

AGENDA

DOWNTOWN
DEVELOPMENT
AUTHORITY



DDA

Board Members:

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

Wednesday, May 11, 2022

8:00 a.m. Meeting

29 Pearl Street NW

- | | | |
|--|--------|-----------|
| 1. Call to Order | | |
| 2. Approve Meeting Minutes from April 13, 2022 (8:01)
(enclosure) | Motion | Winn |
| 3. Accept April 30, 2022 Financials (8:05)
(enclosure) | Motion | Chapman |
| 4. FY2023 Budget Adoption (8:10)
(enclosure) | Motion | Kelly |
| 5. FY2023 DASH Agreement (8:15)
(enclosure) | Motion | Kelly |
| 6. Creative Services for River Nonprofit (8:25)
(enclosure) | Motion | Guy |
| 7. Grand River Greenway Project Organizing (8:35)
(enclosure) | Motion | Guy |
| 8. Block by Block Agreement Funding (8:45)
(enclosure) | Motion | Eledge |
| 9. Transit Bulb Funding Authorization (8:55)
(enclosure) | Motion | Miller |
| 10. DDA Liquor License: Noodlepig (9:05)
(enclosure) | Motion | Miller |
| 11. Black History Mural Funding (9:15)
(enclosure) | Motion | Van Driel |
| 12. Major Event Sponsorship (9:25)
(enclosure) | Motion | Van Driel |



DOWNTOWN
GRAND RAPIDS INC.

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13. Just Air Update (9:35)	Info	Riley
14. Executive Director Report (9:45)	Info	Kelly
15. Public Comment (9:50)		
16. Board Member Discussion (9:55)		
17. Adjournment (10:00)		



MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

April 13, 2022

1. Call to Order – This meeting was called to order at 8:05 a.m. by Chair Rick Winn.

Attendance

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

Members Absent: Jermale Eddie, Greg McNeilly, and Luis Avila

Others Present: Tim Kelly (Executive Director), Tricia Chapman (Treasurer), Jessica Wood (Legal Counsel), Amanda Sloan (Recording Secretary), Mark Miller, Kim Van Driel, Marion Bonneaux, Kendsie Channing, Melvin Eledge, Andy Guy (DGRI), Veronica Quintino-Aranda, Eleanor Moreno, Jennifer Kasper and Andrea Anderson.

2. Approve Meeting Minutes from March 9, 2022
Motion: Ms. Sieger, supported by Ms. Schottke, moved approval of the March 9, 2022 Meeting Minutes as presented. Motion carried unanimously.
3. Accept March 31, 2022 Financials
Motion: Mr. Talen, supported by Ms. Dunn, motioned to accept Statement D: March 31, 2022 Expenditures. Motion carried unanimously.
4. City Center Infrastructure Replacement
Mr. Eledge presented a request for funding to replace 35 trash cans in Center City (along Monroe Center and surrounding area) to further enhance the streetscape and provide better functionality of trash collection. With these replacements, all bins will be consistent with the 2019 Streetscape Guidelines designed to improve the pedestrian experience Downtown. He stated once these replacements are made, we can focus on implementing other recommendations such as benches.

Motion: Ms. Sieger, supported by Ms. Dunn, motioned to authorize the purchase of 35 Poe Litter trash cans by Landscape Forms, at an amount not to exceed \$111,990. Motion carried unanimously.

5. FY23 Budget

Mr. Kelly shared the action before the board today is to recommend the FY23 Budget to go before the City Commission for approval. He stated we continue to make progress on the GR Forward Master Plan with community activation and events and we are seeing positive momentum Downtown with major development project investments such as Perrigo, Beaumont Health Systems/Spectrum CTI, Gazelle Sports, and Tapestry Square. 2022 brings us into year 7 of the GR Forward Plan with approximately 75% of DGRI led priorities/projects completed. Mr. Kelly provided an overview of the FY23 budget with \$14.3 Million budgeted for project expenditures (not including debt service or administration) for 97 different programs, projects, and initiatives with 100% of non-discretionary expenditures related to the implementation of the GR Forward plan. He presented conservative estimates for FY2023 Revenues at \$9.4 million (which includes tax increment, non-tax increment, DASH parking income, and other contributions and sponsorships). Fund balance estimates of \$11.1 million give us our total amount of revenue to work with. He noted gain sharing rebates have increased from 10% to 15% this fiscal year with an expected \$1.2 million to be paid out this year. Other expenditures include Administration slightly increased due to higher costs (though still low compared to the overall industry standard). TIF reimbursements (payments for development support) are estimated at \$1.6 million and debt service obligations (such as Lyon Square) are \$750,400. He noted we will no longer see the School Tax Increment Expenditure as that final Arena Debt Service payment will be made in May. Mr. Kelly stated not all FY23 projects that are moving forward are reflected in this budget because of so many unknowns (201 Market, amphitheater, and DASH West lots) so we will likely need to have conversations in the future for specific project funding. Mr. Talen asked how we arrived at the 1% estimated tax increment budget increase. Mr. Kelly stated from a budgeting perspective, we tend to be conservative in our estimate though he shared we saw an 8% increase last year.

Mr. Guy provided an overview of Goal 1 projects and priorities sharing later this year, and early next year, efforts to revitalize the corridor will pick up. Priorities include first, Grand Rapids White Water (GRWW) in-channel work to remove dams. Second, to reimagine the edges (under-utilized industrial spaces along the river) with consideration for parks, housing, and commercial space opportunities. And third, to establish a trail system in the urban core that connects to the regional recreational trail system. Mr. Guy shared permitting is already underway with GRWW and that approval will facilitate the start of the Lyon Square project potentially yet this calendar year. Grand Rapids Public Museum is just a step behind with the implementation of that project. He shared the next section of trail work is at Leonard to Ann which would connect Downtown to Riverside Park and the White Pine Trail; groundbreaking is anticipated in 2023. Additionally, we are budgeting funds for trail design work on the south side of Downtown from Fulton to Wealthy to make that second critical connection to Millennium Park. Mr. Guy shared other budget line items include programming, fundraising services for project support, the 2nd phase of an economic development analysis, and Operations and Management costs related to the trail system.

Ms. Channing presented Goal 2 priorities, sharing that in discussion with neighbors, she has developed "The 4 Cs of Neighbor Experience" to generate projects and priorities. **Communicate** with expanded digital options. **Convene** to talk about issues in the community and connect with neighbors. **Capacity** to **Build** opportunities for neighbors to organize and advocate for issues that are meaningful to them. And finally, opportunities to **Connect** (neighbors) to **Resources** such as partnering with the Heartside Neighborhood Association to implement Heartside Quality of Life Study recommendations. Ms. Channing stated she is excited to shift conversation into action during FY23.

Mr. Miller shared the Goal 3 objective is the implementation of a 21st century mobility strategy. He stated this work is done in partnership with The City of Grand Rapids, specifically Mobile GR. He highlighted a few ongoing projects which include the reconstruction of Ottawa Ave from Hastings to Newberry, the installation of bike parking and transit shelters, Phase 1 of Wayfinding improvements Downtown, furnishings (such as trash bins, benches, electrical outlets), pedestrian safety enhancements (crosswalk flashing beacons and countdown timers), DASH support, and accessibility initiatives. He shared we are integrating accessibility audits within these various City projects to ensure Downtown is inviting and accessible to all. Disability Advocates of Kent County is also hosting an Accessibility Council comprised of leaders from 5 cities to help integrate accessibility at more of a broad level. Mr. Miller noted another budget line item includes concept design solutions for the future of Center City (3 block corridor along Monroe Center).

Mr. Eledge provided a highlight of projects and priorities related to Goal 4, tasked with driving economic development downtown. He stated this budget for FY23 will include the continuation and expansion of data collection (to track the impact of DGRI efforts and programs as well as providing critical information to Downtown retailers). Also included under Goal 4 is support for all four downtown business associations with membership, infrastructure (such as banners), planning meetings, and opportunities to incubate new retail such as the SoDiv Shop Hop, and Night Markets which provide small businesses without a brick and mortar the opportunity to plug in downtown. We are also working with businesses to provide ongoing support for active and engaging storefronts and will continue the retail incentive program for new retail opportunities along Monroe Center.

Ms. Van Driel shared budget priorities for Goal 5 which reinvests in public space, culture and inclusive programming supporting over 50 programs and project series. She stated we support over 150 events per year including World of Winter, State Of Our Downtown, and Silent Discos, as well as event sponsorship support. Public Space Activation includes alley activation, pop-up performers, murals, and place making grants up to \$10,000 (increased from \$5,000 last year). Other items under place management include a new dog park on the west side, an additional public restroom, and other miscellaneous infrastructure. Mr. Miller highlighted infrastructure projects, many of which have the potential to begin implementation next spring. The Hill and River Network has many parts which will not be undertaken all at once, but selected elements can move forward. This is currently in the design phase. This fiscal year we will receive Van Andel Arena Alley construction drawings and start bidding for Phase 1 with some construction to begin this year (including the public restroom). Ah Nab Awen Park construction documents will be completed this year. This construction will not impact the in-river work and will be a great way to start implementation of corridor work. Calder plaza reengagement is also planned for this fiscal year to determine a realistic Phase 1 of the project. A pop-up futsal court is being designed on the west side (DASH Lot 9). He noted you will also find in the budget funding for professional services related to the possible redesign of Campau as we look to upgrade accessibility and safety in that area.

Ms. Dunn commends the staff and committees for all of these projects moving forward. Mr. Talen agreed.

Motion: Ms. Dunn, supported by Ms. Sieger, motioned to recommend the FY2023 DDA Budget Summary to the City Commission for fund appropriation. Motion carried unanimously.

6. LCC Community Outreach Initiative Update

Ms. Van Driel invited Eleanor Moreno and Veronica Quintino-Aranda from the Latino Community Coalition to share an update on the HERencia project which the DDA funded in an effort to honor the Latina community and rename the Community Foundation alley. Ms. Quintino-Aranda stated they were surprised by the incredible response and after outreach received 12 nominations from local families. As part of this project, each family was interviewed, and videos were compiled to feature each woman's story. Throughout the process, there became consensus that the alley should not be named after only one woman but should encompass them all. Therefore, the alley will be named "Nuestra Herencia" which means "our heritage". Ms. Moreno added that during this process the goal was not to choose the woman with the most accolades but to discover those who created space in the community and exhibited values that exemplify us. She added her excitement to contribute Latinx material for the Grand Rapids Archives. On April 26, the LCC will host a watch party to showcase five of these stories at Studio Park. Participants will be able to meet the family members of the women nominated. Ms. Sieger embraced this event. Ms. Van Driel shared this is the first phase of this project and activation will take place in the future.

7. Executive Director Report

Mr. Kelly shared there are a few ribbon cuttings coming up for new businesses opening Downtown including Courage & Soar (April 21 at 4 pm) and Gazelle Sports (on April 29). On April 30th Downtown hosts the Children's Fun Run and She Runs on May 1st. Mr. Kelly noted the Vitals Report this month showed more visitor traffic Downtown than before COVID, which is hopeful, and we expect that to continue. He stated we plan to explore a plan amendment to include the 201 Market site (not currently in our tax capture district) as we look at the future, what that site may become, and the role the DDA will play in that public space. Mr. Kelly acknowledged and thanked Ms. Sloan, sharing she has taken on a new role so this may be her last DDA meeting. Lastly, he noted the press conference and planned demonstrations that are scheduled for today stating they are a critical for the community. Thoughts and prayers go out to the Lyoya family.

8. Public Comment

None.

9. Board Member Discussion

Mr. Winn shared congratulations and appreciation to Andy Guy and team for receiving the \$55 million grant award from the state. He noted we have reason to be subdued today and appreciates our participation.

10. Adjournment

The meeting adjourned at 8:59 am.

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: May 4, 2022

TO: Rick Winn
Chairman

**Agenda Item 3
May 11, 2022
DDA Meeting**

FROM: Tricia Chapman
Administrative Services Officer II

SUBJECT: FY2022 Interim Financial Statements as of April 2022

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

Statement A: Balance Sheet

Statement B: Comparison of FY2022 Budget vs Actual Results

Statement C: Statement of FY2022 Project Expenditures

Statement D: Schedule of Expenditures

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

The Authority has spent approximately 79% and 38% of its budgeted appropriations in the Non-Tax and Local Tax funds respectively.

The final debt service payment was made on the Van Andel Arena Bonds!

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

Attachments

STATEMENT A
DOWNTOWN DEVELOPMENT AUTHORITY
Balance Sheet
April 30, 2022

	Non-Tax Funds	Debt Tax Increment	Local Tax Increment	TOTAL
ASSETS				
Pooled Cash and Investments	\$ 4,822,781	\$ 4,189,831	\$ 8,182,867	\$ 17,195,479
Petty Cash	-	-	500	500
General Fixed Assets	-	-	87,017,456	87,017,456
Accumulated Depreciation on Fixed Assets	-	-	(62,439,401)	(62,439,401)
Future Tax Increment Revenues Anticipated	-	-	-	-
TOTAL ASSETS	\$ 4,822,781	\$ 4,189,831	\$ 32,761,422	\$ 41,774,034
LIABILITIES AND FUND EQUITY				
Liabilities				
Current Liabilities	\$ -	\$ -	\$ 27	\$ 27
Other Accrued Liabilities	-	4,061	2,026	6,087
Deposit - Area 4 Developer Damage	1,000	-	-	1,000
Bonds Payable	-	-	-	-
TOTAL LIABILITIES	1,000	4,061	2,053	7,114
Fund Balance / Equity:				
Investments in General Fixed Assets, net of Accumulated Depreciation	-	-	24,578,055	24,578,055
Non-Tax Increment Reserve	4,802,491	-	-	4,802,491
Reserve for Authorized Projects	-	-	7,833,562	7,833,562
Reserve for Compensated Absences	-	-	7,886	7,886
Reserve for Eligible Obligations	-	4,185,770	-	4,185,770
Reserve for Encumbrances	19,290	-	339,865	359,155
TOTAL FUND EQUITY	4,821,781	4,185,770	32,759,368	41,766,919
TOTAL LIABILITIES & FUND EQUITY	\$ 4,822,781	\$ 4,189,831	\$ 32,761,421	\$ 41,774,033

STATEMENT B

DOWNTOWN DEVELOPMENT AUTHORITY Comparison of FY2022 Budget vs Actual Results July 1, 2021 - April 30, 2022

	Non-Tax Funds		Debt Tax Increment		Local Tax Increment	
	Budget	Actual	Budget	Actual	Budget	Actual
REVENUES						
Property Tax Increment - General	\$ -	\$ -	\$ 11,623,216	\$ 11,607,647	\$ 7,732,770	\$ 8,361,694
Property Tax Increment - Prior Year Appeals	-	-	(35,000)	-	(15,000)	(64)
Property Tax Increment - Gainsharing Rebates	-	-	(4,363,113)	-	(771,777)	(826,680)
Interest - General	63,630	(81,241)	84,901	(103,144)	104,867	(112,413)
Interest - "The Gallery" Promissory Note	15,406	8,911	-	-	-	-
Principal - "The Gallery" Promissory Note	32,953	357,342	-	-	-	-
Property Rental - Buildings and Facilities	72,000	60,000	-	-	-	-
Property Rental - DASH Parking Lots	250,000	331,715	-	-	-	-
Contributions - Lyon Square Reconstruction	-	-	-	-	1,750,000	-
Reimbursements and Miscellaneous Revenues	2,000	90,250	-	-	5,000	19,000
Ottawa Ave - Cherry to Oakes - 1/3rd payment	197,670	-	-	-	-	-
TOTAL REVENUES	\$ 633,659	\$ 766,977	\$ 7,310,004	\$ 11,504,503	\$ 8,805,860	\$ 7,441,537
EXPENDITURES						
<u>GR Forward Projects:</u>						
Goal #1: Restore the River as the Draw and Create a Connected and Equitable River Corridor	\$ 15,000	\$ 615	\$ -	\$ -	\$ 4,580,000	\$ 204,098
Goal #2: Create a True Downtown Neighborhood Which is Home to a Diverse Population	80,000	9,978	-	-	1,585,000	1,526,057
Goal #3: Implement a 21st Century Mobility Strategy	-	-	-	-	2,270,000	879,748
Goal #4: Expand Job Opportunities and Ensure Continued Vitality of the Local Economy	35,000	4,475	-	-	500,000	262,251
Goal #5: Reinvest in Public Space, Culture, and Inclusive Programming	1,770,000	1,476,838	-	-	2,025,000	628,843
Total GR Forward Projects	\$ 1,900,000	\$ 1,491,906	\$ -	\$ -	\$ 10,960,000	\$ 3,500,997
Administration	-	-	-	-	1,300,000	1,391,944
Debt Service for Bond Issues	-	-	6,814,500	6,814,500	750,400	-
TOTAL EXPENDITURES	\$ 1,900,000	\$ 1,491,906	\$ 6,814,500	\$ 6,814,500	\$ 13,010,400	\$ 4,892,941
EXCESS / (DEFICIT)	\$(1,266,341)	\$ (724,929)	\$ 495,504	\$ 4,690,003	\$ (4,204,540)	\$ 2,548,596
BEGINNING FUND BALANCE		5,546,710		(504,233)		30,210,772
ENDING FUND BALANCE		\$ 4,821,781		\$ 4,185,770		\$ 32,759,368

STATEMENT C
DOWNTOWN DEVELOPMENT AUTHORITY
Statement of FY2022 Project Expenditures
As of April 30, 2022

Project Name	FY2022 Project Budgets	Expenditures		Remaining FY2022 Budgets	% of Budget spent
		Month	Fiscal Year		
River Governance	580,000	61,825	163,885	416,115	28.26%
Downtown Plan	100,000	-	-	100,000	0.00%
Lyon Square Improvements	2,600,000		2,376	2,597,624	0.09%
River Edge Improvements	1,300,000	-	37,837	1,262,163	2.91%
GRForward Goal # 1 - Local Tax Increment	\$ 4,580,000	\$ 61,825	\$ 204,098	\$ 4,375,902	4.46%
Downtown Speakers Series	10,000	-	-	10,000	0.00%
Riverwalk Assessment	5,000	-	390	4,610	7.80%
River Economic Opportunity Initiative	-		225	(225)	0.00%
GRForward Goal # 1 - Non-Tax Increment	\$ 15,000	\$ -	\$ 615	\$ 14,385	4.10%
Development Project Guidance	35,000	-	-	35,000	0.00%
Development Project Reimbursements	1,500,000	-	1,493,448	6,552	99.56%
Downtown Enhancement Grants	50,000	-	32,609	17,391	65.22%
GRForward Goal # 2 - Local Tax Increment	\$ 1,585,000	\$ -	\$ 1,526,057	\$ 58,943	96.28%
Heartside Quality of Life Implementation	50,000	750	5,000	45,000	10.00%
Neighborhood Engagement Programs	30,000	1,042	4,978	25,022	16.59%
GRForward Goal # 2 - Non-Tax Increment	\$ 80,000	\$ 1,792	\$ 9,978	\$ 70,022	12.47%
Accessibility and Mobility Repairs	110,000	9,500	69,625	40,375	63.30%
Bicycle Friendly Improvements	245,000	-	14,904	230,096	6.08%
DASH North Shuttle Services	375,000	22,500	225,000	150,000	60.00%
New Downtown Circulator Infrastructure	40,000	-	-	40,000	0.00%
Streetscape Improvements	1,200,000	4,932	534,880	665,120	44.57%
Wayfinding System Improvements	300,000	-	35,339	264,661	11.78%
GRForward Goal # 3 - Local Tax Increment	\$ 2,270,000	\$ 36,932	\$ 879,748	\$ 1,390,252	38.76%
Economic Development and Innovation	400,000	25,451	224,577	175,423	56.14%
COVID Economic Relief Program	100,000	-	37,674	62,326	37.67%
GRForward Goal # 4 - Local Tax Increment	\$ 500,000	\$ 25,451	\$ 262,251	\$ 237,749	52.45%
Downtown Workforce Programs	35,000	-	4,475	30,525	12.79%
GRForward Goal # 4 - Non-Tax Increment	\$ 35,000	\$ -	\$ 4,475	\$ 30,525	12.79%
Downtown Marketing and Inclusion Efforts	420,000	23,976	247,432	172,568	58.91%
Downtown Tree Plantings	130,000	-	39,916	90,084	30.70%
Parks Design	50,000	1,388	4,923	45,077	9.85%
Public Realm Improvements	1,350,000	76,230	326,015	1,023,985	24.15%
State of Downtown Event & Annual Report	25,000	-	-	25,000	0.00%
Urban Recreation Improvements	50,000	155	10,557	39,443	21.11%
GRForward Goal # 5 - Local Tax Increment	\$ 2,025,000	\$ 101,749	\$ 628,843	\$ 1,396,157	31.05%
Arena Plaza Improvements: Non-Tax Increment	-	-	300	(300)	100.00%
Bridge Lighting Operations	15,000	-	-	15,000	0.00%
DGRI Event Production	401,000	5,893	245,668	155,332	61.26%
Diversity / Inclusion Programming	50,000	-	1,500	48,500	3.00%
Downtown Ambassador Program	222,000	28,667	260,513	(38,513)	117.35%
Experience - Miscellaneous	30,000	2,500	20,000	10,000	66.67%
Major Event Sponsorship	135,000	-	105,000	30,000	77.78%
Project and Fixed Asset Maintenance	5,000	-	2,859	2,141	57.18%
Public Space Activation	789,000	16,645	745,926	43,074	94.54%
Rosa Parks Circle Skating Operations	40,000	18,743	18,743	21,257	46.86%
Special Events - Office of	75,000	25,000	75,000	-	100.00%
Special Events - Training Program	6,000	-	-	6,000	0.00%
Winter Avenue Building	2,000	141	1,329	671	66.45%
GRForward Goal # 5 - Non-Tax Increment	\$ 1,770,000	\$ 97,589	\$ 1,476,838	\$ 293,162	83.44%
TOTAL	\$ 12,860,000	\$ 325,338	\$ 4,992,903	\$ 7,867,097	38.83%

STATEMENT D
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of FY2022 Expenditures
April 1 - 30, 2022

Source	Date Posted	Vendor	Purpose / Project	Description	Amount
Debt	4/20/2022	U.S. Bank Corporate Trust N.A.	DDA 2017 LTGO Bonds - Van Andel Aref	DDA 2017 Bond Principal due May 1, 2022	6,490,000.00
Debt	4/20/2022	U.S. Bank Corporate Trust N.A.	DDA 2017 LTGO Bonds - Van Andel Aref	DDA 2017 Bond Interest due May 1, 2022	162,250.00
					<u>6,652,250.00</u>
Local	4/20/2022	Disability Adv of Kent Co	Accessibility & Mobility Repairs	Inclusive Design research and reporting Mar hours 4 1/2	9,500.00
					<u>9,500.00</u>
Local	3/31/2022	Paychex	Administration	DDA Payroll Wages, 401, Taxes- Mar 2022	132,450.16
Local	4/20/2022	City Treasurer - Budget Office	Administration	IET - Operating Transfer A-87	11,006.00
Local	4/14/2022	Federal Square Building Co. #1, LLC	Administration	Office Lease: 29 Pearl Street Apr 22	4,945.32
Local	4/14/2022	McAlvey Merchant & Associates	Administration	Governmental Consulting Mar 22	4,500.00
Local	4/14/2022	Dickinson Wright PLLC	Administration	Legal services: DDA Jan Feb 22	3,828.00
Local	4/14/2022	Lisa M Cooper	Administration	HR Consultant services 3/22	3,769.78
Local	4/14/2022	Dickinson Wright PLLC	Administration	Legal services: Dec 21	3,170.77
Local	4/2/2022	City of Grand Rapids	Administration	Staff services - payroll period ended 04/02/2022	2,556.84
Local	4/16/2022	City of Grand Rapids	Administration	Staff services - payroll period ended 04/16/2022	2,177.68
Local	4/17/2022	Worksighted, Inc.	Administration	IT Service Agreement 4/22	1,288.82
Local	4/21/2022	TGG, Inc.	Administration	Life & S/T & L/T disability insurance: Feb - Sept 2022	1,249.23
Local	4/14/2022	Dickinson Wright PLLC	Administration	Legal services: Sept 21	1,062.73
Local	4/20/2022	City Treasurer - Risk Management	Administration	Monthly General Insurance Allocation	821.17
Local	4/14/2022	Dickinson Wright PLLC	Administration	Legal services: Dec 21	662.03
Local	4/14/2022	Federal Square Building Co. #1, LLC	Administration	Office Lease: 29 Pearl Street Mezzanine Office 04/22	484.64
Local	4/17/2022	Worksighted, Inc.	Administration	O365 subscription 4/22	380.11
Local	4/20/2022	Amway Hotel Corporation	Administration	Meeting space rental: Board of Advisors 12/21	375.01
Local	4/28/2022	Metro FiberNet, LLC	Administration	Internet/Phone at 29 Pearl St NW 5/22	367.24
Local	3/31/2022	Paychex	Administration	DDA Payroll Processing Fee - Mar 2022	311.76
Local	4/14/2022	Fifth Third Bank	Administration	Admin: Food / Bev DDA	302.43
Local	4/7/2022	GreatAmerica Financial Services Corp	Administration	Copier Lease 03/22	301.94
Local	4/14/2022	The KR Group, Inc.	Administration	O365 subscription 3/22	301.12
Local	3/31/2022	Paychex	Administration	DDA Payroll HRS Processing Fees-Mar 2022	300.00
Local	4/6/2022	Professional Maintenance of Michigan In	Administration	Janitorial services 3/22	273.21
Local	4/28/2022	Professional Maintenance of Michigan In	Administration	Carpet Cleaning 03/22	197.98
Local	4/7/2022	City Treasurer - MobileGR/Parking Svcs	Administration	March 2022 Parking Validation Billing	184.25
Local	4/5/2022	Mark Miller	Administration	Reimb: CNU Conference Food 3/22	180.06
Local	4/14/2022	Fifth Third Bank	Administration	DDA Admin: Professional Dev	175.00
Local	4/24/2022	Federal Square Building Co. #1, LLC	Administration	Utility Service: Electric 03/22 - 4/22	161.62
Local	4/14/2022	Dickinson Wright PLLC	Administration	Legal services: Jan 22	156.80
Local	4/14/2022	The KR Group, Inc.	Administration	Feb 22 Managed Agreement	143.22
Local	4/19/2022	Amanda Sloan	Administration	Reimb for expenses 4/22	135.15
Local	4/14/2022	Fifth Third Bank	Administration	Admin: Subscription DDA	133.83
Local	4/14/2022	Dickinson Wright PLLC	Administration	Legal services: Feb 22	121.95
Local	4/28/2022	Pure Water Partners LLC	Administration	Water Cooler Lease 04/22	99.78
Local	4/20/2022	Cellco Partnership	Administration	Cell Phone Service 03/22	86.40
Local	4/24/2022	JobMatch LLC	Administration	HR software 5/22	78.40
Local	4/7/2022	Engineered Protection Sys Inc	Administration	Office Security System 2/01/22 - 4/30/22	73.41
Local	4/14/2022	Engineered Protection Sys Inc	Administration	Office Security System 5/01/22 - 7/31/22	73.41
Local	4/21/2022	Kendsie Channing	Administration	Expense Reimb 4/22	70.51
Local	4/5/2022	Mark Miller	Administration	Reimb: Airbnb for Conference 3/22	52.86
Local	4/7/2022	The KR Group, Inc.	Administration	IT services backupify Agreement Mar 2022	35.63
Local	4/14/2022	Fifth Third Bank	Administration	Admin: Supplies DDA	33.57
Local	4/21/2022	Model Coverall Service Inc	Administration	Floor Mat Rental 02/22-8/22	28.07
Local	4/20/2022	ACO Inc	Administration	Admin Supplies 4/22	4.74
					<u>179,112.63</u>
Local	4/19/2022	City Treasurer - MobileGR/Parking Svcs	DASH North Shuttle Services	Apr 2022 DDA share of DASH North Service	22,500.00
					<u>22,500.00</u>
Local	4/28/2022	Axios Media, Inc	Dntn Marketing & Inclusion Efforts	HQ Software 2022	7,500.00
Local	4/20/2022	Mighty Co.	Dntn Marketing & Inclusion Efforts	Website support: Qrtly font and hosting 4/22	5,400.00
Local	4/14/2022	Andy Siradakis	Dntn Marketing & Inclusion Efforts	Cars & Coffee Sponsorship 3/22	5,000.00
Local	4/20/2022	Erika Townsley	Dntn Marketing & Inclusion Efforts	Photography April 2022	3,000.00
Local	4/6/2022	John Sinkovics	Dntn Marketing & Inclusion Efforts	Local Spins 10th Anniversary Sponsorship 3/22	2,000.00
Local	4/14/2022	Fifth Third Bank	Dntn Marketing & Inclusion Efforts	Marketing: Advertising	671.30
Local	4/14/2022	Bryan Esler Photo, Inc.	Dntn Marketing & Inclusion Efforts	Photographer: Mar 22	405.00
					<u>23,976.30</u>

continued on the next page

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

Page 2

Source	Date Posted	Vendor	Activity # Purpose / Project	Description	Amount
<i>Continued from previous page</i>					
Local	4/7/2022	Lions & Rabbits Center for the Arts	Economic Development & Innovation	2022 After Dark Night Market Sponsorship	20,994.00
Local	4/14/2022	GR Area Chamber of Commerce	Economic Development & Innovation	Retail Retention & Attraction Contract 03/22	3,958.33
Local	4/20/2022	Costar Realty Information Inc	Economic Development & Innovation	Commercial real estate analytics subscription 4/22	499.03
					<u>25,451.36</u>
Local	4/20/2022	Progressive Architecture	Parks Design	Lyon Square Reconstruction 4/22	1,387.51
					<u>1,387.51</u>
Local	4/18/2022	Granger Construction Company	Public Realm Improvements	Rosa Parks Circle	76,230.28
					<u>76,230.28</u>
Local	4/28/2022	Angel City Advisors LLC	River Governance	Grand River consulting 4/22 initial retainer	50,000.00
Local	4/20/2022	West MI Center for Arts & Technology	River Governance	WMCAT/Public Agency river engagement 4/22	11,825.00
					<u>61,825.00</u>
Local	4/12/2022	State of Michigan	Streetscape Improvements	Ottawa-Fulton to Michigan	2,022.23
Local	4/19/2022	City Treasurer - ELC	Streetscape Improvements	Pole Banner Permit Application Bill	1,537.00
Local	4/12/2022	City Treasurer - Refuse	Streetscape Improvements	DGRI Monthly Trash Disposal March 2022	1,139.50
Local	4/7/2022	Presidio Holdings Inc	Streetscape Improvements	Parks Cameras	233.05
					<u>4,931.78</u>
Local	4/14/2022	Kerkstra Portable Restroom Svc Inc	Urban Recreation Improvements	Portable restrooms 3/22	155.00
					<u>155.00</u>
Non-Tax	4/6/2022	Ice Sculptures Ltd	DGRI Event Production	WOW Valent ICE Love on Ice Wall 2/22	1,500.00
Non-Tax	4/28/2022	607 Dewey, LLC	DGRI Event Production	DGRI Events: Storage facility rent 5/22	965.00
Non-Tax	4/14/2022	Evan Roy	DGRI Event Production	Silent Disco performer 3/22	600.00
Non-Tax	4/28/2022	Evan Roy	DGRI Event Production	Silent Disco performer 1/22	600.00
Non-Tax	4/6/2022	Anuvu Operations LLC	DGRI Event Production	Movie Licensing: World of Winter 2022	550.00
Non-Tax	4/6/2022	Anuvu Operations LLC	DGRI Event Production	Movie Licensing: World of Winter 2022	500.00
Non-Tax	4/14/2022	Fifth Third Bank	DGRI Event Production	DGRI Event production: Food/bev	409.90
Non-Tax	4/28/2022	Dighton Maxwell Hekman	DGRI Event Production	Pop up Performer 01/22 - 2/22	300.00
Non-Tax	4/14/2022	Kowalski Productions LLP	DGRI Event Production	WoW '22 Dj Night 3/22	300.00
Non-Tax	4/14/2022	Fifth Third Bank	DGRI Event Production	DGRI Event Production: Supplies	160.77
Non-Tax	4/6/2022	Anthony P Lubenow	DGRI Event Production	Pop Up Performance	150.00
Non-Tax	4/7/2022	ZGM Incorporated	DGRI Event Production	Pop Up Performance WOW 2/22	112.50
Non-Tax	4/6/2022	Consumers Energy	DGRI Event Production	1030 4058 7938 22/03	44.51
Non-Tax	4/5/2022	Shannon Mack	DGRI Event Production	Void Check	(300.00)
					<u>5,892.68</u>
Non-Tax	4/14/2022	Mydatt Service Inc	Downtown Ambassador Program	Ambassador Program 3/22	28,618.98
Non-Tax	4/28/2022	City Treasurer - MobileGR/Parking Svcs	Downtown Ambassador Program	Monthly Parking Billing April 2022	48.00
					<u>28,666.98</u>
Non-Tax	4/7/2022	County of Kent	Experience - Miscellaneous	State of County sponsorship 2022	2,500.00
					<u>2,500.00</u>
Non-Tax	4/20/2022	Dwelling Place of Grand Rapids NPHC	Heartside Quality of Life Implementation	Heartside Cleansweep Sponsorship 4/22	750.00
					<u>750.00</u>
Non-Tax	4/7/2022	Little Space Studio LLC	Neighborhood Engagement Programs	Chief of Police Meet and Greet Venue Rental 4/22	850.00
Non-Tax	4/21/2022	Kendsie Channing	Neighborhood Engagement Programs	Expense Reimb 4/22	115.54
Non-Tax	4/5/2022	Kendsie Channing	Neighborhood Engagement Programs	Stakeholder engagement reimb 03/22	76.40
					<u>1,041.94</u>

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

Page 3

Source	Date Posted	Vendor	Activity # Purpose / Project	Description	Amount
<i>Continued from previous page</i>					
Non-Tax	4/6/2022	Lions & Rabbits Center for the Arts	Public Space Activation	2022 Hinman/Intergenerational Sponsorship	5,000.00
Non-Tax	4/6/2022	Lions & Rabbits Center for the Arts	Public Space Activation	2022 Storm Drain Sponsorship	5,000.00
Non-Tax	4/7/2022	Lions & Rabbits Center for the Arts	Public Space Activation	2022 After Dark Night Market Sponsorship	4,006.00
Non-Tax	4/20/2022	Amanda Parer	Public Space Activation	WOW '22 Art Install Repair 4/22	1,312.00
Non-Tax	4/14/2022	Fifth Third Bank	Public Space Activation	Public Space Activation: Supplies	593.51
Non-Tax	4/14/2022	Grand Rapids Running Tours	Public Space Activation	Rad American Women & Women's Way Mural Walki	400.00
Non-Tax	4/14/2022	Fifth Third Bank	Public Space Activation	Public Space Activation: Equipment	333.96
					<u>16,645.47</u>
Non-Tax	4/12/2022	City Treasurer - Parks & Rec	Rosa Parks Circle Skating Operations	50% open skate rental costs at arena 3/22	18,742.50
					<u>18,742.50</u>
Non-Tax	4/27/2022	City Treasurer - Special Events	Special Events - Office of, Grants, Trainir	DGRI FY22 Special Events Billing-3 of 3 Installment	25,000.00
					<u>25,000.00</u>
Non-Tax	4/22/2022	DTE Energy	Winter Ave NW Building	9100 258 89908 22/04	96.50
Non-Tax	4/22/2022	Consumers Energy	Winter Ave NW Building	1030 2027 1245 22/04	44.15
					<u>140.65</u>
TOTAL APRIL 2022 EXPENDITURES					<u><u>\$ 7,156,700.08</u></u>

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DATE: May 6, 2022

TO: Downtown Development Authority

FROM: Tim Kelly, AICP
Executive Director

SUBJECT: FY2023 Budget and Priority Plan

Agenda Item #04
May 11, 2022
DDA Meeting

On April 13, 2022, the DDA Board recommended the FY2023 budget to the Grand Rapids City Commission to request fund appropriation for the fiscal year beginning July 1, 2022. That budget will be presented for approval by the City Commission on May 10, 2021 (attached). The final step in the budget process is adoption by the DDA Board. Additional information, including a summary of the budget process and the priorities included in the FY2023 budget is provided below.

Each year the Downtown Development Authority (DDA) recommends a one-year budget and five-year priority plan to the City Commission. With the approval of GR Forward in December 2015, the DDA and DGRI have clearly defined objectives and the proposed budgets are built to reflect and implement the community priorities for Downtown. For FY2023 the DDA budgets consist of both new projects from GR Forward and carry forward priorities that span multiple fiscal years.

Among the priorities for the coming year are to implement recommendations from recently completed planning initiatives. Those include the Grand River Governance process, the Disability Advocates of Kent County and Common Notice accessibility report, and the Downtown Streetspace Guidelines. There is also funding allocated to complete the design initiatives for the River and Hill Network Plan, and to initiate major capital improvements to Downtown public spaces such as Lyon Square and the Van Andel Arena alley. Finally there is funding for event and activation to continue to support and produce events that draw people to Downtown.

Carry-forward priorities from previous years include completing Grand River edge infrastructure improvements, implementation of pedestrian and bike infrastructure, continued funding to support retail business attraction, and building on the tremendous success of the World of Winter.

When examined by GR Forward goal the breakdown from the LTI and NTI budgets is as follows:



- Goal 1 (Restore the River as the Draw): \$4,397,500
- Goal 2 (Create a True Downtown Neighborhood Home to a Diverse Population): \$1,828,750
- Goal 3 (21st Century Mobility Strategy): \$2,105,000
- Goal 4 (Ensure Job Opportunities and Ensure Vitality of the Local Economy) \$620,000
- Goal 5 (Reinvest in Public Space, Culture and Inclusive Programming): \$5,035,901

As in previous years the Downtown Grand Rapids Inc. Alliances played an important role in developing the budget. Their 3-month, iterative process culminated with budget recommendations to the three fiduciary Boards of DGRI (DDA, DID, and MNTIFA).

Following a recommendation from the DDA Board, DGRI staff will present the recommended DDA FY23 budgets to the City Commission requesting bottom-line appropriation. After receiving City Commission appropriation, the Board will adopt their final annual budget and priority plan at the next scheduled meeting.

Recommendation: Adopt the FY2023 DDA Budget as authorized by the Grand Rapids City Commission.

CITY OF GRAND RAPIDS, MICHIGAN
Downtown Development Authority
FY2023 Appropriation Requests by Fund

Recommended by the Downtown Development Authority Board on April 13, 2022
Grand Rapids City Commission Consideration on May 10, 2022
Submitting for Adoption by the Downtown Development Authority June 8, 2022

	FY2023 BUDGET REQUESTS BY FUND		
	Non-Tax Fund	Local Tax Increment	TOTAL
RESOURCES			
Property Tax Increment - General	\$ -	\$ 8,360,858	\$ 8,360,858
Property Tax Increment - Gainsharing Rebates	-	(1,251,879)	(1,251,879)
Property Tax Increment - Prior Year Appeals	-	(15,000)	(15,000)
Fees / Reimbursements - Miscellaneous	42,000	5,000	47,000
Interest - General	42,390	73,981	116,371
Property Rental - Buildings and Facilities	72,000	-	72,000
Property Rental - DASH Parking Lots	350,000	-	350,000
Lyon Square Partner Contributions	-	1,750,000	1,750,000
Land Sale - Ottawa Avenue Addresses	-	-	-
From / (To) Fund Balance	1,593,261	5,218,240	6,811,501
TOTAL RESOURCES	\$ 2,099,651	\$ 14,141,200	\$ 16,240,851
APPROPRIATIONS			
<u>GR Forward Projects</u>			
Goal #1: Restore the River as the Draw and Create a Connected and Equitable River Corridor	\$ 15,000	\$ 4,382,500	\$ 4,397,500
Goal #2: Create a True Downtown Neighborhood Which is Home to a Diverse Population	118,750	1,710,000	1,828,750
Goal #3: Implement a 21st Century Mobility Strategy	-	2,105,000	2,105,000
Goal #4: Expand Job Opportunities and Ensure Continued Vitality of the Local Economy	50,000	570,000	620,000
Goal #5: Reinvest in Public Space, Culture, and Inclusive Programming	1,915,901	3,120,000	5,035,901
Total GR Forward Expenditures	2,099,651	11,887,500	13,987,151
Administration	-	1,500,000	1,500,000
Debt Service	-	753,700	753,700
TOTAL APPROPRIATIONS	\$ 2,099,651	\$ 14,141,200	\$ 16,240,851
EXCESS / (DEFICIT)	\$ -	\$ -	\$ -

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DDA

DATE: May 6, 2022

TO: Downtown Development Authority

FROM: Tim Kelly, AICP
Executive Director

Agenda Item #5
May 11, 2022
DDA Meeting

SUBJECT: DASH Memorandum of Understanding

Background

Since December 2012, through Memorandums of Understanding (MOU) the DDA has partnered with the City of Grand Rapids and the Monroe North Tax Increment Finance Authority (collectively “the Parties”) to provide DASH transit services in the Downtown District. The MOUs have outlined the terms and requirements of the Parties for contributing towards the cost of bus infrastructure as well operating costs.

For FY2023, it is proposed that a one-year extension of the MOU be entered into for the period ending June 30, 2023. As proposed, the DDA and MNTIFA would contribute at the same level as FY2022, \$270,000 (\$22,500 per month) and \$80,004 (\$6,667 per month) respectively. These amounts are both budgeted in the DDA and TIFA budgets for FY2023.

The funding from the DDA and TIFA is needed to continue offering the DASH service, which is an important recommendation from both GR Forward and the Destination Asset Study. While service has been impacted as a result of COVID-19 ridership saw an increase during the World of Winter festivities and is expected to continue to increase as Downtown is reactivated.

If approved the Chairperson of the Boards of the DDA and the MNTIFA would be authorized to execute an extension to the current MOU, which are approved as to content by the DDA Executive Director and as to form by DDA/MNTIFA legal counsel. An updated MOU would then need Board authorization prior to the start of FY2024.

Recommendation: Approve the FY2023 contribution for DASH service through June 30, 2023 for an amount not to exceed \$270,000.



DOWNTOWN
GRAND RAPIDS INC.

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DDA

DATE: May 5, 2022
TO: Downtown Development Authority
FROM: Andy Guy, COO
SUBJECT: **Creative Services for River Nonprofit**

Agenda Item #6
May 11, 2022
DDA Meeting

This memo requests funding to retain professional creative services that support the startup of the nonprofit entity now emerging to help lead execution of the community's vision for a more attractive, accessible and active Grand River corridor. Funds, if approved, specifically will support a process to 1) design a unique visual identity and 2) develop a marketing/messaging strategy that both serve to positively distinguish the new organization.

The DDA Board in March 2021 endorsed a governance model to develop, manage, program and maintain the public capital assets associated with the revitalization of the Grand River corridor. A key component of that model is a new nonprofit entity serving as backbone agency that – at least initially – brings together a diversity of river-interested stakeholders, hones a collaborative guiding vision and strategy and supports aligned river corridor improvement activities across a variety of partners.

A strong “brand” identity and messaging system are important tools to advance on these goals as they work to, among other things, communicate mission and impact, support effective community engagement, make connections with stakeholders and build partnerships that advance the work.

Downtown Grand Rapids Inc. (DGRI) staff worked with the emerging nonprofit's Communications & Engagement Committee to develop a [Request for Qualifications](#) and solicit professional expertise and capacity for this work. Several firms responded and staff reviewed those responses based on similar project experience, strength of the team and demonstrated project understanding among other criteria.

Thru the evaluation Brand Robear emerged as the preferred project partner. [Brand Robear](#) is a team of design and communication professionals that demonstrated unique project understanding, a thoughtful approach and a multi-disciplinary perspective. The firm has executed impressive identity systems for such clients as Ford Foundation and Teach for America. Staff is confident this team will bring a spirit of creativity, community and progress commensurate with our ambitious vision for the Grand River.

The estimated project budget is \$110,000. DGRI staff recommends the DDA (\$85,000) and Monroe North Tax Increment Finance Authority (\$25,000) share the cost. Staff however also requests DDA authorization not to exceed \$120,000 as the TIFA meets next in June and the goal is to start this project yet this month.

Recommendation: Authorize staff to execute a contract with Brand Robear for an amount not to exceed \$120,000.



DOWNTOWN
GRAND RAPIDS INC.

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DDA

DATE: May 5, 2022
TO: Downtown Development Authority
FROM: Andy Guy, COO

**Agenda Item #7
May 11, 2022
DDA Meeting**

SUBJECT: Grand River Greenway Project Organizing

This memo requests funds to engage professional fundraising services in support of planning and organizing for implementation of the Grand River Greenway initiative in the urban core of Grand Rapids/Kent County.

Funds, if approved, will support the work of evaluating the status, budget, schedule and other critical attributes of various greenway-related projects. The result of this evaluation will inform the decision-making process to guide greenway investment. Funds will also support efforts to plan for, coordinate, align with and pursue additional potential federal, state, local and private fundraising opportunities that help expand the positive impact of the greenway investment.

The State of Michigan in March 2022 [awarded Downtown Grand Rapids Inc. a \\$55 million grant](#) to support the ambitious transformation of the Grand River corridor coursing through our community. The funding will support capital projects to:

- Rehabilitate and expand the riverfront park system in the urban core, and
- Build nonmotorized public trail segments that better connect people to riverfront parks and the regional trail system.

Needless to type the state grant is a significant contribution to *GR Forward/River for All* implementation effort. But the state funds also present a rare opportunity for river revitalization partners to potentially leverage additional public and private dollars, grow the investment strategy and advance a number of important public space projects even more quickly.

Downtown Grand Rapids Inc. (DGRI) staff recommends engaging [Kennari Consulting](#) to support this specialized investment planning and fundraising development project. Kennari uniquely understands the regional landscape of interrelated river and trail projects. The firm maintains positive relations with the philanthropic community. And their team brings proven experience in, among other relevant skills, project assessment, strategic planning and fund development.

Recommendation: Approve an allocation of funds not to exceed \$50,000 to engage Kennari Consulting to support Grand River Greenway investment organizing.



**DOWNTOWN
GRAND RAPIDS INC.**

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DATE: May 11, 2022

TO: Downtown Development Authority

FROM: Melvin Eledge Jr.
Operations Manager

SUBJECT: Beautification, Maintenance and Placemaking Contractor

Agenda Item #8
May 11, 2022
DDA Meeting

In August 2015 the Downtown Development Authority Board approved a new contract with Block by Block to become the contractor for cleaning and maintenance services in downtown. The clean team was then subsequently “merged” with the existing Downtown Ambassador program, services also provided by Block by Block, into a singular Downtown Ambassador team with a wide scope and set of responsibilities related to Downtown Grand Rapids Inc’s work as an economic and placemaking entity.

In February 2022 DGRI staff issued an RFP for its Beautification, Maintenance and Placemaking services program. The RFP was sent directly to established, known firms that typically provide these kinds of services as well as publicly listed in the International Downtown Association (IDA) website. On March 3rd, DGRI staff received 1 qualified proposal.

DGRI staff requested the existing DID reauthorization committee review the proposal and provide feedback and recommendations to staff as to the quality and content of the received proposal.

This new proposal will increase the existing ambassador wage, temporarily set to \$15 per hour, to \$16.50 as well as increasing overall vacation time for all ambassadors by one week. We believe these measures will continue to make the team’s recruiting efforts competitive in what continues to be a very tight labor market.

The total cost of the services is \$1,043,755.58 and includes two one-year extensions; it is expected the new Block by Block contract would begin July 1, 2022.

Recommendation: Authorize DDA funding for an amount not to exceed \$281,410.00 for Hospitality, Beautification and Maintenance contractual services in FY23; pending contract approval by the DGRI Board of Advisors.



MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DATE: May 11, 2022

TO: Downtown Development Authority

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

SUBJECT: Front and Wealthy Transit Bulbs Funding Authorization

Agenda Item #09
May 11, 2022
DDA Meeting

Goal 3 of GR Forward recommends the **Implementation of a 21st Century Mobility Strategy**, by *providing a stress-free pedestrian experience for all ages and abilities* (page 186) and by *completing the networks in and out of Downtown* (page 210). Specific to these goals, page 212 of the Plan calls for *investing in all infrastructure that will encourage additional transit use. This may include installing more “gold standard” transit stops to provide protection from the road and weather.*

Chapter 1 of DGRI’s Streetspace Guidelines seeks to rebalance streets by providing interventions within the flex zone to enhance and improve the streetspace for pedestrians, people on bikes, and transit users. The use of transit bulbs is recommended as part of this rebalancing effort.

Additionally, DGRI’s ongoing collaboration with Disability Advocates of Kent County seeks to make our Downtown pathways and destinations more accessible. At the Front and Wealthy location there are many wheelchair users and people with a variety of mental and physical disabilities who require transit to access jobs and services. This location, because of its lack of accessible routes, circuitous pathways, and high traffic speeds, is a dangerous place for pedestrians and transit riders (*refer to the first Youtube link in the attached Aligned Planning memo for video showing this dysfunctional environment*).

To this end, DGRI has collaborated with the City of Grand Rapids (specifically Mobile GR / Traffic Safety), the Rapid, Aligned Planning, and Progressive AE to implement a series of interim interventions to pilot solutions for improvements to these street deficiencies. These interventions build on previously completed art installations and tree plantings at this location facilitated through Aligned Planning, Mobile GR and Pharmhouse Wellness. The Aligned Planning memo also includes detailed information about the project, including many additional links to relevant background that supports the ongoing pilot and why these safety interventions are important.



As outlined in the attached, the project plan includes:

1. Lane reduction on Wealthy Street to incorporate a bike lane connection.
2. Strengthening non-motorized connections to the Oxford Trail.
3. Relocation of the Front Street transit stop to provide better access.
4. Installing Zicla transit bulbs at both the Front and Wealthy stops to foster a better, more accessible transit user experience and improve transit efficiency.
5. Creating a designated parking zone for micro-mobility near the Front Street transit stop.
6. Additional sidewalk to provide access to the transit stop at Front Street.
7. Decreasing the crosswalk length at Front Street to provide a safer pedestrian experience.
8. Adding street art, murals, benches, planters and decorative pavement to place-strengthen the location.
9. Reducing pedestrian travel lengths from Exodus Place to the transit stop by 1/3.
10. Providing streetspace improvements and pedestrian safety enhancements in a Neighborhood of Focus.

Of these improvements, the DDA is being asked to fund the Zicla platforms, amenities for the platforms, and the engineering services that are required to implement the various street rebalancing efforts. These funds will be leveraged with additional support from Mobile GR, The Rapid, and Pharmhouse Wellness to implement the project as described, including ongoing maintenance and reporting. Pharmhouse Wellness will provide funding to this project through their social equity commitment for their cannabis business.

This will be the second installation of a Zicla transit bulb in downtown. The first was funded by the DDA and installed on Fulton Street in November 2019. The rationale for using the Zicla, a temporary or interim transit bulb, rather than a permanently constructed transit bulb includes the ability to test and measure the impact of the installation, without the need to redesign or tear-up the existing street. This ultimately makes the delivery time significantly shorter and the investment appreciably less. Additionally, the interim bulb can be picked up and moved to other locations to further test the viability of the installation at other transit stops after this location has been piloted.

The Zicla is fabricated in Spain and is specifically recommended in NACTO's (National Association of City Transportation Officials) Transit Street Design Guideline for use as an interim boarding stop configuration. The Zicla Platform is a modular, snap-in-place system that bolts to the roadway. It is made of 100% recycled plastic, is easy to assemble and disassemble, and meets ADA requirements. Based upon our research and discussions with local fabricators there are no products currently on the market that provide the durability and flexibility at an attainable price point that the Zicla product does, therefore DGRI is recommending proceeding with this product.

The Zicla is being procured through a locally owned company, Conceptual Site Furnishings (CSF). CSF will be furnishing and installing the platform. They previously procured and installed the Fulton Street Zicla and have a unique knowledge of working with the Spanish fabricator, a high-level of trust working on municipal infrastructure, and the technical know-how on how to install this product quickly and effectively. The total installed cost for two 22 foot x 8 foot platforms is \$72,250. Expected delivery is approximately 6 weeks.

In the FY2022 budget, a total amount of \$85,000 was specifically allocated to a Zicla transit bulb as part of the Streetscape Improvements line item. In addition to the actual platform, it is our team's goal to provide additional amenities as part of this installation. These include benches and planters to further enhance this transit stop. This request is for the budgeted \$85,000 to secure these additional amenities.

Recommendation: Approve the allocation of a not to exceed amount of \$85,000 for the installation of the interim transit bulb and related amenities.

MEMORANDUM

Re: Intersection and Street Safety Test Project, Front and Wealthy Budget Request
Date: April 29, 2022
To: Mark Miller, AIA AICP
From: Lynée Wells, AICP

In collaboration with public and private sector partners, I bring forward an intersection and street safety pilot project for consideration by the Downtown Development Authority Board. This proposed project is consistent with the goals of GR Forward, recent work with the Downtown Neighbor Network, and the priorities of MobileGR as it relates to safety improvements. The project location is the intersection of Front and Wealthy Street, which is the southwestern boundary of the DDA/TIF district.

Project Purpose

The genesis of this project began as an idea carried forward by my client, Pharmhouse Wellness, as part of their social equity plan. Pharmhouse Wellness is a cannabis social equity company designated by both the State of Michigan and the City of Grand Rapids. During neighborhood engagement, John Ball Area Neighbors and Exodus Place identified Wealthy Street as a priority for improvements including placemaking, beautification and street safety. More specifically, Exodus Place shared their interests in creating a shorter and more direct route for their residents to access the bus stops and cross streets, noting that many of their residents have physical and mental disabilities requiring transit to access jobs and services in the community. The linked video depicts a difficult, lengthy and dangerous trip from the residence to the bus stop. <https://www.youtube.com/watch?v=ihJNlAgUh7Q>

Pharmhouse Wellness, committed to reinvesting the savings they receive in licensing as an equity applicant, pledged to initiate and support projects to improve the neighborhood by hiring Aligned Planning as their social equity manager, and financing and leveraging partnerships to make positive and collective impacts. To develop the social equity plan, we reviewed the Area Specific Plan for John Ball Area Neighbors called “U to the Zoo”, and went door-to-door holding conversations and meetings with residents and business owners. We heard that safety, beautification and traffic calming were priorities.

Following the success of the West Wealthy Arts District public art installation project which included painting items within the public realm including bollards, signal boxes, and building murals, and a recent tree planting with Friend of Grand Rapids Parks where volunteers planted 46 trees co-financed by Pharmhouse, Spectrum Industries and Padnos, we now focus on the intersection of Front and Wealthy. Below are articles related to the work this past year:

West Wealthy Art: <https://www.woodtv.com/news/grand-rapids/west-wealthy-beautification-project-seeks-approval-from-city/>
<https://www.woodtv.com/news/grand-rapids/artists-begin-working-on-pieces-for-west-wealthy-corridor/>

Tree Planting: <https://www.woodtv.com/news/grand-rapids/friends-of-gr-parks-plant-trees-along-wealthy-street/>

Social Equity: <https://www.rapidgrowthmedia.com/features/Pharmhouse-Wellness.aspx>

Project Highlights

Focusing on street space safety has been a goal of the social equity plan since Pharmhouse opened. The West Wealthy district includes the trailhead of the Butterworth Trail and bike lanes are planned on Front and painted on portions of Wealthy Street. Transit serves the area with routes on Front/Wealthy and also the Laker Line on West Fulton. Due to the mix of industrial, commercial and residential uses, the area has heavy truck traffic, wide travel lanes, generous curb radii, and until recently, very few trees to soften and narrow the perceived width of the street space. Speeds are a concern to neighbors. Exodus place has shared stories of residents who have been killed within the right-of-way in the City, and for them and others, safe ways to walk along Wealthy Street to the river, Market Avenue and downtown (specifically to Central Station) are desired.

Over the last several months, we have worked from the ground up to conceptualize improvements to the intersection of Wealthy and Front which aim to test solutions to the dangerous walking conditions at the intersection. For bus riders, they are pedestrians who either walk or roll to catch their ride. Some facts about street safety:

- For a pedestrian struck at less than 20 mph, the risk of death is 5%, at 40mph, the risk rises exponentially to 65%. (2011 study by the AAA Foundation)
- About 73% of pedestrian fatalities occur outside of crosswalks, meaning that the pedestrian is not in a crosswalk, marked or unmarked. (Note, this is the movement residents make from Exodus to the current bus stop location on Front.)
- The Governor's Highway Safety Association released new data that there was a 17% increase in pedestrian fatalities during the first half of 2021. Over the last decade, from 2011 to 2021, the increase was 46%. Each time someone takes a bus, they are a pedestrian on both ends of the trip. https://www.ghsa.org/sites/default/files/2022-04/Pedestrian%20Traffic%20Fatalities%20by%20State%20January%20-%20June%202021%20Preliminary%20Data_0.pdf
- The 2022 US Department of Transportation Street Safety Guide includes the following for the focus area of "Safer Streets:"
 - Recent research found that 90 percent of the top pedestrian fatality hotspots are on roadways with three or more lanes, and 70 percent have five or more lanes of traffic that pedestrians had to cross. (Wealthy Street at Front is four lanes, with a goal of this project to test a lane reduction to three.) <https://doi.org/10.5198/jtlu.2021.1825>
 - More broadly, safety risk differs depending on the type of road and how it is used, with arterial roads comprising over half of all traffic deaths in 2020 despite constituting approximately ten percent of the Nation's public road mileage. Wealthy Street is a Major City Street. [2019 Data: Pedestrians \(dot.gov\)](https://www.fhwa.dot.gov/pedestrians/2019_data/)

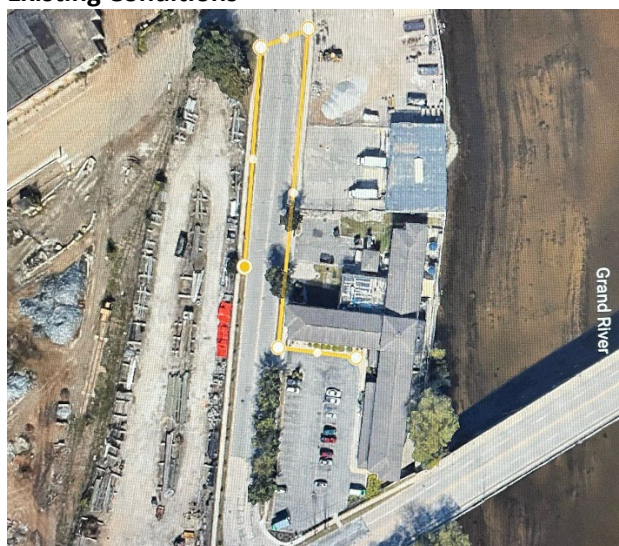
Project Plan

The project planning and design team consultants include Aligned Planning and Progressive AE, together with City partners from MobileGR, The Rapid and DGRI. Objectives of the project include:

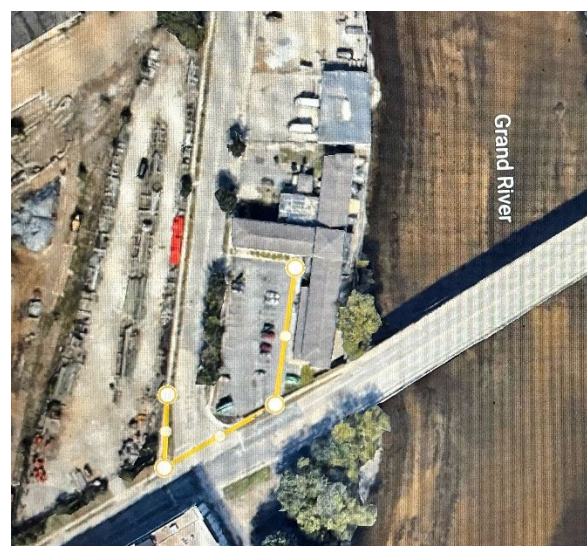
1. Lane reduction along Wealthy at the bridge to provide a bike lane connection from Market to Front, and an enhanced bus stop waiting area

2. Relocation of bus stop on Front Street by moving it south near the Wealthy and Front Street intersection and closer to Exodus Place
3. Placing a Zila transit bulb on Front and on Wealthy, combined with seating, sidewalk, and planters to improve the bus stop waiting experience
4. Placing a “Designated Parking Zone” for micro-mobility on the south side of the transit bulb on Front Street
5. Adding sidewalk connecting the existing sidewalk on Front Street to the transit bulb waiting area
6. Reducing the exposure space within the crosswalk by approximately 10’
7. Adding street art/place strengthening features to the West Wealthy Arts District gateway, including benches, planters, decorative pavement and decorative concrete barricades
8. Reducing the travel distance from Exodus Place to the bus stop by 1/3. Prior to the relocation, the trip to the bus stop included either crossing mid-block or at an unmarked crosswalk

Existing Conditions



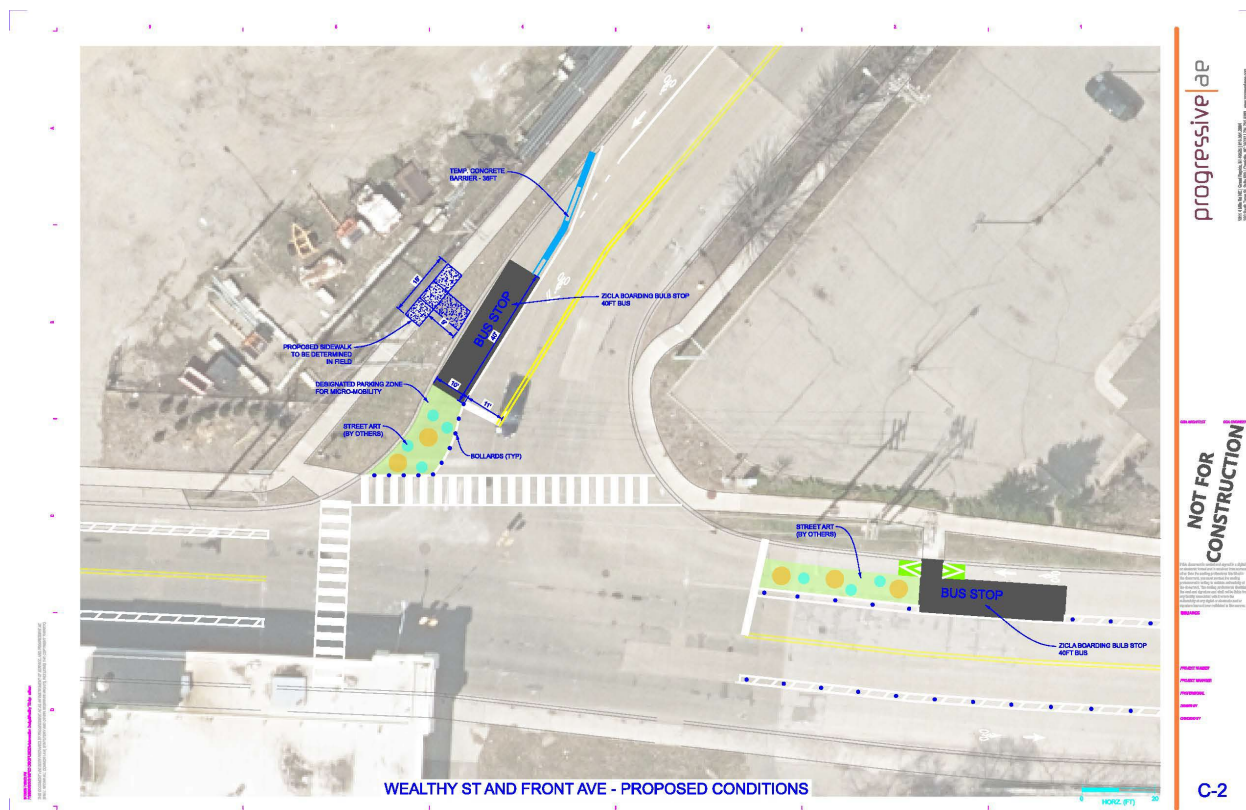
Distance of 675’ from Exodus Place to current bus stop (no crosswalk to north, but there is a ramp)



Distance of 420’ from Exodus Place to proposed bus bulb (includes marked crosswalk)

The proposed pilot project is consistent with the Downtown Street Space Guidelines and Goal 3 of GR Forward, Creating a 21st Century Mobility Strategy. This project prioritizes safety for all street users, particularly the more vulnerable groups, consistent with the *Build for Safety and Accessibility* guideline. According to the Downtown Street Space Guidelines, transit bulbs should be considered where turn lanes are present (and too wide), where streets have two lanes in each direction (and can be rebalanced to 3 or fewer lanes), and where on street parking is underutilized. Front and Wealthy both exhibit one or more of these conditions making it an ideal location to test improvements before future redesign and reconstruction.

Below includes the proposed Intersection and Street Safety Test Project for the transit bulb focus area along Front and Wealthy streets.



Project Items and Partner Responsibilities

The anticipated project task list and the responsible parties is as follows:

Item/Partner	Mobile GR	The Rapid	DGRI	Vital Streets	Pharmhouse Wellness/Aligned Planning
Concrete Barricades	x				
Maintenance		x			x
Relocating Bus Stop Signage		x			
Zicla/Bus Stop			x		
Art/Placemaking					x
Project Management					x
Traffic Control	x				
Designated Parking Zone/Sidewalk	x				
Engineering			x		
Bike Lane/Lane Markings	x				
Pavement White Topping				x	
Testing/Reporting					x

Proposed Timeline

The project would be installed during the months of June/July, depending on material availability. The project will take two days to install. Day 1 includes the placement of the Zicla system. Day 2 includes street painting and placemaking. The project will be in place for at least 12 months to ensure that all four seasons are tested.

Proposed Maintenance

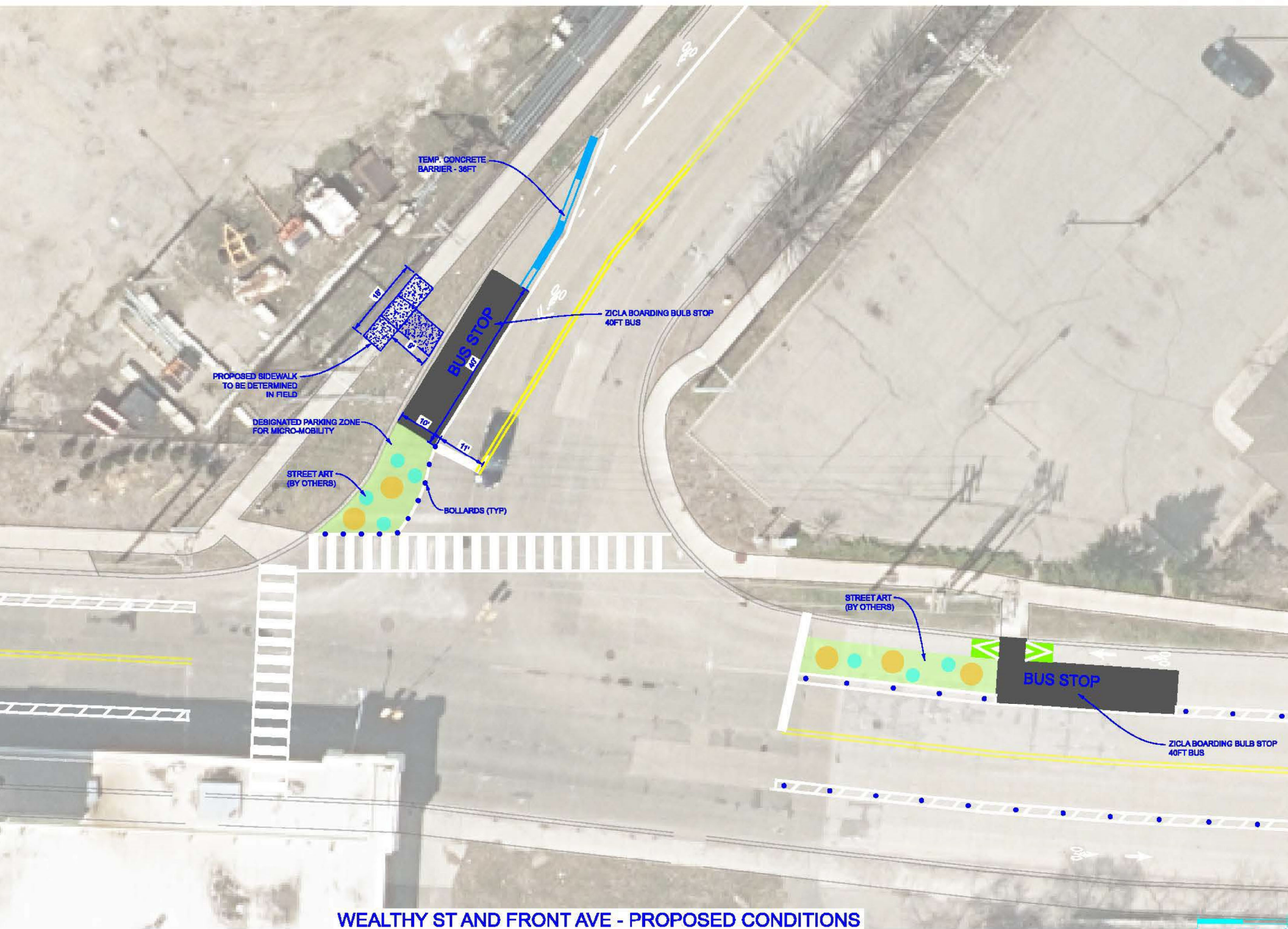
Planters are proposed, and watering will be handled by Pharmhouse Wellness, the project partner. Should watering become a challenge, planters will be designed with woody materials or other decorative items which do not block views yet offer little to no maintenance needs. The bus bulb will not include trash facilities. Snow clearing will be handled by project partners.

Proposed Testing

To measure success, we will conduct a pre and post project speed study at Wealthy and at Front Street. Additionally, we will measure changes in bus ridership boarding and alighting. Additional data related to the use of the Designated Parking Zone will be analyzed to measure trip counts and use of micro-mobility. To gather qualitative feedback, we will conduct interviews with riders utilizing the bus stop waiting area and interview area businesses about the new alignment. All feedback will be provided to project partners and used in the eventual long-term redesign and reconstruction of the intersection of Front and Wealthy.

Proposed Budget Request

The project team requests \$85,000 for the project budget, which is included in the FY 2021-2022 budget as Zicla 2. The budget item includes the Zicla system, seating and planters.



MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DATE: May 6, 2022

TO: Downtown Development Authority

FROM: Melvin Eledge
DGRI Operations Manager

Agenda Item #10
May 11, 2022
DDA Meeting

SUBJECT: Development District Liquor License – Noodlepig

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

Noodlepig, LLC is requesting DDA Board consent to the issuance of a Development District liquor license for their location at 601 Bond Avenue. Additional information on the business is attached.

Staff has reviewed the applicant's request and believes it meets the investment, activity and seating capacity requirements and as such it is recommending approval of the application. If approved by the DDA Board, the request will proceed to the City Commission for consideration.

Recommendation:

Approve the resolution for the issuance of a development area liquor license for Noodlepig, LLC at 601 Bond Avenue.



**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 57 of 2018, 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, Noodlepig, LLC, located at 601 Bond Avenue, Grand Rapids, Michigan, 49503; has applied to the City for approval of a license under the Act, and is located within the DDA district, and

WHEREAS, Noodlepig, LLC, in its application, has indicated its intention to operate a restaurant and bar 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 Noodlepig, LLC, as proposed would promote economic growth by:

1. Operating in a manner that would be consistent with adopted goals, policies and plans of the district, particularly by promoting the competitiveness and vitality of downtown Grand Rapids as a destination for dining, arts and tourism.
2. Facilitate private investment and promote economic growth in the leased space at 601 Bond Avenue.
3. Supporting the creation of several full and part-time jobs in the district.

NOW, THEREFORE, BE IT RESOLVED, that the Downtown Development Authority of the City of Grand Rapids recommends issuance of a Class C Liquor License to Noodlepig, LLC, located at 601 Bond Avenue, Grand Rapids, Michigan, 49503 above all others.

YEAS: Board members _____

NAYS: Board members _____

ABSTAIN: Board members _____

ABSENT: Board members _____

RESOLUTION DECLARED ADOPTED.

Dated: May 11, 2022

Timothy Kelly
Executive Director

CERTIFICATION

I, the undersigned duly qualified and Secretary of the Downtown Development Authority of the City of Grand Rapids (the "DDA"), do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Board of Directors of the DDA at a regular meeting held on May 11, 2022, 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.

Amanda Sloan
DDA Secretary



Executive Summary

Business Model

We're following the Quick Service Restaurant (QSR) Model! A hip ramen & boba shop modified as a quick service restaurant. Think 'Qdoba' for ramen. Multiple toppings, soups, and flavors, fully customizable. We're fast, but we're also the real deal. From noodles to bone-broth, everything will be made in-house. Vegan and gluten-free options also available for a truly all-inclusive experience. Authentic and traditional Japanese flavors with a flare of fusion. Japanese-mother approved. We will have multi-revenue streams as well: Restaurant food & beverage sales, retail via in-store take-away and in grocery stores, B2B supplying noodle production for local restaurants, and 'merch' (i.e. graphic tees) so our patrons can further support us. We aim to have multiple locations too. Our big hairy audacious goal is to beat Starbucks in locations and Chick-fil-A in service! I know, but you gotta think big, right? Lastly and most importantly, our mission is to end child hunger. For every bowl of ramen purchased, 3 starving children are fed: one locally, one nationally, and one abroad. This is done by partnering with specialized 3 charities. So as our patrons slurp away to ramen-bliss, they'll know that they have also made a significant impact in three children's lives. Together, we will end child hunger, one bowl at a time.

Business Opportunity

Ramen is world-renowned and growing. As of 2021, global instant noodles market is expected to grow from \$45.67 Billion in 2020 to \$73.55 Billion by 2026... But, people want fresh & healthy! Move over freeze-dried stuff, real ramen shops continues to gain popularity in America, moving from major metro to secondary cities. According to IBIS World, over the next five years, revenue for the ramen restaurant industry is expected to expand at an estimated annualized rate of 0.8% to \$1.1 billion. Fast-casual is in demand. Noodlepig would be the first to follow the quick service model, bringing people what they want: fast comfort-food. According to Grand View Research, the global fast food and QSR market size was valued at USD 257.19 billion in 2019 and is expected to grow at a compound annual growth rate (CAGR) of 5.1% from 2020 to 2027. Also, Japanese food is far more likely to be eaten out in the US than at home, according to Mintel, a Chicago market-research firm. QSR's are also fairly covid-proof. The QSR industry flourished during the pandemic due to it's small square-footage footprint (less overhead) and the robust takeout and delivery options. Lastly, child hunger is real. It's overseas, it's in the US, it's right down the street. According to No Kid Hungry, 16.2 million children in the US suffer from 'food insecurity'. That's 1 in 5 children that go hungry at some point during the year. We aim to help end this epidemic here, there, everywhere....one bowl at a time.

Target Market

Everyone who eats food is an obvious answer and most everyone does eat, but let's get a bit more granular for the sake of marketing budgets and scope of focus. We will initially target two main groups: Millennials and Moms (M&M's). According to QSR Magazine's Marketing Guru, Denise Lee Yohn, both segments represents a significant portion of quick-serve spending, each is driven by their specific needs/desires. Millennials (80 million men and women born in the 80's and 90's) visit fast casual joints 12+ times per month, spending more of their income on food than any other generation. They generally don't cook. The one thing they look for in a QSR is creativity and innovation. This generation is more ethnically diverse than any other age group and they are used to having lots of options when they shop. Community engagement and mission-driven causes are also a driver for Millennials. We check all these boxes! Moms also makes up a huge population of QSR spends. There are nearly 32 million moms in the US and their purchasing power accounts for nearly \$1.6 trillion in annual spending. They are the prime decision maker on where/what their families eat. Moms are looking for optimal balance of health (fresh whole foods), convenience (speed and ease of ordering), and value (what you get for your dollar). Community is also important to them. They look for brands that support their beliefs and causes. We hear the Millennials say, "Value me," and moms say, "Help me.", slightly different, but met with the same response: "Noodlepig is at your service."

Marketing Strategy

Both of our main targeted groups, Millennials and Moms (M&M's), are heavy users of the internet and mobile devices. They are likely to engage in social networking, become a fan/follower of a brand, and post their own content online. They research company/products online and rely heavily on reviews/recommendations that help drive what they consume and buy. So, our marketing strategy is simple. We create a cult-like following!

To achieve this, we must do the following: We must speak their language and deliver what we promise. Our pro forma has 2% of revenue going towards the marketing budget (\$16k - \$24k per year) with 85% of this budget going directly towards advertising on social media... their language. We will use Facebook, Instagram, and Tik-Toc primarily for paid and organic posts. We plan to turn the camera inwards to help tell and share our story, our mission, and our food through vivid images and video streams. We aim to make it extremely easy for M&M's to find and share our information and engage in conversation. Our location was heavily considered, ensuring it is very visible, accessible, and within a growing community that houses many of our M&M's. Let's talk retail too! Through our 'merch' sales and swag giveaways, we aim to make our logo distinctive, hip, and attractive to wear and to have. Our logo will offer identity and purpose. Like-minded M&M's will proudly wear our brand, knowing that it stands for something positive and altruistic. Because of our uniqueness in town and our mission, we believe our startup is newsworthy and so we will focus on getting as much free TV and radio coverage as possible. Lastly, we will connect with our three charity partners' and our community friends (like Start Garden and DGRI), asking for their help to echo our message to their followers and fans. Our goal is that their fans becomes ours, and ours becomes theirs.

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DDA

DATE: May 5, 2022

TO: Downtown Development Authority

FROM: Kimberly Van Driel
Director of Public Space Management

Agenda Item #11
May 5, 2022
DDA Meeting

SUBJECT: Heartside Historic Mural Series

Public space activation and connectivity were key themes that derived from the work of the Goal 5 Alliance as a priority to continue to reinvest in public space, culture, and inclusive programming as a GR Forward effort. As a mechanism for translating the objectives into implementable interventions, in 2015 DGRI staff pursued a relationship with the Urban Institute for Contemporary Arts (UICA) to serve as a partner in deploying the Exit Space mural program to help add life and art to expansive public and privately owned walls in Downtown.

In 2020 during the budget priority planning, the Goal 5 Alliance decided that this is a program that they would like to continue to see flourish within our community and in 2021 staff worked to establish a partnership with Dwelling Place to further this effort. The DDA approved funding to sponsor the Heartside Historic Mural series that created five new large murals in the Heartside district focused on honoring black local history.

The Citizen Alliance made the decision to continue a mural program for FY'23 to add more historic murals in the downtown area. Dwelling Place has been working with a steering committee to add at least four new murals this summer with ribbon cutting events and walking tours. The steering committee, made up of local artists, residents and business owners, are currently meeting to make decisions on national and local artists that would be able to help tell our community's story with painting being completed by August of 2022.

Recommendation:

Approve an amount not to exceed \$50,000.00 out of the DDA's Public Space Activation line item to support the planning and execution of the Heartside Historic Mural program.



DOWNTOWN
GRAND RAPIDS INC.

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DATE: May 5, 2022

TO: Downtown Development Authority

FROM: Kimberly Van Driel
Director of Public Space Management

Agenda Item # 12
May 5, 2022 DDA
Meeting

SUBJECT: Major Event Sponsorship

Consistent with goals established by GR Forward, DGRI staff continually works with Downtown event producers to help them market their events to diverse audiences and create inclusive experiences. While DGRI has modified its Special Events Grant Application to reflect these and other priorities, support from the Major Event Support line item provides the opportunity for additional, more in-depth planning and strategies since the events that qualify in this category include year-round staff resources and long-term strategic planning.

The Goal 5 Alliance has been working with two upcoming events, ArtPrize and the Global Water Festival, that qualify for Major Event Sponsorship. Each event proposes unique and engaging opportunities with art, the river and placemaking priorities that are consistent with GR Forward goals by investing in public space, cultural and inclusive programming.

Activating public space throughout Grand Rapids has been a major component of ArtPrize since its inception and with the recent inclusion of the ArtPrize Project bi-annual series. In 2019, the DDA approved a 3-year contract with ArtPrize and Project 1 to continue support of event and programming activation. This contract expired in 2021. ArtPrize is happening once again this year from September 15 through October 2, 2022. The attached proposal outlines the strategic objectives developed collaboratively between DGRI and ArtPrize staff. DDA funds will go to support the Featured Public Project Program.

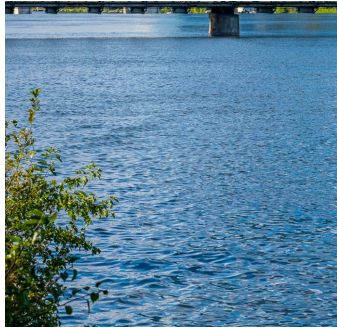
Back for its second year is the Global Water Festival happening at Sixth St. and Canal Parks honoring all cultural heritage programming of the use of water and specifically highlighting the use of the Grand River. This unique event will host dragon boat races, utilize light and art, as well as showcase local talent and vendors. Goal 5 and Goal 1 have been particularly excited about this new emerging event as it is unlike any we have had in the city to date. With gearing up for the river restoration, this is an exciting way to get people engaged with our river, community, and heritage. DDA support will help to cover staff, logistics, talent, and equipment for the festival.

Recommendation: Approve Major Event Sponsorship to ArtPrize in the amount of \$50,000. Approve Major Event Sponsorship to the Global Water Festival in the amount of \$35,000.





Global Water Fest 2022



Event Proposal

Second year of our annual Celebration of the Water

Year one highlights:

- 1. Total of 1,925+** visitors to Canal + 6th St Parks on September 25, 2021, date of last year's event.
- 2.** 606% busier than the average daily number of visitors, which is 264.
- 3.** Total of 20 Vendors and 8 local food vendors that served global inspired foods
- 4.** Visitors reported from Ohio, South haven, Upper Michigan and Chicago
- 5.** Entertainers range from Native stories to India to Lao and Romania.

This Year's Offerings

1. We are hosting the bigger traditional boats

- a. 21 people team - 18 paddlers, one drummer, one strens man, and one flag catcher.
- b. Looking to host 16 teams
- c. Global Entertainment
- d. Kids Activities
- e. Water exercises and activities



Partnerships

Water is celebrated all throughout the world. Our goal is to highlight the diverse communities of Grand Rapids to show the many different cultures that live and thrive in Grand Rapids.



Grand Rapids as a Global Destination

The Global Water Fest is unique event that focuses on the diversity within our community to attract global attendees and future residents.





ARTPRIZE®

Sept 15th - Oct 2nd



DOWNTOWN
GRAND RAPIDS INC.

ARTPRIZE SPONSORSHIP PROPOSAL



Partnership Objectives

Continue our strategic partnership and represent DGRI as an advocate for the community, the arts, creativity and economic development across the city

Increase brand visibility and reinforce DGRI commitment to do good in the community by supporting citywide tent-pole events

Provide opportunities for DGRI to promote the arts and community involvement through event activations and social media programming

Invest in the ArtPrize organization and its mission to produce innovative and open citywide art experiences and arts programming that encourages critical discourse, innovation and appreciation for the arts and the community

Proposed Partnership Opportunities

Co-Underwriter of the ArtPrize Featured Public Projects Program

Key Components

- Messaged in signage, media and PR communications as an "Underwriter of the Featured Public Projects Program"
- Signage marketing around experiential grant installations, locations in strategic high traffic spots in the city (~1.7mm total foot traffic from 2021)
- Sponsor of the day (Sunday, Wednesday, or Thursday)
- Callout in the event guide around each FPP installation (30k circulation)
- Story Map highlight on ArtPrize.org – content rich delivery mechanism to tell the DGRI sponsor story
- Opportunity to host event around an FPP piece
- Premier Level visibility & hospitality benefits





Co-Underwriter of the ArtPrize Grant Program

Investment: \$50,000

We are excited to bring back the Featured Public Projects program for ArtPrize 2022. A focus for us this year is the visitor experience and answering the common question, "what must I see?". The structure of the grant program this year will help answer that question.

The featured public projects commissioned art pieces will target 3-8 art installations ranging from \$15k-\$50k placed in strategic locations around the city to maximize exposure and create a "Disney World" effect. These will be highly curated to ensure they elevate the visitor experience and bring something new and special to ArtPrize 2022.

We'd also like to see if/how these might tie into World of Winter. Our thought is could we reduce some of your stress by including one or many of these into what you're do so well for the winter months.

Premier Level Visibility and Hospitality Benefits

- ArtPrize.org sponsor recognition - logo recognition by level
- Event guide recognition - logo recognition by level
- Event guide - full color, 1/2 page showcase (due by June 15th)
- Story Map Highlight - customized sponsor page on ArtPrize.org
- Signage throughout the event
- ArtPrize sponsor seal for use
- Poster (1) & Event guide (15)
- Receptions and special events if applicable



For more information:

Craig Searer
craig@artprize.org
574-536-7963



4/29/2022

Addendum to ArtPrize LOU in address questions brought up in DGRI Board Meeting

Q: Mr. Talen voiced his appreciation for equity grants to artists and requested a breakdown of those based on minority or disability.

A: JoLee on our team is currently working to get this demographic information for Mr. Talen.

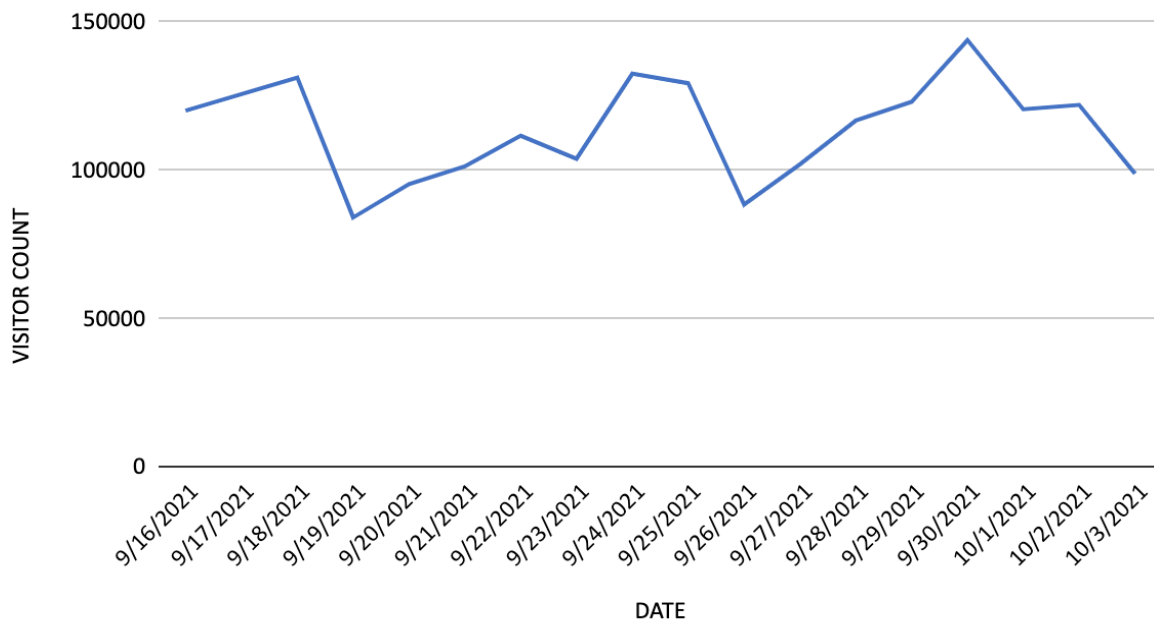
Q: Mr. Talen also requested demographics of who attended ArtPrize. Mr. Searer shared that GVSU is working on an economic impact study based on a limited visitor survey, but a future goal is to have a visitor profile on all participants. Mr. Kelly added some level of pedestrian count demographics may also be available.

A: We'll have this information for ArtPrize 2022. Talking with GVSU and Upjohn, they're recommendation was to not spend money going back to look at data for 2021 as it wouldn't give accurate information. GVSU has put in front of our team a proposal to capture economic impact and visitor information for ArtPrize 2022.

Q: Mr. Eddie would be interested in data around high traffic times of day and days of week noting that would be helpful to share with businesses downtown.

A: The data that DGRI captures through placer.ai would be the best data. From what we can glean from that information is Saturday is the most popular day followed by Friday, then Thursday. The graph below shows the trend of visitors by date. ArtPrize 2021 started on a Thursday.

VISITOR COUNT vs. DATE





Q: Mr. Talen suggested grant opportunities to encourage broader community engagement with specific demographics.

A: With the revised structure of the grant program for 2022, we'll be working with local minority community partners to help build the relationship and encourage artists from an even broader demographic base. This will build year over year.

Q: Mr. Winn asked if there is an opportunity to keep art throughout the year to encourage visitation as potential permanent art downtown.

A: There is opportunity for this. Permanent art does take longer to approve especially if it's a structure (permits, insurance, etc.). The new grant program, Featured Public Projects, does take a few of these items into account. Businesses could and do have the opportunity to connect with the artist to have discussions about their piece staying for a longer period of time. We've also had ArtPrize artists be commissioned to create pieces for businesses in Grand Rapids and West Michigan, so at a level this is already happening.



ArtPrize 2021 Visitor Activity Report

within Downtown Grand Rapids

compared to weeks leading up to ArtPrize

1,698,633

Total Visitor Counts

4,884,614 (2019, 51 days)

2,331,722 (2018, 19 days)

2,420,327 (2017, 19 days)

Downtown was
67% busier

during ArtPrize 2021
compared to
Jan - Sept 2021

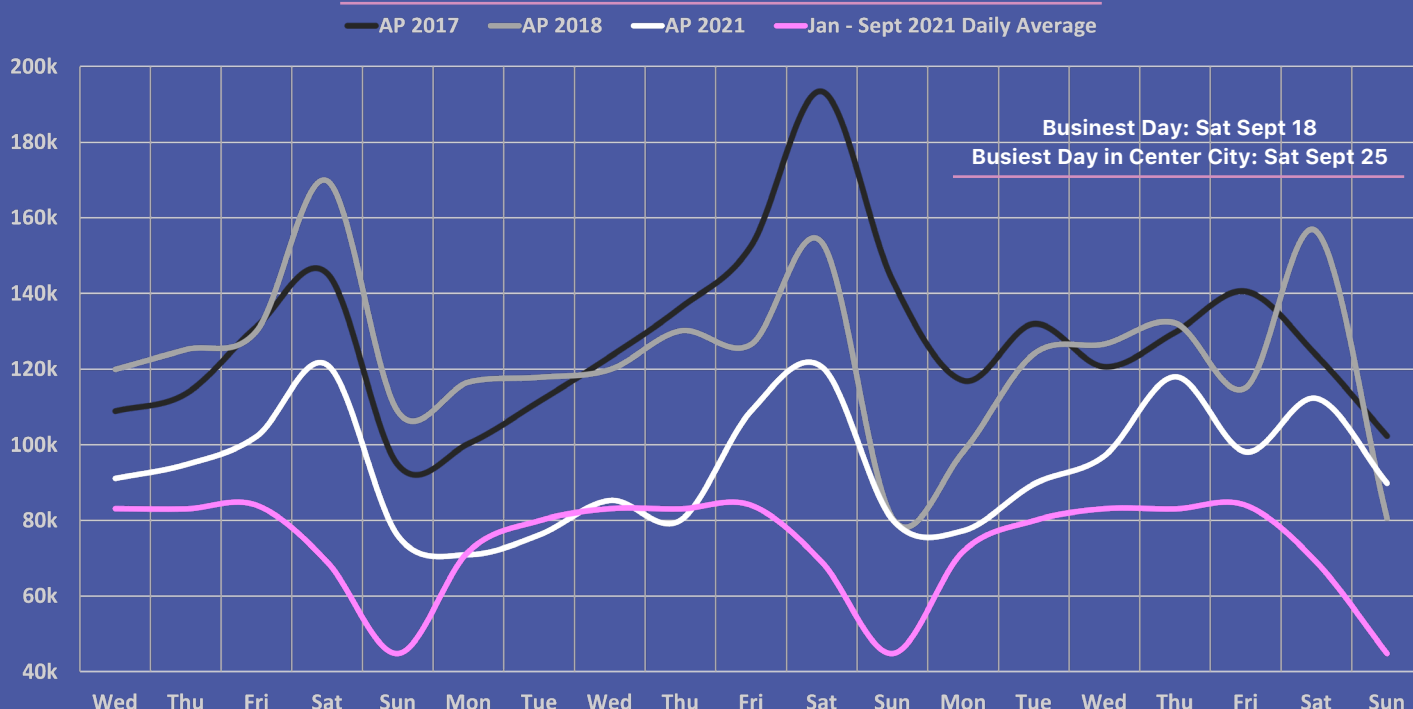
Downtown overall
+37% busier

Center City
+87% busier

Ionia & Division
+53% busier

Ah-Nab-Awen Park
+111% busier

ArtPrize Daily Visitor Activity Comparison



ArtPrize 2021 was

-25% less busy
on average per day than
ArtPrize 2017 & 2018

18 days vs. 19 days

-1% less busy
on average per day than
Project 1 (2019)

18 days vs. 51 days

activity levels during ArtPrize
compared to average 2021 day

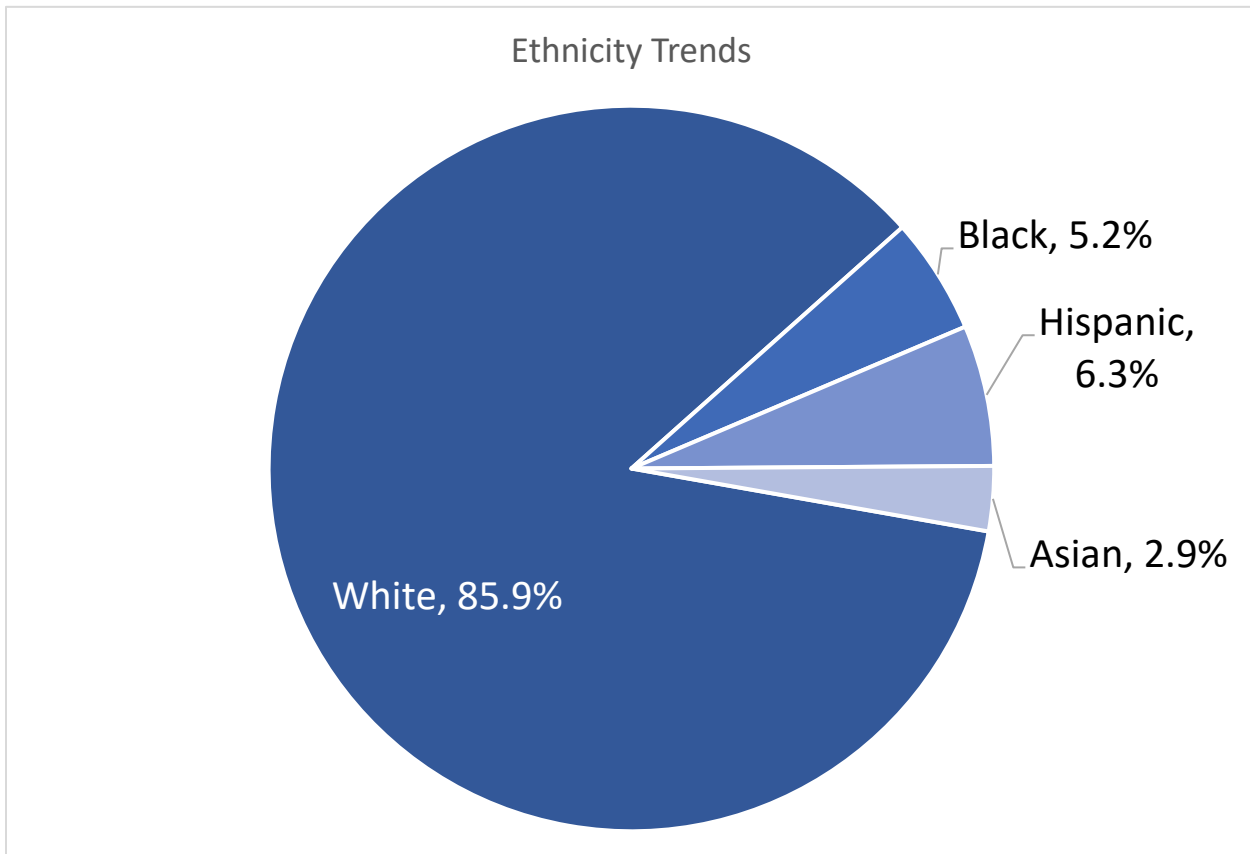
Monday:	-6%
Tuesday:	+42%
Wednesday:	+49%
Thursday:	+59%
Friday:	+58%
Saturday:	+96%
Sunday:	+123%

activity levels during ArtPrize
compared to Jan - Sept 2021

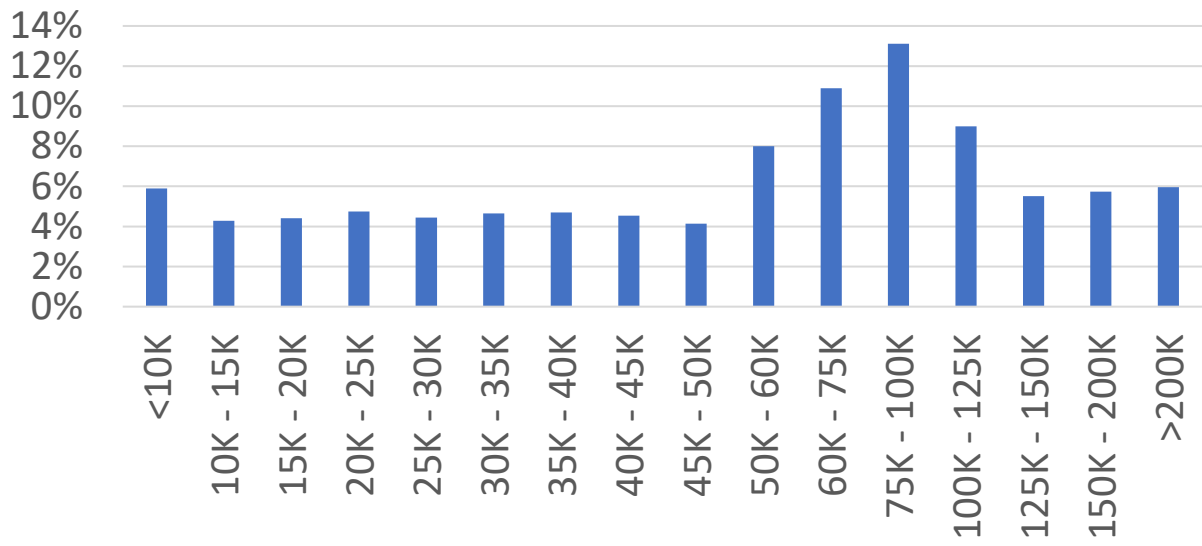
Ah-Nab-Awen Park:	+215%
Center City:	+107%
Bridge St:	+86%
Monroe North:	+38%
Ionia & Division:	+86%
Grandville & Market:	+62%
GRCC + St Mary's:	+52%
Medical Mile:	+16%

2021 Art Prize Visitor Data

Average Household Income		Ethnicity	
<10K	6%	White	85.9%
10K - 15K	4%	Black	5.2%
15K - 20K	4%	Hispanic	6.3%
20K - 25K	5%	Asian	2.9%
25K - 30K	4%		
30K - 35K	5%		
35K - 40K	5%		
40K - 45K	5%		
45K - 50K	4%		
50K - 60K	8%		
60K - 75K	11%		
75K - 100K	13%		
100K - 125K	9%		
125K - 150K	6%		
150K - 200K	6%		
>200K	6%		



Average Household Income (USD)





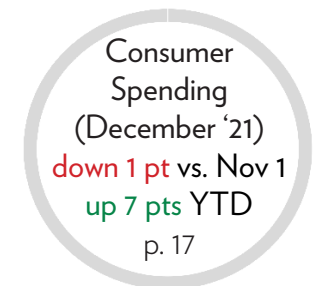
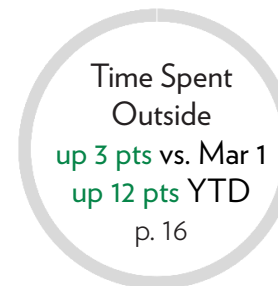
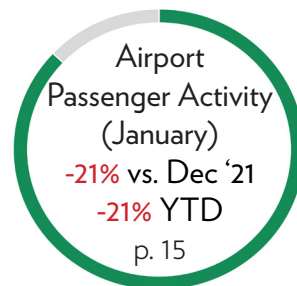
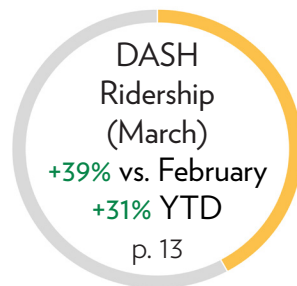
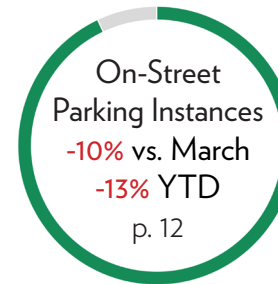
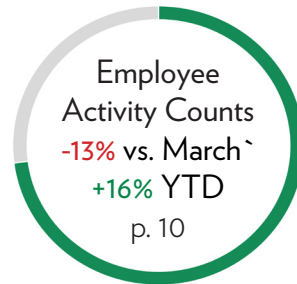
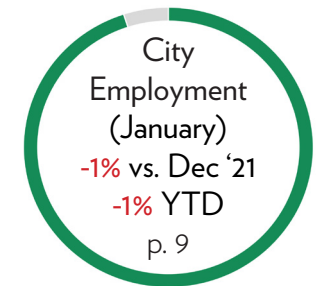
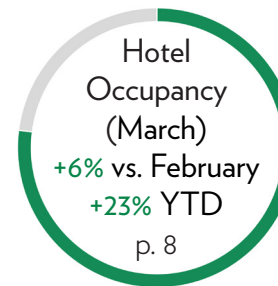
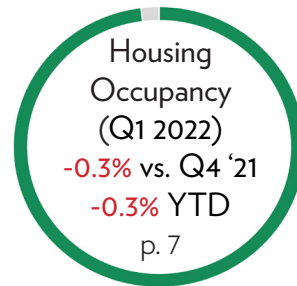
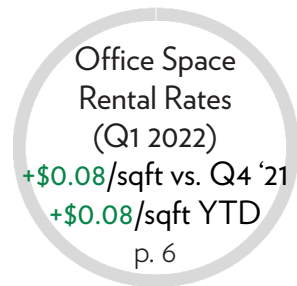
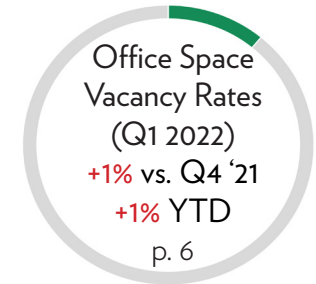
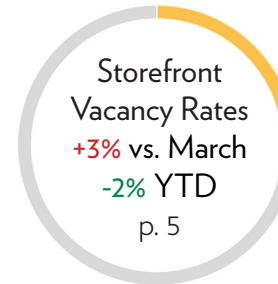
DOWNTOWN
GRAND RAPIDS INC.

Downtown Vitals Report
Produced May 4, 2022

Summary of Downtown Vital Signs

Month over Month & Year to Date Changes

Most Recently Completed Month: **April 2022**



Business Openings

2021

- ① Marissa's Jewels (January)
- ② Poké Poké & Boba (January 19)
- ③ MDRD (February 2)
- ④ Condado Tacos (February 4)
- ⑤ Blonde Theory (March 1)*
- ⑥ Spinfül.Bike (March 9)
- ⑦ Gaby's Gourmandise @ DTM (May 8)
- ⑧ Eagle Eye Tattoo (May 10)
- ⑨ Wise Men Distillery (June 2)
- ⑩ The 12th House GR (June 2)*
- ⑪ DGX Market (June 21)
- ⑫ Squibb Café @ DTM (June 25)
- ⑬ Dreams Take Work (July 17)
- ⑭ High Point Tattoo (August 21)
- ⑮ Starbucks @ Studio Park (September 1)
- ⑯ Webster's Market (September 3)
- ⑰ Portico (September 3)
- ⑱ ArtRat Gallery (September 10)
- ⑲ Skelketones (September 10)
- ⑳ Stoner's Cave Smoke Shop (October 1)
- ㉑ Planet Fitness (October 8)
- ㉒ Midwest Movement Collective (Oct 16)
- ㉓ The Aroma Labs (October 23)
- ㉔ K-ROK (October 30)

2021 con't

- ㉕ Wahlburgers (November 1)
- ㉖ Grand Vin (November 5)
- ㉗ Umbrella Reading (November 5)
- ㉘ GR City Kicks (November 5)
- ㉙ OTONO (November 11)
- ㉚ The Darling Style (November 27)
- ㉛ Stan's Tacos (November 29)
- ㉜ Cafe de Miro @ DTM (December 6)
- ㉝ Social Misfits (December 20)
- ㉞ Terra Bagels (December 20)
- ㉟ Beacon Corner Bar (December 27)
- ㊱ Ambiance GR (December 31)*

2022

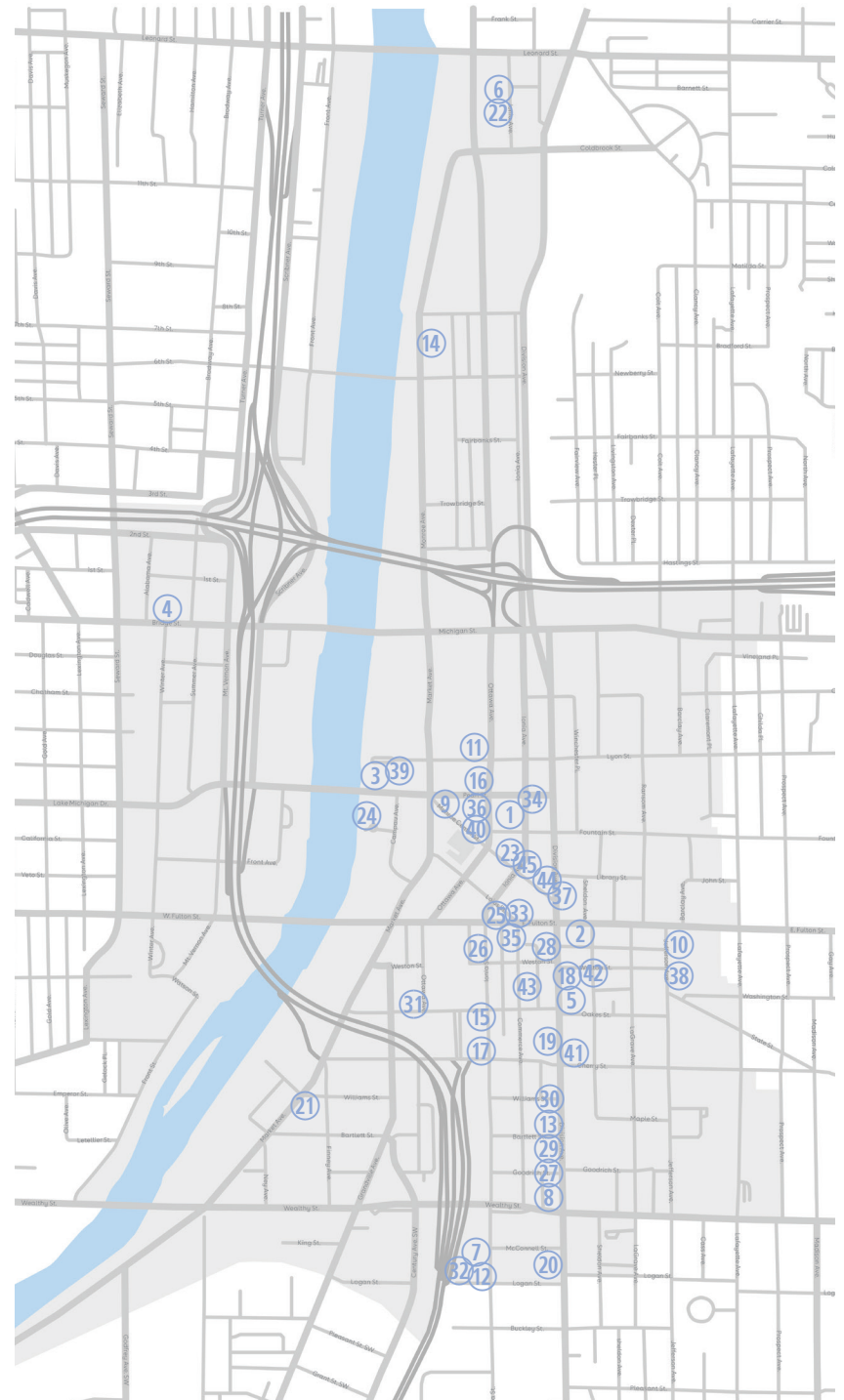
- ㊲ Grand Rapids Voice Collective (Jan 10)
- ㊳ Brooklyn Bodega Bagel & Deli (Jan 26)
- ㊴ Woodrow's (January 27)
- ㊵ Periwinkle Fog (February 9)
- ㊶ Thrift on Div (February 14)
- ㊷ Hëmd (February 26)
- ㊸ Vivid IV Health (April 15)
- ㊹ Courage & Soar (April 21)*
- ㊺ Gazelle Sports (May 1)*

14%
BIPOC-Owned

45%
Women-Owned

*received DDA Retail Incubation Grant

Source: Downtown Grand Rapids Inc.



Business Closings

2021

- ① Iyengar Yoga Center (2021)
- ② Mayan Buzz Chocolate (February)
- ③ The Mitten State (February 9)
- ④ Big E's Sports Grill (February 18)
- ⑤ Sweetie-Licious @ DTM (February 25)
- ⑥ Apothecary Off Main (February 28)
- ⑦ Downtown Ferris Coffee (March 14)
- ⑧ MLive Offices (April)
- ⑨ Subway (April)
- ⑩ Bliss & Vinegar @ DTM (April 25)
- ⑪ Marissa's Jewels (May)
- ⑫ Electric Hero (May 20)
- ⑬ West Side Ferris Coffee (May 22)
- ⑭ Art Caribbean Fusion Cuisine (June 21)
- ⑮ Jam'N Bean (June 28)
- ⑯ Go Java Coffee (July 18)
- ⑰ The B.O.B (December 27)
- ⑱ Osteria Rossa (December 31)

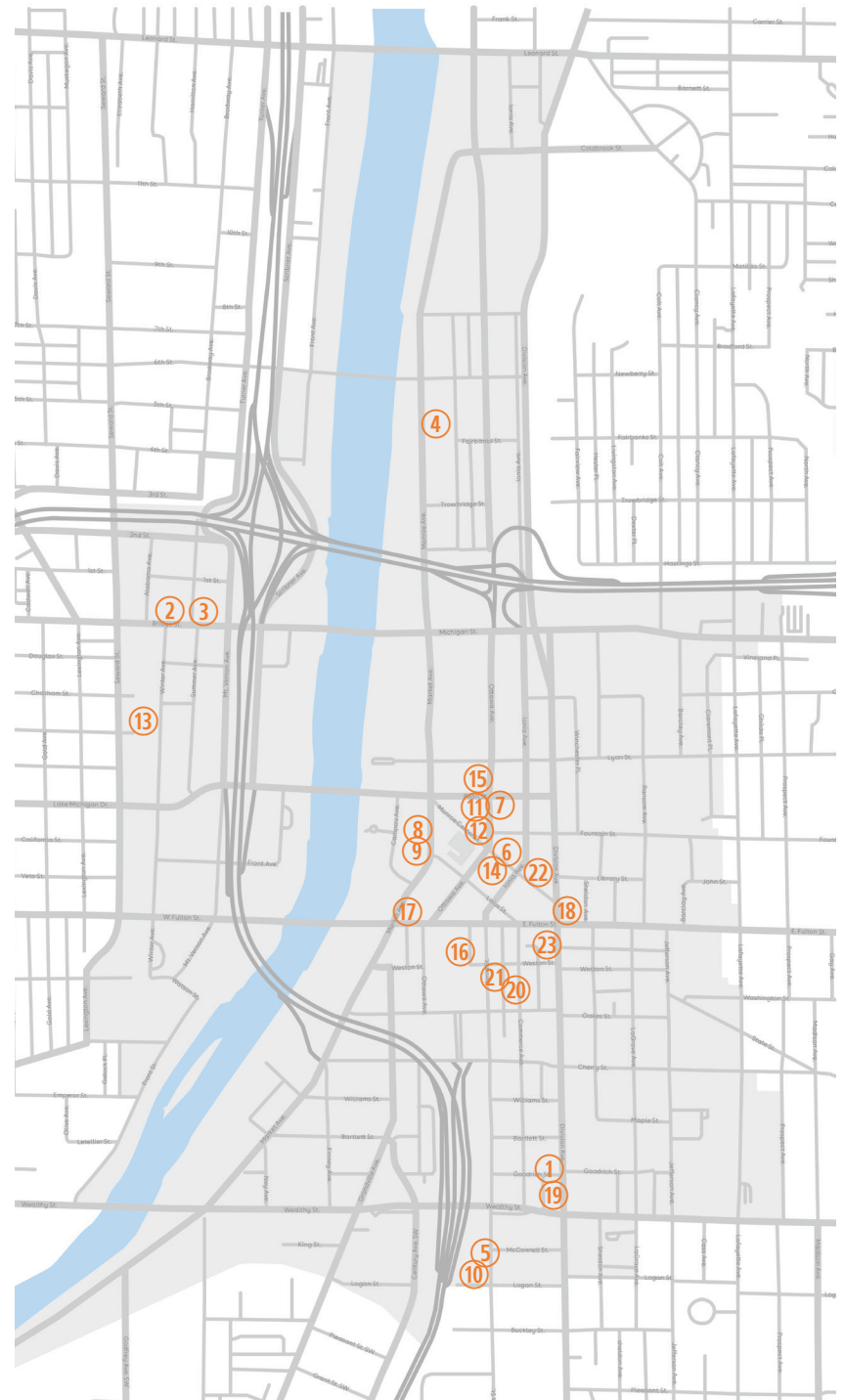
2022

- ⑲ Be Nice Foundation* (January)
- ⑳ CerteDrive (January)
- ㉑ Menna's Joint (January 17)
- ㉒ Ali Nicole Bridal (February 26)
- ㉓ boldSOCKS (March)

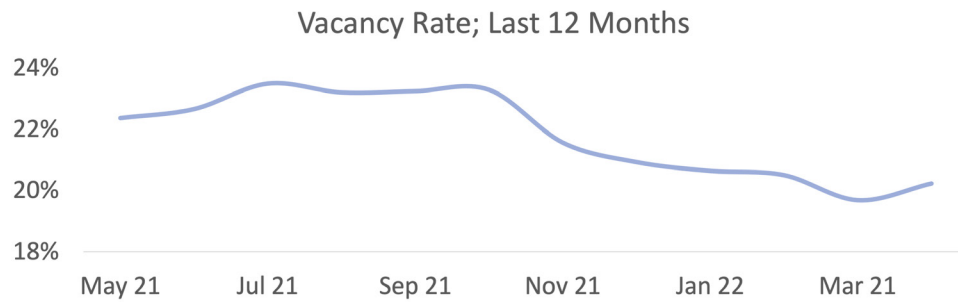
businesses opening
2x
 faster than closing

*business transitioned or moved

Source: Downtown Grand Rapids Inc.



Ground-Floor Storefront Vacancies



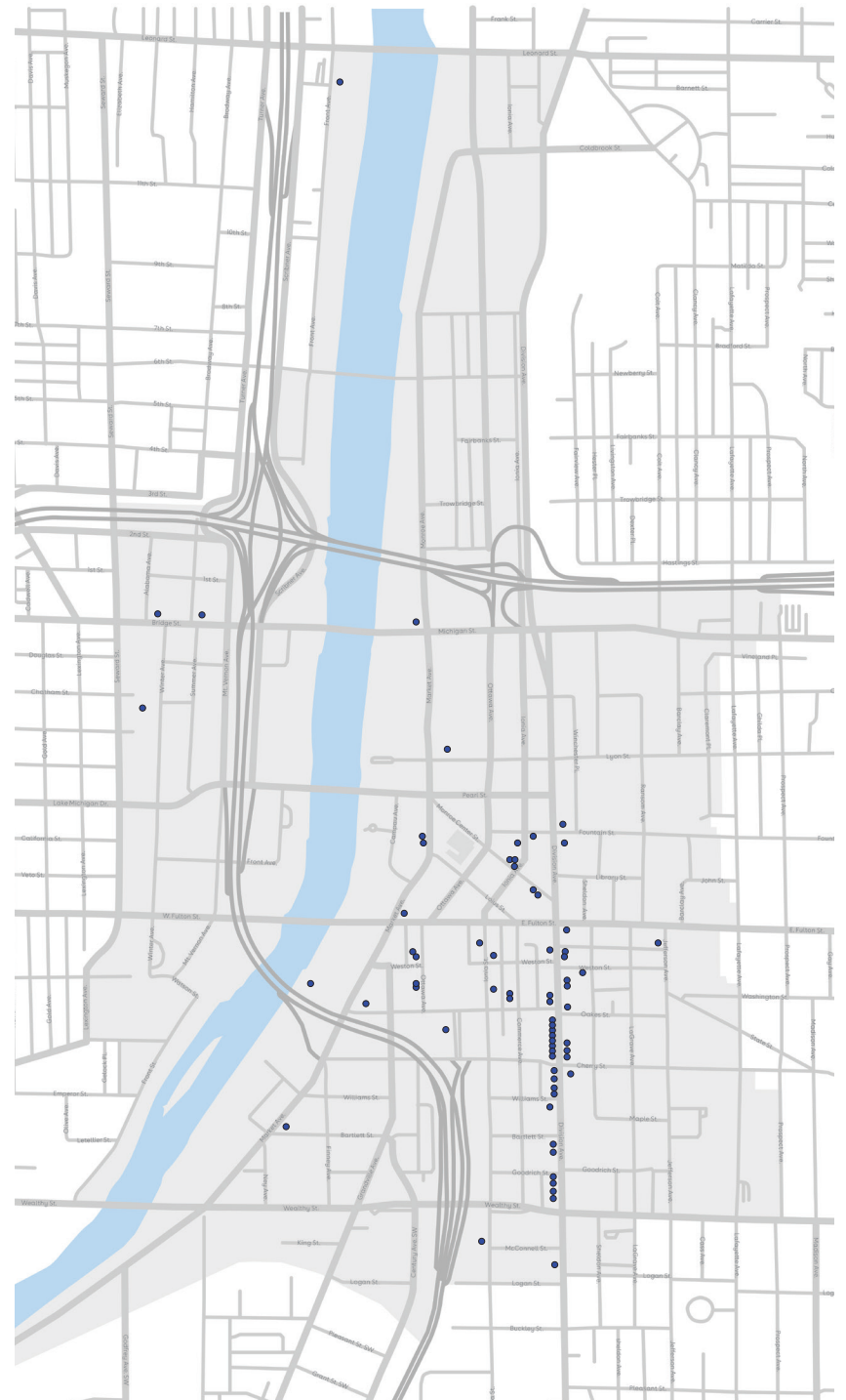
366 ground-floor businesses in DT
2.7 yrs average vacancy duration
20% current vacancy rate
 This equates to **449k** square feet of available space

5 new storefront businesses in the last 12 months:

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

Anticipated new storefront business space:

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



Office Space

Updated Quarterly

5%

average **decrease** in
occupancy in
2022 compared to
5-year average

12%

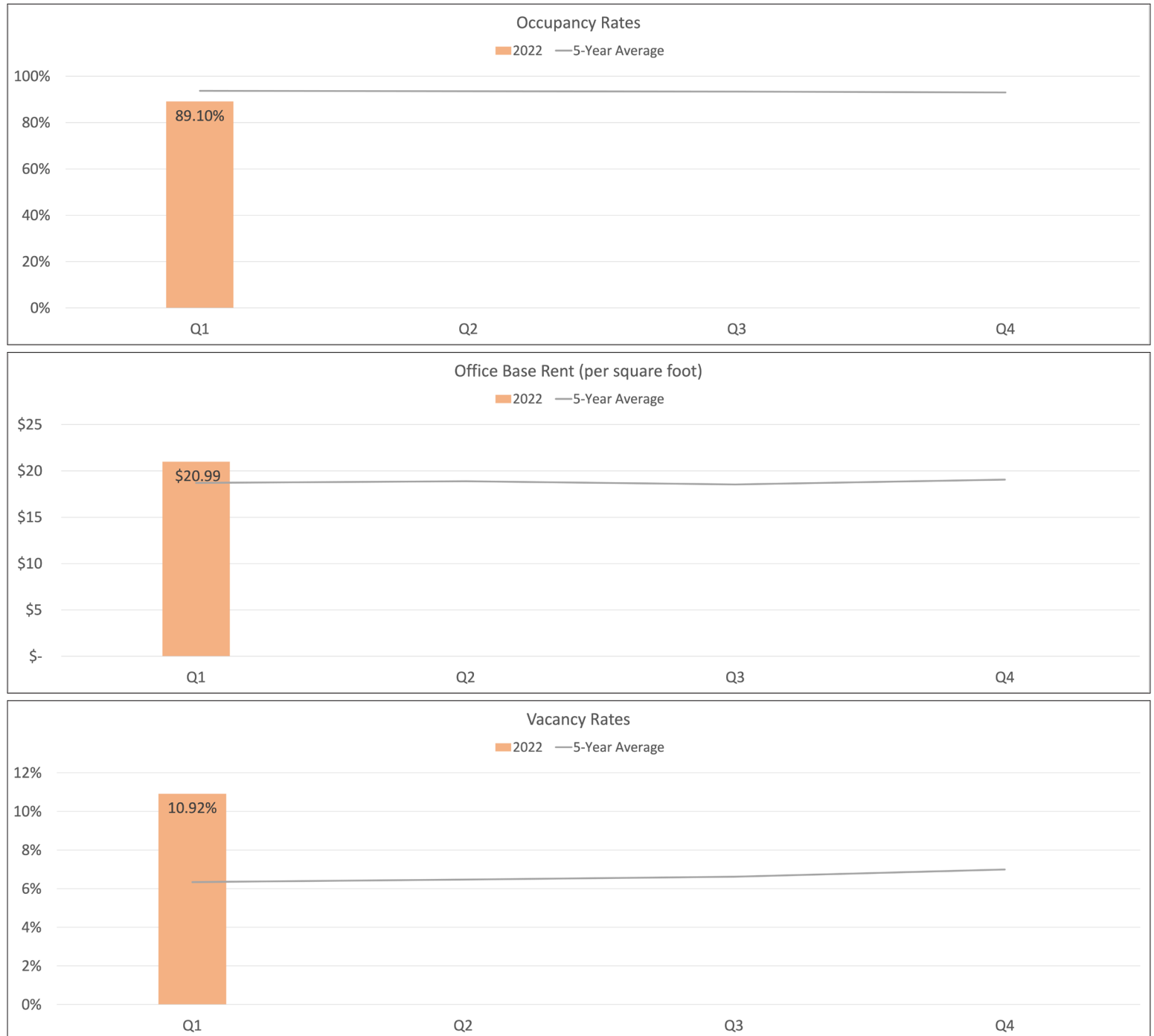
average **increase** in
rental rates in
2022 compared to
5-year average
(\$2.20/sq ft)

65%

average **increase** in
vacancy in
2022 compared to
5-year average

9.4M

sq ft of occupied
space in Q1 2022



Housing Landscape

-0.3%

decrease in
occupancy rate
vs. Q4 2021

+5%

increase in
occupancy rate
vs. 5-year average

1,175
units in the
development pipeline

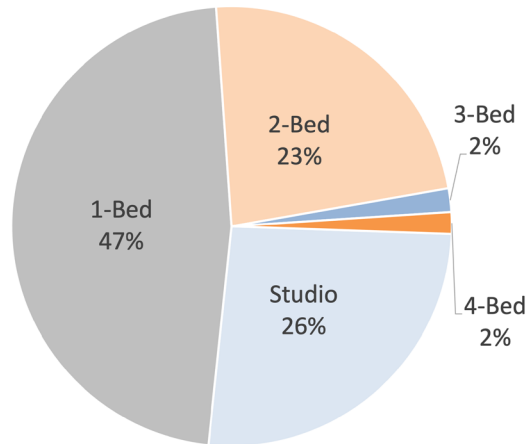
+3%

increase in
asking rent rate
vs. Q4 2021

+14%

increase in
asking rent rate
vs. 5-year average

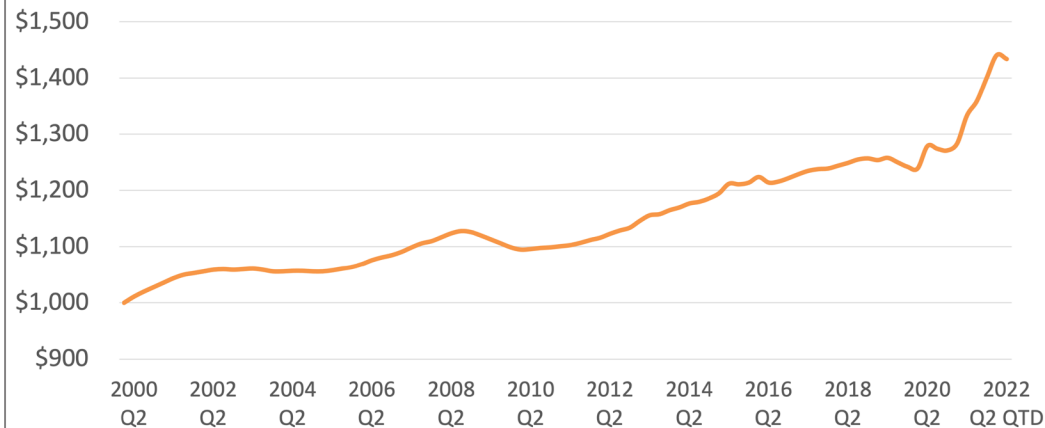
Distribution of Units by # of Rooms



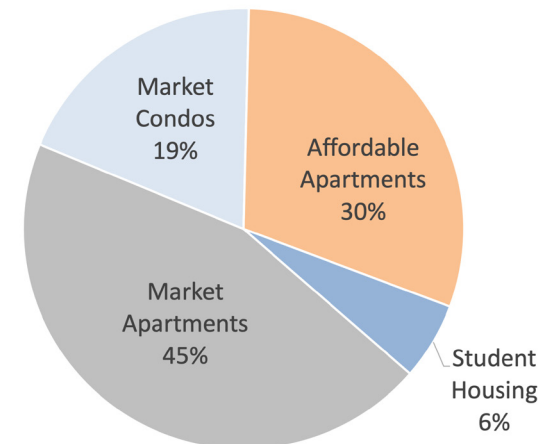
Occupancy Rate
2000 Q1 - Present



Asking Rent Per Unit
2000 Q1 - Present



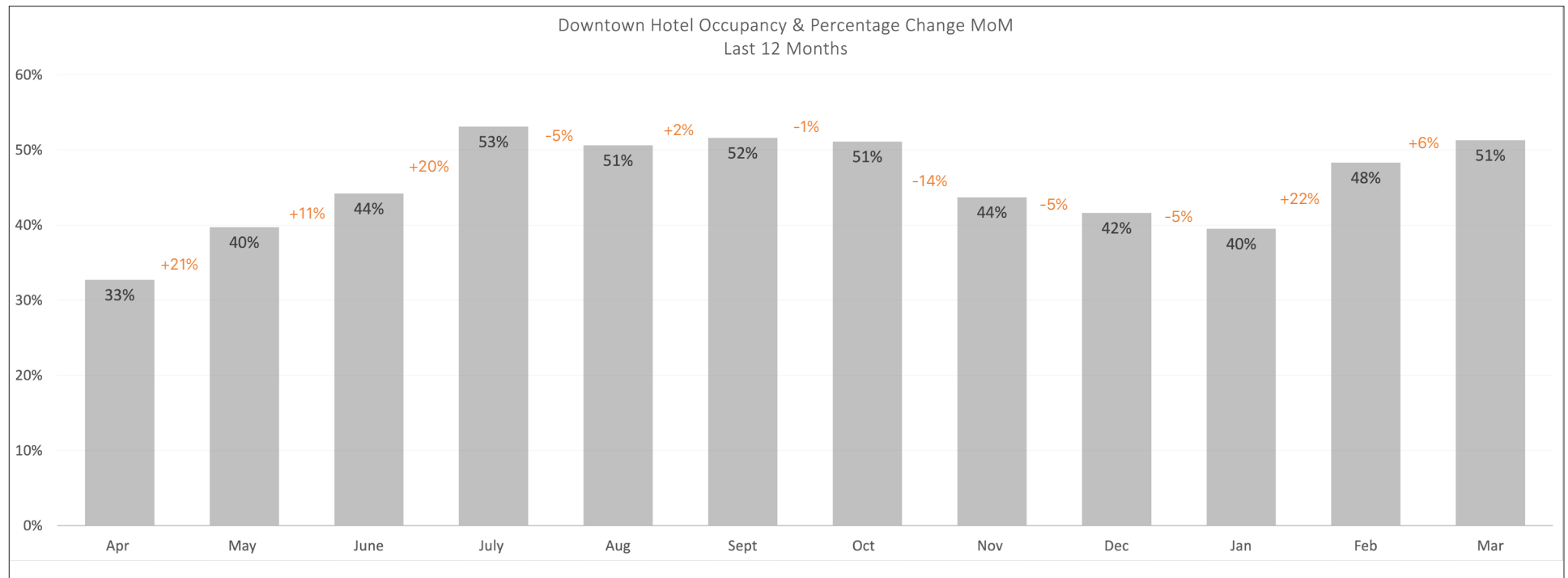
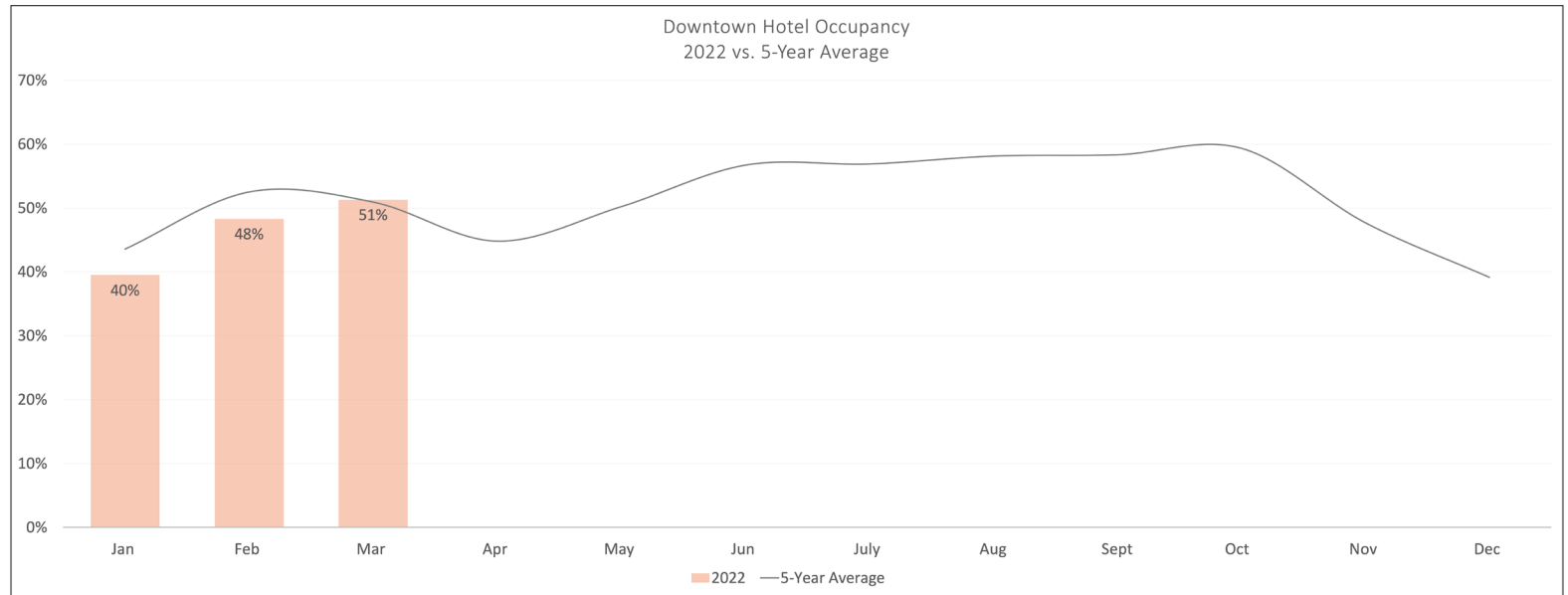
Distribution of Units by Rate Type



Hotel Occupancy

10%
average **decrease** in
hotel occupancy in
2022 compared to
5-year average

17%
average **increase** in
hotel occupancy in
2022 vs. 2021



City Employment

-1%

decrease compared to
previous month

0%

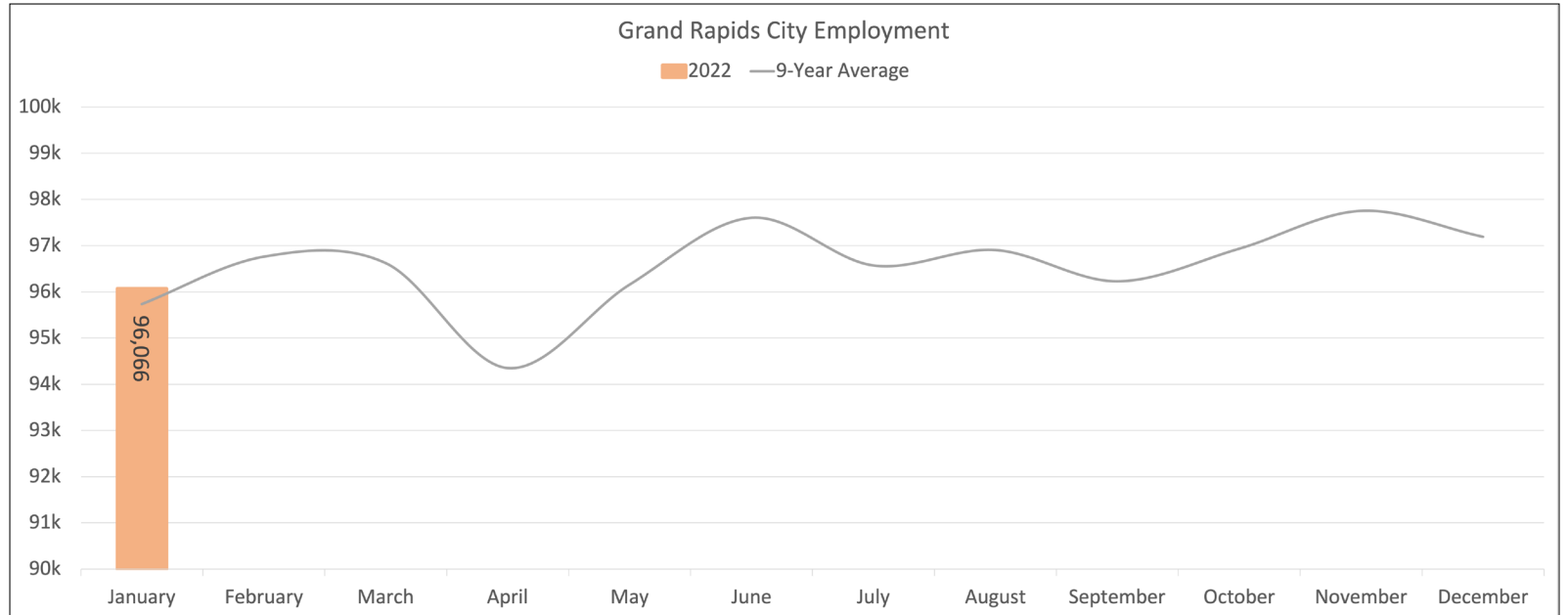
increase compared to
2022 average

-1%

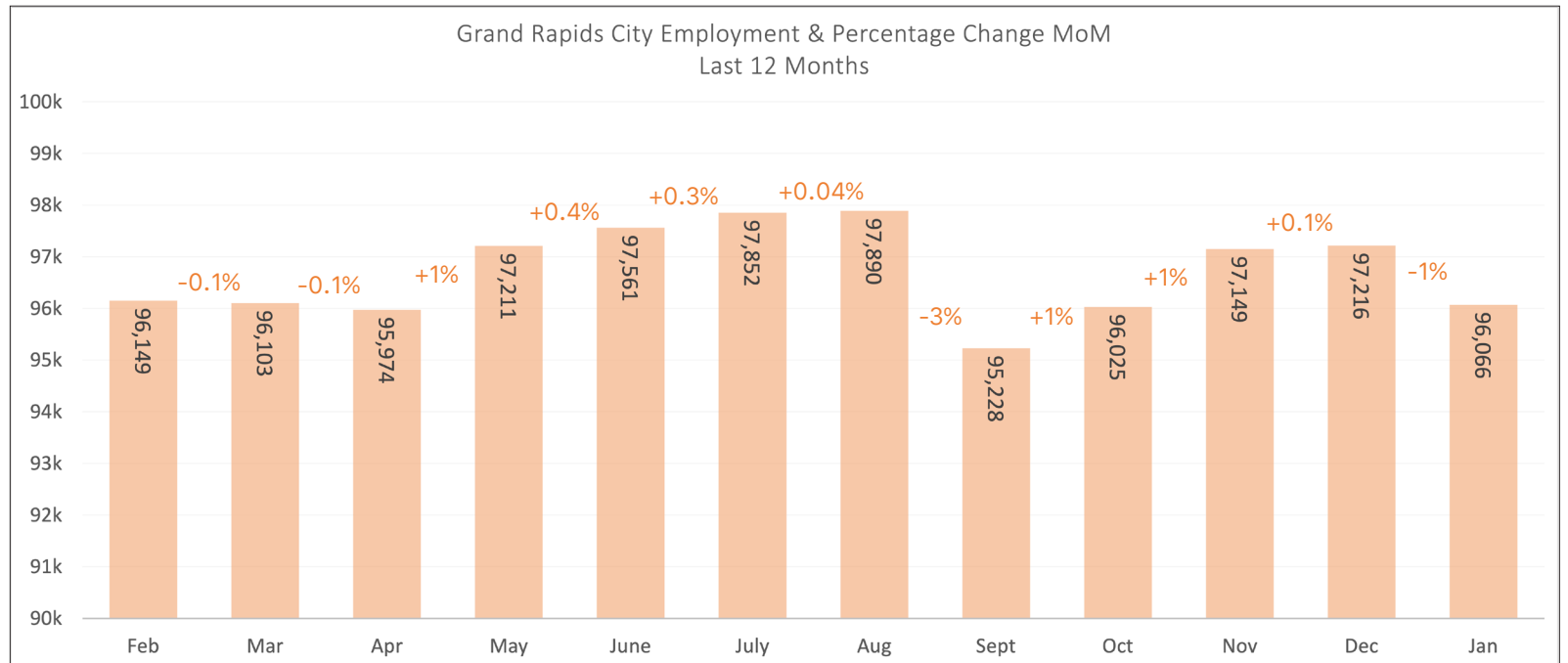
decrease compared to
overall average

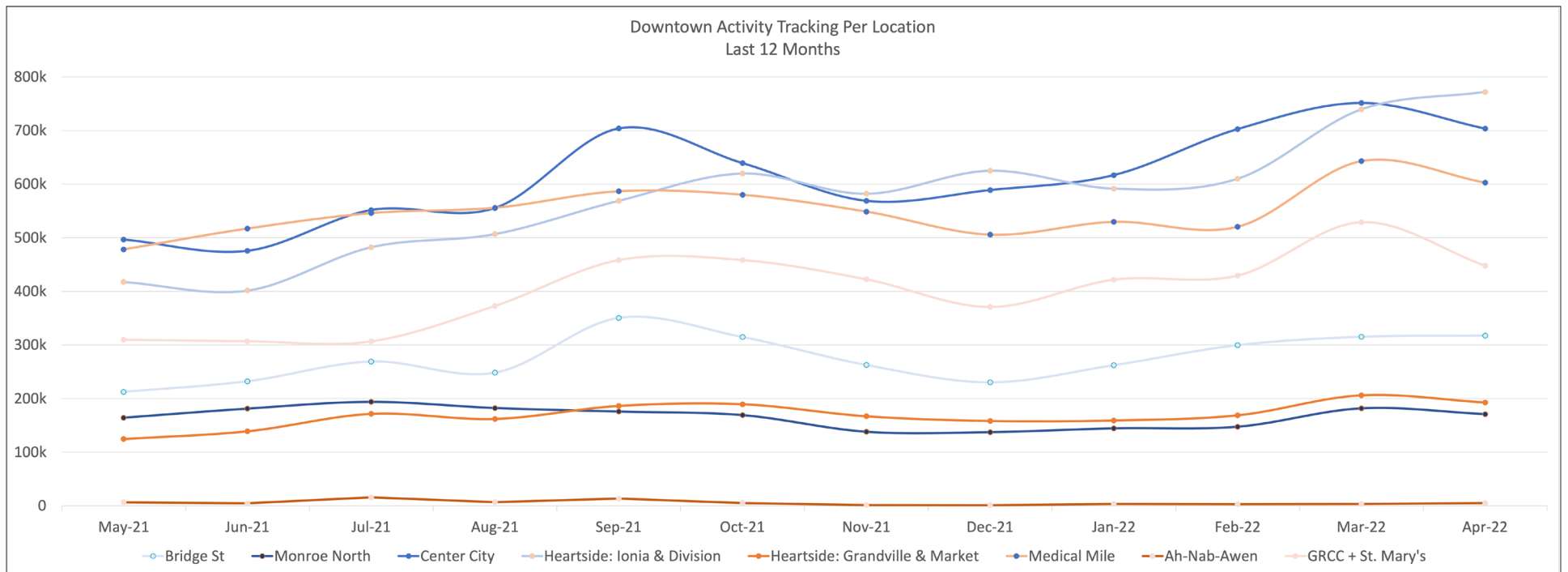
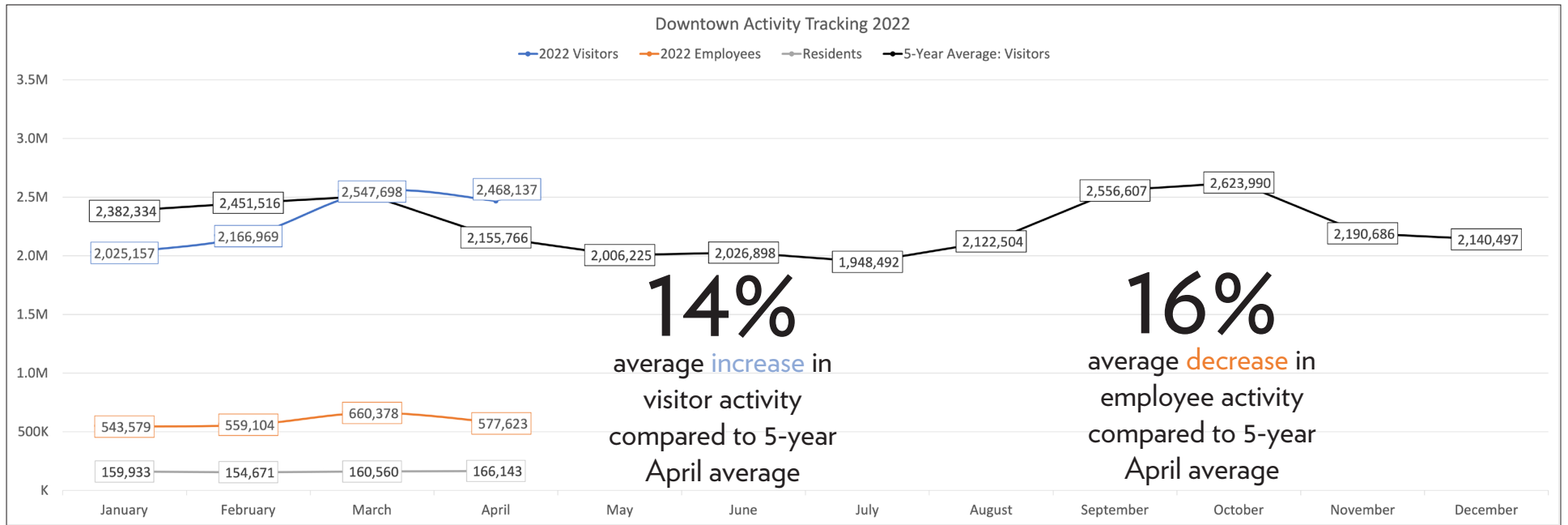
1%

increase compared to
January 2021



Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
0.3%	-	-	-	-	-	-	-	-	-	-	-





Current Downtown Construction & Development

① MSU Innovation Park

anticipated completion: Spring 2022

- +200,000 square feet of office space
- +4,000 square feet of commercial space
- +600 parking spaces
- +450 jobs

② Perrigo North American Headquarters

anticipated completion: June 2022

- +63,550 square feet of office space
- +4,000 square feet of commercial space
- +170 jobs

③ Box Board Lofts at 470 Market Ave Redevelopment

anticipated completion: July 2022

- +173 housing units

④ Déagagé Ministries Redevelopment

anticipated completion: Summer 2022

- +4,000 square feet of commercial space

⑤ ICCF Tapestry Square

anticipated completion: Q4 2022

- +10,000 square feet of commercial space
- +56 housing units

⑥ Spectrum Transformation & Innovation Center

anticipated completion: Summer 2023

- +303,000 square feet of office space
- +1,090 parking spaces
- +1,200 jobs

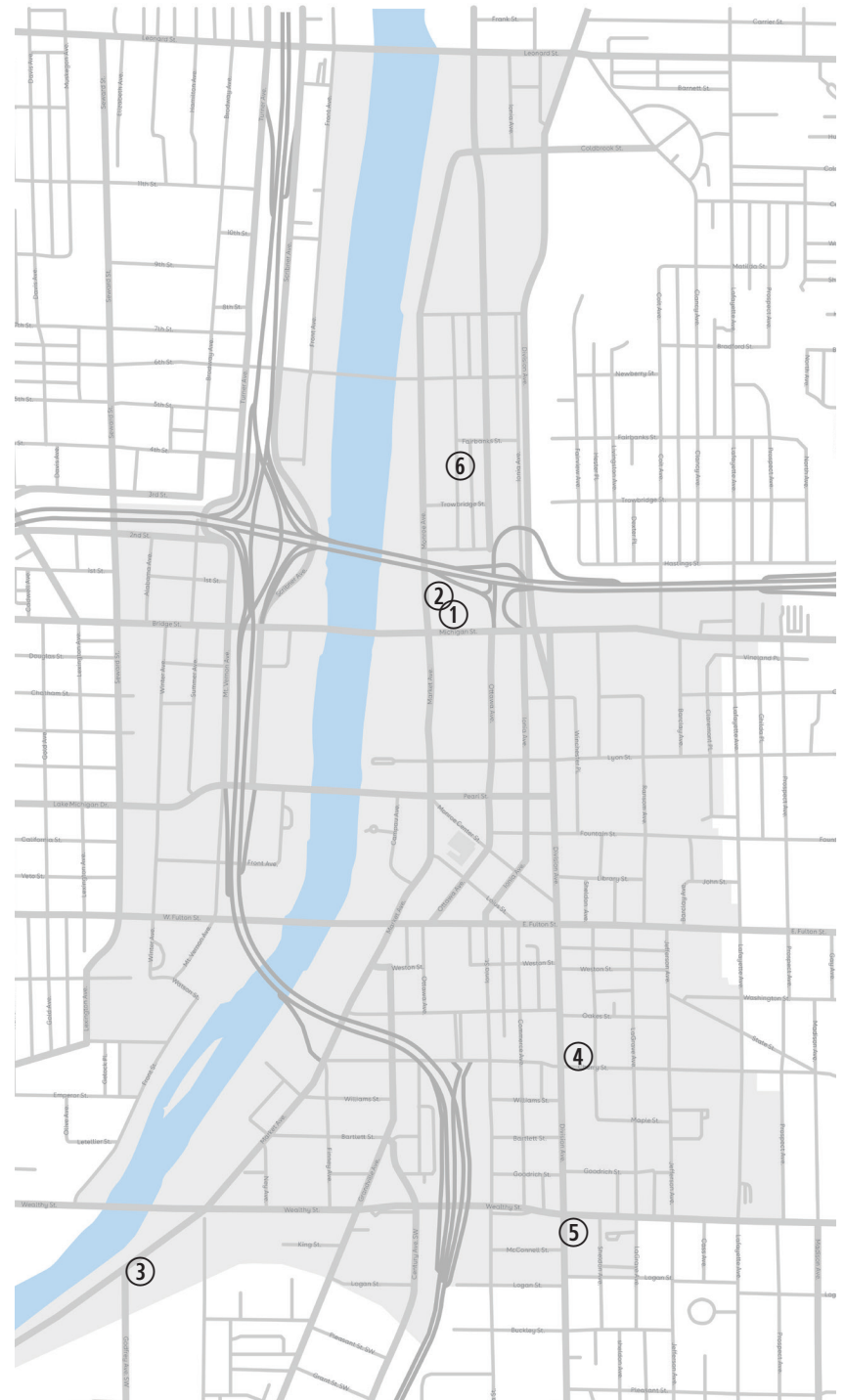
567k
square feet of
office space

22k
square feet of
commercial space

1,690
parking spaces

1,820
new jobs

229
housing units



On-Street Parking

15%

average **decrease** in
of instances in
2022 compared to
3-year average

7%

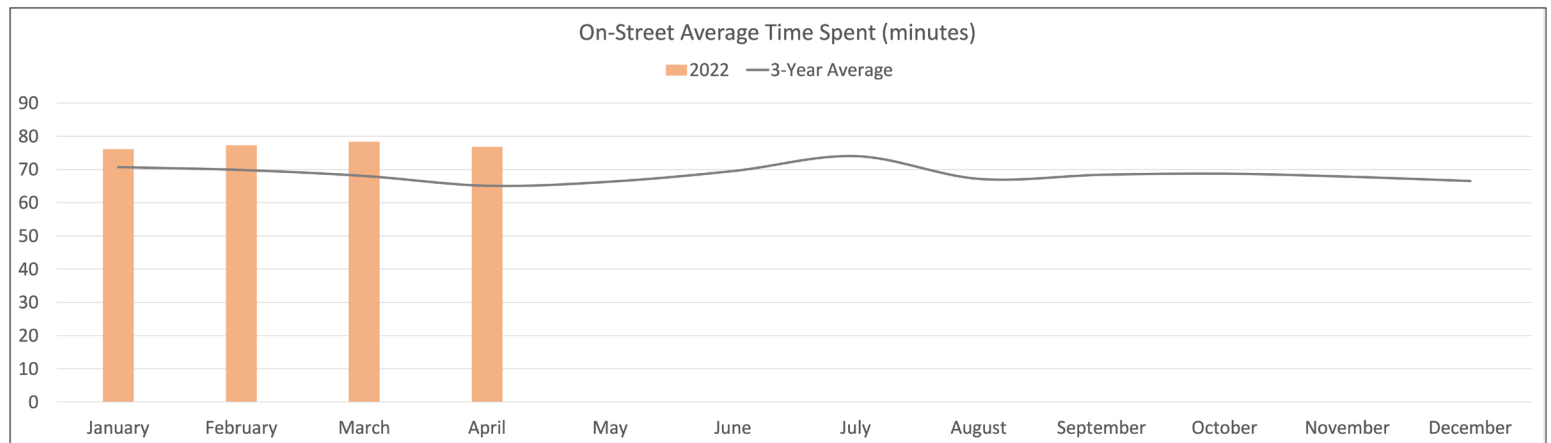
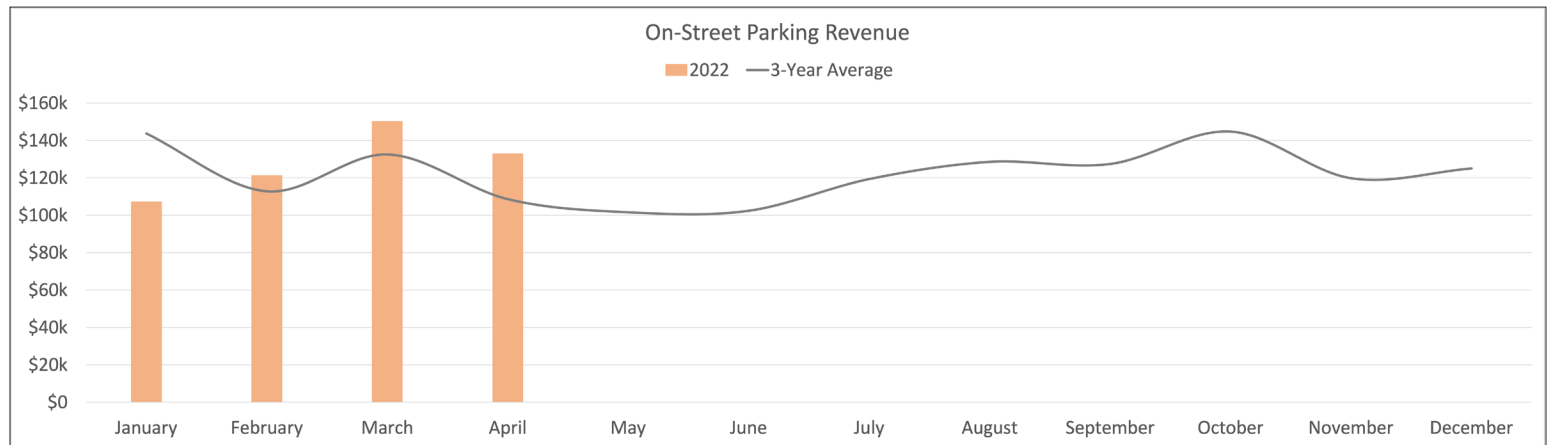
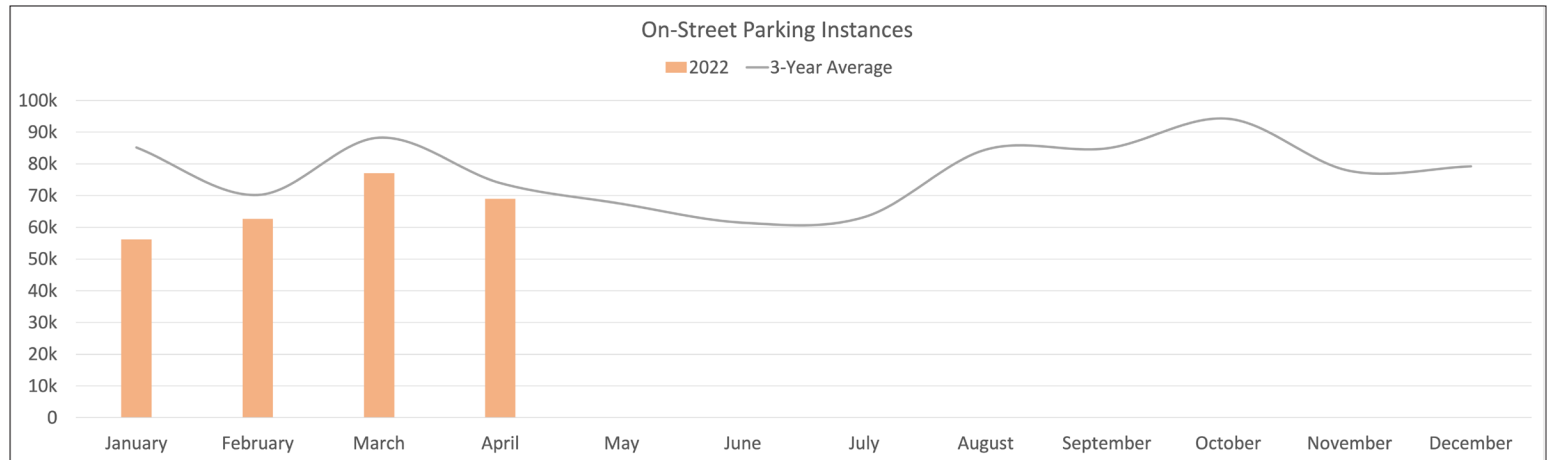
decrease in # of
instances in April 2022
compared to
3-year average

5%

average **increase** in
revenue in 2022
compared to
3-year average

8-minute

longer sessions in 2022
compared to 3-year
average



DASH Ridership

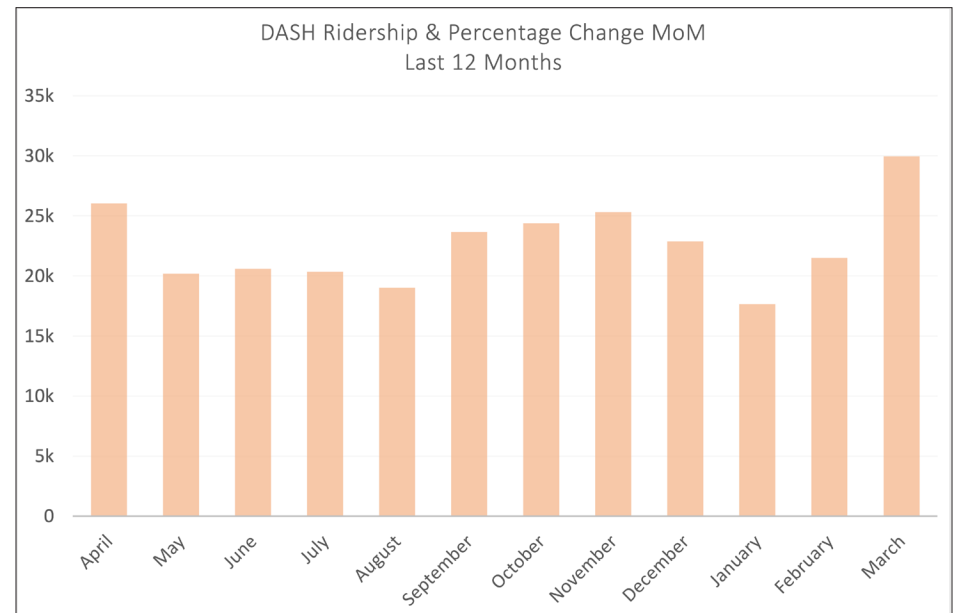
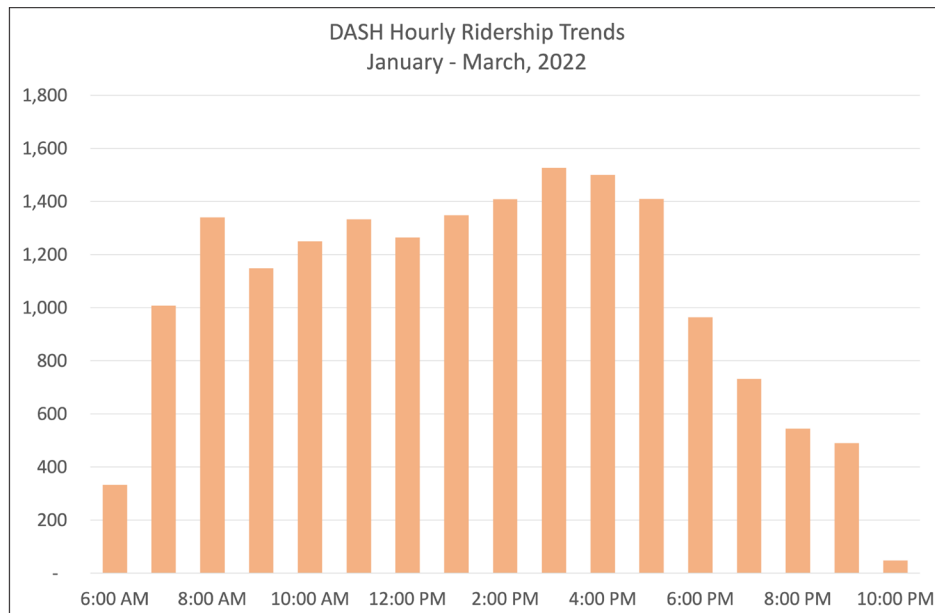
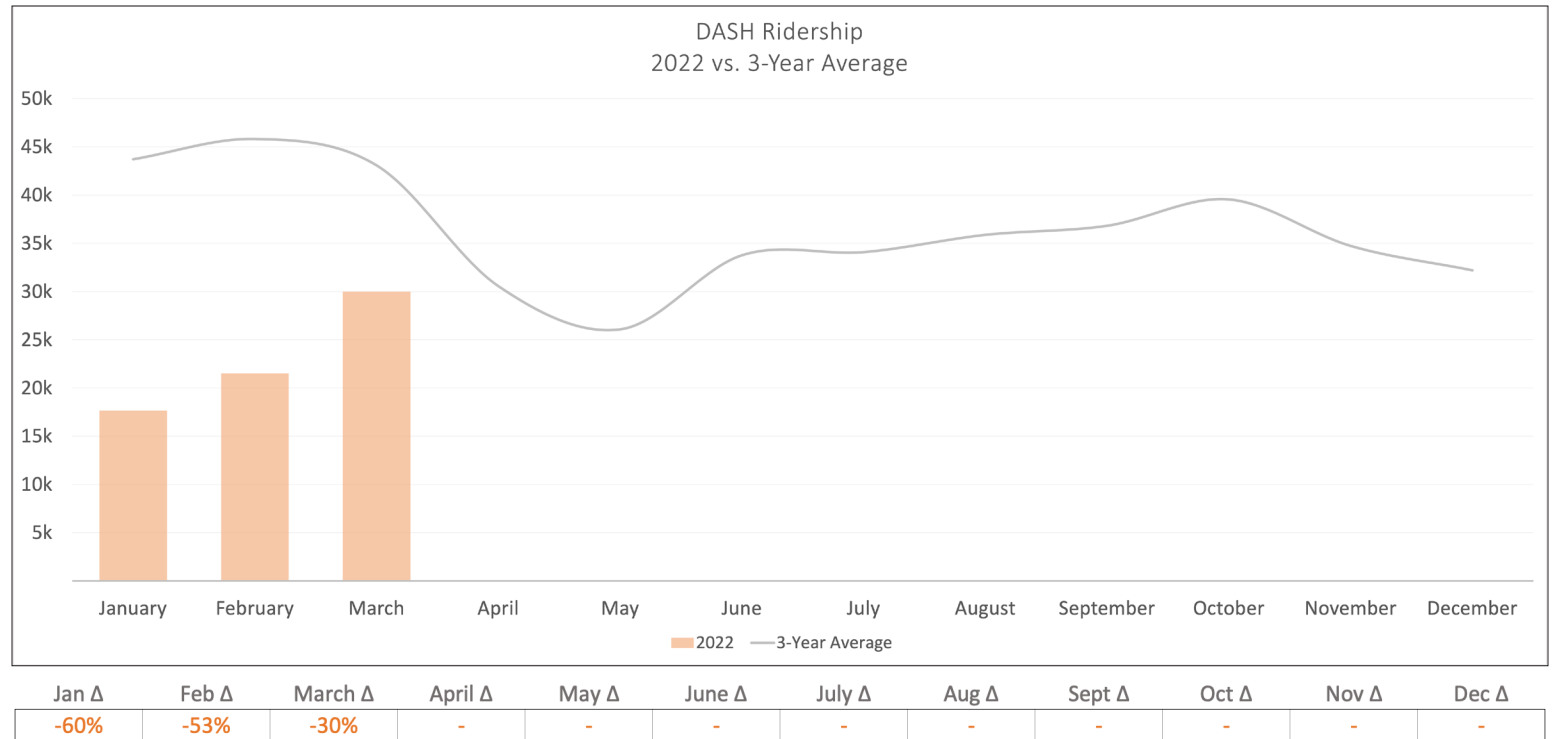
Updated Quarterly

37%

average **decrease** in
ridership in 2022 vs.
3-year average

39%

increase in ridership
in March vs.
February



Downtown Social Media Engagement Look-In



Downtown Grand Rapids Inc. 

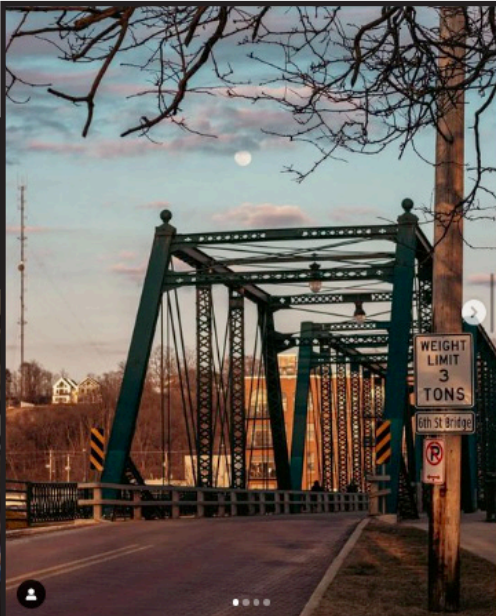
April 24 at 3:22 PM · 

Courage and Soar recently celebrated its grand opening at 40 Monroe Center! The new retail store features local art, clothing, and home/lifestyle goods. Welcome to #DowntownGR!





+4





grandrapidsmi · Following

Grand Rapids, Michigan

grandrapidsmi Perspectives of GR 

PC: @hautranphotos 

Follow @grandrapidsmi for the best views, eats & treats from around GR!

5w

grandrapidsmi . 

#grandrapids #gr #grmi
#grandrapidsmi
#araram #michigan



Liked by kimbowee616 and 1,088 others

MARCH 30



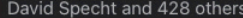
Add a comment...

Post

...se animal-
festival.

We're not sure where their permanent home Downtown will be quite yet but we will let you know when we do. For now, they'll be at the Blue Bridge.





17 Comments 52 Shares



downtowngrinc · Following

Grand Rapids, Michigan

downtowngrinc Moments from the "Justice for Patrick Lyoya" Protests on April 13 & 14, 2022 in Downtown Grand Rapids.

Edited · 1w



Liked by sammysaurus.rex and 398 others

APRIL 26



Add a comment...

Post

14

Airport Activity

21%

decrease in passenger activity compared to previous month

7%

decrease in passenger activity compared to 2021 average

68%

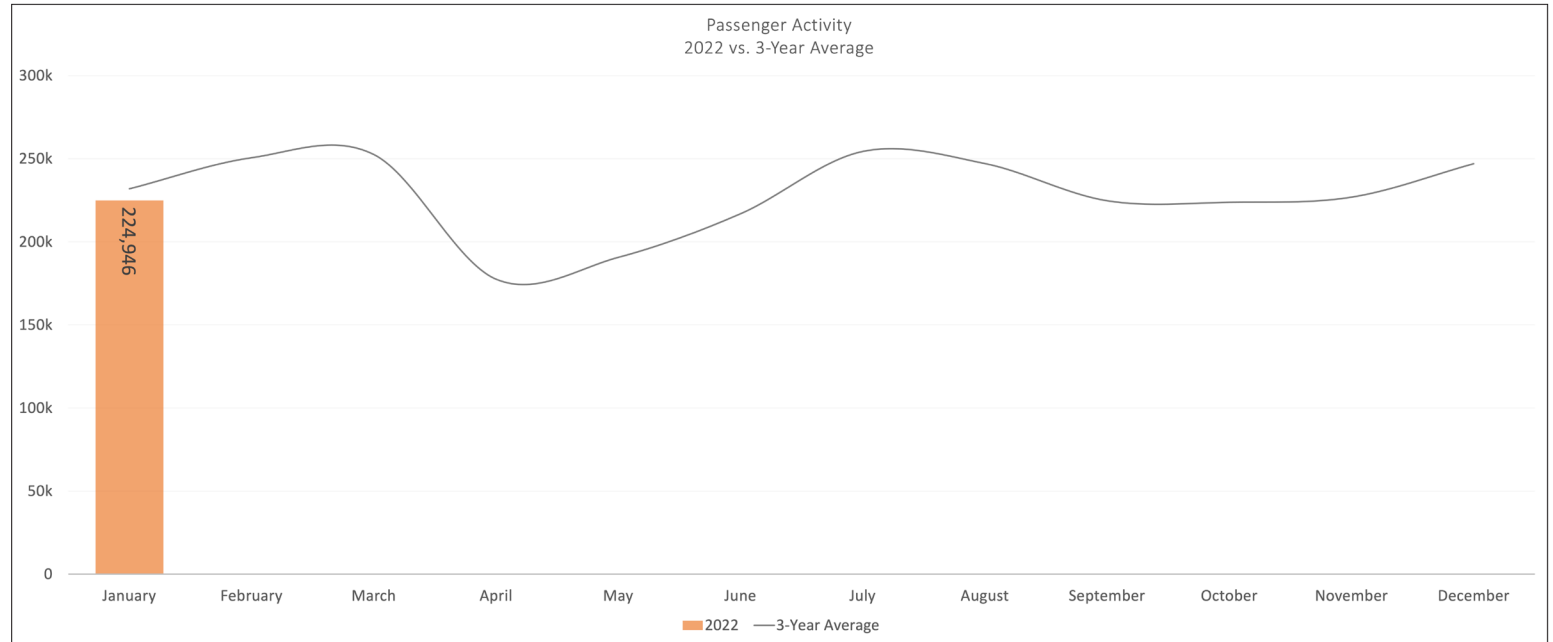
increase in passenger activity compared to January 2021

26%

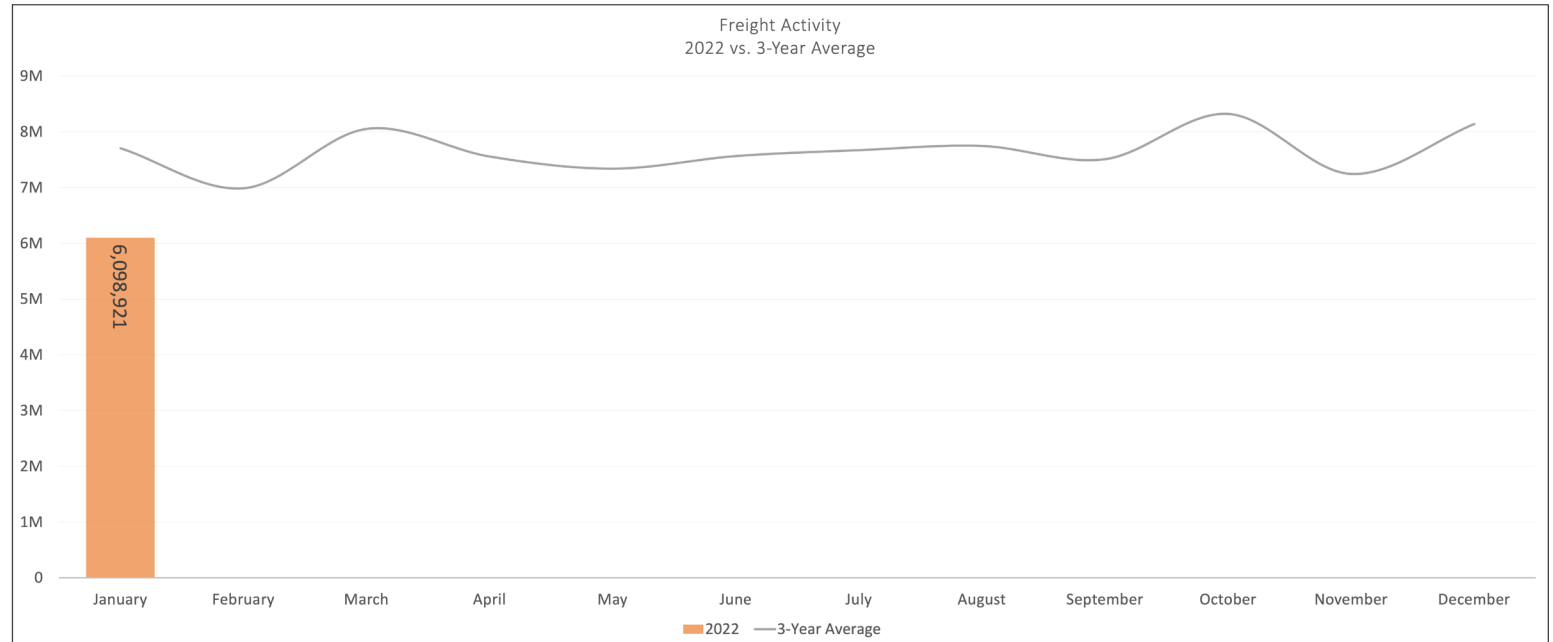
decrease in freight activity compared to previous month

20%

decrease in freight activity compared to 2021 average



Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
-3%	-	-	-	-	-	-	-	-	-	-	-



Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
-21%	-	-	-	-	-	-	-	-	-	-	-

Time Spent Outside of Home: Retail & Restaurant
Kent County

-12%

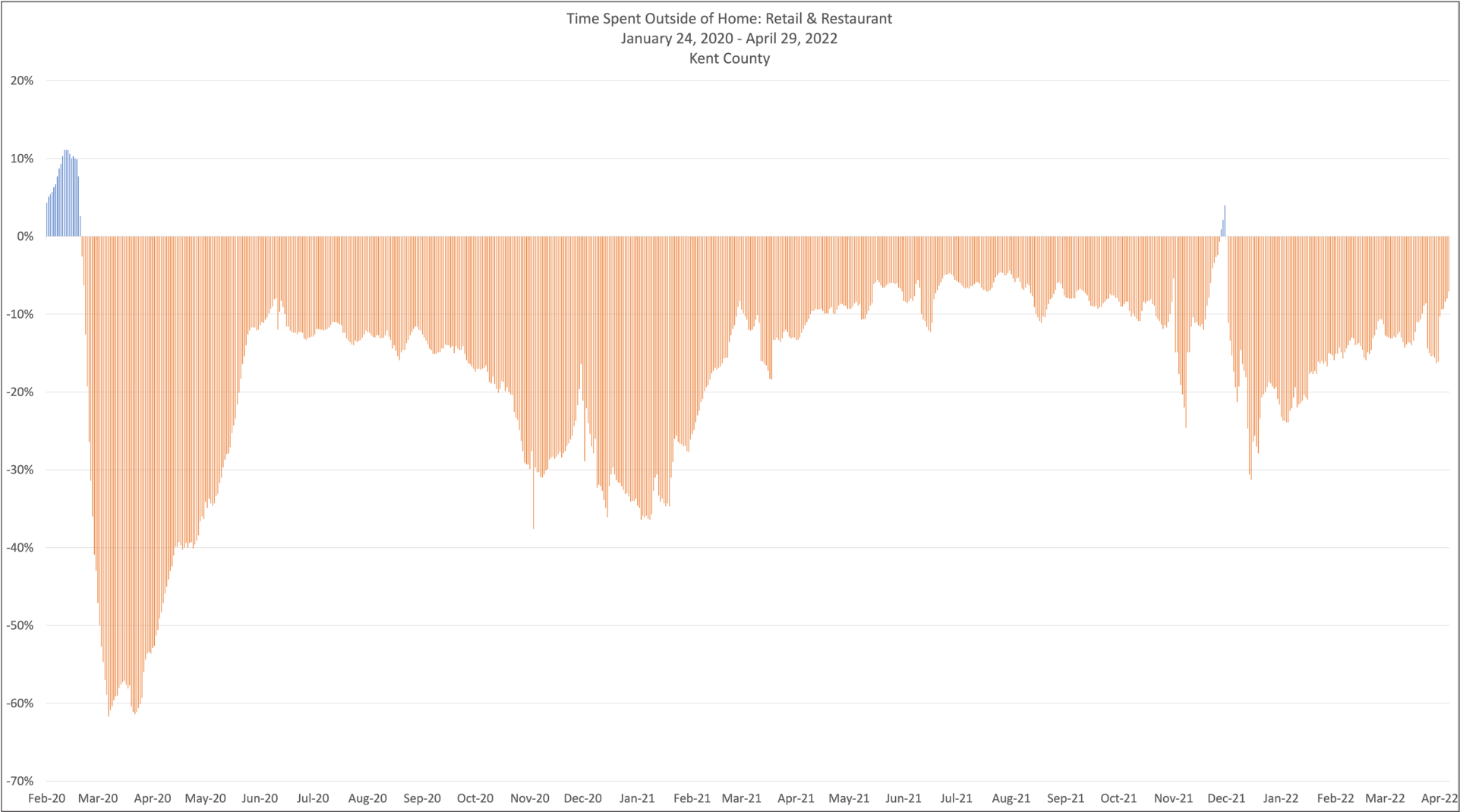
April Average
Apr 2021: -14%
Apr 2020: -56%

-16%

2022 Average so far
2021: -13%
2020: -23%

-12%

April 1 2022
Apr 1 2021: -11%
Apr 1 2020: -60%



Consumer Spending
Kent County

+23%	+28%	+21%
December Average	2020 Average so far	December 1 2021
<i>Dec 2020: +14%</i>	<i>2021: 21%</i> <i>2020: 5%</i>	<i>Dec 1 2020: +11%</i>

