

MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

Wednesday, May 14, 2014

8:30 a.m. Meeting

Room 601; City Hall

AGENDA

1. Call to order
2. Approval of meeting minutes of April 9, 2014 (8:31).....*Motion* Harris
3. Accept March 31, 2014 and April 30, 2014 Financial Statements (8:33).....*Motion* Wallace
(enclosure)
4. Approve Event Support Grants (8:40).....*Motion* Cech
(enclosure)
 - GRand Jazz Fest
 - Grand Rapids Original Swing Society: Grand Rapids Swing Dance at Rosa Parks Circle
5. Approve Downtown Plan MOUs (8:50).....*Motion* Kelly
(enclosure)
6. Draft DDA Budget Presentation (9:00).....Info Item DGRI Staff
7. Report from DGRI President & CEO (9:25).....Info Item Larson
8. Public Comment (9:35)
9. Board Member Discussion (9:40)
10. Adjournment

Downtown Grand Rapids

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

MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

April 9, 2014

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

2. Attendance

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

Absent: Dr. Wendy Falb, Jim Talen

Others Present: Kristopher Larson (Executive Director), Mary Sierawski (DDA Executive Asst/Office Manager), Jana Wallace (DDA Treasurer), Eric Pratt, Tim Kelly, Bill Kirk, Kim Van Driel, Mandy Cech (staff), Emily Evers (Arena District), Eric Engelbarts (West Michigan Sports Commission), Jenn Schaub (The Dwelling Place), Jen Shaneberger (Grand Rapids Film Fest), Pete Daly (GRBJ), Jim Harger (GR Press/MLive), and others.

3. Approval of Minutes of March 12, 2014

Motion: Mayor George Heartwell, supported by Elissa Hillary, moved approval of the minutes of the March 12, 2014 DDA meeting as presented. Motion carried unanimously.

4. Presentation of March 31, 2014 Financials

Mr. Larson presented the March 31, 2014 financials as an information item. There will be a motion for the March 31, 2014 and April 30, 2014 financials at the May DDA Board meeting. Mr. Winn asked about the DDA office relocation line item and if there would be more invoices coming through. Mr. Larson said there would be a few more invoices processed for blinds for the windows and exterior signage.

5. Approve Event Support Grants

Mr. Larson introduced Mandy Cech, Strategic Communications and Marketing Manager, and lead staff to the Alliance for Vibrancy. Ms. Cech shared that at its March 17, 2014 meeting, the Alliance for Vibrancy reviewed a total of seven applications for event support from various event producers. In total, the seven events requested over \$48,000 of funding for events that will occur before the end of FY14. Ms. Cech said some of the event applications include dates that continue into FY15, and that staff has separated out the events to allow Alliance members to consider applications for FY14 funds that remain. Mr. Harris asked if the Avenue for the Arts events is underway currently. Ms. Cech said yes. Mr. Harris asked if there are metrics in place to determine if the event is effective in its goals. Mr. Larson responded that currently

the post-events results process is being re-evaluated so that in the future we can have more accurate information on the relative success of events. Mr. Larson said we are currently limited in what we can obtain for true measurement tools and usually there is a lot of subjective information. Ms. Gietzen said investing on S. Division is a priority for this Board from the Priority Plan. Mr. Larson said that staff is looking into technology that may be able to get us real time information for events and every type of intervention we do within the Downtown. Mr. Winn asked Ms. Gietzen, a member of the Alliance for Vibrancy, if they are attempting to have these motions made in bulk or not. Ms. Gietzen responded events and the process of granting money to events has been evolving over the years. Mr. Larson said after approving these grants there is approximately \$7,700 left in the budget for event grants in this fiscal year. The Alliance for Vibrancy may look into having event grant review quarterly or perhaps twice per year. Ms. Gietzen added that all of these events presented today are very diverse in nature. Ms. Dunn suggested that the process of reviewing only twice per year may inhibit smaller events for being eligible because many times smaller events don't have the lead time that larger events do. Ms. Hillary said she would support a large comparison and weigh all of the event applications together at the same time. Mr. Larson said there is a need to be more intentional with the criteria we are requiring to obtain the dollars. Mr. Larson said we need to invest in events we know produce outcomes in the Downtown. Mayor Heartwell said there is a risk of creating dependencies that when broken, result in failures of events. Mayor Heartwell said it should be clear that it's a fresh slate every year and everyone has an equal shot at the dollars available for their event. Mayor Heartwell asked if the Swing Dancing Society would still receive the event grant if the event wasn't held at Rosa Parks Circle. Mr. Larson said that the event grant program is a reimbursement program, so staff reviews receipts and invoices to ensure the money is going towards eligible activities and if this event doesn't use their grants towards eligible expenses, then it wouldn't be eligible. Mr. Harris thanked the event producers for being present at this meeting and wished them luck. The Board determined there should be one motion for all event grants and that event producers must apply grants towards eligible expenses identified in the Alliance for Vibrancy's recommendations.

- West Michigan Sports Commission: Meijer State Games of Michigan – Downhill Skateboard
Motion: The Alliance for Vibrancy recommended the DDA fund the event in the amount of \$3,000 for marketing materials and PR/Advertising costs.
- Avenue for the Arts: First Friday Gallery Hop
Motion: The Alliance for Vibrancy recommended the DDA fund the event in the amount of \$1,199.73 for marketing materials for the events occurring in April, May, and June.
- Grand Rapids Film Festival: GR Film Festival
Motion: The Alliance for Vibrancy recommended the DDA fund the event in the amount of \$3,000 for venue fees and marketing expenses.
- Michigan State University: MSU College of Human Medicine Gran Fondo
Motion: The Alliance for Vibrancy recommended the DDA fund the event in the amount of \$3,100 for City-related expenses.

- Grand Rapids Original Swing Society: Grand Rapids Swing Dance at Rosa Parks Circle
Motion: The Alliance for Vibrancy recommended the DDA fund the event in the amount of \$2,442 for City-related expenses in FY 2014.
- Arena District: Downtown Fiesta
Motion: The Alliance for Vibrancy recommended the DDA fund the event in the amount of \$3,500 for City-related expenses and marketing materials.

Motion: Mayor George Heartwell, supported by Jane Gietzen, moved to approve \$14,741.73 in event grants to support eligible activities identified in the Alliance for Vibrancy's motions from March 17, 2014. Motion carried unanimously.

6. Alliance Updates

Each Alliance lead staff member shared an update with the DDA Board.

Alliance for Investment-Tim Kelly

- Nick Monoyios appointed to Chair and has met with each Alliance member to get a better understanding of how each individual sees this body moving forward.
- Budget prioritization.
- Review of projects such as the Underground Parking Study and the Downtown Plan. Mr. Harris thanked Mr. Kelly for his e-mail updates concerning the Downtown Plan that he sends weekly.
- Parklet Manual has been distributed and is posted on the Downtown GR website. AFI member Mark Miller volunteered to make the Parklet Manual a more user-friendly piece and has done wonderful work.

Alliance for Vibrancy-Mandy Cech

- Dr. David Rosen appointed to Chair.
- Results of asset mapping survey shared and budget prioritization.
- AFV giving recommendations about events DGRl puts on as well as other City-related events.
- Special Events Advisory Council being formed. Nine focus groups met, all with different Downtown perspectives.

Alliance for Livability-Bill Kirk

- Lynee Wells appointed to Chair.

- Informing members about past budget prioritization and projects that involve mobility, livability, urban recreation, and maintenance and beautification. Conducted discussion on what livability means to the Alliance.
- Big focus on connectivity and mobility, accessibility, how we connect public spaces, urban recreation, and bicycle infrastructure. There were smaller committees formed for bicycles, urban recreation, and wayfinding initiatives.

Mr. Winn said that it's helpful for the DDA Board to receive updates from the lead staff of each Alliance and for each Alliance to receive the information from the others as well. Mr. Winn commended staff for herding the groups and pushing them to a timeline that's aggressive. Ms. Dunn agreed with Mr. Winn and said we don't want to create silos among the Alliances and with the budget prioritization process and Downtown Plan there has been some cross-pollination. Mr. Harris asked to receive definitions of what each Alliance is focused upon and Mr. Larson offered to present these definitions at the upcoming DDA Board meetings.

7. Report from DGRI President and CEO

MNTIFA (1/8)

- Approved funding for Canal St. greenway extension for design work
- Approved an OPRE for 820 Monroe

DID (3/6)

- New members for expanded DID Board were approved by the City Commission
- Authorized issuance of a RFP for Clean Services (11/20/13)
- Transitioning / reconciling financial accounting and reporting from the Chamber to the City
- Approved Limits of Authority consistent with DDA Board

DGRI Board (3/31)

- Approved Appointments of the Alliance Chairs
- Approved recommendation on Alliance diversification plan
- Approved a term sheet / agreement with City for on-going operational partnerships
- Received an update on the Sustainable Streets campaign

CITY

- Finalized terms of agreement for ongoing operational partnerships. Expected to go to City Commission on April 15.
- Collaborating with Heartside Neighborhood Collaboration Project, City Manager and City Attorney on panhandling education campaign

- Developing MOU with DGRI regarding Downtown & River Corridor Planning projects

Alliances:

- Each Alliance has now met 5-6 times.
- Each has been provided with a detailed overview of the DGRI organizational structure and budget.
- Each has provided input on the Asset Mapping Inventory and will receive results and recommendations during the month of March to guide expansion strategy.
- Each have elected their own chairs. By virtue of their positions, the chairs will each be invited to serve on the DGRI Board of Advisors.
- Each chair is working with their Alliance and staff to develop a set of year-1 goals to guide their work in advance of the completion of the Downtown Plan.

VIBRANCY (3/17)

- Chair: Dr. David Rosen, President @ Kendall College of Art and Design
- Advising on the Special Events Optimization Process
- Developing budget recommendations
- Advising on State of the Downtown event planning

LIVABILITY (3/24)

- Chair: Lynee Wells, Principal @ Williams & Works
- Assisting in the formation of a unified Downtown residential association
- Conducting a “defining livability” exercise to guide budget recommendations
- Assembled a review committee to review Clean Services RFP & proposals
- Reconvened the Bicycle Working Group to identify FY15 priorities

INVESTMENT (4/8)

- Chair: Nikos Monoyios, Long Range Planner @ The Rapid
- Developed an understanding of the DDA’s current development incentive tools
- Advising on the Downtown Plan process
- Completing an investment prioritization exercise that will inform budget process

Other DGRI Staff Highlights

- Hosting a Merchant Mixer event April 16th, 6-8 PM @ DGRI
- International Downtown Association conference planning (May 5 & 6)
- Featured by the IDA as “Downtown of the Month” – live on April 1
- Special Events Optimization Process: conducted 8 focus groups and building online survey

- Planning & fundraising for 2014 Movies in the Park Series
- Planning for State of the Downtown (June 2014)
- Designing FY14 Annual Report
- Released finalized Parklet encroachment after approval from City Staff
- Initiated the Downtown Plan Kickoff efforts (technical team meeting held 2/19, first Steering committee meeting 4/3, planning public kickoff event held in conjunction with Design Week)
- Conducting mobility outreach presentations to Downtown employers
- Exploring an urban recreation investment that can be quickly deployed in FY14

8. Public Comment

None.

9. Board Member Discussion

Mr. Winn shared that he attended the Michigan Tourism Conference and there were many positive things being discussed at this conference.

10. Executive Session

Chair Brian Harris removed the Executive Session agenda item.

11. Adjournment

The meeting adjourned at 9:23 a.m.

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

**Agenda Item 3.
May 14, 2014
DDA Meeting**

DATE: May 9, 2014

TO: Brian Harris
Chairman

FROM: Jana M. Wallace 
Downtown Development Authority Treasurer

SUBJECT: FY2014 Financial Statements through April 30, 2014

Attached are the interim financial statements for the first ten months of the fiscal year ending June 30, 2014.

The attached statements include:

- Statement A: Balance Sheet
- Statement B: Comparison of FY2014 Budget vs Actual Results
- Statement C: Statement of Project Expenditures
- Statement D: Schedule of April, 2014 Expenditures

The largest payment this month was the second semi-annual interest payment for the Van Andel Arena bonds. In April, the prospective Parking Area 5 developer extended its option to purchase the property by submitting a second \$50,000 option deposit, which will be reimbursed if the developer decides to not move forward with the project. Expenditures the Authority incurred on behalf of the Parking Area 1 and Parking Area 5 were calculated then deducted from options deposited in prior fiscal years. The Authority has sufficient cash to support budgeted expenditures.

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

Attachments

STATEMENT A

DOWNTOWN DEVELOPMENT AUTHORITY

Balance Sheet

April 30, 2014

	Non-Tax Funds	Debt Increment	Local Tax Increment	TOTAL
ASSETS				
Pooled Cash and Investments	\$ 3,657,067	\$ 6,041,873	\$ 3,588,912	\$ 13,287,852
Petty Cash	-	-	500	500
Debt Service Reserve Fund	-	5,397,246	-	5,397,246
Accounts Receivable	9,145	-	-	9,145
Loan Receivable - Project Developer	898,848	-	-	898,848
Loan Receivable - Special Assessments	18,420	-	-	18,420
General Fixed Assets	-	-	90,386,880	90,386,880
Future Tax Increment Revenues Anticipated	-	32,806,508	225,750	33,032,258
TOTAL ASSETS	\$ 4,583,480	\$ 44,245,627	\$ 94,202,042	\$ 143,031,149
LIABILITIES AND FUND EQUITY				
Liabilities				
Current Liabilities	\$ 271	\$ -	\$ 198	\$ 469
Parking Revenue Payable	5,718	-	-	5,718
Project Increment Due to Developers	-	-	47,216	47,216
Due to Other Governmental Units	-	3,774,319	-	3,774,319
Debt Increment Reimbursement Payable	-	372,393	-	372,393
Deposit - Area 1 and Area 5 Options to Buy	128,302	-	-	128,302
Net Retiree Health Care Obligation ¹	-	-	(5,891)	(5,891)
Prior Year Property Tax Appeals	-	208,740	114,560	323,300
Deferred Revenue - Developer Loan	898,848	-	-	898,848
Contract Payable	-	-	225,750	225,750
Bonds Payable	-	32,806,508	-	32,806,508
TOTAL LIABILITIES	1,033,139	37,161,960	381,833	38,576,932
Fund Balance / Equity:				
Investments in General Fixed Assets	-	-	90,386,880	90,386,880
Non-Tax Increment Reserve	3,002,900	-	-	3,002,900
Reserve for Authorized Projects	-	-	2,949,639	2,949,639
Reserve for Brownfield Series 2012A Bonds	500,144	-	-	500,144
Reserve for Compensated Absences	-	-	6,869	6,869
Reserve for Eligible Obligations	-	7,083,667	-	7,083,667
Reserve for Encumbrances	47,297	-	476,821	524,118
TOTAL FUND EQUITY	3,550,341	7,083,667	93,820,209	104,454,217
TOTAL LIABILITIES & FUND EQUITY	\$ 4,583,480	\$ 44,245,627	\$ 94,202,042	\$ 143,031,149

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 FY2014 Budget vs Actual Results Year to Date for July 1, 2013 - April 30, 2014

	Non-Tax Funds		Debt Tax Increment		Local Tax Increment	
	Budget	Actual	Budget	Actual	Budget	Actual
REVENUES						
Property Tax Increment - General	\$ -	\$ -	\$ 7,514,281	\$ 7,512,260	\$ 3,962,583	\$ 3,932,446
Property Tax Increment - Transit Millage	-	-	-	-	384,350	384,350
Property Tax Increment - Prior Year Appeals	-	-	(200,000)	(240,294)	(50,000)	(156,260)
Property Tax Increment - Rebates to City / ITP	-	-	-	-	(126,050)	(119,676)
Special Assessments	15,000	1,547	-	-	-	-
Brownfield Authority - Grandville Avenue	-	-	-	-	21,542	20,440
Grant - State of Michigan - Cherry Street	-	-	-	-	-	21,146 ¹
Grant - U.S. Dept of Commerce - Seward Avenue	-	-	-	-	-	511,909 ¹
Interest on Investments - General	29,665	401	15,000	4,426	40,687	(28,441)
Interest on Investments - The Gallery Note	40,448	-	-	-	-	-
Miscellaneous Fees / Reimbursements	-	-	-	-	10,000	25,517
Reimb - Consumers Energy - Monroe Center Ph 3	-	-	-	-	-	75,561
Reimb - State of Michigan - U.S. 131 Off Ramp	-	-	-	-	-	19,691 ¹
Property Rental - DASH Parking Lots	355,000	279,834	-	-	-	-
Property Rentals - Winter Avenue Building	9,000	-	-	-	-	-
Property Rentals - YMCA Customer Parking	52,000	42,250	-	-	-	-
From / (To) Fund Balance	1,002,387	-	(15,000)	-	2,324,920	-
TOTAL REVENUES	\$ 1,503,500	\$ 324,032	\$ 7,314,281	\$ 7,276,392	\$ 6,568,032	\$ 4,686,683
EXPENDITURES						
Investment - Planning and Infrastructure						
Development Incentive Programs	\$ -	\$ -	\$ -	\$ -	\$ 1,395,000	\$ 1,037,259
Transit Projects - Transit Millage Funded	-	-	-	-	1,228,000	1,136,664
Planning	70,000	19,923	-	-	225,000	1,441
Public Infrastructure	-	-	-	-	2,361,952	1,572,440
Investment Total	\$ 70,000	\$ 19,923	\$ -	\$ -	\$ 5,209,952	\$ 3,747,804
Livability - Residents / Workers / Neighborhood	527,500	138,619	-	-	346,730	184,157
Vibrancy - Attracting Visitors	754,500	374,315	-	-	-	-
Miscellaneous	150,000	133,704	-	-	2,500	1,773
Total Alliance Projects	\$ 1,502,000	\$ 666,561	\$ -	\$ -	\$ 5,559,182	\$ 3,933,734
Administration	1,500	2,863	-	-	800,000	783,179
Debt Service for Bond Issues	-	-	5,471,600	1,756,150	208,850	86,290
Estimated Capture to be Returned	-	-	1,842,681	1,427,973	-	-
TOTAL EXPENDITURES	\$ 1,503,500	\$ 669,424	\$ 7,314,281	\$ 3,184,123	\$ 6,568,032	\$ 4,803,203
EXCESS / (DEFICIT)	\$ -	\$ (345,392)	\$ -	\$ 4,092,269	\$ -	\$ (116,520)

Note 1: This is a partial expenditure reimbursement for a project completed in a prior fiscal year.

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STATEMENT C
DOWNTOWN DEVELOPMENT AUTHORITY
Statement of Current Project Expenditures
As of April 30, 2014

Project Title	Project Budgets		EXPENDITURES			Available Budget
	%	Cost	Month	Fiscal Year	All Years	
Areaway Fill Program (ARIP)		\$ 35,000 ^{1,2}	-	-		\$ 35,000
Building Re-use Incentive Program (BRIP)		500,000 ^{1,2}	-	221,584		278,416
Development Project Reimbursements		810,000 ^{1,2}	-	815,675		(5,675)
Streetscape Improvement Incentive Program		50,000 ^{1,2}	-	-		50,000
Investment - Development Incentives Sub-Total	13.08%	\$ 1,395,000	\$ -	\$ 1,037,259		\$ 357,741
Amtrak Station Relocation		800,000	9	746,164	746,164	53,836
DASH North Shuttle Services		112,500	-	37,500		75,000
Jefferson Ave - Cherry/Fulton ITP Millage		353,000	-	353,000	353,000	-
Investment - Transit Millage Funded Sub-Total	11.87%	\$ 1,265,500	\$ 9	\$ 1,136,664	\$ 1,099,164	\$ 128,836
Downtown Plan		325,000	-	1,441	883	324,117
Investment - Planning Sub-Total	3.05%	\$ 325,000	\$ -	\$ 1,441	\$ 883	\$ 324,117
Arena South Implementation		550,000	1,500	30,809	22,417	527,583
Bridge Street Streetscape Improvs		375,000	-	-	-	375,000
GR/Indiana Railroad Bridge Capital Repairs		791,952	108	376,214	471,084	320,868
Grand River Activation		332,435	-	-	132,435	200,000
Ionia Ave 9 - Buckley St to Wealthy St		886,673	4,233	121,016	675,777	210,896
Jefferson Avenue - Cherry St to Fulton St		440,588	-	230,363	275,737	164,851
Monroe Center-Phase 3 / Monument Park		725,000	23,500	811,103	848,318	(123,318)
Sixth Street Bridge Capital Repairs		480,000	-	2,935	348,911	131,089
State Street - Jefferson to Lafayette		450,000	-	-	-	450,000
Investment - Public Infrastructure Sub-Total	47.18%	\$ 5,031,648	\$ 29,341	\$ 1,572,440	\$ 2,774,679	\$ 2,256,969
Arena South Parking Mnmt Study		40,000 ^{1,3}	-	-		40,000
Downtown Speakers Series		30,000 ^{1,3}	-	19,923		10,077
Investment - Non-Tax Supported Sub-Total	0.66%	\$ 70,000	\$ -	\$ 19,923		\$ 50,077
Accessibility and Mobility Repairs		10,000 ^{1,2}	-	9,850		150
Bicycle Friendly Improvements		105,000 ^{1,2}	7,499	50,119		54,881
Downtown Safety Ambassadors		- ²	-	291		(291)
Gateway Signage		20,000 ^{1,2}	-	-		20,000
Riverwalk Wayfinding Sign System		80,915	-	-	25,915	55,000
Seward Ave Non-Motorized Facility		56,730	-	7,295	-	56,730
Skywalk Wayfinding Sign Improvements		69,842	-	-	19,842	50,000
Snowmelt System Repairs / Investigation		510,075	-	81,602	339,551	170,524
Urban Recreation Plan		290,000	-	-	-	290,000
Livability - Local Tax Supported Sub-Total	10.71%	\$ 1,142,562	\$ 7,499	\$ 149,157	\$ 385,308	\$ 696,994
Division Ave Task Force Implemntn		15,000 ^{1,3}	-	-		15,000
Downtown Safety Ambassadors		300,000 ^{1,3}	23,694	132,716		167,284
Project and Fixed Asset Maintenance		50,000 ^{1,3}	-	2,650		47,350
Riverwalk Maintenance		60,000 ^{1,3}	-	-		60,000
Stakeholder Engagement Program		5,000 ^{1,3}	1,433	3,149		1,851
Street Trees Maintenance Program		10,000 ^{1,3}	-	-		10,000
Transportation Demand Mnmt Prog		85,000 ^{1,3}	-	104		84,896
Winter Avenue Building Lease		2,500 ^{1,3}	-	-		2,500
Livability - Non-Tax Supported Sub-Total	4.95%	\$ 527,500	\$ 25,127	\$ 138,619		\$ 388,881
Bridge Lighting Operations		10,000 ^{1,3}	-	-		10,000
DGRI Event Production		25,000 ^{1,3}	6,147	24,580		420
Diversity/Inclusion Programming		10,000 ^{1,3}	3,100	3,600		6,400
Downtown Marketing		200,000 ^{1,3}	-	26,637		173,363
Downtown Workforce Program		15,000 ^{1,3}	-	-		15,000
Holiday Décor Program		50,000 ^{1,3}	-	44,927		5,073
Major Event Sponsorship		80,000 ^{1,3}	-	86,350		(6,350)
Rosa Parks Circle Skating Operations		42,000 ^{1,3}	-	-		42,000
Special Events - Grants		50,000 ^{1,3}	-	20,000		30,000
Special Events - Office of		100,000 ^{1,3}	75,000	75,580		24,420
State of Dntn Event & Annual Reports		17,500 ^{1,3}	-	-		17,500
Ticketed Events - Police Services		80,000 ^{1,3}	-	56,666		23,334
Wayfinding Sign Maintenance		75,000 ^{1,3}	1,554	35,975		39,025
Vibrancy Support Sub-Total	7.08%	\$ 754,500	\$ 85,801	\$ 374,315		\$ 380,185
Downtown Market Administrative Costs		2,500 ^{1,2}	-	1,773		727
Misc - Local Tax Supported Sub-Total	0.02%	\$ 2,500	\$ -	\$ 1,773		\$ 727
DDA Offices Re-Location		50,000 ^{1,3}	-	110,304		(60,304)
Experience - Miscellaneous		100,000 ^{1,3}	-	23,400		76,600
Misc - Non-Tax Supported Sub-Total	1.41%	\$ 150,000	\$ -	\$ 133,704		\$ 16,296
TOTAL	100.00%	\$10,664,210	\$ 147,777	\$ 4,565,295	\$ 4,260,034	\$ 4,600,823

Note 1: Current year (FY2014) budget only.

Note 2: Paid from local tax increment.

Note 3: Paid from non-tax funds.

STATEMENT D
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of Expenditures
April, 2014

Source	Vendor	Purpose / Project	Description	Amount
Debt	U.S. Bank Corporate Trust	MMBA 2009A Bonds - Van Andel Arena	Semi-annual interest payment	\$ 742,262.50
Local	Paychex	Administration	DGRI payroll, taxes, 401(k) - April, 2014	43,349.35
Non Tax	City Treasurer - Special Events Dept	Special Events - Office of	First quarter 2014 special events support	25,000.00
Non Tax	City Treasurer - Special Events Dept	Special Events - Office of	Second quarter 2014 special events support	25,000.00
Non Tax	City Treasurer - Special Events Dept	Special Events - Office of	Third/final quarter FY14 special events support	25,000.00
Non Tax	Mydatt Services, dba Block by Block	Downtown Safety Ambassadors	Monthly services - February 2014	23,567.85
Local	City Treasurer - Planning Dept.	Monroe Center-Phase 3 / Monument Park	Project mnmt - Monument & Vet Parks	23,500.00
Local	Priority Health	Administration	Health insurance - 04/01-06/30/2014	8,692.54
Local	Katerberg Verhage Inc.	Bicycle Friendly Improvements	Bike loops - change orders March 2014	7,498.64
Local	County of Kent	Kent County Drain - Series 2008 Floodwalls	Semi-annual interest payment	4,317.81
Local	Fishbeck, Thompson, Carr & Huber	Ionia Ave 9 - Buckley St to Wealthy St	Construction engineering - 09/28/2013-02/14/2014	4,233.41
Local	Federal Square Building	Administration	Lease - January 2014	4,184.10
Local	Federal Square Building	Administration	Lease - February 2014	4,184.10
Local	Federal Square Building	Administration	Lease - March 2014	4,184.10
Local	Federal Square Building	Administration	Lease - April 2014	4,184.10
Non Tax	City Treasurer - Police	DGRI Event Production	Movies in the Park security - Aug & October, 2013	3,948.29
Local	City of Grand Rapids	Administration	Staff services - April 2014	3,244.91
Non Tax	Grand Rapids - Kent County CAA	Diversity/Inclusion Programming	Community Engagement event sponsorship	2,500.00
Local	City Treasurer - Risk Management	Administration	General insurance - April 2014	2,348.00
Local	City Treasurer - Budget Office	Administration	Support services allocation - April 2014	2,265.83
Non Tax	Williams & Works	Wayfinding Sign Maintenance	Professional services & expenses February 2014	1,554.43
Local	Environmental Systems Research Inst	Arena South Implementation	ArcGIS for desktop basic single use license	1,500.00
Local	TGG Inc. / The SBAM Plan	Administration	Life insurance premiums 04/01-06/30/2014	1,416.82
Local	Fifth Third Bank - Procurement Card	Administration	K. Larson - IDA travel / professional development	1,404.78
Local	Thinc Consulting LLC	Administration	Basic facilitation skills training for DGRI staff	1,187.36
Non Tax	West Grand Neighborhood Org	Stakeholder Engagement Program	Sponsorship for West Side Community Clean Up	1,000.00
Local	City Treasurer - Parking Services	Administration	Parking - Exec Dir/Office Mgr/Proj Mgrs - April 2014	892.00
Non Tax	Swank Motion Pictures	DGRI Event Production	Jurassic Park movie license	824.00
Local	Dickinson Wright PLLC	Administration	Legal services - misc matters January 2014	800.80
Non Tax	Fifth Third Bank - Procurement Card	Diversity/Inclusion Programming	Women's Resource Center - Pillar Awards sponsor	600.00
Local	City Treasurer - Parking Services	Administration	Parking validations - April 2014	564.00
Non Tax	Airline Media dba Criterion Pictures	DGRI Event Production	Raiders of the Lost Ark site license	450.00
Local	Fusion IT	Administration	IT services - Kim VanDriel's lap top	436.25
Local	American Planning Association	Administration	Tim Kelly - AICP & APA 2014 dues	430.00
Non Tax	Airline Media dba Criterion Pictures	DGRI Event Production	Movies in the Park site license - Grease	425.00
Local	Dickinson Wright PLLC	Administration	Legal services - misc matters January 2014	418.42
Non Tax	Airline Media dba Criterion Pictures	DGRI Event Production	Movies in the Park site license - Top Gun	400.00
Local	Professional Maint of Michigan Inc	Administration	Janitorial services March 2014	335.26
Local	Blue Cross Blue Shield of Michigan	Administration	Dental insurance - April 1-June 30, 2014	334.36
Local	Fusion IT	Administration	IT services - Kim VanDriel upgrade	325.00
Local	Fifth Third Bank - Procurement Card	Administration	Office supplies	268.87
Non Tax	Fifth Third Bank - Procurement Card	Stakeholder Engagement Program	Supplies - Focus Groups	227.14
Non Tax	Petty Cash	Stakeholder Engagement Program	Bartender services for Merchant Mixer	200.00
Local	TDS Metrocom Inc	Administration	Phone service April 2014	185.72
Non Tax	Fifth Third Bank - Procurement Card	Administration	DGRI staff - working lunch conference	179.93
Local	Fifth Third Bank - Procurement Card	Administration	Ellis Parking validation tickets	175.00
Local	Fusion IT	Administration	IT services - Samsung solid state drive	158.98
Local	PCS Gophers Ltd	Administration	Interoffice and mail service	157.26
Local	Paychex	Administration	HRS processing fees - April, 2014	135.00
Local	Paychex	Administration	Payroll processing fees - April, 2014	131.27
Non Tax	City Treasurer - Parking Services	Downtown Safety Ambassadors	Parking - Melvin Eledge	126.00
Local	Fusion IT	Administration	IT services - March 2014	111.25
Local	Michigan Dept of Transportation	GR/Indiana Railroad Bridge Capital Repairs	Removal of lead based paint from bridge	108.00
Non Tax	Fifth Third Bank - Procurement Card	DGRI Event Production	ArtPrize venue registration fee	100.00

continued on the next page

STATEMENT D - continued
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of Expenditures
April, 2014

Page 2

Source	Vendor	Purpose / Project	Description	Amount
<i>continued from previous page</i>				
Local	Fifth Third Bank - Procurement Card	Administration	M. Sierawski - Notary renewal	\$ 98.22
Local	Staples Advantage	Administration	Office supplies	96.11
Local	Madcap Coffee	Administration	Supplies for meetings	73.06
Local	Staples Advantage	Administration	Office supplies	69.22
Local	Staples Advantage	Administration	Office supplies	58.42
Local	Employment Plus Temp Services	Administration	Share of work performed for DDA	57.88
Local	Engineered Protection Systems Inc	Administration	Access control service 05/01-07/31/2014	57.47
Local	Fifth Third Bank - Procurement Card	Administration	DGRI staff - professional development	49.12
Local	Petty Cash	Administration	Postage for April agenda packages	41.65
Local	Madcap Coffee	Administration	Supplies for meetings	41.09
Local	Integrity Business Solutions	Administration	Office supplies - final payment	39.88
Local	Professional Maint of Michigan Inc.	Administration	Janitorial supplies March 2014	39.58
Local	JPMorganChase	Administration	Payroll account bank fees - April, 2014	36.86
Non Tax	Petty Cash	Administration	Focus Group meeting supplies	33.73
Non Tax	Petty Cash	Administration	Lunch meeting - Larson / Dunn	31.00
Local	Model Coverall Service, Inc.	Administration	Floor mats - DGRI offices 12/17/2013	23.31
Local	Model Coverall Service, Inc.	Administration	Floor mats - DGRI offices 01/08/2014	23.31
Local	Model Coverall Service, Inc.	Administration	Floor mats - DGRI offices 01/15/2014	23.31
Local	Model Coverall Service, Inc.	Administration	Floor mats - DGRI offices 01/22/2014	23.31
Local	Model Coverall Service, Inc.	Administration	Floor mats - DGRI offices 01/29/2014	23.31
Local	Model Coverall Service, Inc.	Administration	Floor mats - DGRI offices 02/05/2014	23.31
Local	Model Coverall Service, Inc.	Administration	Floor mats - DGRI offices 02/12/2014	23.31
Local	Model Coverall Service, Inc.	Administration	Floor mats - DGRI offices 02/19/2014	23.31
Local	Model Coverall Service, Inc.	Administration	Floor mats - DGRI offices 02/26/2014	23.31
Local	Model Coverall Service, Inc.	Administration	Floor mats - DGRI offices 03/05/2014	23.31
Local	Model Coverall Service, Inc.	Administration	Floor mats - DGRI offices 03/12/2014	23.31
Local	Model Coverall Service, Inc.	Administration	Floor mats - DGRI offices 03/19/2014	23.31
Local	Petty Cash	Administration	Board meeting supplies	20.13
Local	Petty Cash	Administration	Stamps	19.60
Local	Petty Cash	Amtrak Station Relocation	Final billing from Interurban Transit Partnership	9.00
Non Tax	Petty Cash	Stakeholder Engagement Program	Meeting supplies	6.00
APRIL, 2014 EXPENDITURES				\$ 982,186.17

Debt - school tax increment funds

Local - local tax increment funds

Non-tax - non-tax funds

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MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: May 9, 2014

TO: Downtown Development Authority

FROM: Mandy Cech 
Marketing and Communications Manager

Agenda Item 4
May 14, 2014
DDA Meeting

SUBJECT: Recommendation to Approve Event Support

At its April 21, 2014 meeting, the Alliance for Vibrancy reviewed two applications for DDA event support. The DGRI staff advised Alliance members on the eligible amount for each proposed FY15 event according to the event application guidelines, which permit DDA funds to be used on activities such as Marketing, public relations, and City-related expenses.

The first event being recommended, GRandJazz Fest, is in its third year of operations and has received financial support from the DDA since its start in 2012. The second event, Swing Dancing at Rose Parks Circle, was also brought before the DDA in April as its full series of events for the calendar year began in FY14 and will continue into FY15. DGRI staff separated requests for events that spanned fiscal years to allow Alliance members to consider applications for FY14 and FY15 separately from their corresponding budgets.

The full event applications for the two recommended events are attached for additional review as needed. Further, the unapproved minutes from the April 21, 2014 Alliance for Vibrancy are also attached such that DDA Board members can review the considerations of the Alliance members. Below is a short description of the recommended events, their event dates, anticipated attendance volumes, and each of the Alliance's recommended funding levels.

Recommended Event Summaries:

- GR and Jazz: GRandJazzFest (Fy15)

GRandJazzFest is a free, live music festival at Rosa Parks Circle. There will be 10 performing groups that span from local artists to those that are nationally acclaimed. The event offers a range of jazz genres for the purposed of educating and entertaining a diverse audience. The event is in its third year. This year, it will occur on August 16 and 17, 2014. The event producer anticipates 9,000 people in attendance over the two-day period.

The Alliance for Vibrancy recommended the DDA fund the event in the amount of \$18,960 for eligible activities identified within the event grant application.

- Grand Rapids Original Swing Society: Grand Rapids Swing Dance at Rosa Parks Circle (FY15)

Grand Rapids Swing Dance at Rosa Parks Circle occurs every Tuesday from May through October. The event teaches dancing lessons and exposes guests to big band music through DJs and a live band. This event has been in existence for several years; however, it is required to have additional security presence this year. In FY 2015, the event will occur on July 1, 8, 15, 22, and 29; August 5, 12, 19, and 26; September 2, 9, 16,

23, and 30; and October 7 and 14. The event producer anticipates 500 – 1500 people in attendance each week.

The Alliance for Vibrancy recommended the DDA fund the event in the amount of \$4,958 for City-related expenses in FY 2015.

The funds to fill the request are currently available in the Non-Tax Fund line item Vibrancy: Special Events – Grant Programs.

RECOMMENDATIONS (2):

1. Approve the recommendation of up to \$18,960 to GR and Jazz to support the costs related to City fees and event marketing expenses for the GRandJazzFest event.
2. Approve the recommendation of up to \$4,958 to the Grand Rapids Original Swing Society to support the costs related to offsetting City fees for the swing dance events occurring in FY15.



Application Instructions

Part 1. Organizational Information

Event Name: GRandJazzFest

Funds Requested\$: 20,000.00

Organization Name: GR and Jazz

Mailing address: 2526 Summit Ridge Dr NE, Grand Rapids, MI 40505

Phone number: 616-617-7720 email address: sponsorships@grandjazzfest.org

Head of Organization and Title: Audrey Sundstrom - President

Mailing address: 2526 Summit Ridge Dr NE, Grand Rapids, MI 49505

Cell phone number: 616-617-7720 email address: audrey@grandjazzfest.org

Main Contact Person (during planning): Audrey Sundstrom

Mailing address: 2526 Summit Ridge Dr NE, Grand Rapids, MI 49505

Cell phone number: 616-617-7720 email address: audrey@grandjazzfest.org

Main Contact Person (At event): Kristen Aidif or Lauralee Mathieu

Mailing address: 800 Monroe Ave NW, Suite 213, Grand Rapids, MI 49503

Cell phone number: 616-862-2460 email address: Kristen.aidif@greventmanage.com

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

If yes, what is the Federal Identification Number? 45-4477356

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

Has this organization obtained event insurance? Yes ☒ No ☐

Insurance Requirements: Event coordinators and all related parties must provide Downtown Grand Rapids Inc. with evidence of insurance to include the following:

- Downtown Grand Rapids Inc. and the City of Grand Rapids shall be named as Additional Insured.
- Proof of insurance must be presented to the Downtown Grand Rapids Inc. at a minimum of 1 week prior to the event.

Part 2. Event Information:

Type of Event: Live Jazz Festival- Free and Family-friendly

Event Location: Rosa Parks Circle

Date of Event: Saturday, August 16 and Sunday, August 17, 2014 Start Time: 8/16 Noon End Time: 8/16 10 pm, 8/17 9 pm



Street Closures (if any): Rt lane of Monroe Avenue between Louis and Monroe Center for band load in and out

Has permission been obtained by the surrounding businesses and property owners? N/A

Were any businesses opposed to the closure? N/A

Describe the Project/Event: See attached pages

Describe the Goals of the Project/Event: See attached pages

Describe how the Project/Event meets the Evaluation Criteria listed on page 3: See attached pages

Is the event political or religious in content? No

Describe the Project/Events History and track record, if any: GGrandJazzFest was enormously successful as a one day event in its inaugural year 2012 with a diverse audience of more than 4,000. As a two-day event in 2013 there were over 9,000 attendees of all ages, races and socioeconomic levels. Local businesses reported excellent sales and economic impact. GGrandJazzFest uses local suppliers for all festival needs: sound, printing, graphic design and event organization. GGrandJazzFest has enthusiastic volunteers, many of whom plan to volunteer in 2014. We received extensive, positive media coverage before, during and after the festival.

See: <http://grandjazzfest.org/newsroom/>

Describe your Project/Events target audience, estimated attendance and promotion: Attendees from across socio-economic, ethnic, age and geographic spectrums – residents of Grand Rapids and West Michigan as well as visitors to our city and event. Estimated attendance is 9,000+ over the two-day period. We will expand our marketing and public relations efforts to include outreach to ethnically diverse groups' publications, radio stations, web sites, social medial platforms, events, etc., not only in West Michigan but across the state; and nationally within jazz-specific publications, web sites, social media, blogs, etc..

Describe your plans for the Project/Event for the next two years: GGrandJazzFest will continue to be a two-day festival and may expand to include fundraisers during the year, educational opportunities and additional opportunities for downtown jazz performances.

Is the event for a profit or non-profit? Will the organizers receive any compensation? GRandJazzFest is a non-profit event. The board of GR and Jazz, the organizers of GRandJazzFest 2014, will not receive compensation.

Describe the economic impact of the event to Downtown Grand Rapids. How will Downtown businesses be involved in the event? GRandJazzFest 2014 will have positive economic impact to Downtown Grand Rapids as did GRandJazzFest 2012 and 2013. Attendees will be encouraged to visit area businesses; restaurants, shops, bars, museums during set breaks. Sponsors of GRandJazzFest will have ad space in the Free Event Program that they can use to encourage attendees of GRandJazzFest to patronize their establishments during GRandJazzFest or beyond by advertisement and/or a coupon. GRandJazzFest will not contract with food vendors at GRandJazzFest. Attendees will be encouraged to visit area restaurants, bars and shops during set breaks, and out of town attendees will have positive economic impact on area business for hotel accommodations and breakfast on Saturday and Sunday mornings. The GRandJazzFest website will offer special pricing for downtown hotels by the Amway Hotel Corporation for GrandJazzFest attendees. The special pricing will be promoted on our GRandJazzFest Facebook page to encourage visitors from near and far to book hotel rooms downtown. Our collaboration with the Grand Rapids Art Museum (GRAM) will offer positive economic impact and exposure for the Grand Rapids Art Museum. GRAM will be providing beverages for purchase and consumption on their outside terrace area. Attendees will be encouraged to visit GRAM during set breaks. GRAM memberships will be available for purchase inside the front entrance of GRAM.



Will there be any vendors brought in? Will the event sell food or alcohol? GRandJazzFest will not bring in vendors. No food or alcohol will be sold by GR and Jazz for GRandJazzFest except cold bottled water. Cold bottled water will be sold to ensure that attendees will not become dehydrated on a hot sunny day due to lack of availability of cold water.

List any downtown partners/sponsors and their contribution to the event/project (In-kind or monetary): GRAM- In kind
The Gilmore Collection -In kind, Amway Hotel Collection- Monetary, Experience GR- In kind , GRCC- Monetary, GR-KC CAA/CIG- Monetary
City of Grand Rapids- In kind (Co-sponsored event status), Clark Hill- In kind, Hilger Hammond- In kind, Swift Printing- In kind

List any other events that happen at the same time, and if they compliment or distract from this event: On August 16 and 17, the West Michigan Sports Commission Rowing Competition will be held. On August 16, The Festival of Roses church carnival will take place on Griggs SE, Midtown will be having an On Tap event and there is a wedding at Ah-Nab -Awen Park. These events will not distract or compliment GRandJazzFest. As GRandJazzFest is free to the public, family-friendly and offers the opportunity to experience and enjoy live jazz for 18 hours over the two day festival, those that desire to attend will have time to do so.

Part 3. Event Information:

A. Proposed Expenditures. Please list all expense items.

See attached GRandJazzFest 2014- Proposed Budget

Describe specifically how the DDA Grant Funds will be used. (Address each budget item cited above): DDA-DGRI funds will be cost of production of GRandJazzFest 2014 used to cover costs of Performing Artist Contracts, Sound Company Expenses, Security and Police expenses, Insurance, and other essential costs of GRandJazzFest.

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

Funder	Amount	Secured?
DTE Energy Foundation	\$25,000	\$25,000
Gilmore Collection	\$7,300	\$7,300
Amway Hotel Corporation	\$2,500	\$2,500
Meijer	\$2,500	\$2,500
Blue Cross and Blue Shield of MI	\$1,500	\$1,500
Mercy Health	\$2,500	\$2,500



GR-KC CAA/CIG	\$2,500	\$2,500
Phase 2 Investment Advisers	\$2,500	\$2,500
GRCC	\$500	\$500
Founders Bank & Trust	\$500	\$500
Centennial Securities Company	\$500	\$500
Colliers International	\$500	\$500
Safe Call Home Medical Alarms	\$250	\$250
Comcast	\$2,500	0
Ferris State University	\$2,500	0
Wege Foundation	\$2,500	0
Consumers Energy	\$2,500	0
Fifth Third Bank	\$2,500	0
Macatawa Bank	\$2,500	0
Gordon Foods	\$2,500	0
Steelcase	\$1,500	0
Tre Cugini/La Scala	\$500	0
San Chez	\$500	0
Grandville Family Dental	\$500	0
Bazzani Associates	\$500	0
Ellis Parking	\$250	0
Craft Revival Jewelers	\$250	0
Kitchen 67	\$250	0
Individual donations	\$2,500	0
Subtotal Cash Income	\$74,800	
Requested Event Grant Request	\$20,000	
Total	\$94,800	\$48,550

Describe the Project/Event: GRandJazzFest 2014, is a free, family-friendly, two-day live jazz festival with 10 performing groups both local and nationally acclaimed. GRandJazzFest offers a wide range of jazz genres for the purpose of educating, engaging, entertaining and inspiring as diverse audience of all ages, ethnicities, genders and socio-economic backgrounds. GRandJazzFest enhances our local community by using local supplies, showcasing Michigan-local performing groups and encouraging attendees to visit the surrounding businesses for food, libations, shopping and culture during set breaks, as well as encouraging patronizing the business that provide our sponsorship funds.

Describe the Goals of the Project/Event: GRandJazzFest's goals include showcasing downtown Grand Rapids's retail, restaurant and cultural scene, contribute positive economic impact for downtown and local suppliers of GRandJazzFest. Becoming a signature event for Grand Rapids that contributes to the community's strong sense of diversity, community and cultural vibrancy. Building on the festival's stature as a unique event, one that those from even beyond West Michigan will seek out and attend. Ultimately providing a platform that will educate, engage, entertain and inspire new audiences to embrace the jazz music art form.

Describe how the Project/Event meets the Evaluation Criteria listed on page 3:

Distinctly Grand Rapids -The Event is unique to Grand Rapids,. It celebrates the authentic qualities of downtown, and sets it apart from other cities, branding downtown Grand Rapids as the primary destination for art and entertainment in West Michigan. GRandJazzFest takes its place among other major events in downtown Grand Rapids as a truly "place-making" event. One that enhances the cultural diversity of the community and puts Grand Rapids on the map as an arts and entertainment destination. GRandJazzFest is the only jazz festival of its kind in West Michigan and thus unique for the region.

Benefits downtown businesses-The event collaborates with downtown businesses and creates retail activity a

-Events working with downtown merchants are more likely to be funded than those that bring in outside merchants.

Staged in the heart of downtown Grand Rapids at Rosa Parks Circle, GRandJazzFest draws thousands of people with its exciting and diverse slate of jazz performances from renowned international, national and Michigan jazz artists. The diversity of the lineup will draw visitors from beyond West Michigan, including those who will book hotel rooms and patronize local businesses- bringing additional money into the community.

Instead of having food and beverage vendors the festival will promote nearby restaurants, coffee shops, bars and other sponsor merchants via the GRandJazzFest website with hyperlinks and cross-promoting on digital media such as Facebook and Twitter, as well as through PA announcements during performance set breaks. Merchants will have the opportunity to connect with GRandJazzFest and promote their business in advance and during the festival with sponsorship opportunities, ads in the Event Program and free window posters.

Local businesses have reported excellent sales and positive economic impact attributable to GRandJazzFest.

Promotes the downtown marketing program- GRandJazzFest has and will promote the downtown marketing program on our website, as well as via social media and in our printed collateral materials. Links on our website provide information to help attendees plan their trip to downtown Grand Rapids.

The event is new or emerging- GRandJazzFest's success and growth is exemplified by the increase in attendance and the expansion from a one day festival in it's inaugural year, to a two day festival. We will continue to expand our social and traditional media outreach in 2014 to broaden awareness of GRandJazzFest and downtown Grand Rapids as a destination. Ease and Ability of Production- GR and Jazz and GRandJazzFest 2012 and 2013 demonstrated a professionally organized, financed, produced and executed event. GRandJazzFest 2014 will build on a proven template with a team of professional, contracted event management and supply vendors; a public relations, marketing and graphic design team; and an established

group of committed volunteers – all operating under the oversight of GR and Jazz. Performers will be scheduled with minimum set-up/tear-down requirements. During the set breaks between performers, attendees will be urged to patronize local businesses. Event management will ensure that the event is well-organized, adequate security has been provided, noise levels are maintained and cleanup is coordinated so the area is left as it was found.

Broad Popularity- Jazz music from a variety of spectrums will be featured to encourage broad and diverse audiences from across Grand Rapids, the region and beyond. GRandJazzFest is FREE, family-friendly and open to the public. **Diversity and Expansion of the Downtown Event Calendar –** GRandJazzFest 2014 will bring diverse clientele to downtown and complement the City's growing calendar of quality downtown events programming. We have received compliments that GRandJazzFest 2012 and 2013 brought the most racially, socioeconomically, gender and age diverse audience of all Grand Rapids events, to Rosa Parks Circle – in the heart of Grand Rapids.

Fundraisers – GrandJazzFest in and of itself is not a fundraiser. Sponsorships will underwrite event costs, keeping the event free and open to the public. Any surplus funds will be used to ensure sustainability of GRandJazzFest.

Event Goals and Effectiveness –

GRandJazzFest 2014's measureable goals include –

- Providing a FREE, family-friendly festival so that all may attend
- Providing a range of jazz genres to encourage a diverse audience in age, ethnicity, gender and socio-economic level.
- Supporting our local economy by using local vendors and suppliers.
- Supporting our local economy by offering area businesses an opportunity to advertise in the free Event Program that will be distributed to attendees and by encouraging attendees to eat, drink and shop during the set breaks.
- Promoting Grand Rapids as a destination and encouraging visitors to come and explore Grand Rapids by having a 2-day festival, offering hotel links and information (Experience GR) on our website and Facebook page.
- Promoting Grand Rapids businesses by recognizing our generous sponsors through announcements from the stage, on banners, in the free Event Program and on our posters.

Budget – GRandJazzFest is a FREE festival. All funds and in-kind services are used for GRandJazzFest – including but not limited to- production, performers, promotion and sponsor solicitation. The proposed budget for GRandJazzFest is provided below as indicated on the application.

Second Year Requests: GRandJazzFest has received City of Grand Rapids co-sponsorship status enabling benefit from reduced city fees such as rentals, police, etc. DTE Energy Foundation has committed to sponsor GRandJazzFest 2014. Past sponsors and new potential sponsors are being solicited in order to ensure that GRandJazzFest is a free event open to the public.

GGrandJazzFest 2014-Proposed Budget

Budgeted Expenses

Promotion

Advertising-Radio, Magazines, TV	5,000
Social Media	2,000
Website fees	400
Graphic Design	4,500
Sponsorship Banners	2,500

Printing

Event Program-8,000	4,600
2 sided Business card size w/QR code -10,000	900
11 X 17 Posters-150	200
8.5 X 11 Posters-1000	400
5.5 X 8.5 Handbill(2-sided)-6,000	1,000
Signage-Sponsor/VIP area, Main Tent	600

Event Management –Contracted Services

Event Management-planning and festival days	8,000
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Performing Artist Expenses

Performing Artists – 10 bands	36,500
Hotel -Ground Transportation-Out of town performers	3,000
Sound Equipment, Staff, Backline	10,000

Insurance

Liability Insurance-required	2,600
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City of Grand Rapids

Parking Meters-GRJF	400
Special Event Permit(level 3)	400
Street Lane Closure Monroe Ave	150
Street Closing Permit	100

Security, Trash, PortaJons, Photography, Video

Security and Police-During Festival and Overnight	1500
Trash Boxes/Carts (12 w/liners)	150
Portajons (9)	500
Photographers -2 days/+ purchase of HDR files-2015	
promotion	2,500

Additional Expenses

T-shirts for volunteers and sales	3,000
Food and Water-Staff, Volunteers, Bands	7,300
Legal Expenses-filing fees	1,000
Accounting Expenses-checks etc	400
Envelopes/Postage Sponsorship, Letters of Receipt	300
Miscellaneous	<u>100</u>

Total **\$100,000**



DOWNTOWN
GRAND RAPIDS INC.

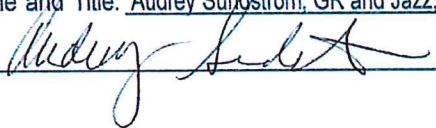
Event Grant Application

Part 4. Certification and Signature

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

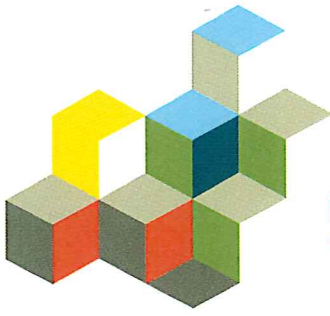
The applicant also understands and acknowledges that this application is potentially subject to Michigan's public records law, and that this application and any documents presented to Downtown Grand Rapids Inc. regarding this application for grant funding purposes may be supplied upon request to any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

Officer's Name and Title: Audrey Sundstrom, GR and Jazz, President and GGrandJazzFest, Chair

Signature:  Date: 2/20/2014

Please submit application to: kvandriel@downtowngr.org. For questions or more information, contact Kimberly Van Driel at 616-719-4610 or at kvandriel@downtowngr.org.





DOWNTOWN
GRAND RAPIDS INC.

Special Event Grant Application Evaluation Criteria

Event Name: GRandJazzFest

Date of Request for Approval: March 17, 2014

Funds Requested from DGRI: \$20,000

Total Funds Anticipated for Event: \$94,800

Percentage of Request vs. Budget: 22%

Anticipated Attendance: 9,000

Requested Dollars Per Anticipated Attendee: \$2.20

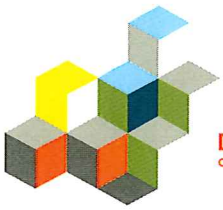
Eligibility Criteria	DGRI Staff	
The event will be open to the public and efforts will be made to attract a diverse audience:	Yes	No
The event is being held within DGRI boundaries:	Yes	No
The event is connected to a non-profit or a downtown entity:	Yes	No
The event producer is current on all debts to the City of Grand Rapids:	Yes	No
Total Score: (Must score 4/4 to qualify)	4/4	
Total Score Amount Possible:	4/4	

Eligibility Criteria	DGRI Staff	
The event will benefit a significant amount of downtown businesses:	Yes	No
The event has proven that it is inclusive, not selective, in allowing merchants to participate. If this is a merchant focused event, downtown merchants have been involved in planning the event:	Yes	No
The event is not political or religious in content:	Yes	No
Funds are clearly intended for verifiable program expensed such as park rental fees, performers, promotional materials, etc. (not administrative costs):	Yes	No
The event can demonstrate a strong commitment to maximize the use of downtown merchants (restaurants/bars, hotels retailers, and other downtown businesses):	Yes	No
The event will promote the Downtown Grand Rapids Inc. brand and will use the Downtown Grand Rapids Inc. logo on all of the event materials:	Yes	No
The event producer clearly identifies a funding gap for this event to be produced:	Yes	No
Total Score:	5/7	
Total Score Amount Possible:	7/7	

Grading Key

0	Disagree
1	Neither Agree Nor Disagree
2	Moderately Agree
3	Agree
4	Strongly Agree

Evaluation Criteria	DGRI Staff	Alliance for Vibrancy
Distinctly Grand Rapids: The event is unique to Grand Rapids. It celebrates the authentic qualities of the downtown, and sets it apart from other cities- thereby branding downtown Grand Rapids as the primary destination for arts and entertainment in West Michigan.	0 1 2 3 4	0 1 2 3 4
Benefits Downtown Businesses: The event collaborates with downtown businesses and creates retail activity and prosperity. Opportunities are created to encourage interaction between businesses and the event attendees. The event creates an environment where businesses can be successful.	0 1 2 3 4	0 1 2 3 4
Promotes the Downtown Marketing Program: The event has demonstrated a commitment to use the Downtown Grand Rapids Inc. website and logo on all its marketing materials.	0 1 2 3 4	0 1 2 3 4
The Event is New or Emerging: The event is new or it is being restructured to better promote Downtown Grand Rapids and its merchants.	0 1 2 3 4	0 1 2 3 4
Ease and Ability of Production: The entity organizing the event has the organizational and financial capacity to carry out the event, including clean up, organization, security, noise levels, promotion, etc.	0 1 2 3 4	0 1 2 3 4
Broad Popularity: The event can be enjoyed by a variety of audiences and is not offensive or dangerous. Religious and political events are not eligible for these grant funds. The event is open to the public.	0 1 2 3 4	0 1 2 3 4
Diversity and Expansion of the Downtown Event Calendar: The event will bring diverse clientele to the downtown. It will assist in creating a diverse menu of quality downtown programming..	0 1 2 3 4	0 1 2 3 4
Fundraisers: Fundraisers are not the focus of this program. However, there may be elements of an event that is a fundraiser that is appropriate for funding, such as a merchant participation program or free events	0 1 2 3 4	0 1 2 3 4
Event Goals and Effectiveness: The event has clearly articulated its goals and how those support the goals of Downtown Grand Rapids Inc., and their effectiveness in reaching those goals.	0 1 2 3 4	0 1 2 3 4
Budget: The funding gap is clearly identified. The funding request is proportionate to the outcomes intended.	0 1 2 3 4	0 1 2 3 4
Second and Third Year Requests: The event has had success in its first/second year as decided by the committee, and has demonstrated success in identifying new sources of revenue.	0 1 2 3 4	0 1 2 3 4
Total Actual Points:	30	
Total Points Allowed:	44	44



Application Instructions

Part 1. Organizational Information

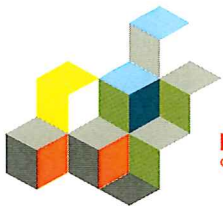
Event Name: Grand Rapids Swing Dance at Rosa Parks Circle
Funds Requested \$: \$12,000
Organization Name: Grand Rapids Original Swing Society
Mailing address: 6735 Woodspointe CT Byron Center MI 49315
Phone number: 6166174842 email address: szaagman@gmail.com
Head of Organization and Title: Founder Steve Zaagman
Mailing address: 6735 Woodspointe Ct Byron Center MI 49315
Cell phone number: 6166174842 email address: szaagman@gmail.com
Main Contact Person (during planning): Steve Zaagman
Mailing address: _____
Cell phone number: _____ email address: _____
Main Contact Person (At event): same
Mailing address: _____
Cell phone number: _____ email address: _____
Has the organization named above been legally incorporated in the state of Michigan and in good standing? Yes X No ____
If yes, what is the Federal Identification Number? 46-4992810
Does the event organizer/organization owe money or services to the City of Grand Rapids? No
Has this organization obtained event insurance? Yes X No ____

Insurance Requirements: Event coordinators and all related parties must provide Downtown Grand Rapids Inc. with evidence of insurance to include the following:

- Downtown Grand Rapids Inc. and the City of Grand Rapids shall be named as Additional Insured.
- Proof of insurance must be presented to the Downtown Grand Rapids Inc. at a minimum of 1 week prior to the event.

Part 2. Event Information:

Type of Event: Swing Dancing at Rosa Parks Circle with live music, DJ, and instruction
Event Location: Rosa Parks Circle
Date of Event: Every Tuesday May 6th - Oct 14th Start Time: 700pm End Time: 930 or 1000 pm



Street Closures (if any): No

Has permission been obtained by the surrounding businesses and property owners? NA

Were any businesses opposed to the closure? No

Describe the Project/Event: A community dance that brings all ages together to learn how to dance with dj music, and live band music

Describe the Goals of the Project/Event: To teach the art of dance to all ages, to expose community to big band music, to make something fun happen on Tuesday nights, to help people stay fit and be social.

Describe how the Project/Event meets the Evaluation Criteria listed on page 3: We bring thousands of people to Grand Rapids on a day that the city is normally dead. We help bring business to area stores and restaurants. This event makes the city cool and unique and fun.

Is the event political or religious in content? No.

Describe the Project/Events History and track record, if any: We have successfully run events in Grand Rapids for a number of years, and have been honored with having the largest swing dance in the world.

This event makes the city cool and unique and fun.

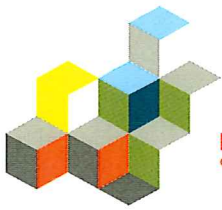
Describe your Project/Events target audience, estimated attendance and promotion: We try to attract all ages with an estimated weekly attendance of 500 to 1500. We mostly promote by social media.

Describe your plans for the Project/Event for the next two years: To leverage our nonprofit status to become self-sustaining. To continue to grow and make the event safer. To continue to be at Rosa Parks Circle.

Is the event for a profit or non-profit? Will the organizers receive any compensation? The event is in the process of becoming non-profit. Event organizers currently pay to put on the event, but hopes someday to get compensated.

Describe your plans for the Project/Event for the next two years: To leverage our non-profit status to become self-sustaining. To continue to grow and make the event safer. To continue to be at Rosa Parks Circle.

Describe the economic impact of the event to Downtown Grand Rapids. How will Downtown businesses be involved in the event? We don't provide food or drinks which means attendees go to area restaurants before and after. 500- 1500 people in downtown that wouldn't normally be spending money. This is also a huge feather in Grand Rapids cap, as most people say this event makes the city cool.



Will there be any vendors brought in? Will the event sell food or alcohol? No to the vendors, no to the alcohol.

No to the food. Though we are considering selling snow cones.

List any downtown partners/sponsors and their contribution to the event/project (In-kind or monetary): Grand Rapid Events, INC
Steve Zaagman, Avanti Law Firm, Lots of individual dancers, MC Entertainment, Hark Up Horns, lots more

In the past: DDA, Experience GR, Celebration Cinema, etc.

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

Part 3. Event Information:

A. Proposed Expenditures. Please list all expense items.

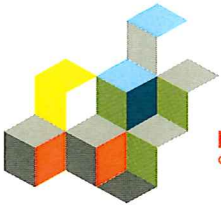
Description of Budget Items	DDA Grant Funds	Other Funds	Total
DJ Speaker Rental			\$4800
Band Rental			\$1800
Insurance, Permits Etc			\$3000
Police and Security w/ co-sponsor	\$12000	\$3000	\$15000
Lawyers/Accountant			\$3000
DJ/MC			\$3600
Instructor, Event Manager, Supplies			\$5800
Total Budget	\$ 12000	\$ 3000	\$ 37,000

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

DDA Funds are mostly to pay for additional required security.

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

Funder	Amount	Secured?
Steve Zaagman	\$5000	Yes as needed
Dancer Donations	Average \$5000 in summer	No, they are collected on Tues
Avanti Law Firm	\$3000	Yes agreed not collected
Sponsors in talks	\$4000	No
Subtotal Cash Income	\$17,000	
Requested Event Grant Request	\$12,000	
Total	\$ 29,000	\$



Part 4. Certification and Signature

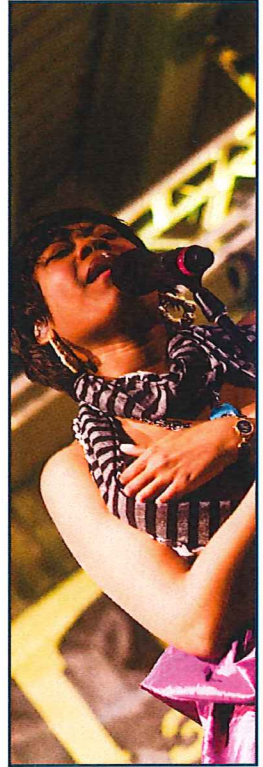
By submitting an application, the applicant certifies that all the information included in this application is correct, and that they will be bound by all the terms and conditions included in this agreement in Attachment A, including but not limited to the indemnification provisions.

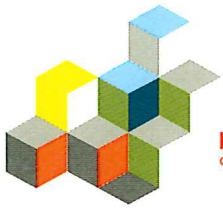
The applicant also understands and acknowledges that this application is potentially subject to Michigan's public records law, and that this application and any documents presented to Downtown Grand Rapids Inc. regarding this application for grant funding purposes may be supplied upon request to any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

Officer's Name and Title: Steve Zaagman

Signature: Steve Zaagman Date: 3/9/2014

Please submit application to: kvandriel@downtowngr.org. For questions or more information, contact Kimberly Van Driel at 616-719-4610 or at kvandriel@downtowngr.org.





Post Event Evaluation

This form is to be filled out after the event.

It should be turned in with receipts for approved expenses for full reimbursement.

Event Name: _____

Contact Person: _____

Date of the Event: _____

Actual Start Time: _____ Actual End Time: _____

Describe the Project/Event, its successes and challenges: _____

Describe the Goals of the Project/Event and how they were met: _____

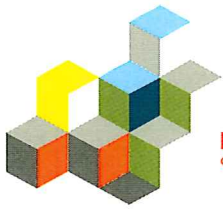
Describe the economic impact of the event to downtown Grand Rapids. How were businesses involved in the event? How many businesses participated? Were they successful due to the event? _____

What was the attendance at the event? Were there any issues with safety or security? Cleaning? Parking? Attendees? Food and beverage? _____

Was the event well promoted? Was the downtown logo used on all event collateral? Please list any media tied to the event: _____

Please provide copies of the marketing collateral for the event, as well as copies of media covering the event.

Event criteria continues to next page.



Actual Budget and Sponsors

A. Expenditures. Please list all expense items.

Description of Budget Items	DDA Grant Funds	Other Funds	Total
Total Budget	\$	\$	\$

Describe specifically how the DDA Grant Funds were used: _____

B. Income. Please list all sources from which income was received.

Funder	Amount	Secured?
Subtotal cash income		
Requested Event Grant Request		
Total Cash Income	\$	\$

Terms and Conditions

TERMS AND CONDITIONS OF THE DOWNTOWN EVENTS GRANT PROGRAM

These terms and conditions are incorporated into the Downtown Grand Rapids Inc. "Events Grant Program" (the "Program") grant application and apply to any event sponsored in whole or part by funds provided by the Program.

DEFINITIONS

"*Downtown Grand Rapids Inc.*" shall mean Downtown Grand Rapids Inc. a Michigan nonprofit corporation.

"*Event*" shall mean any event sponsored in whole or part by any funds donated or distributed in connection with the Downtown Grand Rapids Inc. Events Grant Program.

"*Grantee*" shall mean any individual, organization, entity or group receiving funds from the Downtown Grand Rapids Inc. Events Grant Program.

"*Indemnitees*" shall mean the Downtown Grand Rapids Inc. and their trustees, committee members, employees, agents and servants.

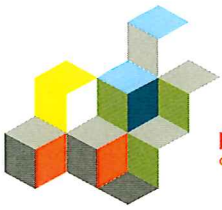
"*Program*" shall mean the Downtown Grand Rapids Inc. Events Grant Program.

TERMS AND CONDITIONS

Representations of Grantee. Grantee represents that it shall be fully responsible for every aspect of the Event, and that Grantee shall assure that the Event complies with applicable laws, rules, regulations, ordinances, orders, restrictions and insurance policies. Downtown Grand Rapids Inc. shall not be liable to Grantee, any vendor, or to any other third party for any matter arising out of or in connection with the Event. No director, committee member, officer, employee, agent or servant of the Downtown Grand Rapids Inc. shall be charged personally with any liability, or held personally liable

in connection with the Event. Unless Grantee discloses the conflict of interest in its application, no director, officer, employee, agent or servant (including any event committee member) of Downtown Grand Rapids Inc. will have any interest, direct or indirect, in any contract or subcontract for work to be performed, services to be rendered, or goods to be purchased in connection with the Event or in any proceeds of the grant.

Obligation to Indemnify. Downtown Grand Rapids Inc. is only a grant source and is not responsible for management, administration, compliance or any other aspect of any Event. Therefore, Grantee shall defend, indemnify and save the Downtown Grand Rapids Inc. and their directors, committee members, officers, employees, agents and servants (collectively, the "Indemnitees" and each an "Indemnitee") harmless from and against any and all liabilities, suits, obligations, fines, damages, penalties, claims, costs, charges and expenses, including, without limitation, court costs and attorneys' fees and disbursements, that may be imposed upon, or incurred by, or asserted against, any of the Indemnitees by reason of any of the following, except that no Indemnitee shall be so indemnified and saved harmless to the extent that such liabilities, etc., are caused by the gross negligence or intentional tortious acts of such Indemnitee: any accident, bodily injury (including death at any time resulting therefrom) or damage to any person or property occurring in connection with any Event or the failure to act on the part of Grantee or any of its respective partners, joint venturers, officers, shareholders, members, managers, directors, agents, grantees, servants, employees, licensees or invitees, servant, and/or employee and has no relationship to Grantee



Attachment A: Terms and Conditions

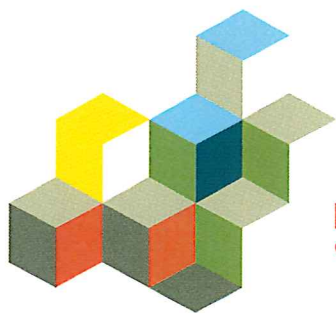
Downtown Grand Rapids Inc. is not the Grantee's partner, joint venturer, servant, and/or employee and has no relationship to Grantee whatsoever beyond donating funds under the Program.

Contractual Liability. The obligations of Grantee under these terms and conditions shall not be affected in any way by the absence of insurance coverage or the inadequacy of any insurance coverage, or by the failure or refusal of any insurance carrier to perform an obligation on its part to be performed under insurance policies related to the event or the property on which it is held.

Defense of Claim, Etc. If any claim, action or proceeding is made or brought against any of the Indemnitees in connection with any event referred to in these terms and conditions, then upon demand of Downtown Grand Rapids Inc., Grantee shall either resist, defend or satisfy such claim, action or proceeding in such Indemnatee's name, by the attorneys for, or approved by, Grantee's insurance carrier (if such claim, action or proceeding is covered by insurance), or by such other attorneys as each Indemnatee shall reasonably approve. The foregoing notwithstanding, any such Indemnatee may engage its own attorneys to defend such Indemnatee, or to assist such Indemnatee in such Indemnatee's defense of such claim, action or proceeding, as the case may be, at Grantee's sole cost and expense.

Notification and Payment. Promptly, upon having actual knowledge thereof, an Indemnatee shall notify Grantee of any cost, liability or expense incurred by, asserted against, or imposed on, such Indemnatee, as to which cost, liability or

expense Grantee has agreed to indemnify such Indemnatee pursuant to these terms and conditions. Grantee agrees to pay such Indemnatee all amounts due under these terms and conditions within fifteen (15) business days after the Downtown Grand Rapids Inc. request therefore, if Grantee is obligated to make such payment pursuant to the terms of this Agreement.



DOWNTOWN
GRAND RAPIDS INC.

Special Event Grant Application Evaluation Criteria

Event Name: Swing Dancing

Date of Request for Approval: March 17, 2014

Funds Requested from DGRI: \$12,000

Total Funds Anticipated for Event: \$37,000

Percentage of Request vs. Budget: 32%

Anticipated Attendance: 1,500

Requested Dollars Per Anticipated Attendee: \$8

Eligibility Criteria	DGRI Staff	
The event will be open to the public and efforts will be made to attract a diverse audience:	Yes	No
The event is being held within DGRI boundaries:	Yes	No
The event is connected to a non-profit or a downtown entity:	Yes	No
The event producer is current on all debts to the City of Grand Rapids:	Yes	No
Total Score: (Must score 4/4 to qualify)	4/4	
Total Score Amount Possible:	4/4	

Eligibility Criteria	DGRI Staff	
The event will benefit a significant amount of downtown businesses:	Yes	No
The event has proven that it is inclusive, not selective, in allowing merchants to participate. If this is a merchant focused event, downtown merchants have been involved in planning the event:	Yes	No
The event is not political or religious in content:	Yes	No
Funds are clearly intended for verifiable program expensed such as park rental fees, performers, promotional materials, etc. (not administrative costs):	Yes	No
The event can demonstrate a strong commitment to maximize the use of downtown merchants (restaurants/bars, hotels retailers, and other downtown businesses):	Yes	No
The event will promote the Downtown Grand Rapids Inc. brand and will use the Downtown Grand Rapids Inc. logo on all of the event materials:	Yes	No
The event producer clearly identifies a funding gap for this event to be produced:	Yes	No
Total Score:	5/7	
Total Score Amount Possible:	7/7	

Grading Key

0	Disagree
1	Neither Agree Nor Disagree
2	Moderately Agree
3	Agree
4	Strongly Agree

Evaluation Criteria	DGRI Staff	Alliance for Vibrancy
Distinctly Grand Rapids: The event is unique to Grand Rapids. It celebrates the authentic qualities of the downtown, and sets it apart from other cities- thereby branding downtown Grand Rapids as the primary destination for arts and entertainment in West Michigan.	0 1 2 3 4	0 1 2 3 4
Benefits Downtown Businesses: The event collaborates with downtown businesses and creates retail activity and prosperity. Opportunities are created to encourage interaction between businesses and the event attendees. The event creates an environment where businesses can be successful.	0 1 2 3 4	0 1 2 3 4
Promotes the Downtown Marketing Program: The event has demonstrated a commitment to use the Downtown Grand Rapids Inc. website and logo on all its marketing materials.	0 1 2 3 4	0 1 2 3 4
The Event is New or Emerging: The event is new or it is being restructured to better promote Downtown Grand Rapids and its merchants.	0 1 2 3 4	0 1 2 3 4
Ease and Ability of Production: The entity organizing the event has the organizational and financial capacity to carry out the event, including clean up, organization, security, noise levels, promotion, etc.	0 1 2 3 4	0 1 2 3 4
Broad Popularity: The event can be enjoyed by a variety of audiences and is not offensive or dangerous. Religious and political events are not eligible for these grant funds. The event is open to the public.	0 1 2 3 4	0 1 2 3 4
Diversity and Expansion of the Downtown Event Calendar: The event will bring diverse clientele to the downtown. It will assist in creating a diverse menu of quality downtown programming..	0 1 2 3 4	0 1 2 3 4
Fundraisers: Fundraisers are not the focus of this program. However, there may be elements of an event that is a fundraiser that is appropriate for funding, such as a merchant participation program or free events	0 1 2 3 4	0 1 2 3 4
Event Goals and Effectiveness: The event has clearly articulated its goals and how those support the goals of Downtown Grand Rapids Inc., and their effectiveness in reaching those goals.	0 1 2 3 4	0 1 2 3 4
Budget: The funding gap is clearly identified. The funding request is proportionate to the outcomes intended.	0 1 2 3 4	0 1 2 3 4
Second and Third Year Requests: The event has had success in its first/second year as decided by the committee, and has demonstrated success in identifying new sources of revenue.	0 1 2 3 4	0 1 2 3 4
Total Actual Points:	26	
Total Points Allowed:	44	44



Alliance for Vibrancy

April 21, 2014

1. Call to Order- The meeting was called to order at 3:37pm by Dr. David Rosen
2. Members Present: Christian Gaines, Jane Gietzen, Janet Korn, Brandy Moeller, Dennis Moosbrugger, Evette Pittman, Joanne Roehm, Dr. David Rosen, Scott Stenstrom, Eddie Tadlock

Members Absent: Kate Betts, Kim Bode, Mimi Fritz, Chad LeRoux, Teresa Thome

Others Present: Melvin Eledge, Audrey Sundstrom, Nick Nortier, Kayem Dunn, Mary Sierawski, Murphy Ackerman, Kim Van Driel, Mandy Cech, Greg Peacock, Kristopher Larson
3. Approval of March Minutes-
Motion: Brandy Moeller, supported by Scott Stenstrom, moved to approve the March 17, 2014 minutes as presented. Motion carried unanimously.
4. Mini Grant Funding Recommendations-
 - Simply Living
Greg Peacock explained to the Alliance that he operates a small music company called Live Music and has been looking to operate an event that will engage the

community. Peacock has worked with the Downtown Market to offer free classes to encourage residents of Heritage Hill, the Southeast, and Southwest neighborhood to come Downtown and to become comfortable with the area. This event will also have music and vendors providing free services to help educate the public on what Downtown has to offer.

Moeller asked Van Driel and Cech for a balance of the remaining funds available for the rest of the fiscal year. Van Driel explained that mini-grants do not come out of the same line item as the larger event grants.

Motion: Janet Korn, supported by Jane Gietzen, moved to fund the Simply Living event in the amount of \$1,000 for eligible expenses identified in the event grant application. Motion carried unanimously.

5. Development of Funding Recommendations for FY 2015-

- Avenue for the Arts: First Friday Gallery Hop
Van Driel updated the Alliance that the Avenue for the Arts has withdrawn their application.
- Grand Rapids Original Swing Society
Van Driel explained that while Steve Zaagman was not available to present at this meeting but that he had presented at the previous meeting. Zaagman's original request was for \$4,958 dollars that will be used to cover police and security for the event. Van Driel also added that the Swing Society is a City co-sponsored event, which means the City covers half of the event costs.

Motion: Jane Gietzen, supported by Janet Korn, moved to fund the Grand Rapids Original Swing Society in the amount of \$4,958 for City-related expenses for FY15 event dates. Motion carried unanimously.

- GRandJazzFest
Audrey Sundstrom gave a brief update as an overview of the presentation that she gave at the previous meeting. Dr. Rosen added that this is the final year that the GRandJazzFest qualifies for the grant funding. Sundstrom explained that GRandJazzFest received a \$10,000 flat grant its first year and a \$20,000 match grant its second year. Gietzen asked if the match grant helped GRandJazzFest to secure

other funding. Sundstrom explained that she did not believe the match grant or the DDA funding helped GRandJazzFest to secure any additional funding. Van Driel explained to the Alliance that GRandJazzFest is currently eligible for a grant covering 20% of their final budget.

Motion: Eddie Tadlock, supported by Christian Gaines, moved to fund the GRandJazzFest in the amount of \$18,960 for eligible activities identified in the event grant application. Motion carried unanimously.

6. Priority setting and Budget Discussion-

Cech updated the Alliance on the budget process for the upcoming fiscal year. Cech explained that with the help of the Alliance, staff will take recommendations and priorities to the DDA Board for approval. Cech presented a list of projects that Alliance members and staff have expressed interest in, as well as estimated costs for each project. Some of these include: an updated website, a mobile app, a Downtown workforce program, holiday décor expansion, and public space activation. Tadlock asked if improvements to the river walk fell under the purview of the Alliance for Vibrancy. Larson explained that things such as infrastructure fall under the Alliance for Investment for planning and Alliance for Livability for activation. Korn asked where the 50% of funding for City co-sponsored events comes from. Larson explained that the costs are absorbed by the City of Grand Rapids and the various departments involved in providing services to events. Dr. Rosen asked Cech and Van Driel if they had laid the various events out on a calendar to ensure that there is programming across all four seasons. Larson explained that this is a goal for the Alliance for Vibrancy and they will begin to fill in the gaps in the upcoming year. Gaines asked about the funding requested for the GoSite and what DGRI would consider success for a \$50,000 contribution. Larson explained that there is not a measure in place, and that the GoSite will be an item that the Alliance for Vibrancy will have to evaluate. Gietzen asked if the budget items provided by Cech and Van Driel are already finalized. Larson explained that all Alliances are still reviewing their preliminary budgets with hopes of receiving suggestions from their respective members before bringing it for approval to the DDA Board. Gaines suggested adding a line item for development education for events to help wean them off of grant support. Roehm added that there is a great potential for mentoring these groups to become sustainable and to learn how to monetize their events. Larson expressed his hope that DGRI would begin organizing profitable events that could in turn support other events.

7. Alliance Updates Update-

- Investment

Kelly gave a brief updated on the Alliance for Investment. He informed the Alliance for Vibrancy that their chair is Nick Monoyios from The Rapid. Kelly explained that his Alliance is currently reviewing and refining different development programs that are currently in place. Another priority of the Alliance for Investment has been the Downtown Plan and their upcoming budget process. Kelly also explained that the parklet manual has been completed and through the Streetscape Program, the DDA can fund up to 50% of the parklet cost.

- Livability

Kirk explained that the Alliance for Livability is currently doing background work to bring all of its members up to date on the budget process. Kirk explained that his Alliance is discussing what a livable Downtown means and how that translates into a list of projects and priorities. Gaines asked if the Alliance for Livability is looking into a recycling program for the Downtown area. Kirk responded that they are currently working on a more comprehensive long-term plan for recycling. Kirk added that the Alliance for Livability is looking into improving the DASH routes to make it easier to get from the Michigan St. hill into the City. Tadlock asked when the BRT system is scheduled for service. Kirk explained that all construction should be completed by June and the routes in service by August.

8. Downtown Grand Rapids Inc. Update

- Spring/Summer Activities Calendar

Upcoming activities-Cech informed the Alliance that the International Downtown Association Midwest Conference will be held in Downtown Grand Rapids on May 5th and 6th with tickets now available to the public.

Movies in the Park- Van Driel explained that the first movie will be held on June 6th, and that she is currently accepting applications for vendors.

State of the Downtown with Annual Report release- Cech informed the Alliance that DGRI will be holding its first State of the Downtown event on June 26th. Save the dates will be sent out in the coming month.

Grandwich- The Grandwich kick-off will be in July and put on by DGRI in partnership with Neighborhood Business Ventures.

Special Events Advisory Council- Van Driel explained that focus groups were held to discover events that the public felt were successful, and what events they believed were missing Downtown. She explained that the results from survey will be compiled and

provided at the next Alliance meeting.

9. Meeting Evaluation Survey and Future Agenda Items-
10. Next Meeting – May 19, 2014
11. Public Comment
Nick Nortier introduced himself to the Alliance and informed them that he is currently working with Bill Kirk on public art in the Downtown.
12. Adjournment-
Dr. David Rosen adjourned the meeting at 4:58 p. m.

Minutes taken by:
Murphy Ackerman
Administrative Assistant
Downtown Grand Rapids Inc.

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: May 9, 2014

TO: Downtown Development Authority

FROM: Tim Kelly, AICP
Planning Manager



Agenda Item 5
May 14, 2014
DDA Meeting

SUBJECT: Recommendation to Approve Memorandums of Understanding for Work Associated with the Downtown Plan

On January 3rd, 2014, the Downtown Development Authority (DDA) Board approved a Resolution directing staff and counsel to finalize a scope of work, and authorizing the Chairperson of the DDA Board to execute a contract with Interface Studios (Interface) for consulting services for the Downtown Plan (Plan).

Shortly after approval of the Resolution, the City of Grand Rapids (City) and Grand Rapids Public Schools (GRPS) asked to expand the scope of work beyond what was originally contemplated. Specifically, they to include a more comprehensive analysis of the Grand River Corridor, Downtown parking and transportation, and the GRPS Central Campus respectively.

Although the elements may not traditionally be associated with a downtown master planning effort, given the importance of the Grand River, parking and transportation, and public education to the future of the City in general, and Downtown in particular, there is a desire by all parties to have this work completed as part of the Downtown Plan. Furthermore, given the expertise of Interface and their sub-consulting team, the outcome will be a community driven Plan that contributes greatly to the development of the City and Downtown over the next 10 years.

As these elements were not originally budgeted for, and in the case of the Grand River Corridor and the GRPS Central Campus, include work outside the DDA Boundary, the City and GRPS have agreed to pay for the additional costs. This arrangement is memorialized in the attached Memorandum's of Understanding (MOU). As outlined in the MOUs, the City's Planning Department has agreed to contribute an amount not to exceed \$263,367 for the River Corridor Plan, and the Parking Services Department has agreed to contribute an amount not to exceed \$168,000 for a Transportation and Parking Plan. Along with this, GRPS has agreed to contribute an amount not to exceed \$72,290 for work associated with a Central Campus Master Plan.

All of the MOUs were prepared by DDA counsel. Additionally, the MOUs between the DDA and City will be presented for approval to the City Commission on Tuesday, May 13. The MOU between the DDA and GRPS will be presented to the GRPS Board on Monday, May 19. Any action taken by the DDA Board will be contingent upon approval of the City Commission and the GRPS Board at these meetings.

RECOMMENDATION: Approve the attached Resolutions and Memorandums of Understanding between the Downtown Development Authority, Grand Rapids Public Schools, and the City of Grand Rapids for work related to the Downtown and River Corridor Plans.

MEMORANDUM OF UNDERSTANDING

THIS MEMORANDUM OF UNDERSTANDING (the “Memorandum”) is entered into as of May 1, 2014, by and between the **CITY OF GRAND RAPIDS** (the “City”) and the **CITY OF GRAND RAPIDS DOWNTOWN DEVELOPMENT AUTHORITY** (the “DDA”).

RECITALS

A. The DDA solicited and received proposals for consulting services (the “Services”) in connection with the development of a plan that will identify and prioritize short, middle and long-term public investment for the next 15 years for downtown Grand Rapids and certain of the surrounding area (the “Downtown Plan”).

B. The DDA approved the selection of Interface Studio LLC to provide the Services related to the development of the Downtown Plan and has entered into an Agreement for Professional Design Services for the Services (the “Agreement”).

C. Included as a part of the Services is the completion of the River Corridor Master Plan, aka the Grand Rapids Riverfront Plan (the “River Corridor Plan”), portion of the Downtown Plan as identified and described in the Agreement.

D. The City has agreed through its Planning Department (“Planning”) to pay for, or to obtain the funds to pay for, the cost of completing these portions of the River Corridor Plan located outside the DDA’s Downtown District.

UNDERSTANDING

1. Planning Contribution. The City agrees to contribute not to exceed \$263,367 of which \$100,000 will come from available funds of the Planning Department and the remaining amount from grants and private donations obtained by the Planning Department (collectively, the “Planning Department Contribution”) for those Services related to the cost of completing those portions of the River Corridor Plan located outside the DDA’s Downtown District. The Agreement shall provide that work related to completion of those portions of the River Corridor Plan outside the DDA’s Downtown District will be phased so that it matches available funds to be provided by the Planning Department.”

2. Timing of Contribution. The Planning Contribution shall be paid by the City to the DDA as work progresses on the River Corridor Plan in accordance with the payment provisions of the Agreement.

3. City Participation. City staff representing Planning shall be full participants in the development of the River Corridor Plan and a representative of Planning shall serve on the Downtown Plan Steering Committee.

4. Effective Date. This Memorandum shall be effective as of the date indicated on the first paragraph hereof through the date all of the terms and conditions of the Agreement have been completed.

IN WITNESS WHEREOF, the parties hereto have caused these presents to be signed by their respective representative(s) all as of the day and year first written above.

CITY OF GRAND RAPIDS

By: _____
George K. Heartwell, Mayor

Attest: _____
Darlene O’Neal, Acting City Clerk

**CITY OF GRAND RAPIDS
DOWNTOWN DEVELOPMENT
AUTHORITY**

By: _____
Brian Harris, Chairperson

MEMORANDUM OF UNDERSTANDING

THIS MEMORANDUM OF UNDERSTANDING (the “Memorandum”) is entered into as of April 1, 2014, by and between the **CITY OF GRAND RAPIDS** (the “City”) and the **CITY OF GRAND RAPIDS DOWNTOWN DEVELOPMENT AUTHORITY** (the “DDA”).

RECITALS

A. The DDA solicited and received proposals for consulting services (the “Services”) in connection with the development of a plan that will identify and prioritize short, middle and long-term public investment for the next 15 years for downtown Grand Rapids and certain of the surrounding area (the “Downtown Plan”).

B. The DDA approved the selection of Interface Studio LLC to provide the Services related to the development of the Downtown Plan and has entered into an Agreement for Professional Design Services for the Services (the “Agreement”).

C. Included as a part of the Services is the completion of the Downtown Transportation and Parking Plan portion of the Downtown Plan as identified and described in the Agreement (the “Transportation/Parking Plan”).

D. The City has agreed through its Parking Services Department (the “Parking Department”) to pay for the cost of completing the Transportation/Parking Plan.

UNDERSTANDING

1. Parking Services Contribution. The City agrees to contribute not to exceed \$168,000 from available funds of the Parking Department (the “Parking Department Contribution”) for those Services related to completion of the Transportation/Parking Plan.

2. Timing of Contribution. The Parking Department Contribution shall be paid by the City to the DDA as work progresses on the Transportation/Parking Plan in accordance with the payment provisions of the Agreement.

3. City Participation. City staff representing the Parking Commission shall be full participants in the development of the Downtown Plan and a representative of the Parking Department shall serve on the Downtown Plan Steering Committee.

4. Effective Date. This Memorandum shall be effective as of the date indicated on the first paragraph hereof through the date all of the terms and conditions of the Agreement have been completed.

IN WITNESS WHEREOF, the parties hereto have caused these presents to be signed by their respective representative(s) all as of the day and year first written above.

CITY OF GRAND RAPIDS

By: _____
George K. Heartwell, Mayor

Attest: _____
Darlene O’Neal, Acting City Clerk

**CITY OF GRAND RAPIDS
DOWNTOWN DEVELOPMENT
AUTHORITY**

By: _____
Brian Harris, Chairperson

MEMORANDUM OF UNDERSTANDING

THIS MEMORANDUM OF UNDERSTANDING (the “Memorandum”) is entered into as of May 19, 2014, by and between the **CITY OF GRAND RAPIDS DOWNTOWN DEVELOPMENT AUTHORITY** (the “DDA”) and **GRAND RAPIDS PUBLIC SCHOOLS** (“GRPS”).

RECITALS

A. The DDA solicited and received proposals for consulting services (the “Services”) in connection with the development of a plan that will identify and prioritize short, middle and long-term public investment for the next 15 years for downtown Grand Rapids and certain of the surrounding area (the “Downtown Plan”).

B. The DDA approved the selection of Interface Studio LLC to provide the Services related to the development of the Downtown Plan and has entered into an Agreement for Professional Services for the Services (the “Agreement”). A copy of the Agreement is attached.

C. A portion of the Downtown Plan is the Central Campus Plan as identified and described in the Agreement which is outside the DDA’s downtown district and which will be of benefit to GRPS. Services provided will support the implementation of the GRPS Transformation Plan specifically related to the Central campus schools including but not limited to the planning and development of new/improved facilities for Innovation Central High and the four co-located Centers of Innovation and Grand Rapids Montessori; improved traffic flow in and around the Central campus; demolition of the old City High-Middle School; enhancements to green space, landscape, and neighborhood use; potential development of an urban farm/garden; and more.

D. GRPS has committed not to exceed \$72,290 representing the costs related to the Central Campus Plan portion of the Downtown Plan.

UNDERSTANDING

1. GRPS Contribution. GRPS agrees to contribute an amount not to exceed \$72,290 (the “GRPS Contribution”) for those Services related to the completion of the Central Campus Plan.

2. Timing of Contribution. The GRPS Contribution shall be paid by GRPS to the DDA as work progresses on the Central Campus Plan portion of the Downtown Plan in accordance with the payment provisions of the Agreement.

3. GRPS Participation. GRPS staff shall be full participants in the development of the Downtown Plan and a representative from GRPS shall hold a seat on the Downtown Plan Steering Committee.

4. Effective Date. This Memorandum shall be effective as of the date indicated on the first paragraph hereof through the date all of the terms and conditions of the Agreement have been completed.

IN WITNESS WHEREOF, the parties hereto have caused these presents to be signed by their respective representative(s) all as of the day and year first written above.

**CITY OF GRAND RAPIDS
DOWNTOWN DEVELOPMENT
AUTHORITY**

By: _____
Brian Harris, Chairperson

GRAND RAPIDS PUBLIC SCHOOLS

By: _____
Dr. Wendy Falb, President

**CITY OF GRAND RAPIDS
DOWNTOWN DEVELOPMENT AUTHORITY**

**RESOLUTION APPROVING AND AUTHORIZING
EXECUTION OF MEMORANDUMS OF
UNDERSTANDING WITH CITY OF GRAND RAPIDS
RELATED TO THE CITY'S PARKING SERVICE
DEPARTMENTS AND PLANNING DEPARTMENTS
PARTICIPATION IN THE DOWNTOWN PLAN**

Boardmember _____, supported by Boardmember _____, moved adoption of the following resolution:

WHEREAS, the City of Grand Rapids Downtown Development Authority (the “DDA”) (a) solicited and received proposals for consulting services (the “Services”) in connection with development of a plan that will identify and prioritize short, middle and long-term public investment for the next 15 years for downtown Grand Rapids and certain of the surrounding area (the “Downtown Plan”) and (b) approved the selection of Interface Studio LLC to provide the Services; and

WHEREAS, a portion of the Downtown Plan is a transportation and parking plan which the City of Grand Rapids (the “City”) through its Parking Services Department has agreed to pay for; and

WHEREAS, a further portion of the Downtown Plan is a river corridor master plan which the City through its Planning Department has agreed to pay for or obtain funds to pay for that portion of such plan located outside the DDA’s Downtown District; and

WHEREAS, the City has agreed to enter into memorandums of understanding (the “Memorandums of Understanding”) with the DDA with respect to (a) payment of a portion the

Downtown Plan related directly to (i) the transportation and parking plan and (ii) that portion of the river corridor master plan located outside the DDA's Downtown District and (b) Parking Services Department's and Planning Department's participation in the development of the Downtown Plan.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

1. That the Memorandums of Understanding in the forms presented at this meeting are approved and the Chairperson of the DDA Board is authorized and directed to execute the Memorandums of Understanding for and on behalf of the DDA.

2. That all resolutions or parts of resolutions in conflict herewithin shall be and the same are hereby rescinded.

YEAS: Boardmembers _____

NAYS: Boardmembers _____

ABSTAIN: Boardmembers _____

ABSENT: Boardmembers _____

RESOLUTION DECLARED ADOPTED.

Dated: May 14, 2014

Mary Sierawski
Recording Secretary

CERTIFICATION

I, the undersigned duly qualified and acting Recording Secretary of the City of Grand Rapids Downtown Development Authority (the “DDA”), do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Board of Directors of the DDA at a meeting held on May 14, 2014, and that public notice of said meeting was given pursuant to, and in compliance with, Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: May 14, 2014

Mary Sierawski
Recording Secretary

**CITY OF GRAND RAPIDS
DOWNTOWN DEVELOPMENT AUTHORITY**

**RESOLUTION APPROVING AND AUTHORIZING
EXECUTION OF A MEMORANDUM OF
UNDERSTANDING WITH GRAND RAPIDS PUBLIC
SCHOOLS RELATED TO ITS PARTICIPATION IN THE
DOWNTOWN PLAN**

Boardmember _____, supported by Boardmember _____, moved adoption of the following resolution:

WHEREAS, the City of Grand Rapids Downtown Development Authority (the “DDA”) (a) solicited and received proposals for consulting services (the “Services”) in connection with development of a plan that will identify and prioritize short, middle and long-term public investment for the next 15 years for downtown Grand Rapids and certain of the surrounding area (the “Downtown Plan”) and (b) approved the selection of Interface Studio, LLC to provide the Services; and

WHEREAS, a portion of the Downtown Plan is a central campus plan which Grand Rapids Public Schools (“GRPS”) has agreed to pay for; and

WHEREAS, both the City and GRPS have agreed to enter into a memorandum of understanding (the “Memorandum of Understanding”) with the DDA with respect to (a) its payment of a portion the Downtown Plan related directly to the central campus plan and (b) its participation in the development of the Downtown Plan.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

1. That the Memorandum of Understanding in the form presented at this meeting is approved and the Chairperson of the DDA Board is authorized and directed to execute the Memorandum of Understanding for and on behalf of the DDA.

2. That all resolutions or parts of resolutions in conflict herewithin shall be and the same are hereby rescinded.

YEAS: Boardmembers _____

NAYS: Boardmembers _____

ABSTAIN: Boardmembers _____

ABSENT: Boardmembers _____

RESOLUTION DECLARED ADOPTED.

Dated: _____, 2014

Mary Sierawski
Recording Secretary

CERTIFICATION

I, the undersigned duly qualified and acting Recording Secretary of the City of Grand Rapids Downtown Development Authority (the “DDA”), do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Board of Directors of the DDA at a meeting held on _____, 2014, and that public notice of said meeting was given pursuant to, and in compliance with, Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: _____, 2014

Mary Sierawski
Recording Secretary