

Virtual Meeting Access

Greetings!

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

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



MICROSOFT TEAMS

1. It is recommended to download the App -
 - a. [Apple Devices](#)
 - b. [Android Devices](#)
2. Once you have downloaded the app, [click here](#) to access the Teams meeting.

** Note: If you do not have a Microsoft account, you can join as a [guest](#).*

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

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

[Join Microsoft Teams Meeting](#)

AGENDA

DOWNTOWN
DEVELOPMENT
AUTHORITY



Board Members:

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

Wednesday, June 10, 2021
8:00 a.m. [Virtual Meeting](#)
Microsoft Teams

- | | | |
|---|--------|-----------|
| 1. Call to Order | | |
| 2. Approve Meeting Minutes from May 12, 2021 (8:01)
(enclosure) | Motion | Winn |
| 3. Accept May 31, 2021 Financials (8:05)
(enclosure) | Motion | Chapman |
| 4. Website Design Services (8:10)
(enclosure) | Motion | Guy |
| 5. Public Restroom Engineering Services (8:20)
(enclosure) | Motion | Eledge |
| 6. Holiday Decor (8:30)
(enclosure) | Motion | Van Driel |
| 7. Major Event Sponsorship (8:40)
(enclosure) | Motion | Van Driel |
| 8. Lyon Square Permitting Services (8:50)
(enclosure) | Motion | Miller |
| 9. Grand Rapids Public Museum River Edge Design (9:00)
(enclosure) | Motion | Guy |
| 10. Grand Rapids Whitewater Update (9:10) | Info | Heacock |
| 11. Public Comment (9:35) | | |
| 12. Board Member Discussion (9:40) | | |
| 13. Adjournment (9:50) | | |





MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

May 12, 2021

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

Attendance

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

Members Absent: Luis Avila

Others Present: Tim Kelly (DDA Executive Director), Amanda Sloan, (DDA Recording Secretary), Jessica Wood (Legal Counsel), Andy Guy, Melvin Eledge, Marion Bonneaux, Annamarie Buller, Sam Suarez, and Mark Miller (DGRI Staff), Mark Washington, Josh Naramore, Jennifer Kasper, Jeremiah Gracia, Scott Page, Ted Lott, Breese Stam, Jenn Schaub, and others.

Mayor Bliss stated she is attending remotely from Grand Rapids, MI. Kayem Dunn stated she is attending remotely from Grand Rapids, MI. Greg McNeilly stated he is attending remotely from Grand Rapids, MI. Jen Schottke stated she is attending remotely from Grand Rapids, MI. Diana Sieger stated she is participating remotely from Grand Rapids, MI. Jim Talen stated he is attending remotely from Grand Rapids, MI. Rick Winn stated he is attending remotely from Grand Rapids, MI.

2. Approve Meeting Minutes from April 14, 2021
Motion: Mr. Talen, supported by Ms. Dunn, moved approval of the April 14, 2021 Meeting Minutes as presented. Motion carried unanimously.
3. Accept April 30, 2021 Financials
Motion: Mr. Talen, supported by Ms. Sieger, motioned to accept Statement D: April 30, 2021 Expenditures. Motion carried unanimously.
4. FY22 Budget Adoption
Motion: Ms. Sieger, supported by Mayor Bliss, moved to adopt the FY22 Budget as approved by City Commission. None opposed. Motion carries.

Boardmember Jermale Eddie joined the meeting.

5. DASH Memorandum of Understanding

Motion: Mr. McNeilly, supported by Mayor Bliss, moved to approve the Memorandum of Understanding and the extension of funding contributions, not to exceed \$270,000, for DASH North Shuttle service through June 30, 2022. Motion carries unanimously.

6. Ottawa Ave Reconstruction

Mr. Miller presented details of the Ottawa Avenue resurfacing project stating an increase in construction costs inflated the project an additional \$600,000 from the estimate provided last week. The pieces of this project that the DDA would support include a Rapid Flashing Beacon for a crosswalk at City Hall, enhanced decorative streetlights from Lyon to Michigan, landscaping such as irrigated planters at Louis, Fountain, and Lyon Street, street furniture (benches, bike loops, and trash cans) and curb modification to widen sidewalks and narrow vehicular lanes. This project also includes mast arm foundation and the infrastructure affiliated with it to eventually facilitate the installation of new traffic signals at Pearl and Lyon Street intersections once the restoration of Ottawa to a 2-way street occurs. In addition, there are soft costs including engineering and design fees, administration fees and a contingency bringing the total support request to \$717,900. Mr. Miller added \$200,000 would be allocated from the FY22 budget with the remaining \$517,900 being paid out in FY23.

Mayor Bliss requested an update on the progress of converting Ottawa to a 2-way street noting this was very clearly desired in the GR Forward plan. Mr. Naramore stated a design charrette was facilitated in late 2019 to obtain public input for both Ottawa and Ionia but the lack of funding is preventing us from fully converting Ottawa at this time. Mr. Stam stated there are too many pieces to line up and we will miss out on MDOT grant funds that are supporting this project if we delay. He added nothing that is being constructed at this time would need to be redone with an eventual conversion. Mr. Washington also suggested we look at the infrastructure and seek to preserve the integrity of the street which, if delayed, would increase the scope of the project. Mr. Talen asked for clarification regarding the completion of the conversion. That piece of the project is expected to cost over \$1 million for updated traffic signals. Mayor Bliss requested we continue to follow the progress of this project.

Motion: Mr. Talen, supported by Ms. Sieger, moved to approve funding, not to exceed \$717,900, for the reconstruction/resurfacing of Ottawa Avenue, between Michigan Street and Fulton Street. None opposed. Motion carries.

7. Bridge South

Mr. Lott presented development scenarios for the west side DASH parking lots (7, 8, and 9) that currently hold 1400 surface parking spaces. The overall strategy includes three separate development sites (at three different scales) which provide an important opportunity to better utilize street parking, propose centralized parking to increase supply while minimizing impact, increase housing supply to meet current and projected demand, provide workspaces to support entrepreneurship, provide green space to serve the YMCA and community, offer better pedestrian connections to the neighborhood, and improve access to the area through new connections. Scenario 1 (low end density) would provide 550 residential units and an additional 400 parking spaces owned and operated by the city. This would include relocating the fire station into a parking deck and build apartments along Seward Avenue. To increase density, towers could be built higher and along the freeway providing 925 - 1,065 residential units. The commercial business spaces could be owned and curated by DGRI to better facilitate flexible economic development. Mr. Lott shared that the Housing Next Housing Needs Assessment calls for an additional 5,340 rental units and 3,548 sale units at all income levels by 2025. Opportunities

for strategic overlap with this project include implementing more LIHTC development, leveraging public property to support new housing, re-calibrating economic development incentives to support more affordability, and targeting 20-30% of the total project below 80% AMI. Market rate housing is an important part of overall community housing needs as well. He also noted the proximity to Grand Valley State University warrants the consideration of including targeted student development in the overall project. He stated both DGRI and the City have been provided tools to independently identify and measure revenue and tax implications of building both affordable and market rate housing to further understand funding gaps. Transportation concerns during and after development should also be considered; DASH routes may need to be adjusted and surface parking redevelopment should take place in stages to not adversely affect parking conditions.

Mr. McNeilly warned that DGRI owning and curating the commercial spaces would create direct competition with the commercial entities that fund the DDA. Mayor Bliss recalled the limitation of incubator support the DDA is permitted is 18 months and favors this option to support incubator entrepreneurship. Mr. Eddie suggested working with the Economic Development Office to consider ownership opportunities for developers of color. Mr. Talen suggested increasing the goal for affordable housing as market rate housing is more likely to be provided by private developers.

8. City of Grand Rapids Equitable Economic Development Plan

Mr. Kelly introduced Jeremiah Gracia, Director of Economic Development, to present an update on the City's Equitable Economic Development and Mobility Strategic Plan. Mr. Gracia stated every project seeking economic development incentives through the department is now required to complete an inclusion plan. This requirement has three major goals: expand access to opportunity and support economic competitiveness, enhance citywide mobility, and promote inclusive growth and access to city services. The Department of Economic Development works independently but in coordination with Mobile GR to advance 6 primary areas of focus for the community which include business development, real estate development, neighborhood business districts, transportation demand management, vision zero, and parking. The Inclusion Plan was implemented January 1, 2021, as a result of the City's strategic plan goals to increase the utilization of women-owned (WBE), minority-owned (MBE), and micro local (MLBE) business contractors in private development projects. These private developers, and their general contractors, partner with the Department of Economic Development on a four-part process. A draft inclusion plan is required with every application for City incentive support. This is evaluated and implemented post bid/pre-construction with a list of secured WBE, MBE, and MLBE contractors being utilized. Monthly validation is requested during construction and a post construction final report is required to determine the final outcomes. Mr. Gracia provided details of several plans submitted, noting commitments of \$5,091,219 have been awarded to MBE/WBE and MLBE contractors to date.

Mr. McNeilly asked for the City's definition of equity and equitable. The City's strategic plan defines equity as leveraging city influence to intentionally remove and prevent barriers created by systemic and institutional injustice. Mr. Eddie stated the DDA has been having these conversations of how to promote diversity and acknowledged this work at the City coincides with our work to create action and accountability. Ms. Sieger stated this plan is absolutely essential; organizations such as the Grand Rapids Community Foundation would support implementation of these goals city-wide. Mr. Winn agreed this is a great way to accomplish accountability for our diversity goals.

9. Executive Director Report

Mr. Kelly shared that the Retail Analysis final presentation and discussion with Mike Berne of MJB Consulting took place last week. This meeting detailed his findings and starts to look at next steps and recommendations for a successful retail environment Downtown. Ongoing discussions include a soft goods target location, zoning implications, business incubation and incentives. This was recorded and will be available on our website; if you were unable to attend, please view this thought-provoking recording as we continue to advance this effort. We recently released an RFP for the management of some incubator spaces being deployed in Canal Park. Social Zones have been deployed and readied for spring and summer usage. Ecliptic at Rosa Parks Circle restoration groundbreaking took place with completion expected around Labor Day. We continue to work with the design team and our partners at the state on Lyon Square. The permitting process has been revised which, unfortunately, will delay the bidding another 3-4 months. 71 new bike racks are out for installation throughout downtown with more on the way. Also, a new mural was installed at 2 Jefferson (just south of Fulton) called Live to Eat by Maddie Shaffer. Lastly, our social media accounts have been highlighting local members of the Asian American community during Asian Pacific American Heritage month. Appreciation goes out to Samantha Suarez, Max Vanderforest, and Marion Bonneaux for their efforts on this project.

10. Public Comment

Scott Atchison stated information on business hours and retail options Downtown is largely unavailable and suggested we install a 200-300 square foot information center at Rosa Parks Circle that the DDA, in coordination with Experience Grand Rapids, should operate. Especially now, people crave human interaction, and our entire city would benefit from this service.

11. Board Member Discussion

Ms. Schottke stated that the current consensus is that construction prices will continue to increase in the short term. The rise of prices is expected to continue, yet the construction business is not slowing. She suggested we move forward with projects, locking in prices where able, and not delay in hopes that construction costs normalize in the future.

12. Adjournment

The meeting adjourned at 9:42 a.m.



DOWNTOWN
GRAND RAPIDS INC.

COVID-19 Reignition Report
June 4, 2021

Kent County Vaccination Distribution & Administration

Kent County population is 656,955 (2019).

DeVos Place administered [227,937](#) vaccines between January 25, 2021 - May 21, 2021.

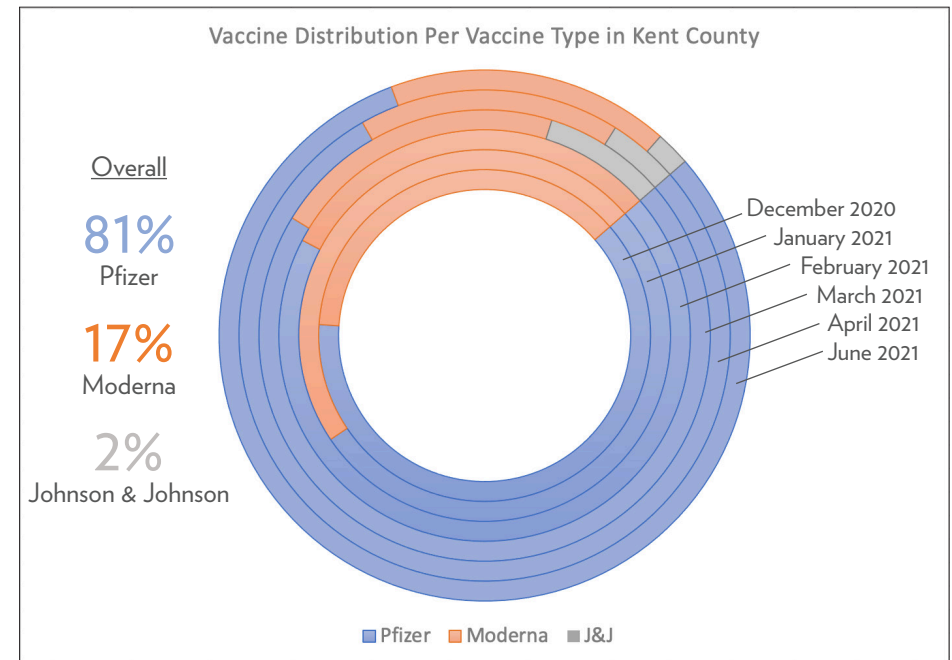
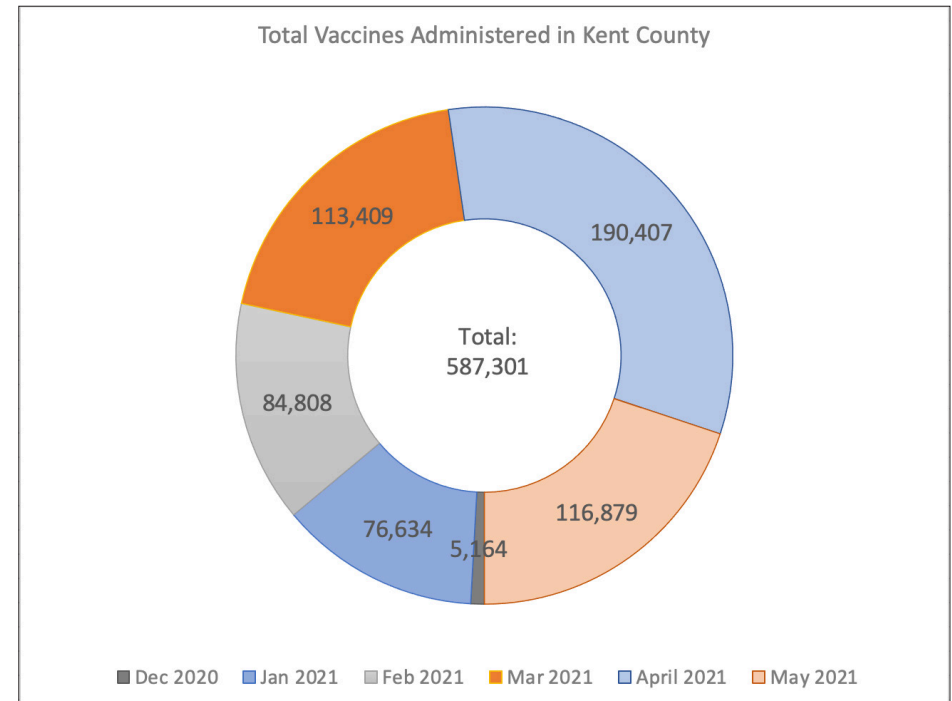
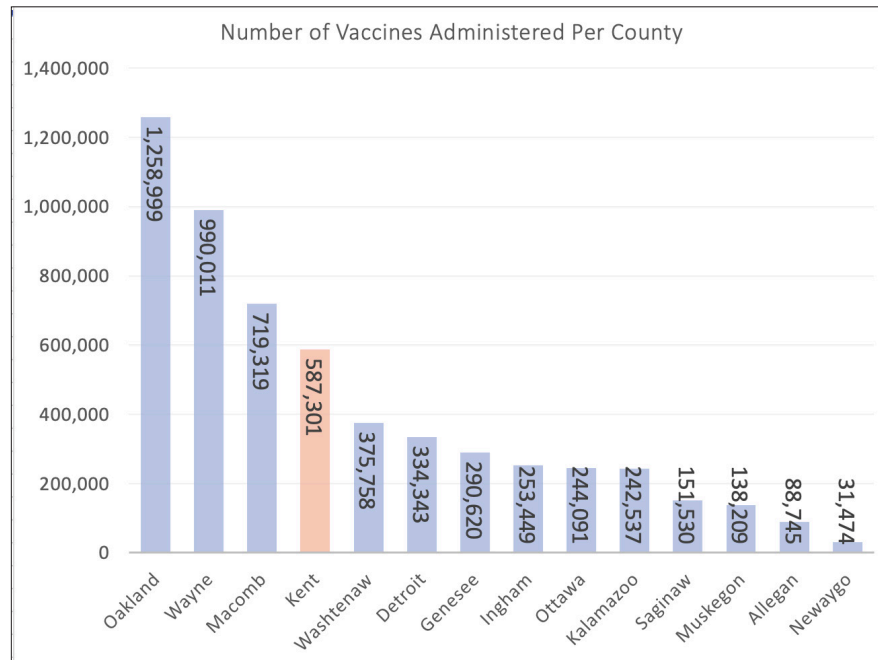
Mercy Health + St. Joe's administered [147,064](#) 1st doses and [121,689](#) 2nd doses as of May 3, 2021.

59.2%
of Michigan residents
have received 1st dose
as of June 3

57%
of doses administered
—
81% nation-wide
76% state-wide

52%
of Kent residents
fully vaccinated
—
41% nation-wide

46.8%
of Michigan residents
fully vaccinated



Business Openings

2020

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

2021

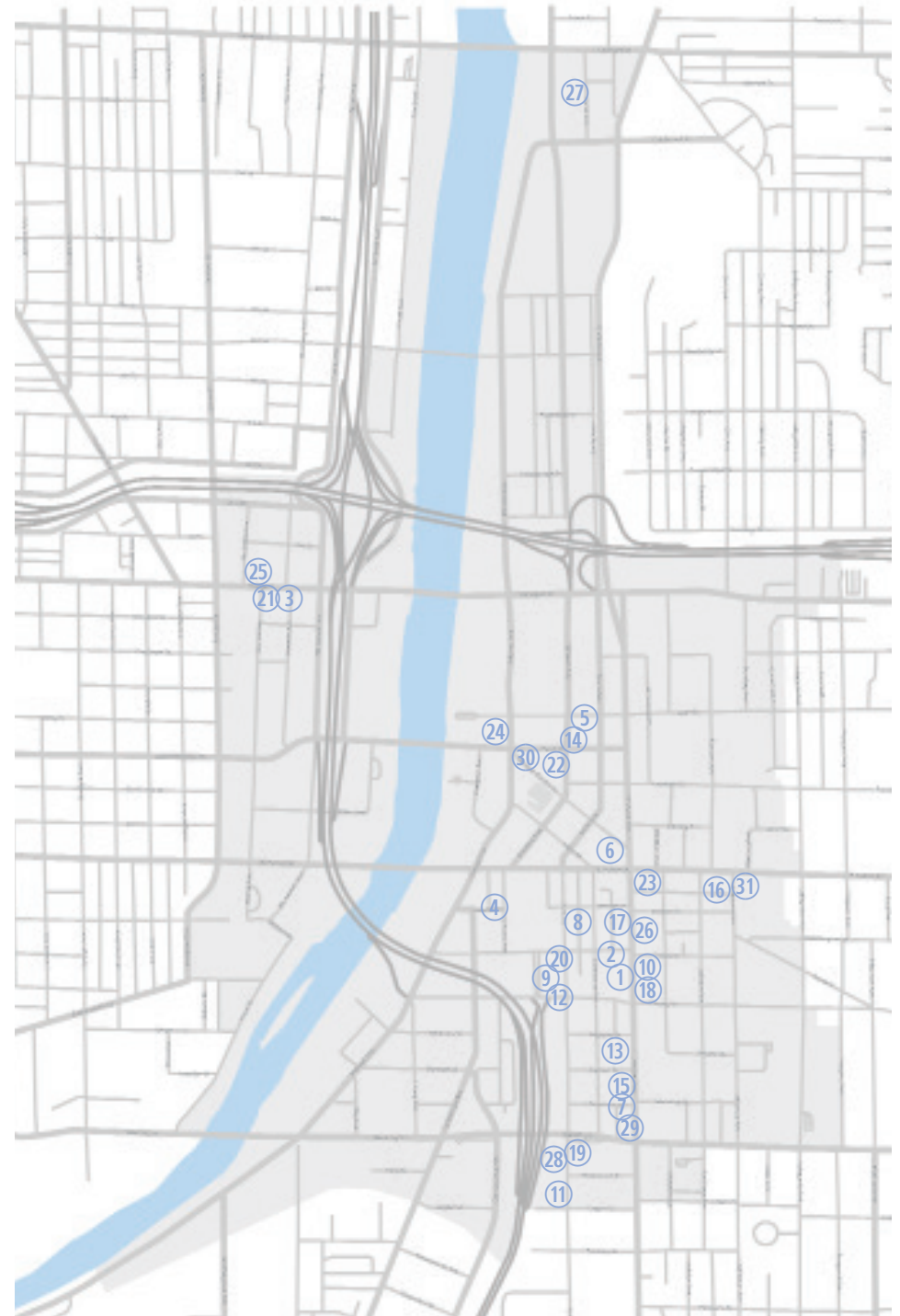
- ㉒ Marissa's Jewels (January)
- ㉓ Poké Poké & Boba (January 19)
- ㉔ MDRD (February 2)
- ㉕ Condado Tacos (February 4)
- ㉖ Blonde Theory (March 1)
- ㉗ Spinful.Bike (March 9)
- ㉘ Gaby's Gourmandise @ DTM (May 8)
- ㉙ Eagle Eye Tattoo (May 10)
- ㉚ Wise Men Distillery (June 2)
- ㉛ The 12th House GR (June 2)*

*received DDA Retail Incubation Grant

23%
BIPOC-Owned

39%
Women-Owned

35
businesses opened
in the same time
frame pre-COVID



Business Closings

2020

- ① Zoey Ashwood Fine Art (May)
- ② Charley's Crab (May 15)
- ③ Grand Central Market (June 1)
- ④ The Wheelhouse (June 4)*
- ⑤ Madcap @ DTM (June 8)
- ⑥ UICA (June 17)*
- ⑦ Dog Story Theatre (June 27)*
- ⑧ Sloppy Joe's Snack Shack (July)
- ⑨ Bend Gallery (July)
- ⑩ Perrigo Printing (July 1)*
- ⑪ Social Kitchen (July 7)
- ⑫ Gina's Boutique (August 8)
- ⑬ Sin Republic Salon (August 28)
- ⑭ GRAM Store (August 30)
- ⑮ GP Sports (Summer)
- ⑯ Craft Beer Cellar (September 26)*
- ⑰ Beer City Barre (October 31)
- ⑱ Bultema Group (December 14)*
- ⑲ The Dog Pit (December 19)*

2021

- ⑳ Big E's Sports Grill (February 18)
- ㉑ Sweetie-Licious @ DTM (February 25)
- ㉒ Apothecary Off Main (February 28)
- ㉓ Downtown Ferris Coffee (March 14)
- ㉔ Bliss & Vinegar @ DTM (April 25)
- ㉕ Electric Hero (May 20)
- ㉖ West Side Ferris Coffee (May 22)

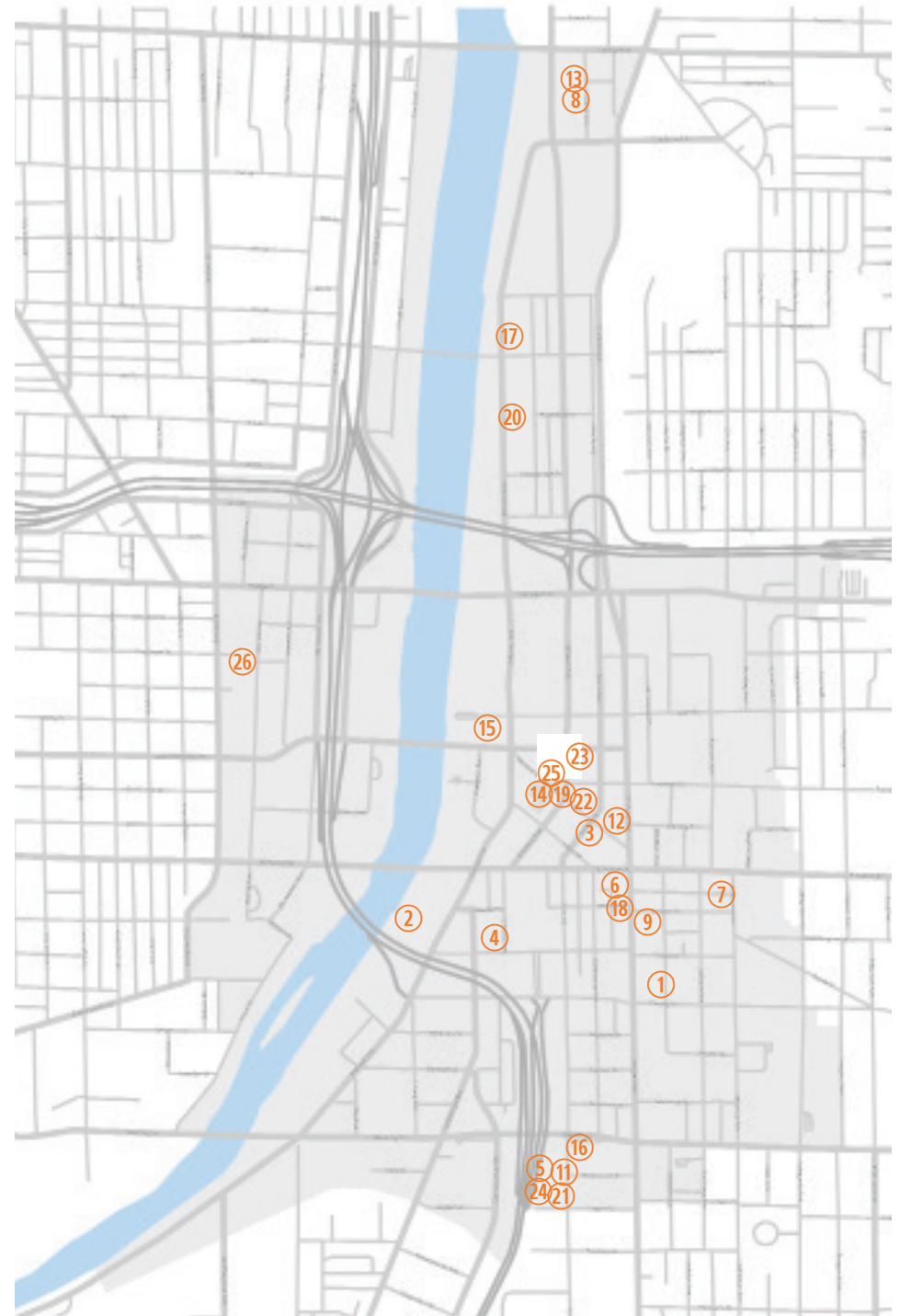
businesses opening

1.19x

faster than closing

17

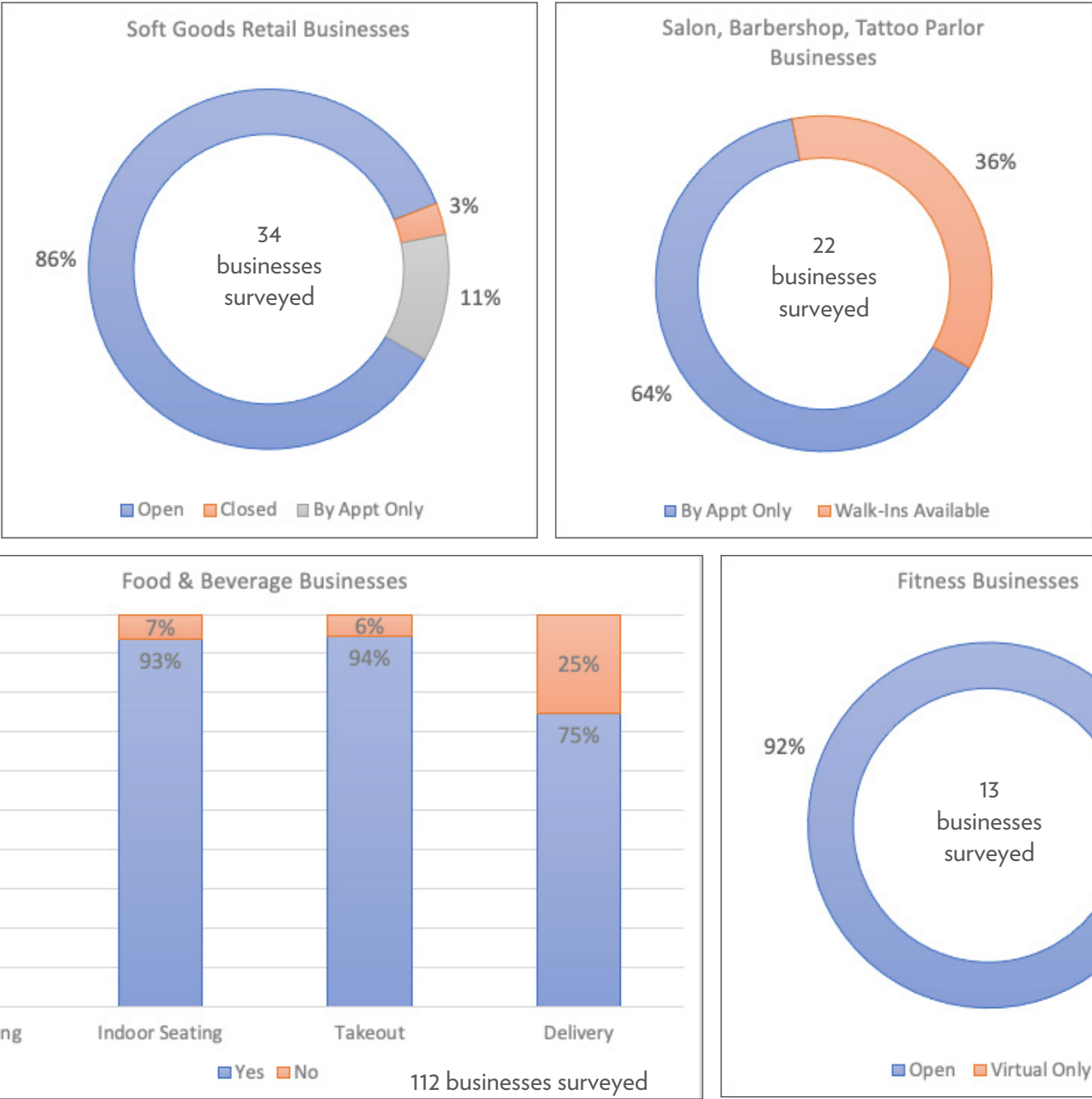
businesses closed
in the same time
frame pre-COVID



*business transitioned or moved

Source: Downtown Grand Rapids Inc.

Storefront Business Landscape



Calculations made on May 25, 2021.

Source: Downtown Grand Rapids Inc.

Downtown Ground-Floor Storefront Vacancies

340

ground-floor
businesses in DT

22%

current
vacancy rate

2.2 yr

average vacancy
duration

This equates to

407k

square feet of
available space

4 new storefronts businesses in the last 12 months:

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

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

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

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

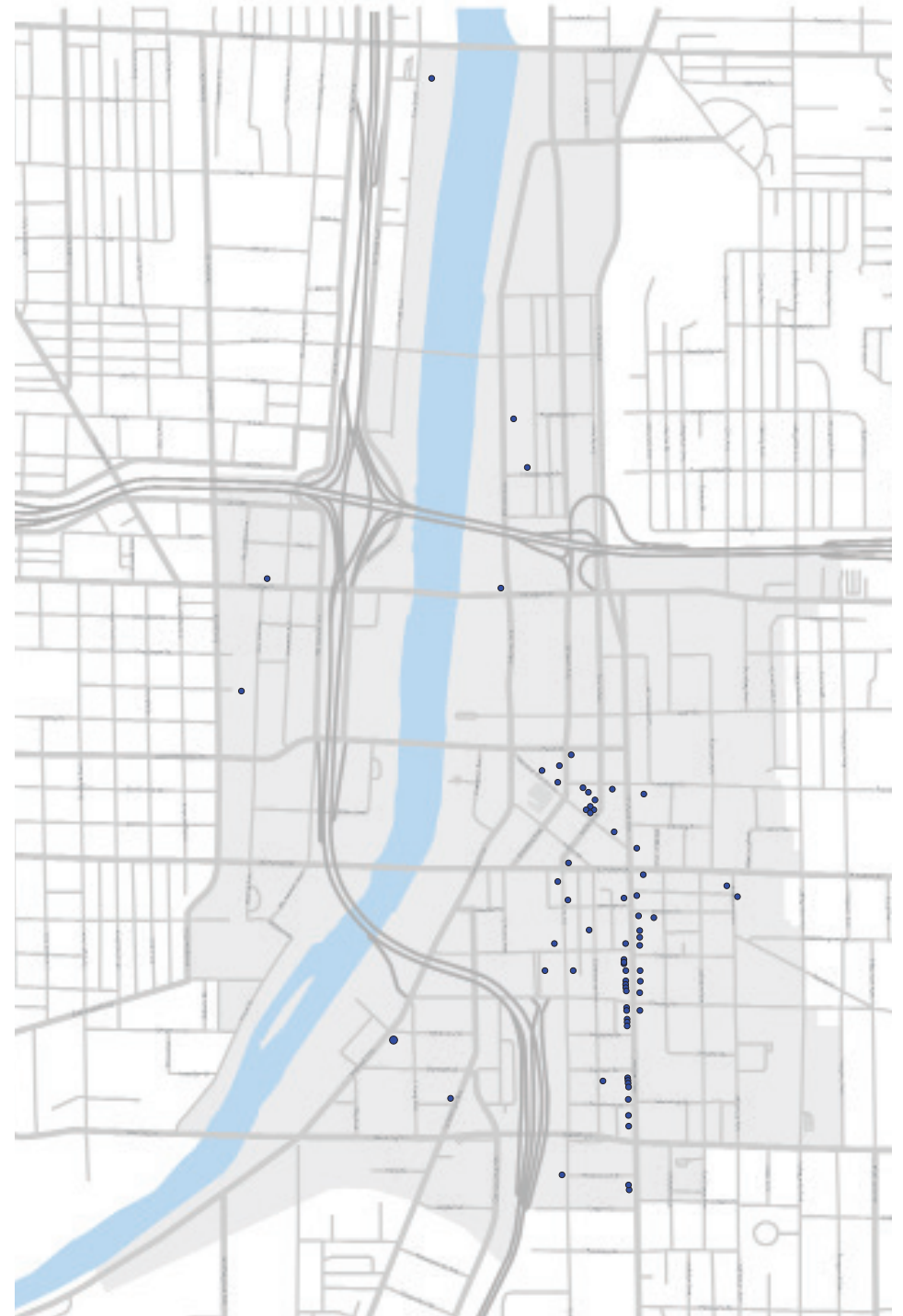
Anticipated new storefronts businesses:

111 Lyon St NW development - May 2021

430 Monroe Ave NW development - 2022

446 Grandville Redevelopment - 2022

760 Ottawa development - 2023



Downtown Office Space Vacancy

Updated Quarterly

1.9%

overall **decrease** in
vacancy rates through
2020 and 2021

Colliers estimates

5.7M

square feet of occupied
space in Q1 2021, a

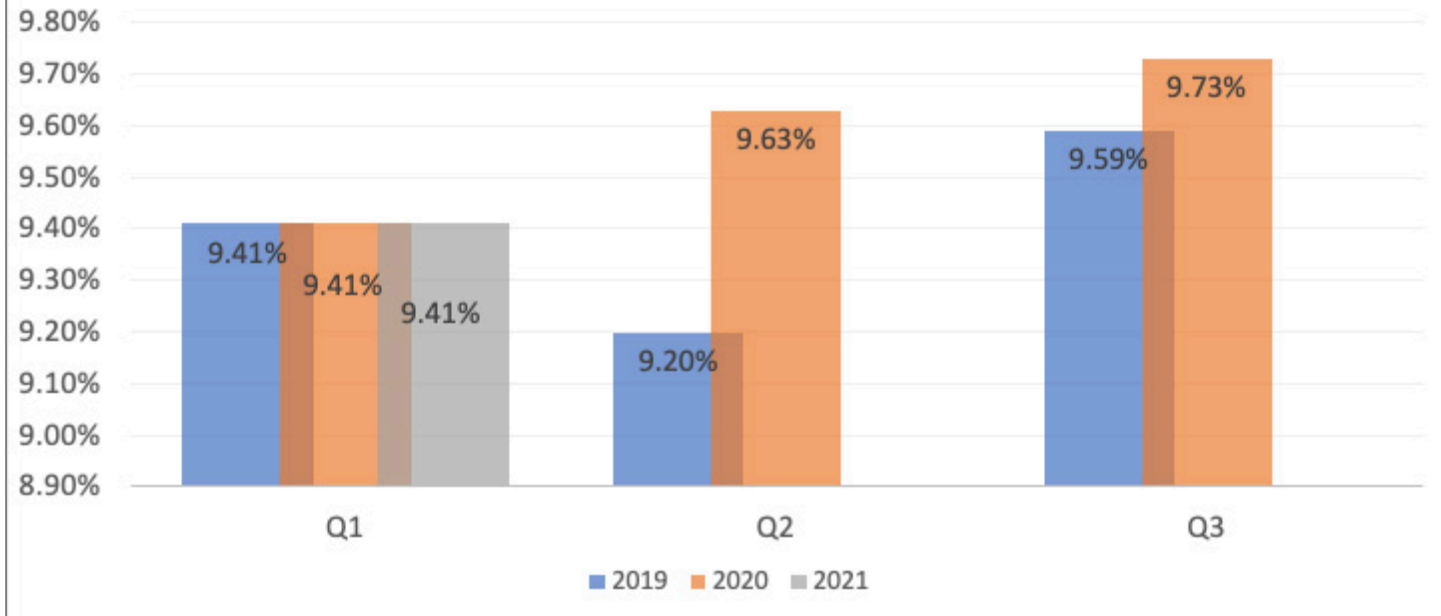
2.6%

increase since
Q1 2020

5.3%

overall **increase** in
rental rates (\$1.13)
in 2020 and 2021

Downtown Office Space Vacancies Rates
2019 vs. 2020 vs. 2021



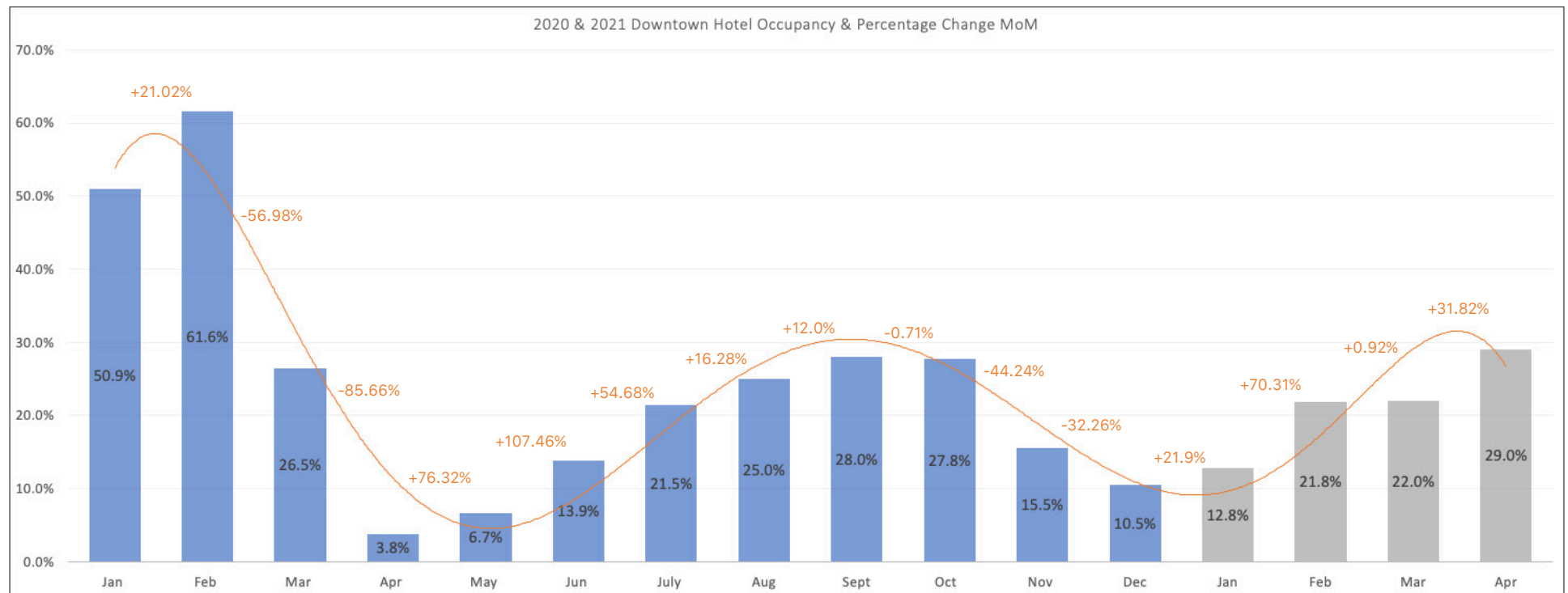
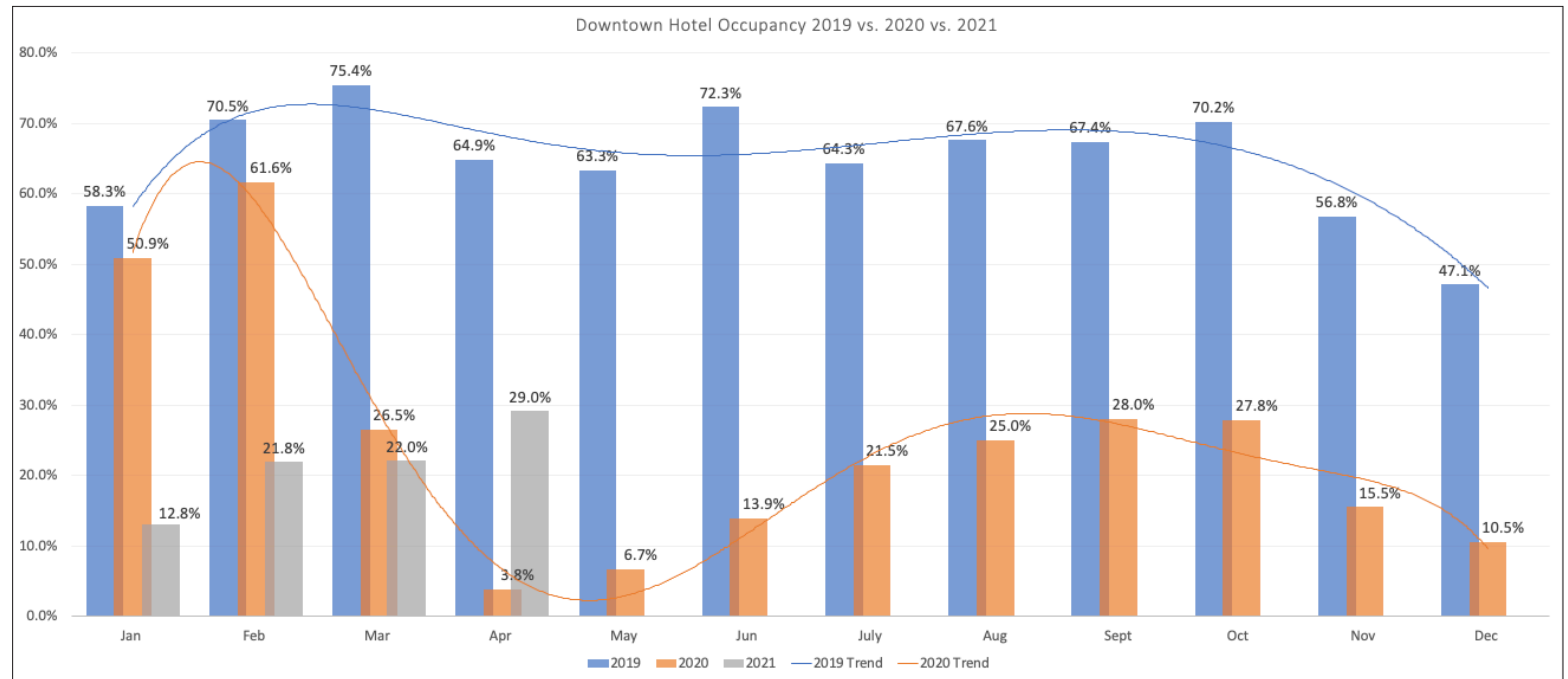
Downtown Office Space Rental Rates
2019 vs. 2020 vs. 2021



Hotel Occupancy

71%
average **decrease**
in hotel occupancy
during COVID

176%
overall **increase** in
hotel occupancy in
2021 since 2020



Source: Smith Travel Research
via Experience GR

City Employment Rates

7%

average **decrease** in
employment during COVID

Key Dates

March 15, 2020

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

June 8, 2020

MI restaurants and bars can reopen at limited capacity.

September 9, 2020

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

July 1, 2020

MI recloses indoor service at bars.

November 18, 2020

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

December 18, 2020

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

February 1, 2021

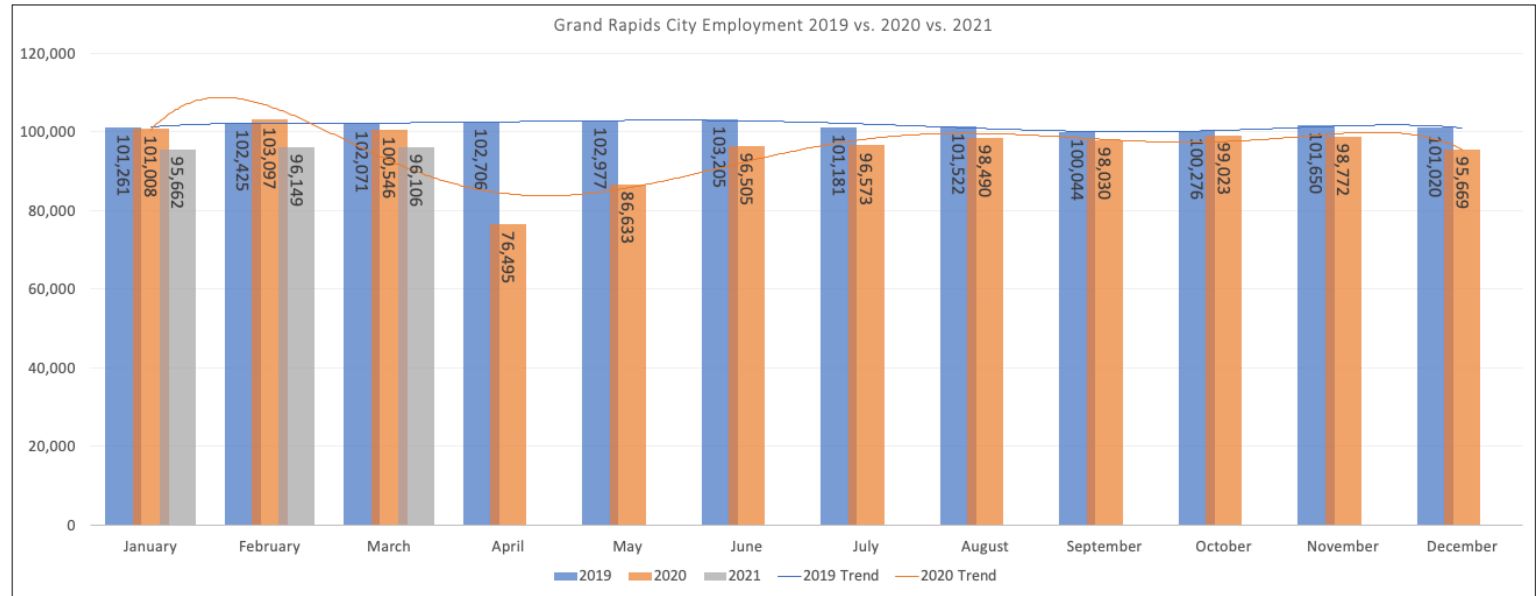
MI indoor dining reopens with capacity restrictions, 10 p.m. curfew, previously established restrictions.

March 5, 2021

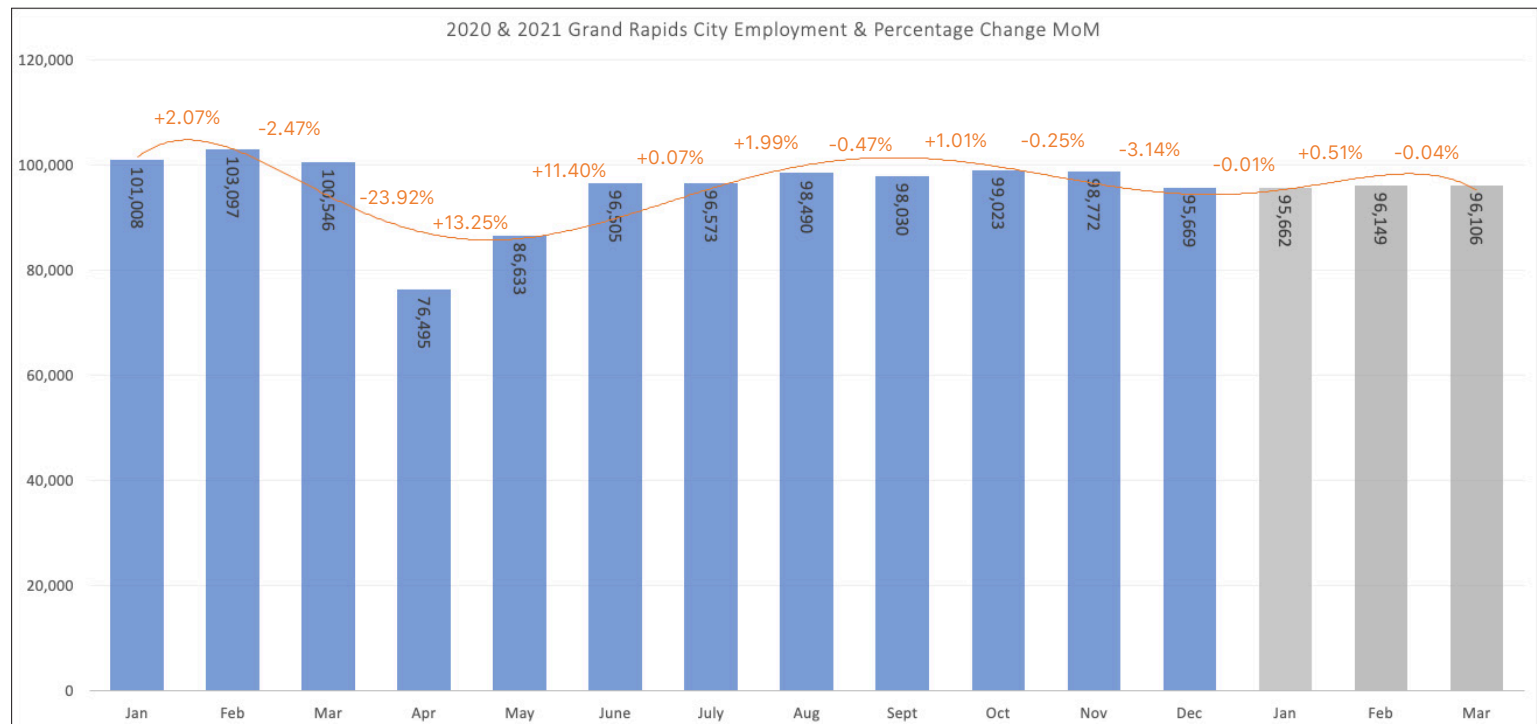
restaurants reopen to 50%, other business capacity augmentations.

June 1, 2021

outdoor restrictions lifted, curfew and capacity restrictions reduced

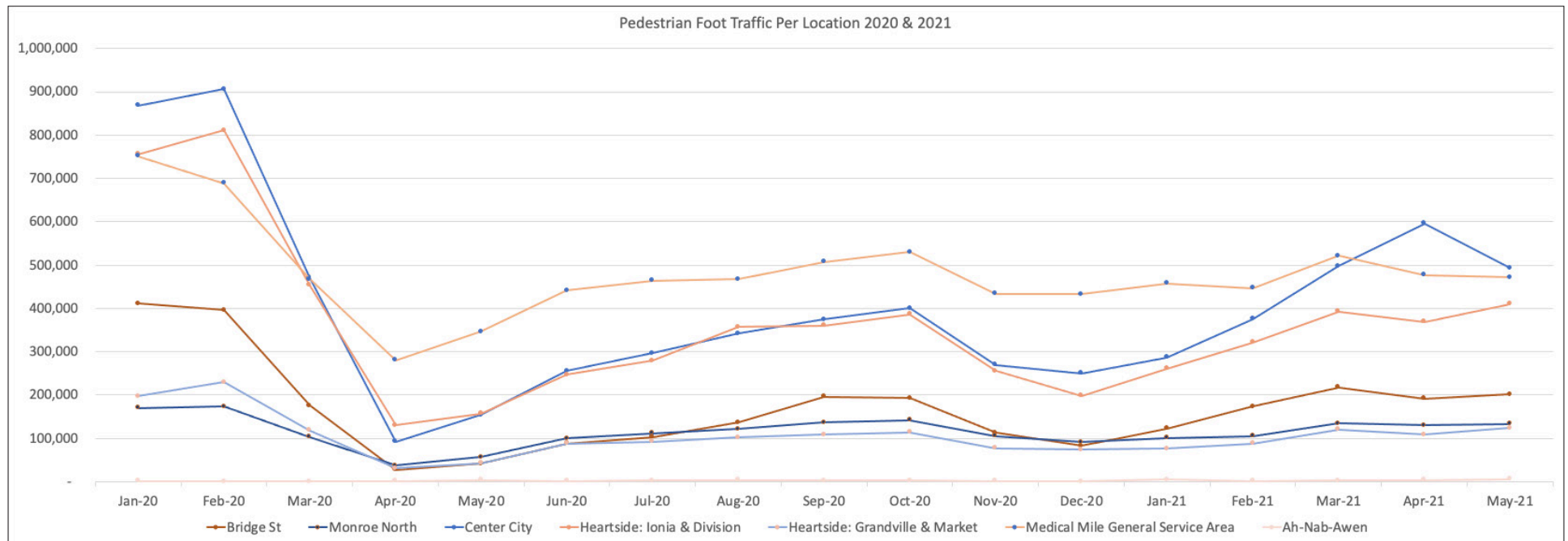
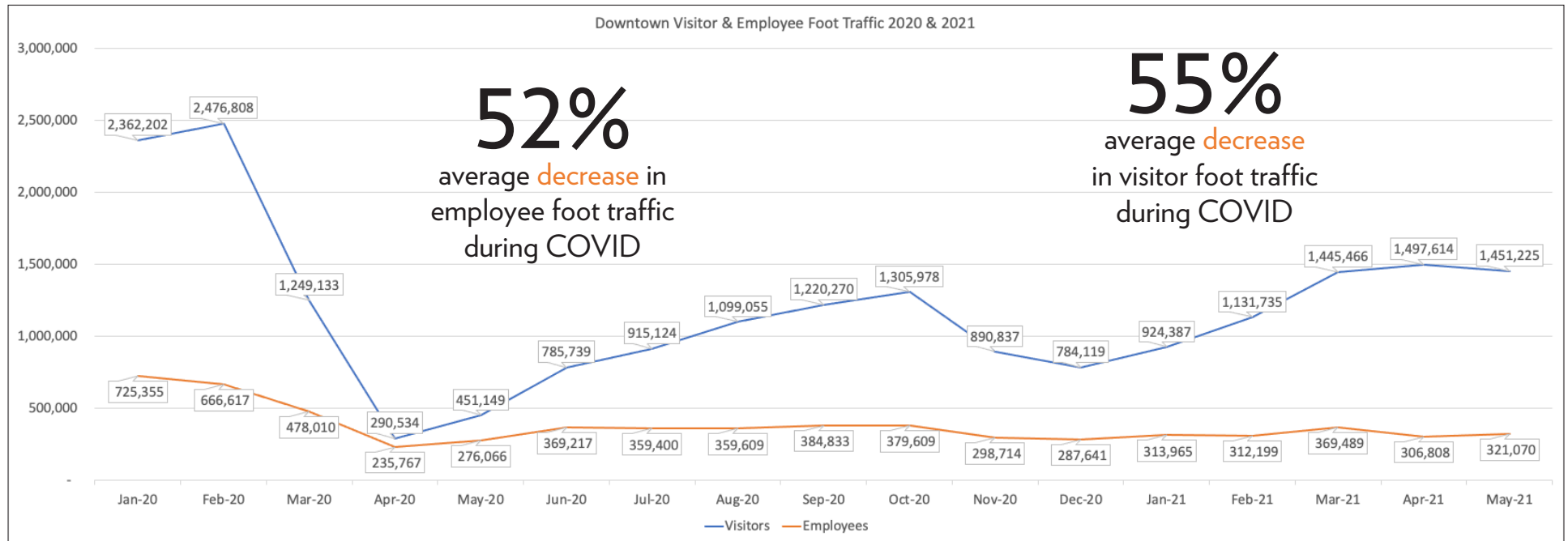


	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	-0.25%	0.66%	-1.49%	-25.52%	-15.87%	-6.49%	-4.55%	-2.99%	-2.01%	-1.25%	-2.83%	-5.30%
2020 vs. 2021	-5.34%	0.51%	-0.04%	-	-	-	-	-	-	-	-	-



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

Downtown Foot Traffic Tracking



Counts are Estimated Number of Visits (per month)

Source: Placer.ai

via Downtown Grand Rapids Inc.

Current Downtown Construction and Development

- ① GVSU - anticipated June 2021
+160,000 square feet of office space
+66 parking spaces
- ② GVSU/Spectrum Parking - anticipated June 2021
+1,220 parking spaces
- ③ Amway Grand Plaza Renovation - anticipated June 2021
- ④ Acrisure Headquarters- anticipated Spring 2021
+105,000 square feet of office space
+150 market condos
+400 jobs
- ⑤ RDV Corp. Headquarters - anticipated Spring 2021
+100,000 square feet of office space
+9,700 square feet of commercial retail space
- ⑥ Fifth Third Redevelopment - anticipated Summer 2021
+100,000 square feet of office space
+44,000 square feet of commercial space
- ⑦ The Finnley Hotel - anticipated June 2021
+5 hotel units
- ⑧ MSU Innovation Park - anticipated February 2022
+200,000 square feet of office space
+600 parking spaces
+450 jobs
- ⑨ Perrigo Headquarters - anticipated 2022
+63,550 square feet of office space
+170 jobs
- ⑩ Spectrum Transformation & Innovation Center - anticipated 2023
+303,000 square feet of office space
+1,090 parking spaces
+1,200 jobs

1.03m
square feet of
office space

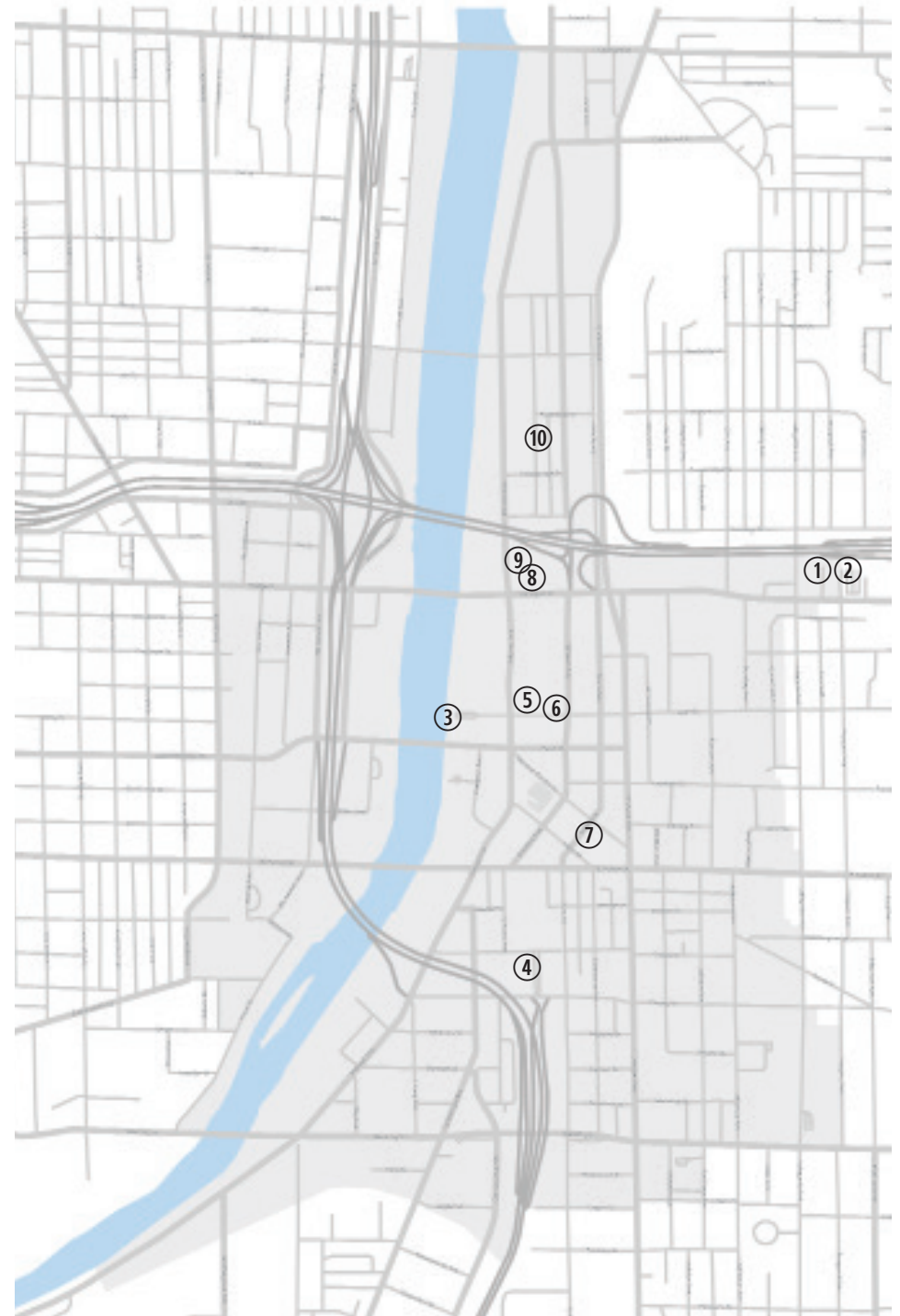
54k
square feet of
commercial space

150
residential units

5
hotel rooms

2,976
parking spaces

2,220
new jobs



On- and Off-Street Parking

19%

average **decrease** in
off-street occupancy
during COVID

2%

average **decrease** in
on-street occupancy
during COVID, but

22%

average **decrease** in
on-street occupancy
from 2019 to 2020

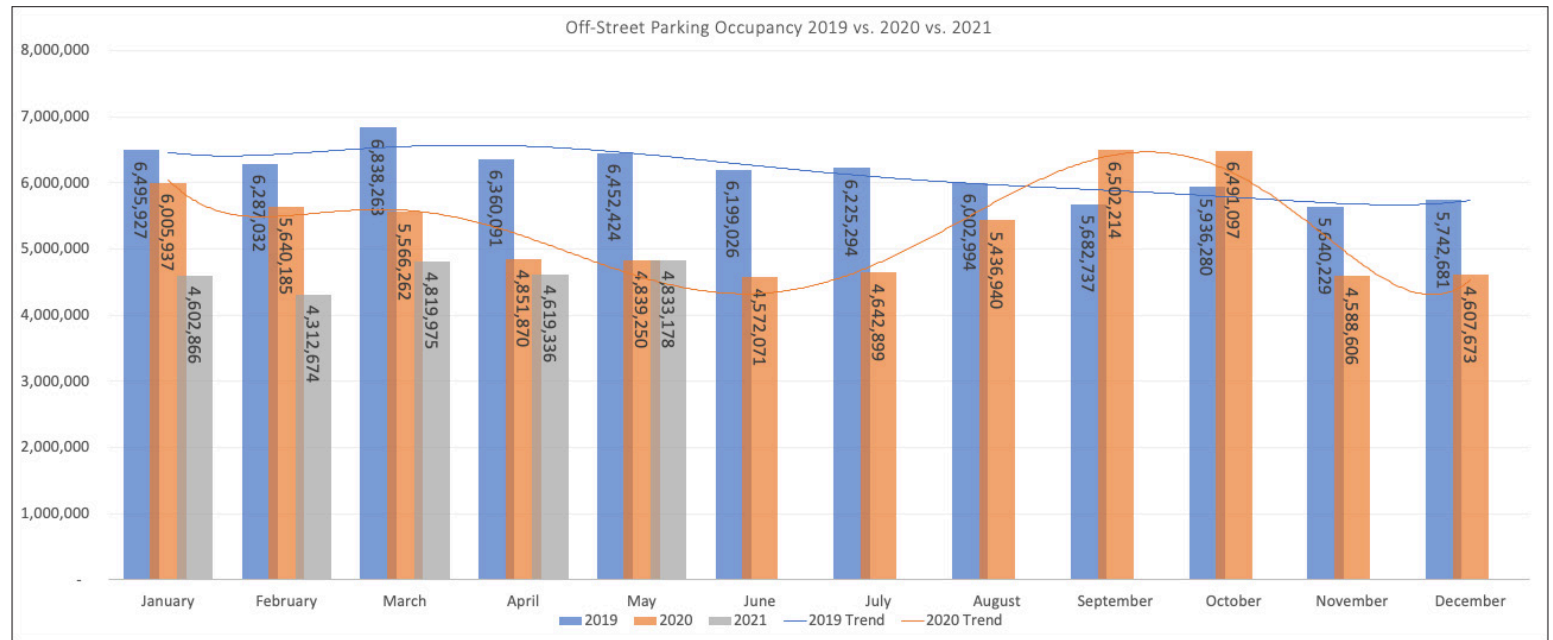
There have been

120k

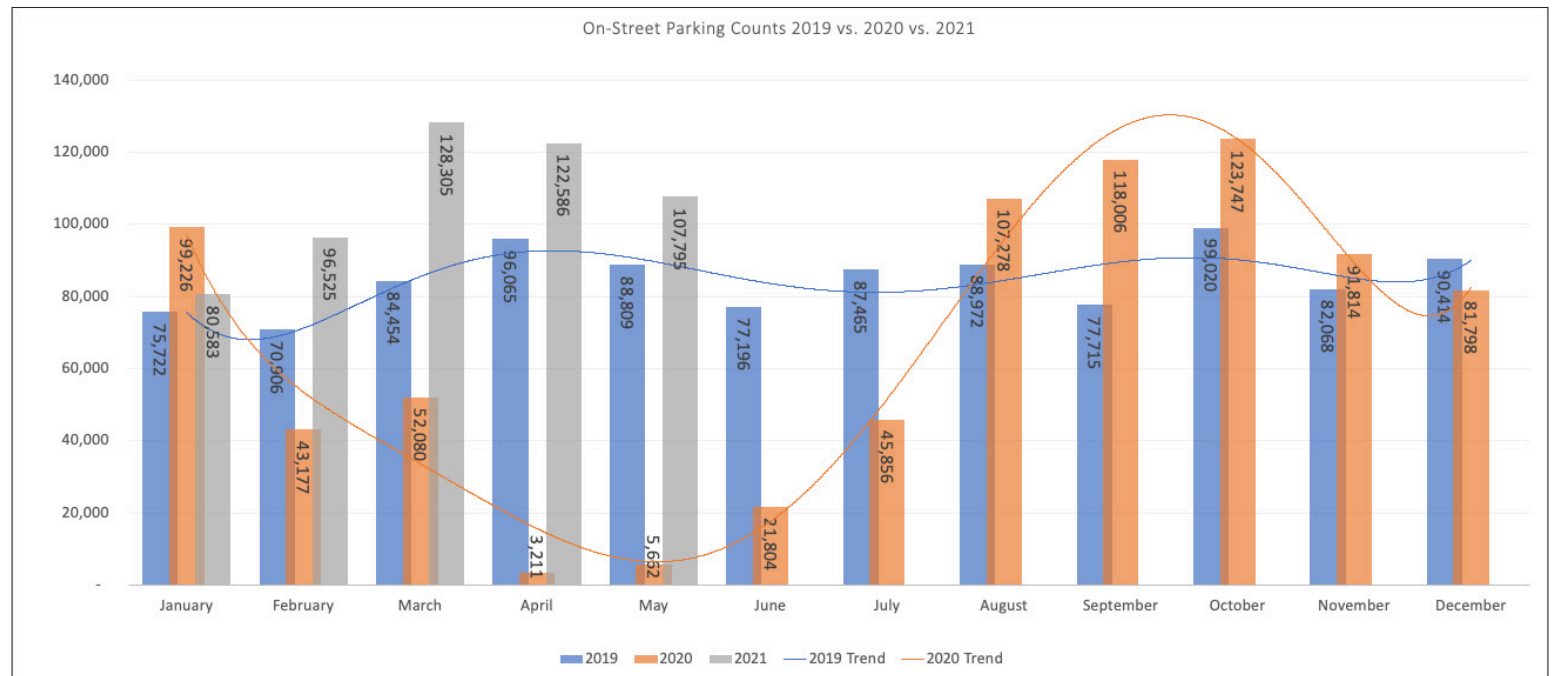
more on-street
parking instances
in Jan-May
2021 than in
Jan-May 2019

March 24th, 2020 - July 6th 2020:
meter enforcement was suspended

Source: MobileGR



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	-7.54%	-10.29%	-18.60%	-23.71%	-25.00%	-26.25%	-25.42%	-9.43%	14.42%	9.35%	-18.65%	-19.76%
2020 vs. 2021	-23.36%	-23.54%	-13.41%	-4.79%	-0.13%	-	-	-	-	-	-	-



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	31.04%	-39.11%	-38.33%	-96.66%	-93.62%	-71.76%	-47.57%	20.58%	51.84%	24.97%	11.88%	-9.53%
2020 vs. 2021	-18.79%	123.56%	146.36%	3717.69%	1803.83%	-	-	-	-	-	-	-

DASH Ridership

Updated Quarterly

68%
average **decrease**
in ridership
during COVID

Timeline of DASH Schedule Changes

March 26th, 2020:

DASH West changed to 15-minute frequency;

DASH North changed to 20-minute frequency;

Hours changed to 7am-7pm, Mon-Fri

April 10th, 2020:

Services were temporarily suspended

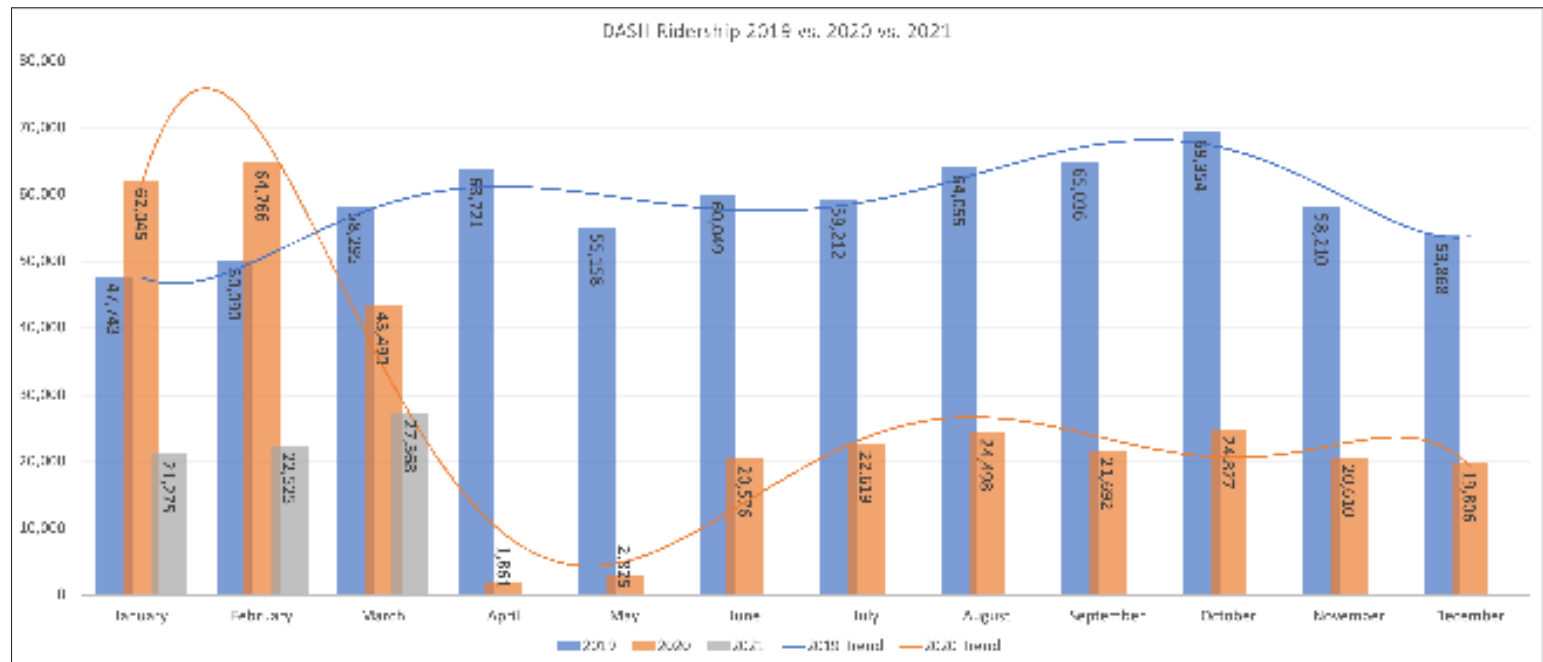
May 26th, 2020:

Number of vehicles was reduced;

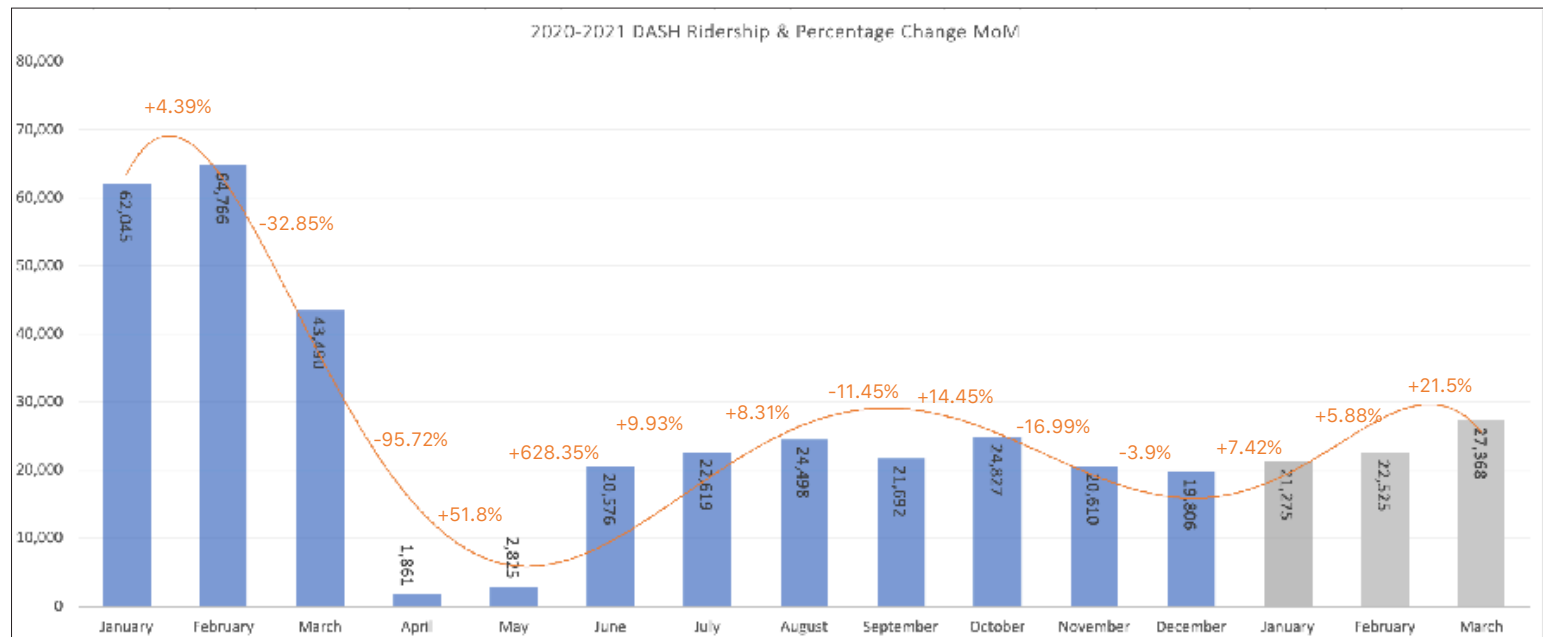
Hours changed to 6am-10 pm, Mon-Sat

May 10th, 2021:

Hours changed to 7am-8:30pm, Mon-Fri



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	29.96%	29.30%	-25.40%	-97.08%	-94.88%	-65.73%	-61.80%	-61.75%	-66.65%	-64.20%	-64.59%	-63.23%
2020 vs. 2021	-65.71%	-65.22%	-37.07%	-	-	-	-	-	-	-	-	-



Gerald R. Ford International Airport Activity

57%

average **decrease** in
passenger activity
during COVID

2%

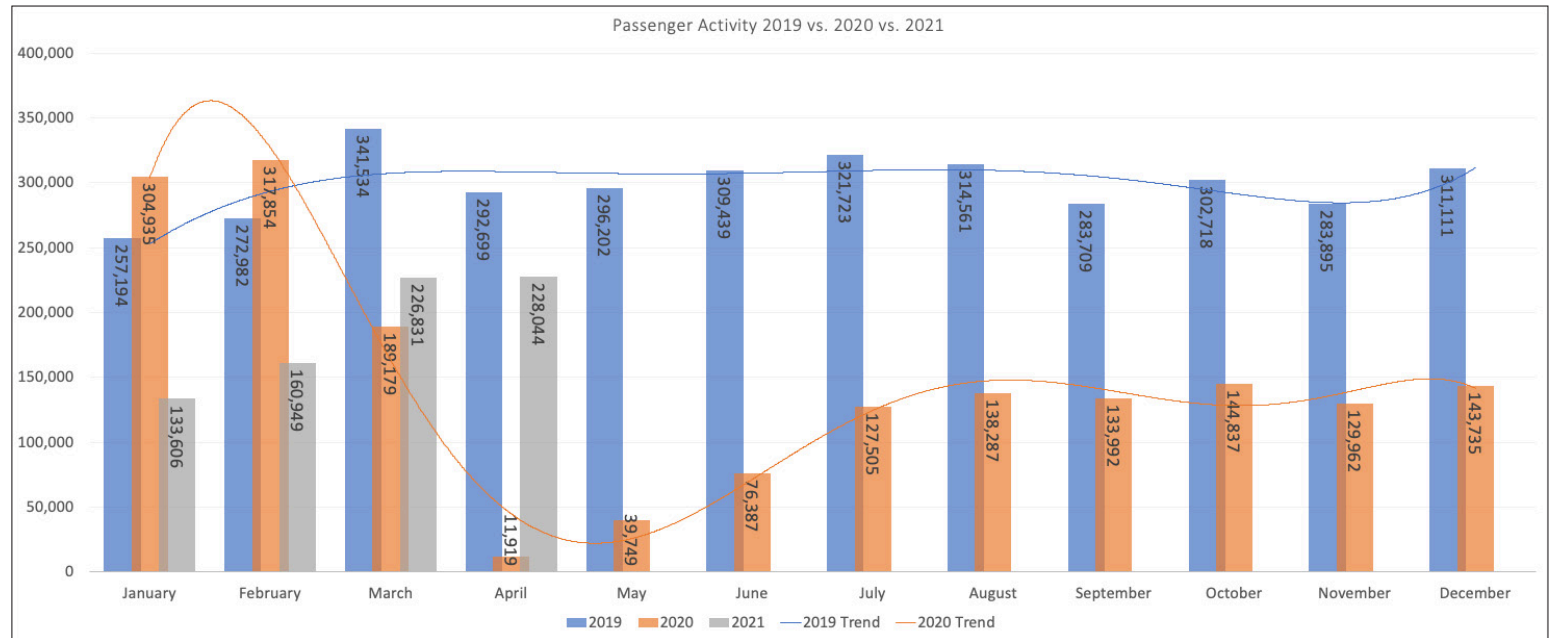
average **increase**
in freight activity
during COVID

41%

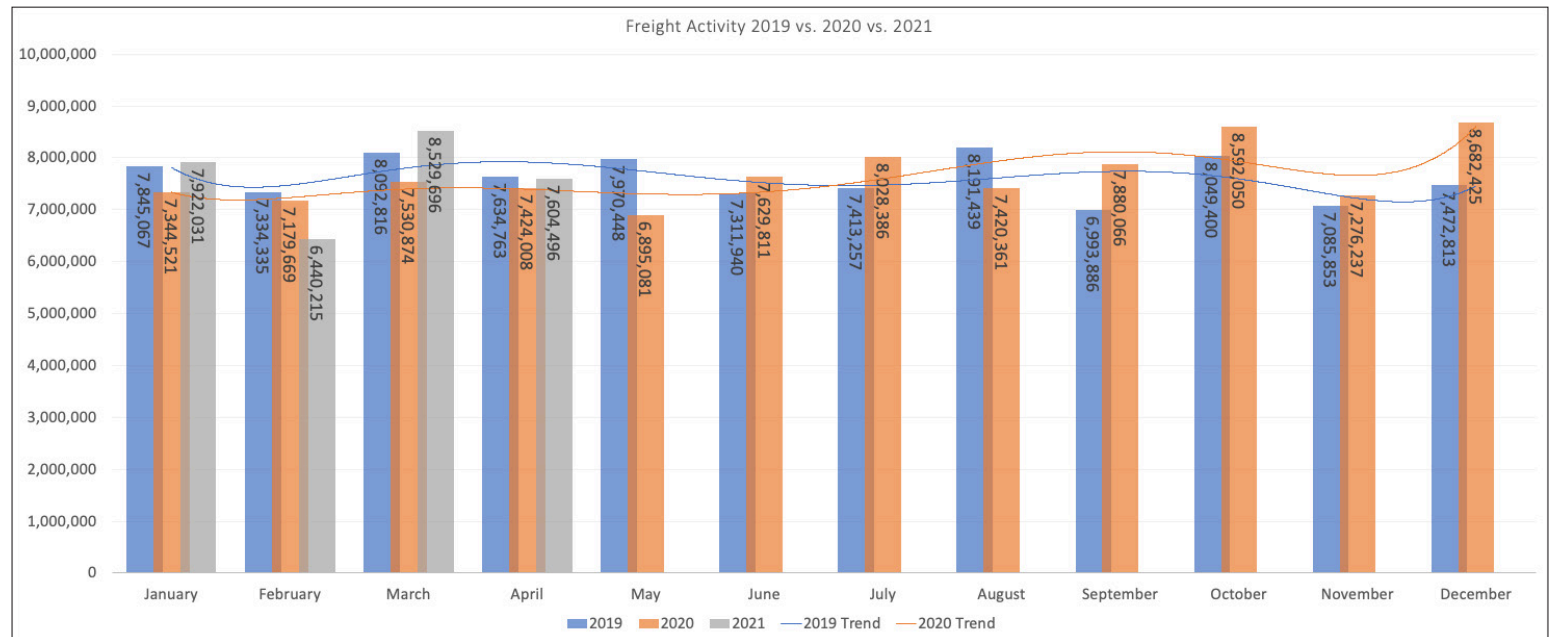
decrease in
passenger activity in
February-March 2020

94%

decrease in
passenger activity in
March-April 2020.



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	18.56%	16.44%	-44.61%	-95.93%	-86.58%	-75.31%	-60.37%	-56.04%	-52.77%	-52.15%	-54.22%	-53.80%
2020 vs. 2021	-56.19%	-49.36%	19.90%	1813.28%	-	-	-	-	-	-	-	-

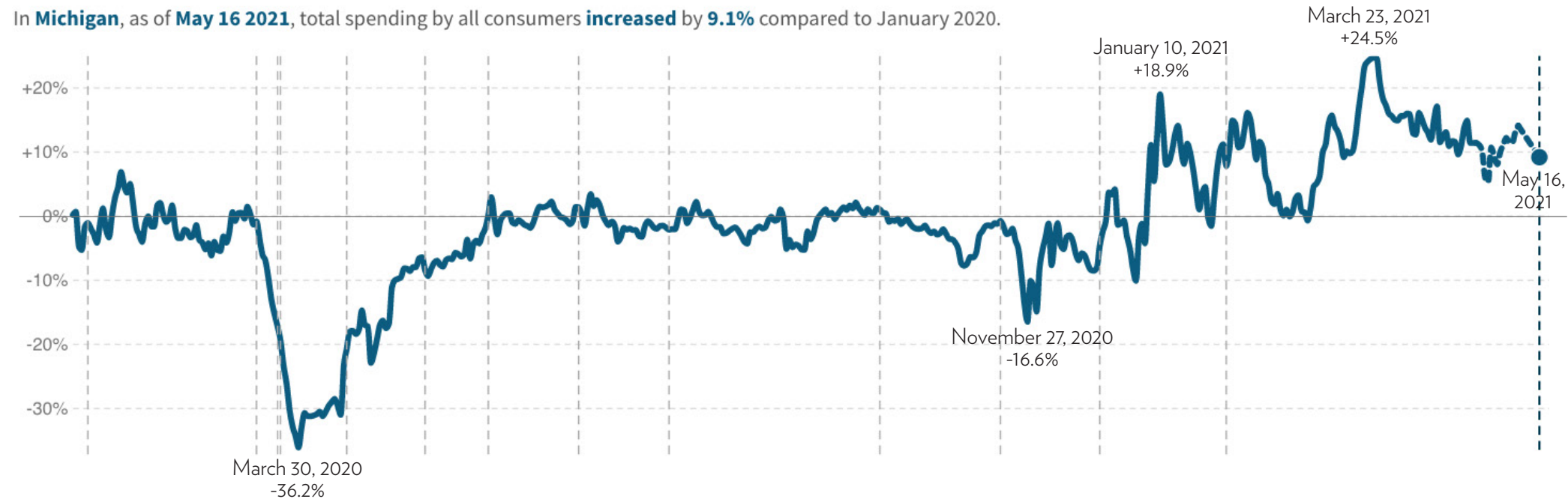


	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	-6.38%	-2.11%	-6.94%	-2.76%	-13.49%	4.35%	8.30%	-9.41%	12.67%	6.74%	2.69%	16.19%
2020 vs. 2021	7.86%	-10.30%	13.26%	2.43%	-	-	-	-	-	-	-	-

Michigan Consumer Spending

Percent Change in All Consumer Spending*

In **Michigan**, as of **May 16, 2021**, total spending by all consumers **increased** by **9.1%** compared to January 2020.



Key Dates

March 10, 2020 - Michigan confirms its first two COVID cases; State of Emergency declared
March 13, 2020 - Gov. Whitmer closes all K-12 schools; bans gatherings of 250 or more
March 15, 2020 - Gov. Whitmer orders the closure of bars/restaurants for dine-in, gyms, theaters, and other public places
March 24, 2020 - statewide stay-at-home order begins (subsequently extended 4 times)
April 13, 2020 - first round of stimulus payments begins
June 19, 2020 - stay-at-home order expires
September 9, 2020 - gyms, pools, and organized sports are allowed to reopen/resume
October 9, 2020 - movie theaters, performance venues, arcades, and other businesses can reopen at limited capacity
November 15, 2020 - Gov. Whitmer orders the closure of high schools and universities, as well as other businesses (extended on December 7, 2020)

December 18, 2020 - partial shutdown extended but allows for some businesses like theaters, casinos, and bowling alleys to reopen at limited capacity
December 18, 2020 - first COVID vaccine administered in Kent County
December 29, 2020 - second round of stimulus payments begins
February 1, 2021 - indoor dining reopens with 25% capacity, curfew, and other requirements
March 5, 2021 - restaurants reopen to 50%, other business capacity augmentations
March 31, 2021 - all population groups eligible for the COVID vaccine in MI
May 10, 2021 - Michigan hits milestone of 55% first-dose vaccinations
May 24, 2021 - all in-person work can resume
June 1, 2021 - outdoor capacity limits end, full capacity allowed at outdoor sports and entertainment venues, indoor capacity for many businesses increases to 50%, curfew ends, table limits and social distancing between tables ends

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: June 2, 2021

TO: Rick Winn
Chairman

Agenda Item 3
June 9, 2021
DDA Meeting

FROM: Tricia Chapman
Administrative Services Officer II

SUBJECT: FY2021 Interim Financial Statements as of May 2021

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

Statement A: Balance Sheet

Statement B: Comparison of FY2021 Budget vs Actual Results

Statement C: Statement of FY2021 Project Expenditures

Statement D: Schedule of May 2021 Expenditures

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

As of May 31, the Non-Tax Fund has spent approximately 60% of budgeted expenditures and the Local Tax Fund has spent approximately 70%.

Please contact me at 616-456-3848 or at tchapman@grcity.us if you have any questions.

Attachments

STATEMENT A**DOWNTOWN DEVELOPMENT AUTHORITY****Balance Sheet****May 31, 2021**

	Non-Tax Funds	Debt Tax Increment	Local Tax Increment	TOTAL
ASSETS				
Pooled Cash and Investments	\$ 5,222,070	\$ 3,817,305	\$ 6,486,882	\$ 15,526,257
Petty Cash	-	-	500	500
Loan Receivable - Project Developer	388,848	-	-	388,848
General Fixed Assets	-	-	86,964,023	86,964,023
Accumulated Depreciation on Fixed Assets	-	-	(59,982,869)	(59,982,869)
Future Tax Increment Revenues Anticipated	-	12,835,000	-	12,835,000
TOTAL ASSETS	\$ 5,610,918	\$ 16,652,305	\$ 33,468,536	\$ 55,731,759
LIABILITIES AND FUND EQUITY				
Liabilities				
Current Liabilities	\$ -	\$ -	\$ 27	\$ 27
Due to Other Governmental Units	-	4,453,622	-	4,453,622
Deposit - Area 4 Developer Damage	1,000	-	-	1,000
Deferred Revenue - Developer Loan	388,848	-	-	388,848
Bonds Payable	-	12,835,000	-	12,835,000
TOTAL LIABILITIES	389,848	17,288,622	27	17,678,497
Fund Balance / Equity:				
Investments in General Fixed Assets, net of Accumulated Depreciation	-	-	26,981,154	26,981,154
Non-Tax Increment Reserve	5,215,915	-	-	5,215,915
Reserve for Authorized Projects	-	-	6,336,896	6,336,896
Reserve for Compensated Absences	-	-	7,721	7,721
Reserve for Eligible Obligations	-	(636,317)	-	(636,317)
Reserve for Encumbrances	5,155	-	142,738	147,893
TOTAL FUND EQUITY	5,221,070	(636,317)	33,468,509	38,053,262
TOTAL LIABILITIES & FUND EQUITY	\$ 5,610,918	\$ 16,652,305	\$ 33,468,536	\$ 55,731,759

STATEMENT B

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

	Non-Tax Funds		Debt Tax Increment		Local Tax Increment	
	Budget	Actual	Budget	Actual	Budget	Actual
REVENUES						
Property Tax Increment - General	\$ -	\$ -	\$ 11,465,372	\$ 11,624,379	\$ 6,262,000	\$ 7,133,440
Property Tax Increment - Transit Millage	-	-	-	-	589,772	594,102
Property Tax Increment - Prior Year Appeals	-	-	(25,000)	(7,638)	(15,000)	(596)
Property Tax Increment - County/GRCC/City/ITP Rebates	-	-	-	(100,970)	(683,677)	(819,007)
CRLGG Grant Reimbursement	297,285	297,285	-	-	-	-
Earnings from Investments - General	70,412	(109,569)	72,591	(143,621)	112,396	(207,605)
Interest Paid by Developer - The Gallery on Fulton Note	12,998	15,503	-	-	-	-
Property Rental - DASH Parking Lots	738,000	233,849	-	-	-	-
Property Rentals - YMCA Customer Parking	72,000	54,000	-	-	-	-
Event Sponsorships and Fees	40,000	-	-	-	-	-
Contributions - Downtown Enhancement Grant Donation	-	-	-	-	-	545
Principal Repayments - The Gallery on Fulton Note	100,000	28,826	-	-	-	-
Reimbursements and Miscellaneous Revenues	2,000	1,770	-	-	5,000	-
Sale of Movies in the Park Equipment	-	10,000	-	-	-	-
Ottawa Ave - Cherry to Oakes - 1/3rd payment	197,670	-	-	-	-	-
From / (To) Fund Balance	1,567,320	-	(72,591)	-	3,942,319	-
TOTAL REVENUES	\$ 3,097,685	\$ 531,664	\$ 11,440,372	\$ 11,372,150	\$ 10,212,810	\$ 6,700,879
EXPENDITURES						
<u>GR Forward Projects:</u>						
Goal #1: Restore the River as the Draw and Create a Connected and Equitable River Corridor	\$ 25,000	\$ 391	\$ -	\$ -	\$ 1,750,000	\$ 178,916
Goal #2: Create a True Downtown Neighborhood Which is Home to a Diverse Population	90,000	17,963	-	-	1,525,000	1,826,804
Goal #3: Implement a 21st Century Mobility Strategy	150,000	76,250	-	-	2,330,000	1,271,810
Goal #4: Expand Job Opportunities and Ensure Continued Vitality of the Local Economy	1,032,285	237,102	-	-	1,150,000	770,013
Goal #5: Reinvest in Public Space, Culture, and Inclusive Programming	1,795,000	1,538,567	-	-	1,745,000	1,432,072
Total GR Forward Projects	\$ 3,092,285	\$ 1,870,273	\$ -	\$ -	\$ 8,500,000	\$ 5,479,615
Administration	5,400	12	-	-	1,300,000	1,371,091
Debt Service for Bond Issues	-	-	6,986,750	6,986,750	412,810	319,510
Estimated Capture to be Returned	-	-	4,453,622	-	-	-
TOTAL EXPENDITURES	\$ 3,097,685	\$ 1,870,285	\$ 11,440,372	\$ 6,986,750	\$ 10,212,810	\$ 7,170,216
EXCESS / (DEFICIT)	\$ -	\$ (1,338,621)	\$ -	\$ 4,385,400	\$ -	\$ (469,337)

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

Project Name	FY2021 Project Budgets		Expenditures		Remaining
	%	Amount	Month	Fiscal Year	FY2021 Budgets
River Governance		150,000	-	36,415	113,585
Downtown Plan		100,000	-	100,592	(592)
River Trail Improvements		1,500,000	19,598	41,909	1,458,091
GRForward Goal # 1 - Local Tax Increment	15.10%	\$ 1,750,000	\$ 19,598	\$ 178,916	\$ 1,571,084
Downtown Speakers Series		15,000	-	-	15,000
Riverwalk Assessment		10,000	-	391	9,609
GRForward Goal # 1 - Non-Tax Increment	0.22%	\$ 25,000	\$ -	\$ 391	\$ 24,609
Development Project Guidance		50,000	-	25,545	24,455
Development Project Reimbursements		1,400,000	75,138	1,663,016	(263,016)
Downtown Enhancement Grants		75,000	-	138,243	(63,243)
GRForward Goal # 2 - Local Tax Increment	13.16%	\$ 1,525,000	\$ 75,138	\$ 1,826,804	\$ (301,804)
Heartside Quality of Life Implementation		50,000	-	4,890	45,110
Stakeholder Engagement Programs		40,000	999	13,073	26,927
GRForward Goal # 2 - Non-Tax Increment	0.78%	\$ 90,000	\$ 999	\$ 17,963	\$ 72,037
Accessibility and Mobility Repairs		150,000	15,600	130,975	19,025
Bicycle Friendly Improvements		125,000	-	86,526	38,474
DASH North Shuttle Services		175,000	-	175,000	-
Streetscape Improve: CBD, Heartside, Arena S.		1,340,000	12,306	428,475	911,525
Streetscape Improve: Division - Fulton to Wealthy		340,000	958	284,641	55,359
Sheldon Blvd - Fulton Street to Cherry Street		-	80,144	80,144	(80,144)
Wayfinding System Improvements		200,000	-	86,049	113,951
GRForward Goal # 3 - Local Tax Increment	20.10%	\$ 2,330,000	\$ 109,008	\$ 1,271,810	\$ 1,058,190
Transportation Demand Mnmt Program		150,000	22,500	76,250	73,750
GRForward Goal # 3 - Non-Tax Increment	1.29%	\$ 150,000	\$ 22,500	\$ 76,250	\$ 73,750
Economic Development and Innovation		450,000	25,259	171,872	278,128
COVID Economic Relief Program		700,000	34,411	598,141	101,859
GRForward Goal # 4 - Local Tax Increment	9.92%	\$ 1,150,000	\$ 59,670	\$ 770,013	\$ 379,987
COVID Economic Relief Program		997,285	-	218,707	778,578
Downtown Workforce Programs		35,000	-	18,395	16,605
GRForward Goal # 4 - Non-Tax Increment	8.90%	\$ 1,032,285	\$ -	\$ 237,102	\$ 795,183
Arena Plaza Improvements: Local Tax Increment		500,000	-	704,412	(204,412)
Downtown Marketing and Inclusion Efforts		420,000	16,091	215,713	204,287
Downtown Tree Plantings		150,000	-	70,141	79,859
Heartside Public Restroom Facilities Construction		100,000	-	137,619	(37,619)
Parks Design		350,000	18,001	292,519	57,481
Public Realm Improvements		150,000	-	8,700	141,300
State of Downtown Event & Annual Report		25,000	-	-	25,000
Urban Recreation Improvements		50,000	-	2,968	47,032
GRForward Goal # 5 - Local Tax Increment	15.05%	\$ 1,745,000	\$ 34,092	\$ 1,432,072	\$ 312,928
Arena Plaza Improvements: Non-Tax Increment		600,000	-	613,164	(13,164)
Bridge Lighting Operations		50,000	-	30,156	19,844
DGRI Event Production		165,000	5,821	227,897	(62,897)
Diversity Programming		50,000	-	15,500	34,500
Downtown Ambassadors		222,000	48	224,826	(2,826)
Experience - Miscellaneous		50,000	5,000	5,009	44,991
Holiday Décor Program		75,000	-	69,846	5,154
Major Event Sponsorship		40,000	-	66,500	(26,500)
Police Foot Patrols		35,000	-	-	35,000
Project and Fixed Asset Maintenance		-	97	3,518	(3,518)
Public Space Activation		350,000	45,844	223,208	126,792
Rosa Parks Circle Skating Operations		40,000	-	-	40,000
Special Events - Grants		35,000	-	7,500	27,500
Special Events - Office of		75,000	-	50,000	25,000
Special Events - Training Program		6,000	-	-	6,000
Winter Avenue Building Lease		2,000	86	1,443	557
GRForward Goal # 5 - Non-Tax Increment	15.48%	\$ 1,795,000	\$ 56,896	\$ 1,538,567	\$ 256,433
TOTAL	100.00%	\$ 11,592,285	\$ 377,901	\$ 7,349,888	\$ 4,242,397

STATEMENT D
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of FY2021 Expenditures
May, 2021

Source	Date Posted	Vendor	Purpose / Project	Description	Amount
Local	5/28/2021	Paychex	Administration	DDA Payroll Wages, 401, Taxes-May 2021	\$ 83,532.40
Local	5/12/2021	Jackson Entertainment, LLC	Developer Project Reimbursements	Developer Reimbursement FY2021 - City Portion	75,138.30
Local	5/19/2021	City Treasurer - City Engineer	Sheldon Blvd - Fulton Street to Cherry Street	15096-Expenditure correction-Sheldon-Weston to I	46,350.26
Non-Tax	5/24/2021	Grandville Ave Arts & Humanities Inc	Public Space Activation - Calder events, etc.	Women's Way Funding 1 of 4 5/2021	35,000.00
Local	5/21/2021	City Treasurer - City Engineer	Sheldon Blvd - Fulton Street to Cherry Street	15096-Final-Sheldon-Weston to Fulton	33,793.32
Local	5/3/2021	Uline Inc	COVID Economic Relief Program	COVID response Social District infrastructure 3/21	32,866.82
Non-Tax	5/27/2021	City Treasurer - MobileGR/Parking Svcs	Transportation Demand Mgmt Prog	May 2021 DDA Share of DASH North Service	22,500.00
Local	5/18/2021	Fishbeck, Thompson, Carr & Huber, Inc	River Trail Improvements	19078-Riverwalk Improvements (FTCH-400433)-DD	19,598.50
Local	5/25/2021	Progressive Architecture	Parks Design	Lyon Square and Lyon Street Reconstruction 11/2	18,001.27
Local	5/24/2021	Disability Adv of Kent Co	Accessibility & Mobility Repairs	Inclusive Design research and reporting 5/21	15,600.00
Local	5/4/2021	City Treasurer - Budget Office	Administration	IET - Operating Transfer A-87	11,020.83
Local	5/17/2021	Adrenaline Games Association (AGA)	Streetscape Impr - Mich St, Heartside, Arena S	Skate Park Grand Opening 5/21	10,000.00
Local	5/6/2021	Placer Labs, Inc.	Economic Devel & Innovation - MWBE	Downtown Analysis Subscription 04/21-04/22	10,000.00
Local	5/6/2021	Priority Health	Administration	Health Insurance May 2021	7,516.56
Local	5/17/2021	Plante & Moran, PLLC	Administration	2020 Financial Statement Audit	6,365.00
Local	5/10/2021	Federal Square Building Co. #1, LLC	Administration	Office Lease: 29 Pearl Street 05/21	5,959.99
Non-Tax	5/10/2021	Angela D. Nelson	Public Space Activation - Calder events, etc.	Roller Rink Sponsorship 05/21	5,000.00
Non-Tax	5/25/2021	Grand Rapids Asian-Pacific Festival	DGRI Event Production	GR Asian-Pacific Festival Sponsorship 2021	5,000.00
Non-Tax	5/24/2021	Greater GR Chamber Foundation	Experience - Miscellaneous	GR Chamber Fitness Fest Sponsorship 2021	5,000.00
Local	5/24/2021	Michael Justin Berne	Economic Devel & Innovation - MWBE	Retail Analysis Consulting 05/21	5,000.00
Local	5/10/2021	Cision US Inc.	Dntn Marketing & Inclusion Efforts	Social Media Contract Services 05/21	4,500.00
Local	5/11/2021	McAlvey Merchant & Associates	Administration	Governmental Consulting April 2021	4,500.00
Local	5/10/2021	GR Area Chamber of Commerce	Economic Devel & Innovation - MWBE	Retail Retention & Attraction Contract 04/2021	3,958.33
Local	5/11/2021	Mackenzie Goss	Economic Devel & Innovation - MWBE	Downtown Window Activation 04/21	3,500.00
Local	5/24/2021	Erika Townsley	Dntn Marketing & Inclusion Efforts	Photography Services at various locations 05/21	3,000.00
Local	5/17/2021	Friends of Grand Rapids Parks	Dntn Marketing & Inclusion Efforts	Green Gala sponsorship 2021	2,500.00
Local	5/11/2021	Michigan State University	Dntn Marketing & Inclusion Efforts	MSU GRANFONDO 2021 sponsorship	2,500.00
Non-Tax	5/11/2021	LiveSpace, LLC	Public Space Activation - Calder events, etc.	Blue Bridge Art Installation 02/2021	2,318.96
Local	5/19/2021	City Treasurer - City Engineer	Streetscape Impr - Mich St, Heartside, Arena S	City of GR Engineering Newberry 21-64	2,160.66
Local	5/10/2021	Bryan Esler Photo, Inc.	Dntn Marketing & Inclusion Efforts	Photography Misc. 05/21	1,920.00
Local	5/1/2021	City of Grand Rapids	Administration	Staff services - payroll period ended 05/01/2021	1,822.82
Local	5/15/2021	City of Grand Rapids	Administration	Staff services - payroll period ended 05/15/2021	1,702.45
Local	5/6/2021	Mackenzie Goss	Economic Devel & Innovation - MWBE	Downtown Window Activation 04/21	1,500.00
Non-Tax	5/11/2021	Madison Chaffer	Public Space Activation - Calder events, etc.	Jefferson Street Mural Final 04/21	1,500.00
Local	5/17/2021	Dickinson Wright PLLC	Administration	Legal services: DDA Incubator 1/21	1,430.00
Local	5/11/2021	Source One Imaging	Economic Devel & Innovation - MWBE	Downtown Banners 4/21	1,245.00
Local	5/10/2021	David Specht	Dntn Marketing & Inclusion Efforts	Activate This Place 2021 video	1,000.00
Local	5/16/2021	State of Michigan	Streetscape Improve: Division - Fulton to Wealthy	17109-Division Av Reconstruction (MDOT-MDOT04	958.38
Local	5/4/2021	City Treasurer - Risk Management	Administration	Monthly General Insurance Allocation	908.00
Local	5/17/2021	Dickinson Wright PLLC	Administration	Legal Services: DGRI 3/21	844.52
Local	5/24/2021	The KR Group, Inc.	Administration	IT Managed Agreement 06/21	791.90
Local	5/17/2021	Bush Concrete Products Inc	COVID Economic Relief Program	Social Zones: Reset Barriers 5/21	780.00
Local	5/17/2021	Dickinson Wright PLLC	Administration	Legal services: DDA Skate Park 5/21	770.00
Non-Tax	5/10/2021	Fifth Third Bank	Stakeholder Engagement Programs	Stakeholder Engagement	748.74
Local	5/17/2021	Dickinson Wright PLLC	Administration	Legal Services: 401(c) application 3/21	696.87
Local	5/17/2021	TGG, Inc.	Administration	Life & S/T & L/T disability insurance - 06/21	676.13
Local	5/10/2021	Fifth Third Bank	Dntn Marketing & Inclusion Efforts	Marketing & Advertising	670.60
Local	5/6/2021	The KR Group, Inc.	Administration	Laptop Replacement 04/21	648.94
Non-Tax	5/11/2021	Swift Printing & Communications	Public Space Activation - Calder events, etc.	Rad American Women supplies 5/21	567.85
Local	5/24/2021	Blue Cross Blue Shield of Mich	Administration	Dental Insurance Premium 6/21	528.96
Non-Tax	5/10/2021	Fifth Third Bank	Public Space Activation - Calder events, etc.	Public Space Activation supplies	509.83
Local	5/10/2021	Federal Square Building Co. #1, LLC	Administration	Office Lease: 29 Pearl Street Mezzanine Office 05.	484.64
Non-Tax	5/10/2021	Fifth Third Bank	DGRI Event Production	DGRI Events: Supplies	483.24
Local	5/24/2021	Bush Concrete Products Inc	COVID Economic Relief Program	Social Zones: Relocation of Barriers 05/21	480.00
Local	5/2/2021	Metro FiberNet, LLC	Administration	Internet/Phone at 29 Pearl St NW 04/21	371.24
Local	5/28/2021	Paychex	Administration	DDA Payroll Processing Fee - May 2021	280.20
Local	5/28/2021	Paychex	Administration	DDA Payroll HRS Processing Fees-May 2021	279.58
Local	5/2/2021	The KR Group, Inc.	Administration	O365 2/17-3/16 4/21	259.74
Local	5/17/2021	Crystal Flash	COVID Economic Relief Program	Winter Ready Grant: City Built Propane 04/21	257.92
Non-Tax	5/24/2021	Heritage Hill Assn	Stakeholder Engagement Programs	Garden Tour Pollinators Sponsorship 5/2021	250.00
Local	5/17/2021	Dickinson Wright PLLC	Administration	Legal services: DDA 45 Ionia park lease 5/21	220.00
Non-Tax	5/11/2021	Hannah Apps	Public Space Activation - Calder events, etc.	RAD Women box painting 05/2021	200.00
Local	5/24/2021	The KR Group, Inc.	Administration	IT Services 05/21	187.09
Non-Tax	5/10/2021	Fifth Third Bank	DGRI Event Production	DGRI Events: Food & Beverage	165.47
Non-Tax	5/17/2021	Sam Kenny	Public Space Activation - Calder events, etc.	PopUp Performances:04/21	150.00
Local	5/17/2021	Federal Square Building Co. #1, LLC	Administration	Utility Service: Electric May 2021	145.64
Local	5/11/2021	Kerkstra Portable Restroom Svc Inc	Streetscape Impr - Mich St, Heartside, Arena S	Portable restroom for Skate Park 5/21	145.00
Local	5/2/2021	The KR Group, Inc.	Administration	April Managed Agreement04/21	142.57
Non-Tax	5/24/2021	Swift Printing & Communications	DGRI Event Production	Chalk it Up Event Stickers 5/21	119.27
Non-Tax	5/11/2021	Hannah Apps	Public Space Activation - Calder events, etc.	Mileage Reimbursement 05/2021	110.88
Non-Tax	5/17/2021	Amnestie Lillian-Tate VerDuin	Public Space Activation - Calder events, etc.	Pop Up Performer 05/21	100.00

continued on the next page

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

Page 2

Source	Date Posted	Vendor	Activity # Purpose / Project	Description	Amount
<i>Continued from previous page</i>					
Non-Tax	5/11/2021	Nicholas James Thomasma	Public Space Activation - Calder events, etc.	PopUp Performances:04/21	\$ 100.00
Non-Tax	5/17/2021	Rysa Rice	Public Space Activation - Calder events, etc.	PopUp Performances:04/21	100.00
Non-Tax	5/17/2021	City Treasurer - Water System	Project & Fixed Asset Maint	WS2028692 21/04 Wealthy St Roundabout Irrigati	96.82
Local	5/11/2021	Professional Maintenance of MI Inc.	Administration	Janitorial services APR 2021	90.28
Local	5/17/2021	Cellco Partnership	Administration	Cell Phone Service 04/21	86.53
Local	5/10/2021	Fifth Third Bank	Administration	Admin: supplies	73.37
Non-Tax	5/9/2021	Adrielle Caroline Goodrich	Public Space Activation - Calder events, etc.	Pop Up Performer 05/21	50.00
Non-Tax	5/11/2021	Hannah Laine Schroeder	Public Space Activation - Calder events, etc.	Pop Up Performer 05/21	50.00
Non-Tax	5/2/2021	Nathan Coles	Public Space Activation - Calder events, etc.	Pop Up Performer 04/21	50.00
Non-Tax	5/11/2021	City Treasurer - MobileGR/Parking Svcs	Downtown Ambassadors	April 2021 Monthly Parking Billing	48.00
Non-Tax	5/3/2021	Consumers Energy	Winter Ave NW Building Lease	1030 2027 1245 21/04 351 Winter DDA share	43.53
Non-Tax	5/21/2021	DTE Energy	Winter Ave NW Building Lease	9100 258 89908 21/05 351 Winter DDA share	42.68
Non-Tax	5/6/2021	Consumers Energy	DGRI Event Production	1030 4058 7935 21/04 612 Dewey Ave	40.89
Local	5/24/2021	ACO Inc	Economic Devel & Innovation - MWBE	Hardware Supplies 5/21	35.98
Local	4/30/2021	City Treasurer - MobileGR/Parking Svcs	Administration	April 2021 City Validation Billing	35.50
Local	5/11/2021	HR Collaborative LLC	Administration	HR Consultant services 04/21	34.65
Local	5/24/2021	The KR Group, Inc.	Administration	IT services backupify Agreement May 2021	32.79
Non-Tax	5/12/2021	ACO Inc	Public Space Activation - Calder events, etc.	PSA Supplies 04/21	25.99
Local	5/10/2021	Fifth Third Bank	COVID Economic Relief Program	COVID Economic Relief: social zone supplies	25.79
Local	5/10/2021	Fifth Third Bank	Administration	Admin: Other Travel & Training	25.00
Local	5/24/2021	ACO Inc	Economic Devel & Innovation - MWBE	Hardware Supplies 5/21	19.57
Non-Tax	5/2/2021	ACO Inc	DGRI Event Production	DGRI event supplies 4/21	11.99
Non-Tax	5/2/2021	ACO Inc	Public Space Activation - Calder events, etc.	PSA Supplies 04/21	10.76
TOTAL APRIL 2021 EXPENDITURES					\$ 510,364.79

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DATE: June 4, 2021

TO: Downtown Development Authority

FROM: Andy Guy, COO

SUBJECT: Website Design/Development Services

Agenda Item #4
June 9, 2021
DDA Meeting

Visitors to Downtown Grand Rapids are eager to find and understand all the neighborhood offers. They hear about the great culinary scene, the wide variety of events and new experiences like strolling around the Refreshment Area. But they run in to an informational barrier trying to find the what, where and when about all that's happening, or even how to get Downtown and park the motor vehicle.

The current DDA/DGRI website overwhelms them with content generally unrelated to a good visitor experience (the DDA budget or a pilot project, for example). Other sites focus at the citywide or regional level, or serve highly specific market segments – families with kids, music aficionados, etc.

What is needed is a place-based web platform intensely focused on visitors who seek to easily learn more specifically about Downtown in a curated, experiential and real-time way.

Two other unrelated factors compelled staff to evaluate and address this issue. The pandemic revealed a need and opportunity to improve the digital marketing capacity to better promote Downtown businesses and quickly relay changing environmental conditions about the neighborhood.

What's more, the new forthcoming Downtown wayfinding system contemplates the potential for digital sidewalk kiosks, a mobile phone app and/or other 21st century solutions. This presents an important integration opportunity with web-based information services that strive to enhance the overall Downtown visitor/customer experience.

With all this in mind, staff in April issued a request for qualifications to solicit firms interested in and capable of conceiving, designing and building a website that readily serves the needs of visitors seeking information about the Downtown and its various districts.

Nine firms responded and staff recommends engaging Well Design based on their demonstrated project understanding, overall experience, ability to deliver a dynamic web platform in timely fashion and efficient



budget. Well also is intimately familiar with Downtown and recently led the development of the recently launched Downtown Neighbor Network website. They have the creativity and skill to develop a similar location-based web platform geared to visitors.

The not-to-exceed budget for this project is \$32,000. Project funds were budgeted in the DDA's recently approved FY2022 budget.

This investment will deliver a user-friendly marketing vehicle and communication tool purposefully designed to promote Downtown businesses, events, activities and other amenities. The platform will ensure that Downtown visitors have easy access to relevant information that supports an exceptional experience across the Downtown district.

Hosting these individual sites intentionally geared to residents and now visitors also will enable staff to sharpen the focus of the existing DGRI organizational web page and better serve stakeholders looking for materials about grants, projects as well as – importantly – meetings, budgets, priorities and other materials that support good transparency and freedom of information.

Recommendation: Approve an allocation of funds not to exceed \$32,000 to engage Well Design and build a visitor-focused website that promotes Downtown businesses, events, activities and other place-based information.

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DATE: June 4, 2021

TO: Downtown Development Authority

FROM: Melvin Eledge Jr.
Operations Manager

Agenda Item #5
June 9, 2021
DDA Meeting

SUBJECT: Portland Loo 2 Engineering

In 2019 the City of Grand Rapids published the Heartside Quality of Life study; the culmination of 2 years of work engaging residents and community members on the concerns, hopes and aspirations for the Heartside Neighborhood. The plan identified a variety of challenges the neighborhood was facing and that, if properly addressed, would significantly improve the overall quality of life for residents in the neighborhood; one of which was the *“lack of available public restrooms available for use particularly at night and on weekends”* (HS QOL Study pg. 36).

The Public Restroom Working group began discussing a variety of responses to meeting this need – a Friendly Loo, temporary restroom space and a pilot project to install a more permanent restroom facility in Heartside, most notably on South Division. These efforts came to fruition in the summer of 2020 with the installation of the Portland Loo on the corner of Weston and Division.

While this was an exceptional accomplishment, and the Loo has been both well received in the neighborhood and successful at expanding access to public restrooms; the work to provide greater access and address quality of life issues continues. To this end the working group established a set of goals two of which call for *“encouraging the provision of additional restrooms available to the public particularly where gaps have been identified”* and *“support development of public restrooms in Heartside that are temporary or permanent additions to the neighborhoods”*.

To further address the challenges and goals outlined in the QOL Plan and the working group’s goals staff began searching for an additional location within Heartside to install a second Portland Loo unit in early 2021.

Staff then solicited bids for further site evaluation and engineering, to which they received 3 responses. Moore & Bruggink was selected as the firm to complete the work based on their thoroughness in response, understanding of the project (having completed similar work for the first Portland Loo) and the costs they put forth.



Recommendation: Approve staff to enter into an agreement with Moore & Bruggink to begin site engineering work for an amount not to exceed \$15,300.

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



Agenda Item #6
June 9, 2021
DDA Meeting

DATE: June 4, 2021

TO: Downtown Development Authority Board

FROM: Kimberly Van Driel
Director of Public Space Management

SUBJECT: Authorization for FY22 Winter Lighting

In 2014, DGRI took over the holiday décor for Downtown Grand Rapids and worked to develop and enhance some of our downtown public spaces during the winter season. Over the years we have continued this tradition both by replacing and updating the lights and décor from our current displays and adding additional lights and décor to new areas of Downtown.

During the FY22 budget planning process, the reinstallation of current displays and some additional expansion lighting to adorn more of Downtown Grand Rapids for the winter season was again identified as a priority. Due to C-19 some of the planned updates were not able to be completed as certain manufacturers of the installations were closed. This year, we will be able to install all new décor purchased out of last year's budget which included south Division Ave., Monroe North, Rosa Parks Circle new pathway light tunnels, Ionia and Bridge Street. In addition, this year we will be replacing and updating existing lights and décor at Rosa Parks Circle as the life expectancy of the lights has expired. With the updates, Goal 5 is looking to possibly change the color scheme from white and blue to a multi-colored lighting scheme.

In 2020, the DDA approved a 3-year contract with DeVries Landscape to handle install, purchasing and deinstallation of all lights and décor. With their help, we will be able to continue to expand our footprint. Downtown lights will officially be turned on no later than December 1, 2021 after installation is completed.

Recommendation:

Approve the expenditure not to exceed \$65,000 to Christmas Décor by DeVries for the provision, installation, de-installation, and storage of holiday decorations for FY22.



Winter Decor Plan Downtown Grand Rapids

June 9, 2021



**Christmas
Decor**
by DeVries Landscape

6439 Center Industrial Dr., Jenison MI 49428

OVERVIEW OF COMPANY

CHRISTMAS DECOR BY DEVRIES

Producing dazzling lighting displays is our PASSION.

Christmas Decor by DeVries has been providing holiday decor since 1996, and we take pride in producing the finest light displays for over 275 discriminating customers in Michigan annually.

Christmas Decor by DeVries employs 17 staff in sales, design and installation. Christmas Decor by DeVries is a division of DeVries Landscape Management, Inc. established in 1965.



DESCRIPTION OF APPROACH

CHRISTMAS DECOR BY DEVRIES

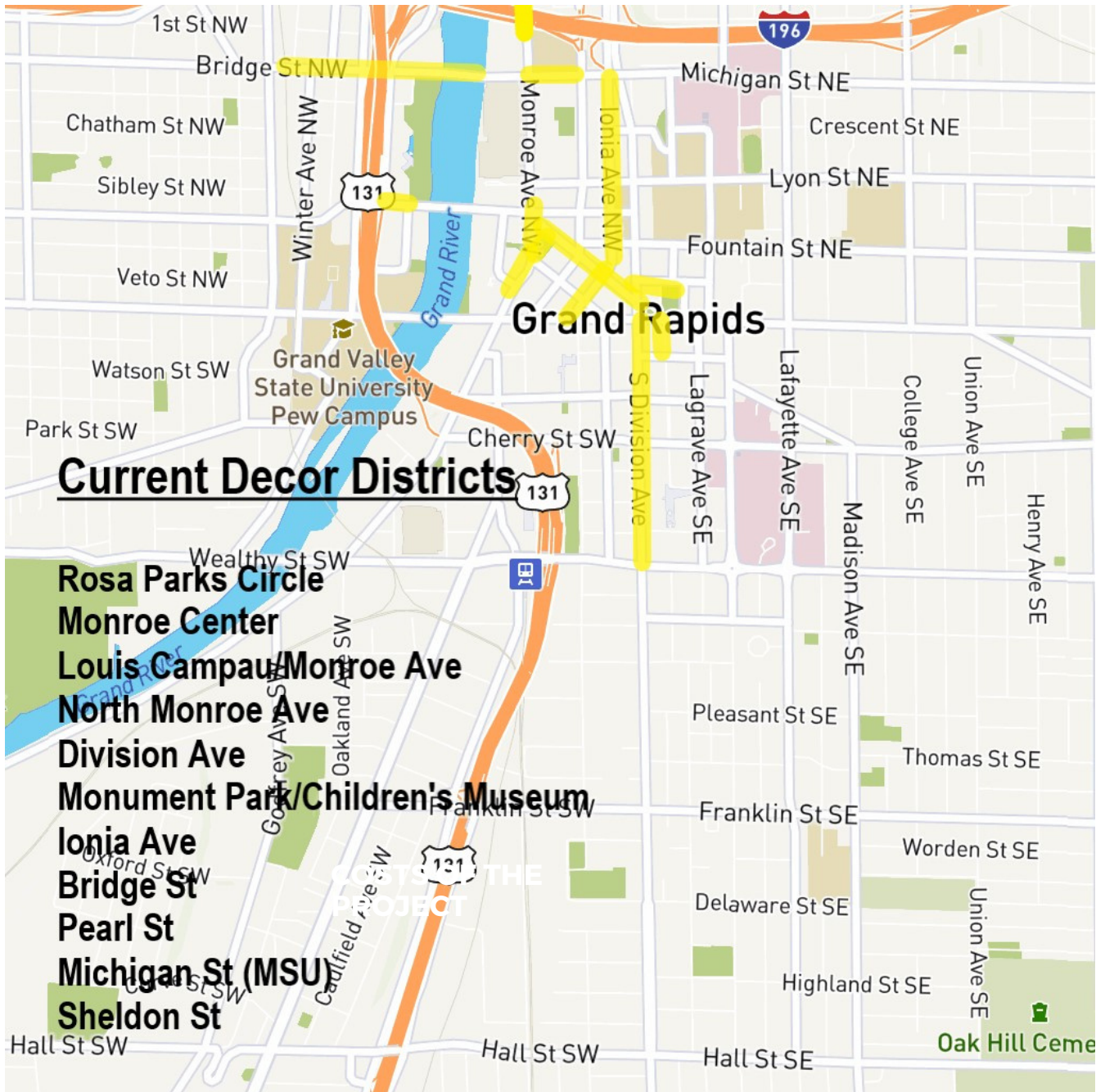
Christmas Decor by DeVries takes a collaborative approach to working with our clients. Christmas Decor will make design suggestions based on the clients' preferences and parameters. Maintenance service of the display is provided proactively to insure optimal function and aesthetics.

Display materials for our commercial clients are typically owned by the client and stored at the Christmas Decor by DeVries facility. A replacement interval is recommended for each component.

Our pricing includes installation, take-down, service and storage. Service calls which are the result of damage to the installation will be billed on a time and material basis.



DECOR DISTRICTS



ROSA PARK CIRCLE



CURRENT CONCEPT:

"Winter Wonderland"

- Birches in Cool White
- Crab trees in Blue Lights w/Spheres
- Light Tunnels in "Glacier" Color Scheme

DESCRIPTION OF CURRENT PLAN:

"Winter Wonderland" theme. 31 Birch tree trunks lit with cool white mini-lites. 14 Ornamental crab trunks lit with blue mini-lites and 6 lit spheres in blue and cool white suspended from the branches. 9 Maple trees around the skating rink branch wrapped in blue and soft twinkling cool white mini-lites creating a gentle shimmering effect, with snowfall animated icicles (new) and starburst orbs (new) suspended from the branches. Two 20' long light tunnels (new) in a "glacier" color scheme of blue, turquoise and cool white to be placed along walkways for the skaters and visitors to experience.





NEW IDEAS FOR ROSA PARK CIRCLE:

"Rainbow Fantasy"

- Bright, New Colors
- Fantastical Focal Trees
- Colored Spots on Ice
- Tunnel of Lights
- Projection on Stage Wall

DESCRIPTION OF FUTURE PLAN:

"Rainbow Fantasy" color scheme with trees lit in a spectacular array of bright colors: purple, pink, chartreuse, green, red, yellow, turquoise, orange, blue, and white. Birch trunks lit in cool white. Landscape punctuated by 3 stunning focal trees. Projected art on the stage wall. Colored spotlights and animated snowflake GOBOs shine down on the ice surface.



MONROE CENTER



NEW IDEAS FOR MONROE CENTER:

- Silhouette lighting
- Light canopies
- Programmable
Color Splash Lights

DESCRIPTION OF DESIGN:

Current Plan

Cool white 7mm permanent lights branch-wrapped on 52 ornamental trees along Monroe Center. 900 lights per tree. Blue mini-lites installed on 52 light poles.

Future Plan

Trees color splashed in programmable RGBW spots, which can be changed to suit the season/holiday. Cool white silhouette rope lighting on trees. Areas featuring light canopies over sidewalk.

MONROE CENTER DESIGN INSPIRATION - 2020



MONUMENT PARK



DESCRIPTION OF DESIGN:

NEW IDEAS FOR MONUMENT PARK:

- Animated tree of lights
- Trees washed in bright colors

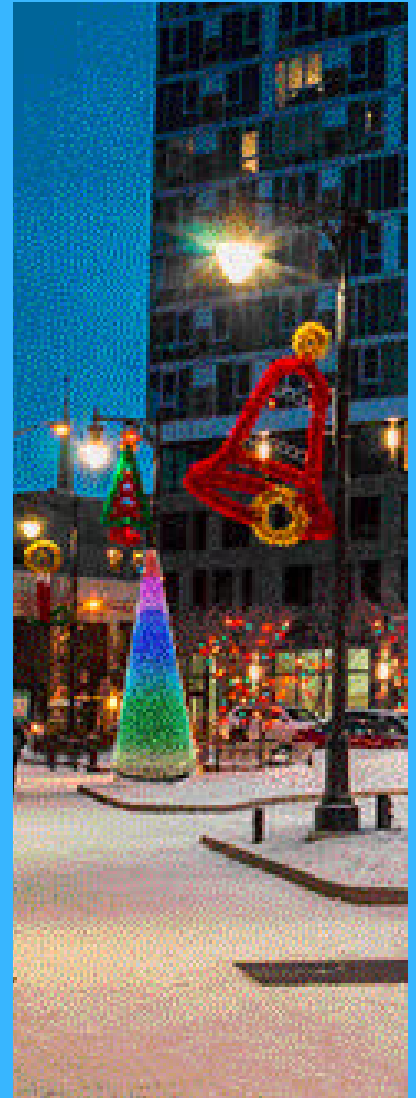
Current Plan

Retro pole decor on 5 light poles adjacent to the Children's Museum and 9 small ornamental trees lit with multi-colored C-9 bulbs (new). Warm white tree of lights near Museum.

Future Plan

Animated tree of lights outside of Children's Museum. Trees in the park washed with bright colored spot lights.

MONUMENT PARK DESIGN INSPIRATION - 2020



Christmas
Decor
by DeVries Landscape

LOUIS CAMPAU PROMENADE



DESCRIPTION OF DESIGN:

NEW IDEAS FOR LOUIS CAMPAU PROMENADE:

- "*Rainbow Fantasy*"
Color Scheme to
mirror Rosa Parks
Circle

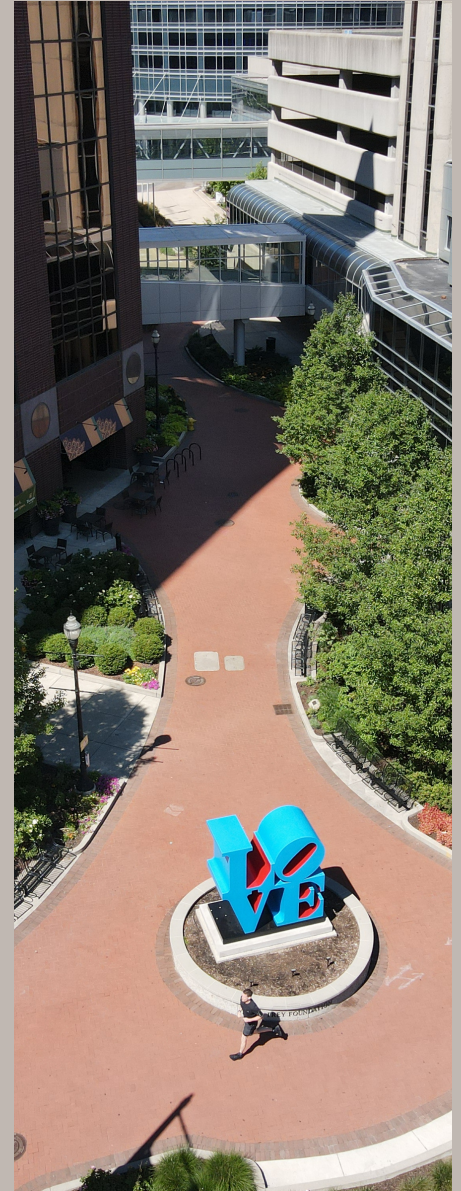
Current Plan

5 ornamental pear trunks wrapped in blue mini-lites. Canopies of pears lit with blue C9 bulbs and every 4th bulb a cool white twinkle. 12 trees on Monroe branch wrapped with blue mini-lites with 3 blue spheres suspended from branches.

Future Plan

Ornamental pear trunks lit in different colors echoing Rosa Park's scheme. Trees along Monroe in "Rainbow" color scheme with cool white spheres.

LOUIS CAMPAU PROMENADE DESIGN INSPIRATION - 2020



MONROE NORTH



DESCRIPTION OF DESIGN:

NEW IDEAS FOR MONROE NORTH:

- "Rainbow Fantasy" Color Scheme
- Trees with Uplit Spots
- Silver tinsel garland

Current Plan

Replace snowflake pole decor with 9", wide-cut, silver tinsel garland (new) with re-utilized cool white C-7 bulbs wrapped around 16 light poles.

Future Plan

Ornamental trees uplit in "Rainbow Fantasy" color scheme. Poles wrapped in silver tinsel garland with cool white lights.

DIVISION AVE.



NEW IDEAS FOR DIVISION AVE:

- "Rainbow Fantasy" Color Scheme
- Trees with Uplit Spots
- Silver tinsel garland

DESCRIPTION OF DESIGN:

Current Plan

Replace snowflake pole decor with 9", wide-cut, silver tinsel garland (new) with re-utilized cool white C-7 bulbs wrapped around 16 light poles.

Future Plan

Ornamental trees uplit in "Rainbow Fantasy" color scheme. Poles wrapped in silver tinsel garland with cool white lights.

DIVISION AVE DESIGN INSPIRATION - 2020



**Christmas
Decor**
by DeVries Landscape



BRIDGE STREET



NEW IDEAS FOR BRIDGE STREET:

- Building fronts lit in different bright colors
- Wide-cut silver tinsel garland

DESCRIPTION OF DESIGN:

Current Plan

Replace ornament clusters and pole decor on 24 light poles with 9", wide-cut silver tinsel garland (new)

Future Plan

Building fronts lit with curtains in different bright colors (Downtown Rochester, MI).

BRIDGE STREET DESIGN INSPIRATION - 2020



IONIA STREET



DESCRIPTION OF DESIGN:

NEW IDEAS FOR IONIA:

- Silver tinsel garland w/Starbursts
- Overhead Decor Feature

Current Plan

Replace ornament clusters on 43 light poles with 9", wide-cut, silver tinsel garland (new).

Future Plan

Top garland with battery operated cool white starbursts features and battery operated mini-lites to garland.

Overhead decor feature in the Entertainment District.

Festoon lighting in Entertainment District?

IONIA STREET DESIGN INSPIRATION - 2020



**Christmas
Decor**
by DeVries Landscape



PEARL STREET



NEW IDEAS FOR PEARL ST:

- "Rainbow Fantasy" color scheme
- "Specimen" trees in multiple colors and special treatments

DESCRIPTION OF DESIGN:

Current Plan

Re-utilized, multi-colored mini-lites branch wrapped on 14 trees in streetscape planters.

Future Plan

"Rainbow Fantasy" color scheme on trees in streetscape with each tree in a different brilliant color and some "specimen" trees with multiple colors or special treatments.

PEARL STREET DESIGN INSPIRATION - 2020



VITRUVIAN LIGHTS: ADDISON

Christmas Fun In Dallas



MICHIGAN STREET (MSU)



NEW IDEAS FOR MICHIGAN ST (MSU):

- Animated Spartan and Snowfall Gobos
- Green and White spotlights

DESCRIPTION OF DESIGN:

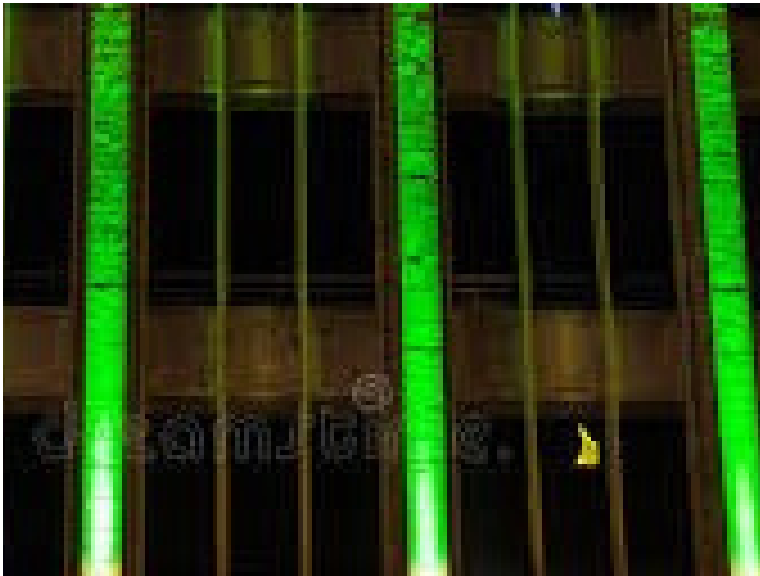
Current Plan

14 Large trees trunk wrapped and canopies (color splash) in alternating cool white and green.

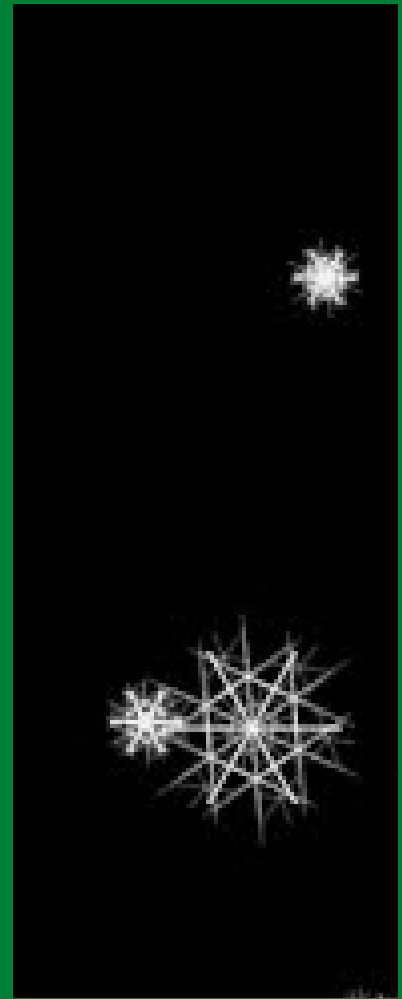
Future Plan

Project animated Spartan GOBO and snowfall on building side. Green and cool white spots on building.

MICHIGAN STREET (MSU) DESIGN INSPIRATION - 2020



**Christmas
Decor**
by DeVries Landscape



SHELDON ST



DESCRIPTION OF DESIGN:

NEW IDEAS FOR SHELDON ST

- "Rainbow Fantasy" color scheme on trees
- "Specimen" trees

Current Plan

Re-utilized multi-colored mini-lites branch wrapped on 22 trees. 9", wide-cut, silver tinsel garland on 7 area poles.

Future Plan

"Rainbow Fantasy" color scheme. Each tree with different bright color color splash lights. 9", wide-cut, silver tinsel garland on area poles. Special "specimen" trees with multiple colors, stripes, etc.

SHELDON STREET DESIGN INSPIRATION - 2020



**Christmas
Decor**
by DeVries Landscape



TIMELINE OF MILESTONES



- Place order for required materials- 07/01/21
- Pre-installation review with DGRI-09/15/21
- Begin Installation of major areas- 11/15/21
- Installation Complete- 11/27/21
- Begin take-down of Holiday related decor- 01/03/22
- Take-down of Rosa Parks Circle decor- 02/28/22
- DGRI/Christmas Decor by DeVries review meeting- March, 2022

CLOSING



It has truly been a pleasure and an honor decorating downtown Grand Rapids and working with the wonderful staff of DGRI over the past six years.

We believe that our PASSION shines through our work.

We look forward to discussing our proposal with you in the near future, and creating the next chapter of decor for Downtown Grand Rapids.

District	Item	Number	Element	Qty Ea.	Total	2020	2021	2022	Comments	Replacement Year
Rosa Parks	Birches	31	Cool White 4" Minis	1100	34100	\$3,611	\$18,755	\$4,126	Replace 2021	2021
	Crabs	14	Blue 4" Minis	400	5600	\$594	\$3,080	\$678	New Rainbow Color Scheme 2021	2021
	Spheres	14	LED Spheres in Crabs	6	84	\$1,350	\$5,040	\$1,512	New Rainbow Color Scheme 2021	2021
	Rink Oaks	3	Cool White 4" Minis	2000	6000	\$780	\$3,300	\$825	Rink Oaks Replace 2021. 2000 minis/tree, 3 trees.Was 1100, 4 tree	2021
	Rink Maples	9	Blue w/Cool White Twinkle	1100	9900	\$1,266	\$5,445		New Rainbow Color Scheme 2021	2021
	Rink Maples	9	Snowfall animated drops and Starburst Orbs	9	81	\$4,455	\$1,337	\$1,377	Cool white animated drops with Starburst Orbs	2023
	Tunnel 1	1	20' Light Tunnel w/Glacier Light Scheme	50	2500	\$2,750	\$825	\$850	Glacier=Blue, Aqua, Cool White. 4" spacing between light, 6" between strands. Zamboni Path to rink.	2025
	Tunnel 2	1	20' Light Tunnel w/Glacier Light Scheme	50	2500	\$2,750	\$825	\$850	Glacier=Blue, Aqua, Cool White. 4" spacing between light, 6" between strands. Skater Path to rink.	2025
	Total Rosa Parks						\$17,556	\$38,607	\$10,217	
Monroe Center	Poles	52	Blue 4" Minis	150	7800	\$3,120	\$700	\$721	Wrapped from base collar to light. Re-install, take-down.	2023
	Trees	52	Cool White Permanent Light Strands	900	46800	\$20,124	\$900	\$927	Replace missing cords, adjust lights.	2025
	Total Monroe Center						\$23,244	\$1,600	\$1,648	
Louis Campau/Monroe	Pear Trees	5	Blue 4" Minis	150	750	\$157	\$413	\$165	Rainbow Color Scheme 2021	2021
	Pear Trees	5	Blue C9 on Canopy	300	1500	\$1,140	\$3,750	\$825	Rainbow Color Scheme 2021. 300/tree from 250.	2021
	Trees	9	Blue 4" Minis	600	5400	\$830	\$2,970	\$891	Cool white 2021	2021
	Trees	3	Blue 4" Minis	600	1800	\$277	\$990	\$297	Cool whtie 2021	2021
	Total Louis Campau/Monroe Street						\$2,404	\$8,123	\$2,178	
North Monroe	Poles	16	Silver Tinsel Garland w/Cool White C7s	25	400	\$1,280	\$1,318	\$1,358	Re-used from 2019 Division	2025
	Total North Monroe						\$1,280	\$1,318	\$1,358	
Division	Poles	39	Silver Tinsel Garland w/Multi Minis	25	975	\$8,239	\$3,120	\$3,214	2020 Includes 18 new poles on S. Division	2025
	Total Division						\$8,239	\$3,120	\$3,214	
Monument Park	Poles	5	Retro Pole Décor	1	5	\$828	\$853	\$878	Refurb/Replace 2022?	Refurb 2022?
		9	Multi C-9s on Trees	9	675	\$1,350	\$405	\$417	Replaced multi minis with multi C9s 2020	2025
	Total Monument Park						\$2,178	\$1,258	\$1,296	
Ionia	Poles	43	Silver Tinsel Garland	25	1075	\$9,084	\$3,440	\$3,543	New 2020	2025
	Total Ionia Street						\$9,084	\$3,440	\$3,543	
Bridge St	Poles	24	Silver Tinsel Garland	25	600	\$5,070	\$1,920	\$1,978	New 2020. 17 poles east of 131, 7 poles west of 131	2025
	Total Bridge Street						\$5,070	\$1,920	\$1,978	
Pearl Street	Trees	14	Multi Lights for Pearl St.	400	5600	\$1,680	\$1,730	\$3,192	Replacement 2022	2022
	Total Pearl Street						\$1,680	\$1,730	\$3,192	
Michigan Street (MSU)	Trees	14	Green & CW Color Splash/Trunk Wrap	500	7000	\$2,032	\$2,092	\$3,557	Color Splash illuminating canopy. Trunk wrap Green/White. Repla	2022
	Total Michigan Street						\$2,032	\$2,092	\$3,557	
Sheldon Street	Trees	22	Multi Minis	350	7700	\$1,771	\$1,824	\$1,879	Re-utilized from GR Ford.	2023
	Poles	7	Silver Tinsel Garland	15	105	\$336	\$346	\$356	Re-utilized from Ah-Nab-Awen	2022
	Total Sheldon Street						\$2,107	\$2,170	\$2,235	
Grand Total DGRI Holiday Lighting						\$74,873	\$65,378	\$34,415		

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DATE: June 4, 2021

TO: Downtown Development Authority

FROM: Kimberly Van Driel
Director of Public Space Management

Agenda Item #7
June 9, 2021
DDA Meeting

SUBJECT: Major Event Sponsorship for Three Upcoming Events

Consistent with goals established by GR Forward, DGRI staff continually works with Downtown event producers to help them market their events to diverse audiences and create inclusive experiences. While DGRI has modified its Special Events Grant Application to reflect these and other priorities, support from the Major Event Support line item provides the opportunity for additional, more in-depth planning and strategies since the events that qualify in this category include year-round staff resources and long-term strategic planning.

The Goal 5 Alliance has been working with three upcoming events, ArtPrize, Global Water Festival and Confluence, that qualify for Major Event Sponsorship. Each event proposes unique and engaging opportunities with art, the river and placemaking priorities that are consistent with GR Forward goals by investing in public space, cultural and inclusive programming.

Activating public space throughout Grand Rapids has been a major component of ArtPrize since its inception and with the recent inclusion of the ArtPrize Project bi-annual series. In 2019, the DDA approved a 3-year contract with ArtPrize and Project 1 to continue support of event and programming activation. Due to C-19, ArtPrize 2020 was cancelled. ArtPrize is excited about coming back this year from his year September 16 through October 3 with some new additions and components to the festival. The attached proposal outlines the strategic objectives developed collaboratively between DGRI and ArtPrize staff. DDA funds will go to support public transportation components, curatorial and equity grants.

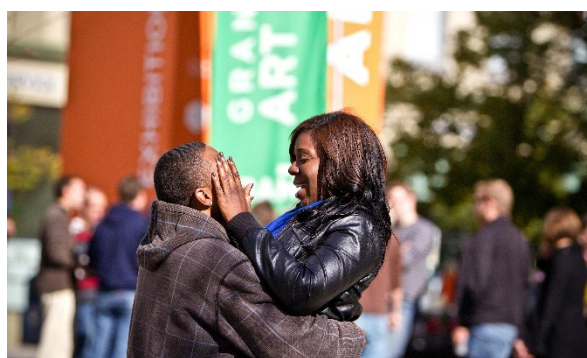
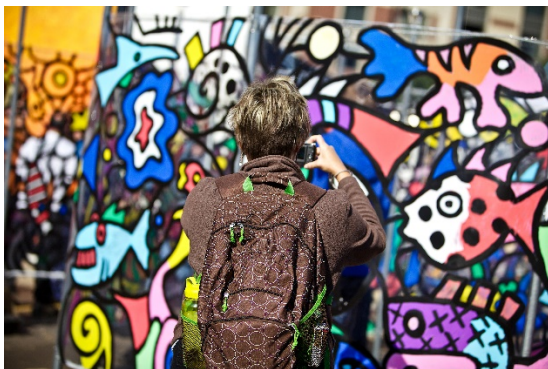
New this year is the Global Water Festival happening at Sixth St. Park honoring cultural programming related to the Asian and Pacific Islander community that highlights the use of the Grand River. This unique event will host dragon boat races, utilize light and art, as well as showcase local talent and vendors. Goal 5 and Goal 1 were particularly excited about this new emerging event as it is unlike any we have had in the city to date. With gearing up for the river restoration, this is an exciting way to get people engaged with our river, community, and heritage. DDA support will help to cover staff, logistics, talent, and equipment for the festival.

Additionally, new this year to Downtown is Confluence. This 3-day festival happening on Calder Plaza from September 23-35 is a multi-dimensional ideas festival focused on innovation within the context of art, music,



science, and tech. Within the event footprint, there will be music, opportunities to highlight startup businesses, a thought series, makers expo, and a STEAM-based program specifically geared towards children. This year, the event is looking to showcase a smaller scale footprint that will launch into a larger-scale event in the spring of 2022. DDA funds to support this event will go to support event logistics, permitting, marketing and talent.

Recommendation: Approve Major Event Sponsorship to ArtPrize in the amount of \$50,000. Approve Major Event Sponsorship to the Global Water Festival in the amount of \$35,000. Approve Major Event Sponsorship to Confluence in the amount of \$20,000.



**ARTPRIZE OVERVIEW &
DGRI SPONSORSHIP**

**ARTPRIZE
IS BACK**

Sept 16–Oct 03, 2021



ARTPRIZE OVERVIEW

KEY TENETS

- An evolving experiment
- Radically open
- Technology driven
- Anyone can be an artist
- Hundreds of venues
- Artists and venues organize independently
- Catalyst for community engagement



HOW IT WORKS



1,000's of artists connect to venues



\$200,000 in artist grants are given out



500,000+ visitors explore Grand Rapids



\$250,000 is awarded to artists



1,000,000 conversations are generated

THE COMPETITION

- 1,000+ artists
- 100+ venues
- 3 square miles
- \$450,000 in prizes and grants awarded



THE FESTIVAL

- 700,000 tracked pedestrians
- 70,000 out-of-state visitors
- 19,000 K-12 students
- \$33M economic impact

*2018 figures.





2021 FOCUS AREAS



OUTDOOR FOCUS

- Attract outdoor displays
- Urban art adventure
- Granting support
- COVID-friendly



\$200,000 GRANTS

Funds are designed to attract a diverse set of artists and outdoor works.

- Artist Equity Grants
- Curatorial Grants
- Project Grants

\$250,000 PRIZES

- Large grand prize
- New daily prizes to enhance the App and gamification
- NEW digital art auction – more ways for artists to make sales



TECH INNOVATION

- Phone as the remote control
- New ways for visitors and artists to connect
- Fun new ways to play and reward artists
- Visitor services
- COVID-friendly



COMMUNITY CATALYST

- Promoting community events, institutions and attracting tourism
- Cultural festivals and events
- Conferences, meetings
- Social zones





DGRI SPONSORSHIP

INVESTMENT LEVELS

PRESENTING

Achieve the greatest impact.

The Presenting sponsorship delivers the maximum recognition and exposure.

\$250k+

LEADERSHIP

Maximize your exposure.

Leadership level enables your brand to be front and center across the campaign with the opportunity to own a category.

\$100k+

PREMIER

Strategically present your brand.

Premier level allows your brand to be aligned with strategic components of the event.

\$50k+

SIGNATURE

Hone in on your target audience.

Signature level provides targeted and direct impact through our digital channels.

\$25k+

BENEFACTOR

Support the mission and receive public thanks.

Benefactor level supporters believe community support is critical to our success.

\$10k+

PREMIER PACKAGE

DGRI Sponsorship Components

Your generous support over the years has been instrumental to the positive visitor experience and overall growth of ArtPrize. This year, DGRI will have the opportunity to continue their support, helping ArtPrize to ensure a safe, creative celebration of the indomitable spirit of our downtown.

Requested Cash Support: \$50,000

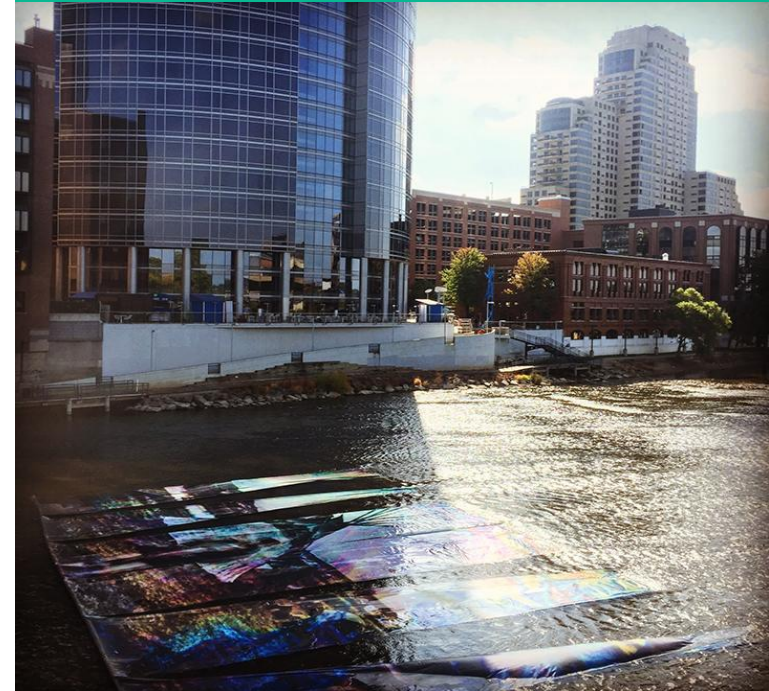
- Curatorial Grants Financial Support
- Equity Grants Underwriter
- Public Transportation and Mobility Partner

PREMIER PACKAGE

Curatorial Grants Underwriter

Individual curators, cultural institutions, and arts organizations will activate prominent outdoor locations in downtown Grand Rapids, exploring themes relevant to the community by hosting a diverse set of artists and artworks, and through events and performances. ArtPrize will grant \$100,000 in sets of \$3,000-\$13,000 each that are available to support both the curator or organization and the individual artists.

- 1 of 6 sponsors
- Digital recognition on ArtPrize.org, Artist e-newsletter, and ArtPrize social media channels
- Logo placement on signage at each of the granted projects
- Customization opportunities



PREMIER PACKAGE

Equity Grants Underwriter

Through this program, ArtPrize will support individuals from underrepresented backgrounds to participate in the 2021 event and seeks to underwrite work that is intentional and focuses on diverse, innovative, challenging, and engaging themes. ArtPrize will grant a total of \$50,000 and selected artists will receive between \$1,000-\$5,000 each to help with fabrication, shipping, travel, and other considerations necessary to support their participation in ArtPrize.

- 1 of 2 sponsors
- Digital recognition on ArtPrize.org, Artist e-newsletter, and ArtPrize social channels
- Logo placement on signage at each of the granted projects
- Customization opportunities



PREMIER PACKAGE

Public Transportation and Mobility Partner

The ArtPrize communications team will work closely with DGRI to develop a visitor communication strategy and set of deliverables that align with DGRI and Mobile GR objectives and desired outcomes including:

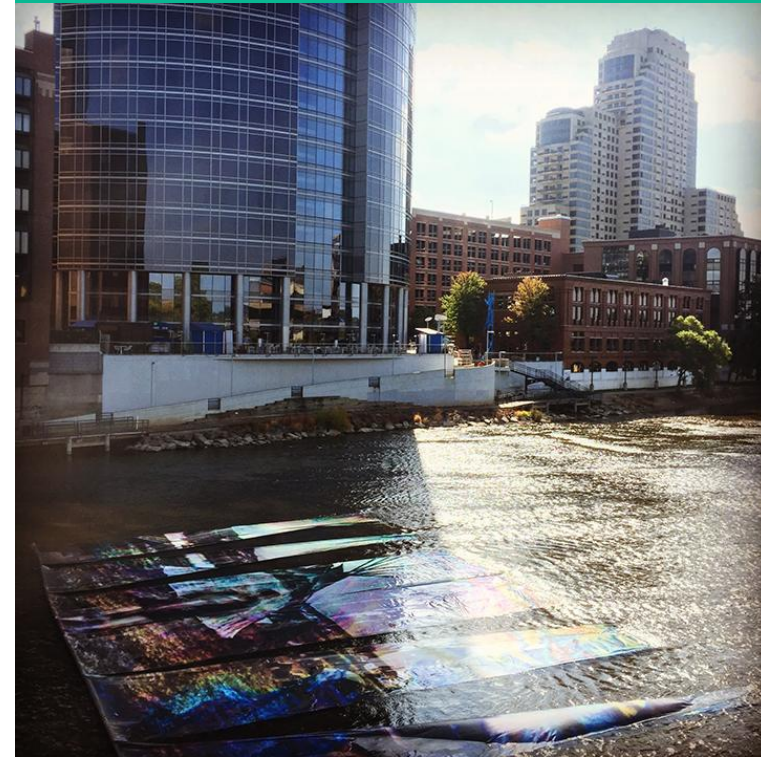
- Promotion of public transportation in the downtown area including the DASH
- Promote micro-mobility programs featuring electric scooters and bike sharing
- Additional content as appropriate that highlights the relationships between DGRI, ArtPrize and Mobile GR



PREMIER PACKAGE

Premier Level Sponsorship Benefits

- DGRI messaged on installation signage, media and PR communications around the sponsorship
- Social media customized for maximum impact
- ArtPrize Website - recognition by alpha and level
- ArtPrize Sponsor seal - usage for promotional applications
- Activation permitting and promotion



TOGETHER WE WILL INSPIRE...

- Hope and excitement in Grand Rapids
- Togetherness
- Artists and art lovers
- Openness and healing
- Community pride





ARTPRIZE IS BACK

Sept 16–Oct 03, 2021



Global Water Fest GR 2021 Event Proposal

A celebration of the diverse communities in Grand Rapids, promoting the use of the Grand River, and community building activities.



The purpose of this festival is to invite the use of the Grand River. Our goal is to host a variety of water activities. From a Dragon boat race from River Side Park to the Sixth Street Bridge to hosting kayak rentals, paddle boats, and more.

The event budget will cover the cost of the site rental, staff, event planners, performers and be able to remove any barriers for any groups or organization that wishes to participate, but financially are not able to handle the rental cost of tents, tables etc.

DECORATIONS

The floating lotus can be used in small pools and the square lanterns can be used to line the walkways so that way we are not polluting the water.



WATER



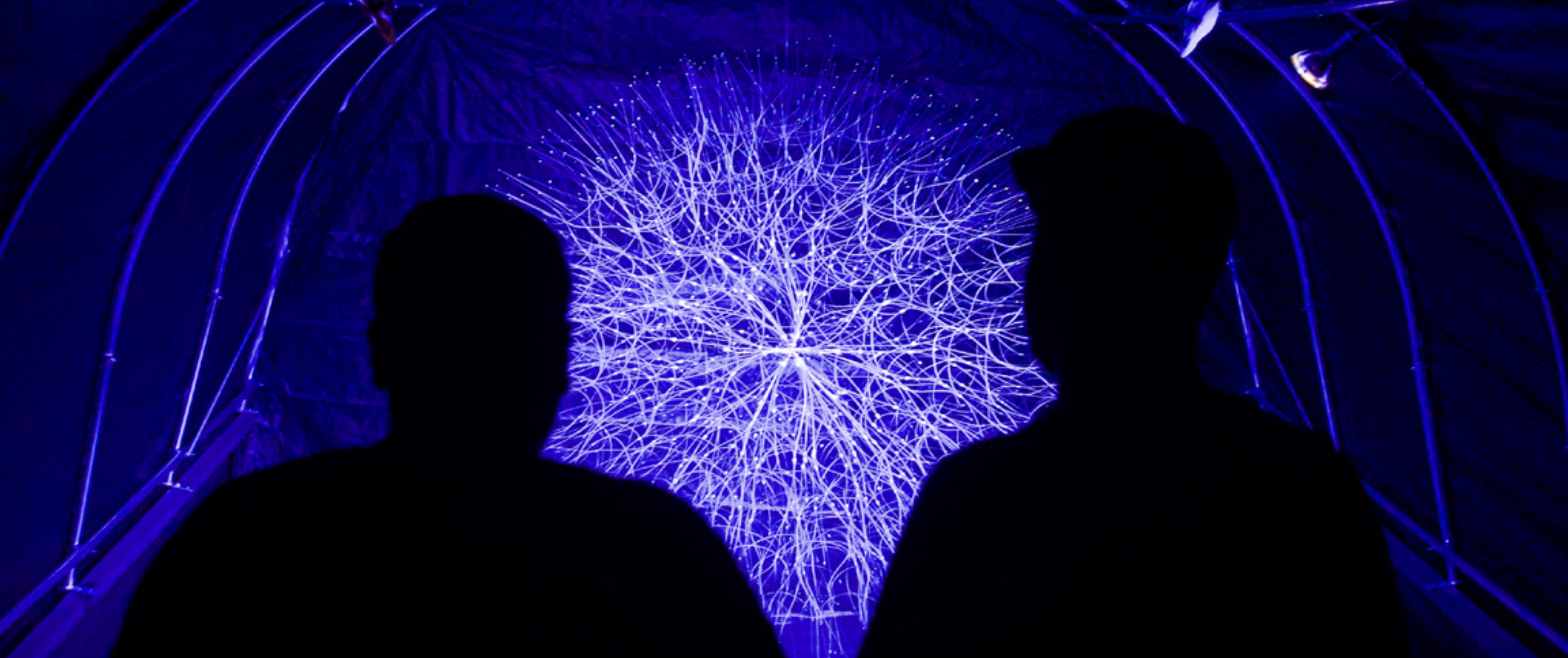
The water typically has flower buds and petals in it with fragrances. Water balloons, buckets, and water guns are used to splash fellow attendees.

We will be partnering up with other cultural groups to showcase the diverse communities of Grand Rapids.

The Sixth Street park will host vendors and booths highlighting the communities in GR.

A performance stage will be set up, along with a beer and alcohol tent, serving the many local beers in GR.





CONFLUENCE FESTIVAL

Sept 23-25, 2021

CONFLUENCE & DGRI

We are proud to present this important new event for Grand Rapids. This proposal outlines the first iteration of the annual festival. With your support, Confluence will have a meaningful impact across the city and beyond.

PARTNERSHIP OBJECTIVES

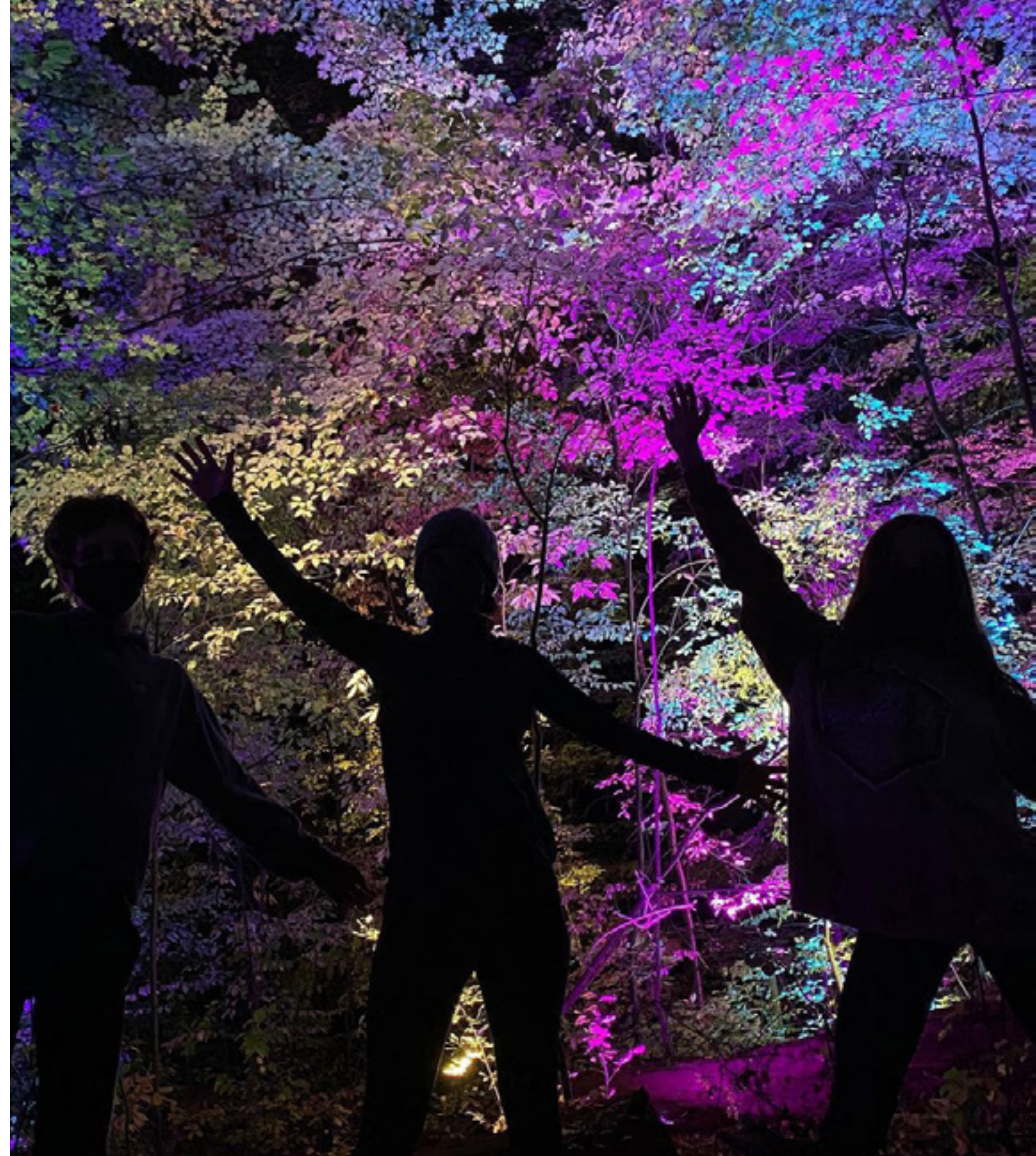
- Create a partnership that reinforces DGRI as a leader in innovation and creativity
- Reinforce DGRI as an advocate for the arts, inclusion and equity
- Deepen awareness for DGRI's mission to activate public environments and drive activity to downtown spaces

MISSION STATEMENT

Confluence CCG produces experiential events that merge art, music, science and technology to explore, support and celebrate the region's ecosystem of innovation and creative thinkers as they work to build a better tomorrow.

NON-PROFIT FISCAL PARTNER

West Michigan Center for Arts + Technology (WMCAT), a nationally recognized leader in creative youth development and adult workforce development, is the event's fiscal sponsor. In exchange for services, WMCAT will receive a fee to cover their administrative costs and support our shared vision. All sponsorship investment in Confluence is tax-deductible to the fullest extent permitted by law.





THE CONVERGENCE OF ART MUSIC SCIENCE & TECH.

INTRODUCING CONFLUENCE

Confluence is a multi-dimensional ideas festival focused on innovation within the context of art, music, science, and tech. We will explore the biggest issues facing the country (sustainability, employment, healthcare, equity, etc.) and how the region's largest corporations and startup communities are laser-focused on innovation to find solutions.

Over multiple days, the festival will feature innovators, scientists, artists, and entrepreneurs who will engage the public while leading-edge musicians will be featured in **Music Showcases** throughout the day and into each night. An **Innovation Showcase** will highlight start-ups from communities traditionally underrepresented in high tech; a **Thought Series** will explore tech innovation within the context of arts and sciences; a **Maker Expo** will introduce attendees to the region's DIY community; and the **Future Innovators Zone** will be a STEAM-based wonderland for kids and their families.

A national festival with local roots, Confluence will be grounded in the region's fast-growing innovation ecosystem and utilize the expertise of a seasoned leadership team to launch the city's next big annual event.

ART@CONFLUENCE

Art@Confluence will unite digital projection, motion graphics, 3-D animation, and audio technologies to create a multi sensory experience throughout Calder Plaza. Displays of color and sound, evolving and interactive, will provide attendees with a digital playground to make their own.

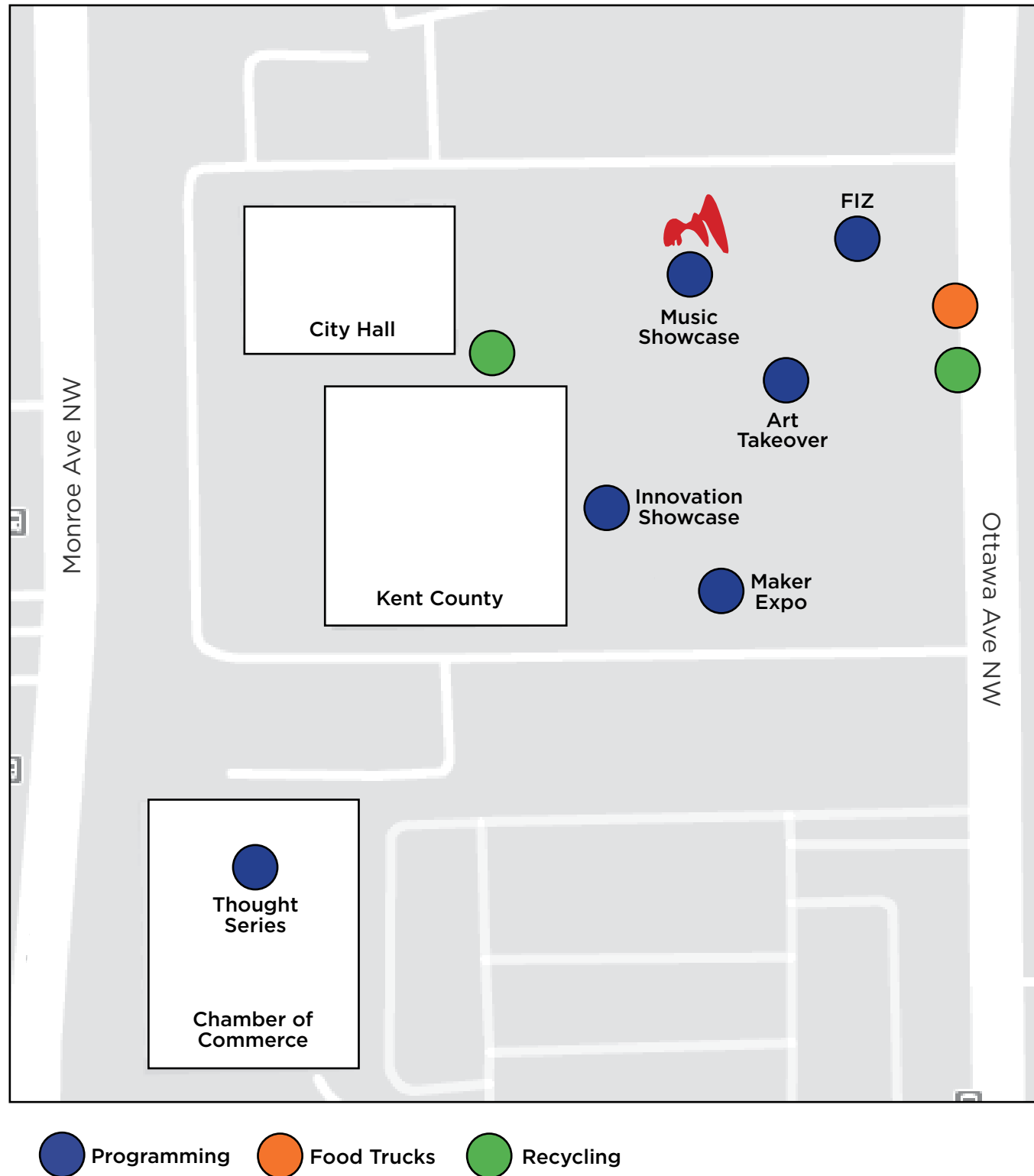
In future events, *Art@Confluence* will expand to feature both digital and physical takeovers of downtown spaces. On the digital side, we will create additional activations of movement, sound and light. On the physical side, will re-imagine public spaces by uniting art and architecture in innovative and dynamic ways. Downtown plazas, sidewalks and other built structures will be transformed into pop-up hubs for art installations, community play and idea sharing.

Art@Confluence will be produced in collaboration with local experts who have deep experience with public art and urban interventions. Potential programming partners include DGRI, KCAD, LiveSpace, Bluewater Technologies, and local design/construction companies.

The digital art takeover of Calder Plaza will be free and open to the public.



CALDER PLAZA



EVENT FOOTPRINT

Art@Confluence

Calder Plaza

Music@Confluence

Calder Plaza

Maker Expo

Calder Plaza

Future Innovators Zone (FIZ)

Calder Plaza

Thought Series*

Grand Rapids Area Chamber of Commerce

SCHEDULE (Sept 23-25)

Thursday

Thought Series

Friday

Thought Series, Art Takeover, Music Showcase

Saturday

Art Takeover, Music Showcase, Maker Expo, Innovation Showcase,
Future Innovators Zone

*in development and not final

SPONSORSHIP PROPOSAL

DGRI: “Presenting Sponsor of Art@Confluence”

Investment: \$20,000

Program Components:

- 1 outdoor site within event footprint
- Logo visibility on signage at the site, Event Guide and website
- Recognition in associated press releases, blog posts and social media

Sponsorship Benefits

- Brand exposure on digital and print collateral (website, posters, etc.)
- Logo recognition on large-scale signage located throughout the event
- Opportunity for DGRI representatives to appear during scheduled media moments
- Logo recognition in Official Event Guide
- Print ad in Official Event Guide
- Opportunity for collaborative communications strategy
- Inclusion in boiler plate of all press releases
- Recognition on all social media posts across all channels related to Art@Confluence

Confirmed Sponsors (to date)

Founders Brewing Company, Consumers Energy, Herman Miller Cares, Mobile GR, Warner Norcross + Judd, Grey Matter, Atomic Object, Bluewater Technologies, MSU College of Human Medicine





BRAND ENGAGEMENT

This is an opportunity for DGRI to be Presenting Sponsor of this signature festival event and be connected to all messaging and social media related to Art@Confluence.

Potential lock-up:

Art@Confluence

Presented by DGRI

Social Media Campaign

DGRI and Confluence will have an opportunity to develop a collaborative communications strategy to amplify messaging before, during and after the festival. This can build off current campaigns or new concepts can be developed based on the DGRI's goals and objectives.

Representatives from DGRI will also have an opportunity to participate in scheduled media moments throughout the run of the festival.

FULL PRODUCTION BUDGET

Fiscal Partner	\$5,000
Insurance	\$1,500
Business Expenses	\$2,500
Production (Art@)	\$15,000
Production (Music@)	\$10,000
Production (Maker Expo)	\$6,500
Production (FIZ)	\$2500
Production Assistants	\$1,500
Bar Manager	\$1000
Hospitality (talent)	\$1500
Riders (talent)	\$1,000
Product (beverage)	\$4,250
POS	\$350
Signage	\$3,000
Festival Guide	\$1,500
Still Photography	\$1,500
Volunteers	\$900
Guards/Radios	\$1,000
Port-a-lets	\$500
Additional Tents/Rentals	\$500
Special Event Permit	\$100
PPE/Sanitation Stations	\$500
Brand Design	\$1,750
Marketing/PR	\$5100
Social Media	\$2,400
Website	\$5,350
Talent (music)	\$20,000
Talent (other)	\$2000
TOTAL PRODUCTION BUDGET	\$98,700

ART@ BUDGET

Bluewater Technologies	\$15,000
Marketing/PR	\$1700
Signage	\$1,000
Still Photography	\$500
Insurance	\$500
Production Assistant	\$500
Security	\$500
Volunteers	\$300
TOTAL ART@ BUDGET	\$20,000

THE LEADERSHIP TEAM



Brian Cohen - Managing Partner

Brian is an award-winning producer who has created unforgettable events in Grand Rapids and across the Midwest. He has planned, organized and executed a wide range of festivals and overseen their budgets and marketing strategies. On the development side, Brian has managed corporate, foundation and donor sponsorship programs totaling over \$15M.



Derek Call - Director of Operations

With over 20 years of experience in the special event industry, Derek brings an unmatched expertise in producing large-scale events. At ArtPrize, he oversaw day-to-day operations that included everything from private fundraisers to live televised specials. Derek managed contract negotiations and vendor integration while acting as liaison to a wide variety of departments at the City of Grand Rapids and DGRI.



Becca Guyette - Director of Learning & Engagement

Becca is an expert in program development, arts education, volunteer & community engagement, fundraising, strategic planning, and staff management. At ArtPrize, she oversaw the education program that annually welcomed over 19,000 students to the event. Becca also managed relationships across GRPS and with educational organizations such as WMCAT and UICA, among many others.

STEERING COMMITTEE



Richard App
Retention and Attraction Specialist
Grand Rapids Chamber



Amy Knape
Director of Development
WMCAT



Tim Mroz
Senior VP, Strategic Initiatives
The Right Place, Inc.



Evette Pittman
Supervisor, Office of Special Events
City of Grand Rapids



Christopher Smit & Jill Vyn
Co-Founders
DisArt



Eddie Tadlock
Assistant General Manager
ASM Global



Kimberly Van Driel
Director of Public Space Management
Downtown Grand Rapids Inc.

**PROGRAM
COMMITTEE**



AJ Hills
Co-Founder
Midwest Tech Project



Asia Horne
Founder
Element 7



Jonathan Jelks
Co-Founder
Midwest Tech Project



Michael Marsiglia
Co-CEO
Atomic Object



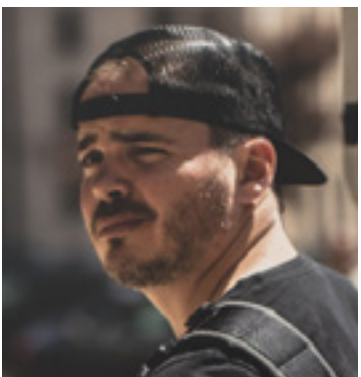
Paul Moore
Director
Start Garden



Bill Robinson
Partner/Lead Organizer
Further°/TEDxGrandRapids



Corinne Sprague
Partner
Warner Norcross + Judd



Ted Velie
Co-Founder
Michigan House

A DJ is performing at a night event. The DJ is silhouetted against a large, vibrant light projection that features abstract, geometric patterns in shades of yellow, orange, and red. The DJ is wearing a dark t-shirt and is positioned behind a DJ booth. The background is dark, with some distant lights visible on the left side.

Thank you DGRI! Your investment in this important new event for Grand Rapids will help ensure our community's arts, innovators and entrepreneurs are celebrated and supported. We're excited to present this partnership opportunity and look forward to embarking on an exciting new venture together.

BRIAN COHEN
DIRECTOR OF DEVELOPMENT
314-303-0934
BCOHEN@BCWKS.COM

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DATE: June 4, 2021

TO: Downtown Development Authority

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

SUBJECT: Lyon Square Permit and Watermain Design Services

Agenda Item #8
June 9, 2021
DDA Meeting

At its October 14, 2020, meeting, the DDA authorized funding for professional services to a consultant team led by Progressive AE (PAE) for the Lyon Square/Lyon Street project. These services were for design, design development, construction drawings, and bidding. The contract included a \$270,270 fixed fee, \$10,000 for reimbursables, \$10,000 for soil borings, and a 10% contingency of \$27,000 - bringing the total authorized amount to a not-to-exceed sum of \$317,270.

Since that authorization, DGRI, city staff, and a group of stakeholders have worked with the consultant team to bring the project through design completion and prepare for a final bidding. During this process it was discovered that existing watermain under the street were antiquated (over 50 years old) and that it would be beneficial to upgrade these service mains as part of the project. The consultant did not include this unforeseen design work in their proposed work and has been undertaking it using the \$27,000 contingency.

Additionally, the project initially intended to use existing EGLE permits for the project improvements at the Grand River edge. After working through some of the initial permitting, it was determined that these existing permits could not be used, and the consultant team undertook a new course to secure an EGLE permit. Since permitting work was not in the original scope, the work was initially undertaken using the original contingency.

As these two elements moved forward it was determined that additional fees, above and beyond the original contingency, would be needed to complete the work. PAE estimates that these additional fees will be \$30,000 to complete the EGLE permit work and the design work for the watermain.

Recommendation: Approve the allocation of a not-to-exceed amount of \$30,000 for additional watermain design and EGLE permit work for the Lyon Square/Lyon Street project, bringing the overall project total to not-to-exceed \$347,270 for professional services.



MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DATE: June 4, 2021

TO: Downtown Development Authority

FROM: Andy Guy, COO

Agenda Item #9
June 9, 2021
DDA Meeting

SUBJECT: Support to Design GR Public Museum River Edge Improvements

Goal 1 of GR Forward is to restore the Grand River as the draw and make the riverfront system of parks and public spaces connected, accessible and welcoming for all Grand Rapidsians. Among other action, the plan calls for *amenitizing the river to make it a regional draw (page 60), establishing a robust trail system on both the east and west side of the river (page 62) and aligning access with the trail and the rapids (page 73).*

GR Forward specifically identifies the Grand Rapids Public Museum (GRPM) property as a *priority* riverfront “opportunity site” (page 54-55 and 88) with real potential to deliver on numerous community goals including, but not limited to, expanding public access to the river, strengthening the westside trail connection and expanding the museum’s capacity as a riverfront hub for culture and education.

Towards these and other community-minded ends, GRPM recently completed a new strategic plan that lays out a bold vision for the organization’s facility, programs, exhibits and the outdoor grounds. Specifically, along the riverfront, the museum is currently organizing a dramatic transformation of the public landscape to increase safe access to the river, significantly improve the trail connection across the property, add new public gathering areas and create new educational opportunities (think classrooms in the river!).

GRPM recently completed a conceptual design for these proposed riverfront improvements. Finalizing the project design and developing construction documents is a key next step to prepare the project for implementation. The museum is working with Viridis Design Group and Tower Pinkster to execute this work and the estimated budget is \$464,000. The museum requests \$253,625 in DDA funds, which would combine with funding from the Great Lakes Fishery Trust, DTE and others to finalize design and effectively make the proposed riverfront improvements a “shovel ready” project.

The museum also recently began organizing the fundraising campaign to build the riverfront improvements, generally and currently estimated in the range of \$6 million. While implementation is complicated, the museum’s current effort is positioning favorably to reinforce the Grand Rapids Whitewater initiative, further enhance recent and future improvements across Pearl St. in Ah-Nab-Awen Park and set the stage to continue blazing a strong westside trail connection south to Wealthy St.

Recommendation: Approve an allocation of funds not to exceed \$253,625 for the Grand Rapids Public Museum to finalize the design of proposed riverfront improvements, prepare construction documents and bid the project.



FOLLOW THE EXAMPLE OF THE GRAND RAPIDS PUBLIC MUSEUM IN INTEGRATING EDUCATION, INFRASTRUCTURE, AND ECOLOGY

The Public Museum is a great example of how an institution can integrate education, infrastructure, and ecology. Part of the expanding mission of the museum is to support both local and regional awareness of the Grand River. By creating a new outdoor exhibit, the Museum can expand awareness of the regional watershed health. They can also actively test the River during the transformative period so that there is better understanding of the benefits in the creation of the River corridor Park System.

“In Downtown there is the opportunity for all ages to learn about the river, on the river, cultural, ecological, and connection to Great Lakes.”

- Open house participant



Grand Rapids Public Museum

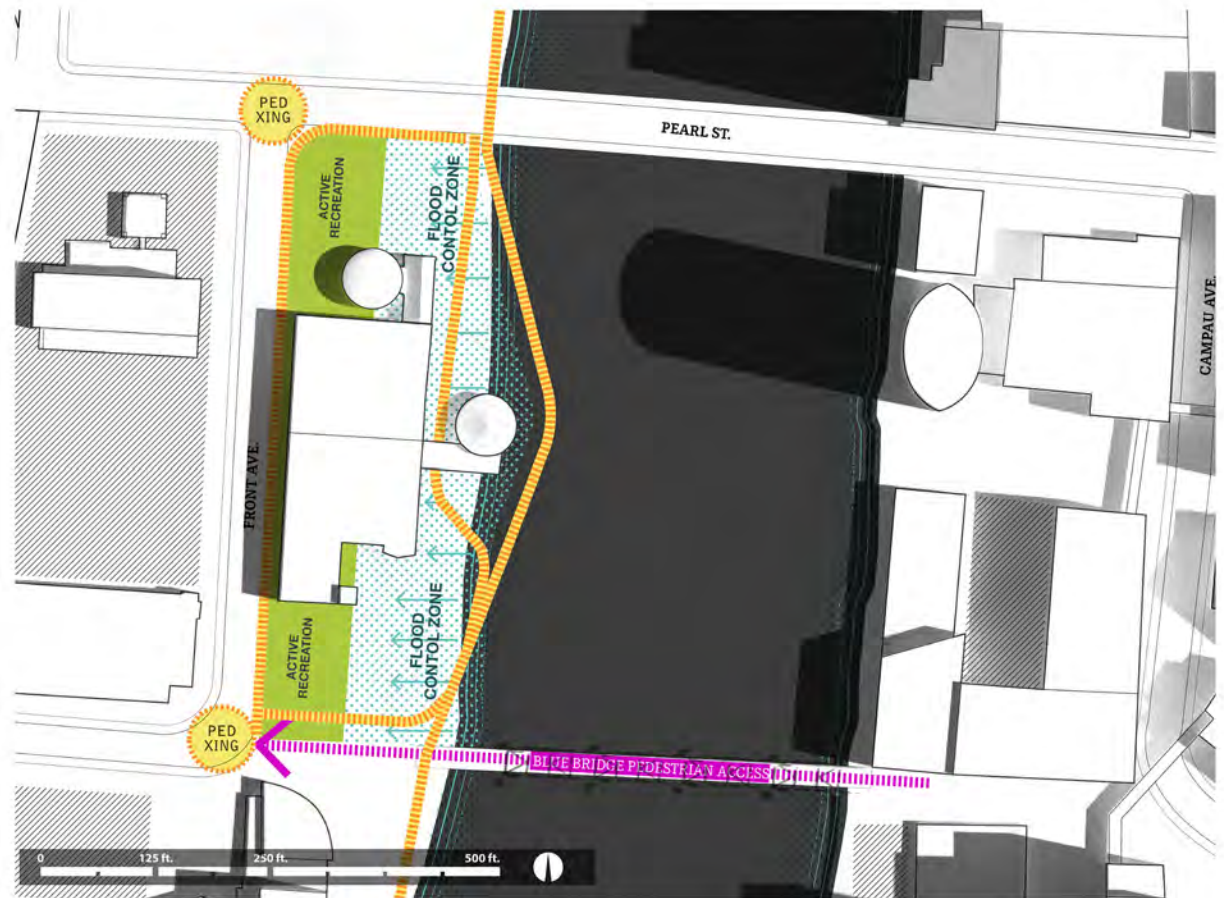


FIG 1.12: Public Museum concept design

The goals of this project include:

- > Create a world class exhibit about the Grand River that expands opportunities for the museum to grow in its mission to support a healthy River
- > Expand public open space access on the Westside
- > Create access to the River
- > Provide a continuous multi-use trail
- > Create habitat and allow for a unique River experience in the city

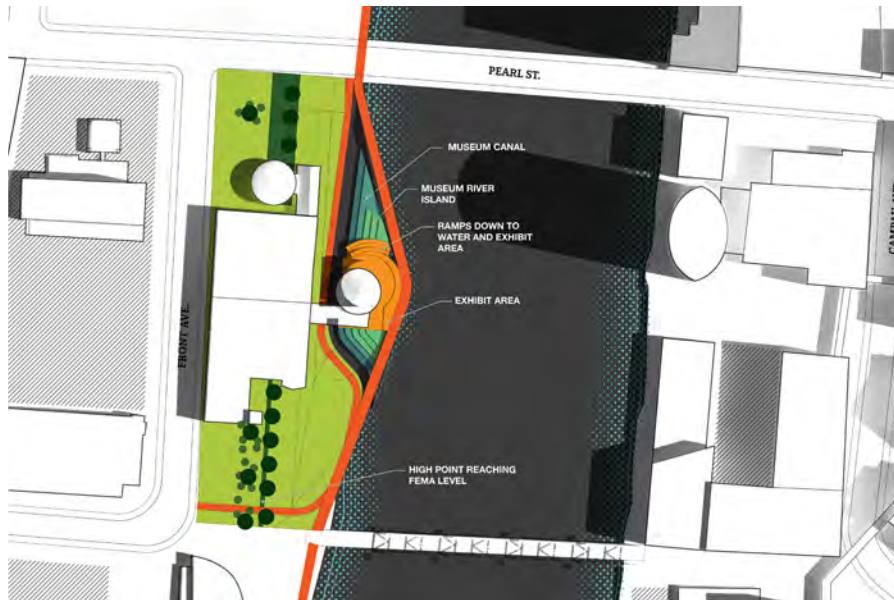


FIG 1.13: Proposed Public Museum site plan

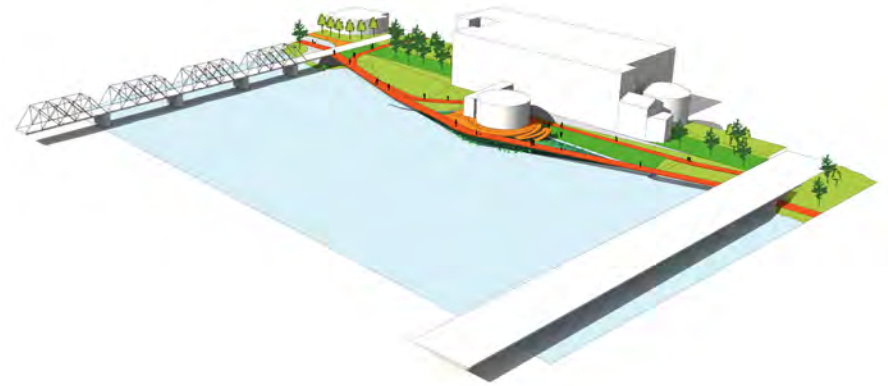


FIG 1.14: Proposed Public Museum aerial view



FIG 1.15: Proposed Public Museum water access

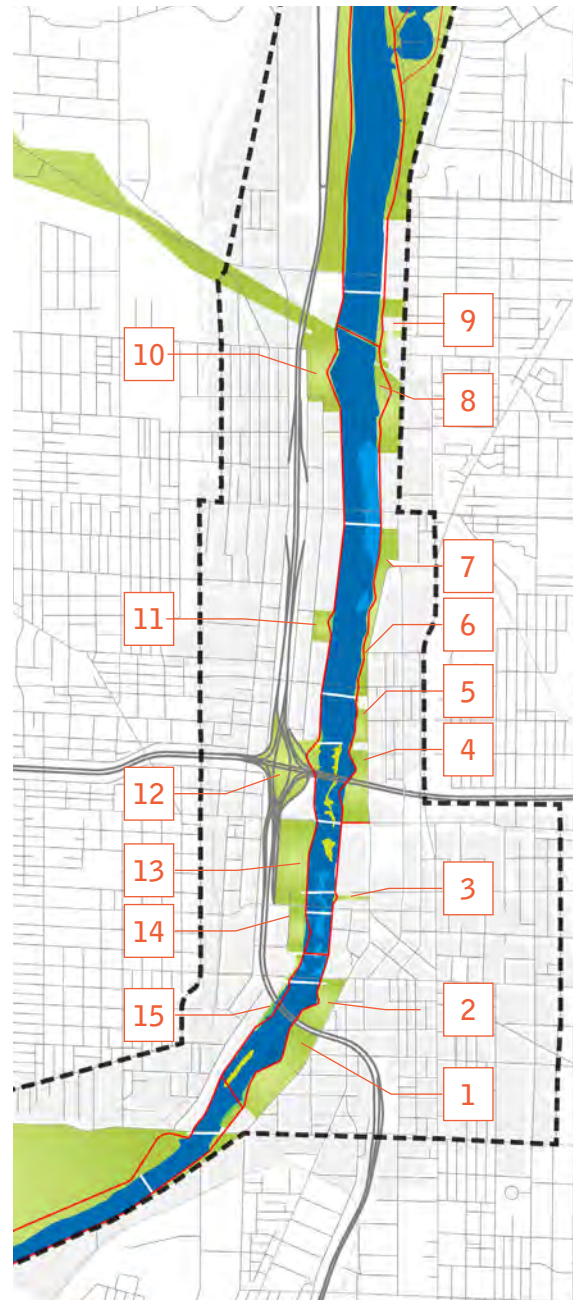


FIG 1.16: Proposed Public Museum land access

MATCH PREFERRED SPACES, PROGRAM AND ACTIVITIES WITH OPPORTUNITY SITES

Building off the feedback from the public process, a series of priorities were developed that frame and expand upon the ideas that certain spaces can be prioritized as they relate to: the possible scale and location of the program, the expansion of program into all 4 seasons, activation of places, and the inclusion of art.

In this process, 15 priority riverfront opportunity sites were identified based upon their ownership status, their need for flood protection infrastructure improvements, and the potential use of these sites as construction staging area for the GRWW initiative [see Appendix 1 for more information on these sites]. Each of these sites has one of four types of open spaces that help to create the new park system.



- 1 201 Market - Create a destination, and large scale programmable open space
- 2 Fulton + Market - Provide access and flood protection via beach and lawn amphitheater
- 3 Lyon Street - Provide universal accessibility to the lower river walkway by ramp and stairs
- 4 MSU / KC / City - Create an active edge that creates opportunities to watch river events
- 5 6th Street - Create habitat and increase opportunities to manage stormwater
- 6 Canal Street - Renovate and upgrade existing park to blend with river corridor park system
- 7 Coldbrook - Create a demonstration of how the trail will look and feel
- 8 Adventure Park - Provide experience with the ecology while participating in extreme and active program
- 9 Baker Furniture - Create a public private partnership that increases program opportunities on the north east side by moving flood infrastructure onto private land
- 10 KCRC River Edge - Create a demonstration project that improves the water quality of the Indian Mill Creek
- 11 Grandview Park - Create a public private partnership that increases program opportunities on the Westside by moving flood infrastructure onto private land
- 12 Rapids View Park and Interchange Park - Allow for viewing of the most exciting part of the rapids
- 13 Ah Nab Awen Park - Create habitat and increase opportunities to manage stormwater
- 14 Public Museum - Exhibit the Grand River and expand opportunities for the museum to grow in its mission
- 15 GVSU - Create an upper and lower trail for varied experience and view of the river

FIG 1.47: Priority development sites



NORTH - GRAND RAPIDS GATHERING