

MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

Wednesday, February 12, 2014

8:30 a.m. Meeting

Room 601; City Hall

AGENDA

1. Call to order
2. Approval of meeting minutes of January 8, 2014 (8:31).....*Motion* Harris
(enclosure)
3. Presentation of January 31, 2014 Financials (8:33).....*Motion* Wallace
(enclosure)
4. Appointment of the Downtown Plan Steering Committee (8:38).....*Motion* Larson
(enclosure)
5. Approve of Building Reuse Incentives (BRIP) for 80 Ottawa NW (8:50).....*Motion* Pratt
(enclosure)
6. Approve Development Incentives for 50 Louis NW (9:00).....*Motion* Pratt
(enclosure)
 - Amend Terms of Development Support Agreement
 - Streetscape Incentive Program
7. Approve Event Support Grants (9:20).....*Motion* Larson
(enclosure)
 - LaughFest
 - Avenue of the Arts
8. Approve TIF Assignment for Arena Place (9:25).....*Motion* Larson
(enclosure)
9. Receive Presentation on Underground Parking Study (9:30).....Info Item Kelly
(enclosure)
10. Report from DGRI President and CEO (9:45).....Info Item Larson
11. Public Comment (9:50)
12. Board Member Discussion (9:55)
13. Adjournment

Downtown Grand Rapids

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

MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

January 8, 2014

1. Call to Order – The meeting was called to order at 8:37 a.m. by Chair Brian Harris.

2. Attendance

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

Absent: None

Others Present: Kristopher Larson (Executive Director), Mary Sierawski (DDA Executive Asst/Office Manager), Jana Wallace (DDA Treasurer), Eric Pratt, Tim Kelly, Mandy Cech, Bill Kirk, Kimberly VanDriel, Renata Horvath (staff), Ray Kisor (Colliers), John Wheeler, Joe Kuhn, Corey Bixby (Orion), Amy LeFebre (Do More Good), Tom Tooley (Concept Design), John Byl (Arena Place), and others.

3. Approval of Minutes of November 11, 2013

Motion: Dr. Wendy Falb, supported by Jim Talen, moved approval of the minutes of the November 11, 2013 DDA meeting as presented. Motion carried unanimously.

4. Presentation of Preliminary November 30 and December 31, 2013 Financials

Ms. Wallace provided preliminary financial statements for the one month period ending November 30 and December 31, 2013, including: Statement A: Balance Sheet; Statement B: Comparison of FY2014 Budget vs Results; Statement C: Statement of Project Expenditures; Statement D: Schedule of November, 2013 Expenditures; Statement E: Schedule of December 2013 Expenditures.

Motion: Mayor George Heartwell, supported by Elissa Hillary, moved to approve Statement D: Schedule of November 2013 and Statement E: Schedule of December 2013 Expenditures as recommended. Motion carried unanimously.

5. Presentation of the FY 2013 Audit

Ms. Wallace shared that there are two documents included in the audit, the audit wrap up and management representation letter. Ms. Wallace explained to the Board the numbers that would be the most useful to view and explained the income statement and statement of activities. Ms. Wallace explained internal and external rules and new rules surrounding bonds. Ms. Wallace said that the notes in the financial statements are key to understanding the

information. Mr. Harris said that he is pleased with the clean audit and overall compliance. Mr. Talen asked about the fund balance amount being down by 3.5 million dollars. Mr. Larson responded that the DDA had a large number of projects in the last fiscal year and that the DDA doesn't experience the actual invoicing until the next fiscal year so the fund balance reflects what is happening over multiple fiscal years. Mr. Wendt recommended that the DDA Board make a motion to accept the audit.

Motion: Kayem Dunn, supported by Mayor George Heartwell, moved to accept the audit for the year ended June 30, 2013. Motion carried unanimously.

6. Approval of 2014 Meeting Calendar

Mr. Larson presented the 2014 meeting calendar. The meetings will be held in City Hall.

Motion: Mayor George Heartwell, supported by Jane Gietzen, moved to approve the 2014 meeting calendar. Motion carried unanimously.

7. Election of 2014 DDA Officers

Mr. Harris shared that at this point in the year it's traditional to elect a Chair and Vice Chair. Mr. Harris opened the floor for nominations. Mayor Heartwell nominated Mr. Harris for continuation in his position as Chair. Mayor Heartwell said that Mr. Harris has served with incredible energy and creativity and that the DDA Board has grown under his leadership. Mayor Heartwell also nominated Kayem Dunn for Vice-Chair. Mr. Harris thanked Ms. Dunn for her counsel and said that he appreciates her support as Vice-Chair.

Motion: Mayor George Heartwell, supported by Jim Talen, moved to elect Brian Harris as Chair and Kayem Dunn as Vice-Chair of the DDA Board. Motion carried unanimously.

8. Approve BRIP for 15 Ionia Ave NW

Mr. Pratt presented a BRIP request for 15 Ionia Ave NW. MI Blendz, LLC, otherwise known as JuiceBlendz, is requesting a \$1,250 grant to help defray some of the cost associated with the installation of commercial signage above their storefront. Mr. Pratt shared that this is an existing business and that in July 2013 the applicant submitted their initial request for assistance for barrier-free access for their storefront.

Motion: Kayem Dunn, supported by Rick Winn, moved to approve a BRIP Ground Floor Commercial Signage Grant in the amount of up to \$1,250 to MI Blendz, LLC. Motion carried unanimously.

9. Authorization of Contribution for Seward Ave Non-Motorized Facility

Mr. Larson said that Mr. DeClercq is unable to be present, but there is a representative from the Engineering Department to speak to the Board. Mr. Larson shared that the DDA's portion will support bicycle storage facilities. The original budget was \$56,000, and the actual cost came in around \$37,700. Mr. Larson shared that this project was presented to the Alliance for Livability and received a lot of positive accolades. Mr. Talen added that he would like to encourage communication between the City and County concerning connectors and trails. Mr. Harris said that we are preparing for the future and our support for bicycle lanes and bicycle storage is very important to the future of our City. Ms. Dunn agreed that it's a great idea to support bicycle initiatives in order to prepare for the future.

Motion: Kayem Dunn, supported by Elissa Hillary, moved to approve \$37,700 for its share of estimated expenditures for the Seward Avenue Bikeway to include bike shelter, rack and locker, signage, security camera system, and a share of the non-participating engineering and contingency costs. Motion carried unanimously.

10. Downtown Plan Consultant Selection and Contract Authorization

Mr. Kelly shared that the item before the Board is to adopt a resolution in relation to the Downtown Plan. The Selection Committee recommends Interface Studios, LLC (Interface) unanimously. Mr. Kelly shared that in light of the Committee's consensus, and in recognition of Interface's proven expertise, staff recommends the DDA Board approve the Resolution accepting the Committee's recommendation and authorizing staff and counsel to finalize a scope of work for a contract with Interface Studios for consulting services to complete the Downtown Plan. Mr. Kelly gave some background about Interface and shared that Interface is a nationally known firm and dedicated to employing innovative approaches to addressing challenges and opportunities in diverse urban environments. Mr. Winn asked about the fee negotiation and if that's included in the RFP or if there is more to negotiate. Mr. Kelly replied that there are a few moving parts in relation to Grand Rapids Public Schools and the river, so at this point there are not final costs. Mr. Harris said there is a not-to-exceed cost and that the resolution cannot exceed that number. Mr. Larson said the Downtown Plan budget covers the Downtown area only and we would have to find additional funds to cover those last two pieces. Mr. Harris added if the number exceeded the budgeted amount, it would have to be approved by this body. Mayor Heartwell asked Mr. Kelly if Interface understands the river corridor piece of this plan. Mr. Kelly said in discussions that were conducted throughout the interview process, Interface is confident they can understand the river corridor and they have a river expert and landscape architect on staff that can assist as well. Interface said they understand the importance of the project and also understand that it expands beyond the Downtown. Mayor Heartwell asked if within the proposal there were any approaches to run alongside of other planning processes. Mr. Kelly said what stood out to him about Interface was their human approach and they are committed to finding ways to bring people to the river and incorporate other planning processes that are occurring within the City. Dr. Falb shared

that this firm was head and shoulders above the others, specifically in regards to their approach to the community. Dr. Falb said that she is really excited about their community outreach ideas. Mr. Harris thanked Dr. Falb for her input and appreciates her monitoring the goal to have a diverse reach. Mr. Talen asked what the limitations are on the funding. Mr. Larson responded that a full figure has not been reached yet due to the pieces that are outside of the Downtown area. The total sum will eventually be the Downtown, GRPS, and the river piece combined. Mr. Larson said as Executive Director he will ensure the budget is not exceeded and Interface will provide us with the best value for our dollars. Mr. Harris reiterated that if the number exceeds the budget that he would be bringing that information back to this body. Mr. Larson thanked Ms. Dunn and Dr. Falb for their work on the Selection Committee. Ms. Dunn said it was a great group of diverse perspectives and she has great confidence in Interface and the process. Ms. Dunn also commended staff for doing a great job in facilitating the process. Mr. Larson said staff checked references for the selected firm. Dr. Falb agreed with Ms. Dunn that staff set-up the process very well for the Selection Committee.

Motion: Kayem Dunn, supported by Jane Gietzen, moved to approve the resolution accepting the Selection Committee's recommendation, directing staff and counsel to finalize a scope of work, and authorizing the Chairperson of the DDA Board to execute a contract with Interface Studios for consulting services for the Downtown Plan. Motion carried unanimously.

11. Approve Development Agreement for Arena Place

Mr. Larson shared that in May 2013, the DDA Board awarded a one-year option to Arena Place Development, LLC for \$50,000. The option agreement has since been executed and the payment was made. DGRI staff has worked with the developer to develop an estimate for the tax increment capture for the new development. Mr. Larson said those tax increment projections were presented to the DDA at the August 2013 meeting, with the request of up to \$3.18 M over a 15-year period through the DDA's Development Support Program was approved by the DDA Board. Mr. Larson shared that the project has grown since August, including 20,000 additional square feet of office space, 18 more residential units, 5,200 square feet of additional ground-floor, active use space, and 168 additional parking spaces. Mr. Larson introduced Tom Tooley from Concept Design to the Board to present a fly through of the project. Mr. Tooley said that the building will be approximately three stories taller than the surrounding buildings. Ms. Dunn asked about the incremental portion piece of the project. Mr. Harris said that this is a request for incremental costs to close the gap. The work would be completed by the developer and then the DDA would reimburse those costs. The timing for these expenditures would be fiscal year 2015. Mr. Harris said it wouldn't affect our current operating budget as it would be a reimbursement based on completion. Mr. Larson said this request isn't due to the fact that the project has grown in scope, but that there is a significant difference between what the DDA can refund versus the developer's actual costs. DDA staff is identifying other ways in which we can participate in the property to overcome some of those costs. Mr. Larson said the gap creates an opportunity as a partner to

participate further in the project to make new construction viable in our Downtown. Mr. Wendt added that the DDA would receive 2.5 M for the purchased of the property as the property owners. Mr. Larson reiterated that the gap that we're intending to fill otherwise the project doesn't happen, so the DDA needs to leverage our tools to help make the project feasible. Mr. Talen said that leveraging the DDA tools is exactly what this Board is supposed to be doing and he is elated that there are tools available to make this project feasible. Mr. Talen thanked Mr. Larson for coming up with ways to further use the DDA's toolbox for the Arena Place project. Mr. Winn asked for clarification about why the delta is 1.3 M. Mayor Heartwell said that the amount in which the DDA narrows the gap is in the amount of \$300,000. Mr. Harris said he wants to dispel the notion that there were unexpected costs to do with this project. Mr. Winn asked for clarification about the development reimbursement for this project. Mr. Larson said that the policy is for reimbursement in the amount of 75% and that the DDA Board retains a portion of that to continue with other projects in the Downtown. The DDA Board did approve an exception on that policy for Arena Place to extend the term of reimbursement from ten years to fifteen years. Mr. Larson said constructing the public realm is one of the ways the DDA can contribute to the project. Ms. Gietzen asked if the DDA Board would see more of these types of requests in the Arena South area. Mr. Larson responded that as we continue to look at new development south of the Arena, the DDA toolbox will become a valuable asset to assisting new developments. Mr. Larson said that the Downtown is coming out of a renovation environment and moving into a new development environment. Ms. Gietzen asked how the DDA is working towards adjusting to a new time in our city in terms of development. Mr. Larson said one of the DDA's main goals is to try and drive economic development in the Downtown and to assist in making projects come to fruition. Dr. Falb asked if we will be reviewing our own policies in case we need to adjust our tools to fit the current environment. Mr. Larson said he will provide an update on the DDA tools in his President & CEO update. Mr. Harris said that we clearly need to review our current policies.

Motion: Mayor George Heartwell, supported by Jane Gietzen, moved to approve the resolution for a Developer Agreement for the Arena Place development to be located on 158 Weston Street SW. Motion carried unanimously.

12. Report from DGRI President and CEO

Mr. Larson shared an update with the Board.

- The DGRI Board of Advisors is meeting on January 9th. A presentation by Grand Rapids Public Schools will be provided to update the Board about the role of education in the Downtown as well as future facilities planning. Mr. Larson will also be presenting information about the special events optimization process and an overview of an asset mapping strategy to assist with diversifying our Alliances.

- The MNTIFA Board is meeting on January 8th. The Board will be considering a pedestrian connector from Canal St. Park to Riverside Park as well as an OPRA for 820 Monroe Ave for 616 Development.
- The DID Board is tentatively scheduled to meet in February. The final slate is set to be reviewed by the City Commission in January. An RFP for clean services will be issued as well as finalizing financial reporting now that Ms. Wallace has been appointed Treasurer.
- The agreement for services between DGRI and the City of Grand Rapids is approximately 95% complete. This is a highly functioning partnership and both parties are eager to complete formal agreement.
- All three Alliances have met two times. They will each select a Chair this month and the Chair will sit on the DGRI Board of Advisors.
- There is a newly designed Downtown map and new Safety Ambassador collateral available for all Downtown businesses, residents, and stakeholders. Mr. Larson thanked Mandy Cech for her work on this.
- A new event will be kicking off in February called Valent-ICE which Kim Van Driel is spearheading. One of the goals is to engage with Downtown employees. More information will be released in the coming weeks. Kim Van Driel is also working on the State of the Downtown event which will serve as DGRI's Annual Meeting.
- Mr. Larson thanked Mr. Winn for his contribution to the Gift of Downtown promotion. Both the Gift of the Downtown promotion and the Window Wonderland promotion were highly successful.
- Mr. Larson shared that DGRI staff and himself are continuing to work with private leadership to discuss a Downtown circulator service and finalizing the parklet regulatory mechanism.
- The International Downtown Association (IDA) has chosen Grand Rapids for their Midwest conference this spring. Tentative dates are in May, more details to come.

13. Public Comment

None.

None.

14. Board Member Discussion

Mr. Harris said that 2014 promises to be an amazing year and that 2013 was great as well. Mr. Harris commended Mr. Larson and his staff for their hard work and stated that he has seen some real unity since the move into 29 Pearl St. Mr. Harris said that the DGRI team is strong and that he is looking forward to all the good things to come.

Mr. Talen wanted to publicly note that he's been very impressed by the work of the Downtown Safety Ambassadors, especially their work with the homeless in the area and how they are participating with HNCP and others.

15. Executive Session

Mr. Harris made a motion to go into Executive Session. Mary Sierawski conducted roll call and the group went into private session.

Motion: Mayor George Heartwell, supported by Kayem Dunn, moved to go into Executive Session. Motion supported unanimously.

16. Adjournment

The meeting adjourned at 9:56 a.m.

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

**Agenda Item 3.
February 12, 2014
DDA Meeting**

DATE: February 7, 2014

TO: Brian Harris
Chairman

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

SUBJECT: FY2014 Financial Statements through January 31, 2014

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

The attached statements include:

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

The DDA received a \$511,909 reimbursement from the federal government related to the extension of Seward Avenue, south of Fulton Street. This grant revenue was budgeted in FY2012 and then in FY2013 but Kris Larson and I did not include it in the FY2014 budget. An unexpected project reimbursement was also received in January from the State of Michigan related to the "Cherry Street from Commerce to Division" project. Once this project was closed, the State realized it had over-charged the City and the DDA. When the State closed two other projects, the City and the DDA had to pay amounts the State had 'under-charged.' The Authority has sufficient cash to support budgeted expenditures.

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

Attachments

STATEMENT A
DOWNTOWN DEVELOPMENT AUTHORITY
Balance Sheet
January 31, 2014

	Non-Tax Funds	Debt Increment	Local Tax Increment	TOTAL
ASSETS				
Pooled Cash and Investments	\$ 3,773,422	\$ 9,167,380	\$ 4,469,247	\$ 17,410,049
Petty Cash	-	-	500	500
Debt Service Reserve Fund	-	5,392,820	-	5,392,820
Accounts Receivable	9,295	-	-	9,295
Tax Increment Receivable	-	-	253,108	253,108
Loan Receivable - Project Developer	898,848	-	-	898,848
Loan Receivable - Special Assessments	18,420	-	-	18,420
General Fixed Assets	-	-	90,386,880	90,386,880
Future Tax Increment Revenues Anticipated	-	32,806,508	266,250	33,072,758
TOTAL ASSETS	\$ 4,699,985	\$ 47,366,708	\$ 95,375,985	\$ 147,442,678
LIABILITIES AND FUND EQUITY				
Liabilities				
Current Liabilities	\$ -	\$ 23,893	\$ 15,524	\$ 39,417
Parking Revenue Payable	11,400	-	-	11,400
Project Increment Due to Developers	-	-	47,216	47,216
Due to Other Governmental Units	-	4,438,390	-	4,438,390
Debt Increment Reimbursement Payable	-	2,097,280	-	2,097,280
Deposit - Area 1 and Area 5 Options to Buy	100,000	-	-	100,000
Net Retiree Health Care Obligation ¹	-	-	(5,891)	(5,891)
Prior Year Property Tax Appeals	-	208,740	114,560	323,300
Deferred Revenue - Developer Loan	898,848	-	-	898,848
Contract Payable	-	-	266,250	266,250
Bonds Payable	-	32,806,508	-	32,806,508
TOTAL LIABILITIES	1,010,248	39,574,811	437,659	41,022,718
Fund Balance / Equity:				
Investments in General Fixed Assets	-	-	90,386,880	90,386,880
Non-Tax Increment Reserve	3,017,316	-	-	3,017,316
Reserve for Authorized Projects	-	-	3,697,392	3,697,392
Reserve for Brownfield Series 2012A Bonds	500,144	-	-	500,144
Reserve for Compensated Absences	-	-	6,868	6,868
Reserve for Eligible Obligations	-	7,791,897	-	7,791,897
Reserve for Encumbrances	172,277	-	847,186	1,019,463
TOTAL FUND EQUITY	3,689,737	7,791,897	94,938,326	106,419,960
TOTAL LIABILITIES & FUND EQUITY	\$ 4,699,985	\$ 47,366,708	\$ 95,375,985	\$ 147,442,678

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

STATEMENT B

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

	Non-Tax Funds		Debt Tax Increment		Local Tax Increment	
	Budget	Actual	Budget	Actual	Budget	Actual
REVENUES						
Property Tax Increment - General	\$ -	\$ -	\$ 7,514,281	\$ 7,568,880	\$ 3,962,583	\$ 3,973,964
Property Tax Increment - Transit Millage	-	-	-	-	384,350	384,350
Property Tax Increment - Prior Year Appeals	-	-	(200,000)	(29,606)	(50,000)	(18,490)
Property Tax Increment - Rebates to City / ITP	-	-	-	-	(126,050)	-
Special Assessments	15,000	1,547	-	-	-	-
Brownfield Authority - Grandville Avenue	-	-	-	-	21,542	20,440
Grant - State of Michigan - Cherry Street	-	-	-	-	-	21,146 ¹
Grant - U.S. Dept of Commerce - Seward Avenue	-	-	-	-	-	511,909 ¹
Interest on Investments - General	29,665	(3,785)	15,000	-	40,687	(29,349)
Interest on Investments - The Gallery Note	40,448	-	-	-	-	-
Miscellaneous Fees / Reimbursements	-	-	-	-	10,000	1,050
Reimb - Consumers Energy - Monroe Center Ph 3	-	-	-	-	-	75,561
Reimb - State of Michigan - U.S. 131 Off Ramp	-	-	-	-	-	19,691 ¹
Property Rental - DASH Parking Lots	355,000	183,866	-	-	-	-
Property Rentals - Winter Avenue Building	9,000	-	-	-	-	-
Property Rentals - YMCA Customer Parking	52,000	29,575	-	-	-	-
From / (To) Fund Balance	1,002,387	-	(15,000)	-	2,324,920	-
TOTAL REVENUES	\$ 1,503,500	\$ 211,203	\$ 7,314,281	\$ 7,539,274	\$ 6,568,032	\$ 4,960,272
EXPENDITURES						
Investment - Planning and Infrastructure						
Development Incentive Programs	\$ -	\$ -	\$ -	\$ -	\$ 1,395,000	\$ 951,637
Transit Projects - Transit Millage Funded	-	-	-	-	1,228,000	1,025,785
Planning	70,000	19,923	-	-	225,000	100
Public Infrastructure	-	-	-	-	2,361,952	1,354,014
Investment Total	\$ 70,000	\$ 19,923	\$ -	\$ -	\$ 5,209,952	\$ 3,331,536
Livability - Residents / Workers / Neighborhood	527,500	41,288	-	-	346,730	111,966
Vibrancy - Attracting Visitors	754,500	222,603	-	-	-	-
Miscellaneous	150,000	131,113	-	-	2,500	1,773
Total Alliance Projects	\$ 1,502,000	\$ 414,927	\$ -	\$ -	\$ 5,559,182	\$ 3,445,275
Administration	1,500	2,272	-	-	800,000	494,779
Debt Service for Bond Issues	-	-	5,471,600	1,013,888	208,850	81,972
Estimated Capture to be Returned	-	-	1,842,681	-	-	-
TOTAL EXPENDITURES	\$ 1,503,500	\$ 417,199	\$ 7,314,281	\$ 1,013,888	\$ 6,568,032	\$ 4,022,026
EXCESS / (DEFICIT)	\$ -	\$ (205,996)	\$ -	\$ 6,525,386	\$ -	\$ 938,246

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

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STATEMENT C

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

Project Title	Project Budgets		EXPENDITURES			Available Budget
	%	Cost	Month	Fiscal Year	All Years	
Areaway Fill Program (ARIP)		\$ 35,000 ^{1,2}	\$ -	\$ -		\$ 35,000
Building Re-use Incentive Program (BRIP)		500,000 ^{1,2}	449	192,834		307,166
Development Project Reimbursements		810,000 ^{1,2}	-	758,803		51,197
Streetscape Improvement Incentive Program		50,000 ^{1,2}	-	-		50,000
Investment - Development Incentives Sub-Total	13.08%	\$ 1,395,000	\$ 449	\$ 951,637		\$ 443,363
Amtrak Station Relocation		800,000	333,101	647,785	647,785	152,215
DASH North Shuttle Services		112,500	-	25,000		112,500
Jefferson Ave - Cherry/Fulton ITP Millage		353,000	-	353,000	353,000	-
Investment - Transit Millage Funded Sub-Total	11.87%	\$ 1,265,500	\$ 333,101	\$ 1,025,785	\$ 1,000,785	\$ 264,715
Downtown Plan		325,000	-	100	100	324,900
Investment - Planning Sub-Total	3.05%	\$ 325,000	\$ -	\$ 100	\$ 100	\$ 324,900
Arena South Implementation		550,000	-	9,000	9,000	541,000
Bridge Street Streetscape Improvs		375,000	-	-	-	375,000
GR/Indiana Railroad Bridge Capital Repairs		791,952	2,895	373,606	470,976	320,976
Grand River Activation		332,435	-	-	132,435	200,000
Ionia Ave 9 - Buckley St to Wealthy St		886,673	11,429	100,274	661,946	224,727
Jefferson Avenue - Cherry St to Fulton St		440,588	56,927	220,360	265,948	174,640
Monroe Center-Phase 3 / Monument Park		725,000	119,297	647,839	776,710	(51,710)
Sixth Street Bridge Capital Repairs		480,000	2,935	2,935	348,911	131,089
State Street - Jefferson to Lafayette		450,000	-	-	-	450,000
Investment - Public Infrastructure Sub-Total	47.18%	\$ 5,031,648	\$ 193,483	\$ 1,354,014	\$ 2,665,926	\$ 2,365,722
Arena South Parking Mnmt Study		40,000 ^{1,3}	-	-		40,000
Downtown Speakers Series		30,000 ^{1,3}	-	19,923		10,077
Investment - Non-Tax Supported Sub-Total	0.66%	\$ 70,000	\$ -	\$ 19,923		\$ 50,077
Accessibility and Mobility Repairs		10,000 ^{1,2}	6,730	9,850		150
Bicycle Friendly Improvements		105,000 ^{1,2}	14,780	42,620		62,380
Downtown Safety Ambassadors		- ²	-	291		(291)
Gateway Signage		20,000 ^{1,2}	-	-		20,000
Riverwalk Wayfinding Sign System		80,915	-	-	25,915	55,000
Seward Ave Non-Motorized Facility		56,730	-	-	-	56,730
Skywalk Wayfinding Sign Improvements		69,842	-	-	19,842	50,000
Snowmelt System Repairs / Investigation		510,075	2,958	59,205	319,280	190,795
Urban Recreation Plan		290,000	-	-	-	290,000
Livability - Local Tax Supported Sub-Total	10.71%	\$ 1,142,562	\$ 24,468	\$ 111,966	\$ 365,037	\$ 724,764
Division Ave Task Force Implemntn		15,000 ^{1,3}	-	-		15,000
Downtown Safety Ambassadors		300,000 ^{1,3}	36,438	37,037		262,963
Project and Fixed Asset Maintenance		50,000 ^{1,3}	-	2,636		47,364
Riverwalk Maintenance		60,000 ^{1,3}	-	-		60,000
Stakeholder Engagement Program		5,000 ^{1,3}	401	1,511		3,489
Street Trees Maintenance Program		10,000 ^{1,3}	-	-		10,000
Transportation Demand Mnmt Prog		85,000 ^{1,3}	104	104		84,896
Winter Avenue Building Lease		2,500 ^{1,3}	-	-		2,500
Livability - Non-Tax Supported Sub-Total	4.95%	\$ 527,500	\$ 36,943	\$ 41,288		\$ 486,212
Bridge Lighting Operations		10,000 ^{1,3}	-	-		10,000
DGRI Event Production		25,000 ^{1,3}	-	18,433		6,567
Diversity/Inclusion Programming		10,000 ^{1,3}	-	500		9,500
Downtown Marketing		200,000 ^{1,3}	8,250	16,685		183,315
Downtown Workforce Program		15,000 ^{1,3}	-	-		15,000
Holiday Décor Program		50,000 ^{1,3}	42,840	43,952		6,048
Major Event Sponsorship		80,000 ^{1,3}	-	71,350		8,650
Rosa Parks Circle Skating Operations		42,000 ^{1,3}	-	-		42,000
Special Events - Grants		50,000 ^{1,3}	-	20,000		30,000
Special Events - Office of		100,000 ^{1,3}	-	515		99,485
State of Dntn Event & Annual Reports		17,500 ^{1,3}	-	-		17,500
Ticketed Events - Police Services		80,000 ^{1,3}	-	22,273		57,727
Wayfinding Sign Maintenance		75,000 ^{1,3}	-	28,895		46,105
Vibrancy Support Sub-Total	7.08%	\$ 754,500	\$ 51,090	\$ 222,603		\$ 531,897
Downtown Market Administrative Costs		2,500 ^{1,2}	-	1,773		727
Misc - Local Tax Supported Sub-Total	0.02%	\$ 2,500	\$ -	\$ 1,773		\$ 727
DDA Offices Re-Location		50,000 ^{1,3}	39,839	110,213		(60,213)
Experience - Miscellaneous		100,000 ^{1,3}	3,400	20,900		79,100
Misc - Non-Tax Supported Sub-Total	1.41%	\$ 150,000	\$ 43,239	\$ 131,113		\$ 18,887
TOTAL	100.00%	\$10,664,210	\$ 682,773	\$ 3,860,202	\$ 4,031,848	\$ 5,211,264

Note 1: Current year (FY2014) budget only.

Note 2: Paid from local tax increment.

Note 3: Paid from non-tax funds.

STATEMENT D
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of Expenditures
January, 2014

Source	Vendor	Purpose / Project	Description	Amount
Local	Interurban Transit Partnership	Amtrak Station Relocation	Design/construct new rail station thru Dec 6, 2013	\$ 333,101.25
Debt	Bank of New York - Mellon Trust	CCJBA 1993 Bonds - Public Museum Ramp	Principal payment - FINAL	265,000.00
Local	Katerberg Verhage Inc.	Monroe Center-Phase 3 / Monument Park	Reconstruct Monumt Park - 09/11-12/20/2013	88,881.16
Local	Paychex	Administration	DGRI payroll, taxes, 401(k) - January, 2014	62,842.10
Local	Nagel Construction Inc	Jefferson Avenue - Cherry St to Fulton St	Reconstruction services - 09/07-10/18/2013	53,445.21
Non Tax	Michigan Landscape Services/DeVries	Holiday Décor Program	Purchase/install MC/Rosa Parks décor Nov 2013	42,230.00
Non Tax	Orion Construction	DDA Offices Re-Location	29 Pearl construction change orders #1-9	39,839.00
Local	City / County Joint Building Authority	CCJBA Series 2013B - DeVos Place Bond	Semi-annual interest payment	36,246.28
Non Tax	Mydatt Services dba Block by Block	Downtown Safety Ambassadors	Ambassador services - November 2013	23,567.85
Local	O'Boyle Cowell Blalock & Associates	Monroe Center-Phase 3 / Monument Park	Construction engineering through 10/31/2013	18,696.11
Local	Katerberg Verhage Inc.	Bicycle Friendly Improvements	Share of purchase/install bike loops/corrals - Oct 13	14,779.52
Local	O'Boyle Cowell Blalock & Associates	Monroe Center-Phase 3 / Monument Park	Construction engineering through 11/30/2013	11,720.18
Local	Michigan Dept of Transportation	Ionia Ave 9 - Buckley St to Wealthy St	Construction - local progress billing Dec 2013	11,429.45
Local	Priority Health	Administration	Health insurance - January, February, March 2014	10,719.25
Non Tax	Kantor + Wassink Agency LLC	Downtown Marketing	Share of map printing/production December 2013	8,250.00
Non Tax	Kantor + Wassink Agency LLC	Downtown Safety Ambassadors	Program pamphlets, agency, and production fees	7,975.00
Local	Katerberg Verhage Inc.	Accessibility and Mobility Repairs	Share of purchase/install bike loops/corrals - Oct 13	6,730.48
Debt	Bank of New York - Mellon Trust	CCJBA 1993 Bonds - Public Museum Ramp	Semi-annual interest payment - FINAL	6,625.00
Non Tax	Mydatt Services dba Block by Block	Downtown Safety Ambassadors	Ambassador services - September 2013	4,713.60
Non Tax	Soper & Associates, LLC	Experience - Miscellaneous	Property appraisal report - December 2013	3,400.00
Local	City of Grand Rapids	Administration	Staff services - January 2014	3,361.23
Local	Wondergem Consulting	Administration	Public relations - 12/1-12/15/2013	2,976.50
Local	Geotech, Inc.	Snowmelt System Repairs / Investigation	Share of MC snow melt repairs Sept 2013	2,958.00
Local	Michigan Dept of Transportation	Sixth Street Bridge Capital Repairs	Construction - final payment September 2013	2,935.08
Local	Michigan Dept of Transportation	GR/Indiana Railroad Bridge Capital Repairs	Construction - final payment December 2013	2,895.49
Local	Fishbeck, Thompson, Carr & Huber	Jefferson Avenue - Cherry St to Fulton St	Construction engineering - 10/26-11/22/2013	2,666.40
Local	City Treasurer - Risk Management	Administration	General insurance - January 2014	2,348.00
Local	City Treasurer - Budget Office	Administration	Support services allocation - January 2014	2,265.83
Local	International Downtown Association	Administration	Annual membership 01/01-12/31/2014	2,178.00
Local	Wondergem Consulting	Administration	Public relations - 11/16-11/30/2013	1,809.00
Local	Dickinson Wright PLLC	Administration	Legal services - TIF legislation October 2013	1,619.80
Local	Dickinson Wright PLLC	Administration	Legal services - development support Oct 2013	1,528.80
Local	Cellco Partnership dba Verizon	Administration	K Larson & staff cellphone svc/equip 11/02-12/01/13	1,062.60
Local	City Treasurer - City Engineer	Snowmelt System Repairs / Investigation	Engineering services - 10/06-12/01/2013	937.50
Local	Dickinson Wright PLLC	Administration	Legal services - misc matters October 2013	911.80
Local	City Treasurer - Parking Services	Administration	Parking - Exec Dir/Office Mgr/Proj Mgrs - Dec 2013	892.00
Local	City Treasurer - Parking Services	Administration	Parking - Exec Dir/Office Mgr/Proj Mgrs - Jan 2014	892.00
Local	Geotech, Inc.	Jefferson Avenue - Cherry St to Fulton St	Engineering services 04/28-06/01/2013	814.95
Local	Dickinson Wright PLLC	Administration	Legal services - Carl Walker contract Oct 2013	691.60
Local	Fusion IT	Administration	IT services - phone system install October 2013	672.50
Non Tax	Michigan Landscape Services/DeVries	Holiday Décor Program	Install Divison Ave lighted garland December 2013	610.00
Local	Professional Maint of Michigan Inc.	Administration	Janitorial services - December 2013	525.00
Local	Great America Financial Services	Administration	Ricoh copier system - November & December 2013	499.74
Local	Kent County Register of Deeds	Building Re-use Incentive Program (BRIP)	Easement recording services - Kent County	448.70
Local	Dickinson Wright PLLC	Administration	Legal services - sale of Lot 1 October 2013	436.80
Local	Dickinson Wright PLLC	Administration	Legal services - Arena Place project October 2013	400.40
Local	Paychex	Administration	Payroll processing fees - January, 2014	342.30
Local	Breck Graphics Inc dba Allegra	Administration	Business cards	316.28
Non Tax	Fifth Third Bank - Procurement Card	Stakeholder Engagement Program	DGRI holiday party supplies - December 2013	300.96
Local	TGG Inc./The SBAM Plan	Administration	Dental & life ins premiums 10/01-11/01/2013	300.55
Local	Fifth Third Bank - Procurement Card	Administration	White board for conference room	279.19
Local	U.S. Bank NA	MMBA 2009A Bonds - Van Andel Arena	Annual paying agent fee	250.00
Local	Integrity Business Solutions	Administration	Office supplies	246.06
Local	Great America Financial Services	Administration	Ricoh copier system - January 2014	231.49
Local	City Treasurer - Parking Services	Administration	Parking validations - November 2013	204.00
Local	Fusion IT	Administration	IT services - printer/network issues Dec 2013	182.50
Local	Madcap Coffee	Administration	Meeting coffee - December 2013	182.34
Non Tax	Dickinson Wright PLLC	Downtown Safety Ambassadors	Legal services - Mydatt agreement October 2013	182.00
Local	City Treasurer - Parking Services	Administration	Parking validations - December 2013	180.25
Local	Fusion IT	Administration	Anti-virus add-on software January 2014	172.50
Non Tax	DDA Petty Cash	Administration	Lunch / coffee meetings	144.04
Local	DDA Petty Cash	Administration	Office supplies	138.50
Local	Paychex	Administration	HRS processing fees - January, 2014	135.00
Non Tax	Fifth Third Bank - Procurement Card	Transportation Demand Mnmt Program	Professional development - Bill Kirk	103.50
Non Tax	DDA Petty Cash	Stakeholder Engagement Program	Bartender services DGRI holiday party	100.00
Local	Professional Maint of Michigan Inc.	Administration	Supplies November 2013	90.00
Non Tax	Fifth Third Bank - Procurement Card	Administration	Lunch / coffee meetings	58.32
Local	Fifth Third Bank - Procurement Card	Administration	Postage - DDA Board Packets January 2013	50.64
Local	Fusion IT	Administration	IT services - intern login issues December 2013	47.50
Local	Integrity Business Solutions	Administration	Office supplies	41.67
Local	JPMorganChase	Administration	Payroll account bank fees - January, 2014	33.53
JANUARY, 2014 EXPENDITURES				\$1,093,842.28

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: February 7, 2014

TO: DDA Board

FROM: Tim Kelly, AICP
Planning Manager



Agenda Item #4
February 12, 2014
DDA Meeting

SUBJECT: DOWNTOWN PLAN STEERING COMMITTEE

On January 8, 2014, the Downtown Development Authority (DDA) Board approved a resolution authorizing the Chairman of the DDA Board to execute a contract with Interface Studios (Interface) to complete the Downtown Plan (Plan). The Plan will identify and establish short, middle, and long-term goals in Downtown Grand Rapids for the next 10 years.

It is anticipated a contract will be finalized with Interface in February, with a community-wide Plan kick-off in March. Given the complexities associated with completing the Plan, staff is already beginning preparations to ensure a successful project. Among those preparations is the formation of a volunteer Downtown Plan Steering Committee (Committee).

The Committee will play an integral role in shaping the process for the Plan and will advise on public participation strategies, ensure comprehensive stakeholder engagement, and participate in developing recommendations that will contribute to project deliverables. Committee members will work closely with Downtown Grand Rapids, Inc. (DGRI) staff and Interface to make certain the Plan is representative of the community vision for Downtown.

As proposed, the Committee is comprised of 32 members representing a variety of interests and partner organizations that are dedicated to improving Downtown. Members were sought that have demonstrated a desire for community involvement and who will represent views from a diverse group of races, genders, and ages. Recommended members also represent longstanding community leaders, all of the component DGRI Boards and Alliances, organizations that are working to overcome social divides, citizen-led Boards and Commissions, and the Downtown residential community. The following is the recommended Committee roster.

1. Jamon Alexander – YWCA
2. Mary Angelo – Planning Commission; Downtown Resident
3. James Berg – Essence Restaurant Group
4. Mark Breon – Spectrum Health
5. Nadia Brigham – Kellogg Foundation
6. Jessica Cruz – Ferris State Center for Latino Studies
7. Sam Cummings – CWD Real Estate
8. Jocelyn Detloff – Mary Free Bed; Dyer Ives Foundation Board
9. Steve Faber – Friends of Grand Rapids Park; DGRI Alliance for Livability
10. Dr. Wendy Falb – DDA Board; GRPS School Board; DGRI Alliance for Livability
11. Howard Hansen – Monroe North TIFA Board Chair
12. John Helmholtz – Grand Rapids Public Schools; DGRI Alliance for Livability
13. Derrick Hollowell – Heartside Neighborhood Resident

14. Mark Holzbach – Downtown Resident
15. Ruth Kelly – City Commissioner; Downtown Resident
16. Ray Kisor – Colliers International; DGRI Board of Advisors Chair
17. Kim McLaughlin – Grand Rapids Chamber of Commerce
18. Greg McNeily – Windquest Group
19. Nick Monoyios – The Rapid; DGRI Alliance for Investment Chair
20. Chris Muller – Grand Rapids Whitewater; DGRI Alliance for Livability
21. Tyler Nickerson – Dyer Ives Foundation; DGRI Alliance for Livability; Downtown Resident
22. Jon Nunn – Grand Action, DGRI Board of Advisors
23. Evette Pittman – DGRI Alliance for Vibrancy; Grand Rapids Symphony
24. Mark Rambo – Grand Valley State University; Grand Rapids Parking Commission
25. Steve Redmond – Michigan Department of Transportation
26. Tom Rosenbach - BeeneGarter
27. Dr. David Rosen – Kendall College of Art and Design; DGRI Alliance for Vibrancy Chair
28. Darel Ross – LINC Community Revitalization, Inc.
29. Carlos Sanchez – Grand Rapids Community College; DID Board
30. Chris Smith – Network 180
31. Lynee Wells – Williams & Works; DGRI Alliance for Livability Chair
32. Rick Winn – Amway Hotel Group; DDA Board; DGRI Alliance for Investment

To make sure the Committee is ready to meet as soon as work commences, all recommended members have been contacted and have accepted the invitation to participate. Following approval of the Committee by the DDA Board and execution of a contract, a comprehensive meeting schedule will be developed that will provide an overview of the anticipated project schedule. It is expected the Committee will meet monthly over the course of the Plan, typically at key milestones throughout the process. In some cases, more frequent meetings might be needed, which will be communicated in advance to Committee members. Involvement on the Committee will extend throughout the course of the Plan's development, currently expected to be from 12 - 14 months.

While the Committee will be vital to the success of the Plan, it is important to note that all members of the community will be invited to participate at various stages of the project. Along with this, there will be intentional coordination with other community initiatives influencing the future of Downtown. In recognition of the importance of public education on the growth of our community, several key portions of the Grand Rapids Public Schools Transformation Plan will be integrated into the Plan. Along with this, to ensure maximum coordination between the Downtown Plan and the Grand River Corridor Plan, several members of the Committee will also serve on the separate River Corridor Plan Committee, which will be appointed by the City Commission.

RECOMMENDATION:

Appoint the Downtown Plan Steering Committee.

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

Agenda Item #5
February 12, 2014
DDA Meeting

DATE: February 7, 2014

TO: Downtown Development Authority

FROM: Eric Pratt, 
Project Manager

SUBJECT: Request for Assistance through the Building Reuse and Incentives Program (BRIP)

Sixty North Ventures, LLC, an entity of First Companies, has submitted an application for assistance to help fill a vacant storefront at 80 Ottawa Avenue NW (the Aldrich Place Building). If you recall, back in September 2012 Van Hoecks Shoes, a long time downtown retailer, announced that they would be closing their doors and vacating the Aldrich Place Building after 70 years of continuous operations. Since this announcement, Sixty North Ventures, LLC has been actively involved in trying to find a new user for the space.

Rather than trying to find a single user for the 8,500 Square / Foot storefront, Sixty North Ventures, LLC decided to build a demising wall and convert the storefront into two (2) smaller retail suites. In doing so, the property owner was able to attract Vault of Midnight, a merchandiser of comic books and other collectibles, to one of the suites.

Recently, Sixty North Ventures, LLC has entered into a lease agreement with Fat Johnny's Cheesesteak Company for the second suite. In order to prepare the space for the eatery, the landlord is proposing to perform some leasehold improvements to the space and is requesting the following: 1) Ground Floor Storefront Improvement Grant and 2) Commercial Signage Grant underneath the Building Reuse Incentive Program (B.R.I.P.). The applicant is proposing to use the grant proceeds to assist with the installation of an ADA compliant restroom, a new fire suppression system, a 2nd Means of Egress and commercial signage above the storefront. The total project cost is estimated to be \$173,000.

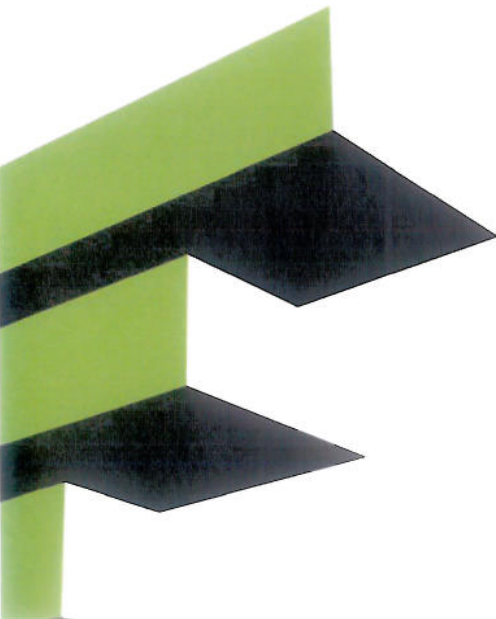
Recommendation:

Staff recommends that the DDA Board approve a \$10,000 BRIP Ground Floor Storefront Improvement grant and a \$2,500 Commercial Signage grant to Sixty North Ventures, LLC for their project at 80 Ottawa Avenue NW (The Aldrich Place Building).



Fat Johnny's Cheesesteak Co.

80 Ottawa Ave. NW, Grand Rapids, MI





Ten square feet maximum area.
Four foot maximum projection with 6" space between the wall and sign required. Custom brackets to be determined.
Maximum height is 16 feet. Minimum height is 8 feet.
Required insurance for encroachment into/over the public sidewalk right of way.
External lighting allowed. Possible internal lighting if approved by HPC.

View is to scale using customers logo. Six square feet used from the 10 square feet available. This is the only way it fits the sign code.

Craig Schroeder
First Companies
4380 Brockton Dr SE, Suite 1
Grand Rapids, MI 49512

Phone: 616.698.5000 x130
Fax: 616.698.0900
Cell: 616.401.2206
Email: craig.s@firstcompanies.com

Date: January 20, 2014
Proposal/Drawing #: Fat Johnny's
Project Location: 95 Monroe Center
Eric Sheler - cellular #292.6994 eric@signmakersltd.com

DISTRIBUTION OR EXHIBITION OF THIS DESIGN BY PERSONNEL OUTSIDE OF YOUR COMPANY IS EXPRESSLY FORBIDDEN.
IN THE EVENT THAT SUCH AN EXHIBITION SHOULD OCCUR, SIGNMAKERS LTD. WILL INVOICE YOU FOR A MINIMUM OF
\$150 OR MORE BASED ON DESIGNS SUBMITTED. 50% DEPOSIT REQUIRED ON ALL PROJECTS. BALANCE DUE AT COMPLETION.

Customer Acceptance

Date

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

Agenda Item #6
February 12, 2014
DDA Meeting

DATE: February 12, 2014

TO: Downtown Development Authority

FROM: Eric Pratt 
Project Manager

SUBJECT: Request for a Streetscape Improvement Grant and a Request to Amend an Approval for Development Support for the Building at 50 Louis Street NW (The Trade Center Building)

Recently, DGRI staff received a request from CWD Real Estate Development Group to amend a previous approval for Development Support for the project at 50 Louis St NW (The Trade Center Building). On September 12, 2012, the DDA Board approved a \$75,000 Building Reuse Incentive Program (BRIP) grant and use of 75% of the new Tax Increment Finance (TIF) revenues generated by the project, as outlined by the DDA's Development Support Policy, to assist CWD with their \$4.1 million renovation project. TIF revenues would be used to reimburse the developer for eligible costs related to providing barrier-free access within the building. However, the amount available for reimbursement was limited to an amount not to exceed \$391,900.

At the time of application, the anticipated scope of work only included improvements to the structure. However, upon revising the original scope of work for the project, CWD has decided to expand the scope of work to include improvements to the existing streetscape. As a part of this work, the developer is proposing to demolish the existing streetscape and replace it with a new brushed concrete walk, decorative brick pavers and new landscaping. Additionally, CWD is proposing to install a new snowmelt system as a part of this project. The total cost of these improvements is estimated to be \$80,000. To help defray some of the cost of this work, the developer is requesting the following:



- 1) A Streetscape Improvement Grant, in the amount of \$35,000, for eligible expenses related to improvements to the public right-of-way, including a new concrete walk, brick pavers, landscaping and the installation of a new snowmelt system, and
- 2) An amendment to the developers approved eligible activities, under the DDA's Development Support Policy, to include the proposed streetscape improvements and the developer's eligible costs to include the balance of costs associated with those improvements, but are not covered by the Streetscape Improvement Grant. This would increase the developer's eligible costs for reimbursement by \$45,000 to \$436,900.

RECOMMENDATION:

DGRI Staff recommends that the DDA Board approve a \$35,000 Streetscape Improvement Grant for a new sidewalk and snow melt system along Louis Street NW and Ionia Avenue NW, and amend the developer's approved eligible activities and eligible costs, as defined by the Development Support Policy, to include the balance of costs related to the proposed improvements within the public right-of-way to an amount not to exceed \$436,900.

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: February 7, 2014

TO: Downtown Development Authority

FROM: Kristopher Larson, AICP 
President & CEO

Agenda Item 7-1
February 12, 2014
DDA Meeting

SUBJECT: Recommendation to Approve Event Support for LaughFest 2014

At its January 23, 2014 meeting, the Alliance for Vibrancy reviewed an application for event support from LaughFest. In addition to reviewing the application materials, the Alliance received a presentation from LaughFest Executive Director, Joanne Roehm, and discussed the merits of the application and the benefits that the event brings to Downtown Grand Rapids. The full event application submitted to the Alliance for Vibrancy is attached for additional review as needed.

In recognition of the benefits conferred and the publicity that the event produces for the community, the Alliance for Vibrancy unanimously recommended the approval of the request for \$15,000 to support the 100 no-cost, open-to-the-public programs that occur as a part of the March festival. Because there was not a quorum for the Alliance meeting, a formal motion could not occur.

The funds to fill the request are currently available in the Non-Tax Fund line item Vibrancy: Major Event Sponsorship. That line item was created to support three major events in the current fiscal year: ArtPrize, LaughFest, and Restaurant Week. The DDA supported LaughFest with \$7,500 for its March 2011 event and \$15,000 for its 2013 event.

RECOMMENDATION:

Approve the request of \$15,000 to LaughFest to support the no-cost public programming efforts described in the event support application.

Downtown Event Grant Application

Application Instructions

Part 1. Organizational Information

Event Name: Gilda's LaughFest
Funds Requested \$ 15,000
Organization Name: Gilda's LaughFest
Mailing address 1806 Bridge St. NW, Grand Rapids MI 49504
Phone number 735-4242 email address: jroehm@laughfestgr.org
Head of Organization and Title: Wendy Wiggler, President
Mailing address Same as above
Cell phone number - email address: Same
Main Contact Person (during planning): Joanne Roehm, Festival Director
Mailing address Same
Cell phone number 633-6870 email address: jroehm@laughfestgr.org
Main Contact Person (At event): Same
Mailing address Same
Cell phone number Same email address: Same
Has the organization named above been legally incorporated in the state of Michigan and in good standing? Yes ☒ No ☐
If yes, what is the Federal Identification Number? 27-1858238
Has this organization obtained event insurance? Yes ☒ No ☐

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

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

Part 2. Event Information:

- Type of Event: Festival of Laughter
- Event Location: Grand Rapids, MI
- Date of Event: March 6-16, 2014
 - Start time all End Time day
- Street closures, if any: None known at this time
 - Has permission been obtained by the surrounding businesses and property owners? N/A
Were any businesses opposed to the closure? N/A
- Describe the Project/Event
Please see attached for remainder of part 2.

- Describe the Goals of the Project/Event

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

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

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

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

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

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

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

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

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

Part 3. Budget

A. Proposed Expenditures. Please list all expense items.

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

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

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

Funder	Amount	Secured?
1	\$	
2	\$	
3	\$	
4	\$	
5	\$	
6	\$	
7	\$	
8	\$	
9	\$	
10	\$	
11	\$	
12	\$	
13	\$	
14	\$	
15	\$	
Subtotal cash income	\$	
Requested Event Grant Request	\$	
Total	\$	

Part 4. Certification and Signature

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

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

Officer's Name and Title Joanne Roehm, Festival Director

Signature and Date Joanne Roehm 1/21/14

Please submit the application to: sharon@downtowngr.org

For more information:

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

Downtown Event Grant Application 2014 – Part 2

Describe Project/Event

Gilda's LaughFest is now one of the nation's "must attend" festivals, celebrating laughter for the health of it! This major 10-day Mid-West Festival is centrally located in Grand Rapids, Michigan.

Now in its fourth year, LaughFest was launched in March 2011 and has featured Betty White, Bill Cosby, Mike Birbiglia, Whoopi Goldberg, Mike Epps, Rodney Carrington, Jim Gaffigan, Martin Short, Kevin Nealon, Sinbad, Patch Adams, Wayne Brady, Brian Regan, Lewis Black, Joel McHale, and many, many more national touring artists and acts.

LaughFest features laughter in all its forms from comedy, performance, and improv to film and a variety of seriously funny stuff. The 2013 Festival featured 261 events, including 192 free community events and 69 ticketed events.

Describe the Goals of the Project/Event

LaughFest is designed to give everyone an opportunity to laugh together...for the health of it. The Festival is also designed to accomplish five specific goals:

1. Create – a dialogue about emotional health and the need to focus on well-being.
2. Cultivate – a shared community experience where everyone is welcome.
3. Celebrate – laughter's important role in the overall health of us as individuals, families, and community.
4. Collaborate – with as many downtown partners, arts/non-profit organizations, and regional businesses as possible to draw people to downtown Grand Rapids and boost our economy (a win for all of us!).
5. Contribute – to the mission and work of Gilda's Club by building awareness and raising funds to pass along the legacy of laughter that Gilda Radner gave to all of us.

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

- **Distinctly Grand Rapids**

Gilda's LaughFest is a one-of-a-kind event, the only known "festival of laughter" in the nation. We received an "Innovation Award" from the Business Review in the state of Michigan as a result, as well as the 2012 Downtown "Inspiration Award" from the DDA and DA.

In all three years, the Festival was kicked-off with achieving a Guinness World Record (once for a Rubber Chicken Toss, once for wearing Chicken Beaks, and another for wearing false mustaches) garnering international exposure with stories carried in over 150 newspapers internationally as well as a mention on Good Morning America. All of this brings local, regional, and national attention to the City as a distinctly unique place to live, work, and play.

Downtown Event Grant Application 2014 – Part 2

In addition, LaughFest showcased this community's unique talent through our free community showcases. In creating, mounting, and delivering a successful Festival, we showcased this community's ability to get behind and support a good project. Artists and guests attending the Festival recognized this, and commented on how refreshing it was to see how widely the community embraced it – from businesses, to the City itself, to non-profits, to the many volunteers who helped. LaughFest is now distinctly linked with Grand Rapids, and Grand Rapids is now distinctly linked with LaughFest.

- **Benefits downtown businesses**

The 2013 Festival engaged more than 150 restaurants, businesses, and non-profits who were official participating organizations, with the majority of those residing directly in the downtown area. They engaged with LaughFest in a variety of ways from being a host site for shows, to promoting special sales, to offering customers ways to donate to the cause behind LaughFest. Downtown restaurants and businesses reported an increase in sales and traffic during the Festival in 2011, 2012 and 2013 over numbers from previous years. An Economic Impact study conducted by Grand Valley State University on LaughFest 2013 reported that per person spending in the downtown area was \$59.09 with a direct and indirect benefit of over \$4,000,000 to our economy. We expect traffic to continue to increase in 2014, given the popularity of the Festival in years past due to the fact that the Festival is now "known."

- **Promotes the Downtown marketing program**

In 2011, 2012 and 2013, we worked with the Downtown Alliance to help execute a grass-roots and planned marketing campaign that integrated outdoor, print, radio, and social media along with web and "on the ground" promotional tactics to build awareness for Gilda's LaughFest. Businesses also wore LaughFest t-shirts which gave further brand recognition for both the Festival and the downtown's role in supporting the festival.

Based on the anticipated success of LaughFest 2014, the marketing campaign and media exposure, we believe your sponsorship will not only return, but exceed, the value invested. The DGRI logo will be used in all print and online festival materials, as well as on select signage, and festival Fast Passes (given out in conjunction with all of the festival's free events).

We continue to be in consistent dialogue with both Downtown Grand Rapids, Inc. as well as Experience Grand Rapids to continue to ensure that we are doing all we can to work alongside our downtown businesses, ensuring that LaughFest is a win-win for all.

- **The event is new or emerging**

LaughFest is still very new, having only been in existence for three years now. We are still in our formative stages and success in year four is critical to the longer term sustainability of the Festival.

- **Ease and Ability of Production**

Downtown Event Grant Application 2014 – Part 2

Gilda's LaughFest and its staff work closely with the City of Grand Rapids, KBO Productions (a Grand Rapids based firm), many additional area businesses/venues/vendors and a large volunteer core (1,300+). This allowed us to deliver an exceptional experience – also ensuring clean up, organization, security, noise levels, promotion, and all others aspects of production were viable. Post Festival reports showed little to no issues with the ease and ability of production.

Equally, Gilda's Club Grand Rapids is an established non-profit organization that has a proven track record in this community in producing results. Our organization's success is firmly built on innovation and collaboration, and we are confident that we can continue building on our first three years' success to ensure that LaughFest is a high quality produced event.

- **Broad Popularity**

One of our priorities is to ensure that LaughFest is broadly accessible. This worked well in the first three years, as the festival drew a significant and distinctly diverse audience – based on the broad range of talent and events programmed. The price point of ticketed events – lower than most industry standards – also allowed a diverse audience to afford to attend.

A Consumer Impact Study conducted by Grand Valley State University during the 2013 festival reported that 93.4% of the respondents were either satisfied or very satisfied with the event. Additionally, age, income level and educational level were equally distributed, meaning there was a broad diversity of people attending the Festival. We have had the opportunity to have ongoing dialogue with a variety of minority stakeholders and leaders in the community, as well, and we are pleased with the feedback that they recognize we provide a place for all audiences in the Festival, including minority and non-traditional audiences. We continue to strive to maintain a diverse line-up of programming that is accessible to all.

The Festival also features more than 180 free community events, which in 2013 drew more than 20,000 attendees. LaughFest 2014 has been programmed in a similar fashion. We again have a diverse lineup of talent and shows which will attract families, teens, and adults. Given "social media" buzz locally and nationally, LaughFest has already established broad appeal.

- **Diversity and Expansion of the Downtown Event Calendar**

LaughFest is unique because it not only brings a diverse clientele downtown, but it does so at a traditionally slower time of year for downtown business – in March. Our programming appeals to families, young adults and college students, parents, grandparents, and adults of all ages. Utilizing downtown venues as stages and performance spaces allows us to showcase preexisting businesses and locales in downtown Grand Rapids to new audiences, and helps to expand the diversity and breadth of the downtown event calendar.

- **Fundraisers**

Downtown Event Grant Application 2014 – Part 2

LaughFest is designed to bring quality national and regional talent and events to downtown Grand Rapids, and is viewed by the community as an opportunity to be entertained during a cold and dreary time of year!

Sponsorship dollars in the Festival itself allow us to host this unique Festival, as it costs significant dollars to secure talent and market their appearance and produce all aspects of LaughFest. This is what brings people downtown – the entertainment and the Festival experience. This is the “business” side of the Festival and without the investment on many levels in this unique concept, it simply would not happen. A business investment from the DGRI in LaughFest is a direct investment in Grand Rapids - allowing us to promote, produce and deliver the Festival.

While LaughFest is also designed to educate the community about emotional health and specifically, the role of laughter in emotional health, it is first and foremost an entertainment experience. It needs to be in order for the Festival to be successful. Without a successful Festival, there would be no platform for our message or mission.

The underlying message of the Festival is being heard – locally and in the entertainment industry. This link to “emotional health” and cancer is the distinguishing factor as to why major talent is booking with us. This is a true win-win – for downtown business and for getting our message out.

LaughFest is also designed to raise funds for our free cancer, grief, and emotional health support programs offered through Gilda’s Club Grand Rapids. While the sponsorships we receive help to underwrite the talent and facility operations, the money we raise within the Festival comes from the fundraising opportunities the festival presents to us. This includes such events as “High Fives,” \$1 Smiles, drink specials and the like, as well as the net income on merchandise sales and our special “fundraising event” that is held within the Festival itself -- in 2011, “An Evening with Betty White,” in 2012 “a-Live From Grand Rapids...It’s Saturday Night” event with Martin Short and Kevin Nealon, and in 2013 “Welcome to Fabulous Grand Rapids” with Wayne Brady. We secure separate sponsorship dollars specifically aimed to raise funds for Gilda’s Club for this event.

Investors in LaughFest are fully educated that they are able to invest in the Festival in 3 ways: 1. In Festival experience itself (to promote business/downtown/our region); 2. In the specific Gilda’s Club fundraiser within LaughFest; or 3. In a combination of both. We have had investors in all three areas – depending on their focus and what they wish to accomplish by joining forces with LaughFest.

- **Event Goals and Effectiveness**

LaughFest 2014 will feature national acts, stand-up comedy, performance, improv, music, theatre, dance, film and a variety of seriously funny stuff. Goals include:

Downtown Event Grant Application 2014 – Part 2

- 1) Hosting a minimum of 60 ticketed and 100 free events over a 10-day period primarily in downtown Grand Rapids
- 2) Attracting a minimum of 15-20% minority/diverse population to the Festival while attracting people from all socio-economic levels
- 3) Supporting the economic growth of Grand Rapids by drawing festival goers from the mid-West and beyond
- 4) Engaging a minimum of 100 area businesses and partners to participate in LaughFest
- 5) Recruiting and utilizing a minimum of 1,000 community volunteers to help run the Festival
- 6) Raising a minimum of 20% new funding investments for the Festival in year three
- 7) Delivering a positive Festival experience to the vast majority of Festival goers
- 8) And, generating a minimum of \$250,000 net profit for program support through the fundraising event, donation and merchandise opportunities

- **Budget**

Please see attached budget.

- **Second Year Requests**

This is the third year that we have requested funding from DGRI.

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

Please find comparative festival statistics from years one through three of the festival below, which provide a snapshot of the event's history and track record:

<u>TOTAL EVENTS HOSTED</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>
Ticketed	78	106	69
Free	<u>150</u>	<u>217</u>	<u>192</u>
Total Events Scheduled	228	323	261
 <u>SOLD OUT EVENTS</u>			
Ticketed	36	38	33
Free	<u>56</u>	<u>52</u>	<u>60</u>
Total Sold out Events	92	90	93
 <u>ARTISTS</u>			
Talent -Ticketed Events	166	201	160
Talent - Free Events	<u>476</u>	<u>727</u>	<u>763</u>
Total Artists Involved	642	928	923
 <u>FESTIVAL STAGES:</u>	49	62	65
 <u>VOLUNTEERS:</u>	1,363	1,468	1374
 <u>ATTENDANCE</u>			
Ticketed Events	35,973	40,524	33,509
Free Events	<u>19,403</u>	<u>15,770</u>	<u>20,057</u>
Total Attendance	55,376	56,294	53,566

Downtown Event Grant Application 2014 – Part 2

<u>TICKET PURCHASERS</u>	25 States & Canada	25 States & Canada	33 States & Canada
<u>PARTICIPATING PARTNERS</u>			
Anniversary Event	101	95	114
Sponsoring Businesses	71	83	77
Participating Organizations	57	67	84
Media Partners	<u>33</u>	<u>37</u>	<u>31</u>
Total Partners	262	282	306

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

Our target audience is comprehensive – all ages, demographics, and socio-economic status. We truly aim to provide opportunities for all to participate in the festival in some way. Our estimated attendance is over 55,000 people, based on past years.

Our promotional strategy is two-fold. We develop partnerships with local and regional media outlets, as well as participating in paid advertising as well. We spread our message and spend evenly across all media formats – online, print, radio, and television. Because of this strategy, our media coverage is extensive and begins as early as November of each year.

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

Studies during and after the festival that were headed up by Paul Isely, chair of economics, and Jennifer Pope, associate professor of marketing, at Grand Valley State University's (GVSU) Seidman College of Business, demonstrated that LaughFest made a positive impact on the region's economy.

Working with teams of students, we found that LaughFest 2013 resulted in 20,000 additional visits to Grand Rapids. And, once they were here, many spent money on meals, lodging and more. When we apply the survey results to the total number of visitors, we have an estimated \$4 million in direct and indirect spending in Grand Rapids related to LaughFest.

Downtown businesses will be involved in the following ways:

- Venues – hosting a show or event during the 10-days of the festival
- Participating restaurants – offering LaughFest menus and signature cocktails
- Merchandise sales – selling official LaughFest merchandise in their locations
- Information station – being a "go-to" point of information for maps and schedules
- Signage – posting LaughFest smiles and other signage at their locations
- LaughFest promotions – selling smiles and "high five" pins to benefit Gilda's Club

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

Downtown Event Grant Application 2014 – Part 2

Provided we accomplish our goals for LaughFest 2014 and have the positive feedback from investors, the community, participants and the like, our goal is to make this an annual event going forward.

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

Please see more information about "Fundraisers" above. In addition, this Festival is run by a non-profit organization. The Festival proceeds will provide support to cover the costs associated with staff time for running the event. Beyond that, no additional compensation will be received.

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

We will not be bringing in outside vendors for food and/or beverage. Our venues themselves sell food and alcohol at our events and shows, keeping the activity and emphasis on downtown restaurants.

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

Amway Hotel Group and the Grand Rapids Art Museum are among the 10 premier and leadership sponsors of the festival to date. We are currently talking to over 200 sponsors and investors in and outside of the downtown area – and as far reaching as nationally. In 2013, more than 20 of our 77 sponsoring businesses (either cash, in-kind, or a combination of the two) resided in downtown Grand Rapids including both the Downtown Alliance and the DDA.

List any other events that happen at the same time, and if the compliment or distract from your event.

Since our event currently encompasses St. Patrick's Day, two "Irish" themed events happen during the 10 days of the festival. The downtown St. Patrick's Day parade happens on the second Saturday of the festival. We have worked with that group for the past three years to incorporate LaughFest into the parade and drive people towards their event. Irish on Ionia has also happened for the past three years of the festival, and we have worked with McFadden's to have a LaughFest presence at the event, as appropriate. We are working with both groups again for 2014 to ensure that events complement each other rather than compete.

**Gilda's Club Grand Rapids
Proposed UPDATED Cash Budget for FY 2014**

Description of Budget Items	DGRI Grant Funds	Other Funds	Total
Expense - for free showcases within LaughFest			
Anticipated Free Showcases Hosted In 2014: 180 plus (192 hosted in 2013)			
Types of Free Showcase Types Include: Amateur Stand-Up, Community Kick-Off; Dance; Educational; Family Improv; Kids Joke Night; Library Events; Music + Theatre ; Opening Night Preview Shows); People & Pets; Art Exhibits; Pro Stand-up; Talent Encore; Short Film; Student Art; Sunday Night Funnies; Other business/non-profit based events			
Expenses Associated with Free Showcases			
Equipment Rental	\$ 3,000.00	\$ 7,000.00	\$ 10,000.00
Event Coordination		\$ 24,000.00	\$ 24,000.00
Opening Ceremonies & Shows	\$ 3,000.00	\$ 12,000.00	\$ 15,000.00
Printing - calendars/posters/info	\$ 3,000.00	\$ 27,000.00	\$ 30,000.00
Printing - education system		\$ 3,500.00	\$ 3,500.00
Printing - promotional flyers		\$ 5,000.00	\$ 5,000.00
Printing - event programs		\$ 2,500.00	\$ 2,500.00
Marketing - advertisements	\$ 3,000.00	\$ 22,000.00	\$ 25,000.00
Marketing - t-shirts & promo items		\$ 2,000.00	\$ 2,000.00
Marketing - website/social media		\$ 10,000.00	\$ 10,000.00
Space Rental		\$ 10,000.00	\$ 10,000.00
Tech/AV Support	\$ 3,000.00	\$ 27,000.00	\$ 30,000.00
In-Kind - volunteer support		\$ 50,000.00	\$ 50,000.00
In-Kind - costs of goods donated		\$ 50,000.00	\$ 50,000.00
Total Expense	\$ 15,000.00	\$ 252,000.00	\$ 267,000.00
Income - for free showcases within LaughFest			
Sponsorships - Confirmed	\$ 15,000.00	<i>Specifically for the free events held within the festival</i>	
Sponsorships - In Process	\$ 60,000.00	<i>Specifically for the free events held within the festival</i>	
Sponsorships	\$ 92,000.00	<i>General LaughFest sponsorships that help support the free events</i>	
In-Kind - volunteer support	\$ 50,000.00		
In-Kind - costs of goods donated	\$ 50,000.00		
Total Income	\$ 267,000.00		
NET	\$ -		
Average Cost per Free Show <u>with</u> In-kind support Included	\$ 1,271.43		
Average Cost per Free Show <u>without</u> In-kind support Included	\$ 795.24		

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: February 7, 2014

TO: Downtown Development Authority

FROM: Kristopher Larson, AICP 
DDA Executive Director

**Agenda Item 7-2.
February 12, 2014
DDA Meeting**

SUBJECT: Requests for Event Support for Avenue for the Arts Events

At its March 6, 2013 meeting, the DDA's former Experience Action Group (ExpAG) reviewed applications for event support from several event-producing entities. One of the applications, submitted by Avenue for the Arts, requested funds for four events – two to occur in FY13, and two to occur in FY14. Although the request was for over \$20,000 in support for the four events, the ExpAG recommended a total of \$10,000 in support for the four events due to the age of the events.

On March 13, 2013, the DDA Board approved the financial event support for the two events that occurred in FY13. The approvals included:

- \$3,650 to support Avenue for the Art's "Art. Downtown", and
- \$2,400 to support Avenue for the Art's "The Market".

Due to an administrative oversight, the recommendation to fund the two FY14 events (Free Radical and Urban Lights, held in November and December 2013, respectively) were not considered by the DDA Board. However, the event producer completed the events and has submitted invoices for the reimbursement. The invoices total \$3,950. The City's Comptroller requires a DDA Board Motion to disperse the reimbursement funds.

The funds to fill the requests would be currently available in the Non-Tax Fund line item Vibrancy: Special Events Grant Programs. The full event applications submitted to the ExpAG are attached for additional review as desired.

RECOMMENDATION:

Approve the recommendation not-to-exceed \$3,950 to Avenue for the Arts to support eligible expenses for Free Radical and Urban Lights events.

Downtown Event Grant Application

Application Instructions

Part 1. Organizational Information

Event Name: Avenue For the Arts Event Series

Funds Requested \$ _____

Organization Name: Dwelling Place

Mailing address: 101 Sheldon Blvd Suite 2

Phone number: 616 855 4035 email address: jschaub@dwellingplacegr.org

Head of Organization and Title: Dennis Sturtevant

Mailing address: 101 Sheldon Blvd Suite 2

Cell phone number N/A email address: dsturtevant@dwellingplacegr.org

Main Contact Person (during planning): Jenn Schaub

Mailing address: 101 Sheldon Blvd Suite 2

Phone number: 616 855 4035 email address: jschaub@dwellingplacegr.org

Main Contact Person (At event): Jenn Schaub

Mailing address: 101 Sheldon Blvd Suite 2

Phone number: 616 855 4035 email address: jschaub@dwellingplacegr.org

Has the organization named above been legally incorporated in the state of Michigan and in good standing? Yes X

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

If yes, what is the Federal Identification Number? _____

Has this organization obtained event insurance? Yes X

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

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

Part 2. Event Information:

Type of Event: Series of gallery, shop and studio hop events, in the Heartside neighborhood with a primary focus on South Division. This event series is organized by the Avenue for the Arts Advisory Committee, comprised of volunteers, artists and South Division business owners.

Event Location: South Division Avenue between Fulton and Wealthy Street/ downtown Grand Rapids

Date of Event: Series begins April 12th and ends December 14th 2013

- Start time TBD per event – End time TBD per event

Street closures, if any: N/A

- Has permission been obtained by the surrounding businesses and property owners? Were any businesses opposed to the closure? N/A

Describe the Project/Event

The Avenue for the Arts series includes 6 downtown events that span the calendar year creating opportunities for residents and visitors to engage with the businesses and live/work spaces along South Division Avenue. The event series includes 4 unique events. (Two events occur on multiple days)

Describe the Goals of the Project/Event

- Create retail activity and new opportunities for Grand Rapids artists and businesses to increase their audiences/customer base.
- Increase the number of new event attendees to each of the participating locations and expand the diversity of participants and attendees.
- Reinforce downtown Grand Rapids as a center for creative activity within the larger Grand Rapids community and positive exposure for a challenged commercial corridor.
- Create enjoyable, accessible events for all participants whether they be visitors, businesses, artists, supporting organizations, or simply individuals passing by.

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

Distinctly Grand Rapids: Avenue for the Arts events feature a commercial corridor in the Heartside neighborhood currently not engaged during any other downtown events, with the exception of Artprize. The center of Heartside, Avenue for the Arts, includes historic buildings, a concentration of housing, and a combination of non-traditional, long time and emerging businesses.

Benefits Downtown Businesses: In 2013, Avenue for the Arts will return with participation from over 500 local artists, 25 local businesses and organizations, 3 major cultural centers, 6 local universities, one business association, and over 3,000 event attendees to experience and enjoy artwork in the heart of Grand Rapids. During select events trolley transportation will include a stop outside of a city parking ramp and along the Ionia Street entertainment district, encouraging event attendees to enjoy a restaurant or bar as a part of their Avenue for the Arts experience. During Avenue for the Arts events, downtown businesses report an increase in sales and visitors, while venues are encouraged to promote the selling of work by local artists.

Promotes the Downtown marketing program: Avenue for the Arts will feature Downtown Grand Rapids branding elements in all promotional material reinforcing the Let's Go. Downtown. branding. (See Goals)

New or emerging: The Avenue for the Arts programming is shaped by the Avenue for the Arts Advisory Committee. The oversight provided by the committee results in annual changes to events so they fit the objectives of the residents and business owners along South Division Avenue.

Ease and ability of production: Dwelling Place has been providing affordable housing, essential support services and working as a catalyst for neighborhood revitalization in the Heartside neighborhood for over 29 years. To support this mission of neighborhood rejuvenation, the Dwelling Place has created the Neighborhood Revitalization Department (NRD), headed by director Heather Ibrahim and support staff person, Jenn Schaub. Jenn Schaub serves as Avenue for the Arts event coordinator and will be overseeing the event series and its promotional activities.

Launching into the 7th year of creating events in Heartside, Dwelling Place's NRD staff has been involved with coordinating supportive services for over 10 years in the Heartside area. They have organized over 52 large scale events featuring the Heartside Community, within the last 5 years. NRD staff will oversee administrative responsibilities. This series of gallery, studio and shop hops will be organized by a team of volunteers whose expertise include event and volunteer management, graphic design, promotions and administration.

Broad popularity: Maps and associated transportation will be free to the public. Almost all participating venues invite the public in free of charge; however, some entertainment venues do reserve the right to charge a fee for the evening. Because each business derives income independently, event organizers recognize some entertainment venues need to retain a door fee. 95% of participating spaces are free of charge. Avenue for the Arts/ Dwelling Place is not a religious or political organization/event series.

Diversity and expansion of the Downtown event calendar: Avenue for the Arts events are a coordinated effort to concentrate access to a number of diverse downtown experiences in one day. By featuring the opportunity to meet artists in their studios, to encounter innovative student exhibitions, and explore a variety of other cultural hot spots, Avenue events are unlike any other downtown arts event. The nature of the event is to offer a variety of experiences, a plethora of new artwork/exhibits, and provide attendees with the means to easily navigate a variety of spaces and experiences over the course of an evening.

Fundraiser: Funds raised in association with the Avenue for the Arts event series are applied directly to the Avenue for the Arts programming costs including marketing, volunteer management and administrative costs.

Event goals and effectiveness: Goals listed on previous page.

1. Organizers will estimate the number of new and returning artists and businesses for 2013

- Minimum of 20 returning downtown residents and business owners will participate
- Minimum of 2 new downtown residents and business owners
- Goals will be monitored by involvement of statistics collected by event coordinators and satisfaction surveys

2. Avenue for the Arts will expand promotions, including more promotional materials, a broader range of distribution, and greater variety in promotional activities.

- Minimum of 15,000 flyers distributed/6,000 maps
- Utilizing local magazines, newspapers and radio stations for promotion, emphasis on incorporating marketing in media geared towards marginalized populations.
- Goals will be monitored by funds distributed and completed visitor surveys

3. Avenue for the Arts will feature Downtown Grand Rapids branding elements in all promotional material reinforcing the Let's Go. Downtown. branding.

- Downtown logo and Avenue for the Arts event title included on all event promotions
- Where appropriate cite City and Downtown Alliance event support, including all press releases and on event websites
- Monitored by collected event promotions, press releases, media articles and mentions.

- A 15% increase of attendance from past years
- 80% of participating businesses will indicate benefits from community event including new faces and a feeling of increased public exposure
- Comparison to estimated 2012 attendance and satisfaction surveys.

4. Continued Staff support from the Dwelling Place.

- Fulfilling benchmarks 1-3
- Response monitored through participant and attendee survey recognizing the role of Dwelling Place Staff as administrator of grant spending, taking an active leadership role in coordinating the promotions committee, facilitating promotions activities including event coordination

Is the event political or religious in content?

No

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

The Avenue for the Arts has been hosting events along South Division since 2005. Events range from small scale events with 350-600 attendees to larger events with over 4,000 attendees.

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

Target audiences include: local art enthusiasts' of all ages, 20-35 year old hipsters, downtown DINKS, empty nesters, young families, the extended friends and family of participants. Participants include local artists, students, businesses, restaurants, bars, shops, nontraditional spaces, artist live/work spaces and arts and cultural institutions. The creative community is engaged prior to the event in both the planning process and through an ongoing educational series.

Media exposure for each event includes a minimum of 3 on air radio interviews, ads in a minimum of 3 publications including monthly arts and cultural publications, GRTimes, Latino Deck, ElVocero, Spoon etc. and at least 3 articles in print media sources. Online promotion includes a variety of social media, e-invites, promotional videos, and a variety of online event listings. Finally Avenue for the Arts works closely with the CMC and all of its affiliates to make sure events are listed on WYCE, featured before movies at Wealthy Theater and discussed on GRTV.

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

Businesses, live/work spaces and residents along South Division are notified (in writing) of the events and encouraged to participate. Participation in the events ranges from 15 participating venues to 32+ in the downtown area. During our largest event, Art.Downtown, businesses, live/work spaces, nontraditional arts spaces and major institutions all participate hosting special events, art shows and sales.

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

The Avenue for the Arts goals as related to events include: an emphasis on diversity and an expansion of involvement from university classes and students. Over the next year we will partner with a minimum of 8 organizations and 5 university classes, as well as, incorporate marketing in media geared towards minority, LBGTIQ and low income populations.

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

Dwelling Place is a 501c3, The event series is a part of the neighborhood revitalization department's Avenue for the Arts programming coordinated by paid staff person Jenn Schaub, pay is reflected in the budget as a portion of Dwelling Place's \$12,647 contribution to the event series. Over the course of the event series close to 300

volunteers, interns and committee members will donate approximately \$72538.56 worth of volunteer hours. (Both Staff and volunteer support are listed in the budget as the line item *Support- Staff/ Volunteer*.)

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

The event planners do not commission the sale of food or beverages during any current event. Sales are located in private businesses, spaces and lots, not in city space.

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

Past event sponsors include small donations from participating businesses, The Heartside Business Association and Kendall College of Art and Design.

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

Generally if there is another event happening at the same time event organizers work to contact and work with event organizers to make sure the events complement one another. One known event example: the Market and Local First Street Party, both events bring in people who like local goods, but generally touch different portions of the population. Event attendees often report attending both events once they find out both are happening simultaneously.

Part 3. Budget

A. Proposed Expenditures. Please list all expense items.

Description of Budget Items	DDA Grant Funds	Other Funds	Total
Non employee labor costs/services	6350		6350
Facility/Supplies Rental	1650	10600	12250
Marketing/ Promotions	8732	3000	11732
Materials	1723	1092	2815
Volunteer Costs	760	1000	1760
Mailing/ Notification	875		875
Support- Staff/ Volunteer		85185.60	85185.60
Indirect Costs		350	350
Total Budget	\$ 20090	\$ 101,227.6	\$ 121317.6

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

DDA Grant funds will be used to secure design services (nonemployee labor costs) as related to event promotion, purchase marketing and promotional material, supplies for volunteers and rental of some equipment (projectors, sound equipment etc). A limited amount will be used for signage during events and mailing/notification to local businesses.

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

Funder	Amount	Secured?
1 Kendall College	\$ 4,000	yes
2 Heartside Business Association	\$350	March 2013
3 Fundraising Events	\$ 2305	Between Jan/July 2013
4 Business Support	\$ 462	Between Jan/July 2013
6 Dwelling Place	\$ 12,647	yes
<i>Subtotal cash income</i>	<i>\$ 20,089</i>	
<i>Requested Event Grant Request</i>	<i>\$20,090</i>	
<i>Cash Total</i>	<i>\$40,178</i>	
7 Volunteer Staff (in Kind)	\$ 72538.56	yes
8 Various Property Managers (inKind)	\$ 8,600	yes
Event Total (including In kind support)	121317.6	

Part 4. Certification and Signature

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

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

Officer's Name and Title Dennis Sturtevant Chief Executive Officer

Signature and Date 

Please submit the application to: sharon@downtowngr.org

For more information:

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

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: February 7, 2014

TO: Downtown Development Authority

FROM: Kristopher Larson, AICP
President & CEO

SUBJECT: -Placeholder-



Agenda Item 8
February 12, 2014
DDA Meeting

This cover sheet is a placeholder for the backup for Agenda Item 8, which will be distributed on Monday, February 10, 2014. Unfortunately, the final resolution and legal agreement were not ready in time for the customary Board Agenda distribution.

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: February 7, 2013

TO: DDA Board

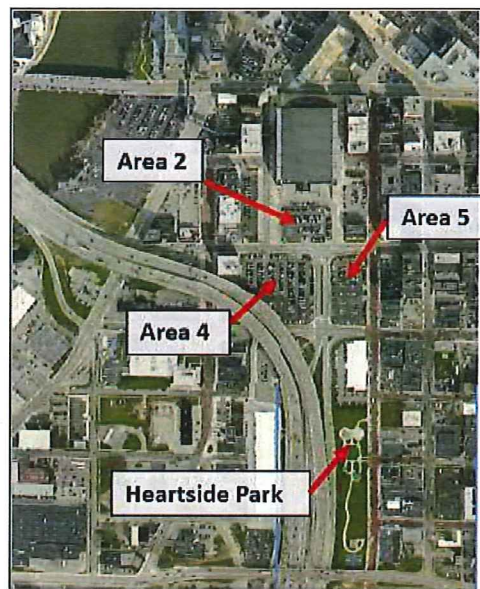
FROM: Tim Kelly, AICP
Planning Manager

TK

Agenda Item #9
February 12, 2014
DDA Meeting

SUBJECT: ARENA SOUTH UNDERGROUND PARKING STUDY

On October 9, 2013, the Downtown Development Authority (DDA) Board approved a contract with Carl Walker, Inc. to complete the Arena South Underground Parking Feasibility Study (Study). The purpose of the Study was to develop cost estimates and concepts for constructing underground parking structures at four sites in Arena South. The map below shows the four sites that were studied, including Area 2, Area 4, Area 5, and Heartside Park.

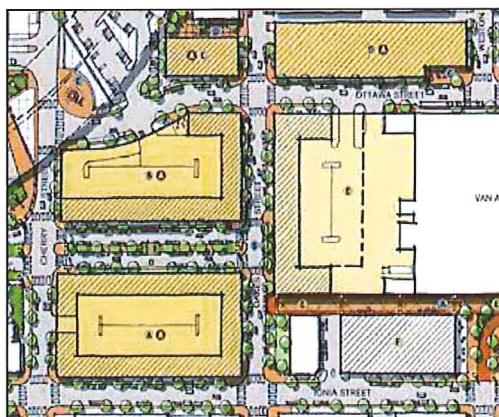


The Study outlines various elements that need to be considered before an underground parking structure could be developed, including building codes, geotechnical engineering, existing utility location, traffic conditions, future developments, and costs. It also discusses the time required to properly plan and construct an underground parking structure.

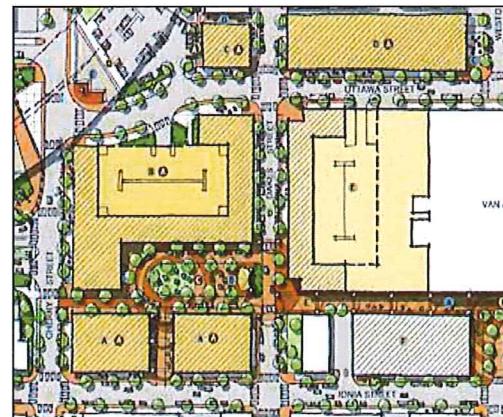
Attachment 1 summarizes the anticipated parking capacity for each site, along with the projected construction costs. Among the items to note are the following:

- Underground parking is possible on all of the sites that were analyzed;

- The construction costs shown include utility relocation when required, an at grade “cap” to accommodate above grade construction, and an allowance of 25% for “soft costs” such as design, engineering, and a development contingency.
- Three levels of underground parking was utilized as the baseline for the Study, with an option for a fourth level also presented. Given the geologic conditions of the sites, and in consideration of the user experience, going below four levels was not analyzed;
- For comparison, the cost of constructing an above grade wrapped parking structure is also presented;
- Based on the recommendations of the Arena South Vision Plan (Plan), and to maximize efficiencies, Areas 4 and 5 were considered as a single site for an underground structure. The above grade summary shows costs for both Concept 1 and Concept 2 as outlined in the Plan.
- On a per space basis, costs to construct a below grade structure range from \$56,100 - \$68,900; By comparison, an above ground wrapped structure costs from \$28,900 - \$30,100.



Vision Concept 1



Vision Concept 2

Although the costs to construct an underground structure are substantial, it is important to focus on the potential economic return that can be realized. From an urban form perspective, removing parking from the street level can dramatically improve the pedestrian experience. Further, moving parking underground will help maximize the square footage available for development, which can provide significant benefits to the City of Grand Rapids and other public entities, such as Grand Rapids Public Schools.

By way of example, the Study found that a parking ramp constructed underground below Area 4 & 5 could accommodate 1,153 parking spaces. That same parking ramp, built above ground, would require approximately 380,000 square feet of space. If that space were reclaimed for commercial purposes, the economic impact to the City would be substantial.

Table 1.1 highlights some of the potential impacts that a new 380,000 square foot development could have on Downtown. Among them could be the creation of 1,100 new jobs or 350 new housing units, and the ability to generate \$4-\$5 million in tax revenue annually. If the projections are carried out over the useful life of a building, which is typically 40 years, the significance of the benefits is even more impactful.

Table 1.1 - Potential Economic Impacts

Development Size (Square Footage)	380,000
New Construction Activity (@ \$200 / s.f.)	\$76,000,000
Leasable Square Footage (80% – 90% of development)	300,000 – 350,000
Jobs (1 job / 450 s.f. of retail ; 1 job / 300 s.f. of office space)	650 – 1,100 jobs
Multi-Family Housing Units (1 unit / 1,000 s.f.)	300 – 350 units
New Residents (1.5 people / unit)	450 – 525 residents
Annual Consumer Spending Impact (\$24,000 / resident)	\$10,800,000 - \$12,600,000
40 Year Consumer Spending Impact (with 2% annual increase)	\$650,000,000 - \$761,000,000
Annual Tax Generation (Property & Income)	\$4,000,000 - \$5,000,000
40 Year Tax Generation (with 2% annual increase)	\$242,000,000 - \$302,000,000
TOTAL POTENTIAL ECONOMIC IMPACT (Consumer Spending + Tax Generations)	\$892 Million - \$1.63 Billion

While these numbers are only projections, it demonstrates the benefits that could be realized by reclaiming space reserved for cars and space that accommodates the drivers of economic production: people. In addition to the economic benefits, there are also quality of life improvements, such as a more vibrant and walkable Downtown, that need to be considered. Any decision on the merits of whether to invest in underground parking should include a comprehensive cost / benefit analysis.

Arena South Underground Parking Feasibility - Conceptual Cost Summary

January 31, 2014

Arena South Construction Cost Summary DRAFT				AREA 2		Area 4 & 5			Heartside Park	
Three (3) Level Underground	No. of Parking Levels	Three (3) - P1, P2, P3	Above Grade Parking Structure (Wrapped)	Underground Parking Structure	Above Grade Parking (Vision Concet 1)	Above Grade Parking (Vision Concept 2)	North Underground Parking Structure	South Underground Parking Structure		
	No. of Spaces	522	431	1153	863	455	310	532		
	Street Level "Cap" Parking Levels	\$3,176,000	NA	\$11,277,000	NA	NA	\$2,223,000	\$7,004,000		
	Construction Cost Total	\$21,099,000	\$9,950,000	\$52,273,000	\$20,750,000	\$10,600,000	\$11,702,000	\$21,246,000		
	Soft Costs (25%)	\$24,275,000	\$9,950,000	\$63,550,000	\$20,750,000	\$10,600,000	\$13,925,000	\$28,250,000		
	Estimated Project Budget Cost per Space	\$6,068,750	\$2,488,000	\$15,887,500	\$5,188,000	\$2,650,000	\$3,481,000	\$7,063,000		
	\$30,343,750 \$58,100	\$12,438,000 \$28,900	\$79,437,500 \$68,900	\$25,938,000 \$30,100	\$13,250,000 \$29,100	\$17,406,000 \$56,100	\$35,313,000 \$66,400			
Four (4) Level Underground	No. of Parking Levels	Four (4) - P1, P2, P3, P4	Underground Parking Structure	Underground Parking Structure	Underground Parking Structure	Underground Parking Structure	Underground Parking Structure	Underground Parking Structure		
	No. of Spaces	694	1569	1569	1569	1569	409	710		
	Street Level "Cap" Parking Levels	\$3,176,000	\$11,277,000	\$11,277,000	\$11,277,000	\$11,277,000	\$2,223,000	\$7,004,000		
	Construction Cost Total	\$30,524,000	\$76,573,000	\$76,573,000	\$76,573,000	\$76,573,000	\$17,022,000	\$30,811,000		
	Soft Costs (25%)	\$33,700,000	\$87,850,000	\$87,850,000	\$87,850,000	\$87,850,000	\$19,245,000	\$37,815,000		
	Estimated Project Budget Cost per Space	\$8,425,000	\$21,963,000	\$21,963,000	\$21,963,000	\$21,963,000	\$4,811,000	\$9,454,000		
	\$42,125,000 \$60,700	\$109,813,000 \$70,000	\$109,813,000 \$70,000	\$109,813,000 \$70,000	\$109,813,000 \$70,000	\$109,813,000 \$70,000	\$24,056,000 \$58,800	\$47,269,000 \$66,600		