriate for funding, such as a merchant participation program or free events	0 1 2 3 4	0 1 2 3 4
Event Goals and Effectiveness: The event has clearly articulated its goals and how those support the goals of Downtown Grand Rapids Inc., and their effectiveness in reaching those goals.	0 1 2 3 4	0 1 2 3 4
Budget: The funding gap is clearly identified. The funding request is proportionate to the outcomes intended.	0 1 2 3 4	0 1 2 3 4
Second and Third Year Requests: The event has had success in its first/second year as decided by the committee, and has demonstrated success in identifying new sources of revenue.	0 1 2 3 4	0 1 2 3 4
Total Actual Points:	26	
Total Points Allowed:	44	44



DOWNTOWN
GRAND RAPIDS INC.

Alliance for Vibrancy Members,

Downtown Grand Rapids Inc. has created an Evaluation Checklist for Special Event Grant Applications seeking funding assistance for their event. The purpose of this checklist is to easily identify and compare the qualifications of each event in a consistent manner. The criteria were established based on the current event application guidelines. This checklist should allow us to quickly determine if an event is applicable to the grant program and analyze, distinguish, and classify each event.

DGRI staff will complete the first page of the checklist when the applicant submits their request. Staff will grade the application solely on the information provided. They will then contact the event producer with any feedback and/or questions about the application. The staff member will specifically look for areas on the criteria sheet that the application does not answer or does not address fully. The Evaluation Checklist will be attached to the end of each application. **On the second sheet of the checklist, each Alliance member should select scores under the evaluation column titled “Alliance for Vibrancy” after reviewing the event application.** Completing this column will determine your score for the event. We will then compare scores at the Alliance for Vibrancy meeting.

Regards,

DGRI Staff



DOWNTOWN
GRAND RAPIDS INC.

Special Event Grant Application Evaluation Criteria

Event Name:

Date of Request for Approval:

Funds Requested from DGRI:

Total Funds Anticipated for Event:

Percentage of Request vs. Budget:

Anticipated Attendance:

Requested Dollars Per Anticipated Attendee:

Eligibility Criteria	DGRI Staff
The event will be open to the public and efforts will be made to attract a diverse audience:	Yes No
The event is being held within DGRI boundaries:	Yes No
The event is connected to a non-profit or a downtown entity:	Yes No
The event producer is current on all debts to the City of Grand Rapids:	Yes No
Total Score: (Must score 4/4 to qualify)	/4
Total Score Amount Possible:	4/4

Eligibility Criteria	DGRI Staff
The event will benefit a significant amount of downtown businesses:	Yes No
The event has proven that it is inclusive, not selective, in allowing merchants to participate. If this is a merchant focused event, downtown merchants have been involved in planning the event:	Yes No
The event is not political or religious in content:	Yes No
Funds are clearly intended for verifiable program expensed such as park rental fees, performers, promotional materials, etc. (not administrative costs):	Yes No
The event can demonstrate a strong commitment to maximize the use of downtown merchants (restaurants/bars, hotels retailers, and other downtown businesses):	Yes No
The event will promote the Downtown Grand Rapids Inc. brand and will use the Downtown Grand Rapids Inc. logo on all of the event materials:	Yes No
The event producer clearly identifies a funding gap for this event to be produced:	Yes No
Total Score:	/7

Total Score Amount Possible:

7/7

Grading Key

0	Disagree
1	Neither Agree Nor Disagree
2	Moderately Agree
3	Agree
4	Strongly Agree

Evaluation Criteria	DGRI Staff	Alliance for Vibrancy
Distinctly Grand Rapids: The event is unique to Grand Rapids. It celebrates the authentic qualities of the downtown, and sets it apart from other cities- thereby branding downtown Grand Rapids as the primary destination for arts and entertainment in West Michigan.	0 1 2 3 4	0 1 2 3 4
Benefits Downtown Businesses: The event collaborates with downtown businesses and creates retail activity and prosperity. Opportunities are created to encourage interaction between businesses and the event attendees. The event creates an environment where businesses can be successful.	0 1 2 3 4	0 1 2 3 4
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Ease and Ability of Production: The entity organizing the event has the organizational and financial capacity to carry out the event, including clean up, organization, security, noise levels, promotion, etc.	0 1 2 3 4	0 1 2 3 4
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Total Actual Points:		
Total Points Allowed:	44	44