

**MEETING OF THE
DOWNTOWN DEVELOPMENT AUTHORITY**

Wednesday, July 10, 2013

8:30 a.m. Meeting

Room 601, City Hall

AGENDA

1. Call to order
2. Approval of meeting minutes of June 12, 2013 (8:31).....*Motion Harris*
(enclosure)
3. Authorize Selection of Information Technologies Vendor (8:34)*Motion Sierawski*
(enclosure)
4. Adopt Amendments to the Streetscape Incentive Program Guidelines (8:40)*Motion Kelly*
(enclosure)
5. Approve Areaway Fill Incentive Program Application (8:50).....*Motion Pratt*
(enclosure)
 - 20 Monroe Center NE
6. Approve Building Reuse Incentive Program Application (9:00)*Motion Pratt*
(enclosure)
 - 15 Ionia St. SW
7. Adopt FY 14 Budget / FY 14-18 Priority Plan (9:10).....*Motion Larson*
(enclosure)
8. Authorize Monroe Cntr. Ph. 3 / Monument Park Construction Contract (9:20)....*Motion Larson*
(enclosure)
9. Executive Director's Report (9:25)*Info Item Larson*
10. Public Comment (9:30)
11. Board Member Discussion (9:35)
12. Adjournment

Downtown Grand Rapids

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

UNAPPROVED MINUTES

MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

June 12, 2013

1. Call to Order – The meeting was called to order at 8:32 a.m. by Chair Brian Harris.

2. Attendance

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

Absent: Mayor George Heartwell, Elissa Hillary, Mary Tuuk

Others Present: Kristopher Larson (Executive Director), Mary Sierawski (DDA Executive Asst/Office Manager), Jana Wallace (DDA Treasurer), Richard Wendt (DDA Counsel), Eric Pratt, Tim Kelly (staff), Jim Harger (Mlive Media Group), David Czurak (GRBJ) Marcia Warner (GRPL), Pam Ritsema, Darren Cunningham, Janet Korn, Joe Elliott, Mark DeClercq, and others.

3. Approval of Minutes of May 8, 2013

Motion: Kayem Dunn, supported by Jane Gietzen, moved approval of the minutes of the May 8, 2013 DDA meeting as presented. Motion carried unanimously.

4. DDA Preliminary Financial Reports for the Period Ending May 31, 2013

Ms. Wallace provided preliminary financial statements for the one month period ending May 31, 2013, including: Statement A: Balance Sheet; Statement B: Comparison of FY2013 Year to Date Budget vs Actual Results; Statement C: Statement of Current Project Expenditures; and Statement D: Schedule of May, 2013 Expenditures.

Motion: Jim Talen, supported by Jane Gietzen, moved to approve Statement D: Schedule of May, 2013 Expenditures as recommended. Motion carried unanimously.

5. Authorize Purchase for Outdoor Movie Screen Equipment

Mr. Kelly requested authorization to purchase an outdoor movie screen and related accessories in the amount of \$55,000 to meet the recommendations of the Urban Recreation Task Force. The Urban Recreation Task Force has various short-term and long-term priorities, with one of the short-term priorities being to purchase an outdoor movie screen. DDA staff has identified community partners such as the Office of Special Events, Friends of Grand Rapids Parks, and Celebration Cinemas, all of which have offered event support and promotion. The goal is to air movies this summer on the outdoor screen. Ms. Gietzen asked if the funding for this project is coming out of the non-tax or local tax fund. Mr. Larson replied that the funding is coming from the non-tax

fund. Dr. Falb asked which community stakeholders were engaged. Mr. Kelly replied that at the Community Engagement Reception, the Urban Recreation Task Force conducted an informal survey. Also, staff conducted social media outreach on this topic of an outdoor movie screen and it received 427 likes and 116 comments. Lastly, at the Build a Better Block event held on May 18th, outdoor movies was the #2 rated event that people wanted to see downtown. Ms. Dunn added her support to this idea and said a few years ago this idea was brought to the Downtown Alliance, but that at the time there wasn't a way to execute the project. She also added that there is excitement throughout the community about this idea and is happy that it is coming to fruition. Mr. Harris asked about the acquisition of the equipment. Mr. Larson clarified that the equipment would be managed by the Office of Special Events and could potentially be used by other communities on a rental basis. Mr. Larson added that from a sustainability aspect, it made more sense for the DDA to purchase the screen as opposed to renting because there is no local availability to rent this type of technology. Ms. Gietzen asked if we would be prohibited to renting it to our regional neighbors. Mr. Larson answered that we would build the best series we can in the downtown and that if it's available for other dates that we would always want to try and be a good neighbor and accommodate any outside requests. Mr. Talen acknowledged the work of the Environment Action Group and Steve Faber who lead this endeavor as well as other people that were involved. Mr. Talen also contributed that he has heard an idea of programming movies in Heartside Park and that this is a possible location to air the movies. Mr. Harris shared that he senses support for this idea.

Motion: Kayem Dunn, supported by Jane Gietzen, moved to authorize the Executive Director to purchase an outdoor movie screen and related accessories for an amount up to \$55,000 to further the goals of urban recreation in Downtown. Motion carried unanimously.

6. Authorize Local Share for Jefferson Street Reconstruction

Mr. Larson shared that the Jefferson Street reconstruction project has been in the DDA priority plan for a few years. Mr. DeClercq from the City of Grand Rapids Engineering Department presented information about this project. Jefferson Street is on the route for the BRT system. Mr. DeClercq highlighted some aspects of the project and said that the project will be completed in two phases. The first phase is Fulton St. to Weston St. and the second phase is from Weston St. to Cherry St. There is an incentive for the contractor in both phases to get the project complete as soon as possible as to minimize any impact to the businesses as well as in advance of ArtPrize. The goal is to reconstruct the street once because there are a lot of moving pieces such as the BRT route, the combined sewer separation, and also input from the historical society which wants State St. to remain historically intact. Some improvements will be an improved streetscape, bike lanes, signage for bike lanes, added greenery, and ornamental street lighting. Nagel Construction was the contractor that was chosen for this project. The City of Grand Rapids has conducted a public information program and has met with businesses and neighborhoods about the upcoming project, phasing, and what to expect. More

information is on the Engineering Department's website. Mr. Harris added that this is a project that we have anticipated and the City Commission has approved. The anticipated completion date is September 14, 2013.

Motion: Jane Gietzen, supported by Kayem Dunn, moved to authorize the local share for Jefferson Street Reconstruction in the amount of \$748,000. Motion carried unanimously.

7. Authorize Award of Contract for Bicycle Parking Facilities

Mr. Pratt requested the authorization to award a contract for bicycle parking facilities. Mr. Pratt added that in an effort to encourage a mode shift and improve the overall mobility and accessibility in the downtown area, the DDA agreed to provide \$45,000 towards bicycle friendly improvement in Downtown. On May 1st, the DDA sent out an invitation to qualified firms to submit proposals to furnish and install new bicycle storage facilities. The DDA received a total of two qualified bids and a selection committee, comprised of members of the Downtown Grand Rapids Bicycle Parking Work Group was established to review the two responses. Each proposal was evaluated based upon the respondents understanding of the project, experience, proposed scope of work and price. Based on these criteria, the selection committee recommended that the contract be awarded to Katerberg Verhage in an amount not to exceed \$41,400. Katerberg Verhage will be installing up to 90 new bicycle parking U-Rack and 4 new on-street bicycle parking corrals at various locations throughout the downtown area. The project is set to be completed by July 31, 2013. Mr. Winn asked how the corrals work. Mr. Pratt responded that there are different prototypes, but the idea is to hood a parking meter and put corrals which can accommodate up to sixteen bicycles as opposed to one car. Installing bike corrals is also considered an economic development tool. Ms. Dunn asked if there was previously a bike corral on Jefferson Street. Mr. Pratt replied that there was, and that this corral was a pilot, and that from this idea we've learned how to better define the corral and provide the type of facility that the community prefers. Ms. Gietzen contributed that we should incorporate bicycle installation in construction projects that occur in the future. Mr. Pratt responded that this is something the DDA could implement in the upcoming construction projects. Dr. Falb asked if staff had worked with local businesses to see if they prefer bicycle parking as opposed to car parking. Mr. Pratt responded that yes, staff has talked to downtown business owners and maintenance contracts have been established between the business owners in which the corrals are being installed.

Motion: Kayem Dunn, supported by Dr. Wendy Falb, moved to authorize the DDA Executive Director to execute a contract, subject to review by the DDA's legal counsel, with Katerburg Verhage to furnish and install new bicycle storage facilities in Downtown Grand Rapids. Motion carried unanimously.

8. Approve Amendments to Agreement with Parking Services

Mr. Larson shared that in April and May, the DDA approached the Parking Commission to adjust the 12% revenue return that the DDA currently receives to a 25% revenue return on the six DDA-owned parking areas. The additional funds collected from the increase would go towards programs and projects that the community has identified as important, specifically transportation demand management. The Parking Commission approved the request on a two-year basis. Ms. Gietzen asked if there is a plan for the non-tax fund to be supplemented from different sources if and when parking revenues eventually go away. Mr. Larson responded that it would be funded by the sale of the properties. The disposition of the land would result in an influx of cash which would be received by our non-tax fund. Ms. Gietzen requested a trajectory on that money and how many years that would supplement the non-tax fund. Mr. Larson responded that staff would complete the trajectory.

Motion: Kayem Dunn, supported by Jane Gietzen, moved to authorize the DDA Chair to execute the modified Agreement with the City of Grand Rapids. Motion carried unanimously.

9. Recommend Proposed FY 14 Budget / FY 14-18 Priority Plan

Mr. Larson presented the proposed budget and shared that this budget reflects a four month process. In February, staff began working with the Action Groups to ask what types of projects they were interested in for FY 2014. Partner organizations and staff were also asked for project ideas and programs that best represented the community's vision. Mr. Larson explained the general overview page, the projected fund balance, the fund balance policy and shared that he sorted the budget to align with the new DGRI budget categories and structure. Some big projects include the Downtown Plan, implementation items of Arena South, streetscape improvements on Bridge Street, a parking transition strategy, and a safety ambassador program. The safety ambassador program is an important augmentation to the Downtown Alliance's clean team and the ambassadors will work as a social service outreach and work in partnership with the police department as well. Safety ambassadors programs are common throughout the United States and are targeted programs to satisfy the specific needs of the community.

Mr. Larson shared that most of the expenditures in the budget are funded through tax increment financing. The investment category is the biggest piece and issues of livability and vibrancy are important as well. Some examples of FY 14 investment expenditures are for public infrastructure, development incentives, transit improvements, planning, and programming.

Mr. Harris asked about the names of investment, livability, and vibrancy. Mr. Larson responded that he re-sorted the budget to reflect the new organizational structure of DGRI. The previous budget reflected the three 'E' models of Environment, Experience,

and Economy Action Groups. This budget aligns with the new Alliance structure of DGRI.

There are thirteen new programs represented on the FY 14 budget which represent approximately 13% of the budget. The remaining 87% of dollars in the budget are for existing carry over projects.

Mr. Harris commended Mr. Larson and added that his presentation was a good overview of the FY 14 budget. Dr. Falb said that it was helpful to her as a new member to see a presentation of the budget.

Mr. Talen asked about the development incentives and where they show up on the budget. Ms. Wallace answered that we reimburse 75% back to developers and that these reimbursements are shown on the budget. Ms. Wallace added that on the revenue side, the DDA did see a decline of 5% from FY 13 to FY 14 and in terms of forecast; she is anticipating a 5% decline from FY 14 to FY 15 and then ½% decline onward. Appeals continue to arrive and these appeals do have an impact on the current year budget. Mr. Winn asked about the carry forward and if that is typical. Mr. Larson answered that the majority of the carry forward are big infrastructure projects and that these projects get placeholders on the budget from year to year. Also, invoices don't always come through the same fiscal year as the project is completed. Ms. Gietzen added that the dollars are committed to large projects and are not necessarily carry over dollars. The DDA budget is considered a project-based budget because projects occur over a number of years and the fiscal year ends on June 30th which is in the middle of construction season. Mr. Talen added that considering the state of change the DDA is experiencing, he appreciates Mr. Larson reaching out to the Action Groups and to others about budget ideas. Ms. Gietzen added that the creation of Downtown Grand Rapids Inc. is a dream realized and already the diversity of opinion and different voices being heard shows that we are on the right track.

Motion: Kayem Dunn, supported by Jane Gietzen, moved to recommend the FY14 Budget Summary to the Grand Rapids City Commission and request fund appropriation. Motion carried unanimously.

10. Review of Final DGRI Organizational Structure

Mr. Larson presented information concerning the organizational structure of DGRI. There will be a re-sorting of individuals in the new structure and all Action Group members will have a place within the new organizational Alliance structure. The DDA Board will always play a fiduciary role and the ultimate goal is to incorporate stakeholders, community members, and others into the entire structure. A new aspect of the new organization is the opportunity for peer selected leadership to represent each Alliance on the DGRI Board. The Chairs of each Alliance will be selected by the group. This is a real opportunity to develop leaders in our community. A community based method of leadership is a positive step forward. An additional part of this transition

includes each one of these Alliances having a DGRI staff member assigned to them as a resource and a way for staff to take some ownership within the Alliances. Also, there have been three volunteers from the DDA Board to be liaisons between the Board and the Alliances. Mr. Winn will represent the Alliance for Vibrancy, Dr. Falb will represent the Alliance for Livability and Ms. Gietzen will represent the Alliance for Vibrancy. Mr. Talen will shepherd a diversity initiative and be the facilitator and convener of diversity within the new organizational structure.

Overall, this has been an organic organizational development process and eighteen new individuals and organizations are represented within the new model. A working list has been created and Downtown Alliance Board members have been extended an invitation to participate in the new organization. There are not a fixed number of seats on each of the Alliances to ensure flexibility and be able to add names if the opportunity arises. The final Alliance populations will be recommended to the DGRI Board of Advisors.

Mr. Harris added that this new organizational structure encompasses new voices and a broader involvement by community members. Mr. Harris asked the group if they understand the new organizational structure and the DDA's role. Ms. Dunn added that she's impressed by Larson's outreach and integration and added that the end goal is all about building our Downtown. Dr. Falb added that she's pleasantly surprised by the invigorating and vibrant values that drive the DDA as an organization and is excited to be a part of the new organization. Mr. Winn agreed with Dr. Falb's comments and shared that he too is excited about the future.

11. Executive Director's Report

Mr. Larson shared an update with the Board.

- Mr. Larson shared that DGRI implementation is ongoing and that the negotiations for the office space are continuing. Currently, the lease is not signed yet. The tentative move in date is September 1, 2013. Mr. Larson is also co-managing the brand development process of DGRI which is just weeks away from being released. The firm Kantowassink created a novel way to express what we are endeavoring to create as an organizational brand.
- Mr. Larson shared that staff is submitting two projects for the International Downtown Association (IDA) Awards. The two projects being submitted are ArtPrize and Arena South.
- Mr. Larson shared that there have been good conversations with adjacent property owners in regards to snowmelt and Monument Park. The inclusion of snowmelt in this area is an important amenity and the conversations are ongoing.

12. Public Comment

Scott Atchison shared his thoughts on signage in the downtown for the Arena District and shared his idea for a visitor's center in the downtown. He commented that an ambassadors' program is not the answer.

13. Board Member Discussion

None.

14. Executive Session

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

*Motion: Kayem Dunn, supported by Jim Talen, moved to go into Executive Session.
Motion supported unanimously.*

15. Adjournment

The meeting adjourned at 10:21 a.m.

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: July 2, 2013

TO: DDA Board

FROM: Mary Sierawski
Office Manager



Agenda Item #3
July 10, 2013
DDA Meeting

SUBJECT: Request Authorization to accept IT proposal.

In advance of the combined operations of the Downtown Development Authority (DDA), the Downtown Alliance (DA), and the Grand Rapids Office of Special Events (OSE) for the formation of Downtown Grand Rapids, Inc. (DGRI), the anticipated information technology (IT) and telephonic needs of the new organization were evaluated for the purposes of soliciting bids from local vendors to supply the hardware, software, installation, and consulting components of the future DGRI operation.

To that end, DDA staff solicited a total of three (3) qualified bids from local, qualified IT companies. DDA staff evaluated each proposal based upon the respondents' understanding of DGRI's needs, experience, proposed scope of work, and cost. Based on these criteria, staff recommends Fusion IT as the IT vendor for DGRI. This process of bid selection is consistent with the DDA's Board's bidding and purchasing policy approved on May 8, 2013.

As proposed, Fusion IT's scope of work will include assistance with the network and infrastructure merger and implementation, support for the physical site move to DGRI's new office at 29 Pearl Street SW, infrastructure design and deployment strategies, and all necessary hardware and software, including a server and phone system.

Total cost for the proposed services and new equipment purchase is approximately \$38,000.00. These costs are a planned and budgeted line item included within the DDA's "Administration" line item.

Recommendation: Authorize the Executive Director to enter into a purchasing agreement with Fusion IT for IT and telephony services and equipment for an amount not to exceed \$38,000.

Fusion IT LLC

April 2013

**PROPOSAL: NETWORK AND INFRASTRUCTURE MERGER
AND IMPLEMENTATION**

FOR: DOWNTOWN GRAND RAPIDS INC.

Fusion IT LLC will provide information technology consulting and implementation services for the merger of the Downtown Alliance and Downtown Development Authority into a new entity Downtown Grand Rapids Inc. The combined business will be moving to a new location and will require the setup of a new network and computing infrastructure, designed around the mobile worker.

Fusion IT LLC will include planning, wired and wireless infrastructure design for the new facility as well as server and PC/laptop systems. All data and email will be available globally through secure SSL and VPN tunnels. In addition, we will assist with the migration of current data and email into a new server system utilizing Microsoft's newest private cloud operating system Microsoft Server 2012 and Exchange Server 2010.

**PROJECT GOALS AND SCOPE: PROVIDE SUPPORT FOR THE
PHYSICAL SITE MOVE AND NEW INFRASTRUCTURE
DESIGN/DEPLOYMENT.**

- Provide pre-move support role, quoting, planning, and procurement.
- Assist with hardware move, setup, and new infrastructure prior to move.
- Install cabling and wireless for primary service access in the facility and secondary guest wireless secured from internal network access.
- Migrate existing server data and email from DTA and City of Grand Rapids resources into new security structure and Exchange server.
- Setup remote access via VPN to files and remote email access secured with SSL via Active Sync and Exchange
- Assist with the setup of hardware onsite, including PC systems, printers, and other devices that complement the infrastructure.

PLANNING FOR THE MOVE

Fusion IT LLC will assist with pre-move planning where needed and requested. This will include a tour of the new facility, telco provisioning, and site preparations as needed.

Fusion IT LLC has also made the suggestion that Downtown Grand Rapids Inc. sign up for Tech Soup to get reduced rate licensing options from Microsoft. This will greatly reduce the software costs associated with the new infrastructure, allowing Dtown Grand Rapids Inc. to focus on hardware and new facilities. Fusion IT LLC will be providing all additional hardware and software quotes that fall outside of the Tech Soup umbrella.

It is requested that we have access to the facility at least one to two weeks prior to the move date to begin site preparations including:

- Setup of Internet services and security firewall.
- Setup of internal and guest wireless.
- Setup of any wired ports that will be required for the network closet, server, and printers.
- Assist with the placement and planning of existing and new hardware.

This will allow for adequate setup and testing time prior to the move and data migration.

INFRASTRUCTURE AND Wi-Fi

It has been determined that the best route for connectivity will be a mixed wired and wireless environment. Cables will be pulled mainly to the workstation areas of the office space and wireless will be used as supplemental access through the rest of the space. Dave has requested a few locations be wired for physical desk phones, while the bulk of users will use soft phones via PC and mobile systems.

Wiring will attach to a 1000mbps central switch that will control all communications in the environment. Access Points will connect to this switch and offer 300mbps connectivity, shared between users. We estimate that three access points will be needed to cover the facility.

Wi-Fi access will accommodate the internal private network and a separate guest network. These networks will be separated by VLAN (virtual LAN) internal to the networking devices and managed by the security firewall and network switch. Guest's will have limited access to the Internet and no access to private internal data or email.

Wireless will be 2.4GHz A,G,N standard offering up to 300mbps shared bandwidth. This should be adequate for up to 20 users. It will be secured using WPA2 to prevent unauthorized network access.

MIGRATING FROM EXISTING INFRASTRUCTURE

The new network will consist of a single physical server running two virtual servers. One server will be a basic file server providing user account security through Active Directory. The second server will be a Microsoft Exchange 2010 server providing email support and mobile phone access. The decision to not move to public cloud (Microsoft or Google) is based mainly on software costs through Tech Soup and questions of data ownership on public cloud services. It is always better to own and maintain your own data; to cede it to an outside entity is to essentially lose control over it. There are questions with uptime on these services as well with both Google and Microsoft reaching over three days of downtime in the last year, which is not acceptable when normal ranges in the business are eight hours or less per year.

DTA currently has a Windows Small Business Server 2003 server that will be migrated into the new environment. This will consist of moving the file data to the new file server and setting up new user permissions. All user accounts and the Active Directory will be created from scratch to accommodate the new users and the new environment. Email will be migrated to PST file from the existing server and imported into a new Exchange environment. Likewise existing data at the City of Grand Rapids will be provided on disk to be moved to the new environment and integrated into the new file structure. The city will also provide PST copies of existing email for import into Exchange.

Backups will be multi-tired, allowing for image based short retention backups for local copy and quick restore purposes of complete virtual machines. Longer offsite backups will be setup to Fusion IT's data center allowing for secure copies of data to be stored with longer retention periods. Mail Archiving will also be setup to create a multi-year archive of all mail coming and going from the system, this will aid with e-discovery requirements, and legal archival requirements.

MOBILE AND REMOTE ACCESS

Mobile access to Exchange mail will be through Active Sync which is a universal technology included with Exchange for Android, Apple, and Windows phones/tablets. This will require a SSL certificate to secure these communications. Once setup, users will be able to sync email, contacts, and calendar entries in real time on their phones, tablets, and laptops from anywhere with Internet access. Outlook will be setup to sync from anywhere that the user has Internet access.

Remote file access will be provided via a SSL VPN from the firewall onsite. This will allow for secure access to all files on the network. It is advised at this time to avoid using services such as Dropbox due to security concerns, and a lack of management. It is understood that more and more, users are doing as they wish; we recommend a strong computer use agreement that allows for business data to be purged from personal devices in the event of a termination or end of a relationship. This is a very large threat to entities and data ownership today.

The goal is to create a seamless environment where data can be easily accessed on multiple devices internal and external to the environment. The key here will be to use the correct technologies to secure the data and allow for easy use.

and conditions will be part of the quote. Fusion IT LLC will follow up with a Statement of Work outlining specific tasks to be included in the project. The pricing in the proposal will be good for 30 days from its publication.

ADDITIONAL HARDWARE

Included with the quote will be additional PC/laptop hardware that has been requested. Fusion IT will assist with the setup of this equipment, including adding it to the security domain, wireless network, and data/printer access. These items will be quotes outside of the migration and hardware quote and will include separate hourly estimates per device.

Items will be quoted per device allowing for Downtown Grand Rapids Inc. to scale the purchase as needed for the new office space. Fusion IT will assist with categorizing current equipment and prioritizing replacement equipment.

LABOR

Labor costs will be outlined in the included quote.

NEXT STEPS

The willingness to proceed will result in the signing of the included quote and the return to Fusion IT LLC. All terms

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: July 3, 2013
TO: DDA Board
FROM: Tim Kelly, AICP
Project Manager

TK

**Agenda Item #4
July 10, 2013
DDA Meeting**

SUBJECT: Adoption of the Revised Streetscape Improvement Incentive Program Guidelines

Recommendation:

The 2011 Framework Plan identifies improving the public realm to provide a safe, walkable, and unique pedestrian experience as a stated mission of Downtown Development Authority (DDA). One of the tools the DDA utilizes to accomplish this goal is the Streetscape Improvement Incentive Program (Program). Created by the DDA on January 10, 2001, the objectives of the Program are to financially incentivize property owners to install streetscape improvements that enhance the appearance, safety, and usability of sidewalks and pedestrian walkways in Downtown. To do so, the Program offers up to 35% of total project costs or \$35,000, whichever is less, to eligible projects in the form of a matching grant. Eligible expenses as defined in the Program include:

1. Removal of existing sidewalks and street furniture;
2. Installation of a new sidewalk;
3. Installation of streetscape improvements, including but not limited to decorative pavers, street trees, and, pedestrian lights;
4. Installation of snowmelt systems;
5. Design and inspection fees.

Despite the variety of eligible expenses, as shown in the table below only \$113,700 has been disbursed to four projects since the Program was created.

Applicant	Address	Date	Approved Grant
Ellis Parking	130 Lyon Avenue NW	11/8/2000	\$35,000.00
Gregory Gilmore (The B.O.B)	20 Monroe Ave NW	6/9/2004	\$8,750.00
Infinity Companies, LLC	77 Grandville Ave	5/11/2005	\$35,000.00
Ledyard, LLC	125 Ottawa Ave NW	9/13/2006	\$35,000.00

TOTAL \$113,750.00

This lack of Program utilization represents unrealized opportunities for improvements in Downtown. To broaden the Program's appeal, and in response to inquiries from Downtown businesses, staff is proposing to amend the Program guidelines to include the installation of parklets as an eligible expense, and to increase the percentage participation threshold of the DDA from 35% of a total streetscape project cost to 50%. The proposed increase in participation is a reflection of the DDA's

intention to encourage an activated and well-appointed public realm through the addition of streetscape elements such as seating and other beautifying accouterments.

A parklet, as defined in the City of San Francisco's Parklet Manual, refers to the conversion of an on-street automobile parking space into a mini-park that can be utilized for passive recreation. The conversion is typically accomplished by building a platform over a parking space to extend the sidewalk, and then activating the space with amenities such as benches, planters, tables, and/or chairs. Once installed, the parklet can function as additional public space or outdoor seating for an adjacent business.

To accommodate parklets in the Program, staff is proposing the following amendments:

- Adding the design, fabrication, and installation of parklets to the list of eligible expenses,
- Adding the payment of meter hooding fees to the list of eligible expenses, and;
- Increasing the available funding to 50% of project costs, but keeping the cap at \$35,000 per project.

Dick Wendt, the DDA's legal counsel, has reviewed the proposed amendments and confirmed they are in keeping with the Program's objectives and they fall within the category of allowable expenses as defined in the DDA's 2007 Development and Tax Increment Plan. If the amendments are approved, staff will continue work with the City's Planning, Traffic Safety, and Building Departments to develop guidelines for the design, maintenance, and installation of parklets in Downtown.

Recommendation: Adopt amendments to the Streetscape Incentive Program Guidelines as shown in the redlined policy document.

City of Grand Rapids
Downtown Development Authority
Streetscape Improvement Incentive Program

Program Guidelines

As approved by the Downtown Development Authority
January 10, 2001
[Revised July 10, 2013](#)



For more Information, contact:

Grand Rapids Planning Department
300 Monroe Avenue NW Room 920
Grand Rapids, MI 49503
Phone: 616-456-3031
Fax: 616-456-4568

*Funding for this program
has been provided by:*

Downtown Development Authority
300 Monroe Avenue NW Room 920
Grand Rapids, MI 49503
Phone: 616-456-3034
Fax: 616-456-3111

Streetscape Improvement Incentive Program

Grand Rapids Downtown Development Authority

A. Background and Purpose:

Under the provision of the City Charter and the City Code, it is the responsibility of each property owner to properly maintain all adjacent sidewalks and areas. The City requires that the sidewalk be constructed of concrete and be maintained to meet basic safety requirements. The Downtown Development Authority (DDA) has assisted in funding several public projects, which resulted in the improvement of public right-of-way to design standards that far exceed basic City standards. Examples include the recent Monroe Center project, the Louis Campau Promenade, Lyon Square, several brick street restoration projects and many street lighting projects. Some property owners may wish to improve their property by improving the streetscape adjacent to it. The DDA has concluded that it wished to encourage property owners to upgrade their adjacent sidewalk areas to meet the higher design standards set by the public projects listed above.

The purpose of this Program is to provide a financial incentive for property owners to improve the adjacent sidewalks and other public pedestrian walkways.

Program objectives include:

1. To improve the appearance and usability of sidewalks and pedestrian ways.
2. To improve the safety of downtown by improving walking surfaces that have deteriorated.
3. To improve the safety and general appearance of downtown through the installation and operation of snowmelt systems.
4. To foster the implementation of the City's Downtown Streetscape Plan and the DDA Plan.
5. Generally, to encourage the continued growth and expansion of downtown.

B. Assistance to be provided:

To meet the objectives of the Streetscape Improvement Incentive Program, the Downtown Development Authority (DDA) will provide a grant to those property owners eligible for assistance as establish by the following program guidelines. The program operates as a matching grant program, with the DDA grant covering a portion of the cost of streetscape improvement project. The property owner must agree to cover the remainder of the project cost.

C. Project Eligibility:

The program offer assistance to the owners of buildings within the DDA Development Area Boundaries as shown on Map 1. Although all public sidewalks and walkways within the

Development Area are eligible for assistance, the extent of the DDA's participation will be limited to its annual appropriations for the program.

D. Eligible Expenses:

A property owner is legally responsible for the maintenance of all contiguous sidewalks, including repair, removal and replacement. If a grant is approved by the DDA, the DDA would agree to reimburse a property owner a portion of the expenses involved in improving sidewalks and other features of the streetscape above that required by normal City standards. Grant funds made available through the program may be used for the following purposes, which have been found to be consistent with the purpose of the program and with the law:

1. Removal of existing sidewalks and street furniture.
2. Installation of a new sidewalk, which meets the design criteria as described below.
3. Installation of streetscape improvements, such as a decorative pavers, street trees, pedestrian lights, etc. which meets the design criteria as described below.

4. Installation of snowmelt systems.

5. Design, fabrication, and / or installation of parklets, here defined as any raised platform, deck, or similar improvement constructed to convert a parking space into additional public space or outdoor seating for pedestrian use.

4.6. Payment of meter hooding fees for the installation of parklets.

5.7. Design and inspection fees.

The following expenses are not eligible:

1. Utility relocation.
2. Relocation of mechanical equipment.
3. Areaway removal, or rebuilding, (The DDA also funds the Areaway Removal Program – map be considered for certain of these expenses.).

In some cases, the reconstruction of light-wells or stairs providing access to the lower level of a building may be eligible.

E. Available Funding:

The DDA expects to allocate annually grant funds, to be made available for the Streetscape Improvement Incentive Program. Assistance provided may not exceed:

- 35%-50% of project cost, or
- \$350 per linear foot of areaway filled, or

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- \$35,000 ~~pre-per~~ property, whichever is less.

If the property owner is also a recipient of a grant under the DDA's Areaway Fill Program, the combined grants shall be limited to the amounts shown above, except that the maximum combined amounts pre linear foot of areaway removal shall be \$500 and the maximum combined grants shall be \$50,000 ~~pre-per~~ property.

F. Application Procedure:

Applicants may wish to discuss their project informally with the staff of the Grand Rapids Planning Department prior to completing a formal application. Applications will be received and reviewed by the program advisory board. The advisory board will meet periodically as necessary to review applications and forward recommendation to the DDA. The DDA has final authority to approve or deny funding of each application. A non-refundable application fee is required with the application.

G. Program Advisory Board

The DDA's Incentives Program advisory Board oversees the administration of the Streetscape Improvement Incentive Program. The advisory board consists of five members appointed by the DDA. The advisory board has the following responsibilities:

1. To develop and publish evaluation criteria to be used to evaluate applications for assistance. The proposed evaluation criteria and subsequent changes to them must be submitted to the DDA for review and approval.
2. To evaluate requests for assistance under the Streetscape Improvement Incentive Program, and forward recommendation to the DDA for final consideration.
3. To report periodically to the DDA and City Commission on the status of projects assisted through the program and to evaluate the effectiveness of the program.

H. Conditions for Financial Assistance:

The use of public funds made available through the Streetscape Improvement Incentive Program is limited to specific public purposes. Program funds must be available before grant fund commitments can be made. In order to ensure that the program achieves these purposes, applications are required to meet the following minimum conditions:

General Conditions (Threshold Criteria):

1. Project must be located in the public right-of-way or be dedicated for public usage.
2. Project must be located in the DDA Development Area Boundaries.
3. Plans and specification for the project must be prepared by a licensed professional engineer or architect and submitted to the City Engineer for approval prior to construction. Project must be designed to implement streetscape consistent with the City's Downtown Streetscape Plan or an equivalent if approved by the City's Design team.

4. Program funds must be used exclusively for eligible activities described in Section D, above.
5. Assistance request must not exceed:
 - ~~35~~50% of project cost, or
 - \$350 per linear foot of areaway filled, or
 - \$35,000 ~~per~~ property, whichever is less.

Administrative conditions:

1. The chain of title must show the property owner's legitimate ownership interest in the property. All outstanding mortgage loans, land contracts, deeds, etc. must be recorded with the Kent County Register of Deeds.
2. Financial assistance will not be permitted if taxes, special assessment, liens or other debts remain unpaid at the time of closing.
3. The Planning Department must review and approve all development to determine their consistency with design standards set fourth in the Streetscape Plan or current administrative guidelines.
4. All work must be carried out in compliance with applicable building codes and the standards of the City Engineer.
5. An agreement in a form prepared by the DDA must be executed between the application and the DDA. Any offer of assistance will only be effective upon execution of the agreement by both the applicant and by the DDA.

Distribution of funds: If an application is approved by the DDA, funds will be distributed in increments similar to construction draws. The application should out-line the schedule for when "draws" of money would be needed based on the proposed budget of a project.

Initial seed money may be distributed based on acceptable collateral, matching funds, or other security from the applicant. Subsequent requests by the applicant for funding will be based on progress made and the release of waiver of any liens associated with work done to date. The applicant would be responsible to shoe adequate progress and matching equities prior to approval of draw requests.

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: July 3, 2013

TO: DDA Board

FROM: Eric Pratt
Project Manager

Agenda Item 5
July 10, 2013
DDA Meeting

SUBJECT: Areaway Vacation – 20 Monroe Center Ave NE (The Wenham Building)

DDA staff received an application from the Grand Rapids Civic Theatre (Civic Theatre) requesting financial assistance towards vacating an existing areaway at 20 Monroe Center Avenue NE (the Wenham Building). Located within the public right-of-way, an areaway is an extension of a building's basement underneath the sidewalk. If not properly maintained, the structural integrity of an areaway can become comprised and present a significant danger to pedestrians. The areaway in question is located within Monroe Center Avenue NE right-of-way, in front of the Wenham Building, and sits within the boundaries of the DDA's Monroe Center Phase 3 / Monument Park project.

The Civic Theatre is requesting a \$4,550.00 Areaway Fill grant to help offset some of the costs associated with vacating the areaway. This work will be performed in conjunction with the scheduled improvements to Monument Park. Grant proceeds will be used to demolish the areaway's roof, walls and base slab. Upon vacation, the DDA will reclaim a portion of areaway's footprint to construct a new vault and install a boiler for the new Monument Park Snowmelt System. The total cost to vacate the areaway is estimated to be \$20,027. The expenditure is consistent with the DDA's Areaway Fill grant program, and is budgeted for within the FY14 Investment budgetary category in the local tax fund.

Recommendation:

Approve a \$4,550.00 Areaway Fill grant for the Grand Rapids Civic Theatre to assist with the vacation of an existing areaway located at 20 Monroe Center Avenue NE.



Figure 1: Picture of existing Areaway Cap

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

Agenda Item #6
July 10, 2013
DDA Meeting

DATE: July 3, 2013

TO: DDA Board

FROM: Eric Pratt 
Project Manager

SUBJECT: **Request for Assistance through the Building Reuse and Incentives Program (BRIP) – 15 Ionia Avenue SW**

MI Blendz, LLC is requesting a \$10,000 BRIP grant to assist with the renovation of a vacant storefront at 15 Ionia Avenue SW (The Blodgett Building). MI Blendz, LLC is proposing to operate a combined "JuiceBlendz" and "YoBlendz" franchise within the storefront.

JuiceBlendz is a Florida-based, self-serve smoothie bar where patrons can blend a variety of different smoothies, juices and other nutritious drinks. YoBlendz is self-serve frozen yogurt shop, and a companion franchise with JuiceBlendz. In addition to juices and smoothies, the applicant will be selling wraps, soups and salads. This will be the first JuiceBlendz and YoBlendz in the Grand Rapids area and the State of Michigan.



Figure 1: Vacant storefront at 15 Ionia Avenue SW

As part of the renovation project, the applicant is proposing to construct an internal barrier-free entrance to the storefront, an ADA compliant restroom, and a fire suppression system. The total project cost is estimated to be \$358,150.

Recommendation:

Approve a Ground Floor Storefront Grant, in the amount of up to \$10,000, to MI Blendz, LLC to assist with the construction of a barrier-free entrance, an ADA compliant restroom and a fire suppression system within the vacant storefront at 15 Ionia Avenue SW.

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: July 3, 2013

TO: DDA Board

FROM: Kristopher Larson, AICP
Executive Director



Agenda Item 7.
July 10, 2013
DDA Meeting

SUBJECT: Adoption of the FY 14 DDA Budget and Priority Plan

Beginning in March of 2013, DDA staff began soliciting input from its Action Groups, partner organizations, City staff, the DGRI team, and the DDA Board of Directors regarding preferences for future year budgetary priorities. Overviews and highlights of the budget input process were presented during the Executive Director's reports at the April and May, 2013 DDA Board meetings. Additionally, each of the requisite DDA Action Groups vetted the various programs associated with their respective areas of emphasis and interest, and recommended the families of programs and their associated costs that are categorized under the new DGRI public engagement nomenclature.

On June 12, 2013, the DDA Board received a detailed overview of the proposed programs, projects, and other investments proposed by DDA staff for the FY14 budget and the corresponding 5-year Priority Plan. The DDA Board offered a unanimous recommendation of the proposed FY14 budget summary, as presented, to the City Commission.

On June 18, 2013, DDA staff presented the proposed FY14 budget summary to the City Commission. Commissioner White, supported by Commissioner Kelly, moved approval of the FY14 budget as recommended by the DDA Board. The motion was supported unanimously.

The FY14 budget now approaches the final milestone in its 5-month development, recommendation, appropriation, and adoption processes. Through adoption, the DDA Board would provide DDA staff with the authority to begin implementing the myriad priorities identified through the budget's journey through public engagement, vetting, and refinement.

Recommendation: Adopt the FY14 DDA Budget and Priority Plan.

MEMORANDUM

CITY OF GRAND RAPIDS

DATE: July 3, 2013

TO: Kristopher Larson, AICP
Downtown Development Authority
Executive Director

FROM: Mark A. De Clercq, P.E.
City Engineer

SUBJECT: **Reconstruction of Monroe Center from Division Avenue to
Sheldon Avenue and Monument Park (Monroe Center Phase III)
Bid Package 1**

Agenda Item #8 July 10, 2013 DDA Meeting
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The above-captioned project generally consists of the removal of existing features in the area bounded by Division Avenue, Fulton Street and Sheldon Avenue, including removal of sidewalks, walls, trees, and street lights. The first bid package also includes the relocation of the Soldier's Monument, including the reconstruction of the base. This project will also include the replacement of water services and sanitary sewer laterals, and ornamental street lights. The conduit for the Consumers Energy system will be installed as part of the project. Consumers Energy has agreed to reimburse the Downtown Development Authority (DDA) for all costs related to the placement of their conduits and manhole.

Bids were received for this project on July 2, 2013, by the City Engineer's Office on behalf of the DDA. The Consultant's (O'Boyle, Cowell, Blalock & Associates, Inc. – OCBA) estimate is \$337,917.50 and Lodestar Construction, Inc. (Lodestar) submitted a bid of \$369,085.75 (low discounted bid of \$365,394.89). Reference the attached Equal Business Opportunity – Construction Worksheet regarding the applicable bid discounts for this project. Lodestar will be utilizing subcontractors in an amount of \$202,419 on this project.

The estimated total expenditures of \$547,600 required for this project, which includes the costs of the construction contract; public information program; Street Lighting force account work; construction phase services by Fishbeck, Thompson, Carr & Huber (FTCH) including reimbursable expenses and subconsultant services; O'Boyle, Cowell, Blalock & Associates, Inc. previously authorized design phase services; administration; and an approximate twelve percent allowance for contingencies are being financed by the Downtown Development Authority: \$478,600, the City's Water System Fund: \$46,000 and Sewer System Fund: \$23,000.

It is recommended that the construction contract for this project be awarded to Lodestar in the amount of \$369,085.75, with total expenditures not to exceed \$547,600, that the Executive Director of the DDA be authorized to execute said contract contingent upon review/approval by the DDA's special counsel, and that the DDA approve its share of costs in the amount of \$478,600. Further, it is recommended that staff (City Engineer's Office and the Executive Director of the DDA) be authorized to negotiate/execute any necessary changes in the scope of work, within the total authorized not-to-exceed expenditures, as the project proceeds through construction.

It is anticipated that this project will be presented to the City Commission on July 9, 2013, to authorize total expenditures in an estimated amount of \$547,600 for this project and to authorize the City's share of costs. The City's authorization of project costs will be contingent upon the DDA's approval of the construction contract and authorization of their share of costs for the project. It is anticipated that Consumers Energy will reimburse the DDA for their share of costs.

RDV/meg

cc: Greg Sundstrom
Eric DeLong
James Hurt

Joellen Thompson
Wayne Jernberg
Chris Zull

Mike Lunn
Chuck Schroeder
Jay Steffen

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SUMMARY OF ESTIMATED COSTS

for

Reconstruction of Monroe Center from Division Avenue to Sheldon Avenue and Monument Park (Monroe Center Phase III) Bid Package 1

Funding Source(s)

	<u>Currently Approved</u>	<u>Budget Requests</u>	<u>Revised Project Estimate</u>
Downtown Development Authority	\$405,600.00	\$0.00	\$405,600.00
Consumers Energy	73,000.00	0.00	73,000.00
Sewer Fund		23,000.00	23,000.00
Water Fund		46,000.00	46,000.00
Total Estimated Project Cost	\$478,600.00	\$69,000.00	\$547,600

Breakdown of Project Uses

Construction Contract	\$369,085.75
Public Information Program	500.00
Street Lighting Force Account Work	5,000.00
OCBA's Previously Authorized Design Phase Services	55,600.00
FTCH's construction engineering/ inspection phase services, including reimbursable expenses and subconsultant services	37,642.00
Administration	25,625.00
Sub-Total	\$493,452.75
Contingencies (12%)	54,147.25
TOTAL	\$547,600.00