

AGENDA

DGRI BOARD OF ADVISORS



Members:

Stephanie Andrews • Monica App • Rick Baker • Shaun Biel • Mayor Rosalynn Bliss • Charles Burke • Kayem Dunn • Jorge Gonzalez • Brian Harris • Nikos Monoyios • Doug Small • Eddie Tadlock • Randy Thelen • Al Vanderberg • Mark Washington • Kara Wood • Rick Winn

December 19, 2024 2:00p
29 Pearl Street NW (DGRI Offices)

- | | | |
|--|-----------|-------------|
| 1. Call to Order (2:00) | | Harris |
| 2. Approval of Minutes (2:01)
(enclosed) <ul style="list-style-type: none">o September 19, 2024o November 25, 2024 (Special Meeting)o November 25, 2024 (Regular Meeting #1)o November 25, 2024 (Regular Meeting #2) | Motion(s) | Harris |
| 3. Art Prize 2024 Overview (2:05)
(enclosed) | Info | Whittington |
| 4. Greenway Investment Recommendation
and Subrecipient Grant Agreement (2:20)
(enclosed) | Motion | Guy |
| 5. Grand River Network Funding Requests (2:40)
(enclosed) | Motions | Guy |
| 6. DGRI Whistleblower Policy (2:50)
(enclosed) | Motion | Kelly |
| 7. 2025 Meeting Calendar (2:55) | Motion | Kelly |
| 8. Vice Chair Election (3:00) | Motion | Kelly |
| 9. President & CEO Report (3:05) | Info | Kelly |
| 10. Board Member Discussion (3:10) | Info | Board |
| 11. Public Comment (3:15) | | |

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- | | | |
|---|------|-------|
| 12. Closed Session a closed session under section 8(1)(h) of the Open Meetings Act to consider material exempt from discussion or disclosure by state or federal statute – a written legal opinion (3:20) | Info | Staff |
| 13. Adjournment (3:30) | | |



Board of Advisors Meeting
September 19, 2024

1. Call to Order - The meeting was called to order at **2:04 pm** by Chair Brian Harris.

Attendance:

Members Present: Monica App, Rick Baker, Mayor Rosalynn Bliss, Shaun Biel, Kayem Dunn, Jorge Gonzalez, Brian Harris, Nikos Monoyios, Eddie Tadlock, Mark Washington (after agenda item #2), Rick Winn, Al Vanderberg and Kara Wood.

Members Absent: Stephanie Andrews, Doug Small and Randy Thelen.

Others Present: Tim Kelly (President & CEO), Mandy McDaniel (Recording Secretary), Jessica Wood (Legal Counsel), Marion Bonneau, Emma Breidenich, Melvin Eledge, Andy Guy, Catherine Zietse (DGRI Staff).

2. Approve Minutes from June 24, 2024

Motion: Mayor Bliss, supported by Member Wood, moved to approve the June 24, 2024, meeting minutes with correction from Mayor Dunn to member Dunn. Motion carried unanimously.

3. FY24 and FY25 Performance Indicators

Kelly presented the Key Performance Indicators originally adopted in November 2015.

- a) **Investment:** Overall value has increased by 79%, with an 11% jump from 2023.
- b) **Public Infrastructure:** Further investment is needed in public-facing infrastructure.
- c) **DGRI Investment:** \$12.7 million invested.
- d) **Mobility Counts:** There was a 1% increase week-over-week, while ArtPrize saw a 7% increase.
- e) **Overall Pedestrian Counts:** Refer to the attached slide for details.
- f) **Housing:** The total number of units is just under 5,000, with 248 units under construction and 1,218 units in the planning phase.
- g) **Trees and Parks:** We aim for 10 acres of green space per 1,000 residents (see attached slide).
- h) **Tree Canopy:** We have reached 10.65% of our tree canopy goal, meeting the target of 10%. Mayor Bliss noted that we had only 4% tree canopy coverage eight years ago.

Baker raised a point about employee activity, noting that while this is not part of the formal KPIs, it is included in our monthly vital reports and is close to our 2019 numbers.

Dunn inquired about the goal for Downtown housing, asking if it is 10,000 units or 10,000 residents. Kelly confirmed that GR Forward identifies 10,000 units and 12,000 residents as the

target to achieve “critical mass”. Based on data from Placer.ai, we are currently tracking about 7,500 residents, averaging 1.5 residents per unit.

Washington addressed issues with misreporting on social media, clarifying that our numbers only reflect Downtown statistics, not the City entirely.

Kelly pointed out that while GR Forward informed our metrics, as we consider the upcoming year and updates to the plan, we should think about establishing a new set of KPIs.

Chair Harris noted that the Executive Committee completed Mr. Kelly's performance reviews and that these indicators were used to evaluate our President's performance, which was found to be quite favorable.

Motion: Member Monoyios, supported by Member Winn, moved to approve the FY2025 Performance Measures, Key Projects, and Leadership and Advocacy Agenda. The motion carried unanimously.

4. State of Michigan Department of Labor and Economic Opportunity Agreement

Kelly stated that this agenda item is for approval to receive a State grant for the Hill and River Network planning. The funding totals \$130,000 and would go towards the Division Avenue and Ionia Avenue realignment. The board's approval is needed to finalize the agreement with the State of Michigan Labor and Economic and Opportunity Department. In GR Forward, there is the concept plan of Switchback Park. We have been working on the project for several years, including conceptual planning and breaking it into three different phases.

- Phase 1 - Street Improvements
- Phase 2 - Hill Side Park
- Phase 3 - Rail Tunnel

Motion: Member Winn, supported by Member Biel, moved to Authorize the President and CEO to execute the grant agreement, approved as formed by legal counsel, with the Department of Labor and Economic Opportunity to receive funding to support the Hill + River Network design. The motion carried unanimously.

5. World of Winter Recap and Preview

Van Driel presented a recap video of World of Winter 2024. She continued by reviewing the success of the event, noting an increase in visitors and various activities. She also highlighted the positive impact on Downtown businesses and foot traffic during the winter months.

Save the Date: World of Winter Festival January 10 – March 2, 2025.

Van Driel continued by presenting what's to come for the 2025 World of Winter Festival, including a drone show, new international art installations, and collaboration with local organizations for inclusive events.

Chair Harris inquired about future plans and what else we could be doing now that this is the largest winter festival in the US. Van Driel mentioned that they consider this every year. This time, the team is making a commitment by incorporating more large-scale installations, collaborating with additional local artists through grants for 15 to 20 art pieces, and continuing the Window Activation program with Downtown businesses.

Harris asked if these installations could be purchased for year-round display. Van Driel explained that cost is a factor, and some pieces are unavailable for purchase. We can work with artists for

custom-made installations. However, there are not many locations for permanent installations right now, but our team is working on a public art plan and mapping future spots along the river.

Kelly added that the DDA had purchased some art in the past, including Hybycozo in Monroe North, the Bears on the Blue Bridge, and the Alligators in the Van Andel Arena Alley.

Winn suggested considering bridges as permanent installation sites. Van Driel noted that the city's special events team has been resistant to more permanent bridge installations.

Harris proposed advocating for these ideas and presenting concepts at an upcoming meeting.

The Mayor suggested rethinking the Blue Bridge, assessing the DDA's responsibility and autonomy in managing events, and making further enhancements.

Tadlock was commended for the excellent work, particularly the acquisition of 'Starlight,' which will be displayed in Lyon Square.

6. MLCC Resolution Approval

Van Driel mentioned that the agenda packet includes a memo and resolution to apply for a Special Liquor License from the Michigan Liquor Control Commission (MLCC) for the World of Winter 2025 Silent Disco event. This event is the same as last year's Silent Disco, and the liquor sales were profitable. The event will occur in Calder Plaza, outside the Social Zone District.

Motion: Member Dunn, supported by Mayor Bliss, moved to approve the resolution authorizing the submittal of the Special License Application to the MLCC. The motion carried unanimously.

7. Grand Action 2.0 Project Updates

Wood provided an overview and update on the Amphitheater and Soccer Stadium.

The amphitheater project is progressing well, with construction on schedule and under budget due to favorable underground conditions. The stage house and other structures are taking shape, and coordination for the Riverside work has improved. The project includes significant community engagement efforts, such as outreach events, bilingual translators, and resident job opportunities. The West Michigan Construction Institute is also involved in providing educational opportunities. The project aims to enhance the area's development potential, including residential growth and affordable housing. The amphitheater is expected to open in 2026, with the first concert scheduled for May 2026.

The soccer stadium project is progressing well, with community engagement efforts now complete. The team is working on connectivity and traffic solutions, particularly addressing challenges with the Pearl Street on-ramp. Parking arrangements are being made, and Grand Valley is offering its parking facilities. The Michigan Works Commission is writing proposals to program activities in the space, including professional soccer, existing clubs, teams, and Great Lakes Intercollegiate conference games. The stadium will also host various events beyond sports, such as the World of Winter and ArtPrize, race starts and finishes, and the Christkindl Market. There is significant demand for space for these types of activities, and the project aims to keep the public engaged and contribute to city planning efforts. Construction is set to start in the Spring of 2025, with the inaugural match in the spring of 2027.

8. Grand River Greenway Update

Guy presented a Greenway update including the following information:

Prioritization of the Greenway Grant: We are currently working on budgeting, scheduling, and establishing timelines for the Greenway grant. The Grand River Network (GRN) is responsible for determining the final recommendations on how the \$55 million will be allocated. We anticipate having these recommendations ready by December. The city and county are already organizing their planning efforts.

Greenway Operations and Maintenance Assessment (OMA) Strategy: This process began a couple of months ago and aims to review existing conditions across the county. We will consider common standards and budget constraints, with preliminary recommendations expected by the end of the year. The plan will examine both existing and new assets and establish a model to scale future efforts. Significant participation has been received from the city, county, and townships.

Art Plan: The Art Plan is managed by DGRI. It focuses on defining a vision and guiding principles for both temporary and permanent art installations, as well as establishing a funding strategy and maintenance needs. Often, art is overlooked in maintenance strategies, and this plan seeks to integrate both processes.

Equity Framework: We are engaging a consultant to help explore the establishment of a stakeholder review body for the recommendations outlined in the equity framework. This group will review numerous strategies, metrics, and priority outcomes. We aim to identify these outcomes and publicly report on the results.

Organization Update: The current plan covers the period from 2022 to 2025. With all this ongoing work, we are on the verge of executing our objectives. A three-year business plan will be developed to answer what comes next and how we can continue to advance this work and build a greenway that aligns with the community's vision. We will develop a three-year business plan.

9. President & CEO Report

Kelly gave the following updates:

- James Peacock III from the DGRI team was recognized and congratulated for his nomination for a Community Spirit Award from Linc Up. His efforts in creating job opportunities along the river corridor have been noteworthy. Specifically, he has connected 10 apprentices at the Lyon Square site. The award ceremony will take place on October 10th.
- Corey Mathein from DGRI staff also recently received an award from IDA for Excellence in Planning and Operations for his work on Las Canchas.
- District Q has been successfully included in the DDA plan update.
- A new large mural in place above Peppinos in collaboration with Dwelling Place.
- Jefferson median improvements were completed and the road is open.
- Riverwalk improvements are underway between the Blue Bridge and the JW, a joint effort between the City and DDA.
- 10,000 mussels have successfully been relocated.
- The Return to the River festival wrapped up in late August, and we will report the numbers. Overall, it was a great event.
- ArtPrize is underway.

10. Board Member Discussion

Mayor Bliss hopes to have the permits from the lower reach by the end of the year and plans for construction next year.

11. Public Comment

None.

12. Adjournment

The meeting adjourned at 3:18 pm.

Minutes taken by:
Mandy McDaniel
Recording Secretary



Board of Advisors Meeting
November 25, 2024

SPECIAL MEETING

1. Call to Order - The meeting was called to order at 11:03 am by Chair Brian Harris

Attendance:

Members Present: Charles Burke, Shaun Biel, Kayem Dunn (virtual), Brian Harris, Nikos Monoyios, Eddie Tadlock, Mark Washington (arrived at 11:21 am during closed session), Rick Winn, Jorge Gonzalez, Al Vanderberg, Kara Wood, Stephanie Andrews, Doug Small, and Randy Thelen.

Members Absent: Monica App, Rick Baker and Mayor Rosalynn Bliss.

Others Present: Tim Kelly (President & CEO), Mandy McDaniel (Recording Secretary), Jessica Wood, Steven Glista (Legal Counsel) and Andy Guy (COO).

2. 2024 Meeting Schedule

Kelly proposed revising the 2024 meeting schedule to include two regular meetings scheduled for today. We need a motion to approve this amended schedule.

Member Vanderberg inquired about the rationale behind scheduling three meetings consecutively. Kelly explained that they are proposing a bylaw amendment, and the current bylaws require that any changes be introduced at one meeting and subsequently voted on in a following meeting.

Motion: Member Biel, supported by Member Burke, moved to amend the 2024 Meeting Schedule to include two meetings on November 25, 2024, as a regularly scheduled meeting. The motion carried unanimously.

3. Public Comment

None.

4. Adjournment

The meeting adjourned at 11:05 a.m.

Minutes taken by:
Mandy McDaniel
Recording Secretary



Board of Advisors Meeting
November 25, 2024

1. Call to Order - The meeting was called to order at 11:05 am by Chair Brian Harris.

Attendance:

Members Present: Charles Burke, Shaun Biel, Kayem Dunn (virtual), Brian Harris, Nikos Monoyios, Eddie Tadlock, Mark Washington (arrived at 11:21 am during closed session), Rick Winn, Jorge Gonzalez, Al Vanderberg, Kara Wood, Stephanie Andrews, Doug Small, and Randy Thelen.

Members Absent: Monica App, Rick Baker and Mayor Rosalynn Bliss.

Others Present: Tim Kelly (President & CEO), Mandy McDaniel (Recording Secretary), Jessica Wood (Legal Counsel) and Andy Guy (COO).

2. Bylaw Discussion

Kelly introduced proposed changes, clarifying virtual meeting participation to comply with the Open Meetings Act and suggesting language modifications to align with the organization's articles of incorporation and 501(c)(3) status. Minor cleanup items were also mentioned.

Councilor Wood summarized that the existing bylaws were outdated and cumbersome.

Questions from the body were addressed.

3. Public Comment

None.

4. Adjournment

The meeting adjourned at 11:07 am.

Minutes taken by:
Mandy McDaniel
Recording Secretary



Board of Advisors Meeting
November 25, 2024

1. Call to Order - The meeting was called to order at 11:08 am by Chair Brian Harris

Attendance:

Members Present: Charles Burke, Shaun Biel, Kayem Dunn (virtual), Brian Harris, Nikos Monoyios, Eddie Tadlock, Mark Washington (arrived at 11:21 am during closed session), Rick Winn, Jorge Gonzalez, Al Vanderberg, Kara Wood, Stephanie Andrews, Doug Small, and Randy Thelen.

Members Absent: Monica App, Rick Baker and Mayor Rosalynn Bliss.

Others Present: Tim Kelly (President & CEO), Mandy McDaniel (Recording Secretary), Jessica Wood, Steven Glista (Legal Counsel) and Andy Guy (COO).

2. DGRI Bylaws

Kelly stated that we discussed changes to the DGRI bylaws at our prior meeting. If you have any questions, now is a good time to ask. Otherwise, we need a motion.

Motion: Member Wood, supported by Member Tadlock, moved to approve the proposed bylaw changes as presented.

3. Closed Session at 11:12 am

Rick Winn motioned Under MCL 15.268(d) to consider the purchase or lease of real property under MCL 15.268 (h) to consider material exempt from discussion or disclosure by state or federal statute. Supported by Member Biel.

Roll Call:

Yeas: Stephanie Andrews, Shaun Biel, Charles Burke, Jorge Gonzalez, Brian Harris, Nikos Monoyios, Doug Small, Eddie Tadlock, Randy Thelen, Al Vanderberg, Rick Winn and Kara Wood.

Abstain: Kayem Dunn

Absent: Monica App, Rick Baker, and Mayor Rosalynn Bliss.

Returned into regular session at 12:04 p.m.

4. Public Comment

None.

5. Adjournment

UNAPPROVED MINUTES

The meeting adjourned at 12:04 pm.

Minutes taken by:
Mandy McDaniel
Recording Secretary

**09.13-28,
2024**

**ARTPRIZE
.ORG**

ArtPrize 2024 Sponsor Report



Mission

The mission of ArtPrize is to transform the art world through a radically open, global art competition and cultural experience in Grand Rapids that starts conversation, ignites creativity, encourages critical discourse, elevates and celebrates artists, transforms urban spaces, and promotes cultural understanding.

ArtPrize is a collaboration among the City of Grand Rapids, Downtown Grand Rapids, Inc. (DGRI), and Kendall College of Art and Design of Ferris State University (KCAD).

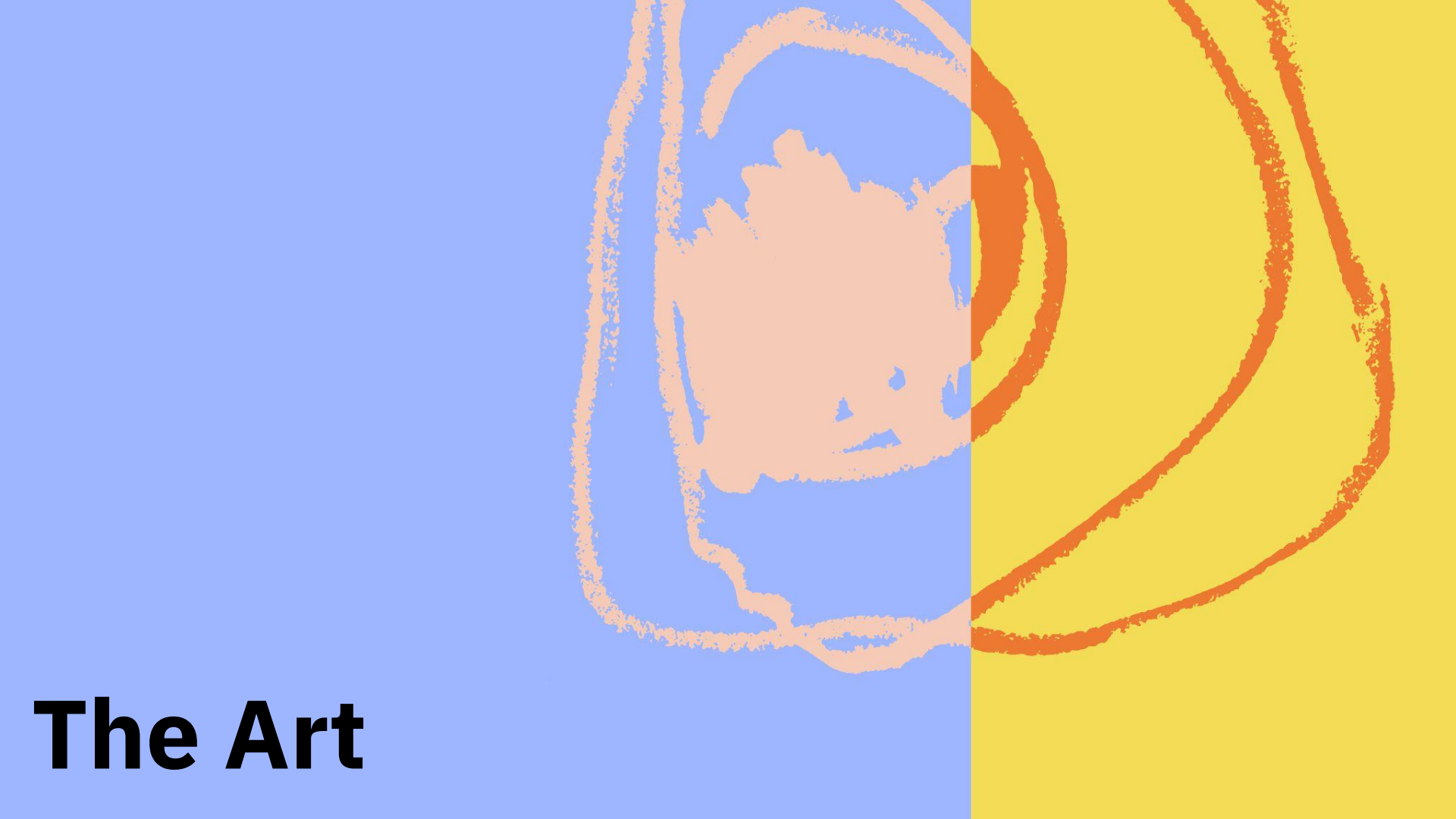


ArtPrize 2024

Through Your Support

- **1,008** Artists
- **885** Entries
- **166** Venues
- **16** days of Exhibitions
- **\$200,000** in Grants
- **\$400,000** in Awards
- **2.3 million** Visitors from outside of our region within the ArtPrize boundaries
- **985,684** total website visits
- Over **1.2 billion** total media impressions
- **3** Signature Events
- **6** VIP Events
- **16** Featured Community Events





The Art



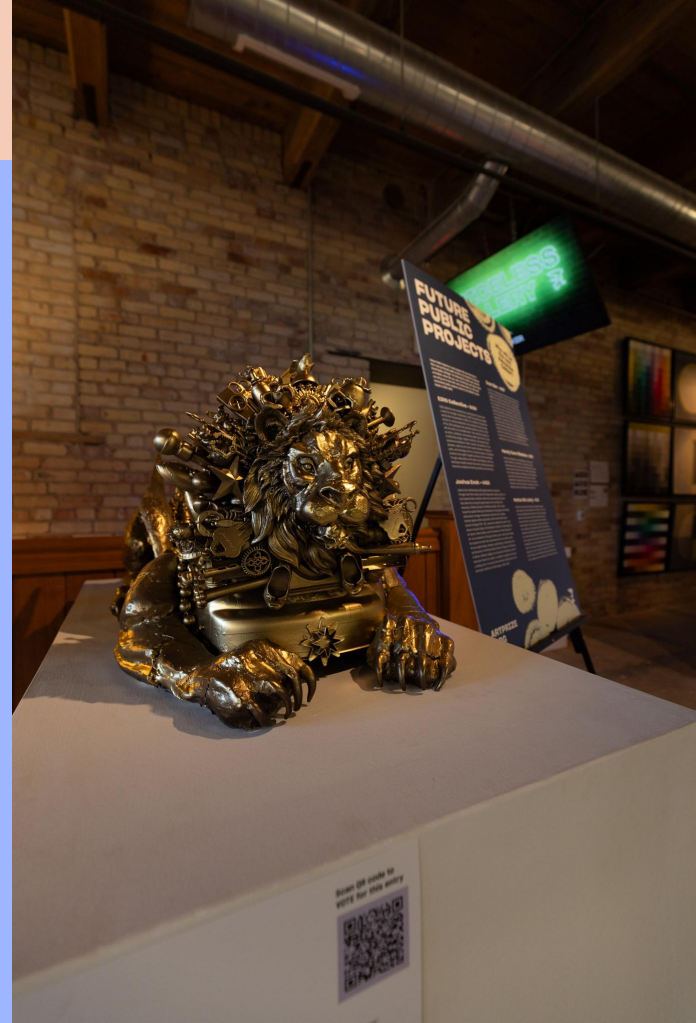
David Griesmeyer. *Only Dance*. 2024, stainless steel.

Overview

- **1,008** Artists
- **885** Entries
- **166** Venues
- **6** Categories:
 - 2D
 - 3D
 - Installation
 - Time-Based
 - New Media
 - +Design (*NEW*)
- **42** countries and **35** states represented
- Artist ages range from **18-94** years old
- **33%** of Artists self-identified for Visibility Awards (BIPOC, LGBTQ+, and Disabilities)
- **3** ArtPrize Curated Exhibitions
 - Priceless Gallery at the ArtPrize ClubHouse
 - The Morton
 - Grand Rapids City Hall

Grants

- **\$200,000** in grant funding to Artists
- **8** grant programs
 - Featured Public Projects
 - Future Public Projects (*NEW*)
 - Motu Viget Grants
 - Seed Grants
 - Venue Grants (*NEW*)
 - Sculpture Grants presented by Frederik Meijer Gardens & Sculpture Park (*NEW*)
 - Pitch Night Arizona
 - Heartside Business Association (HBA) Pekich Park Grant (*NEW*)
- **300+** grant applications
- **53** Artists + **10** Venues supported
- **12 of 22** winners were grant recipients

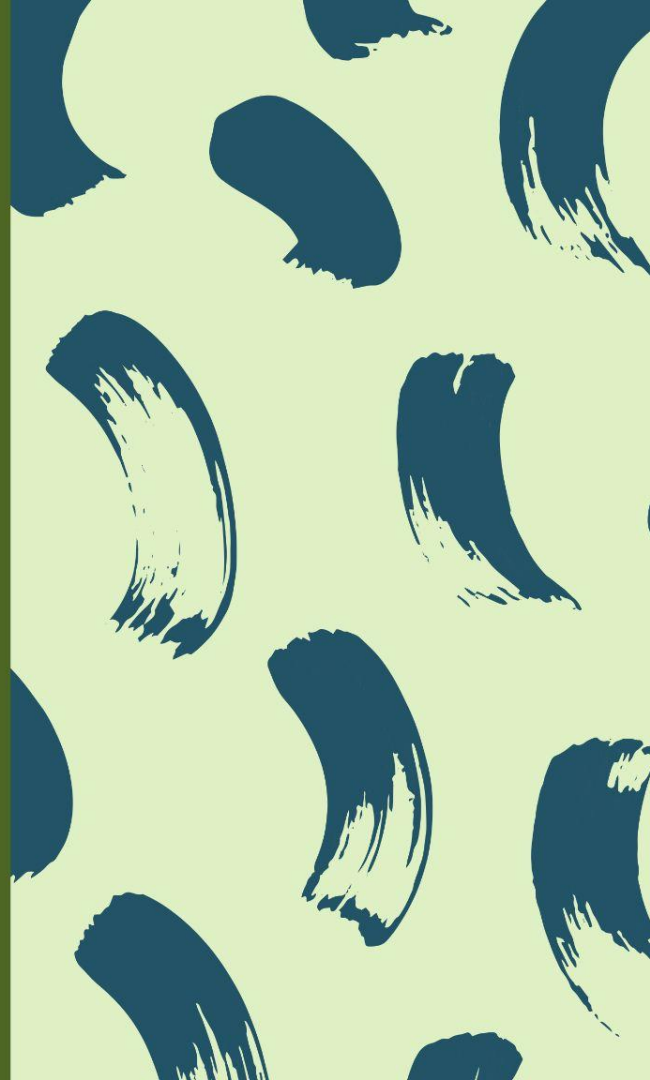




Awards

- **\$400,000** awarded to Artists
- **7** Public Awards
 - (6) Category
 - (1) Public Grand Prize
- **7** Juried Awards
 - (6) Category
 - (1) Juried Grand Prize
- **5** Juried Visibility Awards
- **2** Juried Outstanding Venue Awards
- Artist to Artist Award

Education



ArtPrize Education Program

Sponsored by the Wege Foundation

Supported by Corewell Health, Ellis Parking, Priority Health and Swift Printing

Field Trips:

- **2,777** students engaged
- **50** bus grants provided
- Ages **3-25** served

Resources:

- **3** magazines
- **12,000** magazines distributed
- **20,532** total magazine reach (physical + digital)
- **13** lesson plans
- **6** art videos
- **11** multi-page worksheets + guides



ArtPrize Education Program

Sponsored by the Wege Foundation

Supported by Corewell Health, Ellis Parking, Priority Health and Swift Printing

Workshops:

- **6** workshops
 - (4) family workshops led by Cultivate
 - (2) adult workshops instructed by ArtPrize Artists

Girl Scouts of Michigan Shore to Shore:

- Custom ArtPrize patch program
- **118** Girl Scouts engaged



ArtPrize Internship Program + Portfolio Review Days

A partnership with Kendall College of Art and Design of Ferris State University

Internships:

- **5** paid internship opportunities within **3** departments
- **3** professional development tours
- **5** programs of study represented
- 1,303 hours of work experience

Portfolio Reviews:

- Collaborative project planned/executed by ArtPrize Interns
- **19** Arts Professionals/Reviewers recruited
- **35+** students participated
- In-person/virtual reviews + mock interviews



EVENTS INTERN
Maylyn Southavilai



COMMUNICATIONS INTERN
Isaías Rivera



ADMINISTRATIVE INTERN
Kris G Snyder



EXHIBITIONS INTERN
Mali Borisch



GRAPHIC DESIGN INTERN
Luke Maksymetz



Marketing + Communications

Website + Voting App Metrics

Website:

- **985,684** total site visits for 2024
 - **19.8%** increase
- **160,473** site visits from Sept. 12 - Sept. 29th

Voting App:

- **18,809** registered voters
 - **8.8%** increase
- **93,529** total votes cast
 - **86.8%** increase



Social Media Metrics

Facebook:

- **300.9k** reach
 - **92.9%** increase
- **122.2k** followers
 - **7%** increase
- **17.7k** interactions

TikTok (*NEW*):

- **563** followers
- **17,933** video views
- **14,658** reached audience

Instagram:

- **94.9k** reach
 - **79.1%** increase
- **41.3k** followers
 - **3%** increase
- **24.1k** interactions



Media

Media Partners:

- WoodTV
- Acceso VIP

Local Media:

- Experience GR
- WZZM13
- Michigan Economic Development Corporation
- WWMT
- Mix95.7
- The Detroit News
- NPR
- WKTV
- MLive
- FOX 17
- And many more!

Radio:

- Public Radio Advertising
 - 4,237,000 impressions from Jul. 22 - Sept. 28
- NPR
- iHeart Radio
- Wood-AM

Press

Press Releases:

- 2,600 media pickups resulting in over 1B in potential audience regionally and nationally.

Print:

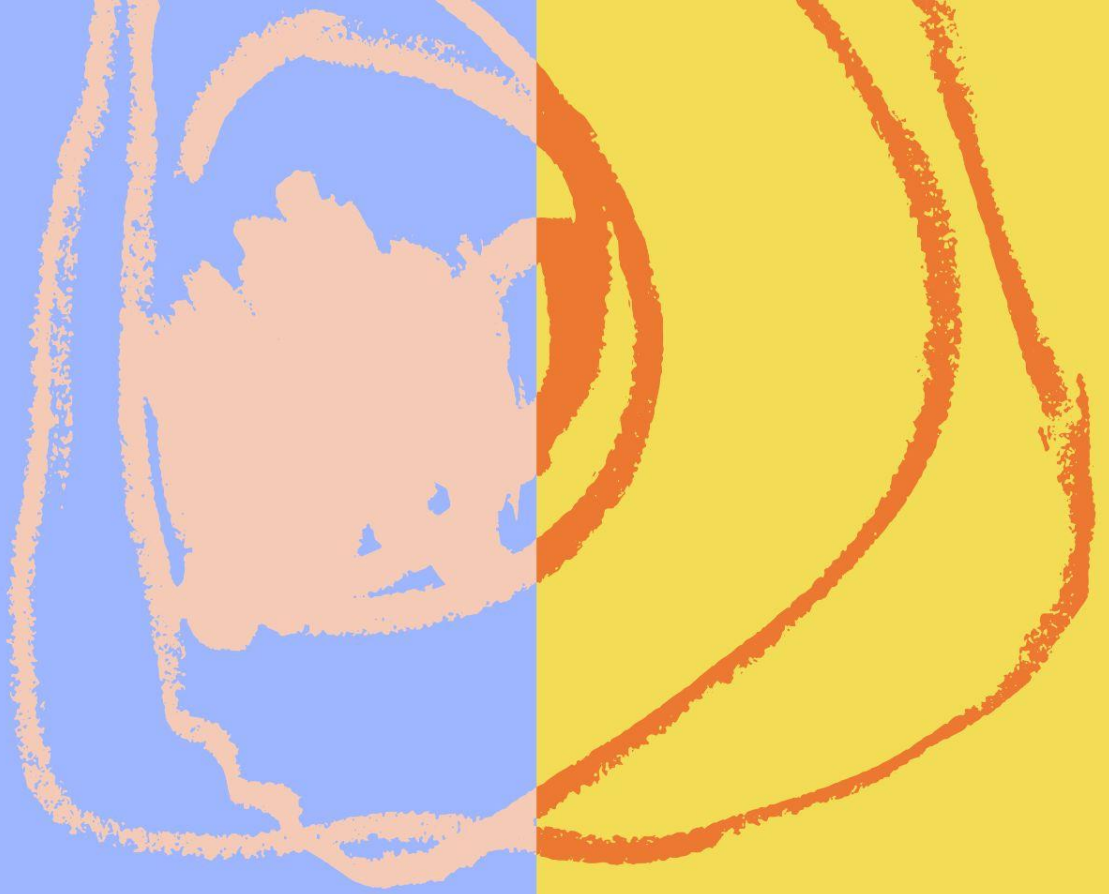
- Midwest Living
- Great Lakes By Design
- Pure Michigan Travel Guide
- Chicago Life
- Explore Michigan
- Grand Rapids Magazine
- West Michigan Woman
- SEEN Magazine
- Crain's



Email Communications

Audience	Total Opens	Total Sends	Open Rate
Monthly Newsletter	450,947	802,359	56.20%
Artists + Venues	29,924	38,642	77.44%
Volunteers	5,241	11,565	45.32%
ArtPatron + Donor	88	118	74.58%
TOTAL	486,200	852,684	57.02%

Events & Activations



Overview

- **2** Activations
- **10** Featured Exhibits & Activations
- **3** Signature Events
- **6** VIP events
- **1** ArtPrize Experience
- **16** Featured Community Events
- **6** Ticketed Events
- **286** Volunteers

ArtPrize ClubHouse

- **30,821** total visits
- ArtPrize Information Hub
- Merchandise Store
- Artist Lounge
- Volunteer Headquarters
- Multi-Use Event Space
- Education Art Workshops
- **18** Events
- Priceless Gallery
 - **28** Artists with **26** Entries representing all **6** Categories



Highlights:

- Bittersweet Symphony
- Art Battle Grand Rapids
- One of One Midwest Breakin' Battle Vol. 2



Closing Ceremony:

- **3,280** total visits
- Prize winners announced
- Second David performance

Signature Events

Opening Celebration:

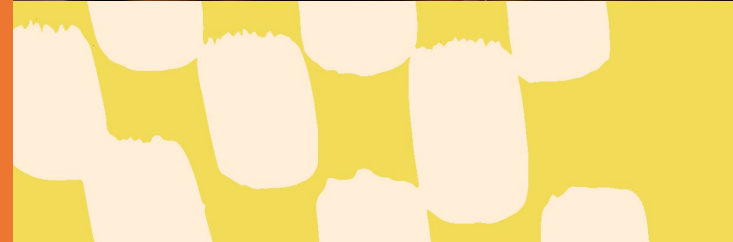
- **13,785** total visits
- 3-pronged KickOff Parade
- 35-foot puppet, David, climbed the Amway Grand Hotel
- 20-minute firework display

HalfTime Show:

- **1,076** total visits
- Top 100 Entries per district announced
- Performance by national talent, The Pack Drumline

Community Partner Events

- Grand Rapids African American Arts and Music Festival
- SmartArt - In collaboration with GRPS and Consumers Energy
- Tech Week
- Confluence Festival
- AllArt:Grand Rapids
- Kulture Kick
- One of One Midwest Breakin' Battle Vol. 2



Volunteer Program

Sponsored by Lake Michigan Credit Union

Supported by Meijer

- **286** Volunteers recruited
- **155** active Volunteers (at least 1 hour served)
- **1,381** total Volunteer hours
- **9** community-building Volunteer events
- **94%** of volunteers rate their experience **4 out of 5** stars or higher



Monetary Value of Volunteer Time

\$46,249



Community Support

2023-2024 Comparison

- New Sponsors: 27
 - 2024: 27
 - 2023: 25
 - 2022: 8
- Sponsor retention rate: 79%
- Total Sponsors (excluding in-kind): 65
- Largest Gift: \$280,000
- Smallest Gift: \$5.15



Presenting Partnership Sponsors (\$50,000+)

City of Grand Rapids	Kendall College of Art and Design of Ferris State University
Consumers Energy	Kent County
DeVos Place	MillerKnoll
Downtown Grand Rapids Inc. (DGRI)	Secchia Family Foundation
Experience Grand Rapids	Wege Foundation
Frey Foundation	West Michigan Honda Dealers
Haworth	X-Rite Pantone

Partnership Sponsors (\$25,000-\$50,000)

Alticor Inc./AHC Hospitality	John Ball Zoo
Dan & Pamella DeVos Foundation	Lake Michigan Credit Union
Doug & Maria DeVos Foundation	Meijer
Frederik Meijer Gardens & Sculpture Park	Pinnacle Construction
Great Lakes Neurosurgical Associates	Pioneer Construction
Health Alliance Plan (HAP)	Rockford Construction

Event Sponsors (\$2,500-\$25,000)

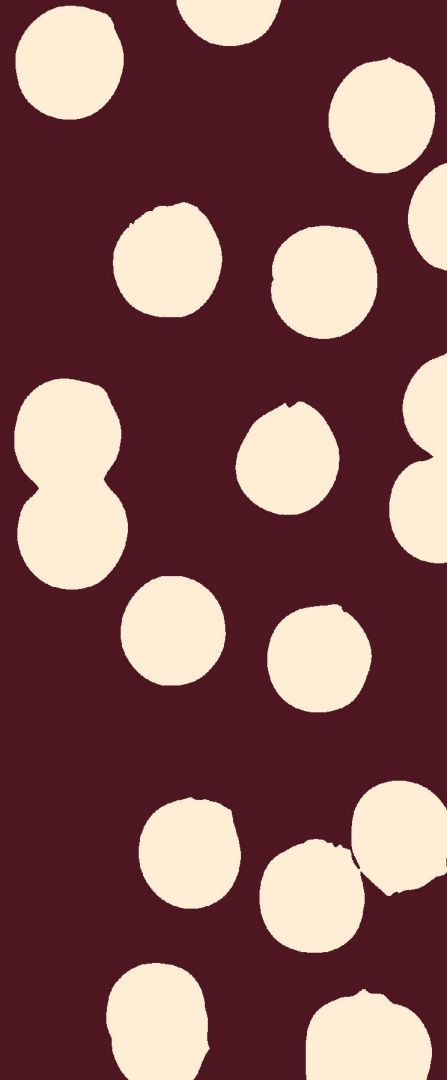
Bardstown Bourbon	Michigan Arts and Culture Council
Blue Cross Blue Shield of Michigan	MSU University Advancement
Bradley Company	Peter C. & Emajeane Cook Foundation
Corewell Health	PlazaCorp
DTE Foundation	Priority Health
Ellis Parking	Progressive Companies
Fifth Third Bank	Sharpie
Frames Unlimited	Tito's
Grand Valley State University	Vicinity Energy
Gordon Food Service	Warner Norcross + Judd
Huntington Bank	Wheeler Development Group

Event Sponsors (\$2,500-\$25,000)

All ArtWorks	Lime
Andy J. Egan Co.	Live Nation
Avi Live	Mainstreet Ventures
Chick-fil-A	Parkland Properties of Michigan
Community Choice Credit Union	Perspective 3D
Cornerstone Investments LLC	Saugatuck Brewing Co.
Eenhoorn LLC	Sears Architects
Gerald R. Ford International Airport	Shea Family Charitable Fund
Great Lakes Granite Works	Shinola
ITC Holdings Corp.	SpartanNash
Johnson Controls	The Gilmore Collection
Lacks Enterprises	

In-Kind Support:

All ArtWorks	LiveSpace
Alticor Inc./AHC Hospitality	Notions Marketing
Atucun	Perrin Brewing Company
Brush Studio	Saugatuck Brewing Co.
Chick-fil-A	Swift Printing
Dick Blick	Target (Alpine T0397)
FlockX	TiICKER
Frames Unlimited	Warner Norcross + Judd
Fusionary	West Michigan Woman Magazine
Haworth	WIMEE
Huntington Bank	WOODTV
Lambert	X-Rite Pantone



Donors + ArtPatrons

ArtPatron Program (*NEW*):

- **90** total ArtPatron members
- **4** membership levels
- **2** events
- **2** exclusive newsletters

Individual	Silver	Gold	Platinum
69	6	9	6

Donors:

- **101** total donations
 - **38.4%** increase
- **100%** full-time staff donated
- **63.6%** of the Steering Committee donated



Donors and ArtPatrons:

Adam Schuitema	Chandra Ward	Donna Ewigleben	Jeff + Xuesi Gurney	Karilyn Frederick
Alex Wilson	Charlene Hill	Dr. Cheryl Boudreaux	Jill + Ryan Anderson	Kathy Micheli
Ally Fulton	Christie Cierlak	Eileen Brader	John + Tara McCrackin	Kevin + Meg Cusack
Amy Day	Curtis Brown	Eric DeLong	John Zadvinskis	Kristen Ruelle
Amy Dedricks	Damien Allen	Gary Reid	JoLee Kirkikis	Laura Kruisenga
Amy Niekamp	David + Amy Leonard	Harvey Heller	Jon + Betsi Andreasen	Leslie Cahill
Andres Bustamante	Debra Kingsbury	Heather Mahoney	Joni Vander Till	Lillian Klinetop
Arles Stern	Destani Shadrick	Heather Roth	Juan Olivarez	Lonell Rice
Barbara Opperwall	Dirk Hoffius	Jan + Todd Polavin	Judy D'arcangelis	Mae Muller
Beth Reedy	Donald + Ann Kelley	Jandernoa Foundation	Julie Corby	Maggie Schoenwandt
Brian + Michele Dexter	Donald Thompson + Claudia Oakes	Jason McDonough	Julie Nemeth	Mali Borisch
Catlin Whittington	Donald Wenzel + Ron Darnell	Jeff + Kimberly Ridings	Kailey Smith-Barth	Marcia Swift

Donors and ArtPatrons:

Marilou Boncher	Paul Soltysiak	Russell Knorp	Theresa Anderson
Mark Osgerby	Paul Valva	Sadie Kornoelje	Tiffany Falcon-Ewigleben
Mary Gaedt	Penny Rimer	Sage Johnston	Veronica Anderson
Mary Hasper	Polly Kortlander	Sally Beyer	Vic Sandy
Mary Ray	Rebecca Bunke	Sam Cummings	Wallson Knack
Maureen Hale	Rebecca Postlewait	Samuel Knochs	Wendell Gooch
Meg Vande Guchte	Rhonda Kraai	Scott Preece	
Michael Verhulst	Rick Winn	Senta Baker	
Monk Matthaeus	Robert + Carla Ethen	Sommar Boese	
Nancy McGill	Robert Roth	Susie Rehrer	
Nancy Noel	Robin Klaubo	Terri Trivett	
Patrick Donlon	Rosalynn Bliss	Theresa (Teri) Chaplin	

ArtPrize 2025

September 18 - October 4

ArtPrize Eve

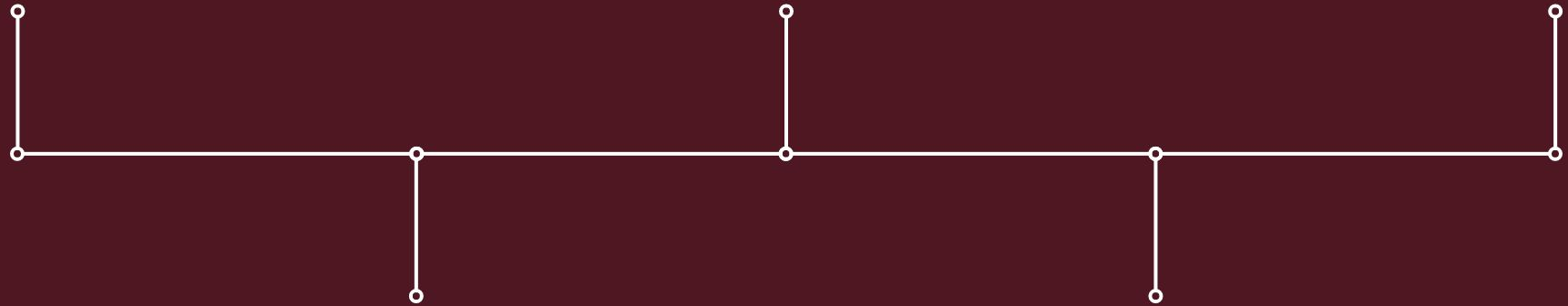
Thursday, Sept. 18

HalfTime Show

Friday, Sept. 26

ArtPrize Ends

Saturday, Oct. 4



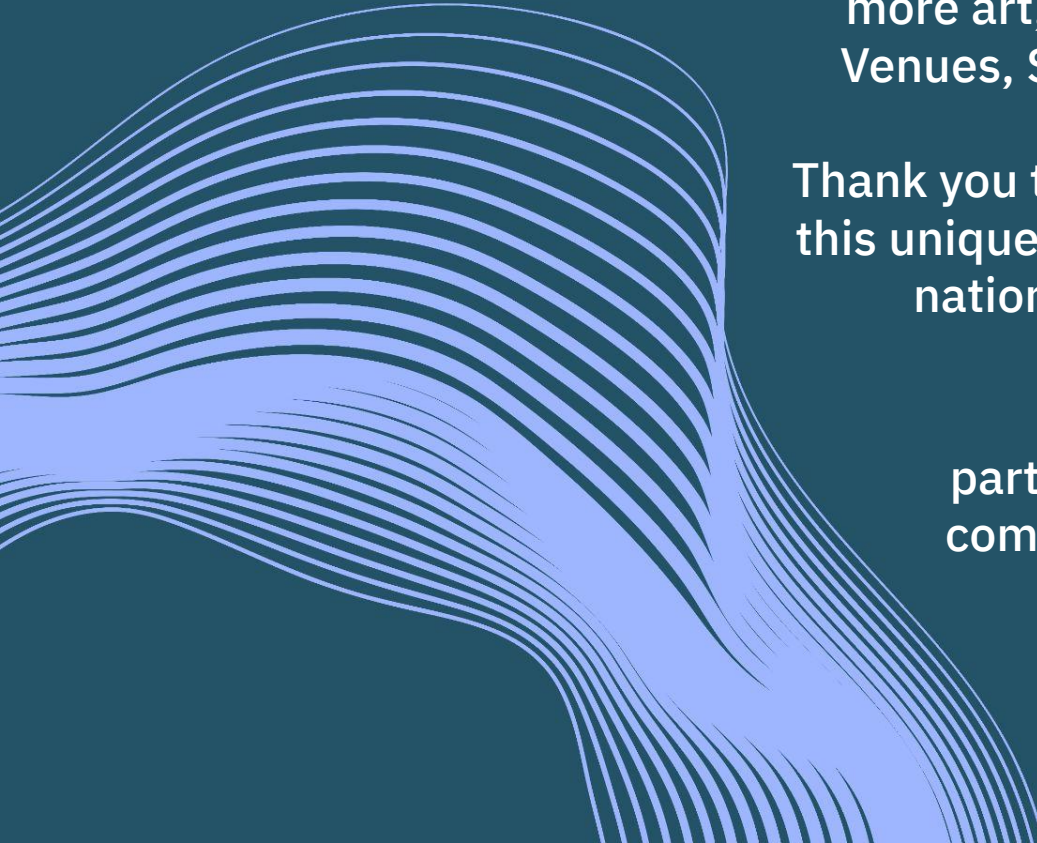
Opening Celebration + VIP

Friday, Sept. 19

Closing Ceremony + VIP

Friday, Oct. 3

THANK YOU!



In 2024, ArtPrize celebrated our community, art and critical dialog through new activations and more art, engaging new and diverse Artists, Venues, Sponsors and Community Partners.

Thank you to our dedicated Sponsors for making this unique cultural event a success and earning national distinction for Grand Rapids.

We look forward to continuing our partnership with you. Please join us in our commitment to our mission by investing in art and our vibrant community for ArtPrize 2025: Sept. 18 - Oct. 4!

**09.13-28,
2024**

**ARTPRIZE
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MEMORANDUM

DATE: December 12, 2024

TO: DGRI Board of Advisors

FROM: Andy Guy
DGRI COO

SUBJECT: **Greenway Grant Priority Plan and Amendment to Agreement with the City of Grand Rapids**

The State of Michigan in March 2022 awarded Downtown Grand Rapids Inc. (DGRI) \$55,000,000 to support the development of the Grand River Greenway in Grand Rapids and Kent County.

This Grant provides DGRI and its river corridor revitalization partners with increased capacity to:

- Rehabilitate and expand the public riverfront greenspace system, and
- Build new nonmotorized trail segments to fill gaps in the riverfront trail system and establish stronger connections to river-adjacent neighborhoods and the broader regional trail network.

This investment and work significantly catalyzes implementation of *GR Forward* Goal 1, *River for All* and other related community master plans.

The federal funds flow through the Michigan Department of Natural Resources (MDNR) to DGRI in accordance with an American Rescue Plan Act Local Parks and Trails Agreement developed collaboratively by the MDNR and DGRI teams.

The Chair of the DGRI Board of Advisors and the MDNR representative executed this agreement in May 2023.

DGRI, in turn, holds the right and responsibility of awarding funds to partner organizations supporting priority Grand River Greenway implementation efforts.

Informed by the prioritization work of the Grand River Network (Network) and their Greenway Advisory Committee (Committee), the DGRI Board of Advisors in May 2023 also approved an initial Greenway Grant Investment Priority Plan (the Plan). The partners currently working to advance priority projects identified in the Plan include but are not limited to Kent County, the City of Grand Rapids, and the Grand Rapids Downtown Development Authority.

In September 2023 the Board approved the first tranche of grant expenditures (Tranche #1) to support advancing the priority projects identified in the Plan. Accounting for Tranche #1, DGRI held a remaining balance of approximately \$9 million in Greenway Grant funds.

Staff at the time emphasized Tranche #1 was an initial investment in Greenway-building efforts, and that project scopes and budgets were subject to change in the anticipated light of additional design, engineering and costing work. Approximately \$9 million in grant funds were held in reserve to consider supporting additional anticipated project budget exposure as identified and needed.

Over the past 15 months project partners, the Network and their Committee have worked to better understand the full scope and cost of the priority projects. This new information is presented in the revised recommended Plan.

The Plan also recommends a second tranche of grant expenditures (Tranche #2) to support continued advancement of the priority projects. Given approval of Tranche #2, DGRI will hold a remaining balance of approximately \$1.1 million in Greenway Grant funds.

All funds must be prioritized and expended by December 2026 in accordance with federal law.

If accepted by the DGRI Board, the revised Plan necessitates executing an amendment to the Greenway Grant Subrecipient Agreements with the City and County.

The attached resolution authorizes the DGRI Board Chair to execute the amendment with the City. This amendment deepens DGRI's commitment to allocating Grant funds to the City's Greenway-building priorities, specifically the critical trail-building efforts to fill trail gaps from Leonard-to-Ann and Fulton-to-Wealthy streets.

Staff will bring forward proposed action to consider an amendment to the agreement between DGRI and the County at a later date.

Project priorities, as well as subrecipient advances and reimbursements, remain subject to change, and to MDNR approval. All documentation and reporting requirements are dictated by DGRI's Grant Agreement with the MDNR.

Staff will keep the DGRI Board informed of all subrecipient grant distributions as they occur.

Recommendation #1: Accept and support the revised Greenway Grant Investment Priority Plan recommended by the Grand River Network and their Greenway Advisory Committee.

Recommendation #2: Authorize the DGRI Chair to execute an amendment to the Subrecipient Agreement between DGRI and the City of Grand Rapids.

DOWNTOWN GRAND RAPIDS, INC.

**RESOLUTION APPROVING AND AUTHORIZING
EXECUTION OF A FIRST AMENDMENT TO THE
GREENWAY GRANT SUBRECIPIENT AGREEMENT
WITH THE CITY OF GRAND RAPIDS**

Boardmember _____, supported by Boardmember _____, moved the adoption of the following resolution:

WHEREAS, the State of Michigan was awarded \$6.54 billion dollars under the Fiscal Recovery Fund, and in section 451 of Public Act 53 of 2022, the State of Michigan Legislature appropriated funds to the Department for an ARPA grant to DGRI in the amount of \$55,000,000 (the “Grant”); and

WHEREAS, the Michigan Department of Natural Resources (the “Department”) has authority to issue grants for the development of public outdoor recreation facilities under sections 602 and 603 of section 9901 of the Social Security Act of Public Law No. 117-2, known as the American Rescue Plan Act of 2021 (ARPA), signed into law on March 11, 2021 as the Coronavirus State and Local Fiscal Recovery Funds (SLFRF); and

WHEREAS, in consideration of receiving the Grant, Downtown Grand Rapids, Inc. (“DGRI”), has been tasked with providing programmatic assistance and distribution of ARPA funding to support the development of a recreational greenway project connecting multiple regional, city and community trail and park systems that promotes and enhances public recreation, equity, tourism and economic development and recovery (the “Project”); and

WHEREAS, DGRI entered into a comprehensive ARPA Local Parks and Trails Grant Agreement (the “Grant Agreement”) with the Department in order to receive the Grant; and

WHEREAS, the Grant Agreement expressly requires that all Department Greenway Grant Subrecipients, including the City of Grand Rapids (the “City”), Kent County, and the City of Grand Rapids Downtown Development Authority assume certain specific risks and responsibilities by entering a Subrecipient Agreement with DGRI in consideration of their funding; and

WHEREAS, the City has provided and will continue to provide financial and administrative support for the Project, including planning, design, engineering, and other critical activities advancing Project implementation in relation to the portions of the Project set forth on Exhibit A, or as mutually defined in writing by the authorized representatives of DGRI (Andy Guy, Chief Outcomes Officer), and Subrecipient (the City Manager or his designee), subject to DNR approval; and

WHEREAS, DGRI previously approved a priority plan related to the Project, and obligated a portion of the Grant funding in an amount of \$24,441,766, to the City for those portions of the Project, subject to certain conditions being met and final DNR approval; and

WHEREAS, the Grand River Network Board considered and recommended an additional obligation to fill the gap in Project funding at its December 11, 2024 meeting; and

WHEREAS, DGRI now wishes to obligate an additional \$7,036,369 to the City for additional phases of the Project, namely, the portion including Wealthy-Fulton Phase 1 and the Leonard-Ann full trail construction, subject to certain conditions being met and final DNR approval.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

1. That the City shall act as a Subrecipient of Grand River Greenway Grant funding, and may receive advances or may be reimbursed for its financial, administrative, and other eligible activities supporting implementation of the Project, in an amount not to exceed an additional \$7,036,369, for the portions of the Project set forth on Exhibit A, or as mutually defined in writing by the authorized representatives of DGRI (Andy Guy, Chief Outcomes Officer), and Subrecepient (the City Manager or his designee), subject to DNR approval.
2. That the Chair of the DGRI Board of Directors is authorized to execute the First Amendment to the Subrecipient Grant Agreement with the City, obligating the additional funds, and containing requirements that align and comport with the requirements contained in the Grant Agreement, in a form approved as to content by the Chair, and as to form by legal counsel.
3. That all resolutions or parts of resolutions in conflict herewith shall be and the same are hereby rescinded.

YEAS: Boardmembers _____

NAYS: Boardmembers _____

ABSTAIN: Boardmembers _____

ABSENT: Boardmembers _____

RESOLUTION DECLARED ADOPTED.

Dated: _____, 2024 _____

Recording Secretary

CERTIFICATION

I, the undersigned duly qualified and acting Recording Secretary of Downtown Grand Rapids, Inc. (the "DGRI"), do hereby certify that the foregoing is a true and complete copy of a resolution

adopted by the Board of Advisors of DGRI, at a meeting held on _____, 2024, and that public notice of said meeting was given pursuant to, and in compliance with, Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: _____, 2024

Recording Secretary

EXHIBIT A

Additional Obligation is for the following portions of the Project:

- 1. Wealthy-Fulton Phase 1 & 2 Planning & Construction**
- 2. Leonard-Ann Trail Full Construction**



MEMORANDUM

DATE: December 12, 2024

TO: DGRI Board of Advisors

FROM: Andy Guy, COO

SUBJECT: **Item #9 – Grand River Network Funding Request**

This memo requests authorization of funding for consultant services to support the continuing organizational development of the Grand River Network.

Specifically, funds will support engagement professional services to:

- Produce high quality video content to support a forthcoming multi-media public information program that regularly communicates river project updates, engagement activities and other opportunities. Staff recommends engaging Grand Rapids-based Carbon Stories to support this work based on their work-to-date with the river communications team, a clear understanding of the project, experience and budget.
- Establish a community-based process and mechanism to regularly review progress towards implementation of the Grand River Equity Framework. Staff recommends engaging Kent County-based ConnectUs, the consultancy arm of KConnect, to support this work based on their extensive experience establishing system-level initiatives and processes that unite diverse community interests and stakeholders through a structured and collaborative approach.

Both consultants were identified through a competitive proposal process involving stakeholder work group(s) review, discussion and consensus recommendation.

RECOMMENDATION #1:

Authorize the President/CEO or his designee to execute a contract with Carbon Stories not-to-exceed \$120,000 annually in support of Grand River revitalization marketing.

RECOMMENDATION #2:

Authorize the President/CEO or his designee to execute a contract with ConnectUS not-to-exceed \$200,000 annually in support of Grand River Equity Framework implementation.



MEMORANDUM

DATE: December 19, 2024

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP
DGRI President & CEO

SUBJECT: **Item #3 – Whistleblower Policy**

The attached Whistleblower Policy was developed to encourage and enable employees, Board members and others to raise concerns if there is a suspected violation of the law, organization policies, and/or ethical standards by DGRI representatives.

The Policy was reviewed and recommended by the DGRI Executive Committee and updates the previous Whistleblower Policy that only covered DGRI employees. This update will ensure consistency and standardization and will further embed transparency and accountability within the organization's operations. The policy will be reviewed periodically by the Executive Committee to ensure it complies with legal and ethical standards as well as other DGRI policies.

RECOMMENDATION:

Adopt the DGRI Whistleblower Policy.

Whistleblower Policy

Downtown Grand Rapids Inc. (December 2024)

Downtown Grand Rapids Inc. (DGRI) requires directors, officers, and employees to observe high standards of business and personal ethics in the conduct of their duties and responsibilities. As employees and representatives of DGRI, we must practice honesty and integrity in fulfilling our responsibilities and comply with all applicable laws and regulations.

Reporting Responsibility

This Whistleblower Policy is intended to encourage or enable Board members, employees and others to raise serious concerns internally so that DGRI can address and correct inappropriate conduct and actions. It is the responsibility of all board members, officers, employees, and volunteers to report concerns about violations of DGRI's policies or suspected violations of law or regulations that govern DGRI's operations.

No Retaliation

It is contrary to the values of DGRI for anyone to retaliate against any board member, officer, employee or volunteer who in good faith reports an ethics violation, or a suspected violation of law, such as a complaint of discrimination, or suspected fraud, or suspected violation of any regulation governing the operations of DGRI. An employee who retaliates against someone who has reported a violation in good faith is subject to discipline up to and including termination of employment.

Reporting Procedure

DGRI has an open-door policy and suggests that employees share their questions, concerns, suggestions or complaints with their supervisor. If you are not comfortable speaking with your supervisor or you are not satisfied with your supervisor's response, you are encouraged to speak with the Board Treasurer regarding financial matters, or the Board Chair regarding all other matters. Supervisors and managers are required to report complaints or concerns about suspected ethical and legal violations in writing to DGRI's Board Chair, who has the responsibility to investigate all reported complaints. Employees with concerns or complaints may also submit their concerns in writing directly to their supervisor or the President/CEO or the Board Chair.

Compliance Officer

DGRI's Board Chair is responsible for ensuring that all complaints about unethical or illegal conduct are investigated and resolved. The Board Chair will advise the President/CEO and/or Board of Directors of all complaints and their resolution and will report at least annually to the Treasurer/Chair/Finance Committee on compliance activity relating to accounting or alleged financial improprieties.

Accounting and Auditing Matters

DGRI's Board Chair and/or Treasurer shall immediately notify the Executive Committee of any concerns or complaints regarding corporate accounting practices, internal controls or auditing and work with the committee until the matter is resolved.

Acting in Good Faith

Anyone filing a written complaint concerning a violation or suspected violation must be acting in good faith and have reasonable grounds for believing the information disclosed indicates a violation. Any allegations that prove not to be substantiated and which prove to have been made maliciously or knowingly to be false will be viewed as a serious disciplinary offense.

Confidentiality

Violations or suspected violations may be submitted on a confidential basis by the complainant. Reports of violations or suspected violations will be kept confidential to the extent possible, consistent with the need to conduct an adequate investigation.

Handling of Reporting Violations

DGRI's Board Chair will notify the person who submitted a complaint and acknowledge receipt of the reported violation or suspected violation. All reports will be promptly investigated and appropriate corrective action will be taken if warranted by the investigation.