

AGENDA

DGRI BOARD OF ADVISORS



Board Members:

Stephanie Adams • Monica App • Rick Baker • Shaun Biel • Mayor Rosalynn Bliss • Kayem Dunn • Jorge Gonzalez • Kristian Grant • Brian Harris • Bob Herr • Nikos Monoyios • Jon Nunn • Doug Small • Eddie Tadlock • Randy Thelen • Al Vanderberg • Mark Washington • Rick Winn

May 17, 2022 2:00p
29 Pearl Street NW (DGRI Offices)

- | | | |
|--|-----------|--------|
| 1. Call to Order (2:00) | | Harris |
| 2. Approve Minutes from February 24, 2022 (2:01)
(enclosed) | Motion | Harris |
| 3. Block by Block Agreement (2:05)
(enclosed) | Motion | Kelly |
| 4. Grand River Greenway State Grant (2:10)
(enclosed) | Info Item | Guy |
| 5. FY22 Priority Project Updates (2:25)
(enclosed) | Info Item | Kelly |
| 6. FY23 Budget Overview (2:35) | Info Item | Staff |
| 7. President & CEO Report (2:45) | Info Item | Kelly |
| 8. Board Member Discussion (2:50) | | |
| 9. Public Comment (2:55) | | |
| 10. Adjournment (3:00) | | |



Board of Advisors Meeting

February 24, 2022

1. Call to Order – The meeting was called to order at 3:00 p.m. by Chair Brian Harris.

Attendance:

Members Present: Stephanie Adams, Kayem Dunn, Shaun Biel, Eddie Tadlock, Mark Washington, Rick Winn, Brian Harris, Nikos Monoyios, Kristian Grant, and Bob Herr, Monica App, Jorge Gonzales, Jon Nunn, and Al Vanderberg

Members Absent: Rick Baker, Mayor Rosalyn Bliss, Doug Small, and Randy Thelen

Others Present: Tim Kelly (President & CEO), Amanda Sloan (Recording Secretary), Jessica Wood (Legal Counsel), Andy Guy and Kendsie Channing (DGRI Staff)

2. Approve Minutes from December 13, 2021
Motion: Ms. Dunn, supported by Mr. Biel, moved to approve December 13, 2021 Meeting Minutes as presented. Motion carried unanimously.

3. Alliance Restructuring
Mr. Kelly stated that DGRI has a long history of seeking citizen involvement. This structure was updated in 2015 with the completion of the GR Forward Plan resulting in our current Goal Alliance structure. This has been tremendously successful over the years, the hallmark of our community engagement, with over 200 volunteer participants. Currently, we have 90 alliance members with another 35 advisors that participate in 17 working groups and other project specific subcommittees. We continue to have conversations regarding the best way to maximize engagement; at the same time, the way we work has changed and volunteers

consistently suggest they would like broader exposure to other DGRI priorities and prefer cross collaboration. DGRI staff and the executive committee have been discussing ways in which to achieve this goal of efficiency. Mr. Kelly shared the current thinking is to bring all of the groups together into one body for quarterly meetings. These meetings would be mostly update oriented but also direct budget conversations and taskforce movement for The Alliance. Current BOA bylaws require the chair of each alliance sit on the Board of Advisors; we will keep these sitting chairs on the board until we determine an appropriate alternative. This is meant to be a one-year pilot that can certainly be adjusted as needed but the goal is to keep all active participants still engaged. City representatives are welcome to attend but would not be voting members of The Alliance. Mr. Monoyios stated Goal 3 Alliance members welcome this change. Ms. Adams asked what is considered active participation. Mr. Kelly stated we have an established attendance policy which is a roughly 75% meeting attendance requirement.

4. Priority Project Updates

River Governance: Mr. Guy circulated a final draft of the Mission, Vision, Purpose and Core Values for the Grand River non-profit unofficially named Grand River, Inc. (or potentially Grand River Greenway). He shared it is a big milestone to get this on paper after months of development and provided an update on the work of each of the committees. The Governance Committee has drafted job descriptions, a conflict-of-interest policy and bylaws for the entity that may be adopted as soon as next month. The Communications and Community Engagement Committee has been exploring the process to build an equity framework and advancing community engagement efforts. The Development Committee is starting to discuss budget planning. Also, the business plan being advanced will set up a foundations committee and generate additional partners to support the organization, bringing more structure to the board. Mr. Harris added the board is currently made up of 11 seats, but more bandwidth is needed; he requested this board advance names for consideration. Mr. Harris stated the plan is still to also create a conservancy in the future. Mr. Washington agreed on the importance for this governmental entity to operate separately, as collaboration with the County will need to take place at another time. Mr. Guy recognized that these collaborative efforts take time; this non-profit entity will set the stage for when we are ready to move on these projects. He noted there are also some opportunities to organize broader projects with \$175 million estimated investment during Phase 1 of the corridor revitalization. This is very much a marathon, not a sprint, but the planning and movement has been successful to date.

Market Avenue Reconstruction: Mr. Kelly provided an update on the development of 201 Market Avenue. With the sewer line decommissioning set to be complete this spring, we are close to seeing movement on the decision by CAA to purchase this site for the development of an amphitheater. Mr. Nunn stated the next big step is to receive the County approval for the sale of the land. He noted that keeping open communications and familiarizing the County with this process has been helpful. Mr. Vanderberg agreed. Mr. Nunn shared that the proposed green belt connecting the river trail from the south to the north (about 10 acres of

green space) will need to be developed in sequence. Mr. Harris agreed that will be an important part of the larger plan. Mr. Washington stated the prospect of having this much river property to develop is quite impressive.

Retail Strategy: Mr. Kelly shared that the strategy and implementation recommendations from the Retail Strategy committee are now complete. The Phase 1 assessment of soft goods retail illuminated the struggle of retail in general, the sprawling issue of our Downtown (being such a large footprint), and our low co-tenancy challenges. Phase 2 identified an area of focus for soft goods on and nearby Monroe Center (from Lyon to Fulton). Mr. Kelly stated we are finalizing an operational plan to implement recommendations which includes the creation of an oversight task force, revamping our retail incentives, reviewing zoning policies, and continuing a focus of placemaking initiatives through the lens of business.

Mr. Harris stated developing this corridor drives traffic and activation but questioned if this long-term effort should be a priority and asked how important soft goods retail really is for Downtown. Mr. Monoyios asked if this recent study validated the Goal 2 priority for concentrated retail Downtown. Mr. Kelly stated this study provides a more nuanced strategy. Mr. Winn recognized having a full-time Retail & Attraction Specialist now working on this helps. Ms. App agreed as we look at creating a vibrant downtown, we need diverse offerings to draw people to the area. When retail and/or events draw people in, both benefit, and Monroe Center is a good area of focus. Mr. Kelly added the concentration of Monroe Center as the cluster does not mean we cannot move the needle in other areas as well such as Division Avenue (potentially as incubator space). Ms. Grant stated we've been having this conversation a while and encouraged the group to be intentional about inclusivity and offering diverse businesses an opportunity to enter downtown. Others agreed; if we are not intentional about DEI it is less likely to happen.

5. President & CEO Report

Mr. Kelly highlighted World of Winter activities taking place this weekend as the festival wraps up on March 6th: City Built hosts the Official Unofficial Pre-Party for Winter Beer Fest, Noodle Fest at Sixth Street Park, Movies on the Piazza at Studio Park, and all the art installations. Mr. Kelly stated the residential tower development at Studio Park was recently approved. Wayfinding design concepts are now complete and will be bid out this year for a phased installation beginning with the skywalk (vinyl) signage this spring. The DID Board approved a FY23 reauthorization plan which will go to City Commission after a public hearing in March. The proposal now includes the assessment of residential properties, a 5% overall increase in rates, and brings non-profits back into the roll at reduced rates. Ms. Dunn asked to review the additional services that will be provided with these increased revenues. Mr. Kelly stated primarily this revenue funds the ambassadors removing trash, graffiti, and snow. Ambassador wages have increased, and inflation has increased, while assessment rates have remained unchanged. Mr. Herr added 85% of residents surveyed have given positive feedback on the services that are currently being provided. Ms. Adams stated her nonprofit will be moving Downtown next week and will support this reauthorization. Mr. Kelly stated

lastly, in regard to advocacy, the governor signed into law yesterday an amendment to the Michigan Liquor Control Code (MLCC) simplifying the liquor license application process for newly constructed buildings within development districts. This removes the distinction between new and rehabilitated buildings within the DDA boundaries (which was an issue for GR Noir recently). Also, Mr. Kelly shared, there is a high-level proposal circulating on TIF legislation recently introduced in the Michigan legislature. We will be keeping an eye on that.

6. Board Member Discussion

Mr. Tadlock shared he is ecstatic about the new wayfinding infrastructure.

7. Public Comment

None

8. Adjournment

The meeting adjourned at 3:55 p.m.



DOWNTOWN
GRAND RAPIDS INC.

MEMORANDUM

DATE: May 17, 2022

TO: DGRI Board of Advisors

FROM: Melvin Eledge Jr.
Operations Manager

SUBJECT: Item #3 – Beautification, Maintenance, and Placemaking Contract

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:

Approve the terms of an agreement with Mydatt Services (dba Block by Block) to be executed by the DGRI Board Chair for a period of 1 year for an amount not to exceed \$1,043,755.58 for the continued provision of the Downtown Ambassador and Clean Team programs.

**THIRD AMENDMENT TO THE
DOWNTOWN MAINTENANCE, BEAUTIFICATION AND
PLACE MAKING AMBASSADOR SERVICES AGREEMENT**

This Third Amendment to the Downtown Maintenance, Beautification and Place Making Ambassador Services Agreement (the “Third Amendment”), is made and entered into as of _____, 2022, by and between the **DOWNTOWN GRAND RAPIDS, INC.**, a Michigan nonprofit corporation (“DGRI”) and **MYDATT SERVICES, INC., D/B/A BLOCK BY BLOCK**, an Ohio Corporation (“BBB”).

RECITALS

WHEREAS, DGRI and BBB have entered into the Downtown Maintenance, Beautification and Place Making Ambassador Services Agreement dated July 1, 2020, and as amended by the parties by the First Amendment dated January 1, 2021, and the Second Amendment Agreement dated July 1, 2021 (the “Agreement”);

WHEREAS, the parties now wish to amend the Agreement for a period of one (1) year (the “Renewal Term”) with pricing to remain the same as set forth in the First Amendment Agreement dated January 1, 2021.

NOW, THEREFORE, in consideration of the terms and conditions contained in the Agreement and this Third Amendment and the benefits to be derived therefrom, receipt of which is severally acknowledged, the parties hereto agree as follows:

1. The parties hereby agree to renew the Term for a period of one (1) year beginning on July 1, 2022 through June 30, 2023, unless sooner terminated as provided in Section 11 of the Agreement. For purposes of clarity, pricing during the Renewal Term shall remain the same as set forth in the First Amendment dated January 1, 2021, with a new not to exceed amount of \$1,043,755.58 reflecting a wage rate and vacation increase for workers.
2. Except as otherwise provided in this Third Amendment, the Agreement is otherwise ratified and confirmed.
3. All capitalized terms used in this Third Amendment and not defined shall have such meaning as defined in the Agreement.

{signatures on following page}

IN WITNESS WHEREOF, DGRI and BBB have caused these presents to be signed the day and year first written above.

DOWNTOWN GRAND RAPIDS, INC.

By: _____
Brian Harris, Chairperson

**MYDATT SERVICES, INC.
D/B/A BLOCK BY BLOCK**

By: _____

Its: _____



MEMORANDUM

DATE: May 13, 2022

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP
DGRI President & CEO

SUBJECT: **Item #4 – Grand River Greenway Funding**

Overview

On March 30, 2022, Governor Whitmer signed the Building Michigan Together legislation, which included a \$55,000,000 allocation to Downtown Grand Rapids Inc. to support development of the Grand River Greenway. The funding is intended to assist in completion of multiple park and trail projects along the Grand River as well as trail segments leading to/from it. Importantly, the funding is also intended to help leverage additional public, private and philanthropic investment to deliver \$175,000,000 in initial Greenway related projects.

Grand River Inc.

Given the goals of GR Forward, specifically *Goal 1: Restore the River as the Draw and Create a Connected and Equitable River Corridor*, the trails and public spaces along the Grand River within Downtown are clearly a priority for DGRI. That is indicated by the work and funding of the DDA, TIFA and DID to advance numerous planning activities and capital projects in the years since GR Forward's adoption. That said and recognizing the River Corridor and adjacent trail systems extend beyond Downtown and the City of Grand Rapids limits, in 2021 organizing work began to establish a board focused on the full River Corridor and its adjoining trail systems from Riverside Park to Millennium Park. That board, currently named Grand River Inc. (GRI), began meeting as an official body in March 2022. Currently in the process of committee work and finalizing a business plan to chart their work for the coming year(s).

Recommendation

DGRI staff is currently working with the Michigan Department of Natural Resources (DNR) to better understand the details of the grant agreement and any requirements associated with the \$55,000,000 award. That said, we do not anticipate guidance from the DNR on establishing a process for funding disbursement and as such recognize that work needs to be completed to ensure funds are used in a manner that is most impactful for the community. Given the recent establishment of GRI, staff

recommends inviting GRI to take on the important work of drafting that process/framework for decision making and presenting a draft recommendation to the DGRI Board for review and adoption. Among the questions that have been identified for consideration:

- **Schedule & Sequencing.** What is the timeline for the project(s) overall? How do we sequence implementation/investments effort for maximum efficiency / positive impact?
- **Budget.** What is the overall construction budget for greenway project(s)?
- **Fundraising.** Need to identify/pursue additional local gov, philanthropic and Federal opportunities.
- **Leadership & Decision-Making.** How do the City, DGRI, River Inc, and various project partners (County, GRPM, GAC, GRWW, etc) work together to lead project implementation?
- **Staffing & Project Management.** What are the project verticals and who leads them? Include third-party experts, committees, staff support.
- **Capacity.** What's the readiness (capability, bandwidth, etc) of various partners to help deliver priority projects? What are our deficiencies? Planning capacity/creativity especially important – both at the project- and district-/ regional-level.
- **Agreements & Policies.** What agreements need to be in place to support project delivery? Any needed policy changes? TIF boundaries?
- **Permitting.** How might we achieve more efficient/effective state approval process?
- **Financial Accounting.** How does DGRI account for (ARPA) spending? Are there additional administrative adjustments needed to properly administer the grant funds?
- **Asset Maintenance & Sustainability.** Affirm the preferred mechanism and organize to establish the tool. This is a multi-year initiative.
- **Network Approach.** How do we efficiently work through all above – as necessary/additive – in close coordination/collaboration with local philanthropy, business leadership, community, and other partners to make decisions together.
- **Marketing & Communications.** Establish 1) monthly(?) public implementation updates to drive execution/accountability and 2) regular cadence of high-profile project delivery events (design workshops, ground-breakings, etc) to publicly demonstrate progress, acknowledge partners and build momentum/support.

FY2022 Priority Project Updates



DOWNTOWN
GRAND RAPIDS INC.

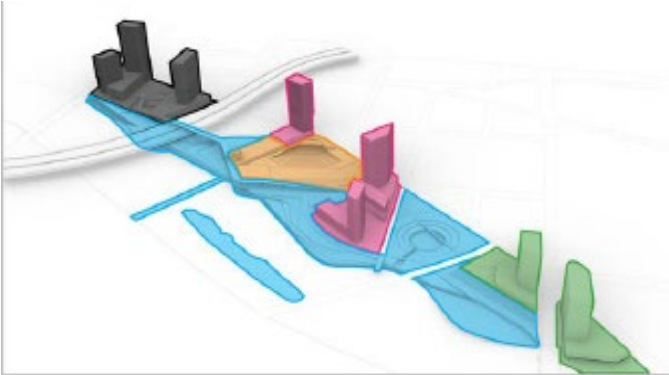
River Governance

- Founding Board established
- Monthly meetings being held
- Committees established: Governance, Development, Communications / Engagement



Market Avenue Redevelopment

- Sewer line decommissioning complete in Summer 2022
- CAA given authority to exercise option to purchase portion of 201 Market for amphitheater development
- City reviewing options for disposition and development of remaining site along with GA 2.0



Lyon Square

- Design documents 95% complete
- Permit under review by State Department of Environment, Great Lakes and Energy (EGLE)
- Anticipate construction to begin Fall 2022.



Bridge South

- Master plan complete for publicly owned sites
- Conducting pre-disposition analysis (survey, title, appraisal, etc.)
- Considering timing and options to release RFP/RFQ in summer 2022



SCENARIO 1 Centralized Parking

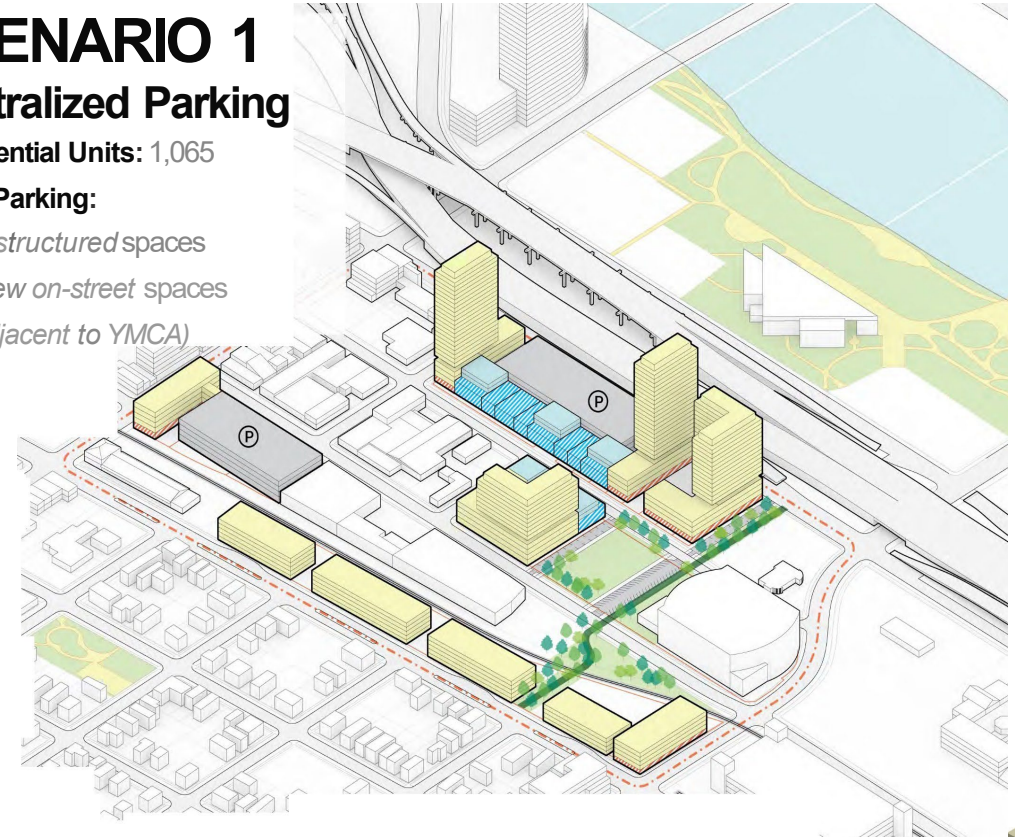
Residential Units: 1,065

Total Parking:

1,465 *structured* spaces

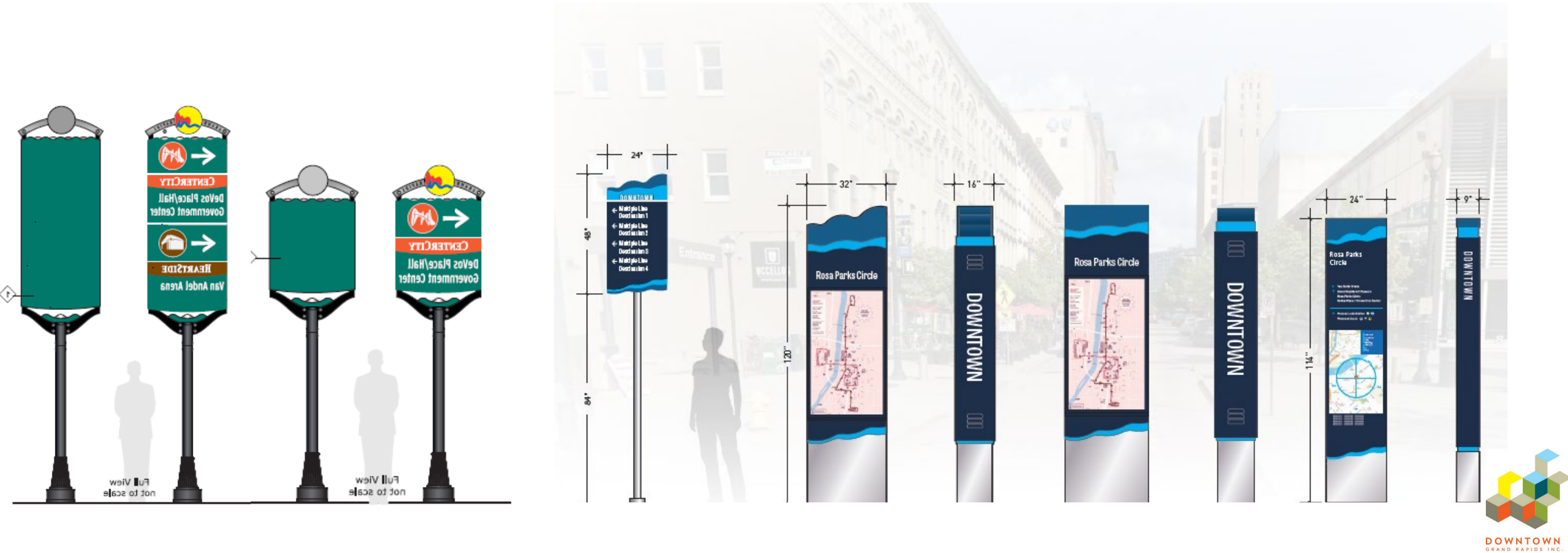
298 *new on-street* spaces

(50 adjacent to YMCA)



Downtown Wayfinding ReDesign

- Phase A (Skywalk Signage) is out for bid now, responses are due June 1
- Phase B (ROW Signage) bid package being finalized and will be ready to bid end of May
- Phase C (Parking Signage) will be ready to bid summer 2022



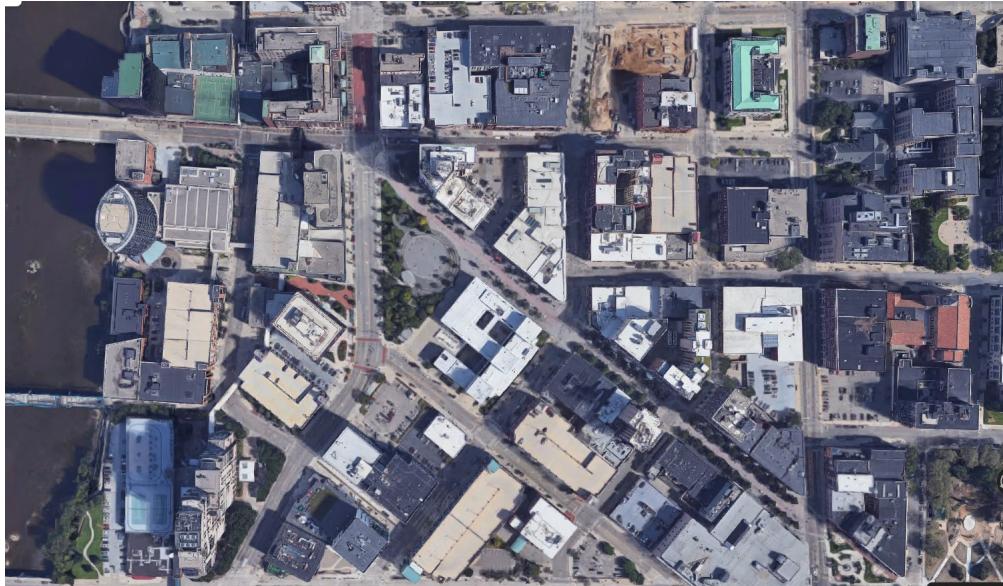
Accessibility Improvements (DAKC and Common Notice)

- Accessibility audits conducted during the Spring and Summer months in 2021.
- Strategic Plan finalized in August 2021.
- Initial Accessibility Committee meeting held in April 2022.



Downtown Retail Strategy

- Strategy and implementation recommendations complete
- Finalizing operational plan to implement recommendations
- Targeting soft-goods cluster on and nearby Monroe Center



World of Winter 2022

- Festival held from January 7 – March 6.
- Over 40 unique interactive art installations and 60 events.
- Overall 20 percent increase in pedestrian foot traffic during event.
 - Valentine's weekend traffic up 72 percent from 2021.



Van Andel Arena Alley Activation

- Steering Committee convened October 2021.
- Focus group meetings underway with stakeholders and adjacent businesses.
- Planning and construction docs to be complete Q3 2022 with bidding to occur Q4. Construction in Q3 2023.

Proposed Phasing Plan



2/7/2022

MKSK

VIEWS - Phase 1



2/7/2022

MKSK

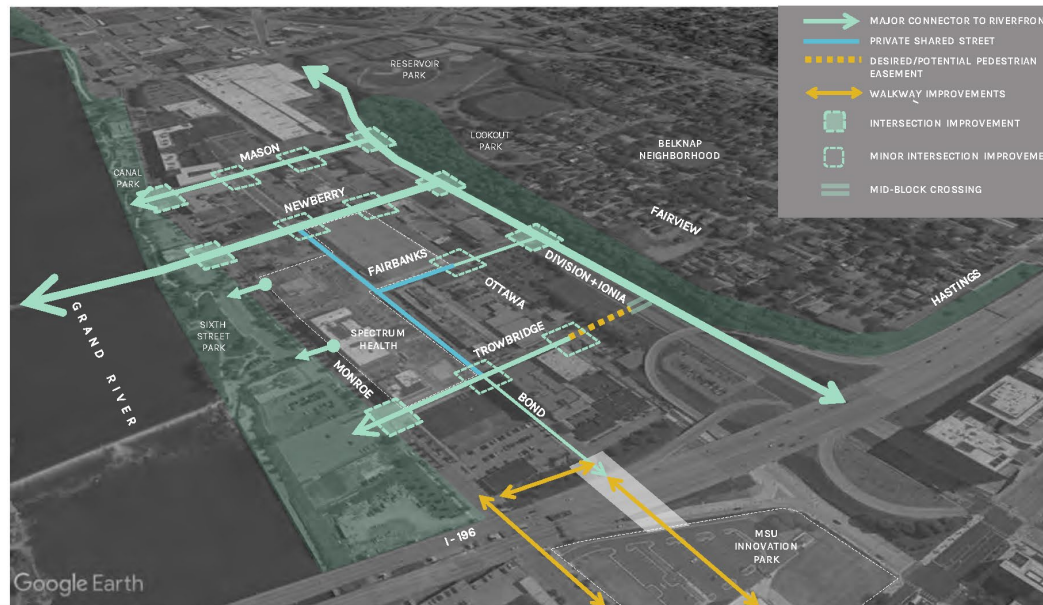
Hill and River Network Plan

- Steering Committee convened October 2021.
- Initial focus group meetings conducted with area stakeholders with additional conversations scheduled for early March.
- Design Development to be complete June 2022 with Construction Documents complete Q4 2022. Phase 1 construction could begin Q3 2023.

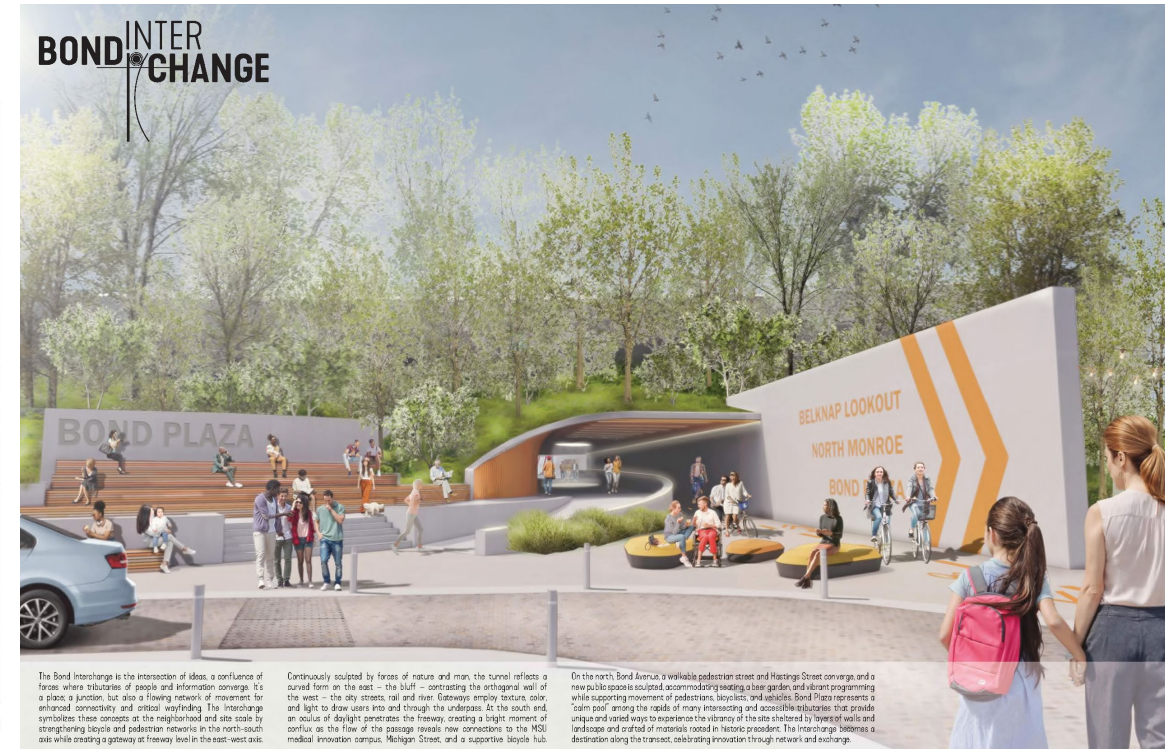
OTHER STREET IDEAS

CROSSINGS & INTERSECTIONS IMPROVEMENTS

- Intersection improvements to improve safety for vulnerable users.
- Install signals or stop controls where it is warranted
- Use higher visibility and/or raised crossings
- Mid-block crossings across Monroe to the park



SMITHGROUP





DGRI Highlights May 2022

DDA (5/11/22)

- Adopted FY23 budget
- Approved FY23 funding for the DASH
- Approved funding for marketing and fundraising feasibility related to the Grand River Greenway
- Authorized funding for BBB funding for FY23
- Approved contribution for transit bulb installation at Wealthy/Fulton intersection
- Recommended DDA liquor license for Noodlepig to the City Commission
- Authorized funding for artists to complete additional Black History Murals in Downtown
- Approved Major Event Sponsorship for Art Prize and Global Water Fest
- Received an update from Just Air on the air quality monitoring sensors in Downtown
- Next Meeting: June 8, 2022

DID (2/18/22)

- Approved and recommended the FY23 Reauthorization Plan to the Grand Rapids City Commission.
- Next Meeting: May 18, 2018

MNTIFA (4/13/22)

- Approved 2021 Audit
- Approved funding for River Equity Framework Plan
- Approved FY23 budget
- Received update on North Monroe public space activation projects
- Next Meeting: March 9, 2022

DGRI (2/24/22)

- Appointed Alliance restructuring for 2022
- Received updates on FY22 Priority Projects
- Next Meeting: May 17, 2022

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

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

Grand River corridor

- Lead: Downtown Grand Rapids Inc. in partnership with City of Grand Rapids, Kent County and Grand Rapids Whitewater
- Recommendations of Organizational Leadership Committee presented to DGRI B of A in May 2021.
- Founding Board convened November 30.
- Committee and Task Forces formed and working through initial work plans.
- Work underway on community engagement planning, equity framework, fundraising feasibility and marketing/communications
- Next meeting scheduled for June 2022

Restore the Whitewater Rapids in the Grand River

- Lead: Grand Rapids Whitewater in partnership with the City of Grand Rapids
- Environmental Assessment continues for the lower reach from I-196 to Fulton Street
- Revised permit application submitted March 2022.

Lyon Square Opportunity Site

- Lead: Downtown Grand Rapids Inc in partnership with the City of Grand Rapids, Convention/Arena Authority and Amway Grand Plaza Hotel
- Revised permit application submitted to EGLE April 2022
- Finalizing construction documents and permitting with Progressive A/E and stakeholder group. Anticipate bidding Summer 2022 and construction commencement Fall 2022.
- Memorandum of Understanding drafted for ongoing maintenance and operations of completed project.

Anchor the River with new Development on Select Sites

- Leads: City of Grand Rapids, Convention and Arena Authority, Grand Action 2.0, Downtown Grand Rapids Inc.
- City Commission approved resolution to enter an option with CAA to purchase a portion of the 201 Market site for a Downtown amphitheater. Option needs to be exercised by March 31, 2022.
- City currently has option on Kent County Road Commission site at 1500 Scribner Avenue for possible relocation of City facilities.
- In collaboration with The Right Place and City, actively marketing development opportunity to development groups to generate interest.

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

Encourage infill development to close gaps within and between neighborhoods

- Leads: Downtown Grand Rapids Inc. and City of Grand Rapids
- Bridge South engagement continuing with neighborhood stakeholders and City of Grand Rapids staff.
- Recommendations and implementation plan finalized in January 2022.

Establish a Downtown resident organization

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

Expand public restroom options to ensure a clean and safe neighborhood

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

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

Improve navigation and wayfinding

- Lead: Downtown Grand Rapids Inc. in partnership with the City of Grand Rapids.
- DDA approved a contract with Progressive A/E in June 2020.
- Prioritizing list of initial install locations.
- Final design delivered summer 2022 with bidding expected fall 2022.

Provide additional automobile parking supply

- Lead: City of Grand Rapids, various institutions and the private sector
- 1,500 spaces came online Downtown in 2021.
- Downtown Grand Rapids remains in the biggest parking construction boom in its history and more than 48,500 parking spaces (on and off street) are available.

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

Recruit major office anchors to Downtown

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

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

- Leads: Downtown Grand Rapids Inc., City of Grand Rapids, Grand Rapids Area Chamber of Commerce and The Right Place
- MJB Consulting initial outreach and engagement completed with stakeholders and industry experts.
- Phase 2 of the work is underway and will deliver next step recommendations and geographically focused strategic plan in winter 2022.
- Since 2019 the DDA has approved fourteen new Downtown businesses through the Retail Incubation Grant.

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

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

Parks Circle

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

- DDA funding approved in April 2021.
- Construction underway and scheduled to be complete June 2022.

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

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

Expand winter recreational programming in Downtown parks and public spaces

- Lead: Downtown Grand Rapids Inc and City of Grand Rapids
- Committee reviewed more than 30 proposals and will advance proposal for DDA consideration in September.
- DDA approved funding for 10 major art installations as part of World of Winter 2022.
- Event underway through March 7, 2022.

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

- Lead: Downtown Grand Rapids Inc. and City of Grand Rapids
- DDA approved event sponsorships for Art Prize and the Global Water Festival in May 2022.
- Organizing with City and Art Prize teams about Art Prize 2022.

Continue turning up the volume on public art

- Lead: Downtown Grand Rapids Inc. and City of Grand Rapids
- Women's Way mural ribbon cuttings completed September:
- DDA approved funding for Heartside mural series in May. Artists to begin painting at 4-5 locations this summer. Tours to begin fall 2022.
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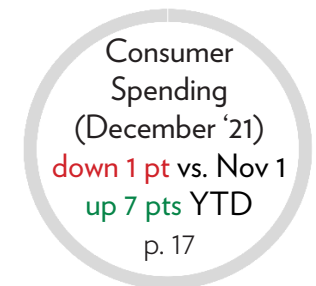
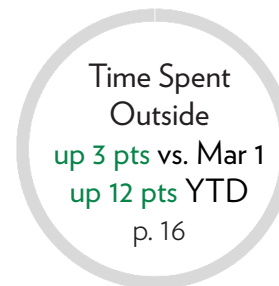
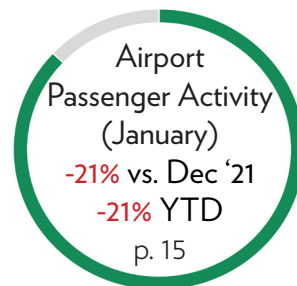
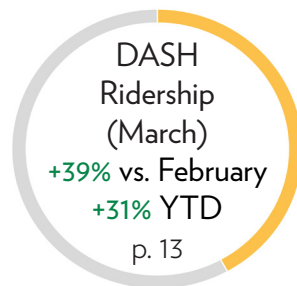
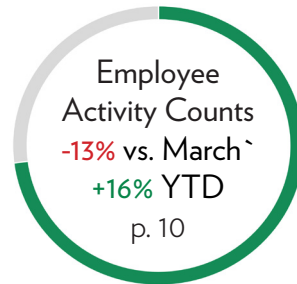
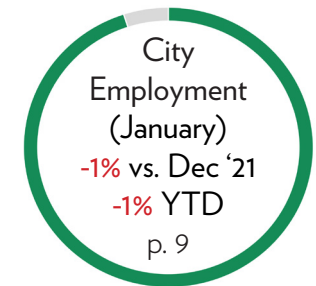
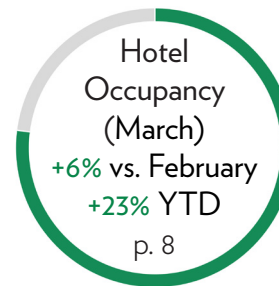
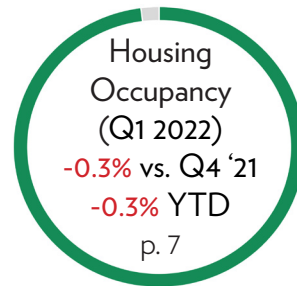
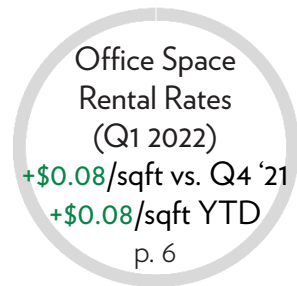
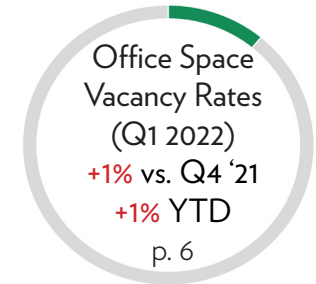
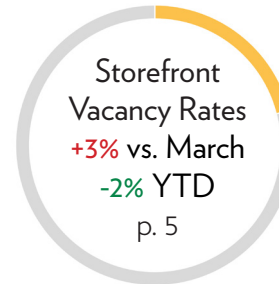
DOWNTOWN
GRAND RAPIDS INC.

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 Spinful.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

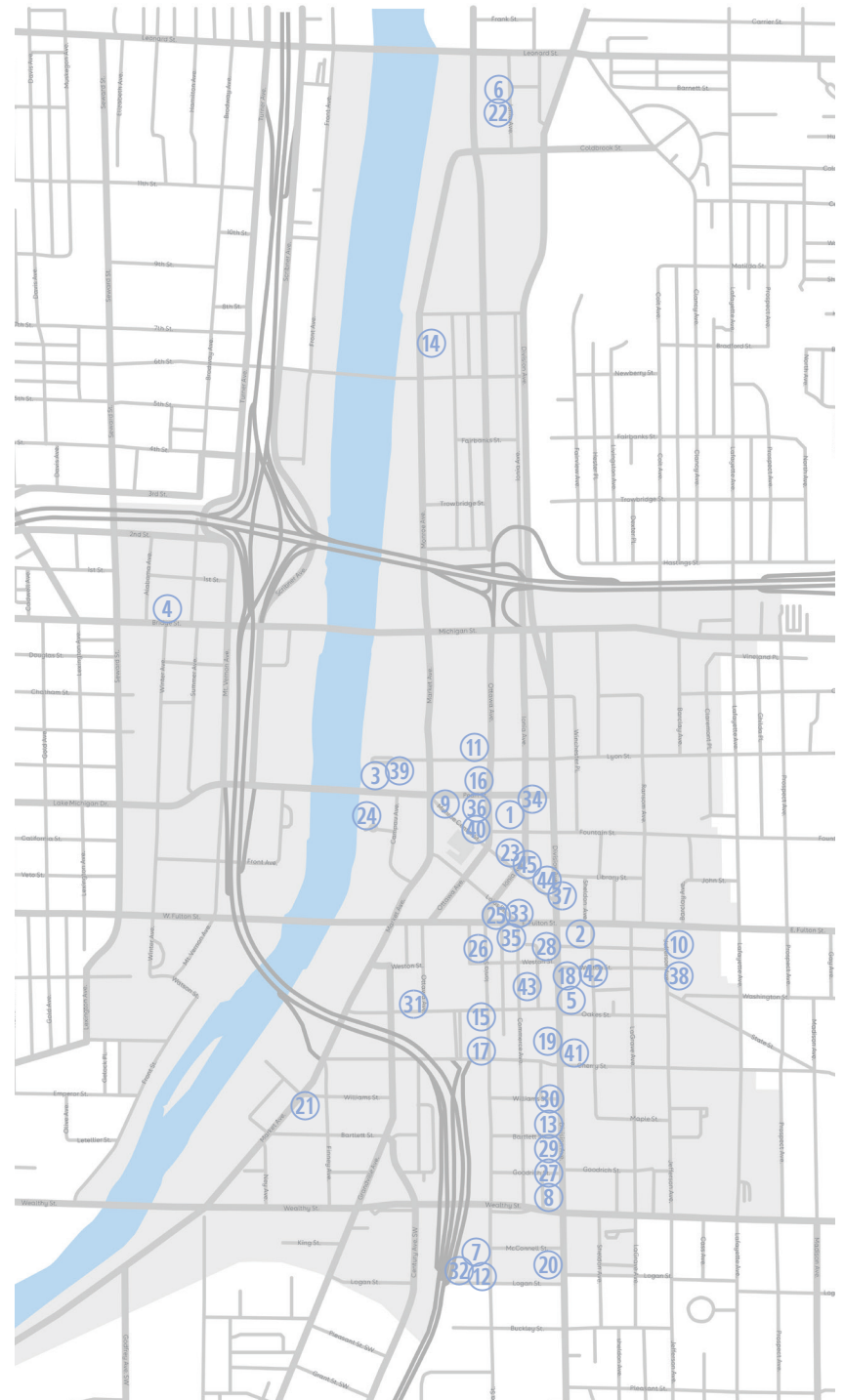
- ㊲ Grand Rapids Voice Collective (Jan 10)
- ㊳ Brooklyn Bodega Bagel & Deli (Jan 26)
- ㊴ Woodrow's (January 27)
- ㊵ Periwinkle Fog (February 9)
- ㊶ Thrift on Div (February 14)
- ㊷ Hëmd (February 26)
- ㊸ Vivid IV Health (April 15)
- ㊹ Courage & Soar (April 21)*
- ㊺ Gazelle Sports (May 1)*

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)

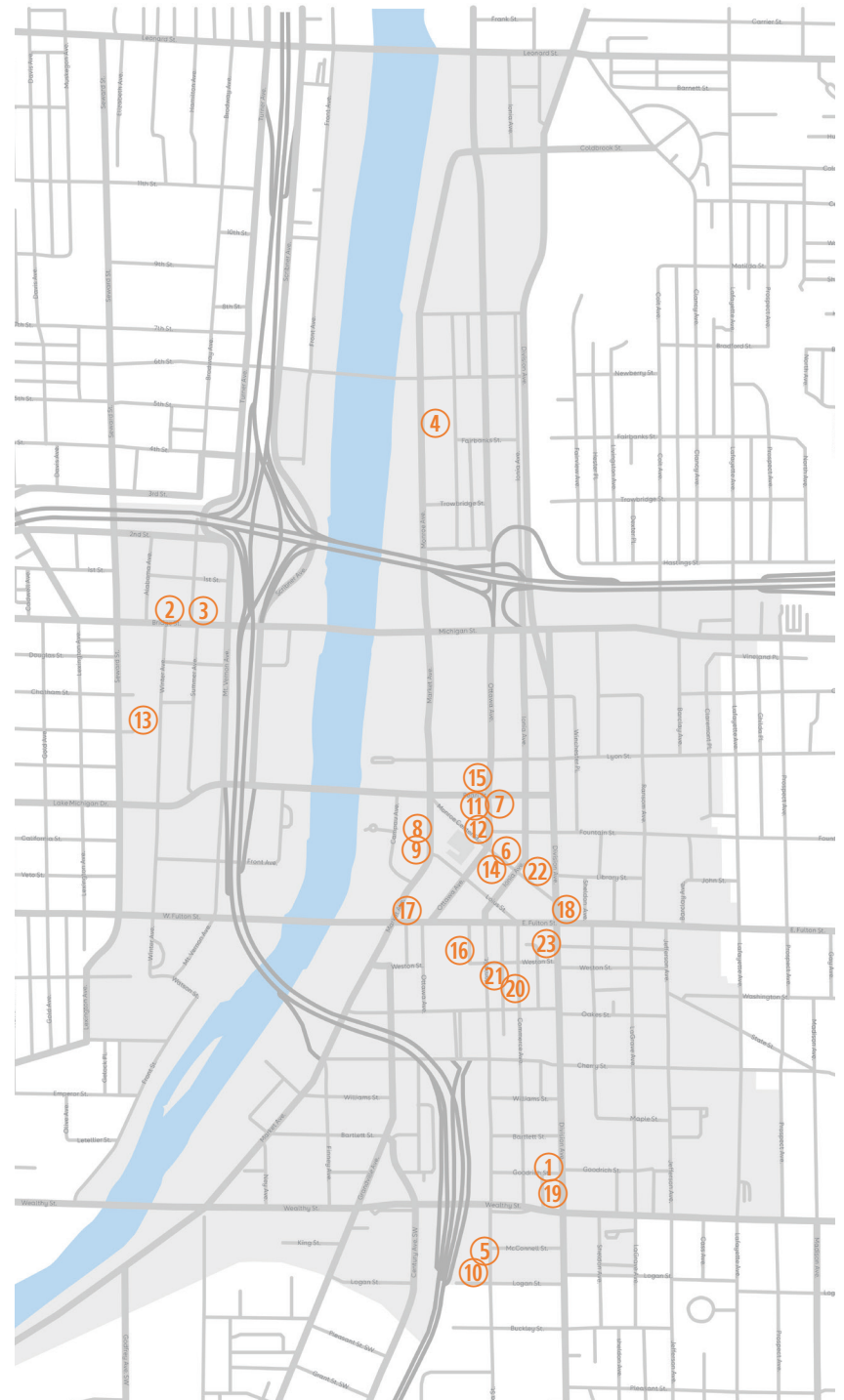
2022

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

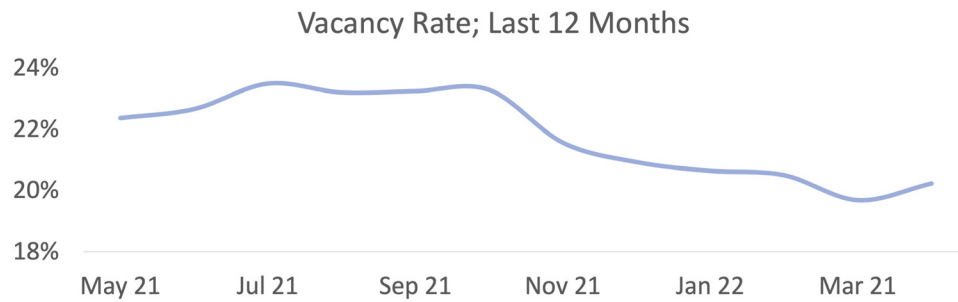
businesses opening
2x
 faster than closing

*business transitioned or moved

Source: Downtown Grand Rapids Inc.



Ground-Floor Storefront Vacancies



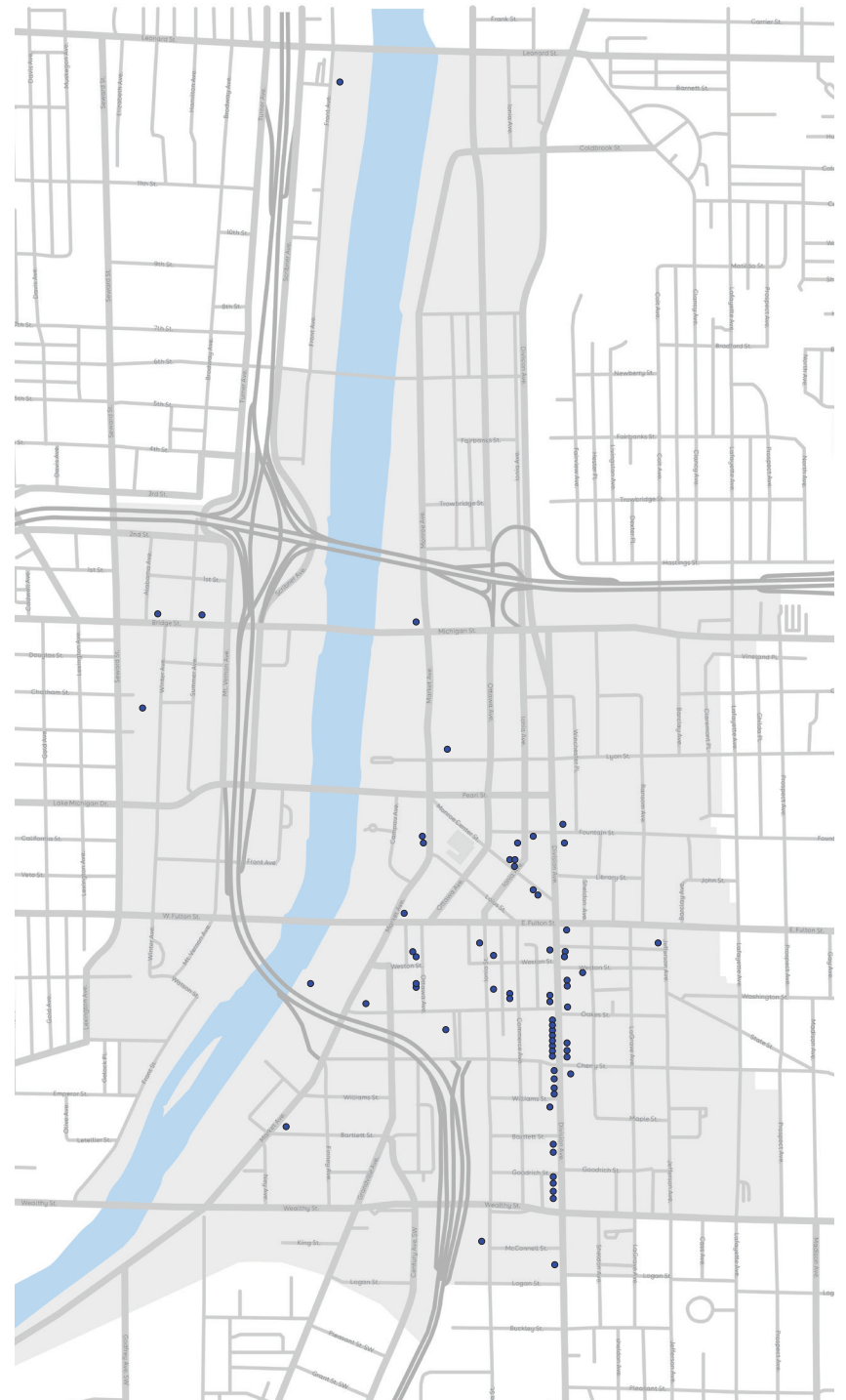
366 ground-floor businesses in DT
2.7 yrs average vacancy duration
20% current vacancy rate
 This equates to **449k** square feet of available space

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%

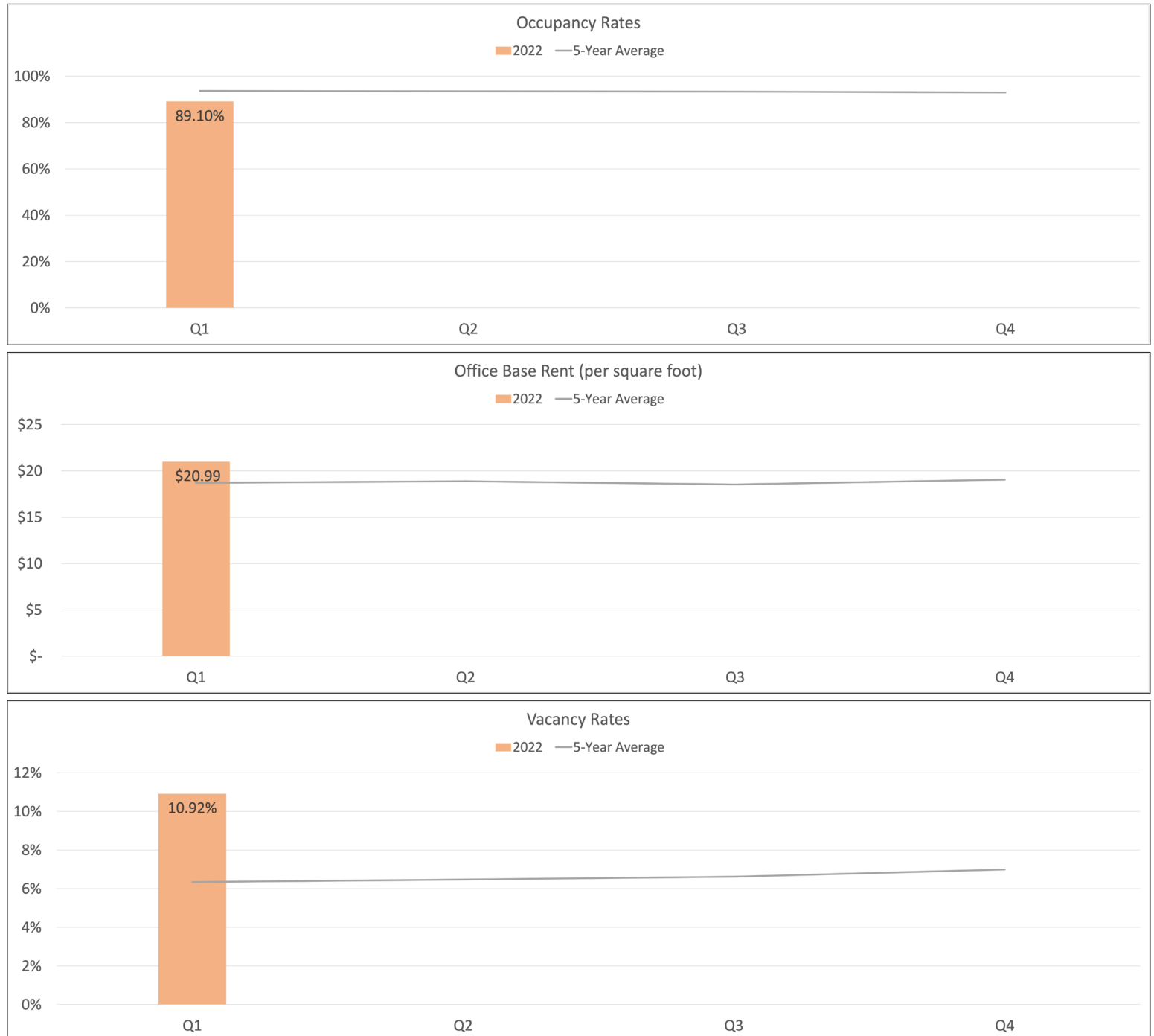
average **increase** in
rental rates in
2022 compared to
5-year average
(\$2.20/sq ft)

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

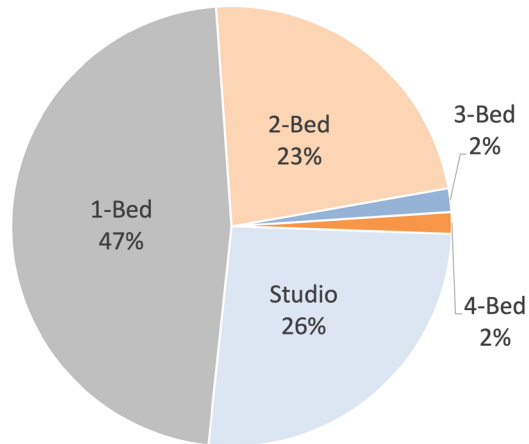
+3%

increase in
asking rent rate
vs. Q4 2021

+14%

increase in
asking rent rate
vs. 5-year average

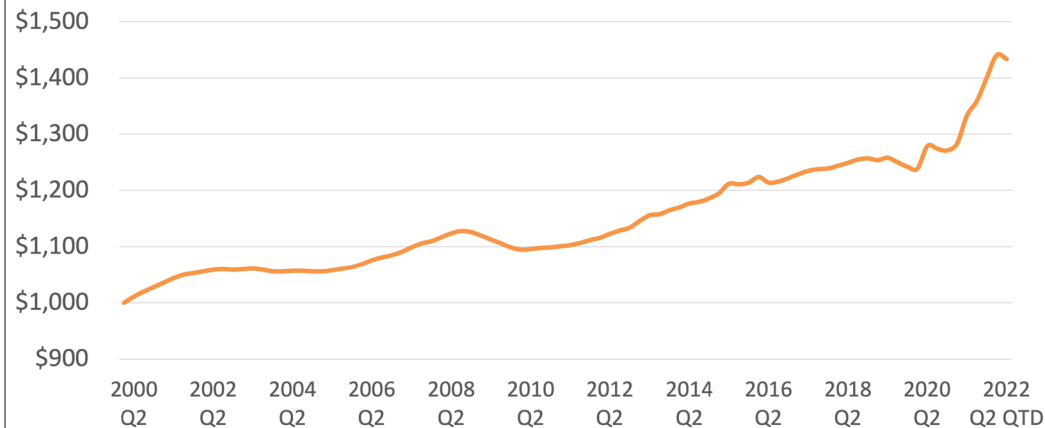
Distribution of Units by # of Rooms



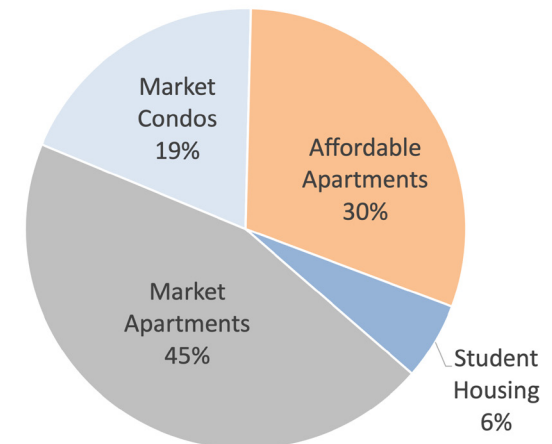
Occupancy Rate
2000 Q1 - Present



Asking Rent Per Unit
2000 Q1 - Present



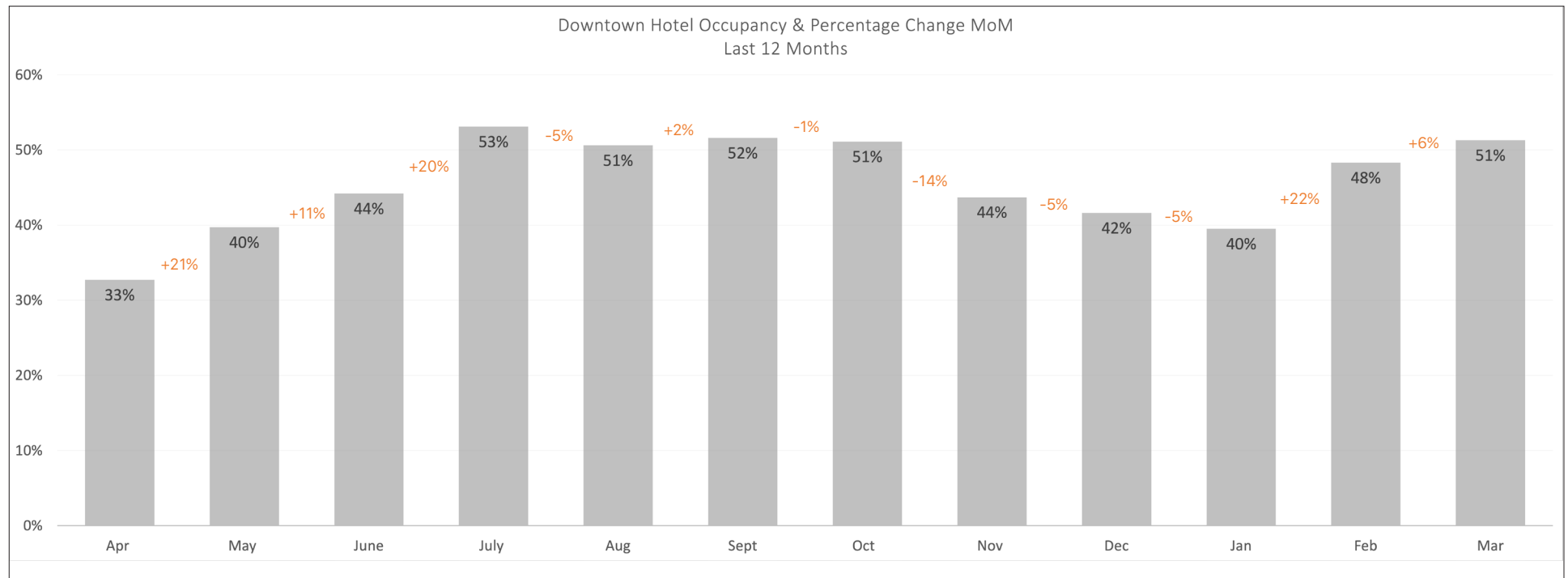
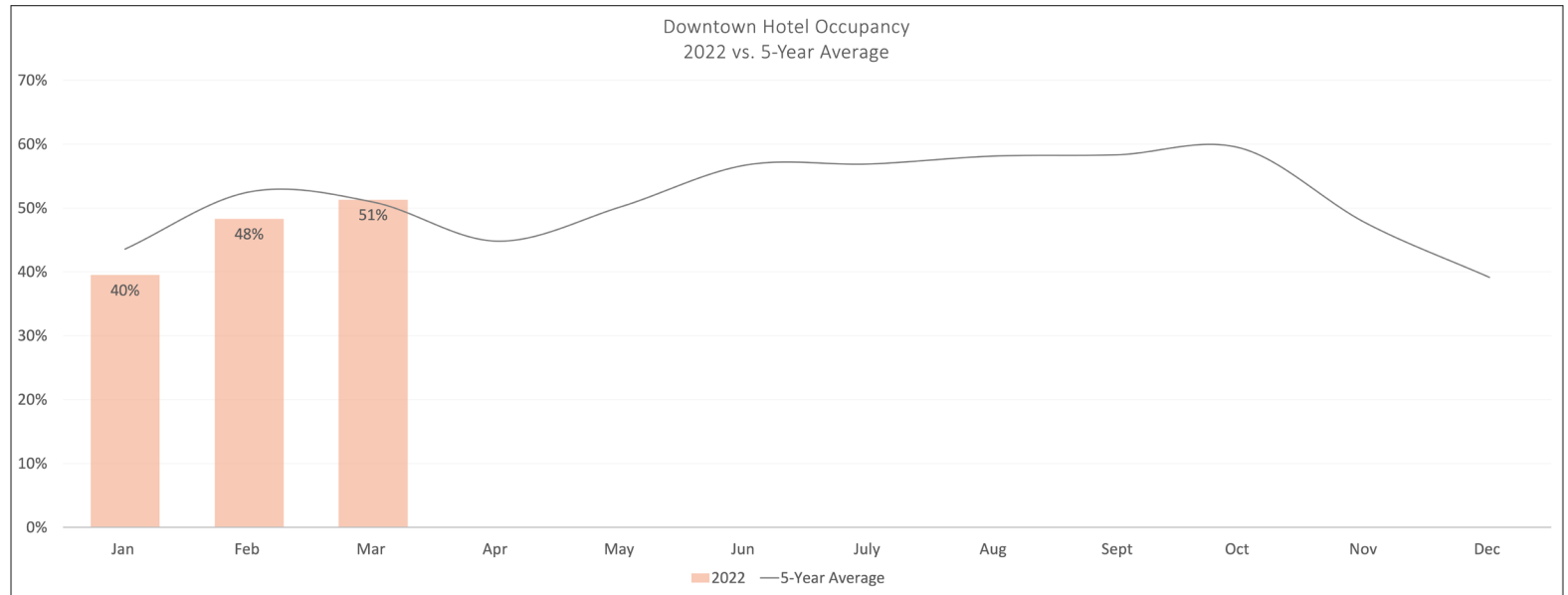
Distribution of Units by Rate Type



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%

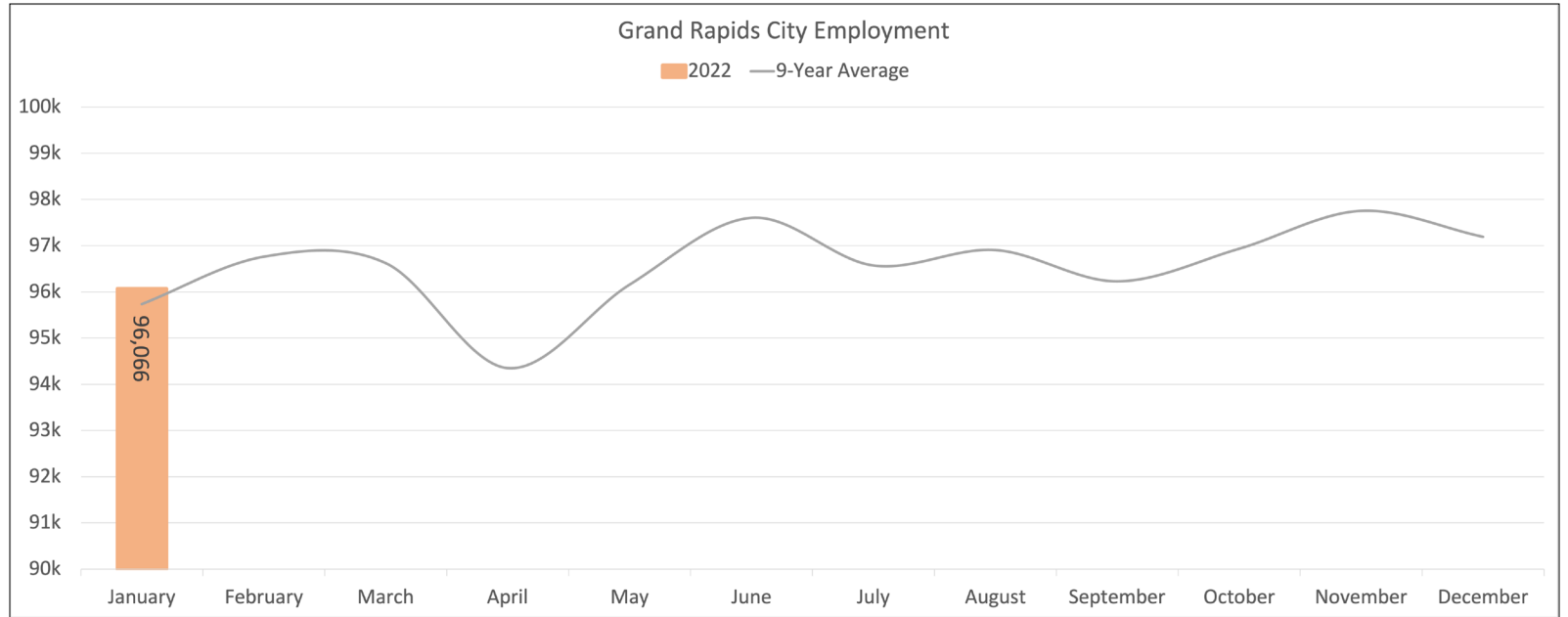
increase compared to
2022 average

-1%

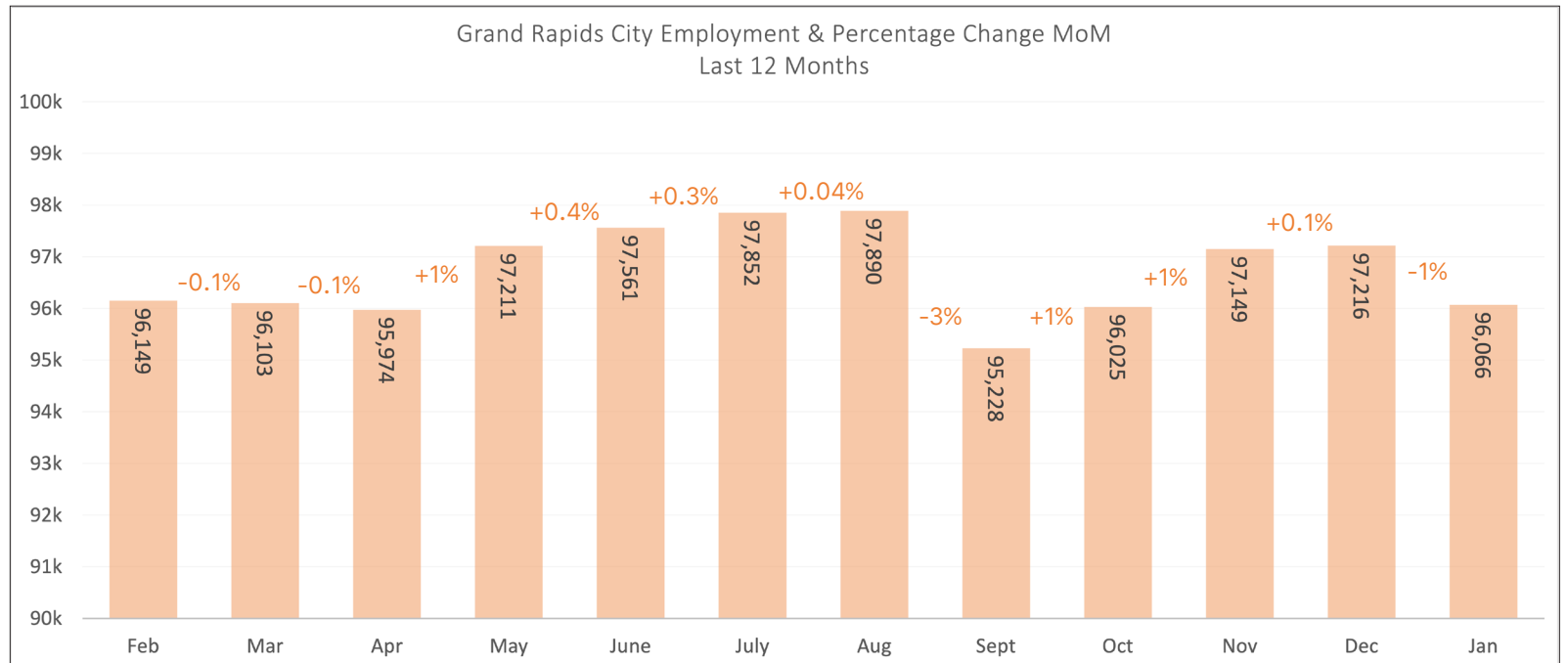
decrease compared to
overall average

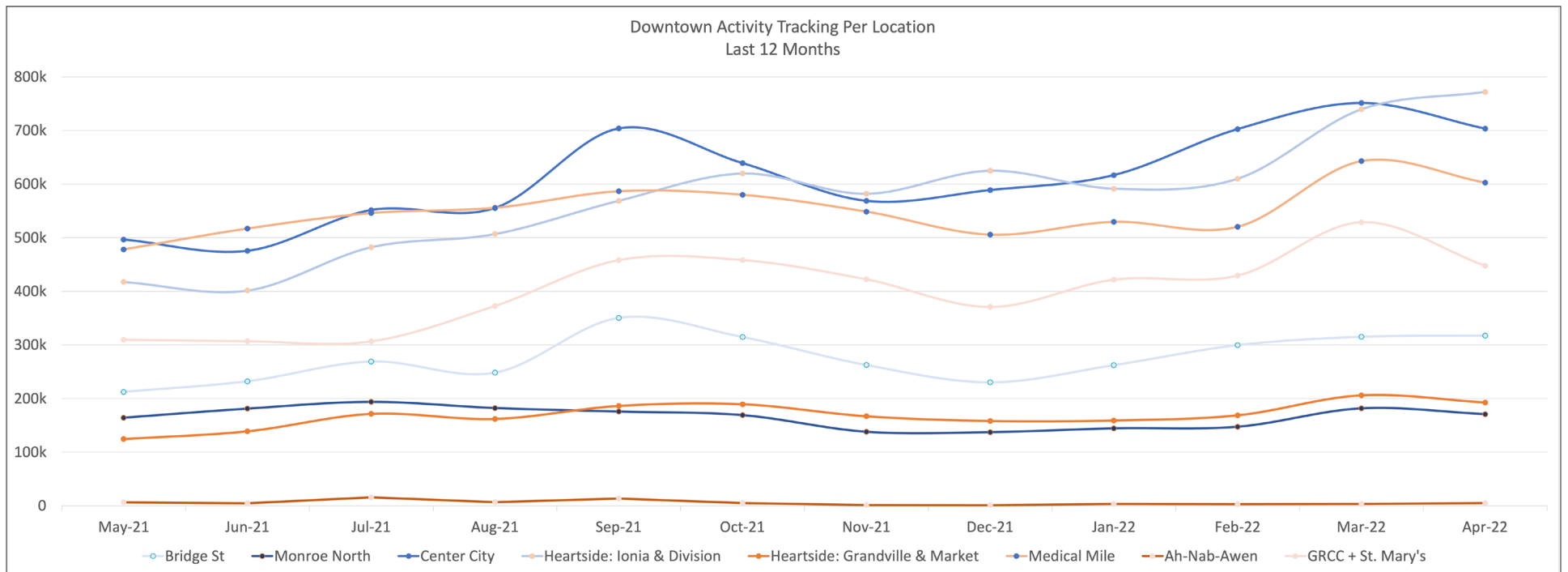
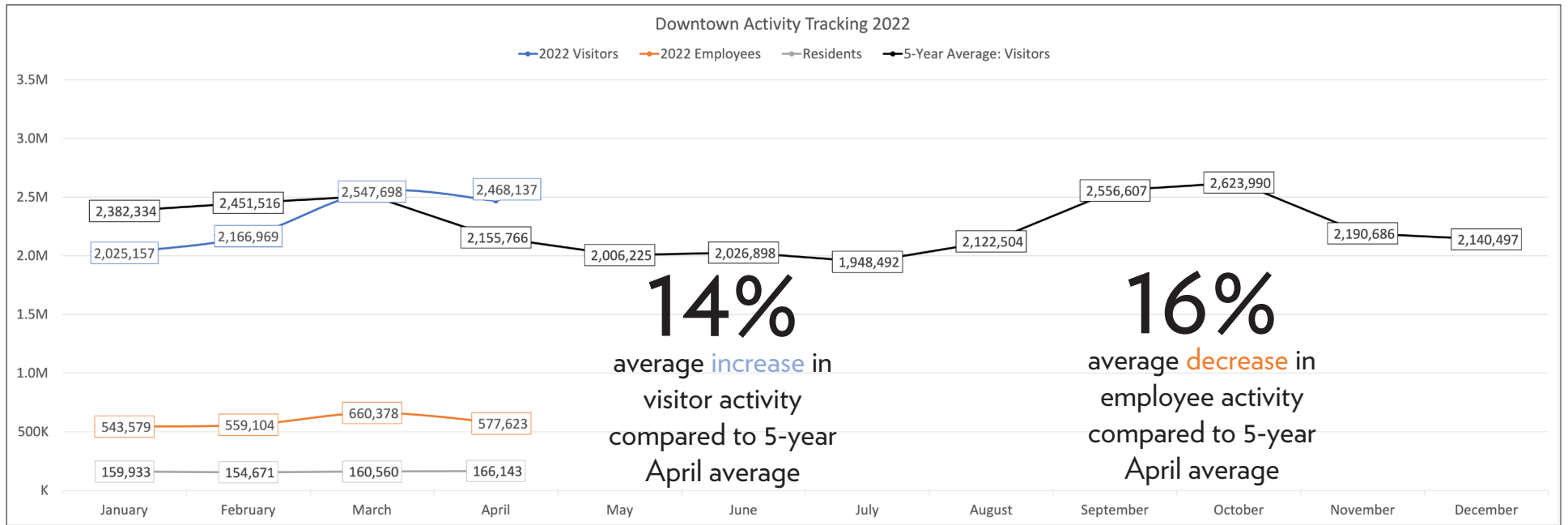
1%

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

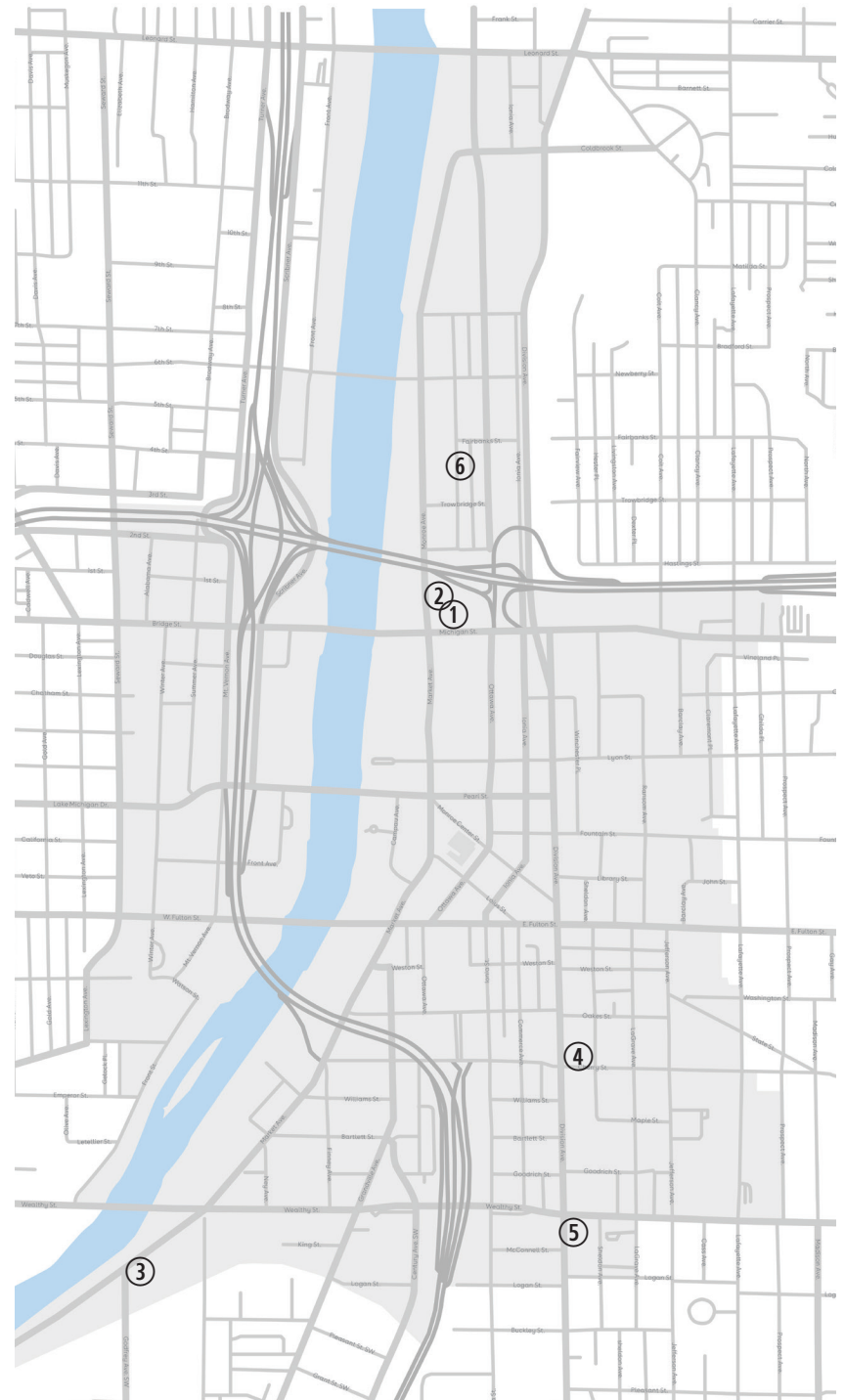
567k
square feet of
office space

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%

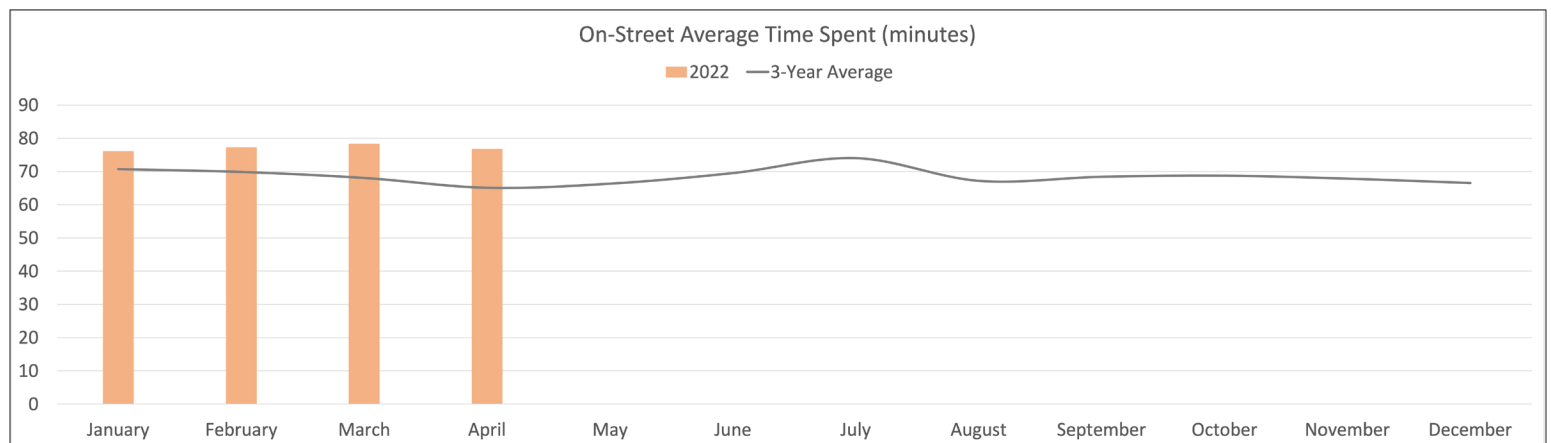
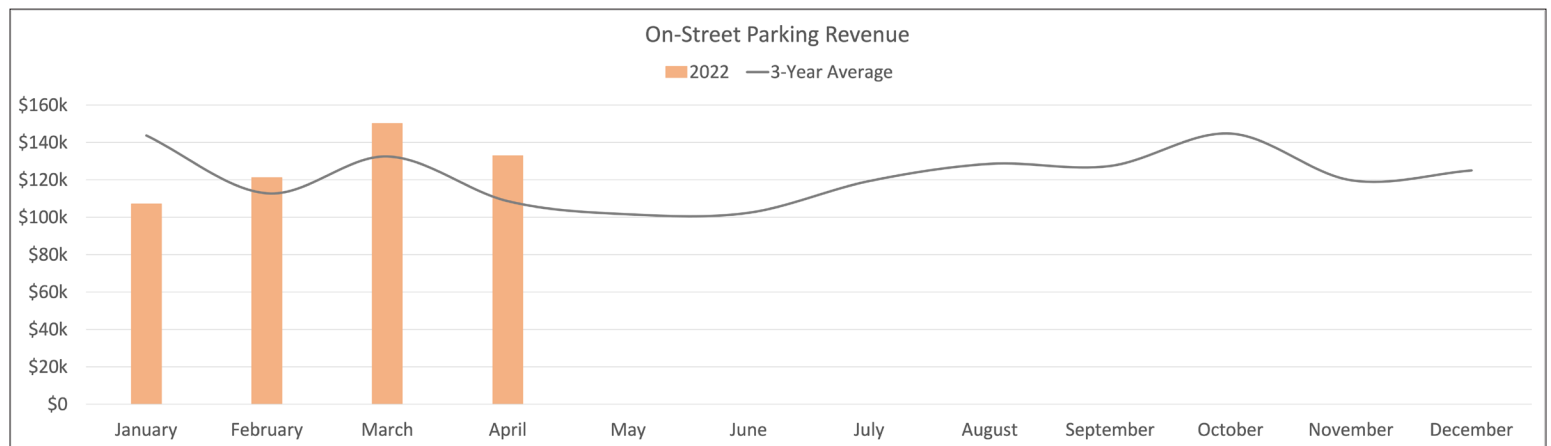
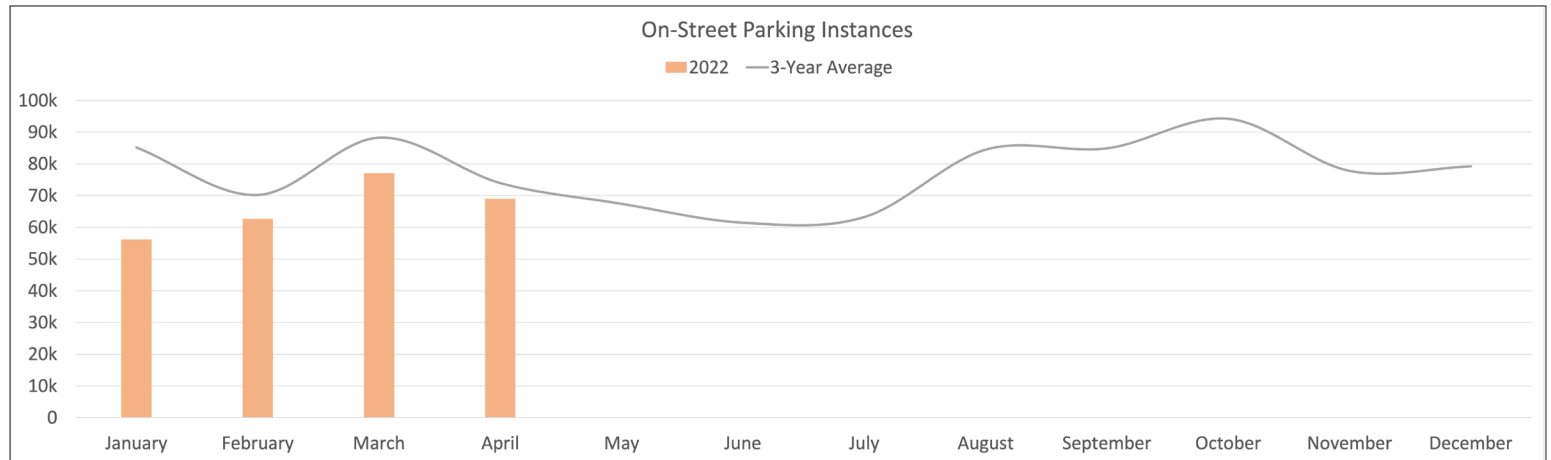
decrease in # of
instances in April 2022
compared to
3-year average

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

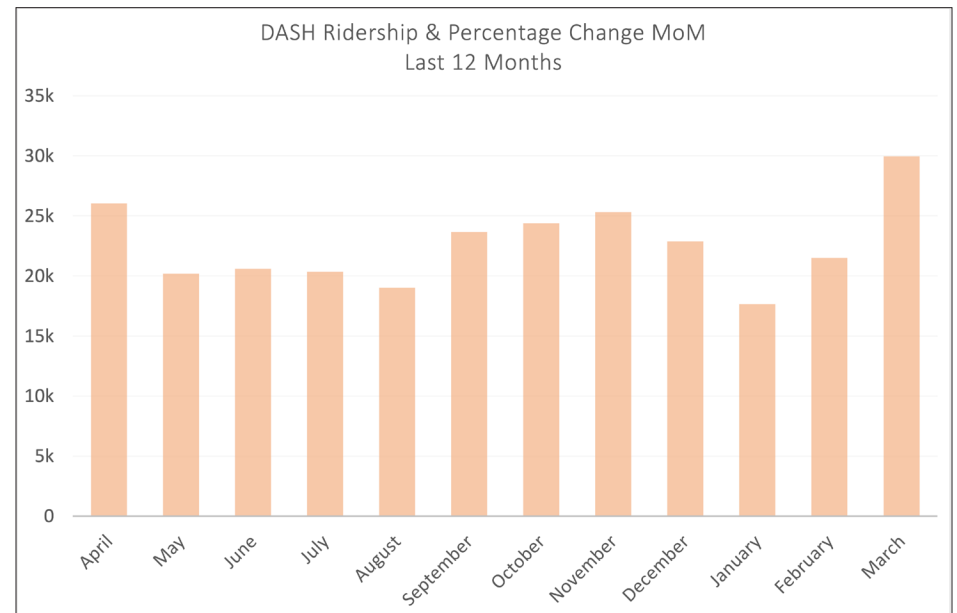
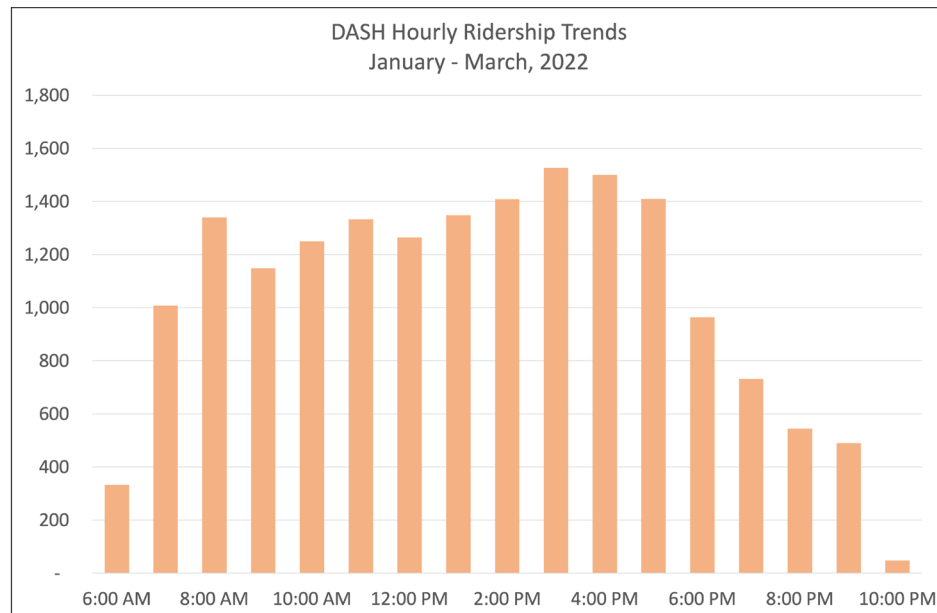
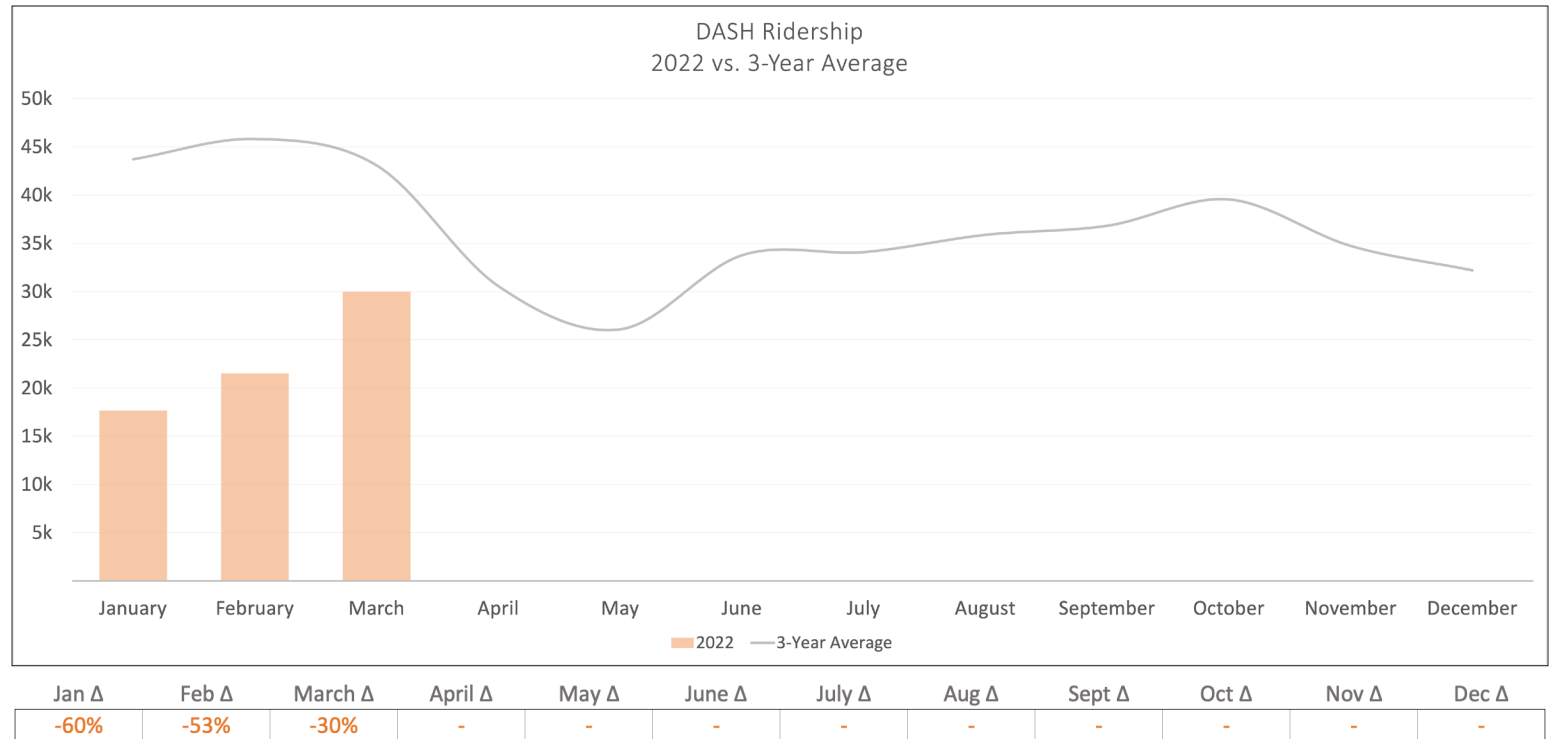
Updated Quarterly

37%

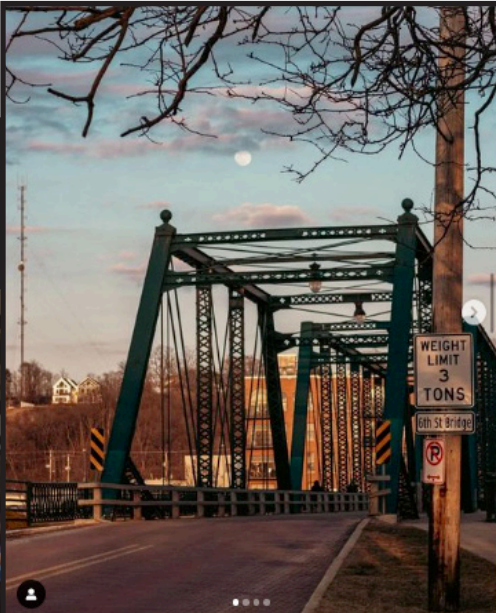
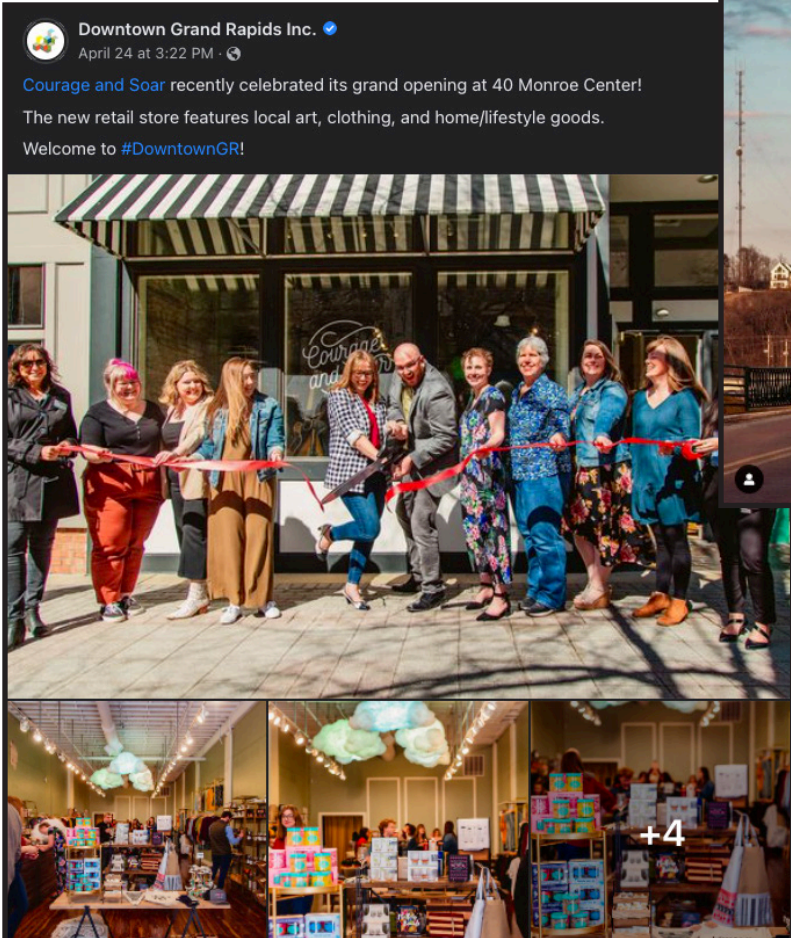
average **decrease** in
ridership in 2022 vs.
3-year average

39%

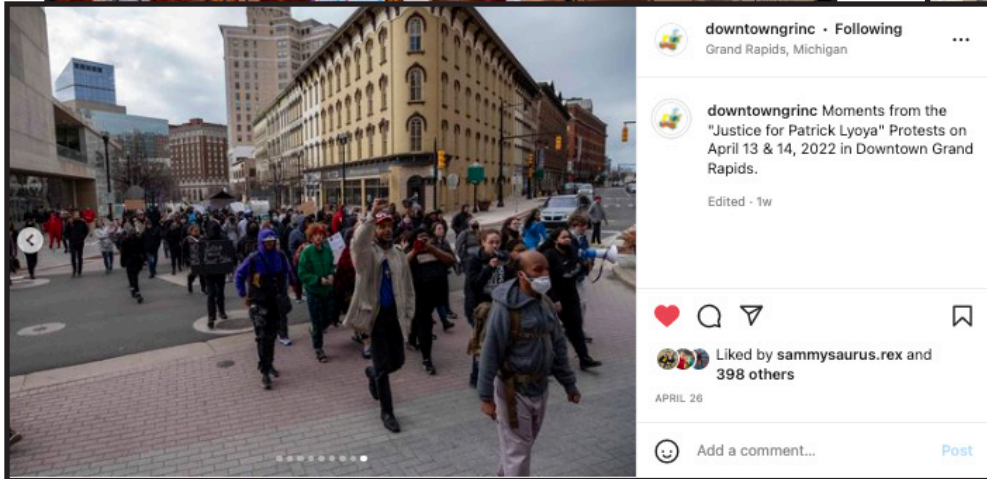
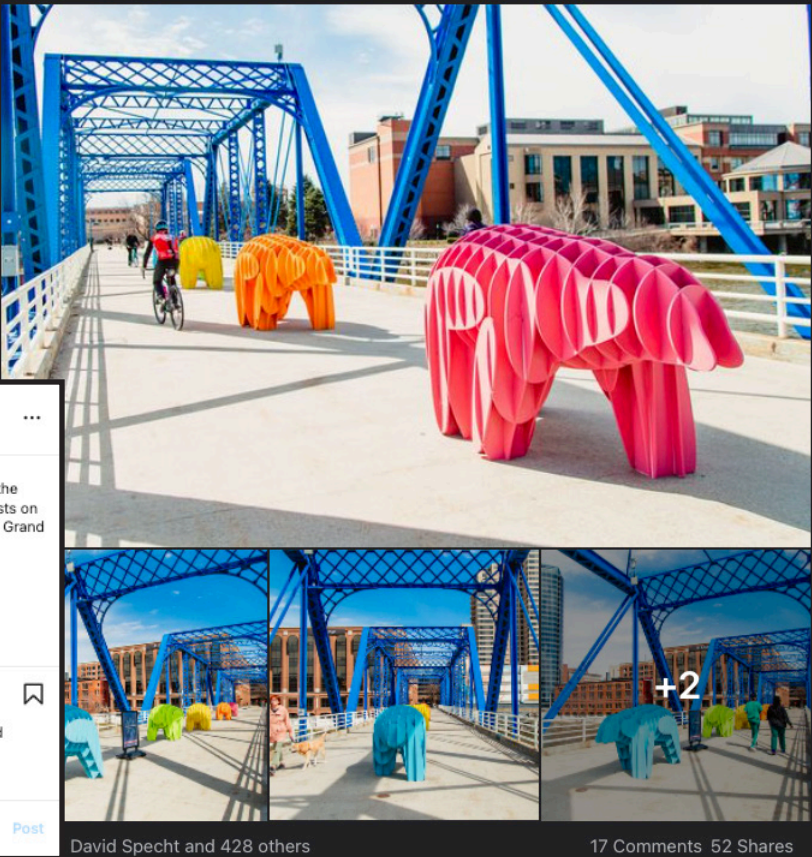
increase in ridership
in March vs.
February



Downtown Social Media Engagement Look-In



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.



Airport Activity

21%

decrease in passenger activity compared to previous month

7%

decrease in passenger activity compared to 2021 average

68%

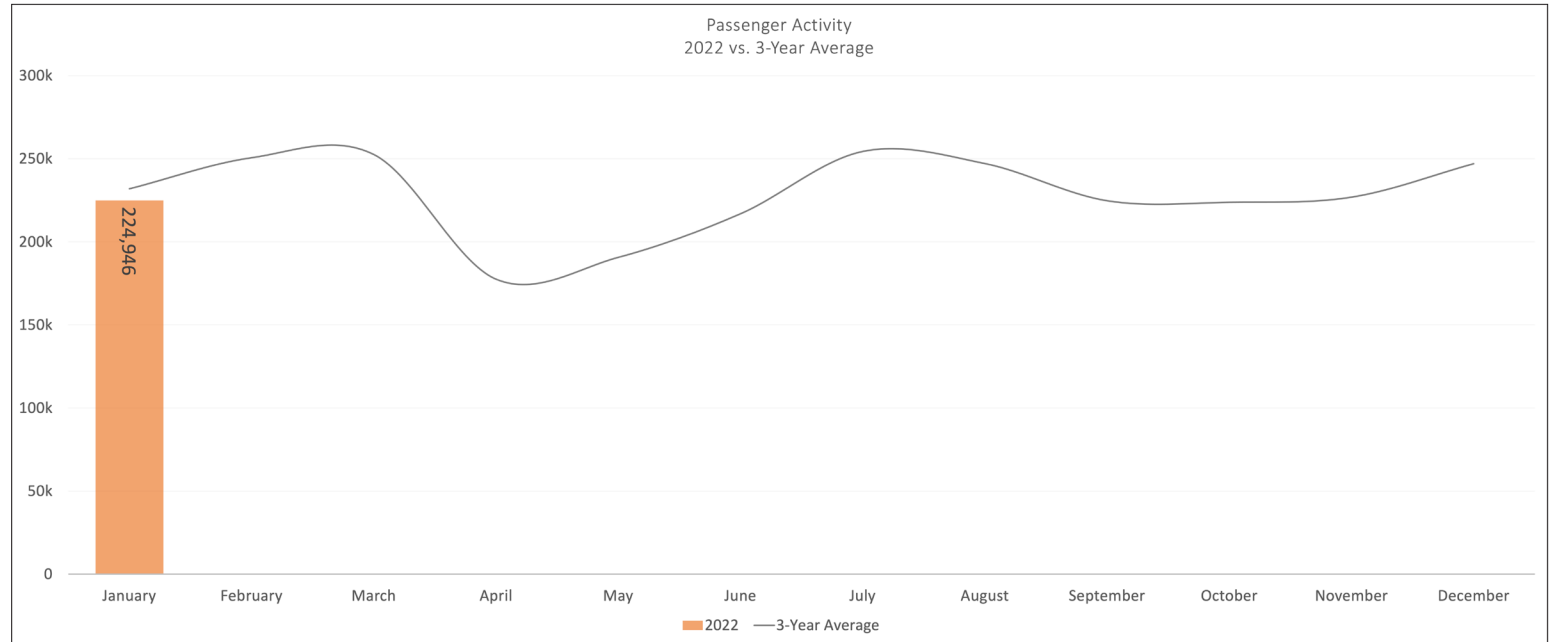
increase in passenger activity compared to January 2021

26%

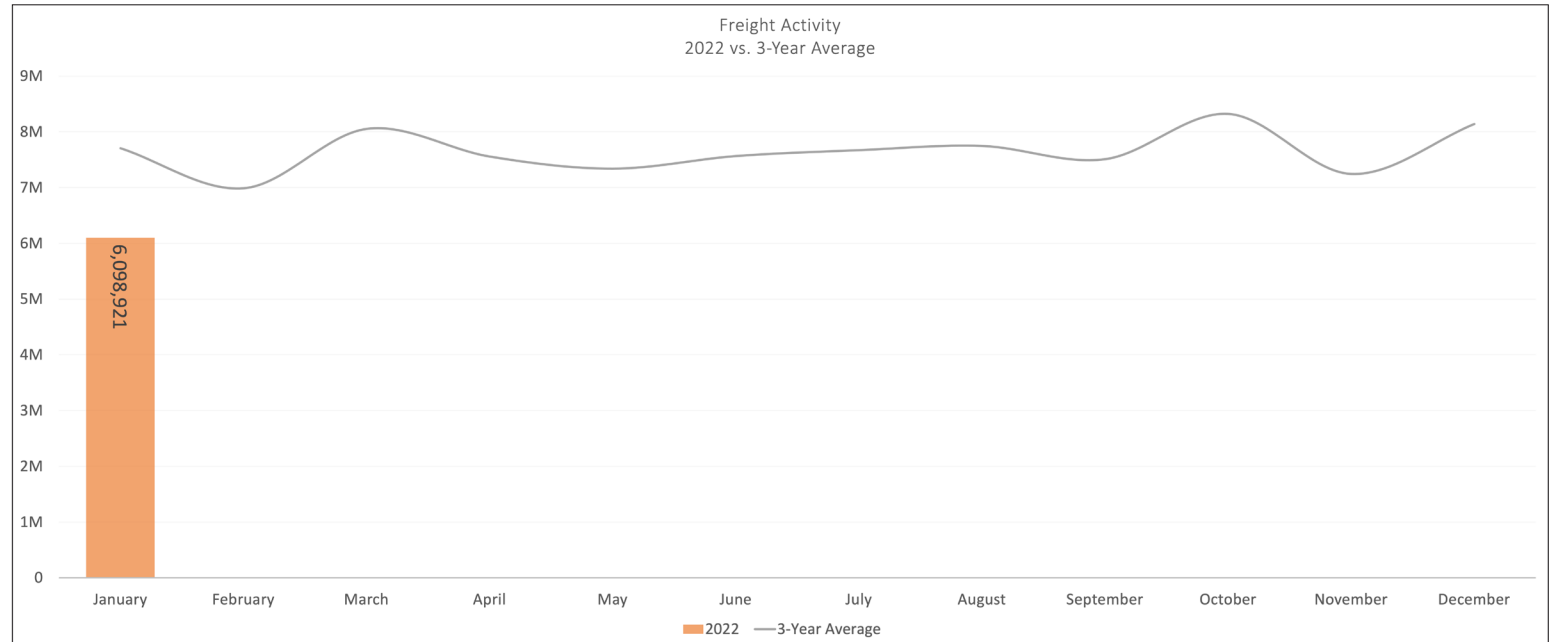
decrease in freight activity compared to previous month

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%

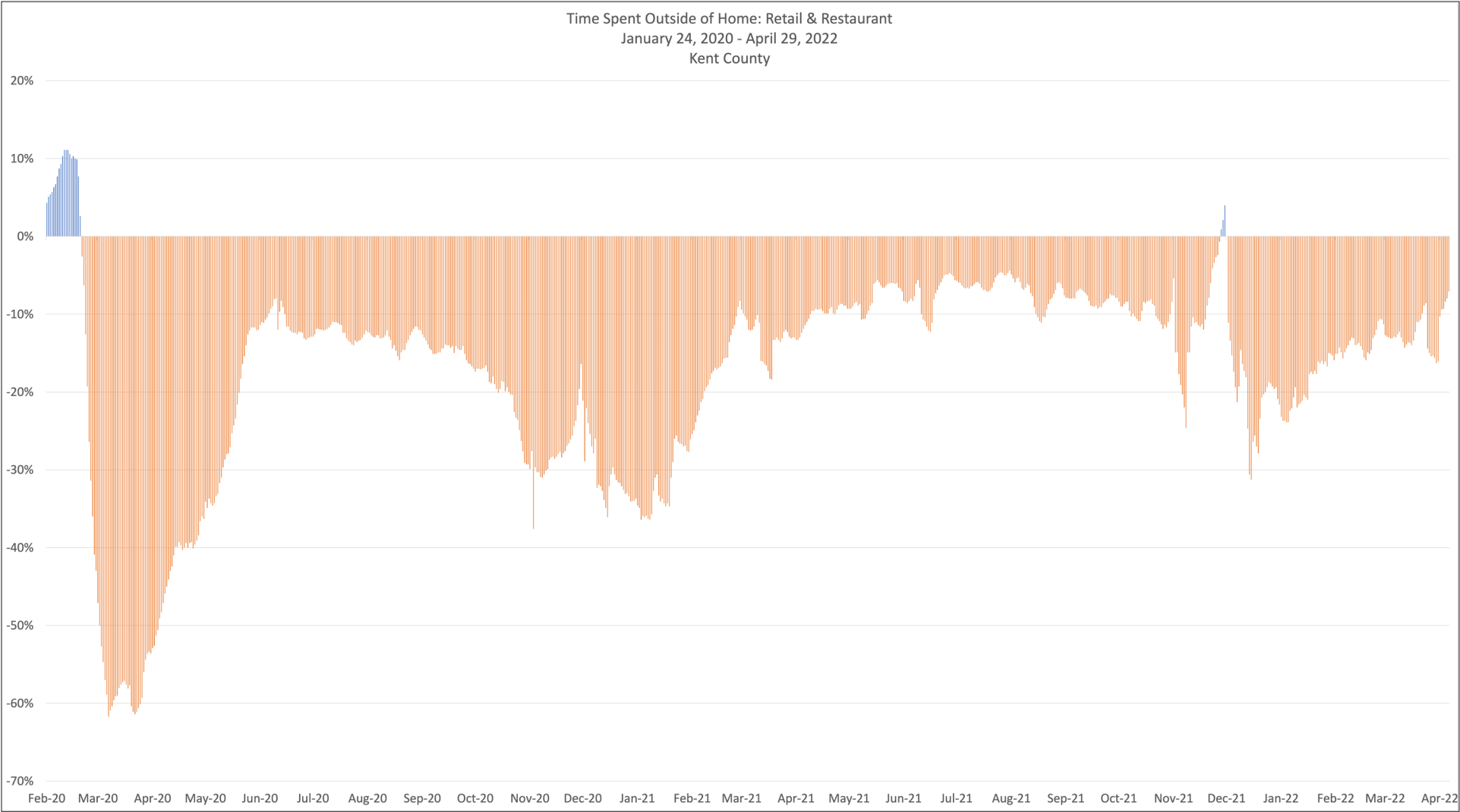
2020: -23%

-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>

