

# Virtual Meeting Access

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Greetings!

For the safety and wellbeing of our members and employees, we would like to continue to hold meetings in accordance with the Open Meetings Act, PA 267 of 1976, as amended.

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



## MICROSOFT TEAMS

1. It is recommended to download the App -
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*\* Note: If you do not have a Microsoft account, you can join as a [guest](#).*

Please note that you may provide comments during the meeting using the “chat” feature of Microsoft Teams; however, comments posted in that fashion may not be read or addressed until after the meeting. You may also provide input or ask questions of the Board relating to any items of business that will come before them at the meeting by emailing Tim Kelly at [tkelly@downtowngr.org](mailto:tkelly@downtowngr.org) who will forward them to the Board, or by mailing them via regular U.S. Postal service to c/o Tim Kelly, Downtown Grand Rapids Inc., 29 Pearl NW, Suite 1, Grand Rapids, MI 49503, or by calling (616) 719-4610.

Persons with disabilities may attend and participate using any of the above described methods. If you require special accommodations, please email [asloan@downtowngr.org](mailto:asloan@downtowngr.org) and we will be happy to accommodate you. If you have any questions or need further assistance, please email [asloan@downtowngr.org](mailto:asloan@downtowngr.org).

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# AGENDA

## DOWNTOWN DEVELOPMENT AUTHORITY



# DDA

### Board Members:

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

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Wednesday, February 10, 2021

8:00 a.m. [Virtual Meeting](#)

Microsoft Teams

- |   |        |           |
|---|--------|-----------|
| 1. Call to Order  |        |           |
| 2. Approve Meeting Minutes from January 13, 2021 (8:01)<br>(enclosure)  | Motion | Winn      |
| 3. Accept January 31, 2021 Financials (8:05)<br>(enclosure)             | Motion | Chapman   |
| 4. Winter Ready Grant Update (8:10)<br>(enclosure)                      | Motion | Miller    |
| 5. Latino Community Coalition Outreach Initiative (8:20)<br>(enclosure) | Motion | Van Driel |
| 6. Homeless Outreach Team Presentation (8:30)<br>(enclosure)            | Info   | Britton   |
| 7. Downtown Wayfinding Presentation (8:45)<br>(enclosure)               | Info   | Eledge    |
| 8. Executive Director Report (9:00)                                     | Info   | Kelly     |
| 9. Public Comment (9:10)  |        |           |
| 10. Board Member Discussion (9:20)                                      |        |           |
| 11. Adjournment (9:25)  |        |           |



DOWNTOWN  
GRAND RAPIDS INC.



## MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

January 13, 2021

1. Call to Order – The meeting was called to order at 8:02 a.m. by Chair Rick Winn.

### Attendance

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

Members Absent: Jen Schottke

Others Present: Tim Kelly (DDA Executive Director), Amanda Sloan, (DDA Recording Secretary), Tricia Chapman (Treasurer), Jessica Wood (Legal Counsel), Kimberly Van Driel, Andy Guy, Melvin Elledge, Marion Bonneaux, Mandy McDaniel, Annamarie Buller, Kyama Kitavi, Samantha Suarez, and Mark Miller (DGRI Staff), Mark Washington, Josh Naramore, Joe Agostinelli, Jennifer Kasper, Marie Stiegel (Plante & Moran), Mike Bernes (MJB Consulting), Christa Ferguson, JJ Loew, and Scott Atchison.

2. Approve Meeting Minutes from December 9, 2020

*Motion: Ms. Dunn, supported by Mr. McNeilly, moved approval of the December 9, 2020 Meeting Minutes as presented. Motion carried unanimously.*

Mayor Bliss (losing internet) left the meeting.

Ms. Wood addressed the board to clarify Public Act 254 of 2020. She stated this authorizes our public body to meet virtually until March 30, 2021 for any reason; however, board members are required to state they are attending remotely and provide their location (unless remote for active military duty).

Rick Winn stated he is attending remotely from Grand Rapids, MI. Kayem Dunn stated she is attending remotely from Grand Rapids, MI. Diana Sieger stated she is attending remotely from Grand Rapids, MI. Greg McNeilly stated he is attending remotely from Grand Rapids, MI. Jim Talen stated he is attending remotely from Grand Rapids, MI. Jermale Eddie stated he is attending remotely from Grand Rapids, MI.

Luis Avila stated he is attending remotely from Grand Rapids, MI.

3. Accept December 31, 2020 Financials

Ms. Chapman presented interim financial statements noting interest earnings are showing negative due to investments that were brought to market in June. The authority is in a strong financial position with sufficient pooled cash to support the planned expenditures for 2021 and beyond. Mr. McNeilly stated our actual total income is less than budgeted and asked what revisions should be made over the next 6 months. Mr. Kelly stated the lack of DASH parking income has been a major contributor, and we have started to see that come back some, but this is certainly something we need to remain mindful of as we prepare budgets for the next fiscal year.

*Motion: Mr. Avila, supported by Mr. McNeilly, motioned to accept Statement D: December 31, 2020 Expenditures. Motion carried unanimously.*

4. Fiscal Year 2020 Audit

Ms. Marie Stiegel presented the opinion of the Fiscal Year 2020 independent auditor's report completed by Plante & Moran. She stated the financial statements present fairly the financial position of the Downtown Development Authority as of June 30, 2020. The letter to the board contains internal control related matters identified in the audit as well as required communications with board members. Ms. Stiegel noted there was one year-end journal entry related to the audit process. An adjustment of \$1.4 million was required to increase the school tax capture liability owed by the authority; the authority had previously recorded (understated) estimates. She also stated there were no significant difficulties dealing with management in preparing this audit.

*Motion: Mr. McNeilly, supported by Mr. Avila, moved to accept the FY2020 Audit as presented. None opposed. Motion carried.*

5. Winter Ready Grant

Mr. Miller presented a recommendation to limit the amount of Winter Ready Grant funding allocated per business to ensure grant funding can be maintained as requests continue to emerge. As it stands, a business can request the reimbursement of any amount (though requests over \$15,000 require board approval). He stated as of last week \$144,000 has been allocated to eleven businesses (for an average of \$13,000 per business). We currently have 20 additional businesses expressing serious interest in applying for grant funding estimated at \$280,000 and with the grant requests being presented today, a total of \$630,000 would potentially be paid out. Mr. Winn suggested setting some guidelines to prevent businesses from being excluded while being mindful of our overall budget. Ms. Dunn asked if there is evidence of benefit from this grant program so far to which Mr. Miller shared Reserve and Field & Fire have been doing really well and House of Wine attributes this program to saving that business. Anecdotally, yes, we are seeing the benefits with many more businesses eager to participate. Mr. McNeilly asked if we have precedence for setting a limit on this type of program. Mr. Kelly shared that the Downtown Enhancement Grant Parklet program limited reimbursement of up to \$25,000 per eligible business.

*Motion: Mr. McNeilly, supported by Ms. Dunn, moved to establish a not to exceed amount of \$20,000 award per business or \$26,000 per common area (for multiple business use) to provide winterization and activation support through the Winter Ready Grant Program. None opposed. Motion carries.*



Mr. Miller presented 8 grant requests over the \$15,000 threshold. He noted 6 of the 8 were clearly laid out in the memo: Brick & Porter, The BOB, MeXo, Sandy Point Beach House, and Ando Sushi are each requesting \$20,000. The Downtown Market is requesting \$25,000 to provide multiple shared structures for tenants. Two additional requests not in this memo include: Luna and City Built. Luna is planning to build a large structure in their social zone as well as several individual table shelters. The expected cost of those structures and heaters total \$30,000, though with the new guidelines just approved, the requested amount is adjusted to \$20,000. City Built recently completed the “Welcome Center” at Canal Park across the street from the business. This 30x60 ft tent with heater supports multiple businesses in Monroe North; City Built Brewing is requesting reimbursement of \$26,000 through the Winter Ready Grant program.

*Motion: Ms. Dunn, supported by Mr. Avila, moved to authorize funding for Winter Ready Grant applicants in excess of the \$15,000 threshold (\$20,000 each to Brick & Porter, The BOB, MeXo, Sandy Point Beach House, Ando Sushi, and Luna as well as \$25,000 to Downtown Market and \$26,000 to City Built Brewing). Motion carried unanimously.*

6. Portland Loo

Mr. Eledge presented an overview of the operations of the Portland Loo since its installation in July, stating a targeted survey of businesses in the Heartside neighborhood indicated overwhelming support for the Loo and the desire for the installation of more public restrooms. He stated over 10,000 gallons of water have been used and over 200 cleanings have taken place since installation. It is estimated to have served 9,000 users at an average of 90 users per day meeting a great need for the neighborhood.

7. Downtown Retail

Mr. Kelly introduced Mike Berne from MJB Consulting to present the Phase I findings from the Retail Analysis and Strategy Study. This data is intended to give us an idea of where we are today and to develop a strategy to inform policy going forward. Mr. Berne clarified the initial Phase I scope of work included an analysis of COVID-19 impact on downtown retail and Phase II will provide a strategy for COVID-19 response. Phase I consisted of extensive virtual touring, review of available data sets and reports, discussions with landlords and brokers, conversations with merchants, and benchmarking with national trends. Mr. Berne shared the national context that central business districts have been hit hard due to remote work, lack of convention/visitor trade, limited residential, reliance on experiential economy (events), and small business closures. With that said, some businesses that have survived are typically those that offer outdoor sales, have other revenue sources (besides walk-in), became “essential”, provide PPP, deliver community goodwill, were effective at cost-cutting, have receptive landlords, and were granted eviction moratoriums. Less closures are predicted in 2021 with these businesses becoming more resourceful, a second stimulus, mass vaccination, pent-up demand, lower rents, and an expected economic rebound. Mr. Berne stated economic downturns always see an increase in entrepreneurial activity. The uncertainty plaguing central business districts include generational change, home cooking, anchor prospects, landlord flexibility, remote work, business travel, and co-opted formats (food halls in shopping centers). He stated there was a lot of momentum in GR prior to COVID-19 highlighting the city’s history and character. The big picture drivers of consumer demand downtown include a mix of residential, captive submarkets, and trade area population which are all critical for downtown. There is a ceiling to demand with near neighborhood retail, neo-hipster urbanites being a limited audience with increasingly more options, and very targeted minority consumers or submarkets. Mr. Berne noted there is an impressive list of retailers throughout Downtown which is effectively diluted because the footprint is so large. Clustering would maximize

synergies between adjacent businesses but ultimately the market decides where this would be. Based on the history of public/private partnerships in Grand Rapids, he suggested the continued use of Downtown storefronts as an incubator space, using retail as an amenity, and perhaps a coordinated effort with property owners and stakeholders to determine the types of ground floor businesses and where they would be placed. Mr. Berne stated in the next phase he will be looking at existing programs (capacities and resources), have conversations with other stakeholders, review zoning and regulatory framework, consider catalyst projects, and review case studies from analogous Downtowns.

Ms. Sieger recalled the former Grand Rapidian Dick Gillett's vision of concentrated retail, particularly his apprehension of moving west on Bridge St. Mr. McNeilly stated he would like to see the benefits case for Downtown to have thriving retail. Mr. Berne stated retail is important to attract end users that will create wealth; lively street life is essential for corporations to recruit employees and to attract conventions. Visitors draw conclusions based on what can be seen and ground floor activity is crucial. Retail allows for more visitation and higher property values but is not necessarily a money maker in a downtown setting and should be considered an amenity as opposed to a growth creator. Mr. Eddie encouraged the board to consider who are we building for. As black and minority owned businesses continue to grow Downtown, Mr. Eddie suggested an opportunity to further diversify consumers would be to diversify building ownership downtown.

8. Executive Director Report

Mr. Kelly referred to the Emergency Shelter memo provided in the agenda packet and noted dozens of unsheltered individuals were relocated from Heartside Park to a temporary shelter at 250 Ionia (coordinated by the Health Department and the Homeless Outreach Team). World of Winter kicks off this week. Visit [worldofwintergr.com](http://worldofwintergr.com) for a full calendar of events and the map of installations and activities. This event series will be showcased on social media, radio spots, and print pieces as well as several major billboards. He stated our hope is that people will come downtown, still recognizing COVID-19 protocols, and support local businesses.

9. Public Comment

Mr. Scott Atchison presented an image of a proposed information booth for Downtown. He stated the location is particularly important and should not be on the inside of another building but a separate building on the corner of Pearl and Monroe. He believes as events start to come back to Grand Rapids, an information booth manned by a person is needed to share what bars/restaurants are open each day and to help visitors feel welcome.

10. Board Member Discussion

Mr. Winn commended the DGRI team for their valuable role in these extreme conditions noting support from this board is particularly important for Downtown at this stressful time.

11. Adjournment

The meeting adjourned at 9:49 a.m.



**DOWNTOWN**  
GRAND RAPIDS INC.

COVID-19 Impact Report  
February 3, 2021

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## Business Openings

### 2020

- ① Morning Belle (June 8)
- ② Ding Tea (June 28)
- ③ Downtown Nutrition (June 29)
- ④ Art Caribbean Fusion Cuisine (July 10)\*
- ⑤ The Color Forest (July 16)\*
- ⑥ Insomnia Cookies (July 21)
- ⑦ Pump House (July 23, 2020)
- ⑧ Balke P&D Gallery (August 7)
- ⑨ Alt City Beverage Downtown Market (August 20)
- ⑩ Portico & Knoop Canopy Hilton (September 8)
- ⑪ Mel Styles (September 19)\*
- ⑫ Tupelo Honey (September 19)
- ⑬ Basic Bee Boutique (November 14)\*
- ⑭ Purpose Training Studio (November 16)
- ⑮ GRNoir (December 4)\*
- ⑯ Aggregate 136 (December 4)
- ⑰ House Rules Board Game Lounge (December 4)
- ⑱ Pack Elephant (December 10)\*
- ⑲ Arktos Meadery (December 11)

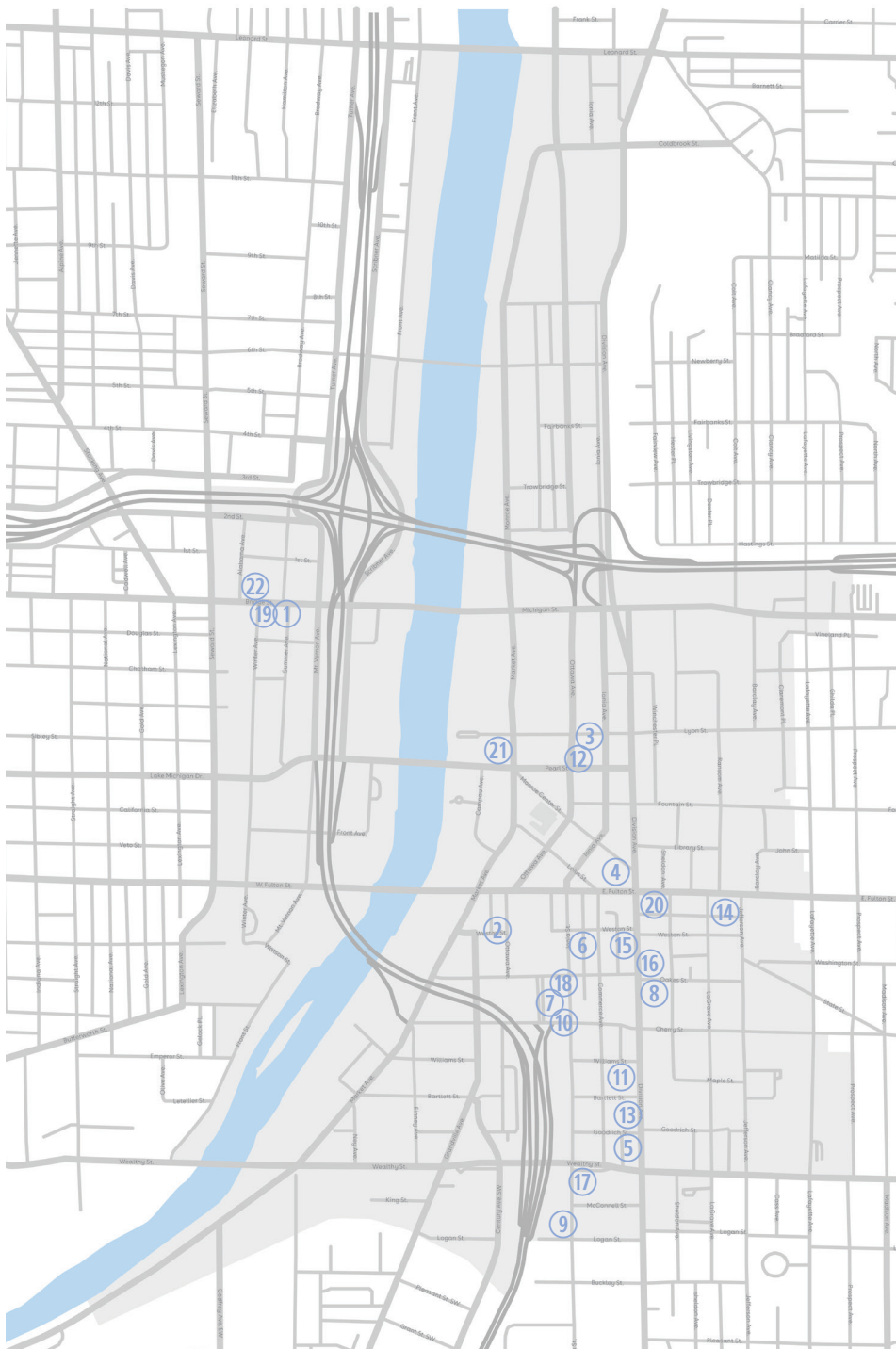
### 2021

- ⑳ Poké Poké & Boba (January 19)
- ㉑ MDRD (February 2)
- ㉒ Condado Tacos (February 4)

By comparison, 28 businesses opened in the same time period in 2019-2020

\*received DDA Retail Incubation Grant

Source: Downtown Grand Rapids Inc.

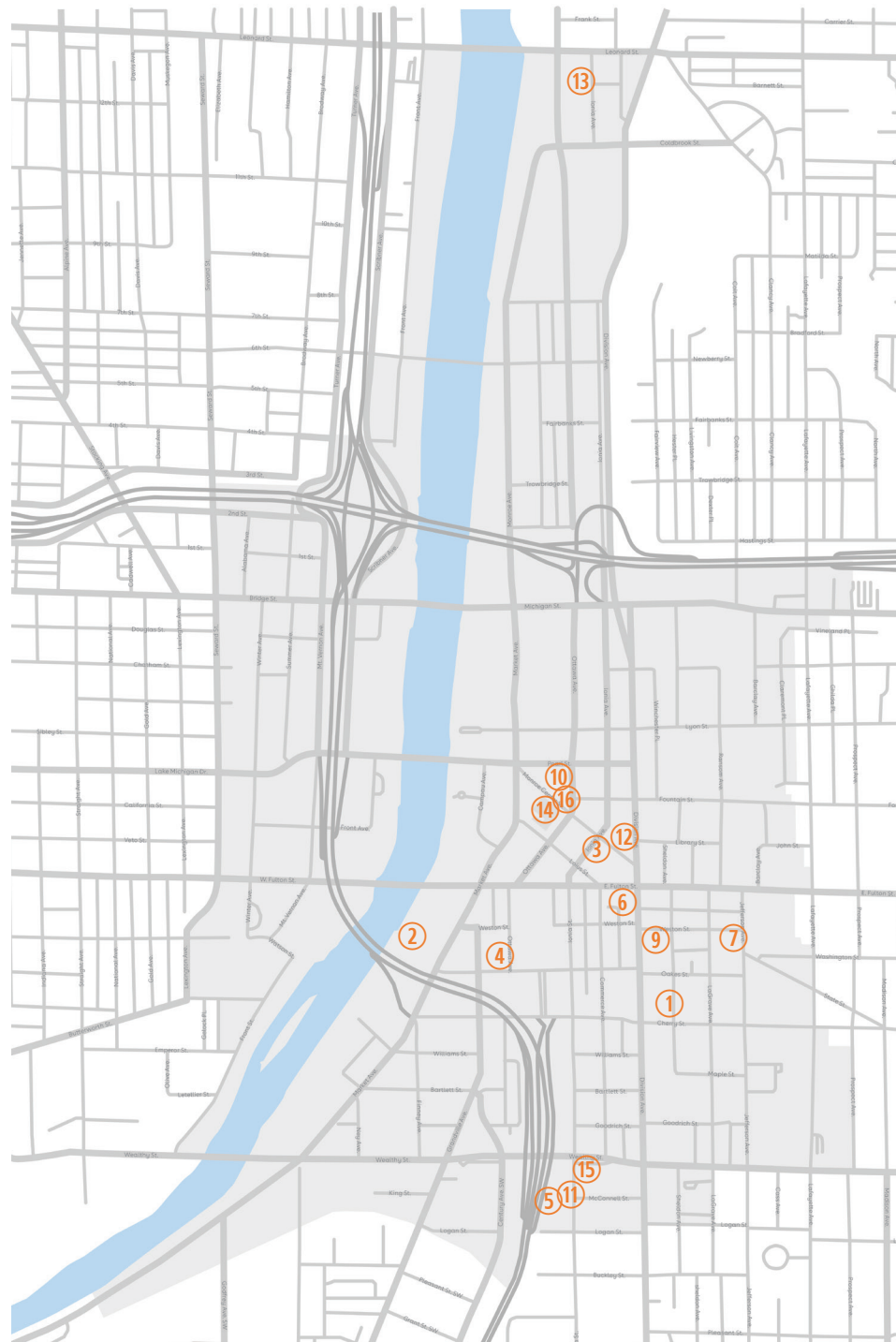


## Business Closings

### 2020

- ① Zoey Ashwood Fine Art (May)
- ② Charley's Crab (May 15)
- ③ Grand Central Market (June 1)
- ④ The Wheelhouse (June 4)
- ⑤ Madcap Downtown Market (June 8)
- ⑥ UICA (June 17)
- ⑦ Dog Story Theatre (June 27)
- ⑧ Sloppy Joe's Snack Shack (July)
- ⑨ Bend Gallery (July)
- ⑩ Perrigo Printing (July 1)
- ⑪ Social Kitchen (July 7)
- ⑫ Gina's Boutique (August 8)
- ⑬ Sin Republic Salon (August 28)
- ⑭ GRAM Store (August 30)
- ⑮ Craft Beer Cellar (September 26)
- ⑯ The Dog Pit (December 19)

By comparison, 14 businesses closed in the same time period in 2019-2020.



## Downtown Storefront Vacancies

Downtown Grand Rapids has a total of 336 ground floor storefronts.

As of February 3, 2021, there is a 21.13% vacancy rate (71 storefronts) with an average duration of vacancy of 2 years and 4 months.

This equates to more than 389,800 square feet of available space.

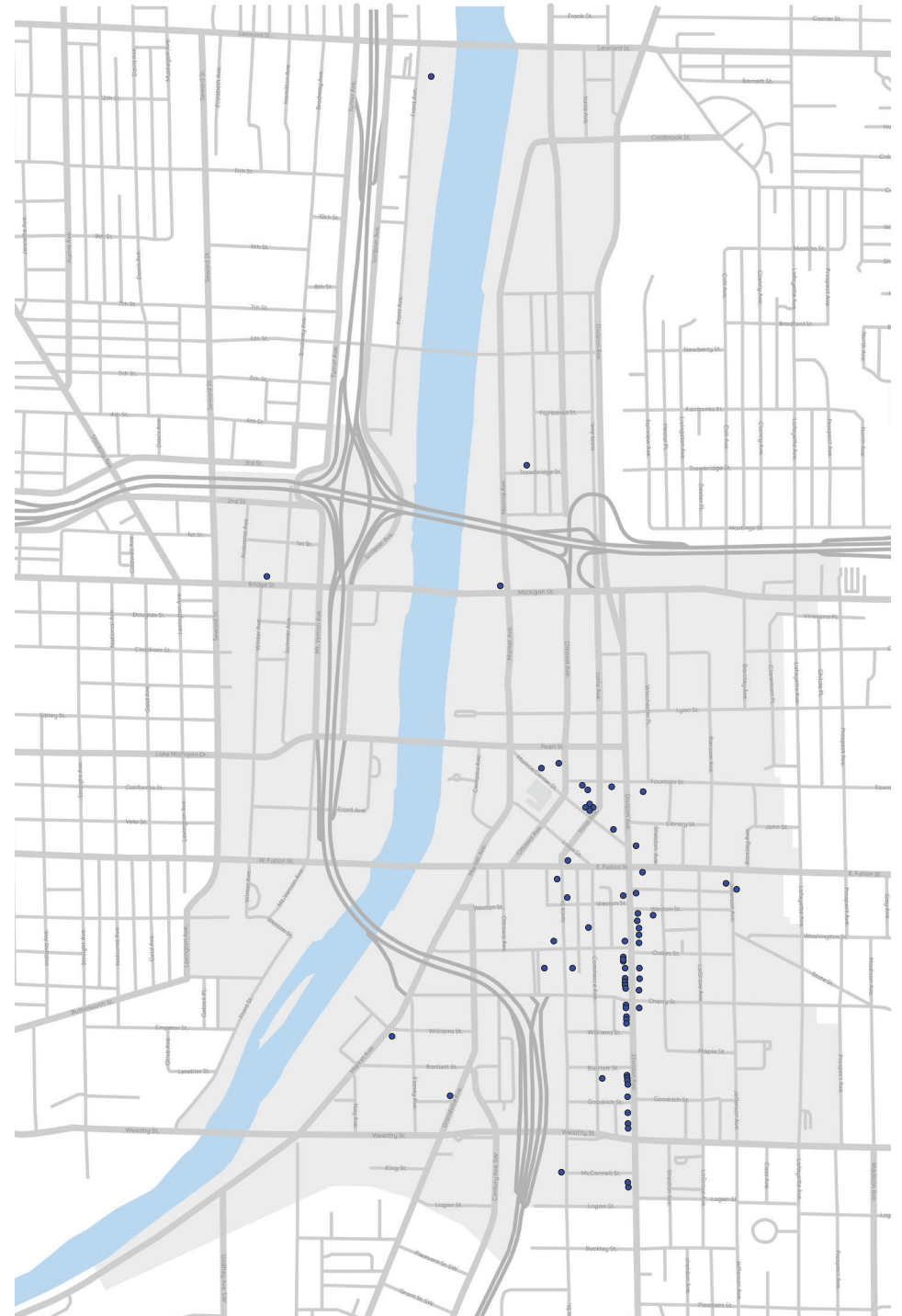
In the last 12 months, 4 new storefronts have been added.

449 Bridge St NW #1 (Condado Tacos @ Bridge St Lofts)

449 Bridge St NW #2 (Vacant @ Bridge St Lofts)

10 Ionia Ave NW #1 (TBA @ Residence Inn)

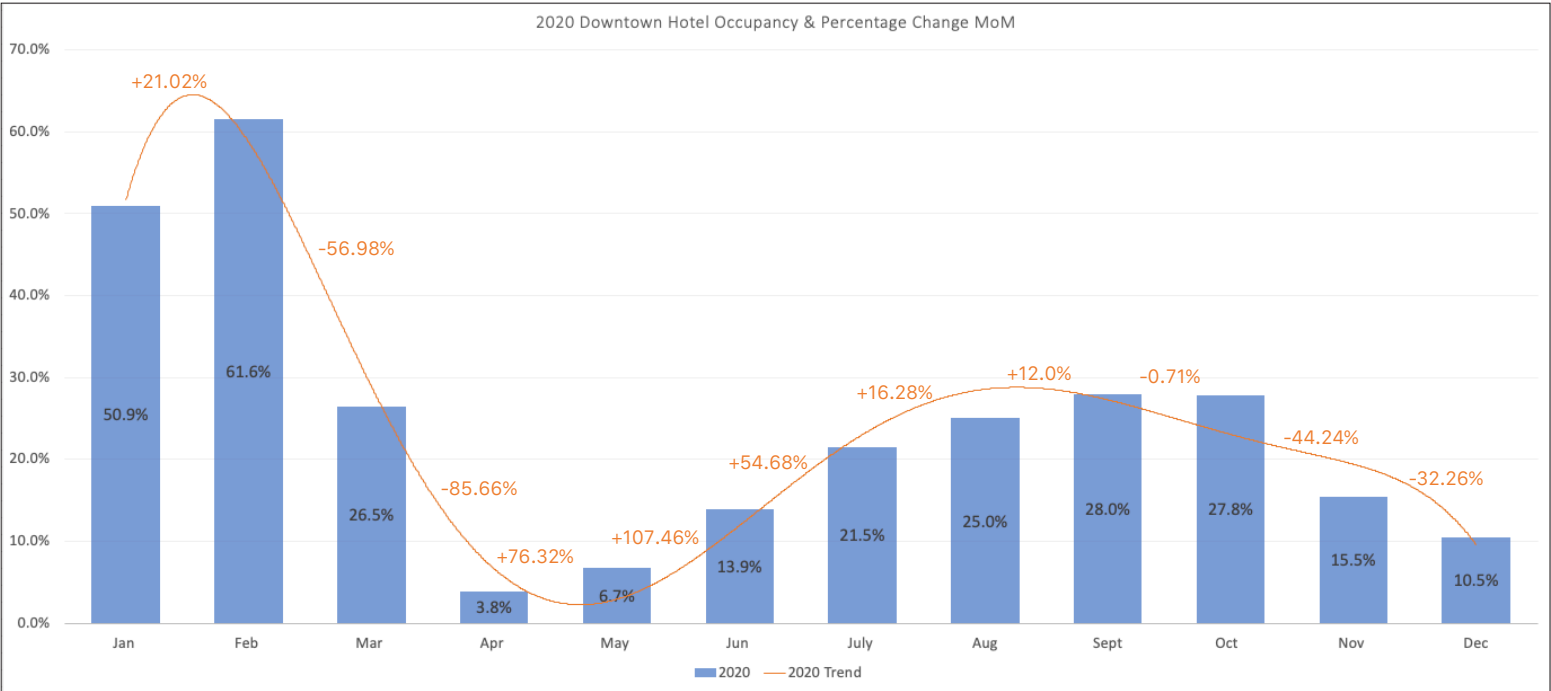
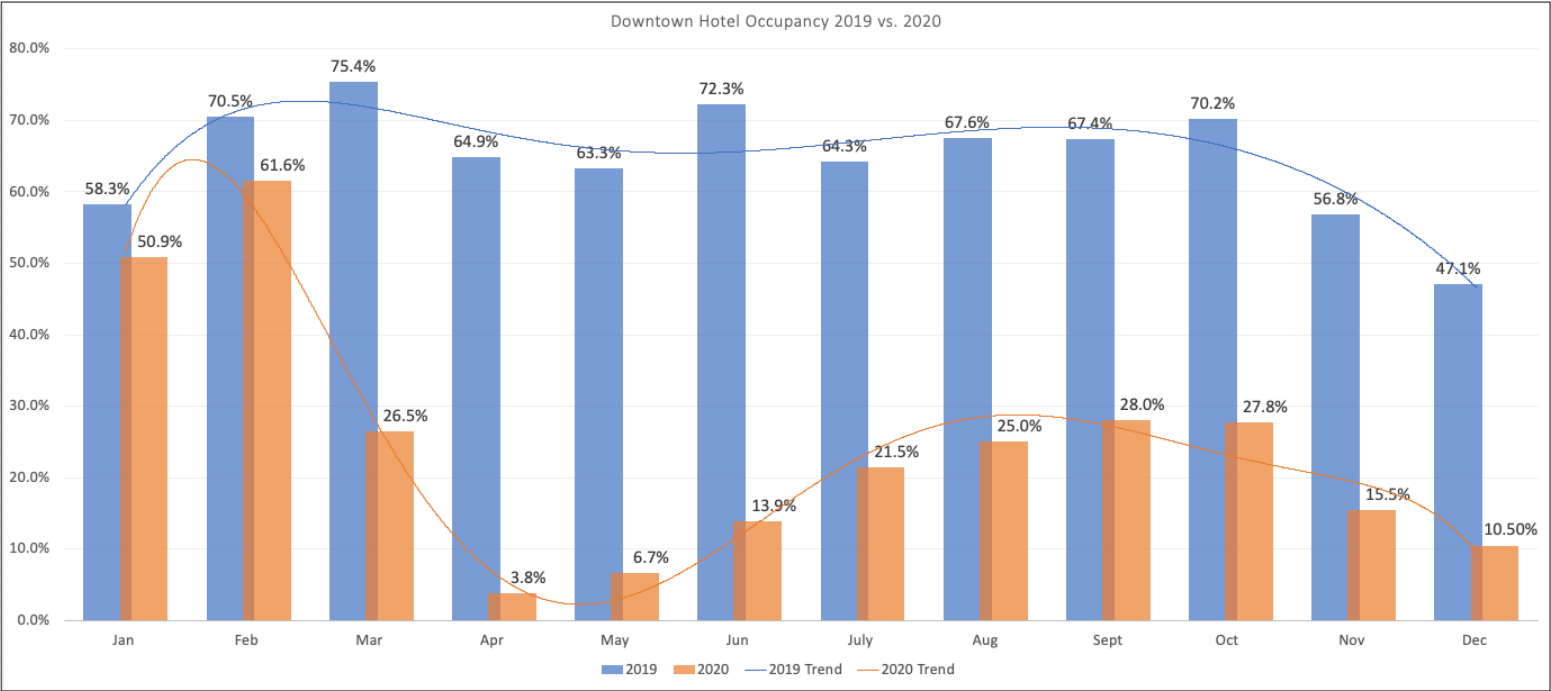
10 Ionia Ave NW #2 (TBA @ Residence Inn)



Downtown Hotel  
Occupancy

Between May and September, occupancy was recovering at an average increment of 4.48% per month.

The point change between October and November in 2019 and 2020 is comparable (12.3% and 13.4%, respectively), indicating that although occupancy did decreased, it decreased at the same rate in 2020 as it does in non-COVID years.

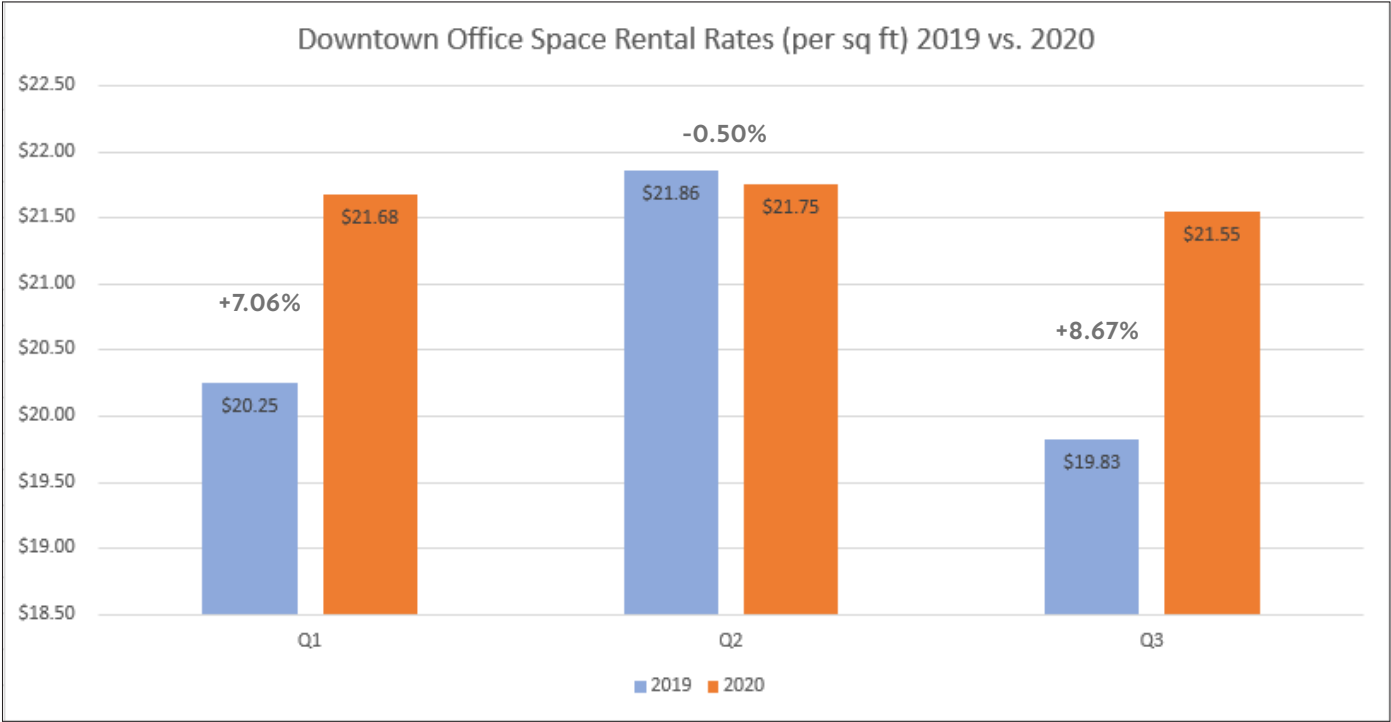
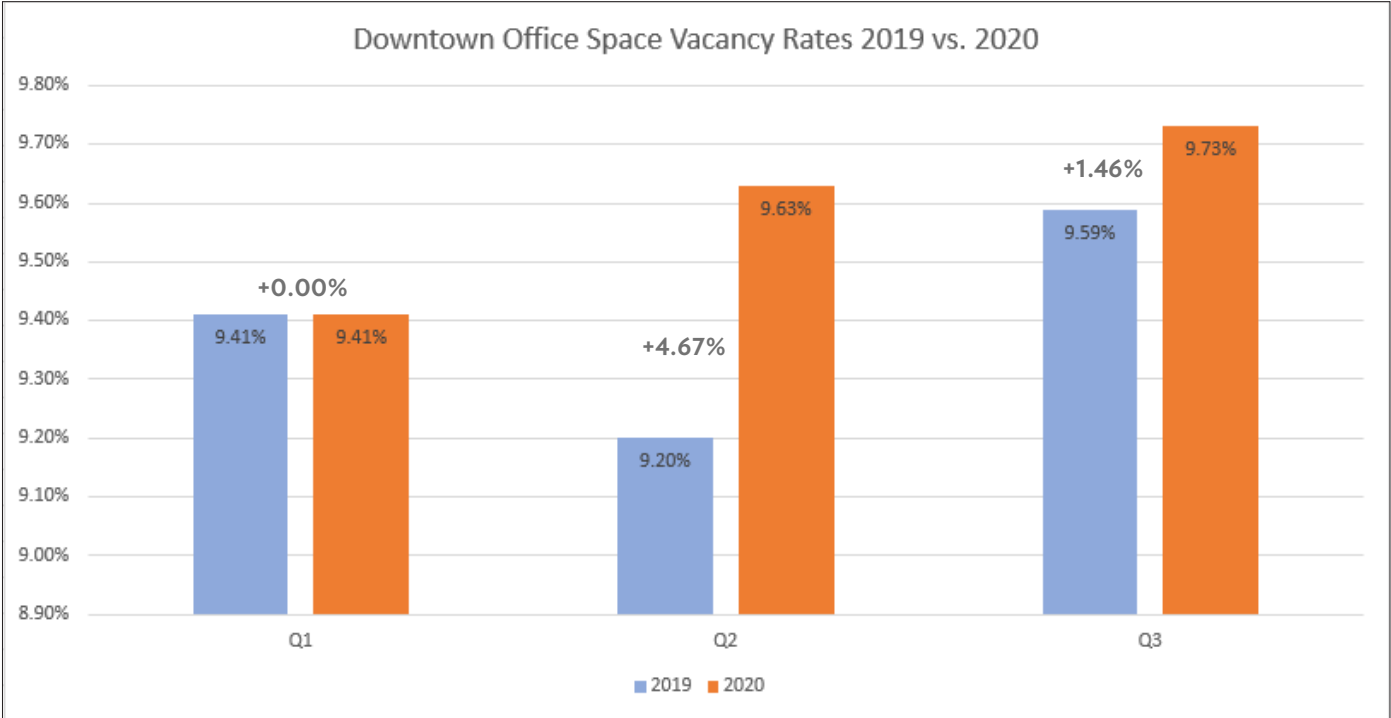


Downtown Office Space Vacancy

There was an overall 3.4% increase (32 basis points) in vacancy rates between Q1 2020 and Q3 2020. This equates to 6,405 square feet of office space.

Colliers estimates 5,699,330 square feet of occupied space in Q3 2020, which is a 152,319 square foot decrease (-2.6%) since Q1 2020.

There was an overall 0.6% decrease (\$0.13) in rental rates between Q1 2020 and Q3 2020.





## Employment

### Key Dates

March 15, 2020

MI closes bars/restaurants for dine-in, gyms, theaters, and other public places

June 8, 2020

MI restaurants and bars can reopen at limited capacity

September 9, 2020

MI gyms, pools, and organized sports are allowed to reopen/resume

July 1, 2020

MI recloses indoor service at bars

November 18, 2020

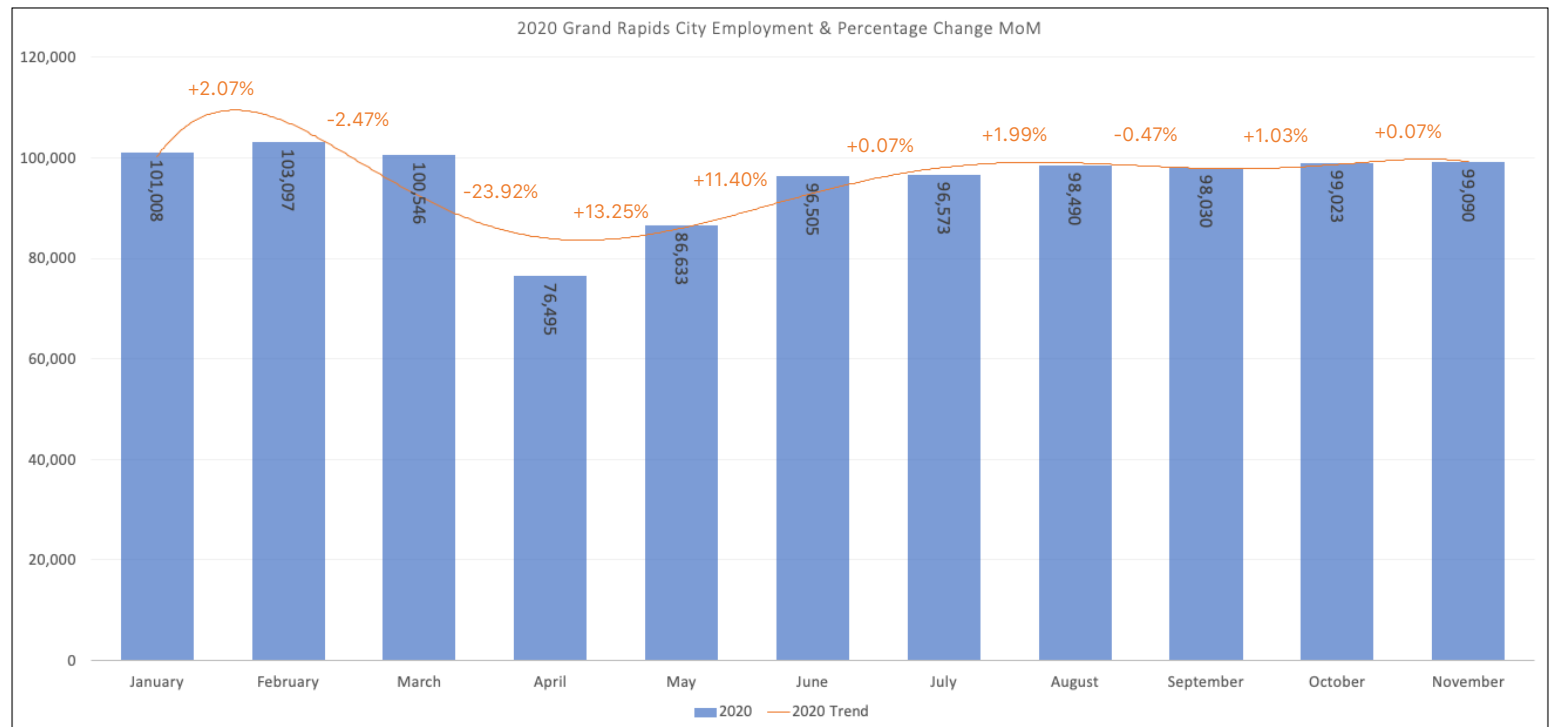
MI closes indoor dining, theaters, bowling alleys, casinos, group fitness classes, organized sports (other than professional sports)

December 18, 2020

MI reopens some businesses such as casinos, cinemas, bowling alleys. Indoor dining remains closed

February 1, 2021

MI indoor dining reopens with capacity restrictions, 10 p.m. curfew, previously established restrictions



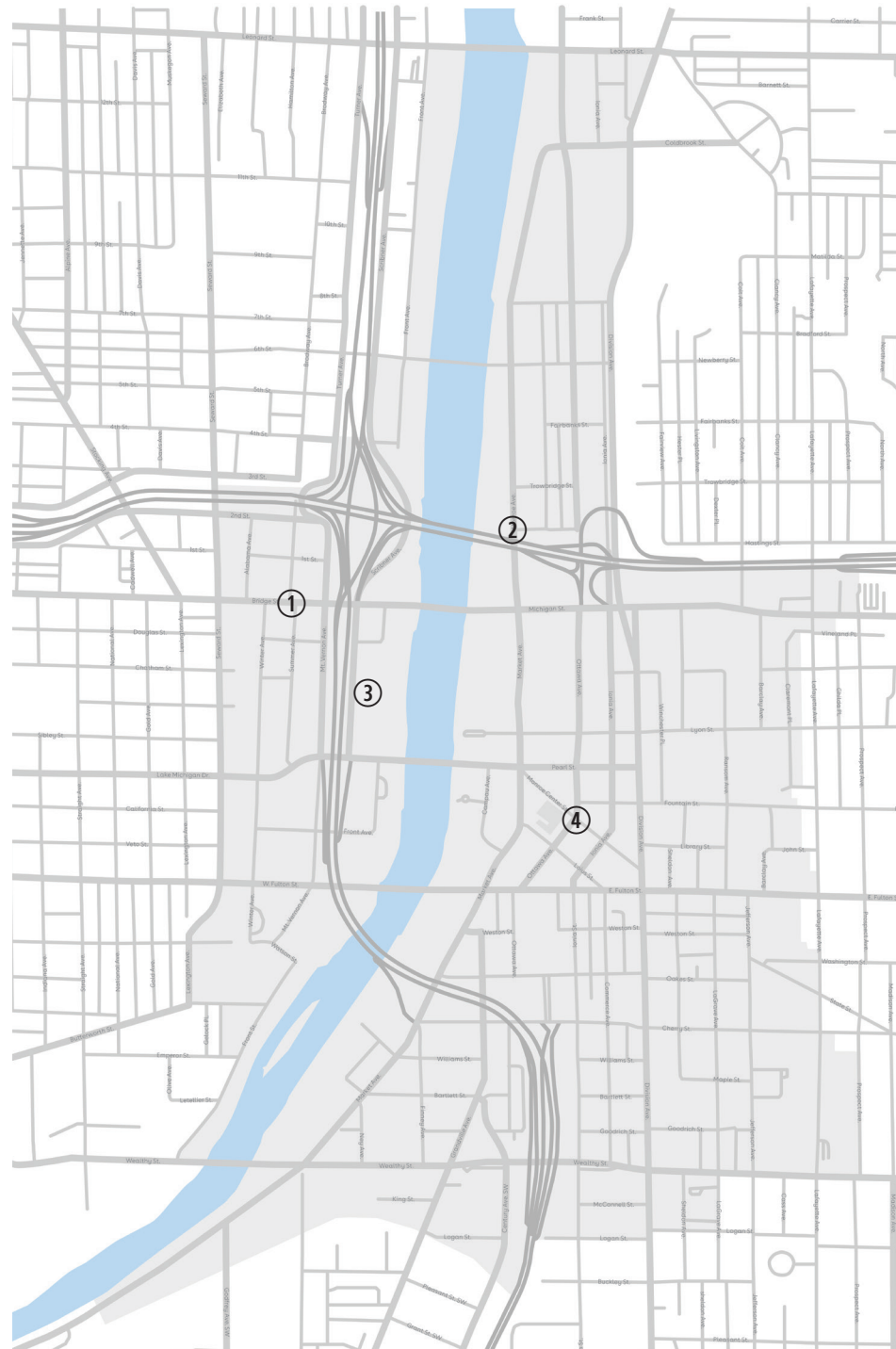
Source: U.S. Bureau of Labor Statistics via City of Grand Rapids

## Downtown Pedestrian Activity

There was an overall **60.01% decrease** in pedestrian activity across the district during the pandemic, ranging from its biggest dip in April (-70.2%) and its smallest in August (27.95%).

① **Bridge St & Summer Ave** has one of the historically largest volume of pedestrian activity in the district. It experienced a **78.81% decrease** in activity in March-May 2020 when compared to previous years. Social Zone deployment in June assisted activity with an average of an **84.43% increase** in the months the zones were active.

③ **Ah-Nab-Awen Park** had an overall **35.96% decrease** in pedestrian activity during the pandemic, though it did not see the same dramatic decrease in March and April as most street locations did, and maintained steady traffic throughout May to October.



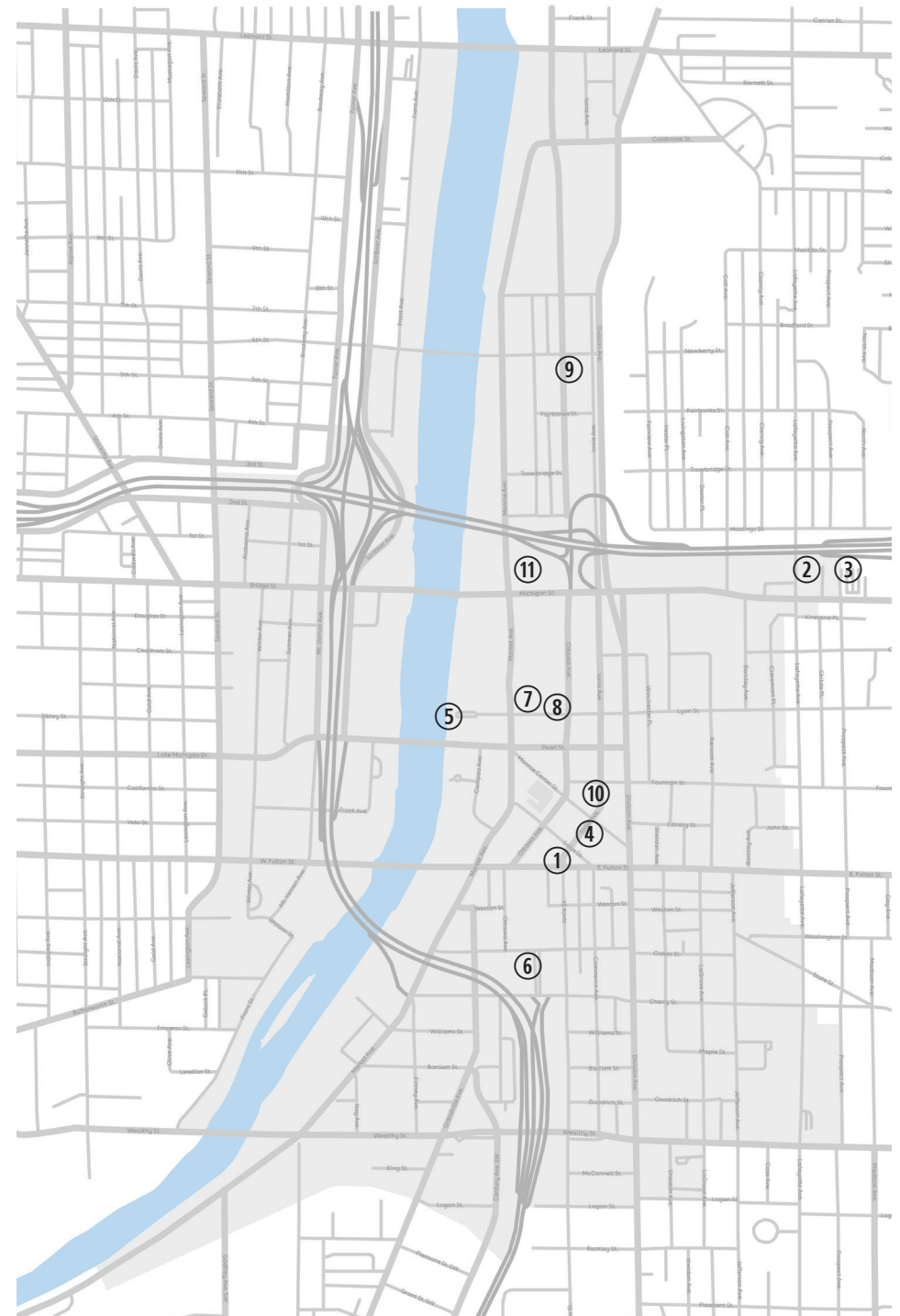
② **Monroe Ave & Trowbridge St** experienced one of the smallest impacts during the pandemic, with only a **19.9% decrease** in pedestrian activity, even when considering the high numbers produced during World of Winter 020 (pre-pandemic). It saw its highest traffic in October and November 2020 - **more than double** the traffic in April and May 2020.

④ **Rosa Parks Circle** saw the largest decrease in total pedestrian activity during the pandemic. Specifically, this location saw a **89.74% decrease** in activity in March when compared to previous years. Social Zone deployment in June 2020 **tripled** that activity and has remained steady ever since.

## Current Downtown Construction and Development

- ① Residence Inn - due February 2021  
+5,555 square feet of commercial space  
+147 hotel units  
+175 parking spaces  
+51 jobs
- ② GVSU - due May 2021  
+160,000 square feet of office space  
+66 parking spaces
- ③ GVSU/Spectrum Parking - due May 2021  
+1,220 parking spaces
- ④ The Finnley Hotel - due June 2021  
+5 hotel units
- ⑤ Amway Grand Plaza Renovation - due June 2021
- ⑥ Studio Park/Acrisure - due Spring 2021  
+105,000 square feet of office space  
+150 market condos  
+400 jobs
- ⑦ RDV Development - due Spring 2021  
+100,000 square feet of office space  
+9,700 square feet of commercial retail space
- ⑧ Fifth Third Redevelopment - due Summer 2021  
+100,000 square feet of office space  
+44,000 square feet of commercial space
- ⑨ Integrated Architecture - due Fall 2021  
+13,600 square feet of office space  
+20 parking spaces  
+52 jobs
- ⑩ The Morton Hotel - due 2021  
+32 hotel units
- ⑪ MSU Innovation Park - due late 2021  
+200,000 square feet of office space  
+600 parking spaces  
+250 jobs

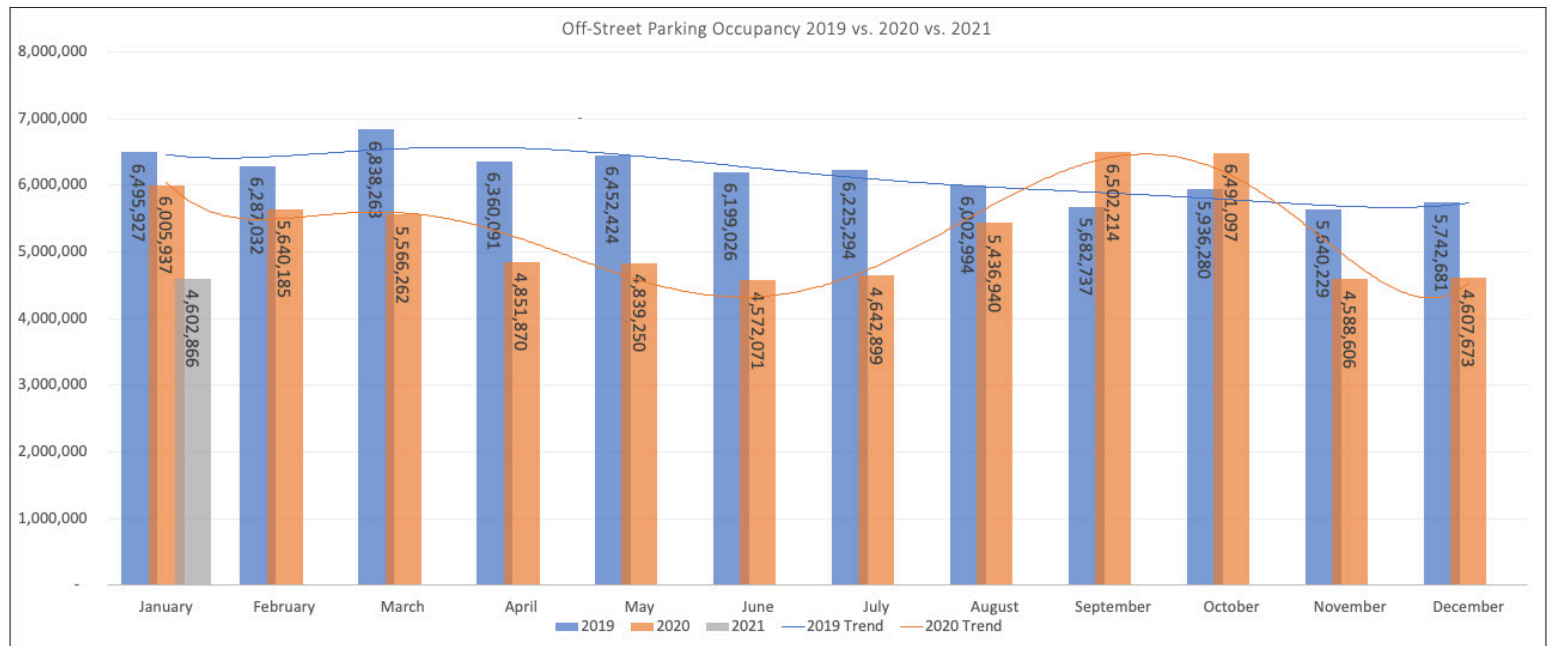
Totals	
678,600 sq ft of office space	
59,255 sq ft of commercial space	
150 residential units	
184 hotel units	
2,081 parking spaces	
753 jobs	



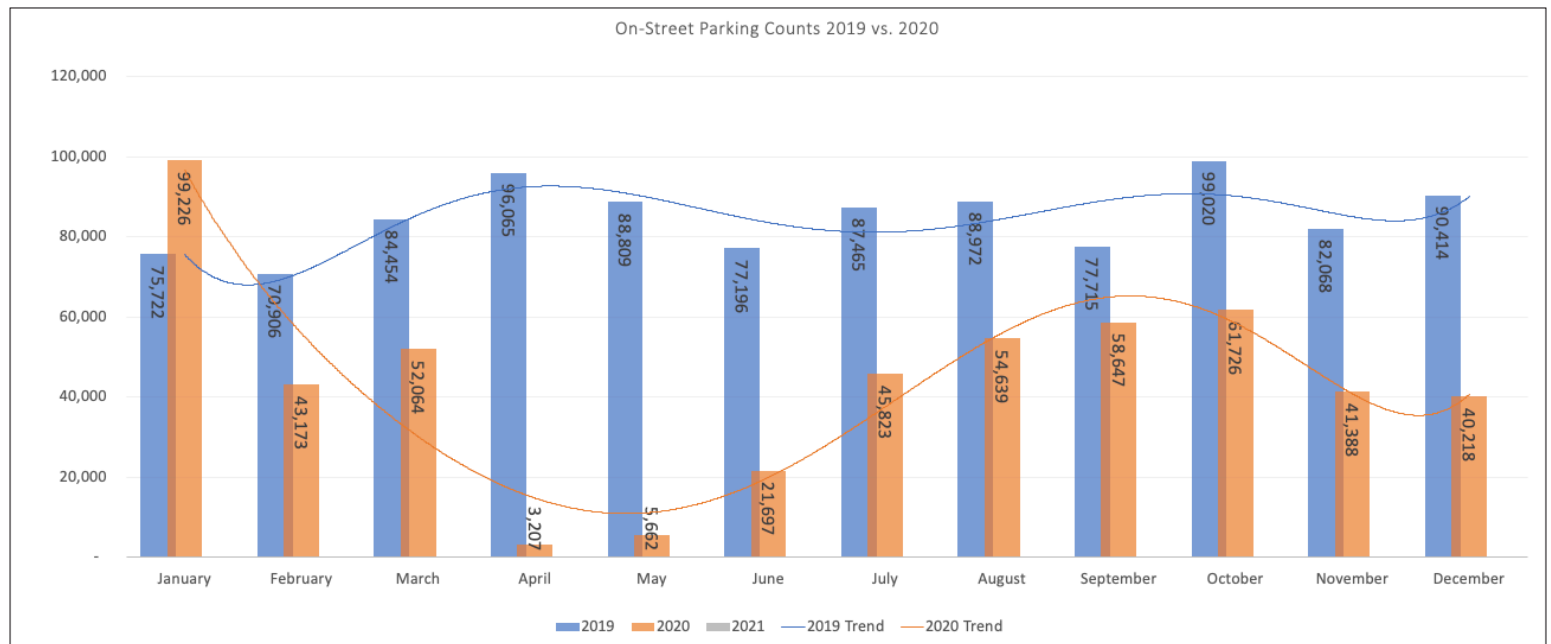
Source: Downtown Grand Rapids Inc.

## Downtown On- and Off-Street Parking

Effective [March 24th, 2020](#) through [July 6th 2020](#), Parking Services suspended meter enforcement.



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	-7.54%	-10.29%	-18.60%	-23.71%	-25.00%	-26.25%	-25.42%	-9.43%	14.42%	9.35%	-18.65%	-19.76%
2020 vs. 2021	-23.36%	-	-	-	-	-	-	-	-	-	-	-



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	31.04%	-39.11%	-38.35%	-96.66%	-93.62%	-71.89%	-47.61%	-38.59%	-24.54%	-37.66%	-49.57%	-55.52%
2020 vs. 2021	-	-	-	-	-	-	-	-	-	-	-	-

## DASH Ridership

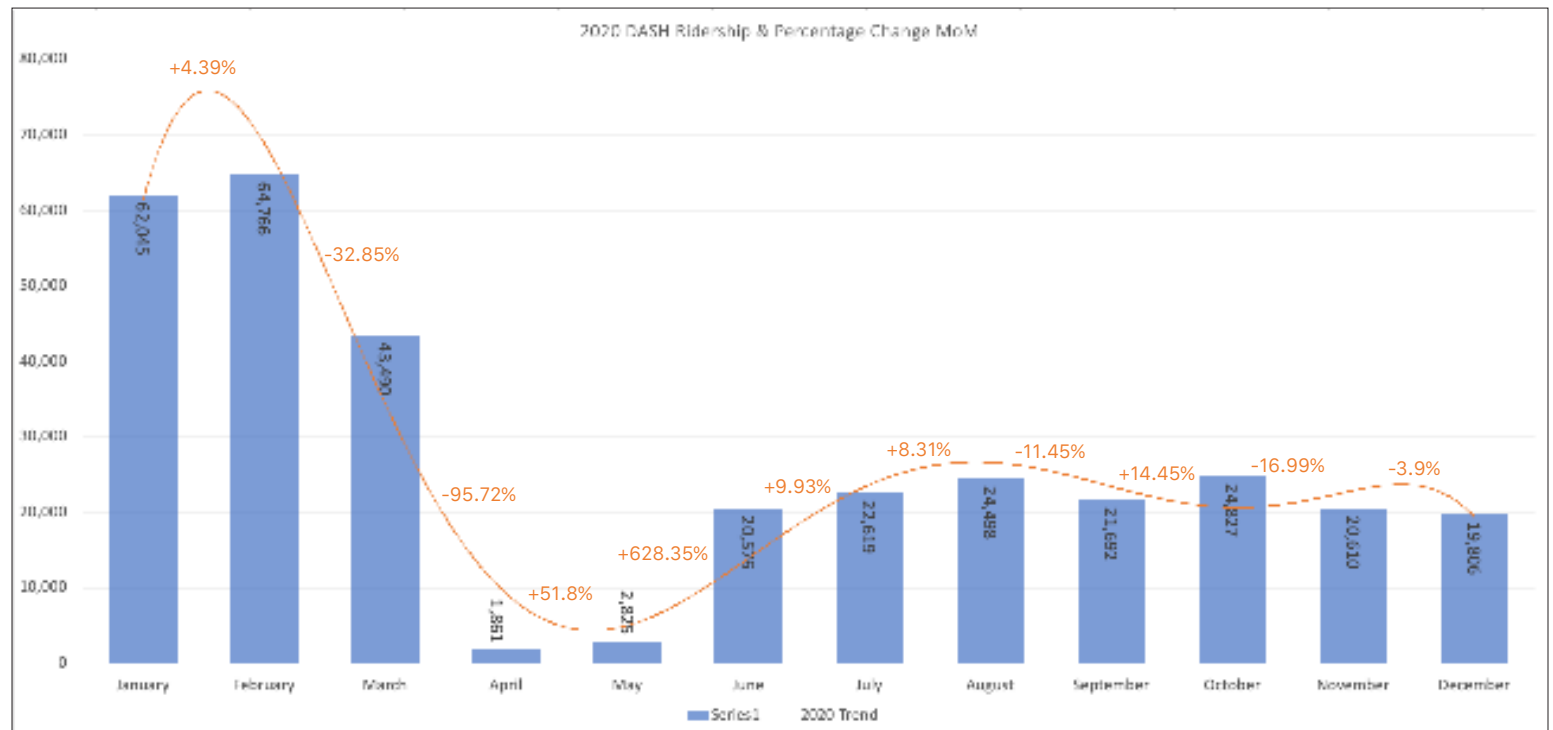
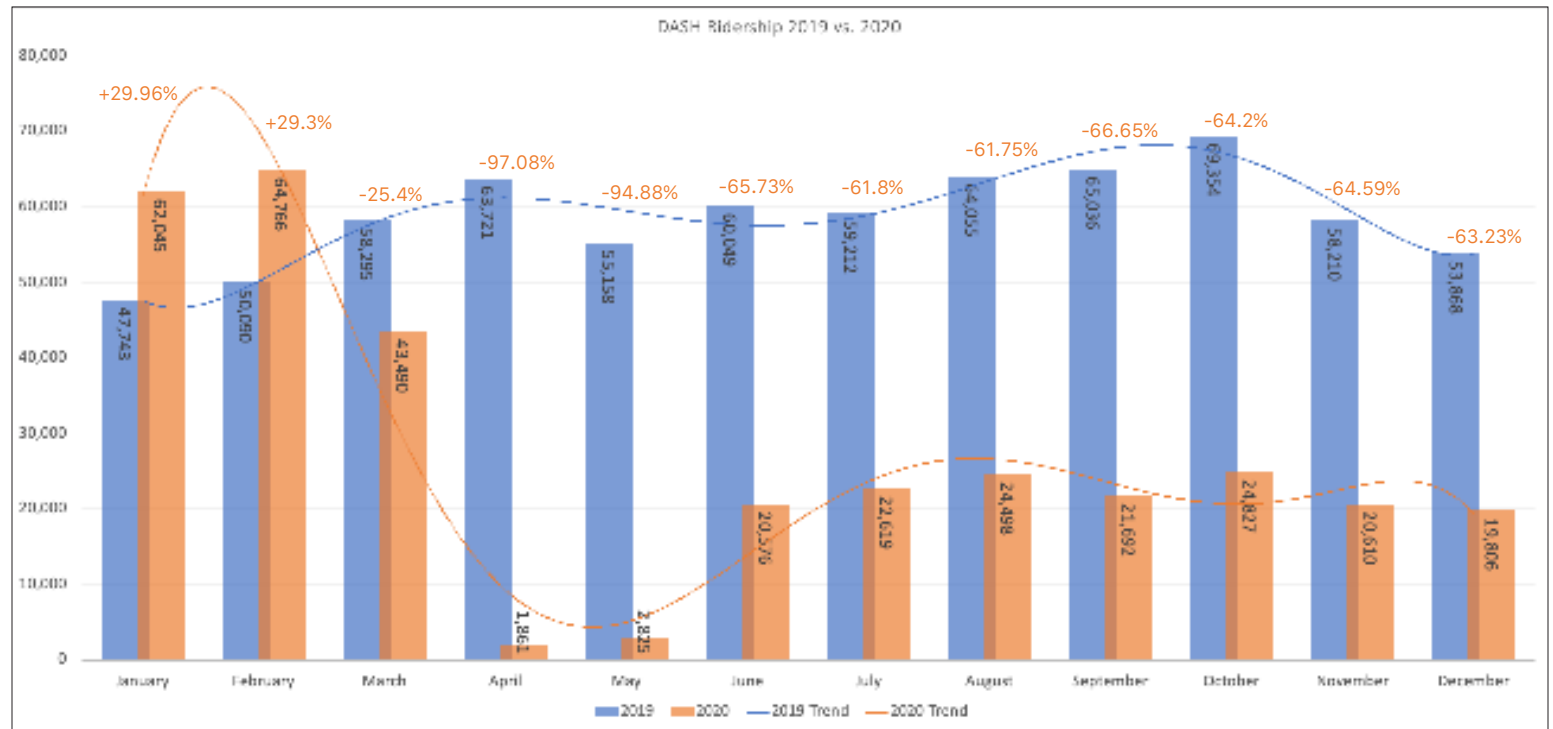
On [March 26th](#), DASH services changed to:

DASH West 15-minute frequency  
DASH North 20-minute frequency  
Operating 7am - 7pm, Mon - Fri

On [April 10th](#), DASH services were temporarily suspended

On [May 26th](#), DASH services changed to:

Reduced number of vehicles  
Operating 6am - 10 pm, Mon - Sat

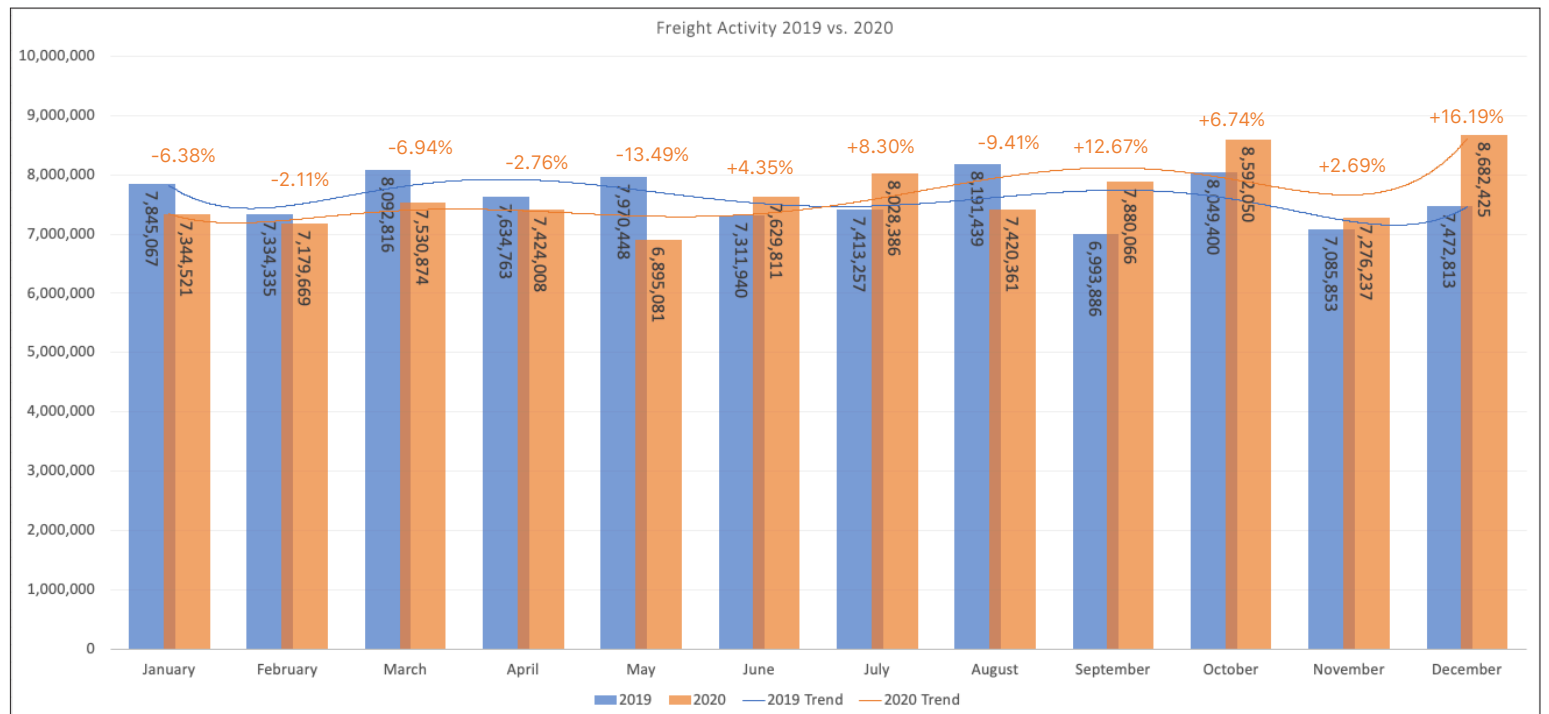
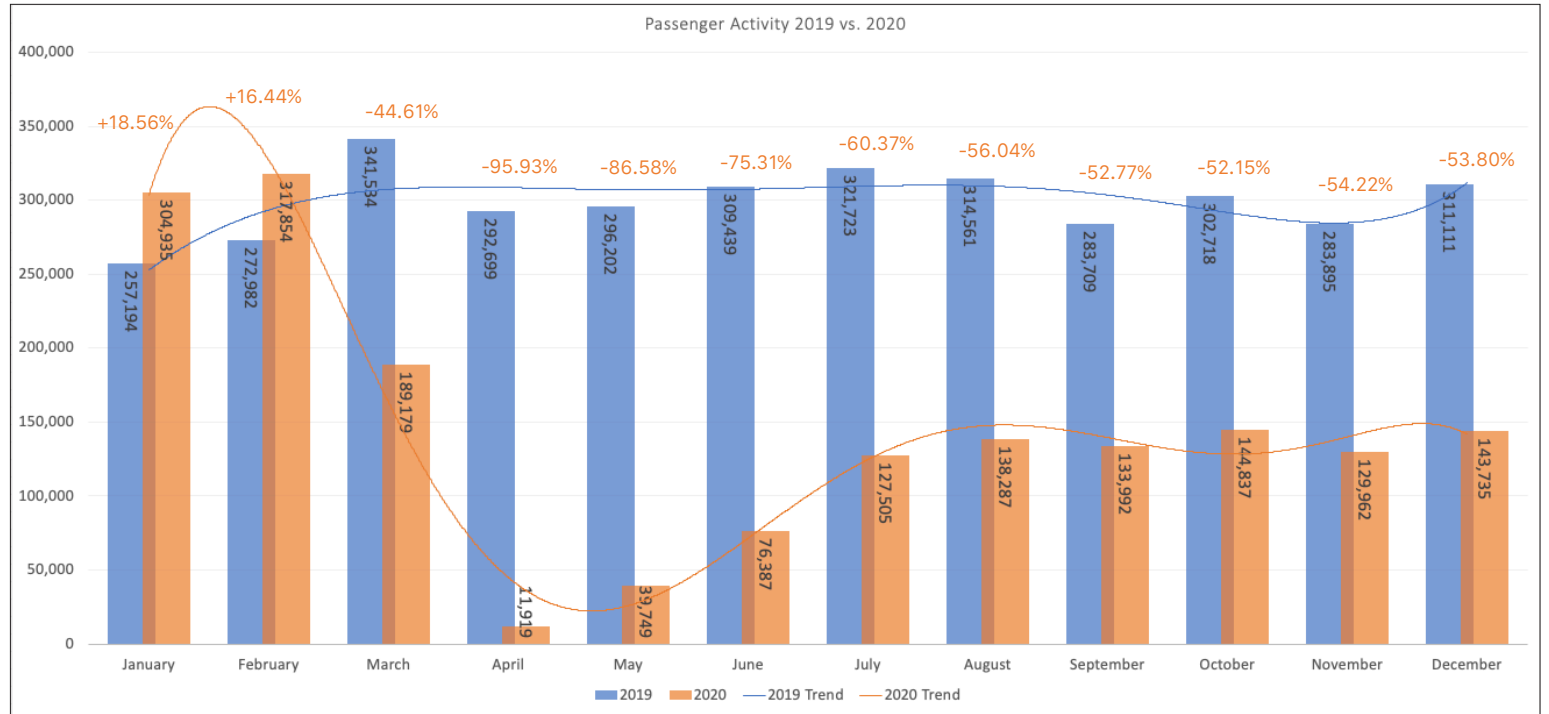


Source: The Rapid

## Gerald R. Ford Airport Activity

Comparing Jan-Dec 2019 to Jan-Dec 2020, there was a **50.99% decrease** in overall passenger activity and a **0.53% increase** in overall freight activity.

In 2020, passenger activity **decreased 40.48%** between February and March, and **decreased 93.70%** between March and April.





## Kent County Vaccination Distribution & Administration

Kent County has a population of 656,955 (2019).

83.14% of doses distributed (99,625) have been administered.

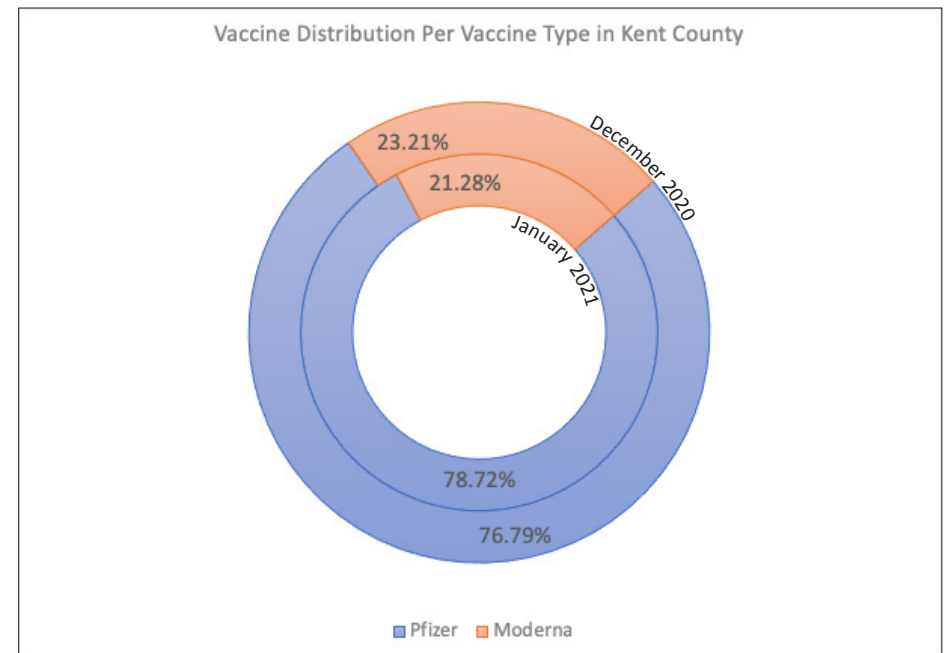
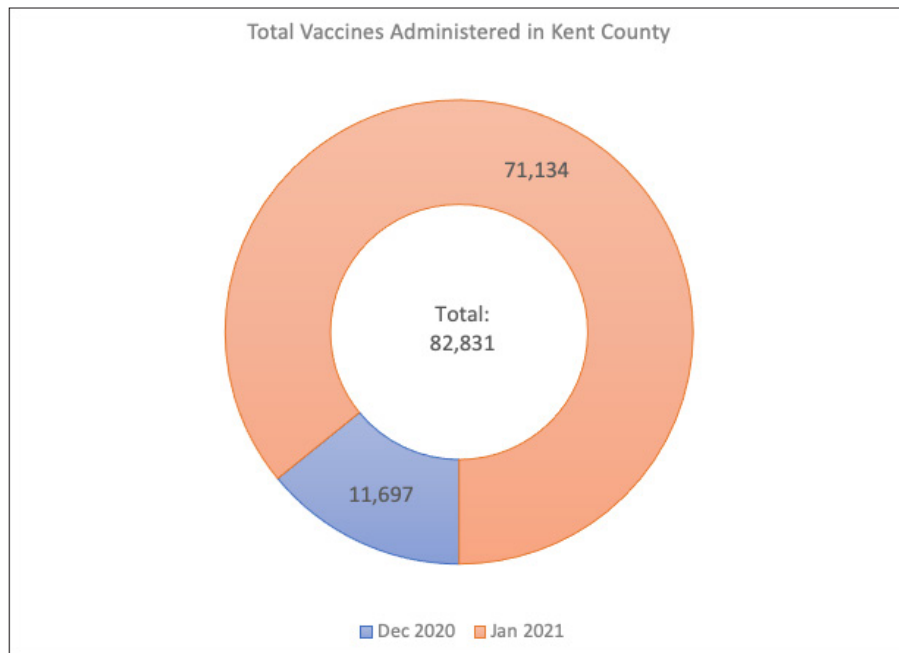
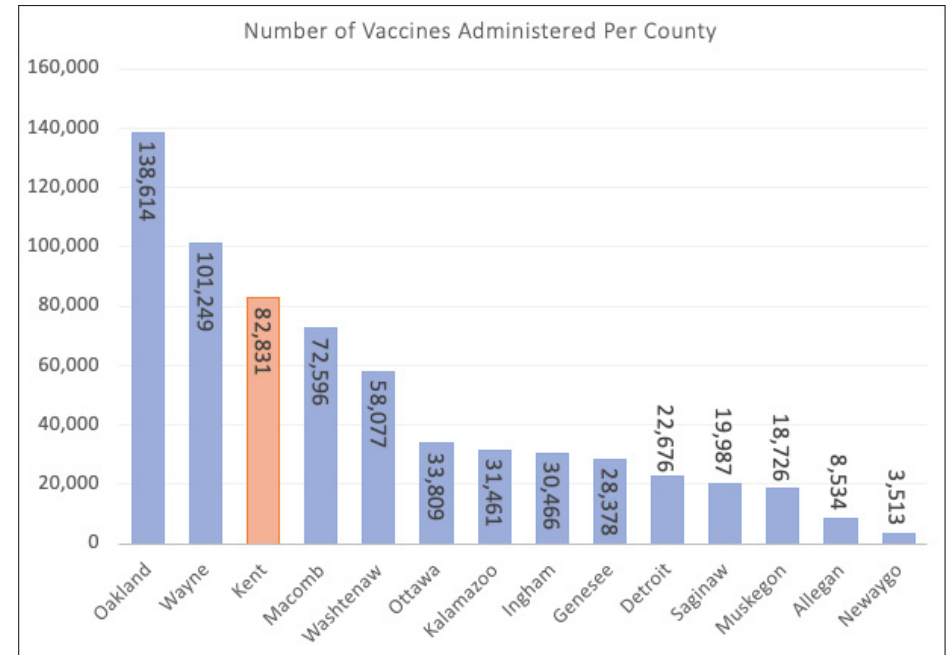
Of those 82,831 doses administered, 78.1% were the first dose (of two).

Of the 161 enrolled COVID vaccination facilities,

- 74 are pharmacies
- 38 are family practice locations
- 10 are hospitals
- 10 are pediatric locations

DeVos Place administered [over 8,000 vaccines](#) in its first week.

1,735,525 vaccines have been distributed in Michigan to date  
(1,001,873 have been administered).



Source: Michigan Department of Health and Human Service Immunization Department;  
Kent County Department of Health

## Michigan Consumer Spending

### Percent Change in All Consumer Spending\*

In Michigan, as of January 03 2021, total spending by all consumers **decreased** by **1.2%** compared to January 2020.



#### Key Dates

March 10, 2020 - Michigan confirms its first two COVID cases; State of Emergency declared

March 13, 2020 - Gov. Whitmer closes all K-12 schools; bans gatherings of 250 or more

March 15, 2020 - Gov. Whitmer orders the closure of bars/restaurants for dine-in, gyms, theaters, and other public places

March 24, 2020 - statewide stay-at-home order begins (subsequently extended 4 times)

April 13, 2020 - first round of stimulus payments begins

June 19, 2020 - stay-at-home order expires

September 9, 2020 - gyms, pools, and organized sports are allowed to reopen/resume

October 9, 2020 - movie theaters, performance venues, arcades, and other businesses can reopen at limited capacity

November 15, 2020 - Gov. Whitmer orders the closure of high schools and universities, as well as other businesses (extended on December 7, 2020)

December 18, 2020 - partial shutdown extended but allows for some businesses like theaters, casinos, and bowling alleys to reopen at limited capacity

December 29, 2020 - second round of stimulus payments begins

February 1, 2021 - Indoor dining reopens with limited capacity, curfew, and other requirements

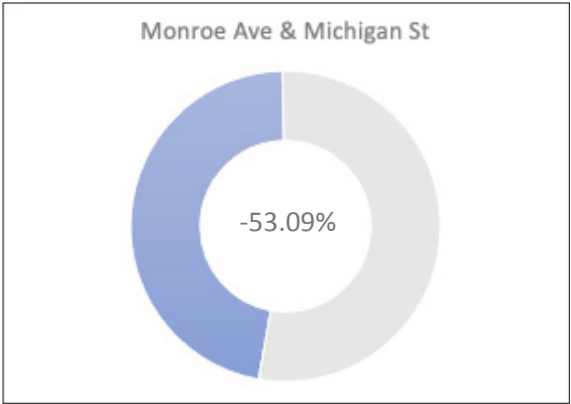
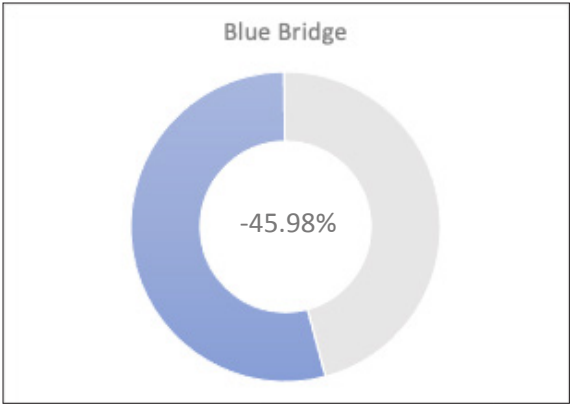
Source: Opportunity Insights  
Economic Tracker  
[tracktherecovery.org](https://tracktherecovery.org)



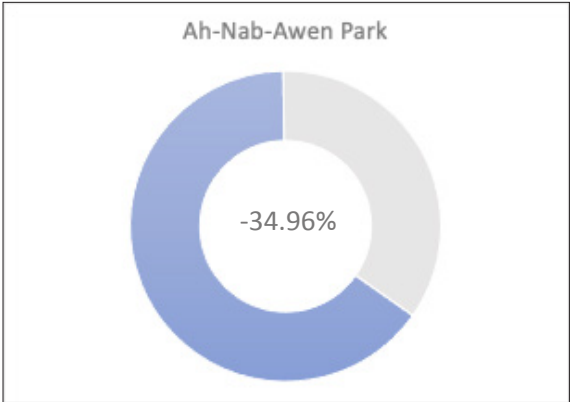
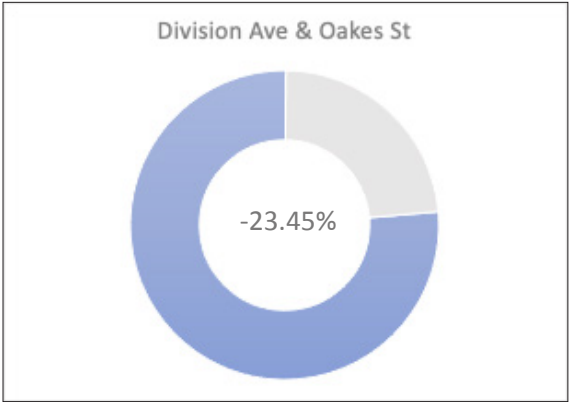
Downtown Pedestrian Activity Case Examples Year over Year

There was an average of a 53.41% decrease in pedestrian activity in 2020 & 2021 in Downtown when compared to previous years.\*  
Below are four

Below



September is most popular month in non-COVID years (74.43% decrease in 2020)    May is most popular month in non-COVID years (83.36% decrease in 2020)



May is most popular month in non-COVID years (81.13% decrease in 2020)    September is most popular month in non-COVID years (68.78% decrease in 2020)

2017-2019 monthly data were averaged in order to account for some errors and discrepancies, and to generate a more accurate overall picture when compared to 2020 & 2021. The four locations above were chosen because they most accurately represented the pedestrian counts in their respective areas of Downtown.

# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: February 4, 2021

TO: Rick Winn  
Chairman

**Agenda Item 3**  
**February 10, 2021**  
**DDA Meeting**

FROM: Tricia Chapman  
Administrative Services Officer II

**SUBJECT: FY2021 Interim Financial Statements as of January 31, 2021**

Attached are the Authority's interim financial statements for the first seven months of the Authority's fiscal year ending June 30, 2021. The attached statements include:

Statement A: Balance Sheet

Statement B: Comparison of FY2021 Budget vs Actual Results

Statement C: Statement of FY2021 Project Expenditures

Statement D: Schedule of January 2021 Expenditures

The Authority's balance sheet on Statement A indicates the Authority is in a strong position financially with sufficient Pooled Cash to support development plan expenditures for FY2021 and beyond.

The majority of expenditures paid in January were for COVID Economic Relief: Winter Ready Grants and Improvements to the Arena Plaza.

Please contact me at 616-456-3848 or at [tchapman@grcity.us](mailto:tchapman@grcity.us) if you have any questions.

Attachments

# STATEMENT A

## DOWNTOWN DEVELOPMENT AUTHORITY

### Balance Sheet January 31, 2021

	Non-Tax Funds	Debt Tax Increment	Local Tax Increment	TOTAL
<b>ASSETS</b>				
Pooled Cash and Investments	\$ 5,318,092	\$ 12,020,459	\$ 9,838,189	\$ 27,176,740
Petty Cash	-	-	500	500
Loan Receivable - Project Developer	388,848	-	-	388,848
General Fixed Assets	-	-	86,964,023	86,964,023
Accumulated Depreciation on Fixed Assets	-	-	(59,982,869)	(59,982,869)
Future Tax Increment Revenues Anticipated	-	12,835,000	-	12,835,000
<b>TOTAL ASSETS</b>	<b>\$ 5,706,940</b>	<b>\$ 24,855,459</b>	<b>\$ 36,819,843</b>	<b>\$ 67,382,242</b>
<b>LIABILITIES AND FUND EQUITY</b>				
<b>Liabilities</b>				
Current Liabilities	\$ 205,288	\$ -	\$ 86,104	\$ 291,392
Other Accrued Liabilities	11,374	-	-	11,374
Due to Other Governmental Units	-	4,453,622	-	4,453,622
Deposit - Area 4 Developer Damage	1,000	-	-	1,000
Deferred Revenue - Developer Loan	388,848	-	-	388,848
Bonds Payable	-	12,835,000	-	12,835,000
<b>TOTAL LIABILITIES</b>	<b>606,510</b>	<b>17,288,622</b>	<b>86,104</b>	<b>17,981,236</b>
<b>Fund Balance / Equity:</b>				
Investments in General Fixed Assets, net of Accumulated Depreciation	-	-	26,981,154	26,981,154
Non-Tax Increment Reserve	5,048,168	-	-	5,048,168
Reserve for Authorized Projects	-	-	9,377,423	9,377,423
Reserve for Compensated Absences	-	-	7,721	7,721
Reserve for Eligible Obligations	-	7,566,837	-	7,566,837
Reserve for Encumbrances	52,262	-	367,441	419,703
<b>TOTAL FUND EQUITY</b>	<b>5,100,430</b>	<b>7,566,837</b>	<b>36,733,739</b>	<b>49,401,006</b>
<b>TOTAL LIABILITIES &amp; FUND EQUITY</b>	<b>\$ 5,706,940</b>	<b>\$ 24,855,459</b>	<b>\$ 36,819,843</b>	<b>\$ 67,382,242</b>

## STATEMENT B

### **DOWNTOWN DEVELOPMENT AUTHORITY** Comparison of FY2021 Budget vs Actual Results July 1, 2020 - January 31, 2021

	Non-Tax Funds		Debt Tax Increment		Local Tax Increment	
	Budget	Actual	Budget	Actual	Budget	Actual
<b>REVENUES</b>						
Property Tax Increment - General	\$ -	\$ -	\$ 11,465,372	\$ 11,624,379	\$ 6,262,000	\$ 7,133,440
Property Tax Increment - Transit Millage	-	-	-	-	589,772	594,102
Property Tax Increment - Prior Year Appeals	-	-	(25,000)	(7,776)	(15,000)	(629)
Property Tax Increment - County/GRCC/City/ITP Rebates	-	-	-	1,463,734	(683,677)	-
Earnings from Investments - General	70,412	(125,527)	72,591	(170,908)	112,396	(235,447)
Interest Paid by Developer - The Gallery on Fulton Note	12,998	10,003	-	-	-	-
Property Rental - DASH Parking Lots	738,000	125,851	-	-	-	-
Property Rentals - YMCA Customer Parking	72,000	24,000	-	-	-	-
Event Sponsorships and Fees	40,000	-	-	-	-	-
Contributions - Downtown Enhancement Grant Donation	-	-	-	-	-	545
Principal Repayments - The Gallery on Fulton Note	100,000	18,206	-	-	-	-
Reimbursements and Miscellaneous Revenues	2,000	1,770	-	-	5,000	-
Ottawa Ave - Cherry to Oakes - 1/3rd payment	197,670	-	-	-	-	-
From / (To) Fund Balance	1,567,320	-	(72,591)	-	3,942,319	-
<b>TOTAL REVENUES</b>	<b>\$ 2,800,400</b>	<b>\$ 54,303</b>	<b>\$ 11,440,372</b>	<b>\$ 12,909,429</b>	<b>\$ 10,212,810</b>	<b>\$ 7,492,011</b>
<b>EXPENDITURES</b>						
<b><u>GR Forward Projects:</u></b>						
Goal #1: Restore the River as the Draw and Create a Connected and Equitable River Corridor	\$ 25,000	\$ 391	\$ -	\$ -	\$ 1,750,000	\$ 126,795
Goal #2: Create a True Downtown Neighborhood Which is Home to a Diverse Population	90,000	13,272	-	-	1,525,000	1,268,153
Goal #3: Implement a 21st Century Mobility Strategy	150,000	26,250	-	-	2,730,000	947,243
Goal #4: Expand Job Opportunities and Ensure Continued Vitality of the Local Economy	735,000	220,298	-	-	750,000	380,912
Goal #5: Reinvest in Public Space, Culture, and Inclusive Programming	1,795,000	1,253,353	-	-	1,745,000	1,098,015
<b>Total GR Forward Projects</b>	<b>\$ 2,795,000</b>	<b>\$ 1,513,564</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 8,500,000</b>	<b>\$ 3,821,118</b>
Administration	5,400	-	-	-	1,300,000	858,990
Debt Service for Bond Issues	-	-	6,986,750	320,875	412,810	16,010
Estimated Capture to be Returned	-	-	4,453,622	-	-	-
<b>TOTAL EXPENDITURES</b>	<b>\$ 2,800,400</b>	<b>\$ 1,513,564</b>	<b>\$ 11,440,372</b>	<b>\$ 320,875</b>	<b>\$ 10,212,810</b>	<b>\$ 4,696,118</b>
<b>EXCESS / (DEFICIT)</b>	<b>\$ -</b>	<b>\$ (1,459,261)</b>	<b>\$ -</b>	<b>\$ 12,588,554</b>	<b>\$ -</b>	<b>\$ 2,795,893</b>

**STATEMENT C**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Statement of FY2021 Project Expenditures**  
**As of January 31, 2021**

Project Name	FY2021 Project Budgets		Expenditures		Remaining FY2021 Budgets
	%	Amount	Month	Fiscal Year	
River Governance		150,000	112	6,434	143,566
Downtown Plan		100,000	30,500	110,680	(10,680)
River Trail Improvements		1,500,000	-	9,681	1,490,319
<b>GRForward Goal # 1 - Local Tax Increment</b>	<b>15.49%</b>	<b>\$ 1,750,000</b>	<b>\$ 30,612</b>	<b>\$ 126,795</b>	<b>\$ 1,623,205</b>
Downtown Speakers Series		15,000	-	-	15,000
Riverwalk Assessment		10,000	-	391	9,609
<b>GRForward Goal # 1 - Non-Tax Increment</b>	<b>0.22%</b>	<b>\$ 25,000</b>	<b>\$ -</b>	<b>\$ 391</b>	<b>\$ 24,609</b>
Development Project Guidance		50,000	286	9,193	40,807
Development Project Reimbursements		1,400,000	-	1,137,971	262,029
Downtown Enhancement Grants		75,000	-	120,989	(45,989)
<b>GRForward Goal # 2 - Local Tax Increment</b>	<b>13.50%</b>	<b>\$ 1,525,000</b>	<b>\$ 286</b>	<b>\$1,268,153</b>	<b>\$ 256,847</b>
Heartside Quality of Life Implementation		50,000	-	4,800	45,200
Stakeholder Engagement Programs		40,000	8,184	8,472	31,528
<b>GRForward Goal # 2 - Non-Tax Increment</b>	<b>0.80%</b>	<b>\$ 90,000</b>	<b>\$ 8,184</b>	<b>\$ 13,272</b>	<b>\$ 76,728</b>
Accessibility and Mobility Repairs		150,000	750	81,156	68,844
Bicycle Friendly Improvements		125,000	(333)	40,938	84,062
DASH North Shuttle Services		175,000	-	135,000	40,000
New Downtown Circulator Infrastructure		400,000	-	-	400,000
Streetscape Improve: CBD, Heartside, Arena S.		1,340,000	9,011	395,582	944,418
Streetscape Improve: Division - Fulton to Wealthy		340,000	29,655	257,370	82,630
Wayfinding System Improvements		200,000	6,720	37,197	162,803
<b>GRForward Goal # 3 - Local Tax Increment</b>	<b>24.17%</b>	<b>\$ 2,730,000</b>	<b>\$ 45,803</b>	<b>\$ 947,243</b>	<b>\$ 1,782,757</b>
Transportation Demand Mgmt Program		150,000	22,500	26,250	123,750
<b>GRForward Goal # 3 - Non-Tax Increment</b>	<b>1.33%</b>	<b>\$ 150,000</b>	<b>\$ 22,500</b>	<b>\$ 26,250</b>	<b>\$ 123,750</b>
Economic Development and Innovation		450,000	30,010	40,481	409,519
COVID Economic Relief Program		300,000	260,650	340,431	(40,431)
<b>GRForward Goal # 4 - Local Tax Increment</b>	<b>6.64%</b>	<b>\$ 750,000</b>	<b>\$ 290,660</b>	<b>\$ 380,912</b>	<b>\$ 369,088</b>
COVID Economic Relief Program		700,000	7,412	201,903	498,097
Downtown Workforce Programs		35,000	-	18,395	16,605
<b>GRForward Goal # 4 - Non-Tax Increment</b>	<b>6.51%</b>	<b>\$ 735,000</b>	<b>\$ 7,412</b>	<b>\$ 220,298</b>	<b>\$ 514,702</b>
Arena Plaza Improvements: Local Tax Increment		500,000	203,380	704,412	(204,412)
Downtown Marketing and Inclusion Efforts		420,000	13,928	131,523	288,477
Downtown Tree Plantings		150,000	-	70,141	79,859
Heartside Public Restroom Facilities Construction		100,000	172	137,619	(37,619)
Parks Design		350,000	12,310	45,152	304,848
Public Realm Improvements		150,000	-	8,700	141,300
State of Downtown Event & Annual Report		25,000	-	-	25,000
Urban Recreation Improvements		50,000	-	468	49,532
<b>GRForward Goal # 5 - Local Tax Increment</b>	<b>15.45%</b>	<b>\$ 1,745,000</b>	<b>\$ 229,790</b>	<b>\$1,098,015</b>	<b>\$ 646,985</b>
Arena Plaza Improvements: Non-Tax Increment		600,000	-	613,164	(13,164)
Bridge Lighting Operations		50,000	-	30,000	20,000
DGRI Event Production		165,000	65,202	116,770	48,230
Diversity Programming		50,000	-	15,500	34,500
Downtown Ambassadors		222,000	28,949	175,504	46,496
Experience - Miscellaneous		50,000	9	9	49,991
Holiday Décor Program		75,000	574	56,036	18,964
Major Event Sponsorship		40,000	1,500	61,500	(21,500)
Police Foot Patrols		35,000	-	-	35,000
Project and Fixed Asset Maintenance		-	-	3,281	(3,281)
Public Space Activation		350,000	10,449	148,862	201,138
Rosa Parks Circle Skating Operations		40,000	-	-	40,000
Special Events - Grants		35,000	-	7,500	27,500
Special Events - Office of		75,000	-	25,000	50,000
Special Events - Training Program		6,000	-	-	6,000
Winter Avenue Building Lease		2,000	-	227	1,773
<b>GRForward Goal # 5 - Non-Tax Increment</b>	<b>15.89%</b>	<b>\$ 1,795,000</b>	<b>\$ 106,683</b>	<b>\$1,253,353</b>	<b>\$ 541,647</b>
<b>TOTAL</b>	<b>100.00%</b>	<b>\$11,295,000</b>	<b>\$ 741,930</b>	<b>\$5,334,682</b>	<b>\$ 5,960,318</b>

**STATEMENT D**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Schedule of FY2021 Expenditures**  
**January, 2021**

Source	Date Posted	Vendor	Purpose / Project	Description	Amount
Local	1/31/2021	Pioneer Construction	Arena Plaza Improvements	Van Andel Plaza construction 11/20	\$ 203,379.75
Local	12/31/2020	Paychex	Administration	DDA Payroll Wages, 401, Taxes-December 2020	82,778.54
Local	1/31/2021	COZO Industries LLC	COVID Economic Relief Program	Winter Art Installation: HybyCozos	30,800.00
Local	1/10/2021	Lott3 Metz Crutcher LLC	Downtown Plan	Bridge South Analysis	30,500.00
Local	1/26/2021	Rapids Air Quality LLC	Economic Devel & Innovation - MWBE	Air Quality Monitoring sensors 1/2021	30,000.00
Local	1/20/2021	State of Michigan	Streetscape Improve: Division - Fulton to Wealthy	17109-Division Ave Reconstruction (MDOT-110920171	29,655.04
Non-Tax	1/13/2021	Mydatt Service INC	Downtown Ambassadors	Ambassador Program 12/2020	28,689.33
Non-Tax	1/4/2021	LiveSpace, LLC	DGRI Event Production	WOW Projection Mapping Art Installation 12/20	28,200.00
Local	1/19/2021	Beer Me Bro LLC	COVID Economic Relief Program	Winter Ready DEG 01/21 Beer Me Bro LLC	26,000.00
Non-Tax	1/13/2021	City Treasurer - MobileGR/Parking Svcs	Transportation Demand Mgmt Prog	Jan 2021 DDA Share of DASH North Service	22,500.00
Local	1/13/2021	Ice Sculptures LTD	COVID Economic Relief Program	DGRI Events: Valent Ice sculpture carving WOW 2021	15,000.00
Local	1/13/2021	Creos Experts-Consails Inc	COVID Economic Relief Program	Artwork Display World of Winter 2021 2 of 3	13,099.45
Local	1/25/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Downtown Market deposit 01/202	12,500.00
Local	1/26/2021	Progressive Architecture	Lyon Square Improvements	Lyon Square and Lyon Street Reconstruction 01/21	12,310.00
Local	1/20/2021	U Monroe	COVID Economic Relief Program	Winter Ready DEG 01/21 Uccellos	12,200.53
Local	1/21/2021	City Treasurer - Budget Office	Administration	IET - Operating Transfer A-87	11,020.83
Local	1/19/2021	City Treasurer - Budget Office	Administration	IET - Operating Transfer A-87	11,020.83
Local	1/27/2021	Condado Tacos 22 LLC	COVID Economic Relief Program	Winter Ready DEG 01/21 Linear	10,600.00
Local	1/27/2021	You enjoy myself LLC	COVID Economic Relief Program	Winter Ready DEG 01/21 Linear	10,062.00
Local	1/25/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: The BOB deposit 01/2021	10,000.00
Local	1/25/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Brick & Porter FINAL 01/2021	10,000.00
Local	1/27/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Brick & Porter deposit 01/2021	10,000.00
Local	1/27/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Luna deposit 01/2021	10,000.00
Local	1/31/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Luna FINAL 01/2021	10,000.00
Local	1/20/2021	New Holland Brewing Company LLC	COVID Economic Relief Program	Winter Ready DEG 01/21 New Holland Brewing	8,561.00
Non-Tax	1/24/2021	Josh Leffingwell, LLC	Stakeholder Engagement Programs	DNN Website Design & Dev 1/21	8,125.00
Local	1/4/2021	Priority Health	Administration	Health Insurance Jan 2020	7,516.56
Local	1/24/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Tupelo Honey deposit 01/2021	7,250.00
Local	1/31/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Tupelo Honey FINAL 01/2021	7,250.00
Local	1/19/2021	Progressive Architecture	Wayfinding System Improvements	Wayfinding Consulting 12/20	6,720.00
Local	1/3/2021	Hubbell, Roth & Clark INC	Streetscape Impr - Mich St, Heartside, Arena S	19011-Bridge/Michgn Imprv-Rvrwlk Trail Xng -DDA sh	6,647.69
Local	1/21/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Cinco De Mayo deposit 01/2021	6,625.00
Local	1/24/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Cinco De Mayo FINAL 01/2021	6,625.00
Local	1/31/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Wise Men Distillery 01/2021	6,625.00
Local	1/31/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Parsley's Mediterranean Grill 01/	6,625.00
Local	1/31/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Osteria Rossa 01/2021	6,625.00
Local	1/19/2021	Federal Square Building Co. #1, LLC	Administration	Office Lease: 29 Pearl Street 01/2021	5,959.99
Local	1/31/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Sundance Grill FINAL 01/2021	5,300.00
Local	1/31/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Sundance Grill deposit 01/2021	5,300.00
Local	1/18/2021	James Forrest Hughes	Dntn Marketing & Inclusion Efforts	WoW 2021 Livestream services retainer 01/21	5,000.00
Non-Tax	1/4/2021	Ice Sculptures LTD	DGRI Event Production	WoW Ice Games 12/20	5,000.00
Non-Tax	1/10/2021	Ice Sculptures LTD	DGRI Event Production	DGRI Events: Ice Luminaries 01/21	5,000.00
Non-Tax	1/13/2021	Ice Sculptures LTD	DGRI Event Production	DGRI Events: Live ice carving 12/20	5,000.00
Non-Tax	1/19/2021	Marissa Fellows	DGRI Event Production	WOW Activation Grant 2021	5,000.00
Non-Tax	1/4/2021	Ice Sculptures LTD	Public Space Activation - Calder events, etc.	WoW Ice Piano 12/20	5,000.00
Non-Tax	1/4/2021	Ice Sculptures LTD	Public Space Activation - Calder events, etc.	Live Pumpkin Carving 10/20	5,000.00
Non-Tax	1/21/2021	Limbic Media Corporation	DGRI Event Production	World of Winter Singing tree lights Deposit 11/20	4,898.35
Local	1/21/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Art Caribbean Fusion deposit 01/	4,650.00
Local	1/31/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Art Caribbean FINAL 01/2021	4,650.00
Local	1/18/2021	McAlvey Merchant & Associates	Administration	Governmental Consulting DEC 2020	4,500.00
Non-Tax	1/7/2021	Fifth Third Bank	DGRI Event Production	DGRI Event Supplies	3,768.51
Local	1/7/2021	Fifth Third Bank	Administration	Admin: Memberships	3,437.00
Local	1/18/2021	Erika Townsley	Dntn Marketing & Inclusion Efforts	Photography Services at various locations 01/21	3,000.00
Non-Tax	1/25/2021	Derek Call	COVID Economic Relief Program	World of Winter Event Planning Jan 3 2021 to Jan 16	2,960.00
Non-Tax	1/24/2021	Swift Printing & Communications	DGRI Event Production	DGRI Events: Posters 01/21	2,716.00
Local	1/21/2021	Calvin College	Dntn Marketing & Inclusion Efforts	Plaster Creek Stewards Sponsorship 2021	2,500.00
Local	1/13/2021	Grand River Bands of Ottawa Indians	COVID Economic Relief Program	Translation services Hybycozo sculpture 12/20	2,500.00
Local	1/31/2021	Blue Cross Blue Shield of Mich	Administration	Dental Insurance Premium 11/20 - 02/21	2,182.76
Local	1/13/2021	Dickinson Wright PLLC	Administration	Legal services: DDA 11/20	2,024.00
Non-Tax	1/24/2021	Trevor Straub	DGRI Event Production	DGRI Events: WOW Drag Show 01/21	2,000.00
Non-Tax	1/13/2021	Derek Call	COVID Economic Relief Program	World of Winter Event Planning Dec 20 2020 to Jan 2	1,776.00
Local	1/3/2021	Hubbell, Roth & Clark INC	Streetscape Impr - Mich St, Heartside, Arena S	19011-Bridge/Michgn Imprv-Rvrwlk Trail Xng -DDA sh	1,639.56
Non-Tax	1/31/2021	Angela D. Nelson	Major Event Sponsorship	WoW 2021 Sponsorship 01/21	1,500.00
Local	1/13/2021	Dickinson Wright PLLC	Administration	Legal services: 11/20 DGRI Board of Advisors	1,446.01
Local	1/13/2021	Bryan Esler Photo, Inc.	Dntn Marketing & Inclusion Efforts	Photography Misc. 12/20	1,100.00
Local	1/26/2021	TGG, Inc.	Administration	Life & S/T & L/T disability insurance - 01/21	1,050.55
Non-Tax	1/13/2021	Adrian Butler	DGRI Event Production	DJ Services PUP/Hybycozos WOW 1/21	1,000.00
Non-Tax	1/13/2021	Swift Realty LLC	COVID Economic Relief Program	Surface Parking Dec 20 - Jan 21 Social Zones	1,000.00
Local	1/9/2021	City of Grand Rapids	Administration	Staff services - payroll period ended 01/09/2021	925.28
Local	1/19/2021	City Treasurer - Risk Management	Administration	Monthly General Insurance Allocation	908.00
Local	1/7/2021	Fifth Third Bank	Dntn Marketing & Inclusion Efforts	Marketing & Advertising	827.36

*continued on the next page*

**STATEMENT D - continued**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Schedule of Expenditures - FY2021**

**Page 2**

Source	Date Posted	Vendor	Activity # Purpose / Project	Description	Amount
<i>Continued from previous page</i>					
Non-Tax	1/4/2021	ArtPeers	DGRI Event Production	WoW Performers 12/20	\$ 800.00
Local	1/4/2021	Serendipity Publishing LLC	Dntn Marketing & Inclusion Efforts	Revue ad JAN 2021	772.00
Local	1/18/2021	Disability Adv of Kent Co	Accessibility & Mobility Repairs	Inclusive Design research and reporting 11/20	750.00
Local	1/23/2021	City of Grand Rapids	Administration	Staff services - payroll period ended 01/23/2021	629.19
Local	1/13/2021	Dickinson Wright PLLC	Administration	BBB agreement for Uptown Corridor	574.92
Non-Tax	1/4/2021	Bazen Electric	Holiday Decor Program	Outlet repairs for holiday lighting 12/20	574.12
Non-Tax	1/7/2021	Fifth Third Bank	DGRI Event Production	DGRI Events: Storage Rental	534.85
Local	1/18/2021	Kerkstra Portable Restroom Svc INC	Streetscape Impr - Mich St, Heartside, Arena S	Portable restroom for Skate Park 01/21	510.00
Local	1/19/2021	Federal Square Building Co. #1, LLC	Administration	Office Lease: 29 Pearl Street Mezzanine Office 01/202	484.64
Non-Tax	1/10/2021	Creative Studio Promotions	DGRI Event Production	Event supplies: DGRI Events 1/21	476.94
Local	1/18/2021	Vias, LLC	Dntn Marketing & Inclusion Efforts	Translation Services 11/20 & 12/20	440.00
Non-Tax	1/18/2021	Crystal Flash	COVID Economic Relief Program	Propane for Winter Ready Grant recipient 01/2021	424.96
Non-Tax	1/18/2021	Crystal Flash	COVID Economic Relief Program	Propane for Winter Ready Grant recipient 01/2021	401.35
Local	1/31/2021	Bush Concrete Products INC	COVID Economic Relief Program	Social Zones: Barriers 01/2021	390.00
Local	1/13/2021	City Treasurer - MobileGR/Parking Svcs	COVID Economic Relief Program	DGRI Share of Labor for Social Zone Barrier Relocate	390.00
Non-Tax	1/10/2021	Crystal Flash	COVID Economic Relief Program	Propane for Winter Ready Grant recipient 12/2020	387.50
Local	1/4/2021	Metro FiberNet, LLC	Administration	Internet/Phone at 29 Pearl St NW 12/20	366.44
Local	1/31/2021	Crystal Flash	COVID Economic Relief Program	Winter Ready Grant: Restaurant Propane Supply 1/21	329.57
Non-Tax	1/31/2021	Bazen Electric	Public Space Activation - Calder events, etc.	Receptacle at 555 Monroe 01/21	319.70
Non-Tax	1/4/2021	Bazen Electric	COVID Economic Relief Program	Winterization preparation 12/20	300.00
Local	1/13/2021	Dickinson Wright PLLC	Development Project Guidance	Legal services: 50 Monroe Project 11/20	286.00
Non-Tax	1/13/2021	Dickinson Wright PLLC	DGRI Event Production	Legal services: DDA WOW Events Contract 11/20	286.00
Local	12/31/2020	Paychex	Administration	DDA Payroll Processing Fee-December 2020	280.20
Local	12/31/2020	Paychex	Administration	DDA Payroll HRS Processing Fees-December 2020	274.17
Local	1/4/2021	The KR Group, Inc.	Administration	MS office Agreement 10/17 - 11/16/2020	259.74
Local	1/18/2021	Kerkstra Portable Restroom Svc INC	COVID Economic Relief Program	Events: WoW portable restroom 01/21	230.00
Non-Tax	1/18/2021	Swift Printing & Communications	DGRI Event Production	DGRI Events: Posters 01/21	213.79
Local	1/4/2021	Bazen Electric	Streetscape Impr - Mich St, Heartside, Arena S	Replaced outlet by House of Wine 12/20	213.55
Local	1/10/2021	Holland Litho Service INC	Dntn Marketing & Inclusion Efforts	Marketing supplies: Bookmarks 12/20	184.06
Local	1/18/2021	Mydatt Service INC	Heartside Restroom Facility Construction	Ambassador Maintenance: Portland Loo 12/2020	171.58
Local	1/21/2021	Crystal Flash	COVID Economic Relief Program	City Built propane Winter Ready Grant 01/21	171.28
Non-Tax	1/13/2021	City Treasurer - Petty Cash	DGRI Event Production	WoW 2019 Supplies 01/2019	170.00
Local	1/4/2021	The KR Group, Inc.	Administration	IT network services 12/20	168.31
Non-Tax	1/18/2021	Crystal Flash	COVID Economic Relief Program	Propane for Winter Ready Grant recipient 01/2021	162.59
Local	1/24/2021	The KR Group, Inc.	Administration	IT network services 01/21	156.32
Local	1/13/2021	Dickinson Wright PLLC	Administration	Legal services: DDA Winter Ready Program 11/20	154.00
Non-Tax	1/28/2021	Consumers Energy	Downtown Ambassadors	1030 2027 1245 21/01	112.13
Local	1/6/2021	Andrew Guy Sanborn	River Governance	River Governance collaboration and info meetings	111.50
Local	1/10/2021	Mighty Co.	Dntn Marketing & Inclusion Efforts	Website support: 01/21	105.00
Local	1/10/2021	HR Collaborative LLC	Administration	HR Consultant services 12/20	103.94
Local	1/21/2021	Crystal Flash	COVID Economic Relief Program	City Built propane Winter Ready Grant 01/21	100.00
Local	1/24/2021	Pure Water Partners LLC	Administration	Water Cooler Lease 01/21	99.78
Non-Tax	1/5/2021	DTE Energy	Downtown Ambassadors	9100 258 89908 20/12	99.42
Local	1/10/2021	Professional Maintenance of Michigan Inc.	Administration	Janitorial services DEC 2020	90.28
Local	1/21/2021	Crystal Flash	COVID Economic Relief Program	House of Wine propane city permits 01/21	89.00
Local	1/10/2021	Cellco Partnership	Administration	Cell Phone Service 12/2020	86.52
Local	1/19/2021	Amanda Sloan	Administration	Gift Card reimb 01/2021	79.19
Non-Tax	1/29/2021	City Treasurer - Planning	Public Space Activation - Calder events, etc.	HPC Review Application Fee -- Women's Way	79.00
Local	1/21/2021	Crystal Flash	COVID Economic Relief Program	City Built propane city permit 01/21	76.00
Local	1/10/2021	Engineered Protection Sys INC	Administration	Office Security System 2/1/2021 - 4/30/21	73.41
Local	1/6/2021	Andrew Guy Sanborn	Administration	Admin- Travel/Training	59.28
Local	1/6/2021	Andrew Guy Sanborn	Administration	Admin- Training: Food/Bev	58.71
Local	1/13/2021	City Treasurer - Petty Cash	Administration	DGRI Postage 02/20, 03/20, & 05/20	58.35
Local	1/13/2021	City Treasurer - Petty Cash	Administration	DGRI BOA Meeting Supplies 09/2019	53.73
Non-Tax	1/31/2021	Creative Studio Promotions	DGRI Event Production	Event supplies: DGRI Events 1/21	51.86
Non-Tax	1/10/2021	John Nowak	Public Space Activation - Calder events, etc.	Pop Up Performer 10/20	50.00
Non-Tax	1/13/2021	City Treasurer - Petty Cash	DGRI Event Production	WoW 2019 Supplies 01/2019	48.62
Non-Tax	12/31/2020	City Treasurer - MobileGR/Parking Svcs	Downtown Ambassadors	December 2020 Monthly Parking Billing	48.00
Local	1/10/2021	Model Coverall Service INC	Administration	Floor Mat Rental 12/20	37.05
Non-Tax	1/31/2021	Creative Studio Promotions	DGRI Event Production	Event supplies: DGRI Events 1/21	36.95
Local	1/7/2021	Fifth Third Bank	Administration	Admin: Professional Development	36.00
Non-Tax	1/13/2021	City Treasurer - Petty Cash	Stakeholder Engagement Programs	HDNA Gift Card 12/2020	30.00
Local	1/26/2021	The KR Group, Inc.	Administration	IT services backuptify Agreement Jan 2021	29.93
Non-Tax	1/7/2021	Fifth Third Bank	Stakeholder Engagement Programs	Stakeholder Engagement	28.50
Local	1/18/2021	Mydatt Service INC	COVID Economic Relief Program	Economic Relief: Supplies	26.49
Local	12/31/2020	City Treasurer - MobileGR/Parking Svcs	Administration	December 2020 Parking Validation Billing	18.75
Local	1/7/2021	Fifth Third Bank	Administration	Admin: Training	15.00
Local	1/7/2021	Fifth Third Bank	Administration	Admin: appreciate gift	10.00

*continued on the next page*

STATEMENT D - continued  
DOWNTOWN DEVELOPMENT AUTHORITY  
Schedule of Expenditures - FY2021

Page 3

Source	Date Posted	Vendor	Activity # Purpose / Project	Description	Amount
<i>Continued from previous page</i>					
Local	1/6/2021	Andrew Guy Sanborn	Economic Devel & Innovation - MWBE	Travel for C. Leinberger Econ of Place workshop 3/20	\$ 9.95
Non-Tax	1/13/2021	City Treasurer - Petty Cash	Experience - Miscellaneous	Thank you pictures for Dog Park 06/2019	8.75
Local	1/22/2021	Fastenal (MIGR1)	Bicycle Friendly Improvements	Credit Memo	(332.52)
Local	1/26/2021	Blue Cross Blue Shield of Mich	Administration	Dental Insurance Premium 12/20	(545.69)

TOTAL JANUARY 2021 EXPENDITURES \$ 880,500.45



# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



**DDA**

DATE: February 5, 2021

TO: Downtown Development Authority

FROM: Mark F. Miller AIA AICP  
Managing Director of Planning & Design

**Agenda Item #04**  
**February 10, 2021**  
**DDA Meeting**

**SUBJECT: Winter Ready Grant Update**

At its October 14, 2020 meeting the DDA authorized the Winter Ready Grant and seeded it with \$200,000 to continue support of Downtown businesses during the COVID-19 recovery. The grant intended to assist businesses in winterization efforts related to outdoor seating, activation, and related expansion of business activity in the public realm. The program provides recipients with funds to purchase winterization materials such as canopies, tents, heaters, and lighting to maintain their operations during the winter months.

Subsequently, on December 9, 2020, the DDA authorized an additional \$175,000 for the Winter Ready Grant, bringing the total available grant amount to \$375,000.

As of February 5, 2021, a total of \$300,000 of funding support for wintertime outdoor seating within Downtown Grand Rapids has been dispersed. Additionally, another \$42,000 has been committed and is to be paid once the seating structures have been installed. This leaves the current grant funding at \$33,000.

To date, 23 businesses have been funded and 21 businesses have functioning structures on the ground. A total of 74 structures and 66 heaters have been installed within the DDA footprint. At the time of this writing, it is anticipated that another 3-4 businesses will have structures up next week.

We anticipate that another 15-20 businesses will be requesting grant funding, with at least 9 currently in the city permitting process and 3 more who have structures installed but have not submitted for the grant. Therefore, it is recommended that the grant be increased by \$250,000. This will bring the total grant funding to \$625,000.

Additionally, as a procedural item, on December 9, 2020 the DDA authorized to purchase direct from Prestige Products on behalf of businesses. This was done to remove the burden of the business owner having to invest up front and then be reimbursed. A cap of \$150,000 was placed on this direct purchase. To date we have spent \$130,000 directly with Prestige Products on behalf of businesses and we have committed a total of \$172,000. It is recommended that the direct purchase authorization be increased by \$250,000, not to exceed (for an overall total of NTE \$400,000). This request does not increase the overall grant request; it simply provides the ability to pay Prestige Products directly.

Finally, for the same reasons, we recommend that another company, Machine Star, be included in this direct purchase. Machine Star is local and provides a similar product to what Prestige has. While we have no current requests, there are at least two businesses working directly with Machine Star currently. This request does not increase the overall grant request; it provides more flexibility to get these structures delivered for the businesses.



**DOWNTOWN**  
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DGRI is proposing these initiatives to extend the useful life of the social zones and to continue to support our Downtown businesses. These initiatives also support GR Forward's Goal 5 recommendation to design and program public spaces to accommodate winter activities (page 268).

**Recommendations:**

1. Authorize additional DDA funding in an amount not to exceed \$250,000 for the Winter Ready Grant (bringing total authorization to not to exceed \$625,000) from the Goal 4 Economic Relief Funding.
2. Provide DDA authorization to purchase directly from both Prestige Products and Machine Star on behalf of businesses with funds from the Winter Ready Grant, amount not to exceed \$400,000 (limit increased from \$150,000). This does not change the overall amount of the Winter Ready Grant.

# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: February 10, 2021

TO: Downtown Development Authority

FROM: Kimberly VanDriel, Director of Public Space Management

Agenda Item #05  
February 10, 2021  
DDA Meeting

**SUBJECT: Latinx Community Outreach Initiative Funding Authorization**

Since 2016 DGRI has enjoyed a strong partnership with the Latino Community Coalition (LCC). That year we collaborated with the LCC to celebrate Hispanic Heritage Month and hosted Denise Soler Cox to discuss her documentary *Project Ñ* as part of the DGRI Speaker Series. Based on that success, and the clear demand for additional Latinx urbanism efforts, we continued the partnership in the following years by bringing in James Rojas in 2018 and Gil Penelosa in 2019.

Based on discussions and ideas generated during Rojas' visit, the LCC decided to focus on alley activation as an opportunity to highlight Latinx cultural programming and design within Downtown. This idea was further explored during Penelosa's visit, when the LCC hosted an alley event that included focus group discussions to better understand priorities for the local Latinx community for design, events, and programming that could be incorporated into an alley activation project.

While those prior events helped prioritize alley activation as a project and introduced concepts for further exploration, the strategy for implementation remained a question. That changed in 2020 following the creation of the Women's Way alley activation program which has used art and murals as way to honor local women leaders from Grand Rapids and activate alleyways, educate the community, and provide jobs to local artists.

Seeing the Women's Way success, the LCC decided it was a great framework to highlight a historical local leader within the Latinx community and complete an alley activation project. However, while working with the West MI Women's History Council and the Grand Rapids Public Library, it was revealed that very little historical information exists on local women from the Grand Rapids Latina community. Recognizing the importance of documenting this history, and to ensure the community is involved in not only telling that history, but also in selecting a person to highlight as part of the Women's Way project, the LCC is proposing to undertake a broad community engagement effort. The results will help to uncover the history of families that helped establish the Latino community in Grand Rapids and ensure that history is documented for future generations to reference and learn from.



As proposed this effort will include in depth research and community outreach to collect data, history, and information about our Latinx community. Among the activities will be a public call for nominations from citizens to help identify local Latinx families that have helped pave our local history. It will also include digital and canvassing outreach, website development, filming and editing, public speaking engagement, advertising and coordination by the LCC and Candor Media.

This multi-phase engagement strategy also allows the LCC and DGRI to ask specific questions to the Latinx community about other Downtown initiatives to get feedback about their experience and to better understand what they specifically want to see here in Downtown Grand Rapids.

After phase 1 of the initial outreach plan is completed, we will be able to create a documentary video, host videos on the website, provide all data collected to our public library and name one of our Downtown alley's after a local Latina that has not yet been found or recognized by our community. In the future, phase 2 would lead to development and activation of the alley with design, events, and programming.

**Recommendation: Approve the expenditure not to exceed \$75,000 to support Latino Community Coalition and Candor Media's Latinx Community Outreach Initiative.**

# **Latino Community Coalition- Women's Way**

## **Project Overview**

The Latino Community Coalition (LCC) in partnership with Downtown Grand Rapids Inc is naming a Grand Rapids' alley after a local Latina to promote the City of Grand Rapids' history and grow awareness of the women who have helped build our communities. To do so, the LCC will be activating public spaces where Latinx people have traditionally been excluded and naming one alley after a woman from Grand Rapids.

The Latino Community Coalition is seeking help to identify local Latinx families to uncover the Grand Rapids' history of Latin-American families who came to the city in the initial stages of the establishment of a Latino Community. To surface stories told and untold the LCC is proposing a multi-phase engagement for the alleyway. The first phase-Community Engagement will span over the course of several months to not only engage with the Latino Community Coalition members but the entire Grand Rapids community.

The LCC would like for these families to be interviewed, capturing these interviews on raw unedited video to be used for a later time. These videos will be used to help the Latino Community Coalition to 1) narrow down the finalists and 2) help identify trends in the interviews which might identify values which show up as the reasons why people nominated their loved matriarchs. These may be used at the LCC's discretion for future media projects about the Latino Community, for example to create digital applications or other media. The final product will be a video of the collective interviews of the family of the selected Matriarch. This process may include additional filming, editing, events with all participants as deemed necessary by Candor. This is the main deliverable of the contract.

We are proposing interviewing family members from five Latinx families with deep roots in Grand Rapids. These interviews will be filmed. Once the Latino Community Coalition has selected a woman after which they'd like to name the alley, there will be a second round of interviews with the selected family to capture the true essence of this woman and record footage for the final video. Candor Media will produce the final video of the selected woman. They will also produce needed supporting content such as video descriptions, alley plaques, concise histories for the families and any other media requested.

The selection process will be guided by the impact on the broader Latino Community in Grand Rapids of women with whose decision to stay and raise

families, resulted in extensive families who have gone on to create community in GR. The selection process will not be guided necessarily by the accomplishments of subsequent generations of the family but by the community that this family created, the collective support and foundation created for the greater Latino Community to thrive in Grand Rapids.

### **Goals**

1. To create a multidimensional narrative that shares in depth histories of families in Grand Rapids while showing their strength, courage and community building.
2. To pay tribute to a local Latinx family and their history while also demonstrating to the community at large the value the Latinx community brings to the area as cultural patrimony.
3. To change the narrative around who deserves to be remembered based on the ideological values we believe are held dear by a large segment of the local Latin-American communities in the area.
4. To redefine the structure of merit usually used when naming city spaces and highlight the work done by women which historically has often been relegated to private spaces and not acknowledged.
5. Make the resulting videos part of a collection of multimedia documentation of the Latino Community to be used for a future archives of Latino History in Grand Rapids.
6. Extend the Relationship of the Latino Community Coalition and be rooted in Community and not just “professionals”

### **Scope of work**

1. Coordination- The pandemic has surfaced the increased need to have more accessible multimedia engagements such as translations, Face to face opportunities, Radio, Newspaper and Social Media ads. This will require the LCC to build Capacity:
  - a. Partnering across the city of Grand Rapids to hold 5 locations where families can submit their stories.
  - b. Hiring of 5 community members to canvass and engage in person where families are already going (Food Pantries, drive through engagements and share the story collection)
  - c. Marketing- printing and Flyering across the city
2. SubContract Speaker- A public invitation for nominations of families while also engaging local speaker around placemaking and the importance of uprooting stories
3. Subcontract website build-Updating website and build capacity for page dedicated for stories allocation. Include data to collect information from

participants and create a digital access point for stories

4. Subcontract video content:

- a. Candor will contact at least two members of the five families, schedule, and conduct individual interviews (appx 20min per interview).
- b. Candor will decide and schedule a location where interviews will be held. Candor hopes interviews will occur on the same day, so that equipment rental only has to happen once.
- c. Interviews will be video recorded, and Candor will marry the audio during editing
- d. The 10 video interviews of family members will become the property of the LCC. These will be uploaded to a Vimeo account, possibly a YouTube account, remain private, and to be used at the discretion of the LCC in future media projects.
- e. Take headshots of every person interviewed and catalog their description and relation to families interviewed.
- f. Transcription of interviews in English. Any Spanish interviews will be translated and transcribed into English and Spanish.

[illegible]



## Finding the History

		Notes	
Candor Media	\$21,429	Recordings for 5 families. See proposal with specific line items and full budget break down	
Promotional Material	\$16,000	Building of 5 posts we will have at partner locations across the city with mailboxes, Printed material, social media boosts, 5 canvasesers in primarily Spanish Speaking neighborhoods	Pandemic has surfaced the increased need to have more accessible (translation, f2f) Mulitmedia engagements). Radio and newspaper ads 5 posts-\$2500 (Mail boxes/slots for submital) Printing-\$2000 5 Canvasers - \$6000 Social Media Ads- Radio/Newspaper- Translation and Interpretation to include other dialects and Latinx Languages
Venue	\$2,500	A space to record stories that offers enough space to record 2-3 people in the family.	Space that is big enough for social distancing when needed and good air flow
LCC Coordination	\$15,000	Build out Capacity, Coordination (Marketing, engaging with partners and key stake holders, leveraging of networks, project management)	
Website	15,000	Updating website and build capacity for page dedicated for stories allocation. Include data to collect information from participants.	
Local Speaker	\$5,000		
	\$74,929		

# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: February 5, 2021

TO: Downtown Development Authority

FROM: Tim Kelly, AICP  
Executive Director

Agenda Item #6  
February 10, 2021  
DDA Meeting

**SUBJECT: Update on City Efforts at Heartside Park and Homelessness Initiatives**

Enclosed is a memo sent to City Manager Washington summarizing work the City of Grand Rapids initiated at Heartside Park in December 2020, as well as other ongoing City initiatives to address homelessness. Also included is an FAQ related to the City's work and plans at Heartside Park from January 2021.

City staff will present additional information and be on hand to answer questions at the February 2021 DDA Board meeting.





# Heartside Park

## Questions and Answers

January 2021

### **What has community engagement on Heartside Park told the City of Grand Rapids?**

In 2020, the Parks department sought public input on planned improvements to Heartside Park scheduled for 2021. The engagement results can be found at:

<https://publicinput.com/Report/n5l44ci0n2j>

- The survey for public input had 70 participants and 142 comments.
- 90% of respondents live in the City of Grand Rapids; 57% within walking distance of the park.
- 40% of respondents said they visit the park once or less per year.
- Only 13% of respondents state that they feel welcome in the park.
- Results for top priority improvements to the park were improved restrooms for year-round access and improvements to allow for more community events.
- Commenters stated that they do not feel safe in the park and it is not kid-friendly.

### **How else has the City of Grand Rapids sought community engagement regarding Heartside Park?**

Heartside Park is one of only five parks with green space in downtown and the only one south of Fulton. The Heartside neighborhood is home to 2,293 housing units. Within two blocks of Heartside Park, there are 635 units and 182 housing units directly across the street.

The [Heartside Quality of Life Study](#) completed in 2019 listened to and documented over 200 voices in the neighborhood. This resident-driven initiative led with these goals:

- Engage a wide variety of stakeholders and expand neighborhood voice
- Develop mutual understanding and create a vision for the future
- Identify collaborative, community-based solutions
- Foster community ownership of the process and implementation
- Improve Quality of Life for ALL who live, work, and play in Heartside.

Study recommendations specific to parks include:

- "Explore expanded public restroom options within Heartside's city parks. Heartside Park public restrooms should be winterized to increase access year-round." (pg. 22)
- "*Consider redesign options for both Pekich and Heartside Parks to best meet community need.*" (pg. 25)

**Have any community engagement efforts resulted in requests for Heartside Park to become an urban campground?**

Comments provided in community engagement sessions have not yielded requests for Heartside Park to become an urban campground.

**Is the City considering turning Heartside Park into an urban campground?**

No, the City does not plan to turn Heartside Park into a campground. Over the last few weeks, City officials have received written and oral comments encouraging that Heartside Park be designated an urban campground in response to homelessness. While this input is appreciated, the City does not see this as a solution to homelessness and will proceed with planned park improvements based on input from the community engagement processes described above.

Park improvements totaling \$500,000-\$600,000 will begin in summer 2021. Projects will include:

- New year-round restroom facility that will include self-cleaning infrastructure;
- Improvements to allow for more community events;
- New drinking fountain and water bottle fillers;
- Improved bench seating and gathering spaces; and
- Improved pathways and walking access.

**Is overnight camping allowed in City parks?**

No, it is against City ordinance to stay overnight in a City park.

**What are the State of Michigan campground rules? How did they impact the homeless encampment at Heartside Park?**

[State of Michigan Rules & Regulations regarding campgrounds](#) – A license from the Michigan Department of Environment, Great Lakes and Energy is required to operate a campground in the State of Michigan.

Per the Kent County Health Department, the encampment at Heartside Park was in violation of State of Michigan campground rules. Below are rules for campgrounds under the Michigan Public Health Code. Many were not observed in the encampment.

- A campground cannot be located where it will be detrimental to public health, safety, and welfare
- Sites must be planned regarding size, location, arrangement, marking, drainage, and occupancy
- Potable water must be provided, including in primitive campgrounds, in appropriate ratio with number of sites
- A campground manager is required
- Sewage and wastewater control must be in place to prevent pollution or public health and safety concerns
- Clean and sanitary conditions and good order must be maintained
- Garbage and refuse disposal must be provided and insects kept under control

### **What unsafe and unsanitary conditions were found at the Heartside Park encampment?**

A December 18 assessment of Heartside Park by the Kent County Health Department (KCHD) identified significant health risks to the individuals staying there, and to the community, including dangerous fire and fume inhalation hazards, inadequate ventilation, improper disposal of drug paraphernalia, open human defecation and urination, litter and burning of trash, non-compliance with COVID-safe protocols, soiled and damaged clothing and bedding, and general unsanitary conditions. These risks were combined with the forecast of sustained below freezing temperatures.

Lack of proper food storage and preparation facilities, and of a potable water source, contributed to the unsafe and unsanitary conditions.

### **Doesn't the CDC recommend encampments due to COVID?**

No government agency advocates for encampments as a solution to homelessness. In light of the ongoing pandemic, the CDC did issue [Interim Guidance on Unsheltered Homelessness](#). While that guidance does allow for encampments, it provides officials flexibility based on local circumstances and acknowledges, *"Outdoor settings may allow people to increase physical distance between themselves and others. However, sleeping outdoors often does not provide protection from the environment, adequate access to hygiene and sanitation facilities, or connection to services and healthcare. The balance of risks should be considered for each individual experiencing unsheltered homelessness."*

When conditions such as poor sanitation, fire hazards, asphyxiation risks from carbon monoxide buildup, and exposure to harsh winter elements are factored in, a congregate setting with strong, [Department of Housing and Urban Development approved](#), COVID-19 mitigation protocols is preferable to allowing individuals to remain unsheltered.

Additional resources:

<https://files.hudexchange.info/resources/documents/COVID-19-Homeless-System-Response-Meeting-Winter-Shelter-Needs-and-Mitigating-Health-Risks.pdf>

<https://files.hudexchange.info/resources/documents/COVID-19-Homeless-System-Response-Alternative-Approaches-to-Winter-Sheltering-During-COVID-19.pdf>

### **Additional information regarding grant funds used to build Heartside Park:**

Heartside Park was built using funds from a Michigan Department of Natural Resources (MDNR) project grant, which requires that it be used for recreational purposes for the general public.

*Amenities built with grant funds include:*

- Restroom, gazebo, site prep/amenities/utilities, basketball court, playground with surfacing, water feature, walkways, landscaping, irrigation, and trails

*Grant agreement regulations include:*

- The park and all facilities must be open to the public at all times on equal and reasonable terms.
- The City would need to obtain prior written authorization from MDNR before implementing a change that significantly alters the park or its facilities, including but not limited to discontinuing use of the park or making a significant change in its recreational use.

### **What is the City of Grand Rapids' philosophy toward housing and homelessness?**

The City of Grand Rapids is committed to a Housing First approach, which is an evidence-based practice to quickly and successfully connect individuals and families experiencing homelessness to permanent housing without preconditions and barriers to entry, such as sobriety, treatment or service participation requirements ([National Alliance to End Homelessness](#)). The City is committed to developing, supporting, and promoting solutions that create a direct impact in reducing homelessness in our community and supporting individuals in need. We believe that housing is the answer to homelessness demonstrated by our history of supporting homelessness prevention and rapid re-housing efforts. We also believe this is a community-wide effort that requires dedicated and results-oriented partnerships.

### **Are encampments solutions to homelessness?**

Homeless encampments are not solutions to homelessness. We believe *housing* is the solution to homelessness and are committed to continuing to work with community partners to increase housing availability for vulnerable populations.

### **What is the City's Homeless Outreach Team (HOT)?**

Currently, there are four members on the HOT team – two police officers and two fire personnel – who work in shifts from 6:00 a.m. - 6:00 p.m. Two of these individuals have worked as first responders in the Heartside neighborhood for many years. The City also contracts with Network180 to add two social workers and two addiction and recovery specialists to the team. The HOT team only responds to issues of street homelessness. The team works to build personal relationships with individuals experiencing homelessness to better assist them in meeting their urgent needs, obtaining services, and connecting to housing solutions.

### **How can members of the community access housing services?**

Any individual or family who is experiencing housing instability (homeless or soon to be homeless) should call 2-1-1. This is essential to ensure persons get connected quickly to agencies in the community with housing and shelter funds to assist them. This is also important because the recovery funds and other federal resources available in our community for prevention, re-housing and temporary shelter require a “coordinated entry” approach to accessing these resources.

### **Is emergency shelter available for persons experiencing homelessness?**

Safe, sanitary shelter capacity is available in the community, as well as street outreach and services for homeless prevention and rapid re-housing. Any individual or family who is experiencing housing instability (homeless or soon to be homeless) should call 2-1-1. Community members can help persons experiencing homelessness by referring them to 2-1-1.



# MEMORANDUM

CITY OF GRAND RAPIDS

DATE: December 28, 2020

TO: Mark Washington, City Manager

FROM: Tammy Britton, Homelessness Coordinator  
James Hurt, Managing Director of Public Services

**SUBJECT: Update on Emergency Shelter and Addressing Unsafe Conditions in Heartside Park**

Following multiple weeks of outreach by City staff and social service partner organizations, the City addressed unsafe conditions in Heartside Park beginning the morning of Monday, December 21. As part of the preceding multi-week effort, individuals staying in the park were informed that camping is not allowed in City parks, received consistent outreach, and were additionally informed that shelter capacity was being added to the community. This outreach was done by officials from the Grand Rapids Homeless Outreach Team and officers from the Grand Rapids Police Department (GRPD). The health and safety of individuals staying in the park, and of the broader community, were the City's primary considerations as employees from multiple departments worked to transition those individuals staying outdoors to indoor shelter ahead of the coldest winter months.

The City coordinated with community partners to arrange for safe, warm, and sanitary alternatives following COVID-19 safety protocols for those who were staying in the park. The City took the unprecedented step of helping to secure and paying for a 5-month lease of the former "Purple East" building at 250 Ionia Avenue SW – across the street from Heartside Park – at a cost of \$165,000 for use as an emergency shelter. Mel Trotter Ministries agreed to operate the facility, following proven COVID-safe shelter protocols.

A December 18 assessment of Heartside Park by the Kent County Health Department (KCHD) identified significant health risks to the individuals staying there, and to the community, including dangerous fire and fume inhalation hazards, inadequate ventilation, improper disposal of drug paraphernalia, open human defecation and urination, litter and burning of trash, non-compliance with COVID-safe protocols, soiled and damaged clothing and bedding, and general unsanitary conditions. These risks, combined with the forecast of sustained below-freezing temperatures during the second half of last week, provided compelling public health and humanitarian reasons to move forward with the transition of individuals to indoor shelter and with the associated park maintenance.

Following the multi-week outreach effort and establishment of the nearby emergency shelter, a "notice to vacate" was posted at the park on Friday, December 18. (The City provided more than the required minimum 48-hour notice prior to the start of work on December 21.) The work included removal of litter and abandoned items, relocation or storage of tents and other belongings, and encouragement of individuals to move to the new emergency shelter facility across the street or to the variety of other shelter options available to meet a person's

particular circumstances. When City staff arrived to begin work, conditions in the park were observed to be consistent with the KCHD assessment. COVID-safe protocols were not in place for those living in the park. Empty food containers, used needles, and numerous other refuse items were on the ground and throughout the park. City staff and police officers spoke with individuals asking what items they would like to keep and those they wished to discard. Only unclaimed items and those items individuals wished to discard were removed by City employees and contractors. Mental health professionals were available as needed to help identify solutions.

The work to address the unsafe conditions in Heartside Park was substantially completed by noon on Wednesday, December 23. The following outcomes were achieved:

- Fifty-six (56) individuals stayed overnight at 250 Ionia on December 27 representing a continued increase since it opened.
- The entire park was cleared of litter and discarded refuse items.

Some recent media reports and correspondence from members of the public contain misunderstandings of the process the City followed, and of the care that was taken to protect the individual and property rights of the persons experiencing homelessness staying in Heartside Park. The following information is provided to clarify these misunderstandings:

#### **Voluntary Compliance**

The Public Safety departments have prioritized education over enforcement. No tickets have been issued or arrests made in our efforts to address unsafe conditions in the park.

During the initial 24 hours, the vast majority of individuals staying in the park, vacated of their own accord and sought alternative arrangements. Over the next 36 hours, City staff, including support from the Homeless Outreach Team and community partners, worked with those individuals that remained in the park to help assess their circumstances and find relocation solutions, none of which required GRPD to take enforcement action. This compassionate, person-centered approach ensured the unique individual needs of those experiencing homelessness were accounted for while preventing criminalization.

#### **CDC Guidelines**

The health and safety of the individuals experiencing homelessness in our community is a high priority for the City. Centers for Disease Control (CDC) guidelines acknowledge that "Outdoor settings may allow people to increase physical distance between themselves and others. However, sleeping outdoors often does not provide protection from the environment, adequate access to hygiene and sanitation facilities, or connection to services and healthcare. The balance of risks should be considered for each individual experiencing unsheltered homelessness."

The City took into consideration a variety of risks associated with living in the encampment at Heartside Park, including COVID-19, the significant health risks identified by KCHD, and increasingly cold weather. After working with our community partners to ensure there were safe, healthy, and warm options consistent the latest



CDC and Department of Housing and Urban Development (HUD) guidelines for sheltering – including isolation facilities for those that test positive for COVID-19 – we made the determination that the encampment had devolved to the point of being dangerous and we could no longer allow individuals to reside in those conditions.

### **Personal Property**

City staff and police officers, with support from the Homeless Outreach Team, spoke with individuals regarding personal items. Storage for personal belongings was made available by Mel Trotter Ministries. Only unclaimed items and those items individuals wished to discard were removed by City employees and contractors. Several unclaimed tents and associated items were relocated to a separate City location where they are being stored and may be claimed during the subsequent 30 days.

These topics also were raised by the American Civil Liberties Union (ACLU) in a letter to the Mayor, City Commissioners, and City Manager dated December 19. The City Attorney responded to the ACLU in a letter dated December 22 in which she noted the City's compliance with applicable legal requirements.

### **Housing and Homelessness Initiatives**

The City continues to prioritize a wide range of initiatives to increase housing availability and reduce the incidence of homelessness in the City of Grand Rapids. In addition to continuation and expansion of the Homeless Outreach Team, the following new and previously in-process initiatives were shared with the City Commission and general public in a memorandum from the City Manager on December 10:

<b>Fiscal Year 2021 New Investments</b>	
<b>1. Eviction Prevention Program</b> <ul style="list-style-type: none"> <li>Support a dedicated Benefits Specialist from the Department of Health and Human Services (DHHS) to administer the eviction prevention program. (cost includes coverage for October 2020 – September 2021)</li> </ul>	\$66,700*
<b>2. Additional Funding for Housing Assistance</b> <ul style="list-style-type: none"> <li>Through the Economic Resiliency and Recovery Work Group, consider opportunities for programing of the remaining \$1 million in CDBG-CV3 in the third quarter of FY2021 based on feedback from initial investments.</li> </ul>	Some portion of \$1,120,648 CDBG – CV3 award
<b>3. Winter Homeless Shelters</b> <ul style="list-style-type: none"> <li>Winter homeless shelter 5-month lease cost</li> </ul>	\$165,000*

\*These investments were approved by the City Commission as part of the December 15, 2020 budget amendment.

**Fiscal Year 2021 Existing Plans and Work  
Aligned with Consensus Priority Topics**

<b>1. Operate the Homeless Outreach Team</b> <ul style="list-style-type: none"> <li>• \$500,000 allocated for FY21.</li> <li>• 4 Police and Fire personnel along with contractual work from Network 180 from 6 a.m. to 6 p.m. five days a week. <ul style="list-style-type: none"> <li>◦ HOT visits 15 or more locations throughout the city each week, making contact with persons experiencing homelessness at approximately 80% of the site visits.</li> <li>◦ Sites with higher need are visited multiple times in a week.</li> <li>◦ HOT has provided direct action on abuse and crimes committed against people experiencing homelessness.</li> </ul> </li> <li>• 45 temporary and permanent housing solutions provided in partnership with Community Rebuilders and Geographically Targeted Housing Outreach Initiative.</li> <li>• Pilot alternative response strategies by July 2021.</li> </ul>	<p><i>Completed</i></p> <p><i>In Progress</i></p> <p><i>In Progress</i></p> <p><i>Upcoming</i></p>
<b>2. Eviction Prevention</b> <ul style="list-style-type: none"> <li>• This 3-year program launched in Jan. 2018 and will end Dec. 31, 2020.</li> <li>• The 2020 report is not yet available. 2019 highlights included 334 households screened with 100 receiving assistance; 69% served had children; 70% were African American households; 73.4% of eviction court cases were from 49503, 49507 and 49504; nearly 52% cited employment instability; 92% of respondents achieved some form of housing stability and 82% remained in the same unit.</li> <li>• 227 signed writs in 61<sup>st</sup> District Court for 2020 as of November 10, 2020.</li> </ul>	<p><i>In Progress</i></p> <p><i>In Progress</i></p> <p><i>Completed and In Progress</i></p>
<b>3. Affordable Housing Fund</b> <ul style="list-style-type: none"> <li>• \$250,000 invested in La Lucha to support rent and mortgage assistance.</li> <li>• Working to refine the role of the Housing Fund and coordinate with existing funding sources within the City and broader community (HOME, CDBG, philanthropy, etc.).</li> <li>• In addition to the \$250,000 invested in La Lucha, funds totaling approximately \$878,000 have been reserved as an initial capital investment in the Property Management Fund and Grants Fund that can be augmented by other potential sources of funding such as two-thirds of PILOT payments, first-year income tax from City-incentivized housing developments, possible proceeds from land divestments, and philanthropic investments.</li> <li>• Designate a fund and fiduciary as well as establish a board.</li> </ul>	<p><i>Completed</i></p> <p><i>In Progress</i></p> <p><i>In Progress</i></p> <p><i>In Progress</i></p>









DOWNTOWN  
GRAND RAPIDS INC.

Downtown Grand Rapids Wayfinding Program

# SELECTED SIGN FAMILY DESIGN

10 February 2021



RLR ASSOCIATES INC  
1302 North Illinois Street  
Indianapolis, Indiana 46202  
Tel 317.632.1300 www.rlr.biz

Partners

progressive | ae

Disability Advocates  
of Kent County (DAKC)



# WHAT YOU WILL SEE

DESIGN GOALS	3
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# DESIGN GOALS

The design team facilitated a collaborative work session with the G.R.A.N.D. steering committee to establish design goals for the Downtown Grand Rapids wayfinding program. The design goals are as follows:

**Unify the Downtown brand** with a distinctive yet cohesive sign system, and accentuate the identity of surrounding neighborhoods and districts

**Welcome visitors** with a sense of arrival and excitement to explore Downtown

**Guide motorists to visitor parking opportunities** to ease vehicular flow and encourage walking towards destinations

**Encourage a locally-focused Downtown and surrounding Downtown visit experience** by emphasizing local restaurants, businesses, and attractions

**Communicate as a multi-layered, interconnected system** that functions along key trail, transit, pedestrian, motorist, and parking touchpoints

**Aid visitors in finding their destination** by orienting, directing, and providing additional information to help decide their preferred route

**Promote Downtown Grand Rapids history** by delivering information in an exciting way

**Use commonly understood terminology** for destinations and districts





SELECTED CONCEPT

# RIVER

RLR has prepared a sign family design illustrating the theme of “river” as a place branding framework for representing the diverse and exciting experiences that Downtown Grand Rapids has to offer.

WHY RIVER?

ORIGIN STORY  
REFLECTION OF HERITAGE  
LONGEVITY  
FORWARD-THINKING  
ART-INSPIRED  
SUSTAINABILITY  
INCLUSIVITY





# A ARRIVAL

## A.1 GATEWAY

### WHERE?

At key interstate and state road  
entrypoints to the DDA boundary.

### WHAT?

Downtown Grand Rapids  
identification

Landscaping

Lighting

Architectural elements





# A ARRIVAL

## A.2 WELCOME SIGN

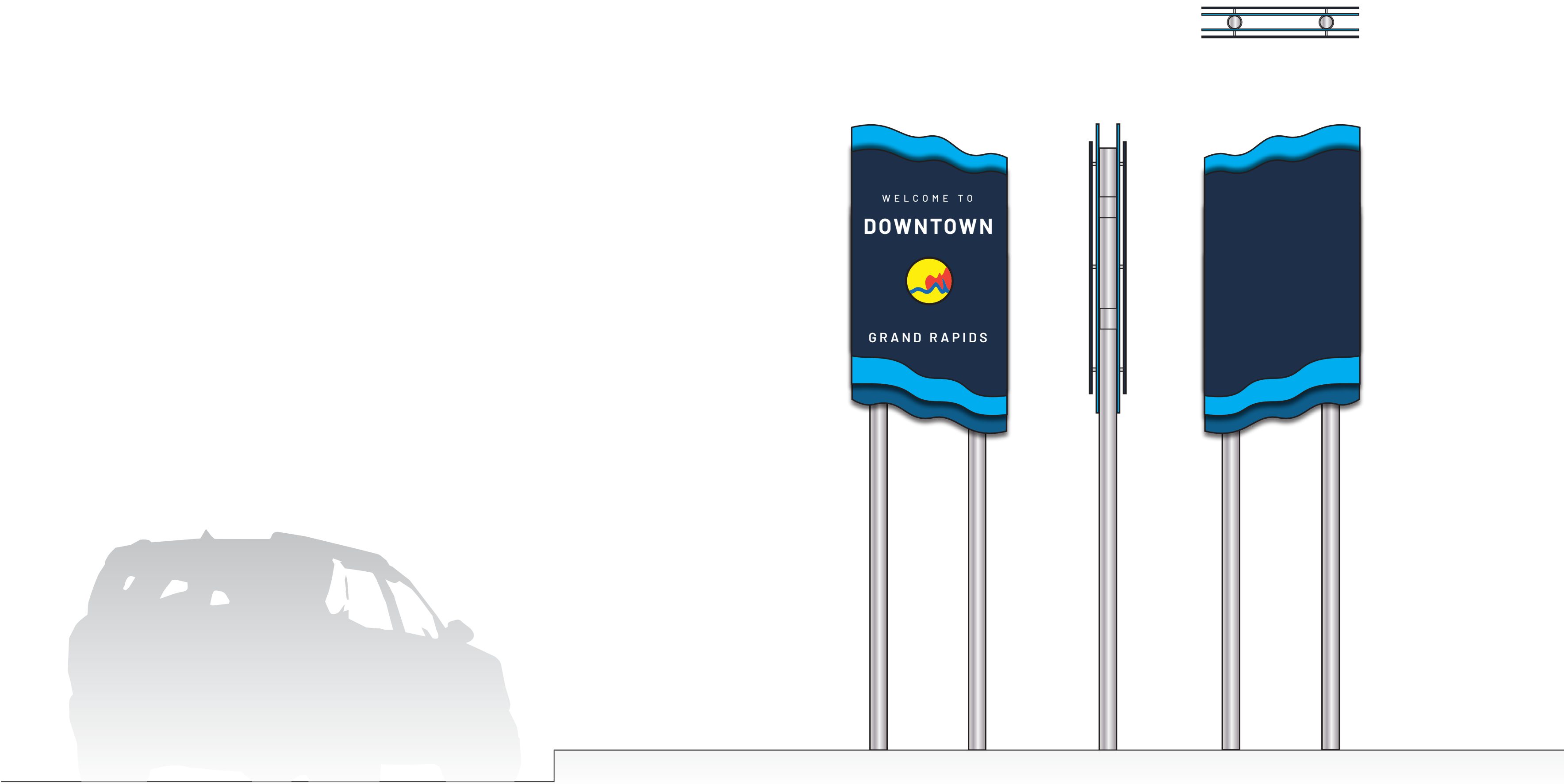
### WHERE?

At key entrypoints along major roadways leading to the Downtown.

### WHAT?

Downtown Grand Rapids identification

Post panel signage



## B DIRECTIONAL

### B.1 LARGE VEHICULAR DIRECTIONAL

#### WHERE?

At key decision points within the Downtown

#### WHAT?

Downtown Grand Rapids identification

Direct to prioritized Downtown destinations

Meet MDOT criteria for number of messages per panel, character height, and contrast



## B.1 LARGE VEHICULAR DIRECTIONAL



## B DIRECTIONAL

### B.2 PEDESTRIAN KIOSK (LARGE & SMALL)

#### WHERE?

At key pedestrian decision points  
within the Downtown

#### WHAT?

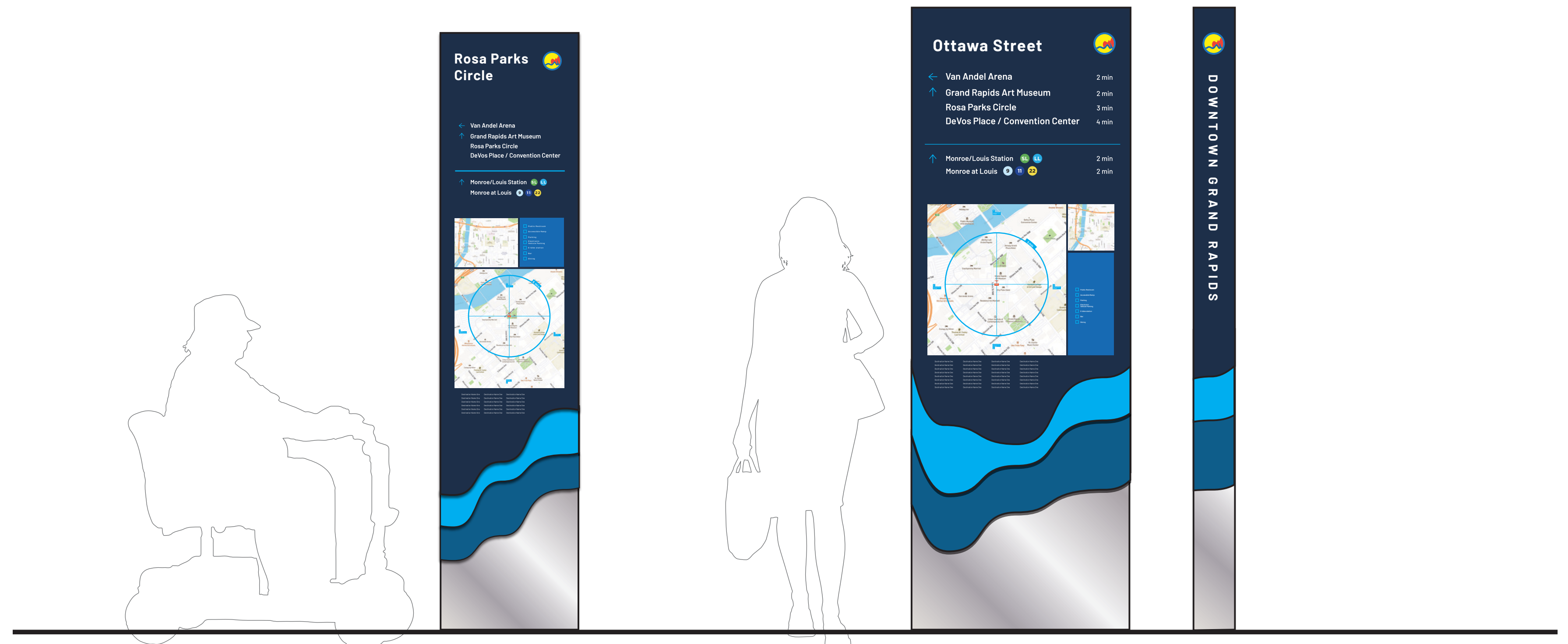
Downtown Grand Rapids  
identification

Direct to prioritized Downtown  
destinations

Map graphics using “heads-up”  
orientation

Direct to transit stations and stops

Street name

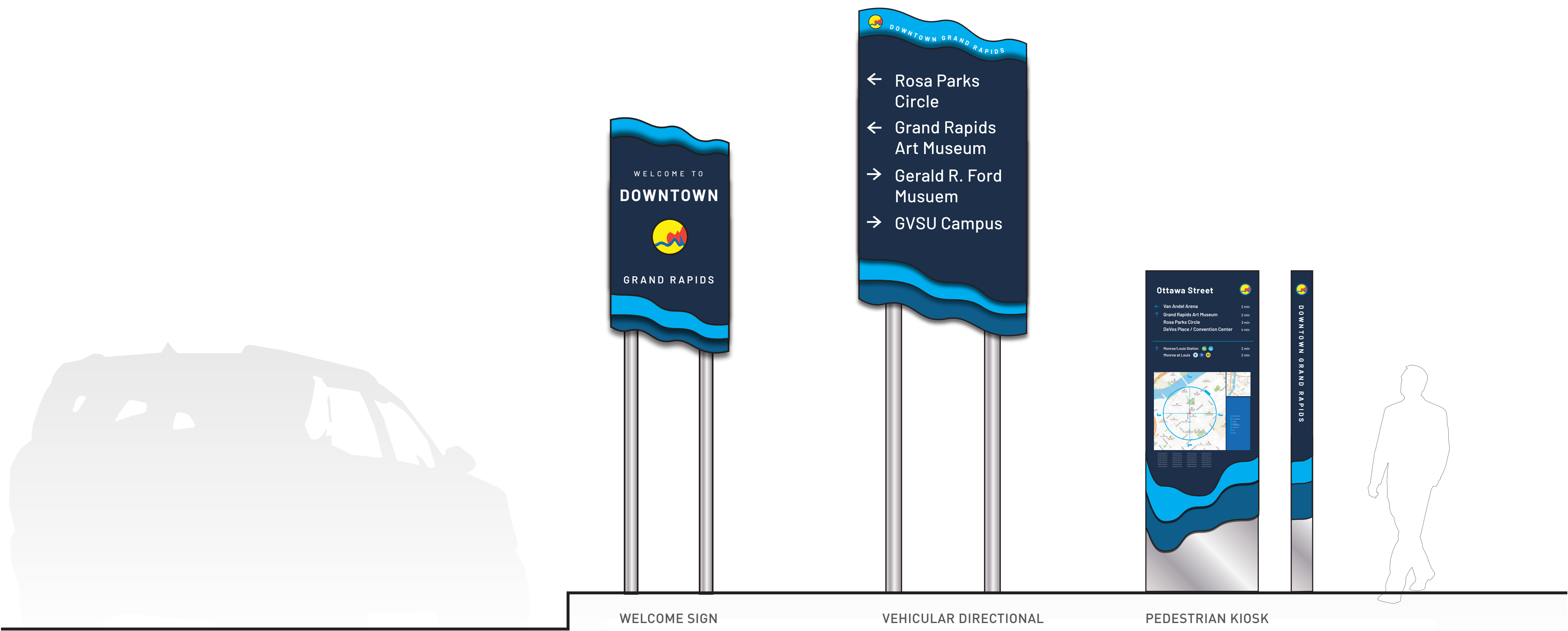




## B.2 PEDESTRIAN KIOSK



# SIGN FAMILY



FULL SIGN FAMILY

A number of sign types are needed to identify and direct the visitor to their final destination. This section outlines potential sign types to pursue in the new sign system.

<b>ARRIVAL</b>	<b>A</b>	<b>DIRECTIONAL</b>	<b>B</b>	<b>PARKING</b>	<b>C</b>
Large-Scale Downtown Gateway		4-Line Vehicular Directional		Parking Garage ID (Flag-Mounted)	
Secondary Downtown Gateway		3-Line Vehicular Directional		Parking Garage ID (Wall-Mounted)	
Welcome Sign		Pedestrian Directional		Parking Lot ID (Ground-Mounted)	
Neighborhood/District ID (Street Banners)		Secondary Pedestrian Directional		Parking Directional (Flag-Mounted)	
Neighborhood/District ID (Post-Panel Signs)		Pedestrian Kiosk		Bicycle Parking ID	
Street Name Signs				Electric Vehicle Parking ID	
<b>TRANSIT</b>	<b>D</b>	<b>SKYWALK</b>	<b>E</b>	<b>TRAILS</b>	<b>F</b>
Bus Shelter Route & Destination Maps		Skywalk Access ID (Wall-Mounted)		Grand River Corridor ID	
		Overhead Directional (Double-Sided)		Trail Head ID	
		Overhead Directional (One-Sided)		Trail Directional	
Bus Stop Sign Route & Destination Maps		Directional (Wall-Mounted)		Regulatory Signs	
		Directional (Flag-Mounted)		Informational Kiosk	
		Skywalk Directional Wall Graphics		Interpretive Signs	
		Informational Kiosk		Etiquette Signs	
				Mile Markers	

# NEXT STEPS

DATE	TASK
FEB. 10	RLR to present selected sign family expression to the DDA/City Design Team
MAR. 15	50% DD Set
APR. 1	100% DD Set
APR. 15	50% CD Set
APR. 26	100% Design Documents & prioritization schedule



Scott Atchison  
616-293-9056  
[NativeGR@gmail.com](mailto:NativeGR@gmail.com)  
City of Grand Rapids Resident

Note to:

**Amanda Sloan**

Office Manager/Executive  
Assistant

Please have these 4 pages able  
to be displayed on the 02/10/21  
DDA agenda during public  
comment.

02/04/2021

To:  
City of Grand Rapids  
Downtown Development Authority (DDA)

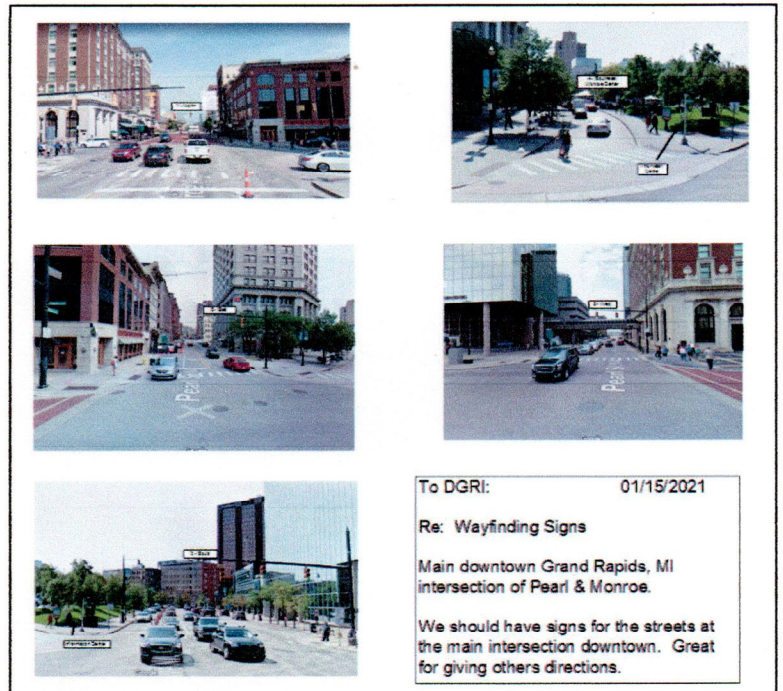
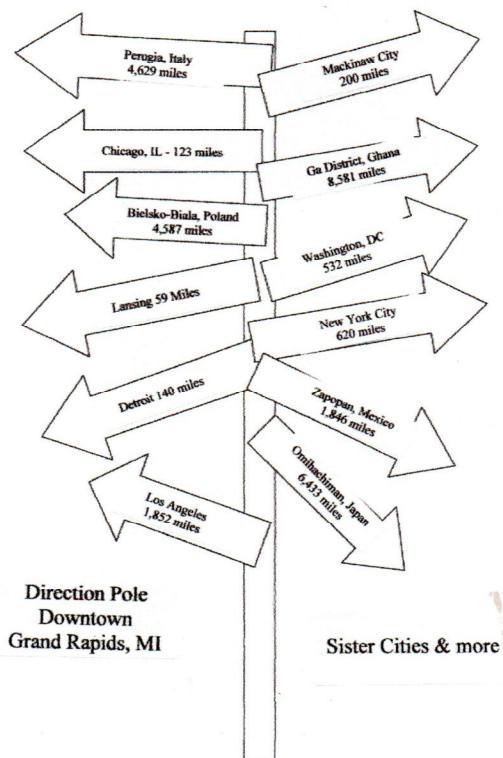
RE: Wayfinding Signs for main downtown intersection of Pearl & Monroe

DDA Board & Staff,

My goals are to make downtown Grand Rapids more user friendly through signs and a year round information center at Pearl & Monroe.

Everyone should agree that Pearl & Monroe is the main downtown intersection when it comes to foot and vehicle traffic and location between the hotels and arena/convention facilities.

This main downtown intersection is where signs should start so all will have it easier to know directions and where things are in downtown Grand Rapids. These signs for North, South, East, West and SouthEast will help in giving others directions. These signs will let everyone know where the main downtown intersection is in Grand Rapids. Other large signs should be erected for "The Arena District" and "Bridge Street."



  
Scott Atchison

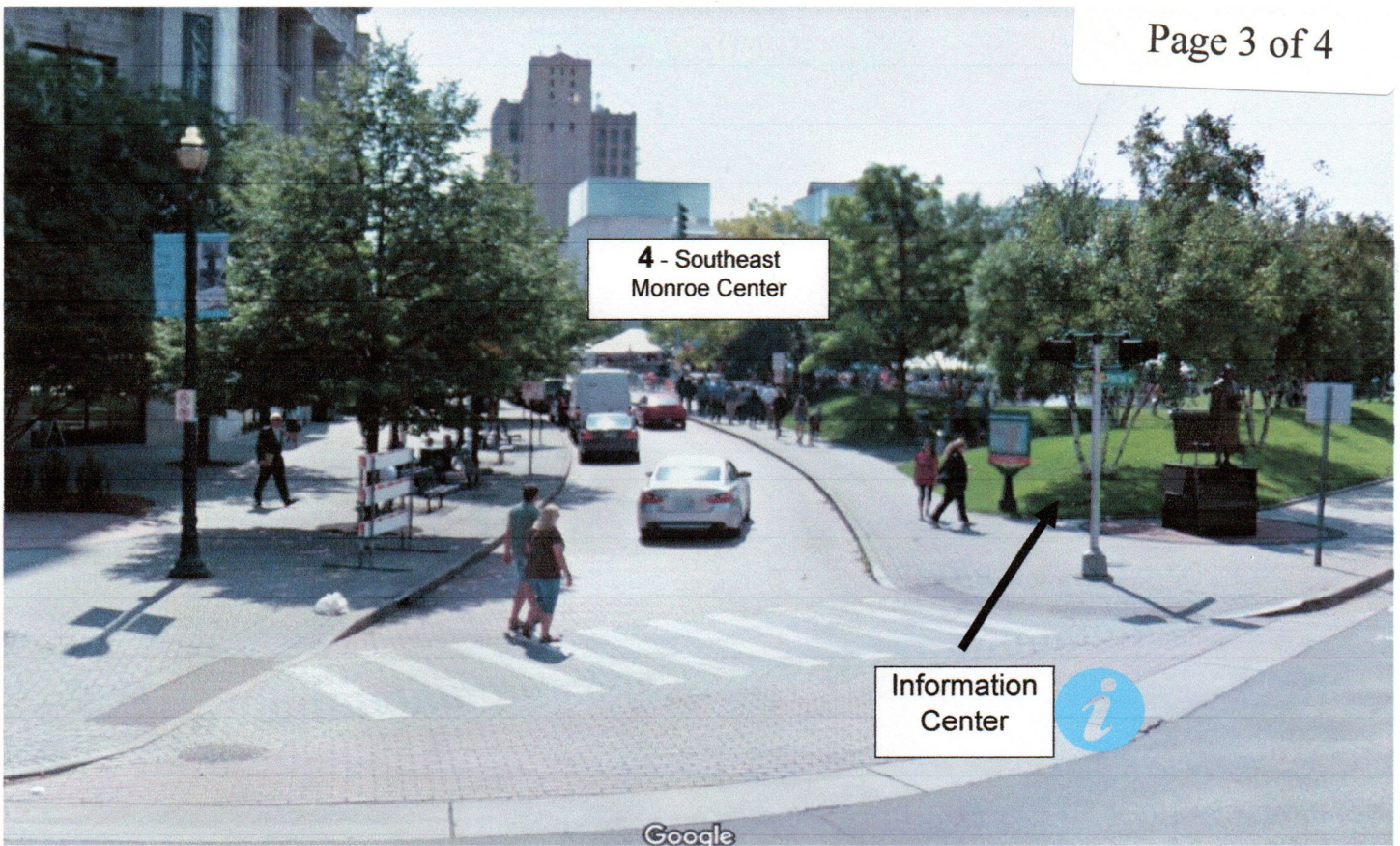




North & East views of Main Intersection in Downtown Grand Rapids, MI. **(Corner of Pearl & Monroe)**







Southeast & West views of Main Intersection in Downtown Grand Rapids, MI. (**Corner of Pearl & Monroe**)







To DDA Board & Staff:  
02/10/2021

Re: Wayfinding Signs at main downtown  
Intersection of Pearl & Monroe.

We should have signs for the streets at  
the main intersection downtown.

Great for giving others directions.