

# AGENDA

## DOWNTOWN DEVELOPMENT AUTHORITY



### Board Members:

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

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Wednesday, May 11, 2016  
8:00 a.m. Meeting  
29 Pearl Street, NW Suite #1

- |   |               |                |
|---|---------------|----------------|
| 1. Call to order  |               |                |
| 2. Approve Meeting Minutes from April 15, 2016 (8:01)<br>(enclosure)            | <i>Motion</i> | <i>Harris</i>  |
| 3. Accept April 30, 2016 Financial Statements (8:03)<br>(enclosure)             | <i>Motion</i> | <i>Wallace</i> |
| 4. Recommend FY 17 DDA Budget and Priority Plan (8:06)<br>(enclosure)           | <i>Motion</i> | <i>Various</i> |
| 5. Authorize Pedestrian Counts Hardware Purchase (8:36)<br>(enclosure)          | <i>Motion</i> | <i>Kirk</i>    |
| 6. Approve Development Support for 250 Monroe (8:43)<br>(enclosure)             | <i>Motion</i> | <i>Kelly</i>   |
| 7. Approve Areaway Remediation Support for 337 Mt. Vernon (8:50)<br>(enclosure) | <i>Motion</i> | <i>Kelly</i>   |
| 8. President & CEO Report (9:00)  | Info Item     | Larson         |
| 9. Public Comment (9:05)  |               |                |
| 10. Board Member Discussion (9:10)  |               |                |
| 11. Adjournment   |               |                |

## UNAPPROVED MINUTES

### MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

April 15, 2016

1. Call to Order – The meeting was called to order at 8:01am by Brian Harris

2. Attendance

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

Absent: Elissa Hillary, Jim Talen

Others Present: Kristopher Larson (Executive Director), Murphy Ackerman (DDA Executive Asst/Office Manager), Jana Wallace (DDA Treasurer), Bill Kirk, Tim Kelly, Andy Guy, LaTarro Traylor, Annamarie Buller, Brian Hedrick (Staff) Dick Wendt, Melvin Eledge, Rebecca Ritter, Pat Evans, J.D. Loeks, Jeff Olsen, Cara Maat, Monica Steimle, Steve VanWagoner, Jim Harger, Josh Naramore, Eric DeLong, Breese Stam, Ken Peregon, Kate Nadolski, Sarah Sell, Tom Hillen, and others.

3. Approve Meeting Minutes from February

*Motion: Jane Gietzen, supported by Rick Winn, moved approval of the minutes from the February 10, 2016 meeting as presented. Motion carried unanimously.*

4. Accept February 29, 2016 and March 31, 2016 Financial Statements

Ms. Wallace introduced the financial statements for both February and March. Ms. Wallace explained that the administrative costs are significantly lower because the payroll costs have been reallocated for the first six (6) months of the fiscal year. Ms. Wallace thanked Mr. Larson for all of his hard work on the payroll reallocation.

*Motion: Diana Sieger, supported by Jane Gietzen, moved to approve Statement D: Schedule of February 2016 Expenditures, and Statement D: Schedule of March 2016 Expenditures as recommended. Motion carried unanimously.*

5. Presentation of FY15 DDA Audit

Ms. Wallace introduced the fiscal year 2015 audit for the DDA. Ms. Wallace said that the audit was completed earlier than expected this year and everything was in order. Ms. Wallace explained that the supplemental section outlines current and future projects for the benefit of the Board to reference in future years. Mayor Bliss thanked Ms. Wallace for all of her hard work and said that the supplemental section was very helpful for understanding all of the items that the audit contained. Mr. Larson added that there will be a similar budget narrative when the budget is brought to the Board in May. Mr. Harris asked what the DDA's relationship with BDO is. Ms. Wallace said that because the City has been in the process of implementing a new financial system that it has been advantageous to hold off on switching firms. Ms. Wallace said that the new system is set to go live on May 1<sup>st</sup> and the new contract

for auditing services will be bid for fiscal year 2018. Mr. Harris thanked Ms. Wallace for her work.

*Motion: Dr. Wendy Falb, supported by Kayem Dunn, moved to accept the audit for the year ending June 30, 2015. Motion carried unanimously.*

6. Approve TIF Assignment for Venue Tower

Mr. Wendt explained that this is a standard procedure for TIF deals. Mr. Wendt said that the bank has provided the financing and in turn asks for the assignment in which they will begin receiving the tax increment. Mr. Wendt noted that this is a limited assignment.

*Motion: Rick Winn, supported by Kayem Dunn, moved to approve the resolution approving the assignment of tax increment financing related to the Venue Tower project. Motion carried unanimously.*

7. Approve Major Event Support for GRandJazzFest

Mr. Larson introduced the event grant for the GrandJazzFest and said that it is the first event requesting funds from the Major Event Sponsorship line item for fiscal year 17. Mr. Larson said the event scores very well on the special event scoring matrix. Mr. Larson said staff is recommending to support the event in the amount of \$10,000. Mr. Larson noted that this is a decrease from previous years, as the DDA works to help them move away from our support and become self-sufficient. Mr. Harris how many years the DDA has supported this event. Mr. Larson said this is the third year.

*Motion: Jane Gietzen, supported by Mayor Rosalynn Bliss moved to approve a sponsorship amount of \$10,000 to GRandJazzFest 2016. Motion carried unanimously.*

8. Authorize Execution of Term Sheet for Areas 4 & 5 Development

Mr. Larson gave a presentation for the Areas 4 & 5 development. Mr. Larson gave an overview of the evolution of the project and explained how the Arena South Visioning plan played a crucial role in ensuring that the community's desires were reflected in the final iteration of the project. Mr. Larson also highlighted the economic impact and return on investment that this project will bring to downtown. Mr. Loeks thanked the DDA and the City for their willingness to partner on this project and their patience as the project continued to evolve and grow. Mayor Bliss asked if the designs distributed were the final designs. Mr. Loeks said that they are the final conceptual plans, but official construction documents will not be created until after approval from City Commission. Mayor Bliss asked if the rooftops shown in the designs are green rooftops. Mr. Loeks said he was unsure, but believes it is something that could be incorporated. Mayor Bliss asked if the project team is working towards and considering environmental sustainability. Mr. Loeks said environmental sustainability and green space throughout the project will be a priority. Ms. Dunn asked if there are any committed retailers. Mr. Loeks said that there are not any commitments, but the project has already garnered a lot of interest and positive feedback from larger well known retailers. Mayor Bliss asked what the façade of the parking structure will look like. Mr. Larson said that he and Mr. Naramore have been working very closely to look into the possibility of screening techniques and unique ways to introduce public art. Mr. Harris thanked Mr. Loeks and Mr. Larson and commended them on their ability to reflect the interest of the community that was presented in the Arena South Visioning Plan. Mr. Larson took a moment to explain to the Board exactly what they will be considering and voting on at today's meeting. Mayor Bliss asked how MEDC has been involved in this project. Mr. Larson said that MEDC has been briefed on this project and are currently evaluating whether this project will be fit into the fiscal year 2016 budget or need to be in the fiscal year 2017 budget. Mr. Larson added that it is imperative that we, as a community, vocalize our support and advocate on behalf of this project. Mr. Winn asked if the numbers presented in regards to economic impact and return assume both phases of the project. Mr.

Larson said no, only phase one. Mr. Larson thanked both the City and the development team for all of their hard work and partnership on this project. Ms. Sieger noted that it has been a long journey for this project to take shape and that she would like to dispel the notion that she loves parking and is only trying to protect cars. Ms. Sieger said she was however frustrated at times with the process of this project and felt that many of the decisions and planning were already completed before the business owners and workers were invited to the conversation. Ms. Sieger said she does believe that there have been improvements in communication since the selling of Area 1, but hopes that everyone understands that it is going to take a number of years to change the habits of those that are coming Downtown and those that have worked Downtown for years. Ms. Sieger said she would like to ensure that moving forward, the DDA prioritizes not only new business, but business retention. Ms. Sieger thanked Bill Kirk from DGRI for his work on a transition plan, but felt that the City was not as transparent as it could have been. Ms. Sieger said she is hopeful that there will be more advocacy on behalf of the business community in future projects. Mr. Harris noted that the DDA may not have gotten every step of the process right, but is encouraged to see the organization learn from this project and continue to improve Downtown. Mayor Bliss responded on behalf of the City, that while the past can't be changed, she is excited to move forward and learn from this experience. Mayor Bliss added that she vows to listen to and work to retain businesses and continue to do better in the future. Mr. Harris asked Mr. Larson all of the ways that this project aligns with GR Forward. Mr. Larson said that this project implements a number of goals from GR Forward including working as a gateway to the river, continuing to move the Downtown towards residential critical mass, and creating programmatic moments in the public piazza. Mr. Winn asked what the timing of construction on this project is and what the likelihood of phase two being built is. Mr. Larson said there are a number of check points that are outlined in the term sheet, and while the development team is hopeful to see phase two built as quickly as possible, it is important to evaluate the absorption rate for the market after phase one is completed. Mr. Winn asked if there will be snowmelt built into the piazza. Mr. Larson said yes. Mayor Bliss said that after attending a number of the Arena South Visioning meetings, she is excited to see so many of the outcomes of that planning process incorporated into these plans. Dr. Falb thanked the development team and noted that the connectivity piece of this project is crucial. Dr. Falb said both of her children walk this area and she is excited to see a project that will change the way that they perceive their downtown. Ms. Gietzen thanked staff and the development team for all of their work in this project and noted that this will be a game changer for Downtown.

*Motion: Rick Winn, supported by Kayem Dunn, moved to approve the resolution and authorize the DDA Board Chair to enter into the term sheet agreement between the DDA, the City of Grand Rapids, and Jackson Entertainment, LLC. Motion carried unanimously.*

9. Authorize Video Production Contract

Mr. Larson explained that the RFQ for video production services was created to help DGRI develop two video promotions. Mr. Larson said that the first will be a video that captures the conversation surrounding building a more welcoming and equitable Downtown. Mr. Larson said the second will be focused on reporting the State of the Downtown and highlighting the accomplishments of 2015 as well as presenting the priorities for 2016. Mr. Larson said that DGRI received four (4) responses, and after evaluating the quotes, would like to tender a recommendation to split the work between two (2) firms. Mr. Larson explained that Art Peers, a collaboration with Erin Wilson of Wealthy Street Theater, would be tasked with producing the video surrounding diversity and inclusion, while Drop Drop Studios, who produced the GR Forward video, would be tasked with producing the video for the State of Downtown. Mr. Larson said that this recommendation will allow him to negotiate a contract with both of these firms.



*Motion: Mayor Rosalynn Bliss, supported by Kayem Dunn, moved to authorize the Executive Director to enter into a contract with the recommended firms, as approves as to content by the DDA Executive Director and as to form by the DDA's legal counsel for an amount not to exceed \$40,000 for video production services.*

10. Authorize Contract for Lyon Square Schematic Design

Mr. Larson introduced the schematics for the Lyon Square redesign. Mr. Larson said that these designs build upon the work and designs that were put forth by GR Forward. Mr. Larson explained that it is crucial to protect and enhance access as well as create flood protection. Mr. Larson said that as we move towards the next phase, the DDA has been able to lever \$355,000 in contribution from various public and private donations. Mr. Larson said that this project was budgeted for in the current budget and will yield more concise construction documents and costs. Mr. Winn said that Amway is one of the contributors and is highly supportive of this project. Mr. Winn said he would abstain from the vote. Mayor Bliss said it is encouraging to see these projects move forward at such a rapid pace, despite not receiving any funding from the HUD grant. Mayor Bliss said that Lyon Square will be a key site to demonstrate the creative ways that access and flood walls can be integrated. Ms. Dunn said she shares in the enthusiasm for this project and loves the current designs. Ms. Dunn asked who is responsible for maintaining this part of the river. Mr. Larson said that maintenance responsibilities will be fleshed out in the process moving forward.

*Motion: Jane Gietzen, supported by Mayor Rosalynn Bliss, moved to authorize the Executive Director to enter into a contract in an amount not to exceed \$480,000 with Bishop Land Design, LLC to complete schematic design services for Lyon Square. Motion carried six to zero with one abstention. Rick Winn abstained.*

11. Consent to OPRE for 25 Jefferson

Mr. Kelly introduce the OPRE for 25 Jefferson. Mr. Kelly said this will ultimately need to be approved by City Commission, but because it is in the DDA boundary also requires approval from the DDA Board. Mr. Kelly said that Firestone Lofts, LLC is an entity of Third Coast Development and will be rehabilitating the building to convert the multi-story portion into twenty-one (21) market-rate residential apartments.

*Motion: Rick Winn, supported by Mayor Rosalynn Bliss, moved to approve an Obsolete Property Rehab District and an Obsolete Property Rehab Exemption Certificate for Third Coast Development (dba Firestone Lofts LLC) for the project located at 25 Jefferson Ave SE. Motion carried unanimously.*

12. Award Contract for Pearl Street Pedestrian Improvements

Mr. Kelly introduced the Pearl Street improvements project and highlighted the DDA share of the project. Mr. Kelly said that this project was budgeted in the fiscal year 2016 budget. Mr. Kelly said business and stakeholders were engaged in the design process and their input and feedback has been reflected in the new designs. Mr. Peregon from OCBA gave an overview of the project and explained that most of the work will be done through Pearl Street and will enhance a major entrance to the city. Mr. Kelly added that the City and DDA were able to work with MDOT to add more trees than originally proposed. Ms. Dunn asked if there was enough lighting under the bridge to feel safe when walking. Mr. Peregon said there will be extra lighting in addition to the security lighting.

*Motion: Jane Gietzen, supported by Mayor Rosalynn Bliss, moved to approve the DDA's contribution of*

*\$644,000 to a \$786,800 contract for pedestrian enhancements on Pearl Street from Mt. Vernon to the Grand River. Motion carried unanimously.*

13. Calder Plaza Consultant Selection Update

Mr. Kelly said that the steering committee has chosen Design Workshop as the consultants for the Calder Plaza project. Mr. Kelly said that the committee was impressed with Design Workshop's approach and vast experience. Mr. Kelly added that the City and County were also very pleased with the group's approach to maintenance. Mr. Kelly said the team will be brought into town in the coming weeks to begin work on the project.

14. Valent-ICE Event Report

Mr. Larson gave an overview of the Valent-ICE, Broomball leagues, Human Hungry Hungry Hippos, and Women in City building events. Mr. Larson thanked staff for all of their hard work on these events.

15. President & CEO Report

DGRI (5/5/16)

- Will receive alignment updates from Airport and The Rapid
- Will consider support for new Food Truck Ordinance

MNTIFA (5/11/16)

- Will Consider FY 17 budget

DID (to be scheduled in May, 2016)

- Review of Assessments billed / collected
- Will consider FY 17 budget

Alliances:

INVESTMENT (4/12)

- Chair: Nikos Monoyios, Long Range Planner @ The Rapid
- Budget Planning!

VIBRANCY (3/16)

- Chair – Brandy Moeller, City of Grand Rapids
- Budget Planning!

LIVABILITY (3/28)

- Chair: Lynee Wells, Principal @ Williams & Works – Working Group Discussions;
- Budget Planning!

DGRI Staff Highlights

### Events / Marketing / Communications

- Held Inaugural Women in City Building Event – March 29, 2016
- 1<sup>st</sup> Residential Stakeholder Event, May 3, 2016
- Visited Winnipeg, Ontario to study their winter programming
- Conducting stakeholder outreach re: Food truck policy reform – Focus Group, March 15
- Preparing for Relax at Rosa – 20 weekly, recurring events starting 5/5
- Planning launch of 2016 Movies in the Park lineup – 4/28
- State of the Downtown – June 9!!!!

### Planning / Development

- Hosted House Subcommittee on TIF Reform Feb 11-12
- Served as Co-Chair of ICSC Planning Committee (Event held March 1, 2016)
- Organizing Inter-City Trip > Minneapolis – May 19-21
- Collaborating on flood protection improvements for Ah-nab-Awen Park & Indian Mounds Park
- Lyon Square Fundraising
- Calder Plaza Design team Selected
- First TIF Plan Committee Meeting, 4/20
- Advancing fare-less Silverline service north of Wealthy
- Planning to host delegation of State Senators for tour of GR successes Friday, 2/12

16. Public Comment

None

17. Board Member Discussion

None

18. Adjournment

The meeting adjourned at 9:53 a.m.


# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: May 5, 2016

TO: Downtown Development Authority

FROM: Kristopher Larson  
President & CEO 

SUBJECT: FY17 Budget and Priority Plan

Agenda Item #4  
May 11, 2016  
DDA Meeting

Beginning in February of 2016, Downtown Grand Rapids Inc. (DGRI) staff began soliciting input from the three Alliances charged with advising DGRI staff on projects and priorities. This input process evolved from process overviews, to understanding prior years' initiatives and priorities from GR Forward, to generating concepts for new projects, and finally, to prioritizing and phasing projects strategically. 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.

Expenditures proposed FY17 DDA Budget include 103 individual capital projects, programs, events, and other initiatives. Among these include 64 events and engagement opportunities such as Valent-ICE, events for Downtown residents and workers, plus community inclusion efforts. There are 17 capital projects intended to beautify Downtown and improve its walkability and accessibility (examples include lighting overpasses, tree plantings, and pedestrian space improvements), 8 design & engineering projects (Lyon Square, white water, riverside running trail), & mobility projects (new DASH stop infrastructure, bicycle improvements), 6 continuing asset management investments (snow melt, wayfinding), and one new significant park improvement project – Veteran's Park. While price tags for the different types of projects can vary wildly from pop-up performers to planter boxes, the financial split between Alliance purviews is as follows:

Alliance	Expenditure Total (\$)	% of all Programs and Project Expenditures	Total Number of Projects
Alliance for Investment	\$3,239,000	56.76%	17
Alliance for Livability	\$1,717,000	30.09%	24
Alliance for Vibrancy	\$750,000	13.14%	62

Taken together, the proposed program and project investments total \$5,706,000 for FY17. Additionally, there are \$1,177,863 in administration, police services, and City costs, \$1,100,000 for real



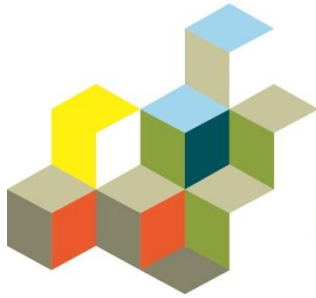
estate incentives, and \$669,484 in debt service obligations. In addition to the 78 members that comprise the three Alliances, DGRI staff has also intently listened to its partner organizations, City staff, stakeholders, and the DGRI fiduciary Boards regarding preferences for future year budgetary priorities. *Citizens participated in identifying and prioritizing 98.11% of the \$5,706,000 in discretionary investments proposed in the FY17 DDA Budget.*

With GR Forward now an approved amendment to the City's Master Plan, DGRI has continued to work diligently in aligning its budgets with plan's recommendations. Of the 103 programs, projects, and initiatives proposed, the FY17 proposed budget includes 92 specific initiatives recommended by GR Forward. 82.52% of the proposed DDA program and project expenditures are directly related to GR Forward. Projects that are carry-forwards from previous commitments, such as snow melt repairs, the reconstruction of State Street, and wayfinding improvements, are examples of those projects not considered as directly tied-back to GR Forward recommendations. Examples of proposed GR Forward implementation-related projects include transforming four highway overpasses that create barriers within Downtown, developing a flexible re-design for Calder Plaza, advancing Lyon Square designs, the DASH system reboot, expanding the Downtown tree canopy, advancing more winter programming, and integrating more public art.

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 both the Local Tax Increment Fund and the Non-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 7, 2016, 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 times.

**Recommendation: Recommend the FY17 DDA Budget Summary to the Grand Rapids City Commission and request fund appropriation.**



**DOWNTOWN**  
GRAND RAPIDS INC.

## FY 2017 Recommended Budget

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### Narrative

The following narrative document outlines priority project areas developed with all three Alliances of DGRl 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.

### Alliance for Investment

#### 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.

- *Streetscape*

Continued funding for the existing Streetscape Improvement Incentive Program. 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.

### Economic Development

- *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.

### Infrastructure Projects

- *Pearl Street Public Improvements*

Completion of pedestrian improvements, including new pavers, street trees and decorative lighting, along Pearl Street between the Grand River and Mt. Vernon. *Total project cost is \$785,800, with additional contributions from the City's Vital Streets Oversight Fund (\$121,200), and the Capital Improvement Fund (\$20,600).*

- *Veteran's Park*

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 fall 2016, and complete summer 2017.

- *Bridge / Cherry Street Improvements*

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).*

- *Lyon Square*

Finalize schematic design and design development, bid construction drawings and project construction of Lyon Square consistent with the priorities identified in GR Forward.

- *Weston Street - Sheldon to LaGrave*

Reconstruction of the street and replacement of the watermain to coincide with the completion of the 20 E. Fulton development. *Total project cost is estimated at \$635,000, with additional funding from the City Water Fund (\$170,000), Sewer Fund (\$15,000) and TAP Grant (\$350,000.)*

- *Public Realm Improvements*

Installation of 200 street trees to eliminate vacancies in the public right of way Downtown.

- *Michigan Street – Barclay to Bostwick Improvements*

New street trees and green infrastructure to be installed as part of Spectrum Health public improvement project. *Total project costs are estimated at \$264,000, with additional \$189,000 being contributed by the City's Vital Street Fund, Sewer Fund and SmartZone. The City is also completing \$968,000 of improvements on Michigan Street from Monroe Avenue to Ionia Avenue, with funding from Vital Streets (\$94,000), TEDF (A) Grant (\$275,000) and STPU Grant (\$598,867).*

- *Pilot Bike Lane*

Installation of pilot bike lane on Ionia from Coldbrook to Fulton to test viability of permanent bike lane installation. The pilot bike lane will be done in partnership with the City's Vital Streets Oversight Commission.

### Urban Planning / Design

- *Calder Plaza*

Completion of Calder Plaza conceptual planning process.

- *Downtown Intersection and Streetscape Designs*

Re-design of key Downtown intersections to improve pedestrian experience and safety. In addition, addition of green infrastructure components in the Central Business District and Arena South / Heartside. This project is being funded in partnership with the Monroe North TIFA.

## **Alliance for 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 food patrol services are provided in entertainment districts throughout the warmer 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, LaughFest and GRandJazzFest.

- *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.

### Vibrancy Projects

- *Downtown Marketing*

The DDA's contribution to Downtown Marketing helps support communications that promote Downtown events and initiatives to Downtown stakeholders 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.

- *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, Valent-ICE, Rosa Parks Ice-skating programming, Movies NOT in the Park, Window Wonderland, and additional winter programming.

- *Community Relations and Engagement*

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, Downtown Resident Network Program, DGRI Volunteer Program, and marketing initiatives.

- *Non-Tax Administration*

DDA contribution to Non-Tax Administration helps to support legal fees and other miscellaneous items in support of DGRI events.

- *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 new Pop-Up Performer Program, public games, public artwork programs, parks programming, and other enlivening interventions that help create an ambiance at atmosphere within the downtown.

- *Special Events: DGRI Sponsorship Support Program*

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 2 full day workshops per year 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.

## Alliance for Livability

### Clean, Safe, Beautiful

- *ExitSpace Project*

Funding to work with partner organizations on the continuation/completion of the North Division retaining wall mural, as well as potential projects at Wealthy Street underpass east of 131 (Downtown Market) and west of 131 (Amtrak Station).

- *Signal Box Project*

Funding for the continuation/completion of the mini-mural project on City-owned traffic signal boxes Downtown in partnership with various arts and community organizations.

- *District Identification / Wayfinding*

Funding for pilot projects focused on public art interventions that can serve a multiple purposes including wayfinding, district identification, and branding in partnership with commercial and business districts Downtown.

- *Downtown Refuse Container Expansion*

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.

- *Division Avenue Enhancements*

Collaborative program to leverage current BRIP (Building Reuse Incentive Program) and Signage Grant Programs to improve facades and storefronts on South Division, as well as explore additional funding options and programs to improve the pedestrian experience from Fulton to Wealthy.

### Engagement

- *Downtown Residents' Network*

Funding support for events and programs led by DGRI's Stakeholder Engagement Specialist to connect, educate, and inform Downtown residents with the intent of building and growing a leadership network.

### Mobility

- *DASH 2.0 Infrastructure*

Funding for infrastructure enhancements to complement the DASH system reconfiguration in 2016-2017, including, but not limited to stop and shelter infrastructure, map/schedule/route information (stationary and digital), vehicle branding, etc.

- Bike Parking 2.0

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.).

- Bikeshare Feasibility Study

Funding to conduct a demand/feasibility analysis for a citywide bikeshare system in partnership with the MobileGR department.

- Wayfinding and Accessibility Audit/Enhancement

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).

### Urban Recreation

- Winter Recreation Equipment

Funding for winter recreation equipment for deployment in Downtown parks in partnership with the Parks and Recreation Department.

- Skate Park/Plaza Planning

Funding for potential planning opportunities with the City of Grand Rapids to assess sites and preliminary design considerations for a Downtown skate plaza or park.

- River Trail and Trailhead Planning/Infrastructure

Funding to plan and design amenities for an Ah-Nab-Awen recreational trailhead and river trail infrastructure enhancements

Downtown Development Authority

dda17priorplan.xls jmw 05062016

Local Tax Increment Only

Proposed FY2017 Revenue and Appropriation Request and FY2018 - 2021 Forecasts  
Submitted to the DDA Board of Directors on May 11, 2016

Table 1 - Projected Revenue	FY2016			FY2017	FY2018	FY2019	FY2020	FY2021	FY2017-21	NOTES
	Budget	YTD Actual <sup>1</sup>	Estimate	Budget	Forecast	Forecast	Forecast	Forecast	TOTAL	
Local Tax Increment - FY2017 forecast uses est mills	\$ 4,695,425	\$ 4,623,421	\$ 4,600,000	\$ 5,107,623	\$ 5,133,161	\$ 5,158,827	\$ 5,184,621	\$ 5,210,544	\$ 25,794,776	Estimating 0.50% annual growth after FY2017
Public Transit Millage Increment - FY17 estimated mills	417,548	417,548	417,548	454,848	457,122	459,408	461,705	464,013	2,297,096	Estimating 0.50% annual growth after FY2017
Sub-Total Tax Increment Revenues	\$ 5,112,973	\$ 5,040,969	\$ 5,017,548	\$ 5,562,471	\$ 5,590,283	\$ 5,618,235	\$ 5,646,326	\$ 5,674,558	\$ 28,091,873	
Rebates to City of Grand Rapids & ITP - estimated mills	(150,850)	-	(147,871)	(327,571)	(329,209)	(330,855)	(332,509)	(334,172)	(1,654,316)	Rebates were 5% thru FY2016 then will be 10% for FY2017-2021
Prior Year Tax Increment Adjustments	(100,000)	(388)	(75,000)	(75,000)	(75,000)	(75,000)	(75,000)	(75,000)	(375,000)	Adjustments due to appeals.
Sub-Total Tax Increment Revenues - Net	\$ 4,862,123	\$ 5,040,581	\$ 4,794,677	\$ 5,159,900	\$ 5,186,075	\$ 5,212,380	\$ 5,238,817	\$ 5,265,386	\$ 26,062,557	
Interest on Investments	60,500	(5,059)	60,500	54,307	47,444	70,148	86,864	162,334	421,098	Estimated 0.75% to 1.50% interest rates
Brownfield Redevelopmt Auth Reimbs - Grandville Ave	25,225	25,667	25,667	26,180	25,133	24,379	24,501	24,624	124,817	Custer STI-capture maxed out after 2012/FY2013
Brownfield Redevelopmt Auth Reimbs - Veterans Park	-	-	-	606,979	129,569	10,952	-	-	747,500	TIR from BRA-Fitzgerald by 12/31/2019 nte \$747,500
Lyon Square Partner Contributions	-	-	100,000	560,000	-	-	-	-	560,000	Partial support for reconstruction
Reimb - GR Public Schools - GR Forward Participation	-	1,777	1,777	-	-	-	-	-	-	GRPS' total commitment to the project was \$72,290
Miscellaneous Reimbursements & Fees	15,000	4,554	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	\$ 4,962,848	\$ 5,067,520	\$ 4,992,621	\$ 6,417,367	\$ 5,398,220	\$ 5,327,859	\$ 5,360,182	\$ 5,462,344	\$ 27,965,972	
Table 2 - Administration										
General Administration	915,000	695,650	915,000	985,000	1,014,550	1,044,987	1,076,336	1,108,626	5,229,499	Staff, supplies, technology, legal, city costs, etc.
City of GR Legacy Costs	37,863	37,863	37,863	37,863	37,863	37,863	-	-	113,588	Share of former DDA emps' legacy costs - 5 yr payout
Sub-Total Administration	\$ 952,863	\$ 733,513	\$ 952,863	\$ 1,022,863	\$ 1,052,413	\$ 1,082,849	\$ 1,076,336	\$ 1,108,626	\$ 5,343,087	
Table 3 - Debt Service for Bond Issues										
Series 2003B/2013B CCBA Bonds - DeVos Place	333,650	295,600	333,650	328,550	327,100	324,225	326,125	321,400	1,627,400	Debt matures 02/01/2023. Final d/s pmt is in FY2023.
Series 2008 KCDC Bonds - Floodwall Refunding	50,891	47,833	50,891	51,437	51,537	16,032	15,933	16,060	150,999	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.
Series 2009A MMBA Van Andel Arena Refunding Bonds	500	500	500	500	500	500	500	500	2,500	Paying agent fees for Debt Increment Bonds
Sub-Total Debt Service	\$ 460,041	\$ 418,933	\$ 460,041	\$ 455,487	\$ 454,137	\$ 415,757	\$ 417,558	\$ 412,960	\$ 2,155,899	
Table 4 - Project Expenditures: Committed and Planned										
Investment: Development Incentive Programs										
Areaway Removal Incentive Program	70,000	42,930	50,000	70,000	35,000	35,000	35,000	35,000	210,000	Support for areaway abandonment
Building Re-Use Incentive Program	250,000	120,497	175,000	250,000	250,000	200,000	200,000	200,000	1,100,000	Historic preserv, ADA compliance, & façade improv
Development Project Guidance	80,000	45,416	75,000	80,000	85,000	85,000	90,000	90,000	430,000	Legal / staff time expended on behalf of devel projects
Project Tax Increment Reimbursements	600,000	515,160	515,160	775,000	813,750	854,438	897,159	942,017	4,282,364	Development Support Program Reimbursements
Streetscape Improvement Incentive Program	50,000	43,944	50,000	50,000	50,000	50,000	50,000	50,000	250,000	Partial support for streetscape enhancements
Sub-Total Development Incentives	\$ 1,050,000	\$ 767,947	\$ 865,160	\$ 1,225,000	\$ 1,233,750	\$ 1,224,438	\$ 1,272,159	\$ 1,317,017	\$ 6,272,364	
Investment: Planning										
Downtown Plan	\$ 75,000	\$ 66,307	\$ 75,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 50,000	Community relations efforts to advance plan implementation
Investment: Public Infrastructure										
Arena South Implementation	200,000	22,464	22,464	100,000	150,000	300,000	-	-	550,000	Lighting/streetscape @ Cherry overpass, arcade arena alley
Bostwick Avenue - Lyon St to Crescent St	-	377,621	493,797	-	-	-	-	-	-	Local match for State grant to reconstruct Bostwick
Bridge Street Streetscape / US 131 Underpass	225,000	104,860	130,000	100,000	-	-	-	-	100,000	Street design & build, lighting and walkability under overpass
Grandville Avenue Area Public Improvements	850,000	841,667	850,000	-	-	-	-	-	-	Share of ornamental lighting & utility undergrounding
Grand River Activation	-	-	-	100,000	100,000	-	-	-	200,000	Support for white water planning, engineering, and design
Ionia Avenue Cycletrack	-	-	-	-	286,000	-	-	-	286,000	Local match to lever TIGER and EDA grants
Pearl Street Gateway Enhancements	600,000	-	200,000	444,000	-	-	-	-	444,000	Pedestrian enhancements to gateway roadway

Michigan / Ottawa Gateway	-	-	-	75,000	-	-	-	-	75,000	DDA contibution to \$1M of pedestrian improvements
Monroe Avenue Resurfacing - Louis to I-196	-	2,648	5,000	-	-	-	-	-	-	
Monroe Center - Phase 3 / Monument Park	-	9,235	9,235	-	-	-	-	-	-	
Ottawa Ave. Public Improvements	130,000	-	130,000	-	-	-	-	-	-	Public improvements associated with Arena Place
Rowe Hotel Public Improvements	120,000	-	-	120,000	-	-	-	-	120,000	Final costs for Arena Place streetscape work
Library Area Improvements	130,000	-	-	-	250,000	-	-	-	250,000	Placeholder for potential parking ramp
Lyon Square Improvements	200,000	19,999	240,000	750,000	-	-	-	-	750,000	SD & DD for Lyon Square
Sheldon Boulevard - Weston Street to Cherry Street	-	-	-	-	250,000	-	-	-	250,000	DDA contribution to street design upgrades and amenities
State Street - Jefferson Ave to Lafayette Ave	50,000	-	-	450,000	-	-	-	-	450,000	DDA share of \$1,060,000 project
Streetscape Improvements: CBD, Heartside, Arena S.	-	-	-	100,000	500,000	-	-	-	600,000	Advance tree canopy goal, improve walkability
Veterans Park Improvements	-	9,559	35,000	750,000	-	-	-	-	750,000	Construct new park designed by Veterans' MP Committee
Weston Street - Sheldon to LaGrave Ave.	-	-	-	100,000	-	-	-	-	100,000	DDA contribution to street design upgrades and amenities
Sub-Total Public Infrastructure	\$ 2,505,000	\$ 1,388,053	\$ 2,115,496	\$ 3,089,000	\$ 1,536,000	\$ 300,000	\$ -	\$ -	\$ 4,925,000	
Investment: ITP Millage Funded Transit-Related Investments										
DASH North Shuttles Lease	80,000	(5,416)	80,000	80,000	80,000	-	-	-	160,000	DASH service from North Monroe area to main downtown
New Downtown Circulator Infrastructure	150,000	-	-	500,000	-	-	-	-	500,000	Bus wraps, digital / information infrastructure, etc.
Sub-Total Transit-Related	\$ 230,000	\$ (5,416)	\$ 80,000	\$ 580,000	\$ 80,000	\$ -	\$ -	\$ -	\$ 660,000	
Livability										
Accessibility and Mobility Repairs	10,000	-	10,000	100,000	100,000	100,000	100,000	100,000	500,000	Public facility, Dntn Mkt, streetscape accessibility improves
Bicycle Friendly Improvements	150,000	1,886	12,000	75,000	-	500,000	-	-	575,000	Bike parking 2.0, bikeshare feasibility, Ionia bike lane pilot, bike share (FY19)
Downtown Census	25,000	-	25,000	-	15,000	-	15,000	-	30,000	Build/update comprehensive residential demographic census
Public Realm Improvements	300,000	49,162	200,000	250,000	75,000	75,000	-	-	400,000	Calder Plaza, mural, signal box, river trail, refuse cans, etc
Snowmelt System Capital Repairs	50,000	5,551	15,000	50,000	50,000	50,000	50,000	50,000	250,000	Electrical and alarm improvements
Urban Recreation Improvements	150,000	-	-	110,000	50,000	50,000	-	-	210,000	Skate plaza, winter rec improves, etc
Heartside Public Restroom Facility	100,000	-	-	100,000	-	-	-	-	100,000	Facility construction only. Operations paid by DID.
Tree Well Fill	50,000	-	50,000	50,000	50,000	-	-	-	100,000	Support half of cost, net of revenue for scrapped iron wells
Skywalk Wayfinding System	40,000	-	-	-	-	-	-	-	-	Electronic wayfinding tools for Skywalk system
Wayfinding System Improvements	120,000	5,699	100,000	135,000	120,000	-	-	-	255,000	Accessibility audit, updates & repairs to wayfinding system
Sub-Total Livability	\$ 995,000	\$ 62,298	\$ 412,000	\$ 870,000	\$ 460,000	\$ 775,000	\$ 165,000	\$ 150,000	\$ 2,420,000	
Vibrancy										
Downtown Marketing and Inclusion Efforts	250,000	120,782	250,000	275,000	275,000	275,000	275,000	275,000	1,375,000	Grow vibrancy & diversity for a more welcoming Downtown
State of Downtown / Annual Report	20,000	-	20,000	20,000	20,000	20,000	20,000	20,000	100,000	Production of State-mandated reports and annual meeting
Sub-Total Vibrancy	\$ 270,000	\$ 120,782	\$ 270,000	\$ 295,000	\$ 295,000	\$ 295,000	\$ 295,000	\$ 295,000	\$ 1,475,000	
Total Project Expenditures	\$ 5,125,000	\$ 2,399,971	\$ 3,817,656	\$ 6,069,000	\$ 3,614,750	\$ 2,604,438	\$ 1,742,159	\$ 1,772,017	\$ 15,802,364	
Total Expenditures	\$ 6,537,904	\$ 3,552,417	\$ 5,230,560	\$ 7,547,350	\$ 5,121,300	\$ 4,103,044	\$ 3,236,053	\$ 3,293,604	\$ 23,301,350	
Table 4 - Excess / (Deficit) of Revenues Over Expenses										
Fund Balance - Beginning	\$ 4,150,346	\$ 4,150,346	\$ 4,150,346	\$ 3,912,407	\$ 2,782,424	\$ 3,059,344	\$ 4,284,160	\$ 6,408,288	\$ 3,912,407	
Plus: Projected Revenue	4,962,848	5,067,520	4,992,621	6,417,367	5,398,220	5,327,859	5,360,182	5,462,344	27,965,972	
Less: Administration and Debt Service	(1,412,904)	(1,152,446)	(1,412,904)	(1,478,350)	(1,506,550)	(1,498,606)	(1,493,894)	(1,521,586)	(7,498,986)	
Less: Project Expenditures	(5,125,000)	(2,399,971)	(3,817,656)	(6,069,000)	(3,614,750)	(2,604,438)	(1,742,159)	(1,772,017)	(15,802,364)	
Fund Balance - Ending	\$ 2,575,290	\$ 5,665,449	\$ 3,912,407	\$ 2,782,424	\$ 3,059,344	\$ 4,284,160	\$ 6,408,288	\$ 8,577,029	\$ 8,577,029	

Note 1: Actual data through March 31, 2016

# Downtown Development Authority

dda17priorplan.xls jmw 050642016

## Non-Tax Fund Only

Proposed FY2017 Revenue and Appropriation Request and FY2018 - 2021 Forecasts

Submitted on May 11, 2016 to the DDA Board of Directors

Fund - Dept: 2483 - 740

Table 1 - Projected Revenue	FY2016			FY2017	FY2018	FY2019	FY2020	FY2021	FY2017-21	NOTES
	Budget	YTD Actual <sup>1</sup>	Estimate	Budget	Forecast	Forecast	Forecast	Forecast	TOTAL	
Property Rental - Parking Lots	\$ 318,150	\$ 29,493	\$ 318,150	\$ 321,332	\$ 324,545	\$ 327,790	\$ 331,068	\$ 334,379	\$ 1,639,114	25% of gross beginning FY2014
Property Rental - Winter Avenue Building	9,000	-	-	-	-	-	-	-	-	Now shared by Ambassadors & Clean Team
Property Rental - YMCA Parking Lot	53,000	38,025	51,000	51,510	52,025	52,545	53,071	53,602	262,753	Use of the former DASH 8 lot
Areaway Special Assessment (3)	15,000	1,032	1,032	15,000	15,000	15,000	15,000	15,000	75,000	City View, Mel Trotter, Touchstone
Interest on Investments	16,719	(7,158)	16,719	22,172	58,966	74,049	74,384	117,317	346,887	Estimated interest rates @ 0.75% to 1.5%
The Gallery Promissory Note - Interest	30,887	-	30,723	27,623	25,373	21,998	17,498	12,998	105,490	4.5% simple interest due April 1 annually
The Gallery Promissory Note - Principal	50,000	35,000	85,000	50,000	75,000	100,000	100,000	100,000	425,000	Due April 1 annually
Movies in the Park Support	20,000	32,650	36,000	40,000	40,000	40,000	-	-	120,000	Food trucks and other vendors
Valent-ICE Sculpture Reimbursements	20,000	16,300	16,300	20,000	20,000	20,000	-	-	60,000	Offset costs of sponsor sculptures
Sale of Area 5 - Nonrefundable Deposit	-	60,000	60,000	-	-	-	-	-	-	Extension of time to develop Parking Areas 4 & 5
Property Sale	-	-	-	6,550,000	-	-	-	-	6,550,000	Potential sale of properties within district boundaries
Miscellaneous	500	(7,915)	(7,500)	600	618	637	656	675	3,185	Fees, write-offs, reimbursements, etc.
<b>TOTAL PROJECTED REVENUE</b>	<b>\$ 533,256</b>	<b>\$ 197,427</b>	<b>\$ 607,424</b>	<b>\$ 7,098,236</b>	<b>\$ 611,526</b>	<b>\$ 652,019</b>	<b>\$ 591,677</b>	<b>\$ 633,970</b>	<b>\$ 9,587,429</b>	
<b>Table 2 - Committed and Planned Expenditures</b>										
<b>Investment - Planning and Infrastructure</b>										
Purchase Area 5 Parking Lot	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	207,883	201,768	195,654	189,540	1,008,842	Principal and interest for Area 5 acquisition
Downtown Speaker Series	15,000	-	10,000	10,000	10,000	-	-	-	20,000	Events featuring city-building experts
<b>Sub-Total Investment</b>	<b>2,066,451</b>	<b>-</b>	<b>10,000</b>	<b>2,275,448</b>	<b>217,883</b>	<b>201,768</b>	<b>195,654</b>	<b>189,540</b>	<b>3,080,293</b>	
<b>Livability</b>										
Division Avenue Task Force Implementation	5,000	-	-	2,500	-	-	-	-	2,500	Implementation of Task Force findings
Downtown Recreational Walk / Tour Signage	15,000	-	-	-	-	-	-	-	-	Signage to improve walking
Downtown Ambassador Program	225,000	176,757	225,000	225,000	200,000	175,000	-	-	600,000	Hospitality and Safety Program
Educational Partnerships Initiatives	5,000	5,000	5,000	5,000	-	-	-	-	5,000	Growing partnerships to increase awareness
Project and Fixed Asset Maintenance	50,000	-	-	25,000	25,000	25,000	-	-	75,000	Asset maintenance not budgeted elsewhere
Riverwalk Maintenance	25,000	-	25,000	20,000	20,000	20,000	-	-	60,000	Walkway repairs and maintenance
Stakeholder Engagement Programs	7,500	4,535	7,500	15,000	15,000	15,000	-	-	45,000	Resident and merchant engagement programs
Street Trees Maintenance Program	5,000	-	-	5,000	5,000	5,000	-	-	15,000	Watering / tending trees within the district
Transportation Demand Mnmt Program	125,000	49,706	100,000	112,500	112,500	112,500	-	-	337,500	Enabling mobility options
Winter Avenue Building	2,500	-	-	2,000	2,000	2,000	-	-	6,000	Maintenance and repairs
<b>Sub-Total Livability</b>	<b>465,000</b>	<b>235,998</b>	<b>362,500</b>	<b>412,000</b>	<b>379,500</b>	<b>354,500</b>	<b>-</b>	<b>-</b>	<b>1,146,000</b>	
<b>Vibrancy</b>										
Bridge Lighting Operations	10,000	10,000	10,000	10,000	10,000	10,000	-	-	30,000	Electricity and maintenance for lighting
DGRI Event Production	60,000	74,070	80,000	80,000	80,000	80,000	-	-	240,000	DGRI-produced events, i.e. Movies in the Park
Diversity / Inclusion Programming	10,000	9,497	9,500	22,500	20,000	17,500	-	-	60,000	Community relations to build more inclusive downtown
Downtown Marketing & Inclusion	-	16,607	16,607	-	-	-	-	-	-	Moved to Local Tax Increment fund
Downtown Workforce Program	20,000	7,112	20,000	35,000	20,000	20,000	-	-	75,000	Events & programs geared to engaging dntrn workforce
Go-Site Visitor Center at GRAM	10,000	-	10,000	7,500	-	-	-	-	7,500	Support for visitor engagement center
Holiday Décor Program	30,000	32,125	32,125	65,000	30,000	30,000	-	-	125,000	Adorning Downtown for the holiday season
Major Event Sponsorship	80,000	76,892	76,892	65,000	55,000	45,000	-	-	165,000	Artprize, LaughFest, and GRand Jazz Fest
Public Space Activation	35,000	26,435	30,000	30,000	30,000	30,000	-	-	90,000	Buskers/games/murals/public art/enlivening interventions
Rosa Parks Circle Ice Skating Support	42,000	403	42,000	40,000	40,000	40,000	-	-	120,000	Skate rink operations
Special Events - Grant Programs	50,000	14,731	40,000	40,000	35,000	30,000	-	-	105,000	Support for new & emerging events
Special Events - Office of	100,000	-	100,000	75,000	67,500	50,000	-	-	192,500	Partial support for special events management
Special Events Training Program	5,000	-	2,000	5,000	2,500	-	-	-	7,500	Workshops to assist and train event producers
State of the Dntrn Event & Annual Report	-	55	55	-	-	-	-	-	-	Moved to Local Tax Increment fund

Ticketed Events - Police Services	80,000	32,368	60,000	80,000	70,000	60,000	-	-	<b>210,000</b>	Pedestrian safety - Van Andel Arena & DeVos Place
<b>Sub-Total Vibrancy</b>	<b>532,000</b>	<b>300,295</b>	<b>529,179</b>	<b>555,000</b>	<b>460,000</b>	<b>412,500</b>	<b>-</b>	<b>-</b>	<b>1,427,500</b>	
<b>Miscellaneous Projects</b>										
Administration	2,200	2,185	3,100	3,200	3,300	3,400	3,500	3,601	<b>17,001</b>	Miscellaneous fees and expenditures
Experience Miscellaneous	50,000	24,505	35,000	40,000	40,000	40,000	-	-	<b>120,000</b>	Available for emerging ideas and opportunities
<b>Sub-Total Miscellaneous</b>	<b>52,200</b>	<b>26,690</b>	<b>38,100</b>	<b>43,200</b>	<b>43,300</b>	<b>43,400</b>	<b>3,500</b>	<b>3,601</b>	<b>137,001</b>	
<b>TOTAL PROJECTED EXPENDITURES</b>	<b>\$ 3,115,651</b>	<b>\$ 562,983</b>	<b>\$ 939,779</b>	<b>\$ 3,285,648</b>	<b>\$ 1,100,683</b>	<b>\$ 1,012,168</b>	<b>\$ 199,154</b>	<b>\$ 193,141</b>	<b>\$ 5,790,794</b>	
<b>Table 3 - Excess / (Deficit) of Revenues Over Expenses</b>										
Fund Balance - Beginning	\$ 4,760,898	\$ 4,760,898	\$ 4,760,898	\$ 4,428,543	\$ 8,241,131	\$ 7,751,975	\$ 7,391,826	\$ 7,784,348	<b>\$ 4,428,543</b>	
Plus: Projected Revenue	533,256	197,427	607,424	7,098,236	611,526	652,019	591,677	633,970	<b>9,587,429</b>	
Less: Committed & Planned Expenditures	(3,115,651)	(562,983)	(939,779)	(3,285,648)	(1,100,683)	(1,012,168)	(199,154)	(193,141)	<b>(5,790,794)</b>	
<b>Ending Fund Balance - Before Reserve</b>	<b>\$ 2,178,503</b>	<b>\$ 4,395,342</b>	<b>\$ 4,428,543</b>	<b>\$ 8,241,131</b>	<b>\$ 7,751,975</b>	<b>\$ 7,391,826</b>	<b>\$ 7,784,348</b>	<b>\$ 8,225,178</b>	<b>\$ 8,225,178</b>	
Reserve for Brownfield 2012A Bonds	(530,637)	(530,637)	(530,637)	(531,071)	(530,964)	(531,291)	(530,999)	(531,483)	(531,483)	Per Downtown Market Repayment Agreement
<b>Ending Fund Balance - With Reserve</b>	<b>\$ 1,647,866</b>	<b>\$ 3,864,705</b>	<b>\$ 3,897,906</b>	<b>\$ 7,710,060</b>	<b>\$ 7,221,011</b>	<b>\$ 6,860,535</b>	<b>\$ 7,253,349</b>	<b>\$ 7,693,695</b>	<b>\$ 7,693,695</b>	

Note 1 - Actual data as of March 31, 2016

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Downtown Development Authority

Debt Tax Increment Fund Only

Proposed FY2017 Revenue and Appropriation Request and FY2018 - 2021 Forecasts

Prepared on May 5, 2016

A360 Codes: 2482 - 740 - 1000				FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	FY2017-21			
Table 1 - Projected Revenue				Budget	YTD Actual <sup>1</sup>	Estimate	Budget	Forecast	Forecast	Forecast	Forecast	TOTAL	NOTES
Property Tax Increment - Estimated Mills <sup>2</sup>				\$ 7,970,567	\$ 8,092,538	\$ 8,080,000	\$ 9,630,568	\$ 9,678,721	\$ 9,727,114	\$ 9,775,750	\$ 9,824,629	\$ 48,636,782	Estimating 0.50% annual growth
Prior Year Tax Increment Adjustments				(100,000)	(2,326)	(50,000)	(75,000)	(50,000)	(50,000)	(50,000)	(50,000)	(275,000)	Reimbursemts and appeal adjustments
Interest on Investments				8,000	456	8,000	5,000	5,000	5,000	5,000	5,000	25,000	
Series 1994 Debt Service Reserve Funds				-	-	-	564,160	3,995,000	845,000	-	-	5,404,160	DSRF required only for Series 1994 bond issue
TOTAL PROJECTED REVENUE AS AMENDED				\$ 7,878,567	\$ 8,090,668	\$ 8,038,000	\$ 10,124,728	\$ 13,628,721	\$ 10,527,114	\$ 9,730,750	\$ 9,779,629	\$ 53,790,942	
Table 2 - Committed Expenditures - Investment													
Debt service - 1994 Van Andel Arena CAB Bonds													Final debt service payment due 06/01/2019
Principal				857,487	-	857,487	789,572	734,601	144,554	-	-	1,668,727	
Interest				3,137,513	-	3,137,513	3,205,428	3,260,399	700,446	-	-	7,166,273	
Debt service - 2009A Van Andel Arena Refunding													Final debt service payment due 05/01/2024
Principal				-	-	-	330,000	345,000	3,510,000	4,530,000	4,775,000	13,490,000	First principal payment on 05/01/2017
Interest				1,484,525	742,263	1,484,525	1,484,525	1,471,325	1,456,663	1,281,162	1,032,013	6,725,688	
Estimate of Maximum Capture to be Returned <sup>3</sup>				2,391,042	-	2,550,475	4,310,203	7,812,396	4,710,451	3,914,588	3,967,616	24,715,254	Excess revenue returned to State, GRPS, & KISD
TOTAL PROJECTED EXPENDITURES				\$ 7,870,567	\$ 742,263	\$ 8,030,000	\$ 10,119,728	\$ 13,623,721	\$ 10,522,114	\$ 9,725,750	\$ 9,774,629	\$ 53,765,942	
Table 3 - Excess / (Deficit) of Revenues Over Expenses													
Fund Balance - Beginning				\$ 4,158,000	\$ 4,158,000	\$ 4,158,000	\$ 4,166,000	\$ 4,171,000	\$ 4,176,000	\$ 4,181,000	\$ 4,186,000	\$ 4,166,000	
Plus: Projected Revenue				7,878,567	8,090,668	8,038,000	10,124,728	13,628,721	10,527,114	9,730,750	9,779,629	53,790,942	
Less: Committed Expenditures/Payments				(7,870,567)	(742,263)	(8,030,000)	(10,119,728)	(13,623,721)	(10,522,114)	(9,725,750)	(9,774,629)	(53,765,942)	
Fund Balance - Ending				\$ 4,166,000	\$ 11,506,405	\$ 4,166,000	\$ 4,171,000	\$ 4,176,000	\$ 4,181,000	\$ 4,186,000	\$ 4,191,000	\$ 4,191,000	

Note 1 - Actual data as of March 31, 2016

Note 2 - FY2017 revenues estimated using March, 2016 Board of Review taxable values and 2015 millage rates, since local units haven't announced their 2016 rates yet.

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.

# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: May 6, 2016

TO: Downtown Development Authority

FROM: Bill Kirk  
Mobility Manager

Agenda Item #5  
May 11, 2016  
DDA Meeting

**SUBJECT: Request for Funding Authorization to Procure Equipment and Enter Into a Contract for Services for a Pedestrian Count Program**

In November of 2015, the DGRI Board of Advisors adopted a set of 15 performance measures to track success in seven key investment focus areas, including Mobility. One of these metrics is “pedestrian counts”, which provides a key indicator of the success of various DGRI programs and investments, including but not limited to streetscape enhancements, pedestrian amenities, and Downtown events.

In addition to these organizational performance measures, Goal 3 of GR Forward prioritizes pedestrian safety enhancements at key intersections, pedestrian connectivity improvements, and amenities to enhance and improve walkability Downtown. Accurate pedestrian counts provide critical data to inform and accomplish this goal.

Quotes for products and services were solicited from three vendors (Eco-Counter, Motionloft, and Springboard), all of whom have long-standing experience and success in the industry. Selection criteria were based upon several key factors, including:

- Accuracy and versatility of counting technology
- Data reporting and management
- Four-season durability
- Flexibility related to installation, site selection and maintenance

Proposals for up to six individual units were received and reviewed from all three vendors, and additional research/inquiry was conducted following proposal review. Based on the proposals, internal and external research, as well as industry references, staff recommends the selection of Eco-Counter as the preferred vendor. Funds for this purchase are available in the Public Realm Improvements line item.

Recommendation:

Approve Funding for Procurement of Pedestrian Count Hardware and Account Management Services from Eco-Counter in an amount not to exceed \$25,000.



# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: May 6, 2016

TO: Downtown Development Authority

FROM: Tim Kelly  
Planning Manager



Agenda Item #6  
May 11, 2016  
DDA Meeting

**SUBJECT: Request for Support for the Redevelopment of 250 Monroe Avenue NW (The Calder Plaza Building)**

CWD 250 Monroe, LLC, a subsidiary of CWD Real Estate Development, is requesting approval of a Development Support Agreement to assist with the redevelopment of 250 Monroe Avenue, NW.

Total redevelopment costs are estimated at \$4.2 million, and will include façade improvements, streetscape enhancements, including snowmelt and elimination of one of the vehicle driveways, and interior renovations to improve the building occupancy. It will also include creation of a new retail bay at the street level and create approximately 100 feet of attractive, pedestrian-friendly sidewalk area along Monroe Avenue.

To assist in the redevelopment, the developer is requesting reimbursement of 75 percent of the tax increment generated over 10 years as outlined in the Development Support Policy. Eligible activities are currently estimated at \$200,117, and include decorative porous pavers, street trees and planters in public right-of way. In addition, there are several ADA improvements proposed to the interior which will result in the removal of steep and uneven floor grades at the Monroe entrance lobby, and the installation of interior floors at the Monroe level for barrier free access to retail bays, elevators and bathrooms.

The improvements are expected to result in the creation of 20 new full-time jobs, as well as aid in the retention and attraction of employees to Downtown Grand Rapids.

## Recommendation:

Approve Development Support in an amount not to exceed \$200,117 for 250 Monroe Avenue NW (The Calder Plaza Building).







# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: May 6, 2016

TO: Downtown Development Authority

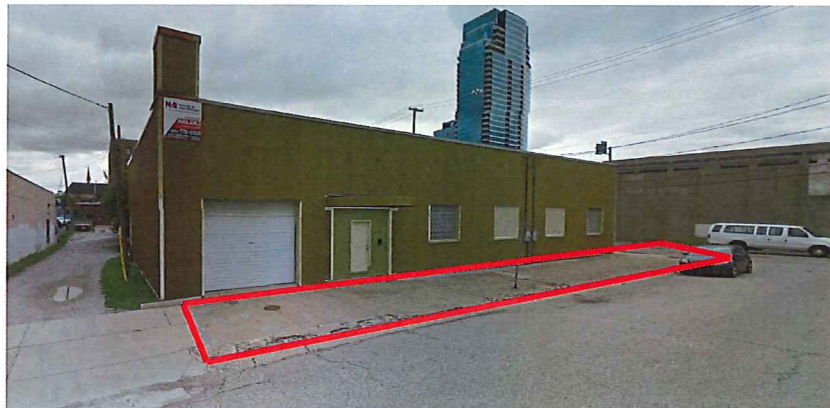
FROM: Tim Kelly  
Planning Manager



Agenda Item #7  
May 11, 2016  
DDA Meeting

**SUBJECT: Request for Areaway Support for 337 Mt. Vernon Avenue NW**

Van Dam Properties, LLC, has submitted an application for utilization of the Downtown Development Authority's Areaway Fill Program (Program) to improve a 100' areaway at 337 Mt. Vernon Avenue. Use of the funds will assist in areaway fill, reinforcement of the wall, cap removal, in addition to installation of a new sidewalk.



Project costs are estimated from \$75,000 - \$150,000, depending on the level of structural reinforcement required for the cap. Given the range of costs, staff recommends approval of a reimbursement grant in an amount not to exceed \$35,000, with the actual reimbursement amount to be based on actual costs. Once completed, the enhancements are expected to help improve public safety and further improve the public realm in keeping with the intent of the Program.

## Recommendation:

Approve Areaway Fill Program request in an amount not to exceed \$35,000 for 337 Mt. Vernon Avenue NW.





## President & CEO Report DGRI Highlights May 5, 2016

### DGRI (5/5/16)

- Will receive alignment updates from Airport and The Rapid
- Will consider support for new Food Truck Ordinance

### DDA 5/11/16

- Will Consider FY 17 budget
- Will consider pedestrian counter purchase
- Will consider areaway grants for 2 WestSide properties
- Will consider development support for 250 Monroe

### MNTIFA (5/11/16)

- Will Consider FY 17 budget

### DID (5/13/16)

- Review of Assessments billed / collected
- Will consider FY 17 budget

### Alliances:

#### *INVESTMENT (5/10)*

- Chair: Nikos Monoyios, Long Range Planner @ The Rapid
- Will consider recommending FY17 AFI Budget Priorities

#### *VIBRANCY (4/20)*

- Chair – Brandy Moeller, City of Grand Rapids
- Recommended FY17 AFV Budget Priorities

## *LIVABILITY (4/25)*

- Chair: Lynee Wells, Principal @ Williams & Works – Working Group Discussions;
- Received Ambassador and GRPD Reports
- Participated in discussions on Downtown Census, Food Truck Reform, and Skate Park planning
- Recommended FY17 AFL Budget Priorities

## **DGRI Staff Highlights**

### Events / Marketing / Communications

- Held Inaugural Women in City Building Event – March 29, 2016
- 1<sup>st</sup> Residential Stakeholder Event, May 3, 2016- ~150 attendees
- Conducted stakeholder outreach re: Food truck policy reform
- Launched development of 2 video projects
- Compiling the FY16 Annual Report
- Preparing for Relax at Rosa – 20 weekly, recurring events starting 5/5
- Planning launch of 2016 Movies in the Park lineup – Mid May on WoodTV8
- State of the Downtown – June 9!!!!

### Planning / Development

- Successfully advanced Term Sheet for Mixed-Use Movie Theater Project
- Released results of Downtown Census project
- Organizing Inter-City Trip > Minneapolis – May 19-21
- Collaborating on flood protection improvements for Ah-nab-Awen Park & Indian Mounds Park
- Managing Lyon Square Schematic Design
- Calder Plaza Design – Steering Committee Meeting – 5/23
- Next TIF Plan Committee Meeting, 7/14
- Achieved approval from Rapid Board for free Silverline service north of Wealthy St.
- Preparing speech for World Towns Leadership Summit June 16 in Edinburgh, Scotland





# Downtown Grand Rapids Ambassador Program

April 2016





# Hospitality Highlights



Rebecca giving directions on Monroe Center



Abbie escorts an individual to Mel Trotter's

## Accomplishments

We used the cooler, wetter weather of April to focus on training up our skills such as customer service, equipment training (bike, segway, billy goat, ATLV etc.) in preparation for the busy Spring/Summer season coming up.

Several conventions, conferences and Griffins Games made for some busier days and nights and saw increased traffic in the Skywalk that connects the Arena and the Convention Center.

## QUICK VIEW

*Apr 01, 2016 -- Apr 30, 2016*

- 1** Suspicious Person
- 4** Suspicious Package
- 6** Observation - Fighting
- 6** Request for Police
- 7** Umbrella Escorts
- 15** Motorist Assist
- 25** Request for Fire/EMS
- 30.8** Bicycle (miles)
- 38** Panhandling - Aggressive
- 64** Panhandling - Passive
- 160** Business Contact
- 171** Safety Escort
- 561** Sidewalk Violation (skateboarding/Bicycling/Rollerblading)
- 1279** PA - Directions
- 1503** Outreach Contact
- 2302** PA - Information
- 7982** PA - Other

# Cleaning Highlights



Bridge Street beneath US 131 Before (left) and After (Right)



Melvin removing graffiti from a trash can

## Initiatives

As the weather warms our team has ramped up its efforts to target graffiti and vandalism in the downtown. We have removed over 500 graffiti tags in April and made efforts to remove long standing and difficult to remove graffiti. We have accomplished this through utilizing a variety of tools in our arsenal such as new types of graffiti removal products, the cold and hot pressure washer and using our staff power to hit large areas.

## QUICK VIEW

*Apr 01, 2016 -- Apr 30, 2016*

**4** Snow Removal - Block Faces

**554** Graffiti - Removed

**1017** Trash (Bags collected)



# Beautification & Special Projects



Ellen and Nan prepping the beds on Monroe Center



Moss and plant debris before (Left) and After (Right)



## Accomplishments

The horticulture team continued to trim plants and prepare the planter beds to be mulched and fertilized in the coming weeks.

In addition to maintaining the planter beds they also focused their efforts on removing unsightly weeds and moss throughout the downtown.

We have deployed 17 urns into the downtown, 4 more than we originally planned to put out. We have identified additional locations for urns and will be working in the coming weeks to deploy the 12 additional urns we have ordered.

We continue to make progress on increasing the number of trash cans and refinishing the existing trash cans in the downtown. We deployed 9 refinished trash cans, 1 of which was a new addition.

## QUICK VIEW

*Apr 01, 2016 -- Apr 30, 2016*

**11.5** Billy Goat Hours

**14** Power Washing (block faces)

**19** Backpack Blower (hours)

**29.25** ATLV Hours

**138** Planters Watered

**1248** Weed Abatement (block faces)

# Stakeholder Feedback

To whom it may concern,

My name is Chena, I was a college student attending and presenting at the conference held by the Amway Grand Hotel this weekend. And I had the overwhelming pleasure of running into one of your workers Rebecca K. both on the way to the parking structure where my car was held (to drop off my luggage) and on my way back (to attend one more session). I tell you all these seemingly insignificant details so you can fully understand what a beautiful and helpful person Rebecca was to me.

When I was walking to the structure to the structure. She was walking two other women in the opposite direction (clearly going out of her way to not only give them directions, but make sure they got to their destination safely). But when our paths crossed, the greeting she gave me was that of such sincere kindness that I honestly thought I knew her! And was ashamed for a moment, that I didn't recognize her before I realized that this is just who she is - a beautifully sincere, happy, and welcoming person.

When I was on my way back from the parking structure to the Amway I had the pleasure of running into Rebecca again. This time she was not escorting other people and she asked me if I was finding everything alright. Even though I said I was, she still took the time to walk with me all the way back to the Amway. She asked me about the conference and there was not a dull or awkward moment between us.

Furthermore, when Rebecca and I were done talking she immediately went on to help more people to the best of her abilities.

You have a very special employee in Rebecca K. This much was clear to me within seconds and I hope you can see it too. She has a very genuinely beautiful personality and that is a very unique characteristic.

Please let me know if you have any further questions. I'd be happy to answer anything you may want or need to know.

Thank you,  
Chena S.

## Feedback

This morning I was walking into work from the Louis Campau Parking Ramp along Campau St. and bumped into Marcia who was cleaning up trash. Please let me state that she is a delightful person and I appreciate what she does for downtown.

David F.

Dear Melvin,  
One of your Ambassadors, Marcia to be exact, helped me find my way to the nearest Jimmy Johns. I was totally and completely lost and I love how she jumped to my side and helped me when asking for help. She guided me the whole way there, even though she was in the middle of doing something beforehand! She also kept a fun and upbeat conversation going with me on the whole walk there! She is super great, I wish I had a photo of her, but alas I don't! Send my thanks and regards her way!

Abbie



# Highlights



Rebecca removes graffiti from a newspaper box



Tyler removing graffiti from a street sign



Melvin being interviewed by Fox 17 about the cigarette urn project





Nan working to clean and prep a planter bed



Melvin pressure washing graffiti off of a barricade



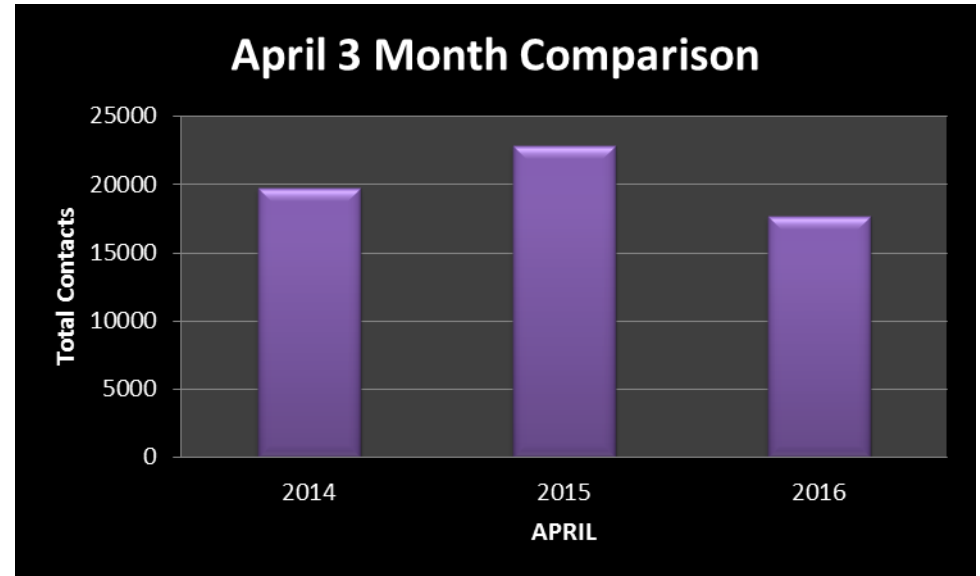
Evangeline releases a possum that was relocated from the Downtown



Marcia riding the segway on Monroe Center

# Statistics

	Activity	Apr. 2016	Apr. 2015	Apr. 2014	2016 YTD
Equipment Usage	ATLV Hours	0	NA	NA	10
	Backpack Blower (hours)	19	NA	NA	19
	Bicycle (miles)	12	78	261.31	13
	Billy Goat Hours	17	NA	NA	20
	Segway Hours	3	24.5	60.25	3
Engagement	Business Contact	160	379	255	556
	Graffiti - Removed	554	252	174	898
	Motorist Assist	15	10	1	37
	Observation - Fighting	6	69	41	36
	Outreach Contact	1503	4155	3417	4014
	PA - Directions	1279	1641	1812	3844
	PA - Information	2302	3893	3981	8644
	PA - Other	7965	8017	4621	38580
	PA - Program Information	593	1879	2861	5571
	Panhandling - Aggressive	38	173	102	98
	Panhandling - Passive	64	194	205	187
	Planters Watered	138	NA	NA	147
	Power Washing (block faces)	14	NA	NA	14
	Request for Fire/EMS	25	27	18	177
	Request for Police	6	23	19	12
	Safety Escort	171	990	1028	531
	Sidewalk Violation	561	339	673	934
	Snow Removal	4	NA	NA	6345
	Suspicious Package	4	95	20	12
	Suspicious Person	1	560	186	70
	Trash (Bags collected)	1017	NA	NA	3469
	Umbrella Escorts	7	133	334	14
	Weed Abatement	1248	0	0	1300
Total Contacts April 2016		17675	22829	19748	75490
Total Contacts April 2015					
Total Contacts April 2014					
Total Contacts YTD					



Comparison of total statistics for the month of April for years 2014, 2015 & 2016.

The Ambassador team finished April 2016 with 17675 total contacts. This represents a nearly 30% decrease from 2015 and a 12% decrease from 2014. April was a cold and wet month which has proven to negatively impact the amount of pedestrians in the public realm.

Since April proved to be slower due to the weather the ambassador team was able to focus its efforts on graffiti removal and completing internal trainings in preparation for the upcoming Spring/Summer season.