

AGENDA

DOWNTOWN
DEVELOPMENT
AUTHORITY



Board Members:

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

Wednesday, January 13, 2016
8:00 a.m. Meeting
29 Pearl Street, NW Suite #1

- | | | |
|---|---------------|-----------------------|
| 1. Call to order | | |
| 2. Approve Meeting Minutes from December 9, 2015 (8:01)
(enclosure) | <i>Motion</i> | <i>Harris</i> |
| 3. Accept December 31, 2015 Financial Statements (8:03)
(enclosure) | <i>Motion</i> | <i>Wallace</i> |
| 4. Approve 2016 Meeting Schedule (8:09)
(enclosure) | <i>Motion</i> | <i>Harris</i> |
| 5. Election of DDA Chair (8:13) | <i>Motion</i> | <i>Harris</i> |
| 6. Election of DDA Vice-Chair (8:16) | <i>Motion</i> | <i>Harris</i> |
| 7. Approve TIF Assignment for 20 Monroe (8:19)
(enclosure) | <i>Motion</i> | <i>Larson / Wendt</i> |
| 8. Approve Support for LaughFest (8:29)
(enclosure) | <i>Motion</i> | <i>Larson</i> |
| 9. Approve Amendment to Calder Plaza Steering Committee (8:39)
(enclosure) | <i>Motion</i> | <i>Kelly</i> |
| 10. Downtown Ambassador – 2015 Year in Review (8:49) | Info Item | Eledge |
| 11. President & CEO Report (8:59) | Info Item | Larson |
| 12. Public Comment (8:54) | | |
| 13. Board Member Discussion (8:57) | | |
| 14. Adjournment | | |



UNAPPROVED MINUTES

MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

December 9, 2015

1. Call to Order – The meeting was called to order at 8:03am by Chair Brian Harris

2. Attendance

Present: Kayem Dunn, Dr. Wendy Falb, Jane Gietzen, Brian Harris, Jim Talen

Absent: Mayor George Heartwell, Elissa Hillary, Diana Sieger, Rick Winn

Others Present: Kristopher Larson (Executive Director), Murphy Ackerman (DDA Executive Asst/Office Manager), Jana Wallace (DDA Treasurer), Kimberly Van Driel, Tim Kelly, Bill Kirk, Andy Guy (staff), Melvin Eledge, Dick Wendt, Chris Perkey, Tom Hillen, James Berg, Marcia Warner, Jim Storey, Heather Callahan, Rhonda Baker, Nicole DiDonato

3. Approve Meeting Minutes from Oct 14, 2015 and Nov 11, 2015

Motion: Dr. Wendy Falb, supported by Jane Gietzen, moved approval of the minutes from the October 14, 2015 and November 11, 2015 DDA meetings as presented. Motion carried unanimously.

4. Accept October 31, 2015 Financial Statements

Ms. Wallace gave an overview of the October financial statements. Ms. Wallace explained that October's expenditures were higher than previous months because they included the Van Andel Arena debt service payments.

Motion: Jane Gietzen, supported by Kayem Dunn, moved to approve Statement D: Schedule of October 2015 Expenditures as recommended. Motion carried unanimously.

5. Accept November 30, 2015 Financial Statements

Ms. Wallace gave an overview of the November financial statements. Ms. Wallace said that there were no adjustments made for prior year appeals, but those appeals will be reflected in future months as the December 1st bills are distributed. Mr. Harris asked if the Area 5 extension deposit is non-refundable. Ms. Wallace said that the sixty thousand dollars is non-refundable but will be deducted from the final sale price.

Motion: Jane Gietzen, supported by Kayem Dunn, moved to approve Statement D: Schedule of November 2015 Expenditures as recommended. Motion carried unanimously.

6. Consent to Liquor License for “Brush” at 50 Louis Ave.

Mr. Pratt introduced Heather Callahan from Brush Studios to the Board. Mr. Pratt explained that this is a request for a liquor license at their new location at 50 Louis Ave. Ms. Callahan explained this location will be an expansion from their current location at Gaslight Village in East Grand Rapids. Ms. Callahan explained that Brush Studio is an art instructional class with step by step instructions on a chosen painting. Ms. Callahan said classes are commonly used for team building exercises and parties. Ms. Callahan said they are seeking a tavern license to be able to serve beer and wine to guests as they paint. Mr. Harris asked why there is a need for alcohol. Ms. Callahan said that the intent is to partner with local restaurants to also serve food, and would like the opportunity to pair the food with wine and beer. Mr. Pratt said that staff has reviewed the application and he believes this will be a great addition to the downtown.

Motion: Kayem Dunn, supported by Jane Gietzen, moved to approve Brush! Gr, LLC's (50 Louis Ave.) liquor license resolution. Motion carried unanimously.

7. Approve Contract for Public Realm Improvements

Mr. Pratt gave a presentation on the proposed maintenance and beautification public realm improvements. Mr. Pratt explained that the Downtown Improvement District has approved expanding the maintenance for the new improvements, but is seeking approval for purchasing the new planters and plantings along Monroe Center and Ottawa Avenue. Mr. Pratt said that Viridis design has created the program and has been working with downtown businesses and stakeholders to produce the best option for these locations.

Motion: Jim Talen, supported by Kayem Dunn, moved to approve authorization to acquire and install thirty-tree (33) new raised planter pots and plantings along the 100 Block of Monroe Center Avenue NW and Ottawa Avenue NW as a part of a new public realm activation and beautification pilot project for Downtown Grand Rapids. Motion carried unanimously.

Dr. Falb asked if there has been any resistance from the businesses that currently use the sidewalk for outdoor dining. Mr. Pratt responded that there has been some push back but believes that there is a need for them to experience and see the outcome. Mr. Pratt said that this program is not a mandate, but is hopeful that there will be more participation after some of the planters are installed. Ms. Gietzen asked if there is any concern of congestion during events such as Artprize. Mr. Pratt responded that because special events are temporal in nature there hasn't been any resistance. Mr. Harris asked what the yearly cost associated with this project is. Mr. Pratt said that the biggest cost is the upfront cost to purchase the planters, but the proposal for maintenance costs is with the Downtown Improvement District's maintenance and beautification program. Mr. Pratt explained that the DDA is only responsible for buying the materials. Mr. Harris asked who is responsible for the trees. Mr. Pratt said the City's forester. Dr. Falb asked if these planters will affect the snow melt system. Mr. Pratt said because the snowmelt system is incased in concrete, it will not be affected.

8. Approve BRIP for 25 Ottawa

Mr. Pratt introduced a BRIP request for the Iron restaurant located at 25 Ottawa. Mr. Pratt introduced Chef Chris Perkey to the Board and explained that he is currently the owner of Osteria Rossa and looking to transform the storefront that has been vacant at 25 Ottawa for several years now. Mr. Pratt said that Mr. Perkey is asking the DDA for assistance with barrier free access and fire suppression costs. Mr. Perkey introduced himself to the Board and said that in the past the building has been used for nightclubs and is looking to transform it into a more formal dining experience. Mr. Perkey said that Franklin Partners has done a great job repurposing the building and anticipates to hire 25 to 35 new employees, with increased employees in the summer months to serve the patio crowd.

Motion: Dr. Wendy Falb, supported by Jane Gietzen, moved to approve a \$10,000 BRIP Ground Floor Storefront Improvement grant and a \$2,000 Commercial Signage grant to Iron Restaurant LLC for their project at 25 Ottawa Avenue SW ("Iron at 25 Ottawa"). Motion carried unanimously.

Mr. Harris asked Mr. Perkey how he believes this new concept can help to alleviate the historic trouble at this location. Mr. Perkey explained that this concept will not be utilizing the lower level space that was once a nightclub, and will also close at 10pm. Mr. Perkey said he also anticipates a large lunch crowd as the building is currently in the process of moving in 500 new employees. Mr. Pratt added that Franklin Partners is planning a retail location next to the restaurant which helps to add more eyes and activity on the street.

9. Approve Amendments to Event Support Application

Mr. Larson introduced the new amendments to the Event Support Application and explained that the desire is not to change the way that DGRI currently evaluates events, but the process in which dollars are distributed. Ms. Van Driel said that this process has been recommended and vetted by the Alliance for Vibrancy. Ms. Van Driel explained that this moves the program more closely to a corporate structure. Ms. Van Driel said that this process helps to provide more transparency for both the applicant and DGRI. Ms. Van Driel said the applicant will now be required to submit event grant packages for sponsorship levels and will be reimbursed after the event. Ms. Van Driel said this allows DGRI to support twice the amount of events than in previous years.

Motion: Jane Gietzen supported by Kayem Dunn, moved to approve the amended Event Sponsorship Program and Application. Motion carried unanimously.

Mr. Harris said the event sponsorship program is a great example of how the Alliances are working to improve processes and advance the priorities set forth by the community. Mr. Talen asked if there has been any feedback from event producers on the new changes. Ms. Van Driel said that event producers have been excited about the changes because it is more transparent and easier for them to apply for funding. Ms. Van Driel added that it also requires events to be more thoughtful about their event and produce quality sponsorship packages.

Mr. Larson said that several event producers were key in helping to produce and amend this process.

10. Authorize Support to Repair Public Art

Mr. Larson shared that Ah-Nab-Awen Park includes one of our first and most famous public art pieces. Mr. Larson said that “Lorrie’s Button” has been a fixture of the park for years and was specifically designed to allow children to play on and enjoy it. Mr. Larson explained that the button currently has gashes where the fiberglass has weakened, creating a hazardous area that can result in injury. Mr. Larson said that the original fabricator has provided a cost estimate for repair and have agreed to help repair the button as soon as weather allows.

Motion: Kayem Dunn, supported by Jane Gietzen, moved to authorize expenditures up to \$5,000 to Fiberglass Products, Inc. to support the repair and restoration of Hy Zerkowicz’s Lorrie’s Button. Motion carried unanimously.

Ms. Gietzen asked what the fiduciary model is for supporting various public art. Mr. Larson explained that most public art now comes with an endowment to maintain the art but this preceeded this particular piece of art. Mr. Talen added that this piece is well used and could benefit from repair. Ms. Gietzen asked if the button would need to be removed in order to be repaired. Mr. Larson said he did not believe it would be and repairs would be completed on site.

11. Authorize Contract Execution for McCalvey and Assoc.

Mr. Larson introduced a draft contract with McCalvey and Associates for a scope of work with relationship building in Lansing with the ongoing concerns for protection regarding TIF. Mr. Larson said that he believes this is a firm that will help to position the DDA to build partnerships around the state and help provide a sensible set of reforms to protect TIF. Dr. Falb added that GRPS has worked with McCalvey and Associates and believes this will be a very positive partnership for the DDA. Mr. Harris added that a contract regarding this type of work was anticipated and budgeted for in the current fiscal year budget. Mr. Talen said this is a very interesting conversation and is great for the DDA to be at the table and finding the best ways to move forward and ensure that many interested are represented at the table.

Motion: Jim Talen, supported by Kayem Dunn, moved to authorize the Executive Director to enter into the attached agreement with McCalvey and Associates. Motion carried unanimously.

12. Authorize Support for Historic Preservation Streamline Initiative

Mr. Larson explained that this is an initiative being led by the historic preservation office of the city. Mr. Larson said this will help to streamline the pre-approval of the development process for restoring historic structures. Ms. Baker introduced herself to the Board and added that this will help to remove obstacles and red tape when applying for grants and renovating historic structures. Ms. Baker added that specific to the Heartside neighborhood there are issues with approval before even applying for a grant. Mr. Larson added that this resolution has already been approved by City Commission. Mr. Harris asked what the relevance to the DDA would

be. Mr. Larson said that there are currently 135 properties in the DDA boundaries that would benefit from this process.

Motion: Kayem Dunn, supported by Jane Gietzen, moved to approve the attached resolution and authorize a contribution of \$10,000 to support the City of Grand Rapids' Heritage Hill & Heartside Update Project. Motion carried unanimously.

13. Appoint Calder Plaza Selection & Steering Committee

Mr. Kelly explained that the Calder Plaza redesign is a priority stemming from the GR Forward initiatives. Mr. Kelly said that the RFP was issued in October with fourteen teams submitting proposals. Mr. Kelly said the next step in the process is to form a steering committee to help select a firm. Mr. Kelly said that the steering committee includes names from both the County and the City. Mr. Kelly gave an overview of the project timeline and said the goal is to bring a contract to the Board in early 2016 for completion of draft plans by fall of 2016. Mr. Harris asked if the immediate charge is to discover the needs of Calder Plaza. Mr. Kelly said that the request before the Board is not to approve a budget or plan, but to begin vetting the proposals and establish protocol for the project. Mr. Harris asked if this is a committee led by DGRI or the City of Grand Rapids. Mr. Kelly said that as the primary funder, the contract will live with the DDA, but will partner with the City and Kent County as both hold a significant interest in the project.

Motion: Kayem Dunn, supported by Jane Gietzen, moved to approve the proposed Steering Committee to develop conceptual plans for Calder Plaza. Motion carried unanimously.

14. Authorize Contract Execution with BLD

Mr. Kelly introduced the request to enter into a contract to refine conceptual plans for Lyon square with Bishop Land Design. Mr. Kelly said there will be an inclusion of the adjacent land owners to help refine the designs. Mr. Kelly added that the hope is to have the construction documents ready when the results of the HUD grant are announced. The firm is led by Scott Bishop who was the lead on the river edges portion of GR Forward. Ms. Gietzen asked about the plan that was produced for Lyon Square a few years prior. Mr. Larson said that some of the pieces of the original concept are still in place, but the designs have evolved. Mr. Larson said that a priority is to ensure that the private donors are on board with the new design should the HUD dollars be brought home. Ms. Gietzen asked what circumstances have changed. Mr. Larson said that ultimately not all of the adjacent land owners were in agreement with the original plans. Mr. Harris noted that this project will be a key gateway for the river activation. Mr. Harris asked if there will be any other costs associated with the design process. Mr. Kelly said there will need to be construction documents approved in the future, but there is a specific line item in the budget for Lyon Square.

Motion: Kayem Dunn, supported by Jane Gietzen, moved to authorize the Executive Director to enter into a contract for services with Bishop Land Design, LLC to complete designs for Lyon Square for an amount not to exceed \$20,000. Motion carried unanimously.

15. Consent to Liquor License Transfer

Mr. Kelly explained that this is a request of consent to move a liquor license from 40 Pearl St. to Bistro Vella Vita and then move Bistro Bella Vita's current license to 816 Monroe. Mr. Kelly introduced James Berg, one of Essence Restaurant Group's owners, to the DDA. Mr. Berg presented the new restaurant concept to the DDA and explained that after working with local agents, this is the suggested route to take in transferring licenses. Ms. Dunn asked if there was any consultation done with Liquor License Control. Mr. Berg responded that he worked with the MLCC's local supervisor for guidance and instruction. Mr. Kelly added that this was a required step directly from the MLCC. Ms. Dunn asked what the slated opening date for the new restaurant will be. Mr. Berg said that barring any issues, it is slated to open in fall of 2016.

Motion: Kayem Dunn supported by Jane Gietzen, moved to approve the resolution consenting to the transfer of the liquor licenses. Motion carried unanimously.

16. 2015 Movies in the Park Impact Report

Mr. Larson presented the outcomes from the Movies in the Park 2015 series and gave an overview of the methodology used for collecting the data. Mr. Larson shared that there was a 67% growth in attendance from the previous 2014 series. Because there were more people in attendance, there was also an increase in local consumer spending. Mr. Larson said that for every dollar spent to produce the event there was a \$441 return to downtown. Mr. Larson shared that the attendance of non-whites also increased by 30% from the previous year. DGRI was also able to reduce production costs by 90% due largely in part to partnerships and sponsors. Mr. Larson thanked Ms. Van Driel for her work to obtain all of the partnerships and sponsors. Mr. Larson shared that this year's voting will be advertised at all Celebration Cinemas, Wealthy Theater, and the UICA. Mr. Harris asked Mr. Larson to elaborate on the increase in diversity at the event. Mr. Larson said our partners played a large role in helping to increase the diversity and DGRI has been working strategically with local organizations to partner and grow the success of this initiative. Mr. Harris said this data is a great way to begin combatting the notion that downtown is unwelcoming to non-whites. Mr. Larson said DGRI has aligned the event support program to align with the diversity and inclusion goals set by the community, and it is important that we set the path for what that success looks like and continue to build on those local partnerships.

17. President & CEO Report

DGRI (11/9)

- Appointed Chair and Vice Chair
- Adopted FOIA guidelines and instructions
- Approved and recommended Final GR Forward Draft
- Authorized contract execution for Maintenance & Beautification
- Approved organizational performance measures

DDA / MNTIFA (11/11)

- Approved and Recommended Final GR Forward

DID (12/7)

- Will consider recommendation of FY16 DID Budget

Alliances:

INVESTMENT (11/10)

- Chair: Nikos Monoyios, Long Range Planner @ The Rapid
- Received updates on Pearl St. streetscape, Calder Plaza RFP, and org. metrics

VIBRANCY (10/21)

- Chair – Brandy Moeller, City of Grand Rapids
- Planning Wintertime events

LIVABILITY (11/23)

- Chair: Lynee Wells, Principal @ Williams & Works
- Discussed Winter programming schedule & began working on 2016 working group priorities

DGRI Staff Highlights

Events / Marketing / Communications

DGRI events are in blue. DGRI financially supported events are in orange.
Outside free events are in purple.

- RPC Ice-skating and Tree Lighting Opening Ceremony – Dec. 3
- The Grand Caroling – Dec. 4, 11, 18
- The Holiday's Cheer – Dec. 9, 11, 12, 18, 19
- Hot NYE Party – Dec. 31
- The Great Skate - Jan. 22-23
- Broomball Leagues – Jan. 5-Feb. 16 on Mondays and Tuesdays
- MKL Jr. Peace March – Jan. 18
- A Midwinter Night's Dream – Jan. 30
- Cannonsburg in the City – Feb. 6 or 13
- Valent-ICE – Feb. 12-14
- Taste of Soul Sunday – Feb. 21
- Hungry Hungry Hippo Tournament – March 6

Planning / Development

- Public Approvals of GR Forward Draft Plan - All sights set for Dec 15!
- HUD Resiliency Grant Application submitted 10/26
- DID Finding of Necessity approved 10/27 – City Commission sits as Board of Review 12/15
- 14 Responses received from Calder Plaza design RFP
- DGRI secured a seat on TIF work group via MEDC / Governor's office

Clean, Safe, and Beautiful

- Collaborating with Westside stakeholders on recent public safety issues
- Clean Team transition date – Dec 7, 2015

18. Public Comment
None

19. Board Member Discussion
Mr. Larson said he did not anticipate Mayor Heartwell's absence, but in recognition of his final DDA Board meeting as Mayor, would like to thank him for his service to this board and the community.

20. Adjournment
The meeting adjourned at 9.48am

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

**Agenda Item 3.
January 13, 2016
DDA Meeting**

DATE: January 8, 2016

TO: Brian Harris
Chairman

FROM: Jana M. Wallace
Downtown Development Authority Treasurer

SUBJECT: FY2016 Financial Statements Through December 31, 2015

Attached are the financial statements for the first half of the DDA's fiscal year ending June 30, 2016. The attached statements include:

- Statement A: Balance Sheet
- Statement B: Comparison of FY2016 Budget vs Actual Results
- Statement C: Statement of Project Expenditures
- Statement D: Schedule of December, 2015 Expenditures

In December, the Authority received an unexpected and early \$35,000 principal payment from the developer of The Gallery on Fulton project on the southwest corner of Fulton and Division. The Authority also paid principal and interest payments in December for its share of the DeVos Place Convention Center debt. On Statement B, Local Tax Increment Actual Expenditures for the Administration line item are higher than expected at this point in the fiscal year because July through December payroll has not yet been re-allocated from Administration to the appropriate Authority projects, the Monroe North Tax Increment Financing Authority, and the Downtown Improvement District. However, the Authority continues to have 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

December 31, 2015

	Non-Tax Funds	Debt Increment	Local Tax Increment	TOTAL
ASSETS				
Pooled Cash and Investments	\$ 4,748,257	\$ 10,206,986	\$ 6,935,454	\$ 21,890,697
Petty Cash	-	-	500	500
Debt Service Reserve Fund	-	5,403,704	-	5,403,704
Loan Receivable - Project Developer	698,848	-	-	698,848
Loan Receivable - Special Assessments	11,052	-	-	11,052
General Fixed Assets	-	-	90,051,736	90,051,736
Future Tax Increment Revenues Anticipated	-	30,956,214	139,500	31,095,714
TOTAL ASSETS	\$ 5,458,157	\$ 46,566,904	\$ 97,127,190	\$ 149,152,251
LIABILITIES AND FUND EQUITY				
Liabilities				
Current Liabilities	\$ -	\$ -	\$ 100	\$ 100
Parking Revenue Payable	10,882	-	-	10,882
Project Increment Due to Developers	-	-	7,373	7,373
Due to Other Governmental Units	-	4,082,617	-	4,082,617
Debt Increment Reimbursement Payable	-	2,613,012	-	2,613,012
Deposit - Area 1 and Area 5 Options to Buy	107,578	-	-	107,578
Deposit - Movies in the Park Vendors	250	-	-	250
Net Retiree Health Care Obligation ¹	-	-	(5,349)	(5,349)
Prior Year Property Tax Appeals	-	19,798	9,111	28,909
Deferred Revenue - Developer Loan	698,848	-	-	698,848
Contract Payable	-	-	139,500	139,500
Bonds Payable	-	30,956,214	-	30,956,214
TOTAL LIABILITIES	817,558	37,671,641	150,735	38,639,934
Fund Balance / Equity:				
Investments in General Fixed Assets	-	-	90,051,736	90,051,736
Non-Tax Increment Reserve	4,029,560	-	-	4,029,560
Reserve for Authorized Projects	-	-	6,112,525	6,112,525
Reserve for Brownfield Series 2012A Bonds	530,637	-	-	530,637
Reserve for Compensated Absences	-	-	8,033	8,033
Reserve for Eligible Obligations	-	8,895,263	-	8,895,263
Reserve for Encumbrances	80,402	-	804,161	884,563
TOTAL FUND EQUITY	4,640,599	8,895,263	96,976,455	110,512,317
TOTAL LIABILITIES & FUND EQUITY	\$ 5,458,157	\$ 46,566,904	\$ 97,127,190	\$ 149,152,251

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 FY2016 Budget vs Actual Results July 1, 2015 - December 31, 2015

	Non-Tax Funds		Debt Tax Increment		Local Tax Increment	
	Budget	Actual	Budget	Actual	Budget	Actual
REVENUES						
Property Tax Increment - General	\$ -	\$ -	\$ 7,970,567	\$ 8,092,538	\$ 4,695,425	\$ 4,623,421
Property Tax Increment - Transit Millage	-	-	-	-	417,548	417,548
Property Tax Increment - Prior Year Appeals	-	-	(100,000)	-	(100,000)	-
Property Tax Increment - Rebates to City / ITP	-	-	-	-	(150,850)	-
Special Assessments - Areaway	15,000	1,032	-	-	-	-
Brownfield Authority - Grandville Avenue	-	-	-	-	25,225	24,198
Interest on Investments - General	16,719	9,658	8,000	-	60,500	33,684
Interest on Investments - Multi-Year Accrual Reversal	-	(27,291) ¹	-	-	-	(71,600) ¹
Interest on Investments - The Gallery Note	30,887	-	-	-	-	-
Property Rental - DASH Parking Lots	318,150	29,493	-	-	-	-
Property Rentals - Winter Avenue Building	9,000	-	-	-	-	-
Property Rentals - YMCA Customer Parking	53,000	21,125	-	-	-	-
Event Sponsorships and Support	40,000	27,650	-	-	-	-
Principal Repayments - The Gallery on Fulton Note	50,000	35,000	-	-	-	-
Reimbursement - GR Public Schools for GR Forward	-	-	-	-	-	(21,927) ²
Sale of Parking Area 5 - Non-Refundable Deposit	-	60,000	-	-	-	-
Write Off Uncollectible Accounts - Wayfinding Signs	-	(8,305)	-	-	-	-
Reimbursements and Fees - Miscellaneous	500	250	-	-	15,000	4,154
From / (To) Fund Balance	2,582,395	-	(8,000)	-	1,575,056	-
TOTAL REVENUES	\$ 3,115,651	\$ 148,612	\$ 7,870,567	\$ 8,092,538	\$ 6,537,904	\$ 5,009,478
EXPENDITURES						
Investment - Planning and Infrastructure						
Development Incentive Programs	\$ -	\$ -	\$ -	\$ -	\$ 1,050,000	\$ 485,216
Transit Projects - Transit Millage Funded	-	-	-	-	230,000	(18,750) ²
Planning	15,000	-	-	-	75,000	54,227
Public Infrastructure	2,051,451	-	-	-	2,505,000	512,714
Investment Total	\$ 2,066,451	\$ -	\$ -	\$ -	\$ 3,860,000	\$ 1,033,407
Livability - Residents / Workers / Neighborhood	465,000	89,924	-	-	995,000	54,574
Vibrancy - Attracting Visitors	532,000	161,167	-	-	270,000	45,981
Miscellaneous	50,000	17,155	-	-	-	-
Total Alliance Projects	\$ 3,113,451	\$ 268,246	\$ -	\$ -	\$ 5,125,000	\$ 1,133,962
Administration	2,200	664	-	-	952,863	765,742
Debt Service for Bond Issues	-	-	5,479,525	742,263	460,041	343,433
Estimated Capture to be Returned	-	-	2,391,042	-	-	-
TOTAL EXPENDITURES	\$ 3,115,651	\$ 268,910	\$ 7,870,567	\$ 742,263	\$ 6,537,904	\$ 2,243,137
EXCESS / (DEFICIT)	\$ -	\$ (120,298)	\$ -	\$ 7,350,275	\$ -	\$ 2,766,341

Note 1: For efficiency reasons, the City Treasurer does not record interest revenue when earned from multiple year investments. Instead, revenues associated with multiple year investments are accumulated annually, accrued, & then reversed in the following fiscal year.

Note 2: This is an FY2015 accrual reversal which will be eliminated once the balance is paid.

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STATEMENT C

DOWNTOWN DEVELOPMENT AUTHORITY
Statement of Current Project Expenditures
As of December 31, 2015

Project Title	Project Budgets		EXPENDITURES			Available Budget
	%	Cost	Month	Fiscal Year	All Years	
Areaway Fill Program (ARIP)		\$ 70,000 ^{1,2}	\$ -	\$ -		\$ 70,000
Building Re-use Incentive Program (BRIP)		250,000 ^{1,2}	-	-		250,000
Development Project Guidance		80,000 ^{1,2}	1,674	4,313		75,687
Development Project Reimbursements		600,000 ^{1,2}	-	480,903		119,097
Streetscape Improvement Incentive Program		50,000 ^{1,2}	-	-		50,000
Investment - Development Incentives Sub-Total	7.45%	\$ 1,050,000	\$ 1,674	\$ 485,216		\$ 564,784
DASH North Shuttle Services		80,000 ^{1,2}	-	(18,750)		98,750
New Downtown Circulator Infrastructure		250,000 ²	-	-	-	250,000
Investment - Transit Millage Funded Sub-Total	2.34%	\$ 330,000	\$ -	\$ (18,750)	\$ -	\$ 348,750
Downtown Plan		668,089 ²	5,184	54,227	647,316	20,773
Investment - Planning Sub-Total	4.74%	\$ 668,089	\$ 5,184	\$ 54,227	\$ 647,316	\$ 20,773
Arena South Implementation		998,594 ²	-	7,159	55,753	942,841
Bostwick Avenue - Lyon St to Crescent St		225,000 ²	159,385	352,033	352,033	(127,033)
Bridge Street Streetscape Improvs		239,003 ²	1,584	84,221	98,224	140,779
Grandville Ave Area Improvements		850,000 ²	3,005	59,026	59,026	790,974
Ionia Ave 9 - Buckley St to Wealthy St		886,673 ²	-	-	707,833	178,840
Library Area Improvements		130,000 ²	-	-	-	130,000
Lyon Square Improvements		200,000 ²	-	-	-	200,000
Monroe Ave Resurfacing - Louis to I-196		165,000 ²	-	1,040	77,885	87,115
Monroe Center-Phase 3 / Monument Park		725,000 ²	-	9,235	1,289,791	(564,791)
Ottawa Avenue Public Improvements		330,000 ²	-	-	186,633	143,367
Pearl Street Gateway Enhancements		600,000 ²	-	-	-	600,000
Rowe Hotel Public Improvements		120,000 ²	-	-	-	120,000
State Street - Jefferson to Lafayette		900,000 ²	-	-	-	900,000
Veterans Park Improvements		1,100,000 ²	-	-	89,341	1,010,659
Weston Street - Sheldon to LaGrave Ave		100,000 ²	-	-	-	100,000
Investment - Public Infrastructure Sub-Total	53.74%	\$ 7,569,270	\$ 163,974	\$ 512,714	\$ 2,916,519	\$ 4,652,751
Downtown Speakers Series		15,000 ^{1,3}	-	-		15,000
Investment - Non-Tax Supported Sub-Total	0.11%	\$ 15,000	\$ -	\$ -		\$ 15,000
Accessibility and Mobility Repairs		10,000 ^{1,2}	-	-		10,000
Bicycle Friendly Improvements		1,269,088 ²	-	1,886	131,407	1,137,681
Downtown Census		39,000 ²	-	-	14,000	25,000
Heartside Public Restroom Facility		100,000 ²	-	-	-	100,000
Public Realm Improvements		549,598 ²	2,956	41,998	91,596	458,002
Skywalk Wayfinding Sign Improvements		50,000 ²	-	-	-	50,000
Snowmelt System Repairs / Investigation		50,000 ^{1,2}	508	5,551		44,449
Tree Well Fill		150,000 ²	-	-	-	150,000
Urban Recreation Plan		504,084 ²	-	-	54,084	450,000
Wayfinding System Improvements		393,926 ²	-	5,139	39,065	354,861
Livability - Local Tax Supported Sub-Total	22.12%	\$ 3,115,696	\$ 3,464	\$ 54,574	\$ 330,152	\$ 2,779,993
Division Ave Task Force Implemntn		5,000 ^{1,3}	-	-		5,000
Downtown Ambassadors		225,000 ^{1,3}	363	77,807		147,193
Educational Partnerships Initiatives		5,000 ^{1,3}	-	5,000		-
Project and Fixed Asset Maintenance		50,000 ^{1,3}	-	-		50,000
Recreational Walk / Tour Signage		35,000 ³	-	-	9,715	25,285
Riverwalk Maintenance		25,000 ^{1,3}	-	-		25,000
Stakeholder Engagement Programs		7,500 ^{1,3}	-	3,500		4,000
Street Trees Maintenance Program		5,000 ^{1,3}	-	-		5,000
Transportation Demand Mnmt Prog		125,000 ^{1,3}	1,394	3,617		121,383
Winter Avenue Building Lease		2,500 ^{1,3}	-	-		2,500
Livability - Non-Tax Supported Sub-Total	3.44%	\$ 485,000	\$ 1,757	\$ 89,924	\$ 9,715	\$ 385,361
Downtown Marketing & Inclusion		250,000 ^{1,2}	14,520	45,421		204,579
State of Dntn Event & Annual Reports		20,000 ^{1,2}	-	-		20,000
Wayfinding Sign Maintenance		- ^{1,2}	-	560		(560)
Vibrancy Local Tax Supported Sub-Total	1.92%	\$ 270,000	\$ 14,520	\$ 45,981		\$ 224,019
Bridge Lighting Operations		10,000 ^{1,3}	-	-		10,000
DGRI Event Production		60,000 ^{1,3}	610	19,178		40,822
Diversity/Inclusion Programming		10,000 ^{1,3}	-	9,497		503
Downtown Marketing & Inclusion		- ^{1,3}	460	15,931		(15,931)
Downtown Workforce Program		20,000 ^{1,3}	-	6,486		13,514
Go-Site Visitor Center at GRAM		10,000 ^{1,3}	-	-		10,000
Holiday Décor Program		30,000 ^{1,3}	-	-		30,000
Major Event Sponsorship		80,000 ^{1,3}	-	61,892		18,108
Public Space Activation		35,000 ^{1,3}	15,213	25,413		9,587
Rosa Parks Circle Skating Operations		42,000 ^{1,3}	-	-		42,000
Special Events - Grants		50,000 ^{1,3}	-	12,881		37,119
Special Events - Office of		100,000 ^{1,3}	-	-		100,000
Special Events - Training Program		5,000 ^{1,3}	-	-		5,000
State of Dntn Event & Annual Reports		- ^{1,3}	-	55		(55)
Ticketed Events - Police Services		80,000 ^{1,3}	-	9,834		70,166
Vibrancy Non-Tax Supported Sub-Total	3.78%	\$ 532,000	\$ 16,283	\$ 161,167		\$ 370,833
Experience - Miscellaneous	0.35%	50,000^{1,3}	500	17,155		32,845
TOTAL	100.00%	\$ 14,085,055	\$ 207,356	\$ 1,402,208		\$ 9,395,109

Note 1: Current year (FY2016) budget only.

Note 2: Paid from local tax increment. Note 3: Paid from non-tax funds.

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STATEMENT D
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of Expenditures
December, 2015

Source	Vendor	Purpose / Project	Description	Amount
Local	City / County Joint Building Authority	CCJBA Series 2013B - DeVos Place Bonds	Annual principal payment	\$ 255,000.00
Local	Michigan Dept of Transportation	State Street - Jefferson to Lafayette	Re-construction services thru November 2015	154,609.08
Local	Paychex	Administration	DGRI payroll, taxes, 401(k), FSA - December, 2015	93,946.23
Local	City / County Joint Building Authority	CCJBA Series 2013B - DeVos Place Bonds	Semi-annual interest payment	40,600.00
Local	Priority Health	Administration	Share of health ins premium January - March 2016	15,071.84
Non Tax	Urban Institute of Contemp Arts / FSU	Public Space Activation	Exit Space Project murals - Spring 2015	15,000.00
Local	City Treasurer - Budget Office	Administration	Support services allocation - December 2015	6,152.00
Local	Federal Square Building Co #1 LLC	Administration	Share of lease November 2015	5,864.41
Local	Soil and Materials Engineers, INC.	State Street - Jefferson to Lafayette	General construction November 2015	4,272.21
Local	Creative Studio Promotions	Downtown Marketing & Inclusion	DGRI logoed bottle openers / key chain	3,784.94
Local	Interface Studio, LLC	Downtown Plan	Downtown and River corridor master plan	3,726.35
Local	City of Grand Rapids	Administration	Staff services - December 2015	3,462.73
Local	Dickinson Wright PLLC	Administration	Share of legal services - GRBJ FOIA October 2015	3,335.04
Local	Diversco Construction Co Inc	Grandville Ave Area Improvements	Re-construction services - 10/24-11/06/2015	3,004.66
Local	Creative Studio Promotions	Downtown Marketing & Inclusion	Attachable cell phone business card holders	2,730.58
Local	International Downtown Association	Administration	Annual membership	2,241.00
Local	Fifth Third Bank - Procurement Card	Administration	Share of operating supplies	1,722.37
Local	Dickinson Wright PLLC	Development Project Guidance	Legal services - Sale of lot 5 October 2015	1,619.80
Local	Fishbeck, Thompson, Carr & Huber	Bridge Street Streetscape Improvs	Professional services through October 23, 2015	1,584.24
Local	Creative Studio Promotions	Downtown Marketing & Inclusion	DGRI logoed to-go travel mugs	1,583.87
Local	Studio Wise LLC	Public Realm Improvements	Public parklet plants and signs installation	1,575.00
Local	JA PR Group, LLC	Downtown Marketing & Inclusion	PR services for "Be in the Picture" event	1,500.00
Local	Fifth Third Bank - Procurement Card	Administration	Share of event fees - Winnipeg, Econ Club, webinar	1,424.76
Non Tax	Priority Health	Transportation Demand Mmnt Prog	B. Kirk health ins premium January - March 2016	1,393.89
Local	Studio Wise LLC	Public Realm Improvements	Disassembly of public parklet	1,265.00
Local	Creative Studio Promotions	Downtown Marketing & Inclusion	DGRI logoed lollipops	1,222.65
Local	Creative Studio Promotions	Downtown Marketing & Inclusion	DGRI logoed phone cleaners	1,152.00
Local	Swift Printing	Downtown Plan	GR forward draft hard copies	950.00
Local	Creative Studio Promotions	Downtown Marketing & Inclusion	DGRI logoed device stand	912.91
Local	Dickinson Wright PLLC	Administration	Legal services - misc matters October 2015	891.80
Local	City Treasurer - Parking Services	Administration	Parking validations - December 2015	816.00
Local	City Treasurer - Risk Management	Administration	General insurance - December 2015	745.00
Non Tax	Fifth Third Bank - Procurement Card	DGRI Event Production	"Movies Not in Park" film license & Holiday Party sups	609.84
Local	JA PR Group, LLC	Downtown Marketing & Inclusion	Mexican Heritage Festival sponsorship	600.00
Local	Creative Studio Promotions	Downtown Marketing & Inclusion	DGRI window decals	532.85
Local	Fifth Third Bank - Procurement Card	Administration	K. Larson costs for Winnipeg conference travel	531.38
Local	Geotech Inc.	Snowmelt System Repairs / Investigation	Share of Monroe Center Ph 2 repairs	507.50
Local	Fishbeck, Thompson, Carr & Huber	State Street - Jefferson to Lafayette	Professional services through November 20, 2015	503.59
Non Tax	Fifth Third Bank - Procurement Card	Experience - Miscellaneous	ICSC West Michigan event sponsorship	500.00
Local	Partners for a Racism Free Community	Downtown Marketing & Inclusion	Sponsorship for Race Together 12/08/15	500.00
Non Tax	Fifth Third Bank - Procurement Card	Downtown Marketing & Inclusion	CRM subscription - Facebook ads	460.03
Local	Professional Maint of Michigan, Inc.	Administration	Share of cleaning services - November 2015	451.65
Local	GR Area Chamber of Commerce	Administration	2016 membership dues	450.00
Local	Baker Holtz PC	Administration	Share of small business advising services - Nov 2015	430.15
Local	Dickinson Wright PLLC	Administration	Legal services - Grand River public land trust Oct 2015	382.20
Local	Staples Contract & Commercial Inc	Administration	Share of office supplies	346.99
Local	Fifth Third Bank - Procurement Card	Administration	A. Guy - Economic Club membership	295.00
Non Tax	City Treasurer - Parking Services	Downtown Ambassadors	Parking - Melvin Eledge November & December 2015	254.00
Local	Federal Square Building Co #1 LLC	Administration	Share of electricity 10/8-11/6/2015	234.25
Local	Fusion IT	Administration	Share of IT services - system & network Nov 2015	224.75
Local	Paychex	Administration	DGRI payroll processing fees - December, 2015	219.03
Local	Brandon Alman	Administration	Share of office picture installation	215.07
Local	Fusion IT	Administration	Share of IT services - backup systems Nov 2015	215.07
Local	Dickinson Wright PLLC	Administration	Share of legal services - misc matters Sept 2015	203.55
Local	Dickinson Wright PLLC	Downtown Plan	Legal services - GRForward Plan October 2015	182.00
Local	Great America Financial Svcs Corp	Administration	Share of copier rental & black/white/color copy fees	176.78
Local	Fifth Third Bank - Procurement Card	Downtown Plan	Stakeholder meeting supplies and refreshments	175.88
Local	Local First West Michigan	Administration	Membership for Local First 2016	165.00
Local	Applied Imaging	Administration	Share of copier rental & black/white/color copy fees	158.40

continued on the next page

STATEMENT D - continued
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of Expenditures
December, 2015

Page 2

Source	Vendor	Purpose / Project	Description	Amount
<i>continued from previous page</i>				
Local	PCS Gophers	Administration	Interoffice and mail service	\$ 156.88
Local	Fifth Third Bank - Procurement Card	Downtown Plan	DJ for GR forward "Be in the Picture" event	150.00
Local	Paychex	Administration	DGRI HRS processing fees - December, 2015	140.00
Local	Comcast	Administration	Share of high speed internet - November 2015	118.59
Local	Fifth Third Bank - Procurement Card	Public Realm Improvements	Storage unit for public parklet	115.95
Non Tax	West Michigan Jewels of Africa	Public Space Activation	Pop Up Performer - 10/28/2015	112.50
Non Tax	Dickinson Wright PLLC	Downtown Ambassadors	Legal services - review program agreement Sept 2015	109.20
Local	Madcap Coffee	Administration	Share of coffee for meetings and staff	104.90
Local	Madcap Coffee	Administration	Share of coffee for meetings and staff	99.46
Local	HUB International Midwest	Administration	Share of workers compensation premium	98.07
Local	Staples Contract & Commercial Inc	Administration	Share of office supplies	84.73
Local	Kristopher Larson	Administration	Mileage - Senate TIF hearing	78.43
Non Tax	Staples Contract & Commercial Inc	Administration	Share of graphics supplies	76.25
Non Tax	Alexander Mendenall	Public Space Activation	Pop Up Performer - 10/1/15	75.00
Local	Fifth Third Bank - Procurement Card	Administration	Postage for DDA agendas	55.44
Local	Dickinson Wright PLLC	Development Project Guidance	Legal services - Morton House project October 2015	54.60
Local	Swift Printing	Administration	Office podium placard	50.00
Local	Staples Contract & Commercial Inc	Administration	Share of office supplies	40.05
Non Tax	Fifth Third Bank - Procurement Card	Administration	M. Ackerman and K. Larson annual review lunch	39.45
Local	Model Coverall	Administration	Share of office mats rental	34.09
Local	Paychex	Administration	DGRI payroll bank fees - December, 2015	29.51
Local	Gordon Water Systems	Administration	Share of water cooler	29.47
Local	Staples Contract & Commercial Inc	Administration	Share of office supplies	27.15
Non Tax	Nicholas James Thomasma	Public Space Activation	Pop Up Performer - 11/16/15	25.00
Local	Staples Contract & Commercial Inc	Administration	Share of office supplies	22.96
Local	Dickinson Wright PLLC	Administration	Share of legal services - DGRI annual report Oct 2015	20.00
Local	Staples Contract & Commercial Inc	Administration	Share of office supplies	16.77
Local	Fusion IT	Administration	Share of IT services - DC & DNS hosting Nov 2015	10.32
Local	Staples Contract & Commercial Inc	Administration	Share of office supplies	6.87
Local	Integrity Business Solutions LLC	Administration	Share of office supplies	1.82
DECEMBER, 2015 EXPENDITURES				<u>\$ 644,668.78</u>

Local - local tax increment funds
Non-tax - non-tax funds

MEETING NOTICE CITY OF GRAND RAPIDS

Downtown Development Authority

Second Wednesday of each month

8:00 a.m. – 10:00 a.m.

Downtown Grand Rapids Inc.

29 Pearl St. NW, Suite 1

2016 Meeting Schedule

January 13

February 10

March 9

April 13

May 11

June 08

July 13

August 10

September 14

October 12

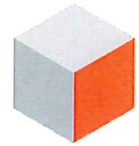
November 9

December 14

*Please contact Downtown Grand Rapids Inc. at 719-4610 if you
have any questions prior to the meeting.*

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DDA

DATE: January 8, 2016

TO: Downtown Development Authority

FROM: Kristopher Larson 
President & CEO

**Agenda Item #7
January 13, 2016
DDA Meeting**

SUBJECT: Recommendation to Consent to TIF Assignment for 20 Monroe Ave. NW

Enclosed in your packet is a resolution consenting to the assignment of the developer's rights to receive DDA tax increment reimbursement associated with the Venue entertainment facility to their lender.

On March 11, 2015, the DDA Board agreed to provide development support for the Venue project to be located at 20 Monroe Ave. NW. As a term of the project financing, Mercantile Bank is requesting that the DDA consent to the assignment of the developer's rights to receive reimbursable tax increment revenues.

Recommendation:

Approve the attached resolution and authorize the DDA Board Chair to execute the consent forms on behalf of the DDA.

**CITY OF GRAND RAPIDS
DOWNTOWN DEVELOPMENT AUTHORITY**

**RESOLUTION APPROVING ASSIGNMENT OF TAX
INCREMENT FINANCING RELATED TO THE VENUE
PROJECT**

Boardmember _____, supported by Boardmember _____, moved adoption of the following resolution:

WHEREAS, the City of Grand Rapids Downtown Development Authority (the “DDA”) has entered into a Development and Reimbursement Agreement dated March 11, 2015 (the “Agreement”), with 20 Monroe Building Company Limited Partnership (“20 Monroe”) pursuant to which 20 Monroe has agreed to construct a flex space entertainment venue facility as more fully described in the Agreement (the “Venue Project”); and

WHEREAS, in connection with the construction of the Venue Project, 20 Monroe will incur certain Eligible Costs (as defined in the Agreement) for certain Public Facility Improvements (as defined in the Agreement) for which it is to be reimbursed by the DDA from Venue Project Tax Increment Revenues (as defined in the Agreement) subject to the terms and conditions of the Agreement; and

WHEREAS, 20 Monroe will initially pay for the cost of the Public Facility Improvements with certain loan funds provided in a lending package for the Project to be provided by Mercantile Bank of Michigan (the “Bank”); and

WHEREAS, the Bank has requested an assignment of the Venue Project Tax Increment Revenues that 20 Monroe is entitled to receive pursuant to the Agreement to secure that a portion of the loan funds used to pay the Eligible Costs related to the Public Facility Improvements; and

WHEREAS, such assignment will be accomplished pursuant to a letter of consent (the “Consent”) from the Bank and to 20 Monroe and the DDA; and

WHEREAS, the Agreement requires that such assignment have the prior written approval of the DDA.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

1. That the Consent in the form presented at this meeting is approved and the Chairperson of the DDA Board is authorized and directed to execute the Consent for and on behalf of the DDA.

2. That all resolutions or parts of resolutions in conflict herewithin shall be and the same are hereby rescinded.

YEAS: Boardmembers _____

NAYS: Boardmembers _____

ABSTAIN: Boardmembers _____

ABSENT: Boardmembers _____

RESOLUTION DECLARED ADOPTED.

Dated: January 13, 2016

Murphy Ackerman
Recording Secretary

CERTIFICATION

I, the undersigned duly qualified and acting Recording Secretary of the City of Grand Rapids Downtown Development Authority (the “DDA”), do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Board of Directors of the DDA at a meeting held on January 13, 2016, and that public notice of said meeting was given pursuant to, and in compliance with, Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: January 13, 2016

Murphy Ackerman
Recording Secretary

**MERCANTILE BANK OF MICHIGAN
310 LEONARD STREET N.W.
P.O. BOX 2208
GRAND RAPIDS, MI 49501-2208**

December ____, 2015

City of Grand Rapids Downtown
Development Authority
300 Monroe Avenue N.W.
Grand Rapids, MI 49503
Attn: Executive Director

20 Monroe Building Company Limited
Partnership
20 Monroe Ave. N.W.
Grand Rapids, MI 49503
Attn: Greg Gilmore

Re: Development and Reimbursement Agreement ("Development and Reimbursement Agreement") between City of Grand Rapids Downtown Development Authority (the "Authority") and 20 Monroe Building Company Limited Partnership ("Developer"), dated March 11, 2015, regarding 12 Monroe Ave N.W., 20 Monroe Ave N.W., and 26 Monroe Ave. N.W., Grand Rapids, Michigan 49503 (the "Project")

Security Agreement (Incentives) ("Security Agreement") executed by Developer in favor of Mercantile Bank of Michigan (the "Bank")

Ladies and Gentlemen:

In consideration for the Bank providing construction financing to Developer for the Project, Developer will by execution of the Security Agreement collaterally assign to Bank and grant Bank a security interest in (among other things) Developer's rights to reimbursement of its Eligible Costs from Project Tax Increment Revenues upon Developer's compliance with and subject to the terms and conditions of the Development and Reimbursement Agreement. Said collateral assignment and grant is permitted under Section 11 of the Development and Reimbursement Agreement following review of the Security Agreement and consent by the Authority's legal counsel and approval of the Authority's Executive Director.

In connection with the foregoing, the Bank requests that the Authority:

- (a) consent to said collateral assignment and grant;
- (b) in the event of Developer's default (beyond any applicable grace period or notice and cure period) under the Bank loan documents (a "Project Loan Default"), permit the Bank to complete the performance of any remaining Developer obligations concerning the Project, submit (in accordance with the Development and Reimbursement Agreement and/or the Authority's policies and procedures) to the Authority its costs for doing so, and otherwise satisfy any remaining conditions precedent to the Authority's reimbursement from Tax Increment Revenues of Eligible Costs, all without altering the nature/scope of the Project as described in the Development and Reimbursement Agreement; and
- (c) whether or not a Project Loan Default exists, remit directly to the Bank (at the above address) all payments which the Authority is obligated to make to Developer from time to time under the Development and Reimbursement Agreement to the extent that advances of the Project Loans have been made by the Bank for the payment of Eligible Costs and not been repaid/reimbursed to the Bank by Developer upon documentation to the satisfaction of the Authority.

City of Grand Rapids Downtown
Development Authority
20 Monroe Building Company Limited
Partnership

-2-

December ____, 2015

As used above, the "Project Loans" mean (a) that certain non-revolving line of credit from the Bank to Developer in the stated amount of \$7,000,000 to the extent that the proceeds of said line of credit fund Eligible Costs, (b) that certain non-revolving line of credit from the Bank to Developer in the stated amount of \$2,200,000 to the extent that the proceeds of said line of credit fund Eligible Costs, and (c) that certain term loan from the Bank to Developer in the stated amount of \$650,000 to the extent that the proceeds of the loan fund Eligible Costs.

Please confirm the Authority's receipt and review of this letter and consent and agreement to the contents hereof by executing and returning its below Acknowledgment to me at the above address. Developer is also requested to similarly execute and return its below Acknowledgment.

Capitalized terms not defined in this letter have the meanings ascribed to them in the Development and Reimbursement Agreement.

Thank you for your cooperation.

MERCANTILE BANK OF MICHIGAN

By: _____

Name: Raymond Duimstra

Its: Senior Vice President

(acknowledgments appear on subsequent page)

City of Grand Rapids Downtown
Development Authority
20 Monroe Building Company Limited
Partnership

-3-

December ____, 2015

Acknowledged and Agreed:

20 MONROE BUILDING COMPANY LIMITED
PARTNERSHIP

By: 20 Monroe Development Company Limited Partnership
Its: General Partner

By: 20 Monroe Management Co.
Its: General Partner

By: _____
Name: Gregory S. Gilmore
Its: President

CITY OF GRAND RAPIDS DOWNTOWN DEVELOPMENT AUTHORITY

By: _____
Printed Name: _____
Title: _____

cc: Floyd Gates, Esq.
Michael B. Peterman, Esq.
Trent J. Taylor, Esq.

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DDA

DATE: January 8, 2016

TO: Downtown Development Authority

FROM: Kristopher Larson
President & CEO 

Agenda Item #8
January 13, 2016
DDA Meeting

SUBJECT: Major Event Support for LaughFest

Continuing with the structure established in the FY14 DDA Non-Tax Budget, DGRI staff has purposely delineated a few major events for a more specialized form of support. These events have a very wide appeal and generally attract more than 50,000 people to Downtown, include aspects that provide a significant public benefit to the community, and are not a competitive road race. These events also have engaged 3rd-party experts to assist in quantifying their substantial economic impacts on Downtown.

In 2015, the DDA Board provided Major Event Support to ArtPrize, LaughFest, and GRandJazzFest. At this time, DGRI staff is advancing recommendations to sponsor the last of the Major Events for FY16, LaughFest 2016. Support from the DDA will be directed specifically toward enabling LaughFest to attract more diverse audiences to Downtown and with adding new outdoor programming at Rosa Parks Circle. This focused type of support is consistent with the results of the DGRI's special event optimization community survey which identified "attracting diverse audiences" and adding new wintertime programming as some of the community's priorities for refinement to Downtown special events. DGRI staff presented those results to both the City Commission and the DDA Board in October 2014.

Festival Overview:

LaughFest honors laughter as an essential part of emotional health and well-being. And what better time for a laughter festival than when it's typically cold, icy, and distinctly un-funny outside! The festival raises awareness for a very important cause – supporting individuals and families that are on a cancer or grief journey in finding their smile and laughter in the midst of these life-changing circumstances.

LaughFest also puts Grand Rapids and West Michigan on the map. Since its inception in March 2011, LaughFest has benefitted not just Gilda's Club Grand Rapids, but also the local economy, businesses, government, and non-profit organizations. As detailed by the Chase retail spending



DOWNTOWN
GRAND RAPIDS INC.

analysis commissioned by DGRI, LaughFest has proven to leverage millions of dollars in induced retail spending in Downtown Grand Rapids (\$2.2 M in 2012, \$1.4 M in 2013), with total percentage increases that range between 7% and 21% compared to average spending 3 weeks prior and post the festival.

Support Area 1: Diversity and Inclusion Efforts

From its inception LaughFest has purposefully worked to create a festival that is diverse and accessible. However, there continues to be opportunities to improve their efforts to ensure the festival is welcoming an attendee mix that is better representative of the entire Grand Rapids community.

LaughFest 2014 consumer impact data reported that LaughFest attendees surveyed were slightly skewed toward White/Caucasian as compared to Michigan as a whole, but even more so when compared to Grand Rapids. Just over 85 percent of the sample identified themselves as White or Caucasian. In Michigan that percent is 78.9 and in Grand Rapids it is 64.6 percent (census.gov).

This presents the continued opportunity to grow LaughFest attendance and participation from people with more diverse ethnic and racial backgrounds. Through specific outreach efforts, LaughFest strives to:

- Increase LaughFest exposure to the community at large – specifically diverse populations,
- Ensure that the festival brings together an increasingly well-rounded audience that is representative of the community,
- Provide additional opportunity for more Grand Rapidsians regardless of age, race, or socioeconomic status, to participate in LaughFest events and activities, and
- Increase the diverse turnout of attendees to LaughFest events

Implementation Plan:

LaughFest seeks to accomplish these goals through a multi-pronged approach via DGRI support:

- Additional targeted marketing efforts in minority publications,
- Outreach, presentations and promotions to relevant stakeholder and community groups,
- Feet on the street promotion in the downtown area and surrounding neighborhoods,
- Providing tickets and fast passes to free events to select organizations and groups, and

Support Area 2: LaughFest Community Kickoff

A staple of LaughFest, DGRI support would help focus promotional efforts on getting the West Michigan community out of the house during the month of March and inviting them to bring their families downtown to be a part of Grand Rapids history by attempting a Guinness World Record to kick off the 2016 festival.

This year, LaughFest plan to re-locate the Community Kickoff to Calder Plaza. DGRI support would help offset appropriate tech and logistic setup, create digital and print promotions for the event targeting both families and downtown employers/employees, with a goal of bringing 500-1000 people downtown to kick-off the festival in style, creating great visuals and media buzz for downtown and potential Associated Press coverage.

Support Area 3: Laugh @ Rosa

Downtown Grand Rapids Inc. and LaughFest would work together to create “Laugh at Rosa,” an extension of DGRI’s popular “Relax at Rosa” summer programming.

LaughFest would secure a lineup of comedic programming for the chosen dates during the festival (likely Fridays March 11 and 18 at a minimum) and create co-branded digital and print marketing to support the event. These events would target the downtown workforce, and be featured in all festival print and digital materials.

In recognition of the benefits conferred and the publicity that the event produces for the community, DGRI staff recommends the approval of the request for \$15,000 to support the LaughFest’s efforts to build a more diverse and inclusive event, grow its community kickoff event, and add new outdoor winter programming that will be free of charge.

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 GRandJazzFest. The DDA supported LaughFest at the same level for the 2013, 2014, and 2015 events. In 2015, the DDA’s support was specifically tied to the event’s diversity and inclusion efforts.

Recommendation:

Approve the recommendation of \$15,000 of Major Event Support to LaughFest 2016.

General Festival Outcomes:

Approximately 45,000 attendees engaged in all levels of laughter, participating in 272 free and ticketed events across LaughFest 2015. LaughFest visitors came from 644 U.S. zip codes, plus 7 from Canada and 1 from the United Kingdom. From 2014 to 2015, the percent of people attending the festival who were not from the Grand Rapids area increased from 40% to 45% and there was an increase in the amount spent on both meals per attendee and the amount spent on “other” things (retail, etc.) The overall economic impact at LaughFest combined with indirect and induced spending for 2015 was \$2.5 million.

DGRI Funding Specific Outcomes:

LaughFest greatly appreciated the support of DGRI as a sustaining partner for diversity and inclusion for the 2015 festival. With this partnership and a multi-pronged approach, the festival hoped to accomplish the following objectives:

- Increase LaughFest exposure to the community at large – specifically diverse populations
- Ensure that the festival brings together an increasingly well rounded audience that is representative of our community
- Provide additional opportunity for more Grand Rapidsians regardless of age, race, or socioeconomic status, to participate in LaughFest events and activities
- Increase the diverse turnout of attendees to LaughFest events

Our implementation plan covered the following areas, with results noted:

1. Additional targeted marketing dollars for minority publications
 - Advertising spends were made with El Vocero, GR Times, Power/Joy Radio, Farandula, and The Touch.
2. Outreach, presentations, and promotions to relevant stakeholders and community groups
 - The festival made presentations and worked on collaborative promotional efforts with the Community Inclusion Group of the VAA, Hispanic Chamber of Commerce, LINC, and BLEND.
3. Feet on the street promotion in the downtown area and surrounding neighborhoods
 - Volunteer task forces canvased targeted downtown neighborhoods and businesses with new printed materials highlighting the diversity of festival offerings
4. Providing tickets and fast passes to free events to select organizations and groups
 - We coordinated group ticket buys, free tickets, and Fast Pass distribution to the following organizations: OutPro, Hispanic Chamber, AKA Sorority, Eastown Community Association, Campus Elementary, Bethany Christian Services, GRPS, Wellspring Lutheran Social Services, Gilda’s Club Sister to Sister Youth Program

Survey Outcomes:

Through our consumer impact data through GVSU we had hoped to increase the percentage of non-Caucasian attendees to the festival from 15% (in 2014) to 20%. While our 2015 survey data showed no overall change in the 15% number, we did have some change in percentages that were significant.

The total number of 2015 usable surveys divided by the number of those who identified themselves as white is 84.8%...just under 85%. An interesting shift is that while the Asian, African American and Native American demographic (using 2015 raw data) appears to still be hovering around the same percentage, the Hispanic demographic increased – possibly due to the intentional programming of shows like Cristela Alonzo and George Lopez.

Limitations & Next Steps:

A clear limitation of our Consumer Impact Study and primary way of collecting data is that it is optional to participate in. The survey is administered online to all ticket and Fast Pass holders who provided an email address at the time of purchase/pickup. Should someone not provide an e-mail address, or choose not to participate in the survey, of course their data and demographics are not included. It's possible, for example, that accessibility to technology could impact our festival results. For 2016 and beyond, we will be looking at how to better capture demographics and data "in the moment" at festival events, rather than post-event via electronic survey.

Conclusion:

While we were disappointed not to see a significant shift in the demographic data and percentage of diverse attendees through our Consumer Impact Survey, we do feel like the initiatives detailed above allowed us to better market to, and create more accessibility for attendance to, diverse populations. We recognize that the types of events we program – as much as the costs and venue – impact inclusivity and accessibility to the festival, and that demographic data will change each year as programming changes.

We have from the inception of the festival been purposeful about the diversity of programming during the 10 days of LaughFest as well as the accessibility to events for the entire community – and will continue to elaborate on this year's purposeful strategy and spend to elevate these initiatives further for 2016 and beyond. Again, we thank DGRI for supporting these efforts and contributing to the success of the festival in 2015.

2015 Diverse Programming Examples

Friday, March 6 - LINC Up First Fridays
Saturday, March 7 – Cristela Alonzo
Monday, March 9 – Wanda Sykes
Wednesday, March 11 – Lavell Crawford (planned)
Friday, March 13 – A Night of Skittles
Friday, March 13 – Jerrod Carmichael
Sunday, March 15 – George Lopez

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DDA

DATE: January 8, 2016

TO: Downtown Development Authority

FROM: Tim Kelly
Planning Manager

TK

**Agenda Item #9
January 13, 2016
DDA Meeting**

SUBJECT: Amendment to the Calder Plaza Selection and Steering Committee

On December 9, 2016, the Downtown Development Authority Board approved a Steering Committee (Committee) for the development of conceptual plans to redevelop Calder Plaza. The Committee is populated with important stakeholders representing a variety of community interests, and will work collaboratively with Downtown Grand Rapids Inc., City, and County staff throughout the project. The Committee will play an integral role in, among other things, selecting a consultant, developing public participation strategies and advising on final project recommendations. The approved Steering Committee roster is provided below.

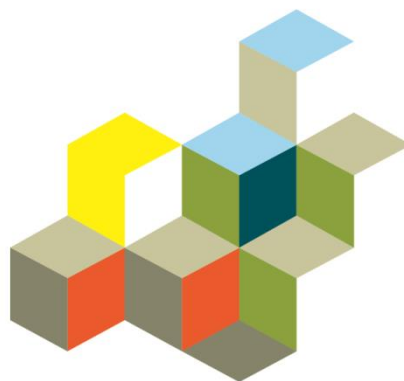
	Name	Organization / Affiliation
1	Ace Covey	Grand Rapids Sport and Social Club
2	Brandy Moeller	City of GR / Alliance For Vibrancy
3	Carl Kelly	Retired
4	Chris Reader	Spectrum
5	Dana Friis-Hansen	GRAM
6	Duke Turley	Community Member
7	Eddie Tadlock	Devos Place / Alliance For Vibrancy
8	Elizabeth Hoffman-Ransford	Historian
9	Greg Sundstrom	City of Grand Rapids
10	Jorge Gonzales	Hispanic Chamber of Commerce
11	Kristian Grant	Sydneys Boutique GR / Alliance For Investment
12	Lisa Laplante	Kent County
13	Lynee Wells	Williams and Works / Alliance For Livability
14	Mark DeClercq	City of Grand Rapids
15	Mary Swanson	Kent County
16	Scott Stenstrom	5/3 Bank / Alliance For Vibrancy
17	Tommy Allen	Artist



**DOWNTOWN
GRAND RAPIDS INC.**



Downtown Grand Rapids Ambassador Program 2015 Annual Report



DOWNTOWN
GRAND RAPIDS INC.

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Statistics

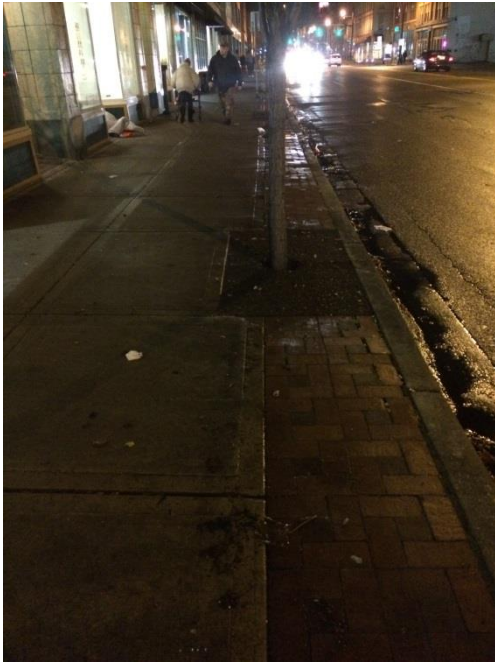
EQUIPMENT USAGE	2015 Total	2014 Total
Backpack Blower	8	NA
Bicycle (miles)	1038.65	2468.81
Billy Goat (Hours)	8	NA
Segway (Hours)	209.5	476.84
Power Washing	NA	NA
AMBASSADOR ACTIVITIES	2015 Total	2014 Total
Business Contact	3376	4390
Graffiti - Removed	1250	1866
Motorist Assistance	91	119
Observation - Fighting	484	425
Outreach Contact	33230	43794
PA - Directions	22974	38762
PA - Information	55684	72063
PA - Other	100880	97815
PA - Program Information	24725	50045
Panhandling - Aggressive	1564	1604
Panhandling - Passive	1123	2374
Planters Watered	NA	NA
Request for Fire/EMS	250	257
Request for Police	128	219
Safety Escort	15993	16123
Sidewalk Violation	5936	9018
Snow Removal - Block Faces	42	NA
Suspicious Package	446	729
Suspicious Person	3465	3089
Trash (Bags collected)	1681	NA
Umbrella Escorts	482	2341
Weed Abatement	NA	NA
Total Contacts Year Ending 2015	273804	345033
Total Contacts Year Ending 2014		

Beautification Highlights

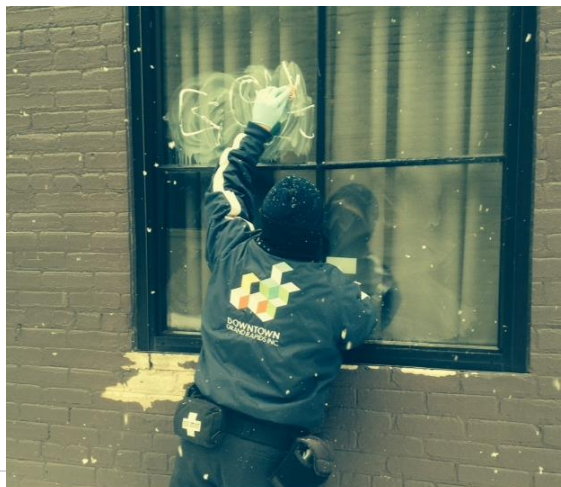
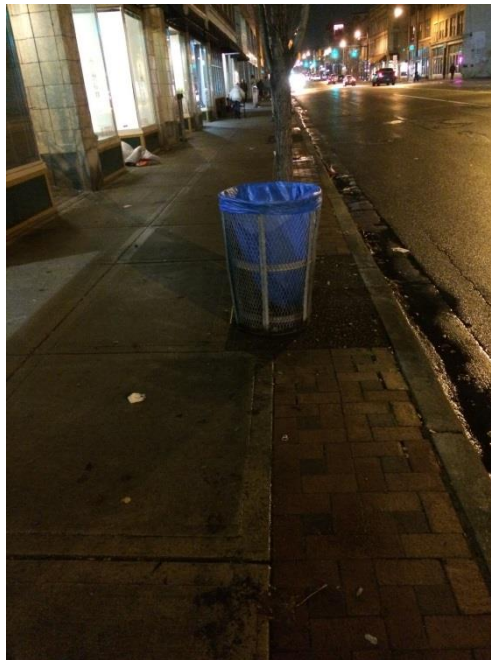
Graffiti Removal 1250

Snow Removal (Block Faces) 42

Trash Bags Collected 1681



The ambassador team added a new trash can at the corner of Weston & Division; we had received several complaints in the past and installed a trash can to help mitigate the buildup of trash in that area.



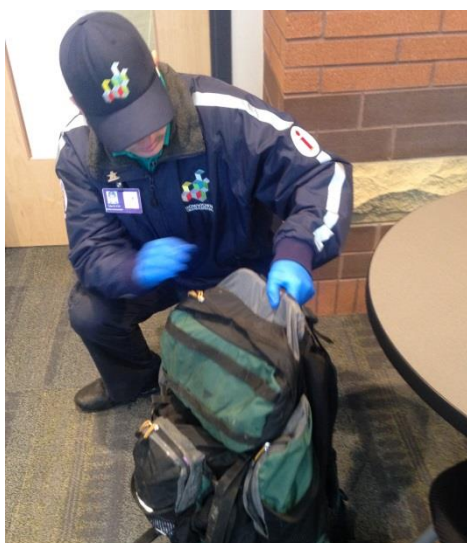
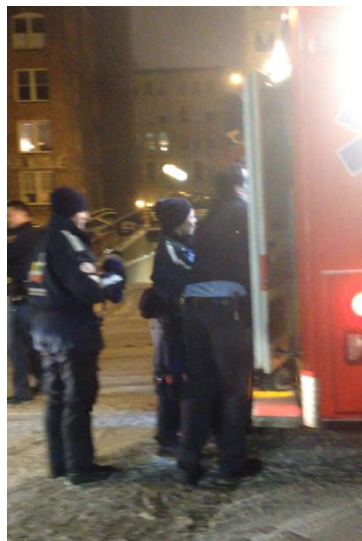
Hospitality Highlights



Business Contacts	3376
Motorist Assistance	91
Directions	22974
Information	55684
Program Information	24725
Other Assistance	100880
Umbrella Escorts	482

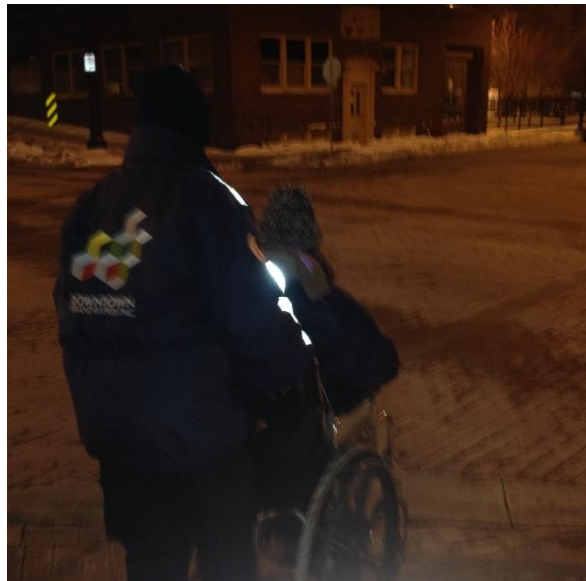
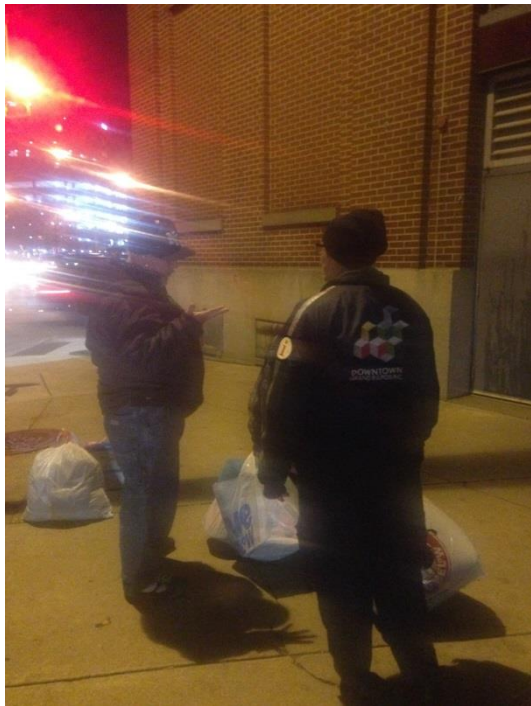


Safety Highlights



Observation Fighting	484
Request for EMS/Fire	250
Request for Police	128
Suspicious Person	3465
Suspicious Package	446
Safety Escort	15993
Sidewalk Violations	5936

Outreach Initiatives



Outreach Contact	33230
Panhandling - Aggressive	1564
Panhandling - Passive	1123

Stakeholder Feedback

My experience with Veronica was wonderful. I parked my car near Sundance and she greeted me right away with a smile, asking if I had an umbrella to keep myself out of the hard rain. I didn't have one so she offered to walk me to my destination under hers. She was friendly and personable. I recently moved here from just outside Flint Michigan and this is my first real downtown experience in Grand Rapids. Veronica made it an extremely pleasant one. She made me feel welcomed to the city. She also kept me dry, which was wonderful, even for a short walk.

Chase Gifford

Hello,

I just wanted to say that Rebecca was super friendly and nice to myself and my group of friends tonight while out in GR. She was very knowledgeable of the city and was super helpful!

Thanks for employing such a great lady!

Thanks!

Katie



Downtown Grand Rapids Inc.

1 hr · Edited · 🌐

We have two new friendly faces around Downtown! Welcome Abbie and Sue to our Downtown Ambassador team!



Like Comment Share

Melvin Eledge, Cameo D. Johnson-Price, Martha Mackay and 22 others like this.

2 shares



Holly Jill Schubert Love seeing you all around downtown throughout the day!



👍 1 · 1 hr



Terrill Rashad ▸ Downtown Grand Rapids Inc.

September 12 at 1:25am · Grand Rapids, MI · 🌐

New Downtown Ambassador Terrill (Left) with ops manager Melvin and team leader Rebecca! 'I promise to keep downtown clean and safe' 'it's my downtown and I love it!'
-Terrill !



1 Like



RedLine Language Services LLC

May 29 at 1:43pm · 🌐

Just a quick note to say how much I appreciated finding two Ambassadors—Katie and her colleague (didn't get his name)—standing outside the Ledyard Building just now when I needed to head over to 50 Louis. It was raining pretty steadily but I had left my umbrella in my car. Katie came right up and offered to walk me to my destination. Fantastic! I've seen the green shirts around town but have never had the need to use your team service's until today. I'll recommend the Downtown Ambassadors to anyone! Thanks, Matthew

Like · Comment · Share

Highlights



Kent County CERT Training – Summer 2015



Highlights

