

**MEETING OF THE
DOWNTOWN DEVELOPMENT AUTHORITY**

Wednesday, March 13, 2013

8:30 a.m. Meeting

Room 601, City Hall

AGENDA

1. Call to order
2. Approval of minutes of February 13, 2013 meeting (enclosed).....*Motion Harris*
3. DDA financial reports for the period ending February 28, 2013*Motion Wallace*
(enclosed)
4. Request for Approval of Downtown Event Grants (enclosed)*Motion Larson*
 - Local First Street Party (June 1, 2013)
 - Avenue for the Arts Events (Apr 12, 2013; June 2013)
5. Request Authorization to Execute Agreement for Collateral Assignment.....*Motion Pratt*
(enclosed)
6. Request Approval of Downtown Grand Rapids, Inc. Organizational Plan*Motion Larson*
(enclosed)
7. Executive Director's Report.....*Info Item Larson*
8. Action Group Reports*Info Item Various*
9. Public Comment
10. Board Member Discussion
11. Adjournment

Downtown Grand Rapids

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

MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

February 13, 2013

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

2. Attendance

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

Absent: Mary Tuuk

Others Present: Kristopher Larson (Executive Director), Mary Sierawski (DDA Executive Asst/Office Manager), Jana Wallace (DDA Treasurer), Richard Wendt (DDA Counsel), Eric Pratt, Tim Kelly, Kim VanDriel (staff), Jim Harger (Mlive Media Group), Josh Leffingwell, Amanda Jarvett (WOODTV) Lindsay Kus (FOX17), Wendy Falb, John Brom, Mark DeClercq, Lynee Wells (Williams & Works), Joe Elliott, David Czurak (GRBJ), Kurt Hassberger (Rockford Construction), Jeff Smith, Marcia Warner, Paul Bussey, Sharon Evoy (Downtown Alliance) and others.

3. Approval of Minutes of January 9, 2013

Motion: Brian Harris, supported by Kayem Dunn, moved approval of the minutes of the January 9, 2013 DDA meeting as presented. Motion carried unanimously.

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

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

Motion: Brian Harris, supported by Kayem Dunn, moved to approve Statement D: Schedule of January, 2013 Expenditures, as recommended. Motion carried unanimously.

5. Authorization to Execute Agreement with Kent County to Refund 2003B Bonds

Ms. Wallace presented information about the agreement with Kent County to refund bonds. This agreement will save the DDA approximately \$42,000 per year. Mr. Harris said this was a great way to save money and be proactive in regards to this matter.

Motion: Jane Gietzen, supported by Elissa Hillary, moved approval to authorize a Reimbursement Agreement and an Intercept Agreement Related to the Issuance of City-County Building Authority Refunding Bonds – Series 2013B.

6. Request for Approval of Arena South Visioning Steering Committee

Mr. Larson presented a list of stakeholders by organization type that the DDA would like to engage on a steering committee level. The Economy and Environment Action Groups have reviewed the stakeholder list. The goal was to keep the list to a manageable number of organizations that the DDA wants to engage for advisory input for the Arena South Vision. Mr. Winn asked if the intent was to have one individual represent each organization. Mr. Larson responded yes, that was the intent. Mr. Talen asked if Parking Services was going to be on the list. Mr. Larson responded that Parking Services staff would provide more technical input on this project instead of participating on the steering committee. Ms. Hillary reiterated that representatives from the business community be represented on the list. Mr. Larson responded that there are individuals from the business community represented. Mayor Heartwell proposed that the Chamber of Commerce and BOMA be included on the steering committee. Mr. Larson reiterated that the entire community will be engaged in regards to the Arena South Visioning project, and that this steering committee will be responsible for ensuring that the public participation process is adequate and that stakeholders within the area have been engaged. The steering committee will look at the overall deliverables and make final recommendations in April. Ms. Gietzen added that K12 education would be represented by Wendy Falb, new member of the DDA board.

Motion: Kayem Dunn, supported by Jane Gietzen, moved approval of the proposed Arena South Visioning Steering Committee. Motion carried unanimously.

7. Authorize Budget Amendment for Snow Melt System Analysis

Mr. DeClercq presented information about the snow melt system and some of the discoveries that have been found recently. In October 2012 the DDA authorized the city office to address some of the leaks that have been found in the snowmelt system. The snowmelt system is fifteen years old and no ongoing maintenance has been conducted besides checking it at turn on and turn off times. Some leaks were discovered in the PEX tubing recently and within some of the basements in the area. In order to repair the leaks, non-destructive testing was conducted. Mr. DeClercq is confident that the leaks have been repaired and understands how much it costs for each repair. Mr. DeClercq believes it is well worth taking a step back to look at different scenarios and to look at the characteristics of the current pipe and present various scenarios with investment opportunities and capital improvements. Mr. DeClercq would like to conduct an alternatives analysis and present the results to stakeholders and develop a standard operating procedure so the system can operate properly. Also, an asset management plan needs to be created so leaks can be addressed efficiently. Mr. DeClercq has solicited proposals for the system and is recommending that Geotech Inc. be selected for this project. Mr. DeClercq is requesting \$30,000 to develop alternative investment scenarios. The timeline to have an alternative scenario is May 3, 2013. Design plans can be

completed by July. Construction will most likely be done in phases due to the high traffic volumes in and around the snow melt area. Mr. Winn asked if these tasks are ultimately leading up to replacing the system. Mr. DeClercq answered no because a full replacement would be too costly. Mr. Harris asked Mr. DeClercq to refresh the group on the range of reinvestment to correct the problem. Mr. DeClercq said he doesn't recall the actual number but some of the preliminary numbers that have surfaced in the RFP have been in excess of half of million dollars. Mr. Harris asked if the \$30,000 is for additional funds for the ultimate design scenario or more research and exploration. Mr. DeClercq answered it's actually a little of both. Mr. Talen asked if this involves some digging or do we already have the information we need. Mr. DeClercq answered that we do have the necessary information but part of the money is to conduct some testing in the PEX tubing to find out the remaining service life of some of the components. Mr. Talen asked what the life expectancy of the system was when it was installed. Mr. DeClercq replied that initially we thought the plastic would last a very long time, but we've seen some micro cracking which has led to some incapability between the glycol and PVC. It wasn't known at the time that these materials were incompatible. The snowmelt systems have been underneath the ground for a period of time now, and it is now known that the PVC headers need to be replaced and the PEX tubing has some limitations as well. Ms. Dunn commented that as the project moves forward to consider the planters that the Downtown Alliance has worked hard on installing and to take into consideration this investment. Mr. DeClercq said they are aware of the planters and plan on being sensitive to that investment. Mr. Harris added as a follow-up that when we do determine the final fix of the system that we have some life expectancy affirmation to which we can measure our decisions. Mr. Talen supports that expectation and said that this is a key piece of the downtown and it's an investment we need to plan for financially moving forward.

Motion: Jim Talen, supported by Kayem Dunn, moved to approve the request for funds not to exceed \$30,000 to develop alternative investment scenarios for the snow melt system repairs. The budget amendment will increase the "Snowmelt System Capital Repairs / Investigation" line item (7020PROJ-70M554) in the Local Tax Increment priority plan by \$30,000 and decrease the "Building Reuse and Incentive Program" line item (7020PROJ-70C510) by the same figure. Motion carried unanimously.

8. Request for Consent to Utilize Obsolete Property Rehabilitation Exemption

Mr. Harris said that the DDA board is postponing this item due to technical reasons.

9. Request for Approval of Alcohol License

Mr. Pratt presented a resolution to request a Class 3 liquor license for the Downtown Market. The Downtown Market submitted an application to the city requesting that the DDA recommends approval of the liquor license to the City Commission. The Downtown Market is going to be a multi-use, multi-vendor venue and this license will go to the Market itself for indoor and outdoor components. Ms. Dunn added that this is for the market to serve its own events on location and provide catering. Mr. Winn asked

what the specific footprint of the license is and if it would interfere with any other tenants. Ms. Dunn responded that there is much consideration being given to the tenants' needs and that this will not interfere. Mayor Heartwell asked if the DDA Board should expect to see a number of these requests coming in the future due to growth. Mr. Pratt responded that yes, most likely.

Motion: Jane Gietzen, supported by Mayor Heartwell, moved to approve the Downtown Market's liquor license resolution. Motion carried unanimously. Ms. Dunn abstained.

10. Request for Building Reuse Incentive Program Grants

- Gina's and Lia Rose Boutiques – 40 Monroe Center NW

Mr. Pratt presented a request for a ground floor storefront renovation grant. The application was submitted by the property owner to re-do the entry way to both Gina's and Lia Rose Boutiques. Currently, both boutiques share a common area entryway and the proposal is to create two separate entryways into each shop. Ms. Dunn contributed that this is a good idea and makes sense for each boutique to have its own entrance. Mr. Talen agreed with Ms. Dunn and asked if this assistance is different than the assistance we provided for façade improvements in the past. Mr. Pratt responded that it is different and that this request falls under the BRIP grant program and also that this is a different building.

Motion: Kayem Dunn, supported by Jane Gietzen, moved to approve Monroe Center Retail, LLC for a Ground Floor Commercial Retail Improvement Grant in an amount that is consistent with the BRIP Program Guidelines. Motion carried unanimously.

- Lifestyle Kitchen Studio – 222 E. Fulton

Mr. Pratt presented information about Lifestyle Kitchen Studio and shared that they are relocating from Gaslight Village to 222 E. Fulton Street. Lifestyle Kitchen is looking to cater to downtown residents and grow their business. The building at 222 E. Fulton is in need of some modernization and needs work done to make the building more accessible and barrier-free. Susan Bloss, the owner of Lifestyle Kitchen Studio, spoke to the group about her business and reiterated that they want to keep the building's historical aspects intact and expand the accessibility. Ms. Dunn welcomed her business to the downtown and asked where in the area most of her customer base comes from. Ms. Bloss replied that her customers come from all over West Michigan, mostly within an hour of Grand Rapids. Mr. Pratt said that one request is for a BRIP grant and one is for a signage grant. Mr. Larson added that the new total would be up to \$33,000 for the building renovation, up to \$25,000 for the sustainable elements portion, and up to \$3,600 for the signage grant, not to exceed \$61,600 for all renovations. Mr. Larson asked Mr. Pratt if this figure was compliant with the program guidelines and Mr. Pratt responded yes. The motion will be amended accordingly.

Motion: Mayor Heartwell, supported by Kayem Dunn, moved to approve Lifestyle Properties of Grand Rapids, LLC for a partial BRIP Building Renovation Grant, sustainability improvements, and a Ground Floor Commercial Signage Grant in an amount that is consistent with the BRIP Program Guidelines. Motion carried unanimously.

11. Request for Support for Build a Better Block: re:State

Mr. Larson presented information about the Build a Better Block program and shared that this is an endeavor that the Action Groups are very excited about bringing to Grand Rapids. This is a tremendous opportunity to explore the concept of an urban laboratory on State Street. The program will allow the City to gather information by testing various ideas over a weekend in May. The ideas are going to be gathered from input by the community and public participation. The Build a Better Block team will be putting together a report on which ideas worked and which ideas didn't work. The final report will allow the DDA and the city to evaluate the different elements and provide additional guidance as we amend and evolve our streetscape practices. This is a new kind of project for the DDA, but it represents the progressive desire of the Action Groups to explore more ideas moving into the future. Mr. Larson shared that each Action Group is contributing \$5,000 from their miscellaneous funds to total \$15,000. The project boundary extends beyond the DDA boundary, but any of our expenditures will fall within the DDA boundary. Mr. Wendt added that there is a matching requirement being presented and that the district does indeed fall within the DDA boundary by approximately fifty-percent. Ms. Dunn added that this event could serve as a model for other parts of the city and that this concept could be tried in other neighborhoods within the city. Mayor Heartwell asked Mr. Larson if he's ever contributed to a project like Build a Better Block. Mr. Larson responded that this is his first time but that the Build a Better block concept has been implemented in cities around the country. Ms. Hillary added that the Economy Action Group was very excited about this project and that the Action Group contributed several ideas to the Build a Better Block team. Ms. Hillary thanked Mrs. Wells and Mr. Leffingwell for the work they are putting into this project.

Motion: Kayem Dunn, supported by Jim Talen, moved to approve support of up to \$5,000 from the Experience, Economy, and Environment Miscellaneous line items for a total of up to \$15,000 in support for Build a Better Block: re:State. Motion carried unanimously.

12. Executive Director's Report

Mr. Larson shared an update with the Board.

- Mr. Larson welcomed Tim Kelly as a new staff member to the DDA. Mr. Kelly's role will be as a Development Project Manager.

- Mr. Larson updated the DDA board on the progress of Downtown Grand Rapids, Inc. Mr. Larson shared that the DGRI task force has approved important implementation items. The current top priority is finding a new space for the DGRI offices and a team is evaluating the site selection criteria.

13. Action Group Reports

Mr. Talen shared that the Environment Action Group has looked at a draft of the bicycle implementation plan and is moving forward on this project.

Ms. Gietzen shared that the Experience Action Group has created a Division Corridor task force, a Skywalk Wayfinding task force, and a Diversity task force that are all working on various projects currently. The Experience AG continues to review event grants as they are submitted.

Ms. Hillary shared that the Economy Action Group is going to be asked to gather ideas about how to support small businesses in the downtown.

Mr. Harris extended his appreciation for the Chairs of the Action Groups and commended the work they are doing and their leadership.

14. Public Comment

None.

15. Board Member Discussion

Mayor Heartwell introduced Dr. Wendy Falb from Grand Rapids Public Schools as the newest DDA Board appointee.

16. Adjournment

The meeting adjourned at 9:35 a.m.

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

**Agenda Item 3.
March 13, 2013
DDA Meeting**

DATE: March 7, 2013

TO: Brian Harris
Chairman

FROM: Jana M. Wallace 
Downtown Development Authority Treasurer

SUBJECT: Financial Statements as of February 28, 2013

Attached are the FY2013 financial statements for the eight months ended February 28, 2013.

The attached statements include:

Statement A: Balance Sheet

Statement B: Comparison of FY2013 Year to Date Budget vs Actual Results

Statement C: Statement of Project Expenditures

Statement D: Schedule of February, 2013 Expenditures

February was a slow month in terms of financial transactions with little revenue and expenditure activity. Most expenditure categories are trending lower than expected after eight months of activity. The Authority has sufficient cash to meet budgeted expenditures.

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

Attachments

STATEMENT A

DOWNTOWN DEVELOPMENT AUTHORITY

Balance Sheet February 28, 2013

	Non-Tax Funds	Debt Increment	Local Tax Increment	TOTAL
ASSETS				
Pooled Cash and Investments	\$ 4,091,648	\$ 9,034,724	\$ 5,818,391	\$ 18,944,763
Petty Cash	-	-	200	200
Debt Service Reserve Fund	-	5,395,922	-	5,395,922
Accounts Receivable	5,924	-	-	5,924
Loan Receivable - Project Developer	898,848	-	-	898,848
Loan Receivable - Special Assessments	22,104	-	-	22,104
General Fixed Assets	-	-	90,336,450	90,336,450
Future Tax Increment Revenues Anticipated	-	33,805,476	227,500	34,032,976
TOTAL ASSETS	\$ 5,018,524	\$ 48,236,122	\$ 96,382,541	\$ 149,637,187
LIABILITIES AND FUND EQUITY				
Liabilities				
Current Liabilities	\$ -	\$ -	\$ (76)	\$ (76)
Parking Revenue Payable	40,437	-	-	40,437
Project Increment Due to Developers	-	-	47,216	47,216
Due to Other Governmental Units	-	3,318,364	-	3,318,364
Debt Increment Reimbursement Payable	-	2,520,629	-	2,520,629
Deposit - Area 5 Option to Buy	50,000	-	-	50,000
Net Retiree Health Care Obligation ¹	-	-	(6,120)	(6,120)
Prior Year Property Tax Appeals	-	326,908	177,013	503,921
Deferred Revenue - Developer Loan	898,848	-	-	898,848
Contract Payable	-	-	227,500	227,500
Bonds Payable	-	33,805,476	-	33,805,476
TOTAL LIABILITIES	989,285	39,971,377	445,533	41,406,195
Fund Balance / Equity:				
Investments in General Fixed Assets	-	-	90,336,450	90,336,450
Non-Tax Increment Reserve	3,424,985	-	-	3,424,985
Reserve for Authorized Projects	-	-	4,668,084	4,668,084
Reserve for Brownfield Series 2012 Bonds	500,144	-	-	500,144
Reserve for Compensated Absences	-	-	17,970	17,970
Reserve for Eligible Obligations	-	7,999,745	-	7,999,745
Reserve for Encumbrances	104,110	-	914,504	1,018,614
Reserve for Long-Term Lease	-	265,000	-	265,000
TOTAL FUND EQUITY	4,029,239	8,264,745	95,937,008	108,230,992
TOTAL LIABILITIES & FUND EQUITY	\$ 5,018,524	\$ 48,236,122	\$ 96,382,541	\$ 149,637,187

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

STATEMENT B

DOWNTOWN DEVELOPMENT AUTHORITY Comparison of FY2013 Budget vs Actual Results Year to Date for July 1, 2012 - February 28, 2013

	Non-Tax Funds		Debt Tax Increment		Local Tax Increment	
	Budget	Actual	Budget	Actual	Budget	Actual
REVENUES						
Property Tax Increment - General	\$ -	\$ -	\$ 7,940,245	\$ 7,995,104 ¹	\$ 4,120,400	\$ 4,128,930 ¹
Property Tax Increment - Transit Millage	-	-	-	-	380,760	380,760
Property Tax Increment - Prior Year Appeals	-	-	(100,000)	(157,469)	(129,372)	45,393
Property Tax Increment - Rebates to City / ITP	-	-	-	-	(50,000)	-
Special Assessments	20,000	1,805	-	-	32,000	215,951
Brownfield Authority - Grandville Avenue	-	-	-	-	39,518	-
Brownfield Authority - Veteran's Park	-	-	-	-	100,000	-
Grant - Michigan Dept of Transportation	-	-	-	-	250,000	-
Interest on Investments - General	38,030	13,979	5,000	13,319	88,634	42,288
Interest on Investments - The Gallery Note	40,448	-	-	-	-	-
Miscellaneous Fees / Reimbursements	-	5,924	-	-	4,000	86,097
Property Rental - DASH Parking Lots	162,000	114,219	-	-	-	-
Property Rentals - Other	60,498	35,884	-	-	-	-
From / (To) Fund Balance	414,024	-	(5,000)	-	2,190,884	-
TOTAL REVENUES	\$ 735,000	\$ 171,811	\$ 7,840,245	\$ 7,850,954	\$ 7,026,824	\$ 4,899,419
EXPENDITURES						
Economy						
Cash Financed Projects	\$ -	\$ -	\$ -	\$ -	\$ 1,935,000	\$ 860,644
Debt Financed Projects - Principal / Interest	-	-	-	-	385,763	307,631
Economy Action Group Sub-Total	\$ -	\$ -	\$ -	\$ -	\$ 2,320,763	\$ 1,168,275
Environment						
Cash Financed Projects	\$ -	\$ -	\$ -	\$ -	\$ 3,506,729	\$ 595,715
Debt Financed Projects - Principal / Interest	-	-	5,474,475	1,005,588	124,332	44,606
Environment Action Group Sub-Total	\$ -	\$ -	\$ 5,474,475	\$ 1,005,588	\$ 3,631,061	\$ 640,321
Experience						
Cash Financed Projects	\$ 734,000	250,349	\$ -	\$ -	\$ 275,000	\$ 43,750
Total Action Group Project Expenditures	\$ 734,000	\$ 250,349	\$ 5,474,475	\$ 1,005,588	\$ 6,226,824	\$ 1,852,346
Administration	1,000	673	-	-	800,000	359,681
Estimated Capture to be Returned	-	-	2,365,770	-	-	-
TOTAL EXPENDITURES	\$ 735,000	\$ 251,022	\$ 7,840,245	\$ 1,005,588	\$ 7,026,824	\$ 2,212,027
EXCESS / (DEFICIT)	\$ -	\$ (79,211)	\$ -	\$ 6,845,366	\$ -	\$ 2,687,392

Note 1: Budgeted, negative IFT revenues will be distributed later in the fiscal year.

ddastmts-feb13.xls jmw 03072013

STATEMENT C

DOWNTOWN DEVELOPMENT AUTHORITY Statement of Current Project Expenditures As of February 28, 2013

Project Title	Project Budgets		EXPENDITURES			Available Budget
	%	Cost	Month	Fiscal Year	All Years	
Areaway Fill Program (ARIP)		\$ 35,000 ^{1,2}	\$ -	\$ -	\$ -	\$ 35,000
Building Re-use Incentive Program (BRIP)		600,000 ^{1,2}	-	38,555	38,555	561,445
Development Project Reimbursements		950,000 ^{1,2}	-	749,894	749,894	200,106
Downtown Market Administrative Costs		-	-	2,415	7,965	(7,965)
Economic Development / Retail Support		105,000 ^{1,2}	-	23,080	23,080	81,920
Economy - Miscellaneous		50,000 ^{1,2}	-	-	-	50,000
Other Framework Plan Priorities		25,000 ^{1,2}	-	-	-	25,000
Retail Merchandising Plan		100,000 ^{1,2}	-	33,800	33,800	66,200
Retail Support Program		30,000 ^{1,2}	500	12,900	12,900	17,100
Streetscape Improvement Incentive Program		25,000 ^{1,2}	-	-	-	25,000
Sub-Total Economy Support	11.89%	\$ 1,920,000	\$ 500	\$ 860,644	\$ 866,194	\$ 1,053,806
Accessibility and Mobility Repairs		15,000 ^{1,2}	-	-	-	15,000
Bicycle Friendly Improvements		60,000	-	-	-	60,000
Cherry Street 2 - Commerce to Division		742,000	-	3,083	712,908	29,092
Environment / Infrastructure - Miscellaneous		50,000 ^{1,2}	-	20	20	49,980
Fulton St - Division Ave to the Grand River		680,000	-	146,431	624,779	55,221
GR / Indiana Railroad Bridge Painting / Rehab		900,000	525	1,458	1,458	898,542
Grand River Recreation Improvements		650,000	-	-	32,435	617,565
Grandville Avenue 3 - Oakes to Weston		1,050,000	4,379	4,379	745,006	304,994
Ionia Ave 9 - Buckley St to Wealthy St		475,000	-	-	356,063	118,937
Jefferson Avenue - Cherry St to Fulton St		395,000	-	-	-	395,000
Lyon Square Reconstruction		655,000	-	52	90,463	564,537
Monroe Center - Phase 3		350,000	15,691	60,919	60,919	289,081
Oakes Street 1 - Market to Ottawa		1,700,000	38,581	148,311	1,397,223	302,777
Public Transit Millage Improvements		2,693,735	-	22,830	1,466,608	1,227,127
River Edge - South of Fulton		650,000	-	-	-	650,000
Riverfront Trails / Whitewater Management		25,000 ^{1,2}	-	-	-	25,000
Seward Avenue Extension		1,093,000	-	13,289	1,076,078	16,922
Sixth Street Bridge Capital Repairs		480,000	34,233	192,053	345,931	134,069
Traffic Circulation & Parking Plan		250,000	-	2,890	68,438	181,562
Urban Recreation Plan		25,000 ^{1,2}	-	-	-	25,000
Sub-Total Environment Support	80.10%	\$ 12,938,735	\$ 93,409	\$ 595,715	\$ 6,978,329	\$ 5,960,406
ArtPrize Support		20,000 ^{1,3}	-	20,000	20,000	-
Bridge Lighting Operations		15,500 ^{1,3}	-	-	-	15,500
Downtown Marketing		100,000 ^{1,2}	-	43,750	21,875	78,125
Downtown Marketing		100,000 ^{1,3}	-	43,750	21,875	78,125
Experience - Miscellaneous		25,000 ^{1,2}	-	-	-	25,000
Experience - Miscellaneous		51,000 ^{1,3}	-	18,800	18,800	32,200
Project and Fixed Asset Maintenance		75,000 ^{1,3}	16	12,743	12,743	62,257
Public Safety Enhancements Downtown		40,000 ^{1,3}	-	17,039	17,039	22,961
Restaurant Week Sponsorship		25,000 ^{1,3}	-	25,000	25,000	-
Riverwalk Maintenance		10,000 ^{1,3}	-	-	-	10,000
Riverwalk Wayfinding Sign System		40,915	-	-	25,915	15,000
Rosa Parks Circle Skating Operations		42,000 ^{1,3}	-	-	-	42,000
Skywalk Wayfinding Sign Improvements		179,842	-	-	19,842	160,000
Snowmelt System Repairs / Investigation		214,140	-	-	164,140	50,000
Special Events - Grants		50,000 ^{1,3}	-	-	-	50,000
Special Events - Office of		104,000 ^{1,3}	-	52,000	52,000	52,000
Street Trees Maintenance Program		20,000 ^{1,3}	-	-	-	20,000
Ticketed Events - Police Services		80,000 ^{1,3}	23,197	35,556	35,556	44,444
Wayfinding Sign Maintenance		100,000 ^{1,3}	-	25,460	25,460	74,540
Winter Avenue Building Lease		2,500 ^{1,3}	-	-	-	2,500
	8.02%	\$ 1,294,897	\$ 23,213	\$ 294,098	\$ 460,245	\$ 834,652
TOTAL	100.00%	\$ 16,153,632	\$ 117,122	\$ 1,750,457	\$ 8,304,768	\$ 7,848,864

Note 1: Current year (FY2013) budget only.

Note 2: Paid from local tax increment.

Note 3: Paid from non-tax funds.

STATEMENT D
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of Expenditures
February, 2013

Source	Vendor	Purpose / Project	Description	Amount
Local	Dykema Excavators, Inc.	Oakes Street 1 - Market to Ottawa	Reconstructions services 10/31-11/15/2012	\$ 38,581.01
Local	City Treasurer - City Engineer	Sixth Street Bridge Capital Repairs	Engineering/inspection 01/16/2011-01/31/2013	34,233.16
Local	Paychex	Administration	Staff services - January 2013	17,510.54
Local	O'Boyle Cowell Blalock & Associates	Monroe Center - Phase 3	Evaluation and planning through 12/31/2012	15,691.13
Non-tax	City Treasurer - Police Department	Ticketed Events - Police Services	Pedestrian safety - December 2012	13,648.21
Local	City of Grand Rapids	Administration	Staff services - February 2013	10,571.26
Non-tax	City Treasurer - Police Department	Ticketed Events - Police Services	Pedestrian safety - January 2013	9,548.72
Local	City Treasurer - City Engineer	Grandville Ave 3 - Oakes to Weston	Engineering/inspection - 03/01-06/30/2012	4,378.74
Local	City Treasurer - Budget Office	Administration	Support services allocation - February 2013	2,656.00
Local	Wondergem Consulting	Administration	Public relations - 01/01-01/15/2013	1,626.00
Local	City Treasurer - Facilities Mgmt	Administration	Office space & maintenance - January 2013	1,521.21
Local	City Treasurer - Info Technology	Administration	Computer access & support - February 2013	1,398.75
Local	Fifth Third Bank - Procurement Card	Administration	Mary Sierawski - professional development	1,320.00
Local	Fifth Third Bank - Procurement Card	Administration	2013 GR Chamber and IDA memberships	1,165.50
Local	Fifth Third Bank - Procurement Card	Administration	Kris Larson - travel expenses for 2 seminars	959.60
Local	Priority Health	Administration	Health insurance - February 2013	787.56
Local	Fifth Third Bank - Procurement Card	GR/Indiana Railroad Bridge Rehab	Public input session space at Public Museum	525.01
Local	City Treasurer - Risk Management	Administration	General insurance - February 2013	502.00
Local	Fifth Third Bank - Procurement Card	Retail Support Program	ICSC West Michigan Alliance program	500.00
Local	Elwood Staffing Services Inc	Administration	K. VanDriel - week ending 01/27/2013	320.04
Local	Elwood Staffing Services Inc	Administration	K. VanDriel - week ending 02/03/2013	317.82
Local	City Treasurer - Parking Services	Administration	Parking - Exec Director/Secretary - February 2013	294.00
Local	Elwood Staffing Services Inc	Administration	K. VanDriel - week ending 01/20/2013	266.70
Local	AT & T Mobility	Administration	Exec Director cell phone - 12/26/2012-01/25/2013	196.72
Local	Paychex	Administration	Payroll processing fees - January, 2013	194.20
Local	Local First	Administration	Annual membership	190.00
Non-tax	Fifth Third Bank - Procurement Card	Administration	Luncheon meeting expenses	132.99
Local	Integrity Business Solutions	Administration	Office supplies	124.91
Local	City Treasurer - Parking Services	Administration	Parking validations - January 2013	124.00
Local	Adams Remco	Administration	Copier base rental - 01/11-02/11/2013	74.48
Local	Sir Speedy	Administration	Business cards - Tim Kelly	59.00
Local	City Treasurer - Parking Services	Administration	Parking - Planner - February 2013	43.00
Local	JPMorganChase	Administration	Bank fees - January, 2012	33.08
Local	Adams Remco	Administration	Black and white copies - 01/27-02/27/2013	18.52
Local	Fifth Third Bank - Procurement Card	Administration	Kris Larson - parking	17.00
Non-tax	City Treasurer - Water & Sewer	Project and Fixed Asset Maintenance	Water quarterly base charge - 10/15-01/16/2013	16.03
Local	City Treasurer - Parking Services	Administration	Car pool vehicle usage - January 2013	12.00
Local	Integrity Business Solutions	Administration	Returned supplies	(78.11)
FEBRUARY, 2013 EXPENDITURES				\$ 159,480.78

Local - local tax increment funds

Non-tax - non-tax funds

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: March 8, 2013

TO: Downtown Development Authority

FROM: Kristopher Larson, AICP
DDA Executive Director

**Agenda Item 4.
March 13, 2013
DDA Meeting**

SUBJECT: Requests for Event Support for Local First Street Party and Avenue for the Arts Events

At its March 6, 2013 meeting, the Experience Action Group (ExpAG) received applications for event support from several event-producing entities. In addition to the review criteria established through working in concert with the Downtown Alliance, the ExpAG has recently developed additional, internal objectives by which it filters its activities. In no particular order, those objectives include positioning Downtown Grand Rapids to be a Midwest Arts and Cultural Hub, expanding Downtown's ability to attract new and diverse audiences, promote investments that drive vibrancy, and ensure that Downtown is accessible to all.

Using the aforementioned review methods, the ExpAG recently recommended the approval of two event requests. Those are as follows:

- \$3,700 in support to offset the costs for City-related expenses for the Local First Street Party,
- \$3,650 to support Avenue for the Art's "Art. Downtown", and
- \$2,400 to support Avenue for the Art's "The Market".

Each of the recommended support levels is less than the applicants' respective requests. The ExpAG lowered each of the requests due to certain evaluative criteria not being fully satisfied by the event logistics and the age of the events.

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

RECOMMENDATIONS (2):

1. Approve the recommendation not-to-exceed \$3,700 to Local First to offset the costs of City-related expenses not included within the City's sponsorship.
2. Approve the recommendation not-to-exceed \$6,050 to Avenue for the Arts to support eligible expenses for the Art. Downtown and The Market events.

Local First Street Party

Downtown Event Grant Application

Application Instructions

Part 1. Organizational Information

Event Name: Local First Street Party

Funds Requested \$ 20,000

Organization Name: Local First

Mailing address: 955 Wealthy St. SE, Grand Rapids MI, 49506

Phone number: 616.808.3788 email address: meghan@localfirst.com

Head of Organization and Title: Elissa Hillary, Executive Director

Mailing address: 955 Wealthy St. SE, Grand Rapids MI, 49506

Cell phone number: 616.808.3788 email address: elissa@localfirst.com

Main Contact Person (during planning): Meghan Disselkoen, Program & Fund Development Coordinator

Mailing address: 955 Wealthy St. SE, Grand Rapids MI, 49506

Cell phone number: 616.916.0504 email address: meghan@localfirst.com

Main Contact Person (At event): SAME AS ABOVE

Mailing address: SAME AS ABOVE

Cell phone number: SAME AS ABOVE email address: SAME AS ABOVE

Has the organization named above been legally incorporated in the state of Michigan and in good standing? Yes ☒ No ☐

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

If yes, what is the Federal Identification Number?

Has this organization obtained event insurance? Yes ☒ No ☐

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

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

Part 2. Event Information:

- Type of Event: Outdoor Street Party & Festival
- Event Location: Weston Street, between Ottawa & Market Streets (in front of Bistro Bella Vita)
- Date of Event: June 1, 2013
 - Start time: 12pm End Time: 12am
- Street closures, if any: Weston Street, between Ottawa & Market Streets
 - Has permission been obtained by the surrounding businesses and property owners?
Were any businesses opposed to the closure?
 - Permission is always attained before we proceed with the event. Business owners have been notified, and are favorable to the event.
- Describe the Project/Event:
The Local First Street Party is a diverse and energetic, free community event centered around the celebration of all things local – local food, local music, and local beer. The Local First Street

Party is a time for the West Michigan community to gather and support the businesses that make our community a unique place to live, work, and visit. With over 10 local food vendors, West Michigan-made beer on tap, and a rotation of Michigan based bands and musicians, the Local First Street Party brings together those who want to come to a downtown that is unique and vibrant because of the local businesses that call this place home.

Although the Street Party has been in existence for 9 years now, we are not done growing and changing. In our tenth year, Local First seeks to add a designated family friendly section to the Street Party, where music and activities specifically for young families are set-up and attended all day. This newly added section will help attract and retain families to downtown for the entire day. Our family oriented area of the Street Party will have its own stage (with live, kid-friendly musicians and acts), as well as activities geared specifically for young children.

In addition to the newly added family stage area, the Local First Street Party will add an Artists Market/Activity Area – an interactive area where local artists can sell their wares, create art on site, and make connections with West Michigan residents. We’d also like for this designated area to have interactive art that all can participate in– maybe a chalk art battle, or an interactive piece that anyone can be a part of - to artistically celebrate all the things we love about our community. Local First believes that art is a strong and essential part of our local economy in West Michigan, and we’d love for this to be one of the strong sectors that we celebrate at the Street Party – local beer, local food, local music, AND local art.

- Describe the Goals of the Project/Event :

The goals of the Local First Street Party are to celebrate what makes us unique as a community – the local businesses that make Grand Rapids stand out among all other cities, and what makes this a place that people want to visit and call home. The Local First Street Party is a celebration of all of these things – a celebration of the taco joint around the corner, the brewery where friends meet every Tuesday, the old fashioned bakery, and the band that friends travel all over the region to see. These are the things that keep residents here – the things that make us proud to call West Michigan home, and are the reasons why we celebrate at the Local First Street Party.

The Street Party is also an opportunity for us to educate people on the importance of these businesses. With over 10,000 people in attendance, the Street Party is Local First’s largest platform to the community about the importance of supporting locally owned businesses, our downtown, and our community. We know that if we shift just \$1 in \$10 that we’re already currently spending in Kent County, we could create 1,600 jobs right here in our community (based on a 2008 study done by Local First). At the Street Party, we can share this impactful message with an engaged crowd of over 10,000.

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

The Local First Street Party meets all Event & Evaluation Criteria in the following ways:

- **Distinctly Grand Rapids:** The Local First Street Party does not exist anywhere else. It is truly a celebration of what makes Grand Rapids and West Michigan unique, and this exact event could not be replicated anywhere else. Because of our dedication to work with only locally owned businesses in Grand Rapids, the Local First Street Party is a direct reflection of our distinct culture.
- **Benefits downtown businesses:** The Local First Street Party benefits downtown businesses by bringing an energetic, engaged group of citizens to the direct downtown area. These event attendees eat dinner at downtown restaurants, visit downtown bars, shop at downtown retailers, before, during, and after the Street Party. This event serves as a vehicle to not only get people downtown, but to engage them in the great group of businesses that already exist within the downtown boundaries.
In addition, downtown businesses will be given first right of refusal to all food vendor spots at the Local First Street Party. This means that we will work with the Downtown Grand Rapids staff to promote food vendor opportunities to the downtown businesses, before offering the opportunity to any other businesses in the Local First membership.
- **Promotes the Downtown marketing program:** The Downtown marketing program (logo, name, etc.) will be featured on all Local First Street Party marketing materials – including posters, print ads, flyers, postcards, and all other advertisements before and during the event.
- **The event is new or emerging:** Although the Local First Street Party has been in existence for 9 years, the event will change significantly as we add a family and art area. Not only will this change the footprint of the event, but it will also add two exciting and important elements to an already successful event.
- **Ease and Ability of Production:** Local First has staffed, organized, and executed the Local First Street Party for over 9 years with no problems – the tenth year will be no exception.
- **Broad Popularity:** The Local First Street Party is a free event – and open to anyone who would like to attend. With over 10,000, historically, in attendance, we’ve drawn a diverse crowd in age, socio-economic status, race, and ethnicity. We’re proud of all people that call West Michigan home, and are honored to celebrate all that we have here in Grand Rapids with those that choose to attend the Local First Street Party. With the addition of our art and family area, we believe that we can add to the diverse array of individuals who choose to celebrate with us on June 1.
- **Diversity and Expansion of the Downtown Event Calendar:** There is not an event like this in the downtown calendar, or in all of West Michigan. The Local First Street Party is a uniquely Grand Rapids event, and one that is a signature piece of the downtown Grand Rapids summer calendar. By celebrating all things local, we are providing a unique experience to those that attend the Local First Street Party.
- **Fundraisers:** Although the Street Party does raise funds for Local First, it is first and foremost a celebration of all that we have here in Grand Rapids, and an opportunity to educate the general public on the importance of supporting locally owned businesses.
- **Event Goals and Effectiveness:** The goals of the Local First Street Party are to bring a diverse group of people to downtown Grand Rapids to celebrate all of the locally owned businesses that make Grand Rapids a unique place to live, work, and visit.
- **Budget:** Without the help of this grant, it is not possible for Local First to add the art and family area to the event.
- **Second Year Requests:** This is not a second year request.
- Is the event political or religious in content?
No

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

The Local First Street Party was started 9 years ago, by a group of business owners who wanted the opportunity to show off downtown, and the local downtown businesses in existence. Over the past nine years, the Street Party has gained an audience of over 10,000 individuals who come to this event once a year to celebrate all things local – local food, local music, and local beer. Over the course of the past nine years, the footprint of the event has slowly grown, as well as the number of businesses that are able and choose to be involved. The Local First Street Party now engages over 35 local businesses. The Street Party has continually been a successful, favored event in our community, and one that people look forward to all year long.

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

The target audience of the Local First Street Party is broad – attendees ages 18-60, who live or work in West Michigan. Over the past two years the Street Party has risen in attendance to see over 10,000 people, and given this trajectory, and with the addition of arts and family entertainment, we expect attendance to rise to meet nearly 15,000 attendees.

The Local First Street Party gains major media exposure leading up to, and during the event. With coverage from all major TV, radio, and news outlets, exposure is wide and the impact is significant.

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

Not only will downtown businesses be able to be involved in the event itself (and have the opportunity to make significant money from food and beverage sales at the event since all vendors keep all of their own profits), but downtown businesses will also feel the impact of an influx of over 10,000 (expectantly 15,000) individuals in the direct downtown area. Attendees of the Local First Street Party shop at downtown retail establishments before the event, eat dinner at downtown restaurants during the event, and grab a beer at downtown breweries and bars after the event. The impact of the Local First Street Party is significant, and we are happy to be a driving force behind the support of locally owned businesses in the downtown area.

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

The Local First Street Party will continue to be an energetic celebration of all things local in Grand Rapids. With the expansion into a family and arts area, we feel as though the Street Party will continue to drive individuals to support locally owned businesses, and will captivate an entirely new crowd to the event. It is our goal over the next two years to cultivate this audience, and continue to engage them in such an important event to the downtown culture.

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

Local First is a non-profit organization, and any money raised from the Local First Street Party helps to fund the work of this organization.

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

The Local First Street Party features, on average, about 10 food vendors every year, who make and sell their own food at the event. Local First also runs two beer tents, featuring Michigan made beer from Founders Brewing Co., and Michigan made wine. Food vendors are a representation of local restaurants and caterers in the West Michigan area, featuring food from

a diverse array of cultures and cuisines. In its tenth year, Local First will give downtown businesses the opportunity for first right of refusal, in order to make sure that downtown businesses are fairly represented at the event. Let's Go Downtown will send out a request and vendor information first, before the opportunity is open to any other Local First member businesses.

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

Although partners and sponsors are still being solidified at this time, traditionally, Bistro Bella Vita, Founders Brewing, Founders Bank & Trust, The City of Grand Rapids, and Ellis Parking have all been significant supporters of the Local First Street Party.

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

Traditionally, Division Avenue for the Arts has also held an outdoor art festival on the same day as the Street Party, but these events have always complimented each other, and collectively, have been able to draw an even larger crowd downtown.

Part 3. Budget

A. **Proposed Expenditures.** Please list all expense items.

Description of Budget Items	DDA Grant Funds	Other Funds	Total
Entertainment	4,500	10,000	14,500
Security	500	2,500	3,000
Equipment Rentals (staging, fencing, etc.)	7,000	10,000	17,000
Professional Fees (contractors, consultants, etc.)	2,000	0	2,000
Media & Advertisements	1,000	5,000	6,000
Food & Beverage Expenses		15,000	15,000
Event Supplies (art supplies, etc.)	5,000	10,000	15,000
Staff Time	0	25,000	25,000
Total Budget	\$ 20,000	\$77,500	\$97,500

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

Entertainment: This money will be used to secure family-friendly acts and entertainment for the newly added family area.

Security: This budget line will help to add professional security to the art and family area to ensure the safety of all that attend.

Equipment Rentals: This money will be used to help pay for staging, event fencing, bathrooms, sound equipment, etc. in the family and art area – all of the logistical items needed in order to add on to the footprint of the Local First Street Party.

Professional Fees: Because we are adding two brand new elements to this event, Local First will hire experienced contractors to help run a successful family and art area. Two individuals – one in each realm that will help strategize with all necessary parties, and who will help run these exciting elements of the event. This money will help underwrite the costs of their services.

Media and Advertisements: This line item will help to pay for print and online promotion in order to advertise the new addition of both the family and arts area of the Street Party.

Event Supplies: With the addition of this money, Local First will be able to purchase supplies like paint, paper, and sidewalk chalk to help with interactive art activities for families.

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

Funder	Amount	Secured?
1 Sponsorships from Local Businesses	\$ 40,000	No
2 Food and Beverage	\$ 40,000	No
3 In-Kind Trades	\$ 5,000	No
4	\$	
5	\$	
6	\$	
7	\$	
8	\$	
9	\$	
10	\$	
11	\$	
12	\$	
13	\$	
14	\$	
15	\$	
Subtotal cash income	\$ 85,000	
Requested Event Grant Request	\$ 20,000	
Total	\$ 105,000	

Part 4. Certification and Signature

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

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

Officer's Name and Title _____

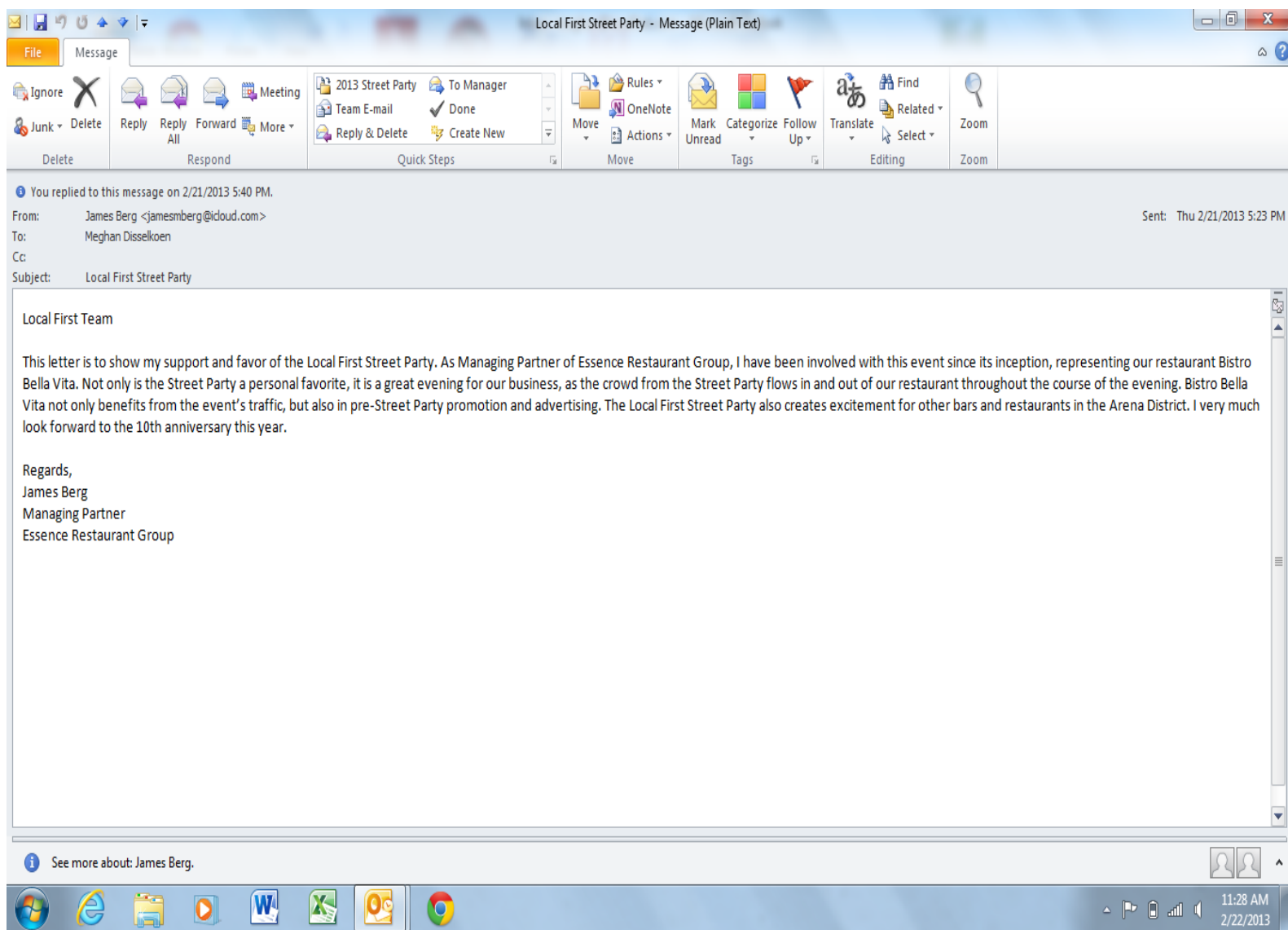
Signature and Date _____

Please submit the application to: sharon@downtowngr.org

For more information:

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

***** PLEASE SEE LETTER OF SUPPORT ON LAST PAGE*****



Local First Team

This letter is to show my support and favor of the Local First Street Party. As Managing Partner of Essence Restaurant Group, I have been involved with this event since its inception, representing our restaurant Bistro Bella Vita. Not only is the Street Party a personal favorite, it is a great evening for our business, as the crowd from the Street Party flows in and out of our restaurant throughout the course of the evening. Bistro Bella Vita not only benefits from the event's traffic, but also in pre-Street Party promotion and advertising. The Local First Street Party also creates excitement for other bars and restaurants in the Arena District. I very much look forward to the 10th anniversary this year.

Regards,
James Berg
Managing Partner
Essence Restaurant Group

Downtown Event Grant Application

Application Instructions

Part 1. Organizational Information

Event Name: Avenue For the Arts Event Series

Funds Requested \$ 22069.00

Organization Name: Dwelling Place

Mailing address: 101 Sheldon Blvd Suite 2

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

Head of Organization and Title: Dennis Sturtevant

Mailing address: 101 Sheldon Blvd Suite 2

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

Main Contact Person (during planning): Jenn Schaub

Mailing address: 101 Sheldon Blvd Suite 2

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

Main Contact Person (At event): Jenn Schaub

Mailing address: 101 Sheldon Blvd Suite 2

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

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

Does the event organizer/organization owe money to the City of Grand Rapids? No
If yes, what is the Federal Identification Number?

Has this organization obtained event insurance? Yes X

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

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

Part 2. Event Information:

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

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

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

- o Start time TBD per event – End time TBD per event There are four events – 6 nights of programming
 - Art.Downtown. April 12th
 - The Market (June and July)
 - The Free Radical (November 1 and 8th)
 - Urban Lights (December)

Street closures, if any: N/A

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

Describe the Project/Event

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

Describe the Goals of the Project/Event

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

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

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

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

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

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

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

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

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

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

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

Event goals and effectiveness: Goals listed on previous page.

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

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

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

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

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

- Downtown logo and Avenue for the Arts event title included on all event promotions

- Where appropriate cite City and Downtown Alliance event support, including all press releases and on event websites
- Monitored by collected event promotions, press releases, media articles and mentions.
- A 15% increase of attendance from past years
- 80% of participating businesses will indicate benefits from community event including new faces and a feeling of increased public exposure
- Comparison to estimated 2012 attendance and satisfaction surveys.

4. Continued Staff support from the Dwelling Place.

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

Is the event political or religious in content?

No

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

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

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

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

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

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

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

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

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

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

Dwelling Place is a 501c3, The event series is a part of the neighborhood revitalization department's Avenue for the Arts programming coordinated by paid staff person Jenn Schaub, pay is reflected in the budget as a portion of Dwelling Place's \$12,647 contribution to the event series. Over the course of the event series close to 300 volunteers, interns and committee members will donate approximately \$72538.56 worth of volunteer hours. (Both Staff and volunteer support are listed in the budget as the line item *Support- Staff/ Volunteer*.)

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

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

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

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

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

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

Part 3. Budget Art. Downtown.

Proposed Expenditures. Please list all expense items.

Description of Budget Items	DDA Grant Funds	Other Funds	Total
Non employee labor costs/services Promotions design, website maintenance and some photographer fees	1550.00		1550.00
Facility/Supplies Rental	3450.00	6000.00	9450
Marketing/ Promotions	2147	750	2897
Materials	611	279	890
Volunteer Costs	100	250	350
Mailing/ Notification	200		200
Support- Staff/ Volunteer		24,222.73	24,222.73
Indirect Costs		87.50	87.50
Total Budget	8058	31589.23	39647.24

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

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

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

Funder	Amount	Secured?
Kendall College	\$ 3366.49	yes
Dwelling Place	\$ 3161.79	yes
Volunteer Staff (in Kind)	\$ 21060.96	yes
Various Property Managers (inKind)	\$ 4,000	yes
<i>Requested Event Grant Request</i>	\$8058	
Event Total (including In kind support)	\$39647.24	

Part 3. Budget The Market

Proposed Expenditures. Please list all expense items.

Description of Budget Items	DDA Grant Funds	Other Funds	Total
Non employee labor costs/services Promotions design, website maintenance and some photographer fees	1500.00		1500.00
Facility/Supplies Rental	200.00	2000.00	2200.00
Marketing/ Promotions	2465.00	750	3215.00
Materials	591	279	870
Volunteer Costs	350	250	600
Mailing/ Notification	200		200
Support- Staff/ Volunteer		21769.44	21769.44
Indirect Costs		87.50	87.50
Total Budget	5306	25135.94	30441.94

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

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

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

Funder	Amount	Secured?
HBA	\$350.00	
Fundraising Events	\$ 1016.50	Between Jan/July 2013
Dwelling Place	\$ 3613.44	yes
Volunteer Staff (in Kind)	\$ 18156	yes
Various Property Managers (inKind)	\$ 2000	yes
<i>Requested Event Grant Request</i>	\$ 5306	
Event Total (including In kind support)	\$30441.94	

Part 3. Budget Free Radical.

Proposed Expenditures. Please list all expense items.

Description of Budget Items	DDA Grant Funds	Other Funds	Total
Non employee labor costs/services Promotions design, website maintenance and some photographer fees	1550.00		1550.00
Facility/Supplies Rental		2000.00	2000.00
Marketing/ Promotions	2319	750	3069
Materials	486	279	768
Volunteer Costs	400	250	650
Mailing/ Notification	275		275
Support- Staff/ Volunteer		19584.48	19584.48
Indirect Costs		87.50	87.50
Total Budget	5033	22950.98	27983.98

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

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

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

Funder	Amount	Secured?
Fundraising Events	\$ 1366.50	Between Jan/July 2013
Dwelling Place	\$ 2710.08	yes
Volunteer Staff (in Kind)	\$ 16874.40	yes
Various Property Managers (inKind)	\$ 2,000	yes
<i>Requested Event Grant Request</i>	\$5033	
Event Total (including In kind support)	\$27983.98	

Part 3. Budget Urban Lights

Proposed Expenditures. Please list all expense items.

Description of Budget Items	DDA Grant Funds	Other Funds	Total
Non employee labor costs/services Promotions design, website maintenance and some photographer fees	1750.00		1750.00
Facility/Supplies Rental		600.00	600.00
Marketing/ Promotions	1801	750	2551
Materials	11	279	290
Volunteer Costs		160	160
Mailing/ Notification	110		110
Support- Staff/ Volunteer		19608.96	19608.96
Indirect Costs		87.50	87.50
Total Budget	3672	21485.46	25157.46

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

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

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

Funder	Amount	Secured?
Fundraisers	\$ 1276.50	Between Jan/July 2013
Dwelling Place	\$ 3161.76	yes
Volunteer Staff (in Kind)	\$ 16447.20	yes
Various Property Managers (inKind)	\$ 600	yes
<i>Requested Event Grant Request</i>	\$3672	
Event Total (including In kind support)	\$25157.46	

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

**Agenda Item #5
March 13, 2013
DDA Meeting**

DATE: March 8, 2013

TO: Downtown Development Authority

FROM: Eric Pratt
Planner

**SUBJECT: Request Authorization to Execute a Collateral Assignment Agreement
Related to the Redevelopment of the Former Junior Achievement Building**

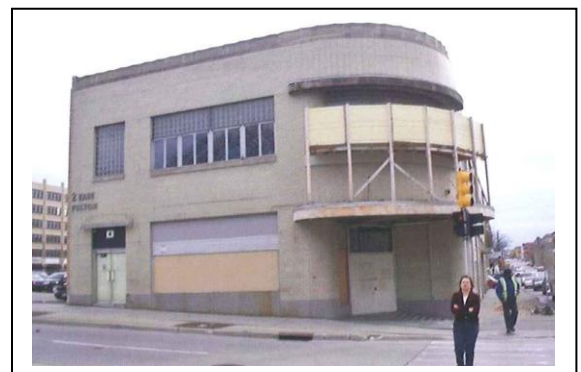
Enclosed in your packet is a resolution consenting to the assignment of the developer's rights to receive DDA tax increment revenues and grant proceeds to their lender as security for a construction loan for the redevelopment of the building located at 2 E. Fulton St (the former Junior Achievement Building).

On October 14, 2011, the DDA Board agreed to provide the developer, Fulton Properties Holdings, LLC, with the following:

- 1) A \$35,000 Areaway Fill Grant to assist with the vacation of an existing areaway along Division Avenue. The estimated cost to fill the areaway is \$106,600.
- 2) A \$65,000 BRIP Grant to cover a portion of the costs associated with the restoration of the building's façade, upgrades to the public utilities that service the building, constructing a fire rated stair tower and installation of a new fire suppression system. The estimated cost of these eligible expenses is \$196,500.
- 3) Reimbursement from future project tax increment revenues to provide handicap accessibility as outlined in the DDA's development support policy, up to \$189,925.

As a term of the developer's financing, Grand Bank is requesting that the DDA consent to the assignment of the developers rights to receive reimbursable tax increment revenues, the BRIP and Areaway Fill Grants to the bank, as security for the construction loan.

The reason why this request is being brought to the Board is because staff lacks the prior authorization to consent to the assignment.



Additionally, given the length of time that has transpired since the project was first approved, Fulton Property Holdings, LLC also requests a 1-year extension of their BRIP and Areaway Fill Grant approvals.

Recommendation:

DDA Board adopts the resolution authorizing the Authority's Executive Director to execute the Collateral Assignment Agreement, after the agreement has first been reviewed by the Authority's legal counsel and extend the time which the developer is eligible for the DDA's BRIP and Areaway Fill Programs for 1-year.

Attachment

**DOWNTOWN DEVELOPMENT AUTHORITY
OF THE CITY OF GRAND RAPIDS**

RESOLUTION (A) CONSENTING TO (I) THE ASSIGNMENT OF TAX INCREMENT REVENUES PAYABLE TO FULTON PROPERTY HOLDINGS, LLC (“DEVELOPER”) PURSUANT TO A DEVELOPMENT AND REIMBURSEMENT AGREEMENT; (II) THE RIGHT OF DEVELOPER TO RECEIVE A CERTAIN GRANT PURSUANT TO A BUILDING INCENTIVES PROGRAM GRANT AGREEMENT; AND (III) THE RIGHT OF THE DEVELOPER TO RECEIVE AN AREAWAY FILL GRANT PURSUANT TO THE AREAWAY FILL PROGRAM AND (B) EXTENDING THE TIME LIMIT TO RECEIVE THE AREAWAY FILL GRANT TO APRIL 1, 2014

Boardmember _____, supported by Boardmember _____,

moved the adoption of the following resolution:

WHEREAS, Fulton Property Holdings, LLC (the “Developer”) and the Downtown Development Authority of the City of Grand Rapids (the “DDA”) entered into a Development and Reimbursement Agreement dated October 13, 2011 (the “D&R Agreement”), related to the renovation and redevelopment of a two-story building at the southeast corner of Division Avenue and Fulton Street in the DDA’s Downtown District for office/commercial use (the “Project”); and

WHEREAS, upon the Developer meeting certain terms and conditions of the D&R Agreement, it is entitled to be reimbursed for certain Eligible Costs (as defined and identified in the D&R Agreement) related to the Project with Project Tax Increment Revenues (as defined in the D&R Agreement) (the “Reimbursable Tax Increment Revenues”); and

WHEREAS, the Developer and the DDA entered into a Building Reuse Incentives Program Grant Agreement dated October 12, 2011 (the “BRIP Agreement”), related to the completion of the Project pursuant to which the Developer is entitled to receive a certain Grant (as defined in the BRIP Agreement (the “BRIP Grant”) subject to meeting certain terms and conditions and subject to full or partial repayment if certain conditions are not met; and

WHEREAS, the DDA Board on October 12, 2011, approved Developer's request for an areaway fill grant in connection with completion of the Project pursuant to the DDA's Areaway Fill Program upon meeting the terms and conditions of the Program (the "Areaway Fill Grant"); and

WHEREAS, pursuant to the terms of the Areaway Fill Grant the work entitling payment of such Grant had to be completed by October 12, 2012, it was not, and pursuant to the terms of the BRIP Agreement the Project was to be substantially completed by October 12, 2013, it likely will not, and Developer has requested an extension of time to complete the work in order to be eligible to receive the Areaway Fill Grant and BRIP Grant; and

WHEREAS, Developer's lender for the Project, Grand River Bank (the "Bank"), has requested that the DDA approve an assignment of the rights of the Developer to receive the Reimbursable Tax Increment Revenues, the BRIP Grant and the Areaway Fill Grant as security for a loan for completion of the Project the Bank is making to the Developer; and

WHEREAS, the DDA is willing to approve such assignment and extend the time the Developer is eligible to receive the Areaway Fill Grant and BRIP Grant subject to the provisions of this resolution.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

1. That the assignment to the Bank of the Reimbursable Tax Increment Revenues, the BRIP Grant and the Areaway Fill Grant is approved, provided, that payment thereof is subject to, and in compliance with, the terms, conditions and restrictions of the D&R Agreement, BRIP Agreement and Areaway Fill Program, respectively.

2. That the DDA Executive Director is authorized to execute an assignment or acknowledgment of assignment of the Reimbursable Tax Increment Revenues, the GRIP Grant and the Areaway Fill Grant approved as to form by the DDA's legal counsel.

3. That the date of eligibility to receive the Areaway Fill Grant and BRIP Grant is extended to April 1, 2014, provided Developer completes the required work and submits a proper request for receipt of the Grants by such date.

4. That all resolutions and parts of resolutions in conflict herewith shall be and the same are hereby rescinded.

YEAS: Boardmembers _____

NAYS: Boardmembers _____

ABSTAIN: Boardmembers _____

ABSENT: Boardmembers _____

RESOLUTION DECLARED ADOPTED.

Dated: March 13, 2013

Mary Sierawski
Secretary

CERTIFICATION

I, the undersigned duly qualified and acting Secretary of the Downtown Development Authority of the City of Grand Rapids (the "DDA"), do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Board of Directors of the DDA at a regular meeting held on March 13, 2013, and that public notice of said meeting was given pursuant to, and in compliance with, Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: March 13, 2013

Mary Sierawski
Secretary

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: March 8, 2013

TO: Downtown Development Authority

FROM: Kristopher Larson, AICP
Executive Director

SUBJECT: Downtown Grand Rapids, Inc. Formation

**Agenda Item 6.
March 13, 2013
DDA Meeting**

The concept of Downtown Grand Rapids, Inc. (DGRI) was conceived in 2011-2012 as a part of the implementation plan of the DDA's Framework Plan. DGRI was envisioned as a strategic union of the organizations committed to the revitalization of the Downtown community. This memo intends to set the stage for the accompanying PowerPoint presentation that expounds on the status of the organizational development process.

In October 2012, the concept of DGRI formation was revisited by a DGRI working group. The group is comprised of the executive committees of the Downtown Alliance (DA) and Downtown Development Authority Boards of Directors, the Chair of the Downtown Improvement District (DID) Board, the City Manager, and is staffed by the Executive Directors of the respective organizations. Legal counsel is provided by Dickinson Wright.

Over the past six months, the DGRI working group made steady progress toward envisioning how the organizations may best align themselves and their resources toward bettering Downtown Grand Rapids. With parallel missions and a strong history of collaboration, this alignment of organizations is intended to focus on achieving great outcomes for the stakeholders of Downtown, which include everyone from the casual visitor to major Downtown property owners. Strategically positioning the respective resources of the funding mechanisms (tax increment and special assessments) toward producing the most significant outcomes has been the driving focus of the working group.

With improved outcomes as the focus, the working group participated in an iterative process that included an overview of legal constraints and opportunities, an intensive stakeholder analysis, and a determination of the vision and values that motivate a potential union of organizations. Even when tempted by the opportunity to dream, the working group has also been mindful of process obligations, legal restrictions, and other expectations that rest on the new DGRI entity. These opportunities and constraints create a framework for shaping organizational possibilities.

Collectively, the group has also proposed an initial work program for DGRI, which includes service-like programs such as cleaning the Downtown, to less tangible responsibilities of leadership and visioning. As stewards of public funds, the value of engagement is also paramount. It envisioned that each functionality would fall within the oversight of an appropriate collection of stakeholders and partners. While these collections of people have not been fully defined, progress has been made in grouping functions logically and strategically in a manner that adds clarity, value, and insight to decision making while reducing overlaps, confusion, and redundancy.

In addition to an organizational model, the DGRI working group also developed a set of interim strategic objectives that assist in qualifying the notion of resource and goal alignment. It is anticipated that DGRI staff will work to develop the metrics and methodology needed to track progress toward achieving the aligned interim strategic objectives, with the DDA, DA, and DGRI Boards using those measurements to determine official inter-organizational strategic objectives at some point in the coming years.

This information, including a presentation (attached) was presented to the City Commission on Tuesday, March 5, 2013 and received a warm reception from the group.

Recommendation:

Approve the concept of Downtown Grand Rapids, Inc. as presented and authorize DDA staff to partner with the Downtown Alliance, the Downtown Improvement District, and the City of Grand Rapids to initiate the operational implementation of the organizational alignment.



DGRI Formation Overview

- Legal overview of existing organizations
- Review of organizational / strategic Plans
- Objectives for union of organizations (1+1=3)
- Vision and values
- Functionality
- Stakeholder analysis
- Defining alignment
- Draft organizational model development

Vision and Values

- Combine the best of organizations to create better returns for Downtown
- Eliminate redundancy
- Provide open, ongoing opportunities for public involvement
- Keep finger on the pulse of the community
- Improve communications
- Create a collaborative environment for all partners
- Focus stakeholder involvement
- Create pathways for leadership development
- Effective, efficient stewardship
- Generate collective impact

Functionality

Leadership
Advocacy
Visioning
Planning
Economic Development
Development Support
Marketing
Communications
Promotions
Event Review / Support Policies
Asset Management
Beautification
Safety
Cleanliness

Alignment Defined

Interim Direction: DDA / DA / DID / OSE Collective Impact

- 5 Goals
- 13 Strategies
- 49 Activities

Next:

- Develop the measurement tools
- Establish the baseline (Where are we today?)
- Define our aspirations
- Measure progress
- Advocate for extra-organizational alignment

Alignment Defined

GOAL I: Downtown is safe, attractive, and livable

- Reduce the impact of issues related to the perception of safety
- Enhance the appearance of the physical environment
- Address the needs of the Downtown residential neighborhood
- Position Downtown to serve as the region's "second" neighborhood

Alignment Defined

GOAL II: Market Downtown Grand Rapids to West Michigan and the World

- Promote Downtown as the essential Downtown of the region
- Develop and provide tools for expanding awareness of Downtown's offerings and competitive positioning
- Develop, support, and finesse events and promotions to deliver the greatest returns for Downtown

Alignment Defined

GOAL III: Foster a prosperous Downtown through direct and supported investments

- Develop and implement tools to support economic vitality and improve urban life
- Encourage an inspiring planning and policy framework that promotes Downtown growth
- Maintain and improve Downtown's public realm

Alignment Defined

GOAL IV: Downtown is regarded as an economic engine that is valued and supported by the entire region.

- Increase community-wide understanding of the economic benefits of public and private investments in Downtown.
- Improve public policy to support Downtown growth.

Alignment Defined

GOAL V: Assure Long Term Organizational Capacity and Capability

- Utilize revenues in an effective and efficient manner toward achieving community goals
- Create a productive, supportive, and enjoyable workplace
- Strengthen boards and committees to effectively fulfill the mission

DOWNTOWN GRAND RAPIDS, INC. BOARD OF ADVISORS

CITY LEADERSHIP
COUNTY LEADERSHIP
DDA REPS
AFI CHAIR
AFV CHAIR

AFL CHAIR
DA / DID REPS
REGIONAL LEADERSHIP
KEY PARTNER LEADERS

Long-Term Focus:

- Visioning
- Collective Impact
- Leadership / Advocacy

Funding and Oversight Bodies

Tax Increment Board

Resource Allocation
Stewardship
Fiduciary Oversight

Synthesized Assessment Boards

Resource Allocation
Stewardship
Fiduciary Oversight

ALLIANCE FOR INVESTMENT

FOCUS

- Development Programs
- Planning
- Economic Development
- Public Realm Investments

ALLIANCE FOR VIBRANCY

FOCUS

- Marketing
- Promotions
- Events

ALLIANCE FOR LIVABILITY

FOCUS

- Cleanliness
- Beautification
- Safety
- Asset Management

WHO

- TIF Reps
- DA / DID Reps
- Mission-Aligned Partners
- Practitioners
- Listening Post Reps

LISTENING POSTS, COUNCILS, SPECIAL PROJECT COMMITTEES

Standing Councils:

- Residents
- Commercial Real Estate
- Merchant

Urban Think-Tank

Ad-hoc Task Forces

Surveys, Input Modules, etc.

Convener of people and interests

Insight / feedback

Implementation Schedule

DGRI Task Force Approval	Feb 2013
85% Concept DGRI Plan City Commission, DA, DID and DDA Board Presentations	March 2013 - Boards approve concept and authorize staff to initiate implementation
Initiate Brand Identity Development, Initiate Site Selection	Late March 2013
Key Stakeholder 90% DGRI Plan Concept Feedback Presentations	March – Apr 2013
Stakeholder Alliance Preference Meetings	April - May 2013
100% Final DGRI Plan DA and DDA Board Presentations	May 2013
General Community Presentations	May - June 2013
Target Date for DGRI Office Opening	July 1, 2013

Questions / Comments?



Kristopher Larson, AICP

Executive Director

Grand Rapids Downtown Development Authority

616.456.3034

klarson@grcity.us