

# AGENDA

## DOWNTOWN DEVELOPMENT AUTHORITY



### Board Members:

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

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Wednesday, November 14, 2018  
8:00 a.m. Meeting  
29 Pearl Street, NW Suite #1

- |  |           |           |
|--|-----------|-----------|
| 1. Call to order   |           |           |
| 2. Approve Meeting Minutes from October 10, 2018 (8:01)<br>(enclosure)     | Motion    | Harris    |
| 3. Accept Financial Statements from October 31, 2018 (8:04)<br>(enclosure) | Motion    | Wallace   |
| 4. Studio Park TIF Assignment (8:10)<br>(enclosure)                        | Motion    | Kelly     |
| 5. 2019 Laughfest Support (8:15)<br>(enclosure)                            | Motion    | Van Driel |
| 6. Ah Nab Awen Park Design (8:25)<br>(enclosure)                           | Motion    | Miller    |
| 7. Downtown Enhancement Grant: Embassy Suites Hotel (8:35)<br>(enclosure)  | Motion    | Wong      |
| 8. Ambiance GR Liquor License (8:45)<br>(enclosure)                        | Motion    | Kelly     |
| 9. Exit Space Project Review (8:55)  | Info Item | Van Driel |
| 10. Latino Community Coalition Report (9:05)                               | Info Item | Cano      |
| 11. President & CEO Report (9:15)  | Info Item | Kelly     |
| 12. Public Comment (9:20)  |           |           |
| 13. Board Member Discussion (9:25)   |           |           |
| 14. Adjournment  |           |           |





## UNAPPROVED MINUTES

### MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

October 10, 2018

1. Call to Order – The meeting was called to order at 8:06 am

2. Attendance

Present: Rick Winn, Kayem Dunn, Jane Gietzen, Jim Talen, Dr. Wendy Falb, Brian Harris, Diana Sieger, Mayor Rosalyn Bliss, Jermale Eddie

Absent:

Others Present: Tim Kelly (DDA Executive Director), Flor Valera (Administrative Assistant), Jana Wallace (DDA Treasurer), Dick Wendt (DGRI Legal Counsel), Annamarie Buller, Kyama Kitavi, Megan Catcho, Kimberly Van Driel, Mark Miller, Max Vanderforest, Stephanie Wong, Andy Guy (DGRI Staff), Mark Washington, Latesha Lipscomb, Rebecca Krenz, Nick Manes and others.

Mayor Rosalynn Bliss took a moment to introduce new City Manager Mark Washington to the DDA Board. The Board welcomed Mr. Washington.

3. Approve Meeting Minutes from September 12, 2018

*Motion: Mayor Rosalynn Bliss, supported by Diana Sieger, moved approval of the minutes from the September 12, 2018. Motion carried unanimously.*

4. Accept Financial Statements from September 30, 2018

Jana Wallace presented the financial statement for the first three months of fiscal year ending in June 30, 2018. Ms. Wallace reported the City Treasurer had distributed the summer property tax increments captures for the Debt Tax increment as well as Local Tax increment funds. She added that developer reimbursements were paid to fifteen developers. Tim Kelly informed the board that a follow up memo had also been included for the day's meeting with additional information that had been requested during the last DDA Board meeting. The information was to support the August 31, 2018 financial statements and the list of projects that were removed for FY19's Statement C.

*Motion: Jane Gietzen, supported by Rick Winn, moved to approve Statement D: Schedule of September 30, 2018 Expenditures as recommended. Motion carried unanimously.*

5. Authorize Funding for Analysis of Ottawa/Ionia Avenues

Tim Kelly introduced a request to fund a portion of the analysis of Ottawa and Ionia Avenues to further recommendations of GR Forward Master plan. At the time, Mr. Kelly reported, the streets functioned as highway on and off-ramps in Downtown. To further humanize and calm the streets, the plan proposed converting Ottawa Avenue to two-way and adding a two-way bicycle facility on Ionia Avenue. Mr. Kelly said the City of Grand Rapids will work with Hubbell Roth & Clark (HRC) Engineers. HRC will review of current street infrastructure and recommend modifications to parking,



traffic signals, pavement markings and bicycle facilities. Further, Mr. Kelly gave a synopsis of the total cost of completing the project and reported DDA is being asked to fund a portion of the work. Mr. Kelly added that the balance of the project will be funded through Mobile GR and that the funding is accounted for in the FY19 budget under Downtown Plan line item. Brian Harris asked about the timing of this analysis. Mr. Kelly said it upon approval, the work will begin immediately and be completed by March 2019. Jermale Eddie asked if there was information available about pedestrian foot traffic of a one-way street to compare to a two-way street. Mr. Kelly said he will gather the pedestrian count information from the pedestrian counter installed on Ottawa and report back with the data.

*Motion: Rick Winn, supported by Dr. Wendy Falb, moved to authorize funding in the amount not to exceed \$55,000 to fund a portion of the analysis of Ottawa and Ionia Avenues to further recommendations of the GR Forward. Motion carried unanimously.*

6. Authorize Funding for Re-Design of Van Andel Arena Plaza

Mark Miller said DGRI has been working for the past year and a half with SMG/Van Andel Arena on the potential of adding more safety enhancements and greenery to the plaza, to help activate and make it a more welcoming place for downtown. Mr. Miller explained that a Request for Proposals (RFP) was issued in August to develop final design, construction documents, and bidding services for the Plaza, as well conduct preliminary design development for the Ionia alley and pedestrian-way along the east side of the Arena. He explained that a total of eight (8) qualified proposals were received. After a thorough evaluation and scoring, MKSK was identified as the preferred consultant for this project. Mr. Miller gave an overview of their extensive work experience and added that their design and planning closely align with the anticipated outcomes of the re-design of the Van Andel Arena Plaza. Mr. Miller further noted that there was a slight amendment to the original funding request. He explained that since the project entails two separate elements; redesign of the Van Andel Arena Plaza and the redesign of the alley and pedestrian-way, SMG/VAA had agreed to pay for half of the cost to cover the redesign of the plaza. The DDA would then cover the other half, and cover the total cost for the redesign of the alley and pedestrian-way. Mr. Kelly added that funding for this project is provided in the FY19 budget under Public Realm Improvement line item of Goal 3. Diana Sieger noted the lack of diversity in the pool of applicants and asked to know the type of criteria that was used to assess the consultants. Mr. Miller said the criteria was based on the consultants' project experience, strength in project team, and ability to meet the deadline. Ms. Sieger asked if diversity was used as part of the criteria to evaluate the consultants, by Mr. Miller answered to the contrary. Ms. Sieger remarked that the criteria is very critical and recommended its consideration moving forward. Brian Harris also asked the board if it would be sensible to add diversity as part of the required criteria for any future RFP. The board agreed. Dr. Wendy Falb added that it is very important to create inclusive designs since it celebrates the diversity of the community. Mayor Rosalynn Bliss said alleys are often beautiful spaces that are often unutilized and asked if the board would also engage in a larger conversation to try to identify potential alleys for potential future projects.

*Motion: Rick Winn, supported by Mayor Rosalyn Bliss, moved to authorize the Executive Director to enter into contract with MKSK for the amended amount not to exceed \$112,921.50 for the redesign and reconstruction of Van Andel Arena Plaza and the redesign of the Alley and Pedestrian-way. Motion carried unanimously.*

7. Downtown Incentive Programs Overview

Tim Kelly said this was a follow up from last month's DDA board meeting discussion to help inform the board of the current Downtown Incentive guidelines that are in place to support development



projects in downtown. Mr. Kelly said all the programs that the DDA administers are at the board's discretion and added that the board can change this policy as long as they fall within P.A.57 statute. He started off his presentation by giving an overview of the historic programs starting with the Building Reuse Incentive Program. Mr. Kelly explained that this program was designed to help renovate vacant and underutilized historic buildings in downtown with a reimbursement grant up to \$50,000 for eligible projects. The second program presented by Mr. Kelly was the Areaway Fill program; the purpose of the program is to improve safety of downtown by assisting property owners in the elimination of areaways within the DDA boundary. The third program was the Streetscape Improvement Incentive Program, which was amended most recently in 2013. Mr. Kelly said this program was designed to improve the appearance and usability of the public realm, and to incentivize further investment in Downtown. He added that under this program, 17 projects had been approved since 2013. He showed a graph that included a synopsis of the total cash incentives approved from FY2013-2017. He continued his presentation by stating that coming out of the GR Forward Master Plan, some broader recommendations and priorities were identified. Mr. Kelly said the Alliance for Investment analyzed the remaining Areaways in Downtown, as well remaining BRIP Eligible locations. He explained that since the priorities and goals for Downtown had changed, there was a plan to re-evaluate and bundling the programs into one. He said the Downtown Enhancement Grant was approved in December 2016 to provide financial assistance to enhance projects in Downtown that furthers the community goals established in GR Forward and the organizational goals of DGRI. Brian Harris asked if all the three grants programs no longer exist. Mr. Kelly responded that the programs were currently under the Downtown Enhancement Grant program. He proceeded to explain the Development Support program and added that this program was designed to promote large-scale economic growth and development. He added that projects must result in the retention and creation of permanent jobs, or in additional residential units to the downtown. Jane Gietzen asked about the applicant's accountability to prove that they met the criteria, for example in creating jobs. Mr. Kelly said a post construction evaluation is conducted, and the applicant does not receive the financial support until the project is complete. DDA Legal counsel, Dick Went added that applicants must provide proper documentation to prove they created jobs or residential units. Due to time limit, Mr. Harris said the second part of this presentation would be made in the next meeting or in the meeting scheduled for December. In the meantime, he encouraged the board to start thinking about the current conditions set with these guidelines, as well as to start evaluating what changes the board would like to make to the current formulas. Mr. Kelly stated that he would send a copy of his PowerPoint presentation to the board.

8. Heartside Quality of Life Overview

Latesha Lipscomb, Community Engagement and Project Manager for the City of Grand Rapids introduced herself to the Board. After a short video that highlighted how Ms. Lipscomb became involved with the Heartside Neighborhood, she proceeded to give an overview of the Heartside Quality of Life Study. Ms. Lipscomb said the study began in September 2017, with the participation of fourteen (14) neighborhoods. The study brought people from different walks of life together to advance a mutual interest to support and address the needs of the Heartside neighborhood. She proceeded to give an overview of the steps taken to develop this study. Phase 1 involved hosting 14 listening sessions that targeted several demographic groups where over 200 attendees provided vital feedback. The two-day Neighbor Knowledge Exchange event gave them the opportunity to report back to the community and prioritize seven opportunities areas for improvement as part of Phase 2 in the study. Ms. Lipscomb proceeded to give a quick summary of the seven working groups and what each was working on. Ms. Lipscomb stated that with Phase 3 work completed, the work groups have made great recommendations. Some of the recommendations included the need for a community center, supporting the development of public restroom facility that would be open year-round,



affordable housing, access to fresh food and the creation of new employment opportunities. She added that residents have put a substantial amount of energy and effort into creating innovative and viable solutions to better the quality of life in Heartside for themselves and for others. Ms. Lipscomb concluded that with added funding and continued partnerships, the project has a potential of transitioning from the planning to implementation phase. Dr. Wendy Falb asked if a full report of this study was available. Ms. Lipscomb said the final report will be available to the community by the end of the month. Tim Kelly added that funding for restroom improvements is allocated in the FY19 budget. Diana Sieger asked if Ms. Lipscomb had done any outreach to organizations. Ms. Lipscomb responded that many members from various organizations had been part of the work groups. Rick Winn asked how employers would connect with the work group that focuses on employment. Ms. Lipscomb said one of the final recommendations included creating an engaged and employed lunch and learn series for 2019. Participants would need to attend all four (4) sessions and at the end, they would be added to the Heartside Employee Reference Sheet, which will then be handed to employers in Heartside and beyond, who are looking for new talent. The board thanked Ms. Lipscomb for her presentation and commitment to this project.

9. President & CEO Report

DDA (9/12/18)

- Approved Tree Planting Agreement with FGRP
- Approved Lyon Square Asset Management Plan
- Approved Development Support Request for 10 Ionia
- Approved Downtown Enhancement Grant for 12 Weston
- Authorized PILOT for 72 Sheldon
- Received Overview of Downtown Neighbor Network
- Received an Update on the Visitor Parking Public Information Initiative

DID (10/1/18)

- Approved Financial Statements through 6/30/18
- Adopted FY19 Budget
- Received Update on Summer Plantings and the Clean Team
- Approved FY19 Capital Projects

MNTIFA (6/13/18)

- Adopted FY19 Budget
- Approved MOU for DASH North Services

DGRI (9/4/18)

- Received an Update on The Rapid Programs and Projects Furthering GR>> Objectives
- Approved FY19 Performance Management Objectives
- Approved Clean Team Contract Amendment
- Discussed Next Steps for River Governance
- Received Overview of Downtown Neighbor Network

Goal 1 – Reestablish the Grand River as the draw to the City and Region

- Riverfront Trail Design Guidelines
  - Draft Guidelines and Asset Management Plan Under Review
  - Finalizing Fish Ladder Design
  - Final Public Presentation Scheduled 11/1



- Governance learning sessions begin in November w/ Bronx Riverfront Alliance
- Riverfront Trail Economic Impact Study
  - Contracted Grand Valley State University to conduct analysis
  - Preliminary findings under review
- Lyon Square Opportunity Site
  - Construction documents being developed for Phase 1 (Uplands)
  - Coordination ongoing with surrounding stakeholders for Phase 2
  - Budget discussion with City and partners ongoing
- Ah-Nab-Awen / Indian Mounds Park Enhancements
  - Changes include flood protection improvements, 15-foot trail section, enhanced public seating and new lighting from Pearl Street to Gillett Bridge
  - Construction complete in September 2018

## **Goal 2 - Develop a true Downtown neighborhood home to a diverse population**

- Downtown Neighbor Network
  - Planning committee finalized mission, vision and goals at June meeting
  - Recommendations will be presented to Committee in July
  - Network Board/Committee seated in the fall
- Development News
  - Participated in steel beam “placement ceremony” for 150 Ottawa
  - 449 Bridge Street construction underway
  - Cranes on site at Studio Park
  - Bridge Street Market open
  - Tour of Embassy Suites and with CWD at 50 Monroe/37 Ottawa

## **Goal 3 – Implement a 21st century mobility strategy**

- Bus Shelter Enhancements
  - Held Meeting with Mobile GR and Rapid staff to outline project funding and schedule
  - Initial work to begin before winter
  - Final install complete before end of FY2019
- Pedestrian Safety Enhancements
  - Improvements complete on Division Avenue north of Lyon
  - Keeler Building areaway reinforcement under construction
  - Michigan Street crossing designs being finalized and the project will be complete spring 2019
- Division Avenue Bike Lane
  - Construction complete
  - Survey distributed
- Downtown Streetspace Guidelines
  - GR Forward Goal 3 Alliance reviewed draft in May
  - Meetings with various City departments being scheduled to review recommendations
  - Presentation to the DDA Board November 2018



#### Goal 4 – Grow more & better jobs & ensure continued vitality of the local economy

- Recruit a major office tenant to Downtown
  - Working with City and Right Place to develop a more concerted and intentional recruitment strategy to attract larger office tenants Downtown
- Foster ground-floor businesses to diversify the mix of Downtown retail offerings
  - Grant approved for Tamales Mary and Move Systems by DDA on 6/13
    - Move Systems just launched a Dunkin' cart (DNKN' GO) on Calder Plaza. Open M-F from 8a – 2p
  - Working with Studio C! to support diverse offerings as part of their tenant mix

#### Goal 5 – Reinvest in public space, culture & inclusive programming

- VandenBerg Plaza/Calder Plaza Improvements
  - Short-term activation underway including food trucks and various entertainment options
  - Additional furniture deployed
  - Request for Qualifications issued to design the proposed pavilion at SE corner of plaza
  - Consultant selection approved at DDA 8/8
  - June 2019 is the 50th anniversary of the plaza's opening and a key organizing point for a celebratory moment
- Food Trucks
  - Extension of pilot ordinance approved by City Commission May 2018
  - Final report and recommendations to occur January 2019
- Public Realm Improvements
  - Spring plantings completed
  - Cigarette urns being deployed in four additional locations in June 2018
  - Pilot recycling program being deployed on Monroe Center in June 2018
  - Tree plantings with FOGRP scheduled
  - Michigan/Ottawa off ramp improvements being designed
- Explore opportunities to beautify public plaza at Van Andel Arena
  - Developing preliminary conceptual designs
  - Exploring partnership/funding opportunities for FY2019
- Division Avenue Safety and Cleanliness Improvements
  - Lighting
    - DDA authorized funding in May 2018
    - City completing design and identifying funding
  - Public Restrooms
    - City and DGRI working with Heartside Quality of Life committee to finalize design and operation of new public facilities for Cherry / Commerce and Weston / Commerce parking ramps
    - City and DGRI partnering to develop a sustainable facility management protocol for the new facilities.



- Public Art
  - Collaborating with UICA Exit Space to paint riverfront mural down the stairwell near the Grand Rapids Public Museum
  - Installation complete and traditional ceremony occurred 9/23
  - Exploring mural opportunities on MDOT wall behind MSU Research Center

Goal 6 - Retain & attract families, talent & job providers with high quality public schools

- Grand Rapids Public Museum School (54 Jefferson)
  - Renovation of 54 Jefferson complete
  - DDA approved support of pocket park at June 13 meeting
  - The building will reopen as a high school in September 2018.

10. Public Comment  
None

11. Board Member Discussion.  
None

12. Adjournment  
The meeting adjourned at 9:32am



# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

**Agenda Item 3.  
November 14, 2018  
DDA Meeting**

DATE: November 14, 2018

TO: Brian Harris  
Chairman

FROM: Jana M. Wallace  
Downtown Development Authority Treasurer

**SUBJECT: FY2019 Interim Financial Statements as of October 31, 2018**

Attached are the Authority's interim financial statements for the first four months of its fiscal year ending June 30, 2019. The attached statements include:

- Statement A: Balance Sheet
- Statement B: Comparison of FY2019 Budget vs Actual Results
- Statement C: Statement of Project Expenditures
- Statement D: Schedule of October, 2018 Expenditures
- Statement E: DDA Series 2017 Bond Proceeds Statements

There was no unusual financial activity in October. The Authority has sufficient cash to cover budgeted FY2019 expenditures.

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

Attachments



# STATEMENT A

## DOWNTOWN DEVELOPMENT AUTHORITY

### Balance Sheet

As of October 31, 2018

	Non-Tax Funds	Debt Increment	Local Tax Increment	TOTAL
<b>ASSETS</b>				
Pooled Cash and Investments	\$ 5,356,691	\$ 7,870,024	\$ 9,134,419	\$ 22,361,134
Petty Cash	-	-	500	500
Debt Service Reserve - Series 1994 Bonds	-	864,374	-	864,374
Loan Receivable - Project Developer	488,848	-	-	488,848
Loan Receivable - Special Assessments	3,684	-	-	3,684
General Fixed Assets	-	-	87,946,535	87,946,535
Accumulated Depreciation on Fixed Assets	-	-	(54,924,734)	(54,924,734)
Future Tax Increment Revenues Anticipated	-	24,844,554	44,500	24,889,054
<b>TOTAL ASSETS</b>	<b>\$ 5,849,223</b>	<b>\$ 33,578,952</b>	<b>\$ 42,201,220</b>	<b>\$ 81,629,395</b>
<b>LIABILITIES AND FUND EQUITY</b>				
<b>Liabilities</b>				
Current Liabilities	\$ 90	\$ -	\$ 18,726	\$ 18,816
Parking Revenue Payable	8,568	-	-	8,568
Deposit - Area 4 Developer Damage	1,000	-	-	1,000
Prior Year Property Tax Appeals	-	98,202	97,932	196,134
Deferred Revenue - Developer Loan	488,848	-	-	488,848
Contract Payable	-	-	44,500	44,500
Bonds Payable	-	24,844,554	-	24,844,554
<b>TOTAL LIABILITIES</b>	<b>498,506</b>	<b>24,942,756</b>	<b>161,158</b>	<b>25,602,420</b>
<b>Fund Balance / Equity:</b>				
Investments in General Fixed Assets, net of Accumulated Depreciation	-	-	33,021,801	33,021,801
Debt Service Reserve - Series 1994 Bonds	-	864,374	-	864,374
Non-Tax Increment Reserve	4,818,926	-	-	4,818,926
Reserve for Authorized Projects	-	-	8,857,886	8,857,886
Reserve for Brownfield Series 2012A Bonds	531,291	-	-	531,291
Reserve for Compensated Absences	-	-	12,229	12,229
Reserve for Eligible Obligations	-	7,771,822	-	7,771,822
Reserve for Encumbrances	500	-	148,146	148,646
<b>TOTAL FUND EQUITY</b>	<b>5,350,717</b>	<b>8,636,196</b>	<b>42,040,062</b>	<b>56,026,975</b>
<b>TOTAL LIABILITIES &amp; FUND EQUITY</b>	<b>\$ 5,849,223</b>	<b>\$ 33,578,952</b>	<b>\$ 42,201,220</b>	<b>\$ 81,629,395</b>



## STATEMENT B

### DOWNTOWN DEVELOPMENT AUTHORITY Comparison of FY2019 Budget vs Actual Results July 1, 2018 - October 31, 2018

	Non-Tax Funds		Debt Tax Increment		Local Tax Increment	
	Budget	Actual	Budget	Actual	Budget	Actual
<b>REVENUES</b>						
Property Tax Increment - General	\$ -	\$ -	\$ 8,254,822	\$ 9,560,001 <sup>1</sup>	\$ 5,672,682	\$ 5,241,904
Property Tax Increment - Transit Millage	-	-	-	-	522,053	522,053
Property Tax Increment - Prior Year Appeals	-	-	(75,000)	-	(75,000)	-
Property Tax Increment - County/GRCC/City/ITP Rebates	-	-	-	-	(619,474)	-
Special Assessments - Areaway	15,000	-	-	-	-	-
Brownfield Authority - Grandville Avenue	-	-	-	-	28,398	-
Earnings from Investments - General	51,977	26,583	8,616	774	70,703	24,400
Earnings from Investments - Multi-Year Accrual Reversal	-	32,842	-	28,792	-	52,661
Interest Paid by Developer - The Gallery on Fulton Note	21,998	-	-	-	-	-
Property Rental - DASH Parking Lots	225,127	97,088	-	-	-	-
Property Rentals - YMCA Customer Parking	52,545	16,900	-	-	-	-
Event Sponsorships and Fees	75,000	21,270	-	-	-	-
Valent-ICE Sculpture Reimbursements	25,000	-	-	-	-	-
Principal Repayments - The Gallery on Fulton Note	100,000	-	-	-	-	-
Series 1994 Debt Service Reserve Fund	-	-	845,000	-	-	-
Reimbursements and Fees - Miscellaneous	1,000	300	-	-	5,000	225
From / (To) Fund Balance	828,709	-	(384,238)	-	4,097,793	-
<b>TOTAL REVENUES</b>	<b>\$ 1,396,356</b>	<b>\$ 194,983</b>	<b>\$ 8,649,200</b>	<b>\$ 9,589,567</b>	<b>\$ 9,702,155</b>	<b>\$ 5,841,243</b>
<b>EXPENDITURES</b>						
<b><u>GR Forward Projects:</u></b>						
Goal #1: Restore the River as the Draw and Create a Connected and Equitable River Corridor	\$ 45,000	\$ 1,675	\$ -	\$ -	\$ 2,013,000	\$ 60,496
Goal #2: Create a True Downtown Neighborhood Which is Home to a Diverse Population	150,000	-	-	-	2,340,000	924,550
Goal #3: Implement a 21st Century Mobility Strategy	40,000	-	-	-	2,100,000	54,034
Goal #4: Expand Job Opportunities and Ensure Continued Vitality of the Local Economy	25,000	10,356	-	-	150,000	1,892
Goal #5: Reinvest in Public Space, Culture, and Inclusive Programming	1,131,000	226,446	-	-	1,425,000	130,250
<b>Total GR Forward Projects</b>	<b>\$ 1,391,000</b>	<b>\$ 238,477</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 8,028,000</b>	<b>\$ 1,171,222</b>
Administration	5,356	298	-	-	1,257,898	444,721
Debt Service for Bond Issues	-	-	7,649,200	607,100	416,257	90,158
Estimated Capture to be Returned	-	-	1,000,000	-	-	-
<b>TOTAL EXPENDITURES</b>	<b>\$ 1,396,356</b>	<b>\$ 238,775</b>	<b>\$ 8,649,200</b>	<b>\$ 607,100</b>	<b>\$ 9,702,155</b>	<b>\$ 1,706,101</b>
<b>EXCESS / (DEFICIT)</b>	<b>\$ -</b>	<b>\$ (43,792)</b>	<b>\$ -</b>	<b>\$ 8,982,467</b>	<b>\$ -</b>	<b>\$ 4,135,142</b>

Note 1: Budgeted and Actual captured tax increment revenues here are 90% of the Authority's legal capture authority, per the FY2019-2023 Priority Plan.

ddastmts-Oct18.xls jmw 11/09/2018



# STATEMENT C

## DOWNTOWN DEVELOPMENT AUTHORITY Statement of FY2019 Project Expenditures As of October 31, 2018

Project Name	FY2019 Project Budgets		Expenditures		Remaining
	%	Amount	Month	Fiscal Year	FY2019 Budgets
Michigan Street Streetscape Improvements		\$ 80,000	\$ -	\$ -	\$ 80,000
River Trail Improvements		100,000	17,733	32,380	67,620
Sheldon Blvd - Weston to Cherry Street - BONDS		417,204	72,586	178,593	238,611
<b>GRForward Goal # 1 - Bond Proceeds</b>	<b>5.96%</b>	<b>\$ 597,204</b>	<b>\$ 90,319</b>	<b>\$ 210,973</b>	<b>\$ 386,231</b>
Arena South Implementation		50,000	37,640	37,640	12,360
Downtown Plan - Local Tax Increment Fund		325,000	6,249	22,105	302,895
Grand River Activation		400,000	-	-	400,000
Lyon Square Improvements		288,000	5,464	5,464	282,536
Parks Design		700,000	39,654	5,381	694,619
Pearl Street Gateway Enhancements		100,000	-	(10,094)	110,094
State Street & Bostwick Ave Reconstruction		150,000	-	-	150,000
<b>GRForward Goal # 1 - Local Tax Increment</b>	<b>20.10%</b>	<b>\$ 2,013,000</b>	<b>\$ 89,007</b>	<b>\$ 60,496</b>	<b>\$ 1,952,504</b>
Downtown Plan - Non-Tax Increment Fund		20,000	-	-	20,000
Downtown Speakers Series		10,000	1,300	1,300	8,700
Riverwalk Maintenance		15,000	375	375	14,625
<b>GRForward Goal # 1 - Non-Tax Increment</b>	<b>0.45%</b>	<b>\$ 45,000</b>	<b>\$ 1,675</b>	<b>\$ 1,675</b>	<b>\$ 43,325</b>
Affordable Housing Support		250,000	-	-	250,000
Development Project Guidance		90,000	-	396	89,604
Development Project Reimbursements		1,300,000	-	896,920	403,080
Downtown Census		15,000	-	-	15,000
Downtown Enhancement Grants		485,000	-	10,000	475,000
Weston Street - Sheldon to LaGrave Ave		200,000	17,234	17,234	-
<b>GRForward Goal # 2 - Local Tax Increment</b>	<b>23.36%</b>	<b>\$ 2,340,000</b>	<b>\$ 17,234</b>	<b>\$ 924,550</b>	<b>\$ 1,232,684</b>
Heartside Public Restroom Operations		150,000	-	-	150,000
<b>GRForward Goal # 2 - Non-Tax Increment</b>	<b>1.50%</b>	<b>\$ 150,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 150,000</b>
Accessibility and Mobility Repairs		100,000	-	-	100,000
Bicycle Friendly Improvements		250,000	-	-	250,000
DASH North Shuttle Services		100,000	33,332	33,332	66,668
Grandville Ave Area Improvements		50,000	-	-	50,000
Michigan / Ottawa Gateway		50,000	-	-	50,000
New Downtown Circulator Infrastructure		500,000	-	-	500,000
Public Realm Improvements		325,000	1,000	16,489	308,511
Streetscape Improv - CBD/Heartside/Arena S		650,000	1,017	3,203	646,797
Wayfinding System Improvements		75,000	1,010	1,010	73,990
<b>GRForward Goal # 3 - Local Tax Increment</b>	<b>20.97%</b>	<b>\$ 2,100,000</b>	<b>\$ 36,359</b>	<b>\$ 54,034</b>	<b>\$ 2,045,966</b>
Transportation Demand Mgmt Program		40,000	-	-	40,000
<b>GRForward Goal # 3 - Non-Tax Increment</b>	<b>0.40%</b>	<b>\$ 40,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 40,000</b>
Econ Devel - Minority/Women Business Enterprises		150,000	-	1,892	148,108
<b>GRForward Goal # 4 - Local Tax Increment</b>	<b>1.50%</b>	<b>\$ 150,000</b>	<b>\$ -</b>	<b>\$ 1,892</b>	<b>\$ 148,108</b>
Downtown Workforce Programs		25,000	2,275	10,356	14,644
<b>GRForward Goal # 4 - Non-Tax Increment</b>	<b>0.25%</b>	<b>\$ 25,000</b>	<b>\$ 2,275</b>	<b>\$ 10,356</b>	<b>\$ 14,644</b>
Downtown Marketing & Inclusion		400,000	11,580	85,645	314,355
Downtown Tree Plantings		150,000	6,250	32,164	117,836
Heartside Public Restroom Facilities Construction		150,000	-	-	150,000
Public Space Activation - LOCAL TAX		-	408	408	(408)
Sheldon Blvd - Weston to Cherry Street - LOCAL TAX		400,000	-	-	400,000
Snowmelt System Repairs / Investigation		50,000	5,549	7,577	42,423
State of Dntn Event & Annual Reports		25,000	-	-	25,000
Urban Recreation Improvements		250,000	323	4,456	245,544
<b>GRForward Goal # 5 - Local Tax Increment</b>	<b>14.23%</b>	<b>\$ 1,425,000</b>	<b>\$ 24,110</b>	<b>\$ 130,250</b>	<b>\$ 1,294,750</b>
Bridge Lighting Operations		10,000	-	-	10,000
DGRI Event Production		325,000	13,480	115,082	209,918
Diversity / Inclusion Programming		45,000	8,500	11,000	34,000
Downtown Ambassadors		209,000	2,672	4,060	204,940
Educational Partnerships Initiatives		5,000	-	-	5,000
Experience - Miscellaneous		50,000	3,554	3,554	46,446
Holiday Décor Program		55,000	-	-	55,000
Major Event Sponsorship		70,000	-	15,132	54,868
Police Foot Patrols		35,000	-	-	35,000
Project and Fixed Asset Maintenance		25,000	623	2,029	22,971
Public Space Activation - NON-TAX		65,000	2,976	34,712	30,288
Rosa Parks Circle Skating Operations		40,000	-	-	40,000
Special Events - Grants		25,000	3,415	14,415	10,585
Special Events - Office of		50,000	-	-	50,000
Special Events - Training Program		5,000	-	-	5,000
Stakeholder Engagement Programs		35,000	3,195	7,217	27,783
Ticketed Events - Police Services		80,000	6,651	19,245	60,755
Winter Avenue Building Lease		2,000	-	-	2,000
<b>GRForward Goal # 5 - Non-Tax Increment</b>	<b>11.29%</b>	<b>\$ 1,131,000</b>	<b>\$ 45,066</b>	<b>\$ 226,446</b>	<b>\$ 904,554</b>
<b>TOTAL</b>	<b>100.00%</b>	<b>\$ 10,016,204</b>	<b>\$ 306,045</b>	<b>\$ 1,620,672</b>	<b>\$ 8,212,766</b>



# STATEMENT D

## DOWNTOWN DEVELOPMENT AUTHORITY

### Schedule of FY2019 Expenditures October, 2018

Source	Date Posted	Vendor	Purpose / Project	Description	Amount
Debt	10/26/2018	U.S. Bank Corporate Trust N.A.	DDA 2017 Bonds - Van Andel Arena	Semi-annual interest payment due Nov 1, 2018	\$519,350.00
Debt	10/19/2018	U.S. Bank Corporate Trust N.A.	MMBA 2009A Bonds - Van Andel Arena	Semi-annual interest payment due Nov 1, 2018	87,750.00
Local	10/31/2018	Paychex	Administration	DDA Payroll Wages, 401, Taxes - October 2018	71,866.72
Local	10/5/2018	City Treasurer - City Engineer	Parks Design	16077- Lyon Square correction - DO447-19001848	37,626.38
Local	10/5/2018	20 Fulton Street East LLC	Arena South Implementation	Developer Reimbursement FY2019-Summer	35,808.52
Bonds	10/3/2018	Wyoming Excavators Inc	Sheldon Blvd - Weston to Cherry Street	15096-Sheldon-Weston to Fulton (Wyoming Exc-1509604)	30,974.83
Bonds	10/18/2018	Wyoming Excavators Inc	Sheldon Blvd - Weston to Cherry Street	15096-Sheldon-Weston to Fulton (Wyoming Exc-1509605)	17,735.78
Bonds	10/3/2018	Wyoming Excavators Inc	River Trail Improvements	16046-Floodwalls No. 3 (Wyoming Exc-1604616)	17,732.59
Local	10/31/2018	Moore & Bruggink Inc	Weston Street - Sheldon to LaGrave Ave	14056-Weston-Sheldon to LaGrave (M&B-170209.2-3)	17,234.43
Local	10/19/2018	County of Kent	KCDC Series 2008 Floodwalls	Annual principal payment due 11/01/2018	14,250.00
Bonds	10/3/2018	Moore & Bruggink Inc	Sheldon Blvd - Weston to Cherry Street	15096-Sheldon-Weston to Fulton (M&B-170134.3-3)	12,318.80
Bonds	10/3/2018	Moore & Bruggink Inc	Sheldon Blvd - Weston to Cherry Street	15096-Sheldon-Weston to Fulton (M&B-170134.3-2)	11,556.40
Local	10/16/2018	HR Collaborative LLC	Administration	HR Consultant 09/2018	9,476.60
Local	10/11/2018	City Treasurer - MobileGR/Parking Svcs	DASH North Shuttle Services	OCTOBER 2018 DDA SHARE OF DASH NORTH LEASE	8,333.00
Local	10/18/2018	City Treasurer - MobileGR/Parking Svcs	DASH North Shuttle Services	AUGUST 2018 DDA SHARE OF DASH NORTH LEASE	8,333.00
Local	10/18/2018	City Treasurer - MobileGR/Parking Svcs	DASH North Shuttle Services	JULY 2018 DDA SHARE OF DASH NORTH LEASE	8,333.00
Local	10/18/2018	City Treasurer - MobileGR/Parking Svcs	DASH North Shuttle Services	SEPTEMBER 2018 DDA SHARE OF DASH NORTH LEASE	8,333.00
Local	10/18/2018	City Treasurer - Budget Office	Administration	Support services allocation - October, 2018	8,230.00
Local	10/22/2018	James Thomas Rojas	Downtown Marketing & Inclusion	GR Latino Urbanism Keynote Speaker 09/2018	7,000.00
Local	10/30/2018	Friends of Grand Rapids Parks	Downtown Tree Plantings	DGRI Downtown Tree Planting- 25% of Contract 2018	6,250.00
Local	10/16/2018	Nederveld, Inc	Downtown Plan - Local Tax	Design Services: Streetscape 08/16/18 to 09/15/18	6,248.65
Local	10/10/2018	Federal Square Building Co. #1, LLC	Administration	Office Lease: 29 Pearl Street 10/2018	5,616.23
Local	10/2/2018	Materials Testing Consultants	Lyon Square Improvements	Project engineering: Lyon Square 09/13/2018	5,463.50
Local	10/9/2018	Fifth Third Bank P-Card - 10/2018	Administration	Travel: Staff flight and hotel accommodations IDA 2018	5,425.20
Local	10/16/2018	Geotech Inc	Snowmelt System Repairs/Investigation	60 Monroe Leak 10/2018	5,073.00
Non-Tax	10/16/2018	LINC Up Nonprofit Housing Corporation	Diversity / Inclusion Programming	Sponsorship: Community Spirit Awards 10/2018	5,000.00
Local	10/10/2018	McAvey Merchant & Associates	Administration	Governmental Consulting 09/2018	4,500.00
Non-Tax	10/8/2018	City Treasurer - Office of Special Events	DGRI Event Production	Special events fees for Movies on Monroe - 6/8-8/31/18	3,929.12
Local	10/2/2018	HR Collaborative LLC	Administration	HR Consultant 07/2018	3,752.35
Non-Tax	10/16/2018	Byrum Fisk Communications LLC	Stakeholder Engagement Programs	Downtown Neighbor Network Consulting 07/2018-09/2018	3,000.00
Non-Tax	10/22/2018	Jamiel Robinson dba GRABB	Diversity / Inclusion Programming	Event Grant: GRABB The Shift Summit 10/2018	3,000.00
Non-Tax	10/1/2018	City Treasurer - Police Dept	Ticketed Events - Police Services	GRPD OT VAN ANDEL 08/2018	2,917.76
Non-Tax	10/8/2018	City Treasurer - Office of Special Events	DGRI Event Production	Special events fees for Movies on Monroe - 6/8-8/31/18	2,591.20
Non-Tax	10/10/2018	Grand Rapids Downtown Market	Experience - Miscellaneous	Event Sponsorship: Small Plates Big Impact 10/2018	2,500.00
Non-Tax	10/19/2018	City Treasurer - Office of Special Events	Special Events - Grants	Special Event: Alt: Space 9/21/18-10/7/18	2,375.00
Non-Tax	10/12/2018	Downtown Improvement District	Downtown Ambassadors	FY2019 Special Assessment	2,259.18
Local	10/3/2018	River Restoration Org LLC	Parks Design	16077-Lyon Square (River Restorations-1093)	2,027.88
Local	10/30/2018	Williams & Works Inc	Arena South Implementation	Ionia Ave Festoon Lighting Anchor Design 09/2018	1,831.25
Non-Tax	10/15/2018	City Treasurer - Police Dept	Ticketed Events - Police Services	GRPD OT DeVos 09/2018	1,783.02
Local	10/2/2018	Dickinson Wright PLLC	Administration	LLegal: DDA Misc. Matters 09/2018	1,782.00
Non-Tax	10/10/2018	Grand Rapids Event Mgmt LLC	DGRI Event Production	2019 Valent-Ice/World of Winter festival Deposit	1,504.00
Non-Tax	10/2/2018	Ice sculptures,Ltd.	DGRI Event Production	Events: Light Up Downtown 09/2018	1,500.00
Local	10/6/2018	City of Grand Rapids	Administration	Staff services - payroll period ended 10/06/2018	1,441.80
Local	10/2/2018	Dickinson Wright PLLC	Administration	Legal: Misc. Matters 09/2018	1,408.00
Non-Tax	10/15/2018	City Treasurer - Police Dept	Ticketed Events - Police Services	GRPD OT VAN ANDEL 09/2018	1,346.28
Non-Tax	10/2/2018	Erika Townsley	Downtown Speakers Series	Photography: Latino Urbanism Speaker Series 09/2018	1,300.00
Non-Tax	10/9/2018	Fifth Third Bank P-Card - 10/2018	DGRI Event Production	Event supplies for DGRI Events	1,248.70
Non-Tax	10/9/2018	Fifth Third Bank P-Card - 10/2018	DGRI Event Production	Special Events storage: relocation	1,200.00
Local	10/18/2018	City Treasurer - Risk Management	Administration	General insurance - October 2018	1,037.00
Local	10/3/2018	Kamminga & Roodvoets Inc	Streetscape Impr - CBD/Heartside/Arena S	16065-Newberry-Monroe to Division (K&R-1606502)	1,016.69
Non-Tax	10/15/2018	Ace Pena Marasigan	DGRI Event Production	Movies on Monroe Emcee 08/2018	1,000.00
Non-Tax	10/10/2018	Alan Norberg	Public Space Activation	PSA: Public Artwork for Pearl St. Bridge Tunnel 10/2018	1,000.00
Non-Tax	10/10/2018	Appleseed Collective	Downtown Workforce Programs	Music performance - Relax at Rosa 08/2018	1,000.00
Local	10/11/2018	City Treasurer - MobileGR/Parking Svcs	Public Realm Improvements	JULY 2018 PARKING HOODED METERS	1,000.00
Local	10/9/2018	Fifth Third Bank P-Card - 10/2018	Downtown Marketing & Inclusion	Latino Urbanism Spkr James Rojas lodging	997.05
Local	10/19/2018	County of Kent	KCDC Series 2008 Floodwalls	Semi-annual interest payment due 11/01/2018	908.44
Non-Tax	10/10/2018	Ice sculptures,Ltd.	Public Space Activation	Events: Live Pumpkin Carving Demo 09/2018	900.00
Local	10/9/2018	Fifth Third Bank P-Card - 10/2018	Administration	Travel: State Lawmakers Tour of Downtown 2018	891.60
Non-Tax	10/19/2018	City Treasurer - Office of Special Events	Special Events - Grants	Special Event: Alt: Space 9/21/18-10/7/18	840.00
Local	10/20/2018	City of Grand Rapids	Administration	Staff services - payroll period ended 10/06/2018	810.29
Local	10/30/2018	The KR Group, Inc.	Administration	IT services 10/2018	791.90
Non-Tax	10/10/2018	justin demetrius jackson	Downtown Workforce Programs	Music performance - Relax at Rosa 08/23/2018	775.00
Local	10/10/2018	Revue Holding 1	Downtown Marketing & Inclusion	Advertising: DGRI Events 09/2018	772.00
Local	10/7/2018	TGG, Inc.	Administration	Life & S/T & L/T disability insurance - 10/2018	766.04
Local	10/31/2018	Williams & Works Inc	Wayfinding System Improvements	14025-Wayfinding & Prkg Signs (W&W-86173)-DDA	742.02
Local	10/2/2018	Blue Cross Blue Shield of Michigan	Administration	Dental Insurance Premium 10/2018-12/2018	680.61
Local	10/22/2018	TGG, Inc.	Administration	Life & S/T & L/T disability insurance - 11/2018	632.05
Non-Tax	10/12/2018	Downtown Improvement District	Project and Fixed Asset Maintenance	FY2019 Special Assessment	623.35
Non-Tax	10/1/2018	City Treasurer - Police Dept	Ticketed Events - Police Services	GRPD OT DeVos 08/2018	603.72
Local	10/9/2018	Fifth Third Bank P-Card - 10/2018	Downtown Marketing & Inclusion	Communication Supplies	555.25
Local	10/2/2018	Bryan Esler Photo, Inc.	Downtown Marketing & Inclusion	Photog: Sponsored Event Mexican Festival 09/2018	500.00

continued on the next page



**STATEMENT D - continued**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Schedule of Expenditures - FY2019**  
**October, 2018**

Page 2

Source	Date Posted	Vendor	Activity # Purpose / Project	Description	Amount
<i>continued from previous page</i>					
Non-Tax	10/22/2018	Flexadecibel LLC	Downtown Workforce Programs	Music performance - Relax at Rosa 09/13/18	\$ 500.00
Non-Tax	10/23/2018	Young Nonprofit Profs Netwk Greater GR	Diversity / Inclusion Programming	Event Sponsorship: Leadership Awards 10/2018	500.00
Local	10/2/2018	Erika Townsley	Administration	Photography: DGRI Staff Portraits 09/2018	485.04
Local	10/31/2018	Kimberly Van Driel	Administration	Reimb: K. Van Driel - IDA Conf San Antonio TX 2018	482.11
Non-Tax	10/9/2018	Fifth Third Bank P-Card - 10/2018	Experience - Miscellaneous	Special Events Team Outing 2018	477.96
Local	10/10/2018	Federal Square Building Co. #1, LLC	Administration	Office Lease: 29 Pearl Street Mezzanine Office 10/2018	475.14
Local	10/10/2018	Professional Maint of Michigan Inc.	Administration	Janitorial services 09/2018	471.18
Non-Tax	10/2/2018	Gregory George	Public Space Activation	Pop-Up Performer: Magic at Relax at Rosa 09/2018	450.00
Local	10/30/2018	Staples Contract and Commercial Inc.	Administration	Office supplies 09/06/2018	434.02
Local	10/9/2018	Fifth Third Bank P-Card - 10/2018	Public Space Activation - LOCAL TAX	Deposit Fee for Space Activation Calder Plaza	407.63
Non-Tax	10/12/2018	Downtown Improvement District	Riverwalk Maintenance	FY2019 Special Assessment	375.11
Local	10/2/2018	GreatAmerica Financial Services Corp	Administration	Copier Lease 09/2018	361.37
Local	10/9/2018	Fifth Third Bank P-Card - 10/2018	Downtown Marketing & Inclusion	Communications Advertising	352.27
Non-Tax	10/2/2018	SeyferthPR	Experience - Miscellaneous	Supplies: Anti-Trafficking Flyers and Posters 09/2018	350.00
Non-Tax	10/10/2018	Creative Studio Promotions	DGRI Event Production	Event supplies: DGRI Events 08/2018	347.30
Local	10/30/2018	The KR Group, Inc.	Administration	IT services 10/2018	320.72
Local	10/16/2018	Bryan Esler Photo, Inc.	Downtown Marketing & Inclusion	Photographer: Movies on Monroe 08/2018	320.00
Local	10/30/2018	La Mejor GR LLC	Downtown Marketing & Inclusion	Radio Advertising: 07/18-08/18	275.00
Local	10/3/2018	Valley City Sign Co	Wayfinding System Improvements	14025-Wayfinding & Signage (Valley City-1402525)	268.00
Local	10/30/2018	The KR Group, Inc.	Administration	IT services 10/2018	267.27
Local	10/31/2018	Paychex	Administration	DDA Payroll Paychex Fee - October 2018	252.45
Local	10/10/2018	Z2 Systems Inc	Downtown Marketing & Inclusion	NeonCRM Monthly cloud-based software 09/2018	250.00
Local	10/16/2018	TDS Metrocom, LLC	Administration	Phone Service 10/2018	248.70
Local	10/16/2018	Geotech Inc	Snowmelt System Repairs/Investigation	PEX Failure Analysis: 60 Monroe 09/2018	244.63
Local	10/16/2018	MVP Sportsplex - GR, LLC	Administration	Paid via Payroll Deductions 10/2018	232.82
Non-Tax	10/9/2018	Fifth Third Bank P-Card - 10/2018	Experience - Miscellaneous	Supplies	225.68
Local	10/31/2018	Stephanie Wong	Administration	Reimb: Stephanie Wong- IDA Conf. San Antonio 10/2018	224.22
Non-Tax	10/2/2018	Dickinson Wright PLLC	Downtown Ambassadors	Legal: Ambassador Agreement w/ MYDATT 08/2018	220.00
Local	10/31/2018	Paychex	Administration	DDA Payroll HRS fees - October 2018	209.12
Local	10/2/2018	Federal Square Building Co. #1, LLC	Administration	Utility Service: Electricity 08/2018-09/2018	207.45
Local	10/10/2018	The KR Group, Inc.	Administration	IT services 09/2018	205.52
Local	10/2/2018	Bryan Esler Photo, Inc.	Downtown Marketing & Inclusion	Photographer: Water Ceremony Ah-Nab-Awen 09/2018	200.00
Non-Tax	10/19/2018	City Treasurer - Office of Special Events	Special Events - Grants	Special Event: Alt: Space 9/21/18-10/7/2018	200.00
Non-Tax	10/10/2018	Nicholas James Thomasma	Public Space Activation	Pop up Performer: Guitar at various locations 05/18-09/18	200.00
Local	10/22/2018	Cellco Partnership dba Verizon	Administration	Cell Phone Service 9/2018	190.20
Local	10/9/2018	Fifth Third Bank P-Card - 10/2018	Urban Recreation Improvements	Ice Rink Storage	190.19
Local	10/22/2018	Federal Square Building Co. #1, LLC	Administration	Utility Service: Electricity 09/2018-10/2018	186.64
Local	10/30/2018	Staples Contract and Commercial Inc.	Administration	Office supplies 9/25/2018	184.20
Non-Tax	10/9/2018	Fifth Third Bank P-Card - 10/2018	Stakeholder Engagement Programs	Downtown Resident Lunch	176.95
Local	10/16/2018	The KR Group, Inc.	Administration	IT services- Microsoft Office software download 10/2018	176.56
Local	10/16/2018	Geotech Inc	Snowmelt System Repairs/Investigation	Snowmelt System O&M 09/2018	166.25
Non-Tax	10/10/2018	Emily C Macdonald	Public Space Activation	PSA: Public Artwork for MoM 09/2018	163.96
Local	10/30/2018	PCS Gophers Ltd	Administration	Courier Services to/from City Hall - DDA share	161.05
Local	10/30/2018	PCS Gophers Ltd	Administration	Courier Services to/from City Hall - DDA share	161.05
Local	10/2/2018	Erika Townsley	Administration	Photography: DGRI Staff Portraits 09/2018	158.38
Non-Tax	10/2/2018	Dale Wicks	Public Space Activation	Pop up Performer: Calder Plaza 07/2018-09/2018	150.00
Local	10/16/2018	Creative Studio Promotions	Administration	Office supplies: DGRI Jackets 09/2018	137.58
Local	10/2/2018	Bryan Esler Photo, Inc.	Downtown Marketing & Inclusion	Photographer: Relax at Rosa 09/2018	120.00
Local	10/11/2018	Comcast	Administration	Internet at 29 Pearl St NW 10/2018-11/2018	118.67
Local	10/12/2018	Downtown Improvement District	Administration	FY2019 Special Assessment	117.80
Local	10/10/2018	Mighty Co.	Downtown Marketing & Inclusion	Website Hosting 10/2018-12/2018	105.00
Local	10/11/2018	Megan Catcho	Administration	Travel Reimbursement: IFEA Conf. 10/2018	104.95
Local	10/4/2018	Kimberly Van Driel	Administration	Reimbursement: BBB Louisville Kentucky 09/2018	93.23
Non-Tax	10/2/2018	Swift Printing & Communications	Downtown Ambassadors	Event Supplies: Clean Team Ambassadors 08/2018	88.00
Non-Tax	10/9/2018	Fifth Third Bank P-Card - 10/2018	Administration	Staff: Lunches and Wellness Challenge 09/2018	87.08
Local	10/16/2018	Madcap Coffee Company	Administration	Meeting Supplies 10/2018	87.03
Local	10/2/2018	Perrigo Printing Inc	Downtown Marketing & Inclusion	Event Supplies: Latino Urbanism 2018	74.73
Local	10/16/2018	Engineered Protection Sys Inc	Administration	Office Security System 11/2018-01/2019	73.41
Local	10/2/2018	Swift Printing & Communications	Urban Recreation Improvements	Event Supplies: Calder Plaza 08/2018	69.50
Local	10/16/2018	Geotech Inc	Snowmelt System Repairs/Investigation	Snowmelt System 5 Yr Study 09/2018	65.25
Local	10/9/2018	Fifth Third Bank P-Card - 10/2018	Urban Recreation Improvements	Supplies for Calder Plaza Activation	63.57
Non-Tax	10/2/2018	Tani Richter	Public Space Activation	Pop-Up Performer: Hula Hoop Dancer 06/07/2018	62.50
Local	10/30/2018	Gordon Water Systems	Administration	Water Cooler Lease 09/18-10/18	60.50
Local	10/11/2018	Janay J Brower Consulting	Downtown Marketing & Inclusion	Communications Supplies 10/2018	60.00
Local	10/30/2018	Staples Contract and Commercial Inc.	Administration	Office supplies 10/04/2018	57.05
Local	10/9/2018	Fifth Third Bank P-Card - 10/2018	Public Realm Improvements	Supplies for Improvement of Movies on Monroe lot	53.20
Non-Tax	10/7/2018	Tani Richter	Public Space Activation	Pop-Up Performer: Guitar & Hula on 06/20/201	50.00
Non-Tax	10/18/2018	Yiovanny Cornejo	DGRI Event Production	Mileage Reimbursement: 1/18-10/18	48.40
Non-Tax	10/15/2018	City Treasurer - MobileGR/Parking Svcs	Downtown Ambassadors	OCTOBER 2018 MONTHLY PARKING BILLING	48.00
Local	10/9/2018	Fifth Third Bank P-Card - 10/2018	Administration	Michigan Department of Licensing Affair- Payment	47.51

*continued on the next page*



STATEMENT D - continued  
DOWNTOWN DEVELOPMENT AUTHORITY  
Schedule of Expenditures - FY2019  
October, 2018

Page 3

Source	Date Posted	Vendor	Activity # Purpose / Project	Description	Amount
<i>continued from previous page</i>					
Non-Tax	10/31/2018	Tim Kelly	Administration	Reimb: T. Kelly Lunch Meetings 09/18-10/18	\$ 45.98
Non-Tax	10/2/2018	Swift Printing & Communications	DGRI Event Production	Event Supplies: Movies on Monroe 08/2018	44.00
Non-Tax	10/31/2018	Consumers Energy 1	Downtown Ambassadors	1030 2027 1245 18/10	43.62
Non-Tax	10/8/2018	City Treasurer - Office of Special Events	DGRI Event Production	Special events fees for Movies on Monroe - 6/8-8/31/18	42.22
Local	10/2/2018	Gordon Water Systems	Administration	Water Cooler Lease 08/18-09/18	27.91
Non-Tax	10/10/2018	Curtis Laundry and Dry Cleaners, Inc.	DGRI Event Production	Event Supplies Maintenance 09/2018	25.00
Non-Tax	10/9/2018	Fifth Third Bank P-Card - 10/2018	Stakeholder Engagement Programs	Supplies for Stakeholder Engagement	18.23
Local	10/23/2018	Max VanderForest	Administration	Reimburse paper supplies for Annual Report 10/2018	16.59
Non-Tax	10/1/2018	DTE Energy	Downtown Ambassadors	351 Winter Ave NW - 10/2018 DDA's share	12.92
Local	10/2/2018	Fusion IT LLC	Administration	Network Management 10/2018	9.50
Local	10/30/2018	Fusion IT LLC	Administration	Network Management 10/2018	9.50
Local	10/9/2018	Fifth Third Bank P-Card - 10/2018	Public Realm Improvements	Parklet Storage	(53.40)
<b>TOTAL OCTOBER, 2018 EXPENDITURES</b>					<b>\$ 1,054,601.35</b>



**STATEMENT E**

***DOWNTOWN DEVELOPMENT AUTHORITY***

***Series 2017 Improvement & Refunding Bonds***

**Balance Sheet**  
**As of October 31, 2018**

<b>Assets - Pooled Cash and Investments</b>	<b>\$ 461,681</b>
<b>Liabilities and Fund Balance</b>	
Current Liabilities	\$ -
Reserve for Encumbrances	43,514
Reserved for Projects	418,167
<b>Liabilities and Fund Balance</b>	<b>\$ 461,681</b>

**Statement of FY2019 Revenues and Expenditures**  
**July 1, 2018 through October 31, 2018**

	<u>Budget</u>	<u>Actual</u>
<b>REVENUES</b>		
Bond Proceeds	\$ - <sup>1</sup>	\$ -
Interest Earned	2,956	700
From / (To) Fund Balance	594,248	-
<b>Total Revenues</b>	<b>\$ 597,204</b>	<b>\$ 700</b>
<b>EXPENDITURES</b>		
<b>GR Forward Projects:</b>		
Goal #1: Restore the River as the Draw and Create a Connected and Equitable River Corridor		
River Trail Improvements	\$ 100,000	\$ 32,380
Michigan Street Streetscape Improvements	-	-
Sheldon Blvd - Weston to Cherry Street	497,204	178,592
<b>Total GR Forward Project Expenditures</b>	<b>\$ 597,204</b>	<b>\$ 210,972</b>
<b>Excess / (Deficit)</b>	<b>\$ -</b>	<b>\$ (210,272)</b>

Note 1: \$1,250,808 from bond proceeds was deposited on March 8, 2017.



# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: November 9, 2018

TO: Downtown Development Authority

FROM: Tim Kelly, AICP  
President & CEO

SUBJECT: Consent to Collateral Assignment of Tax Increment Financing for Studio Park Development

Agenda Item #4  
November 14, 2018  
DDA Meeting

On August 9, 2017, the Downtown Development Authority (DDA) Board approved a Development Agreement (Agreement) with Jackson Entertainment, L.L.C (Developer) to facilitate the construction of Studio Park on the previously DDA owned Area 4 and 5 parking lots. Once complete, the \$110 million development will include a 9-screen Studio C! movie theater, a Canopy Hotel, 98 residential units, 32,500 sq. ft. of ground floor retail, 30,000 of office space, a parking garage and a new public piazza.

As part of their construction financing, the Developer secured a loan from Mercantile Bank. Per the terms of the loan, Mercantile has requested the Developer assign the reimbursable tax increment revenues (TIR) outlined in the Agreement as security for the loan. This assignment is allowed per section 16.02 of the Agreement, and in the event of a default, permits Mercantile to complete the project, and upon satisfying the terms of Agreement, to receive the TIR. To complete the assignment consent from both the City of Grand Rapids and the DDA is required. The assignment does not change the obligations of either the Developer or the DDA as outlined in the Agreement.

## Recommendation:

Approve the Resolution authorizing the execution of a Consent to Collateral Assignment of Tax Increment Revenues related to the Studio Park development.





**MERCANTILE BANK OF MICHIGAN**  
**310 Leonard Street, N.W.**  
**Grand Rapids, Michigan 49506**

September 20, 2018

City of Grand Rapids  
Downtown Development  
Authority  
29 Pearl Street NW, Ste. 1  
Grand Rapids, MI 49503  
Attn: Tim Kelly

City of Grand Rapids  
City Hall  
300 Monroe Ave N.W.  
Grand Rapids, MI 49503  
Attn: City Manager

Jackson Entertainment, L.L.C.  
2121 Celebration Drive, N.E.  
Grand Rapids, MI 49525  
Attn: John L. Loeks, Jr.

Re: Development Agreement (“Development Agreement”) between City of Grand Rapids Downtown Development Authority (the “Authority”), the City of Grand Rapids (“City”) and Jackson Entertainment, L.L.C. (“Developer”), dated August 9, 2017, regarding a project to be located at property west of Ionia Avenue between Cherry Street and Oakes Street, S.W., in the City of Grand Rapids, MI (the “Project”)

Collateral Assignment of Tax Incremental Financing (“Collateral Assignment”) executed by Developer in favor of Mercantile Bank of Michigan (“Lender”)

Ladies and Gentlemen:

In consideration for Lender providing construction financing to Developer for the Project, Developer will by execution of the Collateral Assignment collaterally assign to Lender and grant Lender a security interest in (among other things) Developer’s rights to reimbursement of its Eligible Costs from Tax Increment Revenues upon Developer’s compliance with, and subject to the terms and conditions, of the Development Agreement. Said collateral assignment and grant is contemplated and permitted under Section 16.02 of the Development Agreement after review of the Collateral Assignment by the Authority’s legal counsel and approval of the Authority and approval of the City.

In connection with the foregoing, Lender requests that the Authority and the City:

- (a) consent to said collateral assignment and grant;
- (b) in the event of Developer’s default (beyond any applicable grace period or notice and cure period) under the Loan documents with Lender (a “Loan Default”), permit Lender to complete the performance of any remaining Developer obligations concerning the Project, submit (in accordance with the Development Agreement and/or the Authority’s policies and procedures)



City of Grand Rapids  
Downtown Development Authority  
Jackson Entertainment, L.L.C.

to the Authority its costs for doing so, and otherwise satisfy any remaining conditions precedent to the Authority's reimbursement from Tax Increment Revenues realized from the Project of Eligible Costs, all without altering the nature/scope of the Project as described in the Development Agreement; and

(c) in the event of Developer's default and completion of any remaining obligations as described in (b) above, remit directly to Lender (at the above address) all payments which the Authority is obligated to make to Developer from time to time under the Development Agreement to the extent that advances of the Loan have been made by Lender for the payment of Eligible Costs and have not been repaid/reimbursed to Lender by Developer, with documentation to evidence the same submitted to the satisfaction of the Authority.

Upon occurrence of the foregoing, the Lender agrees to notify the Authority (at the above address) if Lender is no longer a creditor to the Developer for the Project described in the Development Agreement or is no longer entitled to receive reimbursement payments for any reason whatsoever.

As used above, the "Loan" means the proceeds of that certain loan from Lender to Developer in the stated amount of \$22,000,000, to the extent that the proceeds of said loan have been used to fund Eligible Costs.

Please confirm the Authority's and the City's receipt and review of this letter and consent and agreement to the contents hereof by executing below and returning the Acknowledgement to the Lender at the above address. The Lender acknowledges that the Authority and the City have no obligations hereunder until and unless a fully executed copy of the Collateral Assignment is provided to the Authority and the City.

Capitalized terms not defined in this letter have the meanings ascribed to them in the Development Agreement.

Thank you for your cooperation.

MERCANTILE BANK OF MICHIGAN

By: \_\_\_\_\_  
Todd Dood  
Its: Senior Vice President



Acknowledged and Agreed:

JACKSON ENTERTAINMENT, L.L.C.  
a Michigan limited liability company

By: \_\_\_\_\_  
John L. Loeks, Jr.  
Manager

CITY OF GRAND RAPIDS DOWNTOWN  
DEVELOPMENT AUTHORITY

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

CITY OF GRAND RAPIDS

By: \_\_\_\_\_  
Rosalyn Bliss, Mayor

Attest: \_\_\_\_\_  
Joel H. Hondorp, City Clerk



**THE CITY OF GRAND RAPIDS  
DOWNTOWN DEVELOPMENT AUTHORITY**

**RESOLUTION APPROVING AND AUTHORIZING EXECUTION OF A  
CONSENT TO COLLATERAL ASSIGNMENT OF TAX INCREMENT  
REVENUES RELATED TO THE STUDIO C PROJECT**

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

**WHEREAS**, the City of Grand Rapids Downtown Development Authority (the “DDA”) entered into a Development Agreement dated August 9, 2017 (the “Agreement”), with the City of Grand Rapids (the “City”) and Jackson Entertainment, L.L.C. (the “Developer”) related to the Studio C project (the “Project”); and

**WHEREAS**, the Agreement provides the Developer will be reimbursed for certain Eligible Costs (as defined in the Agreement) with Tax Increment Revenues (as defined in the Agreement); and

**WHEREAS**, in connection with the financing of the Project by Mercantile Bank of Michigan (the “Bank”), the Bank has requested an assignment of the Tax Increment Revenues in the event the Developer defaults and the Bank determines to assume completion of the Project, in accordance with the requirements of the Agreement, or the Bank seeks reimbursement for Eligible Costs which the Developer has not been reimbursed by the DDA and which have been paid by a loan from the Bank; and

**WHEREAS**, the Agreement requires the DDA consent to such assignment of Tax Increment Revenues.

**NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:**

1. That the letter consenting to the assignment of Tax Increment Revenues between the Developer, City and DDA in the form presented at this meeting is approved and the



Chairperson of the DDA Board of Directors, on behalf of the DDA, is hereby authorized and directed to execute such consent upon approval as to form by DDA legal counsel.

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

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

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

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

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

**RESOLUTION DECLARED ADOPTED.**

Dated: November 14, 2018

\_\_\_\_\_  
Flor Valera  
Recording Secretary

**CERTIFICATION**

I, the undersigned duly qualified and acting Recording Secretary of the of the City of Grand Rapids Downtown Development Authority (the “DDA”), do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Board of Directors of the DDA at a regular meeting held on November 14, 2018, 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 14, 2018

\_\_\_\_\_  
Flor Valera  
Recording Secretary



# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: November 9, 2017

TO: Downtown Development Authority

FROM: Kimberly Van Driel  
Director of Public Space Management

Agenda Item #5  
November 14, 2018  
DDA Meeting

SUBJECT: Event Support for LaughFest

DGRI staff is advancing recommendations to sponsor the last of the Major Events for FY19, LaughFest 2019. Major events have a very wide appeal and generally attract more than 25,000 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.

Support from the DDA will be directed specifically toward enabling LaughFest to attract more diverse audiences to Downtown as well as expand public activation and placemaking initiatives during the cooler months out of the year.

This focused type of support is consistent with the results of DGRI's special event optimization community survey which was approved by the DDA Board in April 2015. That process identified attracting diverse audiences, happening during the cooler months of the year, activating the public realm, and hosted in various locations as some of the community's priorities for refinement to Downtown special events.

## 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 also 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.

#### Support Area 1: Diversity and Inclusion Efforts

From its inception, LaughFest has purposefully worked to create a festival that is diverse, inclusive, and accessible to the community at large. However, there are always opportunities to improve their efforts to ensure the festival is welcoming and attracting attendees who are representative of the entire Grand Rapids community. DGRI's support in 2015, 2016, 2017 and 2018 has helped the organization to establish more concentrated efforts which they would like to continue to expand further in 2019 (attached).

DGRI support will be utilized in implementing diversity and inclusion efforts in the following ways:

- Additional targeted marketing dollars for minority publications.
- Outreach, presentations and promotions to relevant stakeholder and community groups.
- Feet on the street promotion in the downtown area and surrounding neighborhoods.
- Distribution of tickets and fast passes to free events to select organizations and groups.
- Continued work with DisArt & DAKC to ensure venue accessibility and communication.
- Hosting focus groups and 1:1 meetings with key community stakeholders to seek feedback on festival diversity and inclusion efforts.
- Outreach committee that helps to assist in diversity and inclusion efforts as well as represent the festival at key events.
- Festival presence at various community events for outreach purposes
- More attendee intercept surveying at targeted events
- Diversification of festival vendors by contracting and partnering with more women and minority owned local businesses in areas of signage, merchandise, venues, catering, etc.

In 2019, in addition to the above, the event will be adding and building upon the following strategies:

- Continued strategy to diversify their volunteer base and include bi-lingual materials and training for volunteers
- Enhanced methodology for surveying event attendees that is not reliant on e-mail only, Examples may include intercept surveys, better tracking of ticket giveaways, etc. As well as a pre-festival survey at LaughFest Central and at ticket point of sale online
- Bi-lingual marketing collateral that will be available online and at LaughFest central
- Collaborative programming with venues such as LINC, GRAMMA, Grand Rapids Chamber, etc. bringing LaughFest to different communities and audiences
- Bi-lingual family-friendly focused Kids Joke event in collaboration with the Hispanic Chamber



## Support Area 2: Public Space Activation

With 40,000+ attendees to the festival and 1,000+ local volunteers, the festival sees great opportunity to better activate the public realm to add more feet on the streets. Oftentimes, due to the weather during the time of year, attendees are reluctant to walk between venues Downtown or be outdoors at all. As part of the GR Forward master plan of making Grand Rapids a 4-season city, it is their goal to help activate our public spaces during the festival weeks.

DGRI support will be utilized in to support public space activation in the following ways:

- Yellow festoon lighting at Rosa Parks Circle
- Window and storefront activation by working with business owners
- Free outdoor event such as a cornhole tournament, Laugh at Rosa, or kick-off event Downtown
- Placemaking interactive art installation
- Creation of a “Laughing” walking, running, biking or pedal car tour that celebrates the history of laughter at a local level followed by Laughter Yoga

### Implementation:

The LaughFest team would work directly with DGRI on all aspects of programming and marketing, providing regular updates and additional opportunities for collaboration and co-promotion, and welcome specific ideas/opportunities for enhancement that the DGRI team may provide.

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 efforts to build a more diverse and inclusive event and expand available mobility options.

The funds to fill the request are currently available in the Non-Tax Fund line item Vibrancy: Major Event Sponsorship. The DDA supported LaughFest at the same level for the 2013-2018 events.

### Recommendation:

**Approve the recommendation of supporting LaughFest 2019 in the amount of \$15,000.**



### **General Festival Outcomes:**

More than 30,000 attendees engaged in all levels of laughter, participating in 188 events across LaughFest 2018 of which 134 were free to attend. LaughFest attendees came from 44 states plus Canada, and our showcase performers came from 22 states.

### **DGRI Funding Specific Outcomes:**

LaughFest greatly appreciated the support of DGRI as a sustaining partner for the 2018 festival. DGRI funding was targeted in the areas of Diversity & Inclusion, and Mobility. The two areas of impact and their results are as follows:

#### **Diversity & Inclusion Strategies - Methodology & Implementation:**

DGRI support was to be utilized in implementing diversity and inclusion efforts in the following ways:

1. Additional targeted marketing dollars for minority publications: El Vocero, GR Times, Women's Lifestyle Magazine (invoices and advertisement copies are attached)
2. Outreach, presentations and promotions to relevant stakeholder and community groups and feet on the street promotion in the downtown area and surrounding neighborhoods
  - o Targeted distribution of festival materials
    - i. Added about 100 different locations identifying diverse locations
    - ii. And committed people to go to the locations with guidesExamples:
    - a. GVSU LGBTQ Resource Center
    - b. Tacos El Cunando
    - c. Little Africa Cuisine
    - d. The Apartment Lounge
    - e. Tres Hermanos Bakery
    - f. Schnitz Deli
    - g. GR Urban League
    - h. Grand Rapids Home for Veterans
    - i. Hispanic Center of West Michigan
    - j. GR African American Health Institute
    - k. Retirement Villages
    - l. H&J Beauty Supply Store
    - m. Grand Rapids Pride Center
  - o Volunteer Recruitment
    - i. Identifying contacts at diverse locations
      1. Including cultural organizations having conversations with them / presentations (ACEH, BL<sup>2</sup>END, CIG, GRAAHI, GR Asian / Pacific Fest, Pride Center, GR Urban League, Hispanic Center, LAUP, LEDA, LINC UP, Mexican Heritage Association, Polish Heritage Fest, WMAAA, WMHCC)
    - ii. Bilingual flyers for recruitment
      1. Formed ad hoc team to help with translation
    - iii. Volunteer applications now ask people if they are bilingual
      1. Ensured we have someone bilingual at relevant trainings
      2. Partnered up non-English speaking volunteers with bilingual volunteers at events
    - iv. Created festival education and diversity team to lead these initiatives



- Continued informal/formal 1:1's with key community stakeholders including, but not limited to: Chris Smit & Jill Vyn from DisArt, team at Disability Advocates of Kent County, Tommy Allen, Jamiel Robinson with GRAAB, Hispanic Chamber of Commerce, LaTarro Traylor with DGRI, Ange Nelson with Experience Grand Rapids.
- Off Season Cultural Festival Promotion and surveying/tables at events
  - i. LINC first Friday: March 2
  - ii. DGRI Movies on Monroe
  - iii. Festival of the Arts
- 3. Distribution of tickets to select organizations and groups
  - Gilda's Club Sister to Sister Program
  - Gilda's Club Grand Rapids Members
  - GRPS Students
  - Lowell Area Schools
  - Senior Neighbors
  - Franciscan Life Process Center
  - St. Anthony's Padua
  - St. John's Church
  - Ele's Place
  - Arbor Circle
  - LINC
  - Grand Rapids Pride Center
  - G-Summit
  - GVSU LGBT Group
  - DA Blodgett
  - Spectrum Community Services
  - Kroc Center
- 4. Continued work with DisArt & DAKC to ensure venue accessibility and communication
  - DAKC accessibility guide that we promote and publish on website
  - Interpreters at Drew Lynch and Maria Bamford
  - DisArt collaboration on Maria Bamford and Drew Lynch shows
- 5. Surveying (DANIELLE)
  - Intercept survey at targeted events – increased # of shows for 2018
    - i. Questions reviewed by DGRI
    - ii. 21 shows this year, increase over 19 in 2017
    - iii. Survey results summary attached
  - Post-festival consumer impact survey via e-mail
    - i. Questions reviewed by DGRI
    - ii. Survey results summary attached
- 6. Diversify festival vendors by utilizing 2-3 minority vendors for festival in the areas of print, signage, merchandise, or catering. Festival utilizes about 15 primary vendors in these areas currently. 4 minority vendors = 27%



- The following vendors were utilized for festival 2018, doubling our goal:
  - i. Daddy's Dough, LLC – lineup announcement food catering and LaughFest Kids Joke series food catering
  - ii. Malamiah Juice Bar – lineup announcement beverage catering and LaughFest Kids Joke series beverage catering
  - iii. Mosby Popcorn – 2018 FUNderwear Run giveaway and snack; student art and writing competition (surrounding the topic of What Makes You Laugh?!) awards
  - iv. Roeda Studio, Inc. – festival merchandise – magnets
  - v. Polka Dot Mitten – festival merchandise – festival mugs and drinkware
  - vi. GR USA – festival merchandise – LaughFest caps and hats

## 7. Additional notes

- Festival Programming
  - i. New venues and collaborations this year for the festival with LINC and GRAAMA

## **Mobility Strategies - Methodology & Implementation**

DGRI support was utilized in implementing mobility solutions in the following ways:

1. Extension of DASH service until 2AM on peak festival nights (both Fridays and Saturdays) to allow volunteers to park and ride for free, regardless of their event shift time
2. Better communicate downtown transportation options to our audiences, including promoting Mobile GR, various parking options, as well as DASH and Silver Line routes.
  - Outreach, presentations and promotions to relevant stakeholder and community groups:
    - Volunteer kickoff presentation by Jennifer Kasper to 300+ volunteers at Celebration! Cinema, highlighting the various downtown transportation options
    - Mobile GR & Parking Services hosted a stop on our Seriously Funny Family Adventure Challenge (est. attendance 200)
    - DASH route overview and ride presented by Jennifer Kasper to staff and volunteer leadership multiple times – exposure for the DASH to our lead festival ambassadors
  - Marketing:
    - Social Media posts about Parking and Mobility resources (see attached fulfillment report)
    - Dedicated website page including parking maps, park mobile info, DASH info
    - Information included in volunteer handbook, volunteer day of event info sheets, and presented at all-volunteer meeting
    - Mobility call out in highest volume festival print piece, festival guide (20,000 pieces)
    - Sent e-blast to 4,000+ subscribers on March 13
    - Amanda Moore worked with our marketing staff to make the following digital and print pieces more robust:
      - Updated parking map on LaughFest *Getting Around* webpage
      - Updated physical parking map at LaughFest Central
      - Updated contents and links on LaughFest *Getting Around* webpage



**Conclusion:**

We have from the inception of the festival been purposeful about the accessibility of programming and events during the 10 days of LaughFest – and will continue to elaborate on this year’s purposeful strategy and spend to elevate these initiatives in the future to ensure inclusivity and that our programming, volunteers, and attendance is representative of the community in which we live.

We feel accomplished in the additional festival understanding of downtown mobility options and our ability to convey that information to many different audiences. We look forward to exploring how we can continue to remove as many barriers as possible to navigating downtown during LaughFest and beyond.

Again, we thank DGRI for supporting these efforts and contributing to the success of the festival in 2018, and welcome continued feedback on how we can ensure that the festival is accessible to the entire Grand Rapids community as we begin planning for 2019 and our ten year anniversary in 2020.



The following analysis is based on data collected from attendees on site at events. It does not take into consideration online surveys, which will be analyzed separately due to the difference in how the data will be gathered.

### Intercept Survey (Non-GCGR focused)

- General
  - 338 people took the survey overall (56.33% response rate)
    - About 100 more people took the survey than last year, increasing from 245.
    - 322 took the survey for the first time, and there were only 16 repeat survey takers.
  - 28.70% said LaughFest was their primary reason for visiting Grand Rapids
- Accommodations
  - Most commuted from home (81.36%)
  - 4.73% stayed in a hotel, 1.18% called out Airbnb
  - 8.88% selected other, such as staying with friends/family
- Groups
  - 44.97% of people came with just one other person (2 people in the group total)
  - 3 and 4 person groups were common as well, 15.09% and 16.27% respectively
  - Groups of 5, 6, and 8 people each made up about 2%.
- Economic Sections
  - These questions saw higher amounts of no response (average of 54%)
    - Meals
      - 37.28% either indicated that they would not be spending any money on meals because of this event or did not respond.
      - The highest dollar amount range was \$21-50 (20.71%), followed by \$1-20 at 18.64%.
    - Lodging
      - 93.5% - no money on lodging or no response
      - Of those who indicated that they would be spending any money on lodging, 68% would be spending \$101+.
    - Transportation
      - 65% said no money would be spent on transportation, or did not reply
      - The highest dollar amount range was \$1-20 (27.22%)
    - Other
      - 83.72% - no response or \$0 other expenses, with 68.93% being no response
      - The highest dollar amount range was \$1-20 (7.69%).
- Events Attended
  - Most popular responses were 1 event (52.96%) and 2 to 3 events (32.54%).
  - 7.7% said that they would be attending 3 or more events
- Transportation
  - 81.66% used personal vehicles/carpool to get to event
  - 6.21% walked or biked, 7.10% took a taxi/uber/lyft/etc., and 1.48% took the bus.



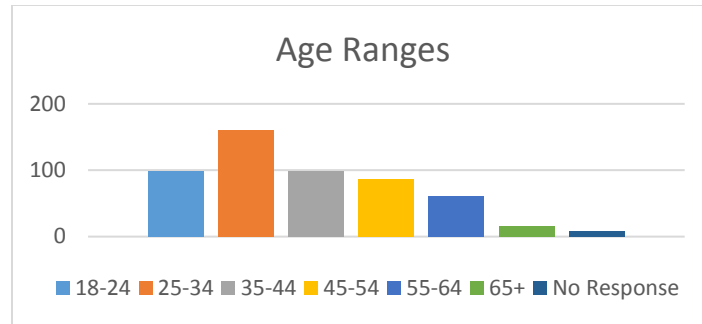
### Intercept Survey (GCGR focused)

- Three events received this survey. 191 respondents of this survey (42.44% response rate)
  - What do you know about Gilda's Club?
    - 43.98% either did not respond, or responded that they did not know anything about the organization
    - Cancer or grief support (25.13%)
    - LaughFest (6.81%)
  - Have you ever participated in programs at GCGR?
    - Yes – 10.99%
    - No – 89.01%
  - Have you attended LaughFest before?
    - Yes – 50.79%
    - No – 36.13% (No and no response)
      - Why not? (Percentages taken from “no” responses of previous question)
        - Didn't fit schedule (12.04%)
        - New to area (5.24%)
        - Did not give a reason why (21.99%)
  - Do you know over half of the events are free?
    - Yes – 43.46%
    - No – 56.54%

### Intercept Survey (BOTH KINDS)

- Some questions overlapped between surveys, and those results are reflected below.
  - Total respondents of both surveys: 529 (338 and 191)
    - There was a 50.38% response rate (1,050 total survey cards at 21 events)
      - This is up 28% from last year
- Gilda's Connection
  - 63.89% KNEW that LaughFest is connected to Gilda's Club.
  - 36.11% either selected no or did not respond to the question
    - These numbers are on par with last year
- 
- Demographics
  - Age
    - Trending younger
      - 25-34: 30.25%
      - 18-24: 18.71%
      - 35-44: 18.71%
      - 45-54 & 55-64 both in teen % range, while 65+ had the lowest with 3.02%
      - 1.51% did not respond





- Gender
  - 529 total gender responses
    - 67.86% female, 26.09% male
    - 3.21% selected both male and female
    - 5 respondents (.95%) responded nonbinary
- Ethnicity
  - 58.22% White or Caucasian
    - Down 3% from last year
  - 13.42% Black or African-American
    - Down 13.52% from last year
  - 6.05% Hispanic or Latino
    - Up 2.78% from last year
  - 21.55% either did not respond or had this question cut off of their survey
- Zip Codes
  - 10 States
    - New Jersey
    - Florida
    - Ohio
    - Indiana
    - Michigan
    - Wisconsin
    - Minnesota
    - Illinois
    - California
    - Alaska
  - 3.59% out of state
    - Down 1% from last year
  - Largest out of state was Indiana (4 respondents, .76%)
- Michigan
  - 90.93% from Michigan
  - GR & Surrounding (69.38%)
  - 45.94% from Grand Rapids



- Down 4% from last year
  - 23.44% of respondents were from the area surrounding Grand Rapids
  - 3.40% from Metro Detroit
  - 3.78% from Holland Area
    - Up 1.5% from last year
  - 3.21% from Muskegon
  - 4.54% from Southwest area of the state
  - 3.02% from Lansing and surrounding areas
- 5 respondents (.95%) gave an invalid zip code, and 24 respondents (4.54%) did not give a zip code response.

From this data, it can be concluded that the most popular demographic was white women age 25-34.



# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: November 14, 2018

TO: Downtown Development Authority

FROM: Mark F. Miller, Managing Director of Planning & Design

SUBJECT: Ah-Nab-Awen Park

Agenda Item #6  
November 14, 2018  
DDA Meeting

Goal 1 of GR Forward recommends to Restore the River as the Draw & Create a Connected and Equitable River Corridor by *ensuring sufficient river access (page 87), matching preferred spaces, program, and activities with opportunity sites (page 88), and creating a robust trail system on both the east and west sides of the river (page 62).* Goal 5 of GR Forward recommends Reinvesting in Public Space, Culture, and Inclusive Programming by *raising the profile of downtown parks and public spaces (page 272).*

Additionally, during the past 18 months, the City of Grand Rapids' *A River for All* project has provided the design of 6 opportunity sites along the Grand River and the creation of design guidelines. These opportunity sites provide a future design framework to build high-quality activity nodes and public spaces along the river, while supporting GR Forward's Goal 1.

In conjunction with these planning endeavors, the City of Grand Rapids recently completed a west side flood control project, which included the Indian Mounds site just north of the Pearl Street bridge. This project created an enhanced and improved trail system, river access, and increased flood control to comply with FEMA.

During this project, DGRI collaborated with Native American artists to create a Bridge Street tunnel mural, a plaque and boulder sculpture, a symbolic plum tree, and three carved boulder benches within the Indian Mounds site. As these projects evolved, DGRI continued discussions with the Grand Rapids Band of Ottawa Indians (GRBOI) and the City of Grand Rapids to evaluate future projects within this culturally significant location.





Upon completion of this project, DGRI and the City of Grand Rapid Parks Department considered enhancing the scope of a pending 2019 parks improvement project for the Indian Mounds portion of Ah-Nab-Awen Park. The originally planned scope was to include “*restroom upgrades for accessibility, shelter removal, expanded path and/or pad for food trucks, and potentially, fire warming pits*”. After discussions with the GRBOI, the expanded scope added targeted engagement with Native Americans, a re-evaluation and proposed design for the mounds site as a priority site for 2019 investments based on the targeted engagement, and an overall master plan for the entire Ah-Nab-Awen Park.

This overall master plan is critical because the existing park will be used for staging and river access during the river restoration project that is anticipated to begin in the fall of 2019. This master plan will be considered a seventh opportunity site, and the advanced planning will allow us to make sure that when it is time to restore this park (after the river work is complete), we can hit the ground running.

Additionally, the enhanced scope will allow both DGRI and the City of Grand Rapids to ensure that the Native American community has a voice in framing the future of this significant land and water’s edge.

To that end, DGRI requested that the City’s previously selected design professional for the Ah-Nab-Awen Park project provide an amended scope and fee to add the engagement, the additional design work, and the seventh opportunity site to their contract. Viridis, a local landscape architecture firm, provided this amended scope, and added Lynee Wells from Williams & Works to provide the additional engagement. Both of these firms are local, and Williams & Works is a women-led entity within the DDA boundary. They also both collaborated on the River for All project, and therefore have a very good working knowledge of the river, the city, and the quality of conversation required for this project.

The total increased fee for this project is \$32,175.00. This amount includes \$19,635.00 for the opportunity site master plan and \$12,540.00 for the priority area that will primarily be within the Indian Mounds area. The Grand Rapids Parks Department will pay 50% of this overall fee, resulting in a DGRI investment of \$16,087.50.

**Recommendation:** Authorize the Executive Director to enter into a contract with the City of Grand Rapids/Viridis for an amount not to exceed \$16,087.50.



# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: November 14, 2018

TO: Downtown Development Authority

FROM: Stephanie Wong, Project Manager

SUBJECT: **Downtown Enhancement Grant – 710 Monroe NW**

**Agenda Item #7**  
**November 14, 2018**  
**DDA Meeting**

Embassy Suites Hotel by Hilton is applying for a Downtown Enhancement Grant located at 710 Monroe NW in the Monroe North district. The 7-story hotel will have 250 rooms with a ground floor coffee shop and restaurant, Big E's Sports Grill.

Total project costs are estimated at \$62 million. To assist in the development the Developer is requesting reimbursement through the Downtown Enhancement Grant for 50 percent of public realm improvements in an amount not to exceed \$155,680. Approved funds will be utilized for DDA eligible activities for the following:

Snowmelt

- \$230,000 New snowmelt system along Monroe Ave., Newberry St, and Bond Ave.

Landscape

- \$51,647 Green wall covering the parking structure along Bond Ave.
- \$8,800 Irrigation along Monroe Ave, Newberry St, and Bond Ave.
- \$10,200 Custom landscaping containers with irrigation along Monroe Ave.

Up Lighting

- \$10,713 Exterior lighting on hotel facade

Construction began in the spring of 2017 and a grand opening is expected in early 2019. These enhancements align with the Downtown Streetspace Guidelines intended to guide the purposeful investment in public realm related to GR Forward. If approved, funding will be issued as reimbursement for the completed project and will be allocated from the FY19 Priority Plan from the Downtown Enhancement Grant line item.

**Recommendation: Approve the Downtown Enhancement Grant in an amount not to exceed \$155,680 to support the public realm improvements at Embassy Suites Hotel.**





# DOWNTOWN ENHANCEMENT GRANT APPLICATION

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## A. PROJECT INFORMATION

Property Address: 710 Monroe NW

Parcel Number: 41-13-24-432-018

Current Use: Was vacant land but now hotel under construction

Proposed Used: Embassy Suites Hotel and parking structure, Big Es Sports Grill

Project Description:

Exterior improvements to the Embassy Suites hotel to include snowmelt on all public sidewalk, live wall on parking structure, pavers, planters, benches, bike racks along Monroe

Current and/or Future Tenant(s): Embassy suites hotel and banquet center, Big Es Sports Grill

# of Jobs Created (Full and Part-Time): 150-200

Residential Units Created (Market Rate and Affordable): N/A

Square Feet of Office or Other Commercial Space: Approximately 52,000sf

Total Project Square Feet: 410,126

Total Square Feet of Public Space to be Activated: \_\_\_\_\_

Total Project Cost: \$62 Million

Amount Requested for Reimbursement: \$150,000



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## B. CONTACT INFORMATION

Name: Tom Welling

Email: twelling@suburbaninns.com

Phone: 616-836-1105

Mailing Address: 3380 Highland Dr, Hudsonville, MI 49426

Project Architect Name: Geoffrey H Butler

## C. ATTACHMENTS TO INCLUDE WITH APPLICATION

- Estimated Project Costs, Including Amount of Public Realm Specific Improvements
- Site Plan
- Photos of Existing Conditions
- Renderings
- Owner Approval (if application is from someone other than the owner)

### SUBMITTAL AND QUESTIONS CAN BE DIRECTED TO:

Stephanie Wong, [swong@downtowngr.org](mailto:swong@downtowngr.org)  
29 Pearl Street Suite 1  
Grand Rapids, MI 49503  
Downtown Grand Rapids Inc.

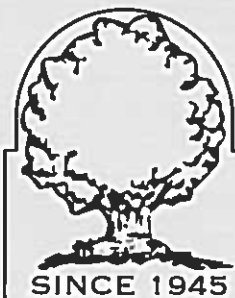




# EMBASSY SUITES

Embassy Suites					DATE	2-Oct-18
Cost Break-outs for Work in R.O.W.						
Pioneer Construction						
Description of Work	Subcontractor	Quantity	Unit Cost	Extension		
Sidewalks	Kent Companies	6,624	SF	\$ 3.75	\$	24,840
Snowmelt	River City Mech.	10,000	sf	\$ 23.00	\$	230,000
Landscape	Harder Warner	1	LS	\$ 70,647	\$	70,647
Pavers between sidewalk & building	Pavers Plus	4,450	SF	\$ 12.25	\$	54,513
Benches		10	EA	\$ 500.00	\$	5,000
Bike racks		2	EA	\$ 220.00	\$	440
Up Lighting		1	EA	\$ 10,713.00	\$	10,713
Café Seating	LEED Source Group	1	ea	\$ 19,338.00	\$	19,338
Subtotal - Cost of the Work					\$	415,491
<b>Total Construction Costs</b>					\$	<b>415,491</b>





## **HARDER & WARNER INC.**

6464 Broadmoor S.E.  
Caledonia, MI 49316-9511  
(616) 698-6910  
[www.harderandwarner.com](http://www.harderandwarner.com)

Hello Tom

I have itemized the landscape enhancements that face the streets surrounding your building and cost for each item

1. Installation of green screens and plantings located on Bond street; they include (27) 180" tall 4' wide trellis in which vines will grow.

**Total: \$51,647**

2. Irrigation of all green areas on Monroe, Newberry, and Bond street; this includes spray irrigation to all green lawn areas and drip irrigation to plantings.

**Total: \$8,800**

3. Installation of flower pots along Monroe street includes 10 square custom cast pot field with soil and irrigation supplied to each one.

**Total: 10,200**

4. Landscaped area under the porte-cochere includes installation of stone veneered walls, fire feature water feature, installation of composted soil and plantings and accent with landscape lighting.

Block wall concrete footers

Veneered Walls and Capstone

**Total: \$29,450**

Fire Feature

**Total: \$16,400**

Water Feature

**Total: \$11,250**

Soil and Plantings

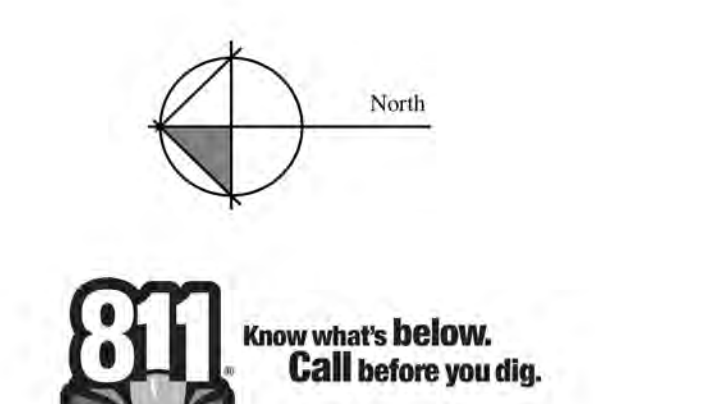
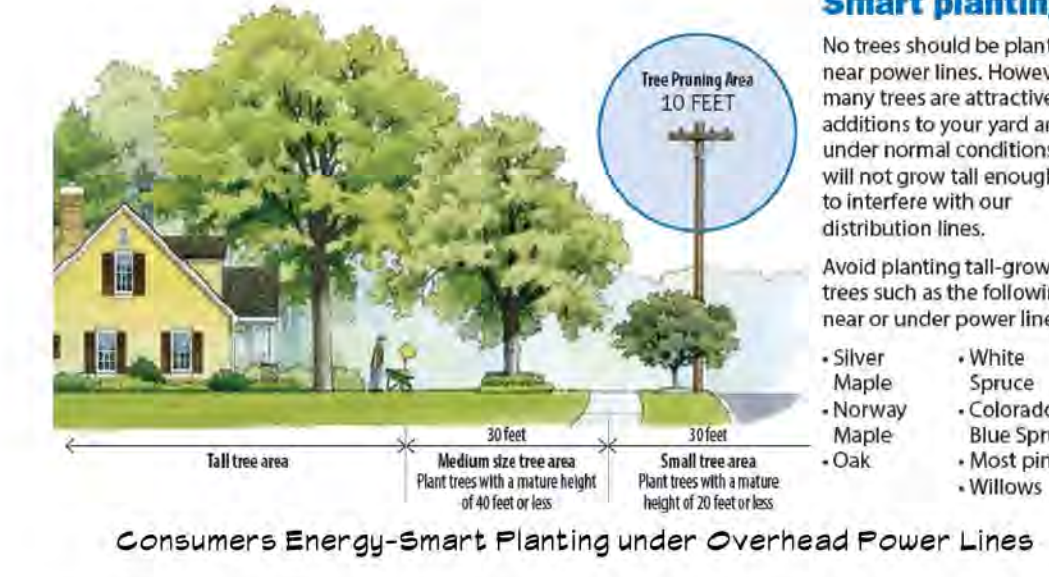
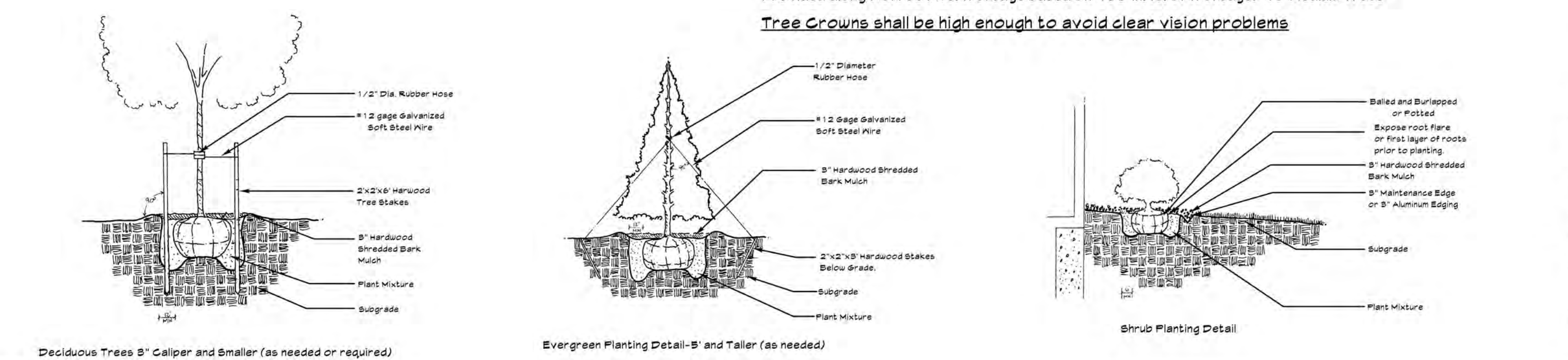
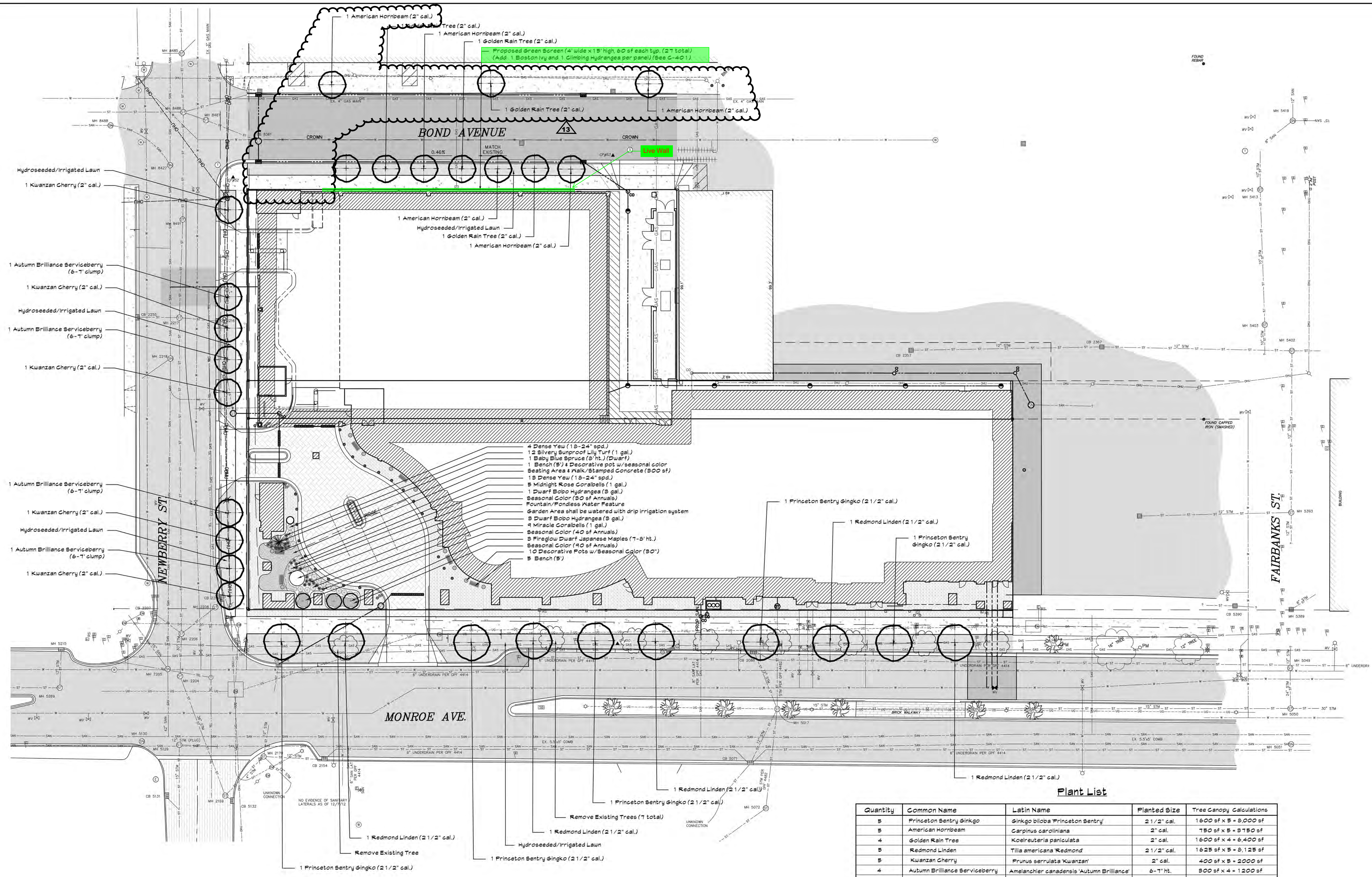
**Total: \$14,250**

Lighting 27 CT

**Total: \$375**

**\$142,372**





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**DRIESENKA &  
ASSOCIATES, INC.**

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Engineering • Surveying • Testing  
[www.driesenga.com](http://www.driesenga.com)

Holland, MI - 616-396-0255  
Grand Rapids, MI - 616-249-3800  
Kalamazoo, MI - 269-544-1455  
Detroit, MI - 616-396-0255

## REVISIONS

- ISSUED TO CLIENT FOR CITY REVIEW (03/07/2016)  
SUBMITTED TO CITY FOR LUDS PERMIT (04/06/2016)  
REVISED PER CITY (05/26/2016)  
RESUBMITTED TO CITY (06/07/2016)  
ISSUED FOR PERMITS (07/12/16)  
REVISED PER LUDS REVIEW (10/21/16)  
REVISED PER LUDS REVIEW (12/29/16)  
REVISED PER LUDS REVIEW (1/23/17)  
REVISED PER LUDS REVIEW (1/31/17)  
REVISED SANITARY SEWER INFORMATION (2/13/17)  
REVISED FOR ADDENDUM #1 (3/6/17)  
REVISED PER CLIENT (3/21/17)  
ISSUED FOR BULLETIN #1 (3/29/17)  
ISSUED FOR BULLETIN #2 (4/28/17)  
ISSUED FOR BULLETIN #6 (5/13/17)  
REVISED PER OWNER (9/25/18)

EMBASSY SUITES HOTEL AND PARKING GARAGE  
SEC. 24, T07N, R12W CITY OF GRAND RAPIDS, KENT CO.  
SUBURBAN INNS DESIGN & CONSTRUCTION  
6407 VALENCIA DRIVE  
ROCKFORD, MICHIGAN 49341  
SNOWMELT EXHIBIT

## SNOWMELL EXHIBIT

Designed By: RKP/JMT  
Drawn By: JEF/JPF/CJD/AQA  
Checked By: Date:

1"=20'

Scale:

09-25-2018

Date:

1530444.1A

Job No.:

Sheet No.:

**C-403**



# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: November 9, 2018

TO: Downtown Development Authority

FROM: Tim Kelly, AICP  
President & CEO

Agenda Item #08  
November 14, 2018  
DDA Meeting

**SUBJECT: Development Area Liquor License Request – Ambiance GR**

The City Commission policy establishing procedures for the review and approval of development area liquor licenses requires the City Clerk to forward any such requests in the DDA district to the DDA Board for review and recommendation. In evaluating a proposal, the DDA Board may consider how the issuance of a license would promote economic growth in a manner consistent with adopted goals, plans or policies of the district.

Ambiance GR, LLC (Ambiance) is requesting DDA Board consent to the issuance of a new Class C development area liquor license for their forthcoming restaurant at 125 Ottawa Ave NW. Ambiance will be a dining and entertainment venue that will activate a currently vacant and underutilized space in Downtown. The seating capacity will be for 100 people, and it is expected to create 20 new jobs.

Staff has reviewed the applicant's request and is recommending approval of the application. If approved by the DDA Board, the request will proceed to the City Commission for consideration.

**Recommendation:**

**Approve the resolution for the issuance of a development area liquor license for Ambiance GR for 125 Ottawa Avenue NW.**





**DOWNTOWN DEVELOPMENT AUTHORITY  
OF THE CITY OF GRAND RAPIDS**

**RESOLUTION SUPPORTING ISSUANCE OF A LIQUOR LICENSE  
FOR A BUSINESS LOCATED IN A DOWNTOWN DEVELOPMENT DISTRICT**

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

WHEREAS, the Downtown Development Authority of the City of Grand Rapids (the “DDA”) was created by the City Commission on October 16, 1979, and operates pursuant to the authority of Act 197 of 1975, and

WHEREAS, the State of Michigan has provided for the issuance of additional licenses within the DDA district, as authorized by Public Act 501 of 2006, being MCL 436.1521a, (the “Act”), and

WHEREAS, Ambiance GR, LLC, a Michigan Limited Liability Corporation, located at 125 Ottawa Ave NW Grand Rapids, Michigan, 49503; has applied to the City for approval of a license under the Act, and is located within the DDA district, and

WHEREAS, Ambiance GR, LLC, in its application, has indicated its intention to operate a wine bar with an associated retail shop and

WHEREAS, the application has been forwarded to the DDA for review and consideration.

WHEREAS, that the DDA finds that the issuance of a liquor license to Ambiance GR, LLC as proposed would promote economic growth by:

1. operating in a manner that would be consistent with adopted goals, policies and plans of the district, particularly by promoting the competitiveness and vitality of downtown Grand Rapids as a destination for dining, arts and tourism.
2. facilitate private investment and promote economic growth in the leased space at 125 Ottawa Ave NW.
3. supporting the creation of several full and part-time jobs in the district.



NOW, THEREFORE, BE IT RESOLVED, that the Downtown Development Authority of the City of Grand Rapids recommends issuance of a Class C Liquor License to Ambiance GR, LLC, at 125 Ottawa Ave NW above all others.

YEAS: Board members \_\_\_\_\_

NAYS: Board members \_\_\_\_\_

ABSTAIN: Board members \_\_\_\_\_

ABSENT: Board members \_\_\_\_\_

**RESOLUTION DECLARED ADOPTED.**

Dated: November 14, 2018

\_\_\_\_\_  
Timothy Kelly  
Executive Director

**CERTIFICATION**

I, the undersigned duly qualified and Secretary of the Downtown Development Authority of the City of Grand Rapids (the "DDA"), do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Board of Directors of the DDA at a regular meeting held on November 14, 2018, 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.

\_\_\_\_\_  
Flor Valera  
DDA Secretary



Joel Hondorp  
City Clerk  
City of Grand Rapids  
300 Monroe Avenue NW  
Grand Rapids, MI 49503

RE: 125 Ottawa Ave NW, Grand Rapids MI 49503

Mr. Hondorp:

We are interested in a DDA Liquor License for the above-mentioned location for a newly formed hospitality venture, Ambiance GR, LLC (Ambiance). Based on the City Commission Policy #300-08 we feel we meet or exceed the requirements for approval and ask you to review the application and supporting material.

This will be a dining and entertainment venue located in downtown Grand Rapids. The seating capacity will be at least 100 people. The tenant buildout and landlord improvements will exceed \$300,000. Ambiance will be creating nearly 20 new jobs with this new operation. We have searched for available liquor licenses but have found none that are not tied to a specific location that must be purchased with said licenses.

This downtown development license will benefit the development district with a commitment to a currently vacant and unused space in the downtown area. It will create jobs and support other local businesses with its capital investment to update and renovate the facilities.

We have submitted our initial application to the Health Department and the Michigan Liquor Control Commission. Please contact me for questions. Thank you for your support in opening a new exciting operation in Downtown Grand Rapids.

Sincerely,

Jamal Chilton  
Ambiance GR, LLC