

# MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

Wednesday, November 12, 2014

8:30 a.m. Meeting

Downtown Grand Rapids Inc, 29 Pearl St. NW

## DRAFT AGENDA

1. Call to order
2. Approve Meeting Minutes from October 8, 2014 (8:31) .....Motion      Harris  
(enclosure)
3. Accept October 31, 2014 Financial Statements (8:33).....Motion      Wallace  
(enclosure)
4. Approve Event Support for LaughFest (8:38).....Motion      Larson  
(enclosure)
5. Approve MOU with City of Grand Rapids for Tree Grate Fill (8:48).....Motion      Larson  
(enclosure)
6. Approve Contract for Snow Melt Repairs (8:58).....Motion      Pratt  
(enclosure)
7. Presentation: Development Support ROI (9:08).....Info Item      Kelly
8. GR Forward Update (9:18).....Info Item      Kelly
9. Presentation: Chicago Information Exchange (9:28).....Info Item      Kirk
10. DGRI President & CEO Report (9:38).....Info Item      Larson
11. Public Comment (9:43)
12. Board Member Discussion (9:48)
13. Adjournment

MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

October 8, 2014

1. Call to Order – The meeting was called to order at 8:31 a.m. by Chair Brian Harris.

2. Attendance

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

Absent: Jane Gietzen, Elissa Hillary, Jim Talen

Others Present: Kristopher Larson (Executive Director), Mary Sierawski (DDA Executive Asst/Office Manager), Jana Wallace (DDA Treasurer), Eric Pratt, Tim Kelly, Bill Kirk, Kim Van Driel, Brian Hedrick, Mandy Cech (staff), Jonathan Pichot, Marcia Warner (GRPL), Bill Pringle (Holiday Décor), Jonathan Klooster, John Byl, Bill Mast, Mark Finkelstein, Hilary Farrell (WGVU), Kevan Chapman (Wondergem), Pete Daly (GRBJ), Jim Harger (MLive), and others.

3. Approval of Minutes of September 10, 2014

*Motion: Mayor George Heartwell, supported by Dr. Wendy Falb, moved approval of the minutes of the September 10, 2014 DDA meeting as presented. Motion carried unanimously.*

4. Accept September 30, 2014 Financial Statements

Ms. Wallace provided preliminary financial statements for the period ending September 30, 2014, including: Statement A: Balance Sheet; Statement B: Comparison of FY2014 Budget vs Actual Results; Statement C: Statement of Project Expenditures; Statement D: Schedule of September 2014 Expenditures.

*Motion: Dr. Wendy Falb, supported by Rick Winn, moved to approve Statement D: Schedule of September 2014 Expenditures as recommended. Motion carried unanimously.*

5. Approve Contract for Holiday Décor

Ms. Cech said during the FY15 budget and priority plan development process, the Alliance for Vibrancy offered support for the idea of investing in additional holiday décor to adorn more of Downtown Grand Rapids for the holiday season. The recommendation was approved by the DDA Board in June 2014. Ms. Cech said DGRI staff engaged with representatives from the Downtown merchant community, nonprofit organizations, and the Alliance for Vibrancy in identifying high-profile, high-impact areas to focus the 2014

investments as well as opportunities for future investments. Ms. Cech said the proposed décor would include lighting on 2 ornamental trees and custom pole décor matching a snowflake theme on Division Avenue, custom ornament clusters on 60 lamp poles on Ionia Avenue, 10 foot long lit snowflakes along 10 light poles on Bridge Street, and 6 ornamental lamp poles decorated with retro style pole décor and a star scroll overhead suspension on Jefferson Avenue. Ms. Cech said if approved today, installation would occur next month. Mr. Winn asked if this means we will have two contractors for holiday décor. Mr. Larson said it's actually the same contractor as they bid again this year. Mayor Heartwell asked about the expanded areas and how far they expand. Ms. Cech said we included as much of the DDA boundaries as possible, almost to the edges of the boundaries. Mr. Harris asked about the condition of the lights from last year after they have been in storage. Mr. DeVries said the lighting is rated for 35-50 thousand hours and the wires and lenses will just need to be checked on the LED's this year. Mr. DeVries said they will last for 3-5 years. Mr. Larson said not all things were possible in regards to holiday décor due to access to electricity in some areas of the Downtown.

*Motion: Kayem Dunn, supported by Diana Sieger, moved to approve executing a contract with Christmas Décor by DeVries in an amount not to exceed \$60,000 for the provision, installation, take-down, and storage of holiday decorations. Motion carried unanimously.*

6. Approve Lease Amendment with Grand Rapids Downtown Market

Mr. Harris said the Board tabled this item at the last DDA Board meeting because the Board had some questions regarding the lease amendment with the Downtown Market. Mr. Larson said the difference on the agreement can be summarized as the result of two factors: the building not being fully built out and assumptions regarding the initial value for the land. Mr. Larson said in regards to the building not being fully built out, the original projections penciled in an anticipated tax liability based upon the \$30 million full development costs plus 100% occupancy of the space in the building. However, when the property was inspected, the City Assessor reported that the current assessment reflects downward adjustments that were made by the City's appraiser for unfinished/incomplete spaces. Some portions of the building were yet to be completed as of December 31, 2013, which is the day that property was valued for the 2014 tax bills. Mr. Larson said in regards to the initial land value, when the DDA expanded its district to include the area now occupied by the Downtown Market, the existing properties had an existing tax value of \$700,000. Mr. Larson said the initial value of value of the land with buildings was \$700,000, however, when the projections were calculated, an assumption of \$0 was penciled in on the land. Therefore, the higher initial value results in a reduced incremental capture of the taxes generated from the development of the site. Dr. Falb said she appreciates the clarity on this subject and asked why the assumed value was \$0. Mr. Larson explained that after the DDA acquired the property, it was razed, and the assumption was that the Downtown Market was developing on unimproved land.

*Motion: Mayor George Heartwell, supported by Rick Winn, moved to approve the amended agreement terms as described in the attached resolution and agreement. Motion carried unanimously. Ms. Dunn abstained due to her position on the Downtown Market Board.*

7. Approve Contract for Web Design and Content Management System

Mr. Larson said that DGRI is developing a comprehensive digital strategy and is proposing to build an interface, different from a typical website, coupled with an investment for a CRM (Customer Relationship Management) tool. Mr. Larson said per the procurement guidelines, in September 2014, DGRI issued an RFQ searching for a vendor to lead a user-centered design and development process to build DGRI's next generation web presence. The web application will not only list Downtown events and businesses, provide mobility information, and show where DGRI is investing in the City, but act as a fundamental way for citizens to engage in our placemaking mission. From the bids we received, staff is recommending moving forward with a Statement of Work from Mighty in the Midwest to lead the design and development of this website. Mr. Harris asked what the status is of our current website. Mr. Larson said the DDA never had its own website, just a page on the City of Grand Rapids' website and what DGRI has today was inherited from the Downtown Alliance. Mr. Larson said the DDA City page will link to the new website, but the DGRI site will be the single site for all entities. Mayor Heartwell said when the City of Grand Rapids bids for services and products, in addition to qualifications of the company, other non-economic valuation tools are utilized such as community involvement, environmental behaviors, and other criteria. Mayor Heartwell asked if some of those factors could be considered in DGRI's bidding practices as an organization. Ms. Sieger said the Grand Rapids Community Foundation has a set of criteria as well as other factors such as diversity of inclusion. Ms. Sieger said a vendor analysis report is created every year to evaluate each vendor. Dr. Falb added that Grand Rapids Public Schools also has a similar policy as the City and Grand Rapids Community Foundation. Mr. Harris said he has seen similar policies in both large and small companies. Mr. Larson said the Board can re-visit the purchasing policy to create some sort of prioritization that could be applied. Mr. Larson said staff could bring back some recommendations to the Board and Mayor Heartwell said he'd be happy to work with Mr. Larson on developing some language. Dr. Falb asked when the development support programs would be re-evaluated. Mr. Harris said we are waiting to see what happens with some legislation in Lansing before moving forward with making any changes to those programs. Mr. Winn asked from which funds the web design and content management system will be allocated. Mr. Larson said the DDA and DID are the only two entities that can support marketing expenses and they will split the costs. Mr. Larson reminded the Board that there is a cost methodology in place that is reflected on each invoice. Mr. Harris said there is a value to transparency, but also a cost. Mr. Harris asked the Board if there is a motion on this agenda item.

*Motion: Kayem Dunn, supported by Diana Sieger, moved to approve executing a contract with Mighty in the Midwest in an amount not to exceed \$100,000 for the user-driven design and*

*development of a content management system driven web presence. Motion carried unanimously.*

8. Approve Development Support for Waters Building

Mr. Pratt said in February 2014, Waters Building, LLC, acquired the property and is now proposing to convert the building into a multi-use development with first-floor retail, 75,000 square feet of commercial office, 50 market-rate residential apartments and a 100 room extended-stay hotel. The developer also plans to fill the existing areaway located along the building's Pearl Street frontage and to rehabilitate the two remaining areaways located along Ottawa Avenue NW and Lyon Street NW. Mr. Pratt said the total project cost is estimated to be \$35 million, with approximately \$16.5 million coming in the form of hard costs. Mr. Pratt said in order to assist with the redevelopment of the building, the developer has applied for DDA assistance through its Development Support Policy, Streetscape Improvements Program and Areaway Fill Program. Mr. Pratt introduced Bill Mast and Mark Finkelstein, representatives from Waters Building, LLC to answer any questions. Mr. Mast and Mr. Finkelstein thanked the DDA Board and DGRI for its support for this project. They shared that office tenants would be consolidated in the North tower and work on the hotel will begin in February. Ms. Dunn asked if other areaways will be remediated in the areas surrounding the property and if the tax increment number is realistic for this project. Mr. Pratt said that the Ottawa Ave. areaway is structurally sound, but the Pearl St. areaway is severely deteriorated. The Lyon St. areaway will be vacated, but a portion will remain for a 2<sup>nd</sup> means of egress. Mr. Pratt said in regards to the tax increments numbers, it is a large request, but staff has completed the revenue projections and a fair amount of revenue will be generated after the completion of this project. Mayor Heartwell said the developer is asking for Brownfield support as well and asked how the DDA's development support program compare to the Brownfield's support program. Mr. Pratt said in regards to this project, both support programs allows for a layering of tools and they do not cancel each other out. Mr. Harris asked what was discovered in Phase 1 of construction. Mr. Byl said some metals were found in the soil due to urban decay, but nothing significant. Mr. Harris asked about parking considerations. The developers said there is a 500 car parking garage attached to the building and they will build a second bridge that goes into the building. Additionally, they have an agreement with Ellis Parking for at least 100 spaces reserved for the Waters Building. The hotel will not require parking in a specific location. Mr. Pratt added that when a building has mixed-uses, there will be different uses of parking at different times of the day. Ms. Sieger asked if the Chamber of Commerce will remain in the Waters Building. Mr. Pratt replied yes, but The Right Place will be moving to the Ledger Building. Mr. Harris said he is somewhat struck by the amount of this request and is hoping the Alliance for Investment can look for ways to assist the Board in the future for these sorts of requests. Ms. Dunn reminded the Board that the project has to generate the tax revenue before it is reimbursed back, the DDA keeps 25%, only reimburses for actual costs, not estimates, and this agreement expires after ten years. Ms. Dunn agreed that the Board does need to re-evaluate all of the support policies in the near future.

*Motion: Mayor George Heartwell, supported by Kayem Dunn, moved to approve a \$35,000 Areaway Fill Program Grant for the vacation of an existing areaway located along the Pearl Street frontage; a \$35,000 Streetscape Improvement Grant for sidewalk improvements along both Ottawa Avenue NW and Lyon Street NW; and Development Support to reimburse the developer for eligible costs associated with providing barrier-free access in the building in an amount not to exceed \$1,481,127. Motion carried unanimously.*

9. Amend Development Support Agreement for Bridgewater Place

Mr. Pratt said in January of 2006, the DDA Board approved a Development and Reimbursement Agreement between the DDA and Bridgewater Condos, LLC. Mr. Pratt said at the time of the Agreement, the developer estimated that the cost to construct Onsite Public Facility Improvements was \$1,316,425; and \$680,575 for Offsite Public Facility Improvements. Per the Agreement, the maximum amount available for reimbursement is \$2 million. Mr. Pratt said upon completion of the project, the developer submitted documentation indicating that the actual cost to construct the Onsite Public Facility Improvements was \$1,557,209; and \$415,877 for the Offsite Public Facility Improvements. The total amount of the actual costs was \$1,973,086. Mr. Pratt said enclosed in the agenda packet is a request from Bridgewater Condos, LLC, requesting the Authority approve an amendment to the agreement that recognizes the actual costs incurred to provide both Onsite and Offsite Public Facility Improvements as a part of the River House Condominium project. Mr. Pratt said by amending this agreement, there will be a cost savings. Mr. Winn asked if it's possible to have a summary of what was collected in totality and what was actually paid out. Mr. Winn said the Alliance for Investment could review it first, especially since they are looking into revising the development reimbursement policies. Mr. Larson deferred to Mr. Klooster and Ms. Wallace because they are the ones that calculate all developer reimbursements. Mr. Wallace said this data could be collected on a project level, but not a parcel level and could be done annually if the Board would like to see these numbers. Mr. Klooster said they calculate these project reimbursements regularly and monitor how much is disbursed. The Board reiterated that they would want to know if there is some sort of ROI on these investments, both on the front end and back end of the projects. Mr. Harris asked if the Board could review the project numbers for Bridgewater Place first, as a sample, and then decide if they would like to do this for all projects that receive development reimbursements. Ms. Wallace reminded the Board that sometimes there are appeals on these, so sometimes the revenue forecasts aren't accurate.

*Motion: Diana Sieger, supported by Kayem Dunn, moved to authorize the Authority's counsel to prepare an amendment to the Development and Reimbursement Agreement which recognizes the actual costs for providing public facility improvements, as a part of the Authority's support for River House Condominium project and authorize the DDA Executive Director to execute the amendment. Motion carried unanimously.*

10. Special Events Optimization Update

Mr. Larson presented the results from, the Special Events Optimization survey. Mayor Heartwell said this information was well received by the City Commission and he thanked Mr. Larson and DGRI for conducting this survey and gathering the results.

11. GR Forward Update

Mr. Kelly gave the Board an update on GR Forward. Ms. Sieger said she hosts a monthly meeting for all area Foundations and would be happy to have Mr. Kelly attend one of their meetings to share the latest GR Forward news with everyone.

12. DGRI President and CEO Report

MNTIFA (8/13)

- Adopted FY15 MNTIFA Budget
- Approved funding for canine waste dispensers and banner hardware

DID (10/7)

- Considered Steering Committee appointments for DID re-authorization
- Received an update on Grandwch 2014, seasonal plantings, and new clean team uniforms
- Received an update on financial migration / reconciliation

DDA (10/08)

- Will consider a contract authorization request for holiday décor
- Will consider a MOU with City of Grand Rapids for tree well fill
- Will consider an authorization for web redesign services
- Will consider development support for Waters Building

Alliances:

*INVESTMENT (10/14)*

- Chair: Nikos Monoyios, Long Range Planner @ The Rapid
- Advising on the Downtown Plan process
- Divided into Implementation-based Working groups:
  - Real Estate Incentives
  - River Activation
  - Public Space Activation
  - Infrastructure
- Will consider 2015 goals, policies, and implementation measures synthesis document

### *VIBRANCY (10/20)*

- Chair – Brandy Moeller, City of Grand Rapids
- Has recommended allocation of all Event support funds for FY15
- Divided into Implementation-based Working groups:
  - Holiday Décor
  - Special Events Optimization
  - Workforce Appreciation
  - Diversity & Inclusion
  - Public Space Activation

### *LIVABILITY (10/27)*

- Chair: Lynee Wells, Principal @ Williams & Works
- Assisting in the formation of a unified Downtown residential association
- Divided into Implementation-based Working groups:
  - Bicycles & Mobility
  - Asset Management
  - Clean, Safe, and Beautiful
  - Engagement
  - Urban Recreation

### DGRI Staff Highlights

- Office has become an ArtPrize Venue – held special opening event September 22.
- Launched the Walk Your City informational signage program – 168 signs around Downtown.
- Developing a communications strategy to celebrate 1 year anniversary of Ambassador Program – launching the week of October 13.
- Performed a nighttime economy audit and hosted a community meeting on September 18<sup>th</sup>, 11:30 AM
- Presented survey results from Special Events Optimization process to City Commission on October 7
- Developing an RFP for construction documents for Veteran's Park
- Planning an inter-city trip to Chicago with key policy makers, stakeholders, and city leadership on October 29&30 to study bicycle infrastructure and open data implementation.
- Continuing advocacy efforts in work on TIF advocacy efforts.

### 13. Public Comment

None.

### 14. Board Member Discussion



None.

15. Adjournment

The meeting adjourned at 10:05 a.m.

# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

**Agenda Item 3.  
November 12, 2014  
DDA Meeting**

DATE: November 5, 2014

TO: Brian Harris  
Chairman

FROM: Jana M. Wallace   
Downtown Development Authority Treasurer

**SUBJECT: FY2015 Financial Statements Through October 31, 2014**

Attached are the financial statements for the first four months of the fiscal year ending June 30, 2015.

These attached October 31, 2014 statements include:

- Statement A: Balance Sheet
- Statement B: Comparison of FY2015 Budget vs Actual Results
- Statement C: Statement of Project Expenditures
- Statement D: Schedule of October, 2014 Expenditures

In October, the Authority paid its first two debt service payments of the fiscal year. The largest, in the amount of \$742,262.50 was paid from the Debt Increment Fund for the November 1 Series 2009 Arena Refunding Bonds interest payment. Also in October, wage and benefit costs attributable to non-Administration projects were calculated and allocated to the appropriate project. In FY2014, a similar entry was made at the end of the fiscal year. However, re-allocating the costs on a quarterly basis rather than annually provides for more accurate and timely financial data. The Authority has sufficient cash to cover budgeted expenditures.

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

Attachments

# STATEMENT A

## DOWNTOWN DEVELOPMENT AUTHORITY

### Balance Sheet October 31, 2014

	Non-Tax Funds	Debt Increment	Local Tax Increment	TOTAL
<b>ASSETS</b>				
Pooled Cash and Investments	\$ 5,390,116	\$ 9,031,218	\$ 6,357,279	\$ 20,778,613
Petty Cash	-	-	500	500
Debt Service Reserve Fund	-	5,400,767	-	5,400,767
Accounts Receivable	8,915	-	-	8,915
Loan Receivable - Project Developer	898,848	-	-	898,848
Loan Receivable - Special Assessments	18,420	-	-	18,420
General Fixed Assets	-	-	89,511,580	89,511,580
Future Tax Increment Revenues Anticipated	-	31,877,460	225,750	32,103,210
<b>TOTAL ASSETS</b>	<b>\$ 6,316,299</b>	<b>\$ 46,309,445</b>	<b>\$ 96,095,109</b>	<b>\$ 148,720,853</b>
<b>LIABILITIES AND FUND EQUITY</b>				
<b>Liabilities</b>				
Parking Revenue Payable	\$ 22,607	\$ -	\$ -	\$ 22,607
Project Increment Due to Developers	-	-	40,277	40,277
Due to Other Governmental Units	-	3,774,320	-	3,774,320
Debt Increment Reimbursement Payable	-	2,062,843	-	2,062,843
Deposit - Area 1 and Area 5 Options to Buy	122,903	-	-	122,903
Deposit - Movies in the Park Vendors	300	-	-	300
Net Retiree Health Care Obligation <sup>1</sup>	-	-	(5,667)	(5,667)
Prior Year Property Tax Appeals	-	42,528	22,139	64,667
Deferred Revenue - Developer Loan	898,848	-	-	898,848
Contract Payable	-	-	225,750	225,750
Bonds Payable	-	31,877,460	-	31,877,460
<b>TOTAL LIABILITIES</b>	<b>1,044,658</b>	<b>37,757,151</b>	<b>282,499</b>	<b>39,084,308</b>
<b>Fund Balance / Equity:</b>				
Investments in General Fixed Assets	-	-	89,511,580	89,511,580
Non-Tax Increment Reserve	4,707,931	-	-	4,707,931
Reserve for Authorized Projects	-	-	5,609,277	5,609,277
Reserve for Brownfield Series 2012A Bonds	514,748	-	-	514,748
Reserve for Compensated Absences	-	-	6,897	6,897
Reserve for Eligible Obligations	-	8,552,294	-	8,552,294
Reserve for Encumbrances	48,962	-	684,856	733,818
<b>TOTAL FUND EQUITY</b>	<b>5,271,641</b>	<b>8,552,294</b>	<b>95,812,610</b>	<b>109,636,545</b>
<b>TOTAL LIABILITIES &amp; FUND EQUITY</b>	<b>\$ 6,316,299</b>	<b>\$ 46,309,445</b>	<b>\$ 96,095,109</b>	<b>\$ 148,720,853</b>

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

## STATEMENT B

### DOWNTOWN DEVELOPMENT AUTHORITY Comparison of FY2015 Budget vs Actual Results July 1, 2014 - October 31, 2014

	Non-Tax Funds		Debt Tax Increment		Local Tax Increment	
	Budget	Actual	Budget	Actual	Budget	Actual
<b>REVENUES</b>						
Property Tax Increment - General	\$ -	\$ -	\$ 7,529,127	\$ 7,542,368	\$ 4,237,009	\$ 3,996,420
Property Tax Increment - Transit Millage	-	-	-	-	385,681	385,681
Property Tax Increment - Prior Year Appeals	-	-	(200,000)	(7,676)	(100,000)	(3,060)
Property Tax Increment - Rebates to City / ITP	-	-	-	-	(278,682)	-
Special Assessments - Areaway	15,000	-	-	-	-	-
Brownfield Authority - Grandville Avenue	-	-	-	-	21,973	-
Interest on Investments - General	18,747	31,826	10,000	-	50,644	81,461
Interest on Investments - Multi-Year Accrual Reversal <sup>1</sup>	-	(28,853)	-	-	-	(95,793)
Interest on Investments - The Gallery Note	40,167	-	-	-	-	-
Miscellaneous Fees / Reimbursements	500	-	-	-	10,000	625
Property Rental - DASH Parking Lots	336,925	73,666	-	-	-	-
Property Rentals - Movies in the Park Vendors	-	1,250	-	-	-	-
Property Rentals - Winter Avenue Building	9,000	-	-	-	-	-
Property Rentals - YMCA Customer Parking	52,000	16,900	-	-	-	-
From / (To) Fund Balance	3,127,112	-	(10,000)	-	145,089	-
<b>TOTAL REVENUES</b>	<b>\$ 3,599,451</b>	<b>\$ 94,789</b>	<b>\$ 7,329,127</b>	<b>\$ 7,534,692</b>	<b>\$ 4,471,714</b>	<b>\$ 4,365,334</b>
<b>EXPENDITURES</b>						
<b>Investment - Planning and Infrastructure</b>						
Development Incentive Programs	\$ -	\$ -	\$ -	\$ -	\$ 1,085,000	\$ 490,945
Transit Projects - Transit Millage Funded	-	-	-	-	125,000	18,750
Planning	35,000	-	-	-	350,000	29,200
Public Infrastructure	2,051,451	-	-	-	890,000	99,121
Investment Total	\$ 2,086,451	\$ -	\$ -	\$ -	\$ 2,450,000	\$ 638,016
<b>Livability - Residents / Workers / Neighborhood</b>	<b>605,000</b>	<b>122,445</b>	<b>-</b>	<b>-</b>	<b>700,000</b>	<b>34,537</b>
<b>Vibrancy - Attracting Visitors</b>	<b>808,000</b>	<b>137,551</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Miscellaneous</b>	<b>100,000</b>	<b>2,170</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total Alliance Projects</b>	<b>\$ 3,599,451</b>	<b>\$ 262,166</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 3,150,000</b>	<b>\$ 672,553</b>
Administration	-	570	-	-	862,863	338,436
Debt Service for Bond Issues	-	-	5,479,525	742,263	458,851	46,568
Estimated Capture to be Returned	-	-	1,849,602	-	-	-
<b>TOTAL EXPENDITURES</b>	<b>\$ 3,599,451</b>	<b>\$ 262,736</b>	<b>\$ 7,329,127</b>	<b>\$ 742,263</b>	<b>\$ 4,471,714</b>	<b>\$ 1,057,557</b>
<b>EXCESS / (DEFICIT)</b>	<b>\$ -</b>	<b>\$ (167,947)</b>	<b>\$ -</b>	<b>\$ 6,792,429</b>	<b>\$ -</b>	<b>\$ 3,307,777</b>

Note 1: For efficiency reasons, the City Treasurer does not record interest revenue when earned from multiple year investments. Instead, revenues associated with multiple year investments are accumulated annually, accrued, and then reversed in the following fiscal year. ddastrmts-oct14.xls jmw 11042014

**STATEMENT C**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Statement of Current Project Expenditures**  
**As of October 31, 2014**

Project Title	Project Budgets		EXPENDITURES			Available Budget
	%	Cost	Month	Fiscal Year	All Years	
Areaway Fill Program (ARIP)		\$ 35,000 <sup>1,2</sup>	\$ -	\$ -		\$ 35,000
Building Re-use Incentive Program (BRIP)		250,000 <sup>1,2</sup>	-	6,949		243,051
Development Project Guidance		- <sup>1,2</sup>	16,568	16,568		(16,568)
Development Project Reimbursements		750,000 <sup>1,2</sup>	-	467,428		282,572
Streetscape Improvement Incentive Program		50,000 <sup>1,2</sup>	-	-		50,000
<b>Investment - Development Incentives Sub-Total</b>	<b>9.86%</b>	<b>\$ 1,085,000</b>	<b>\$ 16,568</b>	<b>\$ 490,945</b>		<b>\$ 594,055</b>
Amtrak Station Relocation		800,000 <sup>2</sup>	-	-	746,164	53,836
DASH North Shuttle Services		150,000 <sup>2</sup>	-	18,750	81,250	68,750
<b>Investment - Transit Millage Funded Sub-Total</b>	<b>8.63%</b>	<b>\$ 950,000</b>	<b>\$ -</b>	<b>\$ 18,750</b>	<b>\$ 827,414</b>	<b>\$ 122,586</b>
Downtown Plan		487,500 <sup>2</sup>	244	29,200	188,175	299,325
<b>Investment - Planning Sub-Total</b>	<b>4.43%</b>	<b>\$ 487,500</b>	<b>\$ 244</b>	<b>\$ 29,200</b>	<b>\$ 188,175</b>	<b>\$ 299,325</b>
Arena South Implementation		230,809 <sup>2</sup>	361	672	34,696	196,113
Bostwick Avenue - Lyon St to Crescent St		225,000 <sup>2</sup>	-	-	-	225,000
Bridge Street Streetscape Improvs		125,000 <sup>2</sup>	-	-	-	125,000
Grand River Activation		232,435 <sup>2</sup>	-	-	132,435	100,000
Ionia Ave 9 - Buckley St to Wealthy St		886,673 <sup>2</sup>	3,837	3,837	686,526	200,147
Michigan / Ottawa Gateway		300,000 <sup>2</sup>	-	-	-	300,000
Monroe Ave Resurfacing - Louis to I-196		165,000 <sup>2</sup>	7,984	7,984	7,984	157,016
Monroe Center-Phase 3 / Monument Park		725,000 <sup>2</sup>	73,503	86,628	1,254,873	(529,873)
Ottawa Avenue Public Improvements		330,000 <sup>2</sup>	-	-	-	330,000
State Street - Jefferson to Lafayette		450,000 <sup>2</sup>	-	-	-	450,000
Veterans Park Improvements		100,000 <sup>2</sup>	-	-	-	100,000
Wealthy Street - US 131 to Division Ave		885,000 <sup>2</sup>	-	-	-	885,000
Weston Street - Sheldon to LaGrave Ave		400,000 <sup>2</sup>	-	-	-	400,000
<b>Investment - Public Infrastructure Sub-Total</b>	<b>45.93%</b>	<b>\$ 5,054,917</b>	<b>\$ 85,685</b>	<b>\$ 99,121</b>	<b>\$ 2,116,514</b>	<b>\$ 2,938,403</b>
Downtown Speakers Series		35,000 <sup>1,3</sup>	-	-	-	35,000
<b>Investment - Non-Tax Supported Sub-Total</b>	<b>0.32%</b>	<b>\$ 35,000</b>	<b>\$ -</b>	<b>\$ -</b>		<b>\$ 35,000</b>
Accessibility and Mobility Repairs		10,000 <sup>1,2</sup>	-	-	-	10,000
Bicycle Friendly Improvements		401,000 <sup>2</sup>	-	-	121,556	279,444
Downtown Census		30,000 <sup>1,2</sup>	-	-	-	30,000
Monroe Ave Phase 3 Services		- <sup>1,2</sup>	23	23		(23)
Public Realm Improvements		200,000 <sup>2</sup>	-	-	-	200,000
Seward Ave Non-Motorized Facility		56,730 <sup>2</sup>	5,020	12,258	27,552	29,178
Snowmelt System Repairs / Investigation		532,574 <sup>2</sup>	16,271	16,437	399,011	133,563
Urban Recreation Plan		326,496 <sup>2</sup>	-	981	52,477	274,019
Wayfinding System Improvements		310,000 <sup>2</sup>	4,838	4,838	4,838	305,162
<b>Livability - Local Tax Supported Sub-Total</b>	<b>16.96%</b>	<b>\$ 1,866,800</b>	<b>\$ 26,152</b>	<b>\$ 34,537</b>	<b>\$ 605,434</b>	<b>\$ 1,261,343</b>
Division Ave Task Force Implemntn		5,000 <sup>1,3</sup>	-	-	-	5,000
Downtown Safety Ambassadors		300,000 <sup>1,3</sup>	39,209	87,504		212,496
Educational Partnerships Initiatives		10,000 <sup>1,3</sup>	-	-	-	10,000
Project and Fixed Asset Maintenance		100,000 <sup>1,3</sup>	-	2,215		97,785
Recreational Walk / Tour Signage		40,000 <sup>3</sup>	9,715	9,715	9,715	30,285
Riverwalk Maintenance		60,000 <sup>1,3</sup>	-	-	-	60,000
Stakeholder Engagement Program		5,000 <sup>1,3</sup>	-	225		4,775
Street Trees Maintenance Program		5,000 <sup>1,3</sup>	-	-	-	5,000
Transportation Demand Mnmt Prog		92,500 <sup>1,3</sup>	19,682	22,786		69,714
Winter Avenue Building Lease		2,500 <sup>1,3</sup>	-	-	-	2,500
<b>Livability - Non-Tax Supported Sub-Total</b>	<b>5.63%</b>	<b>\$ 620,000</b>	<b>\$ 68,606</b>	<b>\$ 122,445</b>		<b>\$ 497,555</b>
Bridge Lighting Operations		10,000 <sup>1,3</sup>	-	-	-	10,000
DGRI Event Production		45,000 <sup>1,3</sup>	9,526	35,788		9,212
Diversity/Inclusion Programming		10,000 <sup>1,3</sup>	-	-	-	10,000
Downtown Marketing		225,000 <sup>1,3</sup>	17,558	24,058		200,942
Downtown Workforce Program		15,000 <sup>1,3</sup>	-	-	-	15,000
Go-Site Visitor Center at GRAM		30,000 <sup>1,3</sup>	-	-	-	30,000
Holiday Décor Program		60,000 <sup>1,3</sup>	-	-	-	60,000
Major Event Sponsorship		82,000 <sup>1,3</sup>	30,000	30,000		52,000
Public Space Activation		30,000 <sup>1,3</sup>	516	516		29,484
Rosa Parks Circle Skating Operations		42,000 <sup>1,3</sup>	-	-	-	42,000
Special Events - Grants		50,000 <sup>1,3</sup>	18,960	35,738		14,262
Special Events - Office of		100,000 <sup>1,3</sup>	-	-	-	100,000
Special Events - Training Program		5,000 <sup>1,3</sup>	-	-	-	5,000
State of Dntn Event & Annual Reports		22,500 <sup>1,3</sup>	-	150		22,350
Ticketed Events - Police Services		80,000 <sup>1,3</sup>	-	7,310		72,690
Wayfinding Sign Maintenance		- <sup>1,3</sup>	-	3,991		(3,991)
<b>Vibrancy Support Sub-Total</b>	<b>7.33%</b>	<b>\$ 806,500</b>	<b>\$ 76,560</b>	<b>\$ 137,551</b>		<b>\$ 668,949</b>
Experience - Miscellaneous		100,000 <sup>1,3</sup>	-	2,125		97,875
Monroe Ave Phase 3 Services		- <sup>1,3</sup>	-	45		(45)
<b>Misc - Non-Tax Supported Sub-Total</b>	<b>0.91%</b>	<b>\$ 100,000</b>	<b>\$ -</b>	<b>\$ 2,170</b>		<b>\$ 97,830</b>
<b>TOTAL</b>	<b>100.00%</b>	<b>\$11,005,717</b>	<b>\$ 273,815</b>	<b>\$ 934,719</b>		<b>\$ 6,515,046</b>

Note 1: Current year (FY2015) budget only.

Note 2: Paid from local tax increment.

Note 3: Paid from non-tax funds.

**STATEMENT D**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Schedule of Expenditures**  
**October, 2014**

Source	Vendor	Purpose / Project	Description	Amount
Debt	U.S. Bank Corporate Trust	MMBA 2009A Bonds - Van Andel Arena	Semi-annual interest payment	\$ 742,262.50
Local	Katerberg Verhage, Inc.	Monroe Center-Phase 3 / Monument Park	Reconstruct Monroe Center - 07/31-09/15/2014	68,262.95
Local	Paychex	Administration	DGRI payroll, taxes, 401(k) - October, 2014	60,123.70
Local	County of Kent	KCDC - Series 2008 Floodwalls	Annual principal payment	42,000.00
Non Tax	ArtPrize 2014	Major Event Sponsorship	City Site Curation	30,000.00
Non Tax	Mydatt Services, dba Block by Block	Downtown Safety Ambassadors	Monthly services - September 2014	23,567.85
Non Tax	GR and Jazz	Special Events - Grants	GRandJazzFest event - August 2014	18,960.00
Non Tax	Quarterly Payroll Re-Allocation Entry	Downtown Marketing	DGRI payroll allocation - 06/29-09/20/2014	17,012.87
Local	Quarterly Payroll Re-Allocation Entry	Development Project Guidance	DGRI payroll allocation - 06/29-09/20/2014	16,567.94
Local	Geotech Inc.	Snowmelt System Repairs / Investigation	Share of MC snow melt repairs August 2014	16,043.50
Non Tax	Quarterly Payroll Re-Allocation Entry	Transportation Demand Mnmt Program	DGRI payroll allocation - 06/29-09/20/2014	14,483.56
Non Tax	Walk Your City Inc.	Recreational Walk / Tour Signage	Signs/installation mat'ls - Walk Your City Sept 2014	9,715.00
Local	Michigan Dept of Transportation	Monroe Ave Resurfacing - Louis to I-196	Local progress billings September 2014	7,268.84
Local	City Treasurer - Budget Office	Administration	Support services allocation - October 2014	6,265.08
Non Tax	City Treasurer - Special Events Dept	DGRI Event Production	Movies in the Park - City staff & police overtime	6,243.62
Non Tax	Hormann & Associates dba Sagacity	Downtown Safety Ambassadors	Downtown Assessment - Entertainment District Mnmt	6,023.48
Non Tax	City Treasurer - Parking Services	Downtown Safety Ambassadors	Office rental - 09/2013-06/2014	5,856.68
Local	Katerberg Verhage Inc.	Monroe Center-Phase 3 / Monument Park	Reconstruct Monroe Center - 02/26-03/31/2014	5,239.61
Local	Michigan Dept of Transportation	Seward Ave Non-Motorized Facility	Local progress billings September 2014	4,848.95
Non Tax	Club Quarters, Central Loop Hotel	Transportation Demand Mnmt Program	Chicago Innovation Exchange lodging - October 2014	4,637.38
Local	County of Kent	KCDC - Series 2008 Floodwalls	Semi-annual interest payment	4,317.81
Local	Federal Square Building	Administration	Share of October, 2014 office lease	4,184.10
Local	Michigan Dept of Transportation	Ionia Ave 9 - Buckley St to Wealthy St	Local progress billing August 2014	3,836.97
Local	City of Grand Rapids	Administration	Staff services - October 2014	3,686.29
Local	Williams & Works	Wayfinding System Improvements	Signage work	3,637.82
Non Tax	Whiskey Neat LLC	Downtown Safety Ambassadors	Ambassador program 1 year anniversary video	2,900.00
Local	Dickinson Wright PLLC	Administration	Legal services - Waters Building August 2014	2,438.80
Local	Dickinson Wright PLLC	Administration	Legal services - share of TIF legislation Aug 2014	2,299.68
Local	Fifth Third Bank - Procurement Card	Administration	K. Larson - lodging & misc costs - San Francisco, CA	1,373.88
Local	Wondergem Consulting	Administration	Share of tif legis public relations - 09/30-10/15/2014	1,349.25
Local	Dickinson Wright PLLC	Administration	Legal services - share of TIF legislation July 2014	1,245.13
Non Tax	Tommy Fitzgerald Group	DGRI Event Production	Catering - ArtPrize Reception September 2014	1,242.00
Local	City Treasurer - Risk Management	Administration	General insurance - October 2014	1,068.00
Local	City Treasurer - Parking Services	Administration	Parking - DGRI staff- October 2014	1,055.00
Local	Jonathan Pichot	Administration	Lodging - Code for America conference	1,043.34
Local	DeGraaf Interiors	Administration	Share of floor installation DGRI office	1,028.22
Local	City Treasurer - Parking Services	Administration	Parking validations - September 2014	827.00
Non Tax	Swank Motion Pictures, Inc.	DGRI Event Production	Jurassic Park license - 08/22/2014 show	824.00
Local	Dickinson Wright PLLC	Administration	Legal services - misc matters July 2014	782.60
Local	Williams & Works	Wayfinding System Improvements	Signage work	745.59
Local	Dickinson Wright PLLC	Administration	Legal services - misc matters August 2014	709.80
Local	The Hartford	Administration	Share of workers comp ins - 09/23/2014-09/23/2015	681.99
Non Tax	Vito's Pizza & Subs	DGRI Event Production	Movies in the Park - vol/staff food June-August 2014	639.06
Local	Fifth Third Bank - Procurement Card	Administration	Share of office supplies/office renovation	597.70
Local	Fifth Third Bank - Procurement Card	Administration	K. Larson - lodging & misc costs - Ottawa, PQ	568.12
Non Tax	Fifth Third Bank - Procurement Card	Public Space Activation	Pop-Up Performers and program supplies	515.73
Non Tax	Fifth Third Bank - Procurement Card	DGRI Event Production	Movies in the Park & ArtPrize event supplies	511.24
Local	Michigan Downtown Association	Administration	E. Pratt - annual membership dues	500.00
Non Tax	Fifth Third Bank - Procurement Card	Transportation Demand Mnmt Program	Chicago Innovation Exchange train tickets - Oct 2014	496.00
Non Tax	Swift Printing & Communications	Downtown Marketing	DGRI "Our Mission" cards	481.73
Local	Dickinson Wright PLLC	Administration	Legal services - Arena Place project July 2014	473.20
Local	Williams & Works	Wayfinding System Improvements	Signage work	455.00
Local	Fifth Third Bank - Procurement Card	Administration	K. Larson - airfare Salt Lake City, UT	443.20
Local	Phase Six Moving, LLC	Administration	Late invoice for move to 29 Pearl St. in October 2013	408.75
Local	Materials Testing Consultants	Monroe Ave Resurfacing - Louis to I-196	Engineering services - August 2014	395.86
Local	Wondergem Consulting	Administration	Share of public relations - 09/15-09/30/2014	371.05
Local	Materials Testing Consultants	Arena South Implementation	Engineering services - October 2014	360.81
Local	Dickinson Wright PLLC	Administration	Legal services - Arena Place project August 2014	345.80
Local	Professional Maint of Michigan Inc.	Administration	Share of janitorial services - September 2014	335.26

*continued on the next page*

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

Page 2

Source	Vendor	Purpose / Project	Description	Amount
<i>continued from previous page</i>				
Non Tax	Bazen Electric Company	Downtown Safety Ambassadors	Louis / Ionia light fixtures & repair October 2014	\$ 334.41
Non Tax	Fifth Third Bank - Procurement Card	Downtown Safety Ambassadors	"Night Time Economy & Safety" presentation - lunch	331.30
Local	Materials Testing Consultants	Monroe Ave Resurfacing - Louis to I-196	Engineering services - October 2014	319.45
Local	Dickinson Wright PLLC	Administration	Legal services - share of general DGRI July 2014	310.64
Local	Dickinson Wright PLLC	Administration	Legal services - Downtown Market August 2014	236.60
Local	Federal Square Building	Administration	Share of 29 Pearl St. NW electricity Oct 2014	232.24
Local	Geotech Inc.	Snowmelt System Repairs / Investigation	Engineering consulting - September 2014	228.00
Local	Fifth Third Bank - Procurement Card	Administration	Staff development - Detroit UX conference	222.07
Non Tax	Fifth Third Bank - Procurement Card	Administration	K. Larson - lunch meetings	202.18
Local	Dickinson Wright PLLC	Downtown Plan	Legal services - event license 50 Louis NW Aug 14	200.20
Local	TDS Metrocom LLC	Administration	Share of 29 Pearl NW telephone service - Oct 2014	186.28
Local	Fusion IT	Administration	Share of onsite backup services October 2014	178.11
Local	Cellco Partnership dba Verizon	Administration	Share of staff cellphone svc/equip 09/02-10/01/2014	173.75
Local	PCS Gophers	Administration	Interoffice and mail service	157.03
Local	Michigan Downtown Association	Administration	MDA conference registration - October 2014	150.00
Local	Dickinson Wright PLLC	Administration	Legal services - Valley City Sign August 2014	145.60
Local	Paychex	Administration	Payroll processing fees - October, 2014	141.71
Local	Paychex	Administration	HRS processing fees - October, 2014	135.00
Local	Great America Financial Services	Administration	Share of Ricoh copier system - October 2014	131.22
Non Tax	City Treasurer - Parking Services	Downtown Safety Ambassadors	Melvin Eledge parking card - October 2014	127.00
Local	Fusion IT	Administration	Share of network/server issues August 2014	123.38
Local	Fishbeck, Thompson, Carr & Huber	Seward Ave Non-Motorized Facility	Professional services through 08/01/2014	115.74
Local	Professional Maint of Michigan Inc.	Administration	Share of 29 Pearl window cleaning Sept 2014	111.75
Local	Fusion IT	Administration	Share of media and laptop issues Sept 2014	100.18
Local	Eric Pratt	Administration	Mileage reimbursement - Sept/Oct 2014	91.84
Local	Oh.So.Clean LLC	Administration	Share of office improvements - Aug / Sept 2014	89.05
Local	Creative Studio Promotions	Administration	B. Hedrick - DGRI staff jacket	83.80
Local	Madcap Coffee	Administration	Share of coffee for meetings and staff	78.43
Local	Fifth Third Bank - Procurement Card	Administration	K. Larson - misc travel costs - Seattle, WA	76.75
Local	Kristopher Larson	Administration	TIF legislation mileage reimb - October 2014	76.72
Local	Fifth Third Bank - Procurement Card	Administration	K. Larson - transportation to Lansing re tif legislation	73.11
Non Tax	Swift Printing & Communications	Downtown Safety Ambassadors	Ambassadors poster prints	68.00
Non Tax	Breck Graphics dba Allegra	DGRI Event Production	ArtPrize view thru window removable vinyl	65.95
Local	Staples Advantage	Administration	Share of office supplies	65.26
Non Tax	Cellco Partnership dba Verizon	Transportation Demand Mgmt Program	B. Kirk cellphone svc/equip 09/02-10/01/14	64.73
Non Tax	Fifth Third Bank - Procurement Card	Downtown Marketing	NationBuilder monthly subscription	63.00
Local	Engineered Protection Systems Inc	Administration	Share of security services 11/01/14-01/31/15	57.47
Local	Fishbeck, Thompson, Carr & Huber	Seward Ave Non-Motorized Facility	Engineering services - September 2014	54.91
Local	Fifth Third Bank - Procurement Card	Administration	SurveyMonkey subscription - 2 months	52.00
Local	Gordon Water Systems	Administration	Share of water cooler deposit & rental Oct 2014	49.97
Local	Staples Advantage	Administration	Share of office supplies	48.83
Local	Murphy Ackerman	Administration	Mileage reimbursement - August/September 2014	48.16
Local	Fifth Third Bank - Procurement Card	Downtown Plan	Working lunch	44.13
Local	Fifth Third Bank - Procurement Card	Administration	K. Larson - 40 under 40 event	40.00
Local	JPMorganChase	Administration	Payroll account bank fees - October, 2014	36.24
Local	Fusion IT	Administration	Share of set-up new email address Sept 2014	35.25
Local	Fusion IT	Administration	Share of Illustrator software issues October 2014	35.25
Local	Staples Advantage	Administration	Share of office supplies	35.14
Local	Eric Pratt	Administration	Parking / lunch - MDA / TIF legis Sept/Oct 2014	28.55
Local	Marco Riolo LLC	Administration	B. Hedrick - DGRI name tag	28.50
Local	Ferris Coffee & Nut Company, Inc.	Administration	Share of coffee for meetings and staff	23.95
Local	Model Coverall Service	Administration	Share of floor mats - DGRI offices 09/03/14	23.31
Local	Model Coverall Service	Administration	Share of floor mats - DGRI offices 09/17/14	23.31
Local	Consumers Energy	Monroe Ave Phase 3 Services	Electricity - 08/24-09/24/2014	22.60
Local	Staples Advantage	Administration	Share of office supplies	21.89
Local	Staples Advantage	Administration	Share of office supplies	15.69
Local	Adams Remco	Administration	DDA copies made in Economic Development Office	13.81
Local	Quarterly Payroll Re-Allocation Entry	Administration	DGRI payroll re-allocation - 06/29-09/20/2014	(80,056.08)
<b>OCTOBER 2014 EXPENDITURES</b>				<b>\$ 1,080,732.64</b>

Local - local tax increment funds  
Non-tax - non-tax funds  
Debt - school tax increment funds

# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

Agenda Item 4  
November 12, 2014  
DDA Meeting

DATE: November 6, 2014

TO: Downtown Development Authority

FROM: Kristopher Larson, AICP   
President & CEO

**SUBJECT: Recommendation to Approve Event Support for LaughFest 2015**

Continuing with the structure established in the FY14 DDA Non-Tax Budget, DGRI staff has purposely delineated a few major events for a more specialized form of support. These events have a very wide appeal and generally attract more than 50,000 people to Downtown, include aspects that provide a significant public benefit to the community, and are not a competitive road race. These events also have engaged 3<sup>rd</sup>-party experts to assist in quantifying their substantial economic impacts on Downtown.

In July of 2014, the DDA Board supported Major Event Support to ArtPrize and Restaurant Week. At this time, DGRI staff is advancing recommendations to sponsor the last of the Major Events for FY15, LaughFest 2015. Support from the DDA will be directed specifically toward enabling LaughFest to attract more diverse audiences to Downtown, with the specifics regarding activities and metrics included herein. This focused type of support is consistent with the results of the DGRI's special event optimization community survey which identified "attracting diverse audiences" as one of the community's priorities for refinement to Downtown special events. DGRI staff presented those results to both the City Commission and the DDA Board in October 2014.

**Festival Overview:**

LaughFest honors laughter as an essential part of emotional health and well-being. And what better time for a laughter festival than when it's typically cold, icy, and distinctly un-funny outside! The festival raises awareness for a very important cause – supporting individuals and families that are on a cancer or grief journey in finding their smile and laughter in the midst of these life-changing circumstances.

LaughFest puts Grand Rapids and West Michigan on the map! Since its inception in March 2011, LaughFest has benefitted not just Gilda's Club Grand Rapids, but also the local economy, businesses, government, and non-profit organizations. As detailed by the Chase retail spending analysis commissioned by DGRI, LaughFest has proven to leverage millions of dollars in induced retail spending in Downtown Grand Rapids (\$2.2 M in 2012, \$1.4 M in 2013), with total percentage increases that range between 7% and 21% compared to average spending 3 weeks prior and post the festival.

**Opportunity & Goals:**

From the start, LaughFest has purposefully worked to create a festival that is diverse and accessible. However, there is an opportunity to increase their efforts to ensure the festival is welcoming an attendee mix that is better representative of the entire Grand Rapids community.

LaughFest 2014 consumer impact data reported that LaughFest attendees surveyed were slightly skewed toward White/Caucasian as compared to Michigan as a whole, but even more so when compared to Grand Rapids. Just over 85 percent of the sample identified themselves as White or Caucasian. In Michigan that percent is 78.9 and in Grand Rapids it is 64.6 percent (census.gov).



This presents an opportunity to grow LaughFest attendance and participation from people with more diverse ethnic backgrounds. There is also an opportunity to more fully capture additional elements of the festival attendance and diversity (e.g., school based programming) and seek to include this as an additional means of measure in 2015 as well.

Through specific outreach efforts, LaughFest strives to:

- Increase LaughFest exposure to the community at large – specifically diverse populations,
- Ensure that the festival brings together an increasingly well-rounded audience that is representative of the community,
- Provide additional opportunity for more Grand Rapidians regardless of age, race, or socioeconomic status, to participate in LaughFest events and activities, and
- Increase the diverse turnout of attendees to LaughFest events

#### **Implementation Plan:**

LaughFest seeks to accomplish these goals through a multi-pronged approach via DGRI support:

- Additional targeted marketing efforts in minority publications,
- Outreach, presentations and promotions to relevant stakeholder and community groups,
- Feet on the street promotion in the downtown area and surrounding neighborhoods,
- Providing tickets and fast passes to free events to select organizations and groups, and
- GVSU consumer impact study post-festival (e-mail addresses captured from all ticketed and fast pass show attendees throughout the festival, survey delivered electronically post-festival.)

#### **Measurement:**

LaughFest is setting a target to increase the ethnic diversity of attendees to LaughFest events and activities. Through their GVSU consumer impact data they intend to grow this increase this percentage from its current 15% to 20% (or more) for the 2015 festival.

In recognition of the benefits conferred and the publicity that the event produces for the community, DGRI staff recommends the approval of the request for \$15,000 to support the LaughFest's diversity and inclusion efforts directed to make progress on one of the community's top priorities for Downtown Special Events.

The funds to fill the request are currently available in the Non-Tax Fund line item Vibrancy: Major Event Sponsorship. That line item was created to support three major events in the current fiscal year: ArtPrize, LaughFest, and Restaurant Week. The DDA supported LaughFest at the same level for both the 2013 and 2014 events.

#### **RECOMMENDATION:**

Approve the recommendation of \$15,000 in Major Event Support to LaughFest to support their efforts intended to make the festival more accessible to the diverse citizenry of Grand Rapids.

# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

Agenda Item 5  
November 12, 2014  
DDA Meeting

DATE: October 2nd, 2014

TO: Downtown Development Authority

FROM: Kristopher Larson, AICP   
Executive Director

SUBJECT: Approve MOU with City of Grand Rapids for Tree Well Replacements

In 2006, the Downtown Development Authority partnered with Disability Advocates of Kent County to prepare an accessibility audit of the public realm in Downtown Grand Rapids. The report addressed a comprehensive set of considerations including, but not limited to: sidewalks, intersections, curb cuts, tree grates, and crosswalks. Since that time, the DDA has steadily budgeted for repair work designed to address areas that complicate universal access. Further, the DDA has also incorporated universal design considerations into its new streetscape projects to ensure that issues of inaccessibility are not exasperated.

Since the completion of the 2006 report, the DDA began utilizing a new technology in tree well fill designed to replace the traditional iron tree grates. This new porous pave material, an aggregate stone / recycled rubber composite, presents a number of advantages that are beneficial for the streetscape, including its ease of clean, its ability to accept and filter storm water, its low cost, and its compliance to Americans with Disabilities (ADA) standards. Since originally pilot testing the composite fill material in 2011, the DDA has since begun systematically filling those tree wells that presented the gravest of accessibility hazards, including nearly 40 wells last year. It was the plan of the DDA to slowly convert all of the existing tree wells in Downtown to the new fill material over the next 10 years.

In late summer, the City of Grand Rapids approached DGRI to express their interest in expediting the filling of all of the tree wells (776) in Downtown within a shorter time frame of one year. In anticipation of ArtPrize, there was also a desire to quickly address those most in need of replacement within short order. Equipped with geo-locating cameras, DGRI's ambassador team photographed each of the 776 tree wells in Downtown to create a photo inventory of physical conditions. That inventory was then reviewed by City engineers to rate and prioritize a replacement schedule to be split into two phases. Phase 1 (263 tree well fills) included all tree wells that required attention before ArtPrize, while Phase 2 (513 tree well fills) includes the remaining balance of the tree wells which will be replaced in the spring of 2015.

The City has agreed to split the cost of replacing all of the wells 50/50 with the DDA. Advantages for the relationship include a faster implementation of one of the priority items from the aforementioned accessibility audit, the ability to reduce the DDA's exposure for the work by 50%, plus the economies of scale realized by reducing the number of mobilizations for contractors and the ability to purchase the materials in bulk. Under the terms of the agreement, the City will advance all of the costs, and the DDA would repay the City over four years, beginning in FY2015 with \$61,798.10 for Phase 1 costs and the following three years for Phase 2. Costs incurred in 2015 will be coded to the following line items: \$10,000 to LTI: Livability Accessibility and Mobility Repairs (70C596); \$5,000 to NTI: Livability Street Trees Maintenance program; and \$46,798.10 to LTI: Livability Public Realm Improvements. There are sufficient funds in each line item that will not impede the implementation of other priorities for FY15.

The attached Memorandum of Understanding further outlines the terms of the agreement.

Recommendation: Approve the MOU, the corresponding resolution, and authorize the DDA Board Chair to execute the agreement.

**DOWNTOWN TREE GRATE REPLACEMENT  
PROJECT MEMORANDUM OF UNDERSTANDING**

**THIS DOWNTOWN TREE GRATE REPLACEMENT PROJECT MEMORANDUM OF UNDERSTANDING** (the “MOU”) dated as of October 1, 2014, by and between the **CITY OF GRAND RAPIDS**, a Michigan municipal corporation (the “City”), and the **CITY OF GRAND RAPIDS DOWNTOWN DEVELOPMENT AUTHORITY**, a statutory authority created by the City pursuant to Act 197 of the Public Acts of Michigan of 1976, as amended (the “DDA”).

**RECITALS**

A. The City and DDA have jointly agreed to replace 776 metal tree grates of trees within the public right-of-way or other public space within downtown Grand Rapids with a porous paved material (the “Grate Replacement Project”) and to equally share in the cost of such replacement.

B. It has been further agreed that the Grate Replacement Project be completed in two phases with the first phase being the replacement of steel grates for 263 trees to be completed in the City/DDA fiscal year 2015 (“Phase 1”) and the second phase being the replacement of steel grates for 513 trees to be completed in the City/DDA fiscal year 2016 (“Phase 2”).

C. As agreed between the City and DDA, Phase 1 was completed in September 2014, as an “add-on” to a current contract the City had with Georgetown Construction Co. Inc. and its subcontractor, Porous Pave, Inc., at a total cost of \$123,596.20 including City Engineering Department administration.

D. Phase 2 will be completed the following year at an estimated cost of not to exceed \$300,000 with a credit against such costs to be given for the amount the City receives from the sale of the replaced metal grates.

E. The City and DDA have agreed to enter into this MOU memorializing their mutual agreement with respect to the Grate Replacement Project.

**NOW, THEREFORE**, in consideration of the respective representations and agreements contained herein, the City and DDA agree as follows:

**Section 1. Completion and Payment for Phase 1.** The City and DDA acknowledge and agree that Phase 1 of the Grate Replacement Project has been completed and the total cost including City Engineering Department administration is \$123,596.20. Each of the City’s and DDA’s share of such costs is \$61,798.10. The DDA will pay the City, who contracted for the Phase 1 work, \$61,798.10 on or before 90 days from the date of this MOU.

**Section 2. Completion of Phase 2.** Phase 2 of the Grate Replacement Project will be completed during spring and/or summer of 2015 by a contractor selected by the City pursuant to

its procurement policies and procedures. The cost of Phase 2 shall not exceed \$300,000 including City Engineering Department administration and contingency.

**Section 3. Sale of Replaced Metal Grates.** The metal grates replaced during completion of Phase 1 and Phase 2 shall be sold through the City's Purchasing Department and the net proceeds of such sale shall be a credit against the total Phase 2 costs.

**Section 4. Payment for Phase 2.** The final Phase 2 costs shall be shared equally by the City and DDA after application of the net proceeds from the sale of the metal grates as a credit against such Phase 2 costs (the "Net Phase 2 Costs"). The City shall initially pay such Net Phase Costs and the DDA shall reimburse the City its one half share of the Net Phase 2 Costs in three equal annual payments due and payable on or before October 1, 2015, October 1, 2016, and October 1, 2017, without interest.

**IN WITNESS WHEREOF,** the City and DDA have caused these presents to be signed by their duly authorized representative all as of the day and year written above.

**CITY OF GRAND RAPIDS**

By: \_\_\_\_\_  
George K. Heartwell, Mayor

Attest: \_\_\_\_\_  
Darlene O'Neal, City Clerk

**CITY OF GRAND RAPIDS  
DOWNTOWN DEVELOPMENT  
AUTHORITY**

By: \_\_\_\_\_  
Brian Harris, Chairperson

**CITY OF GRAND RAPIDS  
DOWNTOWN DEVELOPMENT AUTHORITY**

**RESOLUTION APPROVING AND AUTHORIZING  
EXECUTION OF DOWNTOWN TREE GRATE  
REPLACEMENT PROJECT MEMORANDUM OF  
UNDERSTANDING WITH THE CITY OF GRAND RAPIDS**

Boardmember \_\_\_\_\_, supported by Boardmember \_\_\_\_\_, moved adoption of the following resolution:

**WHEREAS** the City of Grand Rapids Downtown Development Authority (the “DDA”) and the City of Grand Rapids (the “City”) have jointly agreed to replace 776 metal grates of trees within the public right-of-way and other public space within downtown Grand Rapids with a porous paved material (the “Grate Replacement Project”) in two phases with the costs to be equally shared; and

**WHEREAS**, the DDA and the City have agreed to enter into a Downtown Tree Grate Replacement Project Memorandum of Understanding (the “MOU”) memorializing their mutual agreement with respect to the Grate Replacement Project.

**NOW, THEREFORE, IT IS HEREBY RESOLVED THAT:**

1. The MOU in the form presented at this meeting is approved with such modifications not materially adverse to the DDA approved as to content by the DDA Executive Director and as to form by the DDA legal counsel.
2. The DDA Chairperson is authorized and directed to execute the approved MOU for an on behalf of the DDA.
3. All resolutions and parts of resolutions insofar as they conflict with the provisions of this resolution be and the same are rescinded.

YEAS: Boardmembers \_\_\_\_\_  
\_\_\_\_\_

NAYS: Boardmembers \_\_\_\_\_

ABSTAIN: Boardmembers \_\_\_\_\_

ABSENT: Boardmembers \_\_\_\_\_

**RESOLUTION DECLARED ADOPTED.**

Dated: November 12, 2014

\_\_\_\_\_  
Mary Sierawski  
Recording Secretary

**CERTIFICATION**

I, the undersigned duly qualified and acting Recording Secretary of the City of Grand Rapids Downtown Development Authority (the “GRDDA”), do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Board of Directors of the GRDDA at a meeting held on November 12, 2014, and that public notice of said meeting was given pursuant to, and in compliance with, Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: November 12, 2014

\_\_\_\_\_  
Mary Sierawski  
Recording Secretary

# MEMORANDUM

CITY OF GRAND RAPIDS

DATE: November 7, 2014

TO: Kristopher Larson, AICP  
Downtown Development Authority  
Executive Director

FROM: Mark A. De Clercq, P.E., City Engineer *MAD*

**SUBJECT: Repairs to the Snowmelt System of the MONROE CENTER  
Phase 2 - Corner of Division and Monroe Center**

The above mentioned leak location is currently being investigated and repaired. Geotech, Inc. in conjunction with VanDyken Mechanical have located and repaired 2 leaks at this location previously. During their investigation of the leak it was discovered that there are voids under the snow melt system in Monroe Center. These voids are approximately 2' in depth where visible and continue under the road in a SE direction from the current repair location. Pressurization of the snow melt system after the repairs to the leaking PEX tubing resulted in water penetrating the surface of the road approximately 30 feet SE of the repair.

Geotech's recommendation is to investigate the area where water has penetrated the surface and repair leaks that may be at this location. Filling of the voids will also be part of this work. Restoration of the road surface will follow once the repairs are complete.

Attached you will find Geotech's estimate for the repairs mentioned above.

MAD/JEB

cc: Eric Pratt

T:\CD14\DDA\Snowmelt  
#08090



# Geotech, Inc.

*Engineered Systems*

4900 Cascade Road S.E., Grand Rapids, Michigan 49548

616.949.3340

Fax 616.949.8238

info@geotech-inc.com

November 7, 2014

Mr. John Brom  
City Engineers Office  
City of Grand Rapids  
300 Monroe Avenue N.W.  
Grand Rapids, MI 49503

Re: Monroe Center Snowmelt Repair @ Pecks  
Phase 1 Status Report

Dear John,

The leak detection effort to date has resulted in the discovery and repair of two leaks; one minor, and one major. The minor leak was found in a loop pipe (pex) near the cross-walk, and the major leak was found in a 2" supply PVC pipe serving the loop valve box in the adjacent planter. It appears that the supply pipe damage was caused by a metallic stake driven into the planter. The excavation also resulted in the discovery of voids under the snowmelt system, changing the scope of work originally anticipated.

Estimated Cost of Restoration	Costs	Sub-totals	Total	Grand Total
Current Excavation	\$8,219			
Construction Engineering	<u>3,600</u>			
Sub-total of Costs to Date		\$11,819		
Restoration of Repair Area, including	\$19,960			
Filling Voids				
Engineering	<u>1,000</u>			
Sub-total of Costs for Restoration		<u>20,960</u>		
Total for Restoration			\$32,779	
<b>Estimated Cost to Find, Repair, and Restore leaking Gutter Pan Repair at Division Avenue</b>				
Excavate (approximately 6' x 6'), repair the leak, and restore the surface	\$39,792			
Construction Engineering	2,500			
Ground penetrating radar (to locate the voids)	<u>2,000</u>			
Total for Repair			<u>44,292</u>	
<b>Grand Total</b>				<u><b>\$77,071</b></u>

This work will be conducted on a time and material basis with these estimates as not-to-exceed amounts (unless the scope of work increases significantly).

Sincerely,

George J. Orphan