

AGENDA

DOWNTOWN
DEVELOPMENT
AUTHORITY



DDA

Board Members:

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

Wednesday, November 10, 2021

8:00 a.m. Meeting

29 Pearl Street NW

- | | | |
|--|--------|---------|
| 1. Call to Order | | |
| 2. Approve Meeting Minutes from October 13, 2021 (8:01)
(enclosure) | Motion | Winn |
| 3. Accept October 31, 2021 Financials (8:05)
(enclosure) | Motion | Chapman |
| 4. GRCC Pass Through Funding (8:10)
(enclosure) | Motion | Guy |
| 5. Downtown Retail Partnership (8:20)
(enclosure) | Motion | Kelly |
| 6. Just Air Update (8:30) | Info | Riley |
| 7. Downtown Wayfinding Update (8:40)
(enclosure) | Info | Eledge |
| 8. Executive Director Report (8:50)
(enclosure) | Info | Kelly |
| 9. Public Comment (9:00) | | |
| 10. Board Member Discussion (9:05) | | |
| 11. Adjournment (9:10) | | |



DOWNTOWN
GRAND RAPIDS INC.



MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

October 13, 2021

1. Call to Order – This meeting was called to order at 8:31 a.m. by Chair Rick Winn.

Attendance

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

Members Absent: Luis Avila

Others Present: Tim Kelly (Executive Director), Amanda Sloan, (Recording Secretary), Tricia Chapman (Treasurer), Jessica Wood, Davina Bridges, Dick Wendt (Legal Counsel), Mark Miller, James Peacock III, and Kendsie Channing, (DGRI Staff), Alexandria Grooms, Andrea Anderson, and Jennifer Kasper, JJ Loew, Alan Kranzo, and Chris Gricar.

2. Approve Meeting Minutes from September 8, 2021
Motion: Ms. Dunn, supported by Mayor Bliss, moved approval of the September 8, 2021 Meeting Minutes as presented. Motion carried unanimously.
3. Accept September 30, 2021 Financials
Ms. Chapman noted Statement C shows a negative balance under Public Realm Improvements due to a payment reversal made with funds allocated from the prior fiscal year.

Motion: Mr. Talen, supported by Mr. McNeilly, motioned to accept Statement D: September 30, 2021 Expenditures. Motion carried unanimously.
4. Spectrum CTI Solutions
Mr. Kelly presented a request for the removal of a parcel from the DDA's boundary. Spectrum Health proposes to develop a Center for Transformation and Innovation as their centralized campus in Monroe North. He stated that this project aligns with GR Forward's Goal 4 to expand job opportunities and ensure continued vitality of the local economy; our organization continues to focus on placemaking for all and providing a high quality of life with access to amenities as a way to attract and retain top talent in Downtown. As we think about ways to build our existing assets, to provide further opportunities to grow our local economy, we must work collectively with the community (public and private) to support further investments such as this expansion of Medical Mile.

Allen Kranzo, Senior Director of Real Estate Strategy & Planning Services at Spectrum Health, presented the Center for Transformation & Innovation (CTI) goals and objectives which include creating a flexible workplace (while investing \$100 million into the campus), clinical services growth in Grand Rapids, administrative operating efficiencies, a controlled expansion for Spectrum, a collaborative community platform, and a connectedness to the leaders, experts, innovators, and caregivers of West Michigan. He further shared workplace strategy guiding principles include promoting a health focus (a connection to the outdoors) and being innovative & industry leading. Mr. Kranzo emphasized how close this is to the medical mile (extending it to the north) and presented site plans and renderings for the first phase investment which includes the modified Brassworks building, a new building just south of Embassy Suites, ramped parking, surface parking, and outdoor greenspace with a pavilion. He shared this is 10 acres of continuous space and an accelerant in Monroe North growth. Spectrum is still evaluating future growth which potentially includes housing along Ottawa and Newberry. The economic impact of Phase I includes 1,800 full time jobs at this location with 350 new to GR, an Inclusion Plan intending to target over \$7 million for minority owned (MBE), women owned (WBE), and micro-local (MLBE) subcontractors, and over \$300,000 square feet of connected workspace including classrooms and a 500-person (training) event center.

Mr. Kelly added that Spectrum was strongly considering relocating outside of Downtown and is grateful for their engagement with stakeholders (both business associations and neighbors) that led to their decision to headquarter in Monroe North. Mr. Kelly shared the DDA boundary map and noted it is made up of different subdistricts (capture areas) with A formed in 1980 and the most recent L, M, N, O, and P created in 2016. He noted that in some areas we collect revenue and some we do not, either because of institutional ownership or because funds are being captured elsewhere (SmartZone, Brownstone). The request in front of the board today is to remove 710 Monroe Ave (Embassy Suites) from our capture area in order to allow this parcel to be included in the Brownfield Plan Amendment. Mr. Kelly noted the DDA does not currently capture revenue on this property because of Smart Zone approval in 2002 (prior to the DDA expansion in 2007). Once the DDA approves this boundary exclusion, Spectrum will request a Brownfield Plan Amendment (for inclusion) by the Brownfield Authority.

Mayor Bliss shared that the Economic Development team is in support of this project and asked if removing parcels were project specific or if this is a good opportunity to look at removing or adding others. Mr. Kelly stated the DDA would require a public hearing for any boundary amendment (versus a simple plan amendment). Ms. Wood added there is some clean up to be done regarding the boundary, but it might be best to wait on that. Mr. Talen asked for clarification on amending the plan. Ms. Wood shared a removal only requires a notification to any involved tax authorities; to add parcels would require additional steps including a public hearing. Mayor Bliss shared her appreciation for Spectrum's significant investment in this transformational project downtown and commended their commitment to use MBE, WBE, and MLBE subcontractors which will have a great impact to the local economy. Mr. Winn asked when this project should be completed: late summer of 2023.

Motion: Mr. McNeilly, supported by Mayor Bliss, moved to approve the resolution recommending revisions to the City of Grand Rapids Downtown Development Authority boundary to support approval of a Brownfield Plan Amendment for Spectrum Health's Center for Transformation and Innovation. Motion carries unanimously.

10. Executive Director Report

Mr. Kelly shared the founding board of the river governance entity met last month and is now forming committees and taskforces with the DDA and DRGI being represented. Lyon Square is in a holding pattern while we wait for EGLE permit approval; the hope (and expectation) is to start construction in the Spring of 2022. Wayfinding redesign is moving forward in earnest with mockup content and discussions on placement taking place, including skywalk redesign. The Hill and River Network plan committee met last week with various stakeholders and the hired consultants (The Smith Group). Van Andel Arena alley design work is also moving forward; a meeting took place last week with adjacent property owners. Mr. Kelly shared that the DGRI BOA approved an extension of the lease at 29 Pearl Street, and we will assess some updated furniture and décor needs in the near future. Mr. Kelly introduced new staff members: James Peacock III as our new Economic Opportunity Organizer and Kendsie Channing as our Manager of Neighbor Experience. He also shared that our previous intern, Corey Mathein, has accepted a full-time position as our Project Manager.

Mr. McNeilly asked if we will receive an update on the air quality sensors soon; Mr. Kelly shared that Darren Riley with JustAir will provide an update to the board next month. Ms. Dunn requested ArtPrize impact reports. Mr. Kelly stated we are in the process of collecting that data and will invite Craig Searer from ArtPrize to provide the board a full report. He shared that, anecdotally, it was a strong showing. Others agreed, though some expressed difficulty in understanding the voting process.

11. Public Comment

None.

12. Board Member Discussion

Ms. Schottke shared that Grand Rapids Public Schools is currently in their strategic planning process and gathering input on the first draft master plan by holding public discovery info sessions (which can be found at www.GRPS.org). She encouraged anyone interesting in participating to visit the website for those meeting dates/times. Ms. Wood introduced Davina Bridges, Associate at Dickinson Wright. Mr. Eddie asked how long Pearl Street will be closed at Amway; Mr. Winn stated the street will be closed one more week as they remove the crane and replace the roof.

13. Adjournment

The meeting adjourned at 9:10 am.

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: November 3, 2021

TO: Rick Winn
Chairman

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

FROM: Tricia Chapman
Administrative Services Officer II

SUBJECT: FY2022 Interim Financial Statements as of October 2021

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

Statement A: Balance Sheet

Statement B: Comparison of FY2022 Budget vs Actual Results

Statement C: Statement of FY2022 Project Expenditures

Statement D: Schedule of Expenditures

The Authority's balance sheet on Statement A indicates the Authority is in a strong position financially with sufficient Pooled Cash to support development plan expenditures for FY2022 and beyond.

The Authority has spent approximately 21.6% and 17.9% of its budgeted appropriations in the Non-Tax and Local Tax funds respectively. A large majority of expenditures paid in October (\$1.2 million) were developer reimbursements of summer tax increments.

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

Attachments

STATEMENT A
DOWNTOWN DEVELOPMENT AUTHORITY
Balance Sheet
October 31, 2021

	Non-Tax Funds	Debt Tax Increment	Local Tax Increment	TOTAL
ASSETS				
Pooled Cash and Investments	\$ 5,217,975	\$ 10,766,655	\$ 10,895,778	\$ 26,880,408
Petty Cash	-	-	500	500
Loan Receivable - Project Developer	357,342	-	-	357,342
General Fixed Assets	-	-	87,017,456	87,017,456
Accumulated Depreciation on Fixed Assets	-	-	(62,439,401)	(62,439,401)
Future Tax Increment Revenues Anticipated	-	6,490,000	-	6,490,000
TOTAL ASSETS	\$ 5,575,317	\$ 17,256,655	\$ 35,474,333	\$ 58,306,305
LIABILITIES AND FUND EQUITY				
Liabilities				
Current Liabilities	\$ 53	\$ -	\$ 5,558	\$ 5,611
Other Accrued Liabilities	12,381	4,061	2,026	18,468
Deposit - Area 4 Developer Damage	1,000	-	-	1,000
Deferred Revenue - Developer Loan	357,342	-	-	357,342
Bonds Payable	-	6,490,000	-	6,490,000
TOTAL LIABILITIES	370,776	6,494,061	7,584	6,872,421
Fund Balance / Equity:				
Investments in General Fixed Assets, net of Accumulated Depreciation	-	-	24,578,055	24,578,055
Non-Tax Increment Reserve	5,199,841	-	-	5,199,841
Reserve for Authorized Projects	-	-	10,854,288	10,854,288
Reserve for Compensated Absences	-	-	7,886	7,886
Reserve for Eligible Obligations	-	10,762,594	-	10,762,594
Reserve for Encumbrances	4,700	-	26,520	31,220
TOTAL FUND EQUITY	5,204,541	10,762,594	35,466,749	51,433,884
TOTAL LIABILITIES & FUND EQUITY	\$ 5,575,317	\$ 17,256,655	\$ 35,474,333	\$ 58,306,305

STATEMENT B

DOWNTOWN DEVELOPMENT AUTHORITY Comparison of FY2022 Budget vs Actual Results July 1, 2021 - October 31, 2021

	Non-Tax Funds		Debt Tax Increment		Local Tax Increment	
	Budget	Actual	Budget	Actual	Budget	Actual
REVENUES						
Property Tax Increment - General	\$ -	\$ -	\$ 11,623,216	\$ 11,603,302	\$ 7,732,770	\$ 7,740,294
Property Tax Increment - Prior Year Appeals	-	-	(35,000)	-	(15,000)	(64)
Property Tax Increment - Gainsharing Rebates	-	-	(4,363,113)	-	(771,777)	-
Interest - General	63,630	(114,307)	84,901	(174,225)	104,867	(175,454)
Interest - "The Gallery" Promissory Note	15,406	6,599	-	-	-	-
Principal - "The Gallery" Promissory Note	32,953	13,551	-	-	-	-
Property Rental - Buildings and Facilities	72,000	24,000	-	-	-	-
Property Rental - DASH Parking Lots	250,000	136,587	-	-	-	-
Contributions - Lyon Square Reconstruction	-	-	-	-	1,750,000	-
Reimbursements and Miscellaneous Revenues	2,000	950	-	-	5,000	19,000
Ottawa Ave - Cherry to Oakes - 1/3rd payment	197,670	-	-	-	-	-
TOTAL REVENUES	\$ 633,659	\$ 67,380	\$ 7,310,004	\$ 11,429,077	\$ 8,805,860	\$ 7,583,776
EXPENDITURES						
<i>GR Forward Projects:</i>						
Goal #1: Restore the River as the Draw and Create a Connected and Equitable River Corridor	\$ 15,000	\$ 390	\$ -	\$ -	\$ 4,580,000	\$ 27,458
Goal #2: Create a True Downtown Neighborhood Which is Home to a Diverse Population	80,000	5,665	-	-	1,585,000	1,237,490
Goal #3: Implement a 21st Century Mobility Strategy	-	-	-	-	2,270,000	296,841
Goal #4: Expand Job Opportunities and Ensure Continued Vitality of the Local Economy	35,000	-	-	-	500,000	95,788
Goal #5: Reinvest in Public Space, Culture, and Inclusive Programming	1,770,000	403,494	-	-	2,025,000	128,171
Total GR Forward Projects	\$ 1,900,000	\$ 409,549	\$ -	\$ -	\$ 10,960,000	\$ 1,785,748
Administration	-	-	-	-	1,300,000	542,051
Debt Service for Bond Issues	-	-	6,814,500	162,250	750,400	-
TOTAL EXPENDITURES	\$ 1,900,000	\$ 409,549	\$ 6,814,500	\$ 162,250	\$ 13,010,400	\$ 2,327,799
EXCESS / (DEFICIT)	\$(1,266,341)	\$ (342,169)	\$ 495,504	\$ 11,266,827	\$ (4,204,540)	\$ 5,255,977
BEGINNING FUND BALANCE		5,546,710		(504,233)		30,210,772
ENDING FUND BALANCE		\$ 5,204,541		\$ 10,762,594		\$ 35,466,749

STATEMENT C

**DOWNTOWN DEVELOPMENT AUTHORITY
Statement of FY2022 Project Expenditures
As of October 31, 2021**

Project Name	FY2022 Project Budgets	Expenditures		Remaining FY2022 Budgets
		Month	Fiscal Year	
River Governance	580,000	7,470	27,458	552,542
Downtown Plan	100,000	-	-	100,000
Lyon Square Improvements	2,600,000	-	-	2,600,000
River Edge Improvements	1,300,000	-	-	1,300,000
GRForward Goal # 1 - Local Tax Increment	\$ 4,580,000	\$ 7,470	\$ 27,458	\$ 4,552,542
Downtown Speakers Series	10,000	-	-	10,000
Riverwalk Assessment	5,000	390	390	4,610
GRForward Goal # 1 - Non-Tax Increment	\$ 15,000	\$ 390	\$ 390	\$ 14,610
Development Project Guidance	35,000	-	-	35,000
Development Project Reimbursements	1,500,000	1,207,023	1,207,023	292,977
Downtown Enhancement Grants	50,000	30,467	30,467	19,533
GRForward Goal # 2 - Local Tax Increment	\$ 1,585,000	\$1,237,490	\$ 1,237,490	\$ 347,510
Heartside Quality of Life Implementation	50,000	-	4,250	45,750
Neighborhood Engagement Programs	30,000	20	1,415	28,585
GRForward Goal # 2 - Non-Tax Increment	\$ 80,000	\$ 20	\$ 5,665	\$ 74,335
Accessibility and Mobility Repairs	110,000	6,750	25,200	84,800
Bicycle Friendly Improvements	245,000	-	14,904	230,096
DASH North Shuttle Services	375,000	-	67,500	307,500
New Downtown Circulator Infrastructure	40,000	-	-	40,000
Streetscape Improvements	1,200,000	153,542	180,183	1,019,817
Wayfinding System Improvements	300,000	9,054	9,054	290,946
GRForward Goal # 3 - Local Tax Increment	\$ 2,270,000	\$ 169,346	\$ 296,841	\$ 1,973,159
Economic Development and Innovation	400,000	35,422	91,588	308,412
COVID Economic Relief Program	100,000	500	4,200	95,800
GRForward Goal # 4 - Local Tax Increment	\$ 500,000	\$ 35,922	\$ 95,788	\$ 404,212
Downtown Workforce Programs	35,000	-	-	35,000
GRForward Goal # 4 - Non-Tax Increment	\$ 35,000	\$ -	\$ -	\$ 35,000
Downtown Marketing and Inclusion Efforts	420,000	15,908	110,141	309,859
Downtown Tree Plantings	130,000	-	-	130,000
Parks Design	50,000	2,763	2,763	47,237
Public Realm Improvements	1,350,000	2,788	7,170	1,342,830
State of Downtown Event & Annual Report	25,000	-	-	25,000
Urban Recreation Improvements	50,000	230	8,097	41,903
GRForward Goal # 5 - Local Tax Increment	\$ 2,025,000	\$ 21,689	\$ 128,171	\$ 1,896,829
Arena Plaza Improvements: Non-Tax Increment	-	-	300	(300)
Bridge Lighting Operations	15,000	-	-	15,000
DGRI Event Production	401,000	5,209	28,501	372,499
Diversity / Inclusion Programming	50,000	-	-	50,000
Downtown Ambassador Program	222,000	31,007	59,892	162,108
Experience - Miscellaneous	30,000	5,000	12,500	17,500
Major Event Sponsorship	135,000	-	105,000	30,000
Project and Fixed Asset Maintenance	5,000	772	1,462	3,538
Public Space Activation	789,000	35,601	170,471	618,529
Rosa Parks Circle Skating Operations	40,000	-	-	40,000
Special Events - Office of	75,000	25,000	25,000	50,000
Special Events - Training Program	6,000	-	-	6,000
Winter Avenue Building	2,000	68	368	1,632
GRForward Goal # 5 - Non-Tax Increment	\$ 1,770,000	\$ 102,657	\$ 403,494	\$ 1,366,506
TOTAL	\$ 12,860,000	\$1,574,984	\$ 2,195,297	\$ 10,664,703

STATEMENT D
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of FY2022 Expenditures
October 1 - 31, 2021

Source	Date Posted	Vendor	Purpose / Project	Description	Amount
Debt	10/20/2021	U.S. Bank Corporate Trust N.A.	DDA 2017 LTGO Bonds - Van Andel Ar	DDA 2017 Bond Interest	162,250.00
					162,250.00
Local	10/28/2021	Disability Adv of Kent Co	Accessibility & Mobility Repairs	Inclusive Design research and reporting 10/21	6,750.00
					6,750.00
Local	10/31/2021	Paychex	Administration	DDA Payroll Wages, 401, Taxes-Oct 2021	108,279.20
Local	9/30/2021	Paychex	Administration	DDA Payroll Wages, 401, Taxes-Sept 2021	104,558.55
Local	10/14/2021	City Treasurer - Budget Office	Administration	IET - Operating Transfer A-87	11,006.00
Local	10/24/2021	Priority Health	Administration	Health Insurance NOV 2021	9,890.62
Local	10/14/2021	Priority Health	Administration	Health Insurance OCT 2021	7,367.50
Local	10/5/2021	Federal Square Building Co. #1, LLC	Administration	Office Lease: 29 Pearl Street 10/21	4,945.32
Local	10/17/2021	McAlvey Merchant & Associates	Administration	Governmental Consulting Sept 2021	4,500.00
Local	10/17/2021	Dickinson Wright PLLC	Administration	Legal services: Admin 09/21	2,222.00
Local	10/16/2021	City of Grand Rapids	Administration	Staff services - payroll period ended 10/16/2021	1,357.13
Local	10/19/2021	Hub International Midwest Limited	Administration	Directors and Officers Policy 11/2021-11/2022	1,351.77
Local	10/11/2021	Fifth Third Bank	Administration	Admin: Travel & Training	1,328.80
Local	10/11/2021	Fifth Third Bank	Administration	Admin: software maint agree	1,160.24
Local	10/14/2021	TGG, Inc.	Administration	Life & S/T & L/T disability insurance - 11/21	953.22
Local	10/14/2021	The Hartford	Administration	Workers Compensation 2021/2022	917.81
Local	10/14/2021	City Treasurer - Risk Management	Administration	Monthly General Insurance Allocation	821.17
Local	10/5/2021	The KR Group, Inc.	Administration	IT Managed Agreement 10/21	732.51
Local	10/2/2021	City of Grand Rapids	Administration	Staff services - payroll period ended 10/02/2021	638.64
Local	10/11/2021	Fifth Third Bank	Administration	Admin: equipment repairs	564.37
Local	10/5/2021	Federal Square Building Co. #1, LLC	Administration	Office Lease: 29 Pearl Street Mezzanine Office 10/20	484.64
Local	10/31/2021	Paychex	Administration	DDA Payroll Processing Fee - Oct 2021	449.94
Local	10/5/2021	Metro FiberNet, LLC	Administration	Internet/Phone at 29 Pearl St NW 10/21	370.05
Local	10/5/2021	GreatAmerica Financial Services Corp	Administration	Copier Lease 10/21	319.50
Local	10/11/2021	Fifth Third Bank	Administration	Admin: Supplies	317.95
Local	10/10/2021	Amway Hotel Corporation	Administration	Meeting space rental: Board of Advisors 9/21	314.61
Local	9/30/2021	Paychex	Administration	DDA Payroll Processing Fee - Sept 2021	288.96
Local	9/30/2021	Paychex	Administration	DDA Payroll HRS Processing Fees-Sept 2021	284.58
Local	10/31/2021	Paychex	Administration	DDA Payroll HRS Processing Fees-Oct 2021	284.58
Local	10/10/2021	HR Collaborative LLC	Administration	HR Consultant services 09/21	277.16
Local	10/5/2021	Professional Maintenance of Michigan In	Administration	Janitorial services 09/21	273.21
Local	10/5/2021	The KR Group, Inc.	Administration	O365 subscription 7/17/21-8/16/21	259.74
Local	10/10/2021	Lisa M Cooper	Administration	HR Consultant services 09/21	227.67
Local	10/24/2021	Blue Cross Blue Shield of Mich	Administration	Dental Insurance Premium 11/21	212.76
Local	10/24/2021	Federal Square Building Co. #1, LLC	Administration	Utility Service: Electric October 2021	208.71
Local	10/19/2021	The KR Group, Inc.	Administration	SEPT 21 Managed Agreement	143.22
Local	10/14/2021	Staples Contract and Commercial Inc.	Administration	Office supplies 10/21	132.43
Local	9/30/2021	City Treasurer - MobileGR/Parking Svcs	Administration	Sept 2021 Parking Validation Billing	111.50
Local	10/24/2021	Pure Water Partners LLC	Administration	Water Cooler Lease 10/2021	99.78
Local	10/14/2021	PeopleG2	Administration	Criminal Background Check services 9/21	99.38
Local	10/10/2021	Breck Graphics Inc	Administration	Business Cards: Peacock & Mathein 9/21	94.32
Local	10/14/2021	Cellco Partnership	Administration	Cell Phone Service 09/02-10/01	86.45
Local	10/14/2021	Engineered Protection Sys Inc	Administration	Office Security System 11/1/21-1/31/22	73.41
Local	10/14/2021	Staples Contract and Commercial Inc.	Administration	Office supplies 10/21	66.35
Local	10/19/2021	Breck Graphics Inc	Administration	Business Cards: Channing 9/21	47.34
Local	10/6/2021	Amanda Sloan	Administration	Reimburse for expenses 10/21	38.80
Local	10/19/2021	The KR Group, Inc.	Administration	IT services backupify Agreement Oct 2021	32.79
Local	10/28/2021	Megan Catcho	Administration	M. Catcho Reimbursement Expenses 10/21	30.75
Local	10/11/2021	Model Coverall Service Inc	Administration	Floor Mat Rental 9/21	28.49
Local	10/6/2021	Mandy McDaniel	Administration	Admin: Food/Bev	25.32
Local	10/6/2021	Amanda Sloan	Administration	Transport/mileage expense	15.68
					268,294.92
Local	10/14/2021	Swift Realty LLC	COVID Economic Relief Program	Surface Parking Social Zones 10/21	500.00
					500.00

continued on the next page

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

Page 2

Source	Date Posted	Vendor	Activity # Purpose / Project	Description	Amount
<i>Continued from previous page</i>					
Local	10/19/2021	Jackson Entertainment LLC	Developer Project Reimbursements	Developer Reimbursement FY22 Summer	414,872.11
Local	10/19/2021	150 Ottawa Development LLC	Developer Project Reimbursements	Developer Reimbursement FY22 Summer	165,560.41
Local	10/19/2021	Arena Place Development LLC	Developer Project Reimbursements	Developer Reimbursement FY22 Summer	150,706.04
Local	10/25/2021	55 Ionia Partners LLC	Developer Project Reimbursements	Developer Reimbursement FY22 Summer	103,386.48
Local	10/19/2021	Waters Building LLC	Developer Project Reimbursements	Developer Reimbursement FY22 Summer	87,788.14
Local	10/19/2021	CWD 50 Monroe II LLC	Developer Project Reimbursements	Developer Reimbursement FY22 Summer	86,165.81
Local	10/19/2021	Venue Tower, LLC	Developer Project Reimbursements	Developer Reimbursement FY22 Summer	65,959.99
Local	10/19/2021	20 Monroe Building Co Ltd Partnership	Developer Project Reimbursements	Developer Reimbursement FY22 Summer	44,420.44
Local	10/19/2021	20 Fulton Street East LLC	Developer Project Reimbursements	Developer Reimbursement FY22 Summer	38,144.54
Local	10/19/2021	35 Oakes Associates, L.L.C.	Developer Project Reimbursements	Developer Reimbursement FY22 Summer	23,597.24
Local	10/19/2021	CWD Urban Fund LLC	Developer Project Reimbursements	Developer Reimbursement FY22 Summer	13,059.62
Local	10/19/2021	100 Commerce Development LLC	Developer Project Reimbursements	Developer Reimbursement FY22 Summer	6,350.50
Local	10/19/2021	Owen-Ames-Kimball CO	Developer Project Reimbursements	Developer Reimbursement FY22 Summer	4,237.26
Local	10/19/2021	68 Commerce LLC	Developer Project Reimbursements	Developer Reimbursement FY22 Summer	2,780.52
					1,207,023.10
Local	10/5/2021	Josh Leffingwell, LLC	Dntn Marketing & Inclusion Efforts	Refreshment Area Design & Dev 8/21	4,375.00
Local	10/10/2021	Erika Townsley	Dntn Marketing & Inclusion Efforts	Photography Oct 2021	3,000.00
Local	10/11/2021	Fifth Third Bank	Dntn Marketing & Inclusion Efforts	Marketing & Advertising	2,535.79
Local	10/19/2021	Raul Alvarez	Dntn Marketing & Inclusion Efforts	1821Treaty Celebration Media Services 10/21	2,500.00
Local	10/14/2021	Bryan Esler Photo, Inc.	Dntn Marketing & Inclusion Efforts	Photographer: Sept 2021	1,960.00
Local	10/5/2021	Ariel Sosa III	Dntn Marketing & Inclusion Efforts	Photography 9/21	400.00
Local	10/10/2021	Erika Townsley	Dntn Marketing & Inclusion Efforts	Photography services 9/2021	337.50
Local	10/28/2021	David Specht	Dntn Marketing & Inclusion Efforts	Storm Drain Art Drone Photos 10/21	250.00
Local	10/14/2021	Ariel Sosa III	Dntn Marketing & Inclusion Efforts	ArtPrize Photos 10/21	220.00
Local	10/10/2021	David Specht	Dntn Marketing & Inclusion Efforts	1821 Treaty filming 10/21	125.00
Local	10/11/2021	Mighty Co.	Dntn Marketing & Inclusion Efforts	Website support: Qrtly font and hosting 10/21	105.00
Local	10/10/2021	David Specht	Dntn Marketing & Inclusion Efforts	1821 Treaty livestream editing 10/21	100.00
					15,908.29
Local	10/6/2021	65 Monroe Center LLC	Downtown Enhancement Grants	Downtown Enhancement Grant: The Finnley	25,000.00
Local	10/14/2021	Monroe Community Church	Downtown Enhancement Grants	DEG: Monroe Community Church 10/21	4,089.43
Local	10/14/2021	Keltic Liquors, LLC	Downtown Enhancement Grants	DEG: Monroe Community Church 10/21	1,378.00
					30,467.43
Local	10/11/2021	Source One Imaging	Economic Development & Innovation	Hotel District Banners 9/21	19,869.11
Local	10/10/2021	Lisa Knight	Economic Development & Innovation	Canal Music Festival 10/21	5,200.00
Local	10/24/2021	Michael Justin Berne	Economic Development & Innovation	Retail Analysis Consulting 09/21	4,500.00
Local	10/5/2021	GR Area Chamber of Commerce	Economic Development & Innovation	Retail Retention & Attraction Contract 09/21	3,958.33
Local	10/5/2021	Beer Me Bro LLC	Economic Development & Innovation	Fri Night Live event support: band and sound 9/21	1,600.00
Local	10/24/2021	Local First West Michigan	Economic Development & Innovation	2022 Local First membership	295.00
					35,422.44
Local	10/4/2021	Progressive Architecture	Parks Design	Lyon Square and Lyon Street Reconstruction 2021	2,763.40
					2,763.40
Local	10/14/2021	Michigan Landscape Services	Public Realm Improvements	Van Andel Alley lighting 9/21	2,579.00
Local	10/11/2021	Fifth Third Bank	Public Realm Improvements	Public Realm Improvements	208.51
					2,787.51
Local	10/19/2021	West MI Center for Arts & Technology	River Governance	WMCAT/Public Agency river engagement 10/21	7,175.00
Local	10/5/2021	Public Museum of West Michigan	River Governance	Room rental 9/21	294.96
					7,469.96
Local	10/4/2021	State of Michigan	Streetscape Improvements	18092-Ottawa-Fulton to Michigan	123,325.99
Local	10/11/2021	Hubbell, Roth & Clark Inc	Streetscape Improvements	18092-Ottawa-Fulton to Michigan	24,613.53
Local	10/14/2021	Eric Gale Goodson	Streetscape Improvements	ArtPrize 2021 security services	5,200.00
Local	10/5/2021	Bazen Electric	Streetscape Improvements	Electrical services 09/21	258.50
Local	10/11/2021	Fifth Third Bank	Streetscape Improvements	Streetscape Improvements supplies	144.00
					153,542.02
Local	10/19/2021	Kerkstra Portable Restroom Svc Inc	Urban Recreation Improvements	Portable restroom for Skate Park 10/21	230.00
					230.00

continued on the next page

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

Page 3

Source	Date Posted	Vendor	Activity # Purpose / Project	Description	Amount
<i>Continued from previous page</i>					
Local	10/28/2021	Progressive Architecture	Wayfinding System Improvements	Wayfinding Consulting 10/21	9,053.80
					<u>9,053.80</u>
Non-Tax	10/14/2021	Ice Sculptures LTD	DGRI Event Production	Silent Disco Event 8/21	4,200.00
Non-Tax	10/19/2021	Marco Riolo	DGRI Event Production	Chalk Fest Artist 10/21	350.00
Non-Tax	10/10/2021	Kowalski Productions LLP	DGRI Event Production	Silent Disco Event 8/21	300.00
Non-Tax	10/11/2021	Fifth Third Bank	DGRI Event Production	DGRI Event Production Supplies	174.55
Non-Tax	10/4/2021	Asia Horne	DGRI Event Production	Silent Disco Event 8/21	150.00
Non-Tax	10/8/2021	Consumers Energy	DGRI Event Production	1030 4058 7935 21/09 - 612 Dewey Ave	34.55
					<u>5,209.10</u>
Non-Tax	10/14/2021	Mydatt Service Inc	Downtown Ambassador Program	Ambassador Program 09/21	28,618.98
Non-Tax	10/22/2021	Downtown Improvement District	Downtown Ambassador Program	FY22 District-Wide Voluntary Assessment	2,340.24
Non-Tax	10/28/2021	City Treasurer - MobileGR/Parking Svcs	Downtown Ambassador Program	Monthly Parking Billing October 2021	48.00
					<u>31,007.22</u>
Non-Tax	10/14/2021	Romel Caylan	Experience - Miscellaneous	"Giving Back Runway" Sponsorship 10/21	2,500.00
Non-Tax	10/19/2021	GR Downtown Market Education Founda	Experience - Miscellaneous	Small Plate Big Impact 2021 Sponsor	2,500.00
					<u>5,000.00</u>
Non-Tax	10/11/2021	Fifth Third Bank	Neighborhood Engagement Programs	Neighborhood Engagement	20.14
					<u>20.14</u>
Non-Tax	10/22/2021	Downtown Improvement District	Project & Fixed Asset Maint	FY22 District-Wide Voluntary Assessment	649.00
Non-Tax	10/22/2021	Downtown Improvement District	Project & Fixed Asset Maint	FY22 District-Wide Voluntary Assessment	122.67
					<u>771.67</u>
Non-Tax	10/10/2021	Dayna Walton	Public Space Activation	PSA: Bugspot Mural 09/21	5,000.00
Non-Tax	10/10/2021	LiveSpace, LLC	Public Space Activation	1821 Treaty ribbon cutting 9/21	2,902.50
Non-Tax	10/10/2021	LiveSpace, LLC	Public Space Activation	Women's Way: Marilia Ortiz Blakely ribbon cutting 9/	2,898.00
Non-Tax	10/10/2021	LiveSpace, LLC	Public Space Activation	Women's Way: GR Chicks ribbon cutting 9/21	2,863.00
Non-Tax	10/14/2021	LiveSpace, LLC	Public Space Activation	Women's Way: Ethel B. Coe ribbon cutting 9/21	2,863.00
Non-Tax	10/14/2021	LiveSpace, LLC	Public Space Activation	Women's Way: Angeline Yob ribbon cutting 9/21	2,808.00
Non-Tax	10/10/2021	LiveSpace, LLC	Public Space Activation	Women's Way: Harriet Woods Hill ribbon cutting 9/21	2,673.00
Non-Tax	10/5/2021	Elizabeth S Sweet	Public Space Activation	"Earthwork Portraits" Mural 2 of 2 9/21	2,500.00
Non-Tax	10/5/2021	Elizabeth S Sweet	Public Space Activation	Pop up Performer 09/21	2,500.00
Non-Tax	10/10/2021	Madison Chaffer	Public Space Activation	Body & Soul Mural 09/21	2,500.00
Non-Tax	10/14/2021	Ice Sculptures LTD	Public Space Activation	Live Pumpkin Carving Event 9/21	1,250.00
Non-Tax	10/11/2021	Fifth Third Bank	Public Space Activation	Public Space Activation: Food & Bev	1,021.85
Non-Tax	10/19/2021	Milwaukee Downtown Inc.	Public Space Activation	WOW Massimals Shipment 10/21	775.00
Non-Tax	10/10/2021	Icon Sign Company, LLC	Public Space Activation	PSA: Signage 9/21	725.00
Non-Tax	10/5/2021	Matthew K Porter	Public Space Activation	Pop Up Performances 5/21	450.00
Non-Tax	10/19/2021	Danielle Bradfield	Public Space Activation	Women's Way cart service 10/21	450.00
Non-Tax	10/4/2021	Asia Horne	Public Space Activation	GR Chicks Mural Ribbon Cutting 9/21	400.00
Non-Tax	10/5/2021	Dighton Maxwell Hekman	Public Space Activation	Pop up Performer 09/21	350.00
Non-Tax	10/14/2021	City Treasurer - Special Events	Public Space Activation	Women's Way Ribbon Cutting Ceremonies	275.00
Non-Tax	10/19/2021	Dale Wicks	Public Space Activation	Pop Up Performer 7/21	250.00
Non-Tax	10/11/2021	Fifth Third Bank	Public Space Activation	Public Space Activation:Supplies	82.68
Non-Tax	10/24/2021	ACO Inc	Public Space Activation	PSA Supplies 10/21	44.15
Non-Tax	10/24/2021	ACO Inc	Public Space Activation	PSA Supplies 10/21	19.99
					<u>35,601.17</u>
Non-Tax	10/22/2021	Downtown Improvement District	Riverwalk Assessments	FY22 District-Wide Voluntary Assessment	389.92
					<u>389.92</u>
Non-Tax	10/6/2021	City Treasurer - Special Events	Special Events - Office of, Grants, Trainir	FY22 Special Event Billing-1 of 3 Installment	25,000.00
					<u>25,000.00</u>
Non-Tax	10/29/2021	Consumers Energy	Winter Ave NW Building	1030 2027 1245 21/10 - Winter DDA share	53.46
Non-Tax	10/21/2021	DTE Energy	Winter Ave NW Building	9100 258 89908 21/10 Winter DDA share	14.07
					<u>67.53</u>

TOTAL OCTOBER 2021 EXPENDITURES \$ 2,005,529.62

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DDA

DATE: November 5, 2021

TO: Downtown Development Authority

FROM: Andy Guy, COO

SUBJECT: GRCC Pass Through Funding

Agenda Item #4
November 10, 2021
DDA Meeting

The GR DDA, in partnership with Grand Rapids Community College and the City of Grand Rapids, recently received a grant to test new strategies for connecting local people to skills training and job opportunities presented by the work required to revitalize the Grand River corridor.

The 3-year, \$195,000 grant directs \$48,500 to support GRCC's workforce training program and prepare individuals for jobs in the field of construction and other relevant public works. The remaining funds are directed to support Downtown Grand Rapids Inc. staff time and project outreach efforts.

The purpose of this action item is to request authorization to allocate the pass-through funds to GRCC. No DDA funds will be used to support GRCC education programs.

The background: The nonprofit [Building Bridges Across the River](#) (BBAR) invited the GR partners to join a five-city pilot project. The effort is designed to develop a replicable workforce development model for recruiting, training and employing people in the work of constructing new parks and recreational assets in their neighborhoods.

The goal is to identify effective ways to leverage the investment required to build these new amenities in ways that, among other outcomes, also:

- create income-generating opportunities for residents in the immediate project area,
- foster a sense of community ownership in the new assets, and
- help establish welcoming and inclusive public spaces and, in the GR case, riverfront.

Along with Washington, DC-based BBAR, which is building the 11th Street Bridge Park, other national partners in this pilot effort include Trinity Park Conservancy in Dallas, India Basin Park in San Francisco and The Riverline in Buffalo, NY. The lessons learned will be shared broadly with similar projects across the country.

In Grand Rapids, this collaborative effort is made possible by, builds on and complements significant community initiative to date. This includes but is not limited to ongoing City of Grand Rapids' efforts to expand access to river restoration-related contract work among micro-local business enterprises and GRCC career development efforts to help train a local workforce capable of building the Grand River greenway.

Recommendation:

Authorize allocation of pass-through funding not to exceed \$48,500 to Grand Rapids Community College.



DOWNTOWN
GRAND RAPIDS INC.

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DATE: November 5, 2021

TO: Downtown Development Authority

FROM: Tim Kelly, AICP
Executive Director

Agenda Item #5
November 10, 2021
DDA Meeting

SUBJECT: Retail Retention and Attraction Initiative

Since 2019, the City of Grand Rapids and Downtown Grand Rapids Inc. (DGRI) have partnered on a Retail Retention and Attraction Initiative. The Initiative was developed to establish a more proactive strategy to support and attract retail businesses Downtown and throughout the City. Further it helped advance goals established in GR Forward which identified creating a vibrant and sustainable retail environment – one that creates a destination to attract visitors, creates jobs, and provides unique experiences – as a priority for Downtown.

To facilitate the work a new Retail Recruitment and Retention Specialist position was created and staffed at the Grand Rapids Area Chamber of Commerce (GRACC). The position was filled in January 2020 by Richard App following a recruitment process established by the partners. Progress was beginning toward Initiative goals when the COVID-19 pandemic altered the needs and focus of Mr. App's work. In short, beginning in March 2020 the focus of the work became to offer support, resources, and information to businesses in hopes of helping them navigate the unprecedented challenges posed by the health and economic emergency.

Despite the ongoing uncertainty, in October 2020 the partners agreed to extend the Initiative based on the recognition that sustaining and retaining our ground floor businesses would be an important part of our community's economic recovery. To guide that work the following measures were established:

- A Retail Business Outreach Strategy with a minimum visit to 200 retail businesses.
- Retail Business Advocacy that results in at least 20 retail advocacy assists.
- Retail Communications Strategy to keep retailers informed of resources and assistance as they become available.

As identified in the attached summaries, these identified metrics were all met / exceeded during the past year. Further, Mr. App also participated in multiple event and marketing activities, helped deliver



and activate 13 new businesses to Downtown, and is currently part of discussions with two additional retailers expected to sign leases in early 2022.

For the coming year, the focus of Mr. App's work Downtown will continue to be outreach and communication to existing businesses to ensure they have access to information and resources within Downtown. Further, with the completion of the Downtown Retail Strategy expected by the end of the year, he will be able to assist in the implementation of those recommendations – including examination of zoning changes, a revamping of incentives and additional placemaking initiatives.

The total proposed amount for the Initiative for the coming year is approximately \$137,617 and would run through November 2022. In addition to the DDA's requested \$50,000 contribution, the City Commission is considering a \$50,000 investment at their November 9, 2021 meeting. The remaining costs will be covered by the GRACC via an in-kind contribution of workspace, technology and other necessary data and support resources. Funding from the DDA was accounted for in the FY22 Local Tax Increment budget in the Goal 4 Economic Development and Innovation line item.

Recommendation:

Authorize funding for the Retail Retention and Attraction Initiative in an amount not to exceed \$50,000.

RETAIL SPECIALIST BUSINESS SUPPORT SUMMARY
RICH APP - NOVEMBER 2021

	La Macaron	New Business	Newly signed lease on Monroe Center. Connecting them with a façade improvement grant. Also doing a connection with Disability Advocates of West Michigan because they intend to have employees with special needs working several days a week. Have also sent contact information to the co-chairs of the HDBA.
	Harris Building	Retail Retention	Have worked with Alicia and staff for over a year on new tenant and business opportunities including gallery space rental, shop hop ideas and a darkroom for rent in the lower level.
	Social Misfits, LLC.	New Business Onboard	regular communication and assisting for their ribbon cutting when interior construction is finished. Slated to open mid-November.
	Wahlburgers	New Business Onboard	Working with Director of Marketing on Soft Opening and Ribbon cutting slated for November 1st. Compiled list of city and downtown influencers for their soft opening and put them in contact with personal from GRPD and GRFD for future community projects.
	Mel Styles	New Business	Spoke with owner and have scheduled meetings to determine best businesses that will compliment his store.
	Forty Pearl	Retail Retention	Assisted with onboarding of new business including supplying an artist for the décor. In regular contact with owner Jim Bridgeman about goings on in the HDBA and in downtown.
	Butcher's Union	Retail Retention/Social Zone	Worked with Butcher's on their expansion of the Social Zone. Supplied grant information including answering PPP questions.
	UICA Store	New Business	Wonderful space run by Jonathan Shotwell. Working with UICA and Ferris to access the space from the closest door rather than walk through the entire gallery. Have introduced this business to the HDBA and they are now attending meetings.
	Downtown Nutrition	Retail Retention	Business opened in late 2020 during the heart of the pandemic. Have done regular in person meetings, introduced Doris the owner to the HDBA board, got outdoor seating to increase visibility. Business is increasing at a steady pace.
	Zellars Bottle Shop	Retail Retention	Have weekly communication with Dean on the unrest that happens in his place. Due to the uptick in crime and violence he now closes the bottle shop at 11 where they've been open until 2 for better than 10 years. As a result he is foregoing 12 hours of business per week. This is brought up at our bimonthly meeting about safety in our downtown.
	Z's Bar	Retail Retention	Worked with Dean and outdoor seating and Social Zone. Receive weekly emails about violence and crime activities which I cascade to leadership in the City.
	Linear	Business Outreach	Regular communication with Emily and Todd on North Monroe business, advice on hours, Friday night live music, Happy Hour communication and have sent all pertinent grant information
	The Garage Bar	Business Outreach	Work with Kevin on Monroe North picnic, Guess Who's Back Happy Hour,
	Fair Food Fund	Retail Retention	Regularly work with Kyama to assist businesses such as BK Deli, Black Calder Brewing, Creston Brewery and Noodlepig for financing on equipment
	BK Deli	New Business	Have been working with Mylkea and Bryan Jackson to solidify business plan. Building owner Chris Muller has an LOI and is working with BK on a lease.
	Michigan House	Business Connect	Have taken Ted and Peter through 3 spaces looking at a space for Michigan House and am currently working with them on partnering with Courage & Soar to sell their products. Courage & Soar has a LOI on Monroe Center.
	Local Mocha	Retail Retention	Have made regular stops in Local Mocha since the civil unrest. They are on my mailing list and are aware of what is happening downtown and through the HDBA.
	House of Wine	Business Outreach	Appointed Jim Lynch as Co-Chair of HDBA, filmed several ad spots, helped with expanded seating. Regularly cascade messaging to different city channels including GRPD.
	Parsley's	Retail Retention Outreach	Parley's is a great communicator in our downtown. Regular questions come from them from my morning read and we have helped with outdoor seating and business support. Member of the HDBA.

	City Flats Hotel	Retail Retention	After over a year the restaurant is now open. Connected them with the marketing from HDBA and recommended hours during ArtPrize.
	Elegance Wigs	Retail Retention	In a conversation on September 3 I was asked if we could alter the Social District on Monroe Center to allow for one parking space because many of their customers are either elderly or have physical limitations that making walking distances to their establishments difficult. Waiting on next steps.
	Soho Sushi	Retail Retention	Have done multiple in person meetings. Soho does not wish to reopen indoor dining but has adapted well to pick up and outdoor dining. Are looking at getting two outdoor dining huts and have recently painted their façade to improve visibility. Also a member of the HDBA and have window clings and marketing materials for HDBA in their location.
	Uccello's	Retail Retention	Worked with Uccello's on the first "Guess Who's Back" Happy Hour where we had over 100 attendees. Are regular attendees to our Business Association meetings and are great community partners downtown.
	Cinco de Mayo	Social Zone/Business Outreach	Have worked with Cinco since the beginning of the Social Zones. First approved App Shack is there. Worked with them in marketing "Guess Who's Back" Happy Hour and with the HDBA.
	Family Pediatric Eyecare	Retail Retention	Have been in regular contact with FPE since the civil unrest last year. Would like more retail businesses in our downtown and work with the HDBA on marketing efforts.
	Biggby Coffee	HDBA Outreach/Outdoor Dining	Biggby is a regular participant in our HDBA meetings. They regularly provide input keep us informed of what happens on their busy corner.
	Old National Bank	HDBA/Retail Retention	Did an in person stop by with window clings and marketing information on the HDBA. A representative for Old National is now attending HDBA meetings.
	Freshii	HDBA Outreach/Outdoor Dining	Did in person stop with window clings for the HDBA and also an invite to future meetings.
	Panera	HDBA/Retail Retention	Have had multiple conversations about his business that has been downtown for over 30 years. Would like to have other soft goods including other men's and women's clothing.
	David Barney Clothiers	HDBA Outreach	After multiple in person visits DBC has joined the business association and has window cling and marketing material in their space.
	Vault of Midnight	Retail Retention	Dropped off information on the Façade Improvement Grant through DGRI but they only repainted façade. Have been in regular contact about needs. Despite issues in downtown VofM is happy with their business and recently signed a new five year lease. Would like to have a toy store or other related business to complement their business.
	City Flats Hotel	Retail Retention/Business Outreach	Actively work with Chris on HDBA projects, Guess Who's Back Happy Hour, receive updates regarding business and issues in downtown core.
	Bridge Street Market	Retail Retention	I regularly meet with Mitchell Cook who is the director of the BSM and president of the SBA. Worked assisting Marketing Director Daltyn Terpstra on their summer outdoor market. Acquired outdoor structure through my outreach. Worked with these two to solidify artwork for Social District Commons Area.
	Craft Revival Jewelers	Retail Retention	Regularly meet with Jayson to get his input on what he'd like to see as complimentary businesses to their space. Got him to start attending Heartside Business Association meetings
	Noodlepig	New Business	Working regularly with Chris to help secure financing, referral to Fair Food Fund, DGRI and MLCC outreach. Lease signed. Expect to open in January. Sent referrals on construction build out.
	Art Rat Gallery	New Business	Have worked with Matt and Nancy to convert studio space to gallery. Have done outreach to connect Art Rat to GVSU art department for faculty shows. Connected AR with Osteria Rossa to do shows to expand capacity for both.
	Osteria Rossa	Retail Retention	Have helped business get increased outdoor seating and talk regularly about the drastic increase in homeless people congregating and sleeping outside their establishment. Have introduced Osteria to Art Rat Gallery and they have partnered to have a Art Rat supply work and switch work six times a year. In turn they will do an artist reception each time a new artist is introduced.
	Old World Olive Press	HDBA/Retail Retention	Do regular check ins. Have gotten Tracy to start attending HDBA meetings and give out marketing material and use the HDBA brand.

	New Holland	Buisneess Retention	Have worked with Eli on promotion of space, markeing hand sanitizer and to go meals.
	Wear Your Curls	New Business	Worked to determine proper space. Introduced business owner to Jamie Dionne who is the board chair for Studio Park and are currently working on lease for space. Have sigend a three month lease and will increase this based on successes
	Rockford Construction	New Oppourtunities	Have been working with Mike on filling new spaces on Monroe Center and in Stockbridge. Currently meeting biweekly to gather information and work to fill space(s).
	Pack Elephant	New Business Pack Elephant	Opened Pack Elephant. Had over 20 meetings to bring over 40 makers into this space. Worked with Winsome and Studio Park on buildout and promotion of this new business.
	Wise Men Distillery	Social Zone	Working with attorney Gerard Gavin who is working on license through the MLCC. Once that is completed we will move forward on Social Zone application. Could not do both at the same time because they were originally applied for seperately.
	McKay Tower	Retail Retention	Worked with McKay on Soical Zones for their 3 businesses that had no outdoor space. We built a enclousre that Freshii, Biggby and Kilwin's could utilize.
	House of Wine	Center City Business Association	Have been working with Jim on Soical Zone/District work since last fall. In working with the Center City Business Association I have appointed Jim as the Co-Chair of the business association through 2021 and will continue to led marketing efforts for downtown businesses.
	Colliers International	Retail Attraction Plan	Have worked with Chris at Colliers and now with D A R. Currently with onboarding of DG X and two new potential projects.
	Public Thread	Retention and Marketing	Have worked with Lisa and Janay on several intiatives including 21 day promotion, markteting, working in Studio Park pop and currently a new makers space.
	Rodolfo Gonzalez	Retention Outreach	Have been working with Rodolfo and Bob to market Monroe Center as well as apply and receive grants. To date they have received grant through the County, MEDC and Civil unrest grant through the GR Chamber.
	m retail	business connects	Working with Chris to secure new business for Terzes Photography and 3 vacant spaces on Monroe Center.
	Studio Park	Grand Stand Studios Connect	Connected Eric with Grand Stand Studios who wanted to do a movie performance. Was able to get a grant through DGRI to pay for 2500.00 worth of tickets for performance.
	Show	Rentetion Assistance	Connected with Jaqueline on marketing, security and lack of PPP. Connected Show with Homeless Outreach Team, Center City Busniess Association and Opporutuity Funds. Show was able to successfully get PPP through Opp Funds.
	One Trick Pony	Best Practices and reopening	Based on the grant that OTP secured they will reopen this week at 25%. Lisa and I have regular communication and I have assisted in getting her information on 2 grants that they have recieved.
	Cottage Bar	sale transistion	Worked with the Verhills on the sale and transfer of the businesses.
	The Apartment Lounge	Grant Information	Provided information on GR Grant, Go Fund Me and MEDC grant. Applied for GR Grant and will apply for MEDC Grant. Assisted with Social Zone information.
	Fido & Stitch	Small Business Relief	Spoke with Ali about Monroe North Business Association. Small Business Support and gift card initiative. 14 Instagram impressions. 24 Impressions Facebook.
	Malamiah Juice Bar LLC	Soical Zones. Small Business Support	Spoke with Jermale. Connected him with Mark Miller on Soical Zone. Purchased Gift card and talked through strategy. 13 impressions Instagram. 28 impressions Facebook.
	Luna	Mi Restaurant Promise	Am in constant communication with Mario and other memebers of the MRP in regards to Social Zones, questions on legislation, EO's and messaging from local and statewide outreach.
	Pyramid Scheme	Mi Restaurant Promise. Grant infor	Have been on several zoom calls and email chains with Tami in regards to grants which she has received through our outreach and navigating the waters between which grants to apply for and the benefits between PPP and the Save our Stage Grant. Confirmed with Ed Garner from SBDC on best course of action.
	THE INTERSECTION	Retail Reteniton	Have spoken with Scott on numerous times to gather infomation on his business and industry. Have assisted in The Intersection getting the Kent County Small Business Grant and information about the federal and state grants for the Save our stages initiative.

	CKO Kickboxing	Outdoor Capacity	Spoke with Shelby about creating better capacity by renewing outdoor classes in the GR Parks. Also confirmed CKO as a circuit class for our Get Fit Outdoor activation. CKO was also part of Fit Fest GR
	City Built Brewing	Business Retention	Have worked with Ed on the Guess Who's Back Happy Hour and several grant initiatives. Also, directed Edwin to several grants for restaurants.
	Basic Bee	New Business	Worked with Renise onboarding to SoDiv and on the marketing coomittee for SoDIV. Sat on Goal 4 that approved grant for rent abatement.
	The Rutlidge	Business Retention	Helped The Rutlidge obtain to grants for entertainment venues that were shuttered during the shutdown
	The 12th House	New Business	Helped business expand their reach by providing potential artists for space. Sat on Goal 4 which approved the rent abatement for first 18 months. Introduced business owner to neighboring tenants.
	Sandy Point Beach House	Business Connect	Worked with SPBH and the Boy Scouts of America on a summer promotion Supplied several grant opportunities to them.
	MEXO	Buisneess Retention	Spoke with Peter several times about outdoor mural. Supplied several artistis on this. Also, sent several grant opportunities to MeXo.
	Swift Printing	Business Retention	Work with this business regularly. Helpped with outreach on Red Lion sign. Worked with Walt to expand parking lot for outdoor service.
	Sovengard	Business Retention Sovengard is an active part of the Michigan Restaurant Promise where we regularly share information on this industry.	
	ButchersUnion	Busniess Retention	Regularly speak with Paul and Dave through the Stcokbridge Business Association about Stockbridge Business Promotion.

RETAIL SPECIALIST ACTIVITY SUMMARY

Rich App November 2021

Hotel District Business Association

Started and later combined the Center City Business Association, Monroe Center Business Association and Hotel District. Into one unit which is now the Hotel District Business Association.

Worked with private sector to donate funds \$5,500 to businesses including Rodolfo Gonzalez Interior Design, Bianca Bridal, Apothecary of Main, Gina's Boutique, Oh Hello, Art Fusion, Littlebird that were affected by the civil unrest.

Worked with Wise Man Distillery to get past some hurdles in opening their business. Ribbon cutting was June 24th.

Identified banner locations and wrote up proposal for the Goal 4 Alliance to confirm and vote for 54 banners in the Business District.

Expanded borders of Business District from Fulton to Michigan and Division to 131.

Appointed Co-Chairs (Jim Lynch – House of Wine & Kaley Peet – Rockford Construction) to the Business Association.

Working with AHC with the marketing of the Business Association. Conducted exits interviews with former tenants

Worked with businesses and property managers during the past year to adjust leases for tenants.

Ordered and installed window clings for all businesses within the HDBA for proper branding. Current monthly meetings average 30 attendees up from 8 to 10 when it was the Monroe Center Business District.

Stockbridge

Have attended Business Association meetings since January of 2020.

Have assisted many businesses in the BA on grants for City, County and State.

Had the City Social District extended to include businesses West of Summer Ave adding 15 Blocks of Bridge Street and Stocking to the Social District.

Worked with the Business Association and Rockford Construction to have the parking at the Southeast corner of Lexington and Bridge St to serve as "Commons Area" for this Social District.

Have two temporary structures placed at One Bourbon, Tacos El Cunado and El Granjero. Assisted with Temporary Use Permits for these two businesses as well.

Worked with Business Association and CIA on budget for outdoor furniture

for businesses and Commons Area.

Created second Social District on Stocking from 4th to 5th Street. Also helped with furniture here and to create the Social Zone for the Commons Area.

Worked with Business Association and CIA on public art initiative for the Commons Area in the Social District.

SODiv/Heartside

Was part of the Design Committee that did the rebrand of Heartside to SoDiv.

Am on the Economic Development Board for SoDiv and also on their Arts committee.

Was part of the branding workshops (9-4 total) to identify uniqueness and special qualities of neighborhood that give this neighborhood and business district its sense of place. This resulted in a rebranding.

Was part of the steering committee that worked with Heartside and Gray Matter Group in the successful rebranding of SODiv.

Assisted Photographer Andy Terzes of his building at 25 South Division rather than face foreclosure to Mretail. Working with this group in now finding a tenant.

Have have working with Renise from Basic Bee who was also a recipient of the former rent incentive grant to determine best new businesses for SoDiv and women's clothing options in downtown that will compliment her store.

Working on a three day Holiday Shop Hop that will involve current businesses, an outdoor market and also using 6 vacant spaces located at 347 South Division that are owned by Dwelling Place.

Helped bring in new business Art Rat Gallery to 46 South Division who is also working with a partnership I helped foster with Osteria Rossa. Art Rat will provide artwork in the space, and they are partnering on art openings every other month to increase traffic in both spaces.

North Monroe

Attend monthly meeting and provide city and Chamber updates on Special Events, Grants and general information to group.

Have worked with City Built, Linear, CKO Boxing and Field and Fire on grant

programs. Currently working with Field & Fire in locating a new space for both locations.

Attended Master Plan planning session(s) and provided input.

Helped Fido & Stitch with Grant

Assisted Speak EZ with grant information and on marketing outreach.

Put on "Guess Who's Back" Happy Hour involving City Built Brewing Linear, Garage Bar, Rocky's Bar and Sandy Point Beach House.

Providing input to architect Trevor Bosworth for the Master Plan of Canal and Sixth Street Parks.

Worked with Monroe Center Community Church and DGRI to provide a grant for their public/private park space to provide benches for neighborhood guests.

Have been meeting regularly with Ciarra Adkins about her MLBE incubation project she is working on for Monroe North in conjunction with the river project.

Highlights are:

- · 33K per year for leasing costs from my grant for 3 years
 - · 3-4 MLBE's in a co-located space is the goal
 - · We should seek additional funding to support the efforts
 - · We need to identify businesses ready to move river adjacent/
close Currently working on other funding sources and outreach
Have weekly communication with Director Diedre Denning to keep up happenings in the neighborhood.
Working with Field & Fire to find a new location and also to fill their current space with the MLBE Incubation Project with Ciarra Adkins.
Helped obtain a grant for park benches for Monroe Community Church to convert their outdoor space into a public private park to improvement aesthetic feel and improve walkability.
- Hotel District Business Association
- Worked with Business Association after Civil Unrest in clean up
- Came up with Fitness Fest GR that launched on April 30 and ran through May 9. Over 80 classes with a positive economic impact of over 100 business.

Social Zones & Social District Strategy

In order to facilitate this scope of work, I regularly met with business owners and business associations, Corridor Improvement Authorities and Business Improvement Districts, to determine who wanted to expand their outdoor dining for safety and economic reasons. In these meeting we also determined where the boundaries for the Social Districts are and where the “Common Areas” are for each District.

Once applications were approved by the City Commission

- Creston Social District
- Michigan Street Corridor Social District
- Eastown (in front of the Local Epicurean, BASALT, Brown Butter Creperie & Cafe)
- Eastern Ave. (in front of Elnorra’s)
- Stockbridge Business District
- West Fulton Social District
- West Leonard Social District
- Expansion of the Downtown City Social District

In addition to the 8 Social Zones and Social Districts mentioned above, we also deployed over 10 Temporary Use Permits in neighborhoods of focus:

- El Granjero (Stockbridge)
- One Bourbon (Stockbridge)
- Rising Grinds (Madison Square)
- Daddy Pete’s (Southtown)
- Tamales El Kora (Burton Heights)
- Elnorra’s (Southtown)
- Tacos El Cunado (Stockbridge)
- Putt Putt’s (West Fulton)
- Cindy’s Chicken Coop (Southtown)
- BJ Urban Kitchen (Southtown)
- Switchback Gear Exchange (Cheshire Village)

Successfully deployed 10 Temporary Use Structures of which 8 are in Neighborhoods of Focus and with minority-owned businesses.

Downtown COVID-19 Retail Recovery Strategy

- Attend regular meetings through the Retail Recovery Task Force.
- Am in a working group with colleagues from the City of Grand Rapids and DGRI.
- Have weekly meetings with Evette Pittman from the Office of Special Events to keep downtown businesses informed about festivals, peaceful demonstrations, conventions and other events that may business in downtown.
- Have weekly meetings with DGRI to discuss and get clarification on what is happening within Downtown and relevant information happening in other parts of the city.
- Have weekly meetings with Marion Bonneaux and Melvin Eledge about new businesses, grant opportunities and other relevant information.
- Meet twice a month with the Homeless Outreach Team.
- Have monthly meetings with the Security Task Force which consists of 10 private security groups that assist downtown businesses.
- Sit on several of the Mayor's recovery task force boards.
- Once Retail Recovery strategy is complete will start prospecting retailers and restaurants to locate to Grand Rapids.
- Have assisted in the activation of the following downtown businesses:
 - Pack Elephant
 - Basic Bee
 - The 12th House
 - B & K Deli
 - La Bon Macaron
 - The Aroma Labs
 - Noodlepig
 - Grand Vin
 - Art Rat Gallery
 - K-Rock
 - Wise Man Distillery
 - Blond Theory
 - GR Noir

Retail Business Outreach Strategy

- My working list has over 260 visits. I make it a point to visit at least 10 retail businesses a week. In the case of Social Zones & Districts, Temporary Use Permits, Warming Structures, the CAP Grant and new business onboards, it required multiple meetings.
- I am in regular communication with minority-led organizations and connecting their members with resources and relevant contacts.
- I attend an average of 4 weekly Business Association, BID, CIAs, or CIA meeting per week, biweekly ESO meetings and communicate with several ESO partners on a weekly basis.
- I am in regular communication with several members of the Business Assistance Team.
- In my working list, I have well over 100 business assists many of which have multiple assists in the way of grants, permits and connecting businesses with specific departments in the city including planning and economic development.

Retail Business Advocacy Strategy

To properly advocate for small business and businesses associations, I meet regularly with businesses, BID's, CIA's and business associations to not only gain a proper perspective on their successes and needs. This allows me to meet with other community partners to obtain information that keeps these businesses and organizations properly informed on the large number of relevant and changing items throughout our city.

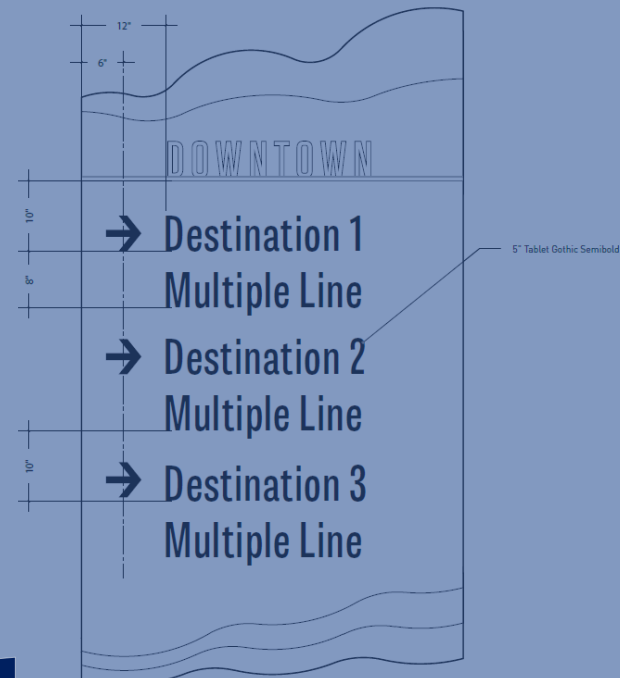
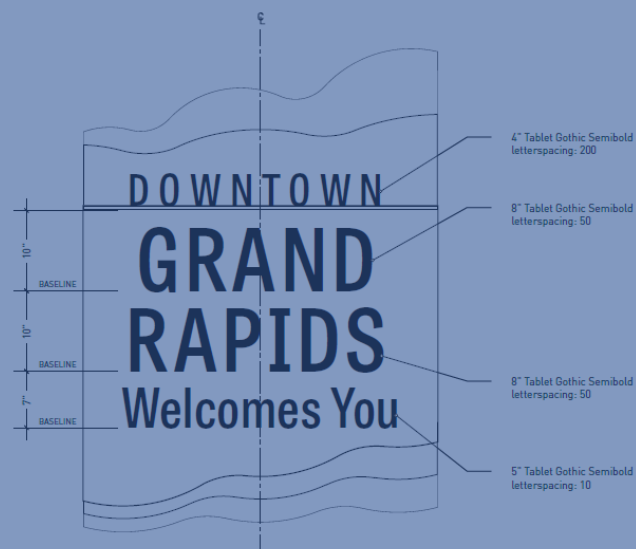
- Sit in on an average of 4 Business Association meetings including design board, economic development and branding.
- Have become the subject matter expert for small businesses in the city.
- Have multiple weekly meetings with the Government Affairs team from the GR Chamber. In these meetings we have addressed Social Districts, aggressive panhandling, and Temporary Use Permits.
- Continue work with the Michigan Restaurant Promise with daily communication to keep up on trends and what is going on in their industry.
- I have sat on design & branding committees where we have successfully rebranded 3 Business Associations. The Monroe Center Business Association, Center City Business Association and Hotel District combined to form the Hotel District Business

Association. By combining these three organizations we can highlight the 2000+ hotels in downtown Grand Rapids. The HDBA also houses our major museums, municipal buildings, and our convention center. SoDiv exists to show the unique work happening on South Division and the Southwest Business Association more accurately describes what was the Grandville Avenue Business Association with branding that better represents the entire business association where many businesses are located on Century Avenue and Franklin and Hall streets.

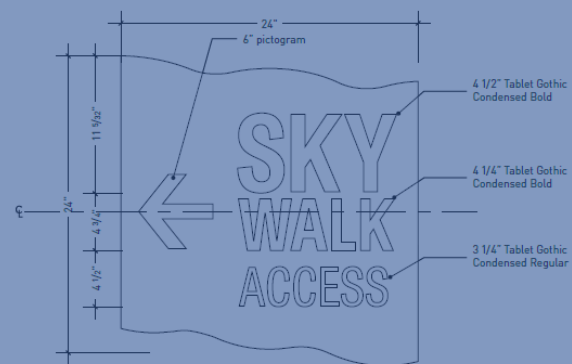
- Working with the Office of Special Events to put up banners in the HBDA, Southtown Corridor, the North Corridor, the Southwest Business Association, Burton Heights Business Association, and the Michigan Street Corridor.

Retail Communication Strategy

- Consistently send out my Morning Read emails where I share funding opportunities, information I receive from the City of Grand Rapids Communications Department, Marketing departments from DGRI, the Chamber, the Right Place and Experience Grand Rapids. The City has also called on me to communicate through this channel because, through my consistency, my emails are opened at a greater rate because they come from a trusted source.
- I am in weekly communication from the marketing teams from all three community partners.
- Have been involved in over two-dozen marketing campaigns including:
 - Fitness Fest GR, which had a positive impact on over 50 businesses. That number does not include the four Social Districts that FFGR was held in.
 - Mole Day in the Burton Heights Business Association
 - Steering Committee for Confluence
 - Rebranding and Banner initiatives (mentioned above)
 - After Dark in the Creston Neighborhood
 - Worked with the ArtPrize team on outreach to businesses and artist recruitment
 - Stepped in to assist the Asian Pacific Festival to obtain permitting from the Department of Environmental Quality who I have worked with on 6 occasions installing artwork as a curator and artist
 - Worked with the Festival of the Arts and obtained funding for their river video

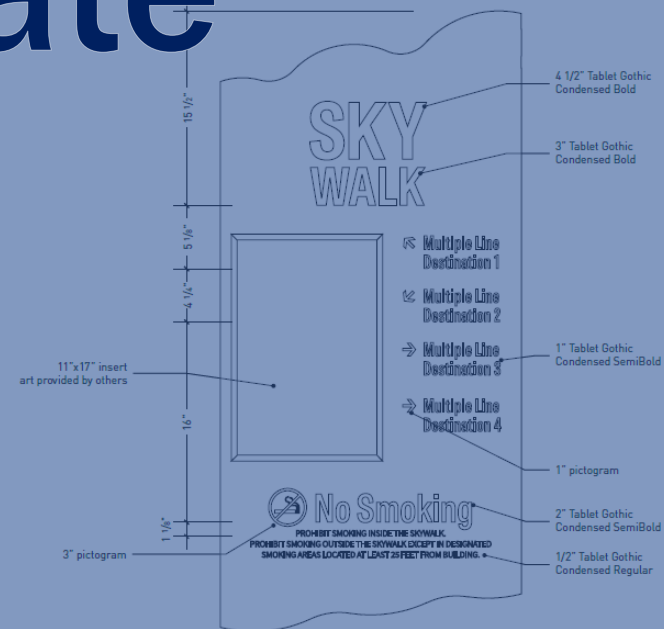


Wayfinding Update



B/ GRAPHICS

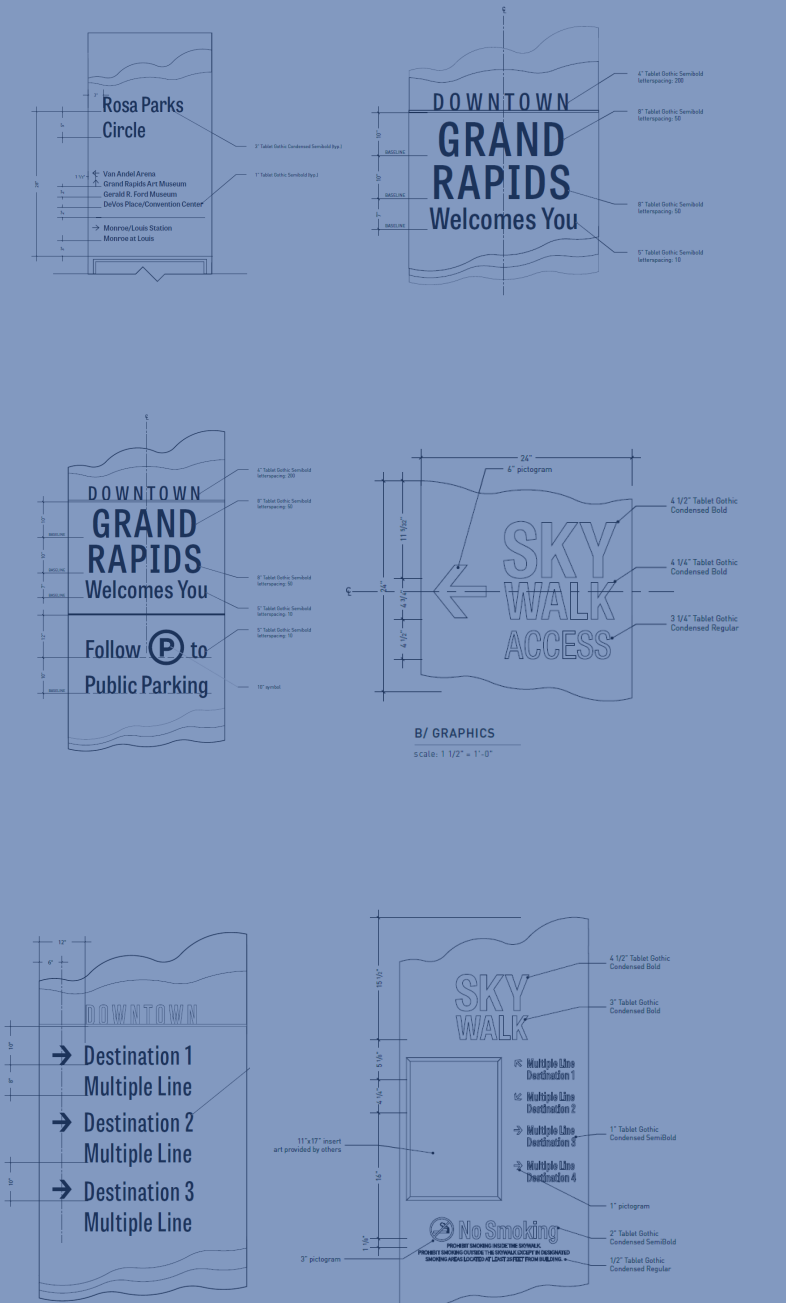
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Key Highlights

Once Deployed/Implemented the new system will...

- **Increase** the amount of pedestrian scale wayfinding signage throughout Downtown.
- **Reduce** sign clutter in the right of way by working with key partners to integrate additional directional signage into the system.
- **Unify & connect** (for the first time *ever!*) on street wayfinding with the skywalk wayfinding system.
- **Introduce** Digital/21st Century Wayfinding into Downtown, including potentially connecting on street wayfinding and website.





Vehicular Signage

Vehicle & Gateway Signage



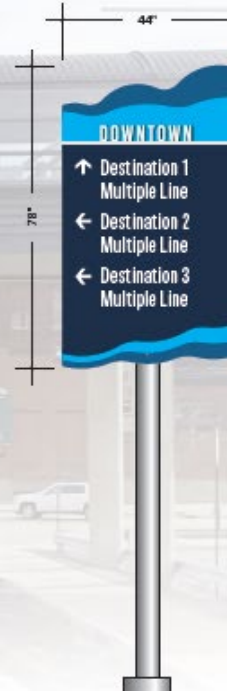
Vehicular
Welcome



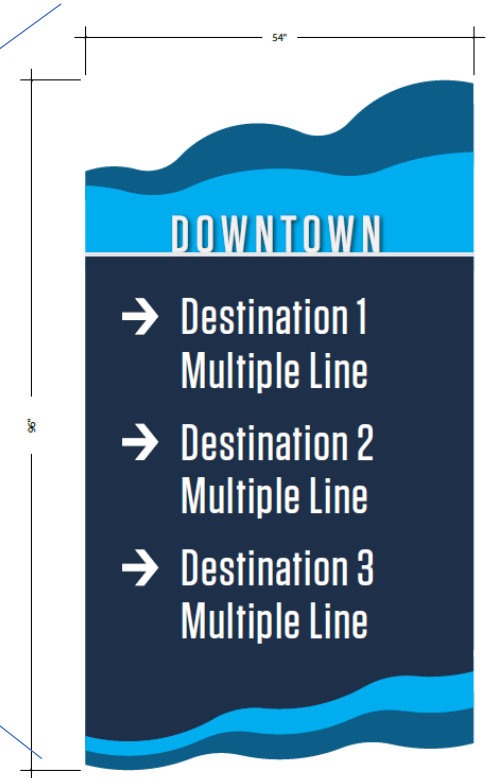
Vehicular
Welcome
version 2



Vehicular
Directional
Large



Vehicular
Directional
Medium



Vehicular
Directional
Medium
Enhanced View

90"

DOWNTOWN

GRAND
RAPIDS

Welcomes You

Follow **P** to
Public Parking

P2

P3

P4

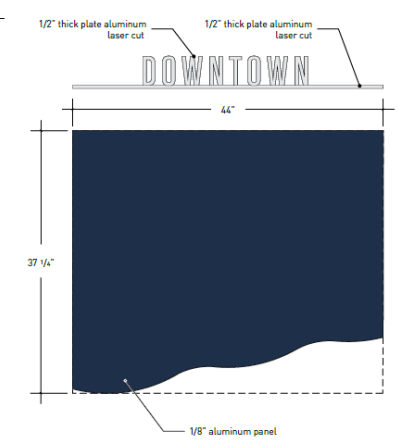
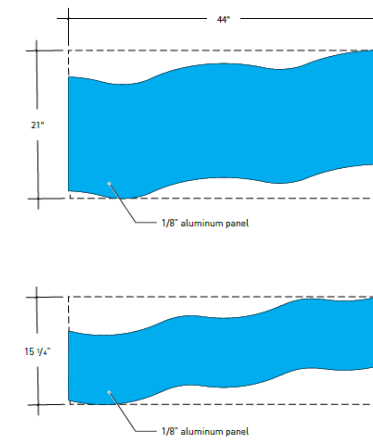
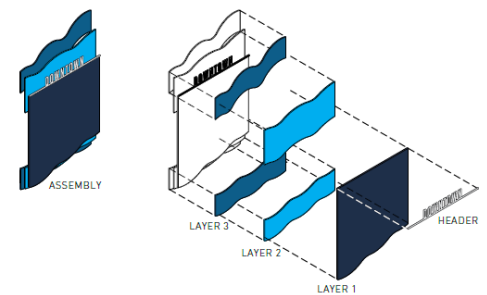
P4

P1

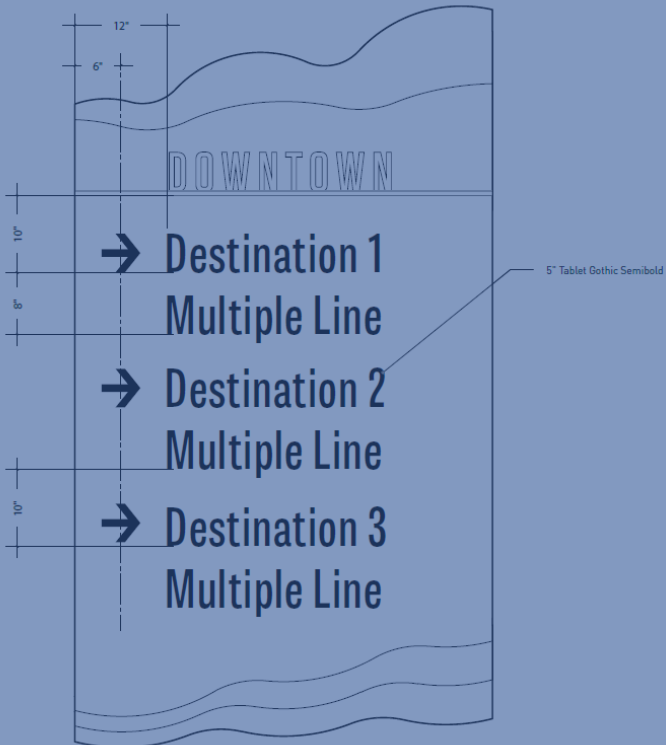
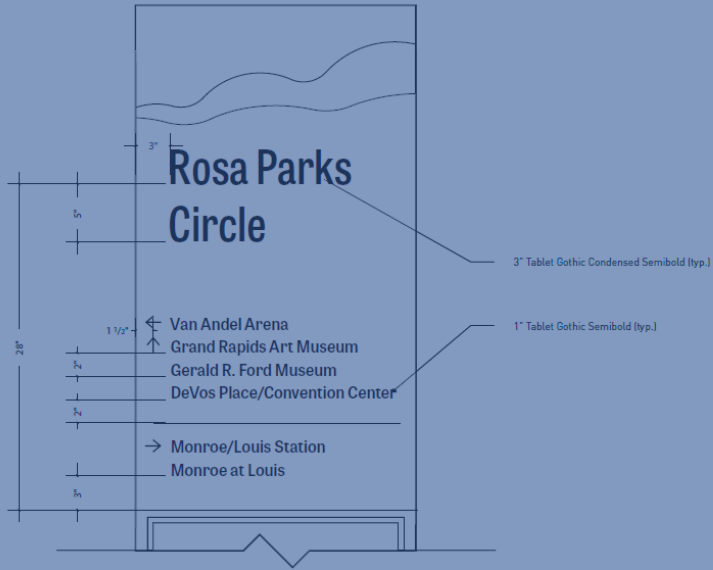
RV1

RV2

RV1

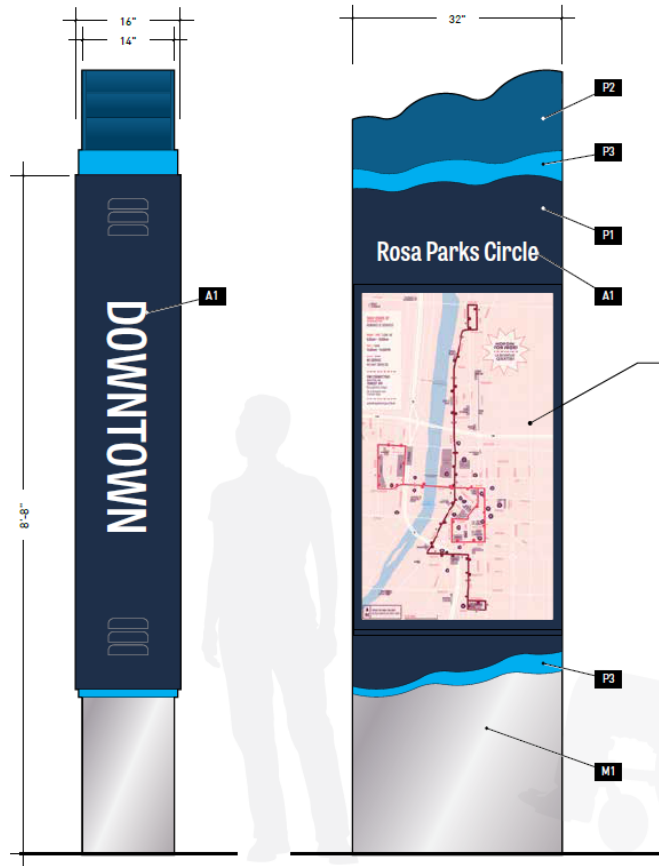


Layered Construction View

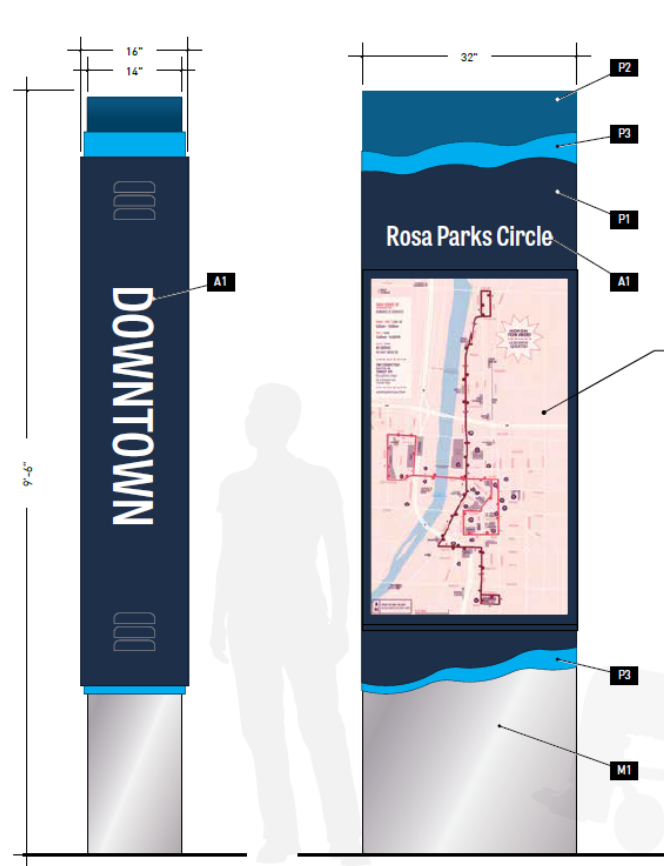


Pedestrian Signage

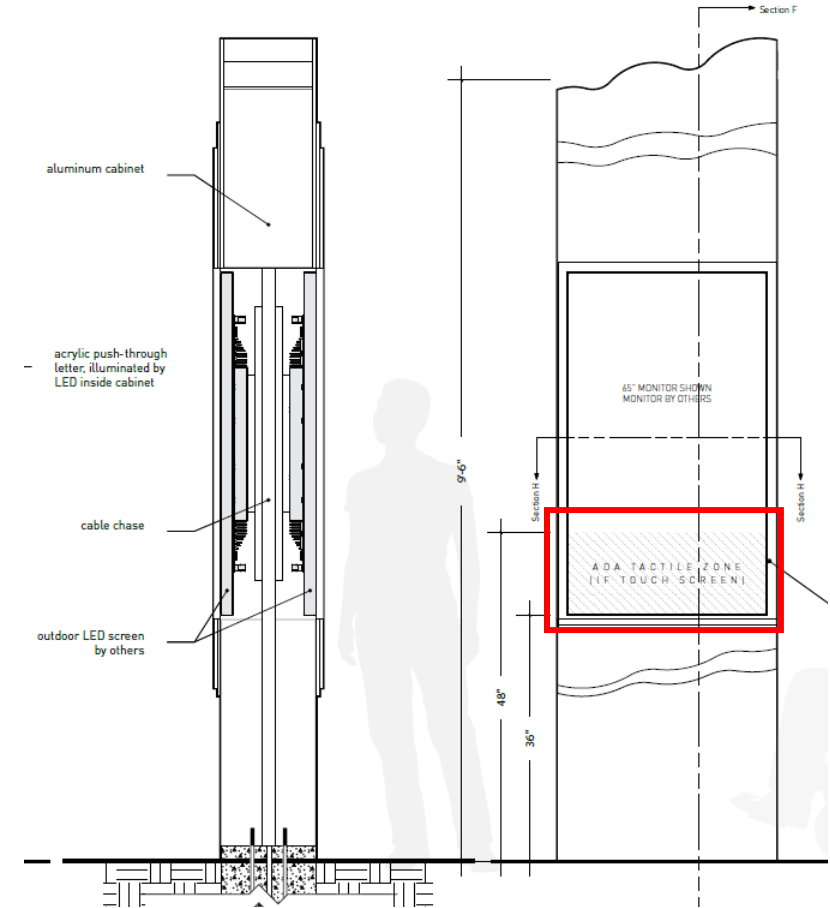
Pedestrian Signage



Large Kiosk
Option A

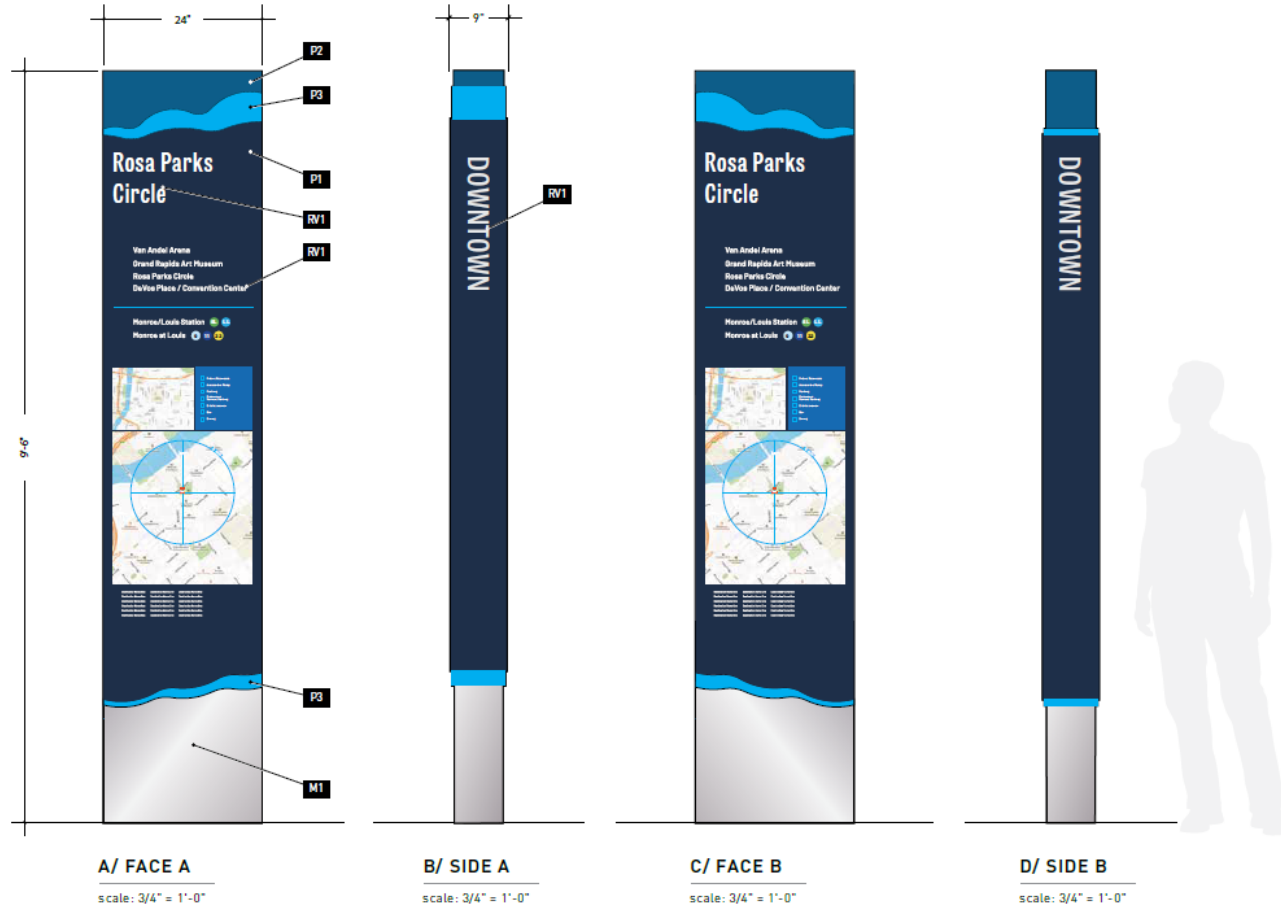


Large Kiosk
Option B

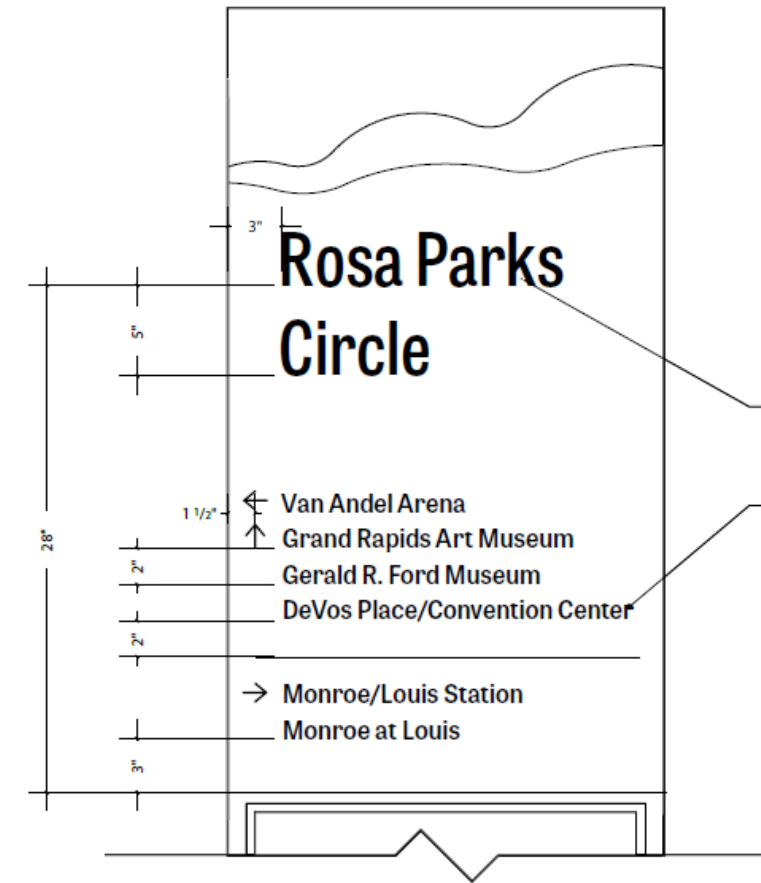


Touch Screen
Internal View

Pedestrian Signage

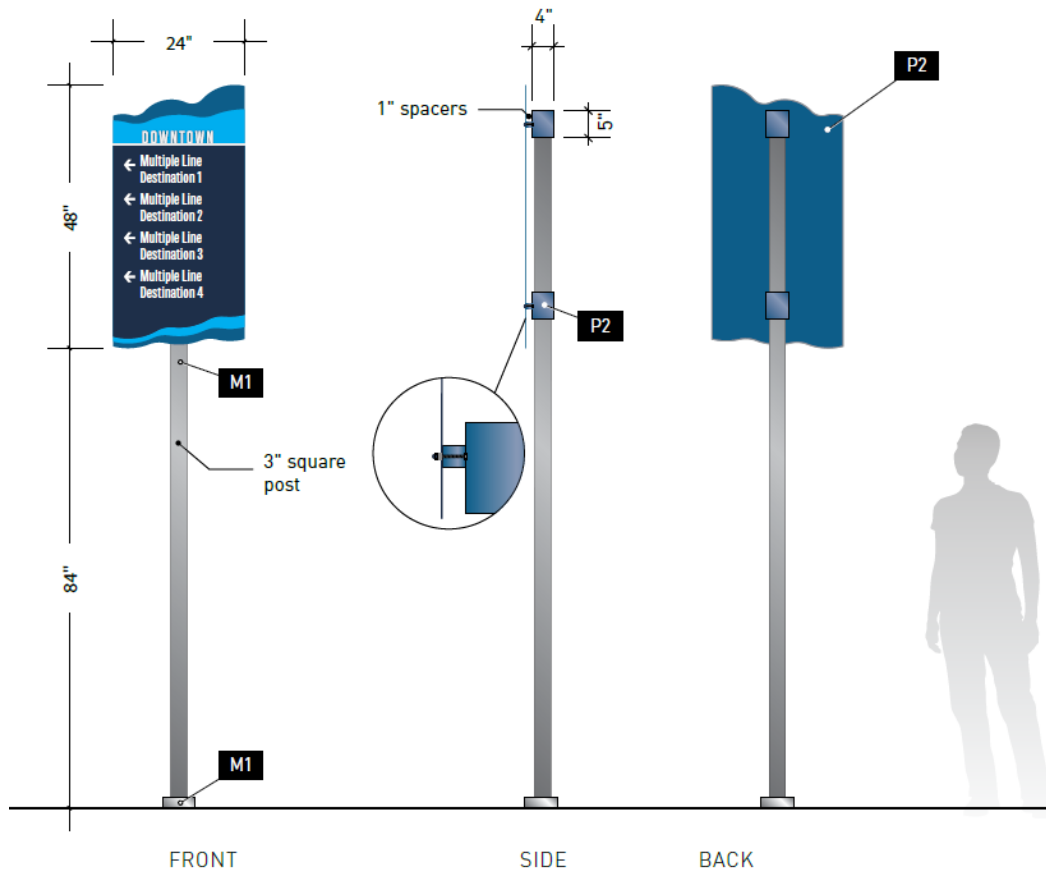


Small Kiosk

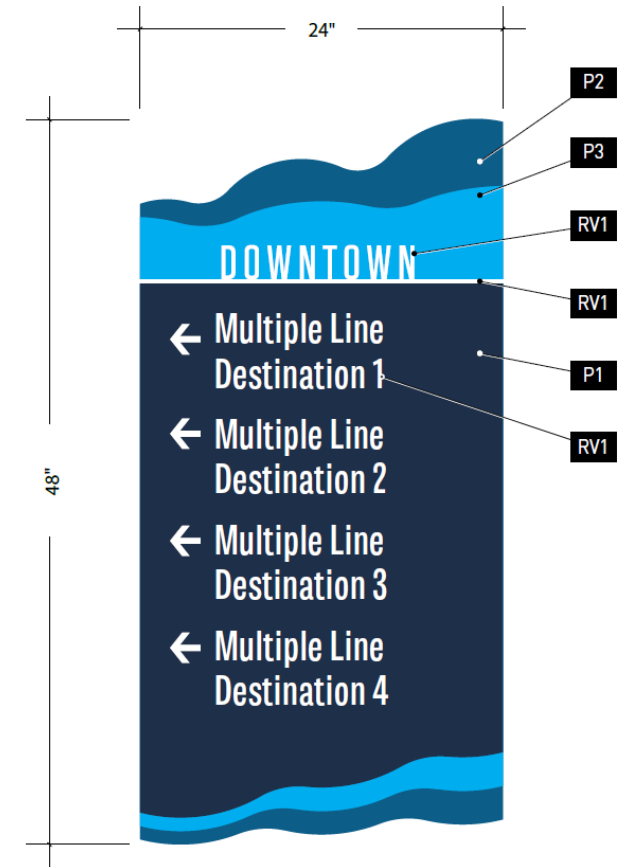


Small Kiosk:
Enhanced View

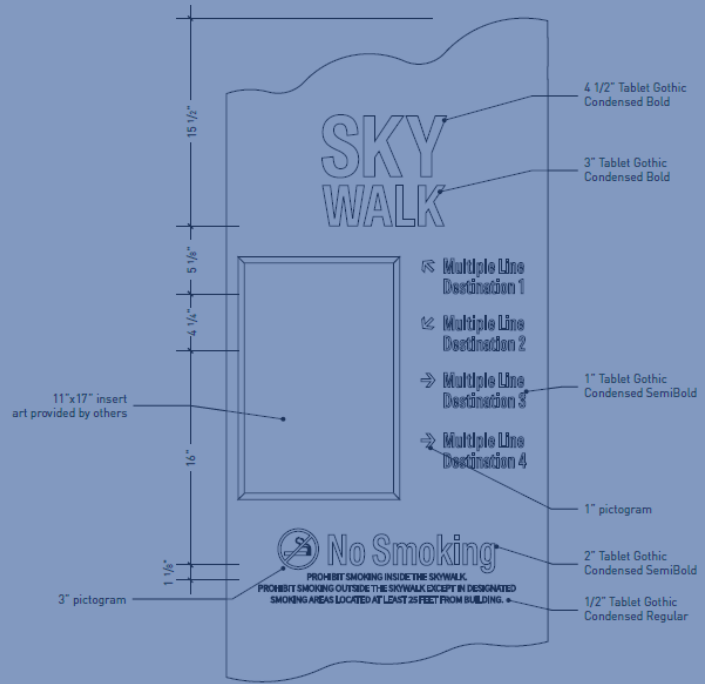
Pedestrian Signage



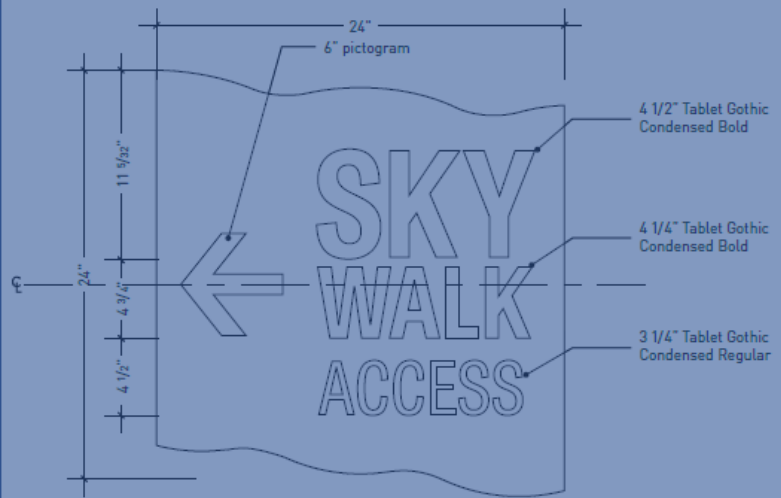
Pedestrian
Directional



Pedestrian Directional
Enhanced View



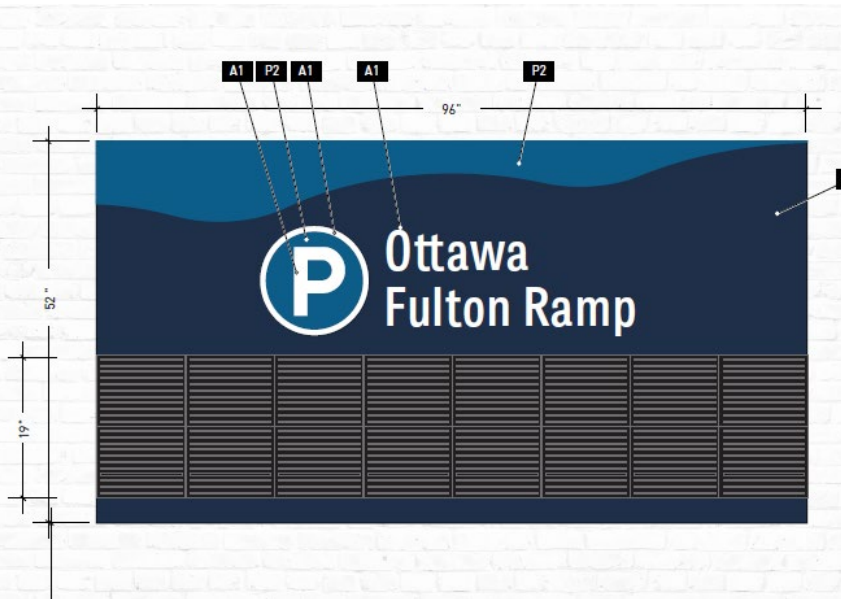
Skywalk Signage



B/ GRAPHICS

scale: 1 1/2" = 1'-0"

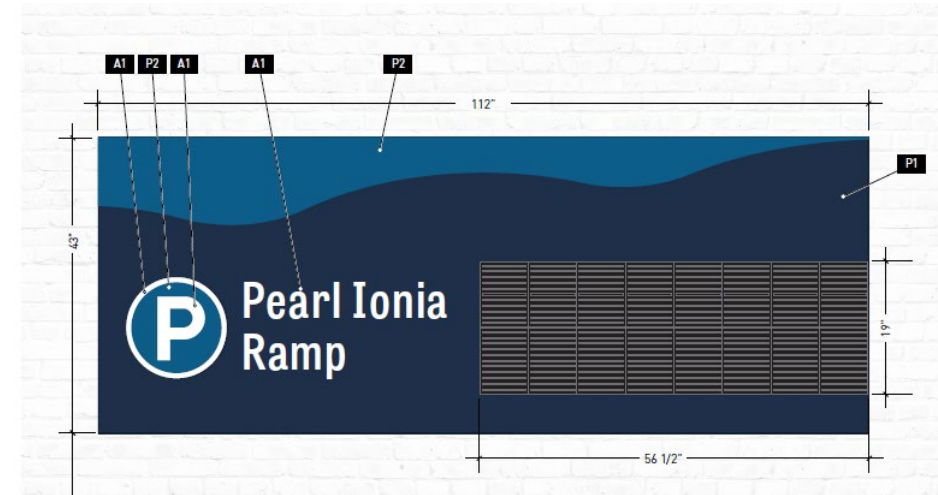
Parking Signage



Large Wall
Mounted Sign



Flag Mounted
Parking ID

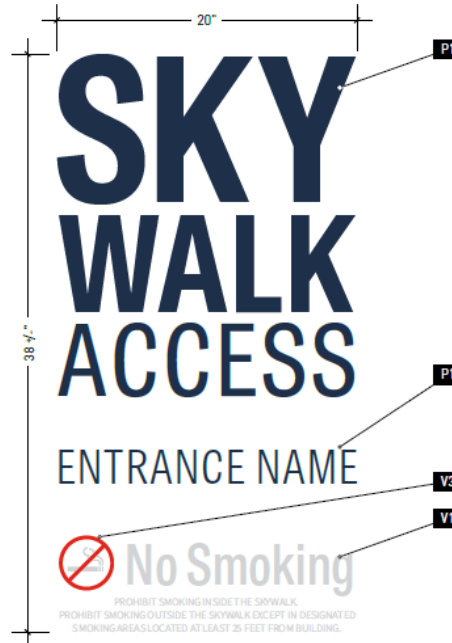


Small Wall
Mounted Sign

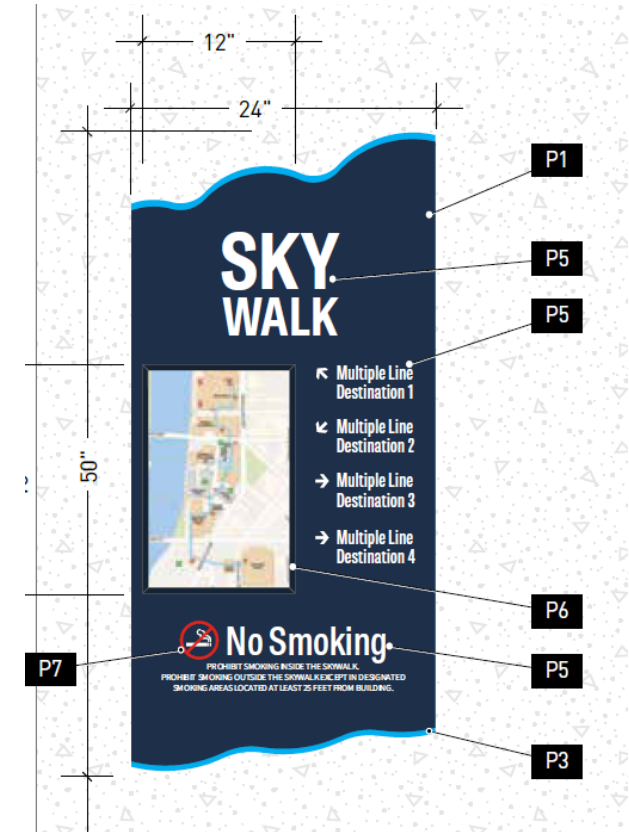
Skywalk Signage



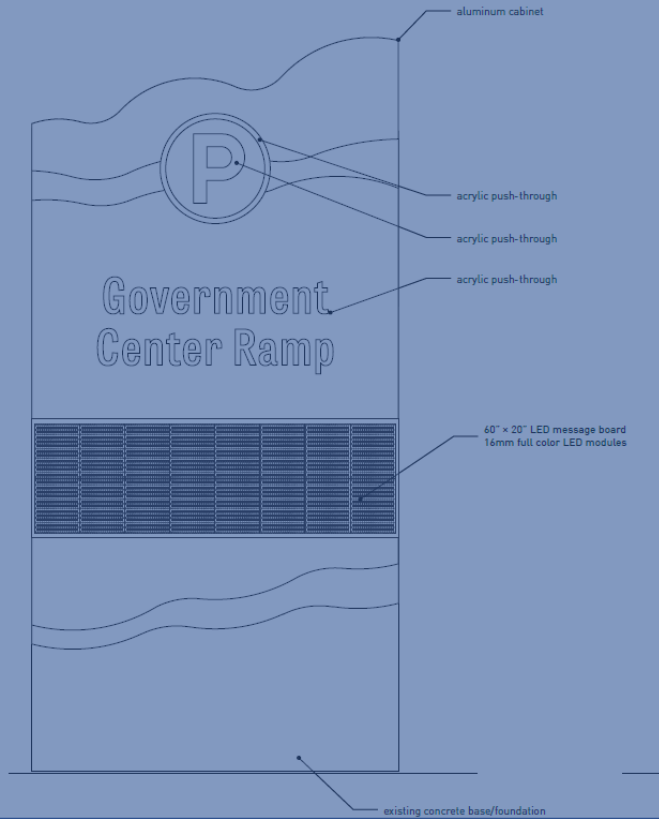
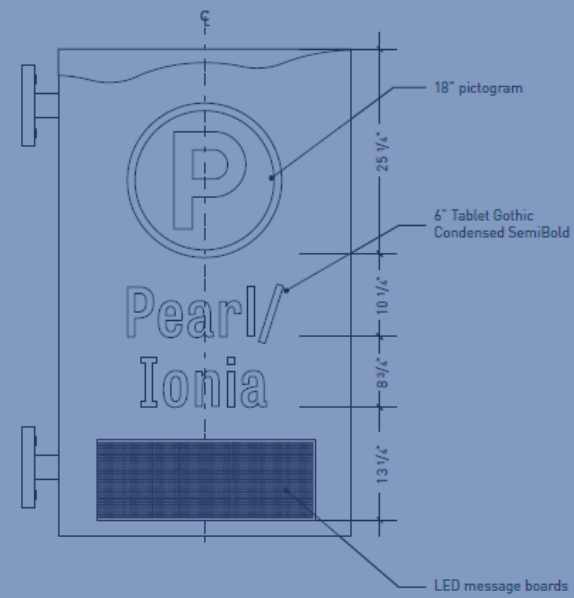
Flag/Small Wall Mounted Sign



Door Mounted Vinyl

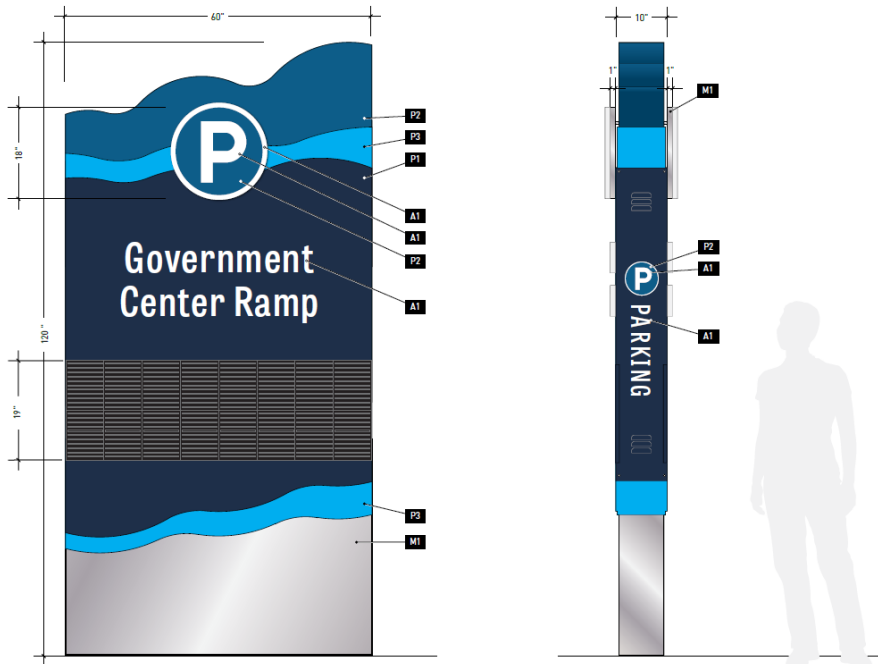


Wall Mounted Map

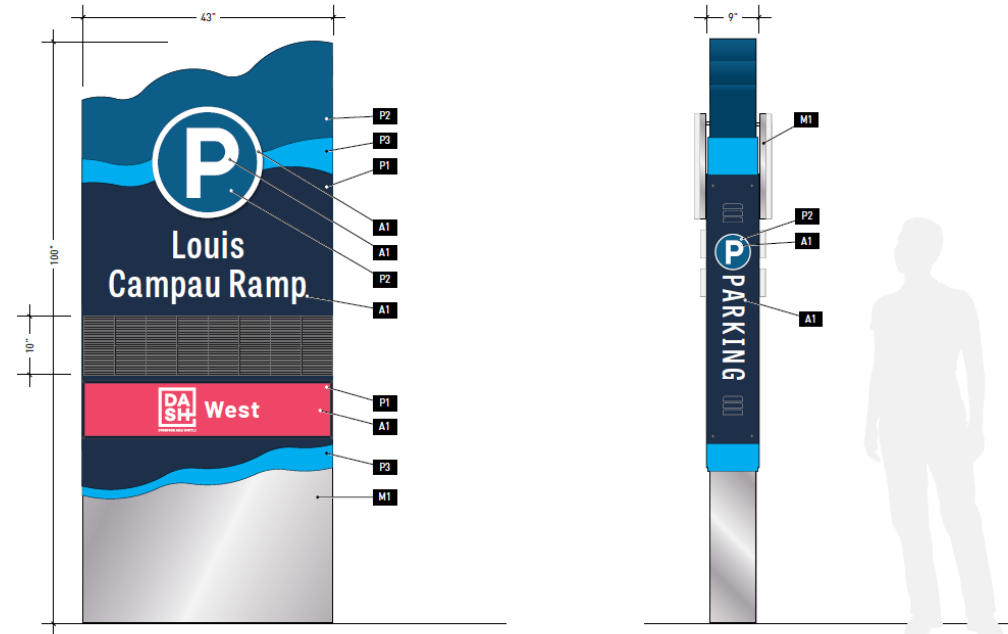


Parking Signage

Parking Signage



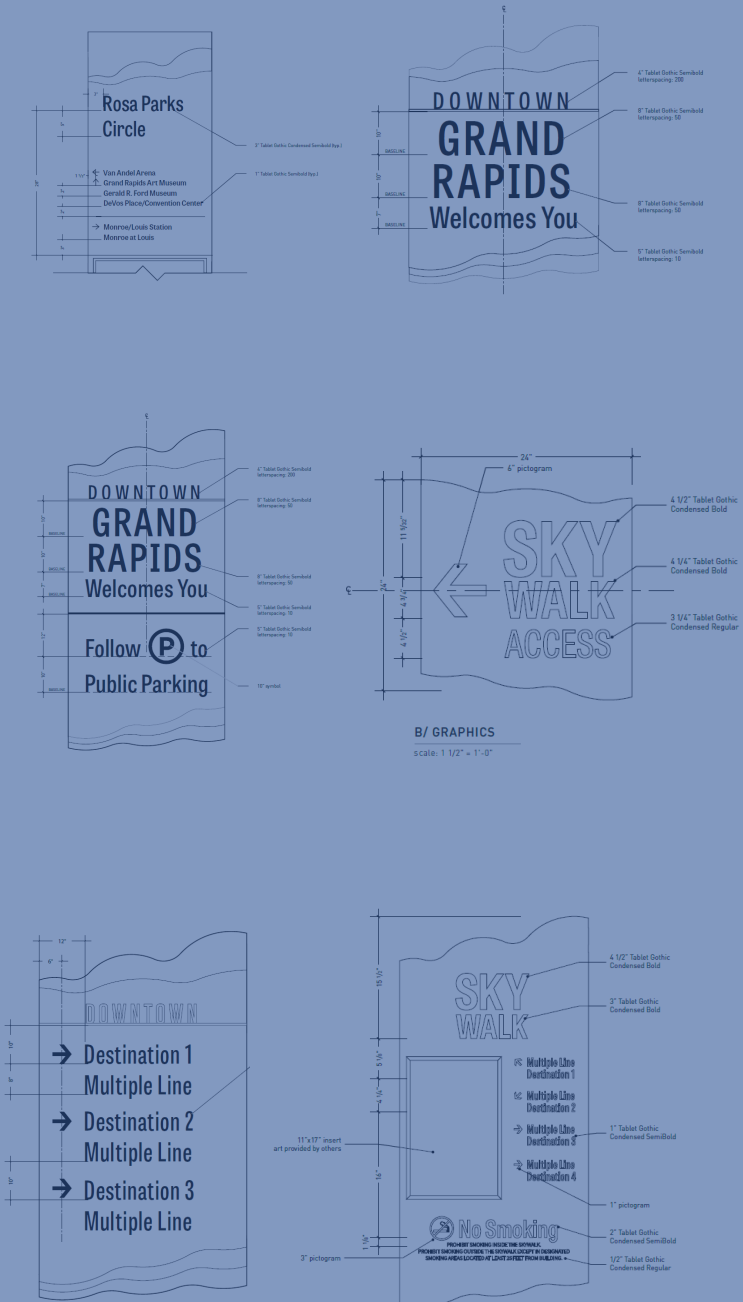
Large Free-Standing Sign



Small Free-Standing Sign

Next Steps

- Continue content generation for signage.
- Having a prototype sign built to check for structural integrity.
- Convene Wayfinding Committee and DAKC to an open house to see sign families.
- Convene an open house to invite Downtown stakeholders to see the signage.
- Prioritization and batching of signs for bidding and fabrication.
- Deployment – Spring 2022





President & CEO Report DGRI Highlights November 2021

DDA (10/13/21)

- Approved boundary amendment to support Spectrum CTI development
- Next Meeting: November 10, 2021

DID (9/23/21)

- Approved utilization of banked hours to increase Ambassador wages.
- Discussed planning and process for the FY23 reauthorization.
- Next Meeting: November 17, 2021

MNTIFA (6/10/21)

- Adopted FY22 Budget
- Approved funding for FY22 DASH MOU
- Received update on North Monroe public space activation projects
- Next Meeting: December 8, 2021

DGRI (9/22/21)

- Approved lease extension for DGRI office at 29 Pearl Street.
- Approved amendment to DGRI Articles of Incorporation.
- Approved FY22 Performance Measures.
- Received updates on FY21 Priority Projects.
- Next Meeting: December 13, 2021

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

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

Grand River corridor

- Lead: Downtown Grand Rapids Inc. in partnership with City of Grand Rapids, Kent County and Grand Rapids Whitewater
- Recommendations of Organizational Leadership Committee presented to DGRI B of A in May 2021.
- Founding Board convened September 2021.
- Committee and Task Forces forming and will report out at next meeting in November.
- Community engagement planning with WMCAT Public Agency in process.

Restore the Whitewater Rapids in the Grand River

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

Lyon Square Opportunity Site

- Lead: Downtown Grand Rapids Inc in partnership with the City of Grand Rapids, Convention/Arena Authority and Amway Grand Plaza Hotel
- Finalizing construction documents and permitting with Progressive A/E and stakeholder group. Anticipate bidding Winter 2021 and construction commencement Spring 2022.
- Memorandum of Understanding drafted for ongoing maintenance and operations of completed project.

Anchor the River with new Development on Select Sites

- Leads: City of Grand Rapids, Convention and Arena Authority, Grand Action 2.0, Downtown Grand Rapids Inc.
- City Commission approved resolution to enter an option with CAA to purchase a portion of the 201 Market site for a Downtown amphitheater.
- City currently has option on Kent County Road Commission site at 1500 Scribner Avenue for possible relocation of City facilities.
- Grand Action 2.0 completing proof of concept phase for amphitheater at 201 Market to be completed in fall 2021.

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

Encourage infill development to close gaps within and between neighborhoods

- Leads: Downtown Grand Rapids Inc. and City of Grand Rapids
- Bridge South engagement continuing with neighborhood stakeholders and City of Grand Rapids staff.
- Recommendations and implementation plan finalized in March 2021.

Establish a Downtown resident organization

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

Expand public restroom options to ensure a clean and safe neighborhood

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

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

Improve navigation and wayfinding

- Lead: Downtown Grand Rapids Inc. in partnership with the City of Grand Rapids
- DDA approved a contract with Progressive A/E in June 2020

- 95 percent review of design types scheduled week of August 16 and will be at City Design Team on August 18
- Prioritizing list of initial install locations
- Final design delivered fall 2021 with bidding expected winter 2022.

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

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

Provide additional automobile parking supply

- Lead: City of Grand Rapids, various institutions and the private sector
- 3,600 spaces came online from Q2019 – Q2 2021 in Downtown.
- An additional 1,600 are under construction.
- Downtown Grand Rapids remains in the biggest parking construction boom in its history

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

Recruit major office anchors to Downtown

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

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

- Leads: Downtown Grand Rapids Inc., City of Grand Rapids, Grand Rapids Area Chamber of Commerce and The Right Place
- MJB Consulting initial outreach and engagement completed with stakeholders and industry experts.
- Phase 2 of the work is underway and will deliver next step recommendations and geographically focused strategic plan in fall 2021.
- Since 2019 the DDA has approved twelve new Downtown businesses through the Retail Incubation Grant.

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

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

Parks Circle

- Lead: Ecliptic at Rosa Parks Circle Conservancy in partnership with the City of Grand Rapids and Downtown Grand Rapids Inc.
- DDA funding approved in April 2021.

- Construction underway and scheduled to be complete winter 2022.

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

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

Expand winter recreational programming in Downtown parks and public spaces

- Lead: Downtown Grand Rapids Inc and City of Grand Rapids
- Committee reviewed more than 30 proposals and will advance proposal for DDA consideration in September.
- DDA approved funding for 10 major art installations as part of World of Winter 2022.
- Planning and activation coordination is underway for the event that will begin January 2022.

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

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

Continue turning up the volume on public art

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



DOWNTOWN
GRAND RAPIDS INC.

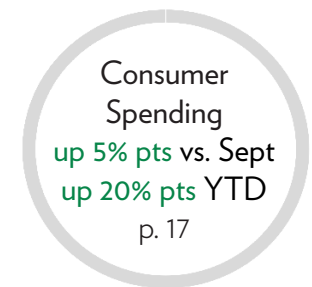
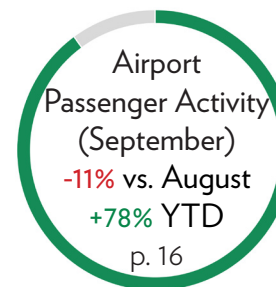
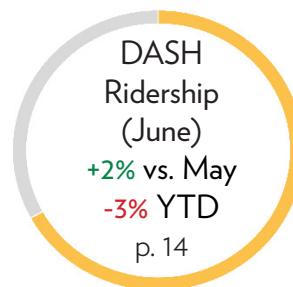
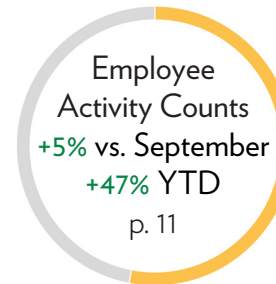
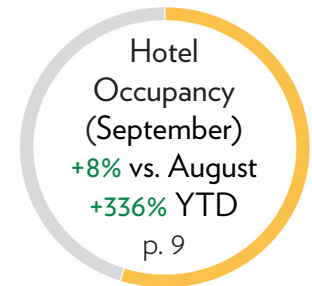
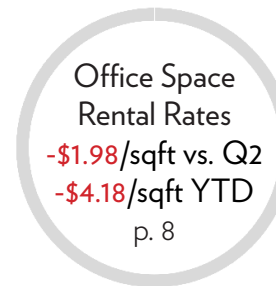
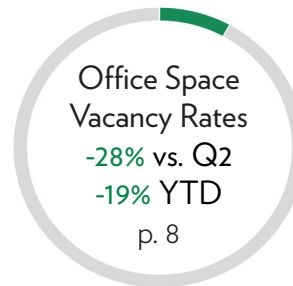
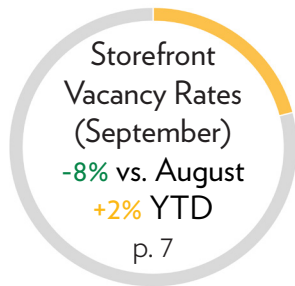
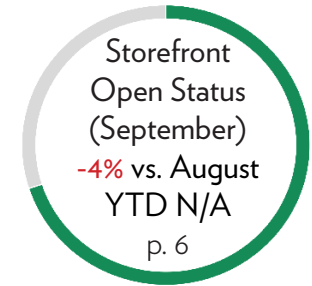
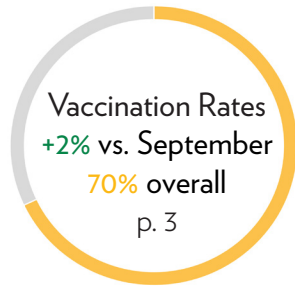
COVID-19 Reignition Report

Produced November 5, 2021

Summary of Downtown Vital Signs

Month over Month & Year to Date Changes

Most Recently Completed Month: **October 2021**



Kent County Vaccination Distribution & Administration

70%
of Michigan residents
have received 1st dose
as of November 4th

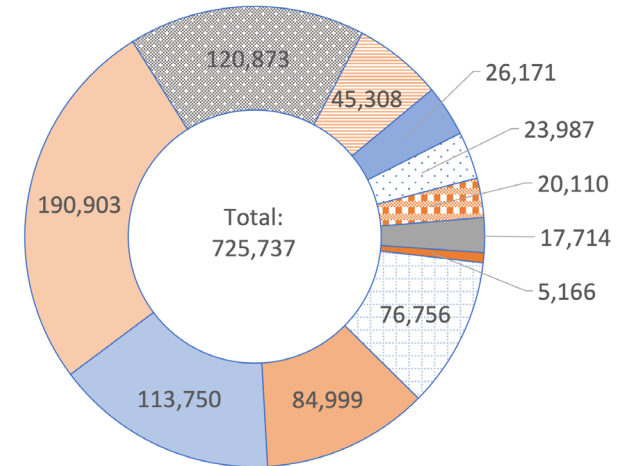
55%
of doses administered
81% nation-wide
70% state-wide

68%
of Kent residents
fully vaccinated
58% nation-wide
59% state-wide

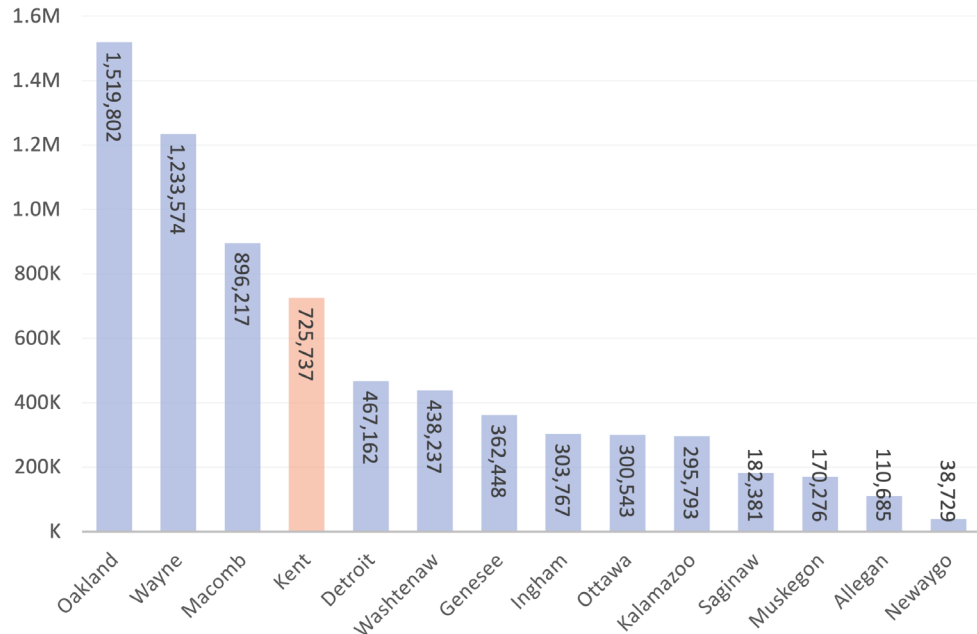
118,821
boosters doses
administered in Region 6
Grand Rapids is in Region 6

Total Vaccines Administered in Kent County

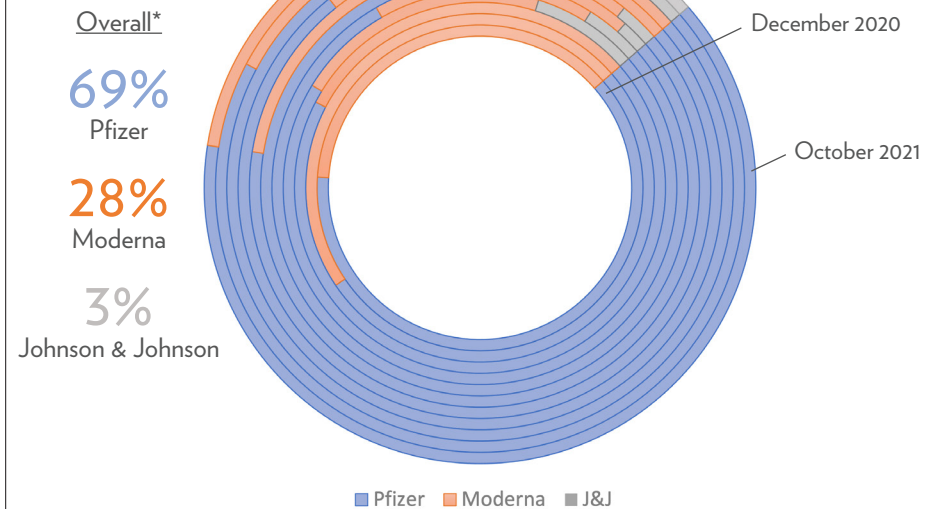
Dec 2020 Jan 2021 Feb 2021 Mar 2021 April 2021 May 2021
June 2021 July 2021 Aug 2021 Sept 2021 Oct 2021



Number of Vaccines Administered Per County



Vaccine Distribution Per Vaccine Type
Kent County: Dec 2020 - Sept 2021; Region 6 Oct 2021



Business Openings

2020

- ① Daniel Gracie JiuJitsu (May 5)
- ② Sunny Boba (June)
- ③ Morning Belle (June 8)
- ④ Ding Tea (June 28)
- ⑤ Downtown Nutrition (June 29)
- ⑥ Art Caribbean Fusion Cuisine (July 10)*
- ⑦ The Color Forest (July 16)*
- ⑧ Insomnia Cookies (July 21)
- ⑨ Pump House (July 23)
- ⑩ Balke P&D Gallery (August 7)
- ⑪ Alt City Beverage @ DTM (August 20)
- ⑫ Knoop (September 8)
- ⑬ Mel Styles (September 19)*
- ⑭ Tupelo Honey (September 19)
- ⑮ Basic Bee Boutique (November 14)*
- ⑯ Purpose Training Studio (November 16)
- ⑰ GRNoir (December 4)*
- ⑱ Aggregate 136 (December 4)
- ⑲ House Rules Game Lounge (Dec 4)
- ⑳ Pack Elephant (December 10)*
- ㉑ Arkto's Meadery (December 11)

2021

- ㉒ Marissa's Jewels (January)
- ㉓ Poké Poké & Boba (January 19)
- ㉔ MDRD (February 2)
- ㉕ Condado Tacos (February 4)
- ㉖ Blonde Theory (March 1)*
- ㉗ Spinful.Bike (March 9)
- ㉘ Gaby's Gourmandise @ DTM (May 8)
- ㉙ Eagle Eye Tattoo (May 10)
- ㉚ Wise Men Distillery (June 2)
- ㉛ The 12th House GR (June 2)*
- ㉜ DGX Market (June 21)
- ㉝ Squibb Café @ DTM (June 25)
- ㉞ The Dream Garden (July 17)
- ㉟ High Point Tattoo (August 21)
- ㊱ Starbucks @ Studio Park (September 1)
- ㊲ Webster's Market (September 3)
- ㊳ Portico (September 3)
- ㊴ ArtRat Gallery (September 10)
- ㊵ Skelletones (September 10)
- ㊶ Umbrella Reading (October)
- ㊷ Stoner's Cave Smoke Shop (October 1)
- ㊸ Planet Fitness (October 8)
- ㊹ Midwest Movement Collective (Oct 16)
- ㊺ The Aroma Labs (October 23)
- ㊻ K-ROK (October 30)
- ㊼ Wahlburgers (November 1)

46

businesses opened
in the same time
frame pre-COVID

17%

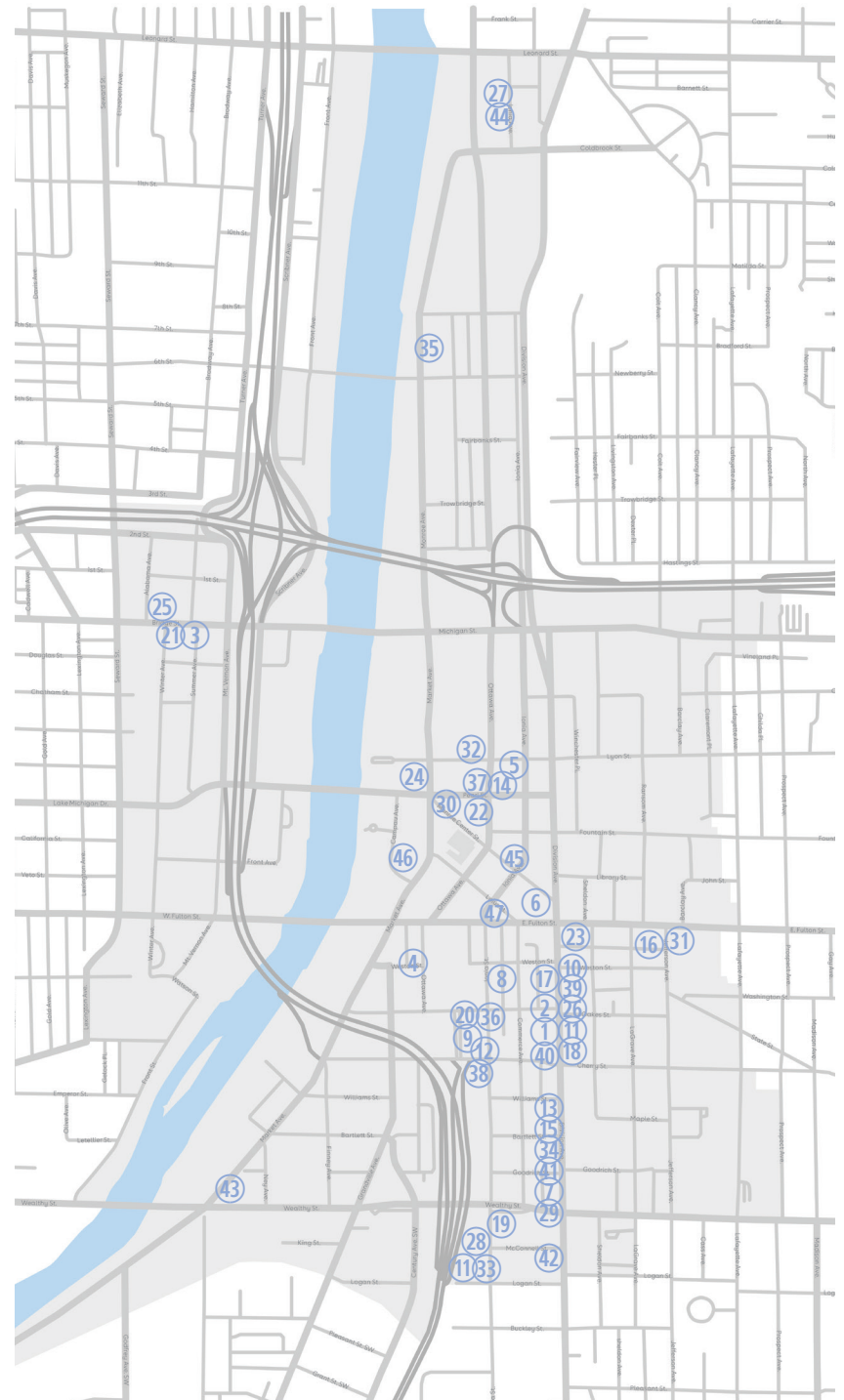
BIPOC-Owned

36%

Women-Owned

*received DDA Retail Incubation Grant

Source: Downtown Grand Rapids Inc.



Business Closings

2020

- ① Zoey Ashwood Fine Art (May)
- ② Charley's Crab (May 15)
- ③ Grand Central Market (June 1)
- ④ The Wheelhouse (June 4)*
- ⑤ Madcap @ DTM (June 8)
- ⑥ UICA (June 17)*
- ⑦ Dog Story Theatre (June 27)*
- ⑧ Sloppy Joe's Snack Shack (July)
- ⑨ Bend Gallery (July)
- ⑩ Perrigo Printing (July 1)*
- ⑪ Social Kitchen (July 7)
- ⑫ Gina's Boutique (August 8)
- ⑬ Sin Republic Salon (August 28)
- ⑭ GRAM Store (August 30)
- ⑮ GP Sports (Summer)
- ⑯ Craft Beer Cellar (September 26)*
- ⑰ Beer City Barre (October 31)
- ⑱ Bultema Group (December 14)*
- ⑲ The Dog Pit (December 19)*

businesses opening
1.38x
faster than closing

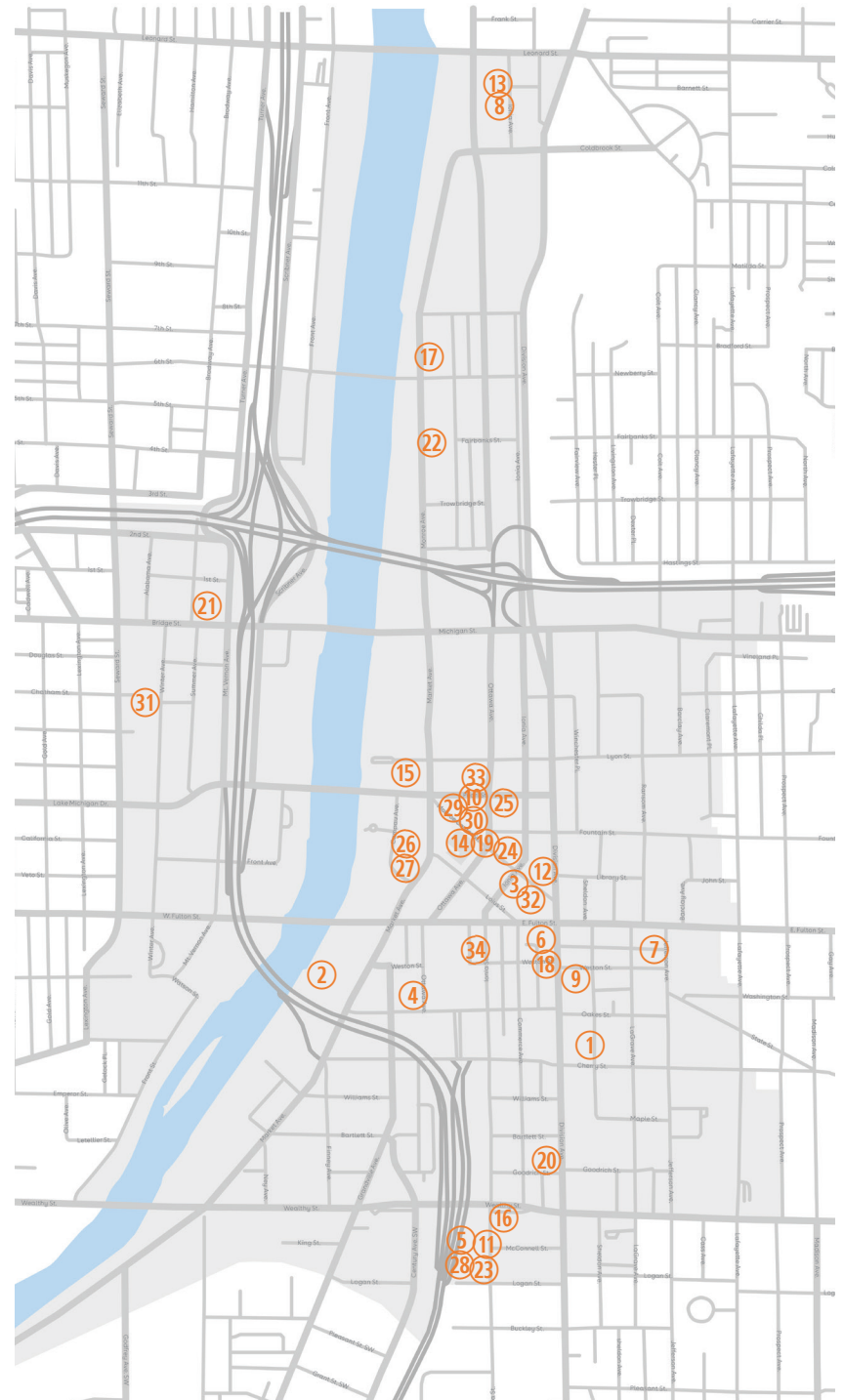
2021

- ⑳ Iyengar Yoga Center (2021)
- ㉑ The Mitten State (February 9)
- ㉒ Big E's Sports Grill (February 18)
- ㉓ Sweetie-Licious @ DTM (February 25)
- ㉔ Apothecary Off Main (February 28)
- ㉕ Downtown Ferris Coffee (March 14)
- ㉖ MLive (April)
- ㉗ Monroe Ave Subway (April)
- ㉘ Bliss & Vinegar @ DTM (April 25)
- ㉙ Marissa's Jewels (May)
- ㉚ Electric Hero (May 20)
- ㉛ West Side Ferris Coffee (May 22)
- ㉜ Art Caribbean Fusion Cuisine (June 21)
- ㉝ Jam'N Bean (June 28)
- ㉞ Go Java Coffee (July 18)

23
businesses closed
in the same time
frame pre-COVID

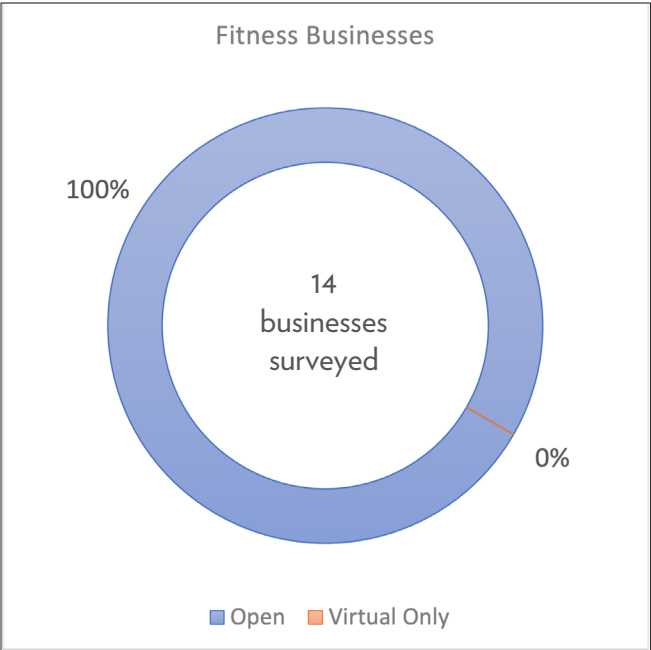
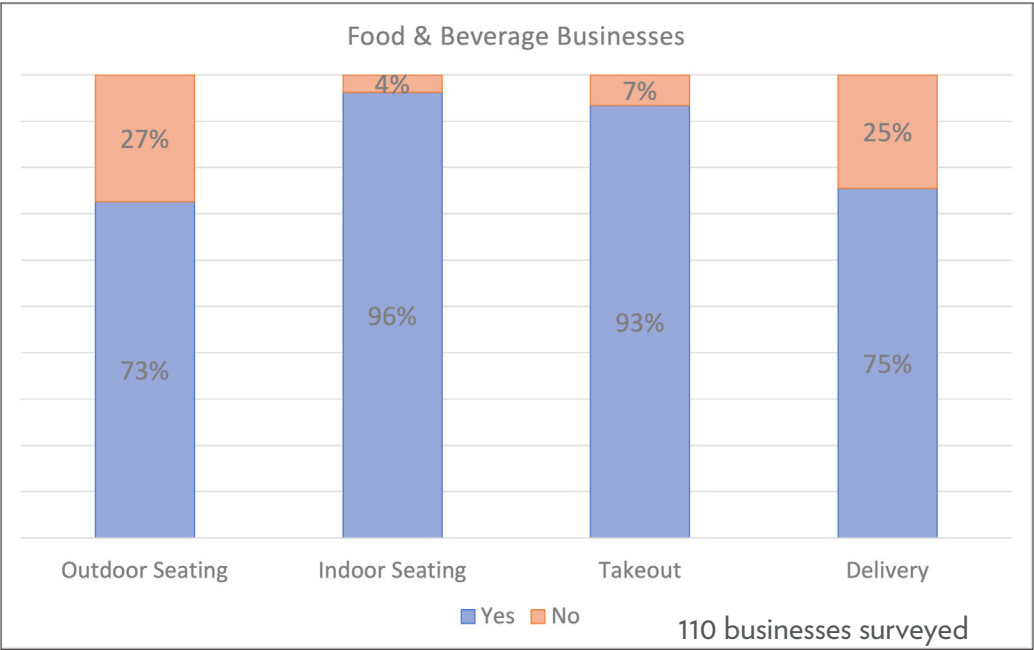
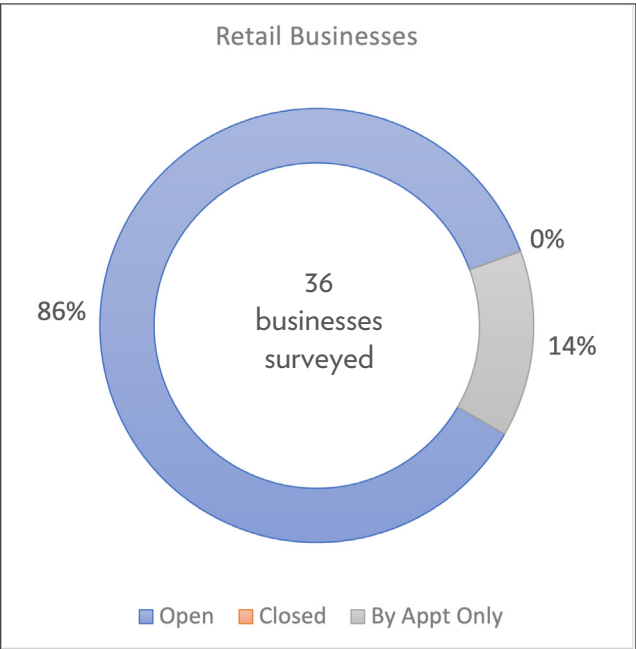
*business transitioned or moved

Source: Downtown Grand Rapids Inc.



Tracking Storefront Business State of Operations

Updated Quarterly



Calculations made on September 1st, 2021.
Source: Downtown Grand Rapids Inc.

Ground-Floor Storefront Vacancies

348
ground-floor
businesses in DT

21%
current
vacancy rate

2.5 yr
average vacancy
duration

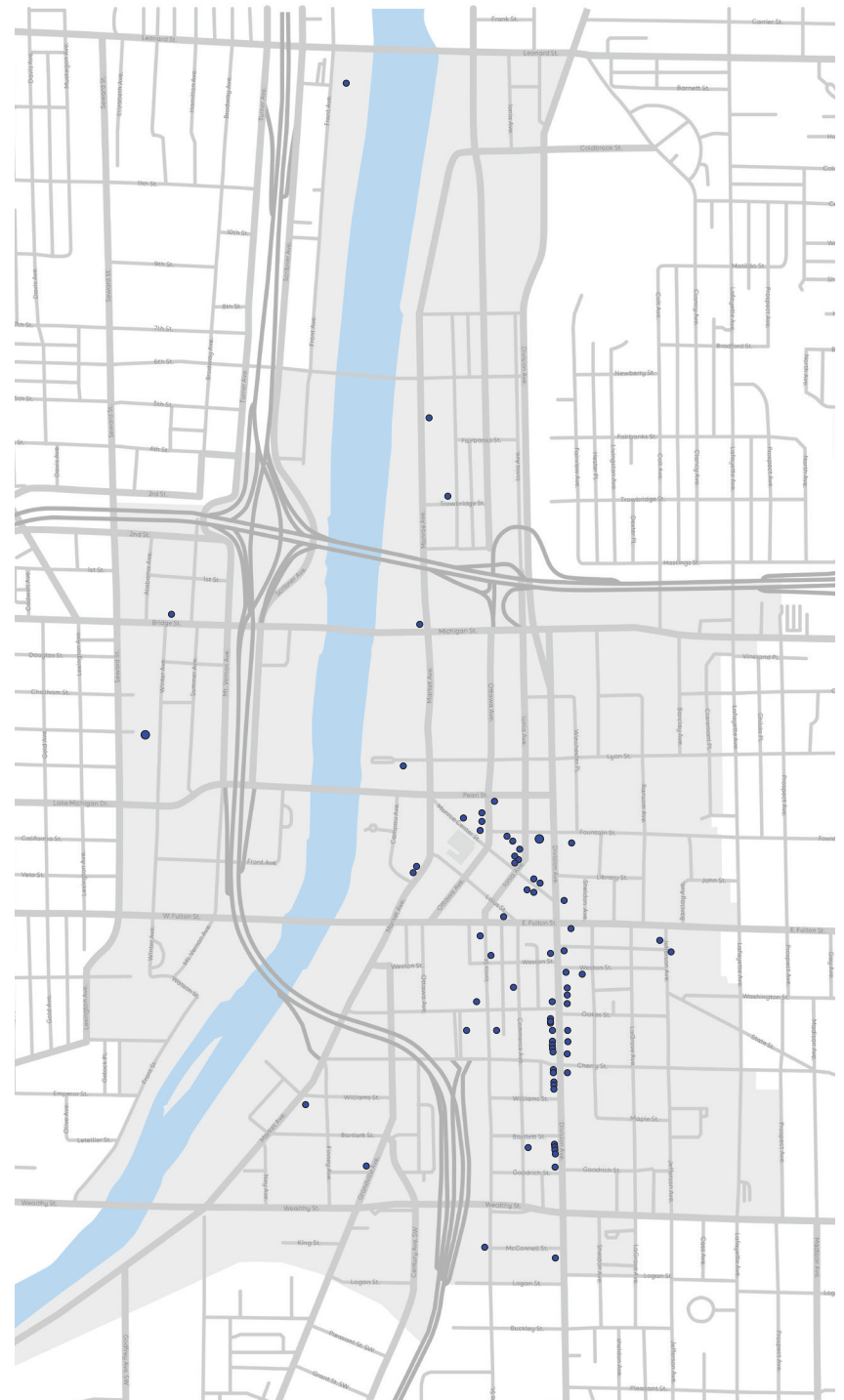
This equates to
369k
square feet of
available space

7 new storefront businesses in the last 12 months:

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

Anticipated new storefront business space:

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



Downtown Office Space Vacancy

Updated Quarterly

2%

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

Colliers estimates

10M

square feet of occupied
space in Q3 2021, a

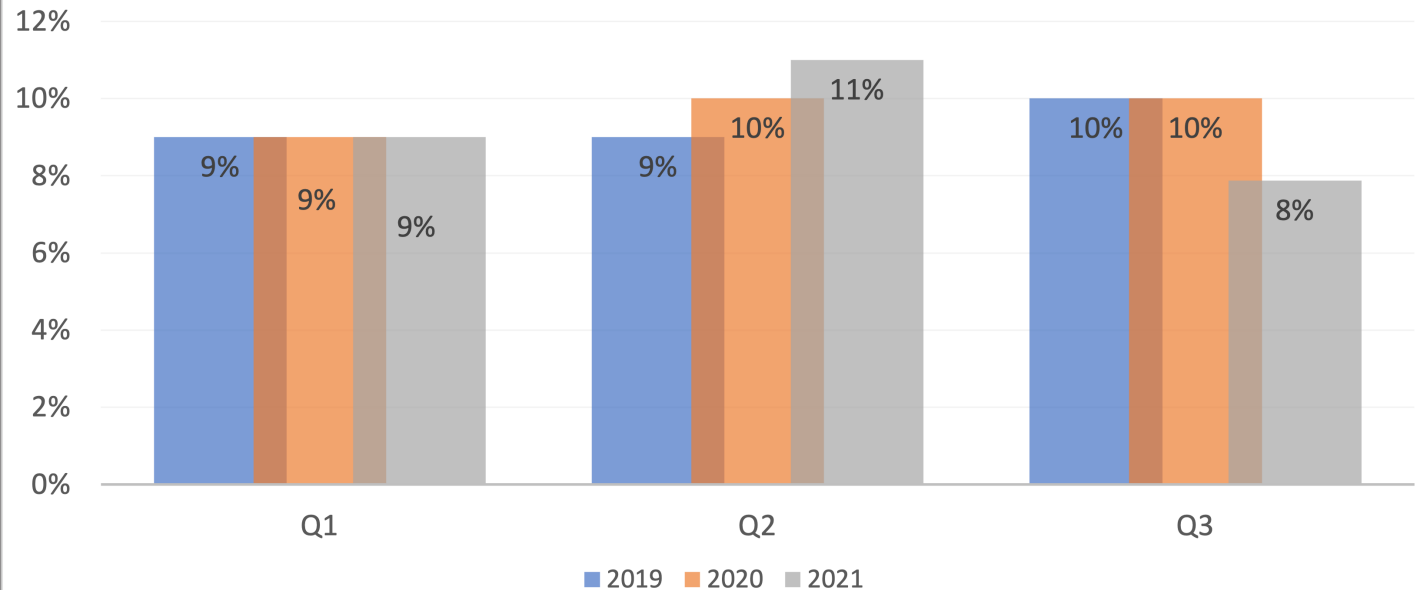
76%

increase since
Q2 2020

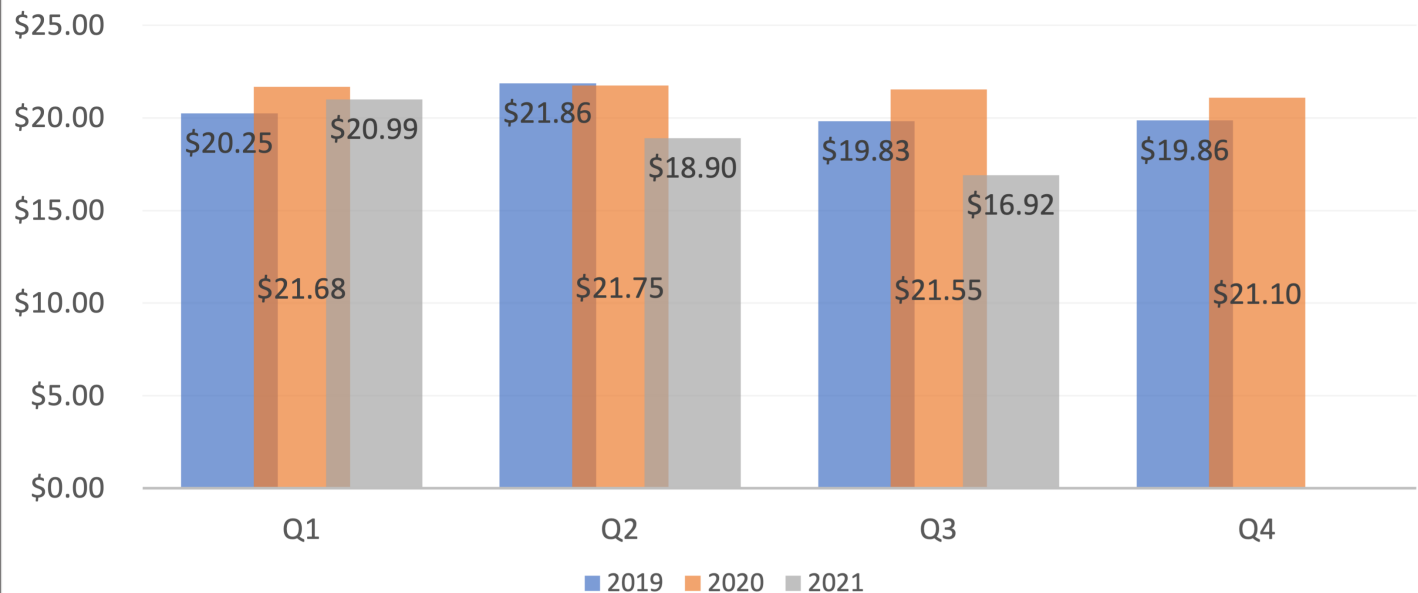
22%

overall **decrease** in
rental rates (\$4.76)
in 2020 and 2021

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



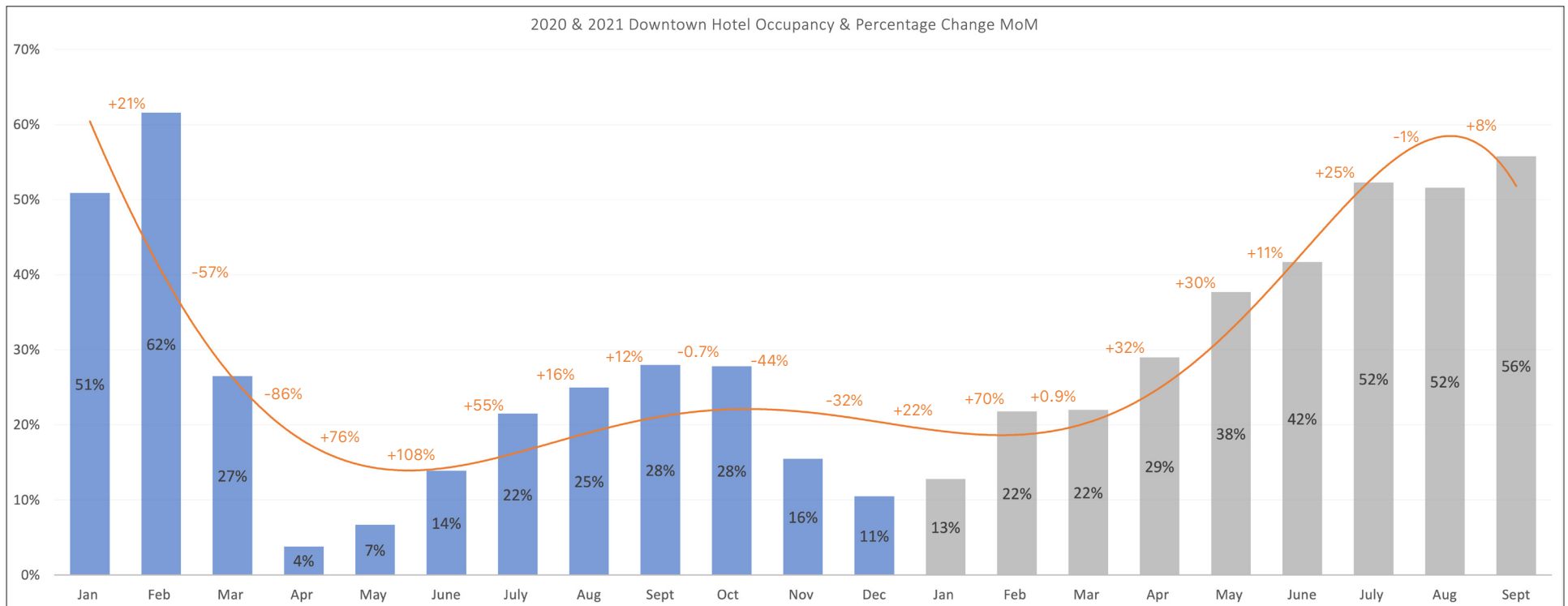
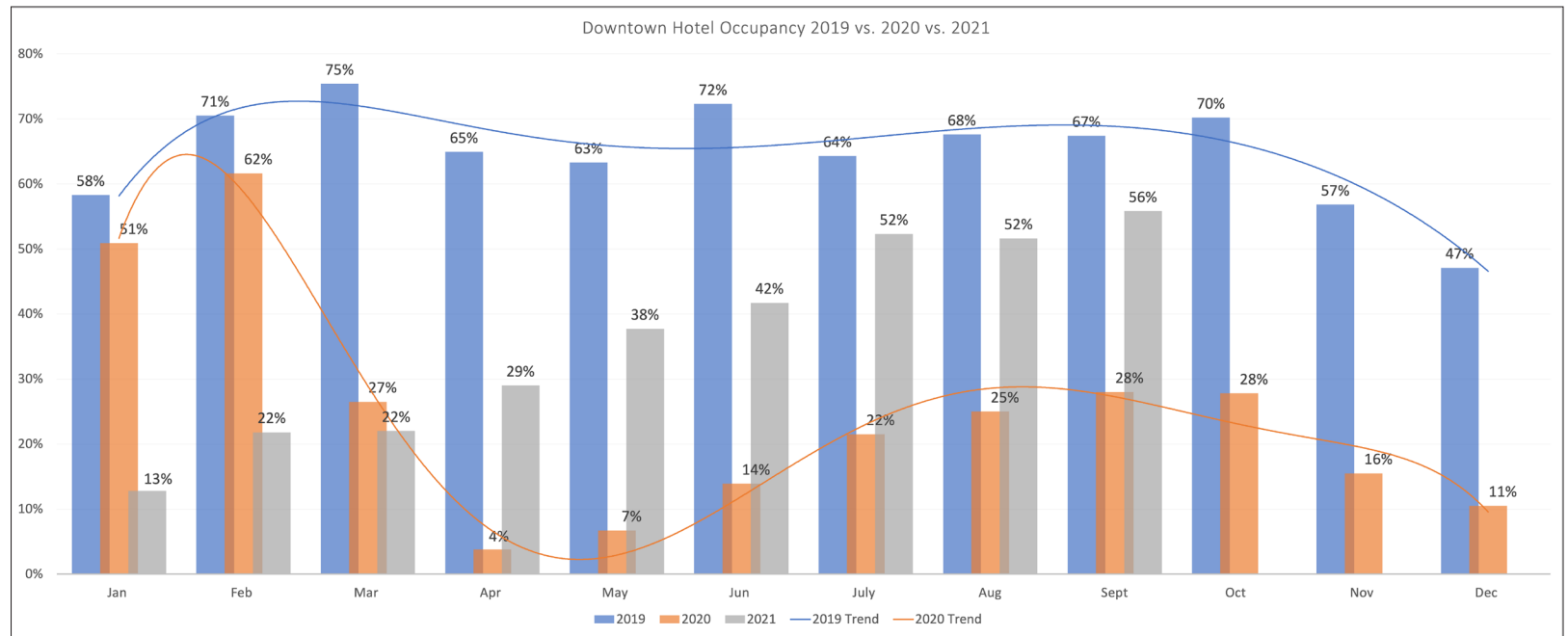
Downtown Office Space Rental Rates
2019 vs. 2020 vs. 2021



Hotel Occupancy

58%
average **decrease**
in hotel occupancy
during COVID

431%
overall **increase** in
hotel occupancy in
2021 since Dec 2020



Source: Smith Travel Research
via Experience GR

City Employment Rates

6%

average **decrease** in
employment during COVID

Key Dates

March 15, 2020

bars/restaurants closed for dine-in, gyms, theaters and other public places.

June 8, 2020

restaurants & bars reopen at limited capacity.

September 9, 2020

gyms, pools and organized sports can reopen/resume.

July 1, 2020

indoor service at bars recloses.

November 18, 2020

indoor dining, theaters, bowling alleys, casinos, group fitness classes, organized sports reclose.

December 18, 2020

some businesses (casinos, cinemas, bowling alleys) reopen. Indoor dining remains closed.

February 1, 2021

indoor dining reopens with capacity restrictions, 10 p.m. curfew.

March 5, 2021

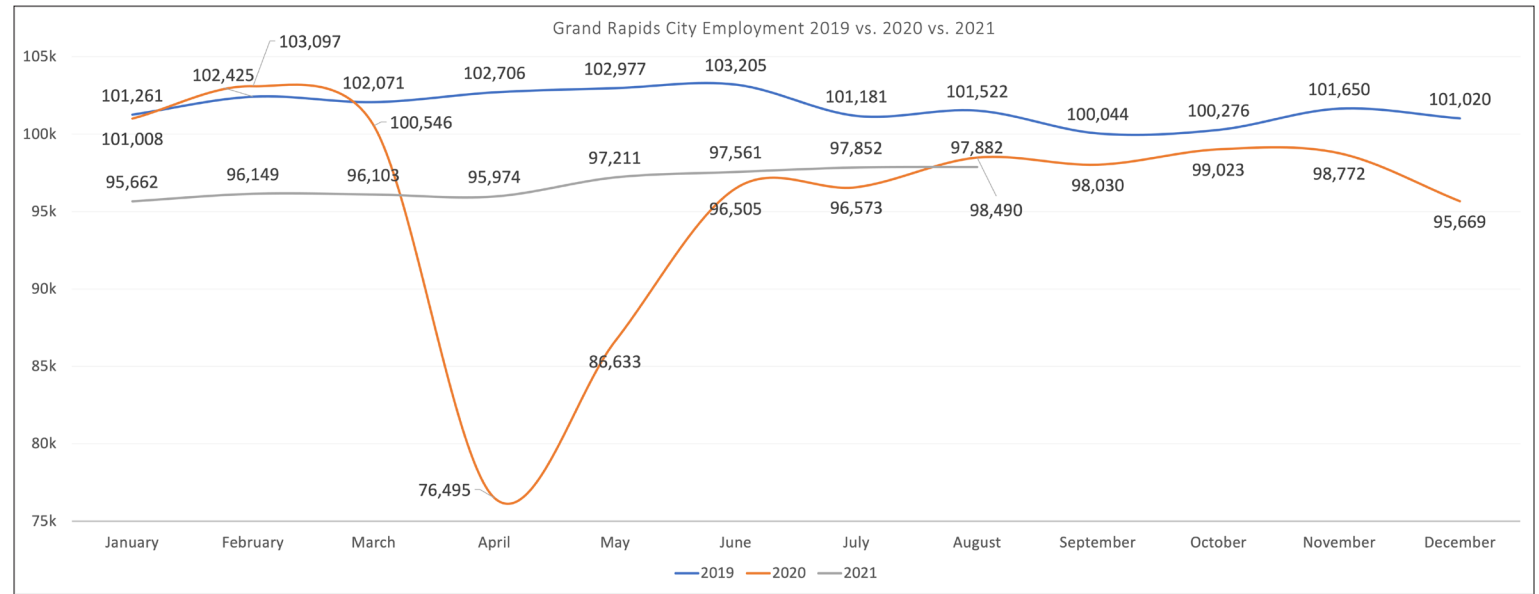
restaurants reopen to 50%, other business capacity augmentations.

June 1, 2021

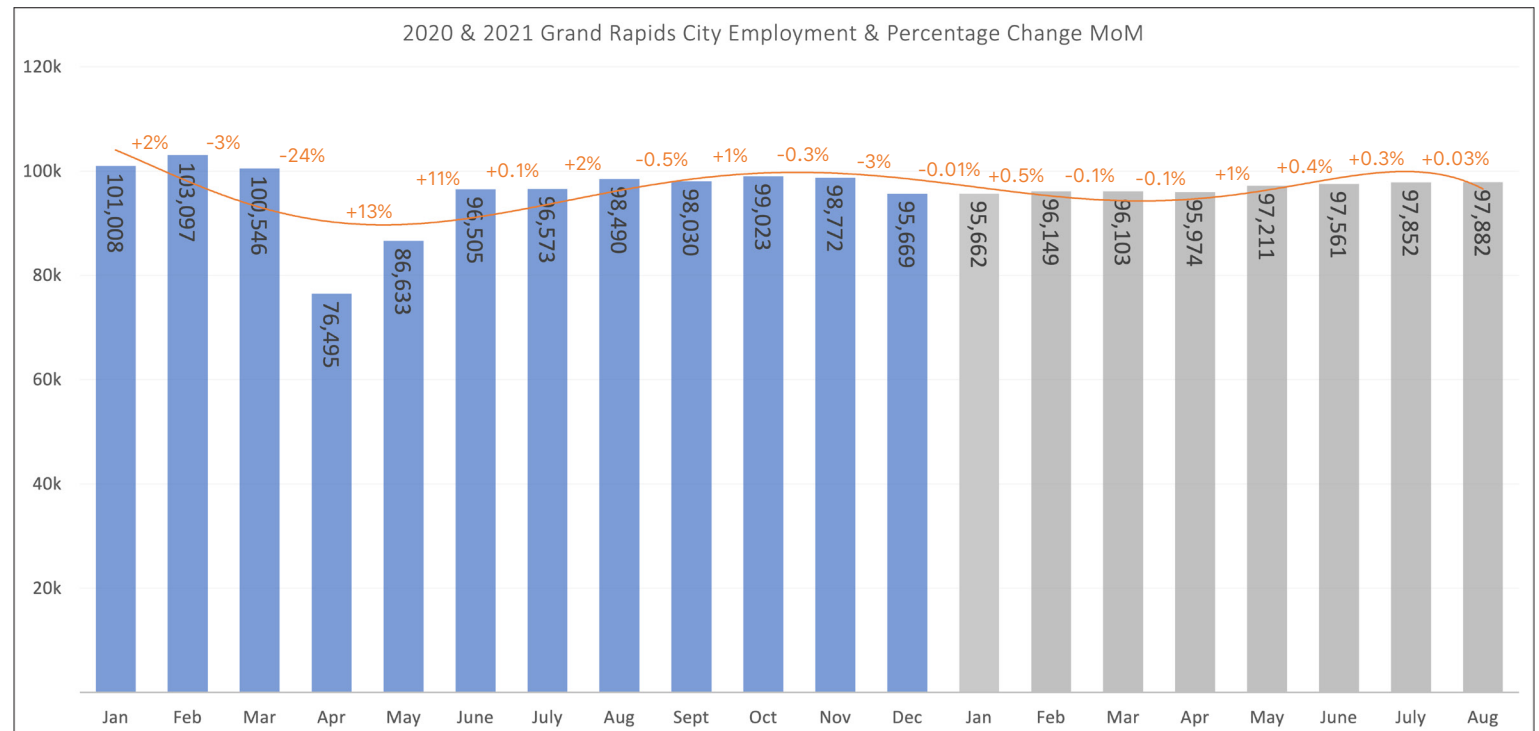
outdoor restrictions lifted, curfew and capacity restrictions reduced

June 1, 2021

Capacity limits, mask restrictions lifted

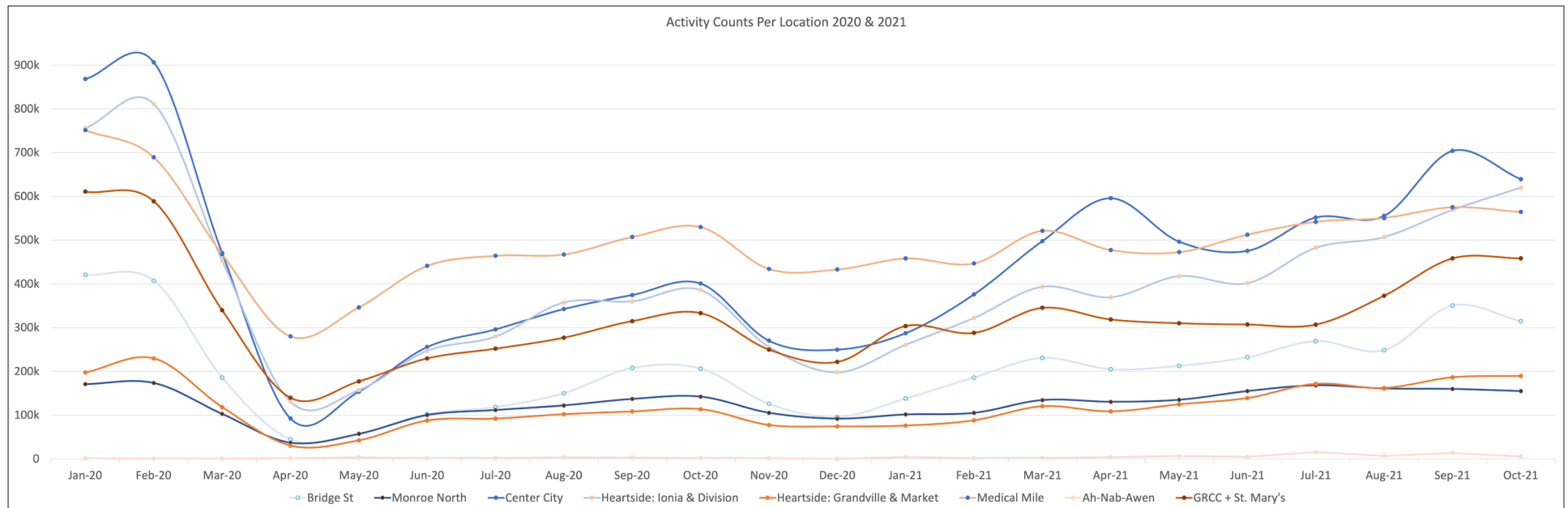
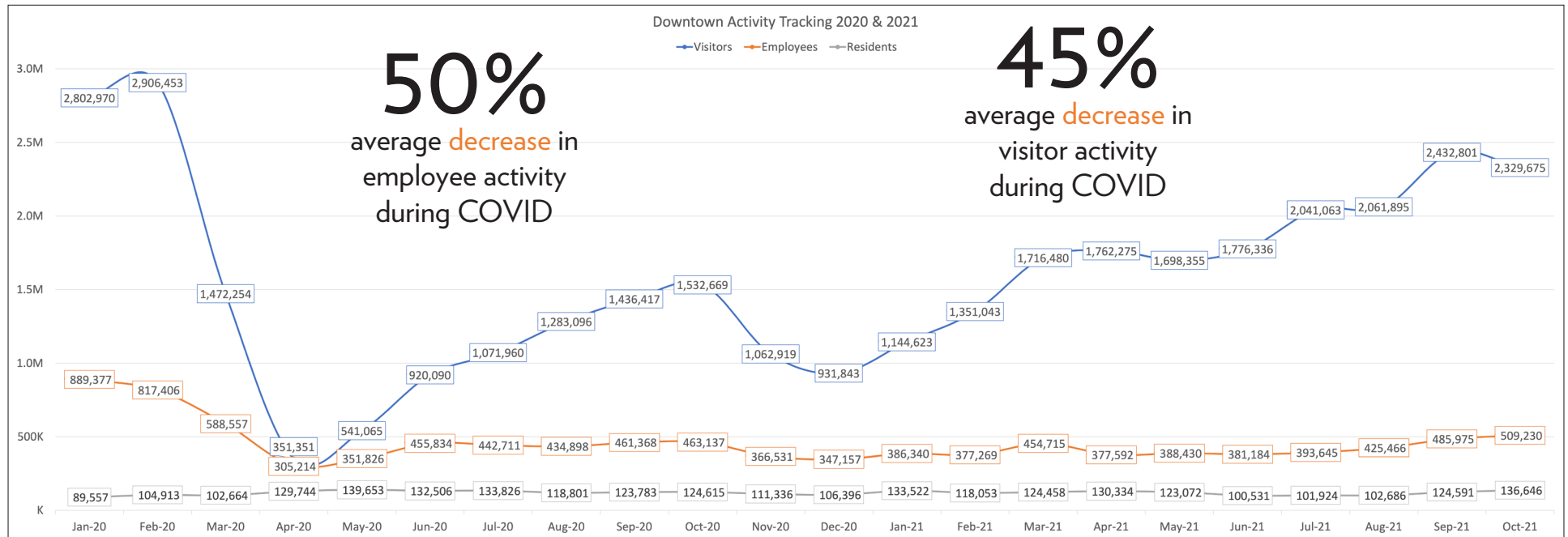


	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	-0.2%	1%	-1%	-26%	-16%	-6%	-5%	-3%	-2%	-1%	-3%	-5%
2020 vs. 2021	-5%	-7%	-4%	25%	12%	1%	1%	-1%	-	-	-	-



Source: U.S. Bureau of Labor Statistics
via City of Grand Rapids

Downtown Activity Tracking



Counts are Estimated Number of Visits (per month)

Source: Placer.ai

via Downtown Grand Rapids Inc.

Current Downtown Construction and Development

① Amway Grand Plaza Renovation

anticipated completion: Q4 2021

② Déagagé Ministries Redevelopment

anticipated completion: March 2022

+4,000 square feet of commercial space

③ MSU Innovation Park

anticipated completion: March 2022

+200,000 square feet of office space

+4,000 square feet of commercial space

+600 parking spaces

+450 jobs

④ Perrigo Headquarters

anticipated completion: 2022

+63,550 square feet of office space

+4,000 square feet of commercial space

+170 jobs

⑤ 470 Market Ave Redevelopment

anticipated completion: May 2022

+173 housing units

⑥ ICCF Tapestry Square

anticipated completion: Q4 2022

+10,000 square feet of commercial space

+56 housing units

⑦ Spectrum Transformation & Innovation Center

anticipated completion: 2023

+303,000 square feet of office space

+1,090 parking spaces

+1,200 jobs

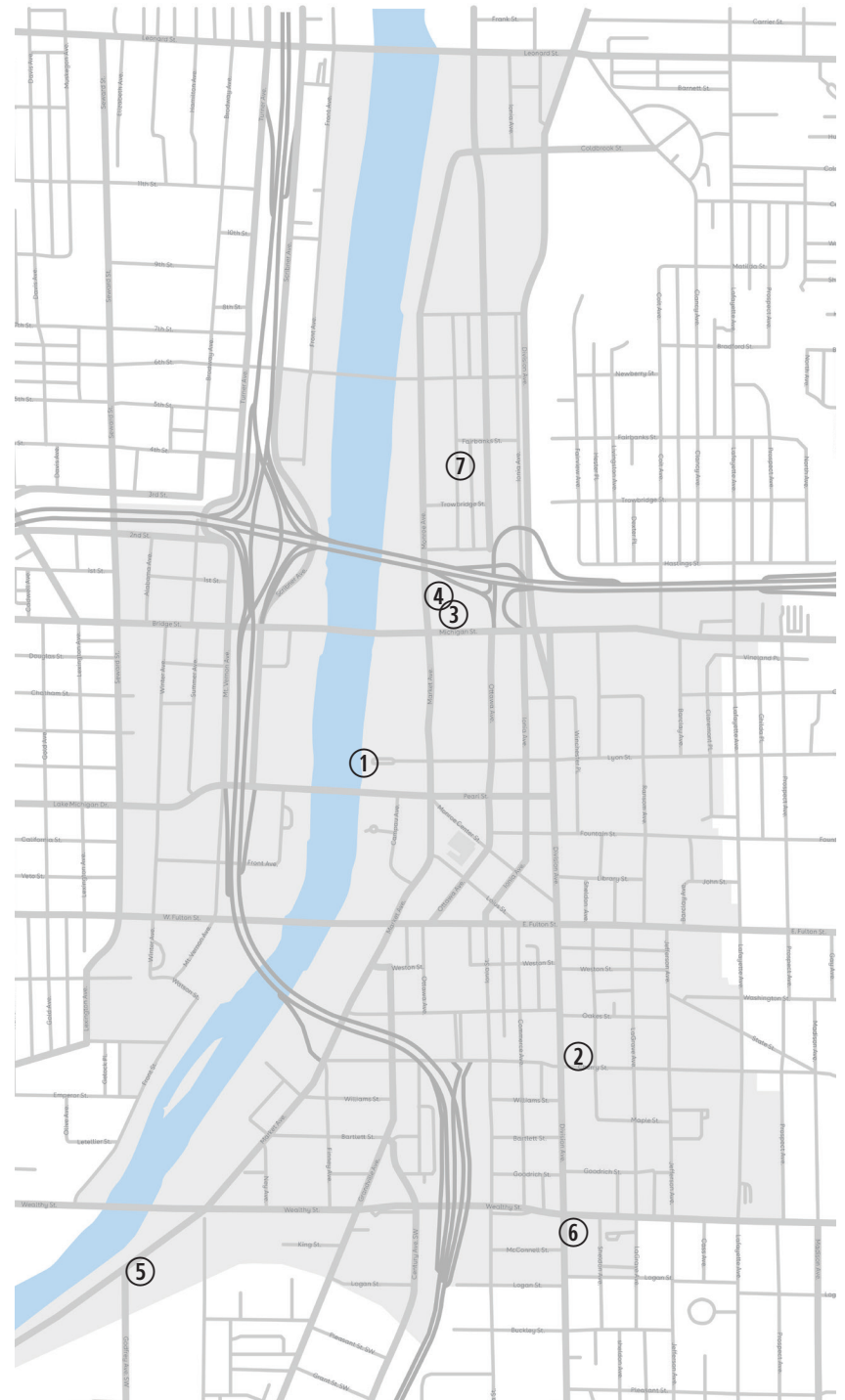
567k
square feet of
office space

22k
square feet of
commercial space

1,690
parking spaces

1,820
new jobs

229
housing units



On- and Off-Street Parking

8%

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

44%

average **decrease** in
on-street revenue
during COVID

30%

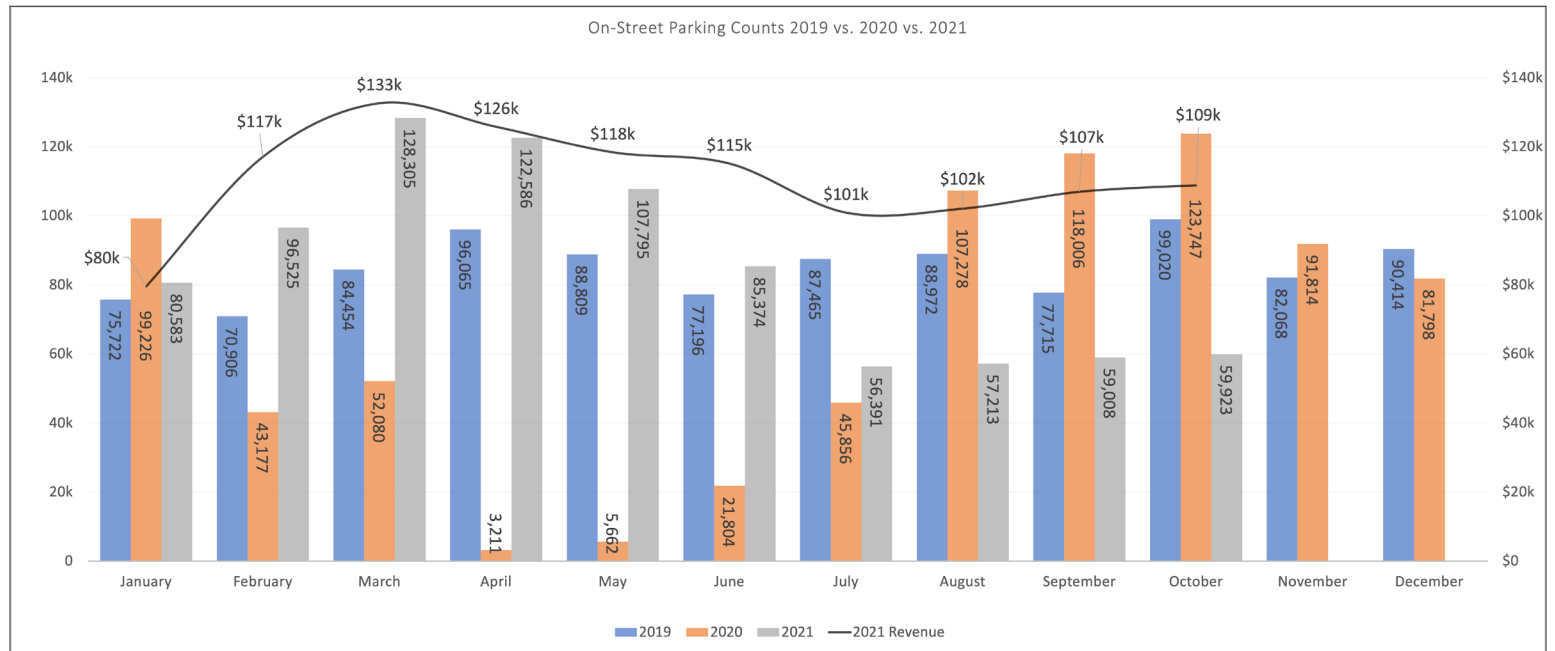
average **increase** in
on-street revenue
during COVID

27%

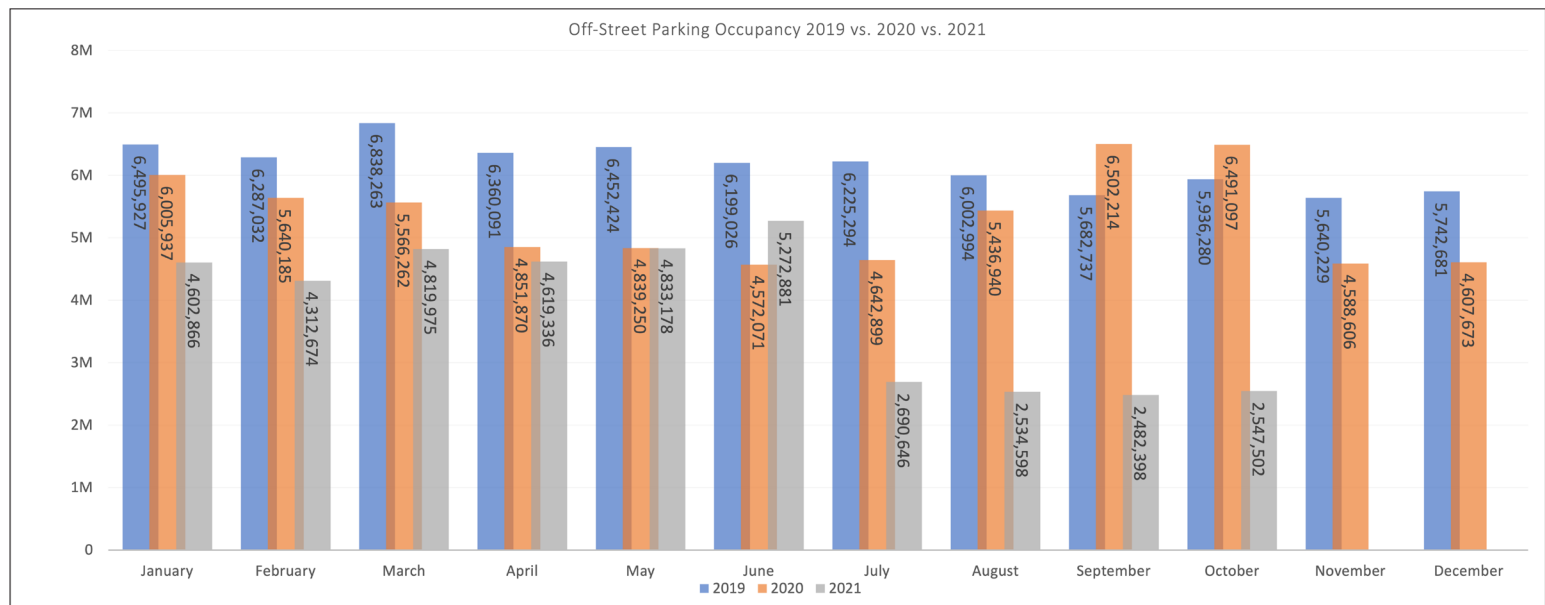
average **decrease** in
off-street occupancy
during COVID

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

Source: MobileGR



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	31%	-39%	-38%	-97%	-94%	-72%	-48%	21%	52%	25%	12%	-10%
2020 vs. 2021	-19%	124%	146%	3718%	1804%	292%	23%	-47%	-50%	-52%	-	-

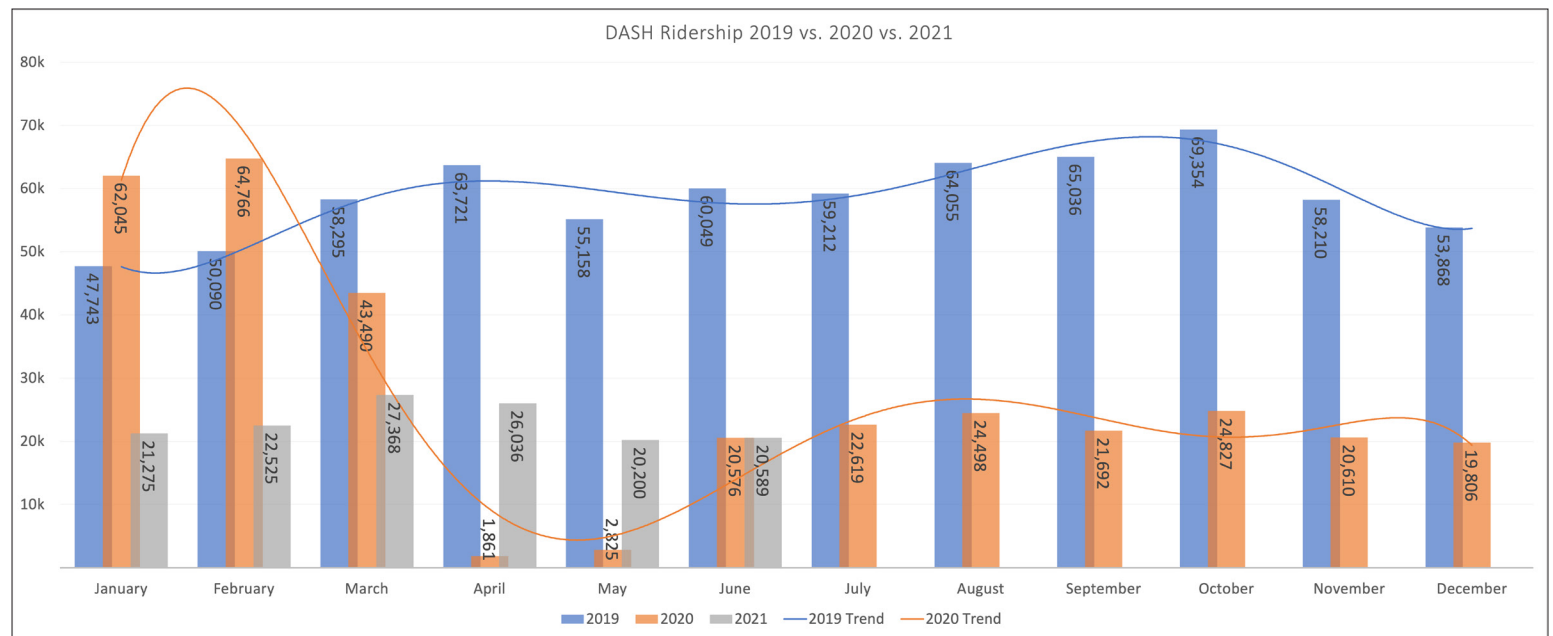


	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	-8%	-10%	-19%	-24%	-25%	-26%	-25%	-9%	14%	9%	-19%	-20%
2020 vs. 2021	-23%	-24%	-13%	-5%	-0.1%	15%	-42%	-53%	-62%	-61%	-	-

DASH Ridership

Updated Quarterly

67%
average **decrease**
in ridership
during COVID



Timeline of DASH Schedule Changes

March 26th, 2020:

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

April 10th, 2020:

Services were temporarily suspended

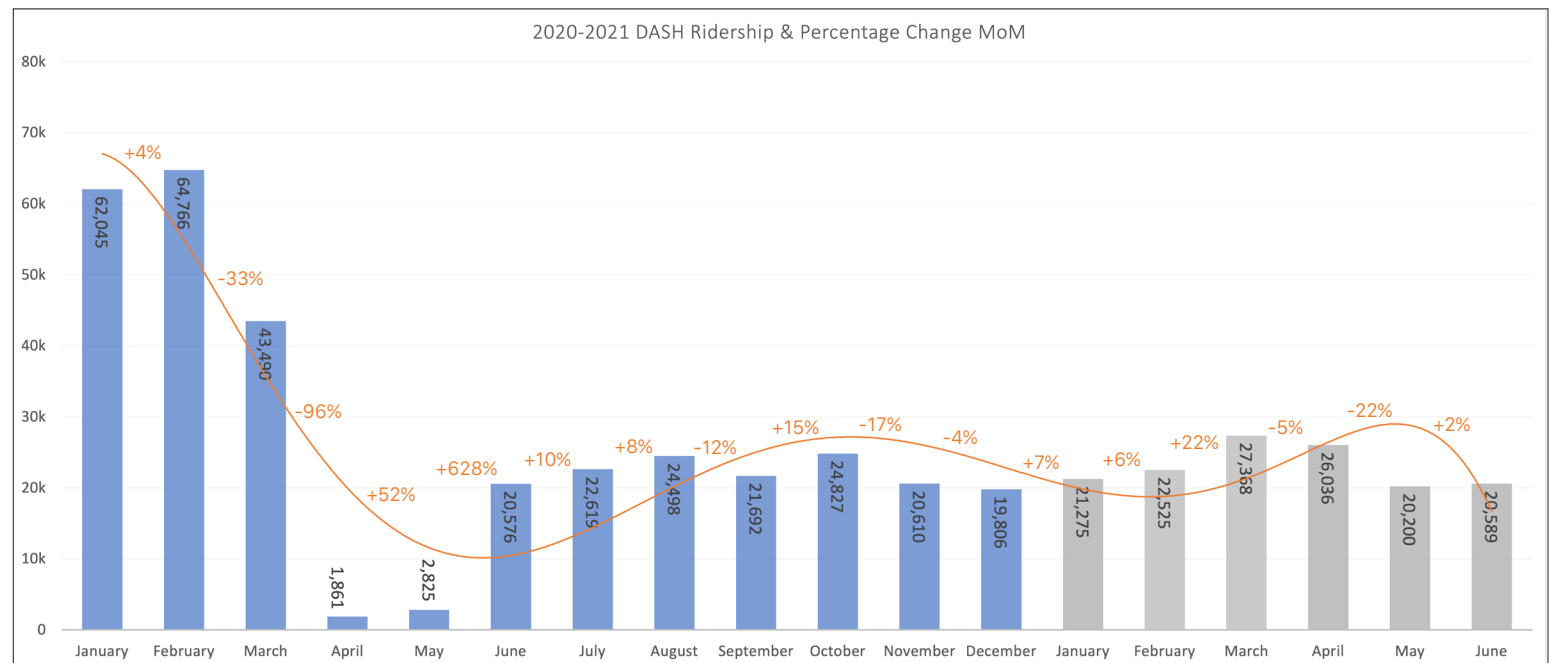
May 26th, 2020:

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

May 10th, 2021:

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

	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	30%	29%	-25%	-97%	-95%	-66%	-62%	-62%	-67%	-64%	-65%	-63%
2020 vs. 2021	-66%	-65%	-37%	1299%	629%	0.1%	-	-	-	-	-	-



*not on full schedule

Source: The Rapid

Downtown Social Media Engagement Look-In

ArtPrize
October 1 · 🌐

We are SO excited to announce this years GRAND PRIZE WINNER! This prize was Exclusively sponsored by [Wolverine Worldwide](#). 1 years winner is:

"Before You Go" by Christian Reichle & Monica Pritchard - located on the Blue Bridge.

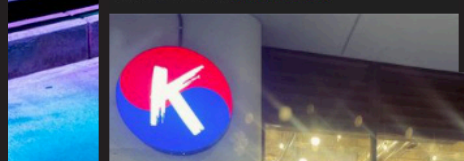
"Before You Go" is an audio-based installation that compiles a series of interviews the team conducted with members of the police from Grand Rapids and around the country. A vintage phone booth acts as the primary installation and invites spectators to see more



Downtown Grand Rapids Inc. · 🌐
October 29 at 3:10 PM · 🌐

Moments from [K-ROK Grand Rapids](#) soft opening week at 169 Louis Campau Promenade NW

#DowntownGR's first Korean barbecue and scheduled to open to the public TOMORROW! Learn more at [krokgr.com](#).



920

Experience Grand Rapids
October 8 at 7:55 PM · 🌐

Sometimes the rain gives us double the magic. ❤️💧🌈

📷: [Brian Kelly Photography & Film](#)

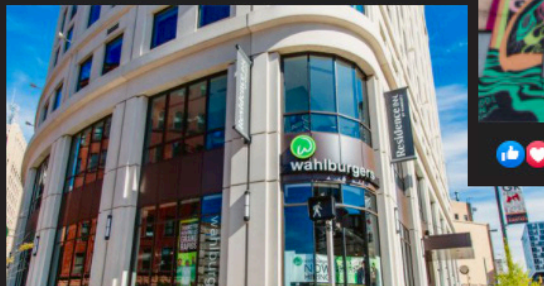


794

Downtown Grand Rapids Inc. · 🌐
October 20 at 12:37 PM · 🌐

[Wahlburgers Grand Rapids](#) will open on the 1st floor of the [Residence Inn Grand Rapids Downtown](#) at 10 Ionia Ave NW November 1st!

This is the chain's third location in Michigan - with the other Royal Oak and Detroit - and its first in West Michigan. #DowntownGR



859

254 Comments 1K Shares

Downtown Grand Rapids Inc. · 🌐
October 12 at 4:18 PM · 🌐

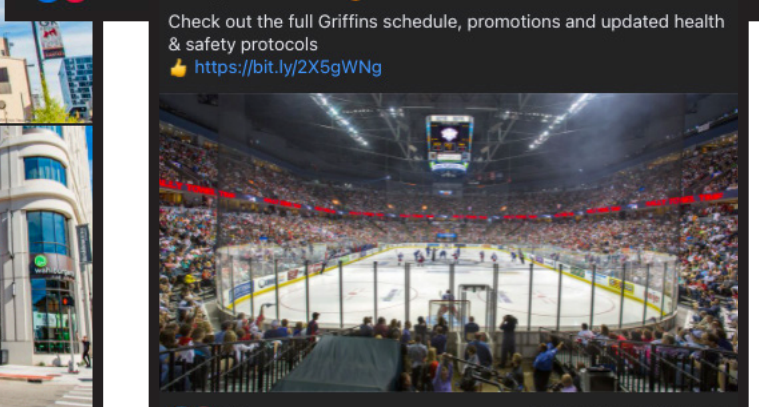
Local artist Maddie Chaffer's new mural, titled "Body & Soul" and located on the side of [The Harris Building](#) (111 S. Division Ave), is now complete! #DowntownGR



Van Andel Arena · 🌐
October 11 at 3:00 PM · 🌐

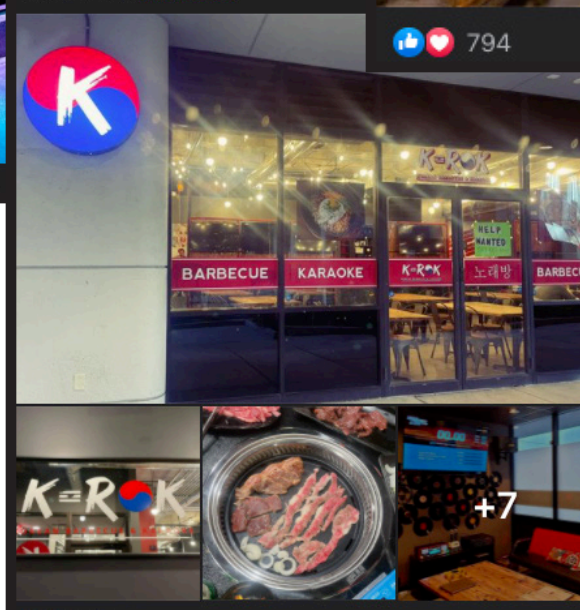
HOCKEY FANS!!! 🏒
The [Grand Rapids Griffins](#) will kick off the 2021-2022 season with a \$2 Beers 🍺 & \$2 Hotdogs 🌭 night at the Freezer on Fulton this Friday, October 15th! 🙌 #GoGRG

Check out the full Griffins schedule, promotions and updated health & safety protocols
👉 <https://bit.ly/2X5gWNg>



77

15 Comments 13 Shares

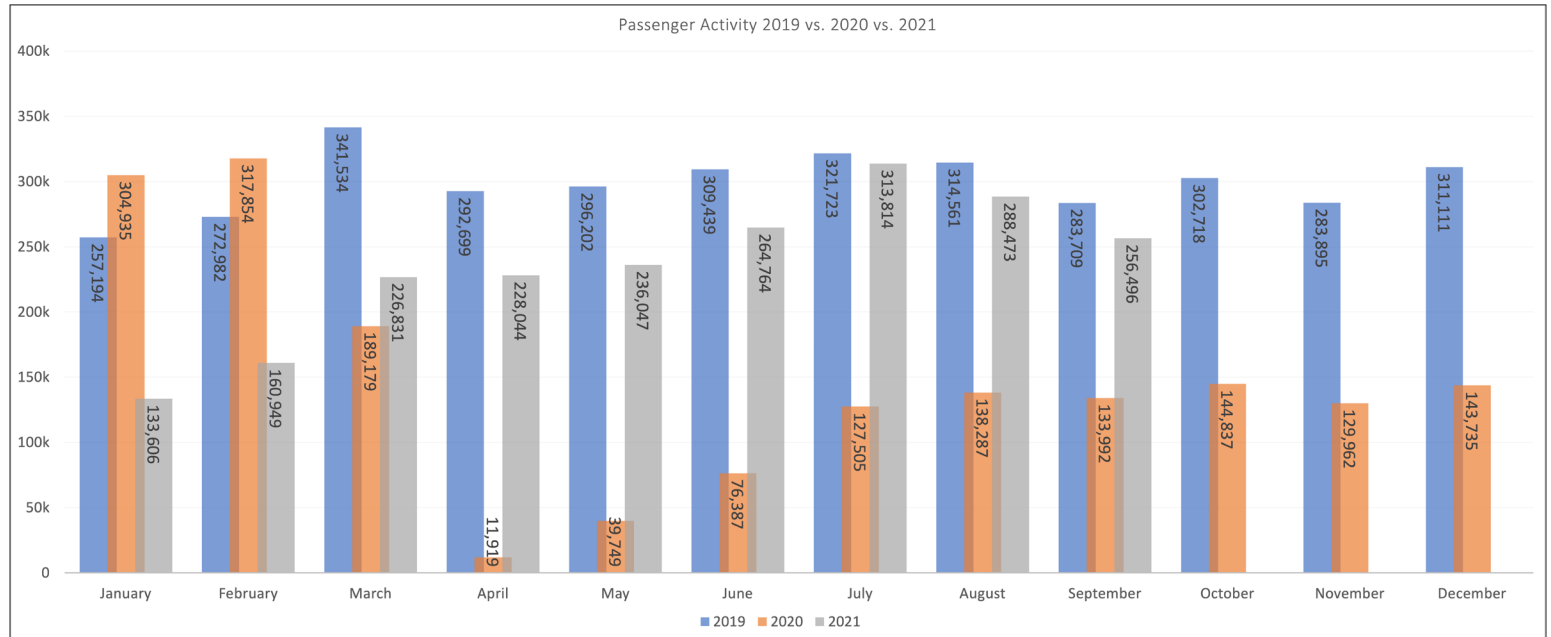


217

232 Comments 323 Shares

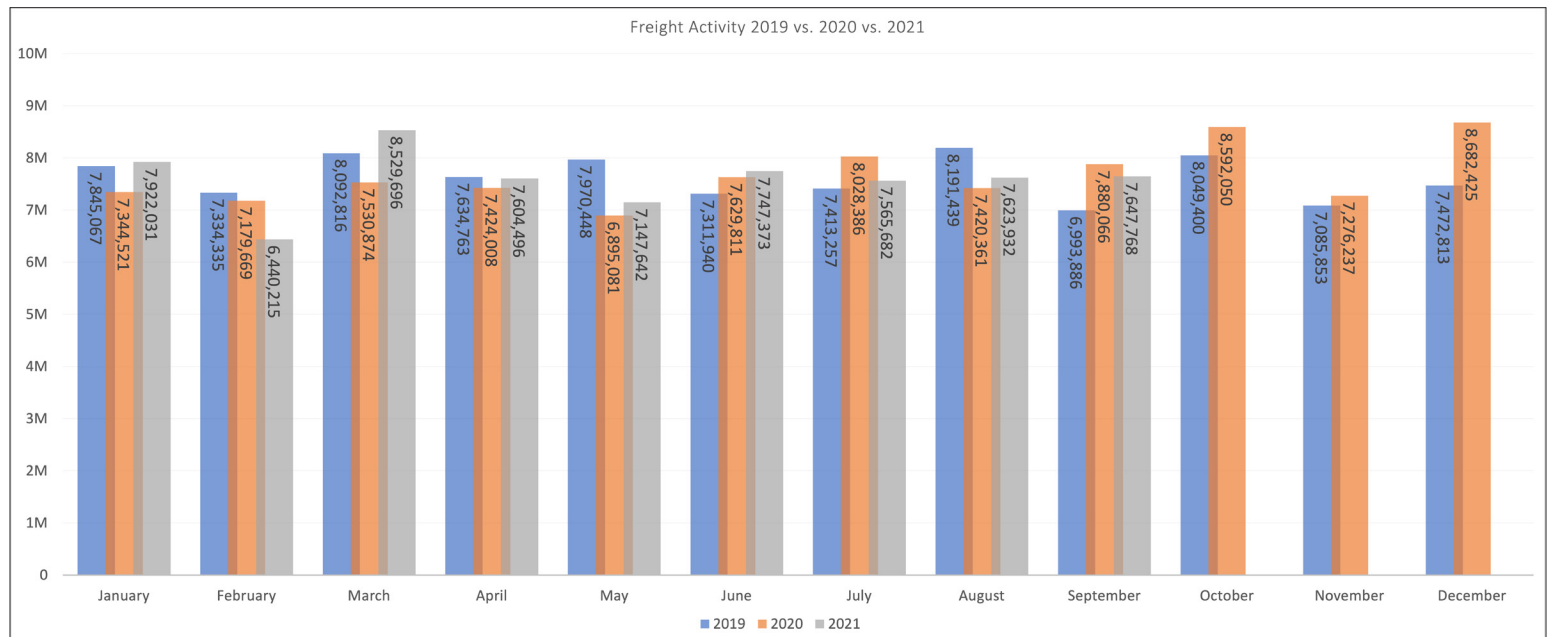
Airport Activity

44%
average **decrease** in
passenger activity
during COVID



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	19%	16%	-45%	-96%	-87%	-75%	-60%	-56%	-53%	-52%	-54%	-54%
2020 vs. 2021	-56%	-49%	20%	1813%	494%	247%	146%	109%	91%	-	-	-

1%
average **increase** in
freight activity
during COVID



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	-6%	-2%	-7%	-3%	-13%	4%	8%	-9%	13%	7%	3%	16%
2020 vs. 2021	8%	-10%	13%	2%	4%	2%	-6%	3%	-3%	-	-	-

Michigan Consumer Spending

Percent Change in All Consumer Spending*

In **Michigan**, as of **October 17, 2021**, total spending by all consumers **increased** by **19.5%** compared to January 2020.



Key Dates

March 10, 2020 - Michigan confirms its first two COVID cases; State of Emergency declared
March 13, 2020 - Gov. Whitmer closes all K-12 schools; bans gatherings of 250 or more
March 15, 2020 - Gov. Whitmer orders the closure of bars/restaurants for dine-in, gyms, theaters, and other public places
March 24, 2020 - statewide stay-at-home order begins (subsequently extended 4 times)
April 13, 2020 - first round of stimulus payments begins
June 19, 2020 - stay-at-home order expires
September 9, 2020 - gyms, pools, and organized sports are allowed to reopen/resume
October 9, 2020 - movie theaters, performance venues, arcades, and other businesses can reopen at limited capacity
November 15, 2020 - Gov. Whitmer orders the closure of high schools and universities, as well as other businesses (extended on December 7, 2020)
December 18, 2020 - partial shutdown extended but allows for some businesses like theaters, casinos, and bowling alleys to reopen at limited capacity

December 18, 2020 - first COVID vaccine administered in Kent County
December 29, 2020 - second round of stimulus payments begins
February 1, 2021 - indoor dining reopens with 25% capacity, curfew, and other requirements
March 5, 2021 - restaurants reopen to 50%, other business capacity augmentations
March 31, 2021 - all population groups eligible for the COVID vaccine in MI
May 10, 2021 - Michigan hits milestone of 55% first-dose vaccinations
May 24, 2021 - all in-person work can resume
June 1, 2021 - outdoor capacity limits end, full capacity allowed at outdoor sports and entertainment venues, indoor capacity for many businesses increases to 50%, curfew ends, table limits and social distancing between tables ends
June 22, 2021 - Michigan lifts capacity limits, mask restrictions
August 1, 2021 - Kent County risk level moves to 'moderate'
August 13, 2021 - Kent County risk level moves to 'substantial'
August 17, 2021 - GRPS requires masks indoors
August 20, 2021 - Kent County risk level moves to 'high'
August 23, 2021 - FDA fully approves Pfizer vaccine