

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

Wednesday, March 9, 2022

8:00 a.m. Meeting

29 Pearl Street NW

- | | | |
|--|--------|----------|
| 1. Call to Order | | |
| 2. Approve Meeting Minutes from February 9, 2022 (8:01)
(enclosure) | Motion | Dunn |
| 3. Accept February 28, 2022 Financials (8:05)
(enclosure) | Motion | Chapman |
| 4. River Equity Framework and Action Plan (8:10)
(enclosure) | Motion | Guy |
| 5. Data Services Funding Authorization (8:20)
(enclosure) | Motion | Bonneaux |
| 6. River & Hill Network Planning Process Update (8:30) | Info | Miller |
| 7. Van Andel Arena Alley Update (8:40) | Info | Miller |
| 8. Executive Director Report (8:50)
(enclosure) | Info | Kelly |
| 9. Public Comment (9:00) | | |
| 10. Board Member Discussion (9:05) | | |
| 11. Adjournment (9:10) | | |



DOWNTOWN
GRAND RAPIDS INC.



MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

February 9, 2022

1. Call to Order – This meeting was called to order at 8:03 a.m. by Chair Rick Winn.

Attendance

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

Members Absent: Luis Avila and Greg McNeilly

Others Present: Tim Kelly (Executive Director), Tricia Chapman (Treasurer), Amanda Sloan (Recording Secretary), Jessica Wood (Legal Counsel), Mark Miller, Marion Bonneaux, Kim VanDriel (DGRI Staff), Jennifer Kasper, Andrea Anderson, Kristin Bennett, Josh Naramore, Hannah Berry, Jared Belka, and Tim Burkman.

2. Approve Meeting Minutes from January 12, 2022
Motion: Ms. Sieger, supported by Mayor Bliss, moved approval of the January 12, 2022 Meeting Minutes as presented. Motion carried unanimously.
3. Accept January 31, 2022 Financials
Ms. Chapman presented financial statements through January 31, 2022 noting the DDA is in a strong cash position. She shared we are currently 56% through our Non-Tax Increment budget and about 25% through the Local Tax Increment budget with routine payments being made this past month. Mr. Winn asked roughly how much is left to pay on the arena bonds. \$5.49 million remains.

Motion: Mayor Bliss, supported by Ms. Dunn, motioned to accept Statement D: January 31, 2022 Expenditures. Motion carried unanimously.
4. Development Support Request: Studio Park Tower
Mr. Kelly shared some details on this exciting plan from Jackson Entertainment to erect a 16-story residential tower at Studio Park. He shared that in 2017, the DDA approved an agreement for Jackson Entertainment to develop two DDA owned surface parking lots. This came after many years of work from the development team as well as community planning efforts through Arena South and GR Forward and resulted in Studio Park (a \$135 million mixed use project delivered a 9-screen movie theatre, Canopy Hotel, outdoor piazza, 30,000 square feet of commercial retail space, new

headquarters for Acrisure, 106 residential units and a 946-space parking ramp). Within the 2013 Arena South plan, Mr. Kelly stated a goal was to get vertical at this location due to the freeway but also creating more housing and residential density downtown. This provision in the original development plan provided 10 years to complete this next phase, though they are now ready to begin this endeavor. JD Loeks, President of Studio C, presented concept renderings for a proposed 16 story residential tower to be built on top of the 6-story parking garage. This tower will result in 165 market rate apartments and 28 condos. He anticipates construction to begin in the second quarter. Mayor Bliss stated she is excited to see this project come to fruition. Ms. Dunn inquired as to the size of the condos; Mr. Loeks shared the size will range between 500 – 2,000 square feet per finished unit (studio to 3 bedrooms), with the expectation to attract diverse residents. Mr. Eddie asked how this construction will affect the flow of traffic in the area. Mr. Loeks does not expect road closures; the staging area will likely be the parking lot across the street. He noted a tower crane will be built in the alley, but the parking garage will remain open. Mr. Talen shared his appreciation for the addition of the (public space) piazza downtown. He also inquired where downtown currently sits with our residential count inventory, requesting this information as a follow-up.

Motion: Ms. Dunn, supported by Mayor Bliss, motioned to authorize the DDA Chair to execute a Development Support Agreement to utilize 75% of available tax increment, for an amount not to exceed \$600,000, over a period of no longer than 10 years to reimburse for eligible activities associated with the development of the Phase 2 residential tower at Studio Park. Motion carried unanimously.

5. Market Avenue Pedestrian Safety Enhancement

Mr. Miller presented a series of pedestrian safety enhancements. The first is a current request and the remaining six are informational at this time. With financial support from the DDA, the City will be installing a series of RFBs (rapid flashing beacons) to make crosswalks more predictable and safer for pedestrian crossing. He shared several examples of recently installed enhancements (Michigan Street on the west side of the bridge and Jefferson by Mercy Health/St. Mary's) noting these are push button activated signals to alert drivers that pedestrians are crossing the intersection. Mr. Miller stated these have certainly slowed traffic and are an incremental step to making these streets safer. St. Mary's has been quite pleased with the installation, but we will continue to monitor the area. The first RFB that is being proposed is at Market Avenue and Weston (just south of Fulton Street) as part of the Market Street reconstruction. There is a median being installed to act as a pedestrian refuge along with this RFP installation. Mr. Miller shared this project represents a long collaboration with Mobile GR and has the support of the Downtown Neighbor Network as well as the Goal 3 Alliance. The construction of this project will begin in 2022 with some equipment to be purchased yet this fiscal year. The request of \$67,000 does include a 12% contingency. Mayor Bliss asked if we have had any discussions to make these more artistic. The DNN and DGRI support this but defer to Mobile GR on that opportunity. Ms. Sieger shared speed will likely be an issue on Market as well but applauds this effort. Mr. Eddie asked how this works for individuals who are visual impaired; Mr. Miller believes this depends on the level of impairment. Only one RFB has verbal cues, but we are trying to weave that feature into future infrastructure as we continue to analyze our city landscape with disability advocates. We are trying to do a better job understanding impediments and making purposeful efforts to improve the public realm for everyone. Ms. Schottke asked if there has been a marketing campaign around this topic. Ms. Bennett stated there was around the ordinance change when "yield" changed to "stop" for pedestrians.

Motion: Ms. Schottke, supported by Ms. Sieger, motioned to authorize funding, in an amount not to exceed \$67,000, to install an enhanced crosswalk at Market and Weston. Motion carried unanimously.

Mr. Miller shared several other crosswalk enhancements being implemented for improved pedestrian safety. Locations for RFB installations include Lafayette Avenue at Mary Free Bed, Cherry Street and Ottawa Avenue under US-131, South Division and McConnell Street, and Monroe and Campau at the Blue Bridge (which was highlighted by the DNN as a high priority crossing). Another identified area of improvement is Monroe Avenue between City Hall and the convention center. There are currently two crosswalks, and the plan is to consolidate into one along with the construction of a median. A pedestrian refuge is especially important for those in a wheelchair or with a stroller and will include trees. The visually prominent mast arm offers hanging flashing beacons to signal drivers to slow/stop. This Pedestrian Hybrid Beacon is considered the next level technology. Mayor Bliss asked if the median would require additional street changes and inquired about the trees being installed. Ms. Bennett shared no additional street changes are needed; Mr. Miller stated the intent of the trees is for more vertical friction on the edge of the median, which helps to slow traffic. Additionally, nine traffic signals have been identified Downtown for retrofitting countdown pedestrian signal heads to achieve a more predictable pedestrian crossing experience.

6. Ottawa Avenue Street Reconstruction

Mr. Miller presented an infrastructure improvement funding request for Ottawa Avenue (from Hastings to Newberry) in Monroe North. He stated this project is part of a larger set of projects to support the new Spectrum Center for Transformation and Innovation (CTI) being constructed over the next year. This reconstruction will include new pavement, bulb-outs, a new water main, a new storm sewer and 17 ornamental streetlights and is being done in conjunction with the Walbridge to Coldbrook project. Mr. Miller presented images of the ornamental street lighting being installed with outlets (to allow for holiday lighting) which accounts for \$379,404 of the project. The storm sewer portion is \$346,096 which totals \$725,500 with 12% contingency. This project will be funded out of the Streetscape Improvements budget and accounts for 46% of the overall project cost. Mayor Bliss asked if 24 feet height is typical. Mr. Miller shared it is typical for what we have been doing downtown; this height allows for banner attachments as well as frames the streets with larger buildings. Mr. Talen asked about utility pole reconstruction to address the hanging wires. Mr. Miller stated that discussion continues as this transformation happens. Mr. Burkman added there is the potential for this in the future, but it comes at a significant cost. Mr. Winn asked for an update on the Ottawa Avenue possible reconfiguration into a two-way street. Mr. Naramore stated there is no funding available for the signal infrastructure at this time. Mayor Bliss stated there is significant funding soon to become available (in the form of infrastructure dollars) and would like this project to be on the list.

Motion: Mayor Bliss, supported by Mr. Talen, motioned to authorize funding in an amount not to exceed \$725,500, to support the reconstruction of Ottawa Avenue, between Hastings Street and Newberry Street. Motion carried unanimously.

7. After Dark Night Market Sponsorship

Ms. Van Driel shared an exciting new proposal for public space activation on the river in the form of pop-up retail incubation. This project has been vetted through a sub-committee of Goal 1, Goal 4, and Goal 5 Alliance members and would support a series of vendor markets at 555 Monroe. Sponsorship of 5 Night Markets would support up to 100 different vendors and cover the cost of licensing, permitting, coordination, marketing, and public art and entertainment at each of these events in Monroe North. Ms. Dunn asked inquired on the interest level of potential vendors. Ms. Berry shared musicians are highly enthusiastic; the goal to accommodate a diverse mix of retail, art, and service-based business.

Motion: Mayor Bliss, supported by Mr. Eddie, motioned to authorize the expenditure of \$25,000 to Lions & Rabbits for the sponsorship of five After Dark Night Markets. Motion carried unanimously.

8. Executive Director Report

Mr. Kelly shared there is one more opportunity to attend a Black History walking tour this month. World of Winter is still going on with The Loop newly installed at 555 Monroe. Valent Ice sculptures are going out this week. A new install will replace the bunnies at Ah-Nab-Awan Park next week and Ice Breaker at Rosa will take place this weekend along with movies at the piazza. The retail strategy committee is set to complete a policy recommendation to support a successful retail cluster. We are also drafting an RFP for the development of DASH lots on west side. The Hill and River Network and Van Andel Alley projects are in the planning stages with concepts soon to be revealed. There is a ribbon cutting today for Periwinkle Fog in the space where Electric Hero formerly was located. Also, DGRI is hosting the Downtown Green Bay team this week for some organizational sharing. Mr. Winn asked if we would be purchasing any WOW art installations. We are exploring the option to purchase the Massimals installation, but this is something to include in next year's RFP around WOW installations. Mayor Bliss requested an update on the Lyon Square permitting process. Mr. Burkman shared that they are in the process of streamlining permitting so that projects do not conflict with one another and potentially lining up additional funding sources. The goal is to submit all documentation by end of February. This includes the finalization of an MOU for operating the space.

9. Public Comment

None

10. Board Member Discussion

Mr. Talen remarked we continue to use feedback from alliances and DNN and it is great to see public input being used by DGRI in decision making. Mayor Bliss shared she witnessed marriage proposal on the Gillette Bridge this week at the Submergence installation and is thrilled that we are so successful creating spaces for people to have emotional connections.

11. Adjournment

The meeting adjourned at 9:04 am.

Project	Address	Established as Housing	Total Units	Market Apartments	Market Condos	I/R Apartments	Student
Lofts at Tannery Row	16 Ionia Ave SW	1885	13	-	13	-	-
Boardwalk Condominiums	940 Monroe Ave NW	1892	235	-	235	-	-
The Fitzgerald	27 Library St NE	1914	57	-	57	-	-
The Morton	55 Ionia Ave NW	1923	99	99	-	-	-
The Lofts	26 Sheldon Blvd SE	1927	59	-	-	59	-
Park Place Apartments (Heritage Collection)	68 Ransom Ave NE	1950	41	41	-	-	-
Minnhaar Building	49 Monroe Center St NW	1980	8	-	8	-	-
Ransom Towers	50 Ransom Ave NE	1980	153	-	-	153	-
Gotham Lofts (above Happy Cat)	447 Division Ave S	1980	4	-	4	-	-
Goodspeed Lofts	190 Monroe Ave NW	1980	1	-	1	-	-
Forslund Condominiums	252 Pearl St NW	1984	18	-	18	-	-
52 Monroe Center Condos	52 Monroe Center St NW	1984	4	-	4	-	-
Cornerstone Place Apartments	22 Crescent Ave NW	1989	6	6	-	-	-
The Plaza Apartments	11 Monroe Ave NW/201 Ful	1997	282	138	144	-	-
Chaffee Apartments	138 Division Ave S	1998	9	1	-	8	-
The Peck Building	40 Monroe Center St NW	1999	10		10	-	-
The Lenox Apartments	359 Division Ave S	1999	14		-	14	-
Plant/k Road Lofts (aka Alten Place)	13-17 Division Ave S	1999	4	4	-	-	-
Oroquis Apartments	349 Mt Vernon Ave NW	2000	27		-	27	-
Secchia Hall	420 Fulton St W	2000	81		-	-	81
The Globe Apartments	315 Commerce Ave SW	2001	110		-	110	-
Monroe Terrace Condominiums	600 Monroe Ave NW	2001	30		30	-	-
Ferguson Apartments	72 Sheldon Blvd SE	2002	119		-	119	-
Landmark Lofts	801 Monroe Ave NW	2002	36		36	-	-
Winter Hall	32 Winter Ave SW	2003	170		-	-	170
City View Condos (Select Bank)	60 Monroe Center St NW	2004	30		30	-	-
Donovan Building	5 Oakes St SW	2004	12	12	-	-	-
Martineau Apartments	106 - 130 Division Ave S	2004	23		-	23	-
Front Row Condominiums	51 Monroe Center St NW	2006	9		9	-	-
Kelsey Apartments	235 Division Ave S	2006	12	12	-	-	-
Calumet Flats	303 Division Ave S	2006	16		-	16	-
Weston Apartments	21 & 50 Weston Ave SW	2007	190		-	190	-
Metropolitan Park Apartments	350 Ionia Ave SW	2007	24		-	24	-
Hopson Flats	212 - 216 Grandville Ave SW	2007	44	44	-	-	-
Cherry Street Lofts (pka Dayton Apartments)	143 Cherry St SW	2007	8		8	-	-
Icon on Bond	538 Bond Ave NW	2007	118	118	-	-	-
Brickway Condominiums	56 Monroe Center St NW	2008	9		9	-	-
65 Monroe Condominiums	65 Monroe Center St NW	2008	10		10	-	-
The Residences at McKay Tower	146 Monroe Center St NW	2008	14		14	-	-
Lofts @ 5 Lyon	5 Lyon St NW	2008	175	175	-	-	-
Verne Barry Place	60 Division Ave S	2008	116		-	116	-
Loose Leaf Lofts	333 Commerce Ave SW	2008	34	34	-	-	-
616 Lofts on Grandville/Mills Lofts	206 Grandville Ave SW	2008	17	17	-	-	-

Half Century Building	14-16 Jefferson Ave SE	2008	20	20	-	-	-
River House Condominiums	335 Bridge St NW	2008	235		235	-	-
101 S. Division Lofts - Live Downtown	101 Division Ave S	2009	20	-	-	<u>20</u>	-
Bicycle Factory	201 Front Ave SW	2009	12		-	-	12
Goodrich Apartments	333 - 339 Division Ave S	2010	14	-	-	14	-
38 Commerce Building	38 Commerce Ave SW	2010	43	43	-	-	-
The Gallery Apartments	10 Commerce Ave SW	2010	56	56	-	-	-
Serrano Lofts	17 Williams St SW	2011	15	-	-	15	-
Division Park Avenue Apartments	209 Division Ave S	2011	30	-	-	30	-
Iowa Flats (Heritage Collection)	125 Jefferson Ave SE	2011	27	27	-	-	-
616 Lofts on Pearl	139 Pearl St NW	2012	15	15	-	-	-
616 Lofts on Ionia	7 Ionia Ave SW	2012	26	26	-	-	-
Grand Central Lofts	100 Commerce Ave SW	2012	31	31	-	-	-
616 Lofts at The Kendall	16 Monroe Center St NE	2013	12	12	-	-	-
26 Cherry St SW by Live Downtown GR	26 Cherry St SW	2013	45	9	-	36	-
205 South Division Apartments	205 Division Ave S	2013	38	8	-	30	-
240 Ionia Apartments	240 Ionia Ave SW	2014	48	8	-	40	-
Herkimer Apartments	309 Division Ave S	2014	122	8	-	114	-
Commerce Courtyard Apartments	310 Commerce Ave SW	2014	67		-	67	-
Klingman Lofts	400 Ionia Ave SW	2015	83		-	83	-
Garage Bar Apartments	819 Ottawa Ave NW	2015	4	4	-	-	-
The Rowe	201 Michigan St NW	2016	85	77	8	-	-
Waters Center Apartments	161 Ottawa Ave NW	2016	44	44	-	-	-
Arena Place	55 Ottawa Ave SW	2016	84	84	-	-	-
Peterlein Apartments by Dwelling Place	344 Commerce Ave SW	2016	6	6	-	-	-
Lofts at 820 on Monroe	820 Monroe Ave NW	2016	87	87	-	-	-
Lofts on Alabama	420-421 Alabama Ave NW	2016	103	103	-	-	-
Barley Flats (New Holland)	415 Bridge St NW	2016	40	40	-	-	-
Venue Tower Apartments	15 Ottawa Ave NW	2017	88	85	-	3	-
Regency Flats	123 Division Ave S	2017	7	7	-	-	-
20 E. Fulton by Live Downtown GR	20 Fulton St E	2017	108	52	-	56	-
Firestone Lofts	25 Jefferson Ave SE	2017	21	21	-	-	-
234 Market Lofts	234 Market Ave SW	2018	235	235	-	-	-
RiversEdge	1001 Monroe Ave NW	2018	32	-	32	-	-
Grand View Place	936 Front Ave NW	2018	68		-	68	-
One South	35 Division Ave S	2019	22	22	-	-	-
Studio Park Lofts	122 Oakes St SW	2019	106	106	-	-	-
601 Bond Apartment Homes	601 Bond Ave NW	2019	202	202	-	-	-
Bridge Street Lofts (Red Lion)	449 Bridge St NW	2020	44	20	-	24	-
82			4796	2159	915	1459	263
Percentage Total			100%	45%	19%	30%	5%

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: March 2, 2022

TO: Rick Winn
Chairman

**Agenda Item 3
March 9, 2022
DDA Meeting**

FROM: Tricia Chapman
Administrative Services Officer II

SUBJECT: FY2022 Interim Financial Statements as of February 2022

Attached are the Authority's interim financial statements for the seven months of the Authority's fiscal year ending June 30, 2022. The attached statements include:

Statement A: Balance Sheet

Statement B: Comparison of FY2022 Budget vs Actual Results

Statement C: Statement of FY2022 Project Expenditures

Statement D: Schedule of 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 FY2022 and beyond.

The Authority has spent approximately 62% and 29% of its budgeted appropriations in the Non-Tax and Local Tax funds respectively.

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

Attachments

STATEMENT A
DOWNTOWN DEVELOPMENT AUTHORITY
Balance Sheet
February 28, 2022

	Non-Tax Funds	Debt Tax Increment	Local Tax Increment	TOTAL
ASSETS				
Pooled Cash and Investments	\$ 5,002,343	\$ 10,819,061	\$ 10,136,493	\$ 25,957,897
Petty Cash	-	-	500	500
General Fixed Assets	-	-	87,017,456	87,017,456
Accumulated Depreciation on Fixed Assets	-	-	(62,439,401)	(62,439,401)
Future Tax Increment Revenues Anticipated	-	6,490,000	-	6,490,000
TOTAL ASSETS	\$ 5,002,343	\$ 17,309,061	\$ 34,715,048	\$ 57,026,452
LIABILITIES AND FUND EQUITY				
Liabilities				
Current Liabilities	\$ -	\$ -	\$ 36,656	\$ 36,656
Other Accrued Liabilities	-	4,061	2,026	6,087
Deposit - Area 4 Developer Damage	1,000	-	-	1,000
Bonds Payable	-	6,490,000	-	6,490,000
TOTAL LIABILITIES	1,000	6,494,061	38,682	6,533,743
Fund Balance / Equity:				
Investments in General Fixed Assets, net of Accumulated Depreciation	-	-	24,578,055	24,578,055
Non-Tax Increment Reserve	4,947,094	-	-	4,947,094
Reserve for Authorized Projects	-	-	9,820,371	9,820,371
Reserve for Compensated Absences	-	-	7,886	7,886
Reserve for Eligible Obligations	-	10,815,000	-	10,815,000
Reserve for Encumbrances	54,249	-	270,054	324,303
TOTAL FUND EQUITY	5,001,343	10,815,000	34,676,366	50,492,709
TOTAL LIABILITIES & FUND EQUITY	\$ 5,002,343	\$ 17,309,061	\$ 34,715,048	\$ 57,026,452

STATEMENT B

DOWNTOWN DEVELOPMENT AUTHORITY Comparison of FY2022 Budget vs Actual Results July 1, 2021 - February 28, 2022

	Non-Tax Funds		Debt Tax Increment		Local Tax Increment	
	Budget	Actual	Budget	Actual	Budget	Actual
REVENUES						
Property Tax Increment - General	\$ -	\$ -	\$ 11,623,216	\$ 11,607,647	\$ 7,732,770	\$ 8,361,694
Property Tax Increment - Prior Year Appeals	-	-	(35,000)	-	(15,000)	(64)
Property Tax Increment - Gainsharing Rebates	-	-	(4,363,113)	-	(771,777)	-
Interest - General	63,630	(91,944)	84,901	(126,164)	104,867	(131,907)
Interest - "The Gallery" Promissory Note	15,406	8,911	-	-	-	-
Principal - "The Gallery" Promissory Note	32,953	357,342	-	-	-	-
Property Rental - Buildings and Facilities	72,000	42,000	-	-	-	-
Property Rental - DASH Parking Lots	250,000	229,305	-	-	-	-
Contributions - Lyon Square Reconstruction	-	-	-	-	1,750,000	-
Reimbursements and Miscellaneous Revenues	2,000	86,350	-	-	5,000	19,000
Ottawa Ave - Cherry to Oakes - 1/3rd payment	197,670	-	-	-	-	-
TOTAL REVENUES	\$ 633,659	\$ 631,964	\$ 7,310,004	\$ 11,481,483	\$ 8,805,860	\$ 8,248,723
EXPENDITURES						
<u>GR Forward Projects:</u>						
Goal #1: Restore the River as the Draw and Create a Connected and Equitable River Corridor	\$ 15,000	\$ 615	\$ -	\$ -	\$ 4,580,000	\$ 125,522
Goal #2: Create a True Downtown Neighborhood Which is Home to a Diverse Population	80,000	7,497	-	-	1,585,000	1,322,606
Goal #3: Implement a 21st Century Mobility Strategy	-	-	-	-	2,270,000	690,664
Goal #4: Expand Job Opportunities and Ensure Continued Vitality of the Local Economy	35,000	4,475	-	-	500,000	204,229
Goal #5: Reinvest in Public Space, Culture, and Inclusive Programming	1,770,000	1,164,744	-	-	2,025,000	404,317
Total GR Forward Projects	\$ 1,900,000	\$ 1,177,331	\$ -	\$ -	\$ 10,960,000	\$ 2,747,338
Administration	-	-	-	-	1,300,000	1,035,791
Debt Service for Bond Issues	-	-	6,814,500	162,250	750,400	-
TOTAL EXPENDITURES	\$ 1,900,000	\$ 1,177,331	\$ 6,814,500	\$ 162,250	\$ 13,010,400	\$ 3,783,129
EXCESS / (DEFICIT)	<u>\$(1,266,341)</u>	<u>\$(545,367)</u>	<u>\$ 495,504</u>	<u>\$ 11,319,233</u>	<u>\$ (4,204,540)</u>	<u>\$ 4,465,594</u>
BEGINNING FUND BALANCE		<u>5,546,710</u>		<u>(504,233)</u>		<u>30,210,772</u>
ENDING FUND BALANCE		<u>\$ 5,001,343</u>		<u>\$ 10,815,000</u>		<u>\$ 34,676,366</u>

STATEMENT C
DOWNTOWN DEVELOPMENT AUTHORITY
Statement of FY2022 Project Expenditures
As of February 28, 2022

Project Name	FY2022 Project Budgets	Expenditures		Remaining FY2022 Budgets	% of Budget spent
		Month	Fiscal Year		
River Governance	580,000	10,600	85,309	494,691	14.71%
Downtown Plan	100,000	-	-	100,000	0.00%
Lyon Square Improvements	2,600,000	1,254	2,376	2,597,624	0.09%
River Edge Improvements	1,300,000	-	37,837	1,262,163	2.91%
GRForward Goal # 1 - Local Tax Increment	\$ 4,580,000	\$ 11,854	\$ 125,522	\$ 4,454,478	2.74%
Downtown Speakers Series	10,000	-	-	10,000	0.00%
Riverwalk Assessment	5,000	-	390	4,610	7.80%
River Economic Opportunity Initiative	-	-	225	(225)	0.00%
GRForward Goal # 1 - Non-Tax Increment	\$ 15,000	\$ -	\$ 615	\$ 14,385	4.10%
Development Project Guidance	35,000	-	-	35,000	0.00%
Development Project Reimbursements	1,500,000	82,974	1,289,997	210,003	86.00%
Downtown Enhancement Grants	50,000	2,142	32,609	17,391	65.22%
GRForward Goal # 2 - Local Tax Increment	\$ 1,585,000	\$ 85,116	\$ 1,322,606	\$ 262,394	83.45%
Heartside Quality of Life Implementation	50,000	-	4,250	45,750	8.50%
Neighborhood Engagement Programs	30,000	562	3,247	26,753	10.82%
GRForward Goal # 2 - Non-Tax Increment	\$ 80,000	\$ 562	\$ 7,497	\$ 72,503	9.37%
Accessibility and Mobility Repairs	110,000	-	44,775	65,225	40.70%
Bicycle Friendly Improvements	245,000	-	14,904	230,096	6.08%
DASH North Shuttle Services	375,000	-	157,500	217,500	42.00%
New Downtown Circulator Infrastructure	40,000	-	-	40,000	0.00%
Streetscape Improvements	1,200,000	183,234	443,644	756,356	36.97%
Wayfinding System Improvements	300,000	-	29,841	270,159	9.95%
GRForward Goal # 3 - Local Tax Increment	\$ 2,270,000	\$ 183,234	\$ 690,664	\$ 1,579,336	30.43%
Economic Development and Innovation	400,000	3,958	172,380	227,620	43.10%
COVID Economic Relief Program	100,000	-	31,849	68,151	31.85%
GRForward Goal # 4 - Local Tax Increment	\$ 500,000	\$ 3,958	\$ 204,229	\$ 295,771	40.85%
Downtown Workforce Programs	35,000	4,475	4,475	30,525	12.79%
GRForward Goal # 4 - Non-Tax Increment	\$ 35,000	\$ 4,475	\$ 4,475	\$ 30,525	12.79%
Downtown Marketing and Inclusion Efforts	420,000	16,065	184,623	235,377	43.96%
Downtown Tree Plantings	130,000	-	39,916	90,084	30.70%
Parks Design	50,000	-	3,535	46,465	7.07%
Public Realm Improvements	1,350,000	89,550	167,647	1,182,353	12.42%
State of Downtown Event & Annual Report	25,000	-	-	25,000	0.00%
Urban Recreation Improvements	50,000	-	8,596	41,404	17.19%
GRForward Goal # 5 - Local Tax Increment	\$ 2,025,000	\$ 105,615	\$ 404,317	\$ 1,620,683	19.97%
Arena Plaza Improvements: Non-Tax Increment	-	-	300	(300)	100.00%
Bridge Lighting Operations	15,000	-	-	15,000	0.00%
DGRI Event Production	401,000	52,536	150,395	250,605	37.50%
Diversity / Inclusion Programming	50,000	-	1,500	48,500	3.00%
Downtown Ambassador Program	222,000	28,715	203,179	18,821	91.52%
Experience - Miscellaneous	30,000	-	17,500	12,500	58.33%
Major Event Sponsorship	135,000	-	105,000	30,000	77.78%
Project and Fixed Asset Maintenance	5,000	1,397	2,859	2,141	57.18%
Public Space Activation	789,000	27,815	633,092	155,908	80.24%
Rosa Parks Circle Skating Operations	40,000	-	-	40,000	0.00%
Special Events - Office of	75,000	-	50,000	25,000	66.67%
Special Events - Training Program	6,000	-	-	6,000	0.00%
Winter Avenue Building	2,000	123	919	1,081	45.95%
GRForward Goal # 5 - Non-Tax Increment	\$ 1,770,000	\$ 110,586	\$ 1,164,744	\$ 605,256	65.80%
TOTAL	\$ 12,860,000	\$ 505,400	\$ 3,924,669	\$ 8,935,331	30.52%

STATEMENT D
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of FY2022 Expenditures
February 1 - 28, 2022

Source	Date Posted	Vendor	Purpose / Project	Description	Amount
Local	1/31/2022	Paychex	Administration	DDA Payroll Wages, 401, Taxes- Jan 2022	99,871.35
Local	2/8/2022	City Treasurer - Budget Office	Administration	IET - Operating Transfer A-87	11,006.00
Local	2/6/2022	Dickinson Wright PLLC	Administration	Legal services: Admin SEPT 2021 hours 01/22	7,788.00
Local	2/21/2022	McAlvey Merchant & Associates	Administration	Governmental Consulting JAN 2022	4,500.00
Local	2/6/2022	Dickinson Wright PLLC	Administration	Legal services: Admin Nov hours 01/22	2,552.00
Local	2/19/2022	City of Grand Rapids	Administration	Staff services - payroll period ended 02/19/2022	2,412.47
Local	2/5/2022	City of Grand Rapids	Administration	Staff services - payroll period ended 02/05/2022	2,290.00
Local	2/6/2022	The KR Group, Inc.	Administration	New laptop 1/22	2,244.21
Local	2/24/2022	Blue Cross Blue Shield of Mich	Administration	Dental Insurance Premium 3/22 to 5/22	1,385.46
Local	2/23/2022	Melvin Eledge Jr	Administration	Reimb for expenses 2/22	1,368.09
Local	2/16/2022	Fifth Third Bank	Administration	Admin: Supplies	1,028.65
Local	2/8/2022	City Treasurer - Risk Management	Administration	Monthly General Insurance Allocation	821.17
Local	1/31/2022	Paychex	Administration	DDA Payroll Processing Fee - Jan 2022	535.46
Local	2/21/2022	Federal Square Building Co. #1, LLC	Administration	Office Lease: 29 Pearl Street Mezzanine Office 02/22	484.64
Local	2/21/2022	The KR Group, Inc.	Administration	IT fix break 01/22	427.63
Local	2/16/2022	Fifth Third Bank	Administration	Admin: Conf & Travel	425.00
Local	1/31/2022	Paychex	Administration	DDA Payroll HRS Processing Fees-Jan 2022	294.58
Local	2/6/2022	Professional Maintenance of Michigan In	Administration	Janitorial services 01/22	273.21
Local	2/16/2022	Fifth Third Bank	Administration	Admin: Services	208.36
Local	2/21/2022	West MI Hispanic Chamber	Administration	Annual membership dues 2022	197.98
Local	2/21/2022	Federal Square Building Co. #1, LLC	Administration	Utility Service: Electric Nov 2021	168.72
Local	2/1/2022	Kimberly Van Driel	Administration	Mileage Reimb 1/22	155.61
Local	2/22/2022	Amanda Sloan	Administration	Reimb for expenses 2/22	152.61
Local	2/6/2022	The KR Group, Inc.	Administration	Jan 22 Managed Agreement	143.88
Local	2/16/2022	Fifth Third Bank	Administration	Admin: Memberships	125.00
Local	1/31/2022	City Treasurer - MobileGR/Parking Svcs	Administration	Jan 2022 Parking Validation Billing	118.25
Local	2/21/2022	Lisa M Cooper	Administration	HR Consultant services 1/22	108.89
Local	2/23/2022	Cellco Partnership	Administration	Cell Phone Service 01/22	86.41
Local	2/21/2022	PeopleG2	Administration	Criminal Background Check services 01/22	59.78
Local	2/23/2022	Melvin Eledge Jr	Administration	Reimb for expenses 2/22	57.49
Local	2/1/2022	Tim Kelly	Administration	Lunch meting reimbursement 1/13/22	53.35
Local	2/4/2022	The KR Group, Inc.	Administration	Credit Memo	(909.89)
					140,434.36
Local	2/9/2022	City of Grand Rapids	Developer Project Reimbursements	Jackson Ent Reimbursement to City	82,974.42
					82,974.42
Local	2/21/2022	Disability Adv of Kent Co	Dntn Marketing & Inclusion Efforts	Sponsorship of 2022 Disability Events	4,000.00
Local	2/23/2022	University of Michigan	Dntn Marketing & Inclusion Efforts	World of Winter Radio advertising 2/22	3,380.00
Local	2/9/2022	Erika Townsley	Dntn Marketing & Inclusion Efforts	Photography Feb 2022	3,000.00
Local	2/9/2022	Renee Johnson	Dntn Marketing & Inclusion Efforts	Watercolors Kickoff sponsorship 2022	2,500.00
Local	2/16/2022	Fifth Third Bank	Dntn Marketing & Inclusion Efforts	Marketing: Advertising	1,396.70
Local	2/9/2022	Serendipity Publishing LLC	Dntn Marketing & Inclusion Efforts	Revue ad Feb 2022	772.00
Local	2/23/2022	University of Michigan	Dntn Marketing & Inclusion Efforts	World of Winter Radio advertising 2/22	500.00
Local	2/21/2022	Holland Litho Service Inc	Dntn Marketing & Inclusion Efforts	Marketing supplies: Palm Cards 01/22	253.59
Local	2/6/2022	Ariel Sosa III	Dntn Marketing & Inclusion Efforts	WoW '22 Photos 1/22	150.00
Local	2/21/2022	Ariel Sosa III	Dntn Marketing & Inclusion Efforts	She Runs photography 2/22	112.50
					16,064.79
Local	2/22/2022	Vault of Midnight Inc	Downtown Enhancement Grants	DEG: Vault of Midnight 2/22	2,142.00
					2,142.00
Local	2/9/2022	GR Area Chamber of Commerce	Economic Development & Innovation	Retail Retention & Attraction Contract 01/22	3,958.33
					3,958.33
Local	2/6/2022	Dickinson Wright PLLC	Lyon Square Improvements	Legal services: Lyon Square 12/21	1,254.00
					1,254.00
Local	2/23/2022	SmithGroup, Inc.	Public Realm Improvements	Switchback Park & River Connections 11/21	45,298.80
Local	2/9/2022	SmithGroup, Inc.	Public Realm Improvements	Switchback Park & River Connections 01/22	42,799.20
Local	2/24/2022	Bazen Electric	Public Realm Improvements	Electrical services 1/22	1,452.39
					89,550.39
Local	2/21/2022	West MI Center for Arts & Technology	River Governance	WMCAT/Public Agency river engagement 1/22	10,600.00
					10,600.00

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STATEMENT D - continued
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of Expenditures - FY2022

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Source	Date Posted	Vendor	Activity # Purpose / Project	Description	Amount
<i>Continued from previous page</i>					
Local	2/7/2022	State of Michigan	Streetscape Improvements	18092-Ottawa-Fulton to Michigan	96,601.75
Local	2/7/2022	State of Michigan	Streetscape Improvements	18092-Ottawa-Fulton to Michigan	45,329.90
Local	2/28/2022	State of Michigan	Streetscape Improvements	18092-Ottawa-Fulton to Michigan	34,437.40
Local	2/17/2022	City of Grand Rapids	Streetscape Improvements	GROW 1000 2 Youth Employees - BBB	3,200.00
Local	2/28/2022	State of Michigan	Streetscape Improvements	17109-Division-Wealthy to Cherry	2,191.76
Local	2/9/2022	RC Productions Inc	Streetscape Improvements	Cement Barrier Art 12/21	805.00
Local	2/6/2022	Loeks Theatres, Inc.	Streetscape Improvements	158 Oakes abatement reimb 1/22	667.90
					183,233.71
Non-Tax	2/21/2022	LiveSpace, LLC	DGRI Event Production	WoW '22 Movie Setup 2/22	7,322.00
Non-Tax	2/16/2022	Fifth Third Bank	DGRI Event Production	DGRI Event Production: Supplies	7,114.85
Non-Tax	2/21/2022	Beer Me Bro LLC	DGRI Event Production	WOW '22 Valent-Ice pre party 2/22	5,000.00
Non-Tax	2/9/2022	GooseChase Adventures Inc.	DGRI Event Production	Scavenger Hunt yearly subscription WoW '22	5,000.00
Non-Tax	2/21/2022	Centurion Security Solutions LLC	DGRI Event Production	WOW '22 security 2/22	3,875.00
Non-Tax	2/21/2022	Ryan Charles Woodford	DGRI Event Production	Security Services: WOW 2/22	3,315.00
Non-Tax	2/9/2022	Castle Party Rentals LLC	DGRI Event Production	Rental Supplies for Silent Disco 01/22	3,206.75
Non-Tax	2/21/2022	Castle Party Rentals LLC	DGRI Event Production	Rental Supplies for Silent Disco 01/22	2,812.50
Non-Tax	2/9/2022	Amnestie Lillian-Tate VerDuin	DGRI Event Production	WOW '22 Performance 1/22	2,610.00
Non-Tax	2/21/2022	Cassie L Truskowski	DGRI Event Production	WoW '22 Circus Wonderland 1/22	2,160.00
Non-Tax	2/21/2022	Amnestie Lillian-Tate VerDuin	DGRI Event Production	WOW '22 Performance 2/22	1,350.00
Non-Tax	2/21/2022	Andrea Lynn Pawlak	DGRI Event Production	DJ Services WoW '22 01/22	1,270.94
Non-Tax	2/16/2022	Fifth Third Bank	DGRI Event Production	DGRI Event Production: Services	1,256.95
Non-Tax	2/9/2022	Centurion Security Solutions LLC	DGRI Event Production	Silent Disco security 01/22	1,020.00
Non-Tax	2/6/2022	607 Dewey, LLC	DGRI Event Production	DGRI Events: Feb Storage facility rent 1/22	950.00
Non-Tax	2/16/2022	Fifth Third Bank	DGRI Event Production	DGRI Event Production: Food/Bev	808.28
Non-Tax	2/21/2022	Adrian Butler	DGRI Event Production	DJ Services WoW '22 01/22	700.00
Non-Tax	2/9/2022	Swift Printing & Communications	DGRI Event Production	WOW silent disco signage 1/22	626.52
Non-Tax	2/21/2022	Ariel Sosa III	DGRI Event Production	WoW '22 Photos 1/22	450.00
Non-Tax	2/21/2022	Gerald Berg	DGRI Event Production	WOW '22 Performance 2/22	300.00
Non-Tax	2/21/2022	Carter McLeod Jones	DGRI Event Production	WOW '22 install hours 2/22	220.00
Non-Tax	2/21/2022	Craig Stoddard	DGRI Event Production	WOW '22 Performance 1/22	200.00
Non-Tax	2/23/2022	City Treasurer - Special Events	DGRI Event Production	Special Event: WOW She Runs GR Training Runs	150.00
Non-Tax	2/21/2022	Marc Edward Kanitz	DGRI Event Production	WOW '22 PuP 1/22	150.00
Non-Tax	2/21/2022	Tre Jordan DeLeon	DGRI Event Production	Pop Up Performer 01/22	150.00
Non-Tax	2/6/2022	ZGM Incorporated	DGRI Event Production	Pop Up Performance WOW 1/22	150.00
Non-Tax	2/23/2022	City Treasurer - Special Events	DGRI Event Production	Special Event: WOW She Runs GR Training Run	125.00
Non-Tax	2/6/2022	Sam Kenny	DGRI Event Production	Pop Up Performer 01/22	112.50
Non-Tax	2/16/2022	Fifth Third Bank	DGRI Event Production	DGRI Event Production: Fees	50.00
Non-Tax	2/4/2022	Consumers Energy	DGRI Event Production	1030 4058 7935 22/01 - 612 Dewey Ave	41.39
Non-Tax	2/21/2022	ACO Inc	DGRI Event Production	Event Supplies 02/07	37.96
					52,535.64
Non-Tax	2/21/2022	Mydatt Service Inc	Downtown Ambassador Program	Ambassador Program 1/21	28,618.98
Non-Tax	2/25/2022	City Treasurer - MobileGR/Parking Svcs	Downtown Ambassador Program	Monthly Parking Billing Feb 2022	48.00
Non-Tax	1/31/2022	City Treasurer - MobileGR/Parking Svcs	Downtown Ambassador Program	Monthly Parking Billing Jan 2022	48.00
					28,714.98
Non-Tax	2/6/2022	Grand Rapids Community College	Downtown Workforce	GRCC Workforce Training: Carpentry 9/21-2/22	4,475.00
					4,475.00
Non-Tax	2/16/2022	Fifth Third Bank	Neighborhood Engagement Programs	Neighborhood Engagement: Food/Bev	561.84
					561.84
Non-Tax	2/21/2022	Landscape Forms Inc	Project & Fixed Asset Maint	Trash can door replacement 1/22	750.00
Non-Tax	2/21/2022	City Treasurer - Water System	Project & Fixed Asset Maint	WS2028692 22/01 Wealthy St Roundabout Irrigation	646.98
					1,396.98

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STATEMENT D - continued
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of Expenditures - FY2022

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Source	Date Posted	Vendor	Activity # Purpose / Project	Description	Amount
<i>Continued from previous page</i>					
Non-Tax	2/6/2022	Derek Call	Public Space Activation	World of Winter '22 Event Planning 9/20/21-01/01/22	10,915.00
Non-Tax	2/6/2022	Creos Experts-Conseils Inc	Public Space Activation	WOW Art Installation - LOOP 10/21	10,778.19
Non-Tax	2/6/2022	Lowing Light & Grip, Inc	Public Space Activation	PSA equipment 01/22	1,788.90
Non-Tax	2/6/2022	Mackenzie Goss	Public Space Activation	WOW sponsorship grant 2022	1,780.00
Non-Tax	2/21/2022	Lowing Light & Grip, Inc	Public Space Activation	PSA equipment 01/22	1,605.00
Non-Tax	2/16/2022	Fifth Third Bank	Public Space Activation	Public Space Activation: Supplies	896.38
Non-Tax	2/16/2022	Fifth Third Bank	Public Space Activation	Public Space Activation: Services	687.96
Non-Tax	2/6/2022	Dickinson Wright PLLC	Public Space Activation	Legal services: WOW contract review 12/21	660.00
Non-Tax	2/21/2022	Creos Experts-Conseils Inc	Public Space Activation	WOW Art Installation - LOOP 2/22	570.99
Non-Tax	2/21/2022	United Rentals (North America), Inc.	Public Space Activation	PSA equipment rental 02/22 555 Monroe	496.84
Non-Tax	2/6/2022	West Shore Services Inc	Public Space Activation	Equip rental for WOW install 1/22	312.50
Non-Tax	2/21/2022	Kerkstra Portable Restroom Svc INC	Public Space Activation	Portable restroom for WoW event 01/22	230.00
Non-Tax	2/21/2022	Paul Sapp	Public Space Activation	Winter Art - Loop install 2/22	135.00
Non-Tax	2/16/2022	Fifth Third Bank	Public Space Activation	Public Space Activation: Food/Bev	132.93
Non-Tax	2/8/2022	Kimberly Van Driel	Public Space Activation	Reimb for PSA expenses 02/22	119.36
Non-Tax	2/24/2022	Grand Rapids Running Tours	Public Space Activation	Green Bay Walking tour 02/22	100.00
Non-Tax	2/21/2022	ACO Inc	Public Space Activation	PSA Supplies 02/07	63.96
Non-Tax	2/15/2022	Kimberly Van Driel	Public Space Activation	Reimb for PSA expenses 02/22	32.30
Non-Tax	2/23/2022	ACO Inc	Public Space Activation	PSA Supplies 02/07	9.99
Non-Tax	2/7/2022	Herblet Holdings, Inc,	Public Space Activation	PSA: WOW Art Installation 12/21 - Void Check	(3,500.00)
					<u>27,815.30</u>
Non-Tax	2/21/2022	DTE Energy	Winter Ave NW Building	9100 258 89908 22/02 Winter DDA share	123.00
					<u>123.00</u>

TOTAL FEBRUARY 2022 EXPENDITURES \$ 645,834.74

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DATE: March 4, 2022

TO: Downtown Development Authority

FROM: Andy Guy, COO

SUBJECT: Defining “Equity” for Grand River Corridor Revitalization

Agenda Item #4
March 9, 2022
DDA Meeting

This memo requests an investment to develop an Equity Framework and Plan for Action to help proactively inform and guide Grand River corridor revitalization efforts. Funds, if approved, will support a process to define shared equity principles and goals, proposed strategies for action and metrics to track progress and accountability.

The DDA Board in March 2021 endorsed a governance model to develop, manage, program and maintain the public capital assets associated with the revitalization of the Grand River corridor.

Since that approval, the DDA and Downtown Grand Rapids Inc (DGRI) have provided support to advance on the recommended action, including:

- Organizing a nonprofit entity capable of serving as the backbone agency that cultivates the leadership, capacity, collaboration and coordination required to implement the community’s vision for the river.
- Recruiting an initial board of directors.
- Developing a community engagement program that supports nonprofit startup.

The next step in starting up the proposed governance model is to develop the proposed equity framework. The idea flows from previous planning efforts like [River for All](#) and *GR Forward* ([Goal 1: Restore the River as the Draw & Create a Connected and Equitable Corridor](#)).

The need was also plain to see during our effort to explore river governance options and best practice. Two important observations:

1. Case study research of similar projects in other cities showed the value of a formal guiding document around diversity, equity and inclusion as a tool for communities to clearly define objectives, advance project work and mitigate or leverage project impacts. Shared understanding about what equity means vis-à-vis jobs, housing, programs and other community benefits supports project implementation.



The research also revealed the value of developing this tool proactively, prior to major project investments, versus reactively after the lack of shared understanding fosters skepticism, conflict, project delays and missed opportunities.

2. River governance organizing conversations with local community leaders and stakeholders revealed broad agreement around the importance of, and commitment to, embedding the principles of equity in the river corridor revitalization movement. Those conversations also revealed a lack of common or shared understanding around goals and what success looks like.

The first step is to determine what an equity and inclusion strategy means for Grand River corridor revitalization and the governance organization designed to lead it.

Soon after endorsement of the governance recommendation, DGRI staff organized a work group to start moving forward on the proposed equity framework. The group included representation from the City of Grand Rapids, the Hispanic Chamber of Commerce, Wege Foundation, Start Garden, Grand Rapids Area Black Businesses, Spectrum Health and Downtown Grand Rapids Inc.

To solicit professional expertise, the group developed and issued a Request for Qualifications and received several responses. The group evaluated those responses based on similar project experience, strength of the team, demonstrated project understanding and other criteria.

Thru the evaluation, the team of Angel City Advisors and Estolano Advisors emerged as the preferred option for a project partner.

[Angel City Advisors](#) is a consulting firm with broad expertise in impact investment, social entrepreneurship and community economic development and capacity building. Angel City also specializes in identifying market-oriented solutions to social challenges.

The firms' founder Daniel Tellalian brings especially unique experience to this project having served as the founding board member and chair of the Los Angeles River Revitalization Corporation which was tasked with supporting the redevelopment of a 51-mile stretch of the Los Angeles River corridor.

[Estolano Advisors](#) is an urban planning and public policy firm with relevant expertise in a variety of fields, including but not limited to housing policy, business cluster strategies, equitable economic development planning and workforce development strategies.

To introduce the prospective consultants locally, and start to build awareness of, and trust in, an equity framework process within community, the project working group took two additional steps:

- Organized virtual “meet & greet” sessions. More than 40 local leaders representing partner organizations, philanthropy, business, the indigenous community and other stakeholders joined two sessions in July 2021. The prospective consultant team introduced themselves, their past work and

philosophy. They also listened carefully as local participants shared their perspective, stories and priorities.

- Hosted a site visit. Members of the prospective consultant team visited Grand Rapids in August 2021. Over the course of three days, they took a couple dozen meetings and spoke with a diversity of local stakeholders. They also produced a memo of their observations from those discussions. That memo is attached and surfaces some of the challenges, opportunities and dynamics that will underlie the proposed equity framework process.

The result of these conversations, and subsequent discussions with local participants, was affirmation of the idea to develop an equity framework and broad support to engage Angel City and Estolano for the work. Local partners believe the proposed consultant team is a “good fit.”

Based on this positive feedback, this proposal comes to the DDA with a recommendation from the project work group and the Communications & Engagement Committee recently organized to support the start up of the new river nonprofit.

If approved, the project will start up this spring with the formation of a Project Advisory Board. That group will work collaboratively with the consultant team to design a process for soliciting and incorporating input from all stakeholders.

This process is likely to include the development of project-specific education and facilitation tools, a variety of more in-depth interviews with local stakeholders and implementation partners, and a series of public workshops to gather robust input on equity and inclusion issues, goals, strategies and metrics – all of which informs development of the framework and plan for action to help guide river corridor revitalization efforts.

The estimated budget for this project is \$235,000. DGRI staff recommends the DDA (\$195,000) and the Monroe North Tax Increment Finance Authority (\$40,000) share the cost.

This process is not an overnight solution. In the case of DC’s 11th Street Bridge project, for example, leaders invested a full year reaching out to community, developing principles and goals and a way to measure progress. That process also significantly strengthened community enthusiasm and support for the project.

This is difficult work. These are not easy conversations. But having these conversations now – before river corridor revitalization ramps up – will help the implementation efforts ahead make the economic, recreational, cultural and other connections necessary to ensure the future river corridor is a beloved and valued place for all residents.

Recommendation: Approve an allocation of funds not to exceed \$195,000 to engage the consulting team of Angel City Advisors and Estolano Advisors to develop an Equity Framework and Plan for Action that helps guide Grand River corridor revitalization.



GRAND RAPIDS RIVER SITE VISIT

AUGUST 23-25

WRAP-UP MEMO

2021

PARTING THOUGHTS



Thank you again to Downtown Grand Rapids, Inc. and Equity Framework Stakeholders and Partners for hosting our consulting team and facilitating so many thoughtful conversations. Over three days, we took 24 meetings and spoke with over 30 individuals with local perspectives and interests about Grand River revitalization and the River for All equity agenda. We mostly listened, but also asked questions. We both walked and drove the river project area and adjacent neighborhoods. We've followed up with interviewees to acquire source documents that were referenced, and we have huddled internally to aggregate and distill our impressions.

First and foremost, we want to acknowledge that creating an equity framework is a difficult work. While we believe that many Grand Rapidians want to meet the current moment of racial reckoning, we know the path forward is uncertain and uncomfortable. It forces the region to revisit history and acknowledge past mistakes. It revives old trauma. It calls out power imbalances and seeks a shifting and sharing of those powers. These are not easy conversations and may not result in the most efficient or timely delivery of a massively complex and expensive river infrastructure project. This is why having equity conversations now, and institutionalizing an equity framework and governance structure before the river project accelerates, is essential. Grand River revitalization can be a platform for social and economic change – a symbol of 21st Century Grand Rapids in urban design, hydrology, and economic development, but equally in inclusiveness, community governance, and multiculturalism.

Based on our visit, we wanted to share a set of observations for your consideration. Whether we commit to work together to produce a community-led equity framework, or whether Grand Rapids works with another partner, we hope these observations are useful to your efforts. Regardless, please consider us colleagues and allies in your movement towards equitable development and creating a Grand River for all.

Respectfully,



Daniel Tellalian
Angel City Advisors
CEO



Cecilia Estolano
Estolano Advisors
CEO

OBSERVATIONS

The River Project is Real – it was obvious to the consulting team that the Grand River project is beyond a conceptual stage. There has been significant investment in planning documents, predevelopment investments, and project pipeline. The simple observation here is that change is coming to the Grand Rapids' waterfront, like it or not, and stakeholders need to engage.

The River Project is not Broadly Understood – the river project status and economic potential is well understood at the civic leadership level. Everyday people in neighborhoods, especially away from downtown, do not naturally see the river as part of their lives. Their interest, their knowledge of details, and their understanding of how it might impact their future, appears to be limited. To become a river for all, Grand Rapids needs to establish connections – economic, recreational, cultural, or otherwise that make the river a resource for all residents and a lever for greater regional equity.

Talented Local Leaders Can Support this Process – as national consultants, we observed no lack of community leadership or sophistication in our interviews. While minds may differ on policy, the City has all the talent it needs to meaningfully engage its communities in an equity agenda. Change is more a question of political will.

Stakeholder Engagement should be Baked In – as a multi-decade revitalization effort, the City must plan past an 'outreach phase' and institutionalize regular community engagement processes. There must be opportunities to level set with stakeholders and course correct on the river plan over time.

A Feedback Loop is Required, Not One-Time Sessions – one-touch outreach was a common criticism that can be overcome with a combination of standing stakeholder boards, a culture of transparency, and digital communication strategy from the City that provides regular updates and channels for feedback.

Seemingly in Contradiction, there is Outreach Fatigue to Mitigate – despite the need for open communication and deeper engagement, communities are tired of speaking about their desires without a corresponding sense of results. *Is anyone listening?!?* This dynamic may need to be mitigated by compensation, or other innovative ways to incentivize participation over time.

Regardless of the Partners, the City is the Protagonist – while we suspect multiple non-public entities will execute the river program and a potential equity framework, in the eyes of the general population and national audiences, the responsibility of the river success or failure will lie with the City of Grand Rapids. As such, City electeds and department heads need to buy into the equity agenda.

The City is Making Strides around Public Contracting – we were impressed that the City is already practicing some diverse supplier programs in recent public works projects, most notably the Rosa Parks Circle upgrades. City processes can be improved and procedural obstacles removed to achieve scale and meaningful results for the river project, but the modeling of good practices has already begun. There is no need to wait for an equity framework to deliver equitable processes we know should be included, such as contracting and multicultural park programming that delivers river benefits to everyone.

There is Cynicism about Motives – community activists and stakeholders, mostly representing communities of color, are assuming the worst. Whether based on past 'community revitalization' initiatives or longstanding grievances, there is a broad skepticism that Grand Rapids will actually deliver on the rhetoric of a River for All. Optimism and enthusiasm must be earned.

Early Actions Set the Tone – the best way to build awareness, mitigate cynicism, and build trust in an equity framework is to illustrate it exceptionally. Simply put, Grand Rapids should prioritize initial riverfront projects that hit homeruns on multiple equity fronts – exceeding public contracting goals, building uses requested by communities of color, yielding land back to indigenous peoples – and celebrate those projects. We see early opportunity at the Grand Rapids Public Museum, the future Spectrum Health headquarters, and publicly-owned parcels. Catalytic projects can be conceptualized and initiated now, and will set the tone for river projects over the long-term. We are confident that development projects sponsored by wealthy interests and the politically-connected will find their place along the river. Let them come later.

Connectivity to, and Inclusiveness of, the southwestern neighborhoods of Roosevelt Park and Black Hills should be a priority. Lack of investment in these communities at the southern end of the project is well documented. A clear equity framework will state explicit metrics for connection of the river project to these communities – across economics, access/transportation, and culture – and institutionalize reporting and accountability measures to make sure goals are reached.

The Indigenous Community has a Unique Stake – while a small percentage of the Grand Rapids population, the rightful ownership of riverbanks by the three tribes must be acknowledged. Outreach asking “what would you like to see built on (your) river” is unproductive – a separate dialogue should be had around restoring river land for tribal use. If feasible, leadership cultivation among indigenous youth – whose lives will parallel the project’s life – might be a more productive channel.

Housing is Needed at All Income Levels – the housing shortage is well documented in Grand Rapids. In order to achieve a mixed-income riverfront population, affordable family housing and workforce housing projects need to be intentionally placed in the development pipeline. Density along the river is good planning. As the revitalization accelerates, we have no concerns about the organic development of luxury housing, young professional microunits, or tourism rentals alongside more intentional uses.

The River Equity Work Occurs at Different Altitudes – the intensity of the equity framework should match the available political will to achieve it. The river project is significant enough to effect change as a large, equitable infrastructure investment. The river project could also be a lever for introducing equitable practices throughout the city, regardless of whether they relate to this project. Grand Rapids stakeholders, not consultants, should collectively decide the scope and goals of equity framework.

An Intermediary Nonprofit must be Founded with Equity in Mind – if a nonprofit organization will be created to catalyze and manage the river project, it should include an equity framework within its governing documents. If the equity framework resides at the nonprofit, the organization should be empowered to implement the framework. If the organization is not given the authority, the equity agenda may need to live elsewhere to be impactful – the City, DGRI, or other seats of power.

Equity Frameworks, if possible, should be Embedded in Legislation and Governing Documents – relatedly, an equity framework should not sit on the sidelines as an advisory document – wherever it exists, the matter of connecting equity to power should be addressed on the front end.

DGRI must Become an Advocate for the Equity Movement – as a pivotal convener, facilitator, funder, and manager of the river development process, DGRI must place two feet firmly in the equity-first space. There may be some discomfort or risk in doing this, but it is an essential signal to be sent.

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DATE: March 4, 2022

TO: Downtown Development Authority

FROM: Marion Bonneaux

SUBJECT: **Placer.ai 3-Year Renewal**

Agenda Item #5
March 9, 2022
DDA Meeting

This memo requests authorization for the DDA to enter into a 3-year contract with Placer.ai. Ordinarily an annual \$10,000 investment, Placer.ai is offering DGRI the opportunity to enter into a 3-year contract at a 10% discount, coming in at \$27,000 and thus saving the DDA \$3,000.

Placer.ai is an industry leader in location analytics, “generating statistically significant insights into any place.” The software provides actionable and manipulable data on consumer activity analytics, retail performance, and a variety of demographic and user metrics.

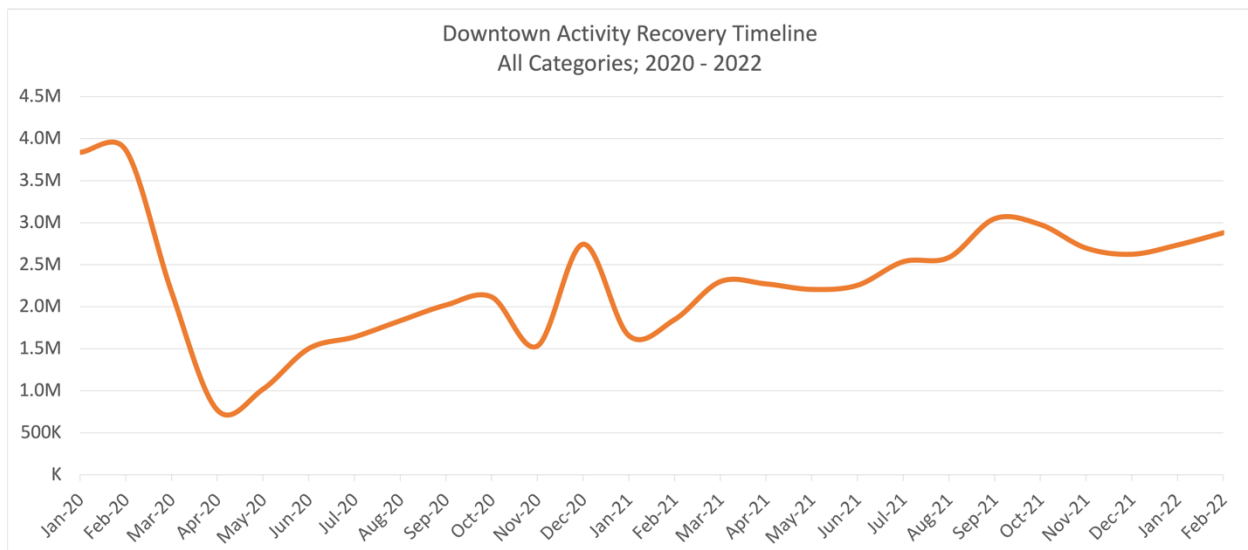
Since the beginning of our partnership in April 2021, Placer.ai has intentionally laid out time to make sure DGRI, as a municipal customer, was taken care of. They listened to and learned from our use cases and continue to actively implement suggestions we provide on how to ameliorate the user experience for the municipal customers. Placer.ai rolls out new products and data sets with astonishingly regular cadence, showcasing their rapidly expanding team and dedication to their product. Additionally, Placer.ai has recognized their growing municipal customer base and added a Civic team. This timeline coincides with our initial engagement with Placer.ai and we have been able to help guide their strategy and product development, as well as reap the rewards of their work.

Although much of the data accessed through Placer.ai is used under Goal 4, Downtown activity tracking applies to all Goals under GR Forward, specifically when related to events, placemaking, construction and development, and mobility. As we move forward in our partnership, DGRI plans to report on historical changes in demographics and user information, such as spending patterns, workforce makeup, and market outlook with regard to the visitors, employee, and resident categories that are active in Downtown Grand Rapids.



DGRI's current uses for Placer.ai include but are not limited to...

- Producing the monthly Downtown Vitals Report.
- Producing monthly Downtown activity reporting per location and per category.
- Catering reports for hands-on assistance to new and existing Downtown retailers and business associations with their strategy, notably regarding trends around busy days and times. This data arms and amplifies the ever-changing small business community in Downtown.
- Assisting external entities such as the Grand Rapids Chamber, ArtPrize, and Uptown Grand Rapids Inc in understand their activity to support a holistic strategy around revitalization as well as placemaking.
- Supporting placemaking efforts with activity reporting for DGRI produced and supported events.
- Supporting strategic planning efforts, notably led by the Grand Rapids Chamber, City, and DGRI, revolving around Downtown retail.
- And, continuing to learn more about visitors, employee, and resident populations – specifically their activity trends, spending habits, and general demographic and economic composition.



Value Add: Due to the access to place-based consumer data and activity tracking in Downtown provided by Placer.ai, DGRI is able to be a leader in data-driven accountability and stewardship. Specifically during the COVID-19 pandemic, tracking activity has proven to be a premier metric in analyzing the health and revitalization of Downtown.

A renewed, long-term partnership with Placer.ai will allow DGRI to continue the efforts highlighted above as well as expand on burgeoning endeavors and take advantage of any new products the software develops.

Recommendation: Authorize the Executive Director to execute a contract for an amount not to exceed \$27,000 for the DDA to enter into a 3-year contract with Placer.ai.



DGRI Highlights March 2022

DDA (2/9/22)

- Approved Development Support request for Studio Park residential tower.
- Approved funding for pedestrian safety enhancements on Market Avenue.
- Approved funding for Ottawa Avenue reconstruction to further support BH/SH CTI Campus in Monroe North.
- Approved sponsorship for After Dark Night Market from May – September at 555 Monroe Avenue.
- Next Meeting: March 9, 2022

DID (2/18/22)

- Approved and recommended the FY23 Reauthorization Plan to the Grand Rapids City Commission.
- Next Meeting: March 16, 2018

MNTIFA (6/10/21)

- Adopted FY22 Budget
- Approved funding for FY22 DASH MOU
- Received update on North Monroe public space activation projects
- Next Meeting: March 9, 2022

DGRI (2/24/22)

- Discussed Alliance restructuring
- Received updates on FY21 Priority Projects including: River Governance, Market Ave and Retail Strategy
- Next Meeting: May 18, 2022.

GR Forward Goal 1: Re-establish the Grand River as the draw to the city & region

Determine long-term governance strategy to develop, manage, activate and sustain the future revitalized

Grand River corridor

- Lead: Downtown Grand Rapids Inc. in partnership with City of Grand Rapids, Kent County and Grand Rapids Whitewater
- Recommendations of Organizational Leadership Committee presented to DGRI B of A in May 2021.
- Founding Board convened November 30.
- Committee and Task Forces formed and working through initial work plans.
- Next meeting scheduled for March 31, 2022

- Community engagement planning with WMCAT Public Agency in process.

Restore the Whitewater Rapids in the Grand River

- Lead: Grand Rapids Whitewater in partnership with the City of Grand Rapids
- Environmental Assessment continues for the lower reach from I-196 to Fulton Street
- GRWW continues to organize for permit filing with environmental regulatory authorities

Lyon Square Opportunity Site

- Lead: Downtown Grand Rapids Inc in partnership with the City of Grand Rapids, Convention/Arena Authority and Amway Grand Plaza Hotel
- Finalizing construction documents and permitting with Progressive A/E and stakeholder group. Anticipate bidding Spring 2022 and construction commencement Summer 2022.
- Memorandum of Understanding drafted for ongoing maintenance and operations of completed project.

Anchor the River with new Development on Select Sites

- Leads: City of Grand Rapids, Convention and Arena Authority, Grand Action 2.0, Downtown Grand Rapids Inc.
- City Commission approved resolution to enter an option with CAA to purchase a portion of the 201 Market site for a Downtown amphitheater. Option needs to be exercised by March 31, 2022.
- City currently has option on Kent County Road Commission site at 1500 Scribner Avenue for possible relocation of City facilities.
- In collaboration with The Right Place and City, actively marketing development opportunity to development groups to generate interest.

GR Forward Goal 2: Develop a true Downtown neighborhood home to a diverse population

Encourage infill development to close gaps within and between neighborhoods

- Leads: Downtown Grand Rapids Inc. and City of Grand Rapids
- Bridge South engagement continuing with neighborhood stakeholders and City of Grand Rapids staff.
- Recommendations and implementation plan finalized in January 2022.

Establish a Downtown resident organization

- Lead: Downtown Grand Rapids Inc.
- Downtown Neighbor Network Advisory Committee established Q1 2019
- Launched neighbor-focused website in 2020.
- Continuing monthly meetings and have established a pedestrian safety and communications sub-committee.

Expand public restroom options to ensure a clean and safe neighborhood

- Lead: Downtown Grand Rapids Inc. in partnership with City of Grand Rapids
- Portland Loo identified as a solution to pilot in Heartside Neighborhood at the corner of Weston/Division
- Install completed spring 2020.
- GR DDA approved funding to identify additional locations. Evaluations underway with installation expected in 2022.

GR Forward Goal 3: Implement a 21st-century mobility strategy

Improve navigation and wayfinding

- Lead: Downtown Grand Rapids Inc. in partnership with the City of Grand Rapids.
- DDA approved a contract with Progressive A/E in June 2020.
- Prioritizing list of initial install locations.
- Final design delivered summer 2022 with bidding expected fall 2022.

Complete the networks in and out of Downtown: Ottawa Avenue resurfacing

- Lead: City of Grand Rapids in partnership with Downtown Grand Rapids Inc and Michigan Department of Transportation
- DDA approved its share of funding contribution in May 2021.
- In addition to resurfacing, scope includes decorative streetlights, street trees, planters, landscaping, irrigation, street furniture, and infrastructure for future traffic signals that will be installed when the street is eventually restored to a two-way.
- Project is currently under construction and expected to be complete before 2022.

Provide additional automobile parking supply

- Lead: City of Grand Rapids, various institutions and the private sector
- 1,500 spaces came online Downtown in 2021.
- Downtown Grand Rapids remains in the biggest parking construction boom in its history and more than 48,500 parking spaces (on and off street) are available.

GR Forward Goal 4: Grow more & better jobs & ensure the continued vitality of the local economy

Recruit major office anchors to Downtown

- Partners: City of Grand Rapids, The Right Place, Grand Rapids Area Chamber of Commerce, DGRI and key real estate leaders
- GR DDA authorized negotiations for major office user on DDA-owned land adjacent to Studio Park
- Acrisure construction complete at Studio Park.
- BAMF Health “groundbreaking” in the Doug Meijer Medical Innovation Building scheduled for August 11 with build out set to be complete in June 2022.
- Perrigo HQ \$45M development under construction and scheduled to be complete in summer 2022.
- Spectrum Center for Transformation and Innovation has begun demolition in Monroe North with an estimated completion date in 2023.

Foster ground-floor businesses to close retail gaps and diversify the mix of Downtown retail offerings

- Leads: Downtown Grand Rapids Inc., City of Grand Rapids, Grand Rapids Area Chamber of Commerce and The Right Place
- MJB Consulting initial outreach and engagement completed with stakeholders and industry experts.
- Phase 2 of the work is underway and will deliver next step recommendations and geographically focused strategic plan in winter 2022.
- Since 2019 the DDA has approved fourteen new Downtown businesses through the Retail Incubation Grant.

GR Forward Goal 5: Reinvest in public space, culture & inclusive programming

Enhance existing non-riverfront parks and open spaces through redesign and programming: Ecliptic at Rosa Parks Circle

- Lead: Ecliptic at Rosa Parks Circle Conservancy in partnership with the City of Grand Rapids and Downtown Grand Rapids Inc.
- DDA funding approved in April 2021.
- Construction underway and scheduled to be complete winter 2022.

Create new (non-riverfront) open space assets: Hill and River Network Plan

- Lead: Downtown Grand Rapids Inc. in partnership with the City of Grand Rapids, Monroe North Business Association, Grand Valley State University, Spectrum Health, Neighbors of Belknap Lookout.
- RFP issued in June 2021. 13 responses received and interviews were held the week of August 23rd.
- Smith Group hired / approved at the DDA meeting in September.
- Stakeholder group convened October 8 for initial meeting.
- Design process and planning initiative anticipated to last 10-12 months.

Expand winter recreational programming in Downtown parks and public spaces

- Lead: Downtown Grand Rapids Inc and City of Grand Rapids
- Committee reviewed more than 30 proposals and will advance proposal for DDA consideration in September.
- DDA approved funding for 10 major art installations as part of World of Winter 2022.
- Event underway through March 7, 2022.

Expand arts and cultural events and temporary programming to further activate the public realm year round

- Lead: Downtown Grand Rapids Inc. and City of Grand Rapids
- DDA approved event sponsorships for Art Prize, Confluence and the Global Water Festival in June 2021.
- Organizing with City and Art Prize teams about Art Prize 2021.
- Organized Silent Disco at Studio Park on Saturday 8/21.
- Bicentennial commemoration of the signing of the 1821 Treaty of Chicago at Ah-Nab-Awen occurred 8/29

Continue turning up the volume on public art

- Lead: Downtown Grand Rapids Inc. and City of Grand Rapids
- Women's Way mural ribbon cuttings completed September:
- DDA approved funding for Heartside mural series in April. Artists to begin painting at 5 locations the week of August 9. Tours to begin fall 2021.
- Downtown Social Zone barrier mural projects are underway.
- Storm drain mural project to educate on the storm drain system is underway.



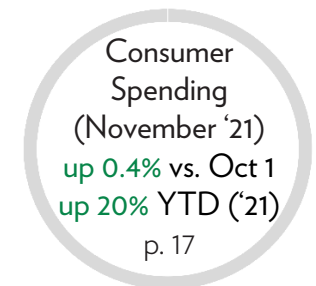
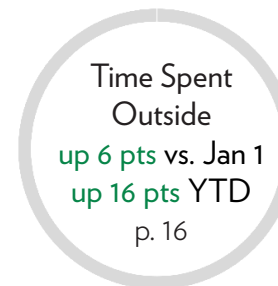
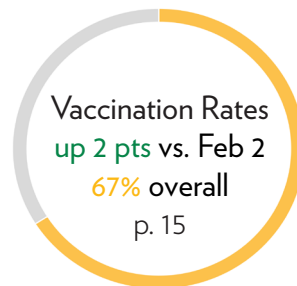
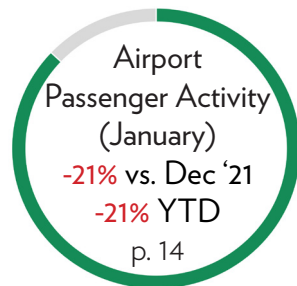
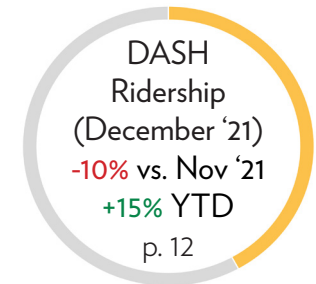
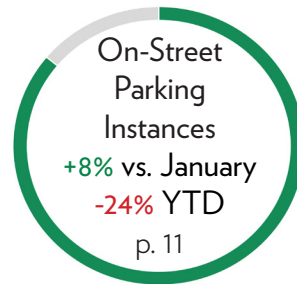
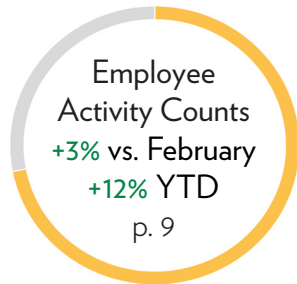
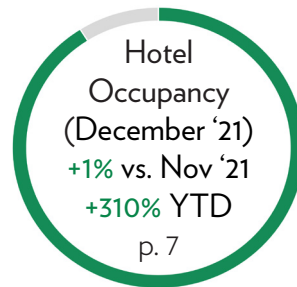
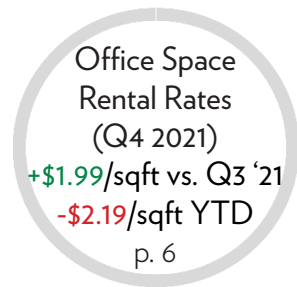
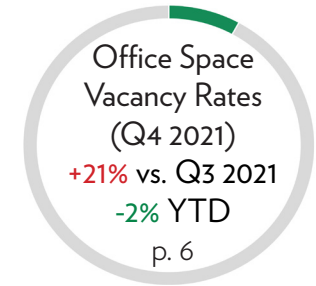
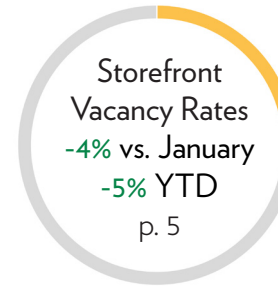
DOWNTOWN
GRAND RAPIDS INC.

Downtown Vitals Report
Produced March 4, 2022

Summary of Downtown Vital Signs

Month over Month & Year to Date Changes

Most Recently Completed Month: **February 2022**



Business Openings

2021

- ① Marissa's Jewels (January)
- ② Poké Poké & Boba (January 19)
- ③ MDRD (February 2)
- ④ Condado Tacos (February 4)
- ⑤ Blonde Theory (March 1)*
- ⑥ Spinful.Bike (March 9)
- ⑦ Gaby's Gourmandise @ DTM (May 8)
- ⑧ Eagle Eye Tattoo (May 10)
- ⑨ Wise Men Distillery (June 2)
- ⑩ The 12th House GR (June 2)*
- ⑪ DGX Market (June 21)
- ⑫ Squibb Café @ DTM (June 25)
- ⑬ Dreams Take Work (July 17)
- ⑭ High Point Tattoo (August 21)
- ⑮ Starbucks @ Studio Park (September 1)
- ⑯ Webster's Market (September 3)
- ⑰ Portico (September 3)
- ⑱ ArtRat Gallery (September 10)
- ⑲ Skelketones (September 10)
- ⑳ Stoner's Cave Smoke Shop (October 1)
- ㉑ Planet Fitness (October 8)
- ㉒ Midwest Movement Collective (Oct 16)
- ㉓ The Aroma Labs (October 23)
- ㉔ K-ROK (October 30)

2021 con't

- ㉕ Wahlburgers (November 1)
- ㉖ Grand Vin (November 5)
- ㉗ Umbrella Reading (November 5)
- ㉘ GR City Kicks (November 5)
- ㉙ OTONO (November 11)
- ㉚ The Darling Style (November 27)
- ㉛ Stan's Tacos (November 29)
- ㉜ Cafe de Miro @ DTM (December 6)
- ㉝ Social Misfits (December 20)
- ㉞ Terra Bagels (December 20)
- ㉟ Beacon Corner Bar (December 27)
- ㊱ Ambiance GR (December 31)*

2022

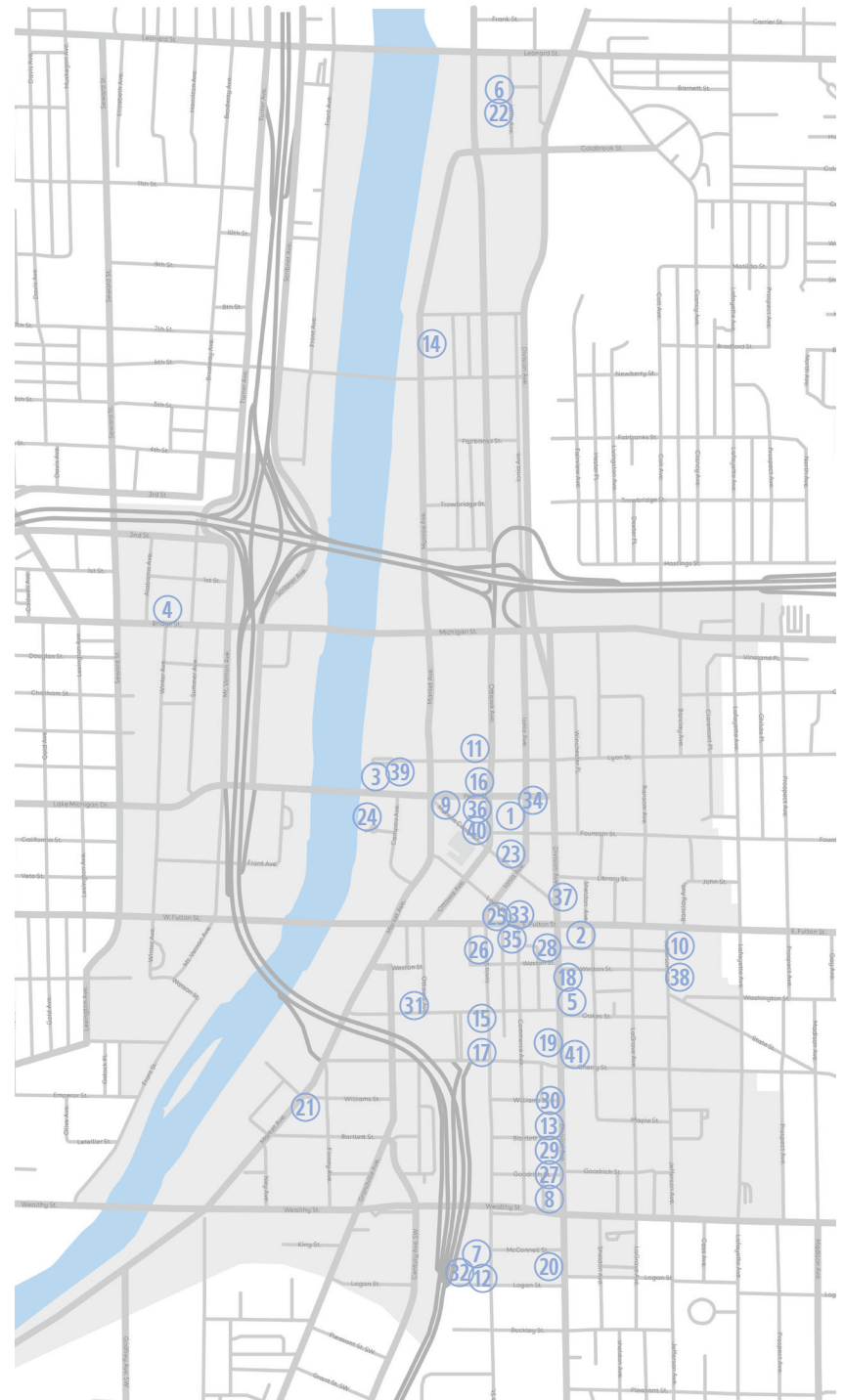
- ㊲ Grand Rapids Voice Collective (Jan 10)
- ㊳ Brooklyn Bodega Bagel & Deli (Jan 26)
- ㊴ Woodrow's (January 27)
- ㊵ Periwinkle Fog (February 9)
- ㊶ Thrift on Div (February 14)

15%
BIPOC-Owned

45%
Women-Owned

*received DDA Retail Incubation Grant

Source: Downtown Grand Rapids Inc.



Business Closings

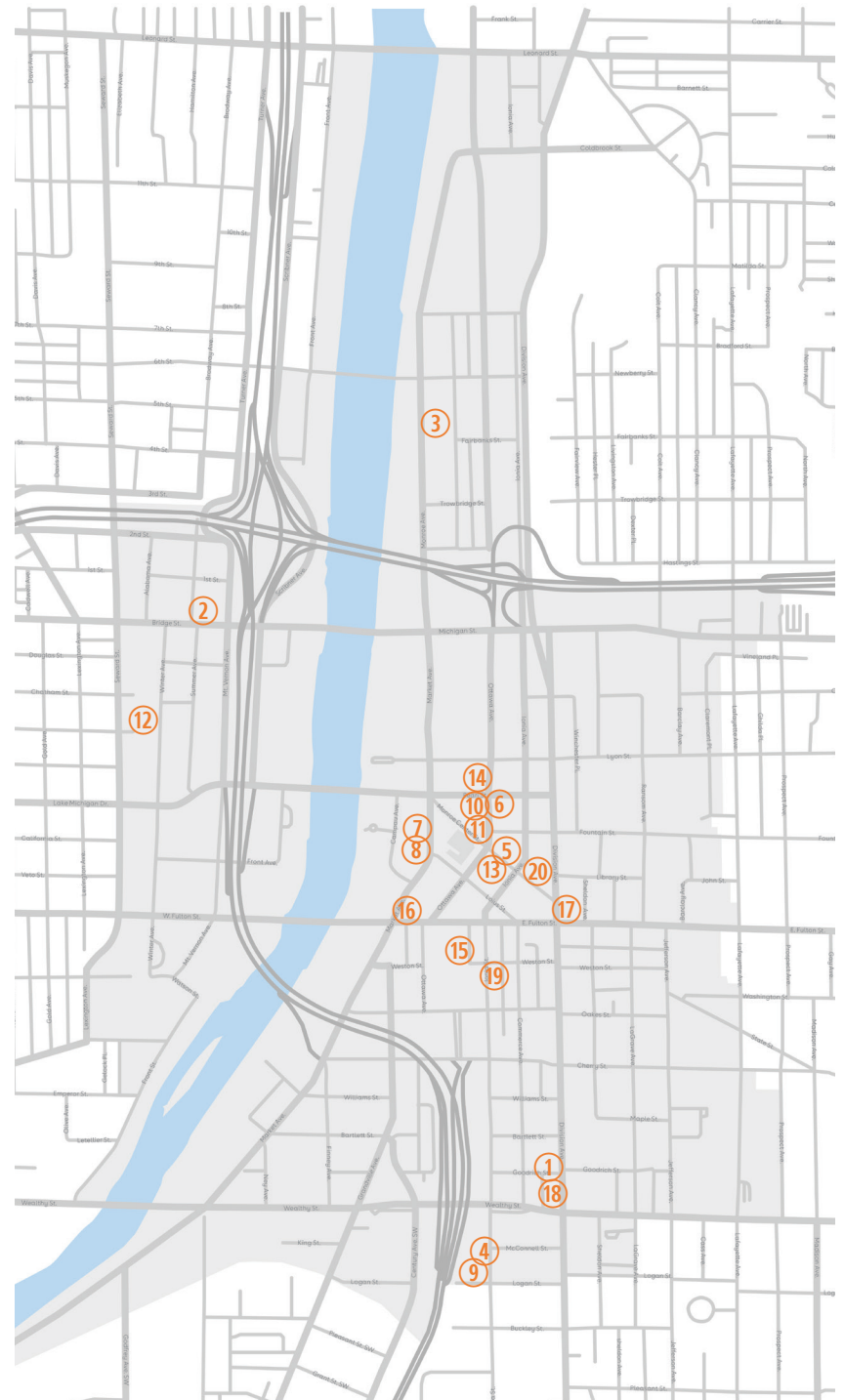
2021

- ① Iyengar Yoga Center (2021)
- ② The Mitten State (February 9)
- ③ Big E's Sports Grill (February 18)
- ④ Sweetie-Licious @ DTM (February 25)
- ⑤ Apothecary Off Main (February 28)
- ⑥ Downtown Ferris Coffee (March 14)
- ⑦ MLive Offices (April)
- ⑧ Subway (April)
- ⑨ Bliss & Vinegar @ DTM (April 25)
- ⑩ Marissa's Jewels (May)
- ⑪ Electric Hero (May 20)
- ⑫ West Side Ferris Coffee (May 22)
- ⑬ Art Caribbean Fusion Cuisine (June 21)
- ⑭ Jam'N Bean (June 28)
- ⑮ Go Java Coffee (July 18)
- ⑯ The B.O.B (December 27)
- ⑰ Osteria Rossa (December 31)

2022

- ⑱ Be Nice Foundation* (January)
- ⑲ Menna's Joint (January 17)
- ⑳ Ali Nicole Bridal (February 26)

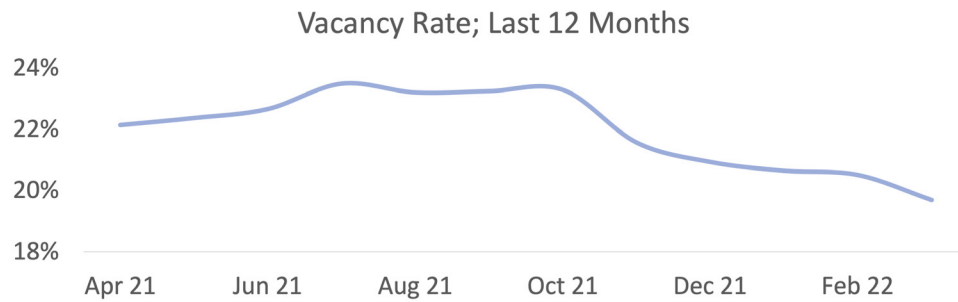
businesses opening
2x
 faster than closing



*business transitioned or moved

Source: Downtown Grand Rapids Inc.

Ground-Floor Storefront Vacancies



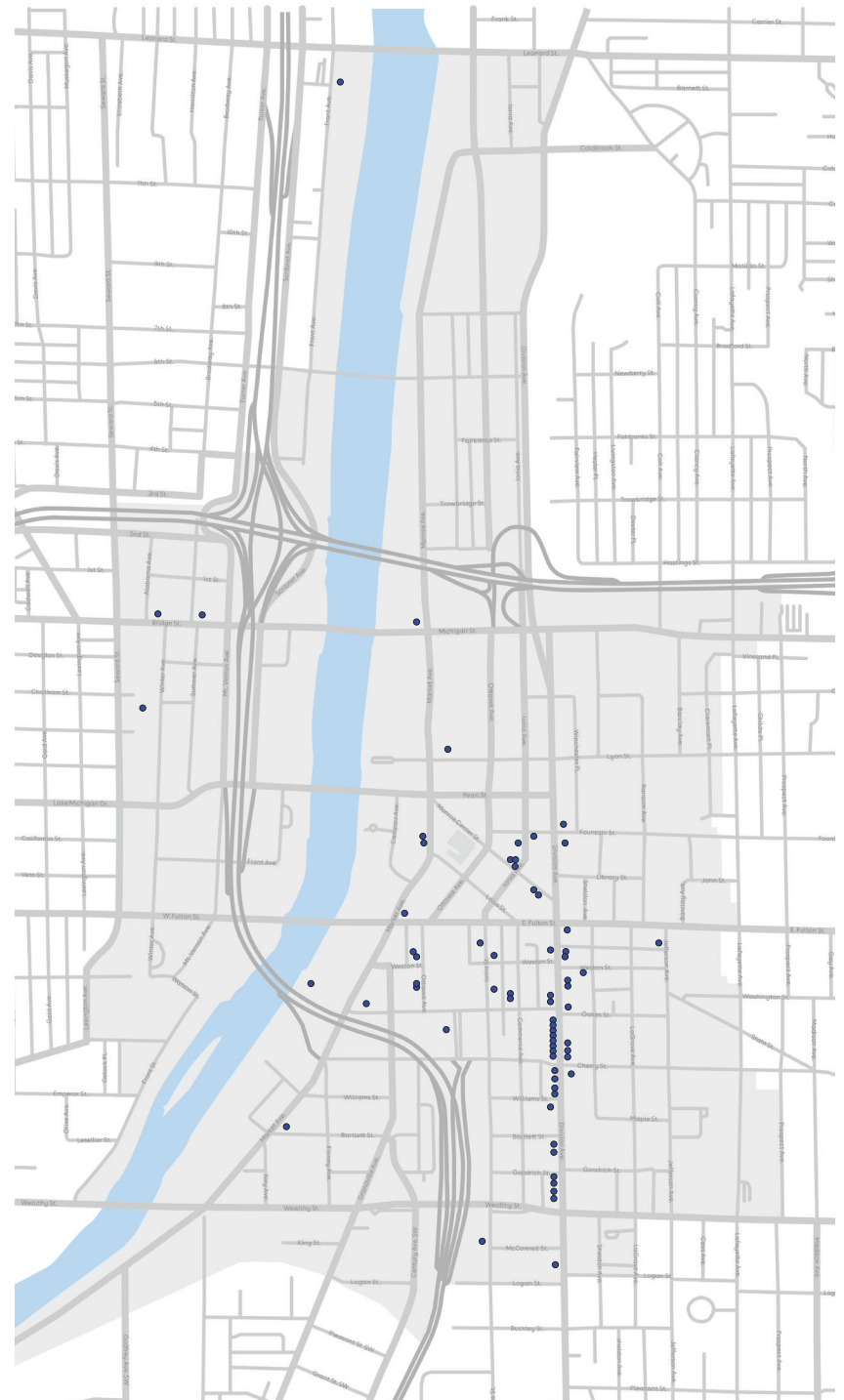
366 ground-floor businesses in DT
2.7 yrs average vacancy duration
20% current vacancy rate
 This equates to **433k** square feet of available space

5 new storefront businesses in the last 12 months:

- 10 Ionia Ave NW #1 (Wahlburgers @ Residence Inn)
- 10 Ionia Ave NW #2 (Social Misfits @ Residence Inn)
- 111 Lyon St NW #1 (Vacant)
- 111 Lyon St NW #2 (Real Seafood Co)
- 111 Lyon St NW #3 (DGX)
- 121 Ionia Ave SW #105 (Starbucks @ Studio Park)

Anticipated new storefront business space:

- 430 Monroe Ave NW development - 2022
- 446 Grandville redevelopment - 2022
- ICCF Tapestry Square - 2022
- Spectrum T&I Center - 2023



Downtown Office Space Vacancy

Updated Quarterly

1%

total overall **increase**
in vacancy rates through
2020 and 2021

Colliers estimates

10M

square feet of occupied
space in Q4 2021, a

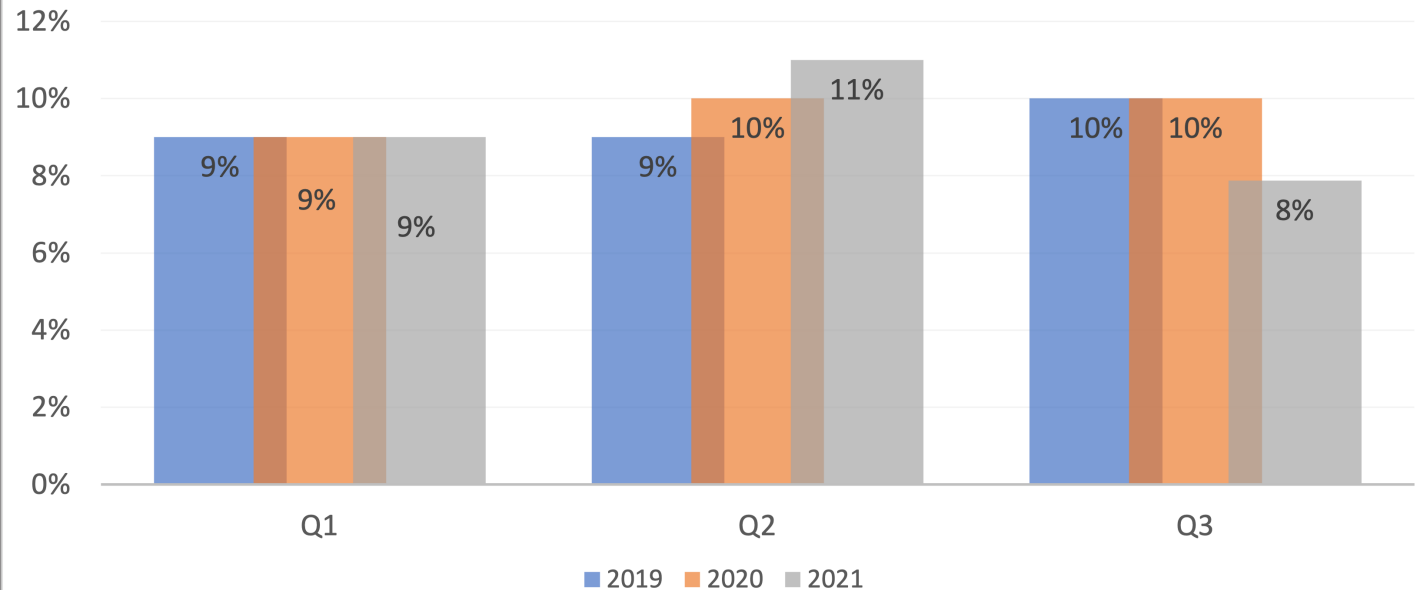
8%

increase since
Q3 2020

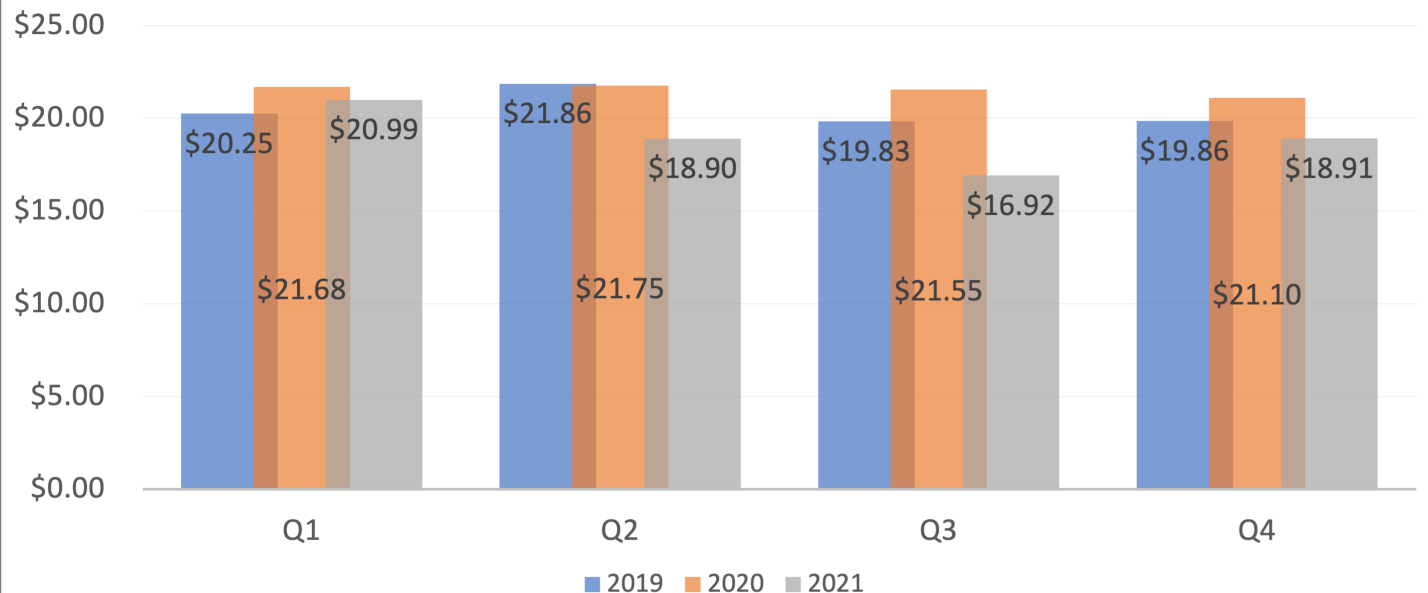
13%

overall **decrease** in
rental rates (-\$2.77)
in 2020 and 2021

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



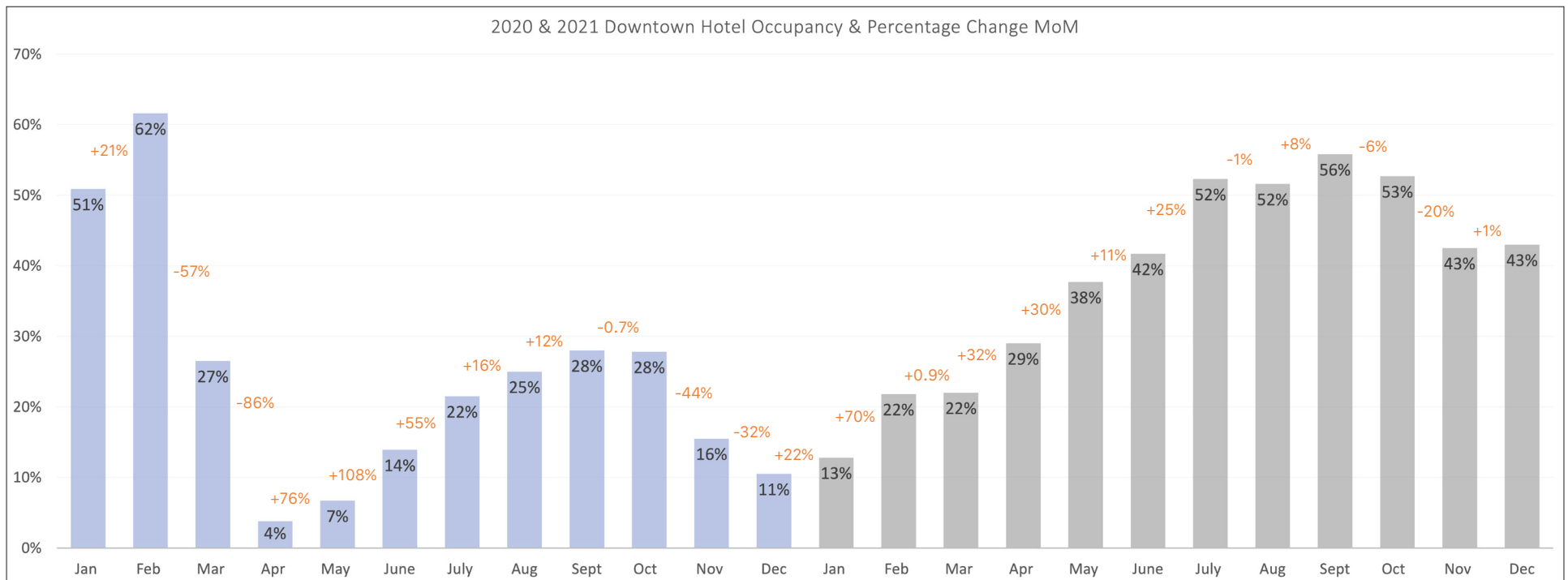
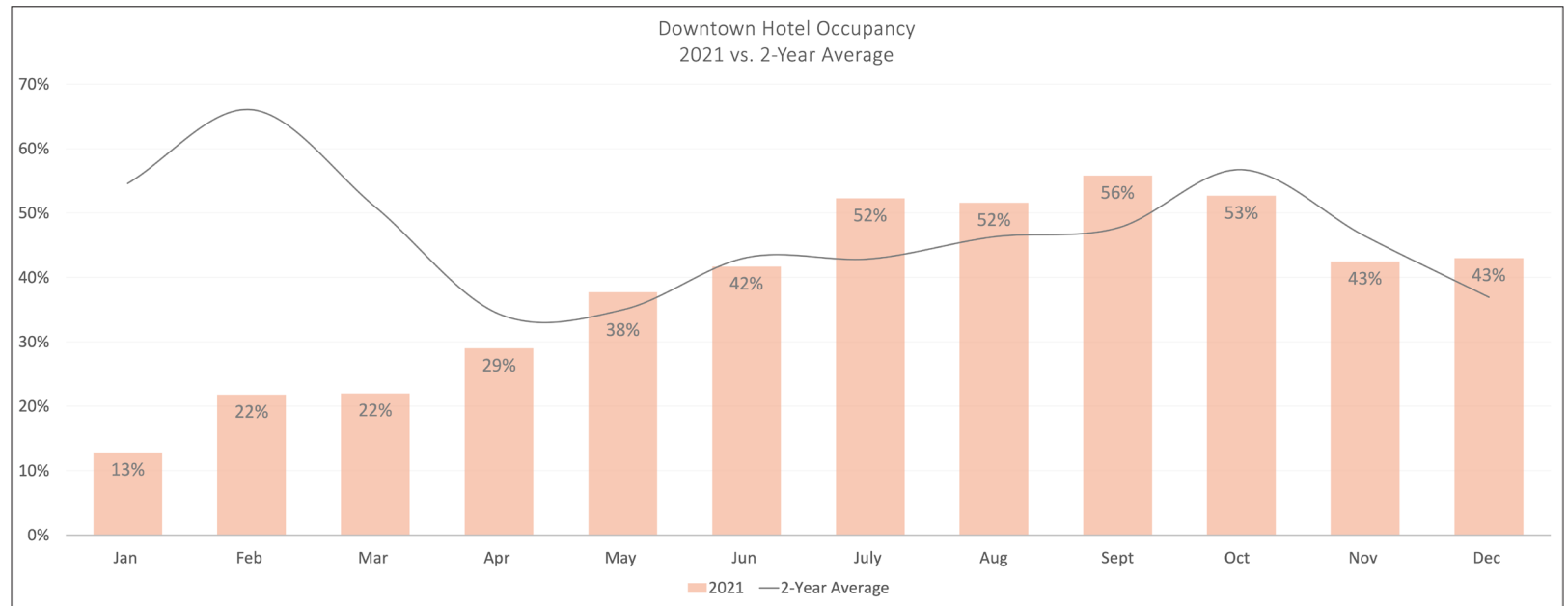
Downtown Office Space Rental Rates
2019 vs. 2020 vs. 2021



Hotel Occupancy

59%
average **increase** in
hotel occupancy in
2021 vs. 2020

40%
average **decrease** in
hotel occupancy in
2021 vs. 2019



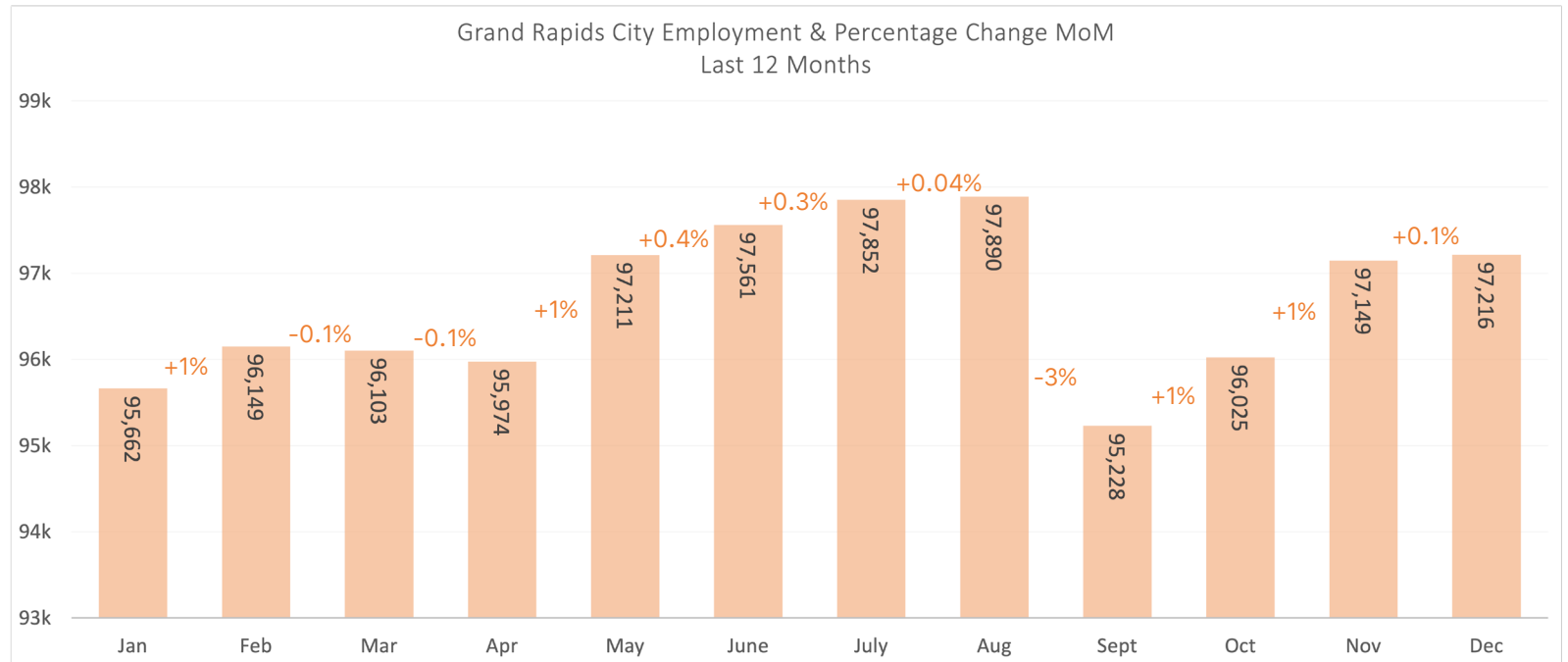
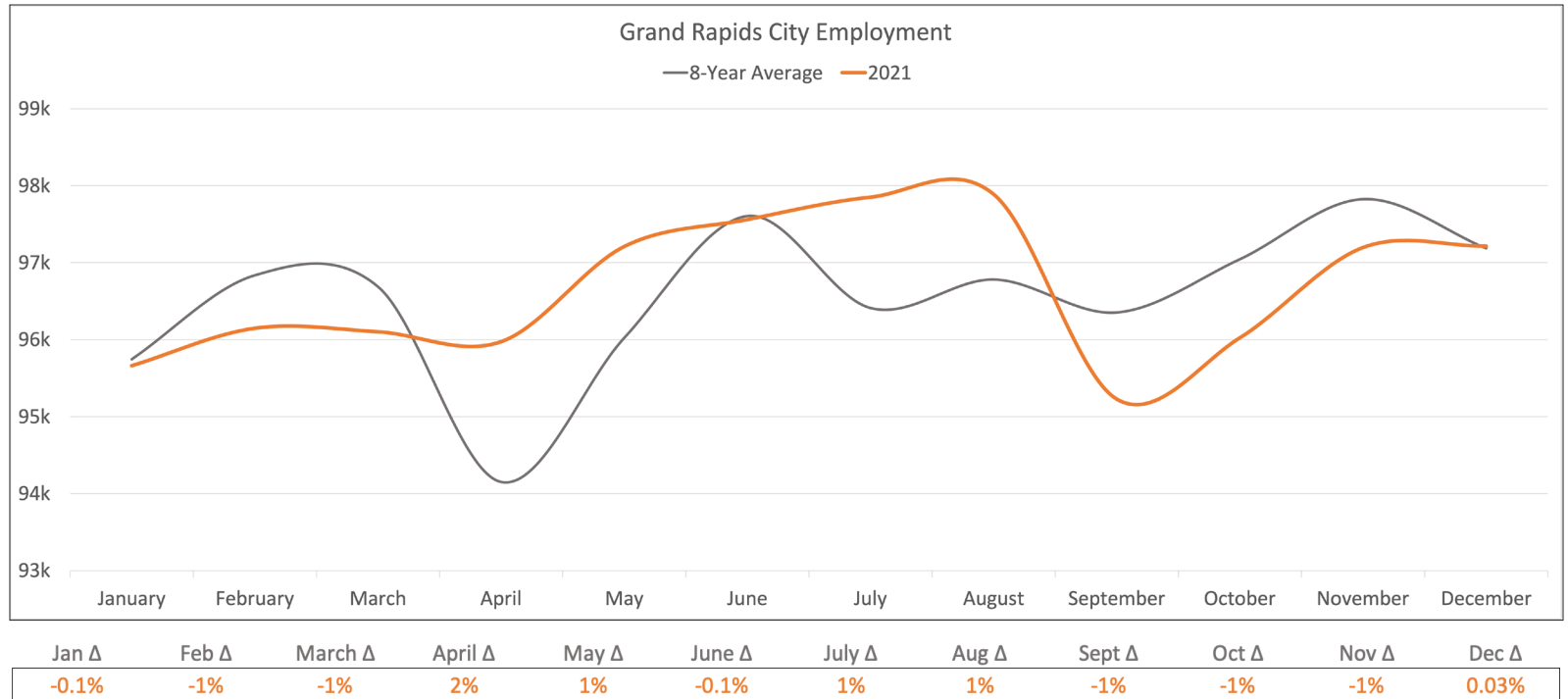
City Employment

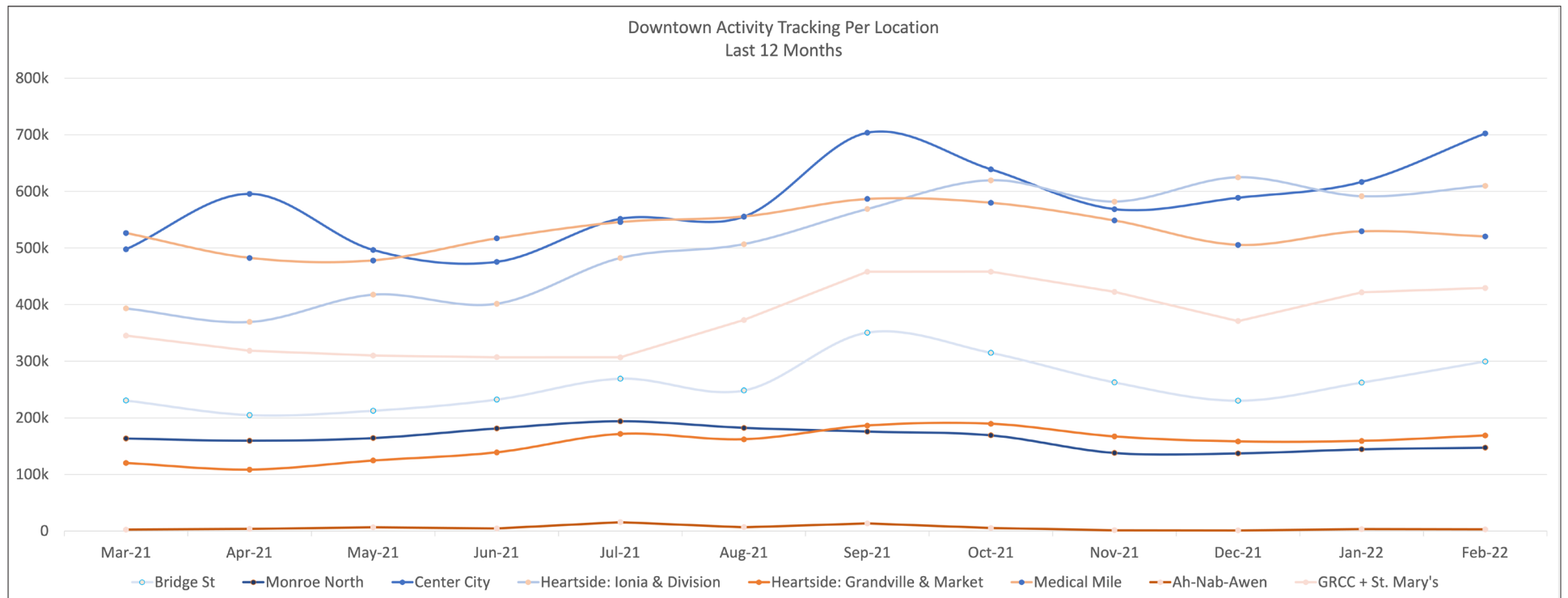
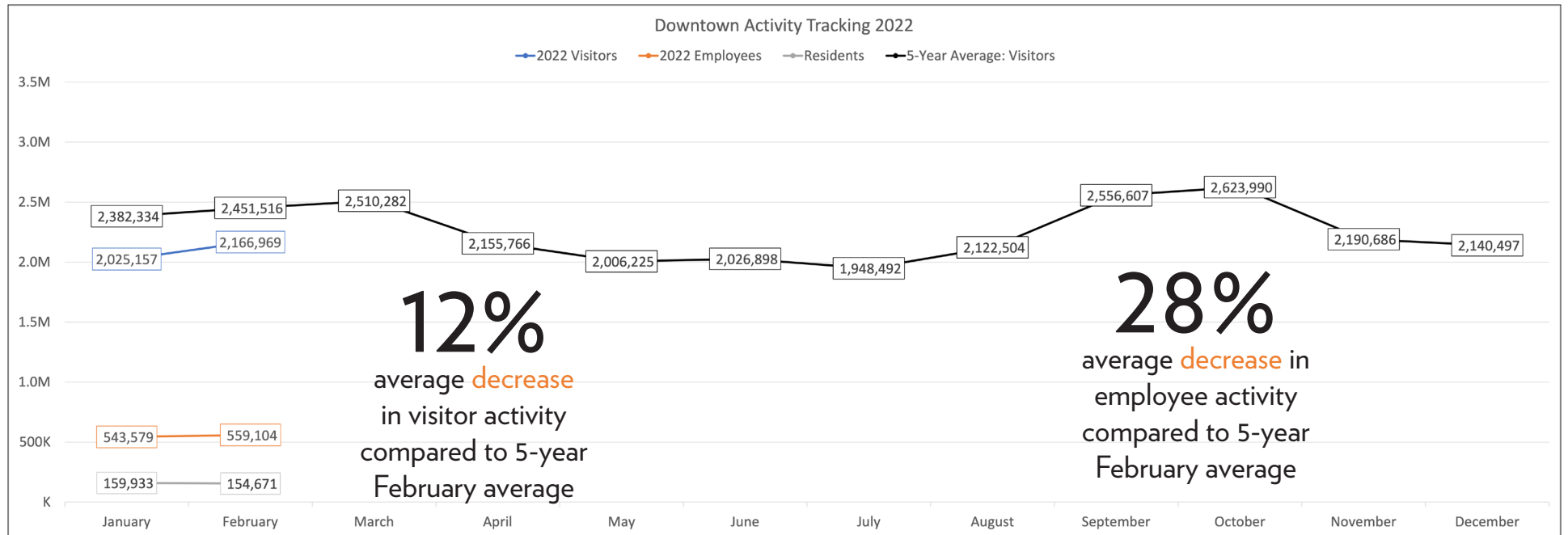
0.1%
increase compared to
previous month

1%
increase compared to
2021 average

1%
increase compared to
overall average

2%
increase compared to
December 2021





Current Downtown Construction & Development

① MSU Innovation Park

anticipated completion: March 2022

- +200,000 square feet of office space
- +4,000 square feet of commercial space
- +600 parking spaces
- +450 jobs

② Perrigo North American Headquarters

anticipated completion: June 2022

- +63,550 square feet of office space
- +4,000 square feet of commercial space
- +170 jobs

③ 470 Market Ave Redevelopment

anticipated completion: May 2022

- +173 housing units

④ Déagagé Ministries Redevelopment

anticipated completion: Summer 2022

- +4,000 square feet of commercial space

⑤ ICCF Tapestry Square

anticipated completion: Q4 2022

- +10,000 square feet of commercial space
- +56 housing units

⑥ Spectrum Transformation & Innovation Center

anticipated completion: Summer 2023

- +303,000 square feet of office space
- +1,090 parking spaces
- +1,200 jobs

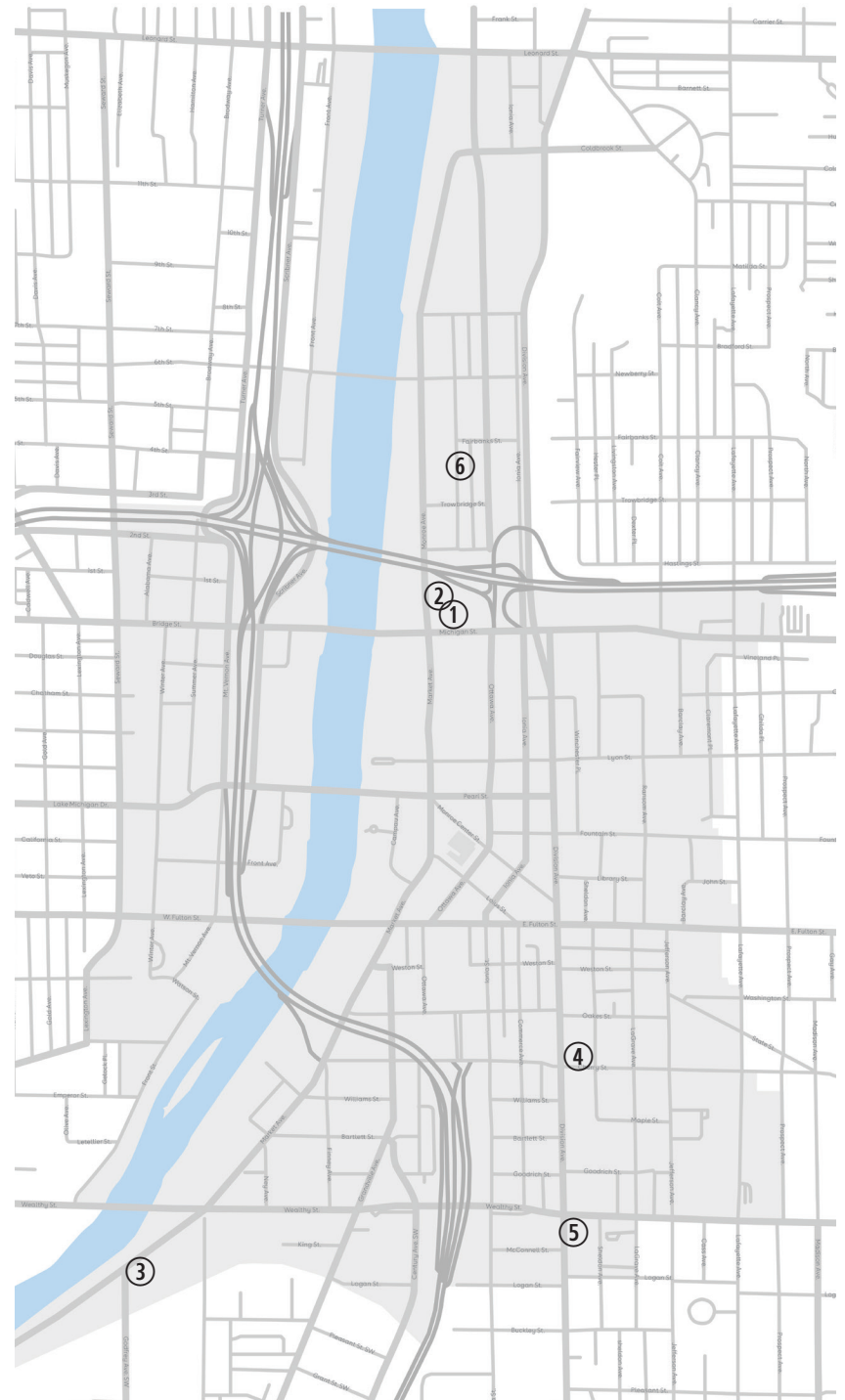
567k
square feet of
office space

22k
square feet of
commercial space

1,690
parking spaces

1,820
new jobs

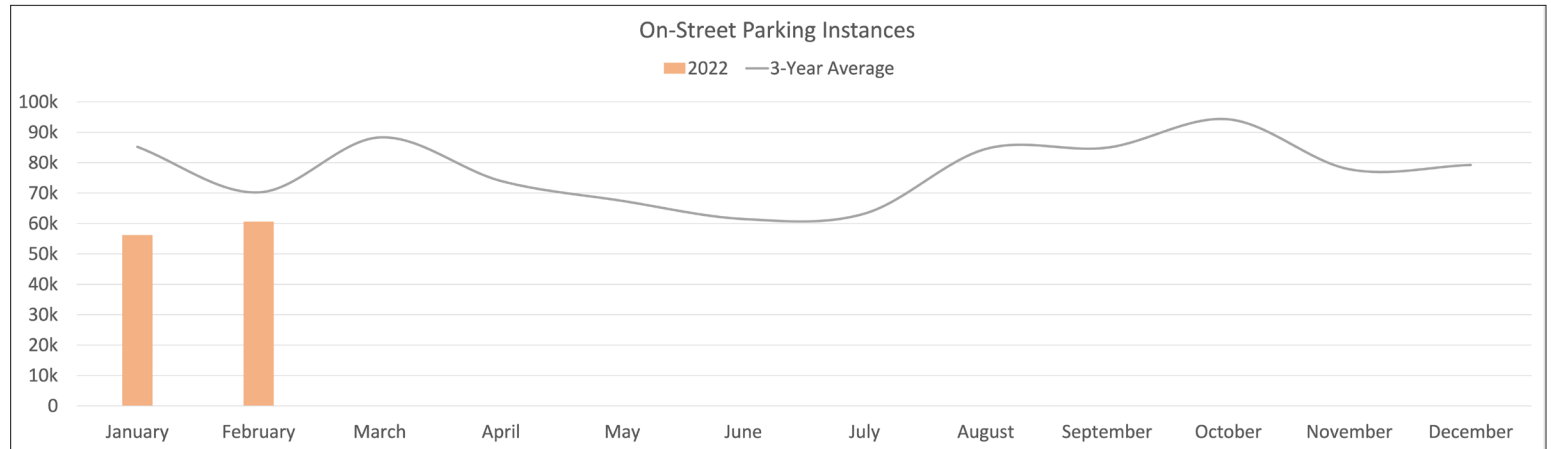
229
housing units



On-Street Parking

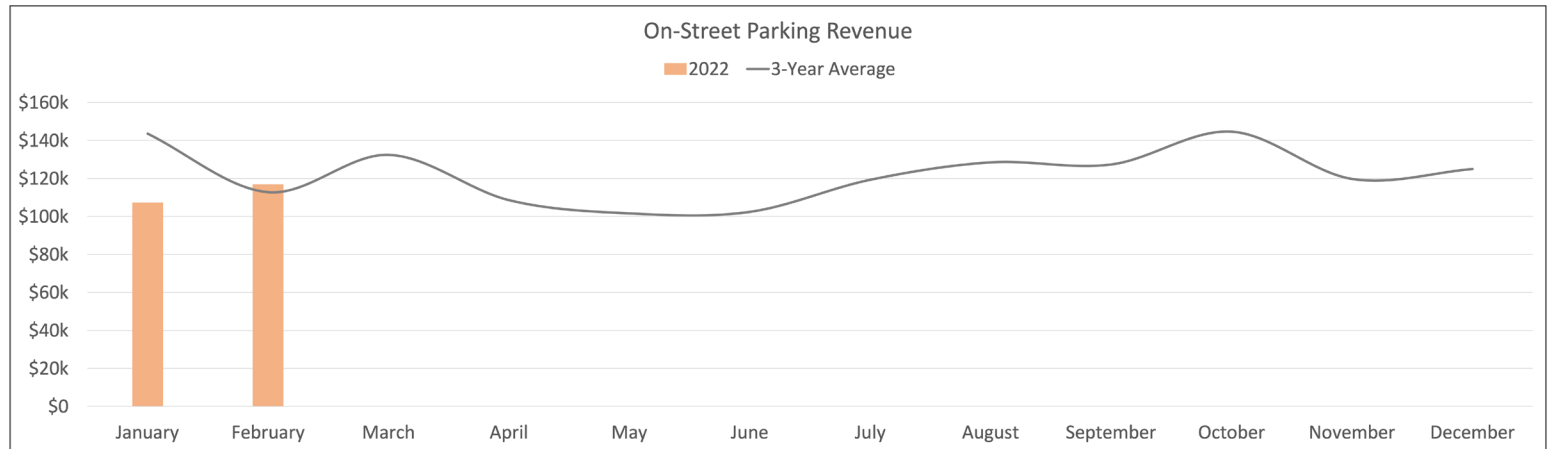
25%

average **decrease** in
of instances in
2022 compared to
3-year average



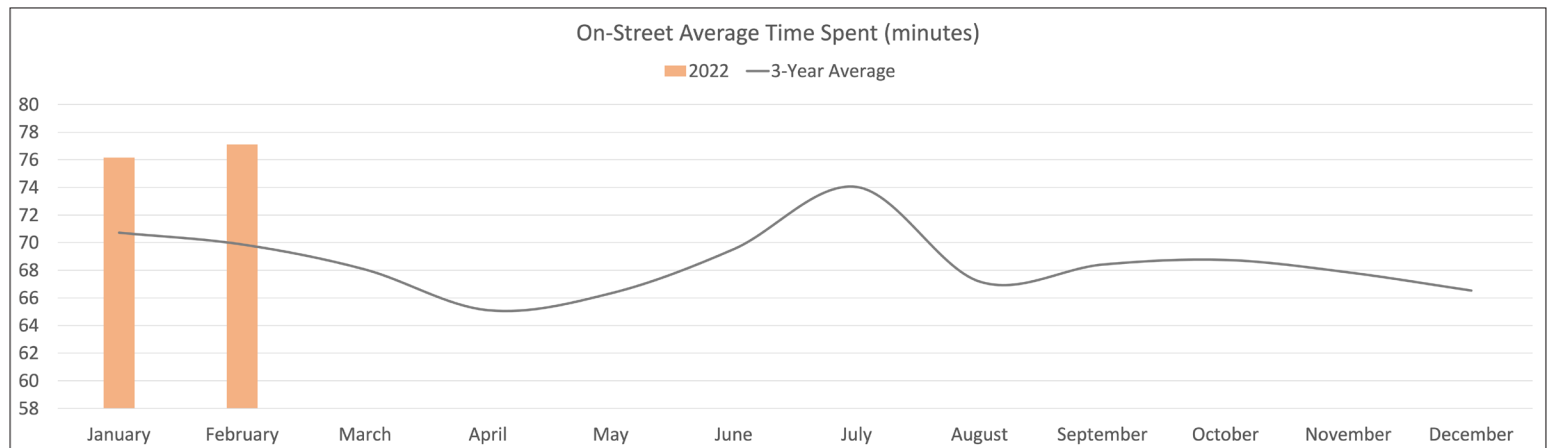
8%

average **decrease** in
revenue in 2022
compared to
3-year average



8-minute

longer sessions in 2022
compared to 3-year
average

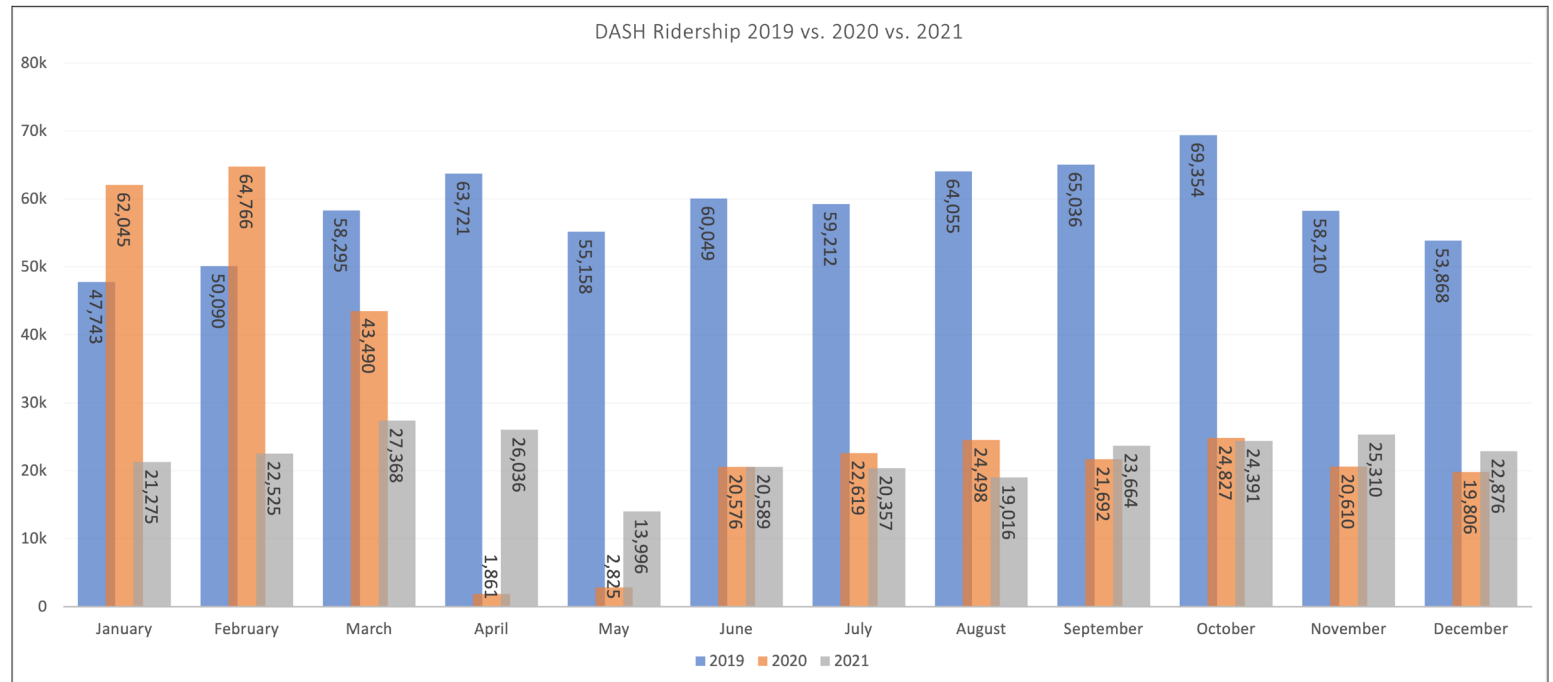


DASH Ridership

Updated Quarterly

66%
average **decrease**
in ridership
during COVID

19%
average **decrease**
in ridership in
2021 vs. 2020



Timeline of DASH Schedule Changes

March 26th, 2020:

DASH West changed to 15-minute frequency;
DASH North changed to 20-minute frequency;
Hours changed to 7am-7pm, Mon-Fri

April 10th, 2020:

Services were temporarily suspended

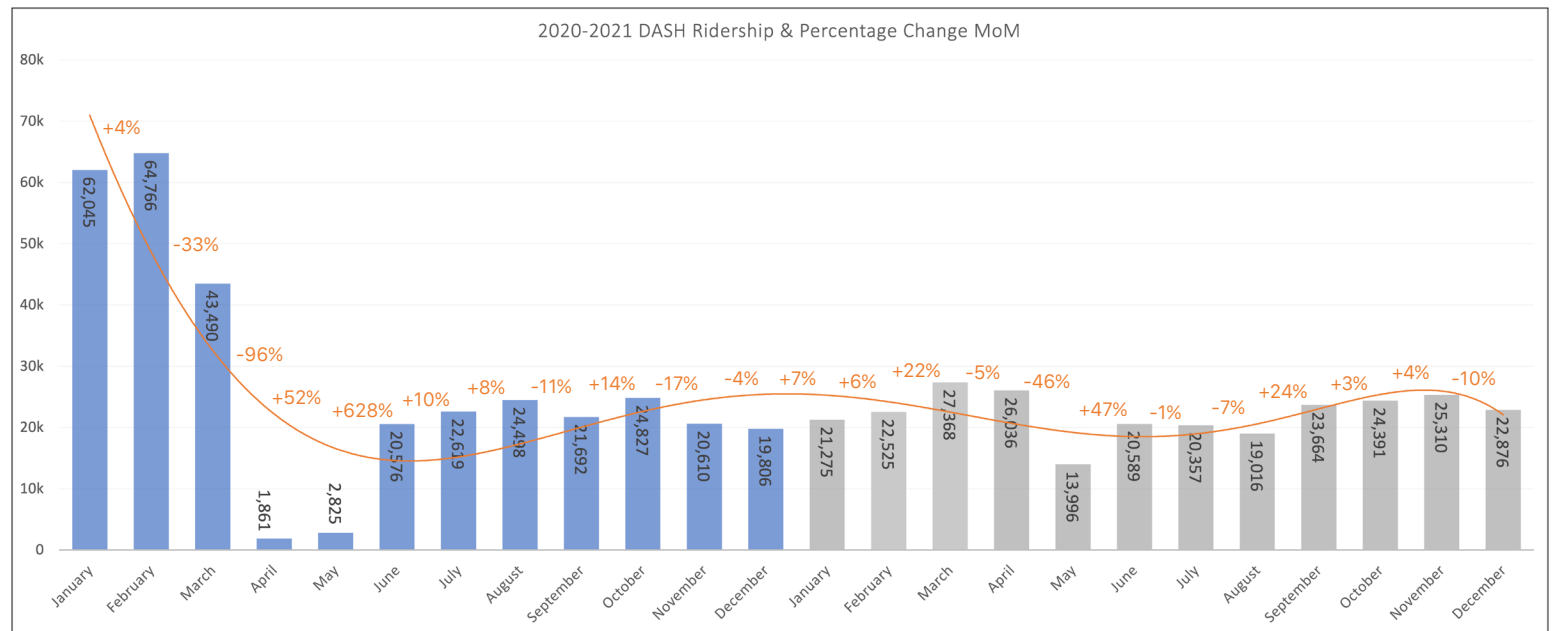
May 26th, 2020:

Number of vehicles was reduced;
Hours changed to 6am-10 pm, Mon-Sat

May 10th, 2021:

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

	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	30%	29%	-25%	-97%	-95%	-66%	-62%	-62%	-67%	-64%	-65%	-63%
2020 vs. 2021	-66%	-65%	-37%	1299%	395%	0.1%	-10%	-22%	9%	-2%	23%	15%



*not on full schedule

Source: The Rapid

Downtown Social Media Engagement Look-In



Downtown Grand Rapids Inc.
February 10 at 1:06 PM

Earlier this week, the new boutique store [Periwinkle Fog](#) celebrated its soft opening at 125 Ottawa Ave NW, Suite 160. Their grand opening is on February 12th.

Periwinkle Fog is a women-owned gift and gallery boutique. They offer globally-inspired and locally-discovered goods such as art, fashion, accessories, children's toys and books, home décor, local artisan jewelry, pottery, and more.

Welcome to [#DowntownGR](#)!





Downtown Grand Rapids Inc. added 87 new photos to the album: World of Winter | Lunar New Year Storytelling.
February 8 at 11:43 AM

Moments from the Lunar New Year Storytelling celebration this past Saturday, February 5, 2022, at the [Studio Park](#) piazza.

Organized by the [Grand Rapids Asian-Pacific Foundation](#) and sponsored by DGRI.

For more World of Winter events or activities, visit [WorldOfWinterGR.com](#).

[#DowntownGR](#) [#WorldOfWinterGR](#)



+84

6 Comments 13 Shares



Downtown Grand Rapids Inc.
February 27 at 2:21 PM

Work continues on [Spectrum Health's](#) new headquarters in the Monroe North neighborhood.

[#DowntownGR](#)





Experience Grand Rapids
February 14 at 8:08 PM

New to downtown Grand Rapids is [Woodrows DuckPin](#), located in the [Amway Grand Plaza](#).

There is no need for bowling shoes and no charge for ball rentals, just pay for the lane and let the good times roll! 🎳



233

182 Comments 460 Shares



GLC Live at 20 Monroe added 23 new photos to the album: CAAMP | 2-15-22.
February 16 at 8:02 AM

GRAND RAPIDS 🎆 What an incredible Tuesday night with [CAAMP](#)! There really is nothing like a SOLD OUT show!

Have a great time last night? Join us again on Saturday, March 26 for Trampled By Turtles. Tickets available at [GLCLiveat20Monroe.com](#).

[Anthony Norkus Photography](#)



64

22 Comments 3 Shares



Downtown Grand Rapids Inc.
February 9 at 3:02 PM

Have you checked out the Crank Zappa interactive installation at the [Grand Rapids Public Museum's](#) front lawn yet?

This jellyfish-shaped sculpture was created by [Amigo & Amigo](#) based in Australia and is made entirely from plastic waste.

Lights animate and respond to touch sensors at the ends of the tentacles. The sculpture is also accompanied by music and voice combining to bring the character of Crank Zappa to life, as well as educate the public on plastic waste in an accessible and engaging way.

For more World of Winter outdoor art or events, visit [WorldOfWinterGR.com](#).

[#WorldOfWinterGR](#) [#DowntownGR](#)



Corey Arthur-Fox Mathehn and 310 others

50 Comments 72 Shares

Airport Activity

21%

decrease in passenger activity compared to previous month

7%

decrease in passenger activity compared to 2021 average

68%

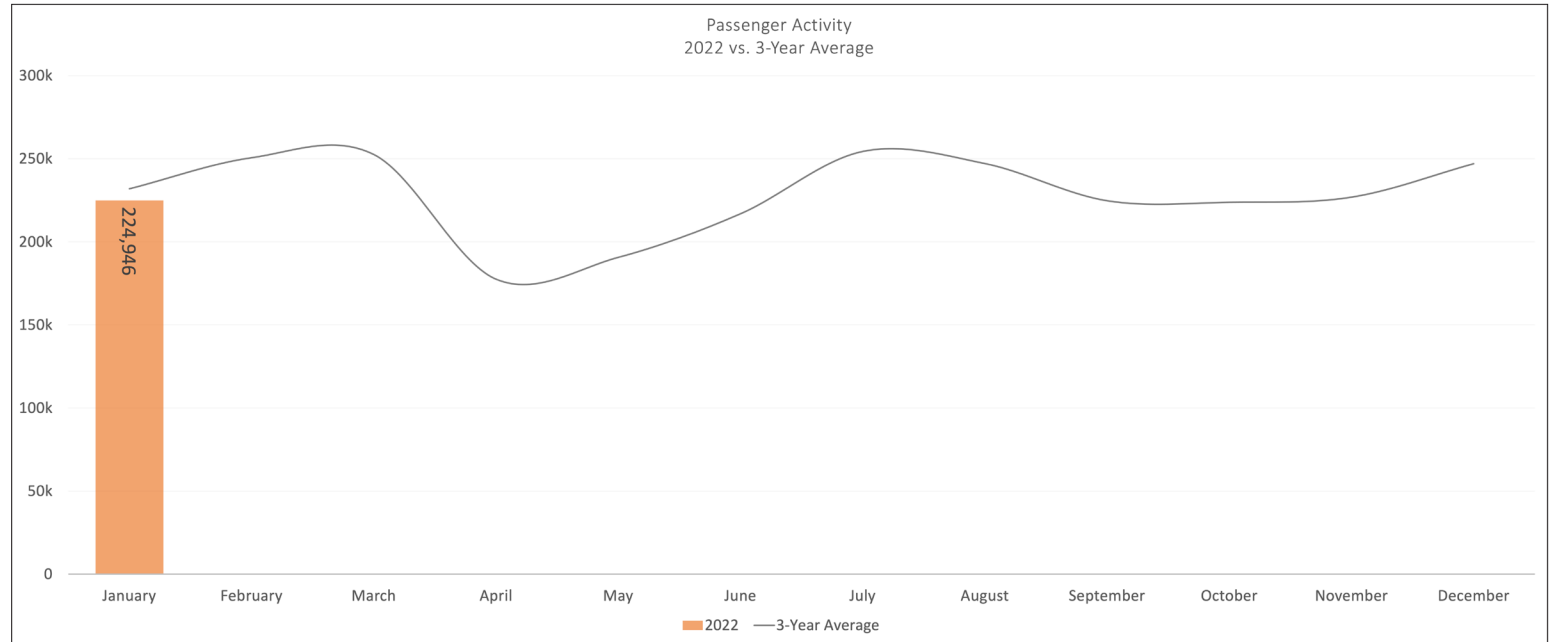
increase in passenger activity compared to January 2021

26%

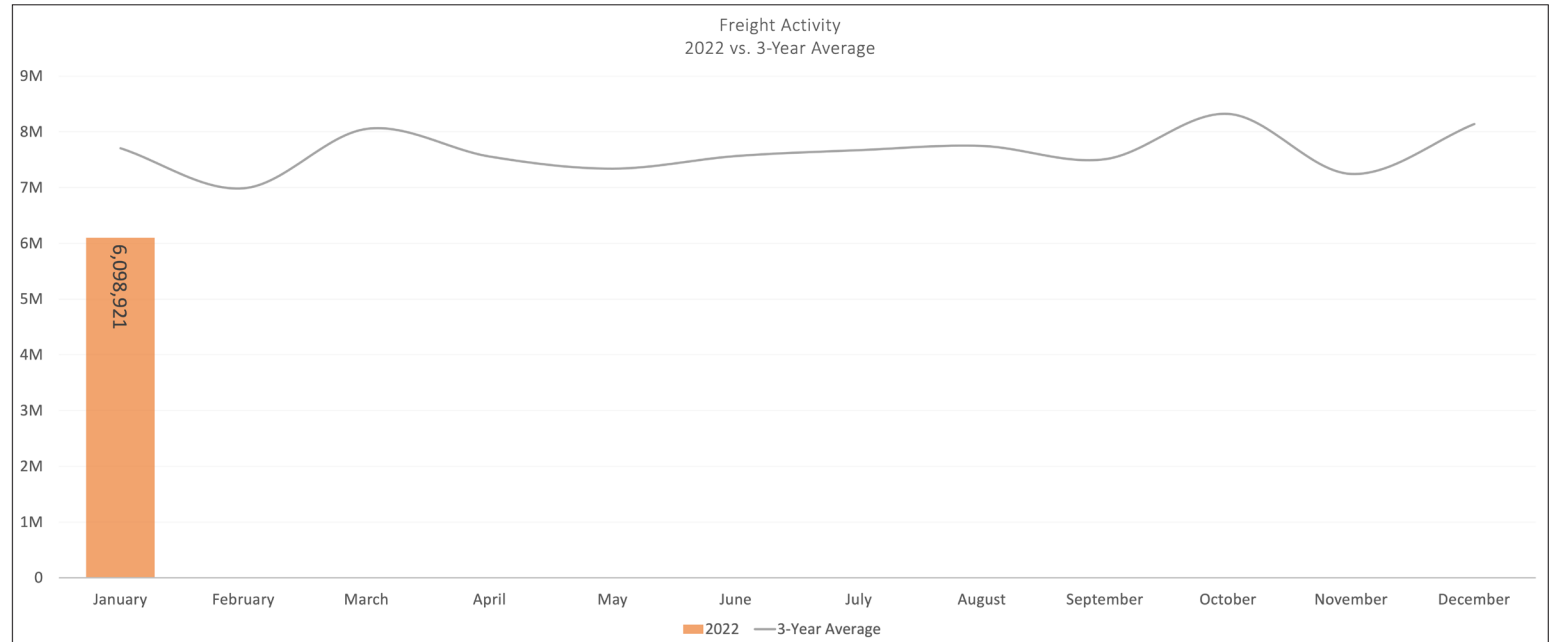
decrease in freight activity compared to previous month

20%

decrease in freight activity compared to 2021 average



Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
-3%	-	-	-	-	-	-	-	-	-	-	-



Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
-21%	-	-	-	-	-	-	-	-	-	-	-

COVID-19 Vaccination Distribution & Administration

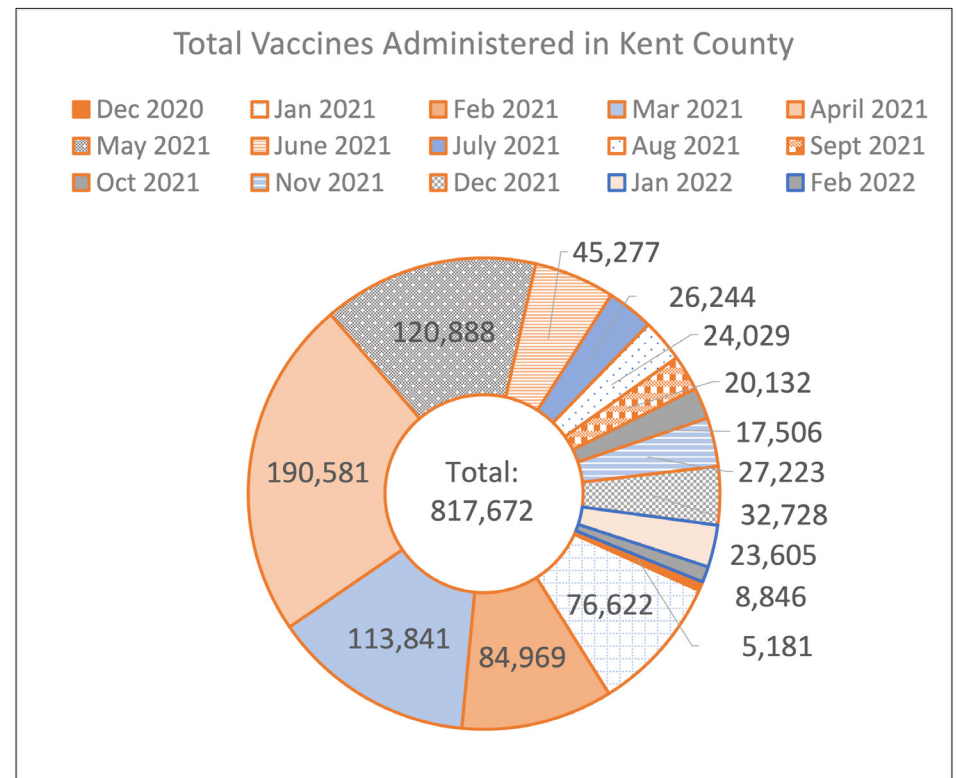
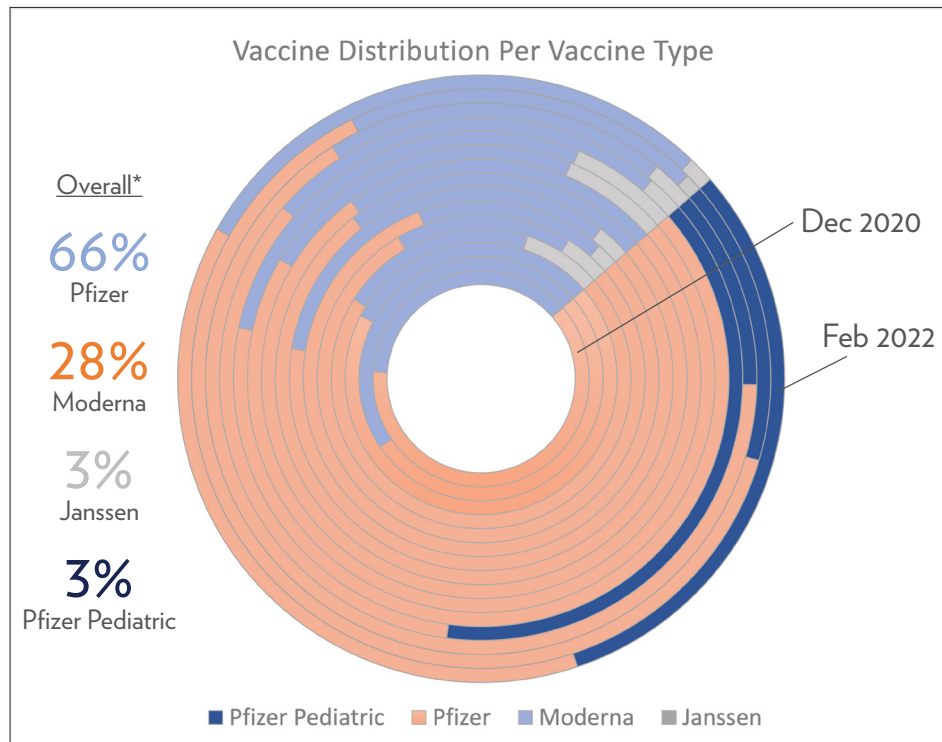
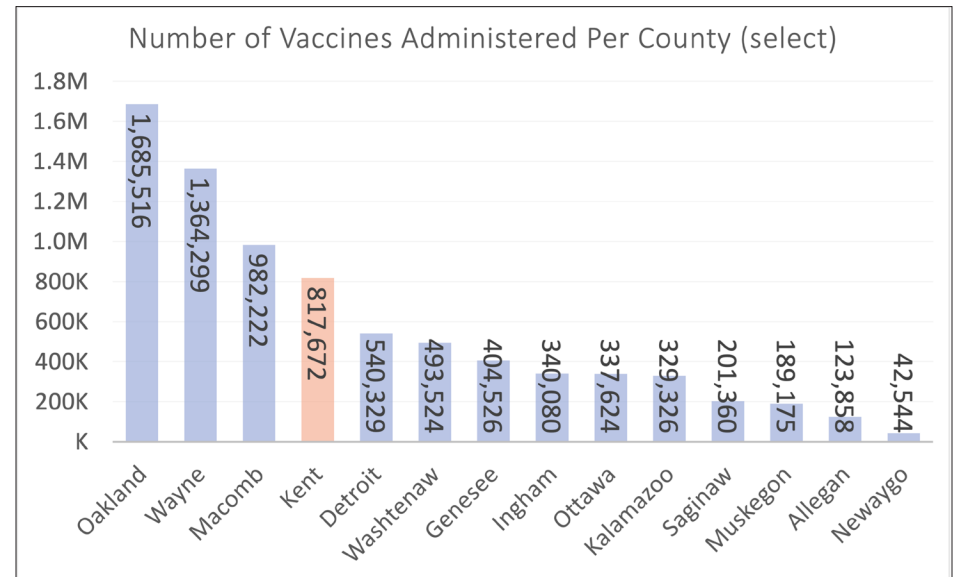
Kent County

67%
of Kent residents
fully vaccinated
65% nation-wide
60% state-wide

59%
of doses administered
80% nation-wide
73% state-wide

214,208
boosters doses
administered in Kent County

109,100
Pfizer Pediatric doses
delivered to Kent County



Time Spent Outside of Home: Retail & Restaurant
Kent County

-8%

February Average

Feb 2021: -29%

Jan 2020: 6%

-15%

2022 Average so far

2021: -13%

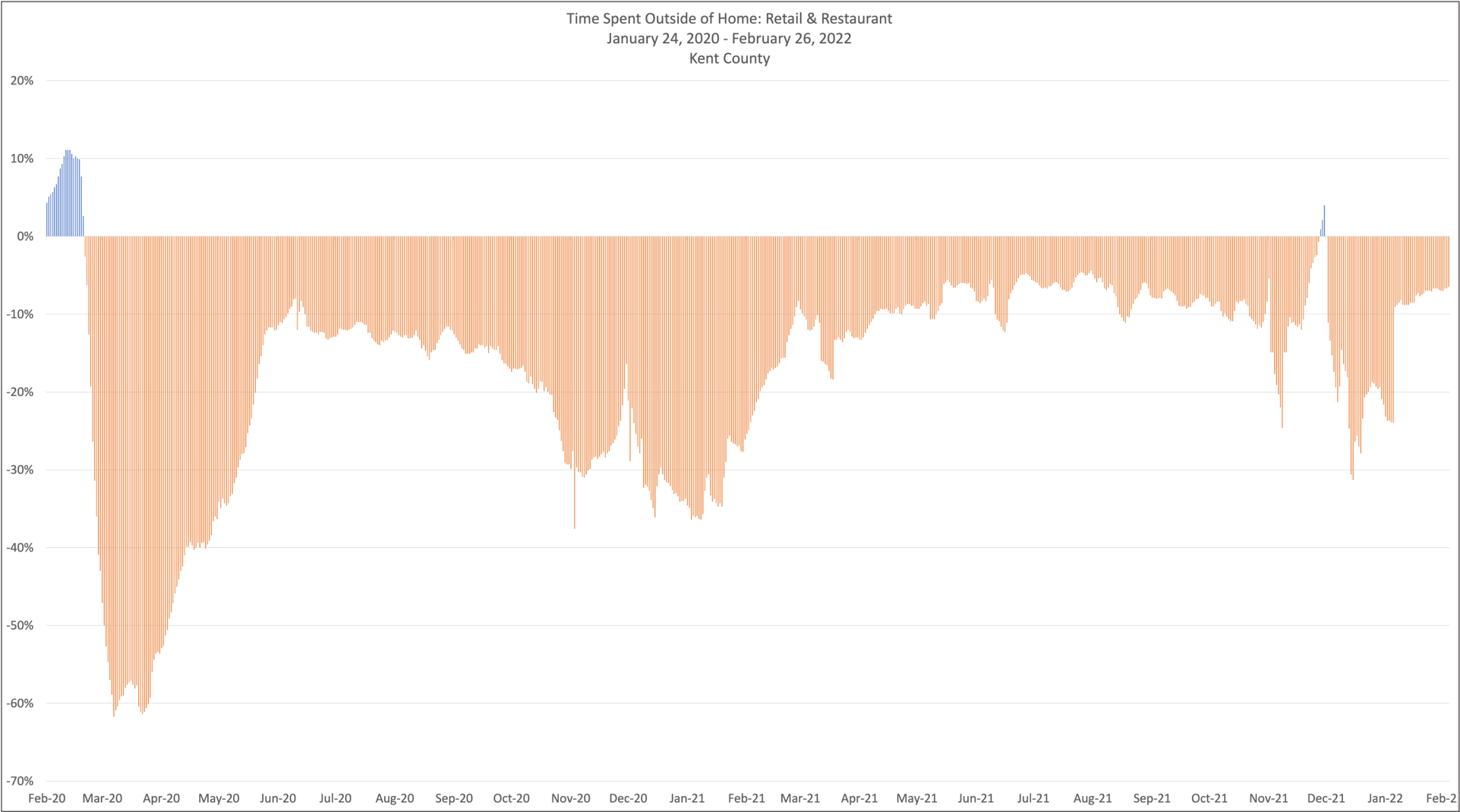
2020: -23%

-8%

February 1 2022

Feb 1 2021: -36%

Feb 1 2020: 4%



Consumer Spending
State of Michigan

+18%
October Average
Oct 2020: +0.4%

+12%
2021 Average
2020: -4%

+17%
November 1 2021
Nov 1 2020: -3%

