

# Virtual Meeting Access

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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](mailto: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](mailto: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](mailto:asloan@downtowngr.org).

**[Join Microsoft Teams Meeting](#)**

# AGENDA

## DOWNTOWN DEVELOPMENT AUTHORITY



# DDA

### Board Members:

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

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Wednesday, March 10, 2021

8:00 a.m. [Virtual Meeting](#)

Microsoft Teams

- |   |        |           |
|---|--------|-----------|
| 1. Call to Order  |        |           |
| 2. Approve Meeting Minutes from February 10, 2021 (8:01)<br>(enclosure) | Motion | Winn      |
| 3. Accept February 28, 2021 Financials (8:05)<br>(enclosure)            | Motion | Chapman   |
| 4. Grand River Governance Recommendations (8:10)<br>(enclosure)         | Motion | Guy       |
| 5. Downtown Infrastructure Purchase (8:20)<br>(enclosure)               | Motion | Eledge    |
| 6. 120 Ionia Avenue Liquor License Request (8:30)<br>(enclosure)        | Motion | Kelly     |
| 7. Lyon Square Update (8:40)  | Info   | Miller    |
| 8. World of Winter Update (9:00)  | Info   | Van Driel |
| 9. FY22 Budget Discussion (9:20)  | Info   | Kelly     |
| 10. Executive Director Report (9:30)                                    | Info   | Kelly     |
| 11. Public Comment (9:35)   |        |           |
| 12. Board Member Discussion (9:40)                                      |        |           |
| 13. Adjournment (9:45)  |        |           |



DOWNTOWN  
GRAND RAPIDS INC.



## MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

February 10, 2021

1. Call to Order – The meeting was called to order at 8:04 a.m. by Chair Rick Winn.

### Attendance

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

Others Present: Tim Kelly (DDA Executive Director), Amanda Sloan, (DDA Recording Secretary), Tricia Chapman (Treasurer), Jessica Wood (Legal Counsel), Kimberly Van Driel, Andy Guy, Melvin Eledge, Marion Bonneaux, Annamarie Buller, Samantha Suarez, and Mark Miller (DGRI Staff), Mark Washington, Josh Naramore, Joe Agostinelli, Rebecca Krenz, Elanor Moreno, Tammy Britton, Maggi Rivera, Connie Bohatch, Briana Metzger, Jennifer Kasper, Christa Ferguson, and others.

Kayem Dunn stated she is attending remotely from Grand Rapids, MI. Jermale Eddie stated he 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 attending 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 January 13, 2020

*Motion: Ms. Dunn, supported by Ms. Sieger, moved approval of the January 31, 2020 Meeting Minutes as presented. Motion carried unanimously.*

3. Accept January 31, 2021 Financials

*Motion: Mr. McNeilly, supported by Ms. Sieger, motioned to accept Statement D: January 31, 2021 Expenditures. Motion carried unanimously.*

Joining late, Luis Avila stated he is attending remotely from Grand Rapids, MI. Mayor Rosalynn Bliss announced she is participating remotely from Grand Rapids, MI.

4. Winter Ready Grant

Mr. Miller stated as of February 5, 2021, \$300,000 of funding support for wintertime outdoor seating within Downtown has been dispersed and another \$42,000 has been committed, leaving only \$33,000 in grant funding available. To date, 23 businesses have been funded and it is anticipated that an

additional 20 businesses will seek this grant. Mr. Miller presented a map of businesses with finished structures (currently 74 structures with 66 heaters) and businesses in the process of erecting structures throughout Downtown. He noted DGRI received a grant request from Apartment Lounge in the amount of \$20,000 and recommended the grant funding be increased to \$625,000 in order to support all of the applications anticipated. Mr. Winn clarified this is still within the \$1,000,000 budget for COVID-19 Relief in FY2021. Mr. Miller stated another recommendation is to allow additional direct payments to Prestige Products and also to Machine Star (not to exceed \$400,000 and not increasing the overall amount of the Winter Ready Grant) for the purchase of structures for these grant recipients. Mr. Avila asked how the relationship with Prestige Products was going. Mr. Miller stated the high demand was initially slowing production, which is one reason he recommends direct payment authorization to Machine Star as well. Mr. Eddie recommended artistic beautification of these structures. Mr. McNeilly requested additional information on employment impacts. Mr. Miller stated that area business meetings will take place over the next few weeks to discuss social zone usage in the spring but is confident these structures will be used year-round and will continue to promote our GR Forward goals.

*Motion: Mr. McNeilly, supported by Mayor Bliss, moved to authorize additional DDA funding in an amount not to exceed \$250,000 (for a total not to exceed \$625,000) for the Winter Ready Grant Program. None opposed. Motion carries.*

*Motion: Mayor Bliss, supported by Mr. Avila, moved to authorize direct funding to Prestige Products and Machine Star on behalf of businesses granted Winter Ready support in an amount not to exceed \$400,000 (increased from \$150,000 previously authorized). Motion carried unanimously.*

*Motion: Mayor Bliss, supported by Mr. Eddie, moved to authorize Winter Ready Grant funding not to exceed \$20,000 to Apartment Lounge. None opposed. Motion carried.*

5. Latino Community Coalition Outreach

Ms. Van Driel stated in 2016, DGRI started collaborating with the Latino Community Coalition to further advance Latino urbanism efforts and conversations in Grand Rapids. With this partnership, various professional urbanists have addressed the community and the work of inclusivity and connection for downtown development infrastructure, placemaking and outreach has progressed. With the growing global trend of developing underutilized spaces within public and private alleyways, the LCC would like to broaden community engagement in the process to name this alleyway. This is a multi-phased project beginning with community outreach, documentation, and education. Phase 2 will lead to the development of a new space for people and placemaking and phase 3 begins activation and programming within the space. Ms. Van Driel added that this phase has an added benefit of documenting historical information on our community members that our local resources currently do not have data and documentation of.

*Motion: Ms. Sieger, supported by Mr. Avila, moved to approve funding support not to exceed \$75,000 to the Latino Community Coalition and Candor Media's Latinx Community Outreach Initiative. Board Member McNeilly opposed. Motion carries.*

6. Homeless Outreach Team

Ms. Britton, Homelessness Coordinator at the City, presented an update on the city's Homelessness Response. The Homeless Outreach Team (HOT) was launched in April of 2020 in response to the

pandemic with a mission to preserve health and safety and improve outcomes for homeless persons and our community. The Emergency Operations Center (EOC) was launched in October of 2020 to refine HOT missions/goals and support the expansion of the team. In March of 2020, an additional team (consisting of one fire and one police officer) will be added to provide more service hours in addition to partnering with Network180 for social workers and addiction specialists. Economic Resiliency and Recovery Investment Strategy (ERRIS) investments have supported shelter operations, expanded outreach and case management services, and rapid re-housing efforts. A shelter expansion, in partnership with Mel Trotter Ministries and Guiding Light, averages 65 guests per night with 52 daily uses of the warming center and provides crucial shelter at times Mel Trotter is at capacity. Heartside Park clean up took place in December and the City hosted listening sessions to hear the community's concerns and solutions surrounding the online petition to turn Heartside Park into an urban campground. Ms. Bohatch added, per the memo provided, the city has no intention to convert this park to an urban campground.

Ms. Bohatch shared the annual city investments in housing and homelessness which are primarily supported by federal programs (appropriated by congress). This fiscal year \$4,656,183 will be used for the construction of affordable housing units, making safety repairs on existing homes, providing rent and utility assistance to prevent evictions, rapid re-housing of the homeless, and legal and fair housing services. She stated ERRIS is used as a framework to make investments and is primarily funded by the Community Development Block Grant (CDBG) and the Emergency Solutions Grant (ESG) provided by the CARES Act. \$2.4 million is appropriated for Housing Security (emergency and bridge shelter, street outreach, and rapid rehousing), \$222,000 for Housing Support (foreclosure intervention, legal services for tenants, and eviction case management), and \$250,000 for Housing Resiliency (aiding undocumented residents maintain housing). The funding gap of over \$1 million is covered by the General Operating budget at the city. Additional funding includes Kent County CARES Act funding of \$8.2 million to support housing and homelessness and Michigan State Housing Development Authority (MSHDA) to provide \$2.8 million for the Eviction Diversion Program as well as an expected grant of \$38.5 million in Emergency Rental Assistance.

Mayor Bliss asked when those dollars will be available for use and Ms. Bohatch responded the state legislature is anticipated to appropriate the funds from the US Treasury by March.

Mr. Washington addressed the board expressing his appreciation for the collaborative effort of DGRI and the City to affect serious health hazards within Heartside Park (including unsanitary conditions and fire hazards) and noted no citations were given to unsheltered individuals during the encampment removal.

7. Downtown Wayfinding

Briana Metzger with RLR Associates, provided an update on the Downtown Wayfinding project in collaboration with Progressive AE and Disability Advocates of Kent County. She stated the purpose of Wayfinding is to connect people to place and multiple outreach meetings were held to obtain community feedback on design goals. The design goals for this project include how to unify the downtown brand in a cohesive design system, welcome visitors, guide motorists to parking, encourage through messaging a locally focused Downtown experience, communicate as a multi-layered interconnected system, aid visitors in finding their destination, promote Downtown GR history, and use commonly understood terminology. The river was determined to be a key attribute and theme of Downtown reflecting heritage, longevity, art-inspired, sustainability, and inclusivity.

Ms. Metzger presented the selected sign family design starting with a potential gateway conceptual sign which identifies Downtown, provides landscaping, lighting and architectural. The welcome sign design plays off the cascading river to be placed at key entry points along major roadways leading to Downtown. Large vehicular directional signs will be placed at key decision points within Downtown carrying the city brand and prioritize Downtown destinations. Pedestrian kiosks could be large and small, both interactive or static, and would identify the street, direct prioritized attractions, and map graphics. These would be a metal base refraining from providing important information on the bottom 2-3 feet to accommodate snow build up in the winter. She presented the list of the full sign family including arrival, directional, parking, transit, skywalk, and trails as a number of signage types are needed to identify and direct visitors to their final destination. Ms. Metzger noted next steps would be to further design the sign family, look at messaging and determine placement locations with design documents and a prioritization schedule completed by April 26<sup>th</sup>. Mr. Elledge added we are looking for the best locations to host interactive kiosks throughout Downtown.

Mr. Eddie asked if the signage could correlate to signage at the airport and potentially to/from the airport. He also requested lighting on the signage and advocated for free internet in these public spaces downtown. Mr. McNeilly commented parts of the airport are owned by the city so shared themed signage could be done. He added he would like to see the Calder somehow included in the design and commented a call button on the kiosks to reach 3-1-1 directly could be very helpful, especially for persons with disabilities. Ms. Metzger stated QR codes can also be placed on the signage that leads a user to an app which provides multilingual and/or disabled users with the information and interaction needed.

8. Executive Director Report

Mr. Kelly shared the CAA has agreed to purchase the city-owned 201 Market site and move forward with building an amphitheater. Lyon Square redesign continues, and an update will be provided next month. World of Winter art installations are being added regularly. The maps of installations, ice sculptures, and programming can be found at [www.worldofwintergr.com](http://www.worldofwintergr.com). February is Black History Month; visit Experience GR to find walking tours, exhibits, and other Black History celebrations.

9. Public Comment

Mr. Scott Atchison presented images of a proposed information booth for Downtown. He stated he is in full support of the intended wayfinding updates which will help make Downtown more user friendly but still believes an information booth should be erected on the corner of Pearl and Monroe. To further attract the Latinx community, this center should employ bilingual attendants.

10. Board Member Discussion

Mr. Eddie stated he would like to see a “reintroduction” of Ambassadors in terms of sharing what they provide for Downtown businesses, either by personal contact or a virtual webinar.

11. Adjournment

The meeting adjourned at 9:43 a.m.



**DOWNTOWN**  
GRAND RAPIDS INC.

COVID-19 Impact Report  
March 3, 2021

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## Business Openings

### 2020

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

### 2021

- ⑳ Marissa's Jewels (January)
- ㉑ Poké Poké & Boba (January 19)
- ㉒ MDRD (February 2)
- ㉓ Condado Tacos (February 4)

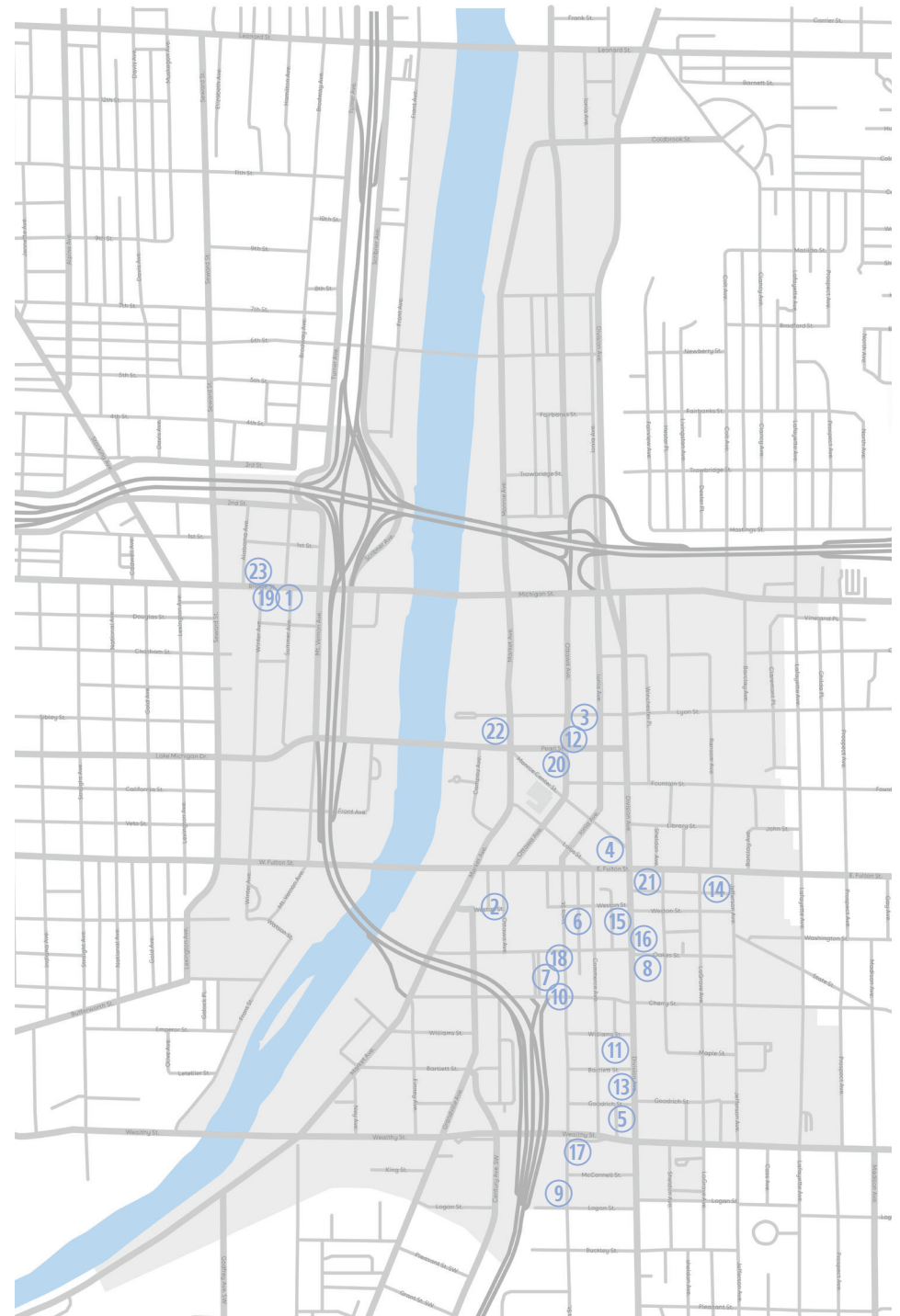
**26%**  
BIPOC-Owned

**39%**  
Women-Owned

**28**  
businesses opened  
in the same time  
frame pre-COVID

\*received DDA Retail Incubation Grant

Source: Downtown Grand Rapids Inc.





## Business Closings

### 2020

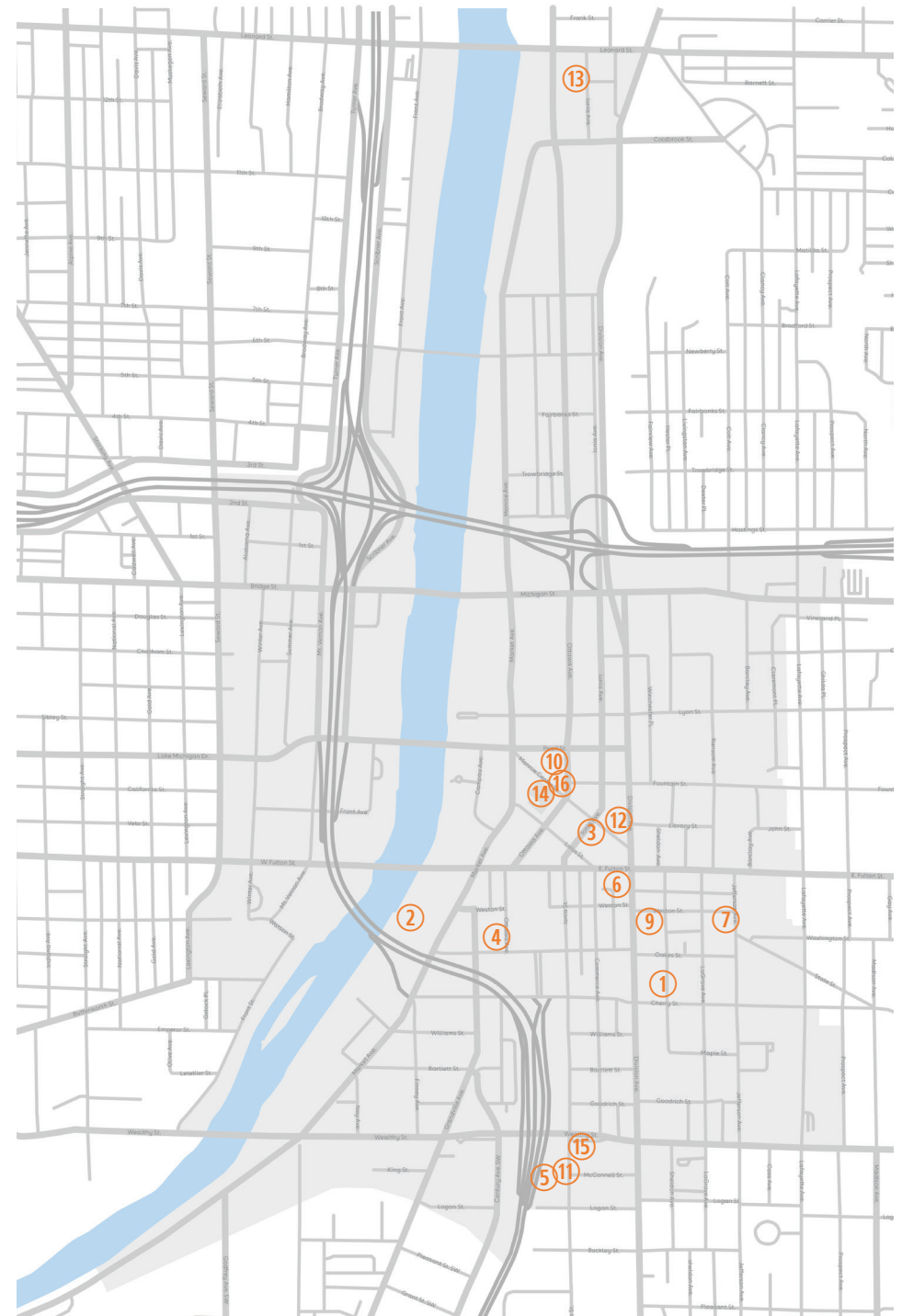
- ① Zoey Ashwood Fine Art (May)
- ② Charley's Crab (May 15)
- ③ Grand Central Market (June 1)
- ④ The Wheelhouse (June 4)
- ⑤ Madcap Downtown Market (June 8)
- ⑥ UICA (June 17)
- ⑦ Dog Story Theatre (June 27)
- ⑧ Sloppy Joe's Snack Shack (July)
- ⑨ Bend Gallery (July)
- ⑩ Perrigo Printing (July 1)
- 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 The Dog Pit (December 19)

### 2021

- ⑱ Big E's Sports Grill (February 18)
- ⑲ Sweetie-Licious Downtown Market (February 25)
- ⑳ Apothecary Off Main (February 28)

**14**  
businesses closed  
in the same time  
frame pre-COVID

businesses are opening  
**1.15x**  
faster than they are closing



## Downtown Ground-Floor Storefront Vacancies

336

ground-floor  
businesses in DT

21%

current  
vacancy rate

2.3 yr

average vacancy  
duration

This equates to  
400k  
square feet of  
available space

4 new storefronts have been added in the last 12 months:

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

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

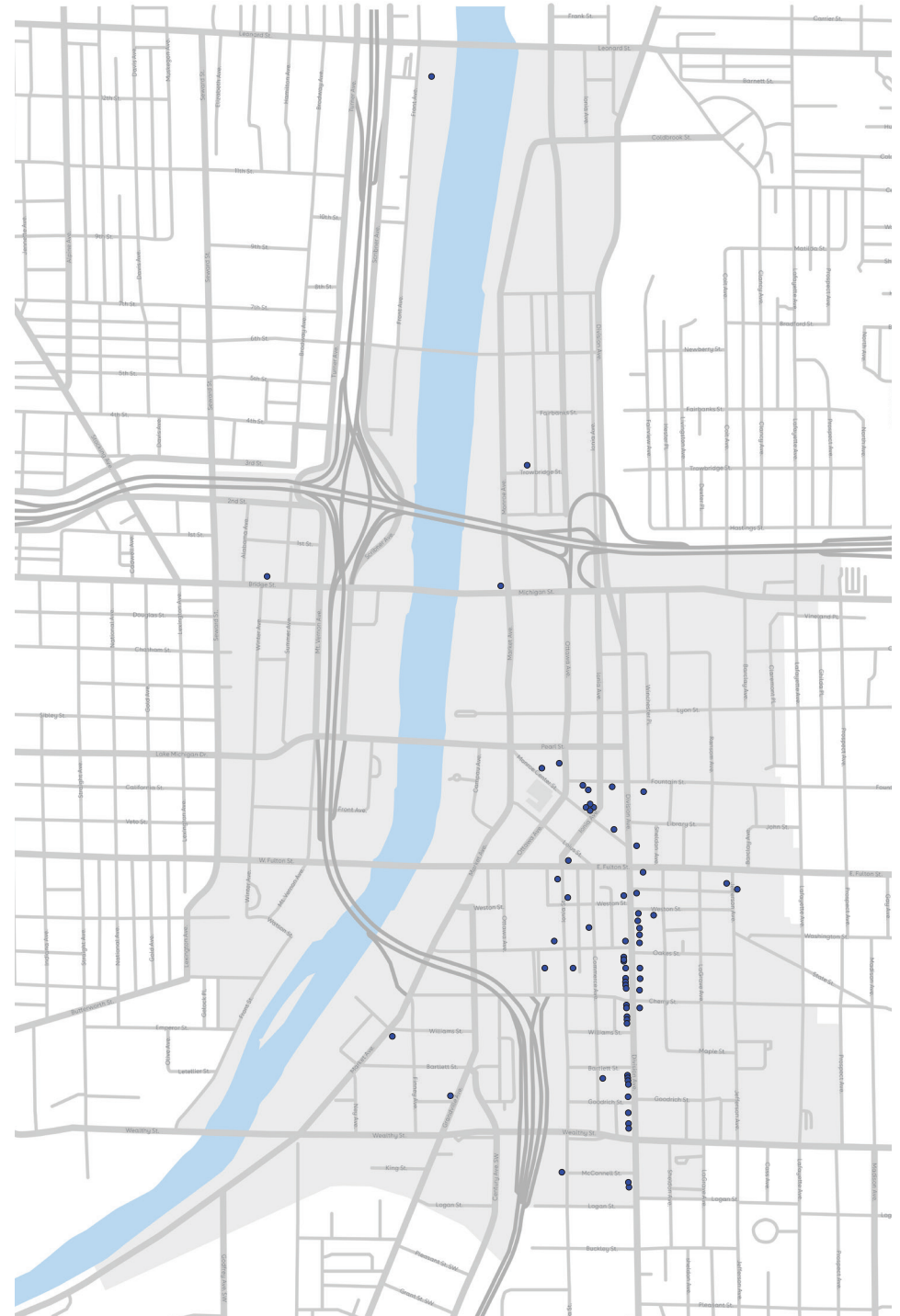
10 Ionia Ave NW #1 (TBA @ Residence Inn)

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

Anticipated new storefronts:

111 Lyon St NW development - May 2021

430 Monroe Ave NW development - 2022



## Downtown Office Space Vacancy

**3.4%**

overall **increase** in  
vacancy rates in 2020

This equates to

**6,405**

square feet of  
office space

Colliers estimates

**5.7M**

square feet of occupied  
space in Q3 2020, a

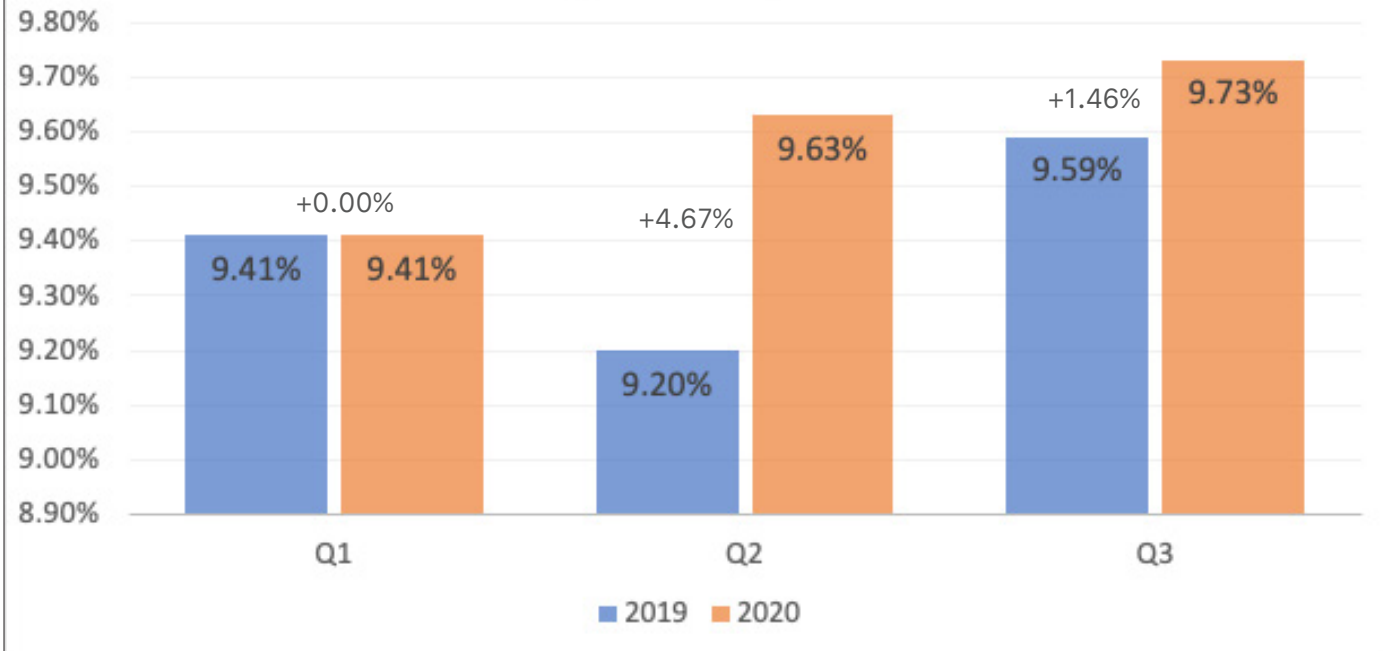
**2.6%**

**decrease** since  
Q1 2020

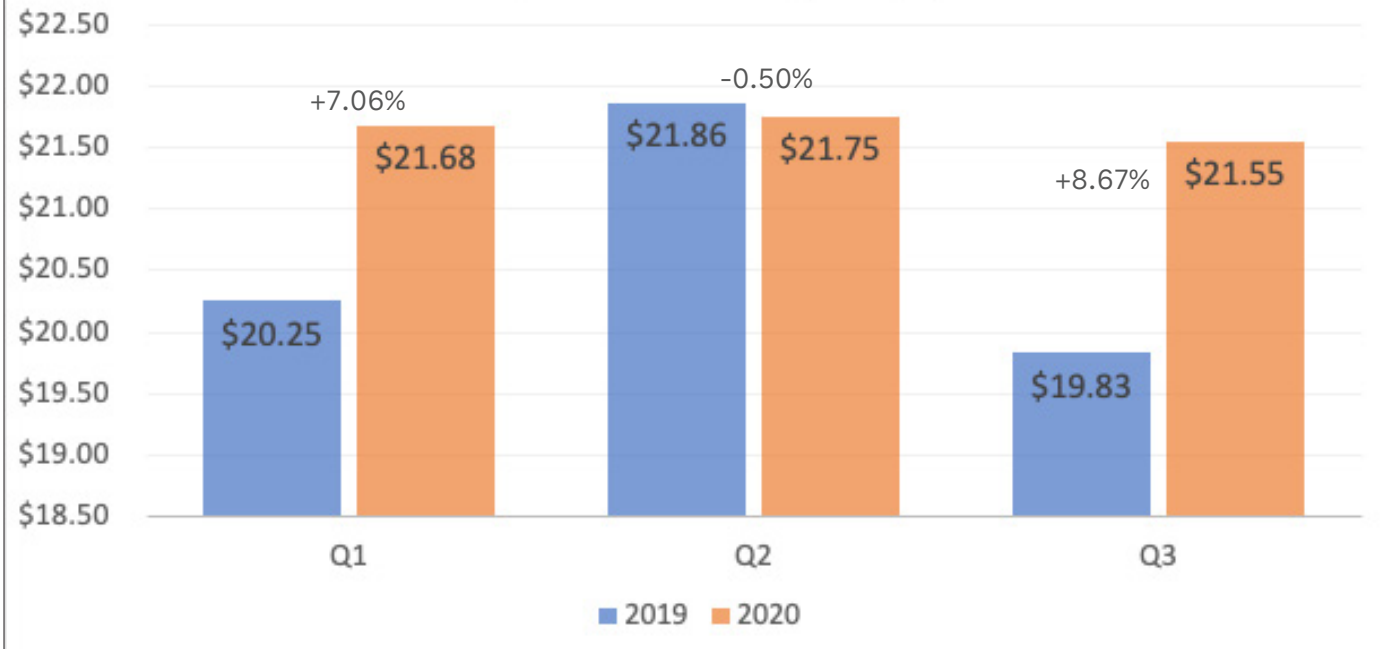
**0.6%**

overall **decrease** in  
rental rates (\$0.13)

Downtown Office Space Vacancy Rates 2019 vs. 2020



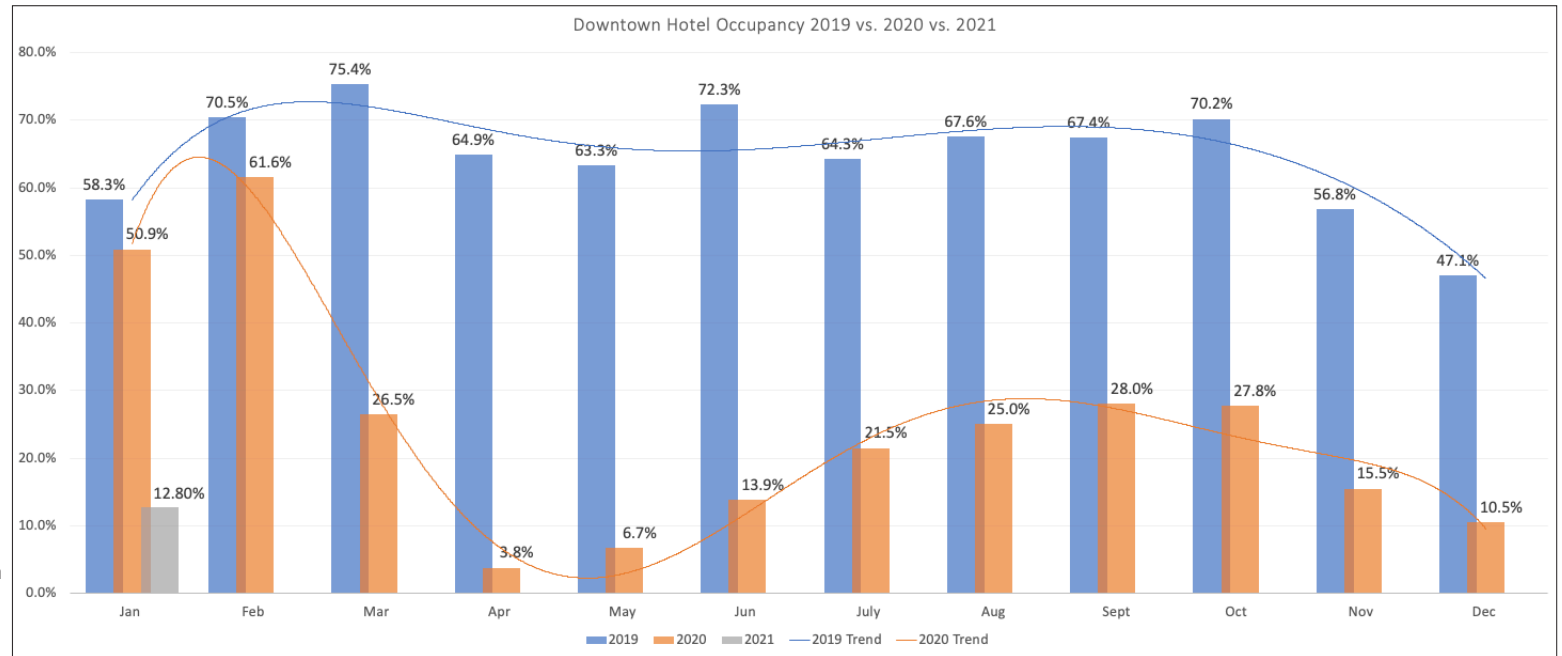
Downtown Office Space Rental Rates (per sq ft) 2019 vs. 2020



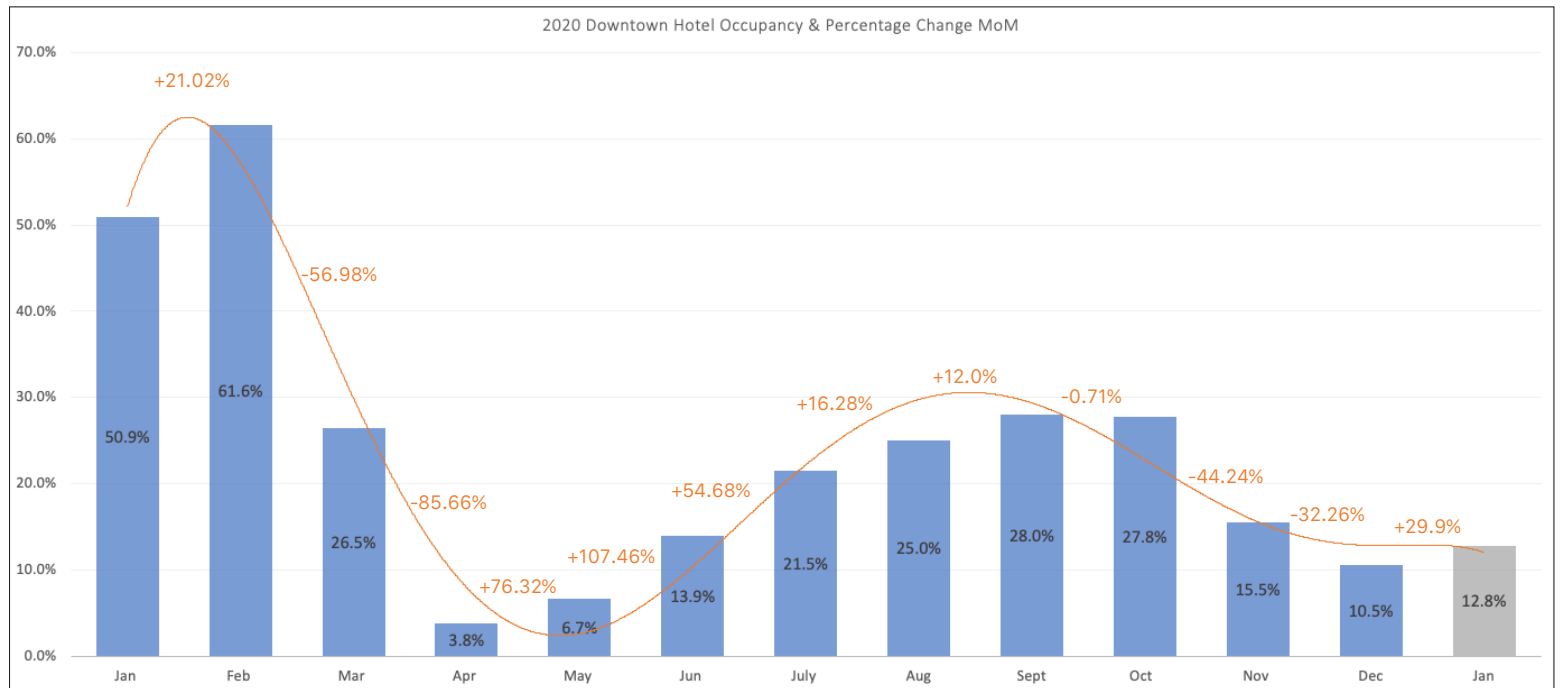
## Downtown Hotel Occupancy

**74%**  
average **decrease**  
in hotel occupancy  
during COVID

The point change between October and November in 2019 and 2020 is comparable (12.3% and 13.4% respectively), indicating that although occupancy did decrease it decreased at the same rate in 2020 as it does in non-COVID years.



**4.47%**  
average increment  
of recovery between  
May and Sept 2020



## City Employment Rates

### 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

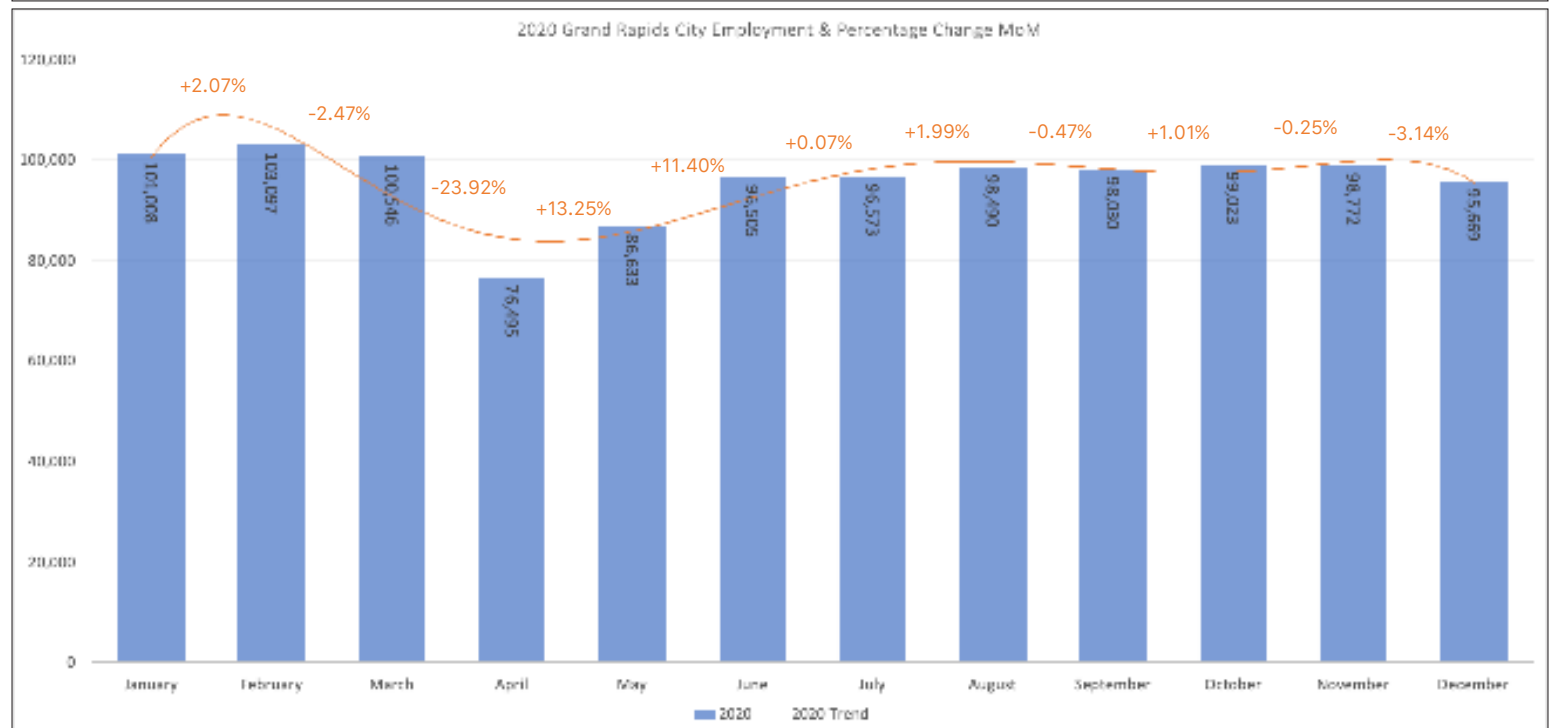
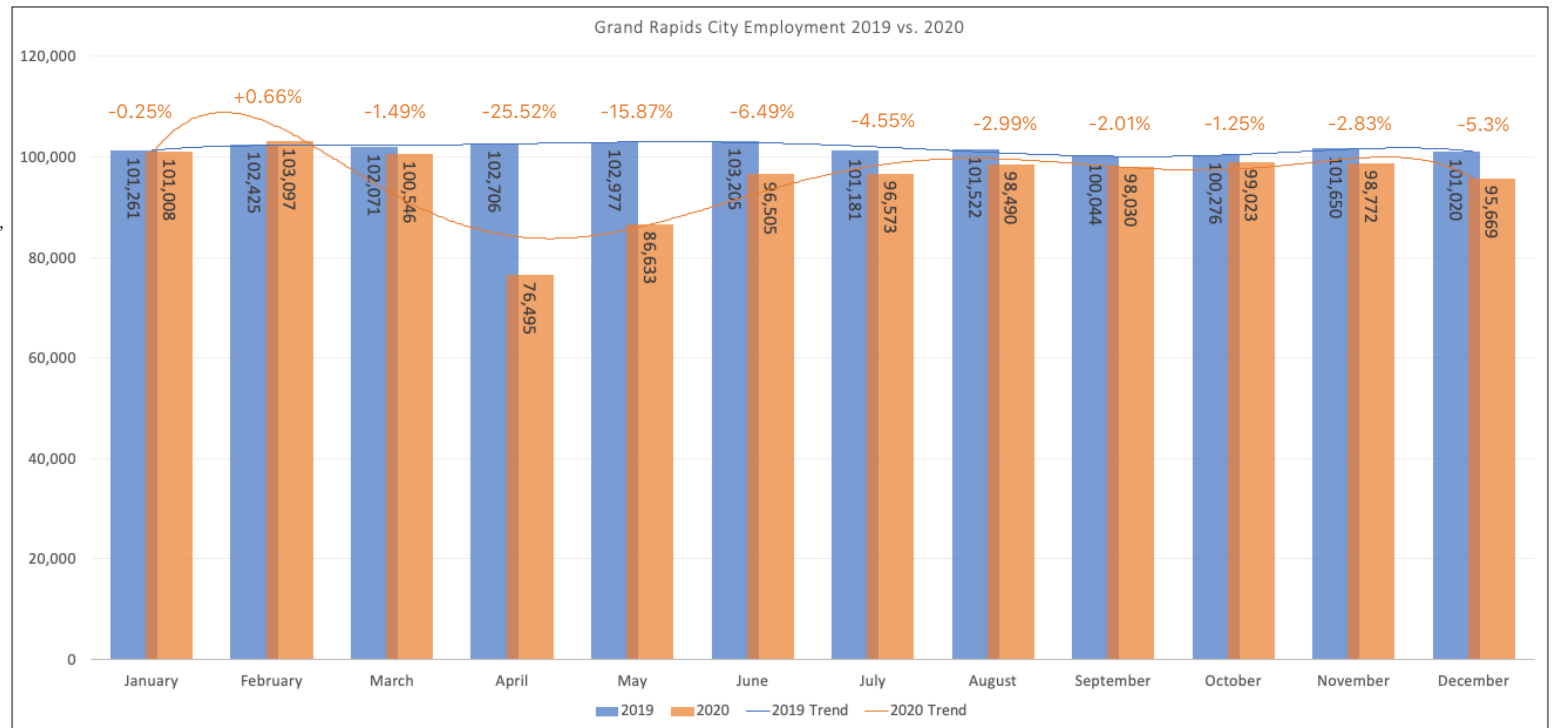
MI closes indoor dining, theaters, bowling alleys, casinos, group fitness classes, organized sports (other than professional sports).

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.





## Downtown Pedestrian Activity

# 61%

overall **decrease** in pedestrian activity, ranging from **-70%** in April 2020 to **-28%** in August 2020

- ① **Bridge St & Summer Ave** has one of the historically largest volume of pedestrian activity in the district. It experienced a **79% decrease** in activity in March-May 2020 when compared to previous years. Social Zone deployment in June assisted activity with an **84% average increase** in the months the zones were active.

Pedestrian traffic **more than doubled** in February 2021 when compared to the two preceding winter months, due in part to World of Winter activity.

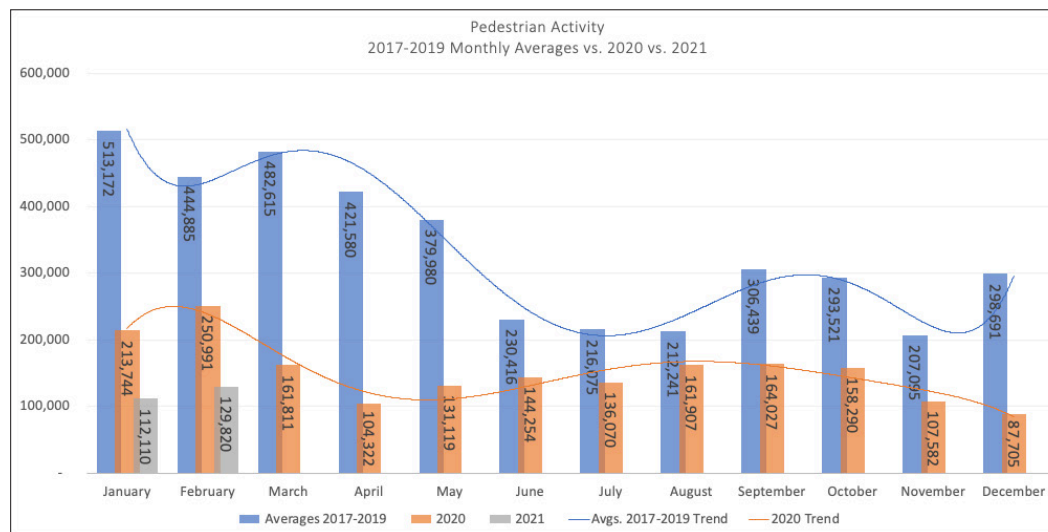
- ③ **Ah-Nab-Awen Park** had an overall **36% decrease** in pedestrian activity during the pandemic, though it did not see the same dramatic decrease in March and April as most street locations did, and maintained steady traffic throughout May to October.



- ② **Monroe Ave & Trowbridge St** experienced one of the smallest impacts during the pandemic, with only a **20% decrease** in pedestrian activity, even when considering the high numbers produced during World of Winter 2020 (pre-pandemic). It saw its highest traffic in October and November 2020 - **more than double** the traffic in April and May 2020.

- ④ **Rosa Parks Circle** saw the largest decrease in total pedestrian activity during the pandemic. Specifically, this location saw a **90% decrease** in activity in March when compared to previous years. Social Zone deployment in June 2020 **tripled** that activity and has remained steady ever since.

RPC was **twice** as busy as it has been on average since January 2020 during February 2021, in large part due to World of Winter traffic.



WOW 2021 weekends have been on average

# 84%

**busier** than the winter weekends preceding it

## Current Downtown Construction and Development

- ① GVSU - anticipated May 2021  
+160,000 square feet of office space  
+66 parking spaces
- ② GVSU/Spectrum Parking - anticipated May 2021  
+1,220 parking spaces
- ③ The Finnley Hotel - anticipated June 2021  
+5 hotel units
- ④ Amway Grand Plaza Renovation - anticipated June 2021
- ⑤ Acrisure Headquarters- anticipated Spring 2021  
+105,000 square feet of office space  
+150 market condos  
+400 jobs
- ⑥ RDV Corp. Headquarters - anticipated Spring 2021  
+100,000 square feet of office space  
+9,700 square feet of commercial retail space
- ⑦ Fifth Third Redevelopment - anticipated Summer 2021  
+100,000 square feet of office space  
+44,000 square feet of commercial space
- ⑧ Integrated Architecture - anticipated Fall 2021  
+13,600 square feet of office space  
+20 parking spaces  
+52 jobs
- ⑨ The Morton Hotel - anticipated 2021  
+32 hotel units
- ⑩ MSU Innovation Park - anticipated late 2021  
+200,000 square feet of office space  
+600 parking spaces  
+250 jobs

**679k**  
square feet of  
office space

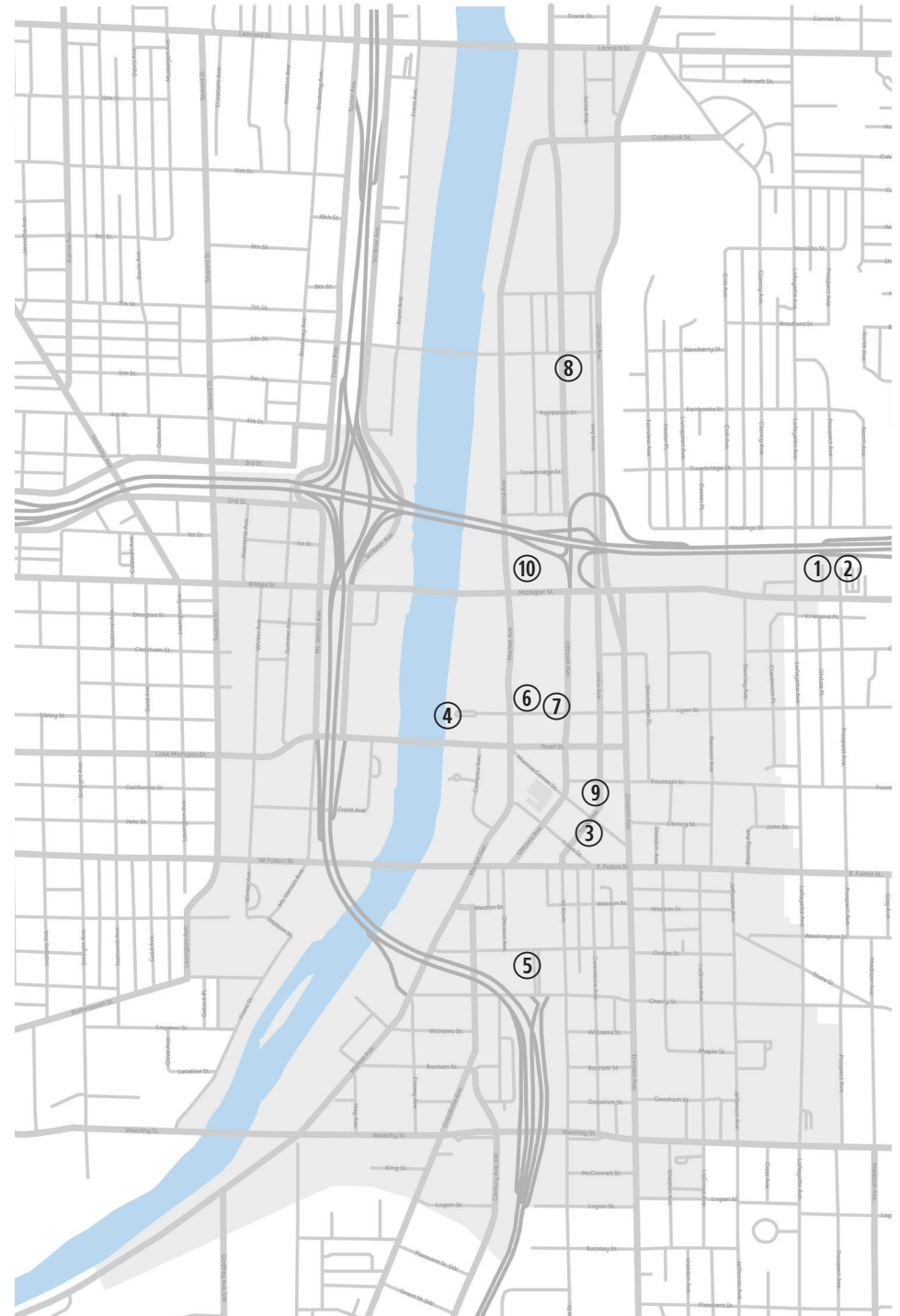
**54k**  
square feet of  
commercial space

**150**  
residential units

**37**  
hotel rooms

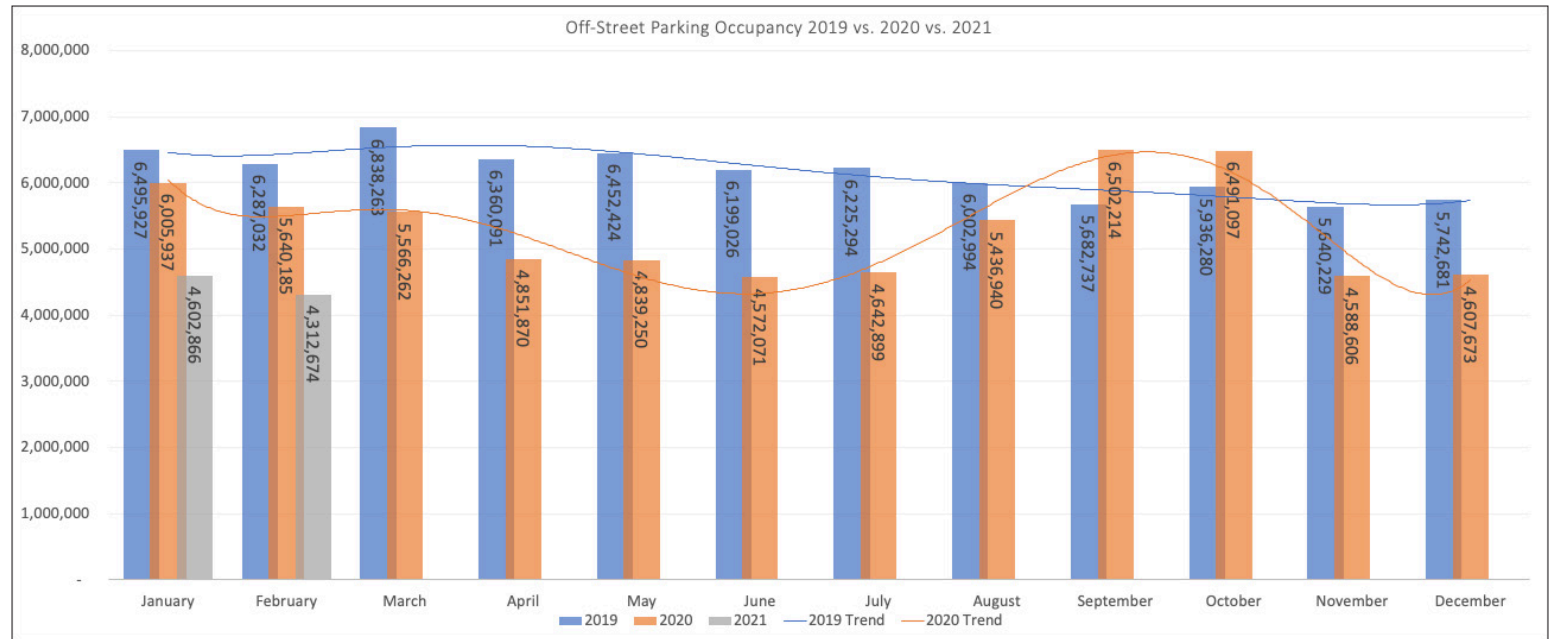
**1,906**  
parking spaces

**702**  
new jobs



## Downtown On- and Off-Street Parking

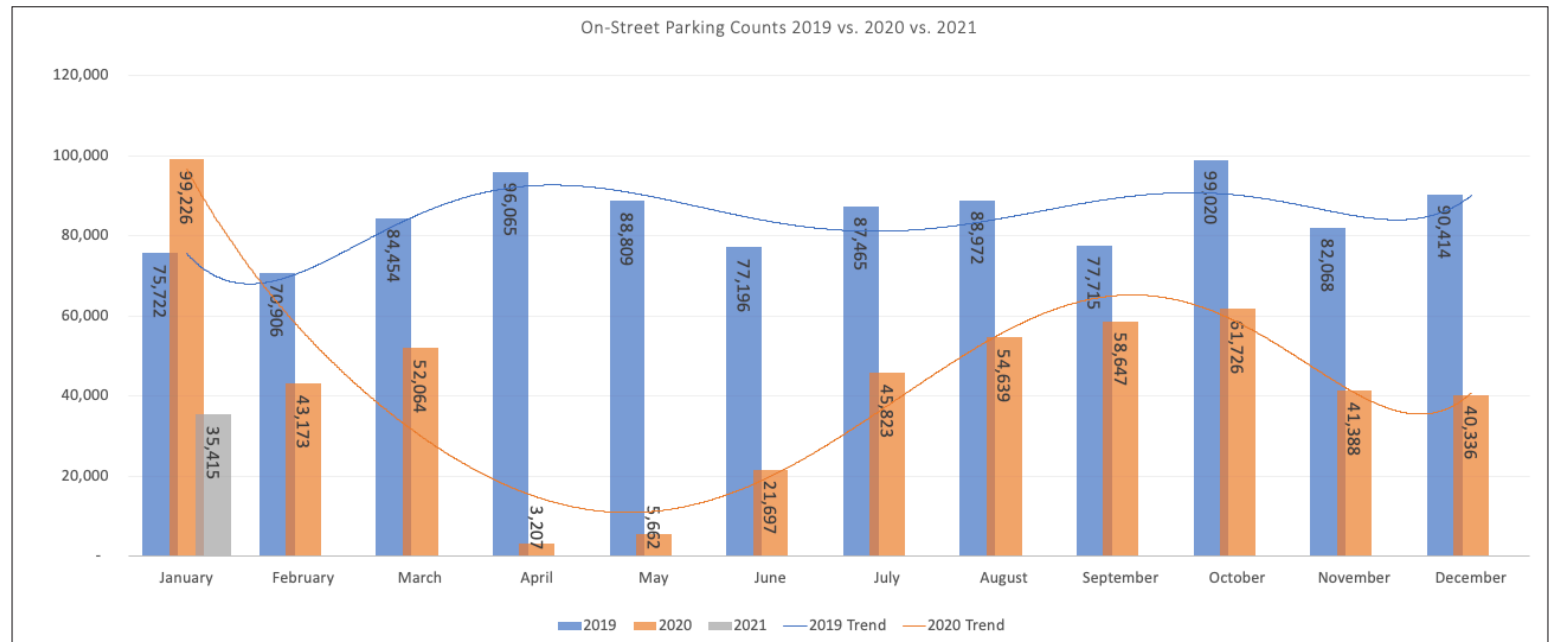
**18%**  
average decrease in  
off-street occupancy  
during COVID



	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%	-	-	-	-	-	-	-	-	-	-

**56%**  
average decrease in  
on-street occupancy  
during COVID

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



	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%	-38.35%	-96.66%	-93.62%	-71.89%	-47.61%	-38.59%	-24.54%	-37.66%	-49.57%	-55.52%
2020 vs. 2021	-64.31%	-	-	-	-	-	-	-	-	-	-	-



## DASH Ridership

**70%**  
average **decrease**  
in ridership  
during COVID

### Timeline of Interrupted Schedule:

On **March 26th**, DASH services changed to:

DASH West 15-minute frequency

DASH North 20-minute frequency

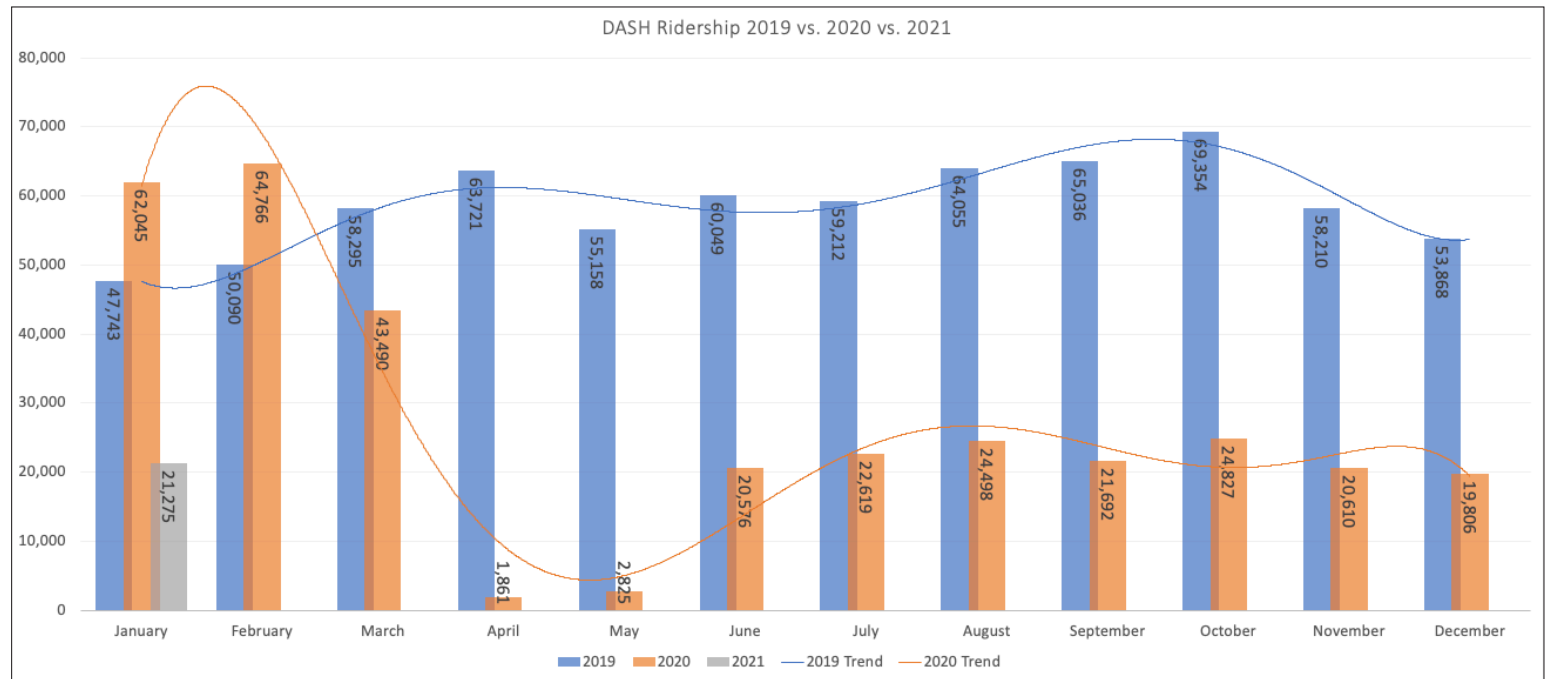
Operating 7am - 7pm, Mon - Fri

On **April 10th**, DASH services were temporarily suspended

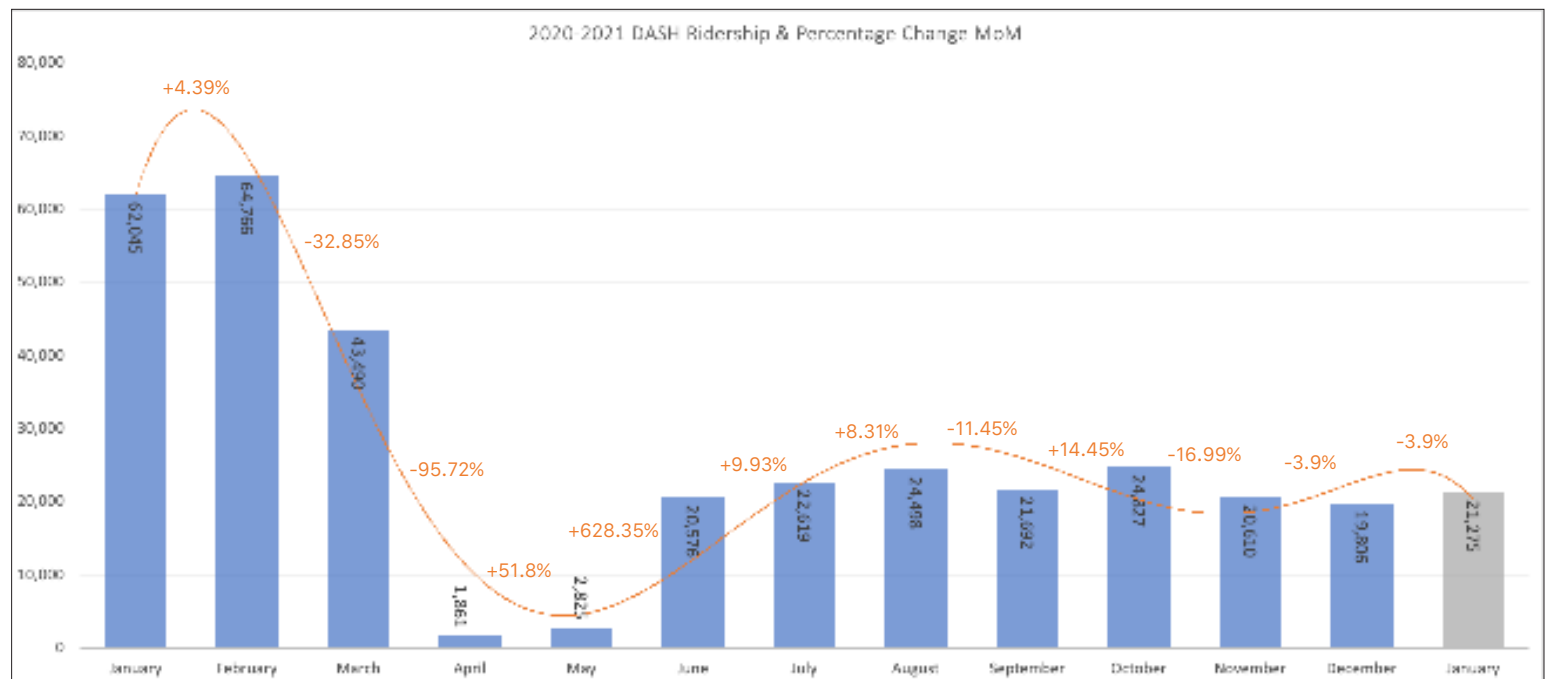
On **May 26th**, DASH services changed to:

Reduced number of vehicles

Operating 6am - 10 pm, Mon - Sat



	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%	-	-	-	-	-	-	-	-	-	-	-



Source: The Rapid

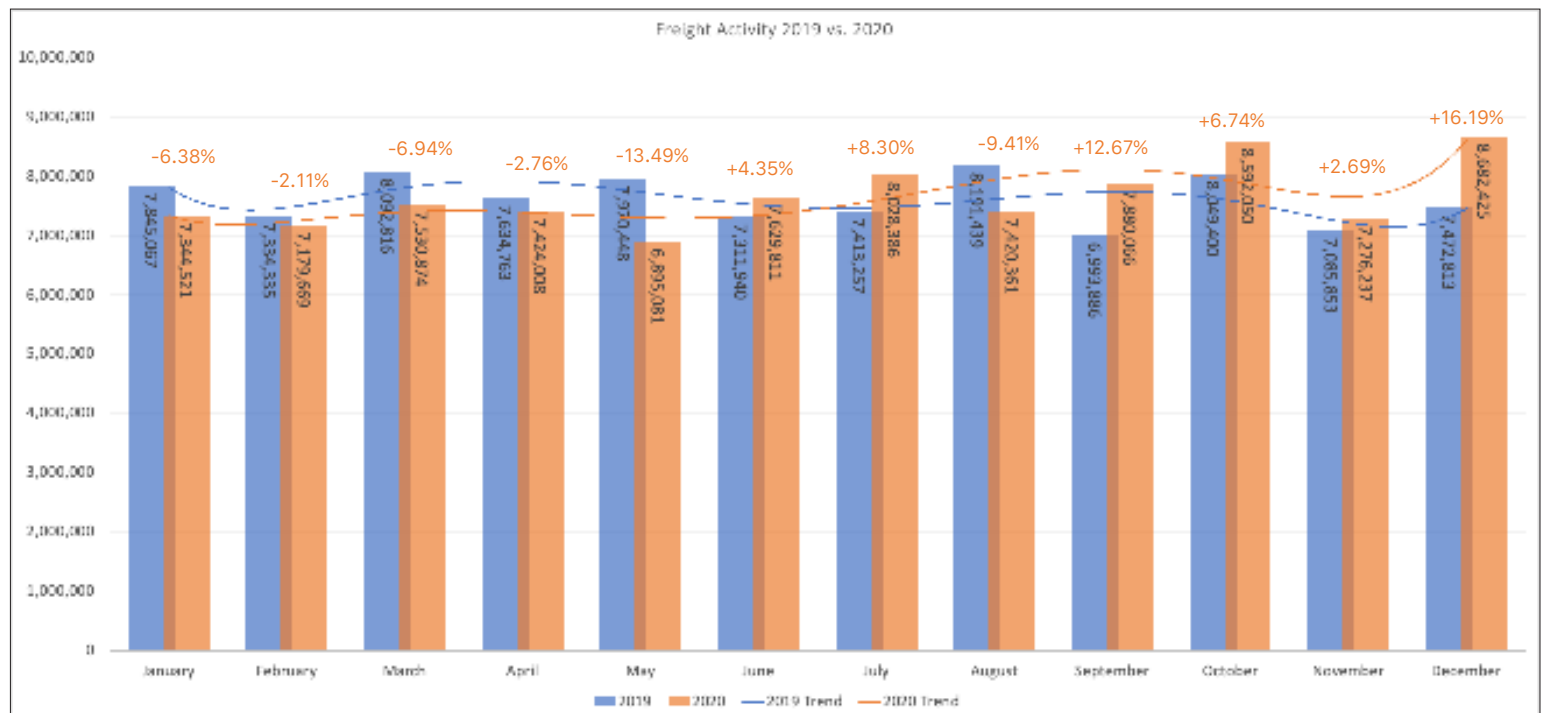
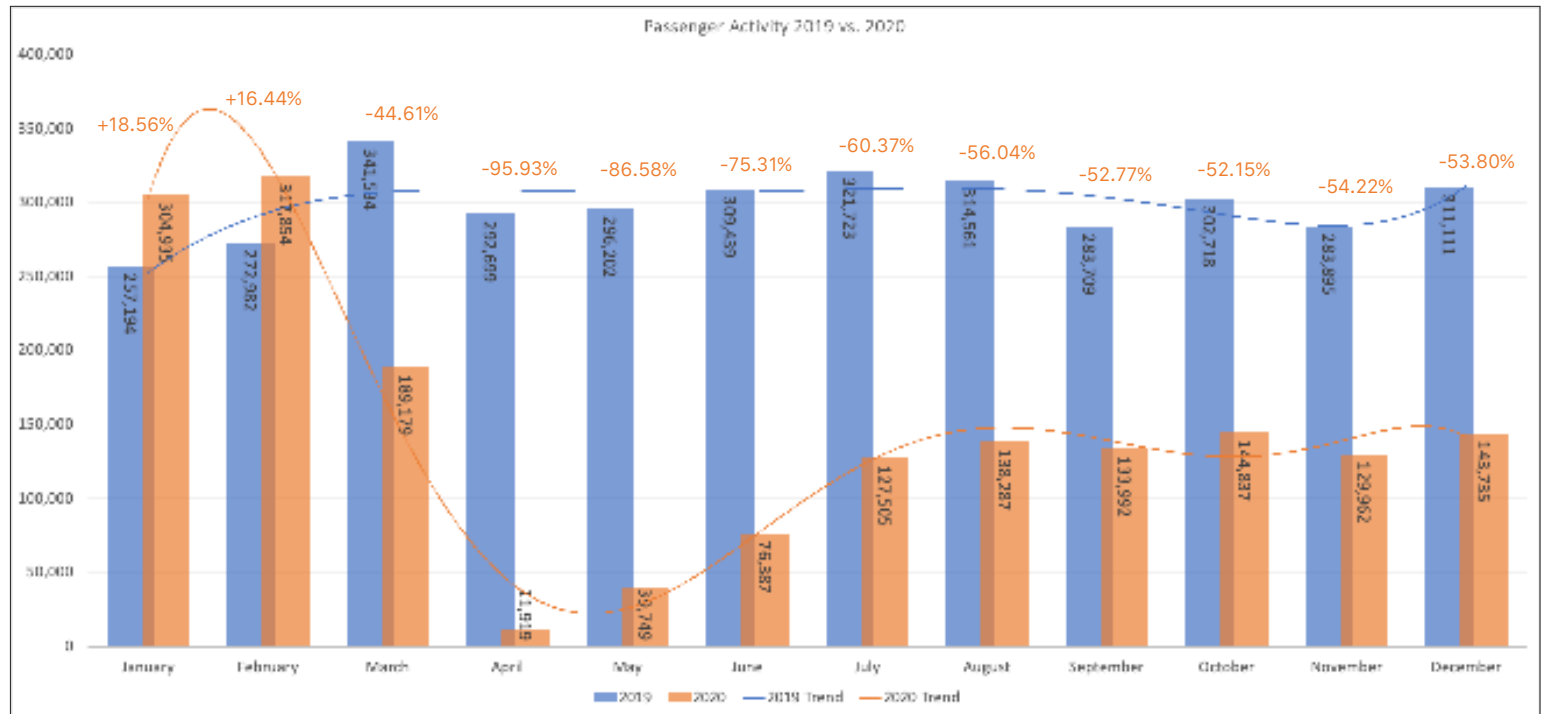
## Gerald R. Ford International Airport Activity

**65%**  
overall **decrease** in  
passenger activity

**2.5%**  
overall **increase** in  
freight activity

**41%**  
**decrease** in  
passenger activity in  
February-March 2020

**94%**  
**decrease** in  
passenger activity in  
March-April 2020.



## Kent County Vaccination Distribution & Administration

Kent County has a population of 656,955 (2019).

DeVos Place administered **over 8,000 vaccines** in its first week.

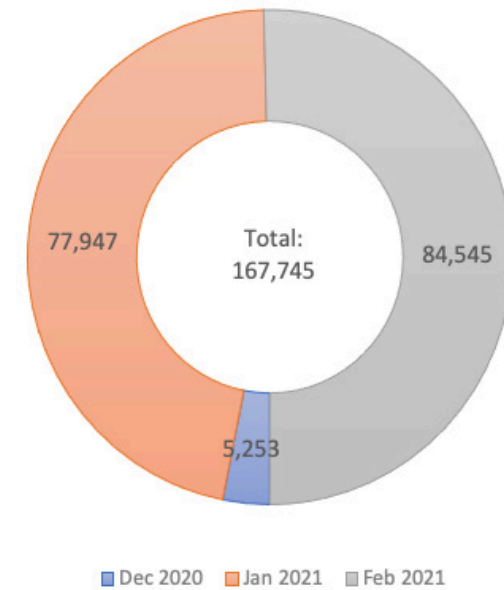
Mercy Health + St. Joe's have administered **70,327 1st doses** and **49,440 2nd doses** as of 2/22/2021.

**92%**  
doses administered  
80% nation-wide  
87% state-wide  
MI currently ranked **7th**

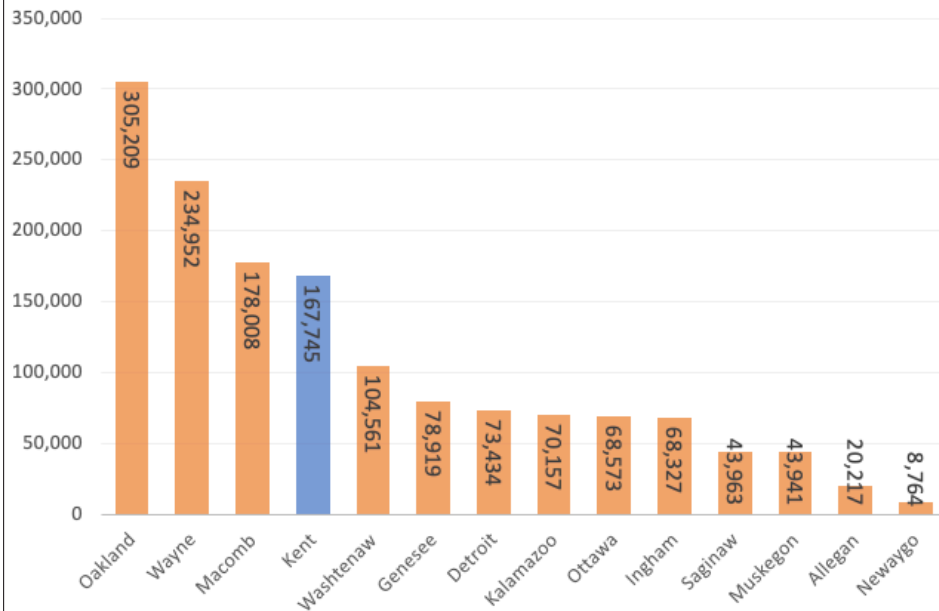
**60%**  
of administered  
vaccines are the  
1st dose

**192**  
enrolled vaccination  
locations

Total Vaccines Administered in Kent County

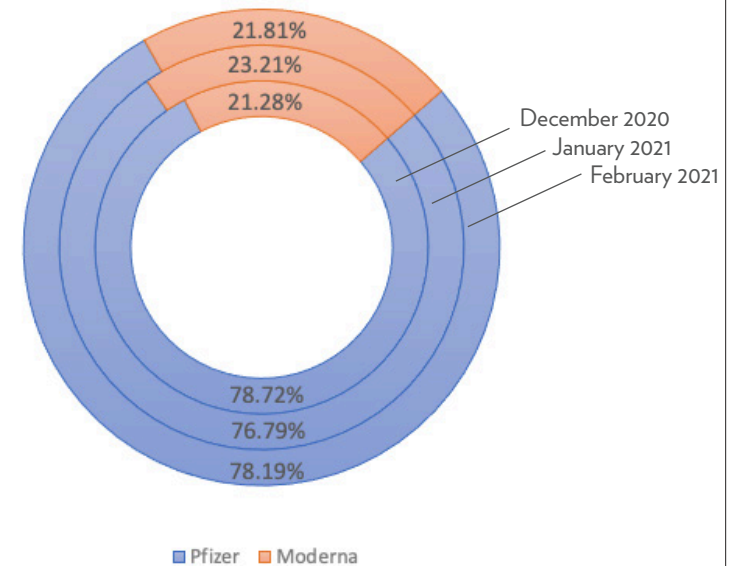


Number of Vaccines Administered Per County



Vaccine Distribution Per Vaccine Type in Kent County

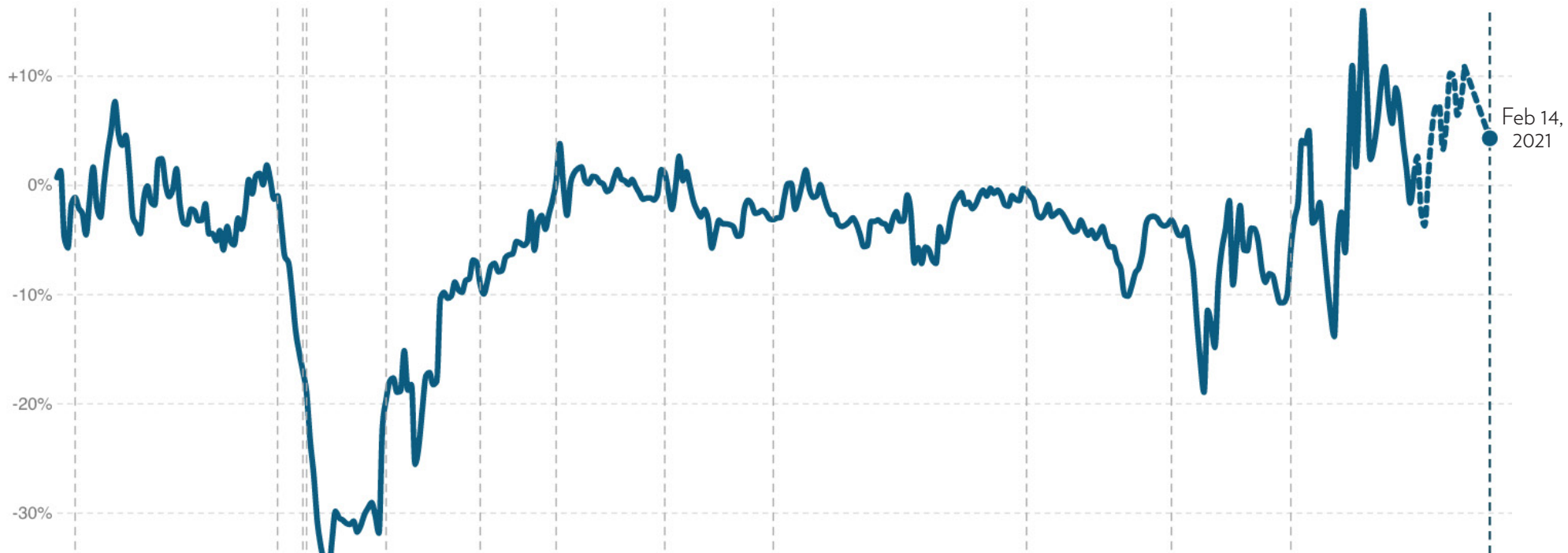
Overall  
**78%**  
Pfizer  
**22%**  
Moderna



## Michigan Consumer Spending

### Percent Change in All Consumer Spending\*

In **Michigan**, as of **February 14 2021**, total spending by all consumers **increased** by **4.3%** 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 29, 2020 - second round of stimulus payments begins

February 1, 2021 - Indoor dining reopens with limited capacity, curfew, and other requirements



# Downtown Grand Rapids Ambassador Program

February 2021 Report





# Highlights

Jonah and Mari assist a woman with a walker make it through the snow by clearing a path as she went. Mobility is important to the people of our downtown. You never know how you can make someone's day!



Our team got to assist with the installation of the Lamplighter for World of Winter.

The greatest snowfall this season was during February. The Ambassadors cleared snow from over 4,500 meters, bus stops, fire hydrants & crosswalks across downtown.



# Statistics

February Activity		2021	2020	2019	2020
Equipment Usage	ATLV Hours	NA	NA	NA	NA
	Bicycle (miles)	NA	NA	NA	NA
	Segway (Hours)	NA	NA	NA	NA
	Small Equipment (Hours)	29	42	0	3
	<b>Total Equipment Usage</b>	<b>29</b>	<b>42</b>	<b>0</b>	<b>46</b>
Beautification	Biohazard Clean Up	774	37	468	1,145
	Biohazard - Human	15	4	70	25
	Infrastructure Management	729	1,243	1,556	2,099
	Graffiti - Removed	45	2	110	107
	Planters Watered	NA	NA	NA	NA
	Power Washing (block faces)	NA	NA	NA	NA
	Snow Removal	4,531	3,708	5,552	9,217
	Trash (Bags collected)	725	1,155	1,138	1,854
	Weed Abatement (block faces)	NA	NA	NA	NA
	Weed Abatement (# of weeds)	NA	NA	NA	NA
	<b>Total Beautification Activity</b>	<b>6,819</b>	<b>6,149</b>	<b>8,894</b>	<b>14,447</b>
Hospitality & Engagement	Business Contact	187	250	250	433
	Mobility Assist	160	67	119	263
	Observation - Fighting	4	5	3	4
	PA - Directions	282	351	658	575
	PA - Information	3,306	2,019	4,583	7,903
	PA - Other	6,343	8,554	9,168	10,603
	Panhandling - Aggressive	19	70	97	49
	Panhandling - Passive	30	34	98	64
	Request for Emergency Services	0	1	2	1
	Scooters	20	NA	NA	61
	Sidewalk Violation	201	36	773	725
	Social Services Assist	17	89	63	67
	Suspicious Package	1	0	1	1
	Suspicious Activity	22	18	13	62
	<b>Total Hospitality &amp; Engagement Activity</b>	<b>10,592</b>	<b>11,494</b>	<b>15,828</b>	<b>20,811</b>
<b>Total Ambassador Activity</b>		<b>17,411</b>	<b>17,643</b>	<b>24,722</b>	<b>35,258</b>

# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: March 3, 2021

TO: Rick Winn  
Chairman

**Agenda Item 3  
March 10, 2021  
DDA Meeting**

FROM: Tricia Chapman  
Administrative Services Officer II

**SUBJECT: FY2021 Interim Financial Statements as of February 2021**

Attached are the Authority's interim financial statements for the first eight 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 February 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.

The City was awarded \$1.4 million through the Coronavirus Relief Local Government Grant (CRLGG) from the State of Michigan. A budget amendment was approved by the City Commission on December 15, 2020 increasing the Authorities estimated revenue and appropriations by \$297,285 which was the amount of eligible expenditures that were paid for by the DDA. The Non-Tax Increment fund should reflect this deposit in the March statements.

Please contact me at 616-456-3848 or at [tchapman@grcity.us](mailto:tchapman@grcity.us) if you have any questions.

Attachments



**STATEMENT A****DOWNTOWN DEVELOPMENT AUTHORITY****Balance Sheet****February 28, 2021**

	<b>Non-Tax Funds</b>	<b>Debt Tax Increment</b>	<b>Local Tax Increment</b>	<b>TOTAL</b>
<b>ASSETS</b>				
Pooled Cash and Investments	\$ 5,049,168	\$ 12,032,933	\$ 9,428,734	\$ 26,510,835
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
<b>TOTAL ASSETS</b>	<b>\$ 5,438,016</b>	<b>\$ 24,867,933</b>	<b>\$ 36,410,388</b>	<b>\$ 66,716,337</b>
<b>LIABILITIES AND FUND EQUITY</b>				
<b>Liabilities</b>				
Current Liabilities	\$ 9,244	\$ -	\$ 7,666	\$ 16,910
Other Accrued Liabilities	16,822	-	-	16,822
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
<b>TOTAL LIABILITIES</b>	<b>415,914</b>	<b>17,288,622</b>	<b>7,666</b>	<b>17,712,202</b>
<b>Fund Balance / Equity:</b>				
Investments in General Fixed Assets, net of Accumulated Depreciation	-	-	26,981,154	26,981,154
Non-Tax Increment Reserve	4,978,335	-	-	4,978,335
Reserve for Authorized Projects	-	-	9,023,288	9,023,288
Reserve for Compensated Absences	-	-	7,721	7,721
Reserve for Eligible Obligations	-	7,579,311	-	7,579,311
Reserve for Encumbrances	43,767	-	390,559	434,326
<b>TOTAL FUND EQUITY</b>	<b>5,022,102</b>	<b>7,579,311</b>	<b>36,402,722</b>	<b>49,004,135</b>
<b>TOTAL LIABILITIES &amp; FUND EQUITY</b>	<b>\$ 5,438,016</b>	<b>\$ 24,867,933</b>	<b>\$ 36,410,388</b>	<b>\$ 66,716,337</b>

## STATEMENT B

### **DOWNTOWN DEVELOPMENT AUTHORITY** **Comparison of FY2021 Budget vs Actual Results** **July 1, 2020 - February 28, 2021**

	Non-Tax Funds		Debt Tax Increment		Local Tax Increment	
	Budget	Actual	Budget	Actual	Budget	Actual
<b>REVENUES</b>						
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	-	-	-	1,463,734	(683,677)	-
CRLGG Grant Reimbursement	297,285	-	-	-	-	-
Earnings from Investments - General	70,412	(120,025)	72,591	(158,572)	112,396	(224,815)
Interest Paid by Developer - The Gallery on Fulton Note	12,998	12,773	-	-	-	-
Property Rental - DASH Parking Lots	738,000	143,733	-	-	-	-
Property Rentals - YMCA Customer Parking	72,000	36,000	-	-	-	-
Event Sponsorships and Fees	40,000	-	-	-	-	-
Contributions - Downtown Enhancement Grant Donation	-	-	-	-	-	545
Principal Repayments - The Gallery on Fulton Note	100,000	23,496	-	-	-	-
Reimbursements and Miscellaneous Revenues	2,000	1,770	-	-	5,000	-
Ottawa Ave - Cherry to Oakes - 1/3rd payment	197,670	-	-	-	-	-
From / (To) Fund Balance	1,567,320	-	(72,591)	-	3,942,319	-
<b>TOTAL REVENUES</b>	<b>\$ 3,097,685</b>	<b>\$ 97,747</b>	<b>\$ 11,440,372</b>	<b>\$ 12,921,903</b>	<b>\$ 10,212,810</b>	<b>\$ 7,502,676</b>
<b>EXPENDITURES</b>						
<b><u>GR Forward Projects:</u></b>						
Goal #1: Restore the River as the Draw and Create a Connected and Equitable River Corridor	\$ 25,000	\$ 391	\$ -	\$ -	\$ 1,750,000	\$ 131,081
Goal #2: Create a True Downtown Neighborhood Which is Home to a Diverse Population	90,000	13,874	-	-	1,525,000	1,270,407
Goal #3: Implement a 21st Century Mobility Strategy	150,000	26,250	-	-	2,330,000	976,490
Goal #4: Expand Job Opportunities and Ensure Continued Vitality of the Local Economy	1,032,285	237,102	-	-	1,150,000	502,944
Goal #5: Reinvest in Public Space, Culture, and Inclusive Programming	1,795,000	1,357,707	-	-	1,745,000	1,156,292
<b>Total GR Forward Projects</b>	<b>\$ 3,092,285</b>	<b>\$ 1,635,324</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 8,500,000</b>	<b>\$ 4,037,214</b>
Administration	5,400	12	-	-	1,300,000	984,576
Debt Service for Bond Issues	-	-	6,986,750	320,875	412,810	16,010
Estimated Capture to be Returned	-	-	4,453,622	-	-	-
<b>TOTAL EXPENDITURES</b>	<b>\$ 3,097,685</b>	<b>\$ 1,635,336</b>	<b>\$ 11,440,372</b>	<b>\$ 320,875</b>	<b>\$ 10,212,810</b>	<b>\$ 5,037,800</b>
<b>EXCESS / (DEFICIT)</b>	<b>\$ -</b>	<b>\$ (1,537,589)</b>	<b>\$ -</b>	<b>\$ 12,601,028</b>	<b>\$ -</b>	<b>\$ 2,464,876</b>

**STATEMENT C**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Statement of FY2021 Project Expenditures**  
**As of February 28, 2021**

Project Name	FY2021 Project Budgets		Expenditures		Remaining
	%	Amount	Month	Fiscal Year	FY2021 Budgets
River Governance		150,000	4,286	10,720	139,280
Downtown Plan		100,000	-	110,680	(10,680)
River Trail Improvements		1,500,000	-	9,681	1,490,319
<b>GRForward Goal # 1 - Local Tax Increment</b>	<b>15.10%</b>	<b>\$ 1,750,000</b>	<b>\$ 4,286</b>	<b>\$ 131,081</b>	<b>\$ 1,618,919</b>
Downtown Speakers Series		15,000	-	-	15,000
Riverwalk Assessment		10,000	-	391	9,609
<b>GRForward Goal # 1 - Non-Tax Increment</b>	<b>0.22%</b>	<b>\$ 25,000</b>	<b>\$ -</b>	<b>\$ 391</b>	<b>\$ 24,609</b>
Development Project Guidance		50,000	-	9,193	40,807
Development Project Reimbursements		1,400,000	-	1,137,971	262,029
Downtown Enhancement Grants		75,000	2,254	123,243	(48,243)
<b>GRForward Goal # 2 - Local Tax Increment</b>	<b>13.16%</b>	<b>\$ 1,525,000</b>	<b>\$ 2,254</b>	<b>\$ 1,270,407</b>	<b>\$ 254,593</b>
Heartside Quality of Life Implementation		50,000	-	4,800	45,200
Stakeholder Engagement Programs		40,000	602	9,074	30,926
<b>GRForward Goal # 2 - Non-Tax Increment</b>	<b>0.78%</b>	<b>\$ 90,000</b>	<b>\$ 602</b>	<b>\$ 13,874</b>	<b>\$ 76,126</b>
Accessibility and Mobility Repairs		150,000	1,856	83,012	66,988
Bicycle Friendly Improvements		125,000	-	40,938	84,062
DASH North Shuttle Services		175,000	22,500	157,500	17,500
Streetscape Improve: CBD, Heartside, Arena S.		1,340,000	4,891	400,473	939,527
Streetscape Improve: Division - Fulton to Wealthy		340,000	-	257,370	82,630
Wayfinding System Improvements		200,000	-	37,197	162,803
<b>GRForward Goal # 3 - Local Tax Increment</b>	<b>20.10%</b>	<b>\$ 2,330,000</b>	<b>\$ 29,247</b>	<b>\$ 976,490</b>	<b>\$ 1,353,510</b>
Transportation Demand Mnmt Program		150,000	-	26,250	123,750
<b>GRForward Goal # 3 - Non-Tax Increment</b>	<b>1.29%</b>	<b>\$ 150,000</b>	<b>\$ -</b>	<b>\$ 26,250</b>	<b>\$ 123,750</b>
Economic Development and Innovation		450,000	10,458	50,939	399,061
COVID Economic Relief Program		700,000	111,574	452,005	247,995
<b>GRForward Goal # 4 - Local Tax Increment</b>	<b>9.92%</b>	<b>\$ 1,150,000</b>	<b>\$ 122,032</b>	<b>\$ 502,944</b>	<b>\$ 647,056</b>
COVID Economic Relief Program		997,285	16,804	218,707	778,578
Downtown Workforce Programs		35,000	-	18,395	16,605
<b>GRForward Goal # 4 - Non-Tax Increment</b>	<b>8.90%</b>	<b>\$ 1,032,285</b>	<b>\$ 16,804</b>	<b>\$ 237,102</b>	<b>\$ 795,183</b>
Arena Plaza Improvements: Local Tax Increment		500,000	-	704,412	(204,412)
Downtown Marketing and Inclusion Efforts		420,000	21,394	152,917	267,083
Downtown Tree Plantings		150,000	-	70,141	79,859
Heartside Public Restroom Facilities Construction		100,000	-	137,619	(37,619)
Parks Design		350,000	36,883	82,035	267,965
Public Realm Improvements		150,000	-	8,700	141,300
State of Downtown Event & Annual Report		25,000	-	-	25,000
Urban Recreation Improvements		50,000	-	468	49,532
<b>GRForward Goal # 5 - Local Tax Increment</b>	<b>15.05%</b>	<b>\$ 1,745,000</b>	<b>\$ 58,277</b>	<b>\$ 1,156,292</b>	<b>\$ 588,708</b>
Arena Plaza Improvements: Non-Tax Increment		600,000	-	613,164	(13,164)
Bridge Lighting Operations		50,000	-	30,000	20,000
DGRI Event Production		165,000	39,921	156,691	8,309
Diversity Programming		50,000	-	15,500	34,500
Downtown Ambassadors		222,000	28,854	204,358	17,642
Experience - Miscellaneous		50,000	-	9	49,991
Holiday Décor Program		75,000	-	56,036	18,964
Major Event Sponsorship		40,000	5,000	66,500	(26,500)
Police Foot Patrols		35,000	-	-	35,000
Project and Fixed Asset Maintenance		-	280	3,561	(3,561)
Public Space Activation		350,000	5,299	154,161	195,839
Rosa Parks Circle Skating Operations		40,000	-	-	40,000
Special Events - Grants		35,000	-	7,500	27,500
Special Events - Office of		75,000	25,000	50,000	25,000
Special Events - Training Program		6,000	-	-	6,000
Winter Avenue Building Lease		2,000	-	227	1,773
<b>GRForward Goal # 5 - Non-Tax Increment</b>	<b>15.48%</b>	<b>\$ 1,795,000</b>	<b>\$ 104,354</b>	<b>\$ 1,357,707</b>	<b>\$ 437,293</b>
<b>TOTAL</b>	<b>100.00%</b>	<b>\$ 11,592,285</b>	<b>\$ 337,856</b>	<b>\$ 5,672,538</b>	<b>\$ 5,919,747</b>

**STATEMENT D**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Schedule of FY2021 Expenditures**  
**February, 2021**

Source	Date Posted	Vendor	Purpose / Project	Description	Amount
Local	1/31/2021	Paychex	Administration	DDA Payroll Wages, 401, Taxes-January 2021	\$ 83,314.24
Local	2/24/2021	Progressive Architecture	Parks Design	Lyon Square and Lyon Street Reconstruction 11/20	36,882.77
Non-Tax	2/8/2021	Mydatt Service INC	Downtown Ambassadors	Ambassador Program and Clean team 02/2021	28,618.98
Non-Tax	2/24/2021	City Treasurer - Office of Special Events	Special Events - Office of, Grants, Training	DGRI FY21 Special Event Billing-2 of 3 Installment	25,000.00
Local	2/24/2021	City Treasurer - MobileGR/Parking Svcs	DASH North Shuttle Services	Feb 2021 DDA Share of DASH North Service	22,500.00
Local	2/16/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Amway Grand Plaza 2/21	15,000.00
Local	2/10/2021	Aperitivo	COVID Economic Relief Program	Winter Ready Grant 2/21 Aperitivo	14,947.67
Non-Tax	2/4/2021	DHE Plumbing and Mechanical	COVID Economic Relief Program	Winter Ready DEG 01/21 House of Wine	11,836.00
Local	2/18/2021	City Treasurer - Budget Office	Administration	IET - Operating Transfer A-87	11,020.83
Local	2/17/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Ando Sushi 2/21	10,000.00
Local	2/23/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: MeXo 2/21	10,000.00
Non-Tax	2/10/2021	Hub International Midwest Limited	DGRI Event Production	WoW event policy 01/21	7,635.00
Local	2/1/2021	Priority Health	Administration	Health Insurance Feb 2021	7,516.56
Local	2/17/2021	City Treasurer - Neighborhood Svcs	Dntn Marketing & Inclusion Efforts	Sponsorship for Neighborhood Summit 2021	7,500.00
Local	2/16/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Z's Bar & Restaurant 2/21	7,500.00
Local	2/21/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Z's Bar & Restaurant 2/21	7,500.00
Local	2/16/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Angels Thai 2/21	6,625.00
Local	2/16/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Atwater Brewing 2/21	6,625.00
Local	2/21/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Osteria Rossa 01/2021	6,625.00
Local	2/24/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Wise Men Distillery 01/2021	6,625.00
Local	2/24/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Angels Thai 2/21	6,625.00
Local	2/24/2021	Prestige Products LLC	COVID Economic Relief Program	Winter Ready Grant: Atwater Brewing 2/21	6,625.00
Local	2/28/2021	Dwelling Place of GR NPHC	Economic Devel & Innovation - MWBE	S.Division Branding Community Building Program 202	6,500.00
Local	2/8/2021	Federal Square Building Co. #1, LLC	Administration	Office Lease: 29 Pearl Street 02/2021	5,959.99
Non-Tax	2/1/2021	Gilda's Club of Grand Rapids	Major Event Sponsorship	LaughFest 2021 Sponsorship 01/21	5,000.00
Non-Tax	2/23/2021	Grand Rapids Asian-Pacific Festival	DGRI Event Production	GR Lunar New Year Sponsorship 2021	5,000.00
Local	2/16/2021	McAlvey Merchant & Associates	Administration	Governmental Consulting JAN 2021	4,500.00
Local	2/1/2021	Westmaas Electric Company	Streetscape Impr - Mich St, Heartside, Arena S	Riverwalk lighting improvements 01/21	4,380.89
Local	2/8/2021	Holland & Knight LLP	River Governance	River Governance consulting services 02/21	4,286.00
Non-Tax	2/28/2021	ArtPeers	DGRI Event Production	WoW Performers 2/21	4,100.00
Non-Tax	2/28/2021	Derek Call	COVID Economic Relief Program	World of Winter Event Planning Jan 17 2021 to Feb 1:	3,996.00
Local	2/8/2021	GR Area Chamber of Commerce	Economic Devel & Innovation - MWBE	Retail Retention & Attraction Contract 01/2021	3,958.33
Non-Tax	2/23/2021	Grand Rapids Asian-Pacific Festival	DGRI Event Production	Filipino Parol Lantern Celebration Sponsorship 2021	3,750.00
Local	2/21/2021	Adtegrity.com, Inc.	Dntn Marketing & Inclusion Efforts	Advertising: World of Winter 2021	3,561.81
Local	2/21/2021	Selective Insurance Co of America	Administration	Liability Insurance Endorsement for DDA	3,522.37
Non-Tax	2/16/2021	Fifth Third Bank	DGRI Event Production	DGRI Event Production: Supplies	3,135.25
Local	2/8/2021	Erika Townsley	Dntn Marketing & Inclusion Efforts	Photography Services at various locations 02/21	3,000.00
Non-Tax	2/21/2021	James Forrest Hughes	DGRI Event Production	WoW 2021 Livestream services 2/21	2,900.00
Non-Tax	2/16/2021	Andrea Zelenak	DGRI Event Production	Seasonal Event sponsorship: WOW 01/21	2,500.00
Non-Tax	2/8/2021	The ArtRanger	DGRI Event Production	WoW Heart Art Installation 02/2021	2,500.00
Non-Tax	2/24/2021	The ArtRanger	DGRI Event Production	WoW Heart Art Installation 02/2021	2,500.00
Non-Tax	2/8/2021	LiveSpace, LLC	Public Space Activation - Calder events, etc.	Blue Bridge Art Installation 02/2021	2,430.00
Local	2/21/2021	University of Michigan	Dntn Marketing & Inclusion Efforts	World of Winter Radio advertising 1/2021	2,271.00
Local	2/16/2021	Disability Adv of Kent Co	Accessibility & Mobility Repairs	Inclusive Design research and reporting 1/21	1,856.25
Local	2/10/2021	Colliers International Holdings USA Inc.	Downtown Enhancement Grants	Window Repairs DEG 8/20 Goodspeed Building	1,656.50
Local	2/8/2021	Serendipity Publishing LLC	Dntn Marketing & Inclusion Efforts	Revue ad FEB 2021	1,575.00
Local	2/16/2021	Karen Tracey Design	Dntn Marketing & Inclusion Efforts	website services 01/21	1,468.75
Local	2/20/2021	City of Grand Rapids	Administration	Staff services - payroll period ended 02/20/2021	1,461.97
Non-Tax	2/21/2021	Swift Printing & Communications	DGRI Event Production	DGRI Events: Valent Ice Signs 2/21	1,435.00
Local	2/1/2021	Swift Printing & Communications	COVID Economic Relief Program	DGRI Events: Signs 01/21	1,389.60
Local	2/10/2021	Madcap Coffee Company	COVID Economic Relief Program	Winter Ready Grant 2/21 MadCap Coffee	1,381.45
Local	2/6/2021	City of Grand Rapids	Administration	Staff services - payroll period ended 02/06/2021	1,313.97
Local	2/16/2021	Fifth Third Bank	Dntn Marketing & Inclusion Efforts	Marketing & Advertising	1,067.19
Local	2/21/2021	TGG, Inc.	Administration	Life & S/T & L/T disability insurance - 03/21	1,044.61
Non-Tax	2/21/2021	Tyler Voorhees	Public Space Activation - Calder events, etc.	Lamplighter Installation 2/21	1,000.00
Non-Tax	2/28/2021	Baker Tent Rental	DGRI Event Production	Equip: World of Winter 2/21	911.13
Local	2/18/2021	City Treasurer - Risk Management	Administration	Monthly General Insurance Allocation	908.00
Local	2/1/2021	The KR Group, Inc.	Administration	IT services Agreement Feb 2021	821.60
Non-Tax	2/16/2021	Fifth Third Bank	Public Space Activation - Calder events, etc.	Public Space Activation: Equipment Rental	797.95
Non-Tax	2/16/2021	Fifth Third Bank	DGRI Event Production	DGRI Event Production: Rentals	797.13
Local	2/21/2021	Bryan Esler Photo, Inc.	Dntn Marketing & Inclusion Efforts	Photography Misc. 01/21	700.00
Non-Tax	2/16/2021	Michigan Landscape Services	Public Space Activation - Calder events, etc.	Winter Art Installation: Singing Tree 2/21	700.00
Non-Tax	2/1/2021	Swift Printing & Communications	DGRI Event Production	DGRI Events: Signs 01/21	660.00
Non-Tax	2/16/2021	Fifth Third Bank	Stakeholder Engagement Programs	Stakeholder Engagement Programs	601.55
Local	2/25/2021	Bush Concrete Products INC	COVID Economic Relief Program	Social Zones: Reset Barriers 12/20	600.00
Local	2/10/2021	Colliers International Holdings USA Inc.	Downtown Enhancement Grants	Window Repairs DEG 8/2020 5 Oakes	597.00
Local	2/21/2021	Kerkstra Portable Restrooms Svc Inc	Streetscape Impr - Mich St, Heartside, Arena S	Portable restroom for Skate Park 2/21	510.00
Local	2/8/2021	Swift Realty LLC	COVID Economic Relief Program	Surface Parking February 2021 Social Zones	500.00
Local	2/8/2021	Federal Square Building Co. #1, LLC	Administration	Office Lease: 29 Pearl Street Mezzanine Office 02/20:	484.64
Local	1/31/2021	Paychex	Administration	DDA Payroll Processing Fee - January 2021	478.95
Non-Tax	2/16/2021	Stephen Durst	DGRI Event Production	Pop Up Performances - World of Winter 01/21	450.00

*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>					
Local	2/21/2021	Crystal Flash	COVID Economic Relief Program	Winter Ready Grant: House of Wine Propane Supply	\$ 417.34
Local	2/19/2021	Renise Warners	COVID Economic Relief Program	Window Wonderland Grant: Basic Bee 12/20	398.00
Non-Tax	2/8/2021	Bush Concrete Products INC	COVID Economic Relief Program	Social Zones: Removal of Barriers 01/2021	390.00
Local	2/1/2021	Metro FiberNet, LLC	Administration	Internet/Phone at 29 Pearl St NW 01/21	369.94
Local	2/21/2021	Crystal Flash	COVID Economic Relief Program	Winter Ready Grant: Brick & Porter Propane Supply	348.04
Local	2/16/2021	HR Collaborative LLC	Administration	HR Consultant services 01/21	346.46
Local	2/1/2021	Dickinson Wright PLLC	Administration	Legal services: DDA Winter Ready Program 01/21	330.00
Non-Tax	2/8/2021	Crystal Flash	COVID Economic Relief Program	Winter Ready Grant: Restaurant Propane Supply 1/21	319.42
Local	2/21/2021	Crystal Flash	COVID Economic Relief Program	Winter Ready Grant: City Built Propane Supply 2/21	317.57
Local	2/28/2021	Crystal Flash	COVID Economic Relief Program	Winter Ready Grant: House of Wine Propane Supply	304.80
Non-Tax	2/8/2021	Amanda M Schwaninger	DGRI Event Production	WoW Pop-Up Performer 01/21	300.00
Non-Tax	2/8/2021	Emily Chilvers	DGRI Event Production	Events - Chalk It Up Artist 09/20	300.00
Local	2/16/2021	Fifth Third Bank	COVID Economic Relief Program	COVID Economic Relief - Winter Art Installation	291.13
Local	1/31/2021	Paychex	Administration	DDA Payroll HRS Processing Fees-January 2021	274.17
Non-Tax	2/16/2021	Crystal Flash	COVID Economic Relief Program	Winter Ready Grant: Restaurant Propane Supply 2/21	263.07
Local	2/16/2021	The KR Group, Inc.	Administration	MS office Agreement 11-17-20 to 12-16-20	259.74
Local	2/21/2021	The KR Group, Inc.	Administration	MS office Agreement 12-17-20 to 1-16-21	259.74
Local	2/1/2021	GreatAmerica Financial Services Corp	Administration	Copier Lease 01/21	246.37
Non-Tax	2/1/2021	Swift Printing & Communications	DGRI Event Production	DGRI Events: Signs 01/21	242.00
Local	2/28/2021	Crystal Flash	COVID Economic Relief Program	Winter Ready Grant: City Built Propane Supply 2/21	230.98
Non-Tax	2/21/2021	Kerkstra Portable Restrooms Svc Inc	DGRI Event Production	Portable restroom for WOW Events 2/21	230.00
Local	2/16/2021	Fifth Third Bank	COVID Economic Relief Program	COVID Econ Relief - Winter Art Install Equipment Rer	205.90
Local	2/1/2021	Federal Square Building Co. #1, LLC	Administration	Utility Service: Electric JAN 2021	203.62
Local	2/1/2021	Andrew Grayson Nye	COVID Economic Relief Program	World of Winter Performer 01/21	200.00
Non-Tax	2/16/2021	Fifth Third Bank	Public Space Activation - Calder events, etc.	Public Space Activation: Food & Beverage	196.31
Non-Tax	2/8/2021	Sam Kenny	Public Space Activation - Calder events, etc.	Pop Up Performer 10/20	175.00
Local	2/21/2021	Federal Square Building Co. #1, LLC	Administration	Utility Service: Electric FEB 2021	164.30
Non-Tax	2/8/2021	Anthony Geren	DGRI Event Production	WoW Pop-Up Performer 01/21	150.00
Non-Tax	2/28/2021	Anthony Geren	DGRI Event Production	WoW Pop-Up Performer 02/21	150.00
Non-Tax	2/8/2021	ZGM Incorporated	DGRI Event Production	Pop Up Performance WOW 1/2021	150.00
Local	2/16/2021	Fifth Third Bank	COVID Economic Relief Program	COVID Econ Relief - Winter Art - volunteer meal	147.96
Local	2/22/2021	Swift Printing & Communications	COVID Economic Relief Program	Winter Art: Lamplighter signs 2/21	144.00
Local	2/21/2021	The KR Group, Inc.	Administration	IT Managed Network Agreement 02/21	142.57
Local	2/23/2021	AMANDA SLOAN	Administration	Admin: Food & Bev	142.11
Non-Tax	2/17/2021	City Treasurer - Water System	Project & Fixed Asset Maint	WS2028692 21/02 Wealthy St Roundabout Irrigation	139.92
Non-Tax	2/18/2021	City Treasurer - Water System	Project & Fixed Asset Maint	WS2028692 21/02 Wealthy St Roundabout Irrigation	139.92
Local	2/16/2021	Fifth Third Bank	Administration	Admin: Travel & Training	126.95
Non-Tax	2/25/2021	DTE Energy	Downtown Ambassadors	9100 258 89908 21/02 351 Winter DDA share	125.19
Local	2/8/2021	Ariel Sosa III	Dntn Marketing & Inclusion Efforts	Video coverage Winters A Drag event 1/2021	125.00
Local	2/16/2021	Ariel Sosa III	Dntn Marketing & Inclusion Efforts	Video coverage Ice Luminaries 2/2021	125.00
Local	2/1/2021	Dickinson Wright PLLC	Administration	Legal Services: Block by Block 01/21	87.11
Local	2/16/2021	Cellco Partnership	Administration	Cell Phone Service 01/2021	86.52
Non-Tax	2/28/2021	Amanda M Schwaninger	DGRI Event Production	WoW Pop-Up Performer 02/21	75.00
Local	2/23/2021	Amanda Sloan	Administration	Admin: shipping	63.49
Non-Tax	2/25/2021	Consumers Energy	Downtown Ambassadors	1030 2027 1245 21/02 351 Winter DDA share	62.32
Local	2/16/2021	Fifth Third Bank	Administration	Admin: Food & Beverage	60.06
Non-Tax	2/8/2021	Kerkstra Portable Restrooms Svc Inc	DGRI Event Production	WoW - Portable Restroom service call 02/2021	50.00
Non-Tax	1/31/2021	City Treasurer - MobileGR/Parking Svcs	Downtown Ambassadors	January 2021 Monthly Parking Billing	48.00
Local	1/31/2021	City Treasurer - MobileGR/Parking Svcs	Administration	January 2021 Parking Validation Billing	37.25
Local	2/16/2021	The KR Group, Inc.	Administration	IT services backupify Agreement FEB 2021	29.93
Non-Tax	2/19/2021	Megan Catcho	Administration	Reimb mileage: World of Winter activities 2/21	12.32
Local	2/16/2021	Fifth Third Bank	Administration	Admin: Office Supplies	8.87

**TOTAL FEBRUARY 2021 EXPENDITURES \$ 463,455.32**

# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



**DDA**

DATE: March 4, 2021  
TO: Downtown Development Authority  
FROM: Andy Guy, COO

**Agenda Item #04  
March 10, 2021  
DDA Meeting**

**SUBJECT: Grand River Corridor Governance Organizing**

This memo recommends a governance model to develop, manage, program and maintain the public capital assets associated with the revitalization and activation of the Grand River Corridor from Riverside to Millennium Parks. This memo also requests funding to continue the governance organizing effort.

When Grand Rapids Whitewater (GRWW) and the City of Grand Rapids complete their work, a 2+ mile reach of the Grand River will emerge as a renewed social, economic and environmental asset flowing through the urban core of Kent County.

The transformation of the *waterway* will catalyze significant new community building opportunities along the *waterfront*.

Conceptual community planning to date has identified more than two dozen “opportunities sites” that can rise to higher and better use as much-needed housing, business and public recreational space. Community partners already have begun organizing for major improvements on several sites.

The full vision also involves building out the river edge “trail” or “green ribbon” to tie together Downtown, the opportunity sites and existing amenities such as Millennium and Riverside Parks – ultimately transforming this currently isolated, industrialized and underutilized reach of river into an active and vibrant 5-mile stretch of Grand River gateway.

Similar to public facilities such as Van Andel Arena, DeVos Place Convention Center or Meijer Gardens, the joined public assets in this future rejuvenated corridor – the whitewater and restored waterway, trail and expanded green space – has powerful potential to become, not just a major new attraction for visitors to our region, but also an important driver of local growth towards an increasingly more livable, equitable and prosperous place for all Grand Rapidsians.

This clearly has proven the case in other forward-thinking cities with similar projects – including but certainly not limited to riverfronts in Memphis, Denver and Detroit, the Cultural Trail in Indianapolis, and the Atlanta BeltLine. Lessons drawn from these and other cities also affirm that – to truly be successful – these unique public facilities require special focus, expertise, partnership and management, not unlike an arena, convention center or Downtown district.

The question is how do we execute? GRWW organized specifically to lead implementation of the in-channel improvements. But once that work is complete, how does the community sustain those *waterway* improvements over time, provide accessible recreation opportunities and ensure all users are safe?



**DOWNTOWN  
GRAND RAPIDS INC.**

How does the community organize itself to revitalize, program, manage and maintain the *waterfront*, specifically the public trail and park spaces, and thereby reinforce and maximize the Grand Rapids Whitewater initiative and investment?

Collaboration is uniquely important. The Grand River waterfront is perhaps one of the most complicated locations to advance community building and improvement initiatives. A multitude of different property owners, institutions, organizations, stakeholders and permitting agencies have an interest in the corridor, and they all have different needs, roles, responsibilities, capacities and decision-making processes.

Deliberately and intentionally cultivating collaboration, joint effort and support is critical to bring the community's vision for the river to life and make the most of this generational opportunity.

Working together as the Organizational Leadership Committee (OLC), a diverse group of community stakeholders convened over several months to consider these governance questions and recommend an approach. Downtown Grand Rapids Inc. facilitated the process with support from the staff of partner agencies and the retained services of HR&A Advisors and Kathy Blaha Consulting.

There is consensus among the OLC that a two-pronged governance model is the most appropriate and promising approach:

- Establish a new nonprofit entity capable of serving as a backbone agency that cultivates collaboration and coordination to implement the community vision for river corridor revitalization and activation.

The NGO model should be flexible and evolve with the needs of the project, ultimately developing the partnerships, proficiency and capacity to coordinate the long-term leadership needs of the project and corridor. This includes but is not limited to visioning, strategic planning and communications; capital planning, operations and maintenance; programming and public space activation; and the long-term sustainability of the public capital assets associated with the project, as well as public engagement, fundraising support, equity and inclusion organizing and other stewardship services.

- Establish, on a parallel track, a Recreational Authority under Michigan law, through a partnership of Kent County, the City of Grand Rapids and perhaps other key governmental jurisdictions upstream, downstream or otherwise connected to the river recreation system.

Similar to the CAA, DDA and other successful local models, the Authority tool, among other advantages, serves as the foundation for regional coordination, public-private collaboration and greater flexibility to access multiple funding sources. The Authority also helps strike a balance between independent governance (ie the ability to define and deliver on the Project's vision) and public accountability with respect to leadership, engagement, funding and public space stewardship.

The OLC and consulting team evaluated a range of governance options, including but not limited to existing local government agencies, local nonprofits, special purpose authorities as well as best organizational practices at similar public facilities in other communities. Agreement emerged that an independent not-for-profit entity, working in tandem with a Recreation Authority, meets the governance objectives and is an appropriate model for the long-term management of the project.

With the endorsement of this governance recommendation by the river corridor revitalization partners, Downtown Grand Rapids Inc will assist the startup efforts for the next 6 – 12 months. DGRI will provide project management, mentoring and organizational support related to:

- Incorporation of the not-for-profit entity.

- Recruitment of a Board of Directors (several OLC members have agreed to continue).
- Supporting initial organizational development ie formation of committees, community advisory, etc.
- Retaining community engagement services to broaden community inclusion in the continued organizing process.
- Developing a Business and Fundraising Plan to guide the not-for-profit entity.
- Drafting an initial memorandum of understanding between the non-profit and key partner agencies.
- Developing an Equity Framework to center equity and inclusion practice in non-profit and, by extension, river corridor revitalization efforts going forward.
- Organizing and initiating a Corridor Connections Plan process to identify partnership opportunities, shape roles, define capital priorities and support implementation.
- Recruitment of key initial staff.
- Convene dialogue to further explore the potential for a Recreational Authority, which ultimately requires approval of local legislative bodies.

This recommendation builds on substantial community conversation to date. The community has invested a tremendous amount of time, talent and engagement specifically to explore potential governance models for the river, parks and recreation services more generally vis-à-vis the City's River for All Strategic Asset Management Plan (2018), the Organizational Models Work Group Report (2015) and the Kent County Multi-Jurisdictional Parks Study (2012).

This recommendation builds on this experience and aims to lay the foundation for the successful completion and long-term sustainability of the river corridor revitalization project the community has put forward.

Now is a uniquely opportune time to move forward quickly and diligently on this governance recommendation. GRWW has begun moving into the formal permitting process. The construction schedule and sequencing for in-channel and subsequent edge improvements is coming into view. And the federal government is designing a once-in-a-decade economic recovery package largely organized around infrastructure investment directly aligned with Grand River corridor priorities.

These recommended organizing and capacity-building next steps position our community to maximize the opportunity and drive transformation of the Grand River corridor over the next decade and beyond.

#### **Recommendations:**

1. **Endorse the recommended governance model and support continued DGRI staff effort to organize same.**
2. **Authorize DDA funding not to exceed \$42,400 to a) retain the services of Kathy Blaha Consulting to support formation of the new nonprofit entity and b) retain the services of HR&A to finalize the phase one benefits analysis of river corridor revitalization.**

The following supporting process documents are available upon request:

- Organizational Leadership Committee Roster
- Grand River Governance Memo, prepared by Kathy Blaha, August 2020
- Draft Vision, Mission, Purpose & Values Statements, prepared by Kathy Blaha, December 2020
- Framework for Equitable Engagement, prepared by Sergio Cira Reyes, September 2020
- The Value of the Grand River Benefits Analysis, prepared by HR&A Consultants, February 2021
- Grand Rapids Visit Wrap Up Memo, prepared by Daniel Tellalian, September 2019



# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: March 10, 2021

TO: Downtown Development Authority

FROM: Melvin Eledge Jr.  
Operations Manager

**Agenda Item #05**  
**March 10, 2021**  
**DDA Meeting**

**SUBJECT: Center City Heartside Trash Infrastructure Improvements**

In 2019 DGRI completed work on the Streetspace guidelines, a document outlining improvements in downtown to enhance the pedestrian experience. One such aspect explored in the document was the improvement and enhancement of the existing pedestrian infrastructure into a more modern, visually compelling, and unified approach.

In April and October of 2020, we began the implementation of this vision in earnest with the enhancement of the Grandville, West Side and Ionia pedestrian infrastructure. The new infrastructure served to further enhance these corridors during the Summer and late fall months when the Downtown social zones were in full swing.

Replacing these 36 cans will mean that 90% of Downtown's trash infrastructure has been fully replaced and brought in line with the 2019 Streetspace guidelines.

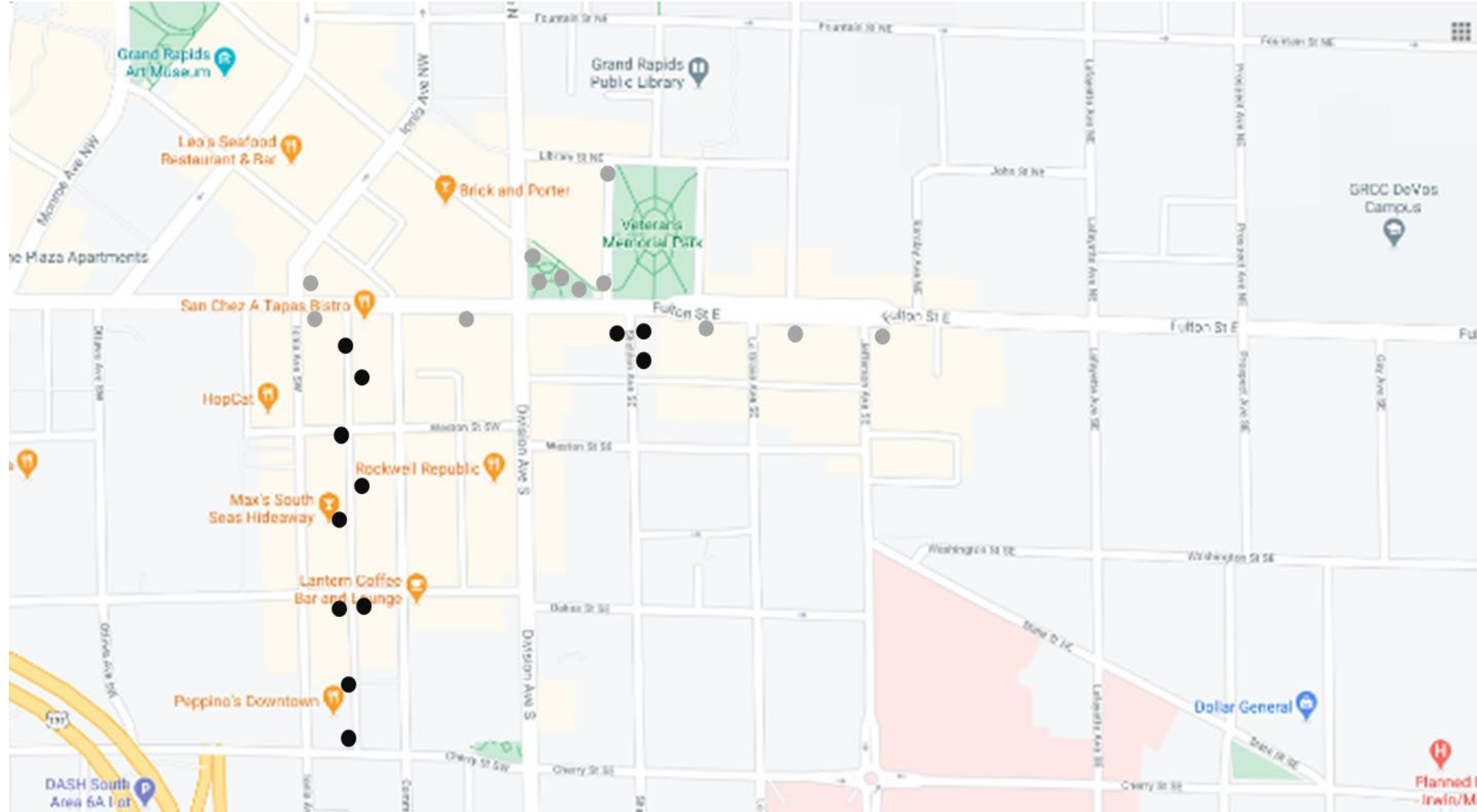
The next phase of implementation for this process will be to complete a thorough analysis of the Monroe Center and Campau Promenade areas so that new infrastructure can be deployed without disturbing the snowmelt systems.

**Recommendation: To authorize funding in the amount of \$84,580.00 to replace 36 trash cans throughout the Center City and Heartside neighborhoods in Downtown.**





# Downtown Trash Can Replacement

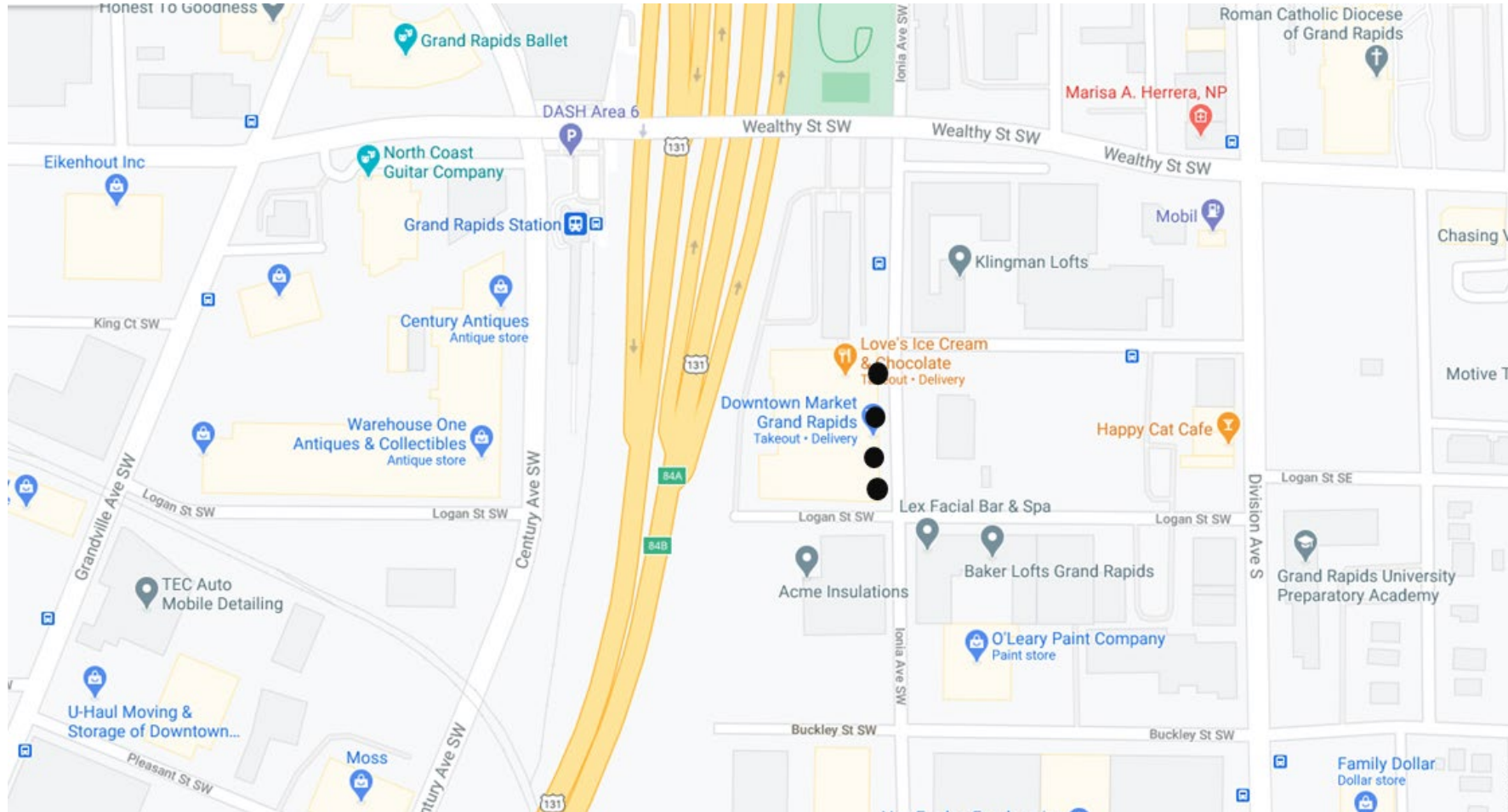


24 cans





# Downtown Trash Can Replacement



4 cans

# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: March 5, 2021

TO: Downtown Development Authority

FROM: Tim Kelly, AICP  
Executive Director

Agenda Item #6  
March 10, 2021  
DDA Meeting

**SUBJECT: Development Area Liquor License – The Rutledge**

The City Commission policy establishing procedures for the review and approval of development area liquor licenses requires the City Clerk to forward any such requests in the DDA district to the DDA Board for review and recommendation. In evaluating a proposal, the DDA Board may consider how the issuance of a license would promote economic growth in a manner consistent with adopted goals, plans or policies of the district.

Verdigris Venues, LLC, which operates The Rutledge located at 120 Ionia Avenue SW is requesting DDA Board consent to the issuance of a new Class C development area liquor license for their event venue. In addition to renting their space to clients, their business model focuses on partnerships to grow other local businesses, including area catering companies and hotels. Further, the owners have invested \$495,000 into construction improvements to renovate the space.

Staff has reviewed the applicant's request and is recommending approval of the application. If approved by the DDA Board, the request will proceed to the City Commission for consideration.

**Recommendation:**

Approve the resolution for the issuance of a development area liquor license for Verdigris Venues, LLC at 120 Ionia Ave SW.







## **Benefits of the Business to the Development District**

### **The Rutledge**

120 Ionia Avenue SW, Suite 101  
Grand Rapids, MI 49503

We, at The Rutledge, are excited to be a contributing factor to the growth and revitalization of Grand Rapids' downtown area, specifically the Ionia Avenue block between Oakes & Cherry. Our business, along with the existing Peppino's restaurant, and the recent addition of the Canopy Hotel and Studio Park development has created what feels like an extension of the activity on Ionia, south of Fulton St. Ours used to be vacant space in the HH Cutler Building, which has now been beautifully restored to host weddings, receptions, special events, and corporate events.

Besides renting our space to clients, our business-model focuses on peripheral activities which help to grow other local businesses. Specifically, we are partnered with five area caterers to provide catering services to our clients. We also work closely with the Canopy Hotel and are excited by the fact that our backlog of future events is such that there are months on our calendar where every Friday and Saturday is booked with large-scale events wherein guests are coming primarily from out-of-town, and it is conceivable that they could be booking 50-75 rooms for multi-night stays.

We give in-person tours to prospective clients frequently, and we always emphasize that Grand Rapids is a "destination" where their guests can enjoy places like the Art Museum, Public Museum, Blue Bridge, the Riverfront, the Zoo, the Arena, or any number of bars, restaurants, or hotels. We're proud to be Grand Rapids residents, business-owners, and de-facto travel advisors.

**Loren & Susan Hansen**  
*Owners, The Rutledge*

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

**RESOLUTION SUPPORTING ISSUANCE OF A LIQUOR LICENSE  
FOR A BUSINESS LOCATED IN A DOWNTOWN DEVELOPMENT DISTRICT**

Board member\_\_\_\_\_, supported by Board member\_\_\_\_\_, moved the adoption of the following resolution:

WHEREAS, the Downtown Development Authority of the City of Grand Rapids (the “DDA”) was created by the City Commission on October 16, 1979, and operates pursuant to the authority of Act 57 of 2018, and

WHEREAS, the State of Michigan has provided for the issuance of additional licenses within the DDA district, as authorized by Public Act 501 of 2006, being MCL 436.1521a, (the “Act”), and

WHEREAS, Verdigris Venues, LLC, located at 120 Ionia Avenue SW Grand Rapids, Michigan, 49503; has applied to the City for approval of a license under the Act, and is located within the DDA district, and

WHEREAS, Verdigris Venues, LLC, in its application, has indicated its intention to operate a restaurant and bar with an associated retail shop and

WHEREAS, the application has been forwarded to the DDA for review and consideration.

WHEREAS, that the DDA finds that the issuance of a liquor license to Verdigris Venues, LLC, as proposed would promote economic growth by:

1. Operating in a manner that would be consistent with adopted goals, policies and plans of the district, particularly by promoting the competitiveness and vitality of downtown Grand Rapids as a destination for dining, arts and tourism.
2. Facilitate private investment and promote economic growth in the leased space at 120 Ionia Avenue SW.
3. Supporting the creation of several full and part-time jobs in the district.



NOW, THEREFORE, BE IT RESOLVED, that the Downtown Development Authority of the City of Grand Rapids recommends issuance of a Class C Liquor License to Verdigris Venues, LLC, located 120 Ionia Avenue SW Grand Rapids, Michigan, 49503 above all others.

YEAS: Board members \_\_\_\_\_

NAYS: Board members \_\_\_\_\_

ABSTAIN: Board members \_\_\_\_\_

ABSENT: Board members \_\_\_\_\_

**RESOLUTION DECLARED ADOPTED.**

Dated: March 10, 2021

\_\_\_\_\_  
Timothy Kelly  
Executive Director

**CERTIFICATION**

I, the undersigned duly qualified and 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 10, 2021, 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.

\_\_\_\_\_  
Amanda Sloan  
DDA Secretary