

AGENDA



DGRI BOARD OF ADVISORS

Members:

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

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

- | | | |
|--|--------|-----------|
| 1. Call to Order (2:00) | | Harris |
| 2. Approve Minutes from June 24, 2024 (2:01)
(enclosed) | Motion | Harris |
| 3. FY24 and FY25 Performance Indicators (2:05)
(enclosed) | Motion | Kelly |
| 4. State of Michigan Grant Agreement (2:20)
(enclosed) | Motion | Kelly |
| 5. World of Winter Recap and Preview (2:30) | Info | Van Driel |
| 6. World of Winter Liquor License Request (2:45)
(enclosed) | Motion | Van Driel |
| 7. Grand Action 2.0 Project Updates (2:50) | Info | K. Wood |
| 8. Grand River Greenway Update (3:05) | Info | Guy |
| 9. President & CEO Report (3:20) | Info | Kelly |
| 10. Board Member Discussion (3:25) | | |
| 11. Public Comment (3:28) | | |
| 12. Adjournment (3:30) | | |



Board of Advisors Meeting
June 24, 2024

1. Call to Order - The meeting was called to order at 10:33 am by Chair Brian Harris

Attendance:

Members Present: Stephanie Andrews, Monica App, Mayor Rosalynn Bliss, Shaun Biel, Kayem Dunn, Brian Harris, Nikos Monoyios, Eddie Tadlock, City Manager Mark Washington, Rick Winn.

Members Absent: Rick Baker, Jorge Gonzalez, Doug Small, Randy Thelen, Al Vanderberg and Kara Wood.

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

2. Approve Minutes from March 21, 2024

Motion: Mayor Bliss, supported by Member Winn, moved to approve the March 21, 2024, meeting minutes as presented. Motion carried unanimously.

3. ArtPrize MOU Amendment

Kelly stated this is an amendment to the MOU approved in September 2022 between DGRI, City of Grand Rapids and Ferris State University. We are proposing to increase the steering committee from 7 members to 13 with the three partners having delegated seats. Also delegating authority to the President and CEO for the remainder of the MOU term, which ends December 31, 2025.

Mayor Bliss stated the City Commission and Kendall College approved the amendment. In addition, she requests an update from the ArtPrize Executive Director.

Motion: Member Biel, supported by Mayor Dunn, moved to approve the Resolution and Amendment to the Art Prize MOU between DGRI, the City of Grand Rapids, and Kendall College of Art and Design of Ferris State University. The motion carried unanimously.

4. MEDC Agreement

Kelly announced that we have applied for and received a \$2 million grant from MEDC to support large special events downtown. We now need approval from the board and will work with the executive committee on how the funds will be spent. As there are upcoming summer events, we are considering authorizing the executive committee to allocate funds for these events.

The deadline to spend funds is September 30th, 2025, which leaves 18 months for spending.

Mayor Bliss motioned and stated that she is comfortable with the Executive Committee making recommendations and determining where funds are spent.

Motion: Mayor Bliss, supported by Member Dunn, moved to Authorize the President and CEO to execute the grant agreement with the Michigan Economic Development Corporation and for the Executive Committee of DGRI to authorize expenditures to support larger special events in Downtown Grand Rapids. The motion carried unanimously.

5. Investment Policy Statements

Kelly stated in November 2023, this board approved the initial investment policy, and we have acknowledged a second account to oversee interest. We propose changing the name of the 1st account and creating a new account to give us more flexibility. The new one will be driven by a cash flow plan to allow more flexibility. The current one has many stipulations and minimal credit risk.

David Hodge from NPF advisors stated that there were many stipulations for the current cash policy account. The new account will be driven by a cash flow plan, giving more flexibility to invest more expansively. It will also be very liquid and can be whatever it needs to be. This provides us with the ability to take as much risk based on the needs of the organization.

Motion: Member Winn, supported by Member Dunn, moved to approve the amendment to the DGRI Cash Account Investment Policy Statement and approve the Corporate Account Investment Policy Statement. The motion carried unanimously.

6. DGRI FY2025 Budget

Kelly shared that this is the 1st year DGRI has a budget. With grants and interest coming in, we needed to put a budget together for revenues and expenditures for the year ahead. The handout has two columns, one for DGRI and one for ArtPrize. Today, you will be asked to approve the DGRI budget (the ArtPrize column is only informational). The second handout is the 5-year priority plan. This gives a snapshot and framework for the coming years.

Kelly stated that we are projecting \$32.1 million for the year ahead, almost entirely from grants. Additionally, we expect about \$5 million in interest and some funds from events and sponsorships. Most of the funds will go towards supporting Greenway and Lyon Square.

As a reminder, this isn't the only funding DGRI is directing toward projects that will help in the implementation of GR Forward and benefit all geographically bound organizations. The budgets for the DDA, DID, and MNTIFA were finalized in the previous month. These funds will help us to support various projects like Van Andel Alleyway, Amphitheater, Events & Activation, our ongoing partnership with Community Rebuilders and more.

Harris stated the Executive Committee has been serving as the ad hoc finance committee. These charts are helpful to see how much cash flows through this organization.

Motion: City Manager Washington, supported by Member Winn, moved to approve and adopt the FY2025 DGRI Budget. The motion carried unanimously.

7. Grand River Greenway Update

Guy presented a Greenway update including the following information:

Background: Downtown Grand Rapids Inc. (DGRI) is responsible for managing the Grand River Network (GRN) standup. A few years ago, DGRI was advised to consider river governance and how to establish structure and capacity for a river corridor.

Governance direction: The goal is to create a nonprofit organization, advocate, and raise funds, as well as explore the potential for a recreational authority.

Start-up business plan: This plan focuses on establishing a nonprofit organization, involving the community for fair outcomes, developing a capital plan, ensuring long-term stewardship, operation, and maintenance, and finding ways to protect the investment in greenway construction.

Building a community-based organization: Grand River Inc. has built a strong foundation, including bylaws, Articles of Incorporation, branding, and a website. The organization has also increased public communications. About 40 people are involved, including the board, committees, and workgroups. Non-board members participate at the committee level.

Equity Framework: The organization's first project was to gather a diverse group of local individuals to define the meaning of equity and outline strategies and outcomes. The next step is to implement and ensure accountability. Establishing a stakeholder body to oversee the implementation of the Equity Framework and report annually has been recommended. An RFQ was issued to help establish an independent body, and another work group will define its structure.

Capital plan: An advisory group under the GRN is determining how to prioritize the greenway grant. The strategic objective is to develop the backbone trail in Kent County. The greenway framework identifies gaps in the network and inventory of upcoming and future projects. By 2026, 18 projects are planned, with most of the funding secured, leaving a small gap of \$5-10 million. About 26 projects are being tracked for the future, with a dozen already having a conceptual plan and budget. A document outlining the vision, status, and long-term goals will be produced later this summer.

Stewardship: An advisory group is facilitating conversations about Operations and Maintenance (O&M). The first task was to develop an RFQ, which received several responses. James Lima Planning + Design and SmithGroup emerged as top candidates for their nationwide experience working with diverse stakeholders and government entities. The focus is on examining O&M models and understanding current needs in the corridor, as well as exploring the potential for a recreational authority and other tools.

Monoyios inquired about the ratio of philanthropy in other precedent trail projects.

Guy added that generally when looking at these models, philanthropy is not necessarily used for day-to-day operations but is more focused on the capital and programmatic side of funding. Many of our partners around the country prefer to see the local government step up and take on the role of O&M.

The O&M's next steps involve working with consultants on a project schedule for the next 6-9 months. We are finalizing the organization's initial business plan and determining next steps. Our goal is to present an updated Greenway Priority plan and an O&M recommendation at the beginning of the first quarter of next year.

8. Greenway O + M Study Authorization

Guy worked with the advisory group and the city parks department and is requesting \$350,000 in funding to support the development of an operations and maintenance (O&M) strategy and an action plan. We plan to utilize greenway funds, as this expenditure is deemed eligible under planning. The GRN Development Committee will be responsible for overseeing the project, which the GRN board had previously approved.

Mayor Bliss stated she is glad to see it move forward and reminded members to be thoughtful about what we build needs to be maintained. She is eager to see what comes from the study and who takes responsibility.

Motion: Member Winn, supported by City Manager Washington, moved to approve the authorize the President/CEO or his designee to execute a contract with JLPD for an amount not to exceed \$350,000 in support of defining the Operations, Maintenance, and Activation strategy for the Grand River Greenway trail in Grand Rapids/Kent County. The motion carried unanimously.

9. Grand River Network Strategic Planning Authorization

Guy provided an overview of the accomplishments of the Grand River Network and discussed key areas of impact in the initial business plan. These included convening collaboration for community vision, developing an Equity Framework, creating a priority plan for capital projects, and establishing long-term stewardship of the Greenway. The organization is now planning to revisit its strategic direction. The Network Board recommends engaging Benefactor Group to assist with this work and proposes \$60,000 to support Benefactor Group's strategic planning efforts.

Guy added another part of the plan this year is to start approaching the local philanthropic community for support and we are currently having those initial conversations. We are optimistic that we will secure additional funding to help us continue the start-up effort over the next year or so.

Motion: Member Winn, supported by Mayor Bliss, moved to approve and authorize the President/CEO or his designee to execute a contract with Benefactor Group not to exceed \$60,000 in support of the Grand River Network's strategic planning process. The motion carried unanimously.

10. Project Updates:

a. Destination Kent

John Helmholdt, Destination Kent campaign consultant from SeyferthPR was approached by several partners to run the lodging tax proposal. Helmholdt summarized that the proposal aims to implement a tax primarily paid by visitors to fund community-owned assets such as the convention center, amphitheater, soccer stadium, and an upcoming Aquarium project.

The increased tax would be less than \$4 per hotel room. It is a county-wide initiative that activates community assets, including demand and opportunity to further tourism and connect Kent co as a destination asset.

City Manager Washington inquired about the community engagement and endorsements for the soccer stadium. Helmholdt replied that we received endorsements from every high school coach and youth leagues to collegiate. Continuing to put messaging out and weekly updates until August 6th.

Helmholdt added we have received positive responses from local businesses. Once people get information, it is easy to say yes.

Member Andrews inquired about parking. Helmholdt stated that the feedback from the destination Kent Committee is that there is plenty of parking within a 15-minute walk. The soccer stadium and the theater will have additional parking.

Harris inquired about the allocation of the funds between the three projects. Mayor Bliss confirmed that the county commission would decide.

b. Lyon Square

Miller reported that the construction of Lyon Square is underway and shared a rendering of the progress. Everything is going well, and there are no significant surprises. Work has started near the riverside, and projection mapping assets are being used to enable this without setting up equipment. The river edge portion will have much more greenery than before. The overlook is part of the river trail connection behind the convention center and along the Amway. Paving near and in the overlook has been completed. The overall process is ongoing and is expected to be finished by November. Landscaping might not happen until next spring, but everything is on schedule.

Mayor Bliss inquired about the status of the MOU for Lyon Square and the upcoming East Riverfront construction, expressing concern about the unattractive appearance of the space in front of Lyon Square. She also expressed hope that these projects will be completed simultaneously. Kelly stated the DDA approved half of the financing and construction on the riverwalk should start this summer, but dependent upon the water levels. It doesn't include space in front of Lyon Square, but we are having internal conversations about what it would require. Mayor Bliss recommends we at least fix the pieces that are broken.

Winn explained that allowing something to deteriorate to the point where it needs to be completely recreated to function is a waste of money for our City and County operations.

Kelly stated as far as the Lyon Square MOU it has been drafted and at city hall for review.

Conversations continued regarding the current conditions of the riverwalk.

c. Van Andel Arena Alley

Miller stated in 2015, we implemented the Arena South plan, which envisioned a plaza. Two projects from the alleyway plan have been completed, and now the focus is on developing the alleyway from Fulton to Ionia. Early renderings from the Arena South plans have been shared, outlining a 3-part project that involves creating an outdoor seating area, a pedestrian way, and providing vehicle access extending to Oakes. The plan also includes installing a Portland loo and improving the island. Currently, we are in the process of obtaining permits and collaborating with nearby businesses and property owners. We expect to open the bidding process in the fall to start construction in the spring of 2025.

d. Grand River Public Art Plan

Zietse shared that a committee has been formed over the last six months, including Member Dunn and Tadlock from the DGRI Board, to plan long-term art installations along the river corridor. The goal is to create a cohesive vision to make the river corridor inclusive and active.

11. President & CEO Report

Postponed until the next meeting.

12. Board Member Discussion

None.

13. Public Comment

None.

14. Adjournment

The meeting adjourned at 11:59 pm.

Minutes taken by:

Mandy McDaniel

Recording Secretary



DOWNTOWN
GRAND RAPIDS INC.

MEMORANDUM

DATE: September 19, 2024

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP
DGRI President & CEO

SUBJECT: **Item #3 – FY25 Performance Measures**

I. Performance Indicators

In FY2017 the DGRI Board of Advisors adopted a set of key performance indicators intended to help inform the overall performance and health of Downtown. The indicators are tracked on an annual basis and reflect respective priorities of the Downtown Development Authority, the Downtown Improvement District, the Monroe North Tax Increment Finance Authority and were informed by GR Forward and other community planning efforts. Comparative data from FY17 – 24 is attached for your review.

While it is recognized some of the indicators are outside of DGRI's direct control, tracking and comparing the trends each year does give some measure of the overall economic, social, and environmental health of Downtown. To continue the year-over-year comparisons, no change is proposed to the performance indicators for FY25. With the planned update to GR Forward happening in 2025, it is expected that the key performance metrics will be re-evaluated as well. *However, if there are additional metrics that would be beneficial to the Board to assess in the coming year, staff welcomes that input.* As an example, given the changing nature of office use, the Board may wish to track office vacancies more closely. Similarly, hotel room stays may also be of interest given they serve as an indicator of visitor activity. For additional information on potential metrics, linked here is the [Executive Summary of the International Downtown Associations Vitality Index](#) (2019).

II. Key Projects

In addition to the performance indicators, each fiscal year a set of projects are selected that when implemented will underscore DGRI's commitment to implementing GR Forward (Plan). Given the Plan has a wide-ranging vision that will require collaboration to achieve, projects are selected from across the six goals that will help grow confidence within the community that DGRI and our community partners are committed to delivering on the promises in the Plan and capable of implementing the priorities. In addition, projects are selected that can be completed in the upcoming fiscal year and that will have some conclusive result, whether a capital project, a design document or plan, a committee being formed, or some other tangible measure.

The key projects for FY2025 are as follows:

1. Continue to advance design and construction of Grand River Greenway projects – including at 201 Market - to deploy the \$55M grant from the State of Michigan.
2. Complete construction of Lyon Square and finalize the Memorandum of Understanding for future activation and maintenance.
3. Support soccer stadium development by finalizing agreements for land disposition and construction access to allow construction to commence in 2025.
4. Finalize approach for the development of Area 9 and the northern portion of Area 7 to implement priorities of the Bridge South planning initiative.
5. Continue implementation of the new Downtown Wayfinding system based on recommendations from the re-design process.
6. Successfully deliver World of Winter 2025.
7. Initiate construction of Phase 1 of the Van Andel Arena alley between Fulton and Oakes.
8. Initiate construction of Canal Park improvements.
9. Finalize the scope of work and initiate the process to complete an update to GR Forward.

III. Leadership and Advocacy Agenda

Lastly, DGRI is uniquely positioned to harness the power of partnerships to achieve community goals and inspire a best-in-class approach to city building. Accomplishing specific, targeted advocacy endeavors will expand on the organization's credibility as a can-and-will do agent for change and progress. For FY24, ten key policy and advocacy items at the local, state, and federal level were selected that will help further the goals for Downtown and the entire community. Those recommended priorities are as follows:

Advocacy Objectives:

1. Support the delivery of the Acrisure Amphitheater and continuation of the design and development of the Downtown soccer stadium.
2. Coordinate with Grand River Network to develop a strategy for additional fundraising to implement the Grand River Greenway.
3. Assist in retention visits with office and retail tenants who are considering lease renewals.
4. Determine strategy for Art Prize after 2025.
5. Support the ongoing efforts to provide services to the unhoused population in Downtown, including by providing funding for Community Rebuilders.
6. Help advance key Downtown redevelopment projects, including on City owned property at Coldbrook and at 201 Market on the sites surrounding the Amphitheater.
7. Participate in projects and initiatives that improve the status of community relations within Grand Rapids, particularly those that involve social and racial equity.
8. Participate in the planning updates, including The Rapids' Transit Master Plan and the City of Grand Rapids Master Plan to advocate for initiatives and policies that support Downtown priorities.
9. Continue to monitor TIF legislation discussions in the State legislature.

Recommendation: Approve the FY2025 Performance Measures, Key Projects and Leadership and Advocacy Agenda.

	FY 2024	FY 2023	FY 2022	FY 2021	FY 2020	FY 2019	FY 2018	FY 2017
Facilitating Investment								
Tax Increment Value	\$ 10,615,341.00	\$ 9,522,202.00	\$ 8,793,112	\$ 8,066,635	\$ 7,284,426	\$ 6,664,106	\$ 6,543,477	\$ 5,927,709
% Change (over prior year)	11%	8%	9%	11%	9%	2%	10%	0%
DDA/TIFA Pledge	\$ 20,600,000	\$ 600,000	\$ 600,000	\$ -	\$ 2,348,385	\$ 2,167,851	\$5,350,000	\$ 5,000,000
Total Development Under Construction	\$ 353,000,000	\$ 335,500,000	\$ 318,000,000	\$ 127,800,000	\$ 166,007,349	\$ 81,200,000	\$139,100,000	\$ 138,000,000
DGRI Funding to Private Investment	\$ 17	\$ 559	\$ 530	\$ -	\$ 71	\$ 37	\$ 26	\$ 26
Mobility								
Pedestrian Counts Increase @ ArtPrize / Project One / The Bridge	AP: 7%	AP: 19%	AP: 37%	N/A	BGR: 14%	P1: 23%	AP: 26%	AP: 38%
Pedestrian Count Increase @ WoW (compared to prior year)	WoW: 1%	WoW: 9%	WoW: 20%	WoW: 26%	WoW: 25%	WoW: 16%	WoW: 1%	SD: -1%
Livability								
Units Delivered	0	0	44	66	172	270	459	449
Total # of Households	4,901	4,901	4,901	4,857	4,791	4,619	4,349	3,890
Units Under Construction	248	248	-	-	-	-	-	-
Units in development planning	1,218	1,171	1,293	807	137	172	376	527
Household Affordability Mix (Market/Income Restricted)	67% / 33%	67% / 33%	67% / 33%	70% / 30%	70% / 30%	69% / 31%	69% / 31%	66% / 34%
Inclusion and Participation								
Demographically Representative Leadership - Boards and Alliances								
White	85%	85%	-	72%	75%	70%	65%	-
Black	7%	7%	-	14%	13%	14%	16%	-
Hispanic or Latino	8%	8%	-	8%	8%	8%	10%	-
Mixed Race	-	-	-	3%	2%	4%	5%	-
Asian	-	-	-	2%	2%	4%	4%	-
Age								
20-24	0%	0%	-	4%	3%	3%	-	-
25-34	7%	7%	-	37%	37%	47%	-	-
35-44	31%	31%	-	41%	42%	32%	-	-
45-54	37%	37%	-	9%	9%	8%	-	-
55-64	10%	10%	-	9%	9%	10%	-	-
Gender								
Male	54%	54%	-	50%	53%	46%	-	-
Female	46%	46%	-	50%	47%	54%	-	-
Sexual Orientation								
Heterosexual	90%	90%	-	91%	91%	90%	-	-
LGBT	10%	10%	-	9%	9%	10%	-	-
Marketing Communications and Vibrancy								
Social Media Followers								
Twitter (X) Audience	11,700	11,600	11,900	11,700	11,700	11,300	-	10,000
Twitter (X) Growth	1%	-3%	2%	-	-	-	8%	24%
Facebook Audience	60,000	51,000	46,143	39,256	29,235	25,094	-	19,000
Facebook Growth	18%	11%	18%	34%	17%	N/A	12%	62%
Instagram Audience	41,400	30,900	27,800	25,300	18,200	11,600	-	4,300
Instagram Growth	34%	11%	10%	39%	-	-	36%	97%
TikTok Followers	2,226	-	-	-	-	-	-	-
Safe, Clean and Beautiful								
Sidewalk Cleanliness								
Umbrella Escorts, Directions and Other Assists	374,857	153,666	123,536	84,903	167,555	195,494	270,139	-
Trash Removed (lbs)	457,425	434,325	381,575	365,275	528,325	544,200	390,400	312,575
Plants and Flowers Planted	44,304	45,938	45,321	44,832	33,265	21,000	-	-
Crosswalks, Parking Meters, and Fire Hydrants Cleared of Snow	4,177	16,535	10,090	8,285	11,641	9,850	-	-
Weeds Pulled (Changed to blockfaces cleared in 2020)	263,415	190,393	95,856	131,625	128,332	37,803	12,043	11,400
Instances of Graffiti Removed	5,714	3,415	2,943	2,276	-	2,102	-	-
Cigarette Butts Removed & Recycled	183,000	177,500	430,068	131,250	442,990	411,810	532,078	173,000

Percentage of Tree Canopy								
# of Trees Planted by DGRI & Partners	397	308	55	214	169	100	201	378
Total #	5,966	5,569	5,261	5,206	4,992	4,823	3640	3136
Goal of 10%	10.65%	9.94%	9.39%	9.30%	8.91%	8.61%	6.50%	5.60%
Acres of Parkland / 1,000 residents								
Total Park Acreage	40.12	40.12	38.51	38.51	38.51	38.51	38.09	37.79
Estimated Total Residents (1.5 persons * HH)	7351.5	7351.5	7351.5	7,286	7,187	6,929	6,524	5,835
Acres/1,000 Residents	5.5	5.5	5.2	5.3	5.4	5.6	5.8	6.5
DGRI Efficiency Measures								
% of DID Budget Returned as Direct Services and Improvements								
Direct Services & Improvements to Downtown	87%	87%	88%	87%	87%	83%	89%	87%
Supported Administration & Overhead	13%	13%	12%	13%	13%	17%	11%	13%
Public Resources Leveraged								
DGRI Investment into Infrastructure Projects	\$ 12,770,562	\$ 8,831,550	\$ 2,388,162	\$ 1,188,567	\$ 3,282,916	\$ 3,297,936	\$1,330,000	\$ 1,300,000
DDA/TIFA Leverage into Public Funding	\$ 13,646,946	\$ 5,467,798	\$ 5,981,242	\$ 5,237,929	\$ 6,549,468	\$ 7,203,154	\$6,200,000	\$ 6,200,000
ROI into Public Facilities (per \$1)	\$ 1.07	\$ 0.62	\$ 2.50	\$ 4.41	\$ 2.00	\$ 2.18	\$ 4.66	\$ 4.77
Speed of Project Implementation								
Completed Projects	7 of 9	6 of 9	10 of 11	9 of 10	7 of 11	7 of 9	12 of 17	6 of 7



DOWNTOWN
GRAND RAPIDS INC.

MEMORANDUM

DATE: September 19, 2024

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP
DGRI President & CEO

SUBJECT: **Item #4 – State of Michigan Department of Labor and Economic Opportunity Agreement**

The Michigan Department of Labor and Economic Opportunity (LEO) has created a grant to assist projects that are designed to increase Michigan's population of young talent through the creation of high-density, high-amenity, walkable, vibrant neighborhoods. The grant was made available for projects viewed as "shovel ready" or in design and is considered a pilot to support transformational public space projects throughout Michigan. In total \$5,000,000 was made available for eligible projects.

DGRI has applied for and received approval for a grant to help support the Hill + River Network planning. The grant amount is \$130,000 and can be used for the ongoing design work associated with the project. Staff is requesting Board approval to receive the funds, following which the terms of the Agreement will be finalized. Funds are expected to be received within 60 days following approval of the Agreement. The received funds need to be expended by December 31, 2025.

RECOMMENDATION:

Authorize the President and CEO to execute the grant agreement, approved as to form by legal counsel, with the Department of Labor and Economic Opportunity to receive funding to support the Hill + River Network design.



MEMORANDUM

DATE: September 19, 2024

TO: DGRI Board of Advisors

FROM: Kimberly Van Driel
Director of Public Space Management

SUBJECT: **Item #06 - MLCC Resolution Approval**

In July 2022, Downtown Grand Rapids Inc. (DGRI) officially became a 501c3. Per Michigan Liquor Control Commission (MLCC) policy, qualified non-profit entities are given the opportunity to apply for up to 12 Special License permits a year to sell and serve liquor products at special events.

With over 100+ events a year that are planned and executed by the DGRI Event and Activation team, staff continually looks for ways to ensure enjoyable attendee experiences while also seeking opportunities to support productions costs.

In 2023, the Board approved to apply for a MLCC license to sell and serve at the World of Winter Silent Disco event at Calder Plaza. With over 2,500 attendees coming to the event in 2023, we were able to raise over \$4,000 in alcohol sales.

For 2025, we are again planning to host the Silent Disco event at Calder Plaza on January 18, 2025 as well as hosting our annual Winters A Drag event on Calder Plaza on February 1, 2025 as we have done for the past few years. Each year we have teamed up with the Trevor Project using their liquor license for proceeds to benefit the Trevor Project. We plan to do this again this year but would also like to add this date in to the MLCC application in case anything changes for this coming year.

With these dates listed, we are seeking to apply for an MLCC Special License with Board approval.

If approved the resolution would only cover the 2025 World of Winter Silent Disco and Winters A Drag. Any future applications would require Board approval. Staff will compile data from the event and provide a report to the Board at a future meeting.

Recommendation: Approve the resolution authorizing submittal of the Special License Application to the MLCC.



Michigan Department of Licensing and Regulatory Affairs
Liquor Control Commission (MLCC)
Constitution Hall - 525 W. Allegan, Lansing, MI 48933
Mailing Address: P.O. Box 30005, Lansing, MI 48909
Toll-Free: 866-813-0011 - www.michigan.gov/lcc

Business ID: _____
Request ID: _____
(For MLCC Use Only)

Certified Resolution of the Membership or Board of Directors Authorizing the Application for Special License

(Required under Administrative Rule R 436.576 - Not Required for Candidate Committee)

At a ☐ Regular ☐ Special meeting of the ☐ Membership ☐ Board of Directors

called to order by _____ on _____ at _____
(Date) (Time)

the following resolution was offered:

Moved by _____ and supported by _____

that the application from _____
(Name of Organization)

for a Special License to serve alcohol on _____
(Event Date or Dates)

to be located at _____
(Physical Address - Include Location Name, Street Address, City, State, & Zip Code)

It is the consensus of this body that the application be _____ for issuance.
(Recommended or Not Recommended)

Approval Vote Tally

Yeas: _____

Nays: _____

Absent: _____

Certification by Authorized Officer of Organization:

I hereby certify that the foregoing is true and is a complete copy of the resolution offered and adopted by the

☐ Membership ☐ Board of Directors at a ☐ Regular ☐ Special meeting held on _____
(Date)

Print Name & Title of Authorized Officer

Signature of Authorized Officer

Date



Special License Application

A completed Special License application must be submitted as early as possible before your event(s) to avoid any delays in processing. It is strongly recommended that you submit the application as soon as you know the date of your event(s). Failure to submit a completed application at least ten (10) business days prior to the event(s) may result in no Special License being issued, pursuant to administrative rule R 436.575.

Part 1 - Applicant Organization Information

Applicant organization name: Downtown Grand Rapids Inc.		
Applicant address: 29 Pearl St. NW		
City: Grand Rapids		Zip Code: 49503
Contact name: Megan Catcho	Phone: (616) 719-4610	Email: mcatcho@downtowngr.org
Alternate contact name: Kim Van Driel	Phone: (616) 719-4610	Email: kvandriel@downtowngr.org
1. Has the applicant organization previously received a Special License? ☒ Yes ☐ No <i>Michigan organizations must provide current articles of incorporation filed with Michigan Corporations Division. Out-of-state organizations must provide: (a) current articles of incorporation from state of issuance; (b) current certificate of good standing from state of incorporation; and (c) current Certificate of Authority to Transact Business in Michigan issued by the Michigan Corporations Division.</i>		Leave Blank - MLCC Use Only
2. Has the applicant organization been established for one (1) year or longer? ☒ Yes ☐ No Date the applicant organization was established (month/day/year): July 11, 2022		
3. Is the applicant organization a municipality? ☒ Yes ☐ No		

Part 2 - Event Information - For requests at more than one location, submit separate forms for each location.

Address of event location: 320 Ottawa Ave NW	
City, township, or village where event will be held: Grand Rapids	County: Kent
1. Will you submit your completed application at least ten (10) business days before your event? <i>It is strongly recommended that you submit the application as soon as you know the date of your event(s).</i> ☒ Yes ☐ No	
2. Do you have permission from the property owner of the location listed above to hold your event(s) on the date(s) listed below (see pages 2-3) at this location? ☒ Yes ☐ No	
3. Has the local law enforcement agency with primary jurisdiction over the event location approved this application for a Special License? (See Part 5 on Page 5) ☐ Yes ☒ No	
4. Is the event location within 500 feet of a church or school? If Yes, the church or school must consent to the event(s). (See Part 6 on Page 5) ☐ Yes ☒ No	
5. Is the event location outdoors or partially outdoors? ☒ Yes ☐ No If Yes, list the exact dimensions of the outdoor area: Submit a clear diagram of the outdoor service area with your application form. Describe type and height of the barrier that will be used to enclose the outdoor area: We will be using A-frames with 'Do Not Cross with Alcohol' messaging along with security around the perimeter of the event.	
6. Describe type of security that will be used for event(s) and how it will be utilized to secure and monitor to prevent sales to minors and visibly intoxicated persons: The security company hired will be positioned around the perimeter of the event space, indicated by the white line in site map. They will also be stationed at the ID check and bar tents to monitor sales to the public.	

7. Is the event location situated in or on state owned land, such as a state park or National Guard armory? ☐ Yes ☒ No
If Yes, attach a copy of your documentary proof of approval to use the state owned land.

8. Is there an existing liquor licensee issued at the event location, such as a Class C or Club license? ☐ Yes ☒ No
If Yes, the existing licensee must request to place its license in escrow during the event(s). (See Part 7 on Page 5)

9. Will the event(s) involve an auction of donated wine? ☐ Yes ☒ No
If Yes, please check "Wine Auction" for the applicable event date(s) on pages 2-3. Only donated wine may be auctioned under a Special License; beer and spirits cannot be auctioned. If you request a Special License for on-premises consumption AND for a Wine Auction both on the same date at the same location, you are requesting two (2) separate licenses and you must pay a license fee for both licenses.

10. Will marijuana be sold and consumed under a Temporary Marihuana Event License issued by the Cannabis Regulatory Agency (CRA) within the proposed event area where alcoholic liquor will be sold and consumed? ☐ Yes ☒ No

11. Is the event location within the commons area of a Social District? ☐ Yes ☒ No
If Yes, you must obtain written documentation from the local governmental unit, including a clear diagram, that delineates the part of the commons area of the Social District to be used exclusively for your event and the part to be used exclusively by the Social District permittees during the time period for your event pursuant to [MCL 436.1551\(3\)](#). Submit the documentation and the diagram with this application.

12. The applicant organization may request up to twelve (12) Special Licenses total (one Special License per day) in a calendar year. Please complete the information below **for each individual date** for which you are requesting a Special License at this location. **If you are requesting Special Licenses for consecutive days, completely fill out a separate box for each date. If you request a Special License for on-premises consumption AND for a Wine Auction both on the same date at the same location, you are requesting two (2) separate licenses and you must pay a license fee for both licenses.**

1	Jan 18, 2025		Describe event being held: Silent Disco as part of our Winter Ice Festival, World of Winter.	
	Date			
	7:00pm	10:00pm	Special License will be used for: ☒ Beer & Wine Service ☐ Beer, Wine, & Spirit Service ☐ Wine Auction	
	Start Time	End Time	Is this date a Sunday? ☐ Yes ☒ No If Yes, will alcohol be served between 7:00AM and 12:00 Noon? ☐ Yes ☒ No	

2			Describe event being held:	
	Date			
			Special License will be used for: ☐ Beer & Wine Service ☐ Beer, Wine, & Spirit Service ☐ Wine Auction	
	Start Time	End Time	Is this date a Sunday? ☐ Yes ☐ No If Yes, will alcohol be served between 7:00AM and 12:00 Noon? ☐ Yes ☐ No	

3			Describe event being held:	
	Date			
			Special License will be used for: ☐ Beer & Wine Service ☐ Beer, Wine, & Spirit Service ☐ Wine Auction	
	Start Time	End Time	Is this date a Sunday? ☐ Yes ☐ No If Yes, will alcohol be served between 7:00AM and 12:00 Noon? ☐ Yes ☐ No	

4			Describe event being held:	
	Date			
			Special License will be used for: ☐ Beer & Wine Service ☐ Beer, Wine, & Spirit Service ☐ Wine Auction	
	Start Time	End Time	Is this date a Sunday? ☐ Yes ☐ No If Yes, will alcohol be served between 7:00AM and 12:00 Noon? ☐ Yes ☐ No	

5			Describe event being held:	
	Date			
			Special License will be used for: ☐ Beer & Wine Service ☐ Beer, Wine, & Spirit Service ☐ Wine Auction	
	Start Time	End Time	Is this date a Sunday? ☐ Yes ☐ No If Yes, will alcohol be served between 7:00AM and 12:00 Noon? ☐ Yes ☐ No	

6			Describe event being held:	
	Date			
			Special License will be used for: ☐ Beer & Wine Service ☐ Beer, Wine, & Spirit Service ☐ Wine Auction	
	Start Time	End Time	Is this date a Sunday? ☐ Yes ☐ No If Yes, will alcohol be served between 7:00AM and 12:00 Noon? ☐ Yes ☐ No	

12. Special license date information Continued from Page 2.

7			Describe event being held:			
	Date					
			Special License will be used for: ☐ Beer & Wine Service ☐ Beer, Wine, & Spirit Service ☐ Wine Auction			
	Start Time	End Time	Is this date a Sunday? ☐ Yes ☐ No		If Yes, will alcohol be served between 7:00AM and 12:00 Noon? ☐ Yes ☐ No	

8			Describe event being held:			
	Date					
			Special License will be used for: ☐ Beer & Wine Service ☐ Beer, Wine, & Spirit Service ☐ Wine Auction			
	Start Time	End Time	Is this date a Sunday? ☐ Yes ☐ No		If Yes, will alcohol be served between 7:00AM and 12:00 Noon? ☐ Yes ☐ No	

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9			Describe event being held:			
	Date					
			Special License will be used for: ☐ Beer & Wine Service ☐ Beer, Wine, & Spirit Service ☐ Wine Auction			
	Start Time	End Time	Is this date a Sunday? ☐ Yes ☐ No		If Yes, will alcohol be served between 7:00AM and 12:00 Noon? ☐ Yes ☐ No	

10			Describe event being held:			
	Date					
			Special License will be used for: ☐ Beer & Wine Service ☐ Beer, Wine, & Spirit Service ☐ Wine Auction			
	Start Time	End Time	Is this date a Sunday? ☐ Yes ☐ No		If Yes, will alcohol be served between 7:00AM and 12:00 Noon? ☐ Yes ☐ No	

11			Describe event being held:			
	Date					
			Special License will be used for: ☐ Beer & Wine Service ☐ Beer, Wine, & Spirit Service ☐ Wine Auction			
	Start Time	End Time	Is this date a Sunday? ☐ Yes ☐ No		If Yes, will alcohol be served between 7:00AM and 12:00 Noon? ☐ Yes ☐ No	

12			Describe event being held:			
	Date					
			Special License will be used for: ☐ Beer & Wine Service ☐ Beer, Wine, & Spirit Service ☐ Wine Auction			
	Start Time	End Time	Is this date a Sunday? ☐ Yes ☐ No		If Yes, will alcohol be served between 7:00AM and 12:00 Noon? ☐ Yes ☐ No	

A completed Special License application must be submitted as early as possible before your event(s) to avoid any delays in processing. It is strongly recommended that you submit the application as soon as you know the date of your event(s). Failure to submit a completed application at least ten (10) business days prior to the event(s) may result in no Special License being issued, pursuant to administrative rule R 436.575.

Part 3 - Special License Fees - Complete the Special License fee calculation on Page 4

For Organizations established less than one year or are municipalities - a \$50.00 Special License base fee for each separate, consecutive day of the event is required. If the event is held on a Sunday and spirits will be served after 12:00 Noon, an additional \$7.50 Sunday Sales Permit (P.M.) fee is required. In addition, if any alcoholic beverages, including beer, wine, and spirits, will be served between 7:00AM and 12:00 Noon, an additional \$160.00 Sunday Sales Permit (A.M.) fee is required. Sunday Sales Permit (A.M.) and/or Sunday Sales Permit (P.M.) fees will be required for each date that is a Sunday. **If you request a Special License for on-premises consumption AND for a Wine Auction both on the same date at the same location, you are requesting two (2) separate licenses and you must pay a license fee for both licenses.**

For Organizations established one year or more - a \$25.00 Special License base fee for each separate, consecutive day of the event is required. If the event is held on a Sunday and spirits will be served after 12:00 Noon, an additional \$3.75 Sunday Sales Permit (P.M.) fee is required. In addition, if any alcoholic beverages, including beer, wine, and spirits, will be served between 7:00AM and 12:00 Noon, an additional \$160.00 Sunday Sales Permit (A.M.) fee is required. Sunday Sales Permit (A.M.) and/or Sunday Sales Permit (P.M.) fees will be required for each date that is a Sunday. **If you request a Special License for on-premises consumption AND for a Wine Auction both on the same date at the same location, you are requesting two (2) separate licenses and you must pay a license fee for both licenses.**

The fees must be paid by check, bank or postal money order, or by credit card, using the attached Credit Card Authorization Form (LCC-300). Checks and money orders should be made payable to **State of Michigan**.

Part 3 Continued - Special License Fees Calculation

Special License Base Fee: <i>(per Special License requested)</i>	\$50.00	If you request a Special License for on-premises consumption AND for a Wine Auction both on the same date at the same location, you are requesting two (2) separate licenses and you must pay a license fee for both licenses. Make checks payable to: State of Michigan	Leave Blank - MLCC Use Only
x Number of Special Licenses:	1		
= Special License Fees: <i>MLCC Fee Code: 4008</i>	\$50.00		
+ Sunday Sales Permit (P.M.) Fees: <i>MLCC Fee Code: 4032</i>			
+ Sunday Sales Permit (A.M.) Fee: <i>MLCC Fee Code: 4033</i>			
= TOTAL FEES DUE:	\$50.00		

Part 4 - Signatures of Applicant Organization's Officers, Witnesses, and Notary

Pursuant to administrative rule R 436.575, the president and secretary of the organization making application shall sign the application and the signatures shall be notarized. Political candidates only need to sign the president section and have it notarized.

By signing below the applicant organization's officers attest that:

We certify that all profits from the sale of beer, wine and/or spirits or from a wine auction will go to the applicant organization and not to any individual. We further certify that any license issued by the Michigan Liquor Control Commission is a contract subject to suspension or revocation by the Commission, that there shall be no liability on the part of the State of Michigan, the Commission, or any of its officers or employees by reason of such suspension or revocation, and that the granting of the license does not create a vested right.

Under administrative rule R 436.1003, the licensee shall comply with all state and local building, plumbing, zoning, sanitation, and health laws, rules, and ordinances as determined by the state and local law enforcements officials who have jurisdiction over the licensee. Approval of this application by the Michigan Liquor Control Commission does not waive any of these requirements. The licensee must obtain all other required state and local licenses, permits, and approvals for this business before using this license for the sale of alcoholic liquor on the licensed premises.

We certify that the information contained in this form is true and accurate to the best of our knowledge and belief. We agree to comply with all requirements of the Michigan Liquor Control Code and Administrative Rules. We also understand that providing **false** or **fraudulent** information is a violation of the Liquor Control Code pursuant to MCL 436.2003.

A completed Special License application must be submitted as early as possible before your event(s) to avoid any delays in processing. It is strongly recommended that you submit the application as soon as you know the date of your event(s). Failure to submit a completed application at least ten (10) business days prior to the event(s) may result in no Special License being issued, pursuant to administrative rule R 436.575.

Tim Kelly / 616.690.5277

Print Name and <u>Phone Number</u> of President	Signature of President	Date
Print Name of Notary	Signature of Notary	Date
Notary Public, State of Michigan, County of	Acting in the County of	
My commission expires		

Print Name and <u>Phone Number</u> of Secretary	Signature of Secretary	Date
Print Name of Notary	Signature of Notary	Date
Notary Public, State of Michigan, County of	Acting in the County of	
My commission expires		

Part 5 - Local Law Enforcement Approval*

The local law enforcement agency with primary jurisdiction over the event location must complete this section.

Name of law enforcement agency: Grand Rapids Police Department	
Name & title of reviewing officer:	
Phone number of officer:	Email of officer:
If event will be held on a Sunday, is the sale of alcohol from 7:00am to 12:00 Noon on Sunday allowed in this local governmental unit? ☐ Yes ☐ No	
If the event will be held on a Sunday, is the sale of alcohol after 12:00 Noon on Sunday allowed in this local governmental unit? ☐ Yes ☐ No	
I certify that I have reviewed the application of the applicant organization for a Special License and approve the issuance of a Special License by the Michigan Liquor Control Commission at the proposed event location.	
Signature of Reviewing Officer Date	

Part 6 - Church/School Consent (If Applicable)*

If the event location is located within 500 feet of a church or school, the applicant organization must obtain the consent of the church or school. A church or school within 500 feet of the event location may object based on such the sale of alcohol at the location adversely affecting the church or school's operations. If a proper objection is filed, the Commission shall hold a hearing to determine whether the granting of the application will adversely affect the operation of the church or school.

Name of church or school:	
Address of church or school:	
City:	Zip Code:
Phone number:	Email:
Name of clergy member or superintendent:	
I, the authorized representative of the above named church or school, state that the church or school has no objection to the issuance of a Special License to the applicant organization at its proposed event location.	
Signature of Clergy Member or Superintendent Date	

****Please note: the Commission has the sole and only right to approve or deny this request for a Special License.***

Part 7 - Existing On-Premises Licensee Escrow Request (If Applicable)

If the event location is currently licensed with an on-premises license, the licensee must request that its license be placed into escrow for the date(s) and time(s) of the Special Licenses issued for use at the event location requested on this application. If the existing license would prefer to temporarily drop space from its licensed premises, it must submit a letter to the Commission requesting to drop space temporarily from its licensed premises during the event date(s) and time(s), accompanied by a diagram showing the area where the license will temporarily drop space from its licensed premises to accommodate the applicant organization.

Name of licensee:	Business ID Number:
Type of license held at this location (e.g. Class C, Club, Tavern, etc.):	
Phone number:	Email:
Name of authorized signer for licensee:	
I, the authorized signer, for the above named on-premises licensee, request that the licensee's licenses at this location be placed into escrow during the date(s) and time(s) specified for the Special Licenses issued for use at this location.	
Signature of Authorized Signer for Licensee Date	