

# AGENDA

## DOWNTOWN DEVELOPMENT AUTHORITY



### Board Members:

Mayor Rosalynn Bliss • Kayem Dunn • Jermale Eddie • Dr. Wendy Falb  
Jane Gietzen • Brian Harris • Diana Sieger • Jim Talen • Rick Winn

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Wednesday, May 10, 2017  
8:00 a.m. Meeting  
29 Pearl Street, NW Suite #1

- |  |               |                  |
|--|---------------|------------------|
| 1. Call to order   |               |                  |
| 2. Approve Meeting Minutes from April 12, 2017 (8:01)<br>(enclosure)     |               | Winn             |
| 3. Accept April 30, 2017 Financial Statements (8:04)<br>(enclosure)      | <i>Motion</i> | Wallace          |
| 4. Authorize Funding for Intersection Improvements (8:08)<br>(enclosure) | <i>Motion</i> | Kelly            |
| 5. Recommend FY18 DDA Budgets and Priority Plans (8:13)<br>(enclosure)   | <i>Motion</i> | Larson / Wallace |
| 6. Approve 3-Year Support Agreement with ArtPrize (8:43)<br>(enclosure)  | <i>Motion</i> | Larson           |
| 7. President & CEO Report (9:53)   | Info Item     | Larson           |
| 8. Public Comment (8:58)   |               |                  |
| 9. Board Member Discussion (9:26)  |               |                  |
| 10. Adjournment  |               |                  |

## UNAPPROVED MINUTES

### MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

April 12, 2017

1. Call to Order – The meeting was called to order at 8:03am

2. Attendance

Present: Mayor Rosalynn Bliss, Jermale Eddie, Dr. Wendy Falb, Jane Gietzen, Brian Harris, Diana Sieger, Rick Winn

Absent: Kayem Dunn, Jim Talen,

Others Present: Kristopher Larson (Executive Director), Murphy Ackerman (DDA Executive Assistant), Jana Wallace (DDA Treasurer), Jennie Schumacher, Tim Kelly, Andy Guy, Kim Van Driel, Annamarie Buller (DDA Staff), Melvin Eledge, Miranda Krajniak

3. Approve Meeting Minutes from March 8, 2017

*Motion: Jane Gietzen, supported by Rick Winn moved approval of the minutes from the March 8, 2017 meeting as presented. Motion carried unanimously.*

4. Approve Contribution to Michigan St. Streetscape Elements

Mr. Kelly introduced the project at Michigan Street and explained that the DDA's contribution would be for enhancements to the streetscape. Mr. Kelly explained that there will be a total street reconstruction, new curbs, traffic signals, planters, lighting enhancements, ADA ramps, and the preservation of existing trees as well as additional trees. Mr. Kelly shared that the slip lane would also be removed. Mayor Bliss asked what would replace the current slip lane. Mr. Kelly said it will be a wider sidewalk as well as bioswales. Mr. Harris asked what the purpose of removing the slip lane is. Mr. Kelly said it is underutilized and confusing for drivers. Drivers would now be able to make a left turn on Michigan Street. Mayor Bliss asked if there is still a plan to change Ottawa Street into a two-way street. Mr. Kelly said the work on Ottawa is slated for fiscal years '19 and '20. Mr. Larson said there is a desire to see that project coordinated with the upcoming highway interchange project. Mr. Larson noted that this project was not originally budgeted for, but will come out of the bond refunding proceeds. Mr. Kelly said this work will be done primarily in June and will include the sidewalk enhancements previously approved by the DDA around the hospitals.

*Motion: Rick Winn, supported by Mayor Rosalynn Bliss, moved to approve its share of costs in the amount of \$167,000 for Michigan Street streetscape improvements. Motion carried unanimously.*

5. Approve Funding for Division Ave. Mural

Mr. Larson shared that the organization began investing in additional murals in the downtown two (2) years ago after both the Alliance for Vibrancy and Alliance for Livability prioritized locations for public art in the downtown. Mr. Larson stated that the intent is to complete the mural on the Division Avenue retaining wall with a continued partnership with UICA. Mr. Larson said there is currently a collection of

three (3) murals, that were extremely well received by the community, but there is still a large amount of wall that remains blank. Miranda Krajniak, UICA's Executive Director, introduced herself to the Board, and explained that UICA has already identified an artist who is not only capable of finishing a mural this size, but would be able to ensure that it's design is cohesive with the existing murals. Ms. Krajniak noted that the first mural was a learning experience, as it was the first large scale mural that the UICA commissioned. Ms. Krajniak said that all of the approvals are in place to begin work, and is only waiting for approval from this Board for funding. Dr. Falb asked why a local artist was not selected for this project. Ms. Krajniak said a local artist was not selected only because there was a need for a more experienced muralist that could complete a work of this size in the given timeline. Ms. Krajniak added that the assistants used for this project will all be local talent. Dr. Falb asked why the contract specifies that the artwork cannot be political, seeing as many pieces of artwork are born from political expression. Mr. Larson said it is important to make the distinction when using public funds and public property. Mr. Eddied said he is hopeful that the UICA can work to identify and prioritize using artists of color for future projects. Mr. Harris asked if there is any concern regarding vandalism. Ms. Kajniak said each mural that UICA commissions is maintained and watched for five (5) years and have anti-graffiti top coats applied to them. Mr. Larson said this is one of the reasons that DGRI relies on UICA to professionally manage these mural projects. Mr. Larson also added that murals aren't meant to live forever and there is a future opportunity to either rotate these pieces or refresh them if they become beloved pieces. Mr. Larson noted that the Alliance for Livability have already approved and have formally recommended this project to the Board.

*Motion: Rick Winn, supported by Diana Sieger, moved to approve an amount not to exceed \$20,000 to support the completion of the MDOT N. Division Downtown mural as a part of UICA's Exit Space Project. Motion carried unanimously.*

6. Ambassador Program 2016 Highlights

Mr. Eledge gave an overview of the 2016 year for the Ambassador program. Ms. Gietzen noted that while statistics have increased overall, certain categories have dramatically decreased and asked if it was due to a change in approach or priorities. Mr. Eledge explained that in 2015 there was a challenge retaining third shift workers, but is proud to say there has been new recruitment and retention in this area, and the statistics directly affected have already begun to improve. Mr. Eledge did note that there is also a change in approach now that Block by Block manages the Clean Team. This has resulted in all employees being cross trained in hospitality and clean work. Ms. Gietzen said she believes some of the stats could be recategorized to more properly reflect the work being accomplished. Mr. Larson said the Ambassadors' priorities can be determined and revisited by this Board and the Alliances. Mr. Larson said because each ambassador has multiple roles and a lot of hats to wear, it is crucial that the team is given a prioritization of tasks that reflect the desires of the community. Mr. Harris said this could be helpful for the Board to do on an annual basis with the help of the Alliances. Mr. Eledge highlighted other work done by the ambassadors, including assisting staff with an updated business census, partnering with local outreach centers, and continuous social service and medical emergency trainings. Mr. Eddie thanked Mr. Eledge for him and his team for they work they do. Mr. Eddie said it has been an excellent community outreach tool, and as a business owner he has felt more comfortable knowing his staff has the assistance of the ambassadors when walking to their vehicles in the evening. Mr. Eddie said now that the program is gaining visibility he is hopeful the program grows as well. Mr. Larson shared the new informational cards produced to help inform the community of the services the ambassadors provide. Dr. Falb thanked Mr. Eledge for his commitment to leadership as this program has grown and evolved. Mr. Harris thanked Mr. Eledge for the update to the Board and thanked him for his continued commitment to the downtown.

11. President & CEO Report  
DID 5/15/17

- Will consider FY18 Budget
- Will receive update on spring plantings

MNTIFA (5/10/17)

- Will consider FY18 Budget
- Will consider contribution to river trail design guidelines

DGRI (4/18/17)

- Will consider updated inter-organizational term sheet with City
- Will receive presentation from VoiceGR Survey
- Will review DGRI Performance Indicator Methodology
- Will consider approval of Alliance 2.1 model

Alliances:

INVESTMENT (4/11)

- Chair: Nikos Monoyios, Long Range Planner @ The Rapid
- Will consider pedestrian crossing improvement at Wealthy / Cass Sts.
- Will review FY18 budget recommendations
- 3<sup>rd</sup> look at Alliance 2.1 engagement model

VIBRANCY (3/14)

- Chair – Brandy Moeller, City of Grand Rapids
- Planning for Food Truck Rally event in May, 2017
- 2<sup>nd</sup> look at Alliance 2.0 engagement model

LIVABILITY (3/27)

- Chair: Lynee Wells, Principal @ Williams & Works – Working Group Discussions
- Reviewed FY18 budget recommendations
- Approved proposed Alliance 2.0 engagement model

DGRI Staff Highlights

Events / Marketing / Communications / Engagement

- Planning for Rollin'Out Food Truck event May 21, 2017
- Finalizing MITP 2017 series launch
- Held Women in City Building Event – Mar 30<sup>th</sup> – packed room - ~600 online streams of video
- Completed first GR Forward update video
- Downtown Residents Network – Mix, Mingle, and Share – April 26<sup>th</sup> @ EVE at the BOB
- SAVE THE DATE: State of the Downtown – June 13<sup>th</sup> at 5:30 PM!
- Snow Days PED Counts: Average increase of 68% across all 6 counters

Planning / Development

- Calder Plaza Steering Committee voted to approve and recommend Conceptual Master Plan on 2/7.
- Met with Senator Horn, Rep Chatfield, and 10 other lawmakers 2/28 to determine how TIF reform will advance.
- Mobility: City Commission approved its portion for bikeshare feasibility study, partnering with the Rapid and the City of Grand Rapids on bus shelter improvements.
- Draft Development Agreement for theater project on Areas 4/5 delivered on 3/15
- Partnering with GR Chamber and Mobile GR on Parking-Cash out training program for employers – to be held 4/19 @ 11 AM at Start Garden.
- Participating with City of Grand Rapids in 201 Market RFQ reviews
- Held Food Truck stakeholder event 2/27 to develop metrics used to evaluate the health of the Downtown culinary economy
- Daniel Rose Fellowship:
  - Hosted Grand Rapids Study Visit Mar 20-23 for Daniel Rose Fellowship.
  - Project page available on the website. Follow-up engagement opportunity currently underway.
  - KL attended Anchorage Study Visit Apr 3-7
- City Commission approved Downtown Zoning changes 3/28
- IDA Value of Downtowns – Planning to incorporate findings in State of Downtown program

12. Public Comment  
None

13. Board Member Discussion  
None

14. Adjournment  
The meeting adjourned at 9:11am

# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

**Agenda Item 3.  
May 10, 2017  
DDA Meeting**

DATE: May 5, 2017

TO: Brian Harris  
Chairman

FROM: Jana M. Wallace  
Downtown Development Authority Treasurer

**SUBJECT: FY2017 Interim Financial Statements as of April 30, 2017**

Attached are the DDA's interim financial statements for the first ten months of the fiscal year ending June 30, 2017. The attached statements include:

- Statement A: Balance Sheet
- Statement B: Comparison of FY2017 Budget vs Actual Results
- Statement C: Statement of Project Expenditures
- Statement D-1: Schedule of March, 2017 Expenditures
- Statement D-2: Schedule of April, 2017 Expenditures
- Statement E: DDA Series 2017 Bond "New Money" Proceeds Statements

On March 8, the DDA Series 2017 Improvement and Refunding Bonds were issued. The purpose of these bonds is to partially refund the DDA Series 2009 bonds, which partially refunded the DDA's Series 1994 Van Andel Arena Bonds. The Series 2017 improvement proceeds will be used for streetscape and river walk capital improvements.

Combined expenditures for March and April were \$28,910,303 – the largest single expenditure (\$26,805,386) was the payment to escrow to advance refund DDA Series 2009 maturities dated May 1, 2017 through May 1, 2024. The DDA has sufficient cash to support budgeted expenditures.

Please contact me at 616-456-4514 or [jwallace@grcity.us](mailto:jwallace@grcity.us) if you have any questions.

Attachments

# STATEMENT A

## DOWNTOWN DEVELOPMENT AUTHORITY

### Balance Sheet

As of April 30, 2017

	Non-Tax Funds	Debt Increment	Local Tax Increment	TOTAL
<b>ASSETS</b>				
Pooled Cash and Investments	\$ 4,293,424	\$ 2,989,045	\$ 5,330,716	\$ 12,613,185
Petty Cash	-	-	500	500
Debt Service Reserve - Series 1994 Bonds	-	5,409,165	-	5,409,165
Loan Receivable - Project Developer	563,848	-	-	563,848
Loan Receivable - Special Assessments	7,368	-	-	7,368
General Fixed Assets	-	-	90,051,736	90,051,736
Accumulated Depreciation on Fixed Assets	-	-	(50,672,717)	(50,672,717)
Future Tax Increment Revenues Anticipated	-	31,133,727	139,500	31,273,227
<b>TOTAL ASSETS</b>	<b>\$ 4,864,640</b>	<b>\$ 39,531,937</b>	<b>\$ 44,849,735</b>	<b>\$ 89,246,312</b>
<b>LIABILITIES AND FUND EQUITY</b>				
<b>Liabilities</b>				
Current Liabilities	\$ -	\$ -	\$ 50,155	\$ 50,155
Parking Revenue Payable	16,423	-	-	16,423
Project Increment Due to Developers	-	-	7,373	7,373
Current Year Excess Capture	-	84,100	-	84,100
Deposit - Area 1 and Area 5 Options to Buy	107,578	-	-	107,578
Net Retiree Health Care Obligation <sup>1</sup>	-	-	(5,720)	(5,720)
Prior Year Property Tax Appeals	-	139,214	77,008	216,222
Deferred Revenue - Developer Loan	563,848	-	-	563,848
Contract Payable	-	-	139,500	139,500
Bonds Payable	-	31,133,727	-	31,133,727
<b>TOTAL LIABILITIES</b>	<b>687,849</b>	<b>31,357,041</b>	<b>268,316</b>	<b>32,313,206</b>
<b>Fund Balance / Equity:</b>				
Investments in General Fixed Assets, net of Accumulated Depreciation	-	-	39,379,019	39,379,019
Debt Service Reserve - Series 1994 Bonds	-	5,409,165	-	5,409,165
Non-Tax Increment Reserve	3,642,050	-	-	3,642,050
Reserve for Authorized Projects	-	-	4,862,326	4,862,326
Reserve for Brownfield Series 2012A Bonds	531,071	-	-	531,071
Reserve for Compensated Absences	-	-	7,881	7,881
Reserve for Eligible Obligations	-	2,765,731	-	2,765,731
Reserve for Encumbrances	3,670	-	332,193	335,863
<b>TOTAL FUND EQUITY</b>	<b>4,176,791</b>	<b>8,174,896</b>	<b>44,581,419</b>	<b>56,933,106</b>
<b>TOTAL LIABILITIES &amp; FUND EQUITY</b>	<b>\$ 4,864,640</b>	<b>\$ 39,531,937</b>	<b>\$ 44,849,735</b>	<b>\$ 89,246,312</b>

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

# STATEMENT B

## DOWNTOWN DEVELOPMENT AUTHORITY Comparison of FY2017 Budget vs Actual Results July 1, 2016 - April 30, 2017

	Non-Tax Funds		Debt Tax Increment		Local Tax Increment	
	Budget	Actual	Budget	Actual	Budget	Actual
<b>REVENUES</b>						
Property Tax Increment - General	\$ -	\$ -	\$ 9,630,568	\$ 9,598,547	\$ 5,107,623	\$ 5,207,454
Property Tax Increment - Transit Millage	-	-	-	-	454,848	454,848
Property Tax Increment - Prior Year Appeals	-	-	(75,000)	(29,127)	(75,000)	(5,282)
Property Tax Increment - Rebates to City / ITP	-	-	-	-	(327,571)	(330,520)
Special Assessments - Areaway	15,000	773	-	-	-	-
Brownfield Authority - Grandville Avenue	-	-	-	-	26,180	26,563
Brownfield Authority - Veterans Park	-	-	-	-	606,979	-
Interest on Investments - General	22,171	30,274	5,000	41,875	54,307	59,104
Interest on Investments - Multi-Year Accrual Reversal	-	(50,440) <sup>1</sup>	-	(29,645) <sup>1</sup>	-	(96,254) <sup>1</sup>
Interest on Investments - The Gallery Note	27,623	27,623	-	-	-	-
Property Rental - DASH Parking Lots	321,332	193,640	-	-	-	-
Property Rentals - YMCA Customer Parking	51,510	38,025	-	-	-	-
Event Sponsorships and Fees	60,000	6,325	-	-	-	-
Principal Repayments - The Gallery on Fulton Note	50,000	50,000	-	-	-	-
Restricted Contributions - Lyon Square Partners	-	-	-	-	560,000	-
Sale of Parking Area 5	6,550,000	-	-	-	-	-
Sale of Scrap Metal Tree Grates	-	-	-	-	-	8,863
Series 1994 Debt Service Reserve Fund	-	-	564,160	-	-	-
Proceeds from Sale of Bonds	-	-	24,029,192	24,029,192	-	-
Premium on Bonds Issued	-	-	2,776,194	2,776,194	-	-
Reimbursements and Fees - Miscellaneous	600	577	-	-	10,000	-
From / (To) Fund Balance	(3,812,588)	-	(5,000)	-	1,129,984	-
<b>TOTAL REVENUES</b>	<b>\$ 3,285,648</b>	<b>\$ 296,797</b>	<b>\$ 36,925,114</b>	<b>\$ 36,387,036</b>	<b>\$ 7,547,350</b>	<b>\$ 5,324,776</b>
<b>EXPENDITURES</b>						
<b>Investment - Planning and Infrastructure</b>						
Development Incentive Programs	\$ -	\$ -	\$ -	\$ -	\$ 1,225,000	\$ 1,280,944
Transit Projects - Transit Millage Funded	-	-	-	-	580,000	40,002
Planning	26,000	11,042	-	-	10,000	3,460
Public Infrastructure	2,051,451	-	-	-	3,089,000	1,079,991
Investment Total	\$ 2,077,451	\$ 11,042	\$ -	\$ -	\$ 4,904,000	\$ 2,404,397
<b>Livability - Residents / Workers / Neighborhood</b>	<b>362,000</b>	<b>215,414</b>	<b>-</b>	<b>-</b>	<b>870,000</b>	<b>420,403</b>
<b>Vibrancy - Attracting Visitors</b>	<b>589,000</b>	<b>394,449</b>	<b>-</b>	<b>-</b>	<b>295,000</b>	<b>159,398</b>
<b>Miscellaneous</b>	<b>40,000</b>	<b>30,885</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total Alliance Projects</b>	<b>\$ 3,068,451</b>	<b>\$ 651,790</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 6,069,000</b>	<b>\$ 2,984,198</b>
Administration	3,200	3,227	-	-	1,022,863	873,089
Debt Service for Bond Issues	213,997	-	5,809,525	1,776,199	455,487	126,187
Payment to Partially Refund Series 2009 Bonds	-	-	26,805,386	26,805,386	-	-
Estimated Capture to be Returned	-	-	4,310,203	3,675,795	-	-
<b>TOTAL EXPENDITURES</b>	<b>\$ 3,285,648</b>	<b>\$ 655,017</b>	<b>\$ 36,925,114</b>	<b>\$ 32,257,380</b>	<b>\$ 7,547,350</b>	<b>\$ 3,983,474</b>
<b>EXCESS / (DEFICIT)</b>	<b>\$ -</b>	<b>\$ (358,220)</b>	<b>\$ -</b>	<b>\$ 4,129,656</b>	<b>\$ -</b>	<b>\$ 1,341,302</b>

Note 1: Each year-end the City Treasurer accrues large amounts of interest revenues resulting from multiple year investments. These large accruals are then reversed in the next fiscal year, which results in negative interest revenues each month for much the following fiscal year. To indicate actual current year interest revenues, this negative revenue line item is the FY2016 accrual reversal.

ddastmts-Apr17.xls jmw 05052017



**STATEMENT C**

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Statement of Current Project Expenditures**  
**As of April 30, 2017**

Project Title	Project Budgets		EXPENDITURES			Available Budget
	%	Amount	Month	Fiscal Year	All Years	
Areaway Fill Program (ARIP)		\$ 70,000 <sup>1,2</sup>	\$ -	\$ 35,000		\$ 35,000
Building Re-use Incentive Program (BRIP)		250,000 <sup>1,2</sup>	122,487	355,899		(105,899)
Development Project Guidance		80,000 <sup>1,2</sup>	3,967	43,410		36,590
Development Project Reimbursements		775,000 <sup>1,2</sup>	102,728	722,135		52,865
Streetscape Improvement Incentive Program		50,000 <sup>1,2</sup>	70,000	124,500		(74,500)
<b>Investment - Development Incentives Sub-Total</b>	<b>9.42%</b>	<b>\$ 1,225,000</b>	<b>\$ 299,182</b>	<b>\$ 1,280,944</b>		<b>\$ (55,944)</b>
DASH North Shuttle Services		80,000 <sup>1,2</sup>	40,002	40,002		39,998
New Downtown Circulator Infrastructure		500,000 <sup>2</sup>	-	-	-	500,000
<b>Investment - Transit Millage Funded Sub-Total</b>	<b>4.46%</b>	<b>\$ 580,000</b>	<b>\$ 40,002</b>	<b>\$ 40,002</b>		<b>\$ 539,998</b>
Downtown Plan - Community Relations		10,000 <sup>1,2</sup>	-	3,460		6,540
<b>Investment - Planning Sub-Total</b>	<b>0.08%</b>	<b>\$ 10,000</b>	<b>\$ -</b>	<b>\$ 3,460</b>		<b>\$ 6,540</b>
Arena South Implementation		636,596 <sup>2</sup>	2,734	2,734	89,330	547,266
Bridge Street Streetscape Improvs		216,237 <sup>2</sup>	2,734	2,820	119,057	97,180
Grand River Activation		200,000 <sup>2</sup>	-	100,000	100,000	100,000
Grandville Ave Area Improvements		850,000 <sup>2</sup>	-	144	842,136	7,864
Ionia Avenue Cycletrack		286,000 <sup>2</sup>	-	-	-	286,000
Library Area Improvements		250,000 <sup>2</sup>	-	-	-	250,000
Lyon Square Improvements		916,882 <sup>2</sup>	-	255,677	422,559	494,323
Michigan / Ottawa Gateway		75,000 <sup>2</sup>	-	-	-	75,000
Pearl Street Gateway Enhancements		643,000 <sup>2</sup>	-	313,808	615,534	27,466
Rowe Hotel Public Improvements		120,000 <sup>1,2</sup>	120,000	120,000		-
Sheldon Blvd - Weston to Cherry Street		250,000 <sup>2</sup>	-	-	-	250,000
State Street & Bostwick Ave Reconstruction		1,575,000 <sup>2</sup>	21,463	242,378	841,380	733,620
Streetscape Improvements - various		600,000 <sup>2</sup>	34,240	38,630	-	600,000
Veterans Park Improvements		894,890 <sup>2</sup>	-	3,800	148,690	746,200
Weston Street - Sheldon to LaGrave Ave		100,000 <sup>2</sup>	-	-	-	100,000
<b>Investment - Public Infrastructure Sub-Total</b>	<b>58.52%</b>	<b>\$ 7,613,605</b>	<b>\$ 181,171</b>	<b>\$ 1,079,991</b>	<b>\$ 3,178,686</b>	<b>\$ 4,314,919</b>
African-American Museum/Archives		16,000 <sup>1,3</sup>	-	-		16,000
Downtown Speakers Series		10,000 <sup>1,3</sup>	-	11,042		(1,042)
<b>Investment - Non-Tax Supported Sub-Total</b>	<b>0.20%</b>	<b>\$ 26,000</b>	<b>\$ -</b>	<b>\$ 11,042</b>		<b>\$ 14,958</b>
Accessibility and Mobility Repairs		100,000 <sup>1,2</sup>	-	-		100,000
Bicycle Friendly Improvements		712,044 <sup>2</sup>	-	-	137,044	575,000
Downtown Census		53,000 <sup>2</sup>	-	-	23,000	30,000
Heartside Public Restroom Facility		100,000 <sup>2</sup>	-	-	-	100,000
Public Realm Improvements		513,536 <sup>2</sup>	6,476	259,556	373,092	140,444
Snowmelt System Repairs / Investigation		50,000 <sup>1,2</sup>	2,614	9,998		40,002
Tree Well Fill		150,000 <sup>2</sup>	-	100,000	100,000	50,000
Urban Recreation Plan		264,084 <sup>2</sup>	-	6,250	60,334	203,750
Wayfinding System Improvements		326,904 <sup>2</sup>	-	44,599	116,503	210,401
<b>Livability - Local Tax Supported Sub-Total</b>	<b>17.44%</b>	<b>\$ 2,269,568</b>	<b>\$ 9,090</b>	<b>\$ 420,403</b>	<b>\$ 809,973</b>	<b>\$ 1,449,597</b>
Downtown Ambassadors		225,000 <sup>1,3</sup>	7,305	156,198		68,802
Project and Fixed Asset Maintenance		15,000 <sup>1,3</sup>	558	558		14,442
Riverwalk Maintenance		20,000 <sup>1,3</sup>	336	336		19,664
Stakeholder Engagement Programs		15,000 <sup>1,3</sup>	372	7,291		7,709
Street Trees Maintenance Program		5,000 <sup>1,3</sup>	-	-		5,000
Transportation Demand Mgmt Prog		80,000 <sup>1,3</sup>	-	51,031		28,969
Winter Avenue Building Lease		2,000 <sup>1,3</sup>	-	-		2,000
<b>Livability - Non-Tax Supported Sub-Total</b>	<b>2.78%</b>	<b>\$ 362,000</b>	<b>\$ 8,571</b>	<b>\$ 215,414</b>		<b>\$ 146,586</b>
Downtown Marketing & Inclusion		275,000 <sup>1,2</sup>	23,153	157,406		117,594
State of Dntrn Event & Annual Reports		20,000 <sup>1,2</sup>	-	1,992		18,008
<b>Vibrancy Local Tax Supported Sub-Total</b>	<b>2.27%</b>	<b>\$ 295,000</b>	<b>\$ 23,153</b>	<b>\$ 159,398</b>		<b>\$ 135,602</b>
Bridge Lighting Operations		5,000 <sup>1,3</sup>	-	-		5,000
DGRI Event Production		125,000 <sup>1,3</sup>	30,127	94,986		30,014
Diversity / Inclusion Programming		22,500 <sup>1,3</sup>	4,218	14,285		8,215
Downtown Workforce Program		32,000 <sup>1,3</sup>	-	17,464		14,536
Holiday Décor Program		61,500 <sup>1,3</sup>	59,503	61,631		(131)
Major Event Sponsorship		65,000 <sup>1,3</sup>	15,000	65,000		-
Public Space Activation		30,000 <sup>1,3</sup>	-	7,793		22,207
Rosa Parks Circle Skating Operations		40,000 <sup>1,3</sup>	-	1,650		38,350
Special Events - Grants		40,000 <sup>1,3</sup>	6,500	31,500		8,500
Special Events - Office of		75,000 <sup>1,3</sup>	-	50,000		25,000
Special Events - Training Program		13,000 <sup>1,3</sup>	2,312	11,379		1,621
Ticketed Events - Police Services		80,000 <sup>1,3</sup>	-	38,761		41,239
<b>Vibrancy Non-Tax Supported Sub-Total</b>	<b>4.53%</b>	<b>\$ 589,000</b>	<b>\$ 117,660</b>	<b>\$ 394,449</b>		<b>\$ 194,551</b>
<b>Experience - Miscellaneous</b>		<b>40,000<sup>1,3</sup></b>	<b>-</b>	<b>30,885</b>		<b>9,115</b>
<b>TOTAL</b>	<b>99.69%</b>	<b>\$ 13,010,173</b>	<b>\$ 678,829</b>	<b>\$ 3,635,988</b>		<b>\$ 6,755,922</b>

Note 1: Current year (FY2017) budget only.

Note 2: Paid from local tax increment. Note 3: Paid from non-tax funds.

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**STATEMENT D - 1**

**DOWNTOWN DEVELOPMENT AUTHORITY**

**Schedule of Expenditures**

**March, 2017**

<b>Source</b>	<b>Date Posted</b>	<b>Vendor</b>	<b>Purpose / Project</b>	<b>Description</b>	<b>Amount</b>
Debt	3/8/2017	U.S. Bank Corporated Trust N.A.	DDA Series 2017 LTGO Bonds	Series 2009 05/012020-2024 maturities refunded	\$26,805,385.98
Bond	3/8/2017	Fifth Third Securities Inc	DDA Series 2017 LTGO Bonds	Cost of issuance - underwriter's discount	124,990.00
Bond	3/8/2017	Fifth Third Securities Inc	DDA Series 2017 LTGO Bonds	Cost of issuance - underwriter's discount	124,990.00
Non-Tax	3/1/2017	Michigan Landscape Services	Holiday Décor Program	Holiday Decor Reinstallation	59,223.00
Local	3/24/2017	55 Ionia Partners, LLC	Developer Reimbursements	Dev Reimb FY17-Winter	56,109.66
Local	3/20/2017	Moody's Investor Services	DDA Series 2017 LTGO Bonds	Cost of issuance - bond rating	27,000.00
Local	3/1/2017	Tabernacle Community Church	Streetscape Improvements - various	Landscape installation and design 11/16	22,620.00
Local	3/13/2017	HP3 LLC	Developer Reimbursements	Dev Reimb FY17-Winter	22,568.74
Local	3/8/2017	State of Michigan	State Street & Bostwick Ave Reconstruction	Reconstruction services through 02/15/2017	21,463.73
Non-Tax	3/22/2017	Gilda's Club of Grand Rapids	Major Event Sponsorship	Major Event Sponsorship: LaughFest 3/2017	15,000.00
Local	3/22/2017	International Downtown Association	Administration	Sponsorship: Value of Downtown Project	15,000.00
Local	3/26/2017	Priority Health	Administration	Health Insurance Premium April-June, 2017	13,860.22
Local	3/1/2017	Tabernacle Community Church	Streetscape Improvements - various	Landscape installation and design 11/16	11,620.00
Local	3/13/2017	Mercantile Bank of Michigan	Developer Reimbursements	Dev Reimb FY17-Winter	8,842.59
Local	3/8/2017	City Treasurer - Budget Office	Administration	Support services allocation - March 2017	8,391.00
Local	3/9/2017	Cassidy Bisher	Downtown Marketing & Inclusion	Video Production services 2017	7,083.00
Local	3/16/2017	City Treasurer - MobilityGR / Parking Svcs	DASH North Shuttle Services	DASH North Lease August 2016	6,667.00
Local	3/16/2017	City Treasurer - MobilityGR / Parking Svcs	DASH North Shuttle Services	DASH North Lease December 2016	6,667.00
Local	3/16/2017	City Treasurer - MobilityGR / Parking Svcs	DASH North Shuttle Services	DASH North Lease July 2016	6,667.00
Local	3/16/2017	City Treasurer - MobilityGR / Parking Svcs	DASH North Shuttle Services	DASH North Lease November 2016	6,667.00
Local	3/16/2017	City Treasurer - MobilityGR / Parking Svcs	DASH North Shuttle Services	DASH North Lease October 2016	6,667.00
Local	3/16/2017	City Treasurer - MobilityGR / Parking Svcs	DASH North Shuttle Services	DASH North Lease September 2016	6,667.00
Local	3/22/2017	Federal Square Building Co. #1, LLC	Administration	Office Lease: 29 Pearl Street 3/2017	5,506.10
Local	3/16/2017	Mighty Co.	Downtown Marketing & Inclusion	Website design and development services 2017	5,315.00
Local	3/13/2017	38 Commerce LLC	Developer Reimbursements	Dev Reimb FY17-Winter	4,825.38
Local	3/13/2017	Hopson Flats LLC	Developer Reimbursements	Dev Reimb FY17-Winter	3,629.01
Local	3/15/2017	ImageMaster LLC	DDA Series 2017 LTGO Bonds	Cost of issuance - official stmts printed & distributed	3,500.00
Local	3/26/2017	Design Workshop, Inc.	Public Realm Improvements	Planning/Design Services: Calder Plaza 2/2017	3,312.10
Local	3/26/2017	Herald Companies - GR Press	Administration	DDA TIF Plan Notice	3,008.90
Local	3/26/2017	McAlvey Merchant & Associates	Administration	Governmental Consulting 2/2017	3,000.00
Local	3/16/2017	City of Grand Rapids	Administration	Staff services - payroll period ended 03/11/2017	2,993.95
Local	3/15/2017	Fishbeck, Thompson, Carr, & Huber Inc	Arena South Implementation	Constr eng/insptn - ped safety improves thru 11/18/16	2,733.87
Local	3/15/2017	Fishbeck, Thompson, Carr, & Huber Inc	Bridge Street Streetscape Improvs	Constr eng/insptn - ped safety improves thru 11/18/16	2,733.87
Local	3/13/2017	Two West Fulton LLC	Developer Reimbursements	Dev Reimb FY17-Winter	2,697.41
Local	3/17/2017	Fifth Third Bank P-Card 02/2017	Administration	K. Larson travel & training	2,447.18
Local	3/26/2017	Herald Companies - GR Press	Administration	Annual Report Notice	2,317.15
Local	3/29/2017	Dickinson Wright PLLC	Development Project Guidance	Legal Services: Area 4/5 Development 1/2017	2,279.00
Local	3/29/2017	TGG, Inc.	Administration	Life Insurance Premium 4-6/2017	2,177.69
Local	3/29/2017	Dickinson Wright PLLC	Administration	Legal Services: Kent County Gainsharing 01/2017	2,107.00
Non-Tax	3/10/2017	Downtown Improvement District	Downtown Ambassadors	FY2017 DID SA - expense to various city accounts	2,041.26
Non-Tax	3/26/2017	Grand Rapids Event Management LLC	DGRI Event Production	Event Dev.: Roll'n Out Food Trk Fest planning 2/2017	2,000.00
Local	3/15/2017	U.S. Bank Corporated Trust N.A.	DDA Series 2017 LTGO Bonds	Cost of issuance - trustee fees	1,800.00
Local	3/14/2017	City Treasurer - Risk Management	Administration	General insurance - March 2017	1,727.00
Non-Tax	3/2/2017	Great Lakes Sport & Social Club	DGRI Event Production	Event Services: Hungry Hippo Tournament staff	1,700.00
Local	3/13/2017	35 Oakes Associates, L.L.C.	Developer Reimbursements	Dev Reimb FY17-Winter	1,612.09
Local	3/13/2017	DBD Properties, LLC	Developer Reimbursements	Dev Reimb FY17-Winter	1,598.02
Non-Tax	3/26/2017	Grand Rapids Event Management LLC	Special Events - Training Program	Training Program.: Special Event Mgmt. 2/2017	1,500.00
Non-Tax	3/2/2017	Grand Rapids Running Tours	DGRI Event Production	Snow Days event ice sculpture tours 2/2017	1,500.00
Local	3/29/2017	Grant Thornton LLP	DDA Series 2017 LTGO Bonds	Cost of issuance - escrow verification agent	1,500.00
Local	3/26/2017	Herald Companies - GR Press	DDA Series 2017 LTGO Bonds	Cost of issuance - published resolution 86391 - Part 1	1,310.40
Local	3/29/2017	Dickinson Wright PLLC	Administration	Legal Services: GRCC Gainsharing Contract 01/2017	1,268.50
Non-Tax	3/26/2017	Grand Rapids Event Management LLC	DGRI Event Production	Event Dev.: Valent-Ice Planning 2/2017	1,260.87
Non-Tax	3/17/2017	Fifth Third Bank P-Card 02/2017	Diversity / Inclusion Programming	Sponsorship MLK Breakfast	1,250.00
Local	3/29/2017	Dickinson Wright PLLC	Development Project Guidance	Legal Services: 150 Ottawa 1/2017	1,204.00
Local	3/2/2017	Geotech Inc	Snowmelt System Repairs / Investigation	Engineering Svcs: Monroe Center Snowmelt 1/2017	1,199.79
Local	3/26/2017	Swift Printing & Communications	Downtown Marketing & Inclusion	Event Supplies: Neighborhood Summit 1/2017	1,158.31
Local	3/26/2017	Herald Companies - GR Press	DDA Series 2017 LTGO Bonds	Cost of issuance - published resolution 86391 - Part 2	1,142.40
Local	3/9/2017	City Treasurer - MobilityGR / Parking Svcs	Public Realm Improvements	Parklet Meter Hooding	1,040.00
Non-Tax	3/26/2017	Grand Rapids Opportunities for Women	Diversity / Inclusion Programming	Special Event Grant: Seeds of GROWth 10/2016	1,000.00
Local	3/2/2017	Creative Studio Promotions	Downtown Marketing & Inclusion	Marketing materials	967.35
Local	3/26/2017	Creative Studio Promotions	Downtown Marketing & Inclusion	DGRI documents stand	902.26
Non-Tax	3/22/2017	Swift Printing & Communications	DGRI Event Production	Meeting Supplies: MITP Impact Reports 12/2016	889.35
Non-Tax	3/17/2017	Fifth Third Bank P-Card 02/2017	DGRI Event Production	Event sups - misc, Valentice, Hippos, Roll'n Out, MTP	828.41
Non-Tax	3/2/2017	Great Lakes Sport & Social Club	DGRI Event Production	Event Services: Hungry Hippo Tournament planning	800.00

*continued on the next page*

**STATEMENT D - continued**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Schedule of Expenditures**  
**March, 2017**

Page 2

Source	Date Posted	Vendor	Activity # Purpose / Project	Description	Amount
<i>continued from previous page</i>					
Local	3/26/2017	Revue Holding 1	Downtown Marketing & Inclusion	Advertising: Misc. Events 2017	\$ 772.00
Non-Tax	3/22/2017	T Shirt Wonders	DGRI Event Production	Event Supplies: Human Hungry Hippos Tshirts	760.25
Local	3/29/2017	Dickinson Wright PLLC	Administration	Legal Services: Public Library TIF Legislation 1/2017	752.50
Local	3/2/2017	The KR Group, Inc.	Administration	IT services 3/17	732.51
Local	3/17/2017	Fifth Third Bank P-Card 02/2017	Administration	Memberships GR Chamber, MiBiz, Amazon Prime	663.94
Local	3/9/2017	City Treasurer - MobilityGR / Parking Svcs	Public Realm Improvements	Parklet Meter Hooding	650.00
Non-Tax	3/17/2017	Fifth Third Bank P-Card 02/2017	Special Events - Training Program	Event Management program (lunches)	649.63
Local	3/9/2017	City Treasurer - MobilityGR / Parking Svcs	Public Realm Improvements	Parklet Meter Hooding	640.00
Local	3/17/2017	Fifth Third Bank P-Card 02/2017	Administration	Travel & Training for Staff	608.01
Non-Tax	3/10/2017	Downtown Improvement District	Project and Fixed Asset Maintenance	FY2017 DID SA - expense to various city accounts	558.14
Local	3/26/2017	Jeffrey Christopher Wilkinson	Downtown Marketing & Inclusion	Photographer: Various Events 1/2017-2/2017	537.50
Local	3/17/2017	Fifth Third Bank P-Card 02/2017	Public Realm Improvements	Meeting Sups - Calder Plaza Steering Comm lunches	504.28
Local	3/29/2017	Dickinson Wright PLLC	Administration	Legal Services: General DGRI matters 1/2017	493.75
Local	3/28/2017	100 Commerce Development LLC	Developer Reimbursements	Dev Reimb FY17-Winter	466.76
Local	3/26/2017	HR Collaborative LLC	Administration	HR Consultant 2/2017	435.94
Local	3/17/2017	Fifth Third Bank P-Card 02/2017	Downtown Marketing & Inclusion	Website tech, CRM subs, Facebook ads, Snapchat	435.77
Local	3/22/2017	Professional Maint of Michigan Inc.	Administration	Cleaning Services 2/17	415.75
Non-Tax	3/2/2017	M-Buck Studio, LLC.	DGRI Event Production	Photographer: Valent-Ice Events 2/2017	400.00
Local	3/8/2017	Herald Companies - GR Press	Administration	Issue Bonds City Owned Cemeteries-DDA	392.55
Non-Tax	3/22/2017	Swift Printing & Communications	DGRI Event Production	Event Supplies: Human Hungry Hippos flyers 12/2016	357.66
Local	3/13/2017	Dickinson Wright PLLC	Development Project Guidance	Legal: 150 Ottawa 12/2016	354.75
Local	3/17/2017	Fifth Third Bank P-Card 02/2017	Administration	Office supplies (DDA Portion)	351.09
Non-Tax	3/10/2017	Downtown Improvement District	Riverwalk Maintenance	FY2017 DID SA - expense to various city accounts	335.79
Local	3/23/2017	MVP Sportsplex - GR, LLC	Administration	Paid via Payroll Deductions 3/2017	323.89
Local	3/13/2017	Owen-Ames-Kimball Co	Developer Reimbursements	Dev Reimb FY17-Winter	313.46
Local	3/22/2017	Mighty Co.	Downtown Marketing & Inclusion	Website care and maintenance 3/2017	250.00
Non-Tax	3/2/2017	River City Cup&Cake, LLC	DGRI Event Production	Movies in the Park: food vendor refund 2016	250.00
Local	3/29/2017	Dickinson Wright PLLC	Administration	Legal Services: Development and TIF Plan 1/2017	236.50
Local	3/29/2017	Cellco Partnership	Administration	Cell Phone Service 2/2017	235.61
Local	3/29/2017	TDS Metrocom	Administration	Phone Service 2/2017	230.50
Local	3/29/2017	Dickinson Wright PLLC	Administration	Legal Services: TIF legislation 1/2017	215.00
Non-Tax	3/8/2017	City Treasurer - Petty Cash	Administration	Local Business Expenses	195.54
Local	3/29/2017	Swift Printing & Communications	Administration	Office Supplies: Photos for office 2/2017	189.66
Non-Tax	3/22/2017	Staples Contract & Commercial Inc.	DGRI Event Production	Event Supplies 2/2017	166.25
Local	3/17/2017	Fifth Third Bank P-Card 02/2017	Public Realm Improvements	Parklet Storage	165.00
Local	3/2/2017	GreatAmerica Financial Services Corp	Administration	Copier Lease 1/2017	162.73
Local	3/26/2017	The KR Group, Inc.	Administration	IT security services 3/17	161.83
Non-Tax	3/2/2017	Baken Tent Rental	DGRI Event Production	Event Supplies: Rail Jam tents	150.00
Local	3/26/2017	Herald Companies - GR Press	Administration	Resolution to issue bonds for cemeteries-DDA-86379	147.84
Local	3/15/2017	PCS Gophers Ltd	Administration	Interoffice mail services - February, 2017	138.05
Local	3/26/2017	The Hartford	Administration	Workers Compensation 3/2017	136.21
Local	3/29/2017	Dickinson Wright PLLC	Development Project Guidance	Legal Services: 50 Monroe Devel Support 1/2017	129.00
Non-Tax	3/8/2017	City Treasurer - Petty Cash	DGRI Event Production	Movies in the Park supplies	128.64
Local	3/22/2017	Staples Contract & Commercial Inc.	Administration	Office Supplies 2/2017	122.42
Local	3/26/2017	Staples Contract & Commercial Inc.	Administration	Office Supplies 2/2017	106.55
Local	3/10/2017	Downtown Improvement District	Administration	FY2017 DID SA - expense to various city accounts	105.47
Local	3/22/2017	Staples Contract & Commercial Inc.	Administration	Meeting Supplies 2/2017	104.50
Local	3/17/2017	Fifth Third Bank P-Card 02/2017	Administration	Office bike repair (DDA Portion)	95.10
Non-Tax	3/9/2017	City Treasurer - MobilityGR / Parking Svcs	Holiday Décor Program	Holiday Decor Installation Meter Hooding	90.00
Non-Tax	3/9/2017	City Treasurer - MobilityGR / Parking Svcs	Holiday Décor Program	Holiday Decor Installation Meter Hooding	90.00
Non-Tax	3/17/2017	Fifth Third Bank P-Card 02/2017	Administration	Local Business Expenses	67.51
Local	3/22/2017	Creative Studio Promotions	Administration	Office supplies: J. Schumacher employee jacket	66.19
Local	3/13/2017	68 Commerce, LLC	Developer Reimbursements	Dev Reimb FY17-Winter	64.64
Local	3/2/2017	Gordon Water Systems	Administration	Water Cooler Lease 1/2017-2/2017	60.98
Non-Tax	3/28/2017	DTE Energy	Downtown Ambassadors	Share of natural gas - 331 Winter Ave	54.27
Non-Tax	3/8/2017	City Treasurer - Petty Cash	DGRI Event Production	Movies in the Park package postage	50.60
Local	3/22/2017	Staples Contract & Commercial Inc.	Administration	Office Supplies 2/2017	50.10
Non-Tax	3/9/2017	City Treasurer - MobilityGR / Parking Svcs	Holiday Décor Program	Holiday Decor Installation Meter Hooding	50.00
Non-Tax	3/9/2017	City Treasurer - MobilityGR / Parking Svcs	Holiday Décor Program	Holiday Decor Installation Meter Hooding	50.00
Local	3/8/2017	City Treasurer - Petty Cash	Administration	DGRI office postage (DDA portion)	48.69
Non-Tax	3/6/2017	City Treasurer - MobilityGR / Parking Svcs	Downtown Ambassadors	DECEMBER 2016 MONTHLY BILLING	48.00
Non-Tax	3/17/2017	City Treasurer - MobilityGR / Parking Svcs	Downtown Ambassadors	FEBRUARY 2017 MONTHLY BILLING	48.00
Non-Tax	3/14/2017	City Treasurer - MobilityGR / Parking Svcs	Downtown Ambassadors	JANUARY 2017 MONTHLY BILLING	48.00
Non-Tax	3/23/2017	City Treasurer - MobilityGR / Parking Svcs	Downtown Ambassadors	MARCH 2017 MONTHLY BILLING	48.00
Non-Tax	3/2/2017	Consumers Energy 1	Downtown Ambassadors	Share of electricity - 331 Winter Ave NW	47.07
Non-Tax	3/30/2017	Consumers Energy 1	Downtown Ambassadors	Share of electricity - 331 Winter Ave NW	43.38
Local	3/22/2017	Staples Contract & Commercial Inc.	Administration	Office Supplies 2/2017	43.02
Local	3/29/2017	Breck Graphics Inc dba Allegra Printing	Administration	Business Cards J. Schumacher 1/2017	42.53
Local	3/26/2017	Staples Contract & Commercial Inc.	Administration	Office Supplies 2/2017	40.11

*continued on the next page*

STATEMENT D - continued  
DOWNTOWN DEVELOPMENT AUTHORITY  
Schedule of Expenditures  
March, 2017

Page 3

Source	Date Posted	Vendor	Activity # Purpose / Project	Description	Amount
<i>continued from previous page</i>					
Local	3/22/2017	Staples Contract & Commercial Inc.	Administration	Office Supplies 2/2017	\$ 37.65
Local	3/22/2017	Model Coverall Services Inc	Administration	Floor Mat Rental 3/2017	31.05
Local	3/17/2017	Fifth Third Bank P-Card 02/2017	Administration	DDA postage	22.10
Local	3/22/2017	Staples Contract & Commercial Inc.	Administration	Office Supplies 2/2017	18.51
Local	3/8/2017	City Treasurer - Petty Cash	Administration	M. Ackerman parking for resident network event	16.00
Non-Tax	3/8/2017	City Treasurer - Petty Cash	Special Events - Training Program	Event Management training postage	13.60
Local	3/2/2017	Fusion IT LLC	Administration	Network Management 3/2017	9.50
Local	3/26/2017	Staples Contract & Commercial Inc.	Administration	Office Supplies 2/2017	4.82
Local	3/22/2017	Staples Contract & Commercial Inc.	Administration	Office Supplies 2/2017	4.66
Local	3/22/2017	Staples Contract & Commercial Inc.	Administration	Office Supplies 2/2017	4.19
Bond	3/27/2017	Fifth Third Securities Inc	DDA Series 2017 LTGO Bonds	Cost of issuance - elim duplicate underwriter's disc	(124,990.00)
<b>TOTAL MARCH, 2017 EXPENDITURES</b>					<b><u>\$27,364,985.03</u></b>

Local - local tax increment funds

Non-tax - non-tax funds

Debt - school tax increment funds

Bond - Series 2017 Improvement and Refunding Bond proceeds

**STATEMENT D - 2**

**DOWNTOWN DEVELOPMENT AUTHORITY**

**Schedule of Expenditures**

**April, 2017**

Source	Date Posted	Vendor	Purpose / Project	Description	Amount
Debt	4/19/2017	U.S. Bank Corporate Trust N.A.	DDA Series 2017 LTGO Bonds	DDA 2017 Bond Principal due May 1, 2017	\$425,000.00
Debt	4/14/2017	U.S. Bank Corporate Trust N.A.	MMBA 2009A Bonds - Van Andel Arena	Annual principal payment	330,000.00
Debt	4/19/2017	U.S. Bank Corporate Trust N.A.	DDA Series 2017 LTGO Bonds	DDA 2017 Bond interest due May 1, 2017	177,005.28
Debt	4/14/2017	U.S. Bank Corporate Trust N.A.	MMBA 2009A Bonds - Van Andel Arena	Interest (\$742,262.50 - \$640,581.25 from escrow)	101,681.25
Local	4/13/2017	Monte Lee Reinert	Building Re-use Incentive Program (BRIP)	438 Bridge St. NW (BRIP) Grant	72,486.50
Local	4/13/2017	Bridge and Turner, L.L.C.	Streetscape Improvement Incentive Program	405 Bridge Street NW - New Holland Brewery	70,000.00
Local	4/30/2017	Paychex	Administration	DGRI Payroll Wages, 401, Taxes - April 2017	66,896.49
Local	4/12/2017	Paychex	Administration	DGRI Payroll Wages, 401, Taxes - March, 2017	60,483.01
Local	4/13/2017	OMH LLC	Rowe Hotel Public Improvements	201 Michigan St NW (Rowe Hotel) BRIP Grant	50,000.00
Local	4/28/2017	downtown gr properties	Building Re-use Incentive Program (BRIP)	138 E. Fulton St. Grant	50,000.00
Local	4/13/2017	OMH LLC	Rowe Hotel Public Improvements	201 Michigan St NW (Rowe Hotel) Areaway Fill Grant	35,000.00
Local	4/13/2017	OMH LLC	Rowe Hotel Public Improvements	201 Michigan St NW (Rowe Hotel) Streetscape Grant	35,000.00
Non-Tax	4/11/2017	Swank Motion Pictures	DGRI Event Production	Movie Licensing: Movies Not in the Park 2017	14,790.00
Local	4/3/2017	City Treasurer - Budget Office	Administration	Support services allocation - March 2017	8,391.00
Local	4/19/2017	Mighty Co.	Downtown Marketing & Inclusion	Website design and development services 2017	5,315.00
Non-Tax	4/11/2017	GR Public Library Foundation	Special Events - Grants	Special Event Grant: Taste of Soul Sunday 02/19/2017	5,000.00
Local	4/19/2017	Fifth Third Bank P-Card 03/2017	Administration	K. Larson travel & training	4,593.36
Local	4/8/2017	City of Grand Rapids	Administration	Staff services - payroll period ended 04/8/2017 (est)	3,500.00
Local	4/22/2017	City of Grand Rapids	Administration	Staff services - payroll period ended 04/22/2017 (est)	3,500.00
Non-Tax	4/11/2017	Swank Motion Pictures	DGRI Event Production	Movie Licensing: Roll'n Out Food Truck Fest 2017	2,600.00
Local	4/14/2017	County of Kent	KCDC - Series 2008 Floodwalls	Interest Only Bond #BE DDA May 2017	1,878.44
Local	4/13/2017	City Treasurer - Risk Management	Administration	General insurance - March 2017	1,727.00
Non-Tax	4/11/2017	Jessica Ann Tyson	Special Events - Grants	Special Event Grant: Holiday's Cheer 12/2016	1,500.00
Non-Tax	4/12/2017	West Bend Mutual Insurance Company	DGRI Event Production	Special Events Insurance: Snow Days 2/2017	1,487.00
Local	4/11/2017	Geotech Inc	Snowmelt System Repairs / Investigation	Asset Mgmt Coord: Monroe Ctr Snowmelt 01/2017	1,000.00
Non-Tax	4/13/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	MAY 2016 CITY VALIDATION BILLING	924.00
Local	4/11/2017	Dickinson Wright PLLC	Administration	Legal Services: DDA Miscellaneous 1/2017	881.50
Non-Tax	4/13/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	APRIL 2016 CITY VALIDATION BILLING	843.00
Non-Tax	4/14/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	JUNE 2016 CITY VALIDATION BILLING	836.00
Local	4/19/2017	Fifth Third Bank P-Card 03/2017	Administration	P Card 03/17: General Liability Insurance (DDA	834.66
Non-Tax	4/19/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	JULY 2016 CITY VALIDATION BILLING	825.00
Non-Tax	4/28/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	AUGUST 2016 CITY VALIDATION BILLING	763.00
Local	4/11/2017	The KR Group, Inc.	Administration	IT services 4/17	732.51
Local	4/17/2017	The KR Group, Inc.	Administration	IT services 12/16	732.51
Local	4/11/2017	Blue Cross Blue Shield of MI LLC	Administration	Dental Insurance Premium 4-6/2017	686.01
Non-Tax	4/19/2017	Fifth Third Bank P-Card 03/2017	Diversity / Inclusion Programming	Catering-Comm Engagemt Lunch & Women/City Building	635.63
Non-Tax	4/19/2017	Fifth Third Bank P-Card 03/2017	Administration	Local Business Expenses	605.41
Local	4/19/2017	Fifth Third Bank P-Card 03/2017	Administration	Travel & Training for Staff	552.00
Non-Tax	4/17/2017	Swift Printing & Communications	Diversity / Inclusion Programming	Supplies: Women & City Building Flyers 3/2017	452.15
Local	4/19/2017	Fifth Third Bank P-Card 03/2017	Downtown Marketing & Inclusion	Website tech,CRM subscrip, Facebook ads, Snapchat	417.12
Local	4/17/2017	Professional Maint of Michigan Inc.	Administration	Cleaning Services 3/17	415.75
Local	4/19/2017	Geotech Inc	Snowmelt System Repairs / Investigation	Asset Mgmt Coord: Monroe Ctr Snowmelt 02/2017	414.35
Local	4/19/2017	Fifth Third Bank P-Card 03/2017	Administration	Office Carpet Cleaning & Artprize Venue registration	391.20
Local	4/19/2017	Fifth Third Bank P-Card 03/2017	Administration	Office supplies (DDA Portion)	385.02
Non-Tax	4/11/2017	Swift Printing & Communications	Stakeholder Engagement Programs	Event Supplies: Mix, Mingle & Share 4/2017	371.50
Non-Tax	4/9/2017	Julian Robnson	Diversity / Inclusion Programming	Audio Visual Svcs: Women & City Bldg 03/30/2017	300.00
Non-Tax	4/9/2017	April D Harvey	Diversity / Inclusion Programming	Photography Svcs: Women & City Building 3/30/17	275.00
Local	4/11/2017	Federal Square Building Co. #1, LLC	Administration	Utility Service: Electricity 2/2017	255.16
Non-Tax	4/17/2017	Swift Printing & Communications	Downtown Ambassadors	Supplies: Ambassador business cards 3/2017	228.08
Local	4/11/2017	GreatAmerica Financial Services Corp	Administration	Copier Lease 2/2017	203.91
Local	4/30/2017	Paychex	Administration	DGRI Payroll HRS fees - April, 2017	168.75
Local	4/19/2017	Fifth Third Bank P-Card 03/2017	Public Realm Improvements	Parklet Storage	165.00
Local	4/17/2017	The KR Group, Inc.	Administration	IT security services 11/16	161.83
Non-Tax	4/19/2017	Fifth Third Bank P-Card 03/2017	Diversity / Inclusion Programming	Event Supplies for Women and City Building event	155.27
Local	4/12/2017	Paychex	Administration	DGRI Payroll HRS fees - March, 2017	153.75
Local	4/30/2017	Paychex	Administration	DGRI Paychex fee - April, 2017	150.18
Non-Tax	4/11/2017	LINC Community Revitalization Inc	Diversity / Inclusion Programming	Room Rental: Women & City Building 03/30/2017	150.00
Non-Tax	4/19/2017	Fifth Third Bank P-Card 03/2017	Special Events - Training Program	Event Management program supplies	149.25
Local	4/12/2017	Paychex	Administration	DGRI Paychex fee - March, 2017	142.53
Local	4/11/2017	Professional Maint of Michigan Inc.	Administration	Janitorial Services: Window Cleaning 2/2017	138.58
Local	4/17/2017	The KR Group, Inc.	Administration	IT Services: Docking stations	92.55
Local	4/11/2017	Madcap Coffee Company	Administration	Meeting Supplies 3/2017	92.28
Non-Tax	4/14/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	JUNE 2016 CITY VALIDATION BILLING	87.00
Local	4/28/2017	Kristopher Mark Larson	Administration	Travel & Training Reimbursement: 3/2017	71.50
Local	4/28/2017	Kristopher Mark Larson	Administration	Travel & Training Reimbursement: 3/2017	56.20
Non-Tax	4/17/2017	DTE Energy	Downtown Ambassadors	Share of natural gas - 331 Winter Ave	48.02

*continued on the next page*

**STATEMENT D - continued**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Schedule of Expenditures**  
**April, 2017**

Page 2

Source	Date Posted	Vendor	Activity # Purpose / Project	Description	Amount
<i>continued from previous page</i>					
Non-Tax	4/25/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	APRIL 2017 MONTHLY BILLING	\$ 48.00
Local	4/11/2017	Gordon Water Systems	Administration	Water Cooler Lease 2/2017-3/2017	43.75
Local	4/12/2017	JPMorganChase	Administration	DGRI Payroll Bank Fee - March, 2017	39.66
Non-Tax	4/14/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	JUNE 2016 CITY VALIDATION BILLING	37.00
Local	4/30/2017	JPMorganChase	Administration	DGRI Payroll Bank Fee - April, 2017	36.58
Non-Tax	4/13/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	MAY 2016 CITY VALIDATION BILLING	36.00
Non-Tax	4/28/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	AUGUST 2016 CITY VALIDATION BILLING	28.00
Non-Tax	4/13/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	APRIL 2016 CITY VALIDATION BILLING	25.00
Non-Tax	4/28/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	AUGUST 2016 CITY VALIDATION BILLING	25.00
Non-Tax	4/19/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	JULY 2016 CITY VALIDATION BILLING	24.00
Non-Tax	4/14/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	JUNE 2016 CITY VALIDATION BILLING	22.00
Non-Tax	4/13/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	MAY 2016 CITY VALIDATION BILLING	19.00
Non-Tax	4/19/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	JULY 2016 CITY VALIDATION BILLING	19.00
Local	4/11/2017	Fusion IT LLC	Administration	Network Management 3/2017	18.81
Non-Tax	4/13/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	MAY 2016 CITY VALIDATION BILLING	17.00
Non-Tax	4/13/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	APRIL 2016 CITY VALIDATION BILLING	17.00
Local	4/19/2017	Fifth Third Bank P-Card 03/2017	Administration	DDA postage	11.05
Local	4/11/2017	Fusion IT LLC	Administration	Network Management 4/2017	9.50
Non-Tax	4/19/2017	Fifth Third Bank P-Card 03/2017	DGRI Event Production	Event Supplies for Movies in the Park	8.03
Non-Tax	4/13/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	MAY 2016 CITY VALIDATION BILLING	7.00
Non-Tax	4/14/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	JUNE 2016 CITY VALIDATION BILLING	7.00
Non-Tax	4/13/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	APRIL 2016 CITY VALIDATION BILLING	6.00
Non-Tax	4/13/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	APRIL 2016 CITY VALIDATION BILLING	6.00
Non-Tax	4/14/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	JUNE 2016 CITY VALIDATION BILLING	6.00
Non-Tax	4/14/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	JUNE 2016 CITY VALIDATION BILLING	5.00
Non-Tax	4/19/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	JULY 2016 CITY VALIDATION BILLING	5.00
Non-Tax	4/19/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	JULY 2016 CITY VALIDATION BILLING	5.00
Non-Tax	4/28/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	AUGUST 2016 CITY VALIDATION BILLING	5.00
Non-Tax	4/19/2017	City Treasurer - Parking/Mobility Svcs	Downtown Ambassadors	JULY 2016 CITY VALIDATION BILLING	4.00
<b>TOTAL APRIL, 2017 EXPENDITURES</b>					<b>\$ 1,545,317.87</b>



# CITY OF GRAND RAPIDS AGENDA ACTION REQUEST

**DATE:** May 4, 2017

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

**FROM:** Mark DeClercq, City Engineer  
Engineering Department

**SUBJECT: Crosswalk Improvements at Fulton and Sheldon Avenue**

On March 8, 2017 the Downtown Development Authority awarded a contract to Katerberg-VerHage, (Katerberg), and authorized expenditures in the amount of \$1,101,000 for this project which consists of removing and reconstructing a new reflecting pool, installing a new concrete plaza circling the reflective pool, restoring and orientating monuments on site to make them more visibly organized , removing and replacing concrete sidewalks in their current layout, reconstructing a new 14 foot sidewalk along Fulton Street with accent pavers, constructing two bases of a new gateway entrance off Fulton Street, removing and replacing the irrigation and site lighting systems, renovating and enhancing various landscape, and installing six new park benches. On March 28, 2017 the City concurred in this award and authorization of funding (Proceeding No. 86597).

Additional traffic safety improvements in Fulton Street at Sheldon Avenue have been identified for inclusion in Improvements to Veteran's Memorial Park Project. This work includes the placement of traffic signal pole foundations, underground conduit and wiring, new concrete curb and gutter, sidewalk, American with Disabilities Act (ADA) ramps and pavement markings. The purpose of this effort is to improve the traffic signals and pedestrian crossings in this intersection in coordination with the planned reconstruction of Sheldon Avenue from Weston Street to Fulton Street. This project is the first phase of reconstruction efforts creating a linear park connecting Saint Andrew's Plaza to Veteran's Memorial Park. The improvements being constructed this year are in coordination with private development work within the right-of-way at 20 Fulton Street and the improvements to Veteran's Memorial Park. The remainder of the safety improvement work including installation of traffic signals and extension of the traffic island in Fulton Street is proposed to be constructed in 2018 with the reconstruction of Sheldon Avenue from Weston Street to Fulton Street and is currently estimated to cost \$200,000.

The attached resolution provides for the approval of an increase in the scope of work and authorization of expenditures to the contract with Katerberg in the amount of

\$10,800 and \$17,200 for City of Grand Rapids Traffic Signal force account using as needed construction phase services with total expenditures not to exceed \$48,000. This amount includes the costs of the construction contract, previously authorized design phase services by Moore and Bruggink, Inc. (M&B), construction phase services including inspection by M&B, public information program, traffic safety force account work , testing/printing, administration, and an approximate twelve percent allowance for contingencies.

This project is being financed by the Downtown Development Authority.

cc:     Greg Sundstrom     Eric DeLong     Jana Wallace  
          James Hurt         Chris Zull

#14084



## SUMMARY OF ESTIMATED COSTS

for

### Improvements to Veteran's Memorial Park

#### Project Funding Source(s)

	<u>Currently Approved</u>	<u>Budget Request(s)</u>	<u>Revised Project Estimate</u>
Downtown Development Authority	\$0	\$48,000	\$48,000
Total Project Sources	<u>\$0</u>	<u>\$48,000</u>	<u>\$48,000</u>

#### Breakdown of Project Uses

Construction Contract	\$10,800
Previously Authorized Design Phase Services by Consult	3,500
Construction Phase Services Including Inspection by Consult	6,500
Public Information Program	400
Traffic Safety Force Account Work (With As Needed Construction Phase Services)	19,300
Testing/Printing	500
Administration	<u>1,900</u>
Sub-Total	\$42,900
Contingencies (12%)	<u>5,100</u>
Prior Authorization (March 8, 2017)	<u>1,101,000</u>
Total Project Uses	<u>\$1,149,000</u>

..

It is recommended that the following resolution be adopted approving an increase in the scope of work and authorizing expenditures to the contract with Katerburg- VerHage, Inc. in connection with Improvements to Veteran's Memorial Park.

WHEREAS:

1. On March 8, 2017 the Downtown Development Authority awarded a contract to Katerberg for the following project:

Improvements to Veteran's Memorial Park  
(hereinafter referred to as the "Project"); and

2. On March 28, 2017 (Proceeding No. 86597), the City concurred in the award of a contract to Katerberg,
3. It is necessary to increase the scope of work and authorize expenditures for the aforesaid contract; therefore

RESOLVED:

1. That the scope of work for the contract with Katerberg, be increased at a cost of \$10,800 with total expenditures not to exceed \$48,000 which includes the costs of the construction contract, previously authorized design phase services by Moore and Bruggink, Inc. (M&B), construction phase services including inspection by M&B, public information program, traffic safety force account work, testing/printing, administration, and contingencies. Said amount of \$48,000 to be charged to the applicable codes currently defined as follows: \$48,000 to Code No. 2484-740-5010-9889-1058.
2. That the Downtown Development Authority hereby approves the authorization of funds for the costs for the project as referenced in Paragraph 2.

# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: May 8, 2017

TO: Downtown Development Authority

FROM: Kristopher Larson  
President & CEO

**Agenda Item #5**  
**May 10, 2017**  
**DDA Meeting**

**SUBJECT: FY18 Budget and Priority Plan**

Each year, the DDA recommends and adopts a one-year budget and 5-year priority plan to reflect the emergent priorities of the Downtown community for which the DDA can invest. Some of the line items are highly specific as they include exact estimates or previous not-to-exceed budgeted amounts for programs or projects. Examples of these include debt service payments, event budgets, and street enhancement programs completed in partnership with the City of Grand Rapids. Others are less certain and / or require further definition – such as accessibility improvements – which effectively creates an allocated amount from which staff will work with partners to define the investments to be undertaken in the fiscal year.

With GR Forward now an approved amendment to the City's Master Plan, DGRI has continued to work diligently in aligning its budgets with the plan's recommendations. Of the 89 programs, projects, and initiatives proposed in the attached FY18 local tax increment fund (LTI), non-tax increment fund (NTI), and Bond Proceeds Fund (BPF), 95% of the proposed DDA program and project expenditures are directly related to GR Forward (the remainder are indirectly related). There are some carry-forward priorities from previous years, such as pedestrian improvement projects, improved bus shelters for the DASH system, and overpass lighting projects which were not completed or completely billed in FY17.

The budgets also include new projects from GR Forward, including design work for Switchback Park, river trail retrofits, continuing to expand the Downtown tree canopy, advance more winter programming, and integrating more public art. In total, the budgets include 11 projects related to implementing Goal 1 totaling \$1,314,537, 12 projects for Goal 2 (\$4,178,048); 16 projects for Goal 3 (\$2,155,000); 2 programs for Goal 4 (\$125,000); 33 projects for Goal 5 (\$2,778,000); 1 project for Goal 6 (\$250,000), and 14 projects and initiatives that cut across multiple or all goals and include items such as diversity and inclusion programming, GR Forward implementation communications, speaker series events, and administration.



Similar to previous years, in February of 2017, Downtown Grand Rapids Inc. staff began soliciting input from the three Alliances charged with advising DGRI staff on projects and priorities. This 3-month, iterative process culminated in each of the three Alliances tendering recommendations to the three fiduciary Boards of DGRI (DDA, DID, and MNTIFA) regarding their ambitions for the coming fiscal year. This year, the process was also augmented by recommendations that emerged from the DDA TIF and Development Plan update, which identified two new areas for the use of tax increment revenue investment; affordable housing and support for growing the number of minority and women-owned businesses in Downtown Grand Rapids. *Citizens participated in identifying and prioritizing 100% of the program and project investments proposed in the FY18 DDA Budget.*

Relative to the Alliance model for sorting budget priorities, there are 27 Vibrancy-related projects and programs which total \$1,387,500. Highlights include popular DGRI-produced events such as Snow Days, Movies in the Park, and Relax at Rosa; marketing and inclusion efforts, parks programming, and stakeholder engagement efforts. For the Alliance for Livability, there are 21 projects which total \$2,350,000 with highlights that include the aforementioned affordable housing support, dignified bus shelter improvements, and Switchback Park design. For the Alliance for Investment, there are 38 projects that total \$7,609,585 with highlights that include Veteran's Park improvements, real estate development tools, and transactional commitments associated with the sale of parking areas 4&5 should the theater project break ground in the upcoming fiscal year. There is an additional \$1,192,063 in administrative investments which include office rent and supplies, City costs, staff services, insurance, legal, IT, professional development, and other indirect costs.

The documentation included herein is a reflection of the many voices that participated in the budgeting process, and GR Forward. In addition to the line-item budgets for the LTI, the NTI, the BPF and the debt tax fund, DGRI staff has also provided a budget narrative that provides additional detail on the various priorities that emerged during the process.

Following a recommendation from the DDA Board, DGRI staff will present each of the fiduciary Boards' recommended budgets to the City Commission on June 13, 2017, requesting bottom-line appropriation. After receiving City Commission appropriation, the fiduciary Boards will each adopt their final annual budgets and priority plans, respectively, during their next scheduled meeting(s).

**Recommendation: Recommend the FY18 DDA Budget Summary to the Grand Rapids City Commission and request fund appropriation.**



**DOWNTOWN**  
GRAND RAPIDS INC.

## FY 2018 Recommended Budget

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### Narrative

The following narrative document outlines priority project areas developed with all three Alliances of DGRI over the past few months. Projects and funding represent commitments to on-going obligations, as well as existing, on-going, and new projects in the next fiscal year.

### Development Incentive Programs

- *Areaway Fill*

Continued funding for the existing Areaway Removal Incentive Program. Program funds will be used cover existing obligations, and to continue to improve public safety through the removal of existing areaways. Funds are utilized to reimburse eligible activities, including removal of an areaway cap, construction of a new basement wall, sidewalk improvements, among others.

- *Building Reuse Incentive Program*

Request to continue funding the existing Building Reuse Incentive Program. Program funds will be used cover existing obligations, and to continue to assist property and business owners in the rehabilitation of buildings constructed pre-1950 in Downtown. Funds are utilized to reimburse eligible activities, including barrier free improvements, fire suppression upgrades, providing a second means of egress, and many others.

- *Development Project Guidance*

Funding for legal and staff time expended on behalf of facilitating development projects.

- *Development Support Reimbursements*

Continued funding for the existing Development Support Program. Program funds will be used to further promote economic growth and development in Downtown by funding approved eligible expenses in new construction projects over \$5 million in new investment and in rehabilitation projects featuring over \$1 million in new investment. Proposed funding is to cover existing obligations, and to capitalize on new opportunities.

- *Development Project Guidance*

Funding for legal and staff time expended on behalf of facilitating development projects.

- *Downtown Enhancement Grant*

Funding for the Downtown Enhancement Grant Program. Funds will be used cover existing obligations, and to continue to assist property and business owners in the rehabilitation of the

Downtown public realm. Funds are utilized to reimburse eligible activities, including installation of street furniture, snowmelt, and other public realm improvements

## Downtown Planning

- *River Trail Economic Impact Analysis*

Economic analysis on the impact of the full build out of the Grand River trail for use in grant submissions and capital fundraising.

- *River Trail Design Guidelines*

Participation in project to create a distinct identity for the future river trail. Project is being conducted in collaboration with the City of Grand Rapids Engineer and Parks and Recreation Departments.

- *Downtown Streetscape Design Guidelines*

The project will create a cohesive strategy for the design and utilization of the public realm. Outcomes should provide guidance to developers regarding material choices, design, patterns, and other elements for urban streetscapes within the various Downtown neighborhoods. Further, it will provide guidance to tenants and operators about the placement and options for encroachments to assist in better enlivening the public realm.

## Public Infrastructure

- *Arena South Implementation*

Funding to implement the Arena South Visioning Plan. Projects will include completion of the Cherry Street public space improvements, as well as the installation of new festoon lighting on Ionia Avenue.

- *Bridge Street Streetscape*

Contribution to improvements at Bridge and Cherry Street as a part of MDOT project. Improvements include installation of new lighting at both overpasses and a new sidewalk along Cherry Street. *This contribution is part of a larger project, totaling \$2,402,341, with contributions from the Vital Streets Fund (\$1,167,916), private foundations (\$53,000), Capital Improvement Fund (\$57,000) and a TAP Grant (\$973,425).*

- *Grand River Activation*

DDA contribution to complete the design and permitting for the restoration of the Grand River.

- *Grandville Avenue Area Public Improvements*

DDA contribution to implement the vision established in the Grandville Avenue Area Specific Plan. Improvements will occur within the DDA boundary on Grandville Avenue, and will likely include

pedestrian enhancements to improve the streetscape and walkability. The DDA will work with neighborhood stakeholders to help identify the implementation priorities.

- *Parks Design*

Design work for GR Forward park priority projects. Work in fiscal year 2018 will include schematic design work for Switchback Park and design development / construction drawings for Lyon Square.

- *Lyon Square Improvements*

This line item creates a placeholder for eventual capital investments in building Lyon Square.

- *Michigan Street / Ottawa Gateway*

DDA share of \$1 million project to improve the streetscape along Michigan Street near the hospital areas. Enhancements will include new lighting, trees and green infrastructure, along enhancements to improve pedestrian safety. This expenditure was already approved by the DDA Board.

- *Pearl Street Gateway Enhancements*

Completion of the pedestrian enhancements on Pearl Street between Mt. Vernon and the Grand River.

- *Sheldon Avenue Public Improvements*

Completion of pedestrian improvements, including new pavers, street trees and decorative lighting, along Sheldon Avenue from Fulton Avenue to Weston Street. The project will further the goal established in GR Forward to create a linear park that connects Cathedral Square to Crescent Park.

- *State Street and Bostwick Reconstruction*

DDA share of reconstruction project at State Street and Bostwick.

- *Streetscape Improvements*

Pedestrian enhancements along key Downtown corridors. Enhancements will include lighting, trees and safety elements to improve street crossings. Targeted streets include Division Avenue and Fulton Street.

- *Veteran's Park Improvements*

Construction of park improvements to implement the vision established by the Veterans and Monument Park Master Plan approved by the DDA Board in 2013. Costs for improvements will be reimbursed through the TIF from the Brownfield established for Fitzgerald condos. Construction is anticipated to begin spring 2017, and be complete spring 2018.

## Livability

- Accessibility and Mobility Repairs

Funding to implement recommendations from the Downtown accessibility audit conducted by the Disability Advocates of Kent County.

- Affordable Housing Support

This line item creates an allocation of funding from the DDA to support the delivery of more affordable housing options in Downtown. Specific program(s) and / or uses of funds to be determined.

- Bike Friendly Improvements

Funding for bike parking infrastructure to expand the current program in partnership with MobileGR, the Traffic Safety Department, and the Greater Grand Rapids Bicycle Coalition to enhance and expand bike parking options Downtown with a comprehensive bike parking plan (including new corrals, off-street parking, etc.). Funding to conduct a demand/feasibility analysis for a citywide bikeshare will also be provided through this line item.

- Downtown Census

Update to existing Downtown census. DGRI has committed to updating the census on a biannual basis to better understand the changing dynamics of the Downtown resident, employee and visitor populations.

- Heartside Public Restroom Facility

DDA contribution to the installation of restroom facilities in the Heartside neighborhood. The project will be conducted in partnership with the City of Grand Rapids, and the DDA funds will go toward costs associated with the construction of the facilities only.

- Public Realm Improvements

Funding for equipment to be utilized in partnership with the Downtown Ambassadors to repurpose and repair current refuse containers, as well as acquire new containers to address deficient areas with a focus on containers that can incorporate a public art component.

- Wayfinding

Funding to assess all current wayfinding systems to analyze efficiency and effectiveness, and understand areas of opportunity for improvement (including an assessment resting spaces and paratransit access points – loading zones, proximity to entrances, etc., as well as the Downtown street sign system).



## Vibrancy

### Committed Obligations

- *Ticketed Events: Police Services*

DDA contribution for GRPD police services for ticketed special events include those located at Van Andel Arena and DeVos Place for pedestrian safety. Additional foot patrol services are provided in entertainment districts throughout the warmer months.

- *Police Foot Patrols*

DDA contribution to providing added public safety via additional police foot patrol services along key entertainment corridors throughout the summer months.

- *City of Grand Rapids Office of Special Events Support*

DDA contribution for The City of Grand Rapids Office of Special Event (OSE) support financially helps maintain and run the office's management in order to schedule, process and permit events looking to host an event within The City of Grand Rapids.

- *Rosa Parks Circle Ice Skating*

DDA contribution to Rosa Parks Circle Ice Skating helps to support skate rink operations including operations of the Zamboni, maintenance and upkeep of the rink.

- *Major Event Sponsorship*

DDA contribution to Major Event Sponsorship helps to support Downtown signature events like ArtPrize and LaughFest.

- *Bridge Lighting Operations*

DDA contribution to Bridge Lighting Operations helps to support electricity and maintenance for lighting on the Indiana Railroad Bridge (Blue Bridge) and the Gillett Bridge.

- *Downtown Marketing and Inclusion Efforts*

The DDA's contribution to Downtown Marketing helps support communications that promote Downtown events and programming initiatives to Downtown stakeholders, residents, businesses, and customer audiences. This includes but is not limited to paid advertising, the production of marketing collateral, and ongoing maintenance and enhancements of a digital media platform that serves more than 85,000 users and reaches tens of thousands more.

- *Economic Development – M/WBE*

This line item follows the approval of the DDA TIF and Development Plan amendments and embodies recommendations from GR Forward regarding growing the number of ground floor businesses in Downtown owned by women or minorities.

- *State of the Downtown Event/Annual Report*

DDA contribution to the State of the Downtown Event/Annual Report helps to support the programming activities and production for the annual event as well as the costs to support the marketing medium for DGRI's annual report

- *DGRI Event Production*

DDA contribution to DGRI Event Production contributes to the support of six Movies in the Park events, Snow Days, Valent-ICE, Light Up Downtown, Movies NOT in the Park, fundraising contract, and additional winter programming.

- *Diversity and Inclusion/Community Relations and Engagement Programming*

The DDA's contribution to Community Relations and Engagement helps support efforts to create a more welcoming and inclusive Downtown, attract and serve more multicultural audiences and strengthen community ties in and to the Downtown neighborhood. This work includes but is not limited to event support and production, program sponsorship and partnership building to advance the collective vision of Downtown for the benefit of the entire community.

- *Downtown Hospitality and Workforce Program*

DDA contribution to Downtown Workforce Program helps to support programming and other efforts in order to connect with the downtown workers of Grand Rapids. This could include, but not limited to; Broomball Leagues, exercise and fitness classes, Relax at Rosa event series, Downtown workforce network program, Relax at Rosa event series, Lunch & Learn series, merchant events, and marketing initiatives.

- *Holiday Décor Program*

DDA contribution to Holiday Décor Program helps to support the DDA's investment towards lighting and decorating the downtown during the holiday season. This continued support will allow DGRI to continue to decorate the downtown with the replacement of existing decoration investments.

- *Public Space Activation*

DDA contribution to Public Space Activation helps to continue and expand upon the Pop-Up Performer Program, public games, public artwork programs, murals, activation grant program, food truck initiatives, parks programming, and other enlivening interventions that help create an ambiance at atmosphere within the downtown.

- *Special Events: DGRI Sponsorship Support Program/Grant Programs*

DDA contribution to Special Events Event Sponsorship Support Program will help to support events happening within the downtown that are seeking event support and that align with the community goals that were voiced through the Special Events Optimization process finalized in FY15. This program will help us to support 10 events at a minimum per year.

- *Special Events Training Program*

DDA contribution to Special Events Training Program will help to support educational workshops for events training in order to help assist event planners and producers to successfully plan and manage an event within the downtown and the City of Grand Rapids.

- *Urban Recreation:*

*Parks Programming*

DDA contribution to Urban Recreation Programming helps to fund free outdoor fitness programming including Zumba, Werq, Kickboxing, and Pound classes as well as dancing classes including world dance, ballroom, and street beats. This program will also help to fund outdoor walking and running tours.

*Winter Improvements*

DDA contribution will help to add additional winter activities in the public realm and within Downtown parks to help activate area and months that are not normally heavily used with winter-themed temporary infrastructure and programming.

*Calder/Rosa Temporary Improvements*

DDA contribution to Calder and Rosa Parks Circle will help to contribute temporary improvements within the park to add additional amenities including seating, shading, greenery, and games.

*Outdoor Fitness Programming Equipment*

DDA contribution to outdoor fitness programming equipment will fund the effort to bring urban recreation outdoor fitness equipment to the Monroe North district.

Downtown Development Authority

Local Tax Increment Only

Proposed FY2018 Revenue and Appropriation Request and FY2019 - 2022 Forecasts

Prepared on May 5, 2017

Table 1 - Projected Revenue	FY2017			FY2018	FY2019	FY2020	FY2021	FY2022	FY2018-22	NOTES
	Budget	YTD Actual <sup>1</sup>	Estimate	Request	Forecast	Forecast	Forecast	Forecast	TOTAL	
Local Tax Increment - FY2018 forecast uses est mills	\$ 5,107,623	\$ 5,207,454	\$ 5,150,000	\$ 5,667,980	\$ 5,696,320	\$ 5,724,801	\$ 5,753,426	\$ 5,782,193	\$ 28,624,720	Estimating 0.50% annual growth after FY2018
Public Transit Millage Increment - FY18 estimated mills	454,848	454,848	454,848	508,483	511,025	513,581	516,148	518,729	2,567,967	Estimating 0.50% annual growth after FY2018
Sub-Total Tax Increment Revenues	\$ 5,562,471	\$ 5,662,302	\$ 5,604,848	\$ 6,176,463	\$ 6,207,345	\$ 6,238,382	\$ 6,269,574	\$ 6,300,922	\$ 31,192,686	
Rebates to City, County, GRCC & ITP @ 10%	(327,571)	(330,520)	(330,520)	(617,646)	(620,734)	(623,838)	(626,957)	(945,138)	(3,434,313)	Rebates will be 10% for FY2017-2021 then 15% for FY2022-26
Prior Year Tax Increment Adjustments	(75,000)	(5,282)	(75,000)	(75,000)	(75,000)	(75,000)	(75,000)	(75,000)	(375,000)	Revenue adjustments due to assessment appeals
Sub-Total Tax Increment Revenues - Net	\$ 5,159,900	\$ 5,326,500	\$ 5,199,328	\$ 5,483,817	\$ 5,511,611	\$ 5,539,544	\$ 5,567,617	\$ 5,280,784	\$ 27,383,373	
Interest on Investments	54,307	(37,150)	55,000	73,650	50,944	46,462	54,789	65,381	291,225	Estimated interest / investment at 1.00%
Brownfield Redevelopmt Auth Reimbs - Grandville Ave	26,180	26,563	26,563	26,696	26,829	26,963	27,098	27,234	134,821	BRA Custer STI-capture maxed out after 2012/FY2013
Brownfield Redevelopmt Auth Reimbs - Veterans Park	606,979	-	-	736,548	10,952	-	-	-	747,500	TIR from BRA-Fitzgerald by 12/31/2019 nte \$747,500
Lyon Square Partner Contributions	560,000	-	290,000	-	-	-	-	-	-	Partial support for reconstruction
Miscellaneous Reimbursements & Fees	10,000	8,863	10,000	10,000	10,000	10,000	10,000	10,000	50,000	Bid packet fees, incentive applications, etc
TOTAL PROJECTED REVENUE AS AMENDED	\$ 6,417,366	\$ 5,324,776	\$ 5,580,891	\$ 6,330,710	\$ 5,610,336	\$ 5,622,969	\$ 5,659,505	\$ 5,383,399	\$ 28,606,919	
Table 2 - Administration										
General Administration	985,000	835,226	1,055,000	1,150,000	1,184,500	1,220,035	1,256,636	1,294,335	6,105,506	Fixed costs, staff, supplies, tech, legal, A-87 costs, etc.
City of GR Legacy Costs	37,863	37,863	37,863	37,863	37,863	-	-	-	75,726	Share of former DDA emps' legacy costs - 5 yr payout
Sub-Total Administration	\$ 1,022,863	\$ 873,089	\$ 1,092,863	\$ 1,187,863	\$ 1,222,363	\$ 1,220,035	\$ 1,256,636	\$ 1,294,335	\$ 6,181,232	
Table 3 - Debt Service for Bond Issues										
Series 2003B/2013B CCBA Bonds - DeVos Place	328,550	-	328,550	327,100	324,225	326,125	321,400	315,100	1,613,950	Debt matures 02/01/2023. Final d/s pmt is in FY2023.
Series 2008 KCDC Bonds - Floodwall Refunding	51,437	51,187	51,437	51,537	16,032	15,933	16,060	-	99,562	Debt matures 11/01/2020. Final d/s pmt is in FY2021.
Series 2012A BRDA Bonds - Ionia South of Wealthy	75,000	75,000	75,000	75,000	75,000	75,000	75,000	75,000	375,000	Debt matures 06/01/2032. Final d/s pmt is in FY2032.
Paying Agent Fees for Van Andel Arena Bonds	500	-	750	1,000	1,000	1,000	1,000	1,000	5,000	Paying agent fees for Debt Increment Bonds
Sub-Total Debt Service	\$ 455,487	\$ 126,187	\$ 455,737	\$ 454,637	\$ 416,257	\$ 418,058	\$ 413,460	\$ 391,100	\$ 2,093,512	
Table 4 - Project Expenditures: Committed and Planned										
Investment: Development Incentive Programs										
Areaway Removal Incentive Program	70,000	35,000	35,000	35,000	-	-	-	-	35,000	Support for areaway abandonment
Building Re-Use Incentive Program	250,000	355,899	355,899	100,000	50,000	-	-	-	150,000	Historic preserv, ADA compliance, & façade improv
Development Project Guidance	80,000	43,410	80,000	90,000	90,000	90,000	90,000	90,000	450,000	Legal / staff-time expended on behalf of devel projects
Project Tax Increment Reimbursements	775,000	722,135	750,000	925,000	971,250	1,019,813	1,070,803	1,124,343	5,111,209	Development support program reimbursements
Streetscape Improvement Incentive Program	50,000	124,500	124,500	375,000	375,000	375,000	375,000	375,000	1,875,000	Partial support for streetscape enhancements
Sub-Total Development Incentives	\$ 1,225,000	\$ 1,280,944	\$ 1,345,399	\$ 1,525,000	\$ 1,486,250	\$ 1,484,813	\$ 1,535,803	\$ 1,589,343	\$ 7,621,209	
Investment: Planning										
Downtown Planning	\$ 10,000	\$ 3,460	\$ 5,000	\$ 325,000	\$ 250,000	\$ -	\$ -	\$ -	\$ 575,000	River/trail guidelines/econ impact; streetscape; S Dvn ASP, GR Fwd
Investment: Public Infrastructure										
Arena South Implementation	100,000	2,734	2,734	150,000	-	-	-	-	150,000	Cherry overpass lighting/streetscape, Ionia Str festoon lighting
Bridge Street Streetscape / US 131 Underpass	100,000	2,820	2,820	100,000	-	-	-	-	100,000	Street design & build, lighting & walkability under overpass
Grand River Activation	100,000	100,000	100,000	100,000	400,000	1,000,000	1,000,000	-	2,500,000	White water planning, engin, design, & implementation
Grandville Avenue Area Public Improvements	-	144	144	50,000	-	-	-	-	50,000	Neighborhood improvements from Grandville Ave ASP
Ionia Avenue Cycletrack	-	-	-	-	150,000	-	-	-	150,000	Share of costs

Parks Design	-	-	-	700,000	400,000	-	-	-	1,100,000	FY 18 - Switchback & Lyon, FY19 - Heartside & Interchange
Lyon Square Improvements	750,000	255,677	325,000	-	-	-	-	-	-	Preliminary design services for Lyon Square Park
Michigan / Ottawa Gateway	75,000	-	25,000	50,000	-	-	-	-	50,000	DDA share of \$1M of pedestrian improvements near hospital
Pearl Street Gateway Enhancements	444,000	313,808	350,000	100,000	-	-	-	-	100,000	Pedestrian enhancements to gateway treatment
Rowe Hotel Public Improvements	120,000	120,000	120,000	-	-	-	-	-	-	Final costs for Arena Place streetscape work
Sheldon Boulevard - Weston Street to Cherry Street	-	-	-	300,000	500,000	-	-	-	800,000	DDA share of street design upgrades and amenities
State Street and Bostwick Ave Reconstruction	450,000	242,378	250,000	150,000	-	-	-	-	150,000	DDA share of \$1,060,000 project
Streetscape Improvements: CBD, Heartside, Arena S.	100,000	38,630	50,000	350,000	350,000	-	-	-	700,000	Dvn Ave lighting, ped counters, Fulton/Ottawa, river trail safety
Veterans Park Improvements	750,000	3,800	3,800	860,000	-	-	-	-	860,000	Construct new park designed by Veterans' MP Committee
Weston Street - Sheldon to LaGrave Ave.	100,000	-	-	-	235,000	-	-	-	235,000	DDA contribution to street design upgrades and amenities
<b>Sub-Total Public Infrastructure</b>	<b>\$ 3,089,000</b>	<b>\$ 1,079,991</b>	<b>\$ 1,229,498</b>	<b>\$ 2,910,000</b>	<b>\$ 2,035,000</b>	<b>\$ 1,000,000</b>	<b>\$ 1,000,000</b>	<b>\$ -</b>	<b>\$ 6,945,000</b>	
<b>Investment: ITP Millage Funded Transit-Related Investments</b>										
DASH North Shuttles Lease	80,000	40,002	80,000	80,000	80,000	80,000	-	-	240,000	DASH service from North Monroe area to main downtown
New Downtown Circulator Infrastructure	500,000	-	-	500,000	-	-	-	-	500,000	Bus wraps, digital / information infrastructure, etc.
<b>Sub-Total Transit-Related</b>	<b>\$ 580,000</b>	<b>\$ 40,002</b>	<b>\$ 80,000</b>	<b>\$ 580,000</b>	<b>\$ 80,000</b>	<b>\$ 80,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 740,000</b>	
<b>Livability</b>										
Accessibility and Mobility Repairs	100,000	-	25,000	100,000	100,000	100,000	100,000	100,000	500,000	Accessibility audit; streetscape improvements
Affordable Housing Support	-	-	-	250,000	250,000	-	-	-	500,000	Two-year pilot to initiate direct DDA support program
Bicycle Friendly Improvements	75,000	-	-	75,000	500,000	-	-	-	575,000	Bike parking 2.0, bikeshare feasibility, bike share (FY2019)
Downtown Census	-	-	-	15,000	-	15,000	-	15,000	45,000	Build/update comprehensive residential demographic census
Heartside Public Restroom Facility	100,000	-	-	150,000	-	-	-	-	150,000	Facility construction only.
Public Realm Improvements	250,000	259,556	259,556	150,000	300,000	100,000	-	-	550,000	Monroe North banners, welcome signage, mural, refuse cans, etc
Snowmelt System Capital Repairs	50,000	9,998	10,000	50,000	50,000	50,000	50,000	50,000	250,000	Implementation of system asset management plan
Tree Well Fill	50,000	100,000	100,000	150,000	50,000	50,000	50,000	50,000	350,000	Investments in urban tree canopy
Urban Recreation Improvements	110,000	6,250	15,000	125,000	50,000	-	-	-	175,000	Parks programming, fitness equip, winter rec improv, etc
Wayfinding System Improvements	135,000	44,599	44,599	75,000	50,000	50,000	50,000	50,000	275,000	Skywalk wayfinding, updates & repairs to wayfinding system
<b>Sub-Total Livability</b>	<b>\$ 870,000</b>	<b>\$ 420,403</b>	<b>\$ 454,155</b>	<b>\$ 1,140,000</b>	<b>\$ 1,350,000</b>	<b>\$ 365,000</b>	<b>\$ 250,000</b>	<b>\$ 265,000</b>	<b>\$ 3,370,000</b>	
<b>Vibrancy</b>										
Downtown Marketing and Inclusion Efforts	275,000	157,406	275,000	300,000	300,000	300,000	300,000	300,000	1,500,000	Grow vibrancy & diversity for a more welcoming Downtown
Economic Development - M/WBE	-	-	-	100,000	100,000	-	-	-	200,000	Two-year pilot to to grow # of minority-owned businesses
State of Downtown / Annual Report	20,000	1,992	20,000	20,000	21,000	22,000	23,000	24,000	110,000	Production of State-mandated reports and annual meeting
<b>Sub-Total Vibrancy</b>	<b>\$ 295,000</b>	<b>\$ 159,398</b>	<b>\$ 295,000</b>	<b>\$ 420,000</b>	<b>\$ 421,000</b>	<b>\$ 322,000</b>	<b>\$ 323,000</b>	<b>\$ 324,000</b>	<b>\$ 1,810,000</b>	
<b>Total Project Expenditures</b>	<b>\$ 6,069,000</b>	<b>\$ 2,984,198</b>	<b>\$ 3,409,052</b>	<b>\$ 6,900,000</b>	<b>\$ 5,622,250</b>	<b>\$ 3,251,813</b>	<b>\$ 3,108,803</b>	<b>\$ 2,178,343</b>	<b>\$ 21,061,209</b>	
<b>Total Expenditures</b>	<b>\$ 7,547,350</b>	<b>\$ 3,983,474</b>	<b>\$ 4,957,652</b>	<b>\$ 8,542,500</b>	<b>\$ 7,260,870</b>	<b>\$ 4,889,906</b>	<b>\$ 4,778,899</b>	<b>\$ 3,863,778</b>	<b>\$ 29,335,953</b>	
<b>Table 4 - Excess / (Deficit) of Revenues Over Expenses</b>										
Fund Balance - Beginning	\$ 3,934,654	\$ 3,934,654	\$ 3,934,654	\$ 4,557,893	\$ 2,346,103	\$ 695,570	\$ 1,428,634	\$ 2,309,239	\$ 4,557,893	
Plus: Projected Revenue	6,417,366	5,324,776	5,580,891	6,330,710	5,610,336	5,622,969	5,659,505	5,383,399	28,606,919	
Less: Administration and Debt Service	(1,478,350)	(999,276)	(1,548,600)	(1,642,500)	(1,638,620)	(1,638,093)	(1,670,096)	(1,685,435)	(8,274,744)	
Less: Project Expenditures	(6,069,000)	(2,984,198)	(3,409,052)	(6,900,000)	(5,622,250)	(3,251,813)	(3,108,803)	(2,178,343)	(21,061,209)	
<b>Fund Balance - Ending</b>	<b>\$ 2,804,670</b>	<b>\$ 5,275,956</b>	<b>\$ 4,557,893</b>	<b>\$ 2,346,103</b>	<b>\$ 695,570</b>	<b>\$ 1,428,634</b>	<b>\$ 2,309,239</b>	<b>\$ 3,828,859</b>	<b>\$ 3,828,859</b>	

Note 1: Actual data through April 30, 2017

Downtown Development Authority

Non-Tax Fund Only

Proposed FY2018 Revenue and Appropriation Request and FY2019 - 2022 Forecasts

Prepared on May 5, 2017

dda18priorplan.xls jmw 05012017

Table 1 - Projected Revenue	FY2017				FY2018	FY2019	FY2020	FY2021	FY2022	FY2018-22	
	Budget		YTD Actual <sup>1</sup>	Estimate						TOTAL	NOTES
	Original	Amended									
Property Rental - Parking Lots	\$ 321,332	\$ 321,332	\$ 193,640	\$ 440,000	\$ 442,200	\$ 444,411	\$ 446,633	\$ 448,866	\$ 451,111	\$ 2,233,221	25% of gross parking revenues began FY2014
Property Rental - YMCA Parking Lot	51,510	51,510	38,025	51,510	52,025	52,545	53,071	53,602	54,138	265,380	Use of the former DASH 8 lot
Areaway Special Assessment (3)	15,000	15,000	773	773	15,000	15,000	15,000	15,000	15,000	75,000	City View, Mel Trotter, Touchstone
Interest on Investments	22,172	22,172	(20,166)	40,000	28,821	54,277	80,783	85,754	136,227	385,861	Estimated interest rates @ 1.00%
The Gallery Promissory Note - Interest	27,623	27,623	27,623	27,623	25,373	21,998	17,498	12,998	8,498	86,365	4.5% simple interest due April 1 annually
The Gallery Promissory Note - Principal	50,000	50,000	50,000	50,000	75,000	100,000	100,000	100,000	100,000	475,000	Due April 1 annually through April 1, 2023
Event Sponsorships & Fees	40,000	40,000	6,325	40,825	75,000	125,000	-	-	-	200,000	Sponsorships and fees from vendors like food trucks
Valent-ICE Sculpture Reimbursements	20,000	20,000	-	21,000	20,000	20,000	-	-	-	40,000	Offset costs of sponsor sculptures
Property Sale	6,550,000	6,550,000	-	-	4,074,108	2,635,705	-	-	-	6,709,813	Potential sale of properties within district boundaries
Miscellaneous	600	600	577	600	600	618	637	656	675	3,185	Fees, write-offs, reimbursements, etc.
TOTAL PROJECTED REVENUE	\$ 7,098,237	\$ 7,098,237	\$ 296,797	\$ 672,331	\$ 4,808,127	\$ 3,469,555	\$ 713,621	\$ 716,875	\$ 765,648	\$ 10,473,826	

Table 2 - Committed and Planned Expenditures

Investment - Planning and Infrastructure

Purchase Area 5 Parking Lot	2,051,451	2,051,451	-	-	2,051,451	-	-	-	-	2,051,451	Acquire Area 5 for mixed use development
Debt Service Related to Area 5 Purchase	213,997	213,997	-	-	213,997	207,883	201,768	195,654	189,450	1,008,752	Principal and interest for Area 5 acquisition
Grd Rapids African American Musm/Archives	-	16,000	-	16,000	6,500	-	-	-	-	6,500	Growing partnerships to increase awareness
Downtown Speaker Series	10,000	10,000	11,042	11,042	10,000	10,000	-	-	-	20,000	Events featuring city-building experts
Sub-Total Investment	2,275,448	2,291,448	11,042	27,042	2,281,948	217,883	201,768	195,654	189,450	3,086,703	

Livability

Division Avenue Task Force Implementation	2,500	-	-	-	-	-	-	-	-	-	Implementation of Task Force findings
Downtown Ambassador Program	225,000	225,000	156,198	225,000	200,000	200,000	-	-	-	400,000	Hospitality and Safety Program
Educational Partnerships Initiatives	5,000	-	-	-	5,000	5,000	-	-	-	10,000	Growing partnerships to increase awareness
Project and Fixed Asset Maintenance	25,000	15,000	558	5,000	15,000	15,000	-	-	-	30,000	Asset maintenance not budgeted elsewhere
Riverwalk Maintenance	20,000	20,000	336	20,000	20,000	20,000	-	-	-	40,000	Walkway repairs and maintenance
Stakeholder Engagement Programs	15,000	15,000	7,291	13,500	20,000	15,000	-	-	-	35,000	Resident and merchant engagement programs
Street Trees Maintenance Program	5,000	5,000	-	-	5,000	5,000	-	-	-	10,000	Watering / tending trees within the district
Transportation Demand Mnmt Program	112,500	80,000	51,031	60,000	40,000	40,000	-	-	-	80,000	Enabling mobility options
Winter Avenue Building	2,000	2,000	-	2,000	2,000	2,000	-	-	-	4,000	Maintenance and repairs
Sub-Total Livability	412,000	362,000	215,414	325,500	307,000	302,000	-	-	-	609,000	

Vibrancy

Bridge Lighting Operations	10,000	5,000	-	5,000	10,000	10,000	-	-	-	20,000	Electricity and maintenance for lighting
DGRI Event Production	80,000	125,000	94,986	125,000	245,000	245,000	-	-	-	490,000	DGRI-produced events, i.e. Movies in the Park
Diversity / Inclusion Programming	22,500	22,500	14,285	22,500	30,000	30,000	-	-	-	60,000	Community relations to build more inclusive downtown
Downtown Workforce Program	35,000	32,000	17,464	32,000	25,000	25,000	-	-	-	50,000	Events & programs geared to engaging dntn workforce
Go-Site Visitor Center at GRAM	7,500	-	-	-	-	-	-	-	-	-	Support for visitor engagement center
Holiday Décor Program	65,000	61,500	61,631	61,631	35,000	60,000	-	-	-	95,000	Adorning Downtown for the holiday season
Major Event Sponsorship	65,000	65,000	65,000	65,000	60,000	60,000	-	-	-	120,000	Artprize, LaughFest, and GRand Jazz Fest
Police Foot Patrols	-	-	-	-	35,000	35,000	-	-	-	70,000	Additional services within DDA boundaries
Public Space Activation	30,000	30,000	7,793	30,000	36,000	36,000	-	-	-	72,000	Buskers/games/murals/public art/enlivening interventions
Rosa Parks Circle Ice Skating Support	40,000	40,000	1,650	40,000	40,000	40,000	-	-	-	80,000	Skate rink operations
Special Events - Grant Programs	40,000	40,000	31,500	40,000	30,000	30,000	-	-	-	60,000	Support for new & emerging events
Special Events - Office of	75,000	75,000	50,000	75,000	75,000	50,000	-	-	-	125,000	Partial support for special events management
Special Events - Training Program	5,000	13,000	11,379	13,000	5,000	5,000	-	-	-	10,000	Workshops to assist and train event producers
Ticketed Events - Police Services	80,000	80,000	38,761	65,000	70,000	60,000	-	-	-	130,000	Pedestrian safety - Van Andel Arena & DeVos Place
Sub-Total Vibrancy	555,000	589,000	394,449	574,131	696,000	686,000	-	-	-	1,382,000	

Miscellaneous Projects

Administration	3,200	3,200	3,227	4,100	4,200	4,300	4,400	4,500	4,600	22,000	Miscellaneous fees and expenditures
Experience Miscellaneous	40,000	40,000	30,885	40,000	50,000	50,000	-	-	-	100,000	Available for emerging ideas and opportunities
Sub-Total Miscellaneous	43,200	43,200	34,112	44,100	54,200	54,300	4,400	4,500	4,600	122,000	

TOTAL PROJECTED EXPENDITURES \$ 3,285,648 \$ 3,285,648 \$ 655,017 \$ 970,773 \$ 3,339,148 \$ 1,260,183 \$ 206,168 \$ 200,154 \$ 194,050 \$ 5,199,703

Table 3 - Excess / (Deficit) of Revenues Over Expenses

Fund Balance - Beginning	\$ 4,535,011	\$ 4,535,011	\$ 4,535,011	\$ 4,535,011	\$ 4,236,569	\$ 5,705,548	\$ 7,914,920	\$ 8,422,373	\$ 8,939,094	\$ 4,236,569	
Plus: Projected Revenue	7,098,237	7,098,237	296,797	672,331	4,808,127	3,469,555	713,621	716,875	765,648	10,473,826	
Less: Committed & Planned Expenditures	(3,285,648)	(3,285,648)	(655,017)	(970,773)	(3,339,148)	(1,260,183)	(206,168)	(200,154)	(194,050)	(5,199,703)	
Ending Fund Balance - Before Reserve	\$ 8,347,600	\$ 8,347,600	\$ 4,176,791	\$ 4,236,569	\$ 5,705,548	\$ 7,914,920	\$ 8,422,373	\$ 8,939,094	\$ 9,510,692	\$ 9,510,692	
Reserve for Brownfield 2012A Bonds	(531,071)	(531,071)	(531,071)	(531,071)	(530,964)	(531,291)	(530,999)	(531,483)	(531,591)	(531,591)	Per Ionia Ave Improvmnts Repayment Agreement
Ending Fund Balance - With Reserve	\$ 7,816,529	\$ 7,816,529	\$ 3,645,720	\$ 3,705,498	\$ 5,174,584	\$ 7,383,629	\$ 7,891,374	\$ 8,407,611	\$ 8,979,101	\$ 8,979,101	

Note 1 - Actual data as of April 30, 2017

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Downtown Development Authority  
Debt Tax Increment Fund Only  
Proposed FY2018 Revenue and Appropriation Request and FY2019 - 2022 Forecasts  
Prepared on May 5, 2017

Table 1 - Projected Revenue	FY2017				FY2018 Request	FY2019 Forecast	FY2020 Forecast	FY2021 Forecast	FY2022 Forecast	FY2018-22 TOTAL	NOTES
	Budget		YTD Actual <sup>1</sup>	Estimate							
	Original	Amended									
Property Tax Increment - Estimated Mills <sup>2</sup>	\$ 9,630,568	\$ 9,630,568	\$ 9,598,547	\$ 9,585,000	\$ 10,139,113	\$ 10,189,809	\$ 10,240,758	\$ 10,291,961	\$ 10,343,421		FY2018-22 less \$300,000 reserve for current appeals
	Share of Revenue Required for Eligible Obligations				60.00%	75.00%	75.00%	75.00%	70.00%		
	Tax Increment to be Captured				\$ 6,083,468	\$ 7,642,356	\$ 7,680,568	\$ 7,718,971	\$ 7,240,395	\$ 36,365,758	FY2022 is the final year of school increment capture
Prior Year Tax Increment Adjustments	(75,000)	(75,000)	(29,127)	(75,000)	(75,000)	(75,000)	(75,000)	(75,000)	(75,000)	(375,000)	Reimbursemts and appeal adjustments
Interest on Investments	5,000	5,000	12,230	20,000	20,000	20,000	1,500	1,500	1,500	44,500	Revenues decrease once DSRF is depleted
Proceeds from Sale of Series 2017 Bonds	-	24,029,192	24,029,192	24,029,192	-	-	-	-	-	-	Proceeds to advance refund Series 2009 Bonds
Premium on Sale of Series 2017 Bonds	-	2,776,194	2,776,194	2,776,194	-	-	-	-	-	-	Proceeds to advance refund Series 2009 Bonds
Series 1994 Debt Service Reserve Funds	564,160	564,160	-	564,160	3,995,000	845,000	-	-	-	4,840,000	DSRF required only for Series 1994 bond issue
TOTAL PROJECTED REVENUE	\$ 10,124,728	\$ 36,930,114	\$ 36,387,036	\$ 36,899,546	\$ 10,023,468	\$ 8,432,356	\$ 7,607,068	\$ 7,645,471	\$ 7,166,895	\$ 40,875,258	
Table 2 - Committed Expenditures - Investment											
Debt service - 1994 Van Andel Arena CAB Bonds											Final debt service payment due 06/01/2019
Principal	\$ 789,572	\$ 789,572	\$ -	\$ 789,572	\$ 734,601	\$ 144,554	\$ -	\$ -	\$ -	\$ 879,155	
Interest	3,205,428	3,205,428	-	3,205,428	3,260,399	700,446	-	-	-	3,960,845	
Debt service - 2009A Van Andel Arena Refunding											Final debt service payment due 05/01/2019
Principal	330,000	330,000	330,000	330,000	345,000	3,510,000	-	-	-	3,855,000	
Interest	1,484,525	843,944	844,194	844,194	190,163	175,500	-	-	-	365,663	
Debt service - 2017 Van Andel Arena Refunding											Final debt service payment due 05/01/2022
Principal	-	425,000	425,000	425,000	3,665,000	2,080,000	6,275,000	6,345,000	6,490,000	24,855,000	
Interest	-	177,005	177,005	177,005	1,185,300	1,038,700	955,500	641,750	324,500	4,145,750	
SUB-TOTAL "ELIGIBLE OBLIGATIONS"	\$ 5,809,525	\$ 5,770,949	\$ 1,776,199	\$ 5,771,199	\$ 9,380,463	\$ 7,649,200	\$ 7,230,500	\$ 6,986,750	\$ 6,814,500	\$ 38,061,413	
Payment to Advance Refund Series 2009 Bonds	-	26,805,386	26,805,386	26,805,386	-	-	-	-	-	-	
Estimate of Maximum Capture to be Returned <sup>3</sup>	4,310,203	4,310,203	3,675,795	4,318,801	623,005	763,156	375,068	657,221	350,895	2,769,345	Excess revenue returned to State, GRPS, & KISD
TOTAL PROJECTED EXPENDITURES	\$ 10,119,728	\$ 36,886,538	\$ 32,257,380	\$ 36,895,386	\$ 10,003,468	\$ 8,412,356	\$ 7,605,568	\$ 7,643,971	\$ 7,165,395	\$ 40,830,758	
Table 3 - Excess / (Deficit) of Revenues Over Expenses											
Fund Balance - Beginning	\$ 4,129,339	\$ 4,129,339	\$ 4,129,339	\$ 4,129,339	\$ 4,133,499	\$ 4,153,499	\$ 4,173,499	\$ 4,174,999	\$ 4,176,499	\$ 4,133,499	
Plus: Projected Revenue	10,124,728	36,930,114	36,387,036	36,899,546	10,023,468	8,432,356	7,607,068	7,645,471	7,166,895	40,875,258	
Less: Committed Expenditures/Payments	(10,119,728)	(36,886,538)	(32,257,380)	(36,895,386)	(10,003,468)	(8,412,356)	(7,605,568)	(7,643,971)	(7,165,395)	(40,830,758)	
Fund Balance - Ending	\$ 4,134,339	\$ 4,172,915	\$ 8,258,995	\$ 4,133,499	\$ 4,153,499	\$ 4,173,499	\$ 4,174,999	\$ 4,176,499	\$ 4,177,999	\$ 4,177,999	

Note 1 - Actual data as of April 30, 2017.

Note 2 - FY2018 budgeted tax increment revenues were estimated using March, 2017 Board of Review taxable values and 2016 millage rates since local units haven't finalized 2017 rates yet. However, GR Public Schools has already announced it will not request voter approval to renew its Sinking Mill levy which expired beginning with Roll Year 2017 / FY 2018. The FY2018 projections do include the 0.9000 KISD "Strong Schools," operating levy which was approved by voters on May 2, 2017.

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

Downtown Development Authority
DDA Series 2017 Bond Proceeds
Proposed FY2018 Revenue and Appropriation Request and FY2019 - 2022 Forecasts
Prepared on May 5, 2017

	FY2017											
	Budget				FY2018	FY2019	FY2020	FY2021	FY2022	FY2018-22		
Table 1 - Projected Revenue	Original	Amended	YTD Actual <sup>1</sup>	Estimate	Request	Forecast	Forecast <sup>2</sup>	Forecast <sup>2</sup>	Forecast <sup>2</sup>	TOTAL	NOTES	
Bond Proceeds	\$ -	\$ 1,250,808	\$ 1,250,808	\$ 1,250,808	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	Bond proceeds deposited on March 8, 2017	
Bond Proceeds - Interest on Investments	-	-	-	4,000	5,161	46	-	-	-	5,207	Estimated interest rates @ 1.00%	
TOTAL PROJECTED REVENUE	\$ -	\$ 1,250,808	\$ 1,250,808	\$ 1,254,808	\$ 5,161	\$ 46	\$ -	\$ -	\$ -	\$ 5,207		
Table 2 - Capital Projects and Costs of Issuance												
River Trail Floodwall Improvements	-	228,000	-	-	228,000	-	-	-	-	228,000	Approved by DDA on 03/08/2017	
Michigan Street Streetscape Improvements	-	180,000	-	-	180,000	-	-	-	-	180,000	Approved by DDA on 04/12/2017	
Streetscape / Riverwalk Projects	-	616,228	-	-	616,228	9,207	-	-	-	625,435	Specific projects to be determined	
Costs of Issuance	-	226,580	124,990	226,580	-	-	-	-	-	-	Underwriter's fees, legal, printing, ratings, trustee, etc	
TOTAL PROJECTED EXPENDITURES	-	1,250,808	124,990	226,580	1,024,228	9,207	-	-	-	1,033,435		
Table 3 - Excess / (Deficit) of Revenues Over Expenses												
Fund Balance - Beginning	\$ -	\$ -	\$ -	\$ -	\$ 1,028,228	\$ 9,161	\$ 0	\$ 0	\$ 0	\$ 1,028,228		
Plus: Projected Revenue	-	1,250,808	1,250,808	1,254,808	5,161	46	-	-	-	5,207		
Less: Committed & Planned Expenditures	-	(1,250,808)	(124,990)	(226,580)	(1,024,228)	(9,207)	-	-	-	(1,033,435)		
Ending Fund Balance - Before Reserve	\$ -	\$ -	\$ 1,125,818	\$ 1,028,228	\$ 9,161	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10		

Note 1 - Actual data as of April 30, 2017
Note 2 - Bond proceeds must be 95% expended by March 8, 2019 to avoid arbitrage liabilities.



# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: May 6, 2017

TO: Downtown Development Authority

FROM: Kristopher Larson  
President & CEO

**Agenda Item #6**  
**May 10, 2017**  
**DDA Meeting**

**SUBJECT: Major Event Sponsorship for ArtPrize 9, 10 & 11**

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

Activating public space throughout Grand Rapids has been a major component of ArtPrize since its inception. DGRI, and the DDA before it, has traditionally supported the curation of some of the city's most important placemaking opportunity spaces: parks and bridges. Over the past three years, DGRI has continued to evolve its relationship in supporting ArtPrize to reflect opportunities that are both consistent with GR Forward and also ArtPrize's strategic goals. In recent years, that form of support has evolved from simply funding the curation of major artwork in public spaces, to support for ArtPrize's economic impact analyses to assist with fund development, to supporting a live music festival on the blue bridge, and now to programs specifically built to attract a more diverse set of artists, curators, and venues and create a more welcoming Downtown experience.

The attached proposal outlines the strategic objectives developed collaboratively between DGRI and ArtPrize staff to be funded with DDA support. Briefly, those objectives include:

- Featured Public Projects – DDA funds will support the installation of four large, ambitious art projects throughout the public realm in Downtown.
- ArtPrize Equity Grants - As an important addition to the ArtPrize portfolio of available grants, ArtPrize has proposed adding a new set of grants that focus specifically



on equity that will welcome a more diverse group of artists, curators and venues to participate at ArtPrize each year.

- City Window Campaign at ArtPrize- Responding to the many commercial retail and office spaces around the city that are vacant during the event, ArtPrize would collaborate with DGRI to launch a series of empowering welcome messages that greet the 500,000+ visitors to ArtPrize over the course of 19 days.

An additional change from previous years' support and this year's proposal is the term. This change recognizes that important long-term focused program will benefit from a multi-year sponsorship commitment. ArtPrize will be able to develop and invest in consistent assets and resources for use over multiple years, be more ambitious with planning and budgeting for implementation and activation, and create efficiencies and the highest impact for both DGRI and ArtPrize.

Sufficient funds are available in the FY18-20 budget and priority plan line item NTI: Vibrancy: Major Event Sponsorship.

**Recommendation: Approve Major Event Sponsorship to ArtPrize 9-11 in the amount of \$50,000 per year over 3 years, and authorize the Executive Director to enter into an agreement consistent with the attached proposal and approved in form by DDA legal counsel.**



# ARTPRIZE®

ARTPRIZE NINE | SEPT. 20 – OCT. 8, 2017

## 2017-2019 Sponsorship Proposal

May 5th, 2017



DOWNTOWN  
GRAND RAPIDS INC.



# Our Accomplishments

With Downtown Grand Rapids Inc.'s outstanding support and collaboration, ArtPrize has been able to thrive and mature into a flagship community event and organization.

ArtPrize would like to continue this important partnership in order to drive directly at key objectives and initiatives that DGRI and ArtPrize set collaboratively together year over year.

This proposal outlines a recommended approach for a continued partnership over the next three years.





# Sponsorship Objectives

## INCREASE VISITOR AND ARTIST DIVERSITY AT ARTPRIZE

ArtPrize has made small strides towards this goal year over year, but with a strategic plan and the support of DGRI, we hope to grow participation at a faster pace. This will in turn help build a more equitable community and dynamic event.

## COLLABORATE WITH COMMUNITY PARTNERS TO CREATE IMPACTFUL RESULTS

We realize we can't make significant progress towards diversity and inclusion on our own. Through the support and guidance of DGRI and other partners, we hope to build deeper relationships with long-term community partners that deliver against a long-term plan and strategy that is authentic for all.

## COLLABORATE TOGETHER TO ACHIEVE SHARED OBJECTIVES

DGRI and ArtPrize share many common goals and initiatives that include engaging food trucks in the public realm, activating public environments, amplifying public transportation, and injecting incredible public art into the city landscape. Through a long-term partnership, we will work together to deliver great results.





# ARTPRIZE SOCIAL GOOD PROGRAMS

ARTPRIZE®





ArtPrize and the Social Good Overview

ArtPrize wants to help the world be a better place. Through our Social Good programming, we aim to explore and find collective, collaborative solutions to the social problems of our time. Using ArtPrize as a catalyst, we want to respond to challenges; inspire social change; advocate for social justice; and encourage healthy living for ourselves, our visitors, and the environment that we share. [Click here for an in depth overview of each pillar.](#)

Health & Wellness

Art Meets Heart Steps Challenge

Water Share Program

Pantone Pathways

Bike Corrals

Supporting Sponsors & Partners:

American Heart Association

Spectrum Health

Absopure Water

X-Rite Pantone

Environment

Alternative Transportation (Walking & Biking)

City Recycling/Composting Program at ArtPrize

Water Share Program

Visitor and Venue Sustainability Guide

Supporting Sponsors & Partners:

City of Grand Rapids

Kent County Department of Public Works

WMEAC

Wege Foundation

Spectrum Health

Cultural Equity

AccessArt Program

Rapid Rides Program

Community Engagement

Independent Awards

Participation Grants

Supporting Sponsors & Partners:

Disability Advocates of Kent County

The Rapid

Hispanic Center of Western Michigan

African American Art and Music Celebration

Access to Arts Education

Early Childhood Education Days

K-12 Education Days

Transportation Grants

ArtPrize Partner Schools

Arts Education Advocacy

Supporting Sponsors & Partners:

PNC Bank

Switch

Grand Rapids Public Schools



## Component #1

# Featured Public Projects

Thanks to the generous support from DGRI and the Frey Foundation in 2016, the ArtPrize Featured Public Projects program presented an opportunity for large, ambitious public art entries to take residence at four highly visible public sites in downtown Grand Rapids during ArtPrize 2016. Grants ranging from \$10,000 to \$15,000 per project were awarded to directly support artists.

We would like DGRI to continue as a supporter of this program as we continue the program in 2017 and beyond. ArtPrize plans to award \$85,000 in total grant funding for this program in 2017.

### Program Components:

- 4+ outdoor sites around the ArtPrize District
- Sponsor logo visibility for DGRI and on signage at each of the sites as well as in the Event Guide and website
- Sponsor recognition in associated press releases, blog posts, website and event app





## Component #2

# ArtPrize Equity Grants

Believing that Art is for everyone, intentional inclusion is critical to the vision of ArtPrize. We are actively working to remove barriers to engagement and welcome a more racially and ethnically diverse audience.

As an important addition to the ArtPrize portfolio of available grants, we are proposing adding a new set of grants totaling \$10,000 that focus specifically on Equity, presented by DGRI, that will welcome a more diverse group of artists, curators and venues to participate at ArtPrize each year.

These grants will range from \$500 to \$2,000 and will be adjudicated by an independent selection committee that would award artists, artist collectives, venues and curators of color participating in ArtPrize. A representative from DGRI could serve on the selection committee.

In 2017 we will launch and pilot the Equity Grants program first by announcing the opportunity for 2018 participation at ArtPrize. We will also automatically award three \$500 Equity Grants (in addition to venue grants, totaling \$4,000) to the Grand Rapids African American Museum & Archives, City Hall, and the Rumsey Street projects as a way to support the work they are doing for ArtPrize 2017, but to also engage in conversation with them around best practices when promoting the program.

### Program Components:

- Sponsor logo visibility for DGRI in the Event Guide and website
- Sponsor recognition in associated press releases, blog posts, website and event app





### Component #3

# City Window Campaign

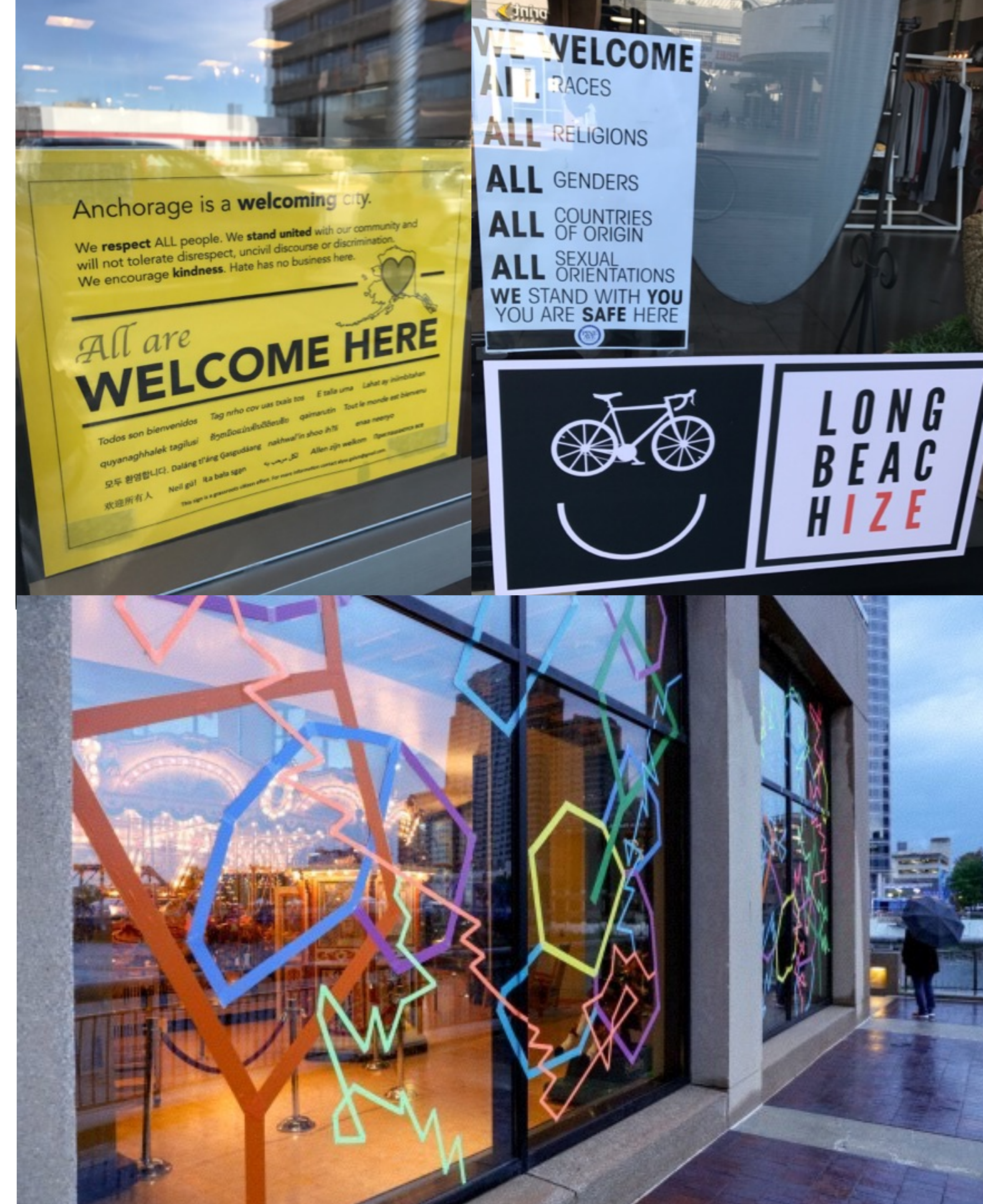
ArtPrize wants to help the world be a better place. Through our Social Good programming, we aim to explore and find collective, collaborative solutions to the social problems of our time. Using ArtPrize as a catalyst, we want to respond to challenges; inspire social change; advocate for social justice; and encourage healthy living for ourselves, our visitors, and the environment that we share.

With the many commercial retail and office spaces around the city that are vacant during ArtPrize, we see this as a great opportunity to collaborate with DGRI to launch a series of welcome messages that greet the 500,000+ visitors to ArtPrize over the course of 19 days.

ArtPrize will develop the content, design and final digital files and specifications of the window campaign components, with DGRI's input and approval. DGRI will then manage the site selection, permissions, production of the materials and installation leading into ArtPrize.

#### Program Components:

- Sponsor logo visibility for DGRI on the window campaign components — will likely include posters and window clings (design dependent)





# Public Partner Benefits

High visibility brand association and activation at ArtPrize leading up to, during, and after the 19-day event (high level benefits listed below).

Benefits	Description	Type	Duration
ArtPrize.org Website & App	Recognition by Alpha & Level – Logo	Visibility	12 months
Official Event Guide	Recognition by Alpha & Level – Logo	Visibility	2 months
ArtPrize Sponsor Seal	Usage for promotional applications	Visibility	12 months
Social Media	Integration into promotional platform	Visibility	2-4 months
Center Stage @ Rosa Parks Circle	Screen Spot (5 per day)	Visibility	19 days
Preview Week & Clubhouse Access	Accreditation Badges (8)	Hospitality	26 days
Opening Sponsor Reception	Tickets (8)	Hospitality	1 day
Awards Ceremony	Tickets (8)	Hospitality	1 day
Awards VIP Reception	Tickets (8)	Hospitality	1 day
Critical Discourse	VIP Seating	Hospitality	Multiple days
Event Guide & Map	Copies (50)	—	—
Official ArtPrize Poster	Poster (1)	—	—
Receptions and Special Events	Exclusive invitations throughout the year	Hospitality	12 months





# Investment Summary

Important long-term focused programs, like the opportunities we outlined in this proposal, will benefit from a multi-year sponsorship commitment. ArtPrize will be able to develop and invest in consistent assets and resources for use over multiple years, be more ambitious with planning and budgeting for implementation and activation, and create efficiencies and the highest impact for both DGRI and ArtPrize.

## Proposed Sponsorship Components:

- Component #1 — Featured Public Projects
- Component #2 — ArtPrize Equity Grants
- Component #3 — City Window Campaign at ArtPrize

## Proposed Investment:

2017: \$50,000

2018: \$50,000\*

2019: \$50,000

\*ArtPrize to propose additional funding opportunities for a large scale outdoor permanent art piece to be unveiled in 2018 for the ArtPrize 10th Anniversary.





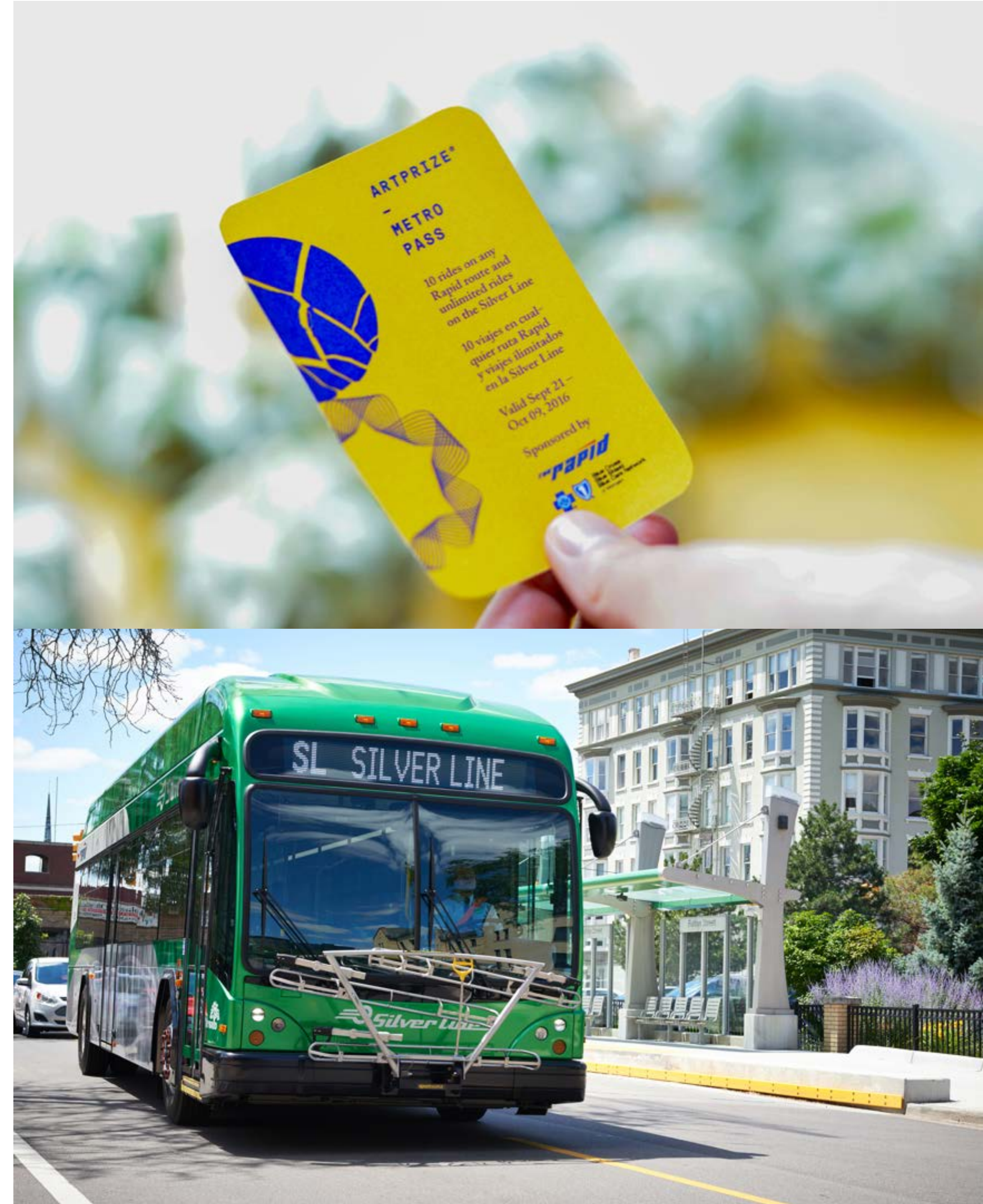
## Collaboration

# Rapid Rides to ArtPrize

The ArtPrize Rapid Rides to ArtPrize program, launched in 2014, offers free Event Guides, Maps and Metro Passes — good for free transportation on The Rapid and DASH transit systems during the 19 days of ArtPrize — for community members who would specifically benefit from this free resource due to income insecurity or language barriers.

In 2016, ArtPrize expanded the Rapid Rides program to grant this resource to 10,000 individuals — working closely with Grand Rapids Public Schools, Early Learning Neighborhood Collaborative, Head Start for Kent County and many community organizations around Grand Rapids.

ArtPrize would like the opportunity to further the conversation and collaboration with DGRI in 2017 to determine other opportunities to improve the program. This could include our team working with new partners in the community that DGRI helps to identify, customizing a Rapid route during the event, or other tactics DGRI has seen work well with other events in the city.





## Collaboration

# Downtown Ambassadors

ArtPrize will continue to work with DGRI to help support and recognize the Downtown Ambassadors during ArtPrize.

- ArtPrize will hold a volunteer training session for Downtown Ambassadors leading into ArtPrize
- ArtPrize will provide thank you gift totes to all Downtown Ambassadors
- ArtPrize will publicly thank the Downtown Ambassadors at the Final 20 Announcement and ArtPrize Awards Ceremony
- ArtPrize will invite Ambassadors to the Volunteer Thank You Wrap event





A photograph of a band performing on stage. On the left, a woman in a red dress plays the violin. In the center, a man with glasses plays the drums. On the right, a woman with long blonde hair plays an acoustic guitar. The background features a large screen displaying colorful, abstract, bokeh-like patterns. The stage is lit with warm, yellow lights, and various musical equipment like microphones and stands are visible.

# ARTPRIZE<sup>®</sup> 2017

ARTPRIZE NINE | SEPT. 20 – OCT. 8, 2017

**JORI BENNETT — DIRECTOR OF BUSINESS DEVELOPMENT**

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