

# Virtual Meeting Access

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Greetings!

For the safety and wellbeing of our members and employees, we would like to continue to hold meetings in accordance with the Open Meetings Act, PA 267 of 1976, as amended, as well as in accordance with all applicable laws including Executive Orders from the State of Michigan.

We have decided to use Microsoft Teams for video/phone conferencing for all upcoming board and alliance meetings. Teams has many exciting features including screen sharing, recording, live captions, file sharing, and more. Below are instructions on how to access the upcoming virtual meeting.



## MICROSOFT TEAMS

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Please note that you may provide comments during the meeting using the “chat” feature of Microsoft Teams; however, comments posted in that fashion may not be read or addressed until after the meeting. You may also provide input or ask questions of the Board relating to any items of business that will come before them at the meeting by emailing Tim Kelly at [tkelly@downtowngr.org](mailto:tkelly@downtowngr.org) who will forward them to the Board, or by mailing them via regular U.S. Postal service to c/o Tim Kelly, Downtown Grand Rapids Inc., 29 Pearl NW, Suite 1, Grand Rapids, MI 49503, or by calling (616) 719-4610.

Persons with disabilities may attend and participate using any of the above described methods. If you require special accommodations, please email [mmcdaniel@downtowngr.org](mailto:mmcdaniel@downtowngr.org) and we will be happy to accommodate you. If you have any questions or need further assistance, please email [asloan@downtowngr.org](mailto:asloan@downtowngr.org).

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# AGENDA

## DGRI BOARD OF ADVISORS



### Board Members:

Stephanie Adams • Monica App • Rick Baker • Shaun Biel • Mayor Rosalynn Bliss • Mandy Bolter • Wayman Britt • Kayem Dunn • Jorge Gonzalez • Kristian Grant • Brian Harris • Bob Herr • Birgit Klohs • Nikos Monoyios • Doug Small • Eddie Tadlock • Mark Washington • Rick Winn

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May 20, 2020, 2:00p

Microsoft Teams Virtual Meeting

- |  |           |        |
|--|-----------|--------|
| 1. Call to Order (2:00)  |           | Harris |
| 2. Approve Minutes from February 27, 2020 (2:01)<br>(enclosed) | Motion    | Harris |
| 3. COVID-19 Update and Workplan (2:05)<br>(enclosed)           | Info Item | Kelly  |
| 4. DGRI FY2021 Budget (2:25)<br>(enclosed)                     | Info Item | Kelly  |
| 5. Block By Block Agreement (2:35)<br>(enclosed)               | Motion    | Eledge |
| 6. Economics of Place Update (2:40)                            | Info Item | Kelly  |
| 7. President & CEO Report (3:10)                               | Info Item | Kelly  |
| 8. Old Business  |           |        |
| 9. New Business  |           |        |
| 10. Public Comment   |           |        |
| 11. Adjournment  |           |        |



**Board of Advisors Meeting**

**February 27, 2020**

1. Call to Order – The meeting was called to order at 1:02 p.m. by Chair Nikos Monoyios.

Attendance:

Present: Kayem Dunn, Kristian Grant, Brian Harris, Bob Herr, Nikos Monoyios, Shaun Biel, Stephanie Adams, Eddie Tadlock, Doug Small, Mark Washington, and Rick Winn.

Absent: Mayor Rosalynn Bliss, Monica App, Mandy Bolter, Jorge Gonzalez, Wayman Britt, Birgit Klohs, and Rick Baker.

Others Present: Kate Collignon (HR&A), Kathy Blaha, Jessica Wood (Legal Counsel), Tim Kelly (President & CEO), Amanda Sloan (acting Recording Secretary), Jana Wallace (Treasurer), Marion Bonneaux, Andy Guy and others.

2. Member Resignation and New Member Introduction  
Mr. Monoyios notified the group that Teresa Weatherall Neal has stepped down from the board (with her retirement as Superintendent of GRPS). He welcomed Rick Winn, President of AHC+ Hospitality and DDA Board Chair, to this Board.
3. 2020 Officer Election  
Mr. Monoyios nominated Brian Harris as Board of Advisors Chair, Kayem Dunn as Vice Chair, Jana Wallace as Treasurer, and Amanda Sloan as Secretary.

*Motion: Mr. Monoyios, supported by Mr. Washington, moved to approve the 2020 DGRI Board of Advisors officer elections as presented. Motion carried unanimously.*

4. Approve Minutes from November 19, 2019 DGRI Board Meeting

*Motion: Mr. Herr, supported by Mr. Biel, moved approval of the November 19, 2019 meeting minutes as presented. Motion carried unanimously.*

5. 2020 Alliance Appointments

Mr. Kelly provided a slate of GR Forward Goal Alliance board members for approval, noting that DGRI has enlisted the participation of over 200 volunteers since 2006 and this list of 93 volunteers (including 16 new members) diversely represent our community. Ms. Dunn commended Mr. Kelly on enlisting this robust group of volunteers. Mr. Monoyios agreed and congratulated DGRI on achieving a continued level of excitement and sustained level of participation.

*Motion: Ms. Dunn, supported by Mr. Small, moved to approve the 2020 GR Forward Goal Alliance members as presented. Motion carried unanimously.*

6. 2020 Work Plan

Mr. Kelly presented the 2020 DGRI Board of Advisors Work Plan spreadsheet stating this list of action items was approved at the February 2019 board meeting. He noted the Grand River Corridor Governance is being looked at in two phases: concepting and formation. The recommendations during the concept phase will drive the work for the formation phase but the intent is to complete both this year and an update on that progress will be given today. Understanding Corporate Trends Toward Downtown captures the work we are doing for headquarter recruitment. We are constantly engaged in local development project guidance. Also, we are consulting with Chris Leinberger (and team) which will translate into a real estate inventory assessment and recommendations that will develop into an action plan. Lastly, related to our Downtown Retail Innovation Strategy, in partnership with the City and the GR Chamber, we have hired a Retail Recruitment and Retention Specialist who is in the process of issuing an RFP to understand the current retail market. The DDA has approved 7 Retail Innovation Grants over the last year and marketing efforts, in partnership with Happy Public Relations, has highlighted our new retailers and grant recipients. Mr. Harris stated the DGRI Executive Committee supports the continuation of this multiyear work plan.

*Motion: Ms. Dunn, supported by Mr. Winn, moved to approve the 2020 Downtown Grand Rapids, Inc. Board of Advisors Work Plan as presented. Motion carried unanimously.*

7. Destination Asset Study Update

Mr. Small provided a high-level overview of the Destination Asset Study Top Level Findings. He stated in 2015, after 7 consecutive years of record growth and hotel attainment in Grand Rapids, Experience GR hired Brand Action to determine the feasibility of additional convention centers and hotels. HVS conducted the study to ascertain infrastructure needs, resources, and brand recognition (both nationally and globally).

Mr. Small presented the wheel of 7 major outcomes from this study noting that members of the community (including members of this board) meet quarterly to ensure we continue to make gains in these areas.

Convention center and hotel opportunities: Another convention style hotel has been identified as in intermediate need to maximize our space (prior to expansion efforts) of the current convention center. A task force is gathering cost estimates for developing a new 30 story hotel, located between the Performance Hall and the Winquist building. This privately operated hotel would bring approximately 500 rooms and 40,000 sq. ft. of meeting space. A proposal will be presented to the Convention and Arena Authority and the CAA will make the determination if there is merit to pursue the opportunity and potentially conduct another study for its feasibility.

Attracting Professional Sports: Soccer is being considered as the Grand Rapids Football Club builds a strong following; though, in order to become a member of the United Soccer League (USL) a local stadium is required. Grand Rapids businesses continue to invest in this club and are working on the feasibility of this high cost infrastructure need.

Enhancing Amateur Sports Offerings: Mr. Small stated the Art Van Sports Complex activity brings in 20,000 hotel room nights a year and a location for a like-facility with rectangular fields to accommodate lacrosse, field hockey and other youth sports tournaments is being identified. The hope is to have this site selected and fundraising to begin by year end.

Leveraging the Grand River: River construction is still in the permitting phase; we are finalizing the permit application and expect this process to last another year as we work with State and Federal officials. Mr. Small stated this completed work will be both an enhancement for residents and an attraction for visitors.

Outdoor and Adventure Opportunities: Our area has wonderful recreational opportunities available; we need to do a better job collaborating with Kent and Ottawa County to market these options, specifically our trail systems. Michigan was named the best place to go for outdoor enthusiasts by Trip Savvy in 2020; we will continue to leverage articles like this as part of our promotion strategies.

Downtown Transportation for the visitor: Other than being a walkable downtown, our city was deemed not very visitor friendly to get around. Mr. Small commended Josh Naramore for his recent efforts to address this. In addition to the installation of transit shelters, Mobile GR has extended the operations of The DASH to accommodate visitors' movement in and around downtown. He also noted the airport has done a great job expanding direct flight options and enhancing the airport experience.

Destination Awareness, Inclusion and Diversity: Mr. Small stated we started collaborating with GVSU and GRPS for equity and inclusion workforce development initiatives. The Academy of Hospitality and Tourism Management opened last fall at Ottawa Hills High School and currently has 16 students enrolled in the program. The goal is to introduce tourism at a young age and to a diverse group with the idea that upon graduation these students are equipped with a skillset to directly enter into the hospitality workforce and/or cultivate the desire to further their education in the industry.

Mr. Small invited the board to follow this work as it continues by visiting the Experience GR website or attend any future meetings as desired. Mr. Harris asked what the impact of the Governor's budget is on the vitality of the Pure Michigan campaign. Mr. Small stated the governor's initial budget is half of what it was for the next calendar year so it will certainly have an impact. Recognizing that this is our state's only marketing campaign (which helps drive employment and tourism), Grand Rapids has been the largest financial contributor to the Pure Michigan campaign. He stated reserves have been built over the last 10 years and some of those funds may be used to continue to promote in lieu of state funding.

8. River Governance Update

Mr. Guy stated many of you have been part of this conversation for several months now and know that HR&A has been hired to help us identify an organizational structure (and capacity) to move forward on a very big vision that started with a plan to restore the rapids and move the dams. Through this process, we have realized a much bigger vision and are now working on a plan that proposes to develop a 9-mile urban trail system (connecting Millennium Park to Riverside Park), revitalize dozens of parks, and create even more public open space. In order to be successful with this project, we are in the process of defining a benefits case, identifying partners, recognizing funding sources, and creating a governance strategy. While facilitating community conversations, we have hosted leaders from Detroit, River LA, Bronx River Alliance, and the High Line Network to determine best practices and have engaged with GR Parks & Rec Advisory Board and Grand Valley Metro Counsel. About 7 months ago, the Grand River Organizational Leadership Committee was formed to help guide this work, supported by the GR Forward Goal 1 Alliance. Mr. Guy presented the list of committee members and stated we have facilitated sessions on economic development as well as equity and inclusion and are working with DGRI leadership and the City as part of the vetting process. He reminded the group that 5-10 years of moving an idea into implementation is common, and is excited to finally design an organizational structure, not just a group of volunteers, tasked with doing the work. Recommendations will be finalized and presented in the spring or early summer for further discussion.

Kate Collignon with HR & A provided an update on the work being done including identifying sustainable funding stream needs and opportunities, governance and partnership strategy, and a benefits case derived by investment in and along the river. She stated key ideas that have been established include prioritizing intentional equity practices, recognizing that Phase I of

the Grand River Corridor Restoration and Revitalization should begin with focused and achievable tasks, the recognition that corridor improvements will support development and programming to generate value, that our entire region should be involved, and the common desire to leverage the strengths of existing organizations as we build a governance model. Ms. Collignon provided categories of benefits we aim to deliver through investments including quality of life, social benefits, regional connectivity, increased visitation and tourism, equity & inclusion that economic development will generate, new development, and ultimately fiscal benefits, as well as environmental, educational, and health benefits. She stated a new riverfront trail connecting Millennium to Riverside Park will link urban and rural destinations across West Michigan but in order to accomplish that, we recognize significant funding needs.

Ms. Collignon presented initial estimates for a high-level discussion on conceptual level funding opportunities. She stated significant capital investment is required to realize the improvements envisioned for rapid restoration, parks, trails, and other development. Significant funding streams are also required for the-operations and maintenance (O&M) of the riverway, parks and trails, streetscape connections, and equity and inclusion initiatives that specifically support access for all. Ms. Collignon presented a potential revenue “stack” for O&M that includes grants and philanthropic contributions, public funding (The City of GR, DDA, MNTIFA, and Kent County), real estate value capture (using three key city-owned sites along the riverfront that would generate annualized land value payment or PILOT: Coldbrook, 555 North Monroe, and 201 Market Ave), and earned revenue (from programming and concessions). New taxing mechanisms that can be explored include new or increased parks millage, new assessment district revenue, beer excise tax, local food/beverage sales tax, or a new recreational authority millage. She stated not all of these options will be feasible or desirable, but we do recognize the need for funding sources to grow and change over time.

Ms. Blaha presented elements to consider for a successful governance structure. She stated given the vision for River for All, we need flexibilities in partnerships, and we need to determine the roles people play, the geography, and the management criteria (capacity, skills, and resources) to make this vision a reality. Case study development criteria included diversity and inclusion principals, regional collaboration, project management, and the facilitation of the team partnership. She presented case studies on select organizations including the Memphis River Parks Partnership, Detroit Riverfront Conservancy, Austin Waterloo Greenway Conservancy, and Washington, D.C. Bridges Across the River. She provided copies of Grand River: Partnership Case Studies spreadsheet and provided details on each of these cases. The case study lessons include nonprofit (or conservancy) leadership, equity planning, community engagement, the role of philanthropy, and broad partnerships. Ms. Blaha stated the entity of a new organization is needed to lead this vision. It should be an open door and public/private entity with phased leadership that can quickly implement and adapt to changes in the future. The purpose of this Grand River Nonprofit would be to provide community leadership, project and team management, coordination with partners, raise capital, redevelop riverfront properties, and plan and construct parks and trails.

Governance principals (which remain unchanged regardless of master plan or leadership changes) include flexibility, diversity, ability to evolve over time, strong project management capabilities, advocacy for the river, sustainability, robust fundraising capability, and independent authority. Next steps would be to affirm the idea of a new non-profit, define mission and purpose, determine founding board, develop (1-3 year) business plan, create a strategy for start-up resources, and formalize MOUs as necessary. She stated in April a more solid set of recommendations will be provided and took questions from the board.

9. DID Reauthorization Update

Mr. Kelly stated our Downtown Improvement District is currently on a 5-year plan which expires June 30, 2020. We are in the process of reauthorizing the DID plan and will have a formal recommendation to the City Commission (including a public hearing process) this spring. We have been engaging with local businesses to ensure we are capturing services important to stakeholders. Mr. Herr reiterated we have put a lot of effort into engagement and street assessments to help inform this plan. Mr. Kelly noted one of the considerations in this reauthorization is that the DDA (which has a shrinking capacity to fund services) supports capital investments; DID assessments are intended to fund maintenance which continues to grow. Mr. Biel asked if there are there any major concerns or hurdles anticipated. Mr. Winn stated the cost. Mr. Kelly agreed there are not any major boundary expansions in this reauthorization so nothing controversial other than the consideration to current rate payers.

10. Board Chair Report

None

11. President & CEO Report

Provided to the board.

12. Public Comment

None

13. Adjournment

The meeting adjourned at 2:31 p.m.





DOWNTOWN  
GRAND RAPIDS INC.

## MEMORANDUM

DATE: May 20, 2020

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP  
DGRI President & CEO

SUBJECT: **DGRI Response Efforts and Work Plan Amid COVID-19**

As the COVID-19 pandemic has unfolded, DGRI has adapted its focus to ensure we are responding to community needs as well as thinking about mid and longer-term recovery strategies. Below is an overview of our current work, which we expect will grow in scope as the health and economic impacts continue to evolve.

### RESPONSE

1. Risk Mitigation Activities
  - Ambassador and Clean Team sanitizing activities
  - Sanitizing station deployment
  - DGRI social media channels amplifying public health messages
2. Economic Relief Activities
  - Partner coordinating and City Task Forces
  - County Relief Task Force
  - Development Agreement amendments
  - Monthly parking fee reductions
  - DID Billing delayed from Aug 1 to Oct 1
3. Marketing and Resource Sharing Activities
  - Websites
    - Covidwm.org
    - Lovelocalgr.org
  - Newsletters
    - Downtown Neighbor Network
    - Small Business Support
      - Survey (attached)
  - Social Media
    - Gift Card Giveaways

- Be the Bridge Campaign
- Virtual Events – Apocalypse Beats, Relax at ~~Rosa~~ Home

#### RECOVERY: 0-6 months

4. Legislative and Policy Initiatives
  - MLCC outdoor drinking and Social Zones; redevelopment liquor licenses
  - State Workgroups on 1) restaurants/bars and 2) outdoor recreation
  - City of Grand Rapids ROW permitting guidelines
  - Local purchasing focus
5. FY20 Capital Improvements to Strengthen Downtown Resiliency
  - Pedestrian safety
    - Van Andel Arena Plaza
    - Division Avenue
    - Jefferson Avenue
  - Bicycle and transit enhancements
    - Division Avenue bikeway improvements
    - Shelter installations
  - Inclusive Design Prototypes in partnership w/ DAKC and Common Notice
  - Tree plantings
  - Portland Loo
6. Economic Development and Innovation Strategies
  - Outdoor dining and “Social Zone” creation
    - Infrastructure purchased
  - Move Systems/Rapid Ventures partnership for food carts
  - Virtual Festival of the Arts
  - Art Prize 11
7. Planning and Analysis
  - Area 7, 8, 9 buildout strategy
  - Retail Strategy Consultant
  - Economics of Place
  - Land acquisition opportunities
8. Programs and Partnerships being Pursued
  - Technical Assistance Webinars
    - Bruce Katz
  - Downtown Destination “Re-Opening” Marketing
  - Downtown “gift” card platform
  - Safety “certification”
  - DDA Enhancement and Incubation Grants re-focused
  - MEDC match funding

## RECOVERY: 6 – 18+ months

### 9. Legislative and Policy Initiatives

- River Governance
- Ground floor zoning amendments

### 10. FY21 Capital Improvements to Strengthen Downtown Resiliency

- Pedestrian safety
  - Monroe Avenue at Campau and Ottawa
  - Monroe Center Alley
  - River trails connections
- Bicycle and transit enhancements
  - Division Avenue bikeway improvements
  - TOD Pilot improvements at Wealthy and Division
- Inclusive Design Prototypes in partnership w/ DAKC and Common Notice
- River Edge Improvements
  - Riverwalk upgrades from Michigan to Blue Bridge
  - Fish Ladder Park improvements
  - Access upgrades at Market/Wealthy
  - Connection over/under Leonard to Ann
- Park Improvements
  - Lyon Square
  - Ah Nab Awen
  - Ecliptic at Rosa Parks
  - Belknap Hill Connector
- Tree plantings

# Survey Responses

**Q: What technical assistance or guidance resources would be helpful right now?**

- Marketing, Social Media and E-commerce
- Safe Furniture layouts
- Best practices in Covid-19 protection for restaurants
- Resources for materials to ensure safety for staff and customers (plexiglass shields around counters, etc)
- Education on up-to-date laws and requirements for conducting business safely.
- Navigating the backlash of a divisive community (opening up too soon vs not opening up soon enough).
- How to on event management and production
- Cleaning protocols
- Concerted communication of messaging related to how food-service business are currently operating (pickup/delivery) and stressing the importance that takeout and delivery is vitally important right now.
- We will need to build the consumers confidence to overcome the fear from covid-19. It will be a long process with a lot of reinforcement.
- Information on Food truck food servicing, food truck layout and related topics and/or guidelines

# Survey Responses

**Q: What is the most important support your business needs today in order to reopen?**

- We just need to not only be open but for the public to feel safe going out.
- Consumers with discretionary income that want to spend.
- Aid for PPE and for layout modifications. Links to buy necessities that will be required.
- Financial, rent, utilities and other monthly expenses. Marketing assistance.
- Moving into July, PPP runs out, and without a dining room, restaurants are going to die hard and fast.
- We've secured a PPP loan, but this covers mostly Payroll costs and small portion to Rent, Utilities, Interest. We have a lot of unpaid invoices to our vendors and will need to place order to ramp up our business to reopen. This will put a huge strain on our cashflow.
- Continued private and public investment in infrastructure and business
- Any financial help with getting the cleaning supplies and PPE for our customers. It's really hard to find hand sanitizer and masks right now.
- One cohesive message about downtown and consistency between businesses for operations - i.e. requirement of masks upon entry to business etc.

# Survey Responses

Q: Have you received funding support from Federal, State or Local programs?

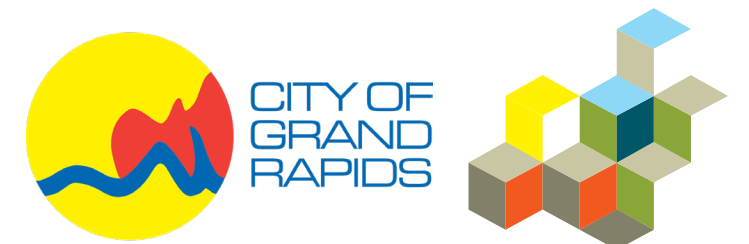
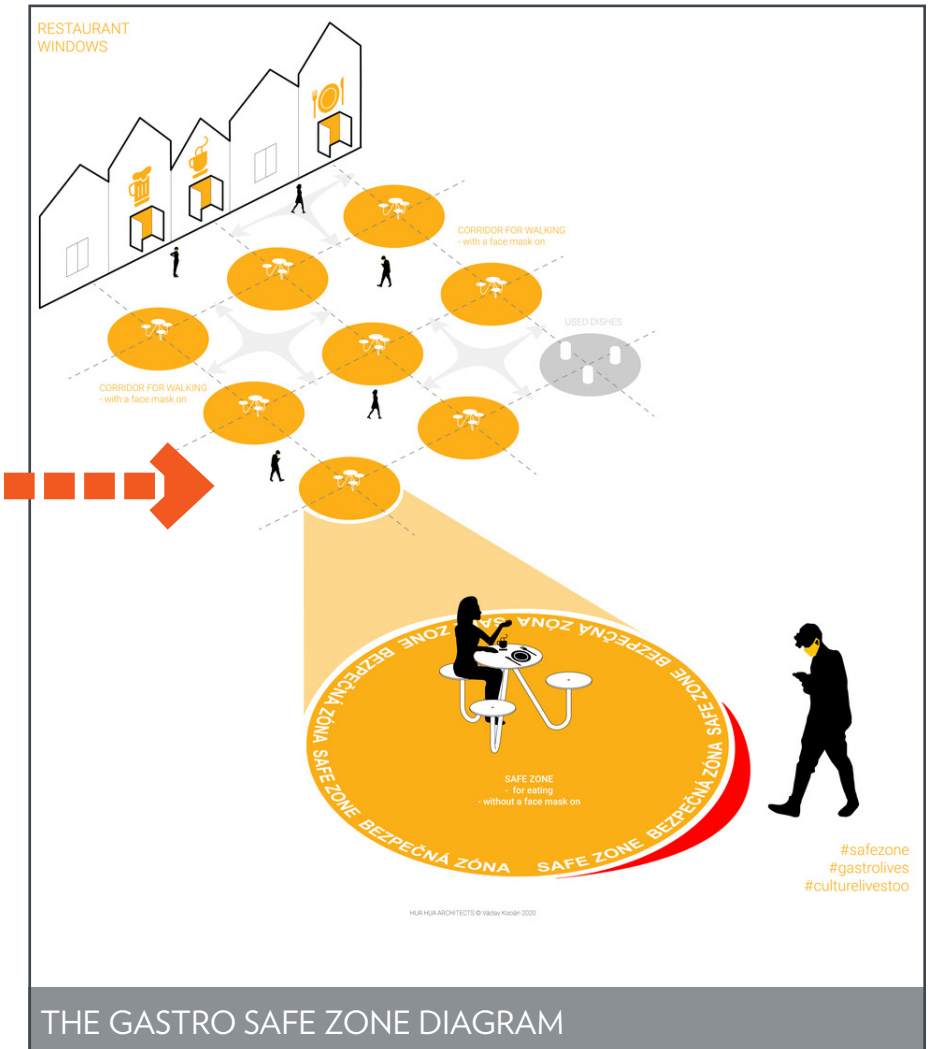
- Yes – 65%
- No – 35%

# Survey Responses

## Q: What do you see as your biggest challenge to re-opening once the Stay Home Order is lifted?

- Carryout business model instead of in store sales
- Finding a way to offer 6ft social distance shopping in the narrowed layout of our shop and making sure both staff and customers feel safe and secure.
- Getting customers to remember we are a clean restaurant and it's safe to eat out again.
- Nothing really...we are ready to go as soon as we can!
- Convincing the general public it's safe to reengage.
- Getting through the red tape
- Getting people to come out and shop.
- Customers returning downtown
- Operating our business at a limited capacity that will not allow us to cover our overhead.
- Paying off debt and making sure customers feel safe while shopping.
- The restrictions put on the restaurants. Zero events in downtown.
- Our biggest challenge will be if people will want to be "social" and attend a class with others. Keeping everyone 6 feet apart will be a challenge. We have a very large space, but keeping everyone apart will be a challenge.
- Making sure people find it safe, secure, and easy to come downtown again and do business. Need to help put their fears away by making transit to our stores easy and ideal.
- Having employees that are still struggling with child care issues due to schools being closed and day care facilities being shuttered. It is difficult to work when your children are home and unsupervised.
- Public perception, money, staff
- Making patrons feel "safe" to go back into public.









MOVE  
SYSTEMS

# Testimonials for MOVE Mobile Food



**Tamales Mary**  
Grand Rapids

*Minority Owned Business "I can reach beyond my typical customer base with access to downtown for the first time"*



**Sir Kensington**  
Manhattan

*"One of the most valuable ways to get our brand recognition through the streets of New York was the MOVE mobile food solution"*



**Dunkin' Franchisee**  
Brooklyn

*"We have the ability to generate up to half of the daily revenue of our average brick & mortar store"*



DOWNTOWN  
GRAND RAPIDS INC.

## MEMORANDUM

DATE: May 20, 2020

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP  
DGRI President & CEO

**SUBJECT: DDA and MNTIFA FY21 Budgets**

On April 8, 2020, the DDA and MNTIFA Boards recommended their FY2021 budgets to the Grand Rapids City Commission to request fund appropriation for the fiscal year beginning July 1, 2020. The budgets were presented and unanimously approved by the City Commission on April 28, 2020 (attached). The Downtown Improvement District budget for FY21 will be considered as part of the DID Plan approval on Tuesday, May 19.

Additional information, including a summary of the budget process and the priorities included in the FY2021 budgets for both the DDA and TIFA are attached for your information.

# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: April 3, 2020

TO: Downtown Development Authority

FROM: Tim Kelly, AICP  
Executive Director

SUBJECT: FY2021 Budget and Priority Plan

Agenda Item #11  
April 8, 2020  
DDA Meeting

Each year the Downtown Development Authority (DDA) recommends and adopts a one-year budget and five-year priority plan to reflect the priorities for Downtown investment. With the approval of GR Forward in December 2015 as an amendment to the City's Master Plan, the DDA and DGRI have clearly defined objectives and the proposed budgets are built to reflect and implement the community objectives for Downtown. For fiscal year 2021 (FY21), the DDA budgets, which include the local tax increment fund (LTI), non-tax increment fund (NTI), and school tax increment (STI) consist of both new projects from GR Forward and carry forward priorities that span multiple fiscal years.

Among the requests for FY21 is funding to implement the recommendations from a number of completed and soon to be completed planning initiatives. Among them are the ongoing Grand River Governance organizing initiative, the River for All Design Guidelines, the Disability Advocates of Kent County and Common Notice Report, and the Downtown Streetspace Guidelines. In addition, funding is also recommended to complete and initiate major capital improvements to Downtown public spaces, including Ecliptic at Rosa Parks Circle and the Van Andel Arena Plaza.

Carry-forward priorities from previous years include completing strategic planning for Areas 7, 8 and 9, finalizing implementation of improved Downtown transit shelters, continued funding to support retail businesses, and completing installation of a public restroom in the Heartside neighborhood.

Lastly, in light of the ongoing and unprecedented COVID-19 pandemic, \$1,000,000 has been identified in the LTI and NTI Goal 4 budgets to support what will need to be a robust community-wide recovery effort. Further, because of the uncertainty today about the scale and scope that will be needed, we are prepared to deploy additional resources through future budget amendments.



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): \$1,775,000
- Goal 2 (Create a True Downtown Neighborhood Home to a Diverse Population): \$1,615,000
- Goal 3 (21<sup>st</sup> Century Mobility Strategy): \$2,880,000
- Goal 4 (Ensure Job Opportunities and Ensure Vitality of the Local Economy) \$1,485,000
- Goal 5 (Reinvest in Public Space, Culture and Inclusive Programming): \$3,540,000

As in previous years, the Downtown Grand Rapids Inc. Alliances played an important role in developing the budget. Beginning in January 2020, staff began soliciting input from the five goal Alliances charged with advising on projects and priorities. This 3-month, iterative process culminated in all five Alliances tendering recommendations to the three fiduciary Boards of DGRI (DDA, DID, and MNTIFA) regarding their ambitions for the coming fiscal year. The attached budget narrative provides additional detail on the various priorities that emerged during that process.

Following a recommendation from the DDA Board, DGRI staff will present the recommended DDA FY21 budgets to the City Commission on April 28, 2020, requesting bottom-line appropriation. After receiving City Commission appropriation, the Board will adopt their final annual budget and priority plans at the next scheduled meeting.

**Recommendation: Recommend the FY2021 DDA Budget Summary to the Grand Rapids City Commission and request fund appropriation.**

# MEMORANDUM

MONROE  
NORTH  
TIFA



## TIFA

DATE: April 8, 2020

TO: Monroe North TIFA

FROM: Tim Kelly, AICP  
DGRI President & CEO

SUBJECT: Proposed FY21 Budget and Priority Plan

Agenda Item #03  
April 8, 2020  
MNTIFA Meeting

Each year the Monroe North Tax Increment Finance Authority (MNTIFA) recommends and adopts a one-year budget and five-year priority plan to reflect the priorities for investment in the Monroe North neighborhood. With GR Forward now an approved amendment to the City's Master Plan, DGRI has clearly defined objectives and continues to work diligently to ensure its budgets reflect the plan's recommendations.

The FY2021 budget and priority plan consists primarily of carry forward priorities that span multiple fiscal years. Among them is funding to further recommendations from the River Governance planning initiative, mobility infrastructure improvements for the DASH North and for cycling facilities, and further improvements to Canal Street Park to implement the River For All Guidelines. When examined by GR Forward goal the breakdown for FY21 is as follows:

- Goal 1 (Restore the River as the Draw): \$50,000
- Goal 2 (Create a True Downtown Neighborhood Home to a Diverse Population): \$60,000
- Goal 3 (21<sup>st</sup> Century Mobility Strategy): \$525,000
- Goal 5 (Reinvest in Public Space, Culture and Inclusive Programming): \$300,000

As in previous years, the Downtown Grand Rapids Inc. Alliances played an important role in developing the budget. Beginning in January 2020, staff began soliciting input from the five goal Alliances charged with advising on projects and priorities. This 3-month, iterative process culminated in all five Alliances tendering recommendations to the three fiduciary Boards of DGRI (DDA, DID, and MNTIFA) regarding their ambitions for the coming fiscal year. The attached budget narrative provides additional detail on the various priorities that emerged during that process.

Following a recommendation from the TIFA Board, DGRI staff will present the recommended DDA FY21 budgets to the City Commission on April 28, 2020, requesting bottom-line appropriation. After receiving City Commission appropriation, the Board will adopt their final annual budget and priority plans at the next scheduled meeting.



Recommendation: Recommend the FY2021 Budget Summary to the Grand Rapids City Commission and request fund appropriation.



## MEMORANDUM

DATE: May 20, 2020

TO: DGRI Board of Advisors

FROM: Melvin Eledge Jr.  
Operations Manager

**SUBJECT: Beautification, Maintenance and Placemaking Contractor**

In August 2015 the Downtown Improvement District (DID) board approved a new contract with Block by Block to become the new 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 January 2020 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 February 26<sup>th</sup>, 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.

Regarding the proposal received it was noted that Block by Block was significantly increasing the starting and existing wage of the ambassadors to offer a more equitable and desirable wage, they were exploring different approaches to address existing issues and offering to lend additional support for the ambassadors to better address social service issues.

It is expected the new Block by Block contract would begin July 1, 2020.

**Recommendation:** Approve the terms of an amendment to the existing 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 \$952,877 for the continued provision of the Downtown Ambassador and Clean Team programs.





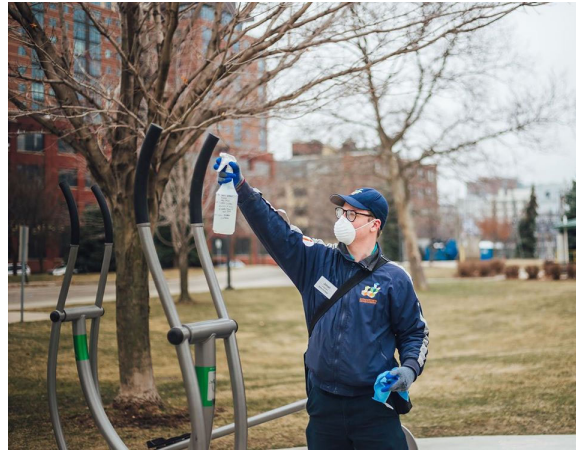
# Operation "Sanitize Downtown"

Beginning 3/14/20 the Downtown Ambassadors began focusing on sanitizing downtown. During this time we have sanitized over **11,000 touchpoints** including benches, trash cans, cigarette urns, bus stops, mailboxes, door handles and elevator buttons within the DID. We've even playgrounds and workout equipment within the boundaries of the DDA. We continue to keep downtown clean and beautiful during this time and have even started prepping flower beds for new plantings.



Brush Studio - Grand Rapids  
2 hrs · 🌐

See this young man right here? I watched from my car as he sprayed and scrubbed all the meters on the street and every door handle he passed. No one is around and just a few businesses are open but he's out downtown sanitizing everything he can. ❤️ #hero



The Ambassadors have been able to sanitize the entirety of the DID every day and some areas twice a day. We track our work on a dry erase map so we're all on the same page.

The staff has reported compliments and appreciation from residents, visitors and employees of downtown. Today a rapid driver thanked us for the work we're doing.

