

AGENDA

DOWNTOWN DEVELOPMENT AUTHORITY



Board Members:

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

Wednesday, October 14, 2015
8:00 a.m. Meeting
29 Pearl Street, NW Suite #1

- | | | |
|---|------------------|----------------|
| 1. Call to order | | |
| 2. Approve Meeting Minutes from September 9, 2015 (8:01)
(enclosure) | <i>Motion</i> | <i>Harris</i> |
| 3. Accept September 30 Financial Statements (8:04)
(enclosure) | <i>Motion</i> | <i>Wallace</i> |
| 4. Approve Areaway Grant for 222 S. Division Ave. (8:10)
(enclosure) | <i>Motion</i> | <i>Pratt</i> |
| 5. Approve Streetscape Incentive Grant for 648 Monroe Ave. (8:34)
(enclosure) | <i>Motion</i> | <i>Pratt</i> |
| 6. Approve Amendment to Liquor License Application for Wheelhouse (8:39)
(enclosure) | <i>Motion</i> | <i>Pratt</i> |
| 7. Approve BRIP Grant for 214 E. Fulton St. (8:42)
(enclosure) | <i>Motion</i> | <i>Pratt</i> |
| 8. Authorize Funding for Bridge Light Repairs (8:46)
(enclosure) | <i>Motion</i> | <i>Kelly</i> |
| 9. Approve Resolution of Support for HUD Grant Application (8:50)
(enclosure) | <i>Motion</i> | <i>Guy</i> |
| 10. Arena South Parking Transition Plan Overview (9:05)
(enclosure) | <i>Info Item</i> | <i>Kirk</i> |



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DEVELOPMENT
AUTHORITY



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- | | | |
|--|------------------|------------------|
| 11. Approve Extension of Option for Area 5 (9:20)
(enclosure) | <i>Motion</i> | <i>Larson</i> |
| 12. Approve Event Grant Recommendation (9:30)
(enclosure) | <i>Motion</i> | <i>Van Driel</i> |
| 13. Downtown Census Update (9:35) | <i>Info Item</i> | <i>Rotondaro</i> |
| 14. President & CEO Report (9:50) | <i>Info Item</i> | <i>Larson</i> |
| 15. Public Comment (9:55) | | |
| 16. Board Member Discussion (9:58) | | |
| 17. Adjournment | | |

MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

September 9, 2015

1. Call to Order – The meeting was called to order at 8:03am by Chair Brian Harris.

2. Attendance

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

Absent:

Others Present: Kristopher Larson (Executive Director), Murphy Ackerman (DDA Executive Asst/Office Manager), Jana Wallace (DDA Treasurer), LaTarro Traylor, Annamarie Buller, Eric Pratt (staff), Dick Wendt, Dr. Mark White, Randall Arthur, and guests

3. Approval of Minutes of August 8, 2015

Motion: Jane Gietzen, supported by Rick Winn, moved approval of the minutes of the August 8, 2015 DDA meeting as presented. Motion carried unanimously.

4. July/August Financials

Ms. Wallace gave an overview of the July 2015 financials and explained that these are the preliminary statements for the end of the fiscal year and the last statements before the upcoming audit. Ms. Wallace informed the Board that not all journal entries were submitted prior to the statements. Ms. Gietzen asked how to decipher whether a project has been completed if there is still a remaining balance in the budget line item. Ms. Wallace explained there if there is a completed project and a remaining balance, it is then moved to the additional fund balance for outlying years. Mr. Harris took a moment to point out that the DDA is significantly under budget in the administrative line item. Mr. Harris commended Mr. Larson as a reflection of the efficiencies that DGRI has helped to provide.

Motion: Mayor George Heartwell, supported by Jane Gietzen, moved to approve Statement D: Schedule of July 2015 Expenditures as recommended. Motion carried unanimously.

Ms. Wallace gave an overview of the August financials and explained that this is the first set of financials for FY16. Ms. Wallace explained that there is not much activity as most projects are still considered FY15. Ms. Wallace did point out the TIF reimbursements have been distributed and are shown in the financials, as well as an increase in revenue that was unexpected due to previously using revenue estimates as opposed to actual numbers. Mr. Talen asked if the Board could receive a list of projects that have fallen off the budget. Mr. Larson responded that he would work with staff to provide that list.

Motion: Diana Sieger, supported by Elissa Hillary, moved to approve Statement D: Schedule of August 2015 Expenditures as recommended. Motion carried unanimously.

5. Authorize Contract for Holiday Lighting

Mr. Larson introduced Ms. Buller to the Board and explained that in her new capacity at DGRI she has been tasked with helping to secure the reinstallation and expansion of the Downtown holiday décor. Ms. Buller explained that while most of the budget will be used for reinstallation, there will be additional lighting and décor specifically on Division Ave. and in North Monroe. Mr. Harris added that there was additional work done to the lighting polls on Monroe Center and Division Ave. Mr. Larson said that this helped to add additional lighting to Rosa Parks Circle. Ms. Buller explained that due to lack of electricity on some Downtown streets, there will be a neighborhood brand approach in terms of décor in lieu of lighting. Ms. Dunn asked how long the décor will be displayed. Ms. Buller responded that the décor will go up the first week in November and will be removed in January. Ms. Dunn asked if the lights at Rosa Park Circle and Monroe Center could remain through February, as they add a great feature to Downtown throughout the winter months. Ms. Buller responded that it could be extended.

Motion: Kayem Dunn, supported by Elissa Hillary, moved to approve executing a contract with Christmas Décor by DeVries in an amount not to exceed \$30,000 for the provision, installation, take-down, and storage of holiday decorations. Motion carried unanimously.

6. Authorize Lease Extension for Ambassador Program Space

Mr. Larson gave an overview of the extension of the lease for the building that the Safety Ambassador team is currently using as their headquarters. Mr. Larson explained that with the consolidation of the Clean Team and the Safety Ambassadors, both teams will be co-located in the building that the DDA owns on Winter Ave. Mr. Larson said that this will decrease the DDA's overall rent obligations for the program. Mr. Larson explained that until the contract is finalized and the Safety Ambassadors are re-located, the extension will allow the current location to be on a month to month lease until it is no longer needed.

Motion: Kayem Dunn, supported by Rick Winn, moved to approve the amended lease terms as presented by the DDA Legal Counsel and authorize the DDA Board Chair to execute the second lease amendment. Motion carried unanimously.

7. Funding for Weston St. Lighting

Mr. Larson explained that as a function of the DDA's support for the Arena South development, there is a continued desire to support improvements to the public realm. Mr. Larson explained that in conjunction with the improvements at 25 Ottawa, the light poles are being converted to the historic style polls that are the neighborhood standard in this area of Downtown. Mr. Larson explained that the request before the Board is to issue a change order

to ensure that all of Weston will be converted to the historic light poles so the entire block fits the overall aesthetic and uniform look outside of Bistro Bella Vita.

Motion: Rick Winn, supported by Dr. Wendy Falb, moved to approve \$27,000 toward the replacement of three (3) of the decorative, heritage-style light poles along Weston St. Motion carried unanimously.

8. Areaway Grant for 428 Bridge St. NW

Mr. Harris asked Mr. Pratt if this request is related to the project that was presented at the previous DDA Board meeting. Mr. Pratt explained that is located very closely to the streetscape project on Bridge St. but is a separate request. Mr. Pratt said that this areaway is in fine condition but would like to see it filled before the additional street projects begin. Mr. Pratt added that the scope of this project is still being finalized but due to sensitivity of the timetable of the current street projects, it would be advantageous to take care of the areaway in concurrence with these projects. Mr. Talen asked if this is the entire cost of the project or only partial. Mr. Pratt said that it is partial but only up to \$35,000. Mayor Heartwell asked how many areaways remain that need to be filled. Mr. Pratt said he could get a final count and make it available to the Board.

Motion: Mayor George Heartwell, supported by Dr. Wendy Falb, moved to approve Swift Realty, LLC with an Areaway Fill Grant for the vacation of the existing areaway located at 428 Bridge Street NW, in an amount not to exceed \$35,000. Motion carried unanimously.

9. GR Forward Refinement Process Schedule

Mr. Larson shared the current engagement schedule for the GR Forward plan in the coming months. Mr. Larson explained that staff is embarking on the engagement plan to share the contents of GR Forward to compel citizens to engage and add comment to the draft plan. Mr. Larson said that this process is to ensure that the final plan reflects the goals and desires of the community. Mr. Larson explained that in addition to media coverage, and print media, there have been copies of the plan available at each of the public libraries. Mr. Larson said that the current comment period has also been expanded to 73 days to ensure that more community members and organizations have an opportunity to participate and share their feedback. Mr. Larson shared that the current timeline shows the final authorization planned for City Commission on December 15th. Mr. Talen asked Mr. Larson about the neighborhood meetings and how they have been attended. Mr. Larson explained that each of the neighborhood associations have various levels of participation, but DGRI staff and the Planning Department have been able to meet with all of the Downtown and Grand River adjacent neighborhoods several times. Dr. Falb commended staff on the comprehensive engagement schedule and the intentionality of the meetings that have been scheduled. Mayor Heartwell asked if any specific concerns regarding the plan have arisen from the meetings. Mr. Larson explained that the comments have not yet been gone through and synthesized. Mayor Heartwell commended DGRI on reaching out to a broad audience and specifically their

intentionality in the Black Hills neighborhood. Ms. Sieger added that the Community Foundation hosted a discussion on behalf of DGRI regarding diversity and inclusion, and said that she believed it was a very fruitful and beneficial conversation. Ms. Sieger thanked the team for all of their hard work and added that it is evident that the planners are listening and helping to present the best plan possible. Mr. Harris added that there had been critiques that the GR Forward plan was not inclusive, and commended Mr. Larson on his team for being so quick to respond and search for solutions. Ms. Hillary added that while she is impressed with the list of organizations that have been met with, she would like to see a follow-up to ensure that the organizations that have not been scheduled, are finalized. Ms. Hillary said that she was encouraged to see the exhibit boards and copies of the plan located in the community. Mr. Harris explained that with the current engagement schedule, the DDA Board would not have a chance to look at and recommend the plan before it goes to the Planning Commission. Mr. Harris said that if the Board would like an opportunity to officially move the plan forward, there would need to be a special meeting scheduled. Mayor Heartwell said that because of the significance of the plan he would like the Board to have a chance to officially recommend the plan. Ms. Dunn added that although it is a ceremonial review, it is still imperative that the Board have the opportunity to formally make a recommendation. Mr. Larson said that he would ensure that Ms. Ackerman finds a time that works best and schedule a special meeting prior to GR Forward being advanced to Planning Commission. Ms. Sieger thanked Mr. Harris for the conversation and thanked Mr. Larson and Mr. Kelly for their commitment to diversity and inclusion in the plan.

10. Downtown Market Update:

Ms. Dunn apologized that Ms. Fritz could not be available to give an update but explained that she would relay any questions that she could not answer to Ms. Fritz. Ms. Dunn gave an overview of the Downtown Market and how it has been functioning. Ms. Dunn said that the Market has become an award winning facility and commended its ability to incubate and develop new and small businesses. Ms. Dunn did share that the greenhouse is still a challenge for the Market and there is an ongoing conversation to discover how the greenhouse can best serve the community. Mr. Talen said that he was pleased with the article in the Rapidian that was posted in response to the critiques that the Market had received earlier in the month. Mr. Talen asked if the DDA had access to the Downtown Market financials. Ms. Dunn explained that because the Market is a private organization it is not required to make financials available to the public. Mr. Talen asked if the DDA would be a special exception as they are a direct supporter of the Market. Ms. Dunn explained that because the Market is leasing from the DDA they are not required to make them available. Ms. Gietzen shared that the new GRPS school on Jefferson had been exploring a greenhouse option, and it could be an opportunity for the Market to partner with the school. Ms. Dunn said she would look further into that opportunity and thanked the Board for allowing her to share on behalf of the Downtown Market.

12. Workforce analysis:

Ms. Sieger introduced Dr. Mark White and Randall Arthur to the Board. Ms. Sieger explained that this workforce analysis was commissioned by the Kellogg foundation, and after seeing the report, believed it would be useful for the Board to see. Dr. White gave an overview of his studies and gave a presentation regarding the workforce dynamics and growth in Grand Rapids. Dr. White emphasized that in relation to the rest of the Michigan economy, Grand Rapids has done quite well. Dr. White gave an abridged presentation of the findings. Ms. Sieger asked Dr. White to make the full presentation available to the Board to help inform the implementation of the GR Forward plan. Ms. Gietzen asked who the targeted audience for this research is. Dr. White responded that this has been primarily targeted to local organizations and foundations. Ms. Hillary thanked Dr. White for his presentation and noted that there are specific locations and infrastructure that the DDA can help to partner with to bring more workers to Downtown.

10. President & CEO Report

DGRI (11/9)

- Will appoint next Chair and Vice Chair
- Will consider Accepting and Recommending Final GR Forward

DID (8/10)

- Approved its FY16 budget
- Appointed two new members
- Recommended new Clean Team vendor

MNTIFA (8/12)

- Provided financial support for burying overhead utilities on Mason St.
- Received a presentation on Monroe North-centric projects emerging from GR Forward

Alliances:

INVESTMENT (9/8)

- Chair: Nikos Monoyios, Long Range Planner @ The Rapid
- Focusing on updating DDA & MMTIFA development incentive applications
- Modifying its working groups to reflect GR Forward plan recommendations

VIBRANCY (7/15)

- Chair – Brandy Moeller, City of Grand Rapids
- Launched Workforce programming series – executing 30+ events this summer

LIVABILITY (7/27)

- Chair: Lynee Wells, Principal @ Williams & Works
- Aligning programmatic and project emphases to reflect GR Forward
- Conducted safety / maintenance inspections of Riverwalk

DGRI Staff Highlights

Events / Marketing / Communications

- Movies in the Park – Record-breaking season – Approx. 31,000 YTD, ~50% higher than 2014
- Transitioned new DGRI website from beta
- Debuted GR Forward Promotional Video – over 4,000 views thus far
- DGRI lobby evolved into GR Forward open house space
- Relax at Rosa – Downtown workforce-centric event – continues to grow (Every Thursday from 11:30am-1:30pm)
- Designing back-cover advertisement for Solace
- 3 mural projects underway – 2 complete (9/9)

Planning / Development

- Public Review of GR Forward Draft Plan underway
- DGRI parklet to be installed 9/15
- Collaborating with MEDC, City of GR, Kent County, and Governor's office on very significant HUD resiliency grant application
- DID renewal / expansion approaching final steps
- Calder Plaza design RFP drafted and making its way through City review
- Conducting 1-on-1 meetings with Arena South parking stakeholders to prepare transition strategy in the event of movie theater project moving forward
- Planning for 2015 Innovation Exchange: Minneapolis

Clean, Safe, and Beautiful

- Collaborating with GRPD and stakeholders in response to recent public safety issues
- Preparing for transition of Clean Team service provider

12. Public Comment

Ms. Van Driel reminded the Board that there are only two more Relax at Rosa events remaining for the inaugural season and encouraged everyone to join

13. Board Member Discussion

Ms. Sieger asked Mr. Larson if staff could look into and begin distributing agendas electronically as opposed to paper copies. Mr. Larson responded that DGRI would begin to make that transition.

14. Adjournment

The meeting adjourned at 10:01 a.m.

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

**Agenda Item 3.
October 14, 2015
DDA Meeting**

DATE: October 9, 2015

TO: Brian Harris
Chairman

FROM: Jana M. Wallace
Downtown Development Authority Treasurer

SUBJECT: FY2016 Financial Statements Through September 30, 2015

Attached are the financial statements for the first three months of the DDA's fiscal year ending June 30, 2016. The attached statements include:

- Statement A: Balance Sheet
- Statement B: Comparison of FY2016 Budget vs Actual Results
- Statement C: Statement of Project Expenditures
- Statement D: Schedule of September, 2015 Expenditures

Compared to the financially busy months of July and August, in September financial activity was relatively slow with nothing unusual to report. The Authority continues to have sufficient cash to support budgeted expenditures.

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

Attachments

STATEMENT A

DOWNTOWN DEVELOPMENT AUTHORITY

Balance Sheet

September 30, 2015

	Non-Tax Funds	Debt Increment	Local Tax Increment	TOTAL
ASSETS				
Pooled Cash and Investments	\$ 4,756,634	\$ 10,949,249	\$ 7,809,698	\$ 23,515,581
Petty Cash	-	-	500	500
Debt Service Reserve Fund	-	5,403,704	-	5,403,704
Accounts Receivable	8,595	-	3,679	12,274
Loan Receivable - Project Developer	698,848	-	-	698,848
Loan Receivable - Special Assessments	14,736	-	-	14,736
General Fixed Assets	-	-	90,051,736	90,051,736
Future Tax Increment Revenues Anticipated	-	30,956,213	183,750	31,139,963
TOTAL ASSETS	\$ 5,478,813	\$ 47,309,166	\$ 98,049,363	\$ 150,837,342
LIABILITIES AND FUND EQUITY				
Liabilities				
Current Liabilities	\$ -	\$ -	\$ 177	\$ 177
Parking Revenue Payable	10,882	-	-	10,882
Project Increment Due to Developers	-	-	7,373	7,373
Due to Other Governmental Units	-	4,082,617	-	4,082,617
Debt Increment Reimbursement Payable	-	2,613,013	-	2,613,013
Deposit - Area 1 and Area 5 Options to Buy	107,578	-	-	107,578
Deposit - Movies in the Park Vendors	2,300	-	-	2,300
Net Retiree Health Care Obligation ¹	-	-	(5,349)	(5,349)
Prior Year Property Tax Appeals	-	19,798	9,111	28,909
Deferred Revenue - Developer Loan	698,848	-	-	698,848
Contract Payable	-	-	183,750	183,750
Bonds Payable	-	30,956,213	-	30,956,213
TOTAL LIABILITIES	819,608	37,671,641	195,062	38,686,311
Fund Balance / Equity:				
Investments in General Fixed Assets	-	-	90,051,736	90,051,736
Non-Tax Increment Reserve	4,072,052	-	-	4,072,052
Reserve for Authorized Projects	-	-	7,317,861	7,317,861
Reserve for Brownfield Series 2012A Bonds	530,637	-	-	530,637
Reserve for Compensated Absences	-	-	8,033	8,033
Reserve for Eligible Obligations	-	9,637,525	-	9,637,525
Reserve for Encumbrances	56,516	-	476,671	533,187
TOTAL FUND EQUITY	4,659,205	9,637,525	97,854,301	112,151,031
TOTAL LIABILITIES & FUND EQUITY	\$ 5,478,813	\$ 47,309,166	\$ 98,049,363	\$ 150,837,342

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

STATEMENT B

DOWNTOWN DEVELOPMENT AUTHORITY Comparison of FY2016 Budget vs Actual Results July 1, 2015 - September 30, 2015

	Non-Tax Funds		Debt Tax Increment		Local Tax Increment	
	Budget	Actual	Budget	Actual	Budget	Actual
REVENUES						
Property Tax Increment - General	\$ -	\$ -	\$ 7,970,567	\$ 8,092,538	\$ 4,695,425	\$ 4,257,458
Property Tax Increment - Transit Millage	-	-	-	-	417,548	417,548
Property Tax Increment - Prior Year Appeals	-	-	(100,000)	-	(100,000)	-
Property Tax Increment - Rebates to City / ITP	-	-	-	-	(150,850)	-
Special Assessments - Areaway	15,000	-	-	-	-	-
Brownfield Authority - Grandville Avenue	-	-	-	-	25,225	24,198
Interest on Investments - General	16,719	2,721	8,000	-	60,500	6,919
Interest on Investments - Multi-Year Accrual Reversal ¹	-	(27,291)	-	-	-	(71,600)
Interest on Investments - The Gallery Note	30,887	-	-	-	-	-
Property Rental - DASH Parking Lots	318,150	29,493	-	-	-	-
Property Rentals - Winter Avenue Building	9,000	-	-	-	-	-
Property Rentals - YMCA Customer Parking	53,000	12,675	-	-	-	-
Event Sponsorships and Support	40,000	25,000	-	-	-	-
Principal Repayments - The Gallery on Fulton Note	50,000	-	-	-	-	-
GR Forward Participation Reimbursement	-	-	-	-	-	(21,927) ²
Reimbursements and Fees - Miscellaneous	500	850	-	-	15,000	3,679
From / (To) Fund Balance	2,582,395	-	(8,000)	-	1,575,056	-
TOTAL REVENUES	\$ 3,115,651	\$ 43,448	\$ 7,870,567	\$ 8,092,538	\$ 6,537,904	\$ 4,616,275
EXPENDITURES						
Investment - Planning and Infrastructure						
Development Incentive Programs	\$ -	\$ -	\$ -	\$ -	\$ 1,050,000	\$ 481,504
Transit Projects - Transit Millage Funded	-	-	-	-	230,000	(18,750) ²
Planning	15,000	-	-	-	75,000	43,363
Public Infrastructure	2,051,451	-	-	-	2,505,000	57,275
Investment Total	\$ 2,066,451	\$ -	\$ -	\$ -	\$ 3,860,000	\$ 563,392
Livability - Residents / Workers / Neighborhood	465,000	52,858	-	-	995,000	24,320
Vibrancy - Attracting Visitors	532,000	75,512	-	-	270,000	14,320
Miscellaneous	50,000	16,637	-	-	-	-
Total Alliance Projects	\$ 3,113,451	\$ 145,007	\$ -	\$ -	\$ 5,125,000	\$ 602,032
Administration	2,200	134	-	-	952,863	370,057
Debt Service for Bond Issues	-	-	5,479,525	-	460,041	-
Estimated Capture to be Returned	-	-	2,391,042	-	-	-
TOTAL EXPENDITURES	\$ 3,115,651	\$ 145,141	\$ 7,870,567	\$ -	\$ 6,537,904	\$ 972,089
EXCESS / (DEFICIT)	\$ -	\$ (101,693)	\$ -	\$ 8,092,538	\$ -	\$ 3,644,186

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

Note 2: This is an FY2015 accrual reversal which will be eliminated once the balance is paid.

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STATEMENT C

DOWNTOWN DEVELOPMENT AUTHORITY
Statement of Current Project Expenditures
As of September 30, 2015

Project Title	Project Budgets		EXPENDITURES			Available Budget
	%	Cost	Month	Fiscal Year	All Years	
Areaway Fill Program (ARIP)		\$ 70,000 ^{1,2}	\$ -	\$ -		\$ 70,000
Building Re-use Incentive Program (BRIP)		250,000 ^{1,2}	-	-		250,000
Development Project Guidance		80,000 ^{1,2}	55	601		79,399
Development Project Reimbursements		600,000 ^{1,2}	-	480,903		119,097
Streetscape Improvement Incentive Program		50,000 ^{1,2}	-	-		50,000
Investment - Development Incentives Sub-Total	7.45%	\$ 1,050,000	\$ 55	\$ 481,504		\$ 568,496
DASH North Shuttle Services		80,000 ^{1,2}	13,334	(18,750)		98,750
New Downtown Circulator Infrastructure		250,000 ²	-	-	-	250,000
Investment - Transit Millage Funded Sub-Total	2.34%	\$ 330,000	\$ 13,334	\$ (18,750)	\$ -	\$ 348,750
Downtown Plan		668,089 ²	883	43,363	636,452	31,637
Investment - Planning Sub-Total	4.74%	\$ 668,089	\$ 883	\$ 43,363	\$ 636,452	\$ 31,637
Arena South Implementation		998,594 ²	2,913	2,913	51,507	947,087
Bostwick Avenue - Lyon St to Crescent St		225,000 ²	1,156	1,156	1,156	223,844
Bridge Street Streetscape Improvs		239,003 ²	2,913	2,913	16,916	222,087
Grandville Ave Area Improvements		850,000 ²	40,018	40,018	40,018	809,982
Ionia Ave 9 - Buckley St to Wealthy St		886,673 ²	17,277	-	707,833	178,840
Library Area Improvements		130,000 ²	-	-	-	130,000
Lyon Square Improvements		200,000 ²	-	-	-	200,000
Monroe Ave Resurfacing - Louis to I-196		165,000 ²	1,040	1,040	77,885	87,115
Monroe Center-Phase 3 / Monument Park		725,000 ²	9,235	9,235	1,289,791	(564,791)
Ottawa Avenue Public Improvements		330,000 ²	-	-	186,633	143,367
Pearl Street Gateway Enhancements		600,000 ²	-	-	-	600,000
Rowe Hotel Public Improvements		120,000 ²	-	-	-	120,000
State Street - Jefferson to Lafayette		900,000 ²	-	-	-	900,000
Veterans Park Improvements		1,100,000 ²	-	-	89,341	1,010,659
Weston Street - Sheldon to LaGrave Ave		100,000 ²	-	-	-	100,000
Investment - Public Infrastructure Sub-Total	53.74%	\$ 7,569,270	\$ 74,552	\$ 57,275	\$ 2,461,080	\$ 5,108,190
Downtown Speakers Series		15,000 ^{1,3}	-	-	-	15,000
Investment - Non-Tax Supported Sub-Total	0.11%	\$ 15,000	\$ -	\$ -		\$ 15,000
Accessibility and Mobility Repairs		10,000 ^{1,2}	-	-	-	10,000
Bicycle Friendly Improvements		1,269,088 ²	-	643	130,164	1,138,924
Downtown Census		39,000 ²	-	-	14,000	25,000
Heartside Public Restroom Facility		100,000 ²	-	-	-	100,000
Public Realm Improvements		549,598 ²	15,775	18,497	68,095	481,503
Skywalk Wayfinding Sign Improvements		50,000 ²	-	-	-	50,000
Snowmelt System Repairs / Investigation		50,000 ^{1,2}	41	41	-	49,959
Tree Well Fill		150,000 ²	-	-	-	150,000
Urban Recreation Plan		504,084 ²	-	-	54,084	450,000
Wayfinding System Improvements		393,926 ²	-	5,139	39,065	354,861
Liability - Local Tax Supported Sub-Total	22.12%	\$ 3,115,696	\$ 15,816	\$ 24,320	\$ 305,408	\$ 2,810,247
Division Ave Task Force Implemntn		5,000 ^{1,3}	-	-	-	5,000
Downtown Ambassadors		225,000 ^{1,3}	26,119	51,028	-	173,972
Educational Partnerships Initiatives		5,000 ^{1,3}	-	-	-	5,000
Project and Fixed Asset Maintenance		50,000 ^{1,3}	-	-	-	50,000
Recreational Walk / Tour Signage		35,000 ³	-	-	9,715	25,285
Riverwalk Maintenance		25,000 ^{1,3}	-	-	-	25,000
Stakeholder Engagement Programs		7,500 ^{1,3}	1,000	1,500	-	6,000
Street Trees Maintenance Program		5,000 ^{1,3}	-	-	-	5,000
Transportation Demand Mgmt Prog		125,000 ^{1,3}	265	330	-	124,670
Winter Avenue Building Lease		2,500 ^{1,3}	-	-	-	2,500
Liability - Non-Tax Supported Sub-Total	3.44%	\$ 485,000	\$ 27,384	\$ 52,858	\$ 9,715	\$ 422,427
Downtown Marketing & Inclusion		250,000 ^{1,2}	5,500	13,760	-	236,240
State of Dntn Event & Annual Reports		20,000 ^{1,2}	-	-	-	20,000
Wayfinding Sign Maintenance		- ^{1,2}	-	560	-	(560)
Vibrancy Local Tax Supported Sub-Total	1.92%	\$ 270,000	\$ 5,500	\$ 14,320	\$ -	\$ 255,680
Bridge Lighting Operations		10,000 ^{1,3}	-	-	-	10,000
DGRI Event Production		60,000 ^{1,3}	5,996	13,257	-	46,743
Diversity/Inclusion Programming		10,000 ^{1,3}	4,598	6,697	-	3,303
Downtown Marketing & Inclusion		- ^{1,3}	3,687	12,363	-	(12,363)
Downtown Workforce Program		20,000 ^{1,3}	499	2,739	-	17,261
Go-Site Visitor Center at GRAM		10,000 ^{1,3}	-	-	-	10,000
Holiday Décor Program		30,000 ^{1,3}	-	-	-	30,000
Major Event Sponsorship		80,000 ^{1,3}	31,892	31,892	-	48,108
Public Space Activation		35,000 ^{1,3}	2,261	3,198	-	31,802
Rosa Parks Circle Skating Operations		42,000 ^{1,3}	-	-	-	42,000
Special Events - Grants		50,000 ^{1,3}	-	2,000	-	48,000
Special Events - Office of		100,000 ^{1,3}	-	-	-	100,000
Special Events - Training Program		5,000 ^{1,3}	-	-	-	5,000
State of Dntn Event & Annual Reports		- ^{1,3}	-	55	-	(55)
Ticketed Events - Police Services		80,000 ^{1,3}	3,311	3,311	-	76,689
Vibrancy Non-Tax Supported Sub-Total	3.78%	\$ 532,000	\$ 52,244	\$ 75,512		\$ 456,488
Experience - Miscellaneous		50,000 ^{1,3}	14,085	16,562	-	33,438
Monroe Ave Phase 3 Services		- ^{1,3}	-	75	-	(75)
Misc - Non-Tax Supported Sub-Total	0.35%	\$ 50,000	\$ 14,085	\$ 16,637		\$ 33,363
TOTAL	100.00%	\$ 14,085,055	\$ 203,853	\$ 747,039		\$ 10,050,278

Note 1: Current year (FY2016) budget only.

Note 2: Paid from local tax increment. Note 3: Paid from non-tax funds.

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STATEMENT D
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of Expenditures
September, 2015

Source	Vendor	Purpose / Project	Description	Amount
Local	Paychex	Administration	DGRI payroll, taxes, 401(k), FSA - September, 2015	\$ 58,647.48
Local	Diversco Construction Co Inc	Grandville Ave Area Improvements	Reconstruction services - 08/29-09/11/2015	40,018.88
Non Tax	Mydatt Services, dba Block by Block	Downtown Ambassadors	Monthly services - August 2015	24,510.78
Local	City Treasurer - Engineering Dept	Ionia Ave 9 - Buckley St to Wealthy St	Engineering & inspection services for FYE 06/30/15	17,276.57
Local	Studio Wise LLC	Public Realm Improvements	Installation and final design work for DGRI parklet	15,775.00
Local	Priority Health	Administration	Share of health ins premium - October-December 2015	12,885.39
Non Tax	GR and Jazz	Major Event Sponsorship	Grand Jazz Fest sponsorship - August 15 & 16, 2015	12,000.00
Non Tax	ArtPrize Grand Rapids	Major Event Sponsorship	Sponsorship for ArtPrize economic impact study	11,892.00
Local	Katerberg-Verhage Inc.	Monroe Center-Phase 3 / Monument Park	Engineering services for 08/13/2014-02/18/2015	9,234.78
Non Tax	Richard App Gallery	Major Event Sponsorship	ArtPrize artwork sponsorship	8,000.00
Non Tax	LiveSpace	Experience - Miscellaneous	Women's World Cup screen & sound system	7,467.70
Local	City Treasurer - Parking Services	DASH North Shuttle Services	Shuttle lease - July 2015	6,667.00
Local	City Treasurer - Parking Services	DASH North Shuttle Services	Shuttle lease - June 2015	6,667.00
Local	City Treasurer - Budget Office	Administration	Support services allocation - September 2015	6,152.00
Local	Federal Square Building Co #1 LLC	Administration	Share of 29 Pearl NW lease - Sept 2015	5,749.42
Local	Gemini Corp - GR Business Journal	Downtown Marketing & Inclusion	Advertisement GRBJ annual publication	5,500.00
Non Tax	City Treasurer - Police Department	Experience - Miscellaneous	Share of two 3-wheeled Segways	5,000.00
Local	City of Grand Rapids	Administration	Staff services - September 2015	4,781.33
Local	Fifth Third Bank - Procurement Card	Administration	K. Larson - MAP/IDA registration and hotel	3,707.16
Non Tax	City Treasurer - Police Department	Ticketed Events - Police Services	Pedestrian safety - August 2015	3,310.47
Non Tax	City Treasurer - Executive Office	Diversity & Inclusion Programming	Paul Collins Art Award sponsorship	3,000.00
Local	Fishbeck, Thompson, Carr & Huber	Arena South Implementation	Pedestrian improvements through 08/28/2015	2,912.84
Local	Fishbeck, Thompson, Carr & Huber	Bridge Street Streetscape Improvs	Pedestrian improvements through 08/28/2015	2,912.84
Local	TGG inc. / The SBAM Plan	Administration	Share of life/disability insurance - 10/01-12/31/2015	2,591.21
Non Tax	J Robinson dba GR Area Black Business	Downtown Marketing & Inclusion	Community/neighborhood engagement event	2,250.00
Non Tax	Kerkstra Portable Restroom Service, Inc.	DGRI Event Production	Movies in the Park - portable restroom rental 08/07/2015	1,625.00
Non Tax	Kerkstra Portable Restroom Service, Inc.	DGRI Event Production	Movies in the Park - portable restroom rental 08/21/2015	1,625.00
Local	Dickinson Wright PLLC	Administration	Legal services - misc matters July 2015	1,456.00
Local	Fifth Third Bank - Procurement Card	Administration	Staff registrations and hotel charges	1,377.78
Non Tax	Mighty	Downtown Marketing & Inclusion	DGRI website - web design and development	1,307.50
Non Tax	Priority Health	Experience - Miscellaneous	B. Kirk health insurance premium - Oct-Dec 2015	1,293.58
Local	O'Boyle Cowell Blalock & Associates	Bostwick Avenue - Lyon St to Crescent S	Preliminary design documents thru 07/31/2015	1,156.14
Non Tax	Swift Printing & Communications	Downtown Ambassadors	Ambassador business cards	1,136.93
Local	Michigan Dept of Treasury	Monroe Ave Resurfacing - Louis to I-196	Reconstruction services through August, 2015	1,039.71
Non Tax	West Michigan Environmental Action Co	Stakeholder Engagement Programs	Grand River clean-up sponsorship	1,000.00
Non Tax	Fifth Third Bank - Procurement Card	Diversity & Inclusion Programming	Sponsorships for Varnum and Urban Fellows events	998.12
Local	City Treasurer - Parking Services	Administration	Parking validations - August 2015	895.00
Local	Dickinson Wright PLLC	Administration	Legal services - share of DGRI matters July 2015	876.81
Local	HUB International Midwest	Administration	Share of workers compensation premium	769.10
Local	City Treasurer - Risk Management	Administration	General insurance - September 2015	745.00
Local	Blue Cross Blue Shield of Michigan	Administration	Share of dental ins premium October-December 2015	667.99
Non Tax	Aaron Roelofs	Public Space Activation	String band Pop Up Performer - 08/07-08/13/2015	600.00
Non Tax	Fifth Third Bank - Procurement Card	DGRI Event Production	Movies in the Park - supplies August 2015	554.00
Local	City Treasurer - Risk Management	Administration	DDA's share of annual property insurance costs	504.26
Local	Dickinson Wright PLLC	Administration	Legal services - share of KL employmt agreemt 07/15	501.04
Non Tax	Abram Sudan	Public Space Activation	Public piano painting	500.00
Non Tax	Adrian Butler	DGRI Event Production	Movies in the Park - DJ services 08/21/2015	500.00
Non Tax	David A Mata dba West Michigan Aikido	DGRI Event Production	Movies in the Park - Aikido demo 07/07/2015	500.00
Non Tax	Dispute Resolution Center	Diversity & Inclusion Programming	Diversity and inclusion meeting facilitator 07/23/2015	500.00
Local	Professional Maint of Michigan, Inc.	Administration	Share of cleaning services - August 2015	451.65
Local	Kevin Budzynski	Downtown Plan	GR Forward DDA presentation video	450.00
Non Tax	Peter Lewandoski dba B-Side Growlers	Public Space Activation	Pop Up Performer - 08/21/2015	450.00
Local	Swift Printing & Communications	Downtown Plan	GR Forward open house comment cards	432.92
Local	Baker Holtz CPAs and Advisors	Administration	Share of small business advising services - Sept 2015	430.15
Local	Fusion IT LLC	Administration	Share of B. Hedrick adobe programs purchased	430.06
Non Tax	Andrew T. Stambaugh	Public Space Activation	Pop Up Performer - freestyle dancers 07/26-08/22/2015	425.00
Non Tax	DuHadway Kendall & Assoc dba DK Sec	DGRI Event Production	Movies in the Park - security 08/21/2015	383.65
Non Tax	Breck Graphics Inc. dba Allegra Printing	Downtown Ambassadors	Jr. Ambassador stickers	344.19
Local	Fifth Third Bank - Procurement Card	Administration	Share of supplies	324.63

continued on the next page

STATEMENT D - continued
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of Expenditures
September, 2015

Page 2

Source	Vendor	Purpose / Project	Description	Amount
<i>continued from previous page</i>				
Non Tax	Adam Bird	DGRI Event Production	Movies in the Park photography services 08/21/2015	\$ 300.00
Non Tax	Jeffrey Christopher Wilkinson	DGRI Event Production	Movies in the Park photography services 08/21/2015	300.00
Non Tax	Cellco Partnership dba Verizon	Transportation Demand Mmnt Prog	B. Kirk cellphone svc/equip 08/02-09/01/2015	265.23
Local	Federal Square Building Co #1 LLC	Administration	Share of 29 Pearl St NW electricity - August 2015	264.03
Local	Professional Maint of Michigan, Inc.	Administration	Share of chair & glass cleaning - August 2015	258.09
Non Tax	TGG inc. / The SBAM Plan	Experience - Miscellaneous	B. Kirk life/disability ins premium - Oct-Dec 2015	257.32
Local	Annamarie Buller	Administration	Traylor & Buller - neighborhood conf travel 08/16-21/15	252.33
Local	TDS Metrocom LLC	Administration	Share of 29 Pearl NW telephone service - August 2015	250.67
Local	Fusion IT LLC	Administration	Share of remote server backup services - July 2015	215.07
Non Tax	Fifth Third Bank - Procurement Card	DGRI Event Production	Movies in the Park - food for volunteers	208.75
Non Tax	Eric Engblade Music'	Downtown Workforce Program	Relax at Rosa performance - 08/13/2015	200.00
Local	Cellco Partnership dba Verizon	Administration	Share of staff cellphone svc/equip 08/02-09/01/2015	186.93
Local	Fusion IT LLC	Administration	Share of system & network engineering - Aug 2015	183.88
Local	Great America Financial Services	Administration	Share of Ricoh copier system lease - August 2015	176.78
Local	Great America Financial Services	Administration	Share of Ricoh copier system lease - August 2015	176.78
Local	JPMorganChase	Administration	DGRI payroll account bank fees - September, 2015	168.75
Local	Dickinson Wright PLLC	Administration	Share of legal services - DGRI bylaw amends July 15	156.57
Non Tax	Swift Printing & Communications	Downtown Workforce Program	Picnic in the Park handbills - 08/25/15 event	151.14
Non Tax	Swift Printing & Communications	Downtown Workforce Program	Picnic in the Park - handbills for the series	148.00
Local	Paychex	Administration	DGRI payroll processing fees - September, 2015	144.18
Local	Fusion IT LLC	Administration	Share of domain transfer & email issues - July 2015	143.03
Local	Fusion IT LLC	Administration	Share of website issues & KL/MA delegation - Sept 2015	143.03
Local	Paychex	Administration	DGRI HRS processing fees - September, 2015	140.00
Local	Staples Contract & Commercial Inc	Administration	Share of office supplies	139.34
Non Tax	City Treasurer - Parking Services	Downtown Ambassadors	Parking - Melvin Eledge September 2015	127.00
Local	Comcast	Administration	Share of high speed internet - September 2015	118.59
Non Tax	Fifth Third Bank - Procurement Card	Downtown Marketing & Inclusion	Website / software monthly charges	113.00
Local	Breck Graphics Inc. dba Allegra Printing	Administration	L Traylor and A. Buller business cards	103.63
Non Tax	Fifth Third Bank - Procurement Card	Diversity & Inclusion Programming	Hispanic Chamber of Commerce annual dues	100.00
Local	Ferris Coffee & Nut Company, Inc.	Administration	Share of coffee for staff and meetings	99.39
Non Tax	Fifth Third Bank - Procurement Card	Public Space Activation	Supplies for Relax at Rosa events	97.99
Local	Ferris Coffee & Nut Company, Inc.	Administration	Share of coffee for staff and meetings	87.75
Local	Staples Contract & Commercial Inc	Administration	Share of office supplies	79.11
Local	Breck Graphics Inc. dba Allegra Printing	Administration	M. Ackerman business cards	78.22
Non Tax	Hugh DeWitt	Public Space Activation	Pop Up Performer - 08/06/2015	75.00
Local	Ferris Coffee & Nut Company, Inc.	Administration	Share of coffee for staff and meetings	69.43
Non Tax	Blue Cross Blue Shield of Michigan	Experience - Miscellaneous	B. Kirk dental insurance premium October - December 2015	66.66
Non Tax	Nicholas James Thomasma	Public Space Activation	Pop Up Performer - 08/25/2015	62.50
Non Tax	Fifth Third Bank - Procurement Card	Administration	K. Larson - coffee / lunch meetings	60.84
Local	Dickinson Wright PLLC	Development Project Guidance	Legal services - Waters Building proj July 2015	54.60
Non Tax	Hugh DeWitt	Public Space Activation	Pop Up Performer - 08/23/2015	50.00
Local	Geotech Inc.	Snowmelt System Repairs / Investigation	Share of Monroe Center snow melt system repairs	41.00
Local	Staples Contract & Commercial Inc	Administration	Share of office supplies	34.40
Local	Model Coverall Service, Inc.	Administration	Share of floor mats at 29 Pearl NW - 08/19/15	31.99
Non Tax	GRCAC dba Community Media Center	Downtown Marketing & Inclusion	Website design 08/03/2015	16.00
Local	Fusion IT LLC	Administration	Share of IT services workstation and server monitoring- Aug	10.32
Local	Integrity Business Solution LLC	Administration	Share of office supplies	5.54
Local	City Treasurer - Facilities Mmnt	Administration	Metered mail - August 2015	0.49
SEPTEMBER, 2015 EXPENDITURES				\$ 311,574.41

Local - local tax increment funds

Non-tax - non-tax funds

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: October 9, 2015

TO: Downtown Development Authority

FROM: Eric Pratt
Project Manager

SUBJECT: Areaway Vacation – 222 S. Division Avenue

Agenda Item #4
October 14, 2015
DDA Meeting

DGRI recently received an application from Right Spot, LLC requesting assistance for the vacation of an existing areaway at 222 S Division Avenue. Located along the West face of the building, this areaway extends out, underneath the Division Avenue sidewalk. One of the structural beams supporting the areaway cap is showing some degradation and is in need of being replaced.



Right Spot, LLC is requesting an Areaway Fill grant to help offset some of the cost associated with vacating this areaway. Grant proceeds will be used to demolish the existing areaway structure, construction of a new structural wall, areaway fill and the pouring of a new sidewalk. Total project cost is estimated to be \$42,000 and is scheduled to begin later this year.

Recommendation


Approve an Areaway Fill Grant to Right Spot, LLC, in accordance with the Areaway Fill Program Guidelines, for the vacation of the existing areaway located at 222 S. Division Avenue, in an amount not to exceed \$8,400.

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: October 9, 2015

TO: Downtown Development Authority

FROM: Eric Pratt 
Project Manager

Agenda Item #5
October 14, 2015
DDA Meeting

SUBJECT: Request for a Streetscape Improvement Grant at 648 Monroe Avenue NW (The Brassworks Building)

Enclosed in your packet are recently submitted plans for a proposed streetscape improvement project located at 648 Monroe Ave NW, otherwise known as the Brassworks Buildings. Built in 2000, as a part of the conversion of Monroe Avenue NW from a five-lane cross section to a landscaped boulevard, the current parkway lacks any type of hardscape for pedestrian movements, an irrigation system, flowers, and shrubs.

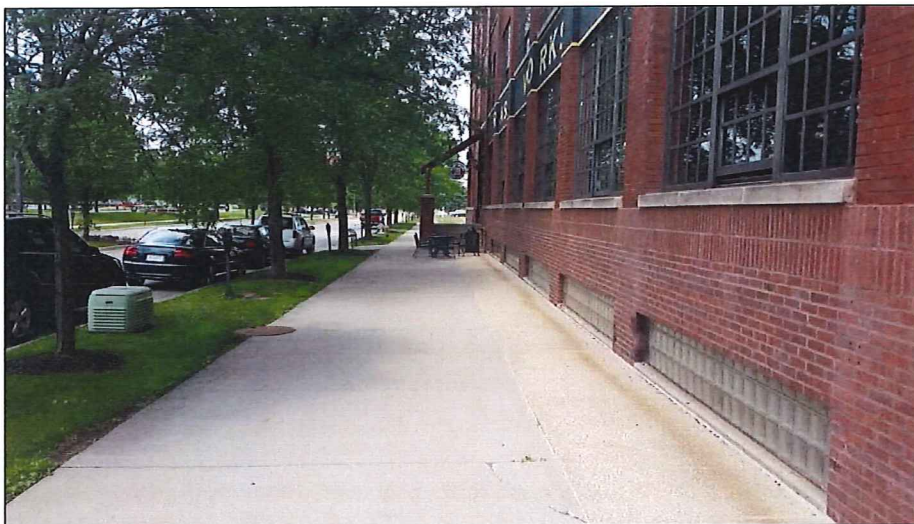
The building owner, Brassworks Equities, LLC, is proposing to perform enhancements to the streetscape which will consist of: 1) new 5-foot decorative concrete walks from the curb to the sidewalk, 2) a new irrigation system, 3) additional landscaping, 4) raised planter boxes and additional 5) outdoor seating. Total project cost is estimated to be \$100,000.

Recommendation:

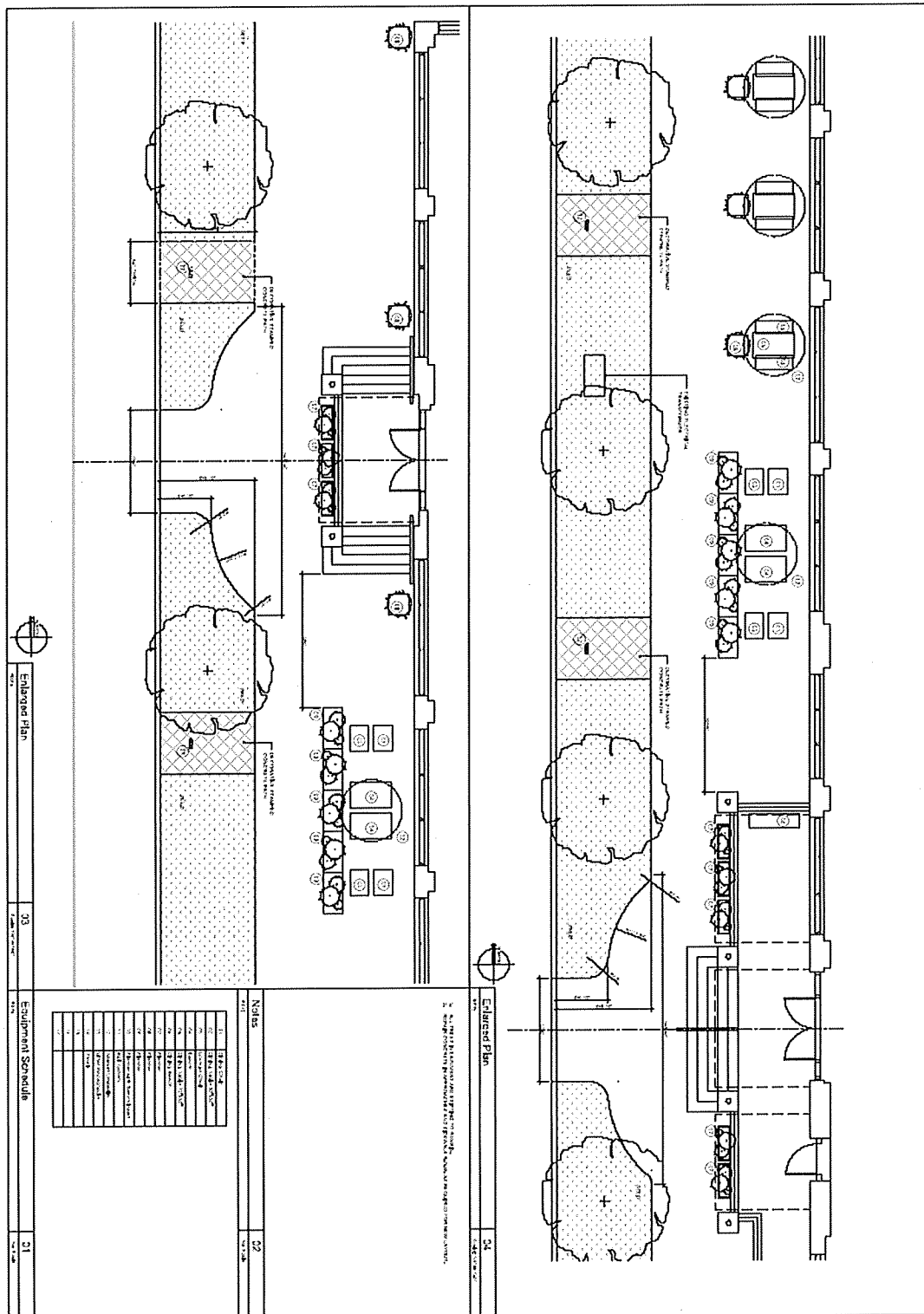
Approve a \$35,000 Streetscape Improvement Grant for the installation of new stamped concrete walks, landscape planters, and irrigation system and outdoor seating in front of the building located at 648 Monroe Avenue NW.

See Attachment.

Existing Conditions –



Proposed Streetscape Plan –




MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: October 9, 2015

TO: Downtown Development Authority

FROM: Eric Pratt 
Project Manager

Agenda Item #6
October 14, 2015
DDA Meeting

SUBJECT: Revised Development Area Liquor License Request – 67 Ottawa Avenue SW
(The Wheelhouse)

On March 8, 2015, the DDA Board adopted a resolution recommending that the Grand Rapids City Commission support the granting of a new Development Area Liquor License for “The Wheelhouse,” a new casual dining restaurant, in conjunction with the Arena Place development.

The Wheelhouse will be owned and operated by OCM Development, LLC, a subsidiary of Meritage Hospitality Group, Inc, and will be focused on serving locally sourced fresh foods and vegetables.

At the time of this hearing, the resolution reflected the then-address of the Arena Place Project, which was 55 Ottawa Avenue SW. Subsequently, the Wheelhouse storefront has been assigned a new address of 67 Ottawa Avenue SW, which was unknown at the time of the DDA hearing. Because of the change in address, the State of Michigan Liquor Control Commission has asked if the City of Grand Rapids and the DDA would consider adopting new resolutions, with the corrected address. Enclosed in your packet is a revised resolution, with the corrected address for The Wheelhouse Restaurant.

Recommendation:

Staff recommends approval of the attached resolution.

Attachment.

**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, OCM Development, LLC, a Michigan Limited Liability Corporation, located at 3310 Eagle Park Drive NE, Grand Rapids, Michigan, 49525; has applied to the City for approval of a license under the Act, and is located within the DDA district, and

WHEREAS, OCM Development, LLC, in its application, has indicated its intention to operate The Wheelhouse, a casual dining restaurant, 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 OCM Development, LLC. as proposed by OCM Development, LLC 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 within the leased space at 67 Ottawa Avenue SW.
3. supporting the creation of up to 50 new 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 OCM Development, LLC at 67 Ottawa Avenue SW, above all others.

YEAS: Board members _____

NAYS: Board members _____

ABSTAIN: Board members _____

ABSENT: Board members _____

RESOLUTION DECLARED ADOPTED.

Dated: October 14, 2015

Kristopher Larson
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 October 14, 2015, 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.

Murphy Ackerman
DDA Secretary

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

Agenda Item #7
October 14, 2015
DDA Meeting

DATE: October 9, 2015

TO: Downtown Development Authority

FROM: Eric Pratt,
Project Manager

SUBJECT: Request for Assistance through the Building Reuse and Incentives Program (BRIP) for the Building at 214 East Fulton Street

DGRI has received an application from Bourne Again, LLC, requesting DDA assistance in connection with the renovation of the vacant building located at 214 East Fulton Street.

Built in 1959 by the National Cash Register Company, which occupied the building until 1975, this building has also been home to a variety of different users including an retail art supply outlet and specialty pharmacy. Earlier this year, however, the building became vacant when Diplomat moved out of the Grand Rapids market.



Recently, the building has been purchased by Bourne Again, LLC and the applicant is proposing to renovate the building in order to accommodate the relocation and expansion of an existing downtown business, Treadstone Funding. Currently located at 25 Commerce Avenue SW, Treadstone Funding, a residential mortgage lender, has outgrown their current offices and is looking to expand in Downtown Grand Rapids.

The applicant is requesting a \$50,000 B.R.I.P. grant to assist with the restoration of the building's façade. Grant proceeds will be used to re-open several of the building original window openings, which have been closed off. The total project cost is estimated to be \$600,000. It should be noted that under the B.R.I.P. Program Guidelines, in order for a building to be eligible for assistance, the building must have been constructed prior to 1950. However, the guidelines also states that an exception for newer buildings may be approved by the DDA Board.

Recommendation:

Staff recommends that the DDA Board approve a \$50,000 BRIP grant to assist with the restoration of the façade of the building located at 214 East Fulton Street.

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: October 9, 2015

TO: Downtown Development Authority

FROM: Tim Kelly, AICP
Planning Manager



Agenda Item #8
October 14, 2015
DDA Meeting

SUBJECT: Request Participate in Downtown Bridge Lighting Repairs

The historic flooding of the Grand River in 2013 had numerous impacts on Grand Rapids. Among them was damage to the decorative lighting on the Pearl and Gillette Bridges Downtown. In response to the flooding, and in an effort to receive funding to address the impacts, in April 2013, Mayor Heartwell declared a state of emergency which made the City eligible for federal aid through the Federal Emergency Management Administration (FEMA).

In order to access these funds, FEMA guidelines require the local and state governments to provide a percentage match of funds. Prior to 2015, the City has not been able to identify the resources to complete the local match, but has now secured a portion through the City's Street Lighting General Operating Fund. Despite this, a gap of approximately \$18,000 still exists, and the City has approached the DDA to fill the gap and to ensure the bridge lights are repaired.

As proposed, the work will include the installation of LED bulbs on the Pearl and Gillette Bridges, as well as necessary repairs to bring the lights into good working order. Total cost for the repairs are \$74,091.60, and are proposed to be funded as follows:

FEMA	\$ 38,049.38
State of Michigan	\$ 6,341.56
DDA	\$ 18,021.11
City of Grand Rapids	\$ 11,679.55
TOTAL	\$ 74,091.60

The Street Lighting Department received a quote from Electrical Maintenance Corporation, who was identified as the most qualified vendor to complete the work. Due to FEMA guidelines, all work is required to be completed by December 18, 2015 to be eligible for the FEMA funds. If the work is not completed by December 18, the funds would be forfeited.

Recommendation:

Authorize funding up to \$20,000 to secure federal funding to complete repairs to lighting on the Gillette and Pearl Street Bridges.

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: October 14, 2015

TO: Downtown Development Authority

FROM: Andy Guy
Chief Outcomes Officer, DGRI

Agenda Item #9
October 14, 2015
DDA Meeting

SUBJECT: National Disaster Resilience Competition

Kent County communities along the Grand River and select tributaries are 1 of 40 finalists nationwide competing for \$800 million in federal funds appropriated after Superstorm Sandy. The communities are eligible to compete based on, among other criteria, the Presidentially-declared local flood disaster of 2013. The most any one community can ask for is \$500 million.

The funds are dedicated to help communities recover from past disaster while proactively strengthening their resilience to prepare for, withstand and bounce back from future extreme events.

In partnership with the Michigan Economic Development Corporation, Downtown Grand Rapids Inc., the City of Grand Rapids and Kent County have designed a regional approach called *The Grand Strategy*.

The Strategy is designed to protect and enhance vulnerable communities along a 40-mile stretch of the Grand River as it flows through the heart of Michigan's second largest population center. *The Strategy* aims to decrease the costly risks of extreme flooding and maximize the river's value as a distinct economic, ecological and social asset.

The Strategy is informed and shaped by numerous community-driven plans, including *GR Forward*, and organizes around three key resilience values:

- Protecting critical infrastructure to safeguard public safety and sustain the economy during flood events.
- Restoring and repurposing land and water assets to strengthen our ability to absorb, manage and rebound from future major flood events.
- Establishing more public access to the Grand River that attracts, welcomes and serves a diverse mix of people and interests.

The regional *Grand Strategy* includes approximately two dozen initiatives. Some specific objectives include but are not limited to:

- Transforming the urban waterway and waterfront in Downtown Grand Rapids.
 - Converting multiple urban core riverfront opportunity sites from a gray-to-green flood protection system that expands public parks, trails and recreation opportunities.
 - Remove 5 obsolete dams and restore the rapids in the Grand River in Downtown GR.

- Ensuring that Grand Rapids' urban core secures "sound reach" flood protection designation by the Federal Emergency Management Association.
- Enhance flood retention on 1,500+ acres of land.
- Build 160 miles of green streets.
- Restore 92 acres of wetlands.
- Rehab 25 miles of streams and drains.

The federal competition seeks new models and solutions to stave off natural disasters. We believe this regional, nature-based, collaborative *Strategy* can be a model for waterfront communities that deal with flooding across Michigan, the Midwest and nation.

The estimated total cost to implement *The Grand Strategy* is approximately \$350 million. Local government is committing substantial funds to drive implementation. The State is leveraging multiple ongoing investments, particularly in the urban core, and the project team continues to work with state officials to align additional funding opportunities and permitting processes. The final application will request approximately \$230 million in federal funds.

The application deadline is October 27, 2015. We understand the "winners" will be announced in January 2016.

Recommendation:

Authorize the Board Chair to sign a letter on behalf of the Downtown Development Authority committing \$1,500,000 towards eligible projects in Downtown subject to the award of federal funds.



DATE: October 14, 2015

TO: Secretary Julian Castro
U.S. Department of Housing and Urban Development (HUD)
451 7th Street SW
Washington, D.C. 20410

RE: CDBG-NDR Leverage in support of the State of Michigan application

Dear Secretary Castro:

The City of Grand Rapids Downtown Development Authority (DDA) will provide direct leverage for the proposed CDBG-NDR-assisted project, *The Grand Strategy*, as submitted by the State of Michigan.

The DDA firmly commits \$1,500,000 towards eligible projects in Downtown Grand Rapids. More specifically, the DDA is committed to invest in projects that support urban revitalization and flood protection within the DDA boundaries. The DDA is especially committed to projects that strengthen the community's resiliency by transforming the Grand River corridor from a liability to a distinct asset that delivers far-reaching economic, environmental and social benefits.

These funds are currently available to the City of Grand Rapids Downtown Development Authority. This commitment is subject to the award of CDBG-NDR grant funds to the State of Michigan.

As the Board Chair of the DDA I am authorized to commit these dollars and projects. This letter reflects a motion made by the DDA's Board of Directors on October 14, 2015.

Sincerely,

Brian Harris, Chair
Downtown Development Authority
City of Grand Rapids, MI

Arena South

Development and Parking Transition Strategies

Coordinated Transition Tactics:

Economic Incentives

Relocation Pricing:

For displaced Arena South parking customers that elect to relocate from Areas 4 and 5 to other locations within the Downtown system while an increase in supply is being built, a transitional price structure is proposed (for more expensive parking structures):

- A three year strategy that involves a staged rate increase to bridge the gap between DASH lot and structured lot rates (this could be an average between the rates, a percentage discount from the higher rate, etc.)
- In addition to price adjustment, First Right of Refusal in new structures could be provided to customers that are relocated

Other relocation options will result in a decrease in the existing monthly rate:

- Ionia/Mason: \$45/month
- Scribner: \$45/month
- Areas 7 and 9: \$30/month

Parking Cash-Out

- With assistance from the City and DGRI, Arena South monthly parking cardholders should be strongly encouraged to implement Parking Cash-Out programs for their employees. The City and DGRI can provide guidance related to HR and tax impacts. Implementing a Parking Cash-Out program could be a condition of being offered “relocation” pricing.

Supply-Side Solutions

On-Street V.I.P Permit Parking

For Arena South businesses that have unique, short-term parking needs, certain loading zones and/or on-street metered spaces could be permitted for specialized business use, to be determined by

location and demand. An *On-Street V.I.P. Permit*, or on-street business permits could be created, and priced at a premium, south of Fulton to satisfy customers with frequent “in and out” needs.

Conversion of Visitor Spaces

In addition, due to considerable daytime occupancy in various Downtown parking structures, the amount of dedicated visitor spaces could be reduced to accommodate daytime employees (currently, 1,876 parking spots in the Downtown system are reserved for visitors).

Exploration of Temporary Surface Parking Solutions

The City and DGRI should continue to explore potential locations for temporary surface parking while additional supply is being constructed on Areas 4 & 5. Potential locations include the southeast corner of Wealthy and Division, Spectrum Industries property between Ionia and Division, 201 Market, the City’s property across from 1120 Monroe, and others.

Construction of New Supply

The City and DGRI will work with developers in building both replacement and new supply in conjunction with new development to drive cost-effective solutions.

Downtown Circulator Configuration

In order to minimize daily schedule disruption for displaced and relocated customers, re-routing and reconfiguring existing DASH resources is critical to provide an improved mobility connection from parking assets located outside of Arena South. Routing and timing can be improved for efficiency and effectiveness to accommodate re-located parkers and existing parking customers. Specific routing can be finalized in the near-term with The Rapid.

Demand-Side Solutions

Pilot Downtown Employee Transit Pass program:

Via collaboration between The Rapid, Parking Services, DGRI, and Downtown employers, a Downtown Employee Transit Pass program could be created to offer an annual transit pass to any Downtown employee at no cost to the individual, with the expense funded via parking and other public revenues, employer contribution, and discounted rates from The Rapid. This program can be easily tracked by monthly use to serve as a pilot for potential continuation after two years.

Free park and ride options:

By building on an existing practice at the Burton Heights lot, additional, free commuter spaces could be provided. Currently, these lots (north and south) are metered parking, with eight spots dedicated for SilverLine riders. This option could be extended to both lots, potentially opening up 200+

commuter spaces, with a BRT commute to Downtown of approximately 6 minutes to Wealthy, 9 minutes to Fulton, 11 minutes to GRCC, 16 minutes to Monroe and Louis, and 20 minutes to Rapid Central Station.

Car-Share Implementation

Many Downtown employers have expressed a desire to provide programs and incentives that allow for more mobility choice for their employees, but have concern about the need for individual travel during the course of the business day. By implementing the recommended pilot 10-car system with Enterprise CarShare, less Downtown employees will need to rely on their own personal vehicle for transportation during the day.

Additional Options

- Uber Business accounts
- Car and Van Pool options and programs
- Creation of “Private Park-etplace”

Education, Consultation, Communications

DGRI Mobility Management Consultation

- DGRI should be utilized for employee education, surveying, and general consultation with affected Arena South stakeholders. Specific plans and trainings can be constructed to meet individual employers’ needs.
- DGRI can help employers formulate incentive plans tailored to their needs, resources, and employees’ preferences.
- In addition, DGRI is fully available for any and all needs related to communications management through this transition.

Notes:

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: October 9, 2015

TO: Downtown Development Authority

FROM: Kristopher Larson, AICP
President & CEO

Agenda Item #11
October 14, 2015
DDA Meeting

SUBJECT: Amend Option Agreement for Theater on Area 5

On February 20, 2012, the property known as "Parking Area 5" was listed on the Multiple Listing Service (MLS) and remained until midnight on March 30, 2012, when offers were due. One offer and the required deposit were received by the due date. This offer was received from Jackson Entertainment, LLC, (JE LLC) an offshoot of the Celebration Cinema group. The Downtown Development Authority (DDA) Board approved entering into 2-year option (the Option) for Area 5 with Jackson Entertainment, LLC, on April 11, 2012. The Option was executed by both parties on April 30th, 2012, with \$50,000 paid to the DDA.

After entering into the Option, the DDA conducted Arena South Visioning, a 6-month planning process intended to guide the DDA's disposition of land assets in the area south of the Van Andel Arena. This planning process, approved by the DDA on April 10, 2013, yielded specific principles for guiding the DDA's investment priorities in the district, including but not limited to growing business and economic opportunities, greening streets, buildings, and public spaces, building compact urban blocks that are densely developed and designed for people, connecting transit, shops, restaurants, hotels, schools, and the Grand River, plus living and engaging in a multi-season inclusive environment.

Representatives from JE LLC participated in Arena South Visioning, as they recognized the importance and value that a community-driven planning process could add to their project's design and relationship to new investments around them. Their willingness to participate also resulted in a decision to halt design work on the site until a clearer picture of the community's priorities emerged.

Following the approval of Arena South Visioning, several other efforts complicated the ability of JE LLC to follow a linear path to developing the project they envisioned in 2012. That included the investigation into the potential for underground parking at Areas 4 & 5, the disposition of Area 1, and the resulting stress to the parking system. After the DDA sold Parking Area 1 to serve as the site for the now-under construction Arena Place project, that action resulted in the need to develop a sound parking transition strategy for the area, an effort being managed by business interests, DGRI, and the City of Grand Rapids. On Thursday, October 8, the City's Parking Commission received a review of the status of the collaborative parking transition planning that is currently underway.

In March of 2015, the DDA Board authorized an amendment to the Option that provided the developer with an additional six months, extending the Option until October 31, 2015. Staff has continued to work closely with JE LLC to bring their mixed-use, movie theater project into fruition, and has confidence that the team will conclude its due diligence and design work in the coming months.

The past six months have yielded significant progress to the project's design and feasibility, and in recognition of that progress and investment, DDA staff is recommending an additional extension of six months to the Option

period. The consideration for this additional time, the developer must make a non-refundable \$60,000 payment to the DDA. Should the project move forward and the land be purchased, this amount will be deducted from the purchase price after accounting for costs incurred by the DDA.

Recommendation:

Approve a second amendment to the option agreement between the DDA and Jackson Entertainment, LLC, extending it for an additional 6 months to April 30, 2016, approved as to content by the DDA Executive Director and as to form by the DDA's legal counsel.

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: October 14, 2015

TO: Downtown Development Authority

FROM: Kimberly Van Driel
Special Events Manager

KV

Agenda Item #12
October 14, 2015
DDA Meeting

SUBJECT: Recommendation to Approve Event Support for the Grand Rapids Public Library's Taste of Soul Sunday

Downtown Grand Rapids Inc. (DGRI) staff reviewed the Grand Rapids Public Library (GRPL) Taste of Soul Sunday application for an event happening on February 21, 2016. The applicant was evaluated using the approved Special Event Grant Application Evaluation Criteria that was established through the Special Events Optimization Process and scored a 175 out of a possible 200.

On September 16, 2015, staff made a recommendation to the Alliance for Vibrancy (AFV) for event support for the requested amount of \$10,000 for the Taste of Soul Sunday event. This type of event helps to highlight diversity and inclusion by hosting more ethnic festivals in the Downtown. This continues to be one of the AFV's priorities.

DGRI has been working with the GRPL to be included in part of the event's planning process, marketing strategies, and opportunities for expanding the event in 2017 with DGRI's collaboration.

On September 16th, 2015, the AFV approved DGRI's staff recommendation to support the GRPL Taste of Soul Sunday seeking DDA event grant support.

The full event application and the AFV recommendation supporting the GRPL's Taste of Soul Sunday is attached for additional review as needed. Below is a short description of the recommended event, the event date, and anticipated attendance.

Grand Rapids Public Library: Taste of Soul Sunday

Taste of Soul Sunday is a celebration of African American history, music, food, and culture happening on February 21, 2016. A programming committee selects and arranges a diverse array of musical performers, speakers, presentations, roundtables and activities fun and free for the whole family. The event producer anticipates a total of 1,500 attendees.

RECOMMENDATION:

Approve the recommendation of up to \$10,000 for The Taste of Soul Sunday event for eligible expenses outlined within the application.



Special Event Grant Application Evaluation

The DGRI Events Support Program is designed as a means of encouraging the enjoyable use of Downtown GR by PEOPLE.

Name of Event: GRPL Taste of Soul Sunday

Anticipated Attendance: 1,500

Date for Board Consideration: September 16

DGRI FY: FY 16

Number of Years the Event Has Been Put On: 10 years

Number of Years of DGRI Requested Grant Funding: 1st

Total Event Budget: \$27,047.00

Funds Requested from DGRI: \$10,000.00

Percentage of Request vs. Budget: 37

Requested Dollars per Anticipated Attendee: \$6.67

Event Manager/Coordinator: Shirley Gagnon Allen


Community Partners: Hook a Sista Up, GROW, WMCAT, Partners for a Racism-Free Community, LINC, MI Black Heritage Society and more.

About the Event: The event is a celebration of African American history, music, food and culture.




ELIGIBILITY CRITERIA

The event is being held within DGRI boundaries.	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
The event is in good standing with the City of Grand Rapids and Downtown Grand Rapids Inc.	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
The event has received all approvals from the City of Grand Rapids Office of Special Events (If held on public property).	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
The event is free and open to the public.	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
The event is not political or religious.	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Total Score (Must score 5/5 Yes to qualify):	5/5	0/5

EVENT GRANT LEVEL

Drives Vibrancy 	Upstart: 1 to 1,000 attendees	Up to: \$ _____	
	Major: 1,001 to 20,000 attendees	Up to: \$ ____X____	
	Signature: 20,001+ attendees	Up to: \$ _____	

EVALUATION CRITERIA

Key Goals	Event Attributes	Points Possible	Points Awarded
Attracts Broad Audiences 	Happens within the months of November-April.	25	25
	Has an active social media presence that advertises the event.	15	15
	Has an advertising plan that markets broadly across diverse communities.	15	15
	Diversifies and expands the Downtown events calendar.	15	15
	Advertises beyond the West Michigan region.	10	10
	Family-friendly and offers activities for children.	5	5
Optimizes the Use of the Downtown 	Incentivizes mobility choices.	15	15
	The event is not fully enclosed or gated. If a gated event, the event allows patrons to enter, exit, and re-enter at will.	10	10
	Footprint of event does not include street closures.	10	10
	Utilizes many venues by scattering activities throughout other businesses and/or organizations within the Downtown.	5	0
	Includes the use of the Grand River.	5	0
Grows and Spotlights the GR Community 	Programmatic approach to inclusive and diverse activities.	20	20
	Teams up with local community partners, organizations or non-profits.	10	10
	Unique and distinctly Grand Rapids.	10	5
	Encourages the support of Downtown businesses.	10	0
	Spotlights local talent or interests.	10	10
	Uses local vendors and/or locally sourced products.	10	10
Total Points:		200	175

Additional Notes: _____



Application Instructions

Part 1. Event Organization Information

Organization Name: Grand Rapids Public Library Foundation

Mailing Address: 111 Library St NE, Grand Rapids, MI 49506

Event Organizer Name: Shirley Gagnon Allen

Best Contact Number: 616-988-5399 E-mail Address: sallen@grpl.org

Event Name: Taste of Soul Sunday

About Event: See attached description

Anticipated Attendance: 1,500

Event Location: Grand Rapids Public Library - downtown main branch

Date of Event: February 21, 2016 Start Time: 1:00pm End Time: 4:30pm

- Is your event in good standing with the City of Grand Rapids and Downtown Grand Rapids Inc? Yes
- Has your event received all approvals from the City of Grand Rapids Office of Special Events (if held on public property) or from your private venue location? Yes
- Is the event (circle one) Free Ticketed Registered
- Is the Event Political or Religious or Affiliated to a Political or Religious Organization? No

Event Grant Level You are Applying For (circle one): Upstart Major Signature

Total Funds Anticipated for the Event: \$27,047.00

Funds Requested from DGRI: \$10,000.00

Has this organization obtained event insurance? Yes X No All events at GRPL are insured by the City of Grand Rapids

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

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

Taste of Soul Sunday (TOSS)
Grand Rapids Public Library
February 21, 2016

This downtown event showcases Grand Rapids as a vibrant, culturally diverse and forward-looking city. A decade before last summer's events in Ferguson, MO, the Grand Rapids Mayor's Civil Rights Recognition Commission challenged the Grand Rapids Public Library to increase efforts to recognize minority leaders and promote racial and cultural diversity. The creation of the annual Taste of Soul Sunday was the library's response.]

Using a grassroots approach to connect the library directly with people in the community, the library's African American Heritage Committee created an open-house-style family event featuring various historians, performers, authors, and artists, highlighting and sharing Grand Rapids' rich history of African American culture. The event has been phenomenally successful; two years ago Eric DeLong, then the Deputy City Manager, called Taste of Soul Sunday "the premiere City of Grand Rapids event celebrating African American history."

On average 1,600 people attend the downtown event each year, 69% of whom live in the City of Grand Rapids. Taste of Soul is very effective in enhancing cultural awareness—half of the attendees are African American with the balance made up of White, Asian/Pacific Islander, Hispanic, Native American and others who wished to learn more about African American history and culture. The attendees are also well distributed age-wise from children to seniors.

Taste of Soul Sunday traditionally includes a wide range of programming including music and dance performances, book and art displays, book discussions, lectures, and activities for children and teens.

Downtown Grand Rapids Inc.

Part 2. Event Planning Information

Major Event Grant Request for Taste of Soul Sunday 2016

February 21, 2016

1. Explain the events mission with details of the events activities.

The event is a celebration of African American history, music, food, and culture welcoming people downtown to play, eat, listen, learn and discuss. A programming committee selects and arranges a diverse array of musical performers, speakers, presentations, roundtables and activities for the whole family. The well-attended, annual event attracts people of all ethnicities and ages.

2. What active social media outlets are being used for advertise your event?

Social media plays an important part of our comprehensive communications plan for Taste of Soul Sunday. We use posts on Facebook, Twitter and Instagram to promote the event. Additionally, on Facebook we have an event listing, boosted posts and a paid ad. Please see the attached communications plan for more details.

3. In detail, please provide your advertising/marketing plan that will market broadly across diverse communities.

The library will use an integrated marketing plan to reach out to the African American community. We will run print ads in The Grand Rapids Times and The Grand Rapids Press, radio ads on WYGR and television ads on WOOD TV and select Comcast stations. We will also run ads on Facebook (targeted to African Americans in a 25 mile radius).

Other marketing activities include the following:

- Collateral material: poster, brochure, event schedule (day of); print run 10,000
- Display signage: lobby poster, event signage (day of)
- Website: page, header, blog posts
- Social media: Twitter & Facebook header image, Facebook event, Facebook ad
- Direct mailing to churches, coffee houses, cultural institutions, schools
- GR Kids ad February
- Email blast: general Jan, Feb; special week before the event
- Revue ad February
- On-the-Town ad February
- Mlive ad 3 weeks in February
- Building banners

Please see the attached communications plan for more details.

4. Explain how your event diversifies and expands the Downtown events calendar. List all Downtown events that are happening on the date(s) of your event.

There are no listed events on the GR Kids and Experience Grand Rapids calendars as of 8/26/2015 for 2/21/2016. However, a google search shows that the Grand Rapids Boat Show, Cathedral of St. Andrew's Annual Scout Recognition Mass 2016, US Swimming District Championships at the YMCA, and "Dangerous Liaisons" at the Grand Rapids Ballet are all happening on the same day as Taste of Soul Sunday in the downtown area. The audience and cultural experience for Taste of Soul Sunday is very different from the events listed above. By funding this grant the activities available in downtown will be more diversified. This event is geographically diverse in that it happens in a different portion of downtown. Parking for the different events should not conflict with each other. Taste of Soul Sunday is about celebrating the richness found in African American culture and should not conflict directly with the other events that are occurrences of athletics, dance, sports, hobbies, and youth service.

5. Will you be advertising beyond the West Michigan region? If so, where will you be advertising? Please list all/any publications, websites, etc.

While the library primarily serves residents of the City of Grand Rapids, our Taste of Soul Sunday event regularly pulls visitors from across the state and beyond. We work closely with Experience Grand Rapids to promote the event widely. It has also been featured in publications like AAA Michigan Living Magazine which declared it "One of the premiere African American events in the state." We post the event to travel websites like Promote Michigan, Pure Michigan and the West Michigan Tourist Association.

6. Is the event family-friendly? If so, list what family-friendly activities or programming that will occur.

Yes. The entire event is geared toward families--from craft activities and storytelling for children to poetry and lectures for adults to food and music for all.

7. Explain how your event incentivizes mobility options.

During Taste of Soul Sunday, the library offers free parking in GRPL's and Grand Rapids Community College parking lots. GRPL is accessible by many public transportation options including the Silver Line TM and The Rapid. We have a program called Ride to Read that provides free bus passes on The Rapid to families to come to the Main Library and return home for free.

8. Is the event footprint gated? If so, is it fully enclosed or does it allow patrons to enter and exit at will without penalty?

Taste of Soul Sunday is free and open to the public (as are all Grand Rapids Public Library events.) Attendees are allowed to enter and exit at will.

9. Does the event close any streets or street lanes? If so, please list all streets that will be affected.

No streets are closed for this event.

10. Does the footprint of your event utilize other venues than just one? If so, list other venues where the event will be held.

The event takes place entirely within the Grand Rapids Public Main Library---many spaces within the library will host concurrent programming.

11. Does your event utilize the Grand River? If so, how?

No.

12. Explain how your event plans on having a programmatic approach to inclusive and diverse activities.

Music. Dance. Lectures. Poetry. Food. Exhibits. Crafts. Storytelling. Taste of Soul Sunday offers something for everyone, regardless of their interests or their age. While not every act has been booked, we already know that Taste of Soul Sunday 2016 will feature local jazz trumpeter Sweet Willie Singleton as well as R&B singer Nola Ade from Chicago and In the Tradition, an African-centered jazz group from Detroit on the auditorium's main stage. Scholars will appreciate Daniel Groce's talk on the history of barbershops in Grand Rapids in addition to other lectures in the library's more intimate meeting rooms. Children and teens will delight in hands-on activities in our youth areas which will tap both their creativity and their maker abilities. History lovers will revel in challenging themselves with the "Who Am I?" display of prominent African Americans on the library's main floor. Delicious food samples will be provided by confirmed local vendors Tadow! BBQ and Daddy Pete's, and the tastes of the Malamiah Juice Bar.

The Taste of Soul Sunday schedule is packed, yet planners take care to ensure that throughout the afternoon all ages and interests have something that will engage them. Historically, it draws families and individuals, babes-in-arms to nonagenarians, and the most racially mixed participants of any downtown GR event. The only public institution that is completely free and open to all, the Grand Rapids Public Library creates a welcoming atmosphere where indeed all can and do explore the richness found in African American culture.

13. List all local community partners, organizations, and/or non-profits that the event is partnering with.

Community partners are an important part of Taste of Soul Sunday. They bring their expertise and knowledge to the programs and are also extremely helpful in promoting the event to their own contacts in the community.

Past partners have included Grand Valley State University, LINC Community Revitalization, Michigan State University, Greater Grand Rapids Women's History Council, Ferris State University, Fair Housing Center of West Michigan, Story Spinners of Grand Rapids, Southwest Michigan Black Heritage Society, and Zeta Phi Beta Sorority.

This year the library hopes to partner with the following organizations for the Taste of Soul event: Hook a Sista Up, GROW (Grand Rapids Opportunities for Women), WMCAT (West Michigan Center for Arts and Technology), and Partners for a Racism-Free Community. We expect the list to continue to grow as the event nears.

14. Explain how the event is unique and distinctly Grand Rapids.

Unlike other African American heritage events which occur across the country, Taste of Soul Sunday in downtown Grand Rapids makes a point of including in its programming both topics specific to Grand Rapids and performers, presenters, and vendors, from Grand Rapids. For example, last year's event featured two well-attended presentations on a neighborhood in Grand Rapids called Auburn Hills (not the Detroit suburb) that was developed in the 1960s Civil Rights era. This was a new residential development undertaken by blacks, for blacks, in a predominately white neighborhood. The presentation covered the struggles to win approval for this development, the ultimate success of the development, as well as reflections on what it was like to grow up in the neighborhood. It is unique that event-goers are able to connect national movements (Civil Rights) to actual, historical stories that played out in their own town of Grand Rapids. There is a family feel to the event as people from different social groups who have interacted in other times and places see, experience, and appreciate events in which they are mutually interested.

15. Does your event encourage the support of Downtown businesses? If so, how?

The library hosts area African American-owned restaurants to provide free samples of food and promote their business. An example is Malamiah Juice Bar, whom we have invited to be a part of the 2016 event. Not only are they a thriving local business, the owners also used the Small Business Resource Center at the Main Library to create their business plan and do market research to start their business. The Small Business Resource Center provides timely and reliable business information that patrons can use to start, manage, and grow their business.

We also invite area cultural organizations to have a table at Taste of Soul. Last year, the Grand Rapids Public Museum, the Grand Rapids Symphony, and St. Cecilia Music Center promoted

their exhibits and concerts. Anecdotally, St. Celicia Music Center reported that after having a table at the event, African American attendance at their concerts reached an all time high.

16. What (if any) local talent or interests will be be spotlighting during your event?

Each year the Taste of Soul program features local speakers, performers and musicians. This year local musician Sweet Willie will perform along with Fable the Poet. Local speaker Daniel Groce will talk about the history of black barber shops in Grand Rapids.

Local arts and cultural organizations will also be at the program to promote their own events and exhibits in the City of Grand Rapids.

17. Will there be vendors at your event? If so, what confirmed vendors are you using? What local vendors and/or locally sourced products will be used at the event?

At Taste of Soul Sunday, there is no cost to attendees. The musicians, authors, artists have the ability to sell their products and promote their businesses. Local businesses that are confirmed for the 2016 event are: Malamiah Juice Bar, Daddy Pete's BBQ and Tadow BBQ.

DRAFT
Taste of Soul Sunday
Communications Plan 2016

Audience

- African American Community
- Families
- Previous attendees
- People interested in history

Outcomes

- Over 1,600 people attend the event
- Educate the community about the depth and breadth of African American contributions to our community
- Position the library as a community gathering place
- Maintain the reputation as a destination event for celebrating African American heritage and culture

Marketing

- Print material: poster, brochure, event schedule
- Display signage: lobby poster, event signage
- Website: page, header, blog posts
- Social media: Twitter & Facebook header image, Facebook event, Facebook ad
- Direct mailing to churches, coffee houses, cultural institutions, schools
- GR Kids ad February
- Email blast: general Jan, Feb; special week before the event
- Grand Rapids Times ad (mid Jan – Mid March)
- Revue ad February
- OTT ad February
- Mlive ad 3 weeks in February
- WYGR radio ads February
- WOOD TV/Comcast ad February
- Building banners

Public Relations

- Press Release
- Calendar listings
- PSA
- Web events

Social Media Schedule

Week of:	Topic	B	F	T	I	Staff Assigned
January 18	<i>Pending</i>					
January 25						
February 1						
February 8						
February 15						
February 22						

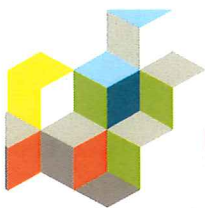
Advertising budget

Media Outlet	Run dates	Budget
Facebook	February	\$500
GR Kids	February	Annual contract
Grand Rapids Times	1/25, 2/1, 2/8, 2/15 (¼ page)	\$2,500
Revue	February	\$371
On-the-Town	February	\$706
Mlive	2/1 – 2/21	\$3,000
WYGR	2/1 -2/21	\$320
WOOD TV	2/1-2/21	\$2,000
Comcast	2/1-2/21	\$750
Printed Materials		\$2,500

Work Flow

Task	Assigned to	Due Date
Design poster	Hannah	Design 12/18 Back from Printer 1/5
Design brochure	Kristen (content), Hannah (design)	Content 12/4 Design 12/18 Back from Printer 1/5
Design event handout	Hannah	Design 2/12 Printing done (in house) 2/19
Design lobby poster	Hannah	Design 12/18 Back from Printer 1/5
Design event signage	Hannah	Design 2/2 Back from Printer 2/16
Web pages	Hannah (design), Melissa (implement)	Design 12/18 Implement 1/5
Website graphics (web page, banner, easy info)	Hannah	1/5
Social Media graphics	Hannah	1/5
Graphics for email blast	Hannah	12/18
Graphics for gray boards	Hannah	1/5
Mailing	Melissa	1/22
Ad - GR Kids.com	Kristen (content), Hannah (design)	Content 1/15 Design 1/14

Task	Assigned to	Due Date
Ad - Facebook	Kristen	2/1
Email blast	Melissa	1/1 (mention); 2/1 (mention); 2/16 (full)
Building banners	Hannah	Design 12/18 Back from Printer 1/5 Install 1/18
Develop social media schedule	Kristen	12/18
Website event listings	Melissa	1/5
Press release	Kristen	1/5 (long), 2/1 (short)
Grand Rapids Times ad	Hannah (design), Kristen (place)	Design 1/18 Place 1/5
Revue ad	Hannah (design)	Design 1/18
On-the-Town ad	Hannah (design)	Design 1/18
Mlive ad	Hannah (design), Kristen (place)	Design 1/18 Place 1/5
WYGR ads	Kristen	1/6
TV ads	Kristen	1/6
Social media postings	All	On-going



Part 3. Budget Information:

A. Proposed Expenditures. Please list all expense items in the following layout. Other layouts will not be excepted and you will be asked to resubmit.

Description of Budget Items	DGRI Grant Funds	Other Funds	Total
Performers/speakers	\$5,000.00	\$1,500.00	\$6,500.00
Food vendors	1,500.00	1,100.00	2,600.00
Supplies (crafts, plates, napkins, cups, etc.)	500.00	400.00	900.00
Venue		\$1,400.00	1,400.00
Staff payroll		3,000.00	3,000.00
Promotion and printing	3,000.00	9,647.00	12,647.00
Total Budget	\$ 10,000.00	\$ 17,047.00	\$27,047.00

Describe specifically how the DDA Grant Funds will be used. (Address each budget item cited above): The grant will be used to pay for musicians, performers, speakers, food, supplies and promotion and printing so that this can continue to be an event that is free to the public.

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

Funder	Amount	Secured?
GR Public Library	\$17,047.00*	\$17,047.00
Subtotal Cash Income	\$17,047.00	\$17,047.00
Requested Event Grant Request	10,000.00	10,000.00
Total	\$ 27,047.00	\$ 27,047.00

*\$1,400 of this donation is in-kind use of venue. The remainder is actual incremental payroll, promotional and printing expenses expected to be paid by GRPL for the event.



Part 4. Special Event Grant Submission Signature Sheet

By submitting this application, the applicant certifies that all the information included in this application is correct, and that they will be bound by all the terms and conditions included in this agreement. The applicant also understands and acknowledges that this application is potentially subject to Michigan's public records law, and that this application and any documents presented to Downtown Grand Rapids Inc. regarding this application for grant funding purposes, may be supplied upon request to any parties that request copies.

Event Organizer's Name and Title: Shirley Gagnon Allen, Manager

Signature: *Shirley Gagnon Allen*

Date: 08.31.15

Please submit application by mail or email.

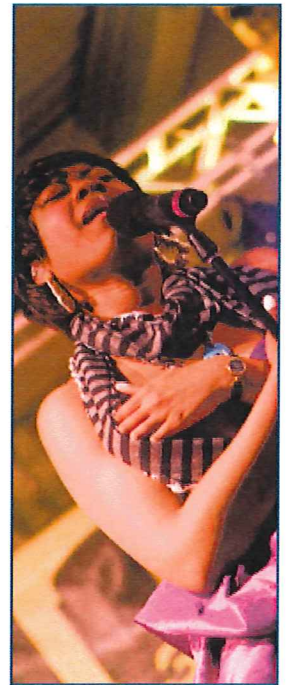
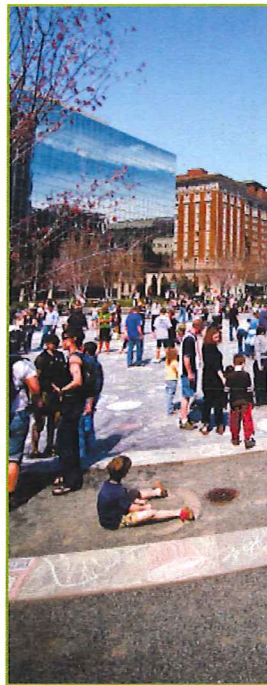
info@downtowngr.org

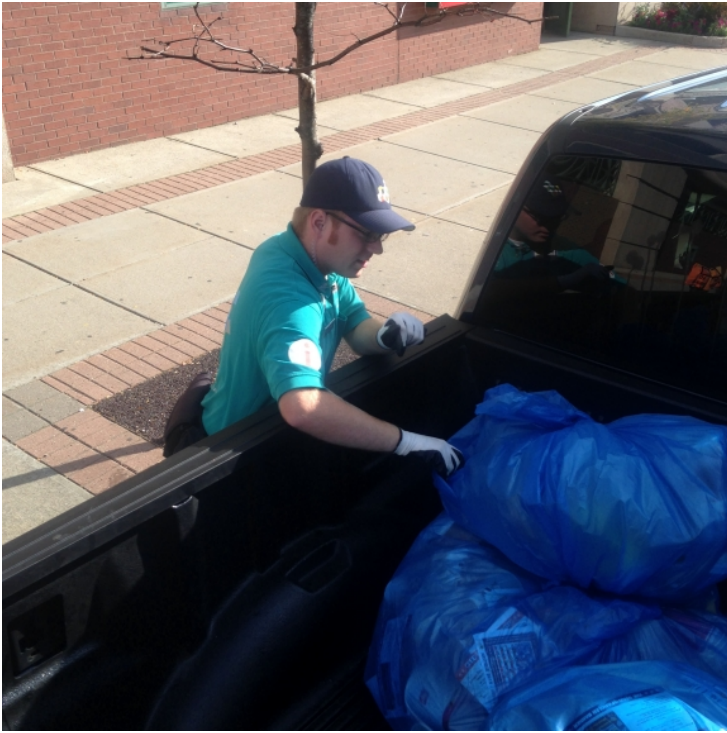
Downtown Grand Rapids Inc.

29 Pearl St. NW, Suite 1

Grand Rapids, MI 49503

For questions or more information, contact DGRI's Event Manager at 616.719.4610





Downtown Grand Rapids Ambassador Program

September 2015 Report



Outreach Highlights



Kevin and AMR assist a man in Heartside in need of medical attention.

Initiatives

The Ambassador team has partnered with Degage Ministries who provided vouchers for the team to distribute during Art Prize.

The team has been using the vouchers as an educational tool for people who are unfamiliar or uncomfortable with how to respond to panhandling, we explain the many services that an individual can acquire through the use of the voucher and how providing vouchers is a better alternative to just giving cash.

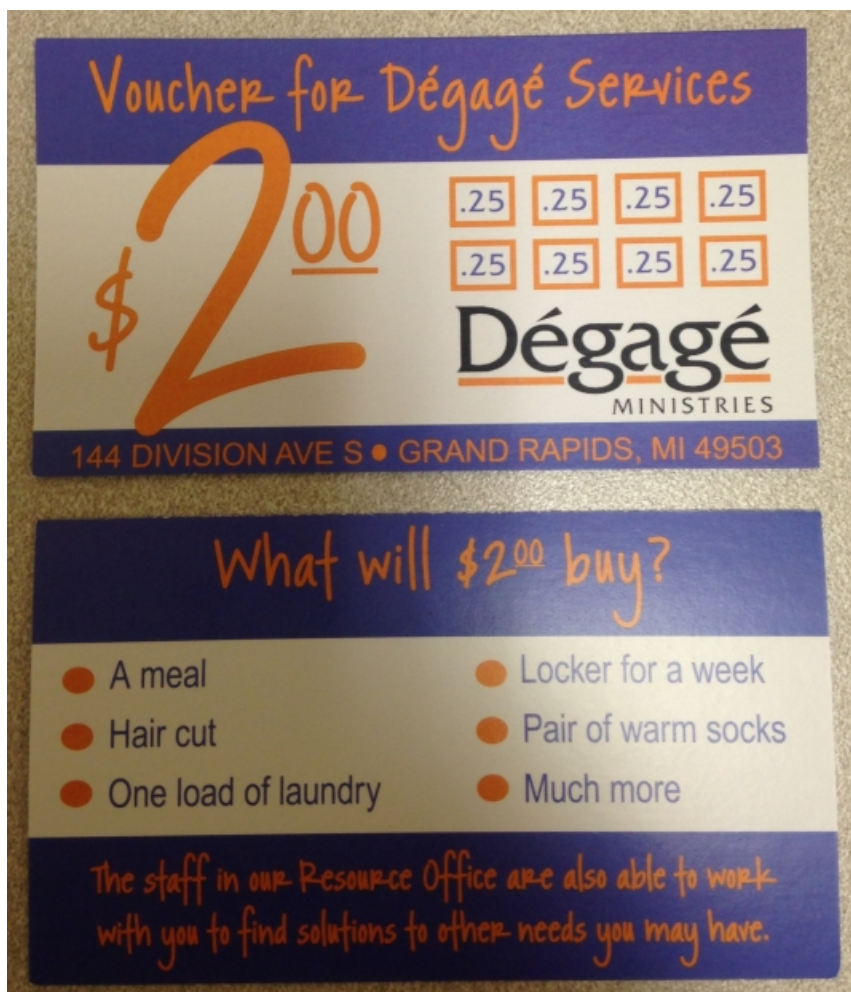
QUICK VIEW

Sep 01, 2015 -- Sep 30, 2015

85 Panhandling - Passive

119 Panhandling - Aggressive

2244 Outreach Contact



Degage Vouchers

Safety & Hospitality Highlights



Veronica provides a safety escort for two women on Monroe Center



Rebecca jump starts a car on Weston near Ionia St.

Initiatives

The Ambassador team provided enhanced deployment for Art Prize, expanding our hours of operation from 6 days a week to 7 as well as expanding our hours of operation to include Saturday mornings. We have also added additional shifts throughout the week to supplement the existing staff schedule.

The Ambassador team also provided enhanced deployment for Hispanic festival as well as maintained its ongoing enhanced deployment for Tuesday nights.

QUICK VIEW

Sep 01, 2015 -- Sep 30, 2015

- 5** Suspicious Package
- 11** Motorist Assistance
- 13** Request for Police
- 16** Observation - Fighting
- 27** Request for Fire/EMS
- 33** Umbrella Escorts
- 34** Segway Hours
- 127** Suspicious Person
- 143** Business Contact
- 161** Bicycle (miles)
- 1372** Sidewalk Violation (skateboarding/Bicycling/Rollerblading)
- 3196** PA - Program Information
- 4049** PA - Directions
- 9635** PA - Information
- 13196** PA - Other

Cleaning Highlights



Terrill removes loads trash into a dumpster



Eryn removes a sticker from a newspaper box

Initiatives

For Art Prize 7 the Ambassador team was asked to augment existing trash removal efforts being undertaken by Grand Rapids Parks Department, Office of Special Events, Public Works and the DGRI Clean Team.

The Ambassador team procured a truck and began performing trash and refuse collection outside of the other department's typical deployment schedule. The Ambassador team removed 314 bags from Sept. 23rd through Sept. 30th.

QUICK VIEW

Sep 01, 2015 -- Sep 30, 2015

52 Graffiti - Removed

314 Trash (Bags collected)

Stakeholder Feedback

Feedback

My name is Keith Murphy and I am writing in regards to your Ambassador program and the phenomenal interaction my family and I had with one of your Ambassadors. We currently live on the East side of the state and my wife and I have been seriously considering on moving to Grand Rapids. It has been roughly 5 years since we have visited GR so we planned a few days to bring our 3 children to the city and explore. We were in town from Wednesday the 16th to Friday the 18th and stayed at the JW Marriott downtown. I really had nothing planned for the trip and just wanted to have a fun time exploring with my family. After we checked in and rested for a bit we decided to head out and find a restaurant for dinner. We were only walking for a few minutes before we ended up running into Kevin, one of your Ambassadors.. I'm not sure if it was because my wife was looking at her phone finding local restaurants but Kevin geated us and asked if there was anything he could help us with. I told Kevin we had just checked into our hotel and that we were looking for a place to eat. Kevin was enthusiastic and extremely knowledgeable but more importantly he genuinely cared about making sure we were going to have a great time in Grand Rapids. He gave us several different restaurant choices and an idea of what we would find there, he even took our children into consideration. We ended up deciding on HopCat because it was still early enough to get our children in and it sounded like a cool place to start our trip (and I was really interested in their beer selection Kevin told me about haha). We met Kevin near Rosa Parks Circle and he gave us directions to the restaurant but ended up walking all the way to HopCat with us! Along the way Kevin asked us what brought us to Grand Rapids and when I explained that we were checking out the city as a possible new place to call home Kevin responded with, "Possible?" and went on to say "You have 2 nights and 3 days to see why you should already be living here!" He kept the conversation informative but had a great sense of humor and made it fun. He gave us several ideas of what to do and see while we were in town and recommended some of his favorite things that make GR special. Neither my wife or I had every heard of an Ambassador program before but I cannot tell you how absolutely blown away we were by your program and its services. I was happy to hear that Detroit has recently added an Ambassador program to the downtown area and it will be exciting to watch as it helps Detroit make the comeback it deserves!

My family and I had a truly amazing time in GR and can honestly say that I left feeling confident in making a decision on relocating my family. There is an energetic "buzz" of growth and opportunities in your city and it's easy to see why Grand Rapids is getting the attention it clearly deserves. So thank you for your hospitality, and please pass that along to Kevin because he helped make our visit extra special!

Sincerely,

Keith Murphy



Stakeholder Feedback

Feedback

These folks are a GENIUS idea!! Every one that I meet is just as wonderful as the last. We are street musicians who spend a lot of time downtown. Our first encounter with your team was several years ago....a young man named Kevin. He's our favorite, and we seek him out when we're there. But on opening day of Artprize, there were many friendly, helpful, professional ambassadors about....including Eryn, Abbie, Veronica, and Tyler. I was especially impressed with how they handle the homeless population. They often greeted them by name, and treated them with the same respect they gave to everyone. It was clear that the "street people" had relationships with your ambassadors, and the value of that humanity can't be underestimated. Great job on your training program. Give these young folks a big "Hurrah!"

Stacy and Jonathan with Beaver Xing Band.

I would just like to take a moment in recognizing Abbie's wonderful service. My gratitude is very great for her knowledge of the city, personability, and compassion. She takes service with a smile literally and figuratively, and for that I am also grateful.

Thank you for hiring her, Casey.

I just wanted to drop you a note and tell you what a great job Veronica does. I see her regularly in the community greeting people, picking up trash, answering questions the public has and attempting to move the homeless from public areas. She always has a smile on her face and is always so friendly even when others are not. She is a credit to the Ambassadors program and thought she deserved some recognition.

Sincerely,

Tim Clonan

Eryn was on Wealthy Street and provided very specific directions to Franklin street. She was very very helpful.

I met Amanda on Saturday at the Polish Heritage Fest. She was great I asked for directions to the nearest printing facialty and was properly directed. What a great concept. We should have these in Chicago.

Thanks,

Bob



Highlights



Veronica talks with a little girl sitting on the new DGRI Parklet



Terrill removes a sticker on Michigan Ave.



Abbie provides directions and a map on Ottawa Ave.



Melvin removes a trash bag on Monroe Center

Statistics

Activity	Sept. 2015 Total	Sept. 2014 Total	Variance	2014/2015 Year End	2015/2016 YTD
Bicycle (miles)	169	233	(64)	1141.45	72
Segway Hours	39	60	(21)	269.42	18.5
Business Contact	147	706	(559)	4400	38
Graffiti - Removed	59	596	(537)	1435	15
Motorist Assistance	11	11	0	136	3
Observation - Fighting	16	39	(23)	483	2
Outreach Contact	2304	0	2304	73026	503
PA - Directions	6038	9176	(3138)	33356	1860
PA - Information	10310	14807	(4497)	71094	3129
PA - Other	15884	20200	(4316)	119370	4195
PA - Program Information	3655	8983	(5328)	40941	1170
Panhandling - Aggressive	119	292	(173)	1802	32
Panhandling - Passive	85	382	(297)	1498	33
Request for Fire/EMS	27	12	15	226	10
Request for Police	14	10	4	135	1
Safety Escort	4103	3386	717	19762	1561
Sidewalk Violation	1395	2619	(1224)	7583	393
Suspicious Package	5	92	(87)	869	0
Suspicious Person	129	555	(426)	4617	22
Trash (Bags collected)	323	0	323	82	252
Umbrella Escorts	33	255	(222)	962	1
Total Contacts September 2015	44657	62121	(17464)	381777	13220
Total Contacts September 2014					
Total Variance (2015 v. 2015)					
Total Contacts YTD 2014/2015					
Total Contacts YTD 2015/2016					

September 2015 showed a 28% decrease in our overall contacts for the month when compared to the same period the year before. We continue to train our newest staff on effectively inputting data into the SMARTSystem and recording their contacts accurately to overcome their inexperience with the system and data collection.

Despite the reduction in contacts between the two months our overall contacts increased by 47% from our previous year's final contact total of 259,204. The ambassador team has set a goal to increase its total contacts made during Art Prize to 112,000, a 50% increase compared to 74,443 contacts made during Art Prize 2014.



MEMORANDUM

TO: Interested Parties
FROM: Tim Kelly, DGRI Planning Manager 
DATE: Updated October 2015
SUBJECT: GR Forward Public Engagement Summary Facts

GR Forward is driven by a robust public consultation initiative. Downtown Grand Rapids, Inc (DGRI) – along with the City of Grand Rapids, Grand Rapids Public Schools and other project partners – designed and continues to advance a significant public information and engagement effort that's directly involving citizens, developers, businesses, non-profit and institutional partners, decision makers, and other stakeholders. The strategy broadens the reach of traditional public engagement efforts by deploying innovative methods and technologies.

This memo summarizes the community engagement action from project startup in April 2014 thru September 2015, during which time over 3,900 citizens have participated in the GR Forward process.

- **Consultant Selection: 2 committee meetings with a group comprised of 12 citizen members representing the following organizations:**
 - City of Grand Rapids Planning Commission
 - CWD Real Estate
 - Windquest Group
 - Grand Valley State University
 - City of Grand Rapids City Commission
 - 616 Development
 - Grand Rapids Whitewater
 - Friends of Grand Rapids Parks
 - Grand Rapids Downtown Development Authority
 - Essence Restaurant Group
 - The Rapid
 - Grand Rapids Public School Board
- **GR Forward project steering committees: 4 comprised of 145 citizen members.**
 - Downtown Plan Steering Committee (32 members): 12 meetings
 - River Corridor Plan Steering Committee (78 members): 12 meetings
 - River Restoration Plan Steering Committee (22 members): 11 meetings
 - GRPS Museum School and Innovation Central High (13 members): 8 meetings
- **DGRI leadership network: reports to and roundtable discussions with the following groups:**



- DGRI Board of Advisors (12 members): 4 meetings
- Downtown Development Authority (9 members): 5 meetings
- Downtown Improvement District (members): 2 meetings
- Monroe North Tax Increment Finance Authority (9 members): 3 meetings
- Alliance for Investment (23 members): 5 meetings
- Alliance for Vibrancy (19 members): 4 meetings
- Alliance for Livability (22 members): 5 meetings
- **Briefing City of Grand Rapids Commissions, Councils, and Advisory Boards:**
 - City Commission: 3 meetings
 - Planning Commission: 3 meetings
 - Parking Commission: 5 meetings
 - Parks Advisory Board: 3 meetings
 - Smart Zone Board: 2 meetings
 - Building and Brownfield Authority: 1 meeting
 - Urban Forestry Committee: 1 meeting
- **Mini-grants: \$30,000 to 12 neighborhoods voluntarily applying to support public outreach and participation.**
 - Black Hills Neighborhood Association
 - Cook Library
 - Creston Neighborhood Association
 - Disability Advocates of Kent County
 - Grand Rapids Initiative for Leaders
 - Grandville Avenue Arts Center
 - Heritage Hill Neighborhood Association
 - John Ball Neighbors dba SWAN
 - LINC Community Revitalization, Inc.
 - Neighbors of Belknap Lookout
 - Roosevelt Park Neighborhood Association
 - West Grand Neighborhood Association
- **Neighborhood consultations: 26 total citywide drawing ~450 sign-ins.**
 - 3 each with Belknap, Black Hills, Creston, Downtown, Heritage Hill, Roosevelt Park, SWAN/JBAN, West Grand
 - 1 Regional meeting each with neighbors in: Northeast, Southeast, Northwest, Southwest Grand Rapids
- **Stakeholder Interviews: 30+ with representatives from such organizations as:**
 - WMEAC
 - SMG Group
 - Frey Foundation



- City of Grand Rapids City Commissioners
 - Huntington Bank
 - DDA Board of Advisors
 - DGRI Board of Advisors
 - Celebration Cinema
 - Orion
 - The Rapid
 - Grand Rapids Public Schools Staff
 - Grand Rapids City Staff
 - Grand Rapids Community Foundation
 - Experience Grand Rapids
 - Ellis Parking
 - Spectrum Health
 - Rockford Construction
 - Grand Rapids Whitewater
 - Colliers International
 - Start Garden
 - Attico Ventures
 - The Right Place
 - Greater Grand Rapids Bike Coalition
 - CWD Real Estate
 - 616 Development
 - Monroe North TIFA / Business Association
 - The Geek Group
 - Urban League
- **Focus groups: 13 to date on housing, diversity and inclusion, student life, and other key issues with representatives from the following organizations:**
- University Students: MSU, KCAD, GVSU, WMU/Cooley
 - Merchants: Downtown Market, Bartertown, Central District Cyclery, Barfly, Mayan Buzz, Autofixit
 - Social Service: Mel Trotter, Heartside Neighbors Collaborative Project, Degage, Catholic Charities of WM, Coalition to End Homelessness, HQ
 - Diversity and Inclusion (3 meetings): LINC, GR Community Foundation, Chamber of Commerce, Kent County, Kellogg Foundation, Boy Scouts of America, Urban League, SMG, Experience GR, City of GR, Dyer Ives
 - River Art: GRAM, Huntington Bank, Meijer Gardens
 - Economic Development: LINC, GR Current, Neighborhood Ventures, City of GR
 - DASH (2 meetings): 616 Development, Downtown Market, Art Prize, SMG, Community Foundation, Dyer Ives, The Rapid, Spectrum, Monroe North BA, GVSU, MSU, WMU/Cooley, GRCC, Ellis Parking, NOBL



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- Parking (2 meetings): Bank of Holland, GVSU, Rockford Construction, Community Foundation, DT Residents, Ellis Parking, Planning Commission, 616 Development, MSU, Spectrum, Parking Commission, GRCC, NOBL
- Housing: SVG Real Estate, Dwelling Place, Rockford Construction, Orion, Downtown Residents, 616 Development, City Commissioner, Huntington Bank
- **Public open house: 450+ visitors to a storefront space dedicated to GR Forward at 50 Louis Street from October – December 2014.**
- **Public forums: 225 attendees.**
 - January 15, 2015: 150 participants
 - April 16, 2015: 75 participants
- **Survey of downtown residents, workers, and businesses: 376 respondents.**
- **Downtown resident event: 170 attendees.**
 - April 15, 2015
- **Collaborative mapping exercise: Received 991 community-generated ideas, insights and comments on barriers.**
- **Invited Organizational 75+ consultations:**
 - Business Representatives / Private Sector
 - Grand Rapids Chamber of Commerce Board
 - Chamber of Commerce's Inside Grand Rapids Program (x3)
 - West Michigan Hispanic Chamber of Commerce
 - Heartside Business Association (x2)
 - Leadership Grand Rapids
 - Creston Business Association
 - Inside GR
 - Varnum LLP
 - Amway
 - Chamber of Commerce Moving GR Forward Event
 - What's Next
 - BLEND
 - Chamber of Commerce Emerging Leaders Program
 - Hello WM Intern Connect Program
 - JW Marriot Management Team
 - Spectrum Health Recruiting Managers
 - GR Business Breakfast
 - Downtown Market Staff
 - Rockford Construction (x2)



- Grand Action Executive Committee

Education

- Stepping Stones Montessori School (x2)
- GRPS Center for Economicology
- Grand Rapids Public School Board (x2)
- GVSU Environmental Planning Class
- Michigan Association of Planning Student Conference
- GVSU Master of Public Administration Class

Civic Organizations

- Grandville Avenue of the Arts
- Experience Grand Rapids Board of Directors
- Convention and Arena Authority Leadership Breakfast
- Convention and Arena Authority Community Inclusion Group
- Grand Rapids Initiatives for Leaders (GRIL)
- GR Rotary Club
- Grand Rapids Kiwanis Club (x2)
- Mayflower Explorers Group
- Greater Grand Rapids National Pan-Hellenic Council
- West Michigan Environmental Action Council
- West Michigan Environmental Leadership Luncheon
- Friends of Grand Rapids Parks Board
- West Michigan Steelheaders
- SWAN/JBAN Annual Membership Meeting
- Roosevelt Park Neighborhood Association Board
- LINC First Thursday
- LINC First Friday (x2)
- Roosevelt Park Neighborhood Board
- Roosevelt Park Neighborhood Association Seniors Meeting
- Creston Neighborhood Monthly Board Meeting
- 616 Community Conversations

State Agencies

- Michigan Economic Development Commission
- Michigan State Housing Development Authority Managers Meeting
- Michigan Department of Natural Resources

Foundation / Philanthropy

- Dyer-Ives Foundation
- Frey Foundation
- Grand Rapids Community Foundation



- Sebastian Foundation
- Wege Foundation
- WK Kellogg Foundation

Accessibility and Transportation

- The Rapid Board of Directors
- Greater Grand Rapids Bike Coalition
- Disability Advocates of Kent County (x2)

Adjacent Communities

- City of Walker
- City of Kentwood
- City of Lowell City Council
- Alpine Township Board of Advisors
- Downtown Kalamazoo Inc.

- **Leadership Luncheons: 4 round table discussions involving approximately 100 civic leaders:**
 - November 20, 2015: Planning with Bold Vision
 - December 4, 2014: Economic Development and Equity
 - January 15, 2015: Performance Based Governance
 - February 12, 2015: Welcoming Civic Love Through Open Engagement
- **Public Speaker Series: 4 events featuring leaders on:**
 - November 20, 2015: Planning with Bold Vision
 - December 4, 2014: Economic Development and Equity
 - January 15, 2015: Performance Based Governance
 - February 12, 2015: Welcoming Civic Love Through Open Engagement
- **Internet: ~3,250 views/month on a project specific website supported by Facebook, Twitter, Instagram.**
- **Planners in public spaces: ~150 people engaged at ArtPrize, Movies in the Park, and other events.**
- **E-Newsletter of updates and insights: 77 distributed with a weekly reach of approximately 300 people.**
- **Media: Dozens of print/radio/web/TV clips generated by a concerted earned/paid/ethic media strategy.**
- **Total residents, businesses, and organizations engaged to date: Over 3,900.**



GR Forward Engagement Schedule July – December 2015

July

- July 2, 2015: DRAFT GR Forward Plan Submitted
- July 8, 2015: DDA Board
- July 9, 2015: DGRI Board of Advisors
- July 9, 2015: Windquest Group
- July 15, 2015: Social Service Executive Committee
- July 15, 2015: River Restoration Steering Committee
- July 23, 2015: Planning Commission
- July 23, 2015: Diversity and Inclusion Meeting at Grand Rapids Community Foundation
- July 27, 2015: Alliance for Livability
- July 29, 2015: Rockford Construction

August

- August 12, 2015: Public Comment Period Begins
- August 11, 2015: Alliance for Investment
- August 12, 2015: MNTIFA Update
- August 17, 2015: Open House #2 @ DGRI
- August 17, 2015: Library Exhibits
- August 26, 2015: Disability Advocates of Kent County
- August 27, 2015: Heartside Business Association Update

September

- September 1, 2015: NAI Wisinski
- September 8, 2015: Alliance for Investment
- September 8, 2015: Neighbors of Belknap Lookout
- September 10, 2015: Parking Commission
- September 11, 2015: GVSU Administrators
- September 16, 2015: Alliance for Vibrancy
- September 17, 2015: Experience GR Staff
- September 17, 2015: Heritage Hill
- September 21, 2015: GVSU Old Learners
- September 22, 2015: 42 Day Comment Period Ends
- September 22, 2015: Creston Neighborhood



- September 23, 2015: SWAN/JBAN
- September 23, 2015 – October 11, 2015: ArtPrize Video
- September 23, 2015: Mobility Tour with Downtown Stakeholders
- September 24, 2015: Bliss for GR
- September 28, 2015: Alliance for Livability
- September 29, 2015: Black Hills
- September 29, 2015: DAKC Accessibility Tour
- September 30, 2015: Amway Corp
- September 30, 2015: WGVU West Michigan Week

October

- October 1, 2015: GR Rowers
- October 1, 2015: DAKC Accessibility Tour
- October 2, 2015: LINC First Friday
- October 3, 2015: Ferris State University Faculty
- October 5, 2015: East Grand Rapids City Commission Update
- October 6, 2015: Robert S' Radio Show "Pulse of the City" on 94.9 WYGR
- October 6, 2015: Grandville Art Academy / Roosevelt Park
- October 7, 2015: Disability Advocates of Kent County
- October 9, 2015: Monroe North Business Association
- October 15, 2015: Hispanic Chamber of Commerce (8a at GFS - 1300 Gezon Pkwy SW Wyoming, MI 49509)
- October 16, 2015: Chamber of Commerce Event with Outpro and Black Women Connect (12p at DGRI)
- October 19, 2015: NAACP / Endless Opportunities Event at 6p at DGRI
- October 20, 2015: 3rd Ward Event hosted by Commissioner Lenear and Commissioner Lumpkins (6:30p at 2776 Kalamazoo Ave SE) ***Note - this event is being organized by the 3rd Ward Commissioners and open by invitation only***
- October 20, 2015: Grand Rapids Area Black Businesses (6p at DGRI)
- October 22, 2015: Convention and Arena Authority Community Inclusion Group Event (2p – 7p @ Van Andel Arena)
- October 22, 2015: GRPS Early Bird School Choice Expo (3-7p at City High Middle School)
- October 23, 2015: 73 Day Comment Period Ends

November

- November 2, 2015: GRPS School Board



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- November 3, 2015: Downtown and River Corridor Steering Committees meet to recommend the plan with edits incorporated from public comment
- November 9, 2015: DGRI Board of Advisors
- November 11, 2015: DDA Board
- November 12, 2015: Planning Commission and Public Hearing
- November 18, 2015: MNTIFA Board

December

- December 15, 2015: City Commission