

# MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

Wednesday, July 9, 2014

8:30 a.m. Meeting

Room 601, City Hall

## AGENDA

1. Call to order
2. New Board Member Introduction (8:30).....*Info Item*     *Heartwell*
3. Approve meeting minutes from June 4, 2014 (8:30) .....*Motion*     *Harris*  
(enclosure)
4. Accept May 30, 2014 Financial Statements (8:33).....*Motion*     *Wallace*  
(enclosure)
5. Adopt FY 15 Budget / FY 15-19 Priority Plan (8:38).....*Motion*     *Larson*  
(enclosure)
6. Approve Industrial Facility Tax Abatement for Ferris Coffee and Nut (8:43).....*Motion*     *Kelly*  
(enclosure)
7. Approve Streetscape Improvement Support for Calder Plaza Building (8:48).....*Motion*     *Kelly*  
(enclosure)
8. Approve Streetscape Improvement Support for Barfly Parklets (8:53).....*Motion*     *Kelly*  
(enclosure)
9. Amend BRIP Agreement for 333 Grandville Ave. (9:00).....*Motion*     *Kelly*  
(enclosure)
10. Authorize Wayfinding Maintenance Contracts (9:04).....*Motion*     *Pratt*  
(enclosure)
11. Authorize Monroe Avenue Resurfacing Contract (9:13).....*Motion*     *DeVries*  
(enclosure)
12. Approve Support for GRAM Go-Site (9:16).....*Motion*     *Cech*  
(enclosure)
13. Approve Downtown Mural Program with UICA (9:21) .....*Motion*     *Larson*  
(enclosure)
14. Approve Major Event Sponsorship (9:26).....*Motion*     *Larson*  
(enclosure)
  - ArtPrize
  - Restaurant Week

**Downtown Grand Rapids**

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

15. Approve Special Event Support (9:36).....*Motion*      *Van Driel*  
(enclosure)
- Avenue for the Arts: First Fridays
  - Grand Rapids Art Museum: GRAM on the Green
  - Arena District: Best Served GRilled
  - Hispanic Center of West Michigan: Hispanic Festival
  - Susan G. Komen: Race for the Cure
16. President & CEO Report (9:46).....*Info Item*      *Larson*
17. Public Comment (9:51)
18. Board Member Discussion (9:54)
19. Adjournment

MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

June 4, 2014

1. Call to Order – The meeting was called to order at 8:31 a.m. by Chair Brian Harris.

2. Attendance

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

Absent: Elissa Hillary

Others Present: Kristopher Larson (Executive Director), Mary Sierawski (DDA Executive Asst/Office Manager), Jana Wallace (DDA Treasurer), Eric Pratt, Tim Kelly, Bill Kirk, Kim Van Driel, Mandy Cech (staff), Marcia Warner, Marc Thomas (WOODTV), Pete Daly (GRBJ), Jim Harger (MLive), Howard Hansen, Shaun Biel, and others.

3. Approval of Minutes of May 14, 2014

*Motion: Jane Gietzen, supported by Kayem Dunn, moved approval of the minutes of the May 14, 2014 DDA meeting as presented. Motion carried unanimously.*

4. Authorize Execution of Reimbursement Agreement with Civic Theater

Mr. Pratt presented an areaway reimbursement agreement between the Downtown Development Authority and the Grand Rapids Civic Theatre. The agreement explains the terms in which Grand Rapids Civic Theatre will reimburse the DDA for its share of costs associated with the vacation of the areaway located in front of their building. Mr. Pratt said authorization for the DDA Executive Director to execute this agreement is requested. Mr. Harris asked if there is a schedule for reimbursement within the agreement. Mr. Pratt said the agreement allows for payment to transpire in two forms, lump sum immediately, or the property owner could request payment in installments to last over ten years with interest. Mayor Heartwell asked if the construction happening near Veterans Park would involve the water lines to be shut off because there is no water in the fountain. Mr. Pratt said the water could have been turned off, but the approval of the areaway agreement wouldn't compromise the Veterans Park completion date. Mr. Pratt said he can investigate that question for the Mayor and will inform him of what he finds. Mr. Larson said he will follow-up with the Board on why the water is shut off and the date of the ribbon cutting for the park.

*Motion: Kayem Dunn, supported by Jane Gietzen, moved to approve the DDA Executive Director to execute the areaway reimbursement agreement with the Grand Rapids Civic Theatre. Motion carried unanimously.*

5. Recommend Proposed FY15 Budget/FY 15-19 Priority Plan

Mr. Larson shared with the Board that there was a fortunate discovery on the budget spreadsheet yesterday which yielded additional dollars. This discovery yielded a substantial increase in revenues due to an administrative error within the spreadsheet. Mr. Larson said the FY15 budget is reflective of the new DGRI community-based model and that there is a lot of demand and stress for every dollar we are able to reinvest within the Downtown. Mr. Larson said the budget process was a four month journey that involved many community members, stakeholders, and DGRI Alliance members. Mr. Larson explained the changes that were made on the budget since it was distributed on Monday.

Mr. Larson said that Ms. Wallace would explain the debt tax increment priority plan to the Board. Ms. Wallace said the priority plan includes the proposed FY2015 budget request and the FY2016 through FY2019 budget forecasts. Ms. Wallace said based on the March 2014 Board of Review taxable values, the DDA's FY2015 projected tax increment revenues are expected to increase little compared to FY2014. Ms. Wallace explained that property tax increment revenues for this fund are captured via the State of Michigan Education Tax millage, the Grand Rapids Public Schools millages, and the Kent Intermediate School District millages. Ms. Wallace explained refunding bonds. Mr. Harris asked if the way we refund bonds is a tool to smooth out debt. Ms. Wallace responded yes. Ms. Wallace explained capital appreciation bonds and said the interest rate on the bond increases over time even though the principal isn't paid off at an equal percentage. Mr. Wendt said the Arena bonds had to be issued before the sunset provision and are only secured by the tax revenues through the DDA. Mr. Wendt said if we were ever to be short that we would have to use local tax to pay the debt. Mayor Heartwell pointed out that FY19 would be the last year of debt service from the original 94 capital bonds. Mr. Wendt said the only other instance of using capital appreciation bonds was for the convention center. Mr. Harris requested a spreadsheet reflecting the debt budget. Ms. Wallace said she would share a spreadsheet with the Board. Mr. Harris asked about the appeal level and if there is any way to assess our inventory of eligible appeal properties and what portion of those eligible properties appeal repeatedly. Ms. Wallace said she is unable to share that information. Mr. Talen asked if the debt tax priority plan shows up in the other two budgets. Ms. Wallace said by State law they need to remain separated. Ms. Gietzen asked if there are substantial historical records of the DDA and its various bonds and motions from the past thirty years. Mr. Wendt said Ms. Wallace has a good handle on the DDA history as well as himself and that there has been good record keeping over the years. Ms. Wallace said within the audits there is historical information. Mayor Heartwell asked how much revenue the DDA generates annually. Ms. Dunn responded that it's around 12M, minus 7M to pay debt, so that the annual budget is around 5M. Mr. Harris thanked Ms. Wallace for her work on the priority plan.



Mr. Larson explained the difference between the local tax and non-tax budgets and said that non-tax dollars have fewer restrictions. Mr. Larson said following an action today, DGRI staff will present each of the fiduciary Boards' recommended budgets to the City Commission, requesting bottom-line appropriation. After receiving the City Commission appropriation, the fiduciary Boards will each adopt their final annual budgets and priority plans at their next scheduled meeting times. Mr. Larson introduced DGRI staff and said that they would be highlighting each of their Alliances projects for FY15 that are present within the non-tax budget.

Mr. Kelly, staff to the Alliance for Investment (AFI), said that some highlights from the AFI are projects including: the Downtown Plan, Downtown speaker series, Veterans Park, parklets, activating the public realm, and access to the Grand River.

Mr. Kirk, staff to the Alliance for Livability (AFL), said that some highlights from the AFL are projects including: accessibility, mobility and connectivity, bike share feasibility study, wayfinding signs that reflect times to walk instead of distance, public space activation, urban recreation, including a trailhead, stakeholder engagement, Resident's Council, and finding ways to use the Downtown as an educational tool and create more educational partnerships.

Ms. Cech, staff to the Alliance for Vibrancy (AFV), said that some highlights from the AFV are projects including: Movies in the Park, holiday décor, marketing and events within the Downtown, public space activation, Downtown workforce program, and a special events training program.

Mr. Larson thanked DGRI staff for their work. Ms. Dunn said she sees the Safety Ambassador program as an important program for the Downtown and would like to see it continue. Mr. Larson said the Downtown Improvement District (DID) could be a contributor to the program after the next assessment and he is hopeful when the new DID assessments are authorized, they can become a contributing partner to this program. Mr. Winn asked if the new street tax affects the DDA's contributions towards street improvements. Mr. Larson said the DDA has street projects currently in place on the priority plan, but that the way the DDA supports streets may change as the oversight committee for the streets tax determines the plan for the funds. Ideally, the DDA would use the funds for embellished sidewalks, beautification, or projects of that nature. Mayor Heartwell said the City is approaching the appointment of an oversight committee which will establish the use of the street tax funds. City staff is also developing a fifteen year asset management plan and the City ought to be in a place now where they can maintain the streets and sidewalks and the DDA funds would primarily be used for streetscape enhancements. Ms. Gietzen asked when the oversight committee will be established. Mayor Heartwell replied that the funds do not get captured until August 2015, but a plan is currently being worked on to establish at least the next three years of planning. Mr. Winn asked about the non-tax fund and asked if we think we are front loading some significant expenses that may hurt us in the future and asked if there are any ways we can increase revenues in the non-tax fund. Mr. Larson said the DDA has obtained

Area 5, and upon the sale of that land, additional revenues would be produced in addition to the revenues that would be produced from the disposition of other lands. Mr. Winn asked how DGRI plans to market the Downtown. Mr. Larson said that in regards to marketing, there are a lot of areas for improvement. Mr. Larson said DGRI inherited marketing from the Downtown Alliance, but ultimately we have had to start from zero. Currently, DGRI has a brand identity, but a lot of work is needed on the web environment, mobile app, banner campaigns, advertising, and just general promotion of the Downtown within the region. Mr. Harris asked if the current staffing and operations is at max capacity in regards to the non-tax fund resources. Mr. Larson said staff is at capacity currently. Mr. Harris expressed full confidence of the content and vision of the DGRI staff and said they have done a great job of giving the Board a balanced budget presentation. Mr. Talen said the County is a significant contributor to the revenue side of this equation and not such a receiver on the disbursement side. Mr. Talen said there's a difference of opinion in how some of the non-tax portion of the budget should be spent. Mr. Talen said the Board should think about how it does things to keep it out of the litigation arena and find ways to recognize the County's contribution as the Board moves forward and also recognize the State Association of Counties and Kent County. Mr. Harris thanked Mr. Talen for bringing this point of view to the Board and said he hasn't heard any constructive action ideas offered, but that he's open to ideas on ways the Board could take actions to demonstrate that the Board is sensitive and responsible with the use of funds. Mr. Harris said we could take a look at the projects of the past two years and say that it has benefited the region as a whole, including the County. Mr. Harris said Mr. Larson and legal counsel are working with legislation on what a well-run DDA looks like. Mr. Harris asked for a report on these discussions from Mr. Larson in the future. Mr. Larson added that the local tax side of the budget has fostered 4 billion dollars of investment since the creation of the DDA, since then the County's SEV has increased over 200%.

Ms. Gietzen said one thing she has seen since the creation of DGRI is a concern for all residents of the City and the County, including education. Ms. Gietzen has never felt more represented in those issues and she's baffled by Mr. Talen's comments that what the DDA is doing doesn't benefit the County because many of the users of the Downtown are residents of the County. Mr. Harris said many of the DDA's critics who don't feel represented perhaps can be more educated on the programs that are offered. Mr. Harris said the Board should put a placeholder on this conversation. Mr. Harris said the DDA has significant reserve and into the future years the Board will need to determine how to manage that fund balance in the most efficient and best way possible.

*Motion: Mayor George Heartwell, supported by Jane Gietzen, moved to recommend the FY15 Budget Summary to the Grand Rapids City Commission and request fund appropriation. Motion carried unanimously.*

6. Report from DGRI President and CEO

MNTIFA (6/4)

- Will consider MNTIFA Budget

DID (6/2)

- Will consider FY15 DID Budget
- Will establish quarterly meeting dates for remainder of 2014

DDA (5/23) / (6/4)

- Approved event support requests
- Authorized entering into MOU with City for Downtown / River Edges Plan
- FY15 Budget presentations / approvals
- Civic Theater Relocation Agreement

DGRI Board of Advisors (5/23)

- Approved 18 new Alliance appointments
- Approved Attendance policy
- Discussed endorsement policy

CITY

- Launched panhandling education program and introduced ordinance restricting panhandling in conjunction with Heartside Neighborhood Collaboration Project, City Manager and City Attorney
- Approved MOU with DGRI regarding Downtown & River Corridor Planning projects

Alliances:

*VIBRANCY (5/19)*

- Chair: Dr. David Rosen, Citizen Extraordinaire
- Advising on the Special Events Optimization Process
- Approved FY15 budget recommendations
- Advising on State of the Downtown event planning

*LIVABILITY (5/27)*

- Chair: Lynee Wells, Principal @ Williams & Works
- Assisting in the formation of a unified Downtown residential association
- Reconvened the Bicycle Working Group to identify FY15 priorities
- Approved FY15 Budget recommendations

*INVESTMENT (5/13)*

- Chair: Nikos Monoyios, Long Range Planner @ The Rapid
- Approved FY15 Budget recommendations
- Advising on the Downtown Plan process
- Received updates on planning efforts also underway that might impact Downtown

DGRI Staff Highlights

- Preparing for June 6 kickoff to 2014 Movies in the Park!
- Hosted the IDA Midwest Urban District Forum conference May 5 & 6
- Hosted a Merchant Mixer event April 16<sup>th</sup>, 6-8 PM @ DGRI
- Accepted a one-year extension for the option on Area 5
- Closed on Area 1 for Arena Place
- Synthesizing results from Special Events Optimization Process focus groups
- Continuing legislative advocacy regarding protecting DDA act
- Launched “Real Change not Spare Change” collaboration effort
- Planning for State of the Downtown June 26, 2014 – Mosaic Space
- Designing FY14 Annual Report
- Working with businesses to design first parklets
- Held second Downtown Plan steering committee meeting May 8<sup>th</sup>
- Preparing for launch of Grandwich 2014

7. Public Comment

None.

8. Board Member Discussion

Ms. Dunn shared an update on the Downtown Market. Dr. Falb said she would appreciate Mr. Larson giving the Board an update on the advocacy efforts in Lansing.

9. Adjournment

The meeting adjourned at 10:02 a.m.


# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

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

DATE: June 24, 2014

TO: Brian Harris  
Chairman

FROM: Jana M. Wallace   
Downtown Development Authority Treasurer

**SUBJECT: FY2014 Financial Statements through May 31, 2014**

Attached are the interim financial statements for the first eleven months of the fiscal year ended June 30, 2014. Since FY2014 financial transactions will continue to be processed until late July, presentation of even preliminary June 30, 2014 statements at the Authority's July 9, 2014 meeting would be inaccurate.

The attached May 31, 2014 statements include:

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

In May, the Authority sold the Area 1 parking lot for \$2.05 million. Sale proceeds are found on Statement B in the Non-Tax Funds column. Also on Statement B, in the Local Tax Increment column, Actual "Administration" expenditures through May 31, 2014 currently exceed the "Administration" Budget. Prior to April, 2014, the Authority paid all administrative expenditures incurred by Downtown Grand Rapids Inc. As part of the FY2014 year-end closing process, an entry will be made to allocate portions of the FY2014 "Administration" expenditures to the Monroe North Tax Increment Finance Authority and the Downtown Improvement District. It is expected that this re-allocation will reduce the Authority's "Administration" expenditures to within the budgeted parameter.

The Authority has sufficient cash to support budgeted expenditures. Please contact me at 616-456-4514 or [jwallace@grcity.us](mailto:jwallace@grcity.us) if you have any questions.

Attachments

# STATEMENT A

## DOWNTOWN DEVELOPMENT AUTHORITY

### Balance Sheet

May 31, 2014

	Non-Tax Funds	Debt Increment	Local Tax Increment	TOTAL
<b>ASSETS</b>				
Pooled Cash and Investments	\$ 5,692,437	\$ 2,222,330	\$ 3,251,193	\$ 11,165,960
Petty Cash	-	-	500	500
Debt Service Reserve Fund	-	5,397,246	-	5,397,246
Accounts Receivable	9,145	-	-	9,145
Tax Increment Receivable	-	-	3,905	3,905
Loan Receivable - Project Developer	898,848	-	-	898,848
Loan Receivable - Special Assessments	18,420	-	-	18,420
General Fixed Assets	-	-	90,386,880	90,386,880
Future Tax Increment Revenues Anticipated	-	32,806,508	225,750	33,032,258
<b>TOTAL ASSETS</b>	<b>\$ 6,618,850</b>	<b>\$ 40,426,084</b>	<b>\$ 93,868,228</b>	<b>\$ 140,913,162</b>
<b>LIABILITIES AND FUND EQUITY</b>				
<b>Liabilities</b>				
Current Liabilities	\$ -	\$ 70,706	\$ 40,182	\$ 110,888
Parking Revenue Payable	11,995	-	-	11,995
Project Increment Due to Developers	-	-	47,215	47,215
Due to Other Governmental Units	-	3,774,319	-	3,774,319
Debt Increment Reimbursement Payable	-	197,144	-	197,144
Deposit - Area 1 and Area 5 Options to Buy	128,302	-	-	128,302
Net Retiree Health Care Obligation <sup>1</sup>	-	-	(5,891)	(5,891)
Prior Year Property Tax Appeals	-	208,740	114,560	323,300
Deferred Revenue - Developer Loan	898,848	-	-	898,848
Contract Payable	-	-	225,750	225,750
Bonds Payable	-	32,806,508	-	32,806,508
<b>TOTAL LIABILITIES</b>	<b>1,039,145</b>	<b>37,057,417</b>	<b>421,816</b>	<b>38,518,378</b>
<b>Fund Balance / Equity:</b>				
Investments in General Fixed Assets	-	-	90,386,880	90,386,880
Non-Tax Increment Reserve	5,021,195	-	-	5,021,195
Reserve for Authorized Projects	-	-	2,571,876	2,571,876
Reserve for Brownfield Series 2012A Bonds	500,144	-	-	500,144
Reserve for Compensated Absences	-	-	6,869	6,869
Reserve for Eligible Obligations	-	3,368,667	-	3,368,667
Reserve for Encumbrances	58,366	-	480,787	539,153
<b>TOTAL FUND EQUITY</b>	<b>5,579,705</b>	<b>3,368,667</b>	<b>93,446,412</b>	<b>102,394,784</b>
<b>TOTAL LIABILITIES &amp; FUND EQUITY</b>	<b>\$ 6,618,850</b>	<b>\$ 40,426,084</b>	<b>\$ 93,868,228</b>	<b>\$ 140,913,162</b>

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

## STATEMENT B

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

	Non-Tax Funds		Debt Tax Increment		Local Tax Increment	
	Budget	Actual	Budget	Actual	Budget	Actual
<b>REVENUES</b>						
Property Tax Increment - General	\$ -	\$ -	\$ 7,514,281	\$ 7,407,717	\$ 3,962,583	\$ 3,897,415
Property Tax Increment - Transit Millage	-	-	-	-	384,350	384,350
Property Tax Increment - Prior Year Appeals	-	-	(200,000)	(311,000)	(50,000)	(196,441)
Property Tax Increment - Rebates to City / ITP	-	-	-	-	(126,050)	(119,676)
Special Assessments	15,000	1,547	-	-	-	-
Brownfield Authority - Grandville Avenue	-	-	-	-	21,542	20,440
Grant - State of Michigan - Cherry Street	-	-	-	-	-	21,146 <sup>1</sup>
Grant - U.S. Dept of Commerce - Seward Avenue	-	-	-	-	-	511,909 <sup>1</sup>
Interest on Investments - General	29,665	848	15,000	4,426	40,687	(28,410)
Interest on Investments - The Gallery Note	40,448	40,448	-	-	-	-
Miscellaneous Fees / Reimbursements	-	-	-	-	10,000	26,026
Reimb - Consumers Energy - Monroe Center Ph 3	-	-	-	-	-	75,561
Reimb - State of Michigan - U.S. 131 Off Ramp	-	-	-	-	-	19,691 <sup>1</sup>
Property Rental - DASH Parking Lots	355,000	308,589	-	-	-	-
Property Rentals - Winter Avenue Building	9,000	-	-	-	-	-
Property Rentals - YMCA Customer Parking	52,000	46,475	-	-	-	-
Sale of Parking Area 1	-	2,051,451	-	-	-	-
From / (To) Fund Balance	1,002,387	-	(15,000)	-	2,324,920	-
<b>TOTAL REVENUES</b>	<b>\$ 1,503,500</b>	<b>\$ 2,449,358</b>	<b>\$ 7,314,281</b>	<b>\$ 7,101,143</b>	<b>\$ 6,568,032</b>	<b>\$ 4,612,011</b>
<b>EXPENDITURES</b>						
Investment - Planning and Infrastructure						
Development Incentive Programs	\$ -	\$ -	\$ -	\$ -	\$ 1,395,000	\$ 1,037,260
Transit Projects - Transit Millage Funded	-	-	-	-	1,228,000	1,136,664
Planning	70,000	19,923	-	-	225,000	93,247
Public Infrastructure	-	-	-	-	2,361,952	1,573,298
Investment Total	\$ 70,000	\$ 19,923	\$ -	\$ -	\$ 5,209,952	\$ 3,840,469
Livability - Residents / Workers / Neighborhood	527,500	186,159	-	-	346,730	280,001
Vibrancy - Attracting Visitors	754,500	409,747	-	-	-	-
Miscellaneous	150,000	146,693	-	-	2,500	1,864
<b>Total Alliance Projects</b>	<b>\$ 1,502,000</b>	<b>\$ 762,522</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 5,559,182</b>	<b>\$ 4,122,334</b>
Administration	1,500	2,863	-	-	800,000	850,603
Debt Service for Bond Issues	-	-	5,471,600	5,471,150	208,850	129,390
Estimated Capture to be Returned	-	-	1,842,681	1,427,973	-	-
<b>TOTAL EXPENDITURES</b>	<b>\$ 1,503,500</b>	<b>\$ 765,385</b>	<b>\$ 7,314,281</b>	<b>\$ 6,899,123</b>	<b>\$ 6,568,032</b>	<b>\$ 5,102,327</b>
<b>EXCESS / (DEFICIT)</b>	<b>\$ -</b>	<b>\$ 1,683,973</b>	<b>\$ -</b>	<b>\$ 202,020</b>	<b>\$ -</b>	<b>\$ (490,316)</b>

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

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**STATEMENT C**

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

Project Title	Project Budgets		EXPENDITURES			Available Budget
	%	Cost	Month	Fiscal Year	All Years	
Areaway Fill Program (ARIP)		\$ 35,000 <sup>1,2</sup>	\$ -	\$ -		\$ 35,000
Building Re-use Incentive Program (BRIP)		500,000 <sup>1,2</sup>	-	221,584		278,416
Development Project Reimbursements		810,000 <sup>1,2</sup>	-	815,676		(5,676)
Streetscape Improvement Incentive Program		50,000 <sup>1,2</sup>	-	-		50,000
<b>Investment - Development Incentives Sub-Total</b>	<b>12.92%</b>	<b>\$ 1,395,000</b>	<b>\$ -</b>	<b>\$ 1,037,260</b>		<b>\$ 357,740</b>
Amtrak Station Relocation		800,000	-	746,164	746,164	53,836
DASH North Shuttle Services		112,500	-	37,500		75,000
Jefferson Ave - Cherry/Fulton ITP Millage		353,000	-	353,000	353,000	-
<b>Investment - Transit Millage Funded Sub-Total</b>	<b>11.72%</b>	<b>\$ 1,265,500</b>	<b>\$ -</b>	<b>\$ 1,136,664</b>	<b>\$ 1,099,164</b>	<b>\$ 128,836</b>
Downtown Plan		325,000	91,806	93,247	93,247	231,753
<b>Investment - Planning Sub-Total</b>	<b>3.01%</b>	<b>\$ 325,000</b>	<b>\$ 91,806</b>	<b>\$ 93,247</b>	<b>\$ 93,247</b>	<b>\$ 231,753</b>
Arena South Implementation		550,000	-	30,809	30,809	519,191
Bridge Street Streetscape Improvs		375,000	-	-	-	375,000
GR/Indiana Railroad Bridge Capital Repairs		791,952	-	376,214	663,772	128,180
Grand River Activation		332,435	-	-	132,435	200,000
Ionia Ave 9 - Buckley St to Wealthy St		886,673	-	121,016	682,689	203,984
Jefferson Avenue - Cherry St to Fulton St		440,588	-	230,363	275,951	164,637
Monroe Center-Phase 3 / Monument Park		725,000	858	811,961	972,543	(247,543)
Sixth Street Bridge Capital Repairs		480,000	-	2,935	409,517	70,483
State Street - Jefferson to Lafayette		450,000	-	-	-	450,000
<b>Investment - Public Infrastructure Sub-Total</b>	<b>46.61%</b>	<b>\$ 5,031,648</b>	<b>\$ 858</b>	<b>\$ 1,573,298</b>	<b>\$ 3,167,716</b>	<b>\$ 1,863,932</b>
Arena South Parking Mnmt Study		40,000 <sup>1,3</sup>	-	-		40,000
Downtown Speakers Series		30,000 <sup>1,3</sup>	-	19,923		10,077
<b>Investment - Non-Tax Supported Sub-Total</b>	<b>0.65%</b>	<b>\$ 70,000</b>	<b>\$ -</b>	<b>\$ 19,923</b>		<b>\$ 50,077</b>
Accessibility and Mobility Repairs		10,000 <sup>1,2</sup>	-	9,850		150
Bicycle Friendly Improvements		165,000 <sup>2</sup>	50,000	100,119	110,551	64,881
Downtown Safety Ambassadors		- <sup>2</sup>	-	291		(291)
Gateway Signage		20,000 <sup>1,2</sup>	-	-		20,000
Riverwalk Wayfinding Sign System		80,915 <sup>2</sup>	-	-	25,915	55,000
Seward Ave Non-Motorized Facility		56,730 <sup>2</sup>	11,005	18,300	18,300	38,430
Skywalk Wayfinding Sign Improvements		69,842 <sup>2</sup>	-	-	19,842	50,000
Snowmelt System Repairs / Investigation		510,075 <sup>2</sup>	19,774	101,376	380,453	129,622
Transportation Demand Management Program		- <sup>2</sup>	65	65		(65)
Urban Recreation Plan		340,429 <sup>2</sup>	-	-	50,429	290,000
<b>Livability - Local Tax Supported Sub-Total</b>	<b>11.61%</b>	<b>\$ 1,252,991</b>	<b>\$ 80,844</b>	<b>\$ 230,001</b>	<b>\$ 605,490</b>	<b>\$ 647,727</b>
Division Ave Task Force Implemntn		15,000 <sup>1,3</sup>	-	-		15,000
Downtown Safety Ambassadors		300,000 <sup>1,3</sup>	47,262	179,978		120,022
Project and Fixed Asset Maintenance		50,000 <sup>1,3</sup>	-	2,650		47,350
Riverwalk Maintenance		60,000 <sup>1,3</sup>	-	-		60,000
Stakeholder Engagement Program		5,000 <sup>1,3</sup>	278	3,427		1,573
Street Trees Maintenance Program		10,000 <sup>1,3</sup>	-	-		10,000
Transportation Demand Management Program		85,000 <sup>1,3</sup>	-	104		84,896
Winter Avenue Building Lease		2,500 <sup>1,3</sup>	-	-		2,500
<b>Livability - Non-Tax Supported Sub-Total</b>	<b>4.89%</b>	<b>\$ 527,500</b>	<b>\$ 47,540</b>	<b>\$ 186,159</b>		<b>\$ 341,341</b>
Bridge Lighting Operations		10,000 <sup>1,3</sup>	-	-		10,000
DGRI Event Production		25,000 <sup>1,3</sup>	71	24,651		349
Diversity/Inclusion Programming		10,000 <sup>1,3</sup>	-	3,600		6,400
Downtown Marketing		200,000 <sup>1,3</sup>	12,080	38,717		161,283
Downtown Workforce Program		15,000 <sup>1,3</sup>	-	-		15,000
Holiday Décor Program		50,000 <sup>1,3</sup>	-	44,927		5,073
Major Event Sponsorship		80,000 <sup>1,3</sup>	-	86,350		(6,350)
Rosa Parks Circle Skating Operations		42,000 <sup>1,3</sup>	-	-		42,000
Special Events - Grants		50,000 <sup>1,3</sup>	-	20,000		30,000
Special Events - Office of		100,000 <sup>1,3</sup>	-	75,580		24,420
State of Dntn Event & Annual Reports		17,500 <sup>1,3</sup>	-	-		17,500
Ticketed Events - Police Services		80,000 <sup>1,3</sup>	22,545	79,211		789
Wayfinding Sign Maintenance		75,000 <sup>1,3</sup>	736	36,711		38,289
<b>Vibrancy Support Sub-Total</b>	<b>6.99%</b>	<b>\$ 754,500</b>	<b>\$ 35,432</b>	<b>\$ 409,747</b>		<b>\$ 344,753</b>
Downtown Market Administrative Costs		23,241 <sup>2</sup>	91	1,864	22,605	636
<b>Misc - Local Tax Supported Sub-Total</b>	<b>0.22%</b>	<b>\$ 23,241</b>	<b>\$ 91</b>	<b>\$ 1,864</b>	<b>\$ 22,605</b>	<b>\$ 636</b>
DDA Offices Re-Location		50,000 <sup>1,3</sup>	-	110,304		(60,304)
Experience - Miscellaneous		100,000 <sup>1,3</sup>	12,990	36,390		63,610
<b>Misc - Non-Tax Supported Sub-Total</b>	<b>1.39%</b>	<b>\$ 150,000</b>	<b>\$ 12,990</b>	<b>\$ 146,694</b>		<b>\$ 3,306</b>
<b>TOTAL</b>	<b>100.00%</b>	<b>\$10,795,380</b>	<b>\$ 269,561</b>	<b>\$ 4,834,857</b>		<b>\$ 3,970,101</b>

Note 1: Current year (FY2014) budget only.

Note 2: Paid from local tax increment.

Note 3: Paid from non-tax funds.



**STATEMENT D**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Schedule of Expenditures**  
**May, 2014**

Source	Vendor	Purpose / Project	Description	Amount
Debt	U.S. Bank Corporate Trust	DDA Series 1994 Bonds - Van Andel Arena	Annual interest payment	\$2,785,952.80
Debt	U.S. Bank Corporate Trust	DDA Series 1994 Bonds - Van Andel Arena	Annual principal payment	929,047.20
Local	Interface Studio, LLC	Downtown Plan	Project coordination/planning - February-April 2014	91,514.67
Local	City Treasurer - Traffic Safety	Bicycle Friendly Improvements	Local match - MDOT Bicycle Safety Education proj	50,000.00
Local	Paychex	Administration	DGRI payroll, taxes, 401(k) - May, 2014	46,021.41
Local	City / County Joint Building Authority	CCJBA Series 2013B - DeVos Place Bond	Semi-annual interest payment	43,099.98
Non Tax	Mydatt Services, dba Block by Block	Downtown Safety Ambassadors	Monthly services - March 2014	23,567.85
Non Tax	Mydatt Services, dba Block by Block	Downtown Safety Ambassadors	Monthly services - April 2014	23,567.85
Non Tax	City Treasurer - Police Department	Ticketed Events - Police Services	Pedestrian safety - March 2014	15,094.13
Local	Geotech, Inc.	Snowmelt System Repairs / Investigation	Snowmelt system asset mnmt -01/01-04/14/2014	13,434.50
Local	CycleSafe	Seward Ave Non-Motorized Facility	Grand Rapids Public Library bicycle lockers	11,005.00
Non Tax	Valley City Sign	Experience - Miscellaneous	Exterior signage for DGRI office	8,576.00
Non Tax	City Treasurer - Police Department	Ticketed Events - Police Services	Pedestrian safety - April 2014	7,451.42
Non Tax	Whiskey Neat	Downtown Marketing	Movies in the Park promo video	4,200.00
Local	Federal Square Building	Administration	Share of May, 2014 office lease	4,184.10
Local	Federal Square Building	Administration	Share of June, 2014 office lease	4,184.10
Local	Dickinson Wright PLLC	Administration	Legal services - Arena Place project Feb 2014	3,486.22
Local	City of Grand Rapids	Administration	Staff services - May 2014	3,202.24
Local	Geotech, Inc.	Snowmelt System Repairs / Investigation	Share of snowmelt ops/maint - 11/01/13-02/28/14	3,200.50
Non Tax	Grand Rapids Film Festival	Downtown Marketing	Grand Rapids Film Festival grant support	3,000.00
Non Tax	Amway Grand Plaza Hotel	Downtown Marketing	Solace magazine advertisement - 4/16/2014	2,880.00
Local	Wondergem Consulting	Administration	Share of public relations - 03/16-04/14/2014	2,637.42
Local	City Treasurer - Risk Management	Administration	General insurance - May 2014	2,348.00
Non Tax	Creative Studio Promotions	Experience - Miscellaneous	DGRI logo canopies and table covers	2,309.84
Local	City Treasurer - Budget Office	Administration	Support services allocation - May 2014	2,265.83
Non Tax	Revue Holding Company	Downtown Marketing	MBiz West Michigan Design Week ad - 04/28/14	2,000.00
Non Tax	Fifth Third Bank - Procurement Card	Experience - Miscellaneous	Movies in the Park - supplies for event/promotion	1,773.87
Local	Geotech, Inc.	Snowmelt System Repairs / Investigation	Share of snowmelt system springtime shut down	1,574.00
Local	Dickinson Wright PLLC	Administration	Legal services - TIF legislation March 2014	1,365.00
Local	Dickinson Wright PLLC	Administration	Legal services - FOIA requests March 2014	1,219.40
Local	Dickinson Wright PLLC	Administration	Legal services - misc matters March 2014	1,167.69
Local	Wondergem Consulting	Administration	Share of public relations - 04/15-04/30/2014	1,132.82
Local	Applied Imaging	Administration	Base rate; black/white/color - 01/15-04/14/2014	976.91
Local	Geotech, Inc.	Snowmelt System Repairs / Investigation	Share of snowmelt ops/maint - 03/01-03/29/2014	959.00
Local	City Treasurer - Parking Services	Administration	Parking - Exec Director/Office Mng/Proj Mngs - May ;	892.00
Local	Dickinson Wright PLLC	Administration	Legal services - misc matters February 2014	800.80
Non Tax	Williams & Works	Wayfinding Sign Maintenance	Wayfinding/parking signage maint March 2014	736.25
Local	Fusion IT	Administration	Share of IT services - misc projects	678.51
Local	Geotech, Inc.	Snowmelt System Repairs / Investigation	Engineering services - January / February 2014	606.50
Local	Dickinson Wright PLLC	Administration	Legal services - Arena Place project March 2014	491.40
Local	Kelly's Sign and Print Shop	Monroe Center-Phase 3 / Monument Park	Public info - pedestrian/roadway detours May 2014	468.00
Local	City Treasurer - Parking Services	Administration	Parking validations - April 2014	449.00
Local	Wondergem Consulting	Administration	Share of public relations - 03/01-03/15/2014	413.73
Local	Professional Maintenance of Michigan	Administration	Share of janitorial services April 2014	335.26
Non Tax	Adam Bird Photography	Experience - Miscellaneous	Photography for IDA Midwest Conference 5/5/2014	330.00
Local	Kelly's Sign and Print Shop	Monroe Center-Phase 3 / Monument Park	Public info - pedestrian/roadway detours May 2014	312.00
Local	Dickinson Wright PLLC	Administration	Legal services - 50 Louis St February 2014	291.20
Local	Dickinson Wright PLLC	Downtown Plan	Legal services - Downtown Plan March 2014	291.20
Local	Audio Space dba LiveSpace	Administration	Share of replacement lamp - front office projector	280.82
Non Tax	Fifth Third Bank - Procurement Card	Stakeholder Engagement Program	Supplies - meetings	278.21
Local	Fifth Third Bank - Procurement Card	Administration	K. Larson - professional development & travel	240.75
Local	Cellco Partnership dba Verizon	Administration	K Larson & staff cellphone svc/equip 04/02-05/01/14	239.52
Local	Cellco Partnership dba Verizon	Administration	K Larson & staff cellphone svc/equip 03/02-04/01/14	239.47

*continued on the next page*

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

Page 2

Source	Vendor	Purpose / Project	Description	Amount
<i>continued from previous page</i>				
Local	Employment Plus Temp Services	Administration	Share of work performed for DDA	\$ 192.92
Local	Employment Plus Temp Services	Administration	Share of work performed for DDA	192.92
Local	TDS Metrocom LLC	Administration	29 Pearl NW telephone service - May 2014	188.53
Local	Marco Riolo LLC	Administration	DGRI employee name badges	182.96
Local	Mandy Cech	Administration	Mileage - Research for ValentICE	176.40
Local	Fusion IT	Administration	Share of IT services - general maint April 2014	170.68
Local	PCS Gophers	Administration	Interoffice and mail service	157.03
Local	Employment Plus Temp Services	Administration	Share of work performed for DDA	154.34
Local	Great America Financial Services	Administration	Share of Ricoh copier system lease - June 2014	135.53
Local	Paychex	Administration	HRS processing fees - May, 2014	135.00
Local	Paychex	Administration	Payroll processing fees - May, 2014	134.20
Non Tax	City Treasurer - Parking Services	Downtown Safety Ambassadors	Parking - Melvin Eledge	126.00
Local	Staples Advantage	Administration	Share of office supplies	124.04
Local	Professional Maintenance of Michigan	Administration	Window and glass cleaning - April 2014	111.75
Local	Dickinson Wright PLLC	Administration	Legal services - Area 5 March 2014	109.20
Local	Staples Advantage	Administration	Share of office supplies	93.38
Local	Dickinson Wright PLLC	Downtown Market Administrative Costs	Legal services - Downtown Market February 2014	91.00
Local	Dickinson Wright PLLC	Administration	Legal services - genl corresp February 2014	91.00
Local	Fifth Third Bank - Procurement Card	Administration	Office supplies	83.99
Local	Kelly's Sign and Print Shop	Monroe Center-Phase 3 / Monument Park	Public info - pedestrian/roadway detours May 2014	78.00
Local	Madcap Coffee	Administration	Share of coffee for staff and meetings	75.86
Local	Madcap Coffee	Administration	Share of coffee for staff and meetings	75.34
Non Tax	Fifth Third Bank - Procurement Card	DGRI Event Production	Movies in the Park - BlueRay DVDs	70.57
Local	Staples Advantage	Administration	Share of office supplies	69.55
Local	Cellco Partnership dba Verizon	Transportation Demand Mnmt Program	Mobility Manager cell phone - April 2014	64.75
Local	Cellco Partnership dba Verizon	Transportation Demand Mnmt Program	Mobility Manager cell phone - March 2014	64.74
Local	Fifth Third Bank - Procurement Card	Administration	Postage for mailing agendas	54.88
Local	Dickinson Wright PLLC	Administration	Legal services - 40 Pearl St. BRIP January 2014	54.60
Local	Dickinson Wright PLLC	Administration	Legal services - 40 Pearl devel support Feb 2014	54.60
Local	Dickinson Wright PLLC	Administration	Legal services - 50 Louis St. BRIP January 2014	54.60
Local	Fifth Third Bank - Procurement Card	Administration	M. Cech - professional development	40.00
Local	Professional Maintenance of Michigan	Administration	Share of cleaning/paper supplies for March, 2014	39.58
Local	Mary Sierawski	Administration	Mileage - Research for IDA conference	39.20
Local	JPMorganChase	Administration	Payroll account bank fees - May, 2014	34.93
Local	Model Coverall Service, Inc.	Administration	Share of floor mats - DGRI offices 04/16/2014	23.31
Local	Model Coverall Service, Inc.	Administration	Share of floor mats - DGRI offices 04/30/2014	23.31
Local	Model Coverall Service, Inc.	Administration	Share of floor mats - DGRI offices 04/02/2014	23.31
Local	Fusion IT	Administration	IT services - outlook pop-ups April 2014	17.62
Local	Staples Advantage	Administration	Share of office supplies	6.37
Local	Cellco Partnership dba Verizon	Transportation Demand Mnmt Program	Void transaction - Mobility Mgr cell - March 2014	(64.74)
Local	Cellco Partnership dba Verizon	Administration	Void transaction - KL/staff cell 03/02-04/01/14	(239.47)
<b>MAY, 2014 EXPENDITURES</b>				<b><u>\$4,110,086.15</u></b>

Debt - school tax increment funds

Local - local tax increment funds

Non-tax - non-tax funds

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# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: July 2, 2014

TO: Downtown Development Authority

FROM: Kristopher Larson, AICP   
President & CEO

Agenda Item 5  
July 9, 2014  
DDA Meeting

**SUBJECT: Recommendation to Adopt DDA's FY2015 Budget and FY2015-2019 Priority Plans**

Following the Downtown Development Authority (DDA) Board's budget approval recommendation on June 4<sup>th</sup>, on June 10<sup>th</sup>, the City Commission voted to provide the DDA with authorization to proceed with the programs, projects, and initiatives proposed FY15 budget. The final step of the budget process is a formal budget adoption by the DDA Board.

Beginning in February of 2014, Downtown Grand Rapids Inc. (DGRI) staff began soliciting input from the three Alliances charged with advising DGRI staff on projects and priorities. This input process evolved from process overviews, to understanding prior years' initiatives, to generating concepts for new projects, and finally, to prioritizing and phasing projects strategically. Additionally, DGRI staff also intently listened to its partner organizations, City staff, the public-at-large, and the DGRI fiduciary Boards regarding preferences for future year budgetary priorities.

Overviews and highlights of the budget input process was presented at the May, 2013 DDA Board meeting to provide Board members with a primer on the detailed work presented for their consideration. The 4-month, iterative process culminated in each of the three Alliances tendering unanimous recommendations to the three fiduciary Boards of DGRI (DDA, DID, and MNTIFA) regarding their ambitions for the coming fiscal years. Those recommendation were approved by the DDA Board, and then authorized by the City Commission.

**Recommendation:** Adopt the DDA's FY15 Local Tax Increment Budget, Non-Tax Budget, and Debt Tax Budget and authorize DGRI staff to initiate expenditures as outlined in the respective documents.

05/30/2014  
2:17 p.m.

Downtown Development Authority

Debt Tax Increment Fund Only

Proposed FY2015 Revenue and Appropriation Request and FY2016 - 2019 Forecasts  
Prepared - May 30, 2014

Cost Center : 7050DEBT		FY2014			FY2015	FY2016	FY2017	FY2018	FY2019	FY2015-19	NOTES
Table 1 - Projected Revenue		Budget	YTD Actual <sup>1</sup>	Estimate	Budget	Forecast	Forecast	Forecast	Forecast	TOTAL	
402001/003	Property Tax Increment <sup>2</sup>	\$ 7,514,281	\$ 7,512,260	\$ 7,407,717	\$ 7,529,127	\$ 7,303,253	\$ 7,084,156	\$ 7,119,576	\$ 7,155,174	\$ 36,191,286	FY16-17 est (3.0%) decline then 0.50% growth
402002/006	Prior Year Tax Increment Adjustments	(200,000)	(240,294)	(350,000)	(200,000)	(100,000)	(50,000)	(30,000)	(30,000)	(410,000)	Reimbursemts and appeal adjustments
665001	Interest	15,000	4,426	9,000	10,000	10,000	10,000	10,000	10,000	50,000	Interest earned from Debt Service Reserve Fund
TOTAL PROJECTED REVENUE AS AMENDED		\$ 7,329,281	\$ 7,276,392	\$ 7,066,717	\$ 7,339,127	\$ 7,213,253	\$ 7,044,156	\$ 7,099,576	\$ 7,135,174	\$ 35,831,286	
Table 2 - Committed Expenditures - Investment											
9910/9950	Debt service - 1993 Museum Parking Ramp										
	Principal	265,000	265,000	265,000	-	-	-	-	-	-	Final debt service payment due 01/01/2014
	Interest	7,075	6,625	6,625	-	-	-	-	-	-	Budget included \$450 paying agent fee
9910/9950	Debt service - 1994 Van Andel Arena CAB Bonds										
	Principal	929,047	-	929,047	921,247	857,487	789,572	734,601	144,554	3,447,461	Final debt service payment due 06/01/2019
	Interest	2,785,953	-	2,785,953	3,073,753	3,137,513	3,205,428	3,260,399	700,446	13,377,539	
9910/9950	Debt service - 2009 Van Andel Arena Refunding										
	Principal	-	-	-	-	-	330,000	345,000	3,510,000	4,185,000	Final debt service payment due 05/01/2024
	Interest	1,484,525	1,484,525	1,484,525	1,484,525	1,484,525	1,484,525	1,471,325	1,456,663	7,381,563	First principal payment on 05/01/2017
8800	Estimate of Maximum Capture to be Returned <sup>3</sup>	1,842,681	1,427,973	1,753,866	1,849,602	1,723,728	1,224,631	1,278,251	1,313,511	7,389,723	Excess revenue returned to State, GRPS, & KISD
TOTAL PROJECTED EXPENDITURES		\$ 7,314,281	\$ 3,184,123	\$ 7,225,016	\$ 7,329,127	\$ 7,203,253	\$ 7,034,156	\$ 7,089,576	\$ 7,125,174	\$ 35,781,286	
Table 3 - Excess / (Deficit) of Revenues Over Expenses											
Fund Balance - Beginning		\$ 3,363,791	\$ 3,363,791	\$ 3,363,791	\$ 3,205,492	\$ 3,215,492	\$ 3,225,492	\$ 3,235,492	\$ 3,245,492	\$ 3,205,492	
Plus: Projected Revenue		7,329,281	7,276,392	7,066,717	7,339,127	7,213,253	7,044,156	7,099,576	7,135,174	35,831,286	
Less: Committed Expenditures/Payments		(7,314,281)	(3,184,123)	(7,225,016)	(7,329,127)	(7,203,253)	(7,034,156)	(7,089,576)	(7,125,174)	(35,781,286)	
Fund Balance - Ending		\$ 3,378,791	\$ 7,456,060	\$ 3,205,492	\$ 3,215,492	\$ 3,225,492	\$ 3,235,492	\$ 3,245,492	\$ 3,255,492	\$ 3,255,492	

Note 1 - Actual data as of April 30, 2014

Note 2 - FY2015 revenues estimated using March Board of Review taxable values and estimated 2014 millage rates.

Note 3 - the DDA may only capture school millage-related property tax increment revenue in amounts sufficient to support eligible obligations existing prior to January 1, 1995 and for refunding bonds related to those eligible obligations.

Downtown Development Authority

Local Tax Increment Only

Proposed FY2015 Revenue and Appropriation Request and FY2016 - 2019 Forecasts

Prepared June 3, 2014

Table 1 - Projected Revenue	FY2014			FY2015	FY2016	FY2017	FY2018	FY2019	FY2015-19	NOTES
	Budget	YTD Actual <sup>1</sup>	Estimate	Budget	Forecast	Forecast	Forecast	Forecast	TOTAL	
Local Tax Increment	\$ 3,962,583	\$ 3,892,348	\$ 3,867,348	\$ 4,237,009	\$ 4,109,899	\$ 3,986,602	\$ 4,006,535	\$ 4,026,567	\$ 20,366,612	Estimating (3.0%) declines then 0.50% growth
Public Transit Millage Increment	384,350	384,350	384,350	385,681	374,111	362,887	364,702	366,525	1,853,906	Estimating (3.0%) declines then 0.50% growth
Sub-Total Tax Increment Revenues	\$ 4,346,933	\$ 4,276,698	\$ 4,251,698	\$ 4,622,690	\$ 4,484,009	\$ 4,349,489	\$ 4,371,236	\$ 4,393,093	\$ 22,220,517	
Rebates to City of Grand Rapids and ITP	(126,050)	(119,676)	(119,676)	(278,682)	(267,535)	(259,509)	(260,806)	(262,110)	(1,328,642)	ITP & City rebates were 5% then 10% beginning FY15
Prior Year Tax Increment Adjustments	(50,000)	(156,260)	(240,000)	(100,000)	(100,000)	(50,000)	(50,000)	(50,000)	(350,000)	Adjustments due to appeals.
Sub-Total Tax Increment Revenues - Net	\$ 4,170,883	\$ 4,000,762	\$ 3,892,022	\$ 4,244,008	\$ 4,116,475	\$ 4,039,980	\$ 4,060,430	\$ 4,080,982	\$ 20,541,876	
Interest	40,687	(28,423)	35,000	50,644	52,047	102,057	127,181	198,541	530,470	Estimated 1.0% to 2.0% interest rates
Brownfield Redevelopmt Auth Reimbs - Grandville Ave	21,542	20,440	21,542	21,973	21,094	20,461	20,563	20,666	104,758	Custer STI-capture maxed out after 2012/FY2013
Brownfield Redevelopmt Auth Reimbs - Veterans Park	-	-	-	-	-	500,000	260,000	100,000	860,000	BRA-Fitzgerald tir reimbursemts for eligible costs
Grant - State of Michigan - Cherry Street	-	21,146	21,146	-	-	-	-	-	-	Project reimbursement via City Engineering Dept
Grant - U.S. Dept of Commerce - Seward Avenue	-	511,909	511,909	-	-	-	-	-	-	Project reimbursement via City Engineering Dept
Reimb - Consumers Energy - Monroe Center Ph 3	-	75,561	75,561	-	-	-	-	-	-	Project reimbursement
Reimb - State of Michigan - U.S. 131 Off Ramp	-	19,691	19,691	-	-	-	-	-	-	Project reimbursement via City Engineering Dept
Miscellaneous Reimbursements & Fees	10,000	26,026	28,000	10,000	10,000	10,000	10,000	10,000	50,000	Bid packet fees, incentive applications, etc
TOTAL PROJECTED REVENUE AS AMENDED	\$ 4,243,112	\$ 4,647,112	\$ 4,604,871	\$ 4,326,625	\$ 4,199,615	\$ 4,672,498	\$ 4,478,175	\$ 4,410,190	\$ 22,087,103	
Table 2 - Administration										
General Administration	800,000	743,179	800,000	825,000	849,750	875,243	901,500	928,545	4,380,037	Overhead, staff, professional services, city costs, etc.
City of GR Legacy Costs	-	-	-	37,863	37,863	37,863	37,863	37,863	189,313	Share of former DDA employees' legacy costs
Sub-Total Administration	\$ 800,000	\$ 743,179	\$ 800,000	\$ 862,863	\$ 887,613	\$ 913,105	\$ 939,362	\$ 966,407	\$ 4,569,350	
Table 3 - Debt Service for Bond Issues										
Series 2003B/2013B CCBA Bonds - DeVos Place	83,806	36,246	83,806	333,700	333,650	328,550	327,100	327,100	1,650,100	Debt matures 02/01/2023
Series 2008 KCDC Bonds - Floodwall Refunding	50,044	50,044	50,044	50,151	50,891	51,437	51,537	16,032	220,048	Debt matures 11/30/2020
Series 2012A BRDA Bonds - Ionia South of Wealthy	75,000	75,000	75,000	75,000	75,000	75,000	75,000	75,000	375,000	Debt matures 06/01/2032
Sub-Total Debt Service	\$ 208,850	\$ 161,290	\$ 208,850	\$ 458,851	\$ 459,541	\$ 454,987	\$ 453,637	\$ 418,132	\$ 2,245,148	
Table 4 - Project Expenditures: Committed and Planned										
Investment: Development Incentive Programs										
Areaway Removal Incentive Program	35,000	-	-	35,000	35,000	35,000	35,000	35,000	175,000	Support for areaway abandonment
Building Re-Use Incentive Program	500,000	221,584	275,000	250,000	250,000	250,000	250,000	250,000	1,250,000	Past & current commitments for building re-use
Project Tax Increment Reimbursements	810,000	815,675	820,000	750,000	750,000	500,000	500,000	500,000	3,000,000	Riverhouse, JW Marriott, Hopson Flats, et al
Streetscape Improvement Incentive Program	50,000	-	-	50,000	35,000	35,000	35,000	35,000	190,000	Partial support for enhancements
Sub-Total Development Incentives	\$ 1,395,000	\$ 1,037,259	\$ 1,095,000	\$ 1,085,000	\$ 1,070,000	\$ 820,000	\$ 820,000	\$ 820,000	\$ 4,615,000	
Investment: Planning										
Downtown Plan	\$ 225,000	\$ 1,441	\$ 125,000	\$ 350,000	\$ 12,500	\$ -	\$ -	\$ -	\$ 362,500	New land use / strategic investment plan
Investment: Public Infrastructure										
Arena South Implementation	125,000	30,809	30,809	-	200,000	-	-	-	200,000	Ottawa extension design / construction
Bostwick Avenue - Lyon St to Crescent St	-	-	-	50,000	175,000	-	-	-	225,000	Local match pre-BRT reconstruction
Bridge Street Streetscape / US 131 Underpass	75,000	-	-	125,000	-	-	-	-	125,000	Pedestrian and streetscape design / improvements
Grand Rapids / Indiana Railroad Bridge Painting / Rehab	716,952	376,214	716,952	-	-	-	-	-	-	DDA share of \$1.2 mm project
Grand River Activation	100,000	-	-	100,000	-	-	-	-	100,000	Advance Frmwrk Plan priority
Ionia Avenue 9 - Buckley to Wealthy	325,000	121,016	250,000	-	-	-	-	-	-	Local match for Downtown Market streetscape
Jefferson Avenue - Cherry St to Fulton St	395,000	230,363	250,000	-	-	-	-	-	-	DDA share of \$2,215,000 for non-transit work
Michigan / Ottawa Gateway	-	-	-	-	-	-	-	300,000	300,000	Soften intersection w/landscaping/pedestrian improv
Monroe Avenue Resurfacing - Louis to 196	-	-	-	165,000	-	-	-	-	165,000	Rotomill and re-surface street
Monroe Center - Phase 3 / Monument Park	575,000	811,103	875,000	-	-	-	-	-	-	Improve outdated park / pedestrian area

Ottawa Ave. Public Improvements	-	-	-	200,000	130,000	-	-	-	<b>330,000</b>	Public Improvements associated with Arena Place
Sixth Street Bridge Capital Repairs	-	2,935	2,935	-	-	-	-	-	-	Final charges from MDOT
State Street - Jefferson Ave to Lafayette Ave	50,000	-	-	50,000	400,000	-	-	-	<b>450,000</b>	DDA share of \$1,060,000 project
Veterans Park Improvements	-	-	-	100,000	-	-	-	-	<b>100,000</b>	Construct new park designed by VMP Comm
Wealthy Street - US 131 to Division Ave	-	-	-	-	-	-	885,000	-	<b>885,000</b>	DDA share of \$2.65M for approach to US 131
Weston Street - Sheldon to LaGrave Ave.	-	-	-	100,000	100,000	-	-	-	<b>200,000</b>	
<b>Sub-Total Public Infrastructure</b>	<b>\$ 2,361,952</b>	<b>\$ 1,572,440</b>	<b>\$ 2,125,696</b>	<b>\$ 890,000</b>	<b>\$ 1,005,000</b>	<b>\$ -</b>	<b>\$ 885,000</b>	<b>\$ 300,000</b>	<b>\$ 3,080,000</b>	
<b>Investment: ITP Millage Funded Transit-Related Investments</b>										
Amtrak Station Re-Location	800,000	746,164	750,000	50,000	-	-	-	-	<b>50,000</b>	Contribute towards new station costs
DASH North Shuttles Lease	75,000	37,500	75,000	75,000	-	-	-	-	<b>75,000</b>	DASH service from Monroe N area to main downtown
Jefferson Avenue - Cherry Street to Fulton Street	353,000	353,000	353,000	-	-	-	-	-	-	Additional match needed for street pre-BRT
<b>Sub-Total Transit-Related</b>	<b>\$ 1,228,000</b>	<b>\$ 1,136,664</b>	<b>\$ 1,178,000</b>	<b>\$ 125,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 125,000</b>	
<b>Livability</b>										
Accessibility and Mobility Repairs	10,000	9,850	9,850	10,000	10,000	10,000	10,000	10,000	<b>50,000</b>	Repairs related to findings of FY2007 audit
Bicycle Friendly Improvements	105,000	50,119	101,000	100,000	50,000	50,000	50,000	50,000	<b>300,000</b>	Local FY14 match - \$50k for \$400k State grant
Downtown Census	-	-	-	30,000	-	-	-	-	<b>30,000</b>	Build exhaustive demographic census of residential base
Gateway Signage	20,000	-	-	-	-	-	-	-	-	Signing siting, design, & fabrication
Public Realm Improvements	-	-	-	200,000	-	-	-	-	<b>200,000</b>	Physical embellishments to public spaces
Riverwalk Wayfinding Sign System	15,000	-	-	-	-	-	-	-	-	Places of interest and mile markers
Seward Avenue Non-Motorized Facility	56,730	7,295	45,000	-	-	-	-	-	-	Local match for \$952k bike facility, trail, & striping
Skywalk Wayfinding Sign Improvements	50,000	-	-	-	-	-	-	-	-	Directional signage for skywalk users
Snowmelt System Capital Repairs	25,000	81,602	95,000	100,000	25,000	25,000	-	-	<b>150,000</b>	Electrical and alarm improvements
Urban Recreation Improvements	65,000	291	1,000	150,000	50,000	25,000	25,000	25,000	<b>275,000</b>	Riverwalk running course, drinking fountains, etc.
Wayfinding System Improvements	-	-	-	110,000	100,000	100,000	-	-	<b>310,000</b>	
<b>Sub-Total Livability</b>	<b>\$ 346,730</b>	<b>\$ 149,157</b>	<b>\$ 251,850</b>	<b>\$ 700,000</b>	<b>\$ 235,000</b>	<b>\$ 210,000</b>	<b>\$ 85,000</b>	<b>\$ 85,000</b>	<b>\$ 1,315,000</b>	
<b>TOTAL PROJECT EXPENDITURES AS AMENDED</b>	<b>\$ 5,556,682</b>	<b>\$ 3,896,961</b>	<b>\$ 4,775,546</b>	<b>\$ 3,150,000</b>	<b>\$ 2,322,500</b>	<b>\$ 1,030,000</b>	<b>\$ 1,790,000</b>	<b>\$ 1,205,000</b>	<b>\$ 9,497,500</b>	
<b>Table 4 - Excess / (Deficit) of Revenues Over Expenses</b>										
Fund Balance - Beginning	\$ 3,542,979	\$ 3,542,979	\$ 3,542,979	\$ 2,363,454	\$ 2,218,366	\$ 2,748,327	\$ 5,022,733	\$ 6,317,908	<b>\$ 2,363,454</b>	
Plus: Projected Revenue	4,243,112	4,647,112	4,604,871	4,326,625	4,199,615	4,672,498	4,478,175	4,410,190	<b>22,087,103</b>	
Less: Administration and Debt Service	(1,008,850)	(904,469)	(1,008,850)	(1,321,714)	(1,347,154)	(1,368,092)	(1,392,999)	(1,384,539)	<b>(6,814,498)</b>	
Less: Project Expenditures	(5,556,682)	(3,896,961)	(4,775,546)	(3,150,000)	(2,322,500)	(1,030,000)	(1,790,000)	(1,205,000)	<b>(9,497,500)</b>	
<b>Fund Balance - Ending</b>	<b>\$ 1,220,559</b>	<b>\$ 3,388,661</b>	<b>\$ 2,363,454</b>	<b>\$ 2,218,366</b>	<b>\$ 2,748,327</b>	<b>\$ 5,022,733</b>	<b>\$ 6,317,908</b>	<b>\$ 8,138,559</b>	<b>\$ 8,138,559</b>	

Note 1: Actual revenues thru 5/19/14. Actual expenditures thru 4/30/2014.

Downtown Development Authority

Non-Tax Fund Only

Proposed FY2015 Revenue and Appropriation Request and FY2016 - 2019 Forecasts

Prepared June 3, 2014

Table 1 - Projected Revenue	FY2014			FY2015	FY2016	FY2017	FY2018	FY2019	FY2015-19	NOTES
	Budget	YTD Actual <sup>1</sup>	Estimate	Budget	Forecast	Forecast	Forecast	Forecast	TOTAL	
Property Rental - Parking Lots	\$ 355,000	\$ 279,834	\$ 333,589	\$ 336,925	\$ 340,294	\$ 343,697	\$ 347,134	\$ 350,605	\$ 1,718,656	25% of gross beginning FY2014
Property Rental - Winter Avenue Building	9,000	-	9,000	9,000	8,000	-	-	-	17,000	Leased to Downtown Alliance / DID
Property Rental - YMCA Parking Lot	52,000	42,250	50,700	52,000	53,000	54,000	55,000	56,000	270,000	Use of the original DASH 8 lot
Areaway Special Assessment (3)	15,000	1,547	1,547	15,000	15,000	15,000	15,000	15,000	75,000	City View, Mel Trotter, Touchstone
Interest on Investments	29,665	401	25,000	18,747	8,618	9,110	5,758	8,736	50,968	Estimated interest rates @ 0.5% to 1.5%
Interest on The Gallery Promissory Note	40,448	-	40,448	40,167	38,761	36,567	33,979	30,323	179,797	4.5% simple interest. 1st principal 04/01/15
Sale of Area 1 Parking Lot	-	-	2,051,451	-	-	-	-	-	-	Property sold for private development project
Miscellaneous	-	-	-	500	515	530	546	563	2,655	Fees, reimbursements, etc.
TOTAL PROJECTED REVENUE	\$ 501,113	\$ 324,032	\$ 2,511,735	\$ 472,339	\$ 464,188	\$ 458,904	\$ 457,417	\$ 461,227	\$ 2,314,075	
Table 2 - Committed and Planned Expenditures										
Investment - Planning and Infrastructure										
Purchase Area 5 Parking Lot	-	-	-	2,051,451	-	-	-	-	2,051,451	Acquire Area 5 for future development
Debt Service Related to Area 5 Purchase	-	-	-	-	185,997	180,683	175,369	170,054	712,103	Principal/interest for Area 5 acquisition
Downtown Speaker Series	30,000	19,923	29,923	35,000	15,000	-	-	-	50,000	Events featuring city-building experts
Sub-Total Investment	30,000	19,923	29,923	2,086,451	200,997	180,683	175,369	170,054	2,813,554	
Livability										
Division Avenue Task Force Implementation	15,000	-	-	5,000	5,000	-	-	-	10,000	Implementation of Task Force findings
Downtown Recreational Walk / Tour Signage	-	-	-	25,000	15,000	-	-	-	40,000	Signage to improve walking
Downtown Safety Ambassador Program	300,000	132,716	225,000	300,000	300,000	175,000	-	-	775,000	Hospitality and Safety Program
Educational Partnerships Initiatives	-	-	-	10,000	10,000	-	-	-	20,000	Growing partnerships to increase awareness
Project and Fixed Asset Maintenance	50,000	2,650	5,000	100,000	50,000	50,000	50,000	50,000	300,000	Asset maintenance not budgeted elsewhere
Riverwalk Maintenance	60,000	-	-	60,000	10,000	10,000	10,000	10,000	100,000	Walkway repairs and maintenance
Stakeholder Engagement Programs	5,000	3,149	5,000	5,000	5,000	5,000	-	-	15,000	Constituency-directed engagement
Street Trees Maintenance Program	10,000	-	-	5,000	5,000	5,000	-	-	15,000	Watering / tending trees within the district
Transportation Demand Mnmt Program	85,000	104	80,000	92,500	92,500	92,500	-	-	277,500	Enabling mobility options
Winter Avenue Building	2,500	-	-	2,500	2,500	2,500	2,500	2,500	12,500	Maintenance and repairs
Sub-Total Livability	527,500	138,619	315,000	605,000	495,000	340,000	62,500	62,500	1,565,000	
Vibrancy										
Bridge Lighting Operations	10,000	-	-	10,000	10,000	10,000	10,000	10,000	50,000	Electricity and maintenance for lighting
DGRI Event Production	25,000	24,580	30,000	45,000	35,000	20,000	-	-	100,000	DGRI-produced events, i.e. Movies in the Park
Diversity / Inclusion Programming	10,000	3,600	4,000	10,000	10,000	10,000	-	-	30,000	Increase Downtown awareness to new audiences
Downtown Marketing	200,000	26,637	100,000	225,000	150,000	150,000	-	-	525,000	Tools to promote and market Downtown
Downtown Workforce Program	15,000	-	-	15,000	15,000	15,000	-	-	45,000	Engaging the Downtown workforce
Go-Site Visitor Center at GRAM	-	-	-	30,000	30,000	30,000	-	-	90,000	Support for visitor engagement center
Holiday Décor Program	50,000	44,927	45,000	60,000	25,000	25,000	-	-	110,000	Adorning Downtown for the holiday season
Major Event Sponsorship	80,000	86,350	86,350	82,000	57,000	57,000	-	-	196,000	Artprize, LaughFest, Restaurant Week
Project-Related / Administration	1,500	2,863	2,863	1,500	1,500	1,500	1,500	1,500	7,500	Legal fees and other miscellaneous
Public Space Activation	-	-	-	30,000	20,000	20,000	-	-	70,000	Buskers, murals, & other enlivening interventions
Rosa Parks Circle Ice Skating Support	42,000	-	42,000	42,000	42,000	42,000	42,000	42,000	210,000	Skate rink operations
Special Events - Grant Programs	50,000	20,000	40,000	50,000	50,000	50,000	-	-	150,000	Support for new & emerging events
Special Events - Office of	100,000	75,580	100,000	100,000	75,000	75,000	75,000	75,000	400,000	Partial support for special events mnmt
Special Events Training Program	-	-	-	5,000	5,000	-	-	-	10,000	Workshops to assist and train event producers
State of the Dntn Event & Annual Report	17,500	-	17,500	22,500	22,500	22,500	-	-	67,500	Spotlighting DGRI and Downtown Progress
Ticketed Events - Police Services	80,000	56,666	75,000	80,000	80,000	-	-	-	160,000	Pedestrian safety - Arena & DeVos Place
Sub-Total Vibrancy	681,000	341,203	542,713	808,000	628,000	528,000	128,500	128,500	2,221,000	

<b>Miscellaneous Projects</b>												
DDA Offices Re-Location	50,000	110,304	120,000	-	-	-	-	-	-	-	Move out of City Hall to 29 Pearl St NW	
Miscellaneous - to be determined	100,000	23,400	40,000	100,000	75,000	75,000	75,000	75,000	75,000	400,000	Available for emerging ideas and opportunities	
<b>Sub-Total Miscellaneous</b>	<b>150,000</b>	<b>133,704</b>	<b>160,000</b>	<b>100,000</b>	<b>75,000</b>	<b>75,000</b>	<b>75,000</b>	<b>75,000</b>	<b>75,000</b>	<b>400,000</b>		
<b>TOTAL PROJECTED EXPENDITURES</b>				<b>\$ 1,388,500</b>	<b>\$ 633,449</b>	<b>\$ 1,047,636</b>	<b>\$ 3,599,451</b>	<b>\$ 1,398,997</b>	<b>\$ 1,123,683</b>	<b>\$ 441,369</b>	<b>\$ 436,054</b>	<b>\$ 6,999,554</b>
<b>Table 3 - Excess / (Deficit) of Revenues Over Expenses</b>												
Fund Balance - Beginning	\$ 3,895,731	\$ 3,895,731	\$ 3,895,731	\$ 5,359,830	\$ 2,232,718	\$ 1,297,909	\$ 633,130	\$ 649,178	\$ 5,359,830			
Plus: Projected Revenue	501,113	324,032	2,511,735	472,339	464,188	458,904	457,417	461,227	2,314,075			
Less: Committed & Planned Expenditures	(1,388,500)	(633,449)	(1,047,636)	(3,599,451)	(1,398,997)	(1,123,683)	(441,369)	(436,054)	(6,999,554)			
<b>Ending Fund Balance - Before Reserve</b>	<b>\$ 3,008,344</b>	<b>\$ 3,586,314</b>	<b>\$ 5,359,830</b>	<b>\$ 2,232,718</b>	<b>\$ 1,297,909</b>	<b>\$ 633,130</b>	<b>\$ 649,178</b>	<b>\$ 674,351</b>	<b>\$ 674,351</b>			
Reserve for Brownfield 2012A Bonds	(500,144)	(500,144)	(500,144)	(514,748)	(530,584)	(530,637)	(531,071)	(531,071)	(531,071)		Per Downtown Market Repayment Agreement	
<b>Ending Fund Balance - With Reserve</b>	<b>\$ 2,508,200</b>	<b>\$ 3,086,170</b>	<b>\$ 4,859,686</b>	<b>\$ 1,717,970</b>	<b>\$ 767,324</b>	<b>\$ 102,493</b>	<b>\$ 118,107</b>	<b>\$ 143,280</b>	<b>\$ 143,280</b>			

Note 1 - Actual data as of April 30, 2014



# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: July 3, 2014

TO: DDA Board

FROM: Tim Kelly, AICP  
Planning Manager



Agenda Item #6  
July 9, 2014  
DDA Meeting

SUBJECT: Consent to an Industrial Facility Tax Exemption for Ferris Coffee and Nut

Ferris Coffee and Nut (Ferris), located in Grand Rapids since the incorporation date in 1924, is requesting consent from the Downtown Development Authority Board for an Industrial Facilities Tax (IFT) Exemption. The IFT Exemption is authorized under the Plant Rehabilitation and Industrial Development Districts Act (PA 198 of 1974), and provides an exemption from ad valorem real and/or personal property taxes to qualified manufacturers. The exemption is used to incentivize renovation and expansion of aging facilities, assist in the building of new facilities, and to promote the establishment of high tech facilities.

Ferris is requesting IFT Exemption to offset costs associated with the expansion of its headquarters at 227 Winter Avenue, NW. The expansion will bring the nut processing operation previously located in Wyoming, MI to their Grand Rapids headquarters. This will result in 14 new jobs Downtown, and will aid in the retention of 54 existing jobs. In addition to expanding and renovating their food processing operations, the project also includes a complete renovation of the office area, break room, retail shop, and the creation of a new café. The total project costs are \$5.7 million, \$4.1 million of which is eligible under the IFT Exemption.

To receive approval for an IFT Exemption, applications must be reviewed and approved by the City Commission. However, as Ferris is within the DDA boundary, the DDA Board must first consent to the request. Following this, the City Commission will hold a public hearing and consider adoption of a Resolution. The application is then subject to review by the State of Michigan Property Services Division and the Michigan Economic Development Corporation. The State Tax Commission (STC) is ultimately responsible for final approval and issuance of an Industrial Facilities Exemption (IFE) certificate.

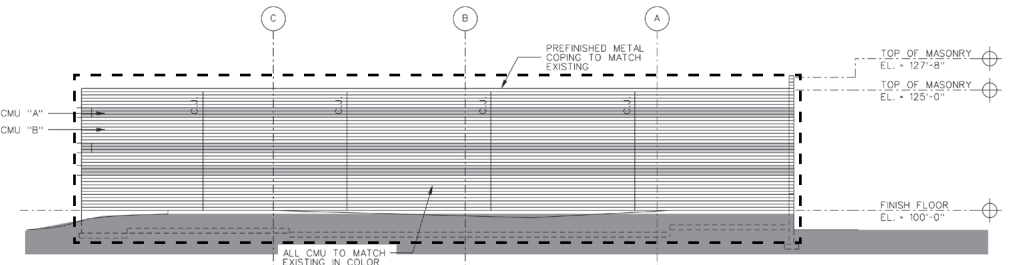
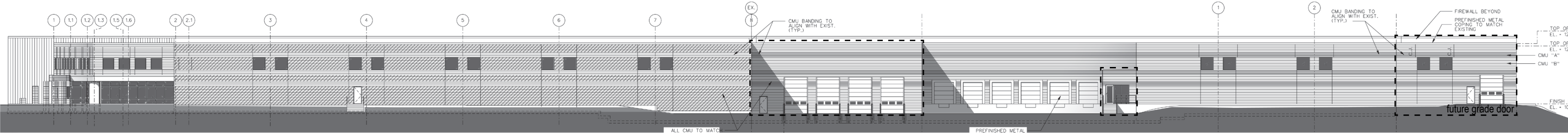
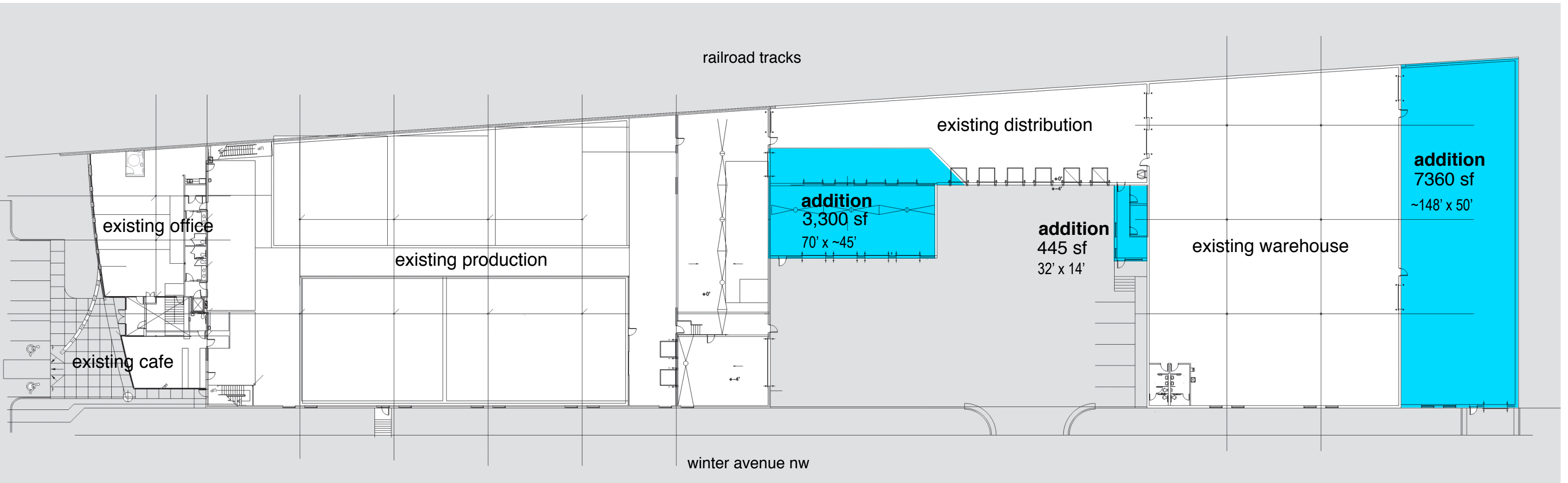
In accordance with Plant Rehabilitation and Industrial Development Districts Act, a Plant Rehabilitation District covering the property was established on September 19, 1995. This enabled Ferris to receive exemptions in 1995 and 2000 to complete improvements to their facilities. Each exemption was for a period of 12 years. The current request is for a 12 year tax exemption on real property and 8 years for personal property, which would forego approximately \$36,317 of annual tax increment that the DDA would captured without an approved IFT Exemption. This amount, however, must be weighed against the value of creating 14 new jobs, retaining and improving the work environment for existing employees, and increasing commercial activity through the expanded facilities.

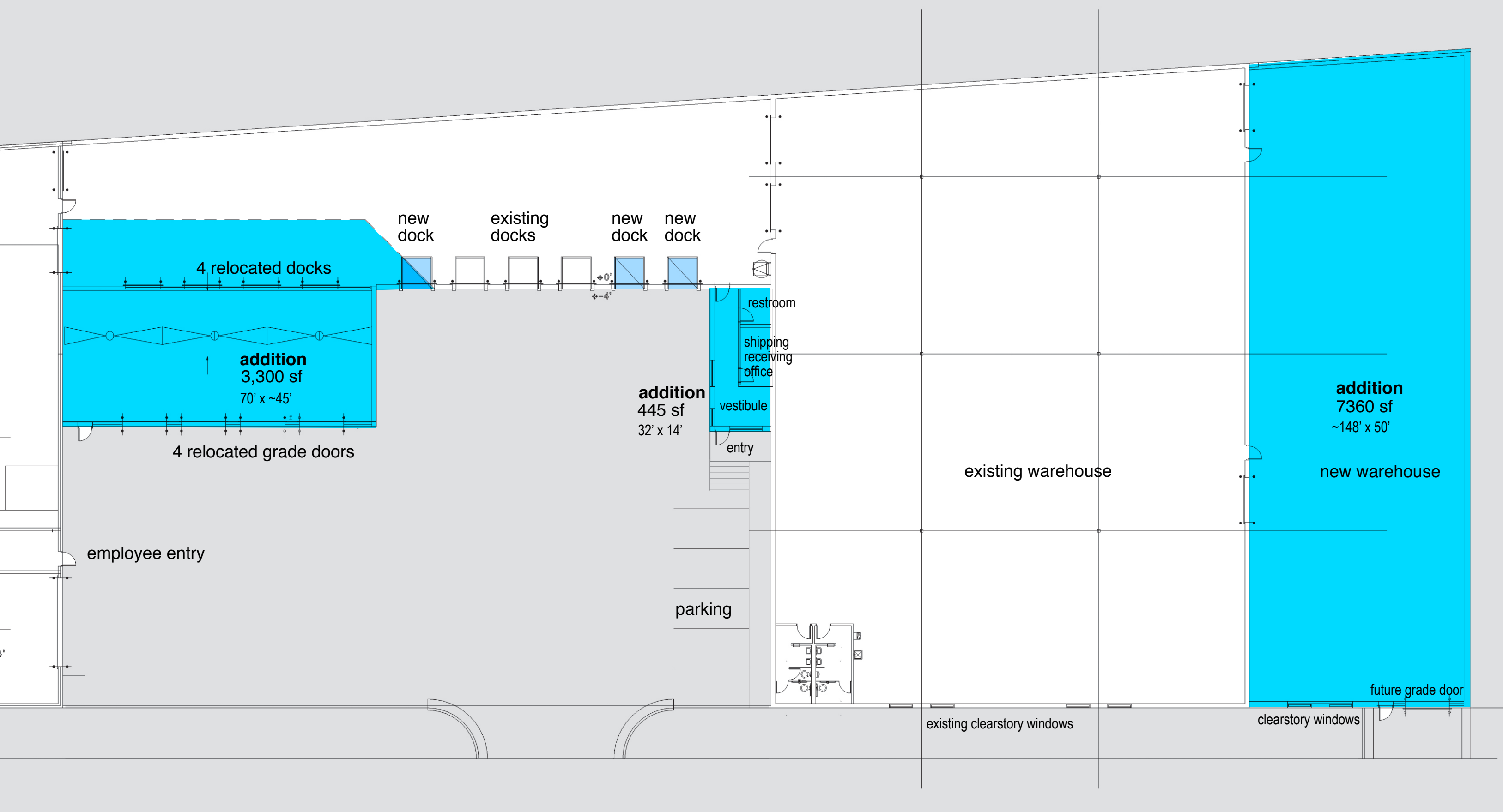
**Recommendation:** Approve the Industrial Facility Tax Abatement for Ferris Coffee and Nut.











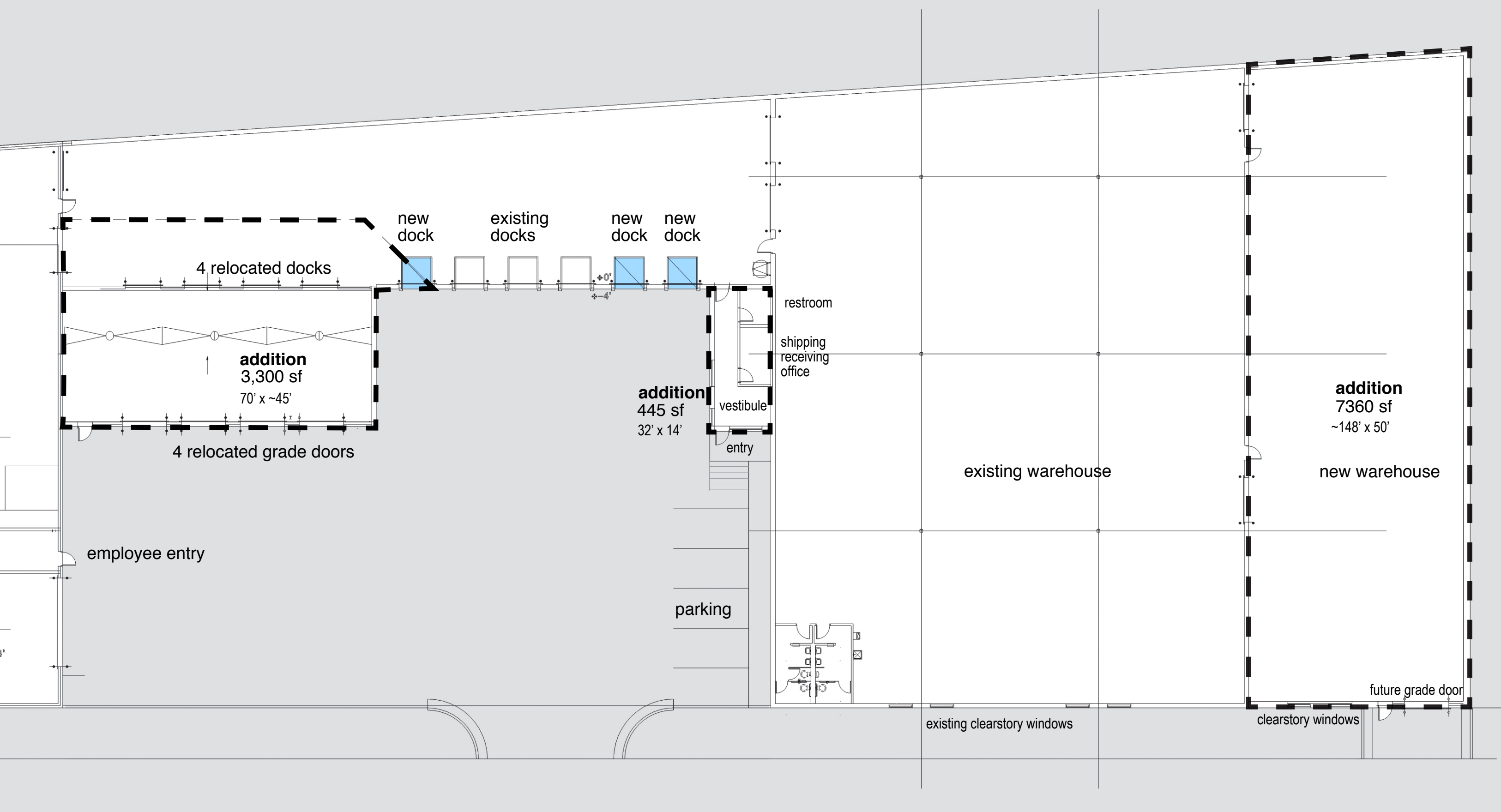












# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: July 3, 2014

TO: DDA Board

FROM: Tim Kelly, AICP  
Planning Manager



Agenda Item #7  
July 9, 2014  
DDA Meeting

SUBJECT: Calder Plaza Building Streetscape Incentive Improvement Program Request

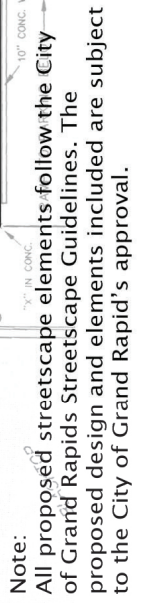
The owners of the Calder Plaza Building, located at 250 Monroe Avenue NW, have submitted application materials for a \$35,000 grant through the Streetscape Incentive Improvement Program (SIIP). The grant will be used to offset the costs of a major streetscape project, which will include the installation of new surface concrete, a decorative paver system, planters, street trees, landscaping, lighting, benches, and bike racks on both the Monroe Avenue and Plaza side of the building. The Monroe Avenue improvements will also include enhancements to the existing snow melt. The total project costs are currently estimated at \$222,300.

The improvements are being undertaken as part of an overall master plan for building upgrades. The upgrades are intended to repurpose the building to further attract and retain tenants. Further, as the building was originally constructed in 1980, it is expected the streetscape improvements will provide much needed enhancements to the overall building's design and relationship to the public realm. Additionally, it is expected the improvements will further enhance Monroe Avenue and build upon the energy from the Amway Grand Plaza, Reserve, and the DeVos Center.

Interior work is expected to begin later this summer. If approved, streetscape work is expected to begin in the spring of 2015.

**Recommendation:** Approve the Calder Plaza Office Condominium Association's (CPOCA) request for a \$35,000 SIIP Grant for public realm improvements at the Calder Plaza Building located at 250 Monroe Avenue NW.





Land Planning • Landscape Architecture



Preliminary Streetscape and  
Monument Sign Design

Subject to City of Grand Rapids approval

**RJM Design**  
Land Planning • Landscape Architecture

# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: July 3, 2014

TO: DDA Board

FROM: Tim Kelly, AICP  
Planning Manager



Agenda Item #8  
July 9, 2014  
DDA Meeting

SUBJECT: BarFly Parklet Streetscape Incentive Improvement Program

On July 10, 2013, the Downtown Development Authority Board adopted revisions to the Streetscape Improvement Incentive Program (SIIP). The intent of the revisions was to enhance program utilization and to provide further opportunities for improvements to the public realm Downtown. One of the tools utilized to accomplish this was the inclusion of parklets as an eligible expense under the SIIP guidelines.

Following the amendment to the SIIP Program, staff worked collaboratively with City of Grand Rapids staff from the Planning, Parking Services, Engineering, Building, and Traffic Safety Departments, as well as volunteers from the Alliance for Investment to develop the *Grand Rapids Parklet Manual*. The *Manual* is a comprehensive overview of the goals, policies, processes, procedures, and guidelines for installing parklets in Downtown Grand Rapids.

The Manual was made public on April 1, 2014, and since that time staff has worked to market the benefits of parklets to interested Downtown businesses. Though several businesses have expressed interest, BarFly Ventures are the first to submit their application. They are proposing parklet installations on Ionia Avenue at Grand Rapids Brewing Company and McFadden's Saloon, and on Commerce Avenue at Stella's Lounge. The proposed use of each parklet is for additional seating and would include outdoor alcohol and food services. As the parklets will require an expansion of their existing food and alcohol permit, the applications are currently under review by the Planning Department.

Given their desire to install three parklets, staff is recommending each installation be considered as a separate request. Each parklet is estimated to cost \$26,568. As up to 50% of the costs are eligible for reimbursement, the total amount being requested for the grant is \$39,852, or \$13,284 for each installation.

In light of these elements, and in recognition of the benefits of the project to the community and surrounding neighborhood, staff recommends the DDA Board approve the SIIP request. Installation of the parklets will occur immediately following the Planning Department's approval of their expanded food and alcohol permits.

**Recommendation:** Approve BarFly Ventures' request for \$39,582 in SIIP grants for the installation of three parklets in Downtown.

# CORNER DECK -(2 SIDES)

11	Trex Deck	\$ 32.00	\$	352.00	
5	2x6x10	\$ 8.00	\$	40.00	
8	Build	\$ 36.00	\$	288.00	
3	Posts w/ Flange	\$ 85.00	\$	255.00	
2	Chains/Screws/Plates	\$ 50.00	\$	100.00	
			\$	1,035.00	\$ 2,070.00

# DECK WITH ONE SIDE

11	Trex Deck	\$ 32.00	\$	352.00	
5	2x6x10	\$ 8.00	\$	40.00	
8	Build	\$ 36.00	\$	288.00	
2	Posts w/ Flange	\$ 85.00	\$	170.00	
1	One Section - (Chains/Screws/Plates)	\$ 50.00	\$	50.00	
			\$	900.00	\$ 3,600.00

# DECK (No Railings)

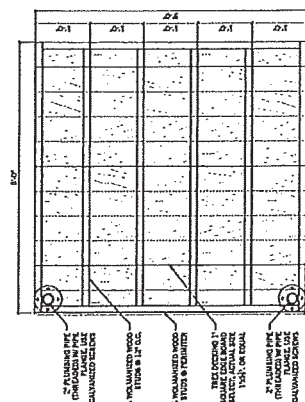
11	Trex Deck	\$ 32.00	\$	352.00	
5	2x6x10	\$ 8.00	\$	40.00	
8	Build	\$ 36.00	\$	288.00	
0	Posts w/ Flange	\$ 85.00	\$	-	
1	Brackets	\$ 20.00	\$	20.00	
			\$	700.00	\$ 1,400.00

Delivery & Setup	\$	7,070.00
	\$	1,250.00
	\$	8,320.00
Markup	20%	\$ 1,664.00

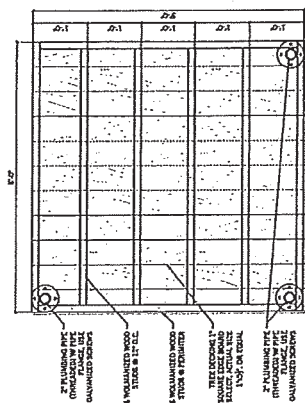
TOTAL	\$	9,984.00
	\$	19,968.00

8	tops and chairs	Breakdown and store	\$	1,250.00
		\$ 500.00	\$	4,000.00
	Landscape		\$	1,350.00
		TOTAL		\$6,600.00
		GRAND TOTAL	\$	26,568.00

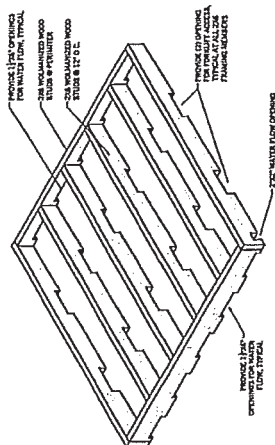




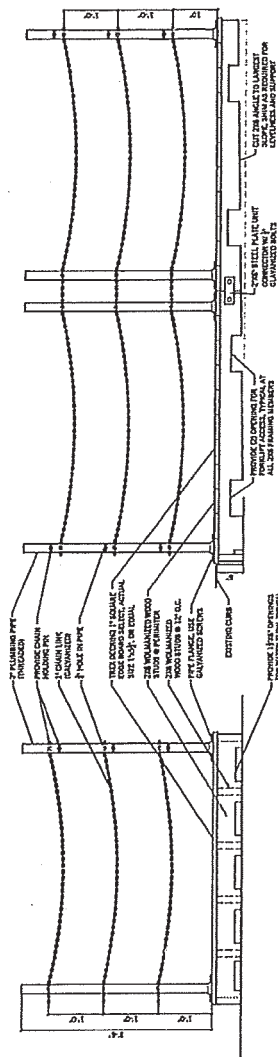
1 STANDARD UNIT



2 CORNER UNIT

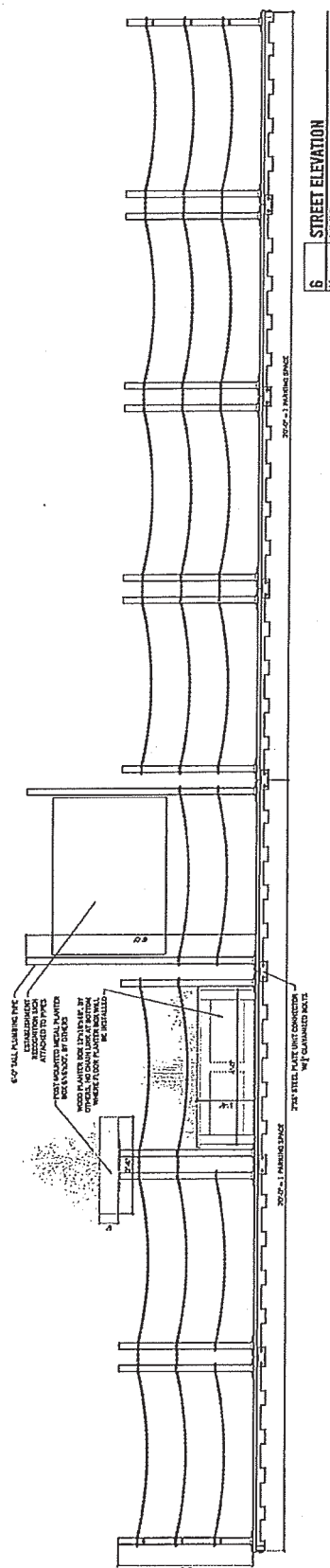


3 ISOMETRIC OF PARKLET UNIT

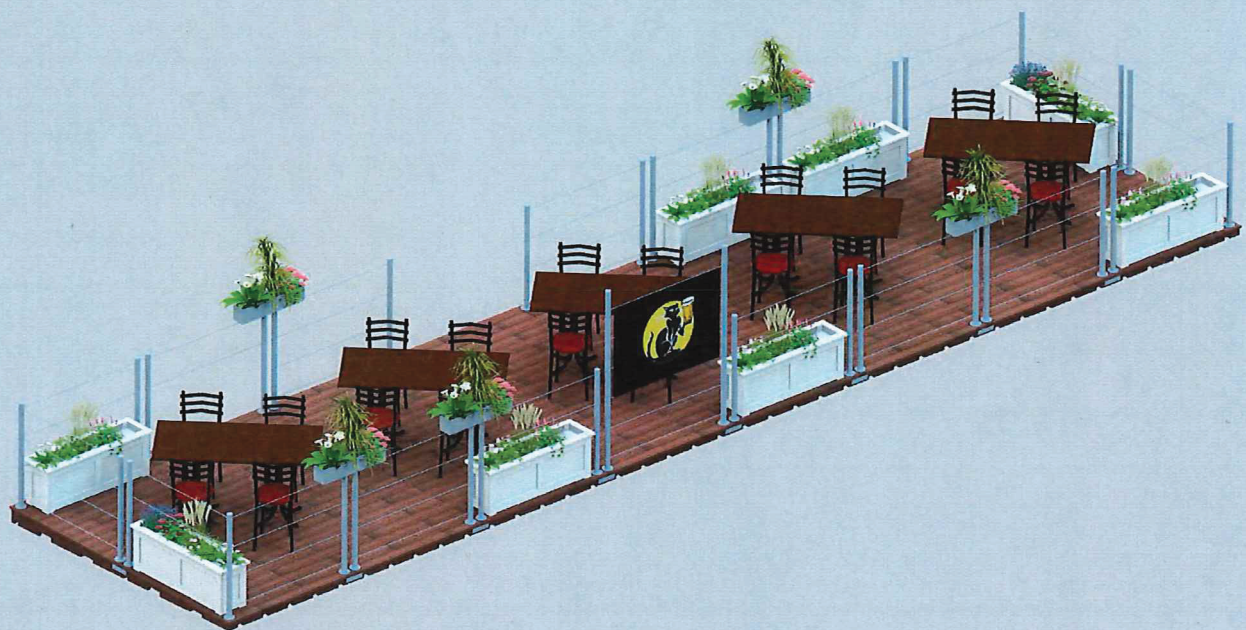


4 SIDE ELEVATION

5	SIDEWALK ELEVATION OF ONE UNIT
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6 STREET ELEVATION







# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: July 3, 2014

TO: DDA Board

FROM: Tim Kelly, AICP  
Planning Manager

TK

Agenda Item #9  
July 9, 2014  
DDA Meeting

SUBJECT: Request to Amend an Existing Building Reuse Incentive Program Agreement at 333 Grandville Ave SW

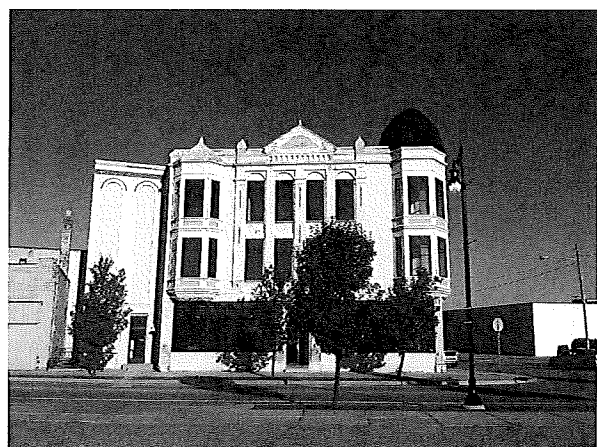
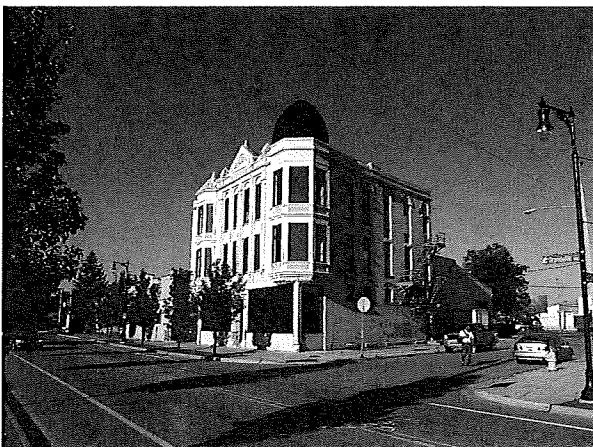
On August 14, 2013, the Downtown Development Authority (DDA) Board approved a \$30,472 Building Reuse and Incentive Program (BRIP) grant to L.V.D. Stolpe, LLC for improvements to the building at 333 Grandville Avenue SW. The renovations approved for reimbursement include restoration of the brick facade, exterior painting, replacement of the ground floor windows, and restoration of the distinct domed turret.

As renovations began in September 2013, it became apparent the original scope of anticipated work would not cover the required improvements. Further brick restoration, tuck pointing, and painting are all required in order to complete the project and have it ready to lease.

The additional project costs total \$12,742. As such, the applicant is requesting an additional \$6,371 to complete their renovations. If approved, the existing BRIP Agreement will be amended to reflect the new total of \$37,218.

Given the unique style of the building, as well as its location along a prominent Downtown corridor, staff recommends approving the request to amend the BRIP Agreement.

**Recommendation:** Approve an amendment to the existing Building Reuse Incentive Program reimbursement grant agreement to authorize additional funds in the amount not to exceed \$6,371 for the renovations at 333 Grandville Avenue SW.



# MEMORANDUM

CITY OF GRAND RAPIDS

**DATE:** July 3, 2014

**TO:** Kristopher Larson, AICP  
Downtown Development Authority  
Executive Director

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

**SUBJECT:** **Maintenance of the Downtown Wayfinding and Parking Facilities Signage System**

This project consists of maintenance of the Downtown Development Authority's unified Wayfinding and Parking Facilities Signage System in the City of Grand Rapids downtown core which consists of: downtown gateway or 'welcome' signs; non-illuminated district, local and MDOT vehicular directional signs; non-illuminated pedestrian map kiosks; illuminated and non-illuminated parking facility identification signs; and portable DASH shuttle bus-stop signs. The scope of this project is the ongoing maintenance of this system, including: repair of sign damage, weathering, vandalism, etc.; revision of sign messaging, destinations, routes, map inserts, etc.; on-call emergency pickup of downed signs; short-term storage and reinstallation of downed signs; provision and stockpiling of sign components; fabrication and installation of new signs and foundations, and an annual inspection/assessment/report of sign system condition. The term of the contract would be for three (3) years.

Bids were received on May 28, 2014, by the City Engineer's Office on behalf of the Downtown Development Authority (DDA). The Consultant's (Williams & Works, Inc. – W & W) estimate is \$260,000, and Valley City Sign Company (Valley City) submitted a bid of \$246,647.60 (discounted bid same as bid). Reference the attached Equal Business Opportunity – Construction Worksheet regarding the applicable bid discounts for this project. Valley City does not anticipate utilizing subcontractors on this project.

The estimated total expenditures of \$388,000.00 required, includes the costs of the construction contract, W & W previously authorized design phase services including reimbursable expenses and subconsultant services, W & W's construction phase services including reimbursable expenses and subconsultant services, administration, and an approximate twelve percent allowance for contingencies, are being financed by the DDA (\$320,000.00) and the City's Capital Improvement Fund (\$68,000.00).

It is recommended that the construction contract for this project be awarded to Valley City in the amount of \$246,647.60, with total expenditures not to exceed \$388,000.00, 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 \$388,000.00. 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. W & W will provide the construction phase services pursuant to their agreement for said services with the City.

It is anticipated that this project will be presented to the City Commission on July 8, 2014, for authorization of total expenditures in an estimated amount of \$388,000.00 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.

MAD/RDV/em

cc: Greg Sundstrom  
Eric DeLong  
James Hurt  
Chris Zull

## SUMMARY OF ESTIMATED COSTS

for

### Maintenance of the Downtown Wayfinding and Parking Facilities Signage System

#### Project Funding Source(s)

	<u>Currently Approved</u>	<u>Budget Requests</u>	<u>Revised Project Estimate</u>
Downtown Development Authority	\$121,800.00	\$198,200.00	\$320,000.00
Parking Services Fund	68,000	0	68,000.00
Total Project Sources	<u>\$158,000</u>	<u>\$39,000</u>	<u>\$388,000.00</u>

#### Breakdown of Project Uses

Construction Contract	\$246,647.60
Willaims & Works' (W & W) Previously Authorized Design Phase Services, including Reimbursable Expenses and Subconsultant Services	11,800.00
W & W's Construction Phase Services, including Reimbursable Expenses and Subconsultant Services	71,500.00
Administration	<u>16,497.40</u>
Sub-Total	\$346,455.00
Contingencies (12%)	<u>41,545.00</u>
Total Project Uses	<u><u>\$388,000.00</u></u>

May 30, 2014

Mr. Rick DeVries, P.E.  
Project Engineer  
City of Grand Rapids – Engineers Office  
300 Monroe Avenue NW  
Grand Rapids, MI 49503

**Re: Maintenance of the Downtown Wayfinding and  
Parking Facilities Signage System, Project No. 14025  
Contract Award Recommendation to Valley City Sign Company, Inc.**

Dear Mr. DeVries:

Our office has reviewed the bids submitted on Wednesday, May 28, 2014 for the above referenced three (3) year maintenance contract. Two of the bids were in conformance with the City's bidding requirements. The third bid lacked the bidder's signature, and was deemed non-responsive. A bid tabulation is enclosed with this letter.

Valley City Sign Company of 5009 West River Drive, NE, Comstock Park, Michigan, 49321 is pre-qualified by the City for bidding on this work (group W19), and is the low bidder with an original bid amount of \$246,647.60. No discount points were assigned to any bid. Mary Cook of Valley City Sign was contacted on May 29<sup>th</sup> and was asked to provide their Force Account Rate Schedule (sheet 8) along with more complete versions of the Subcontractor and Supplier Lists (sheets 9 and 11). Ms. Cook provided the requested information via e-mail earlier today, and we have confirmed that the information is satisfactory. Copies of these post-bid submittals are enclosed with this letter.

After reviewing the bid and post-bid information provided by Valley City Sign Company, and being aware of the company's good reputation, I am comfortable recommending award of this contract to Valley City Sign Company. They are the low bidder, a West Michigan based company, and have significant experience with similar sign system maintenance work. Overall, we believe that acceptance of the bid submitted by Valley City Sign is in the best interest of the City and the DDA.

Rick DeVries, P.E.

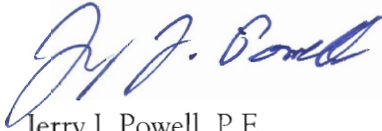
Page 2 of 2

May 30, 2014

Please feel free to contact me by phone at (616) 224-1500 or by email at [powell@williams-works.com](mailto:powell@williams-works.com) with any questions or comments regarding this recommendation.

Respectfully,

**Williams & Works**

A handwritten signature in blue ink, reading "Jerry J. Powell".

Jerry J. Powell, P.E.

Project Manager/Associate

Enclosures: Bid Tabulation w/Engineer's Estimate  
Valley City Sign's Post-Bid Submittals

Cc: Eric Pratt, City of Grand Rapids Downtown Development Authority  
File

ITEM				ENGINEER'S		VALLEY CITY		CITY SIGN		*BRITTEN DÉCOR	
				ESTIMATE		SIGN COMPANY		ERECTORS		INC	
NO.	ITEM	UNIT	QUAN	UNIT PRICE	TOTAL	UNIT PRICE	TOTAL	UNIT PRICE	TOTAL	UNIT PRICE	TOTAL
1	1st Year Subtotal from Bidder's Worksheet*	Lump Sum	1	\$ 83,502.00	\$ 83,502.00	\$ 74,721.00	\$ 74,721.00	\$ 126,327.08	\$ 126,327.08		
2	2nd Year Subtotal from Bidder's Worksheet*	Lump Sum	1	\$ 90,031.50	\$ 90,031.50	\$ 98,554.80	\$ 98,554.80	\$ 151,945.20	\$ 151,945.20		
3	3rd Year Subtotal from Bidder's Worksheet*	Lump Sum	1	\$ 85,522.50	\$ 85,522.50	\$ 73,371.80	\$ 73,371.80	\$ 133,392.60	\$ 133,392.60		
	<b>Original Bid Amount (TOTAL)</b>				\$ 259,056.00		\$ 246,647.60		\$ 411,664.88		
	<b>Allowable Discount Points</b>						0.0		0.0		
	<b>Allowable Discount Amount</b>						\$ -		\$ -		
	<b>DISCOUNTED BID</b>						\$ 246,647.60		\$ 411,664.88		
	<b>Discounted BID Ranking</b>						1		2		
										*Bid has been deemed non-responsive	



5/30/14

Force Account Rate Schedule

Labor billing rates:

\$78.00 – straight time

\$117.00 – overtime

\$156.00 – holiday/Sunday rates

The hourly, daily, weekly and monthly rates to be applied to non-rental equipment utilized is included on our \$78.00 bill rate

Percentage markup for subcontracted services – 6%

Percentage markup for materials – 20%

Percentage markup for rental equipment – 20%



**LIST SUBCONTRACTORS\*:**

[illegible]

**\*Unless approved by the Engineer, the Contractor shall utilize the Subcontractors listed on this Bid Form.**

**LIST SUPPLIERS:\***

[illegible]

**\*THIS COMPLETED FORM MUST BE SUBMITTED WITHIN 48 HOURS OF BID OPENING.**

(Reflects revisions made June, 1997)

# Williams & Works

engineers . planners . surveyors *a tradition of service*

June 12, 2014

Mr. Rick DeVries  
City Engineers Office  
City of Grand Rapids  
300 Monroe Avenue, NW  
Grand Rapids, MI 49503

**RE: Wayfinding Sign System Maintenance Contract Management/Oversight,  
PM/Engineering Services Proposal**

Dear Mr. DeVries:

Williams & Works, headquartered in downtown Grand Rapids, is pleased to submit this proposal for contract management and oversight services for the Downtown Wayfinding Sign System Maintenance Program, on an as-directed basis.

## PROJECT TEAM

Williams & Works has assembled a team of professionals that is well suited to this particular assignment. The team leader will be **Jerry Powell, P.E.**, who will be responsible for the day-to-day contract management, interacting with and receiving direction from DDA, Parking Services and Engineering staff, providing direction to the City's Contractor, and guiding, monitoring, tracking and documenting the requested work as outlined below. Mr. Powell was the project manager for the original design and construction of this sign system, as well as for the system maintenance since its inception, and is a registered professional engineer with over 30 years of experience on a variety of civil engineering projects.

Other senior team members that will be available to advise Mr. Powell in their respective engineering specialties as appropriate are:

- **Steve Williams, P.E.**, water and wastewater engineering services,
- **Todd Myers, P.E.**, transportation engineering services,
- **Roger Johr, P.E.**, structural engineering services, and
- **Larry Albaugh, P.S.**, surveying services.

If any electrical engineering work is required, we will subcontract with **Century A&E Corporation** to perform that work.

#### MAINTENANCE CONTRACT MANAGEMENT AND OVERSIGHT SERVICES SCOPE

Williams & Works has performed these contract management services for the City since 2007, and we are proposing a similar scope of services for this contracting period. The scope of work will vary depending on the specific scope of the maintenance work and/or system changes directed by the City/DDA. In general, Williams & Works will perform the following work in consultation with City/DDA staff:

- Respond to reports of downed signs, order related sign removals, evaluate repairs needed for return to service, investigate accident reports, and document costs for potential insurance claims,
- Coordinate sign removals and/or relocations due to City construction projects, and document costs for related billings,
- Research, identify and document sites for new and/or relocated signs, establish new sign routes, specify messaging for new and/or revised signs, and prepare appropriate spreadsheets, plans and/or graphic images to provide direction to the selected contractor,
- Lead and document pre-construction and progress meetings as needed, as well as field meetings with the contractor,
- Receive, log, review and process contractor submittals and shop drawings,
- Inspect/oversee the work, and gather as-constructed information/photos,
- Receive, review and process pay applications, and work to resolve any contractor claims presented,
- Prepare and issue bimonthly reports with summary spreadsheets to document the project costs and the work performed during the period.

This task will include field activity for sign siting, inspection, oversight and contractor meetings. It is anticipated that the City will provide the existing editable master AutoCAD and graphic image files, as well as any new map kiosk graphic images, if/when needed.

#### **Contractor Transition Activities**

Since the City is changing contractors this year, a kick off meeting will be held with staff of the Downtown Development Authority, Engineer's Office, and Parking Services Department to introduce the appropriate Valley City Sign staff, set up communication procedures and organize the transition activities. Williams & Works will direct City Sign Erectors to inventory and deliver all City owned materials (stored signs, new and used materials, casting molds, graphic images, files and other documentation) to a designated location for turnover to Valley City Sign. Williams & Works will manage this transfer to ensure a smooth contractor transition. The kickoff meeting will also allow the team to consider practical input from the first seven years of system operation, to identify and begin discussion of any new maintenance requirements, new signs, destinations or route changes, as well as any immediate maintenance needs.

### **Annual Budgets**

In recent years the annual DDA budget allocation for this work has been \$17,500/year, excluding special projects. Due to the contractor transition and the current backlog of system work, Williams & Works recommends that the DDA increase the FY 2015 funding level to \$20,000.

Also, Parking Services has allocated between \$2,500 and \$3,500/year in recent years depending on the work that they forecast. Williams & Works recommends that Parking Services maintain these funding levels unless they plan to initiate special projects or major renovations.

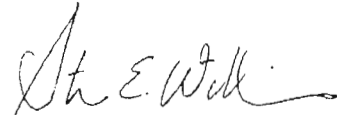
We propose to perform these Contract Management & Oversight Services, as directed, on a time and materials basis utilizing the current W&W rate structure included in the City Engineering Services Contract, as amended.

If you have any questions or comments regarding this proposal, please do not hesitate to contact us at your convenience.

Again, thank you for providing this opportunity to be of continued service to the City.

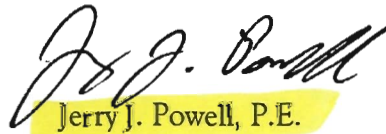
Respectfully,

Williams & Works



Steven E. Williams, P.E.

Principal



Jerry J. Powell, P.E.

Project Manager/Associate

CC: Eric Pratt, Grand Rapids Downtown Development Authority  
Mitch Schutter, Grand Rapids Parking Services

# MEMORANDUM

CITY OF GRAND RAPIDS

DATE: July 3, 2014

TO: Kristopher Larson, AICP  
Downtown Development Authority  
Executive Director

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

**SUBJECT: Resurfacing of Burton Street from Plymouth Avenue to Breton Avenue; Fuller Avenue from Malta Street to Leonard Street; Michigan Street from Lafayette Avenue to College Avenue and Monroe Avenue from Louis Street to I-196**

The above-captioned project generally consists of the rotomilling and resurfacing of Burton Street, Fuller Avenue, Michigan Street and Monroe Avenue within the limits noted above.

The Michigan Department of Transportation (MDOT) received bids for this project on June 6, 2014. The Engineer's estimate is \$1,801,254.69 and Michigan Paving and Materials Company submitted the low bid of \$1,712,640.05. The updated estimated total expenditures (\$2,174,316) required for this project, includes the construction contract, testing/permits, Traffic Safety force account work, engineering/inspection/administration, and an allowance for contingencies (5%). This project is being financed by a combination of MDOT grant funds (\$1,182,316), Streets Capital Fund (\$830,000) and Downtown Development Authority (\$162,000).

The Downtown Development Authority's share of costs is for the local and non-participating share of cost to rotomill/resurface Monroe Avenue from Louis Street to Michigan Street. The cost also includes the City's Street Lighting force account work to change out two cobra head light fixtures to historical fixtures in the block between Lyon Street and Pearl Street.

It is recommended that the Downtown Development Authority approve its share of costs in the amount of \$162,000. At the City Commission's meeting on May 20, 2014 (Commission Proceeding No. 83519), the City approved the agreement with MDOT and the authorized total expenditures in an amount not to exceed \$1,176,100 for the local share of costs for this project. The revised summary of costs includes the updated information on the costs based on actual bids received and reduces the estimated shares of costs. The approval of the agreement and the authorization of expenditures was contingent upon approval by the Downtown Development Authority of its share of costs for the Project.

MAD/RDV/BWS/em

cc: Greg Sundstrom  
Eric DeLong  
James Hurt  
Chris Zull

## SUMMARY OF ESTIMATED COSTS

for

**Resurfacing of Burton Street from Plymouth Avenue to Breton Avenue; Fuller Avenue from Malta Street to Leonard Street; Michigan Street from Lafayette Avenue to College Avenue and Monroe Avenue from Louis Street to I-196**

### Project Funding Source(s)

	<u>Currently Approved</u>	<u>Budget Request(s)</u>	<u>Revised Project Estimate</u>
Federal Grant Share (MDOT)	\$1,182,316	\$0	\$1,182,316
Streets Capital Fund	705,000	125,000	830,000
Downtown Development Authority	0	162,000	162,000
Total Project Sources	<u>\$1,887,316</u>	<u>\$287,000</u>	<u>\$2,174,316</u>

### Breakdown of Project Uses

Construction Contract	\$1,712,640.05
Testing/Permits	41,500.00
Traffic Safety Force Account Work	46,000.00
Engineering/Inspection/Administration	<u>273,621.00</u>
Sub-Total	\$2,073,761.05
Contingencies (5%)	<u>100,554.95</u>
Total Project Uses	<u>\$2,174,316.00</u>

# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: July 2, 2014

TO: Downtown Development Authority

FROM: Mandy Cech   
Marketing & Communications Manager

Agenda Item 12  
July 9, 2014  
DDA Meeting

SUBJECT: Recommendation to Support the GoSite

In late July of 2014, the Grand Rapids Art Museum plans to begin promotions for a new initiative called the GoSite. The initiative is a collaboratively funded and produced information center for Grand Rapids visitors, residents, and other members of the community to access information about Grand Rapids in digital and print formats. The GoSite will aggregate the base of its content from cultural groups, businesses, and community-focused organizations. Enclosed in your packet is a two-page description of the GoSite with renderings of the space in its final phases.

Downtown Grand Rapids Inc. staff presented the concept of the GoSite to the Alliance for Vibrancy during the budget recommendation discussions in April and May and allocated a portion of the DDA FY15 Budget and Priority Plan to the potential provision of financial support for this endeavor. The funds will be administered to the Grand Rapids Art Museum as a fiduciary of the GoSite. Operations of the GoSite are also administered by the Grand Rapids Art Museum with advisory support from Experience Grand Rapids, Downtown Grand Rapids Inc., Grand Rapids Cultural Marketing Group, and the Arena District. An Inclusion Committee, formed by over 17 community representatives from diverse backgrounds and interests, has led discussions related to programming and accessibility of the GoSite.

To date, the Grand Rapids Art Museum has secured financial and in-kind support from Steelcase Inc., Dyer-Ives Foundations, the Wege Foundation, and Experience Grand Rapids, and are currently awaiting funding determinations from other sources as well. To maintain sustainability of the program and underwrite ongoing operations, the Grand Rapids Art Museum and GoSite Advisory Council are in the process of developing a Business Sponsor program.

## RECOMMENDATIONS:

Staff recommends supporting the GoSite in an amount up to \$30,000 for qualified FY15 marketing expenses to be disbursed on a reimbursement basis.





# GoSite

## **Reframing the traditional information center to fully engage an integrated 21<sup>st</sup> century audience.**

**A high profile, warm and welcoming space** at the northwest corner of the Art Museum on Rosa Parks Circle will beckon both the intentional visitors and the casual passersby. Inside they will find **a helpful concierge to the city**, a smiling new friend trained as a certified tourism ambassador, to help them **explore their options and discover new ideas** of things to see and do. They'll have the latest tools and digital access, along with traditional paper maps and brochures. They'll watch monitors scrolling with information, real time social media suggestions, calendar of events, and visual images of the diverse offerings of the city. They'll **meet the people of Grand Rapids** through a group of "virtual" community liaisons who will tweet their weekly picks, and join in fun activities such as riddles and games that send them to community businesses that they may have never been to before. **As an information-gathering hub**, they'll be able to share their own ideas about Grand Rapids through the GoSite's social media and on-site feedback stations. They'll find **a comfortable place to meet up with friends**, try free samples of local delicacies, join a tour, or maybe catch a mini-performance by one of the many cultural organizations in the city. They'll **get to know our city**, its history and character, the movers and shakers of the town, and the visions for the future. Most of all, they will see the big picture, the many wonderful things that make Grand Rapids a great place to live, work, and play—the **GoSite will help them be a part of it all.**

On behalf of the GoSite Coalition, **GRAM requests annual support from the Downtown Development Authority** starting July 1, 2014. Funds from the DDA would be targeted specifically towards marketing the GoSite as the *"first-stop downtown"* destination and promotion of special programming (such as FridayFreeBites, short "sampler" performances by local cultural organizations, and the many other downtown events). DDA funding would also underwrite ten community liaisons who will upload videos, tweet "best bets," and build a conversation between the central business district and the corners of the city.

**The GoSite has already gained momentum and community support.** Steelcase Inc. is assisting with the space design team and unique furnishings for the project; a capacity-building and planning grant was awarded from Dyer-Ives Foundation; three year support was granted from the Wege Foundation; and Experience Grand Rapids will provide additional annual funding. A proposal has been submitted to the Frey Foundation, with positive feedback during due diligence conversations as we plan for future review, and we continue to evaluate additional foundation, state, and federal sources. The GoSite Business Sponsor program is in development to underwrite ongoing operations.

**The GoSite will open a “Pop Up” in the space in late July** to introduce the concept and provide an opportunity for feedback during the planning and implementation process, with plans for a full launch later in the year.

**Placemaking and building-community are integral to the growth and prosperity of Grand Rapids,** and there are individuals, groups, businesses, and organizations working passionately every day to contribute to the effort representing myriad demographics, goals, and missions. Now is the time to make a place that connects them all, one that uses technology as well as traditional methods to make things inviting and easy to find, a place to share information in person and through social media, to participate with content and programming, and to **encourage visitors, locals, students, potential new talent, and others to get to know Grand Rapids** and each other better; to come downtown, to mingle, mix, discover, and explore more.

Initial members of the **GoSite Coalition** are the **Grand Rapids Art Museum (GRAM), Experience Grand Rapids, Downtown Grand Rapids Inc., Arena District, and Grand Rapids Cultural Marketing Group.** GRAM will oversee operations of the GoSite with assistance from an **Advisory Council**, consisting of members of the Coalition, and an **Inclusion Committee, with over 17 community representatives** from diverse backgrounds and interests.

**Thank you for your time and consideration of this proposal.** The GoSite is a multifaceted, collaborative approach to building a centralized information sharing space unique to Grand Rapids, where entrepreneurship and working together go hand in hand.





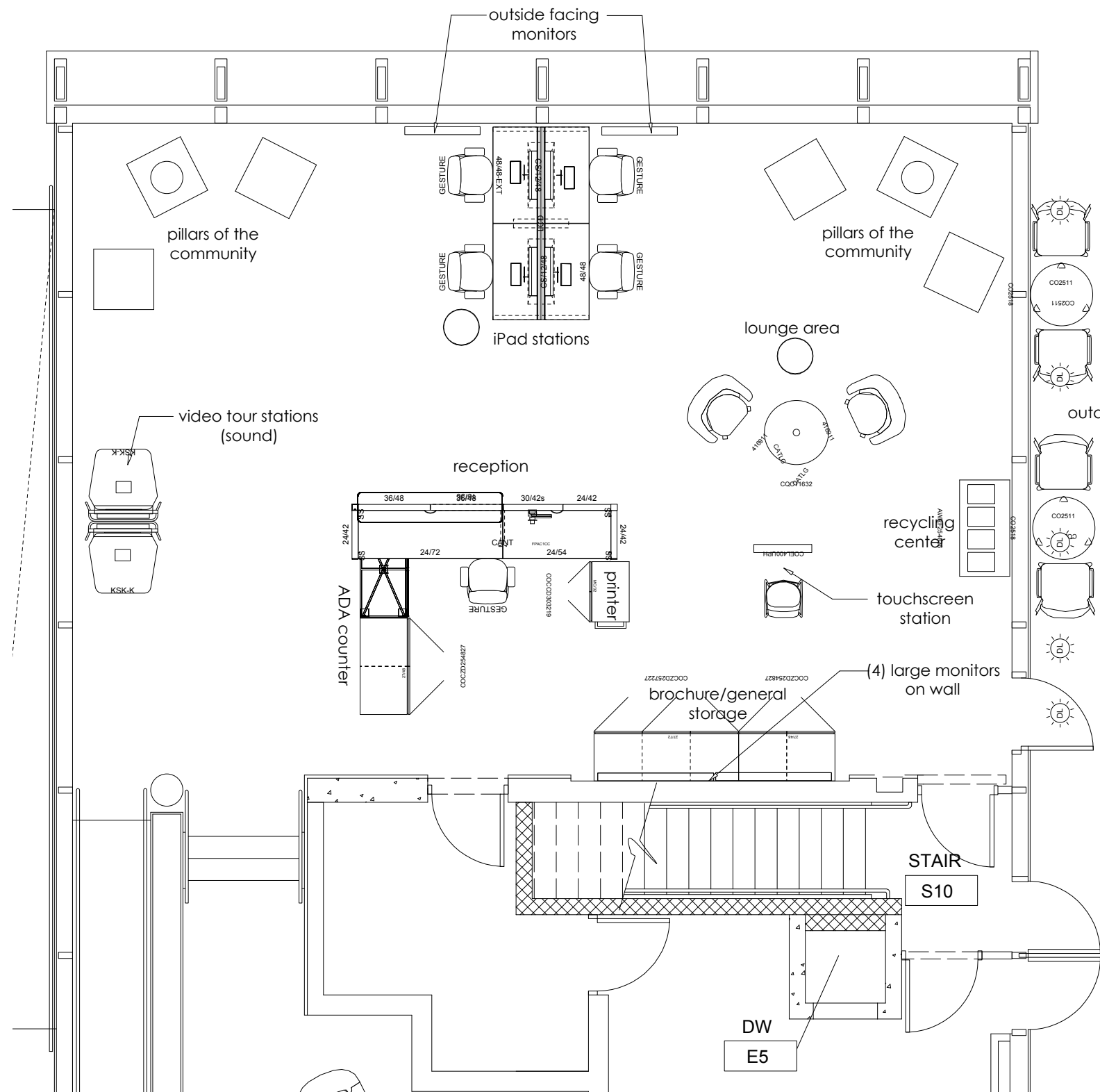
**Steelcase**

GRAM GoSite  
101 Monroe Center  
Grand Rapids, MI 49503

Date: 5.16.14  
Designer: akc

Steelcase has provided a drawing and specification that best meets the criteria submitted. It should be understood that all solutions are subject to interpretation and thereby require dealer review and final approval. This includes but is not limited to product numbers, finishes, locks, grommet locations, and overall design intent. Consistent with Steelcase's policy, the authorized dealer is ultimately responsible for the accuracy of this specification, proper installation and verifying that any/all acknowledgements match the specification.





Inspirational Pillars of the Community



Exponents Credenza



Media:scape Kiosk



i2i chair



Regard



Gesture



FrameOne



Emu Pattern Chair



Emu Pattern Table

**Steelcase**

**GRAM GoSite**  
101 Monroe Center  
Grand Rapids, MI 49503

Date: 5.16.14  
Designer: akc

Steelcase has provided a drawing and specification that best meets the criteria submitted. It should be understood that all solutions are subject to interpretation and thereby require dealer review and final approval. This includes but is not limited to product numbers, finishes, locks, grommet locations, and overall design intent. Consistent with Steelcase's policy, the authorized dealer is ultimately responsible for the accuracy of this specification, proper installation and verifying that any/all acknowledgements match the specification.

# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

Agenda Item #13  
July 9, 2014  
DDA Meeting

DATE: July 1, 2014

TO: Downtown Development Authority

FROM: Kristopher Larson, AICP   
President & CEO

SUBJECT: Downtown Mural Program with the Urban Institute of Contemporary Arts

As described in the FY15 budget narrative and accompanying presentations to the DDA Board, public space activation and connectivity were key themes that derived from the work of the three Alliances through the budget development process. As a mechanism for translating the objectives into implementable interventions, DGRI staff has pursued a relationship with the Urban Institute for Contemporary Arts (UICA) to serve as a partner in deploying a mural program to help add life and art to expansive public and privately owned walls in Downtown.

Through this partnership, DGRI will underwrite the first 3-5 mural interventions which UICA will use to attract other sponsors to their Exit Space Project, which will pair local artists with urban canvas opportunities. DGRI funds will be used to directly compensate artist stipends and materials. The Exit Space project envisions far more artistic interventions beyond the 3-5 that DGRI will support. It is expected that property owners will provide a multi-year easement to protect the artistic investments.

Two of the Alliances will play a role in guiding DGRI's portion of the project: The Alliance for Livability will assist in prioritizing the locations for intervention, while the Alliance for Vibrancy will work with UICA on thematic approaches for the murals. UICA will serve as fiduciary of the project and will oversee creative decision making and artist selection.

The funds for this project were budgeted in the Non-Tax Fund: Vibrancy: Public Space Activation line item. Additionally, the project is consistent with the DDA's Framework Plan primary objectives of B2: Accessibility & Connections, and C2: Arts & Culture. A brief about the project is included on the following page.

## Recommendation:

Approve an amount not to exceed \$15,000 to support 3-5 Downtown murals as a part of UICA's Exit Space Project.

# EXIT SPACE PROJECT

*The project is a series of artistic interventions on publicly viewable properties, large and small, including walls, construction sites, and windows in occupied and unoccupied buildings, as well as utility boxes, crosswalks, street poles, and bike lanes.*

## BACKGROUND

Through the *Exit Space Project*, UICA hopes to accomplish its goals to (1) “increase Grand Rapids’ *vibrancy*,” (2) “*build the sense of creative place* for our residents and visitors,” and (3) “advance the *city’s identity* as a growing collaborative ecosystem that nurtures business, technology, art, and design.”

There is alignment between those goals of the Alliance for Vibrancy. These can be summarized as *Attracting* large and diverse populations downtown and *Calling Out* to the region and beyond who we are and how we are enacting that identity in striking ways. The guidelines for Vibrancy grants may be useful:

LOCATION: Held within Downtown Grand Rapids Inc. boundaries.

DISTINCTLY GRAND RAPIDS: Calls out the Grand Rapids brand/identity. Is unique to Grand Rapids and/or celebrates authentic qualities of the downtown that sets it apart from other cities, thereby branding downtown Grand Rapids as the primary destination for arts and/or entertainment in West Michigan.

PROMOTES THE DOWNTOWN: Has demonstrated a commitment to helping market downtown GR.

BROAD POPULARITY: Can be enjoyed by a variety of audiences and is not offensive or dangerous. Must not be religious or political. Must be accessible to the public.

DIVERSITY AND INCLUSION: Attract diverse artists / clientele to the downtown.

CLEAR GOALS AND MEASURES OF EFFECTIVENESS: Has clearly articulated its goals, how those support the goals of Downtown Grand Rapids Inc., and effectiveness in reaching those goals can/will be measured.

## OBJECTIVES

According to <http://exitinspaceproject.com>, the *Exit Space Project* aims at “redefining public space” through Street Art. It supports “dynamic experiments investigating ideas, images and conversation that are conveyed by contemporary artists who practice is anchored within public space.”

*Exit Space Project* works, both individually and collectively, will accomplish the following goals in meeting its and DGRI’s objectives:

1. Propose an innovative and surprising use of urban space that can arrest the interest of a passerby, whether on foot or vehicle, depending on the scale;
2. Create a conversation about urban art and urban space that is fresh and significant;
3. Be inclusive in the engagement of and the value for audiences diverse by culture and socio-economic status;
4. By doing these things, call out creativity of the region and the identity of Downtown as its hub.

## TARGET AUDIENCE(S)

1. Visitors to Downtown Grand Rapids
2. Tourists
3. Downtown Residents
4. Downtown Workers

## CRITERIA OF SUCCESS

1. Surveys of points of interest in downtown Grand Rapids will recognize *Exit Space* to be among them.
2. *Exit Space* art works will be mentioned and/or reviewed widely.
3. Surveys and reviews will point to the engagement of diverse people.
4. Residents and downtown workers will mention *Exit Space* as a source of pride.

# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

Agenda Item #14  
July 9, 2014  
DDA Meeting

DATE: July 1, 2014

TO: Downtown Development Authority

FROM: Kristopher Larson, AICP   
President & CEO

SUBJECT: Major Event Sponsorship

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 non-race oriented. These events also have worked with 3<sup>rd</sup>-party experts to assist in quantifying their substantial economic impacts on Downtown.

At this time, DGRI staff is advancing recommendations to sponsor two Major Events, ArtPrize and Restaurant Week Grand Rapids.

#### ArtPrize (\$30,000) - City Site Curation Underwriter

DGRI, and the DDA before it, has traditionally supported the curation of some of the city's most important placemaking spaces: parks and bridges. The economic return to Downtown Grand Rapids was well articulated by Andersen Economics following ArtPrize 2013, with findings that indicate more than 400,000 people visit Downtown for the event, 250 jobs are created, and more than \$22 M in economic return is delivered to the city.

In 2014, the following parks, bridges, and spaces will each have a paid professional curator to activate the site with art:

- Ah-Nab-Awen Park
- GR&I Railroad (Blue) Bridge
- VandenBerg (Calder) Plaza
- Grand River
- Fish Ladder Park
- Sixth Street Bridge Park
- Kent County Courthouse
- US-131 Retaining Wall
- Oakes Street Park
- Canal Street Park
- Gillett Bridge (Pitch Night winner location)
- Louis Campau Promenade (Pitch Night winner location)

#### Restaurant Week Grand Rapids - \$20,000

Restaurant Week Grand Rapids (RWGR) will return to Grand Rapids for 12 days, August 13 – 24, 2014, featuring creative local 3-course menus for \$28 or, at some restaurants, 2-people for \$28 (3-courses). RWGR 2014 currently has 67 restaurants on board with 30 of them located in Downtown Grand Rapids. RWGR raises the awareness of restaurants

within the Grand Rapids market while also showcasing the skills and talents of local chefs. Many restaurants see large gains in their business during the event, and in some cases, 100% increases.

RWGR's mission is to increase restaurant patronage, expand public awareness of area restaurants and celebrate culinary arts. Additionally, the restaurants that participate in the event, give back to the community by donating one dollar from every RWGR meal sold to the GRCC Secchia Institute for Culinary Education Student Scholarship fund. RWGR 2013 measured that restaurant patrons from a wide range of diverse demographic profiles (age and income levels) participated in the event and it received an 88% very good or higher approval rating. Participating restaurants reported that RW benefited them by:

- creating a new customer base and showing new customers what they have to offer, thereby enhancing their business development efforts; and
- giving their chefs an opportunity to expand their culinary creativity during the peak of Michigan's summer harvest.

Last year RWGR featured 73 restaurants that sold approximately 35,000 dinners during Restaurant Week generating an impact of over \$1.4 million dollars in estimated restaurant sales. According to a recent community survey by Gemini Publications, RWGR ranks as one of the top most popular community events in Grand Rapids (including Art Prize and Laughfest).

The funds to support these initiatives were budgeted in the Non-Tax Fund: Vibrancy: Major Event Sponsorship line item. Additionally, the project is consistent with the DDA's Framework Plan primary objectives of C3: Events & Programming, and C2: Arts & Culture.

**Recommendation:**

Approve a sponsorship amount of \$20,000 to Restaurant Week Grand Rapids, and a sponsorship in the amount of \$30,000 to support ArtPrize.



# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

Agenda Item 15  
July 9, 2014  
DDA Meeting

DATE: July 3, 2014

TO: Downtown Development Authority

FROM: Kimberly Van Driel  
Special Events Manager

KA

**SUBJECT: Recommendation to Approve Special Event Support**

At its June 16<sup>th</sup>, 2014 meeting, the Alliance for Vibrancy reviewed a total of five applications for event support from various event producers. In total, the five events requested over \$62,910.00 of funding for events that will occur before the end of FY15. DGRI staff advised Alliance members on the eligible amount for each proposed FY15 event as a first means of reducing the total amount requested.

The Alliance for Vibrancy opted to allocate the remaining, unencumbered balance of the FY15 DDA Non-Tax Special Event - Grant Programs line item (\$26,082.00) to support grant-eligible activities for all five of the event applications. The motion carried unanimously.

Below is a short description of the recommended events, their event dates, anticipated attendance volumes, and each of the Alliance's recommended funding levels. Further, the unapproved minutes from the June 16, 2014 Alliance for Vibrancy are also attached.

## *Alliance for Vibrancy Fiscal Year 2015 Recommended Events*

- Avenue for the Arts: First Friday Gallery Hop

First Friday Gallery Hop is a monthly self-guided art, shopping, and dining tour along the Avenue for the Arts area of South Division. This is the second year for the series of events and is within its second year seeking grant support from the DDA. This year there will be eleven total First Friday Gallery Hop events with a larger focus on new venues, more promotion leading up to each event, and more artists participating within the event. The event producer anticipates up to 6,600 visitors for events occurring from August 2014 through June 2015.

*The Alliance for Vibrancy recommended the DDA fund the event in the amount of \$8,006.24 for eligible event grant activities defined in the application for the events occurring from August 2014 through June of 2015.*

- Grand Rapids Art Museum: GRAM on the Green

GRAM on the Green is a weekly event put on by the Grand Rapids Art Museum in collaboration with The City of Grand Rapids Parks and Recreation Department every Thursday on GRAM property and within Rosa Parks Circle. Each event offers free fitness classes held at Rosa Parks Circle and large jumbo games, music, and cash bar on the GRAM property. This is the GRAM on the Greens fifth year of holding the event and the first year of requesting financial support from the DDA. Event Grant support will provide funding for six events in total. New this year will be free admission for the public into the GRAM on

Thursday evenings and the addition of food trucks on GRAM property. The event anticipates 3,000 attendees throughout the six events of 2014.

*The Alliance for Vibrancy recommended the DDA fund the event in the amount of \$1,980.70 for eligible event grant activities defined in the application for the events occurring from July through August 2014.*

- **Arena District: Best Served GRilled**

Best Served Grilled is the first ever week-long best burger competition held in Downtown Grand Rapids. The event is put on by the Arena District who is seeking funding in order to support the kick-off event held at Rosa Parks Circle on August 9<sup>th</sup>. After the kick-off, the event will continue going on at participating downtown restaurants until August 16<sup>th</sup>. The event anticipated attendance is 3,000 for the duration of the event.

*The Alliance for Vibrancy recommended the DDA fund the event in the amount of \$3,521.25 for eligible event grant activities defined in the application for the event occurring on August 9, 2014.*

- **Hispanic Center of West Michigan: Hispanic Festival**

Over the course of two days, the Hispanic Festival showcases Hispanic heritage, culture, and educational activities located Downtown Grand Rapids on Ionia Street and up on the Calder Plaza. This is the festival's 37<sup>th</sup> year and its first ever request for financial support from the DDA. The events total anticipation of 80,000 people within the course of the two day event held on September 5<sup>th</sup> and 6<sup>th</sup>.

*The Alliance for Vibrancy recommended the DDA fund the event in the amount of \$4, 890.62 for eligible event grant activities defined in the application for the event occurring on September 5<sup>th</sup> and 6<sup>th</sup> of 2014.*

- **Susan G. Komen: Race for the Cure**

After 16 years, the Annual Susan G. Komen Race for the Cure event is returning to Downtown Grand Rapids as their "homecoming" with an expected attendance of 6,000 people on September 6<sup>th</sup>. The organized 5k race and walk is held to help raise awareness for breast cancer.

*The Alliance for Vibrancy recommended the DDA fund the event in the amount of \$7,683.20 for eligible event grant activities defined in the application for the event occurring on September 6<sup>th</sup> of 2014.*

## **RECOMMENDATIONS (5):**

1. Approve the recommendation of up to \$8,006.24 to Avenue for the Arts First Friday Gallery Hop events for eligible event grant activities defined in the application for the events occurring from August 2014 through June of 2015.
2. Approve the recommendation of up to the Grand Rapids Art Museum to fund the GRAM on the Green events in the amount of \$1,980.70 for eligible event grant activities defined in the application for the events occurring from July through August 2014.

3. Approve the recommendation of up to \$3,521.25 to fund the *Arena Districts Best Served GRilled* event for eligible event grant activities defined in the application for the event occurring on August 9, 2014.
4. Approve the recommendation of up to \$4, 890.62 to fund the *Hispanic Center for West Michigan's Hispanic Festival* for eligible event grant activities defined in the application for the event occurring on September 5<sup>th</sup> and 6<sup>th</sup> of 2014.
5. Approve the recommendation of up to \$7,683.20 to the *Susan G. Koman Race for the Cure* event for eligible event grant activities defined in the application for the event occurring on September 6<sup>th</sup> of 2014.



## Alliance for Vibrancy

June 16, 2014

1. Call to Order- Jane Gietzen called the meeting to order at 3:33 p.m.
2. Members Present: Kate Betts, Mimi Fritz, Christian Gaines, Jane Gietzen, Janet Korn, Cicily Moore, Dennis Moosbrugger, Nick Nortier, Greg Peacock, Joanne Roehm, Scott Stenstrom, Eddie Tadlock  
  
Members Absent: Kim Bode, Colin Cumming, Ana Doonan, Chad LeRoux, Brandy Moeller, Evette Pittman, Teresa Thome, Aaron Turner  
  
Others Present: Murphy Ackerman, Kimberly Van Driel, Mandy Cech, Mary Sierawski, Kristopher Larson, Sara VanderWerff, Jim Harger, Brian Hedrick, Dan Climie, John Hanson, Carlos Sanchez, Jenn Schaub, Emily Evers, Chris Koens, Kerri VanderHoff, Meghan Larimer, Jennifer Jurgens, Megan Smith, Kristen Aidif, Elly Barnette-Dawson
3. Approval of May Minutes-  
*Motion: Eddie Tadlock supported by Joanne Roehm, moved approval of the May 19, 2014 minutes as presented. Motion carried unanimously.*
4. Alliance for Vibrancy Update-  
Larson informed the Alliance that Dr. Rosen has tendered his resignation as a member of the Alliance for Vibrancy. Larson explained that there is now a vacancy for Chair of the

Alliance. Larson said he is looking forward to hearing from those interested in pursuing the opportunity. Larson added that staff would like to have a new nomination to take to the DGRI Board of Advisors meeting in July. Larson then took a moment to introduce the new members of the Alliance.

5. Mini Grant Funding Recommendations-

Chalk Flood:

Larson explained that it is a job of the Alliance to look over grant applications and make recommendations to the DDA Board for funding allocation. Larson explained to the new members of the Alliance that staff will give an overview of each of the grants requesting funds, and then it is the responsibility of the Alliance to vote on what recommendation to make to the DDA Board. Van Driel explained that mini-grants come from the DID fund. Van Driel also explained that the Chalk Flood event is in its second year of requesting funds and that the event producers are requesting \$1,000, with an anticipated attendance of 2,000 people. Roehm asked how much money Chalk Flood received last year. Van Driel responded that they received \$1,000 last year.

*Motion: Mimi Fritz supported by Eddie Tadlock, moved to fund Chalk Flood in the amount of \$1000 for eligible activities identified in the mini grant application. Motion carried unanimously.*

Larson clarified that the DID is funded through a special assessment and that certain events, such as Chalk Flood, are qualified for higher levels of funding when supported by the merchants. Larson also added that this is the first mini-grant request from the \$5,000 budget.

6. Development of Funding Recommendations-

Avenue for the Arts: First Fridays:

Van Driel explained that the event producers are requesting funds for eleven (11) events throughout the upcoming fiscal year. Van Driel added that this event is in its second year, as well as its second year of requesting funds. Van Driel explained that this event is designed to showcase locally owned merchants located on the Avenue for the Arts. In addition to using new venues this year, there are also new promotional materials and new artists. Van Driel explained that they are requesting 30% of their budget (\$16,370.16) and they also qualify for the entire amount. Gietzen asked the event producers if the event's new partners are contributing financially. Schaub responded that they are contributing

financial support as well as restructuring the event to be held on a specific day in hopes of encouraging more people to attend. Schaub also explained that the majority of the budget will be used to purchase billboards for more effective branding. Fritz asked what the boundaries are for the event. Schaub responded that the event is primarily located on the South Division corridor.

Grand Rapids Art Museum: GRAM on the Green:

Van Driel explained that while this event is in its fifth year, this is the first year that the event has requested funds. Van Driel explained that they are requesting \$4,340 to fund the addition of fitness classes and games at the GRAM. Other new items offered at the event include food trucks and free admission to the GRAM. Van Driel explained that based on the application process, they are eligible for \$4,050. Van Driel also added that DGRI has partnered with the event by allowing them to use the giant chess board that the Alliance for Livability purchased. Gietzen asked if the chess board will be owned by DGRI. Larson responded that it will be owned by DGRI with Safety Ambassadors being responsible for placing it outside and storing it at night.

Arena District: Best Served Grilled:

Van Driel explained that this is the first year of the event and the first year requesting funds. Van Driel explained that this competition is designed to discover the best burger Downtown. They are requesting \$7,200 and are eligible for the full amount. Emily Evers explained that this is a week-long event that will conclude with an event at Rosa Parks Circle with samples from each of the participating restaurants. Gietzen asked who the charity partner is. Evers responded that it is Kitchen Sage. Roehm pointed out that this event is very similar to Grandwich and will be held at a similar time.

Hispanic Center of West Michigan: Hispanic Festival:

Van Driel explained that this event is a two day festival in its 37<sup>th</sup> year, but this is the first year that it has requested DDA grant funds. Van Driel added that they are a City co-sponsored event. They have requested \$10,000 and are eligible for the full amount. Gietzen asked what the new component to the event is that makes them eligible for a grant. Carlos Sanchez clarified that the new component will be a soccer tournament, and there will also be new vendors and distributors. Moosbrugger asked if this event has been City co-sponsored in the past. Van Driel clarified that being City co-sponsorship does not mean they receive funds but instead receive breaks in costs from the City.

Susan G. Komen: Race for the Cure:

Van Driel explained that this event is looking to return Downtown for the first time since 1997. It is an organized run to raise awareness for breast cancer. Van Driel explained that they are requesting \$25,000 but are only eligible for \$15,710.10. Nortier asked why the funding is so high for a short event. Van Driel explained that the costs are directly related to closing off roads, security, in addition to marketing and promotions.

Larson clarified that while staff has taken the time to vet and review these applications in hopes to assist the Alliance in their decisions, he would like the Alliance to consider how they would like to define what outcomes are important to them. Larson added that the budget is a guiding document that can be changed as long as it doesn't exceed bottom line funds. Korn asked the Alliance to refer to the scores that were provided by DGRI staff, as there was clearly a lot of work completed in defining how these funds should be allocated. Gietzen asked Larson when the highest number of event applications are received by staff. Larson responded that the time period just before summer is typically when the majority of event applications for the fiscal year are received. Peacock asked if the amount of event grant dollars available this fiscal year is the same as last fiscal year. Larson explained that while it is the same amount allocated, there is more demand on the dollars than in previous years. Gietzen added that at the May Vibrancy meeting, the Alliance decided to use City costs to help determine how much funding each event should receive. Van Driel explained that this month, the expenses vary so not all events have City costs. Larson explained that one tool the Alliance could use would be to fund events that otherwise wouldn't exist without DDA dollars as opposed to events that have the ability to raise the funds otherwise. Fritz expressed that she believes these dollars should be used for new events to help them become sustainable. Larson responded that while funding new events as opposed to existing events is generally the way these dollars should be used, it is not a hard and fast rule. Tadlock brought up his concern with Best Served Grilled and Grandwich being so similar in structure and in theme. Stenstrom asked Larson how true the Alliance should stay to the scoring provided by staff. Larson responded that these numbers are provided to try to quantify the criteria laid out in the application. Larson also recommended not earmarking any dollars in the budget for potential future events at the risk of not having any more event grant applications for the rest of the fiscal year. Larson did clarify that if there was another event that requested funds after the budget is exhausted, it will then be his responsibility to draft a budget amendment. Korn suggested an algorithm that would appropriate the money based on the scores provided by staff. Fritz added her concern that using the same formula for all of the events could hinder

someone from being able to have their event. Gaines reiterated that these recommendations should be based on the Alliance members' review and determinations.

Staff took a moment to break down the different budgets and eligible amounts for the events using the formula requested by the Alliance that allocated funds based on event application scores. After reviewing the breakdown of funds, Gietzen asked if anyone had any opposition. Nortier asked how much money DGRI has already given GRAM on the Green. Larson clarified that DGRI is not directly supporting it but allowing them to use a DGRI amenity.

*Motion: Mimi Fritz supported by Scott Stenstrom moved to proportionately allocate the remaining, unencumbered balance of the FY15 DDA Non-Tax Special Event - Grant Programs line item (\$26,082.00) to support grant-eligible activities for all five of the event applications (First Fridays, \$8,006.24; GRAM on the Green, \$1,980.70; Best Served Grilled, \$3,521.25; Hispanic Festival, \$4,890.62; Race for the Cure, \$7,683.20). Motion carried unanimously.*

7. Alliance Updates-

Due to time constraints, this item was removed from the agenda.

8. Special Events Advisory Council Update-

Van Driel explained that the council has been in the process of gathering data from various surveys to help streamline the event application process and to ensure that the Alliance is allocating dollars properly and efficiently. Van Driel added that this process is in conjunction with the City Manager's office to ensure that all events are working cohesively.

9. Downtown Grand Rapids Inc. Update-

Larson directed everyone to the Event Impact Report provided in the packet. Larson explained that DGRI is beginning to apply the methodology of ROI for events by gathering basic demographic economic impact survey results to produce metrics for use after an event has occurred. Larson explained that this method is used to evaluate how well event producers are performing. Larson added that this will help to redefine what outcomes we are looking to achieve and refine the tools DGRI has available as the optimization process is executed. Gietzen applauded DGRI for compiling this data and making it available to the Alliance.



10. Meeting Evaluation Survey and Future Agenda Items-
11. Next Meeting – July 21st, 2014
12. Public Comment-  
Schaub wanted to ensure that when the event grant budgets are presented to the DDA, that it is specified which activities are eligible for the funding.
13. Adjournment-  
Gietzen adjourned the meeting at 5:09 p.m.

Minutes taken by:  
Murphy Ackerman  
Administrative Assistant  
Downtown Grand Rapids Inc.