

AGENDA

DGRI BOARD OF ADVISORS



Members:

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

June 18, 2026 2:00p
29 Pearl Street NW (DGRI Offices)

- | | | |
|---|--------|--------------|
| 1. Call to Order (2:00) | | Harris |
| 2. Approval of January 15, 2026 Minutes (2:01)
(enclosed) | Motion | Harris |
| 3. 2025 Audit (2:05)
(enclosed) | Motion | Pike |
| 4. Fiscal Year 2027 Budget (2:10)
(enclosed) | Motion | Kelly |
| 5. Investment Policy Statement Amendment (2:15)
(enclosed) | Motion | Kelly |
| 6. Block by Block Contract Authorization (2:20)
(enclosed) | Motion | Kelly |
| 7. Art Prize Liquor License Request (2:25)
(enclosed) | Motion | Kelly |
| 8. Grand River Greenway Update (2:30)
(enclosed) | Motion | Guy / Zietse |
| 9. GR Forward 2.0 Update (2:45)
(enclosed) | Info | Kelly |
| 10. President & CEO Report (2:50) | Info | Kelly |
| 11. Board Member Discussion (3:00) | Info | Board |
| 12. Public Comment (3:05) | | |
| 13. Adjournment (3:10) | | |



DOWNTOWN
GRAND RAPIDS INC.

Board of Advisors Meeting
January 15, 2026

1. Call to Order: The meeting was called to order at 2:02 pm by Chair Brian Harris

Attendance:

Members Present: Shaun Biel, Charles Burke, Jorge Gonzalez, Brian Harris, Nikos Monoyios, Doug Small, Monica Steimle-App, Eddie Tadlock, Randy Thelen (arrived after agenda item #3), Al Vanderberg, Kara Wood, City Manager Mark Washington, Rick Winn

Members Absent: Stephanie Andrews, Rick Baker, Mayor David LaGrand,

Others Present: Tim Kelly (President & CEO), Jessica Wood (Legal Counsel), Kadi Smith and Allie Lewis (Interim Recording Secretary), Andy Guy (DGRI Staff)

2. Approve of Meeting Minutes

Member Wood requested a correction to the City Manager's name, noting it was incorrectly listed as 'Mike' instead of 'Mark.'

Motion: Member Washington, supported by Member Biel, moved to approve meeting minutes from December 11, 2025. The motion carried unanimously.

3. Grand River Greenway Investment Recommendations

Guy recommended updating the Grand River Greenway Grant Investment Priority Plan, noting that \$1.17M in grant funds remain unallocated. Updated project information shows two projects require additional funding: Knapp St. Bridge (+\$1,066,232) due to unexpected cost increases, and Johnson Park Trails (+\$40,000). These adjustments keep both projects on schedule and support the timely use of remaining funds before the December 2026 deadline, after which unused dollars must be returned.

Member Biel asked whether adopting all three recommendations would close the remaining \$1.7M allocation gap, and Guy confirmed that it would.

Member Vanderberg joked about the invasive mussels discovered at the Knapp St. Bridge and whether they were the same as those removed downtown. He also stressed the importance of avoiding the return of unspent funds and noted that the typical two-month approval timeline can impede timely execution.

UNAPPROVED MINUTES

Member Biel asked for clarification on Guy's request, using a hypothetical example: if Fulton–Wealthy Trail came in \$1 million under budget and Oxford Trail needed an additional \$1 million, Guy was requesting authority to shift funds between projects to cover gaps or reallocate excess. Guy confirmed the example accurately reflected his request.

Member Winn moved Recommendation #1 and asked whether the recommendations should be approved together or individually. Counsel Wood said either approach was acceptable. Chair Harris noted a wording error—paragraph 3 had referenced balances and allocations in reverse—and clarified that all three recommendations would be considered under a single motion with the corrected language. Member Winn supported the motion contingent on the correction.

Chair Harris added that the administrative line item is currently about 1.75%, below the 5% allowable limit. He noted that the Board may consider increasing administrative costs later, depending on project flow, to avoid returning unused funds while staying within federal guidelines. Guy explained that admin costs can be increased up to 5%, and this flexibility was intentionally preserved so construction funding could be prioritized, with adjustments made only if needed.

Chair Harris then asked whether the allocated funds are earning interest. Kelly confirmed that they are and that the interest is held in the NPF. Member Vanderberg stated there are no programmatic or regulatory restrictions on how earned interest may be used, which Kelly confirmed.

Member Washington clarified that, based on the approved motion, adjustments to the administrative allocation do not need to be returned to the Board for approval. Kelly confirmed that no approval is required since the motion passed and noted that DGRI will continue to provide transparency around any adjustments. Chair Harris noted that several wrap-up meetings will be held over the course of the year to revisit these matters as needed.

Member Winn asked for regular updates on each project's expenditures. Guy noted that the projects were last reviewed in December and that the prior summary could be resent. He reported that DGRI recently met with the Michigan DNR and will begin monthly check-ins with the agency to review invoices and financial activity. Based on this coordination, he confirmed that monthly reporting on project expenditures should be feasible. He emphasized the need to ensure City and County invoices align with the construction schedule and projected cash flow, noting that spending in early 2026 will require close monitoring.

Chair Harris stated that reporting should begin immediately. The next Grand River Network Board meeting will include the first draft of a reporting template showing invoicing, outstanding balances, and other financial information.

Member Winn observed that monthly reporting may not always provide enough time to gather information and make decisions. Chair Harris clarified that the Grand River Network Board will review financials monthly, while the Board of Advisors meets quarterly with any urgent issues shared via email between meetings. Kelly added that the DGRI Executive Committee's monthly meetings offer another touchpoint for monitoring project progress and financials. Member Wood supported the reporting schedule and stressed that adequate time must be allowed for invoicing and reimbursements, noting that delays in invoicing could affect timely fund use.

Member Monoyios asked how unallocated project funds—such as a potential \$1 million surplus—would be handled. Kelly noted that, as DGRI CEO, he now has authority to reallocate such funds promptly when needed.

Chair Harris asked Guy to outline the reallocation process. Guy explained that reallocations will occur continually on a project-by-project basis. Staff is working with the City and County to build a comprehensive tracking spreadsheet detailing funding sources and restrictions for each project, which will help identify where funds can be shifted. He emphasized the process will remain flexible as conditions evolve.

Chair Harris recommended sharing the initial expenditure-tracking template with the Board before the next meeting and encouraged members to suggest additional categories—such as pending expenditures—to improve oversight.

Member Washington noted that spending may appear flat early in the year due to seasonal construction slowdowns, with more activity expected once construction ramps up. Chair Harris stressed that establishing the template early will help ensure the Board receives the right information. Guy added that invoicing delays may also cause fluctuations in reported expenditures. He reported that all but two projects are under contract and on construction schedules targeting completion from late summer through the fall; the remaining two are in the bid stage and expected to be under contract and underway by spring.

Member Burke asked about limits on contingency amounts. Guy said contingencies are typically around 5% of each project's construction budget. Some projects may use their full contingency, while others may finish under budget. Staff will reallocate available funds as appropriate while maintaining required reporting and compliance.

Motion: Member Winn, supported by Member Vanderberg, moved to approve:

Recommendation #1: Accept and support the revised Greenway Grant Investment Priority Plan allocating an additional \$40,000 and \$1,066,232 to the Knapp St. Bridge and Johnson Park projects, respectively.

Recommendation #2: Authorize the DGRI Chair to execute a Second Amendment to the Subrecipient Agreement between DGRI and Kent County that reflects the additional funding.

Recommendation #3: Authorize the DGRI President/CEO to allocate the remaining \$65,633, and reallocate any previously Board-approved funding, within the existing Grand River Greenway Grant Investment Priority Plan and in a manner consistent with the grant conditions.

4. Grand River Network Agreement

Kelly reminded the Board that in September 2022, the DGRI Board of Advisors approved a Memorandum of Agreement (MOA) with the Grand River Network (formerly Grand River Inc.), designating the Network as the lead organization for coordinating the Grand River Greenway grant investment strategy in Grand Rapids and Kent County.

He noted that the term of the original MOA has since expired, and staff is recommending extending the agreement through 2027. The extension would allow DGRI to continue providing staff support to the Network, advance additional strategic planning, and ensure completion of expenditures for the remaining Grand River Greenway grant funds allocated to DGRI. No other revisions to the MOA are proposed at this time.

Motion: Member Burke supported by Member Wood to approve an extension of the Memorandum of Agreement with the Grand River Network to June 30, 2027.

5. GR Forward 2.0

Kelly explained DGRI is updating the 2015 GR Forward Plan to reassess its principles, address current trends, and guide the next decade of downtown development. After an RFQ process, a committee selected Interface Studios to lead the update. Scope and fee discussions are underway, with work expected to begin in February 2026.

- Task 1: Project Kickoff & Management
- Task 2: Community & Stakeholder Engagement
- Task 3: Research & Existing Conditions
- Task 4: Plan Development & Recommendations

Kelly noted that the upcoming planning effort will include a business plan and organizational structure analysis for DGRI. The review is intended to reflect the organization's expanded scope and new initiatives and will help guide priorities.

Chair Harris noted that the Executive Committee has been regularly briefed on the development of the initiative and expressed support for the scope and structure outlined. Kelly stated that the process is expected to begin in February, with the project scope finalized in the coming weeks. A steering committee is being formed and currently includes eight participants, including Members Wood and Monoyios, along with representatives from the Downtown Development Authority (DDA) and Downtown Improvement District (DID). Additional stakeholders are being identified to complete the committee.

6. President & CEO Report

Kelly gave the following updates:

- Whitewater Project: two bids were received earlier this week—one below budget and one above. Construction is scheduled to begin no earlier than July 1.
- Leonard to Ann: bids for the northern section were received this week and came in under budget. Construction is set to begin in the spring.
- Amphitheater: is on track to open in approximately 81 working days (120 calendar days). A community event is planned for May 15th or 16th.
- World of Winter: Silent Disco will take place this weekend at Calder Plaza. Additional events and details are available on the WoW website.
- Seasonal Wonders Projection at Lyon Square: New permanent infrastructure has been installed. The projection show runs daily, with extended hours on Saturdays and Sundays.

7. Board Member Discussion

None

8. Public Comment

None

9. Adjournment

The meeting adjourned at 2:36 pm.

Minutes taken by:

Kadi Smith

Interim Recording Secretary

Audited Financial Statements

Downtown Grand Rapids, Inc.

*Years Ended June 30, 2025 and 2024
with Report of Independent Auditors*

Downtown Grand Rapids, Inc.

Audited Financial Statements

Years Ended June 30, 2025 and 2024

Contents

Report of Independent Auditors.....	1
Statements of Financial Position – Cash Basis.....	4
Statements of Activities – Cash Basis	5
Statements of Functional Expenses – Cash Basis.....	7
Notes to Financial Statements.....	9

Report of Independent Auditors

Board of Directors
Downtown Grand Rapids, Inc.
Grand Rapids, Michigan

Report on the Audit of the Financial Statements

Opinion

We have audited the accompanying financial statements of Downtown Grand Rapids, Inc. (a not-for-profit organization), which comprise the statements of financial position – cash basis as of June 30, 2025 and 2024, and the related statements of activities – cash basis, and functional expenses – cash basis for the years then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Downtown Grand Rapids, Inc. as of June 30, 2025 and 2024, and the changes in its net assets for the years then ended in accordance with the cash basis of accounting, as described in Note 1.

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS) and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Our responsibilities under those standards are further described in the Auditor’s Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of Downtown Grand Rapids, Inc. and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 of the financial statements, which describes the basis of accounting. The financial statements are prepared on the cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America. Our opinion is not modified with respect to this matter.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the cash basis of accounting described in Note 1, and for determining that the cash basis is an acceptable basis for the preparation of the financial statements in the circumstances. Management is also responsible for the design, implementation, and maintenance

of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS and *Government Auditing Standards* will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with GAAS and *Government Auditing Standards*, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Downtown Grand Rapids, Inc.'s internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about Downtown Grand Rapids, Inc.'s ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

Other Reporting Required by *Government Auditing Standards*

In accordance with *Government Auditing Standards*, we have also issued our report dated June --, 2026 on our consideration of Downtown Grand Rapids Inc.'s internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts and grant agreements, and other matters. The purpose of that report is solely to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the effectiveness of Downtown Grand Rapids Inc.'s

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internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering Downtown Grand Rapids Inc.'s internal control over financial reporting and compliance.

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Grand Rapids, Michigan

June --, 2026

Downtown Grand Rapids, Inc.

Statements of Financial Position – Cash Basis

	June 30	
	2025	2024
Assets		
Current assets:		
Cash and cash equivalents	\$ 3,166,322	\$ 4,700,551
Short-term investments	6,308,596	6,967,216
Total current assets	<u>9,474,918</u>	<u>11,667,767</u>
Total assets	<u>\$ 9,474,918</u>	<u>\$ 11,667,767</u>
Net assets (deficit)		
Without donor restrictions	\$ 276,552	\$ (320,420)
With donor restrictions	9,198,366	11,988,187
Total net assets	<u>\$ 9,474,918</u>	<u>\$ 11,667,767</u>

Downtown Grand Rapids, Inc.

Statement of Activities – Cash Basis

Year Ended June 30, 2025

	Without Donor Restrictions	With Donor Restrictions	Total
Public support and other revenue			
Contributions and grants	\$ 1,522,348	\$ 1,056,850	\$ 2,579,198
Artist and venue registration income	175	95,966	96,141
Investment return, net	363,802	-	363,802
Rent income	64,737	-	64,737
Debt income	2,000,000	-	2,000,000
Miscellaneous income	110,257	-	110,257
Net assets released from restrictions	3,942,637	(3,942,637)	-
Total public support and other revenue	<u>8,003,956</u>	<u>(2,789,821)</u>	<u>5,214,135</u>
Expenses			
Program services	6,551,572	-	6,551,572
Supporting services:			
Management and general	672,750	-	672,750
Fundraising	182,662	-	182,662
Total supporting services	<u>855,412</u>	<u>-</u>	<u>855,412</u>
Total expenses	<u>7,406,984</u>	<u>-</u>	<u>7,406,984</u>
Change in net assets (deficit)	596,972	(2,789,821)	(2,192,849)
Net assets (deficit) – beginning of year	(320,420)	11,988,187	11,667,767
Net assets – end of year	<u>\$ 276,552</u>	<u>\$ 9,198,366</u>	<u>\$ 9,474,918</u>

Downtown Grand Rapids, Inc.

Statement of Activities – Cash Basis

Year Ended June 30, 2024

	Without Donor Restrictions	With Donor Restrictions	Total
Public support and other revenue			
Contributions and grants	\$ 1,344,576	\$ 11,535,575	\$ 12,880,151
Artist and venue registration income	-	103,225	103,225
Investment return, net	118,921	-	118,921
Miscellaneous income	53,681	-	53,681
Net assets released from restrictions	626,506	(626,506)	-
Total public support and other revenue	<u>2,143,684</u>	<u>11,012,294</u>	<u>13,155,978</u>
Expenses			
Program services	1,855,303	-	1,855,303
Supporting services:			
Management and general	370,651	-	370,651
Fundraising	211,728	-	211,728
Total supporting services	<u>582,379</u>	<u>-</u>	<u>582,379</u>
Total expenses	<u>2,437,682</u>	<u>-</u>	<u>2,437,682</u>
Change in net assets (deficit)	(293,998)	11,012,294	10,718,296
Net assets (deficit) – beginning of year	(26,422)	975,893	949,471
Net assets (deficit) – end of year	<u>\$ (320,420)</u>	<u>\$ 11,988,187</u>	<u>\$ 11,667,767</u>

Downtown Grand Rapids, Inc.

Statement of Functional Expenses – Cash Basis

Year Ended June 30, 2025

	Program Services				Total	Supporting Services	
	ArtPrize	Grand River Marketing	Greenway	Lyons Square		Management and General	Fundraising
Salaries, wages, and taxes	\$ 305,310	\$ -	\$ -	\$ -	\$ 305,310	\$ 385,308	\$ -
Benefits and insurance	36,767	-	-	-	36,767	29,231	-
Exhibition expenses	1,201,053	391,508	1,576,376	-	3,168,937	-	-
Contract services	90,372	-	-	-	90,372	26,339	-
Building expense	-	-	1,918,600	-	1,918,600	-	-
Marketing and public relations	277,314	111,339	-	-	388,653	-	-
Office expense	-	-	-	-	-	37,101	-
Rent	-	-	-	-	-	18,198	-
Technology	104,861	-	-	-	104,861	15,074	-
Travel, meals, and entertainment	-	-	-	-	-	7,717	-
Fundraising	-	-	-	-	-	-	-
Maintenance and repairs	-	-	-	6,881	6,881	-	-
Professional fees	-	-	421,414	-	421,414	135,572	-
Miscellaneous	102,527	7,250	-	-	109,777	18,210	-
Total	\$ 2,118,204	\$ 510,097	\$ 3,916,390	\$ 6,881	\$ 6,551,572	\$ 672,750	\$ -

See accompanying notes.

Downtown Grand Rapids, Inc.

Statement of Functional Expenses – Cash Basis

Year Ended June 30, 2024

	Program Services			Supporting Services		
	ArtPrize	Grand River Marketing	Lyons Square	Total	Management and General	Fundraisi
Salaries, wages, and taxes	\$ 111,580	\$ -	\$ -	\$ 111,580	\$ 165,382	\$ 48,6
Benefits and insurance	18,323	-	-	18,323	15,679	6,2
Exhibition expenses	970,147	-	-	970,147	-	
Contract services	206,497	-	-	206,497	77,500	50,3
Marketing and public relations	88,270	30,000	-	118,270	-	93,9
Office expense	-	-	-	-	45,764	
Rent	-	-	-	-	1,860	
Technology	379,835	-	-	379,835	12,337	
Travel, meals, and entertainment	-	-	-	-	10,637	
Fundraising	-	-	-	-	-	12,5
Maintenance and repairs	-	-	50,651	50,651	-	
Professional fees	-	-	-	-	27,528	
Miscellaneous	-	-	-	-	13,964	
Total	\$ 1,774,652	\$ 30,000	\$ 50,651	\$ 1,855,303	\$ 370,651	\$ 211,7

See accompanying notes.

Downtown Grand Rapids, Inc.

Notes to Financial Statements

June 30, 2025

1. Nature of Organization and Summary of Significant Accounting Policies

Nature of Organization

Downtown Grand Rapids, Inc. (DGRI) is the organization responsible for city building and place-management in the urban core of the City of Grand Rapids, Michigan. Established in 2013, DGRI (Organization) serves as the singular management entity for the combined operations of the Downtown Development Authority, the Downtown Improvement District and the Monroe North Tax Increment Finance Authority.

ArtPrize is a program of the Organization which produces citywide art experiences that encourage critical discourse, celebrate artists, transform urban space, and promote cultural understanding.

The Organization's other programming includes Grand River Marketing, Greenway, and Lyons Square.

The Organization has its corporate office in Grand Rapids, Michigan and is supported primarily through contributions and federal, state, and local government grants and contracts.

Method of Accounting

The financial statements of the Organization have been prepared using the cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America. Management has determined that the cash basis of accounting is the most appropriate method to use to prepare the financial statements due to the nature and timing of the Organization's receipts and disbursements. While it is a basis of accounting other than accounting principles generally accepted in the United States of America, it is still an acceptable method to use. Accordingly, revenue is recorded when cash is received rather than when the performance obligations are satisfied and expenses are recorded when paid rather than when the obligation is incurred. Consequently, the Organization did not recognize accounts receivable from customers or accounts payable to vendors and the related effects on net assets in the financial statements. Purchases of property and equipment are expensed when paid and in-kind donated property is not recorded. Debt has been recorded as revenue and will be expensed when paid.

Downtown Grand Rapids, Inc.

Notes to Financial Statements

June 30, 2025

1. Nature of Organization and Summary of Significant Accounting Policies (continued)

Financial Statement Presentation and Net Asset Classification

Net assets and public support and other revenue are classified based on the existence or absence of donor-imposed restrictions. Accordingly, net assets of the Organization and changes therein are classified and reported as follows:

Net Assets Without Donor Restrictions – Net assets that are not subject to donor-imposed restrictions and may be expended for any purpose in performing the primary objectives of the Organization. These net assets may be used at the discretion of the Organization’s management and the Board of Directors.

Net Assets With Donor Restrictions – Net assets that are subject to stipulations imposed by donors and grantors. Some donor restrictions are temporary in nature; those restrictions will be met by actions of the Organization. Other donor restrictions may be perpetual in nature, whereby the donor has stipulated the funds be maintained in perpetuity.

Fair Value Measurements

Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. The Organization utilizes valuation techniques that maximize the use of observable inputs and minimize the use of unobservable inputs. Based on the observability of the inputs used in the valuation techniques, the Organization is required to provide information according to the fair value hierarchy. The fair value hierarchy ranks the quality and reliability of the information used to determine fair values.

Financial assets and liabilities carried at fair value will be classified and disclosed in one of the following three categories:

Level 1 – Quoted prices (unadjusted) for identical assets or liabilities in active markets that the entity has the ability to access as of the measurement date.

Level 2 – Significant other observable inputs other than Level 1 prices such as quoted prices for similar assets or liabilities; quoted prices in markets that are not active; or other inputs that are observable or can be corroborated by observable market data.

Level 3 – Significant unobservable inputs that reflect an entity’s own assumptions about the assumptions that market participants would use in pricing an asset or liability.

The Organization’s investments consist of U.S. treasury securities, certificates of deposit, exchange traded funds, and bonds and are considered Level 1 investments.

Downtown Grand Rapids, Inc.

Notes to Financial Statements

June 30, 2025

1. Nature of Organization and Summary of Significant Accounting Policies (continued)**Cash and Cash Equivalents**

The Organization considers all cash and highly liquid financial instruments with original maturities of three months or less, which are neither held for nor restricted by donors for long-term purposes, to be cash and cash equivalents.

Concentration of Credit Risk

The Organization maintains cash and cash equivalent balances in checking and savings accounts at several financial institutions. The checking and savings accounts are insured by the Federal Deposit Insurance Corporation up to \$250,000 per financial institution. From time to time during the year, the Organization may have cash and cash equivalents in an account in excess of the federally insured limit. As of June 30, 2025, there were cash and cash equivalents in excess of the federally insured limit of approximately \$2,570,000 and as of June 30, 2024, there were cash and cash equivalents in excess of the federally insured limit of approximately \$3,200,000.

Investments/Valuation and Income Recognition

Investments are stated at fair market value. Increases or decreases resulting from changes in market value of investments are included annually in the statements of activities – cash basis whether or not realized by the sale of investments. Investments are recorded on the trade date of the transaction. The account at this institution is protected by the Securities Investor Protection Corporation (SIPC). The SIPC provides up to \$500,000 of protection per investor. Investments, at times, may exceed the SIPC insured limits.

Contributions and Grants

Contributions and grants received are recorded as net assets without donor restrictions or net assets with donor restrictions, depending on the existence and/or nature of any donor-imposed restrictions. Contributions and grants that are restricted by the donor are reported as net assets without donor restrictions if the restriction expires in the reporting period in which the contribution or grant are recognized. All other donor-restricted contributions and grants are reported as an increase in net assets with donor restrictions, depending on the nature of the restriction. When a restriction expires (that is, when a stipulated purpose restriction is accomplished), net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statements of activities – cash basis as net assets released from restrictions.

Downtown Grand Rapids, Inc.

Notes to Financial Statements

June 30, 2025

1. Nature of Organization and Summary of Significant Accounting Policies (continued)**Functional Allocation of Expenses**

The costs of program and supporting services activities have been summarized on a functional basis in the statements of activities – cash basis. The statements of functional expenses – cash basis present the natural classification detail of expenses by function. Accordingly, certain costs have been allocated among program services and supporting services benefited. Such allocations are determined by management on an equitable basis. The expenses that are allocated include the following:

<u>Expense</u>	<u>Method of Allocation</u>
Salaries, wages, and taxes	Time and effort
Benefits and insurance	Time and effort
Contract services	Time and effort

Income Taxes

The Organization is exempt from federal income taxes under Section 501(c)(3) of the Internal Revenue Code. Accordingly, no provision for income taxes is included in the accompanying financial statements. The Organization was created by a governmental unit and the governmental unit exercises control over some of the organization's expenditures, which exempts the Organization from federal, state, and local tax filing requirements.

Use of Estimates

The preparation of financial statements in conformity with the cash basis of accounting requires management to make estimates and assumptions that affect amounts reported in the financial statements and disclosures. Actual results could differ from those estimates.

Subsequent Events

Management has evaluated subsequent events for potential recognition or disclosure in the financial statements through **June --, 2026**, which is the date the financial statements were available to be issued.

Downtown Grand Rapids, Inc.

Notes to Financial Statements

June 30, 2025

2. Availability and Liquidity

Financial assets available for general expenditure, that is, without donor or other restrictions limiting their use, within one year of the cash basis statements of financial position date, consisted of the following as of June 30:

	2025	2024
Financial assets as of year end:		
Cash and cash equivalents	\$ 3,166,322	\$ 4,700,551
Short-term investments	6,308,596	6,967,216
Total	<u>9,474,918</u>	<u>11,667,767</u>
Restrictions limiting availability:		
Donor restricted funds	<u>(9,198,366)</u>	<u>(11,988,187)</u>
Financial asset surplus available (deficit not available) to meet general expenditures within one year	<u>\$ 276,552</u>	<u>\$ (320,420)</u>

As part of the Organization's liquidity management plan, the Organization may invest cash in excess of funds needed for daily operations in short-term investments. The objectives of the Organization's investment policy, which allows the Board of Directors to utilize services of investment managers whose performance is monitored by the Board of Directors, is to preserve principal, maintain liquidity, and earn the highest possible current rate consistent with safety and liquidity.

3. Short-Term Investments

The following summarizes the cost basis and market value (carrying value) of investments as of June 30, 2025:

	Cost	Market
U.S. treasury securities	\$ 5,356,118	\$ 5,396,358
Certificates of deposit	594,584	595,043
Exchange traded funds	267,895	280,946
Bonds	35,436	36,249
	<u>\$ 6,254,033</u>	<u>\$ 6,308,596</u>

The following summarizes the cost basis and market value (carrying value) of investments as of June 30, 2024:

	Cost	Market
U.S. treasury securities	\$ 6,815,043	\$ 6,857,382
Certificates of deposit	109,958	109,834
	<u>\$ 6,925,001</u>	<u>\$ 6,967,216</u>

Downtown Grand Rapids, Inc.

Notes to Financial Statements

June 30, 2025

4. Net Assets With Donor Restrictions

Net assets with donor restrictions were as follows as of June 30:

	2025	2024
Greenway project	\$ 5,935,753	\$ 7,975,556
Special events	1,325,203	2,000,000
Grand River Corridor project	30,038	20,038
Lyons Square project	1,124,556	874,556
Maintenance	50,000	-
ArtPrize 2024	-	1,118,037
ArtPrize 2025	732,816	-
	\$ 9,198,366	\$ 11,988,187

5. In-Kind Contributions

During the years ended June 30, 2025 and 2024, DGRI received significant in-kind support from individuals and organizations in the form of donated goods and services. These contributions were not recognized as revenue or expense in the accompanying cash basis financial statements. However, the Organization relies on these contributions to carry out its mission and programs. The following is a summary of the nature and extent of these in-kind donations:

- **Donated goods:** The Organization received donations of marketing services, office space and building leases, office supplies, food and other items for program activities. These goods were utilized in the Organization's program services, administrative activities, and fundraising events.
- **Donated services:** Volunteers and professionals contributed significant time and expertise, including services equivalent to salaries and wages (such as program staff, administrative support, and event coordination) and contracted services (such as legal, accounting, and consulting services). These services supported both program and supporting activities.

6. Debt Income, Related Contributions, and Building Cost

During the year ended June 30, 2025, DGRI received a total of \$2,000,000 from two Foundations to finance the purchase of a building in January 2025. Although these funds were structured as debt, under the cash basis of accounting they are recorded as debt income in the year received rather than as debt liability in the year under audit. These agreements require DGRI to pay not less than 40% of the net proceeds of conveyance of rights in the trail easement property and then the final installment of all remaining principal and interest, including the entire balance then remaining on the notes shall be paid not later than January 30, 2028. The notes provide a 1-year extension of the maturity date with 60 days' advance notice and a payment of \$50,000 which shall be applied against the principal and interest then outstanding.

Downtown Grand Rapids, Inc.

Notes to Financial Statements

June 30, 2025

7. Risks and Uncertainties

DGRI invests in various investment securities. These investments are exposed to various risks, such as interest rate, market, and credit risks. Due to the level of risk associated with certain investments, it is reasonably possible that changes in the value of investment securities will occur in the near-term and long-term and that such changes could materially affect the amounts reported in the statements of financial position – cash basis.

The Organization is subject to various risks and uncertainties related to operations and financial performance. The Organization utilizes a number of suppliers and vendors to fulfill business needs and this exposes them to risks and uncertainties, including supply chain risks. These supply chain risks include availability of sources of supply for materials, labor, and services, in addition to increases in prices. Due to the level of risk associated with the supply chain and other potential risks and uncertainties, it is at least reasonably possible these risks could have an impact in the near term and could materially affect the operations of the Organization and the amounts reported in the financial statements.

During the year ended June 30, 2025, approximately 38% of the Organizations revenue was from two foundations and during the year ended June 30, 2024, approximately 67% of the Organizations revenue was from one grant. The grant is scheduled to expire on December 31, 2026. This funding was awarded specifically for the Greenway project and the loss of this funding will have a material effect on the future funding for this project.

8. Subsequent Event

Subsequent to year end, the Organization spent funds that satisfied donor-imposed purpose restrictions as of June 30, 2025. The Organization also entered into various agreements to assist specifically with the Greenway project. The following approximate expenses were paid subsequent to June 30, 2025 to satisfy the amounts included in donor-imposed purpose restrictions as of June 30, 2025:

Greenway project	\$ 5,900,000
Special events	1,300,000
Lyons Square project	830,000
	<u>\$ 8,030,000</u>

Subsequent to year end, the Organization received and spent \$6,350,000 of funds in addition to the \$5,900,000 of donor restricted funds above on the Greenway project. The Organization spent \$300,000 of funds without donor restriction in addition to the \$1,300,000 of donor restricted funds above on the special events.

Downtown Grand Rapids, Inc.

Notes to Financial Statements

June 30, 2025

8. Subsequent Event (continued)

Subsequent to year end, the Organization received a lump sum payment on a grant agreement of approximately \$610,000 which was the net present value of the total grant amount left.

In December 2025, the Organization sold a portion of the land for the building purchased in January 2025. The sale was for \$408,590 and the Organization had to pay back 40% of net proceeds to the Foundations due on the promissory note agreements.



MEMORANDUM

DATE: June 18, 2026

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP
DGRI President & CEO

SUBJECT: Item #3 – DGRI FY27 Budget

Attached is the proposed one-year budget and five-year priority plan for Downtown Grand Rapids Inc. The fiscal year 2027 budget will cover the period of July 1, 2026 – June 30, 2027, and is structured to identify the projects and programs being undertaken to implement the goals established in GR Forward.

Revenues from FY2027 budget are derived from State grants, interest on investments, and sponsorships for events. Expenditures are for projects and programs supporting development of the Grand River Greenway and investments in public space activations and events. When examined by GR Forward goal the breakdown for FY27 is as follows:

- Goal 1 (Restore the River as the Draw): \$31,944,939
- Goal 5 (Reinvest in Public Space, Culture and Inclusive Programming): \$60,000

Approval is requested of the FY2027 budget which has been reviewed and developed with the Executive Committee. While no action is requested on the Priority Plan, it is presented for discussion purposes and to show a forecast of revenues and expenditures in the coming years. Similarly, the Art Prize budget, which was approved and recommended by the Art Prize Steering Committee, is presented for informational purposes.

In keeping with the adopted purchasing and procurement policy, unless previously approved all expenditures greater than \$25,000 will be brought before the Board for approval. Finally, given the ongoing discussions related to the development of the Grand River Greenway and the establishment of the Grand River Network, it is understood that amendments may be required to this budget in the months ahead which would also be presented to the Board for consideration.

RECOMMENDATION: Approve and adopt the FY2027 DGRI Budget.

REVENUES	DGRI	Art Prize	DDA NTI	DDA LTI	MNTIFA	DID	TOTAL
Property Tax Increment - General	\$ -	\$ -	\$ -	\$ 10,789,030	\$ 879,681	\$ -	\$ 11,668,711
Property Tax Increment - Gainsharing Rebates	-	-	-	(1,616,104)	-	-	(1,616,104)
Property Tax Increment - Prior Year Appeals	-	-	-	(15,000)	(5,000)	-	(20,000)
Assessments - District Wide	-	-	-	-	-	1,483,981	1,483,981
Assessments - Center City Snowmelt	-	-	-	-	-	170,000	170,000
Estimated Uncollectible Assessments	-	-	-	-	-	(191,265)	(191,265)
Corporate Sponsorship	-	765,000	-	-	-	-	765,000
Foundation and Philanthropic Contributions	-	350,000	-	-	-	-	350,000
Individual Contributions	-	150,000	-	-	-	-	150,000
Fees / Reimbursements - Miscellaneous	25,000	100,000	71,500	5,000	151,627	-	353,127
Interest - General	136,843	-	72,329	232,228	121,297	37,307	600,004
Grant Proceeds - Federal, State and Local	\$ 31,859,939	1,015,000	-	600,000	-	-	\$ 33,474,939
Property Rental - Buildings and Facilities	100,000	-	780,000	-	-	-	880,000
Parking Revenue - DASH Parking Lots	-	-	900,000	-	-	-	900,000
Other	-	66,000	17,000	-	-	-	83,000
From / (To) Fund Balance	-	-	209,171	-	1,003,223	-	1,212,394
TOTAL RESOURCES	\$ 32,121,782	\$ 2,446,000	\$ 2,050,000	\$ 9,995,154	\$ 2,150,828	\$ 1,500,023	\$ 50,263,787
EXPENDITURES							
GR Forward Projects							
Goal #1: Restore the River as the Draw and Create a Connected and Equitable River Corridor	\$ 31,944,939	\$ -	\$ 500,000	\$ 800,000	\$ 150,000	\$ -	\$ 33,394,939
Goal #2: Create a True Downtown Neighborhood Which is Home to a Diverse Population	-	-	75,000	998,324	100,000	-	1,173,324
Goal #3: Implement a 21st Century Mobility Strategy	-	-	-	525,000	150,000	-	675,000
Goal #4: Expand Job Opportunities and Ensure Continued Vitality of the Local Economy	-	-	65,000	400,000	-	-	465,000
Goal #5: Reinvest in Public Space, Culture, and Inclusive Programming	60,000	1,161,800	1,410,000	1,983,250	1,550,000	1,335,811	7,500,861
Total GR Forward Expenditures	32,004,939	1,161,800	2,050,000	4,706,574	1,950,000	1,335,811	\$ 43,209,124
Administration	-	977,035	-	2,500,000	200,828	164,212	\$ 3,842,075
Debt Service	-	-	-	2,107,570	-	-	\$ 2,107,570
TOTAL APPROPRIATIONS	\$ 32,004,939	\$ 2,138,835	\$ 2,050,000	\$ 9,314,144	\$ 2,150,828	\$ 1,500,023	\$ 49,158,769

DOWNTOWN GRAND RAPIDS INC

Proposed FY2027 Revenue and Appropriation Request and FY2028 - 2031 Forecasts

Table 1 - Projected Revenue	FY2026			FY2027 Request	FY2028 Forecast	FY2029 Forecast	FY2030 Forecast	FY2031 Forecast	FY2027-31 TOTAL	NOTES
	Budget	Actual as of 6/1/2026	Estimate							
Michigan DNR Grant - Grand River Greenway	\$ 31,044,470	\$ 17,549,182	\$ 20,000,000	\$ 31,739,939	\$ -	\$ -	\$ -	\$ -	\$ 51,739,939	\$55M State Grant for Grand River Greenway
1615 Monroe Rent and Disposition Revenue	\$ 300,000	\$ 514,123	\$ 520,000	\$ 100,000	\$ 1,710,000	\$ -	\$ -	\$ -	\$ 2,330,000	Est. revenue from rent and disposition transactions. Used to payoff lenders (Due 1/28)
Great Lakes Fishery Commission	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 720,000	GLFC Annual Grant for marketing
Downtown Maintenance Grant	\$ 50,000	\$ 608,283	\$ 608,283	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 608,283	\$1M private grant to support beautification and maintenance efforts at Lyon Square
Interest on Investments	\$ 136,843	\$ 187,000	\$ 195,000	\$ 136,843	\$ 15,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 376,843	Interest generated from investment account with NPF
Event Sponsorships & Fees	\$ 10,000	\$ 20,000	\$ 20,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 30,000	\$ 150,000	Revenue from event sponsorship and special event liquor license sales
TOTAL PROJECTED REVENUE	\$ 31,661,313	\$ 18,998,588	\$ 21,463,283	\$ 32,121,782	\$ 1,870,000	\$ 155,000	\$ 155,000	\$ 160,000	\$ 55,925,065	

Table 2 - Committed and Planned Expenditures

Goal #1: Restore the River as the Draw and Create a Connected and Equitable River Corridor

Greenway Development	31,044,470	17,549,182	20,000,000	31,739,939	-	-	-	-	\$ 51,739,939	Grand River design, construction and administration costs
1615 Monroe Ave Carrying Costs	327,198	380,000	385,000	85,000	1,713,500	-	-	-	\$ 2,183,500	Costs associated with maintenance, management, insurance and note payoff
River Marketing Initiative	120,000	100,000	120,000	120,000	120,000	120,000	120,000	120,000	\$ 720,000	Ongoing marketing initiative w/ Carbon Stories funded by GLFC Grant
Grand River Network Governance		-	-	-	250,000	250,000	-	-	\$ 500,000	Funding support for GRN Administration paid from interest earnings
Lyon Square Contribution	375,000	-	750,000	-	-	-	-	-	\$ 750,000	Private sector contribution to complete construction
Sub-Total	\$ 31,866,668	\$ 18,029,182	\$ 21,255,000	\$ 31,944,939	\$ 2,083,500	\$ 370,000	\$ 120,000	\$ 120,000	\$ 55,893,439	

Goal #5: Reinvest in Public Space, Culture, and Inclusive Programming

Major Event Support	1,325,000	1,325,000	1,325,000	-	-	-	-	-	\$ 1,325,000	Major Event Support funded through MEDC Grant
Downtown Maintenance and Beautification	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	\$ 300,000	Supported through private grant
Public Space Activation	10,000	-	-	10,000	15,000	20,000	25,000	30,000	\$ 100,000	Public art, River activation, holiday décor, etc.
Sub-Total	\$ 1,385,000	\$ 1,375,000	\$ 1,375,000	\$ 60,000	\$ 65,000	\$ 70,000	\$ 75,000	\$ 80,000	\$ 1,725,000	

TOTAL PROJECTED EXPENDITURES	\$ 33,251,668	\$ 19,454,182	\$ 22,630,000	\$ 32,004,939	\$ 2,148,500	\$ 440,000	\$ 195,000	\$ 200,000	\$ 57,618,439	
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DOWNTOWN
GRAND RAPIDS INC.

MEMORANDUM

DATE: June 18, 2026
TO: DGRI Board of Advisors
FROM: Tim Kelly, AICP
DGRI President & CEO
SUBJECT: **Item #5 - Investment Policy Statement**

In November 2023, the DGRI Board adopted an Investment Policy Statement (IPS). The IPS was established to – among other things - strategically manage funds and establish goals and parameters in administering any future investments, including the \$55,000,000 grant from the State of Michigan. These policy guidelines assist in providing sufficient cash flow to meet financial obligations, support the mission of DGRI, and maximize the return on funds held for investment subject to prudent risk limitation.

After initial review, and to provide additional flexibility for the management of the interest generated from investments, in June 2024 the Board adopted a second IPS for a Corporation Account that had less conservative investment criteria than the original Cash Account and prioritized a return on investment and liquidity.

Following an annual review of the accounts with NPF Advisors and the Executive Committee, an additional amendment to the Corporation Account IPS is recommended. As summarized in the attached, the amendment would adjust the asset allocation to lock in yields at current rates and lower the equity market risk exposure.

As previously established, the policies define the roles of the Board of Directors, Executive Committee, and staff with respect to the administration, reporting, and investment of funds. Updates are provided monthly to the Executive Committee and will continue to be provided as needed to the Board of Advisors.

RECOMMENDATION:

Approve the amendment to the DGRI Corporation Account Investment Policy Statement.

Downtown Grand Rapids Inc.
Investment Policy Statement – Corporation Account

IPS Amendment Recommendation

June 12, 2026

NPF Investment Advisors recommends that Downtown Grand Rapids Inc. adjust its asset allocation target from 65% stocks and 35% bonds to 50% stocks and 50% bonds. This will reduce the amount of market risk exposure in the account and increase the cash yield of the account.

The specific reasons for this recommendation are:

1. To lock in yields at current rates to support higher rates of cash flow
2. Lower equity market risk exposure, which enhances the stability of the portfolio.

By retaining a balance between stocks and bonds, the account retains a meaningful position in stocks to offset the risk of future inflation.

This recommendation was discussed at the Executive Committee meeting on February 4, 2026 at DGRI, among the Executive Committee and Dave Hodge & Dan Michaud of NPF Investment Advisors.

- Dave Hodge, CFA, CFP, CDFA
- Dan Michaud, CFP



**DOWNTOWN
GRAND RAPIDS INC**

MEMORANDUM

DATE: June 18, 2026

TO: DGRI Board of Advisors

FROM: Melvin Eledge Jr., LPM
Director of Operations

SUBJECT: Item #06 – Block by Block Contract

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

In late 2024 DGRI staff issued an RFP for its Beautification, Maintenance and Placemaking services program. The RFP was sent directly to established, known firms that typically provide these kinds of services as well as publicly listed on the International Downtown Association (IDA) website. On March 3rd, DGRI staff received 3 qualified proposals.

DGRI staff and sub-committee members reviewed the proposal and provided feedback and recommendations to staff as to the quality and content of the responses received.

The total cost of the services is \$1,379,963 – which provides a \$0.50 raise for all ambassadors, a 4% increase for management staff, raises the starting wage to \$19/hour and includes the replacement of older non-functioning equipment. The contract has an option for an additional one-year extension and is expected to begin July 1, 2026. The cost of the services is split between the DDA, who contributes \$400,000, and the DID who contributes \$979,963. These expenditures were approved by their respective boards earlier this month.

RECOMMENDATION: Approve the Agreement with Block by Block for the continued provision of the Downtown Ambassador and Clean Team Programs.

**FIRST EXTENSION TO DOWNTOWN MAINTENANCE,
BEAUTIFICATION AND PLACEMAKING AMBASSADOR SERVICES
AGREEMENT**

THIS FIRST EXTENSION TO DOWNTOWN MAINTENANCE, BEAUTIFICATION AND PLACEMAKING AMBASSADOR SERVICES AGREEMENT (the "Agreement") is made and entered into as of July 1, 2026, by and between **DOWNTOWN GRAND RAPIDS, INC.**, a 501c3 organization and Michigan nonprofit corporation ("DGRI") and **MYDATT SERVICES, INC., D/B/A BLOCK BY BLOCK**, an Ohio corporation ("BBB"), (collectively, the "Parties").

RECITALS

WHEREAS, DGRI desires to have BBB continue to undertake to furnish uniformed Ambassadors and provide certain maintenance, beautification, and ambassador related services for certain areas in the City of Grand Rapids as set forth in the Downtown Maintenance, Beautification and Placemaking Ambassador Services Agreement entered by the Parties on June 30, 2025 (the "Agreement") the terms of which are incorporated herein; and

WHEREAS, Section 2 of the Agreement entitled Term of Agreement provided for an initial term ending June 30, 2026, with the option to renew for three consecutive terms of one year each following discussion by the Parties; and

WHEREAS, the Parties met as required and discussed the extension of the Term for a renewal term and now wish to extend the Agreement for one year through June 30, 2027.

AGREEMENT

NOW, THEREFORE, in consideration of the terms and conditions contained in this First Extension to Downtown Maintenance, Beautification and Placemaking Ambassador Services Agreement, and the benefits to be derived therefrom, receipt of which is severally acknowledged, the Parties agree as follows:

1. The Agreement is hereby extended until June 30, 2027, for a one year term, the first of three one year renewal options available per the terms of the Agreement.
2. In all other respects, the terms and conditions of the Agreement, including the Exhibits and Scope of Services attached thereto, are hereby ratified and confirmed.

IN WITNESS WHEREOF, DGRI and BBB have caused these presents to be signed by their respective duly authorized officers as of the date and year first written above.

DOWNTOWN GRAND RAPIDS, INC.

MYDATT SERVICES, INC.

d/b/a Block by Block

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

**BOARD OF ADVISORS
DOWNTOWN GRAND RAPIDS, INC.**

Resolution No. 2026 - ____

**RESOLUTION AUTHORIZING FIRST EXTENSION OF DOWNTOWN
MAINTENANCE, BEAUTIFICATION AND PLACEMAKING AMBASSADOR
SERVICES AGREEMENT**

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

RECITALS

WHEREAS, on July 1, 2025, Downtown Grand Rapids, Inc. (“DGRI”), a 501c3 organization and Michigan nonprofit corporation, entered into a Downtown Maintenance, Beautification and Placemaking Ambassador Services Agreement (the “Agreement”), with Mydatt Services, Inc., d/b/a Block By Block, an Ohio Corporation (“BBB”), (collectively, the “Parties”), for Services as detailed therein; and

WHEREAS, Section 2 of the Agreement entitled Term of Agreement provided for an initial term ending June 30, 2026, with the option to renew for three consecutive terms of one year each following discussion by the Parties; and

WHEREAS, the Parties met as required and discussed the extension of the Term for a renewal term and now wish to extend the Agreement for one year through June 30, 2027.

NOW THEREFORE BE IT RESOLVED:

1. That DGRI Board hereby authorizes its President and CEO to finalize the terms of, and execute, a one year renewal extension to the Downtown Maintenance, Beautification and Placemaking Ambassador Services Agreement through June 30, 2027, reflecting the first of the three annual renewal options permitted under the terms of the Agreement.
2. That in all other respects the Agreement is ratified and confirmed.

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: _____, 2026

Recording Secretary (Print Name)

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 December _____, 2026, 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: _____, 2026

Recording Secretary (Print Name)



DOWNTOWN
GRAND RAPIDS INC.

MEMORANDUM

DATE: June 18, 2026

TO: DGRI Board of Advisors

FROM: Tim Kelly
President & CEO

SUBJECT: Item #07 - 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.

For 2026, the Board previously approved a resolution for the Silent Disco and the Winters A Drag event which were held as part of World of Winter 2026. This means there are 10 additional event dates that could be approved for the non-profit liquor license.

Art Prize has requested to use four (4) of those remaining licenses which would allow them to enhance the user experience as part of the upcoming Art Prize 2026 program. Given there are no additional events planned to use the licenses, staff is recommending approval of the attached resolution.

If approved the attached resolution and application will be submitted to the MLCC for consideration. Concurrently, the Art Prize team will develop a management plan to ensure proper protocols are followed on event dates.

Recommendation: Approve the resolution authorizing the 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



DOWNTOWN
GRAND RAPIDS INC.

MEMORANDUM

DATE: June 15, 2026

TO: DGRI Board of Advisors

FROM: Catherine Zietse
Grand River Greenway Program Manager

SUBJECT: **Item #8 – Grand River Greenway Update and Authorization Request**

Staff will present an update on the overall status of projects and DNR grant spending for the Grand River Greenway. The latest spending (as of June 1, 2026) is attached for reference.

Additionally, staff will request Board authorization to spend an additional \$36,638 of Michigan Economic Development grant funds on one Greenway project, for a total MEDC grant award of \$1,000,000.

In 2025, DGRI amended a subgrant agreement with the Right Place to utilize funds from the Revitalization and Placemaking (RAP) grant program for East Riverfront Phase 1 (Fulton to Wealthy) segment of the Grand River Greenway. The original grant award was \$963,362.

DGRI has a MOU in place with the City of Grand Rapids (signed September 2025) to facilitate use of these grant funds for the project, detailing that the City holds the construction contract and stating that the City will meet all RAP requirements with DGRI reimbursing the City for a portion of the scope using RAP grant funds.

The Right Place now has additional funding leftover from another local RAP project that it is seeking to spend down and has offered to apply it to the East Riverfront project. All other elements of the grant agreement remain in place.

Recommendation: Authorize spending of additional \$36,638 of RAP grant funds for the East Riverfront project, for a total grant award of \$1,000,000.

Grand River Greenway Grant Spend Report, 06/01/2026

Lead	Project/Program	Under Contract	Active Construction	Total Allocated	Total Projected,	Total Spent, May	Total Spent to Date	Spent %	Last Invoice Received	Substantial Completion
					May 2026	2026				
City GR	GRPM river edge	Y	Y	\$ 4,000,000	\$ -	\$ -	\$ 3,756,928	94%	4/27/2026	3/30/2026
	East Riverfront (Fulton to Wealthy)	Y	Y	\$ 17,018,530	\$ 1,300,000	\$ 1,793,372	\$ 8,625,706	51%	4/29/2026	10/30/2026
	Oxford Trail rehab + extension	Y	Y	\$ 8,000,000	\$ -	\$ -	\$ 1,275,946	16%	4/27/2026	10/1/2026
	Leonard to Ann trail build	Y	Y	\$ 2,459,605	\$ 50,000	\$ 371,295	\$ 371,295	15%	5/11/2026	12/10/2026
Kent County	GR to Lowell - Northland	Y	Y	\$ 10,000,000	\$ 200,000	\$ 32,702	\$ 497,784	5%	5/1/2026	10/14/2026
	GR to Lowell - Cannonsburg	Y	Y	\$ 3,500,000	\$ 140,000	\$ 55,852	\$ 158,309	5%	5/1/2026	11/14/2026
	GR to Lowell - Pettis	N*	N*	\$ 2,500,000	\$ 100,000	\$ 15,714	\$ 327,432	13%	5/1/2026	TBD
	Knapp non-motorized bridge	Y	Y	\$ 4,566,232	\$ 150,000	\$ 13,282	\$ 416,563	9%	5/1/2026	8/20/2027**
	Johnson Park natural surface trails	Y	Y	\$ 540,000	\$ 50,000	\$ -	\$ 158,896	29%	1/29/2026	8/15/2026
DGRI	Indian Mounds Drive - planning	Y	n/a	\$ 250,000	\$ 24,100	\$ 31,009	\$ 188,797	76%	5/11/2026	7/30/2026
	Greenway O&M - planning	(completed)	n/a	\$ 337,552	(completed)	(completed)	\$ 337,552	100%	12/2/2025	12/31/2025
	DGRI Admin/Planning	n/a	n/a	\$ 1,828,081	\$ 5,000	\$ 6,597	\$ 944,169	52%	5/6/2026	12/31/2026
TOTAL				\$ 55,000,000	\$ 2,019,100	\$ 2,319,823	\$ 17,059,379	31%		

Greenway Projected Quarterly Spending

Shared with DNR 5/5/26

	Spent thru 12/31/25	2026-Q1	2026-Q2	2026-Q3	2026-Q4	TOTAL
Total	\$9,098,883	\$4,017,121	\$9,758,367	\$22,363,052	\$9,376,887	\$55,000,000
City	\$7,041,188	\$3,197,986	\$7,080,317	\$9,585,258	\$4,573,386	\$31,478,135
County	\$699,848	\$737,587	\$2,571,461	\$12,400,000	\$4,697,336	\$21,106,232

Greenway Total Balance Tracking

Report Date	Total Spent	% Spent
11/4/2025	\$ 6,293,203	11%
1/31/2026	\$ 10,663,743	19%
2/27/2026	\$ 10,768,820	20%
3/30/2026	\$ 12,619,975	23%
5/1/2026	\$ 14,863,567	27%
6/1/2026	\$ 17,059,379	31%

*The Pettis segment is in final stages of contract completion. Construction anticipated to begin mid-June.

**ARPA funds will be spent by 12/31/2026 expenditure deadline

GROWING THE

Grand River Greenway

IN GRAND RAPIDS / KENT COUNTY

Project Update

June 2026



DOWNTOWN
GRAND RAPIDS INC.

Greenway Grant Priority Plan

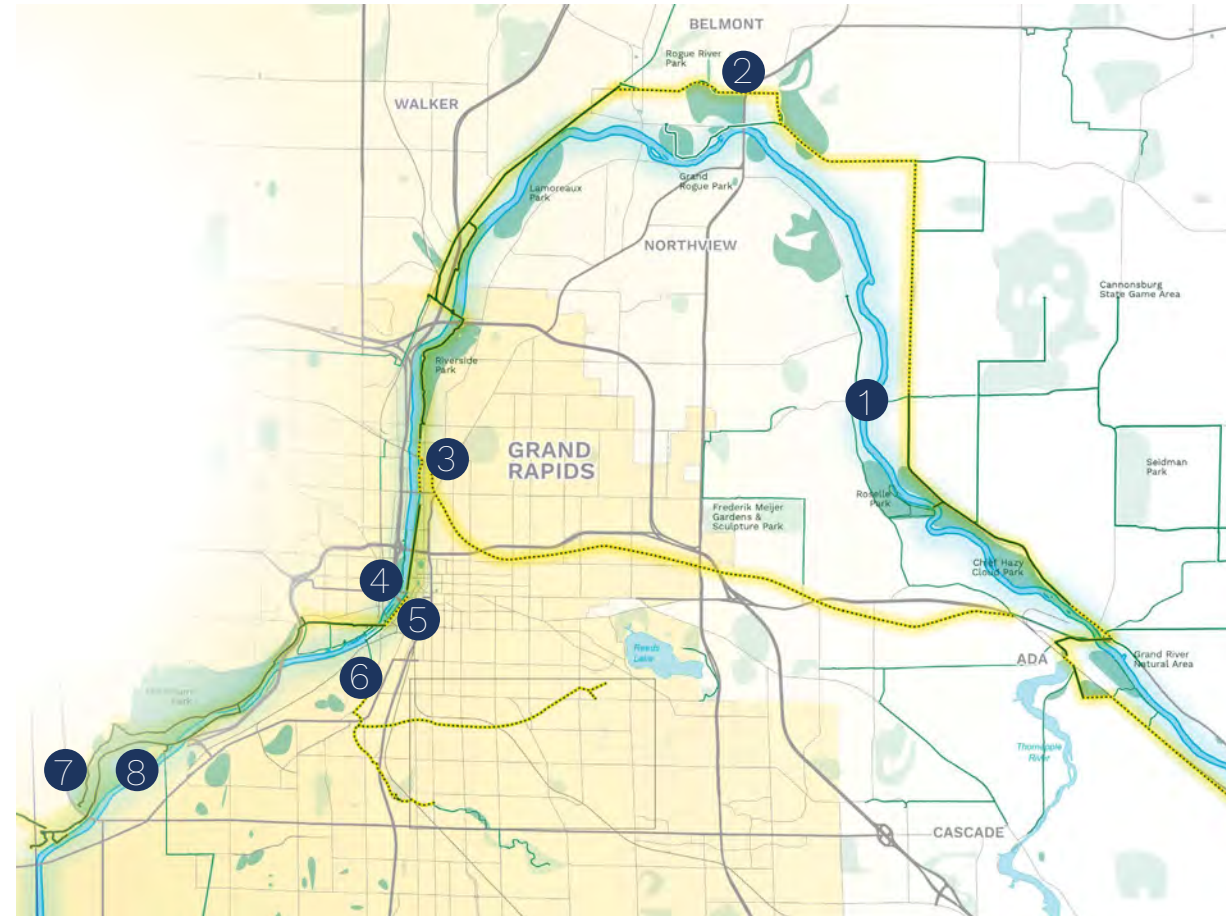


DOWNTOWN
GRAND RAPIDS INC.

1. Knapp St. Bridge over Grand River	\$4,566,232
2. White Pine to Ada Trail Build	
<ul style="list-style-type: none"> • Northland Drive Pedestrian Tunnel • Northland Drive Trail (tunnel exit to Cannonsburg Dr.) 	\$10,000,000
<ul style="list-style-type: none"> • Cannonsburg Trail (Northland Dr. to Pettis Ave.) 	\$3,500,000
<ul style="list-style-type: none"> • Pettis Trail (Cannonsburg Dr. to Knapp St.) 	\$2,500,000
3. Ann to Leonard Street Trail Build (upland)	\$2,459,605
4. GR Public Museum Trail & River Access	\$4,000,000
5. Fulton to Wealthy Trail & River Access	\$17,018,530
6. Oxford Trail Rehab & Extension	\$8,000,000
7. Johnson Park Natural Surface Trails Build	\$540,000
8. Indian Mounds Drive Rehab Planning	\$250,000
Greenway O&M Plan for Action	\$350,000
Admin	\$1,750,000
Subtotal	\$54,934,367

Balance to be allocated to existing project(s)

\$65,633



Greenway Grant Priority Plan - Status

1. Knapp St. Bridge over Grand River	\$4,566,232	Construction
2. White Pine to Ada Trail Build		
<ul style="list-style-type: none"> • Northland Drive Pedestrian Tunnel • Northland Drive Trail (tunnel to Cannonsburg Dr.) 	\$10,000,000	Construction
<ul style="list-style-type: none"> • Cannonsburg Trail (Northland Dr. to Pettis Ave.) 	\$3,500,000	Construction
<ul style="list-style-type: none"> • Pettis Trail (Cannonsburg Dr. to Knapp St.) 	\$2,500,000	Contract/Construction - June
3. Ann to Leonard Street Trail Build (upland)	\$2,459,605	Construction
4. GR Public Museum Trail & River Access	\$4,000,000	Construction
5. Fulton to Wealthy Trail & River Access	\$17,018,530	Construction
6. Oxford Trail Rehab & Extension	\$8,000,000	Construction
7. Johnson Park Natural Surface Trails Build	\$540,000	Construction
8. Indian Mounds Drive Rehab Planning	\$250,000	Plan underway
Greenway O&M Plan for Action	\$350,000	Complete
Admin	\$1,750,000	Ongoing
Subtotal	\$54,934,367	

Balance to be allocated to existing project(s) \$65,633



DOWNTOWN
GRAND RAPIDS INC.

MEMORANDUM

DATE: June 18, 2026

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP
DGRI President & CEO

SUBJECT: **Item #9 – GR Forward Process Update *Info Item***

Considering the significant progress made to implement the 2015 GR Forward Downtown Plan's recommendations over the last decade, DGRI is undertaking a plan update. The intent of this update is focused on revisiting the existing Plan's principles and strategies with a focus on understanding current trends/headwinds and supporting continued implementation and success in the next 10 years to continue to build a welcoming and prosperous urban core.

In December 2025 following a Request for Qualifications process, a selection committee recommended a team lead by Interface Studios to complete the update. Since that time the team has finalized a scope and schedule (attached), and work was initiated in February with an initial site visit and a first round of stakeholder interviews.

In the coming weeks more public facing components of the planning process will begin, including launching the project website, distributing a survey, printing of marketing materials, signage around Downtown (3-5 locations), and pop-up engagement activities. The Steering Committee will also be convened for an initial meeting on June 25, during which they will discuss plan priorities.

GR FORWARD PLAN UPDATE SCOPE OF WORK

TASK 1 – PROJECT KICKOFF & MANAGEMENT

1.1 Project Kick-Off

Interface Studio will facilitate a project kick-off meeting to establish the roles of all team members, clarify the project purpose and goals, define project milestones, and set a project schedule.

1.2 Project Coordination

Interface Studio will facilitate biweekly coordination calls with the internal team to check in on the schedule, milestones, and any upcoming deliverables or public events. Interface will create a file sharing system for the internal team members. For times when team members are in Grand Rapids, we expect to replace the check-in meetings with DGRI staff discussions.

1.3 Collection of Base Information

At the outset of the project, Interface Studio will prepare a collective data request for the necessary files and documents pertaining to the study area from DGRI. This initial review of base information will help the team identify gaps in necessary data and enable us to plan accordingly for data collection or follow up requests as needed. In addition, we will thoroughly review past planning efforts and identify the strategies, successes, and barriers toward implementation that will serve as a strong foundation for the development of this plan.

1.4 Kick-off Trip

- Early meeting with DGRI Staff & Stakeholders
- Study Area Tour
- Project goals and early engagement strategies
- GR Forward Debrief
 - Interface Studio will plan a session with DGRI to get an understanding about what has worked with the GR Forward Plan, what hasn't, understand why, and learn how a new/updated document will be most useful for their team going forward.
 - Interface Studio to meet with the Ambassadors to gain their insights on current Downtown challenges.

TASK 2 – COMMUNITY & STAKEHOLDER ENGAGEMENT

2.1 Community Engagement Plan

The GR Forward update requires a fundamentally different engagement approach than the original 2015 plan. Where the first plan asked people to believe in possibility through comprehensive engagement, this update builds on success through strategic, focused

engagement. The world has changed, a new generation has moved downtown, and expectations around transparency have evolved dramatically.

Working collaboratively with DGRI, our team will design a tailored engagement strategy that recognizes these shifts while honoring what made GR Forward successful. The engagement plan will:

Define and Target Multiple Audiences with Distinct Approaches:

- Original stakeholders need validation
- New downtown residents need context and a call-to-action
- Adjacent neighborhoods and CIA/ BIDs
- Strategic partners need choreographed investment alignment

Create Multiple On-Ramps for Participation: Not everyone engages the same way. Our strategy will provide diverse entry points—from intimate stakeholder conversations to pop-up events, from digital surveys to celebratory gatherings—meeting people where they actually are, not where we wish they were.

Build in Flexibility and Responsiveness: We'll establish clear milestones and evaluation points, allowing us to adjust tactics as we learn what resonates. The engagement calendar will align with project phases, seasonal opportunities (including winter programming), and DGRI's existing infrastructure and events.

2.2 Storytelling Framework & Narrative Development

This is where engagement transforms into inspiration. Before we can ask people what they want for downtown's future, we need to ensure they understand downtown's transformation story. Many new residents inherited what you built but don't know how it came to be. Many original stakeholders deserve to see their impact celebrated. Our goal is to communicate and educate around what's been done and that there's still work to do.

- Develop core narrative architecture: Then (2015) → Wow! (Today) → Let's Get Bolder (Future)
- Develop educational content explaining:
 - What has changed and why it matters
 - How GR Forward recommendations were implemented (80-90% completion story)
 - DGRI's tools, role, and achievements (Lyon Square, public spaces, etc.)
 - What's still needed and what's possible next

2.3 Marketing Materials and Branding

We will work collaboratively with DGRI and partners to ensure that the graphics and personality of the plan hit the right notes. The Interface Studio team will develop marketing materials that align with the branding for online and print. Materials may include a logo, postcards, posters,

flyers, t-shirts, and other materials for press releases and the website that will communicate clear and easily identifiable messages about the Plan.

Communications Materials Development:

- Visual transformation story (before/after content)
- "How Downtown Works" educational graphics
- Implementation success stories highlighting completed projects
- Digital and print collateral for multiple touchpoints

2.4 Steering Committee

We will work with DGRI to create and convene a Steering Committee of community stakeholders, including residents, property owners, business owners, neighborhood associations and more, to help guide the process. Together with the Steering Committee we will establish the processes and timelines for the plan, provide data and respond to questions, and ensure we have the leadership and agency representatives support of the plan's development and direction at every step. The committee is critical to help us gain insight into the community and best methods for reaching out to the community. We will engage this group to test ideas, ask for evaluation of our analysis and recommendations as experts in their respective interest groups. We expect 4-5 meetings with the Steering Committee.

Meeting Cadence / Key Topics:

- Meeting 1: Project introduction, engagement strategy review, early data findings
- Meeting 2: Market analysis review, opportunity identification, engagement progress check-in
- Meeting 3: Draft recommendations review, prioritization exercise, implementation discussion
- Meeting 4: Plan refinement, launch strategy, next steps and roles

Between meetings, we'll maintain communication through summary memos and solicit feedback on key materials, treating the committee as expert reviewers who can pressure-test ideas within their respective spheres.

2.5 Interviews

One-on-one and small group interviews provide crucial qualitative depth. We'll conduct interviews with individuals who:

- Represent diverse perspectives not already on the Steering Committee
- Have unique insights into downtown's evolution or future potential
- May be hesitant to speak candidly in larger public forums
- Represent historically underrepresented voices in planning processes

Interviews will explore perceptions of downtown's transformation, barriers to fuller participation or investment, priorities for the next decade, and concerns about equity and inclusion in downtown's growth. We are budgeting for 40 total interviews.

2.6 Survey

It has been over 10 years since we conducted a survey of residents, businesses, employees, stakeholders and more. It may be worthwhile to launch a survey update with the same or similar questions to compare opinions and changing attitudes about Downtown.

- Core Questions: Replicate key questions from 2015 to enable direct comparison
- New Focus Areas: Emerging issues (remote work impacts, retail recovery, housing affordability, climate resilience)
- Strategic Distribution: Through DGRI listserv, social media, partner networks, QR codes at events and businesses

Results will be visualized through compelling infographics shared back with participants—demonstrating transparency and showing that input matters.

2.7 Website Updates

DGRI's website serves as the plan's digital home. We'll provide regular content for the GR Forward page:

- Project timeline and milestone updates
- "We Heard You" synthesis graphics after engagement activities
- Interactive maps showing transformation over time
- Downloadable resources and reports
- Survey links and ways to stay involved
- Event calendars and registration

Content will be designed for clarity and accessibility, avoiding planning jargon and emphasizing visual storytelling.

2.8 Focus Groups

Following initial broad engagement, we'll conduct 10 targeted focus groups (8-12 participants each) to drill deeper on topics that emerge as priorities:

Potential Focus Areas:

- Small business owners
- Large business owners
- Major educational institutions
- Retail/restaurant strategies
- Housing affordability and residential experience
- Public space activation and programming
- Mobility, parking, and access
- Safety and inclusivity
- Arts, culture, and nightlife
- Operations / beautification & maintenance

2.9 Community Events

We recognize that there will be moments when some broader outreach will be necessary to test and prioritize ideas. These “events” can be formal discussions or pop-up activities at key Downtown locations. Interface will work with the internal project team and Steering Committee to develop a calendar of events where the planning process can best engage residents on an informal basis. The types of engagement could include going to existing community meetings, events, or neighborhood gathering places to introduce ourselves and the project. The exact form will be determined with DGRI and the Steering Committee.

2.10 Feedback Synthesis & Documentation

We view public engagement as a critical source of qualitative and quantitative data. We carefully cull through the responses and feedback along the way to reveal the stories and values of the community. These are translated into easy-to-understand infographics and shared with the public to reinforce the transparency of the process and reveal participants’ priorities. This rigorous approach to not just engaging the public but also in capturing and illustrating the findings is essential in moving ideas and policies forward. This includes:

"We Heard You" Infographics: Visual summaries of input themes, shared publicly shortly after the event. This builds trust by showing immediate responsiveness.

Detailed Synthesis Memos: For internal team and Steering Committee review, analyzing input patterns, surprising findings, areas of consensus and disagreement, and implications for plan recommendations.

Engagement Summary Report: A comprehensive document (included in the final plan) that illustrates:

- Who participated (demographics, representation)
- What we heard (themes, priorities, concerns)
- How input shaped recommendations

TASK 3 - RESEARCH AND EXISTING CONDITIONS ANALYSIS

3.1 Existing Plans and Projects Review

The team will review all recent reports, plans and studies that are relevant to the study area, including adjacent planning initiatives. We will collect information on recently proposed development projects, permits, capital expenditures, and zoning changes. Strategies and proposed investments will be summarized graphically for discussion purposes to understand the context of the project and help us build on previous work. Our team is interested in the following questions: What previous proposals have (and have not) happened and why? And; What is on tap to help shape Grand Rapids going forward?

The process:

- Identify goals and priorities to build on or update
- Map change and development since GR Forward

- Review remaining to-do items from previous plans with a discussion of the barriers to implementation

3.2 Inventory and Existing Conditions Assessment

The Interface team will review the data provided by DGRI and the City to develop an inventory of maps and summary graphics for public presentations that describe the following variables:

- Demographic trends analysis;
- Research and present demographic trends/characteristics of residents and workers in Downtown;
- Update context maps illustrating regional connections and economic drivers;
- Map community assets such as institutions, employment centers, and open space;
- Analyze Downtown infrastructure including water, sewer, stormwater, energy, and food production;
- Review crime statistics;
- Develop an organizational mapping of key actors, stakeholders, influencers
- Map the arts, cultural and community assets
- Identify Downtown's subdistricts / character areas including but not limited to retail zones, government offices, the central business district, unique neighborhoods, major institutional campuses and the riverfront
- Create an events calendar of current Downtown programming
- Map Downtown public spaces, parks and other amenities
- Map "customer" experience of Downtown workers and visitors
- Identify the key pedestrian routes
- Identify and map current navigation and wayfinding
- Create a daytime vs. nighttime analysis to understand the experience at different times of the day

3.3: In-depth Parcel Research and Redevelopment Database

To maximize the plan's functionality and support its implementation, the team will develop a comprehensive database that details ownership (public by agency, private by name), land use, current zoning, parcel size, most recent sale date, and sale price by parcel. Particular attention will be given to vacant and / or underutilized publicly owned parcels, with an eye toward their reuse in the future.

From this analysis we will develop a susceptibility to change analysis for Downtown that utilizes our in-depth land use and parcel database. The intent is to identify key redevelopment opportunities according to the existing site constraints and level of resources required for their redevelopment.

- Current land use and zoning;
- Map recent and proposed investment
- Identify commercial types and conditions;
- Identify underutilized land and buildings and create a database and map of currently vacant storefronts and commercial spaces

- Map the “susceptibility to change” for every parcel Downtown based upon vacancy, ownership and other factors
- Map the active and inactive frontages for each parcel and building Downtown to understand the gaps in the user experience

3.4 Downtown Economy and Retail Assessment

Ninigret Partners will perform an assessment of the local economy and small businesses in the study area. This includes undertaking a number of key tasks:

- A review of existing plans and business surveys;
- Identify competitive locations across the region for different economic activities (healthcare, retail, office, etc)
- An assessment of the business mix and trends seen Downtown including its growth, scale and industry concentration and how that compares to the region as a whole;
- Characterize and segment the street front business mix to sort through their prospective customer bases including: consumer-centric (restaurants, retail); household services; local professional services (insurance, local law, accountants, etc.); financial services; “tech”; and traded professional services (architects, marketing firms, etc.);
- Review city programs that support local businesses and landlords housing local businesses, including pipeline development for new local businesses;
- Identify the mix of employment space types including incubators, coworking, “industrial”, labs, office, and retail along the downtown area;
- Review tourism data and initiatives;
- Understand the seasonality of Downtown retail and restaurant sales;
- Identify the Downtown trade area using sources such cell phone data; and
- Map the TIF district and downtown revenue analysis.

&Access will perform an assessment of retail in the study area. This includes undertaking a number of key tasks:

Downtown Retail Geography Framework

- Define the downtown study area and key sub-districts based on land use, activity patterns, and development context
- Establish a retail geography lens that distinguishes: retail-ready corridors, transitional or emerging nodes, and opportunity areas requiring non-retail or catalytic interventions
- Align geography definitions with existing downtown plans and market narratives

Physical Conditions & Foot Traffic Indicators

- Map and assess physical characteristics that influence retail performance, including: ground-floor activation and frontage continuity, block length, visibility, and corner conditions, and connectivity to parking, transit, trails, and major anchors
- Analyze pedestrian and vehicular activity patterns using available proxy indicators (desire lines, gateways, anchor adjacencies)

- Identify physical and psychological barriers that challenge retail clustering

Downtown Market Demand Snapshot

- Conduct a high-level market scan to understand retail demand drivers:
- Downtown employment base and daytime population
- Residential density trends and pipeline development
- Visitor, cultural, and institutional anchors
- Review existing retail mix, vacancy patterns, and concentration gaps
- Lead business owner engagement with a focus on small scale retailers, restaurants, and nightlife

Retail Typology & Use Alignment

- Identify right-size retail typologies appropriate to different downtown geographies (e.g. daily-needs, food & beverage, experiential, convenience-service)
- Align recommended retail uses to: street typology and block context and customer capture potential
- Identify key vacancies and tenant recruitment opportunities aligned with downtown geographies and retail typologies

Priority Retail Zones & Investment Map

- Synthesize physical and market findings into a clear retail geography map, identifying: Priority Retail Zones (near-term focus), Secondary Opportunity Areas, Areas better suited for mixed-use, institutional, or non-retail activation
- Identify 2–3 focus areas for targeted DGRI retail program assistance
- Recommend business support and funding strategies to catalyze retail

Understanding Program Context

- Program origin
 - Identifying original and current stakeholders, boosters, and advocates
 - Understanding the practical problems the program was created to solve
 - Identifying crises, movements, or circumstances that led to program creation - e.g. Covid 19 pandemic, displacement from a new light rail
- Administrators and evaluators
 - Current and past program administrators and staff structure
 - Public agencies and private institutions that oversee and evaluate the program
- Funding sources and compliance requirements
 - Understanding restrictions on uses of award funds
 - Requirements for reporting - e.g. job creation and public benefit

Understanding Goals

- Identifying the target participants - who are the intended users of the program?
 - Demographics - specific cultural, experience, or age demographics

- Business or industry types and stages - e.g. new restaurants
- Geographies - specific neighborhoods, districts, or nodes
- Program benefits - understanding what benefits the program intends to deliver to the individual participant, the community, and the local economy

Mapping Operations

- Outreach and marketing
 - Exploring the extent to which the marketing and outreach strategy intentionally seeks and reaches the program target participants
 - Public announcement and official information channels
 - Social media and legacy media outreach
 - Earned and paid media strategy
- Application process
 - Evaluating the methodology and access - question and answer formatting, application format
 - Exploring evaluation criteria - understanding of how subjective and objective scoring criteria benefit or hinder different business types, owner demographics, or learning styles
 - Availability of application assistance - accessibility of and methods for providing application assistance
- Participation Period
 - Award and declination timeline in context - exploring the extent to which the application and award timeline encourage or prevent certain groups of projects or participants
 - Participant communications - understanding how program staff or regulators interact with participants
 - Communication methods - e.g. group vs. individual emails
 - Compliance and reporting workshops or training
 - Regularity of check-ins and feedback periods
 - Benefit disbursement - methods and requirements for award disbursement
 - E.g. lump sum or reimbursement
- Program Accessibility
 - Resource requirements - hardware, software, skill sets, and system fluency required for participation
 - Access gaps - identifying participant characteristics that may limit program accessibility and effectiveness

Measuring Outcomes

- Data evaluation - an exploration of how success data is calculated
 - Level of participation or project completion determining success or failure
 - Terminology is attached to various program outcomes? E.g. 'awarded', 'completed', 'withdrawn', 'expired'

- Demographic alignment - evaluating the extent to which the program reaches and serves the target participant populations
- Scenario-based evaluation
 - Participant journey mapping - identifying participants groups and problem sets best suited to complete the program with positive outcomes
 - Negative externalities - understanding how program processes may lead to negative outcomes for specific participant groups - e.g. grants require loans to access and lead to additional monthly debt service, time and effort required for compliance and reporting limits value of program assistance

3.5 Emerging Trends and Best Practice Research in Downtown Management

The team will collect information and data regarding the present span of control and activities operating under the DGRI, other quasi governmental organizations, and public/private organizations that have an active role in developing and managing downtown infrastructure, events and venues.

For DGRI and its associated entities:

- Map the entities and identify their principal roles in what they do (operator, funder, facilitator, storyteller, recruiter, curator);
- Core goals and mission of the entities (why were they created; why do they exist?) to help identify potential mission creep concerns;
- Examine trends in sources and uses of revenue by operating line; identify cross subsidies; and understand contribution margins; separate “capital spending” from operating expenses, and subsidies;
- Head counts / FTEs across activities;
- Interviews with the senior management team to identify issues and opportunities;
- Senior executive calendar review - where are they spending their time and why? And,
- Current activity metrics / measurements of success.

“Best Practices”

- Identify key areas for assessment e.g., safety, public funding, measuring success, revenue models, “event density”;
- Conduct primary and secondary research examining awards, published articles, annual reports of select downtown groups, team network survey to identify high performing downtown organizations, among other activities;
- Identify 2 to 3 “benchmark” downtowns to “deep dive” the management approach (e.g., metrics, performance dashboards), funding (grants, assessments, activity-based revenue), and scope of services; this may include interviews with organizational leaders from other downtown organizations; and
- Discuss findings with DGRI staff and Ambassadors to align findings with the realities on the ground.

3.6: Summary of Opportunities and Challenges

All of the research and analysis will be summarized into a graphically sophisticated Issues, Opportunities, and Constraints slideshow. This document will serve as the basis for the development key goals and recommendations that will comprise the final plan.

TASK 4 - PLAN DEVELOPMENT AND RECOMMENDATIONS

4.1 Vision and Goals

Building from the data inventory, market analysis, and findings from our discussions with local stakeholders, a draft vision, statement of goals and criteria to guide the vision for sustainable growth for Downtown will be developed/ updated for review by DGRI and the Steering Committee. These goals and objectives will guide the recommendations developed for different elements of the plan.

4.2 Land Use and Zoning Actions

The Vision & Action Plan should define an action-oriented means of guiding investment by public and private organizations to meet local objectives. The Downtown will continue to change; such change should be grounded in what DGRI and partners would like to see for its future. Our team will develop a future land use plan that is market driven for all properties in the study area.

From this work, our team will identify potential development scenarios for key opportunity sites. We will first create a development program for each site based upon the market study. We will then “test fit” the program to each site to identify the potential density and layout for discussion with the City and local partners, taking into account existing zoning regulations and possible recommendations for change. Tables that quantify the development potential (building type, square footage, and number of units) of each focus area scenario will accompany the site plans, along with suggestions about phasing. Our team will:

- Identify the potential barriers and trade-offs for each development scenario;
- Develop a programmatic toolkit that can facilitate or catalyze development opportunities or policy goals such as broad range of housing price points, job accessibility, or parking provision; and
- Identify assembly strategies as necessary to enable specific development opportunities.

4.3 Public Realm / Downtown Experience Actions

Many recognize that the value of Downtown is judged in large part by the activity and interest generated from its streets and public spaces. For this reason, we will create a series of recommendations that will help to augment, or where necessary transform, the existing streetscape, parks and open spaces into a source of communal pride and activity.

Specifically, we will:

- Create concepts to improve specific existing parks including Heartside and other key public spaces including gateways, civic spaces and key corridors;

- Identify opportunities for new and/or expanded quality of life amenities and park space, as appropriate.
- Determine ways to further connect existing projects and amenities with planned projects and amenities, to make Downtown more connected with fewer gaps.
- Identify opportunities for creative public space activation, including consideration of alleyways, public art, creative signage and temporary street closures.
- Identify potential opportunities to activate pop-up and/or permanent retail opportunities in Downtown.

4.4 Economic Development & Retail Recovery Actions

To be competitive in attracting business and investments, cities must also be competitive for attracting workers and retaining students, who then become residents. This interconnected approach to living and working in the same community as the complete “economic development” package requires the ability for a community to provide the right types of housing, infrastructure, recreation and a healthy environment. To meet these needs going forward, DGRI will need to explore new funding sources and new approaches, including multiple innovative partnerships, to deliver a holistic infrastructure and other services and programs.

To best position Downtown for long-term sustainability, recommendations will relate to identifying business types, improving the area’s competitive position, and diversifying the economic base. In addition, Ninigret Partners will build on their national work around downtown housing to develop specific strategies to support and finance housing of all types. Specifically, recommendations will include:

- Positioning Downtown as an investment opportunity and a location for the various customer bases Downtown within the context of Grand Rapids and the region;
- Strategies to increase confidence and encourage and/or support individual owners thinking of investing including regulatory and financial incentives;
- Strategies to right-size retail typologies appropriate to different downtown geographies (e.g. daily-needs, food & beverage, experiential, convenience-service);
- Align recommended retail uses to: street typology and block context and customer capture potential;
- Housing strategies to help build more of a critical mass Downtown while supporting existing residents; and
- Working closely with DGRI on overcoming implementation barriers.

Additionally, &Access will develop strategic recommendations for programs to help support retail in the study area:

Goal Reevaluation

- Integration of changing context for small business owners, stakeholders, and funders

Operations Adjustments

- Changes to applications, outreach, and award disbursements to match goals and realize more aligned outcomes

Outcome Optimization

- Recommendations for realigning outcome expectations with existing goal and operational structures and with recommended changes

4.5 Mobility and DGRI

TYLin will review the progress toward meeting Downtown transportation goals from GR Forward and other documents including recent proposals for the 131 / Wealthy interchange. TY Lin will present and discuss various options for DGRI to consider regarding their role in infrastructure and transportation projects going forward.

4.6 Plan Workshop

Workshop with DGRI to determine most appropriate plan product

4.7 The Action Plan

We will develop an Action Plan that identifies immediate - medium- and long-term implementation strategy to achieve the goals that result from this planning process and parallel ones too. Together with the project team, we will develop a strategy that leverages existing plans and ongoing relationships and initiatives to generate a whole greater than a simple sum of Parts.

Working with the Steering Committee we will organize all recommendations into a spreadsheet that aligns the goals with the recommendations and identifies the necessary partners and funding sources to turn the ideas into reality. A clear list of priority projects and timeframes will be included to help local organizations and funders plan for the upcoming 10 years of work ahead.

Specifically, the implementation timeline will include:

- Identification of priority development, infrastructure, and open space projects that will have catalytic impacts on Downtown, improve connectivity, and create excitement and vitality; and
- Identification of financing options and necessary public incentives and/or investment.

4.8 Downtown Business Model

The team will take the findings from the organizational assessment and overlay the action plan and items described in sections 4.1 to 4.7 to create a business model to support and sustain the efforts. This may include organizational realignment and revenue generation ideas. The team will utilize a template such as the Business Model Canvas, modified to fit a downtown management entity, to identify on a single page key activities, success drivers, partners, funding models, metrics.

4.9 Draft and Final Plan

All of the analysis and recommendations will be organized into one well-tailored, place-specific, graphic-heavy action plan that describes the policies, goals and action steps developed

during the planning process. In addition, our team will provide an operations plan that provides detail on how DGRI and partners should organize to take action and maintain local events and services. Draft copies will be provided to the Steering Committee for review. After comments have been received, we will create a final document for distribution.

Our team will coordinate with the City on key presentations intended to roll out the plan to the public and key stakeholders and agencies as determined by the City. This includes any presentations necessary as a part of the City's adoption process.

4.10 Plan Launch and Marketing

Launch Strategy & Materials

- Develop plan launch and rollout communications strategy
- Create "continuation story" messaging
- Develop initial implementation communications framework

Virtual Engagement

- Communications Push #3
- Final discussions for Draft > Final Plan

In-Person Engagement

- Final Board presentation
- Final celebration event for the next step of GR Forward

Downtown Vitals Report



**DOWNTOWN
GRAND RAPIDS INC**

Spectators enjoying lunch at Relax at Rosa

Published June 2026



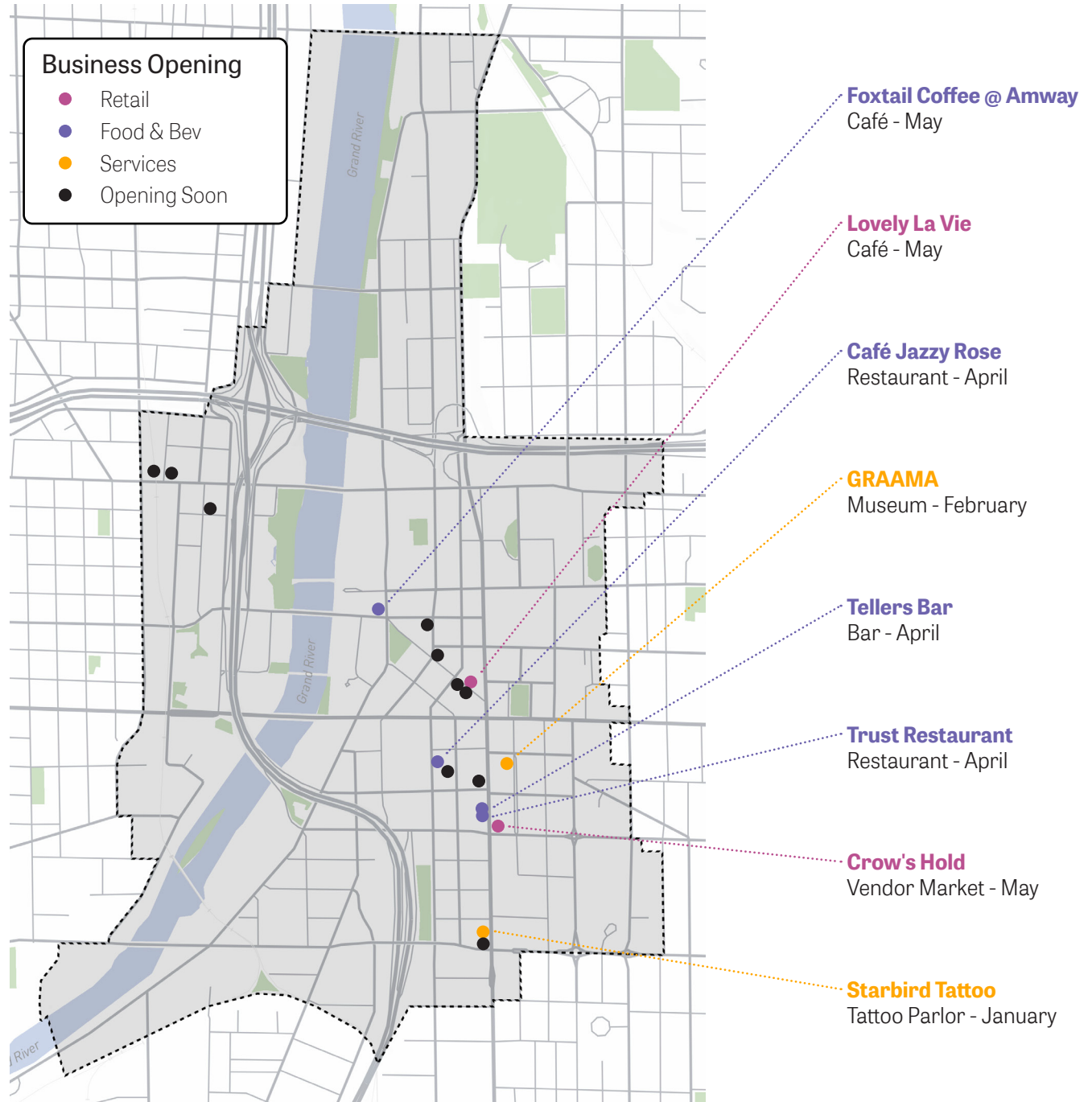
<p>VISITOR ACTIVITY</p> <p>-4%</p> <p>vs. last month (Mar 2026) -1% vs. this time last year</p> <p><small>p.16</small></p>	<p>DAILY EMPLOYEE POPULATION</p> <p>N/A</p> <p>check back next month!*</p> <p><small>n/a</small></p>	<p>RESIDENT ACTIVITY</p> <p>N/A</p> <p>check back next month!*</p> <p><small>n/a</small></p>
<p>NEW STOREFRONT BUSINESS</p> <p>3</p> <p>in May</p> <p>8 business opened this year to date</p> <p><small>p. 3</small></p>	<p>STOREFRONT VACANCY</p> <p>21%</p> <p>in May</p> <p>6 businesses closed this year to date</p> <p><small>p. 4</small></p>	<p>OFFICE VACANCY</p> <p>10.6%</p> <p>in Q1 2026</p> <p>vs. 10.4% this time last year</p> <p><small>p.14</small></p>
<p>OFFICE BASE RENT</p> <p>\$23.06/sqft</p> <p>in Q1 2026</p> <p>vs. \$23.00 this time last year</p> <p><small>p.14</small></p>	<p>HOTEL OCCUPANCY</p> <p>+5%</p> <p>vs. last month (Mar 2026) -4% vs. this time last year</p> <p><small>p. 9</small></p>	<p>HOUSING OCCUPANCY</p> <p>-1%</p> <p>vs. last quarter (Q4 2025) +3% vs. this time last year</p> <p><small>p.15</small></p>
<p>CURRENT ACTIVE INVESTMENT</p> <p>\$242</p> <p>in building renovations, housing developments & entertainment venues</p> <p><small>p. 5</small></p>	<p>CURRENT GREENWAY INVESTMENT</p> <p>\$68</p> <p>in parks renovations, trail construction & in-water work</p> <p><small>p. 6</small></p>	<p>DASH CIRCULATOR RIDERSHIP</p> <p>-61%</p> <p>vs. last month (Apr 2026) -56% vs. this time last year</p> <p><small>p. 11</small></p>

DDA Retail Innovation Grant

Fiscal Year	# of Businesses	Total Spent
FY2018	1	\$60,000.00
FY2019	1	\$45,000.00
FY2020	5	\$133,385.70
FY2021	5	\$109,333.00
FY2022	1	\$18,448.17
FY2023	6	\$167,894.00
FY2024	5	\$105,433.59
FY2025	8	\$213,067.00
FY2026	4	\$92,536.00
Total	32	\$945,107.46

Business Opening

- Retail
- Food & Bev
- Services
- Opening Soon



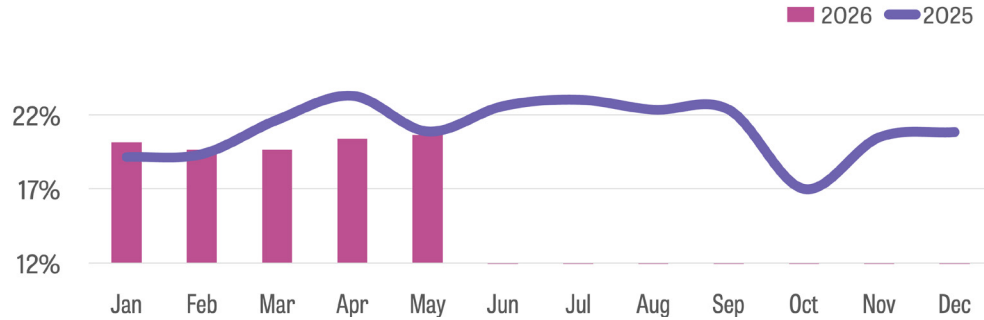
6 storefront businesses closed

Downtown in 2026 to date

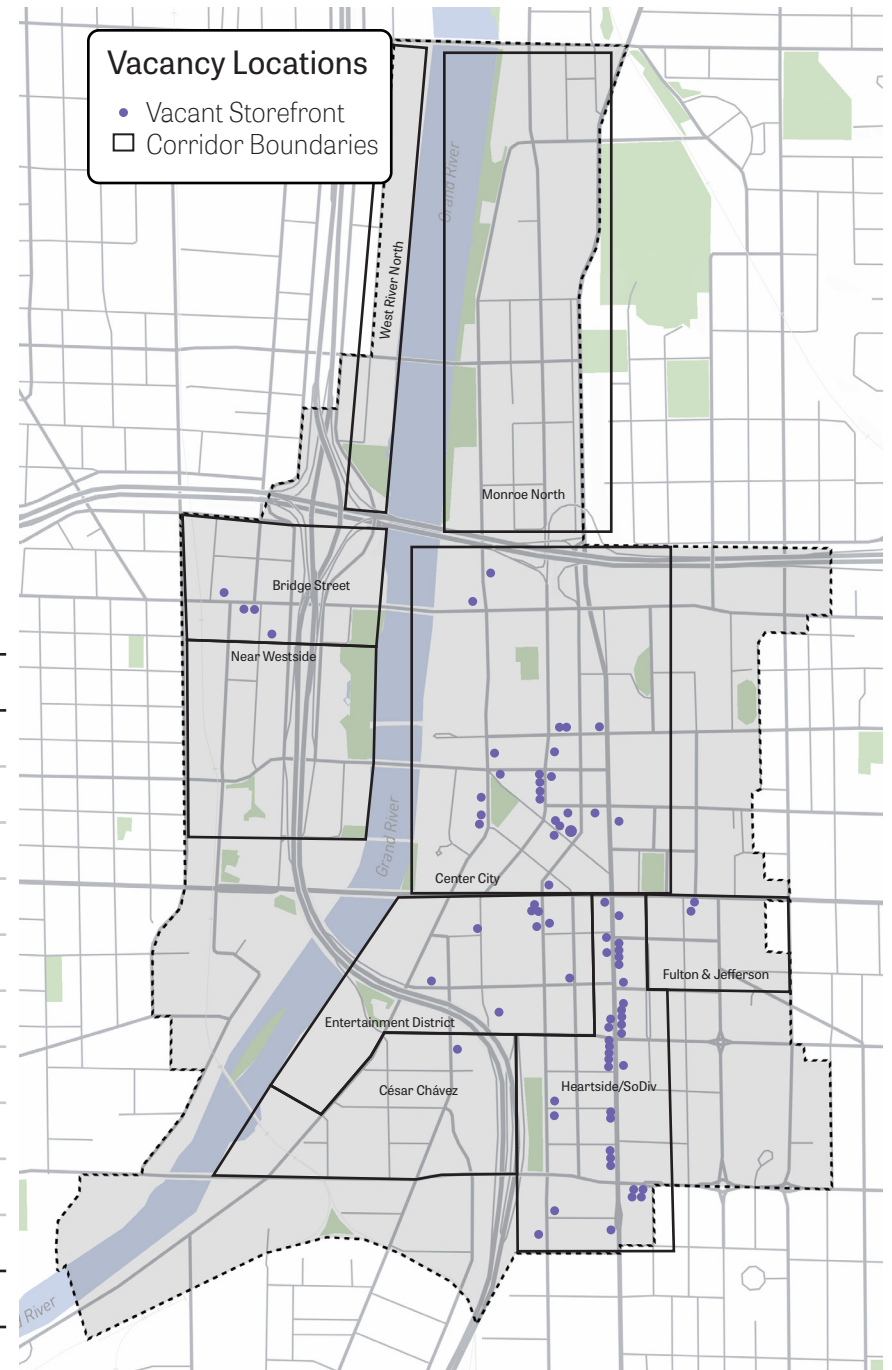
33% Food & Bev - 50% Retail - 17% Services

Storefront vacancy was 21% in May 2026

y-axis truncated to highlight month-over-month changes



Corridor	Storefronts	Vacancies	Vacancy %
Bridge Street	24	4	17%
Center City	128	28	22%
Monroe Center ¹	55 ¹	10 ¹	18% ¹
César Chávez	8	1	13%
Entertainment District	65	10	15%
Fulton & Jefferson	21	3	14%
Heartside/SoDiv	110	36	33%
Monroe North	29	0	0%
Near Westside	14	1	7%
West River North	3	0	0%
DISTRICT TOTALS:	402	83	21%



¹ - Monroe Center is a subset of Center City and is not included in District Totals

1 Early Childhood Center @ Rapid Central Station

anticipated completion: June 2026

\$9,000,000 investment

2 Verne Barry Place Renovation

anticipated completion: 2026

\$12,000,000 investment

3 Amway Soccer Stadium

anticipated completion: Spring 2027

+104 jobs

\$175,000,000 investment

4 Karl & Patricia Betz Living Center

anticipated completion: June 2027

+118 housing units

+6,000 sq ft of commercial space

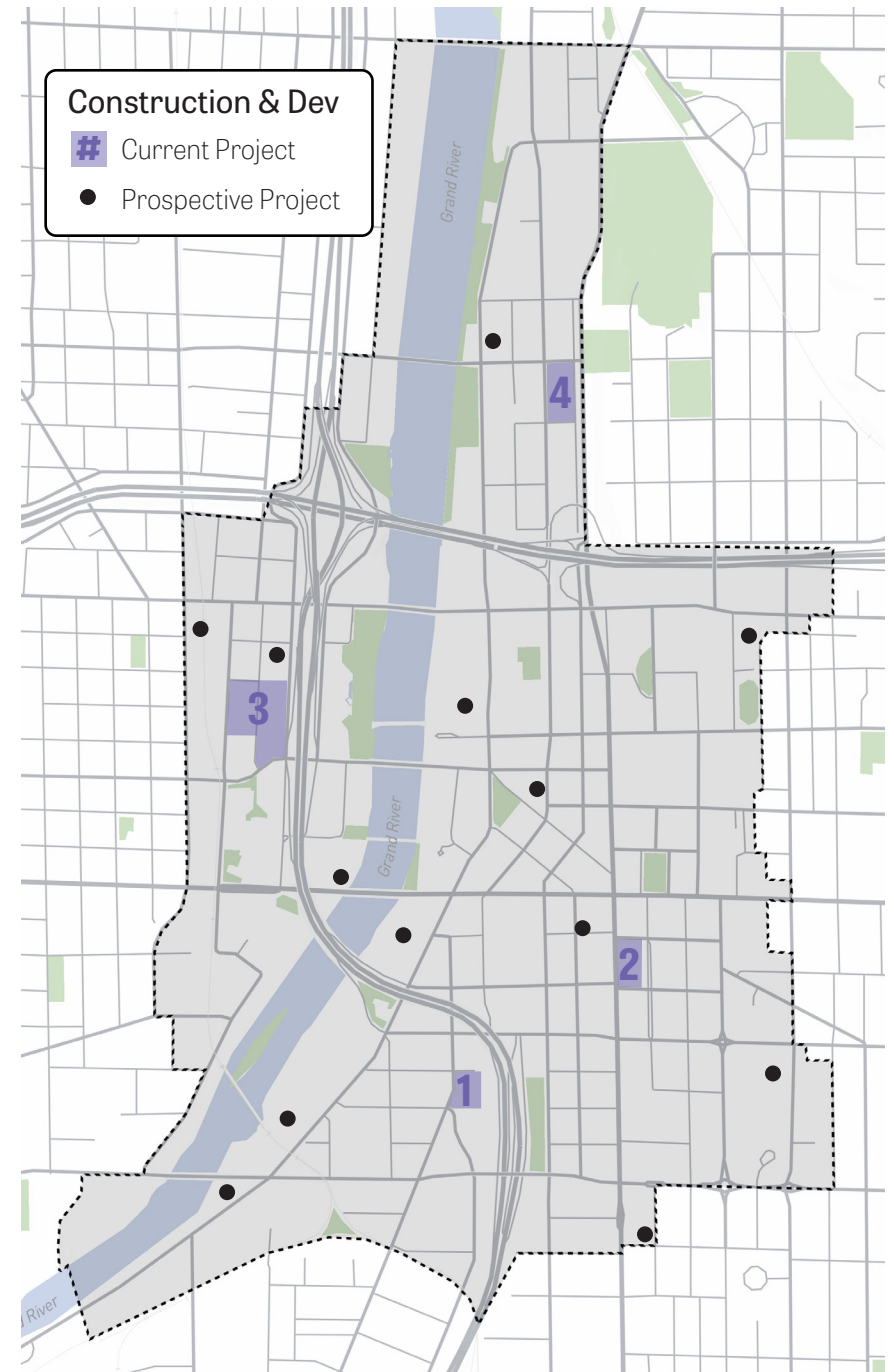
\$46,000,000 investment

\$242M
current active investment

6k
sq ft of
commercial space

104
new jobs

118
housing units



1 Verdant

anticipated completion: Summer 2026
 +148 housing units
 \$31,700,000 investment

2 Pleasant Hills

anticipated completion: June 2027
 +27 housing units
 \$10,000,000 investment

3 Factory Yards

anticipated completion: 2027
 +467 housing units
 +7,000 sq ft of commercial space
 +31,000 sq ft of office space
 +825 car parking spaces
 \$147,000,000 investment

4 The Horizon

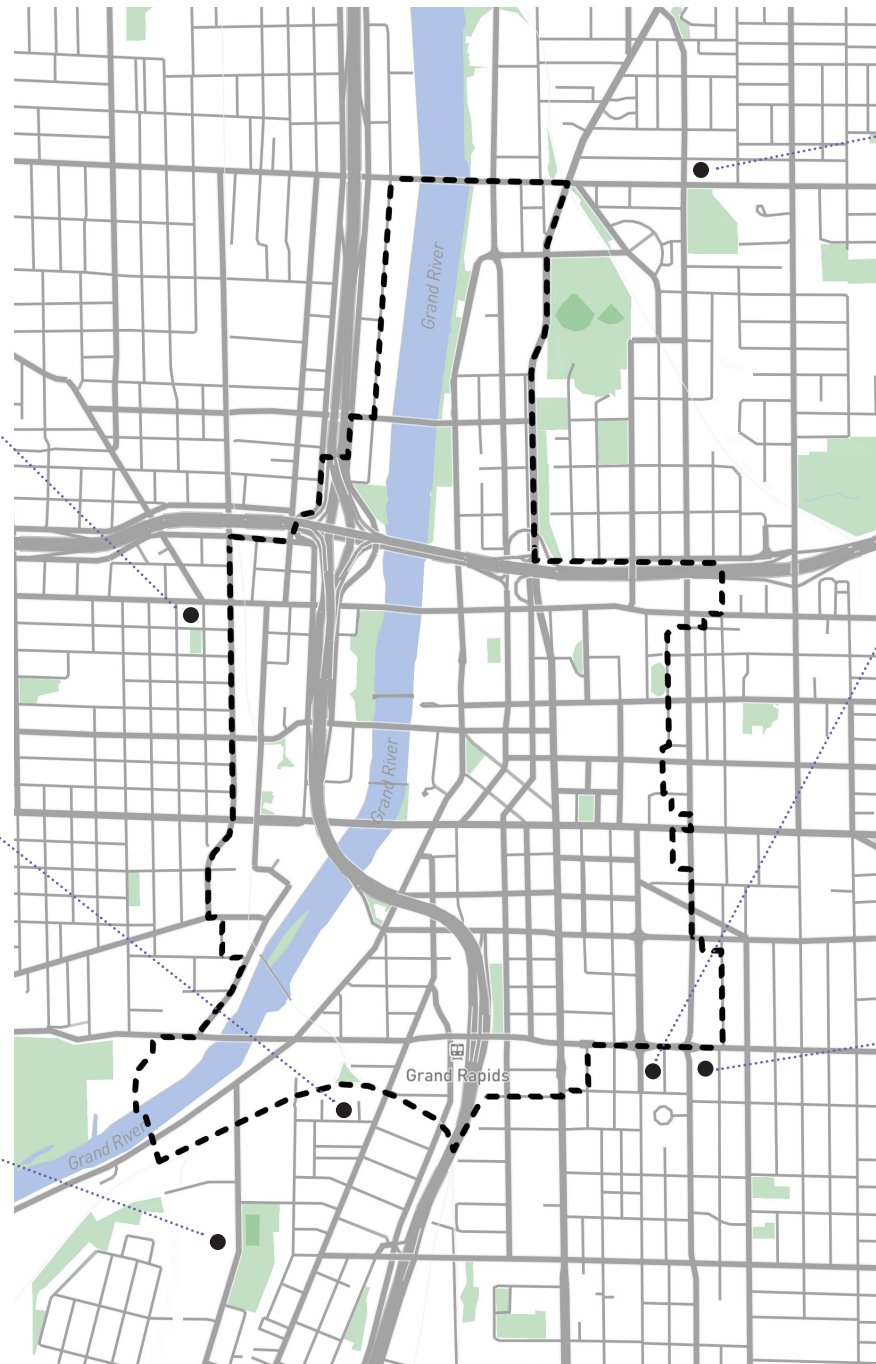
anticipated completion: Summer 2027
 +171 housing units
 +626 sq ft of commercial space
 +79 car parking spaces
 \$40,000,000 investment

5 Joan Secchia Children's Rehab

anticipated completion: 2026
 +383 car parking spaces
 \$70,000,000 investment

6 Wealthy & Prospect

anticipated completion: TBD
 +18 housing units
 +4,000 sq ft of office space



Grand River Greenway Progress - Local | Updated May 2026

198 total acres of park improvements

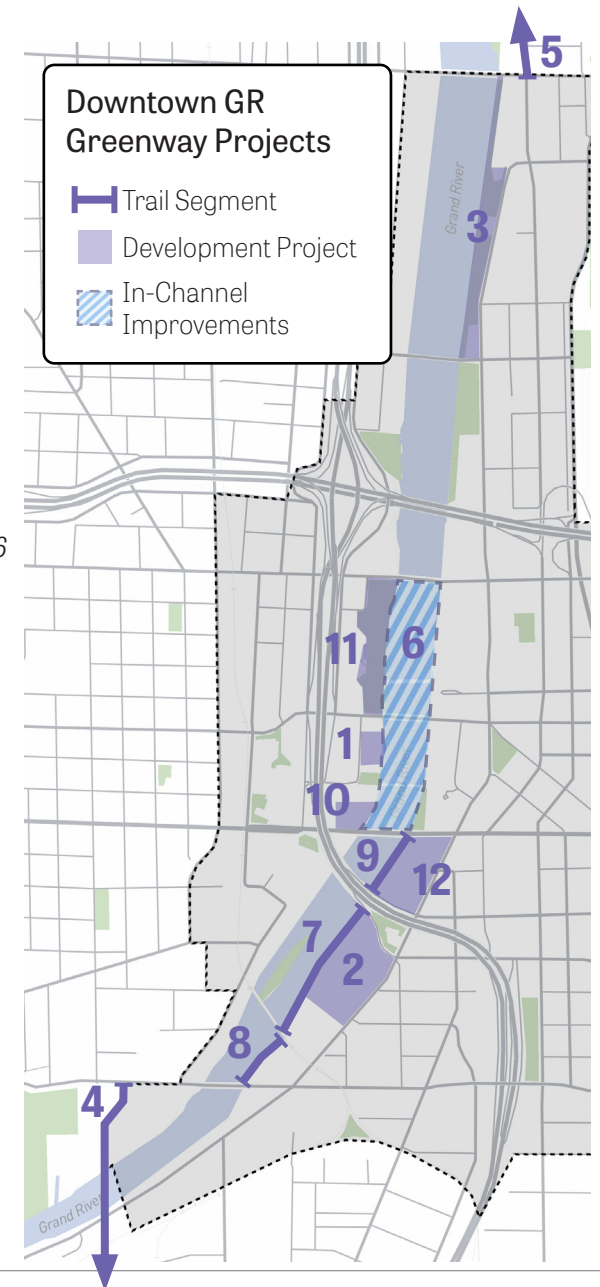
20 total miles of trail improvements¹

\$332M in total public space investment

\$1.7B in private river-adjacent investment²

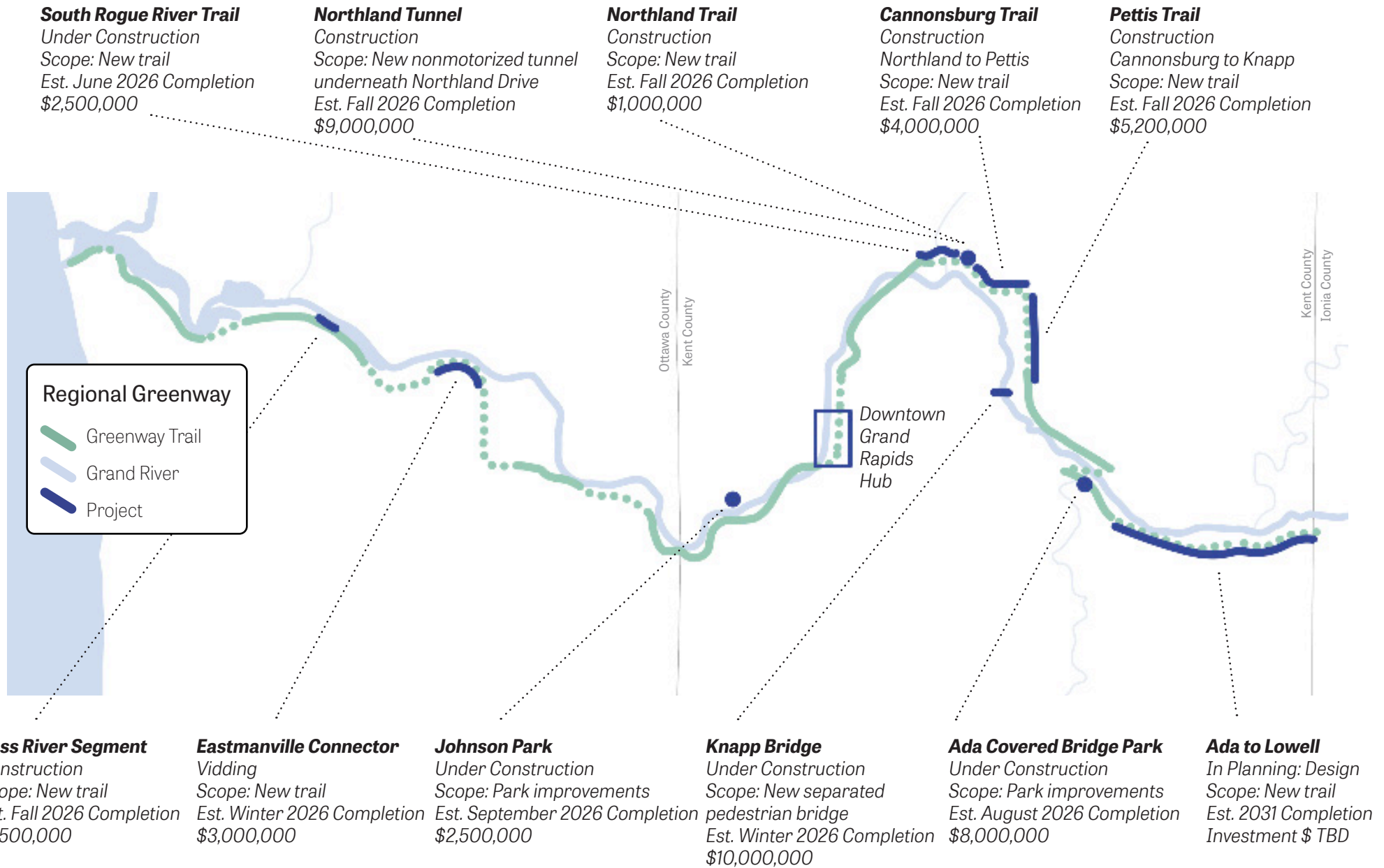
\$70M in DGRI investment³ (DDA, MNTIFA, ARPA) in 2025

1	GRPM River Edge Improvements \$12,000,000	Planning	Design	Permitting	Bidding	Construction	Complete!
2	Acrisure Amphitheater \$214,500,000	Planning	Design	Permitting	Bidding	Construction	Complete!
3	Canal Park \$9,800,000	Planning	Design	Permitting	Bidding	Construction	Completion est. October 2026
4	Oxford Trail \$9,000,000	Planning	Design	Permitting	Bidding	Construction	Completion est. October 2026
5	Edges Trail, Leonard To Ann \$9,100,000	Planning	Design	Permitting	Bidding	Construction	Completion est. November 2026
6	Lower Reach In-Channel Improvements \$20,000,000	Planning	Design	Permitting	Bidding	Construction	Completion est. Fall 2027
7	Edges Trail US-131 to Railroad \$19,800,000	Planning	Design	Permitting	Bidding	Construction	Completion est. Oct 2026
8	Railroad to Wealthy \$ TBD	Planning	Design	Permitting	Bidding	Construction	Completion
9	Fulton to US-131 \$ TBD	Planning	Design TBD	Permitting	Bidding	Construction	Completion
10	Blue Dot \$ TBD	Planning	Design	Permitting	Bidding TBD	Construction	Completion
11	Ah-Nab-Awen Park \$10,300,000	Planning	Design	Permitting TBD	Bidding	Construction	Completion
12	Fulton & Market \$797,000,000	Planning	Design	Permitting TBD	Bidding	Construction	Completion



Grand River Greenway Progress - Regional | Updated May 2026

The urban core of Grand Rapids is the hub of West Michigan's outdoor recreation system. Beyond Downtown, partners across the region continue progress

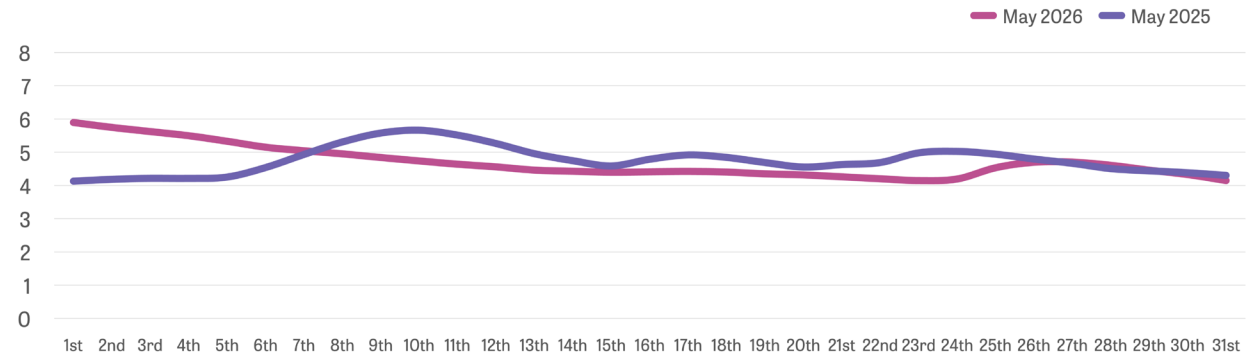


What is gage height? Gage height is the distance (or height) of the water surface above the streamgage datum reference point. Gage height is often observed as it relates to landmarks as well as historical data.²

Why it matters: Gage height is a parameter used to measure water quantity. It is a key indicator in predicting floods, determining flow and informing decisions around infrastructure and water management.

Learn more here: https://waterdata.usgs.gov/blog/gage_height/

Gage height decreased **-0.06 feet** on avg. in May 2026 vs. May 2025 / **-3.95 feet** vs. Apr 2026

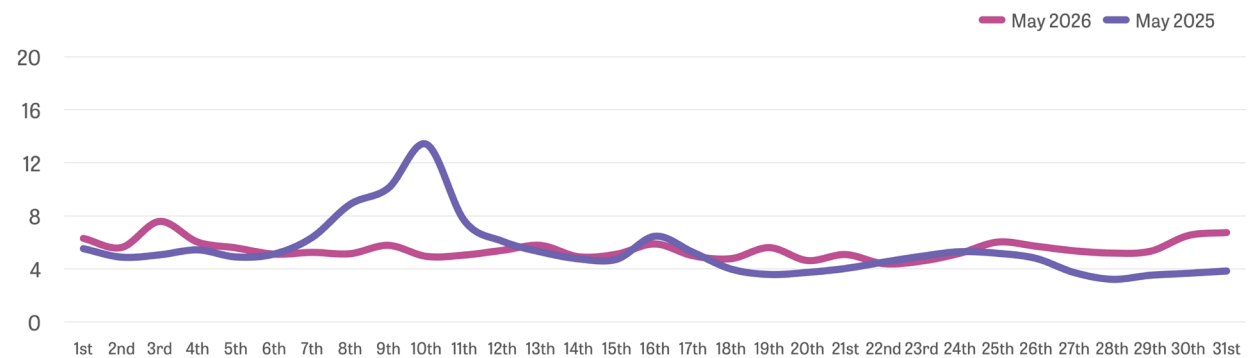


What is turbidity? Turbidity is the measure of relative clarity of a liquid. The higher the intensity of scattered light, the higher the turbidity.²

Why it matters: Increased sedimentation and siltation can occur, which can result in harm to habitat areas for fish and other aquatic life. Particles also provide attachment places for other pollutants, notably metals and bacteria. Thus, turbidity readings can be used as an indicator of potential pollution in a water body.²

Learn more here: <https://www.usgs.gov/water-science-school/science/turbidity-and-water>

Turbidity increased **+1% FNU³** on avg. in May 2026 vs. May 2025 / **-81%** vs. Apr 2026

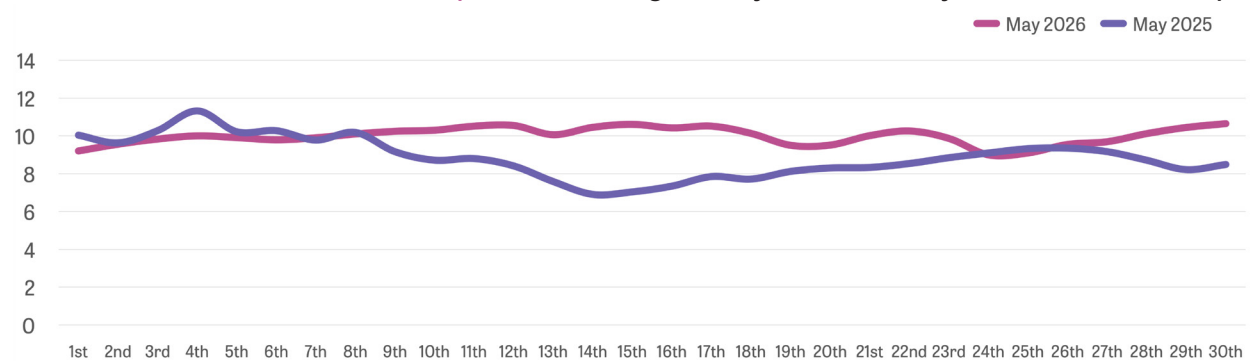


What is dissolved oxygen? Dissolved oxygen is a measure of how much oxygen is dissolved in the water - the amount of oxygen available to living aquatic organisms.²

Why it matters: Fast-moving streams and rivers hold more oxygen, while stagnant waters hold less. When excess organic matter decays, bacteria use up oxygen, leading to eutrophication, i.e. low-oxygen conditions that can kill aquatic life.

Learn more here: <https://www.usgs.gov/water-science-school/science/dissolved-oxygen-and-water>

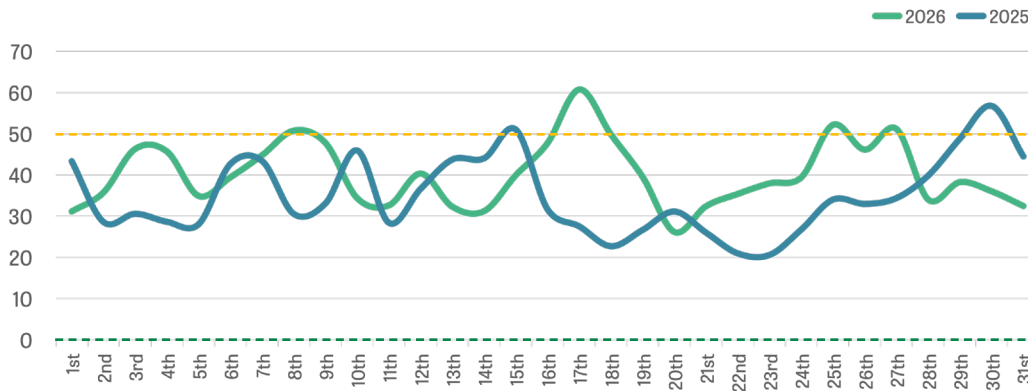
Dissolved O2 increased **+13% ml per liter** on avg. in May 2026 vs. May 2025 / **+13%** vs. Apr 2026



What is AQI? The US Environmental Protection Agency (EPA) uses the Air Quality Index (AQI) to measure air pollution levels of both ozone and particulate materials. You'll sometimes see air quality issues described on your local news using AQI, which measures five major air pollutants known to be hazardous to our health: ground-level ozone, carbon monoxide, sulfur dioxide, nitrogen dioxide, and particulate pollution.¹

- 0 - 50** Perfect. Poses no health risks.
- 51 - 100** Acceptable but can be problematic for at-risk individuals.
- 101 - 150** Unhealthy for sensitive groups.
- 151 - 200** Healthy individuals will begin to feel effects. Sensitive groups may feel unwell.
- 201 - 300** Very unhealthy air for everyone. Stay indoors.
- 301 - 500** Highly unhealthy air for everyone. This is a dangerous situation.

Average daily maximum AQI increased +15% in May 2026 vs. May 2025²



May 2026 Recap

May 20
Sixth Street Park
20.14

Best AQI Day

César Chávez
37.96 avg

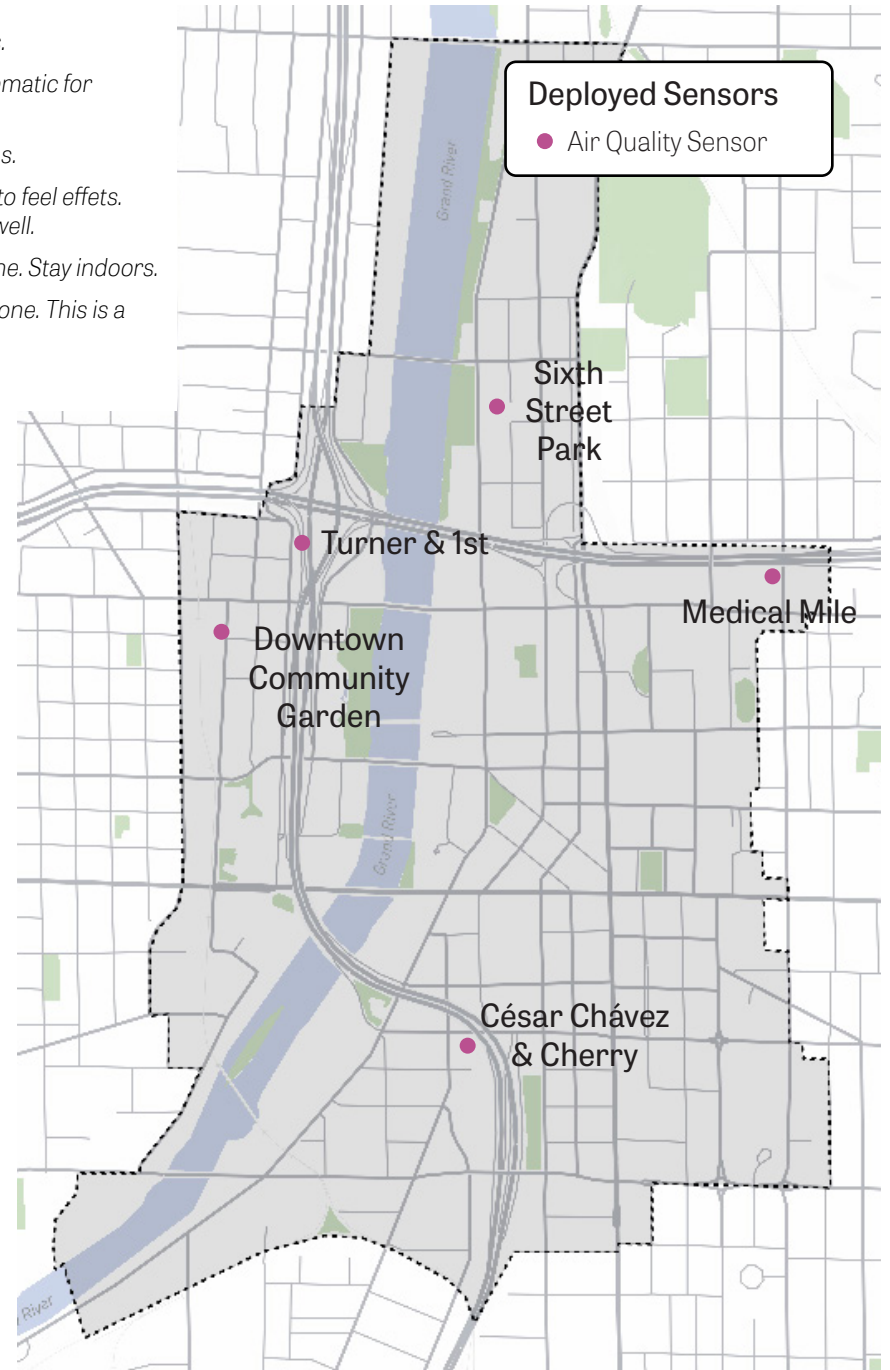
Best Average AQI

May 25
Sixth Street Park
64.82

Worst AQI Day

Sixth Street Park
44.23 avg

Worst Average AQI



Downtown Ambassador Statistics | Updated May 2026

	May 2026	2026 YTD	2025 YTD	2019 YTD
Graffiti Removals	303	898	1,980	609
Lbs of Trash Removed	30,150	108,750	107,300	147,875
Snow Removals	0	5,217	6,402	8,036
Weeds Abated	23,485	34,864	21,005	12,012
Business Contacts	831	3,536	2,063	1,027
Pedestrian Assists	29,487	71,318	80,186	99,059
Mobility Assists	136	455	309	760
Residents Engaged	23	121	408	N/A

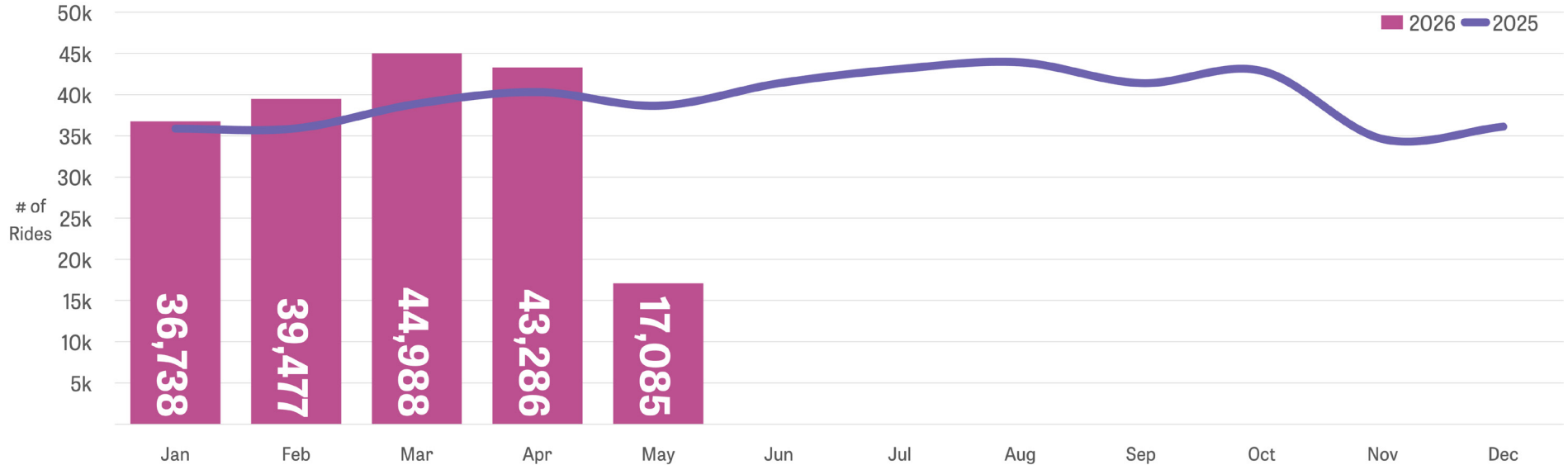


Total Ambassador Banked Hours¹ as of April 2026:

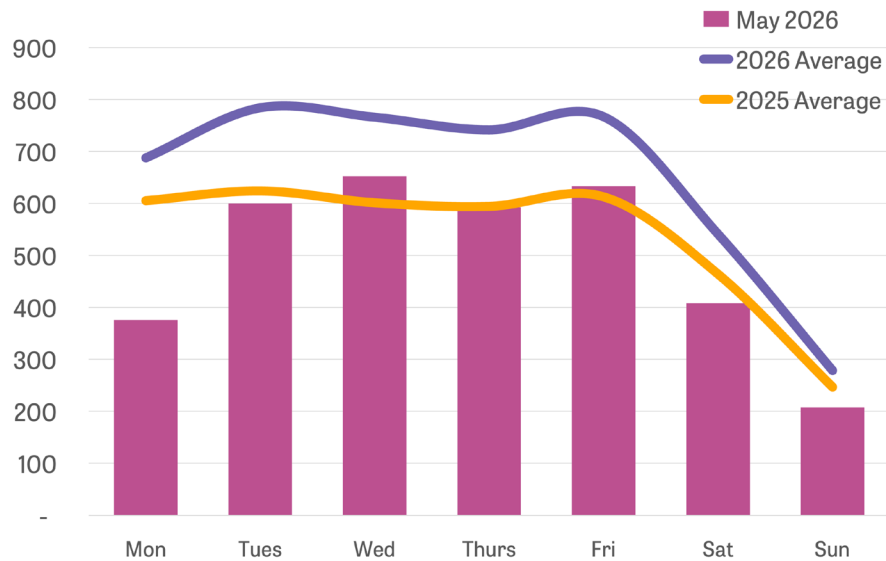
989.25

DASH Circulator ridership decreased -61% in May 2026 vs. Apr 2026 / -56% vs. May 2025 / -69% vs. May 2019

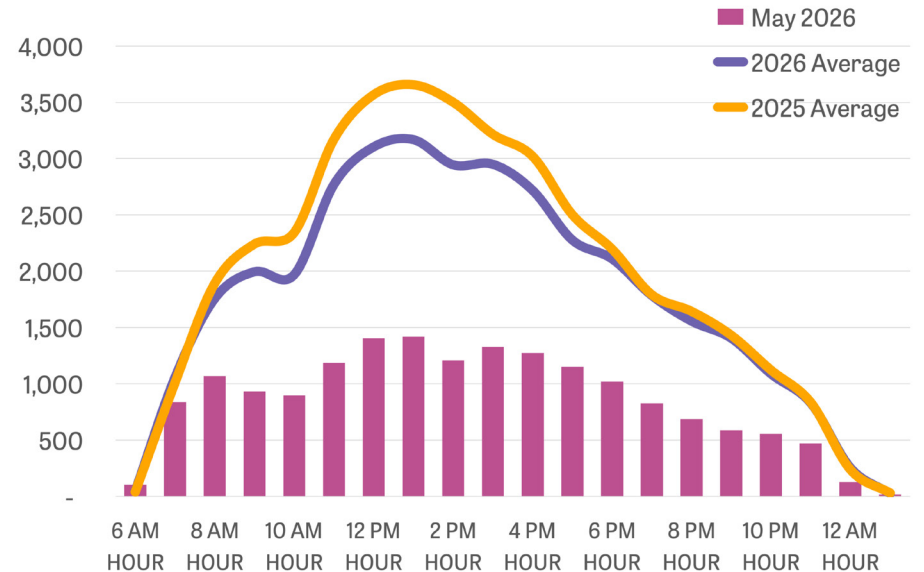
Note: DASH Circulator changed routes, removed Counterclockwise and Work routes on May 4, 2026.



Wednesday average DASH Circulator ridership increased +27% in 2026 vs. 2025

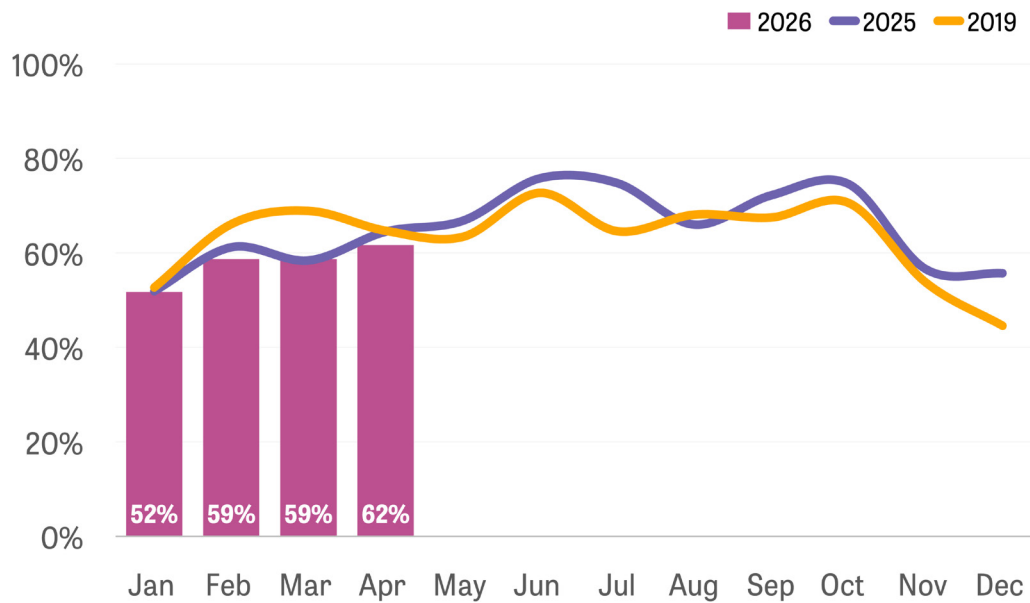


68% of DASH Circulator ridership occurred before 5 PM in April

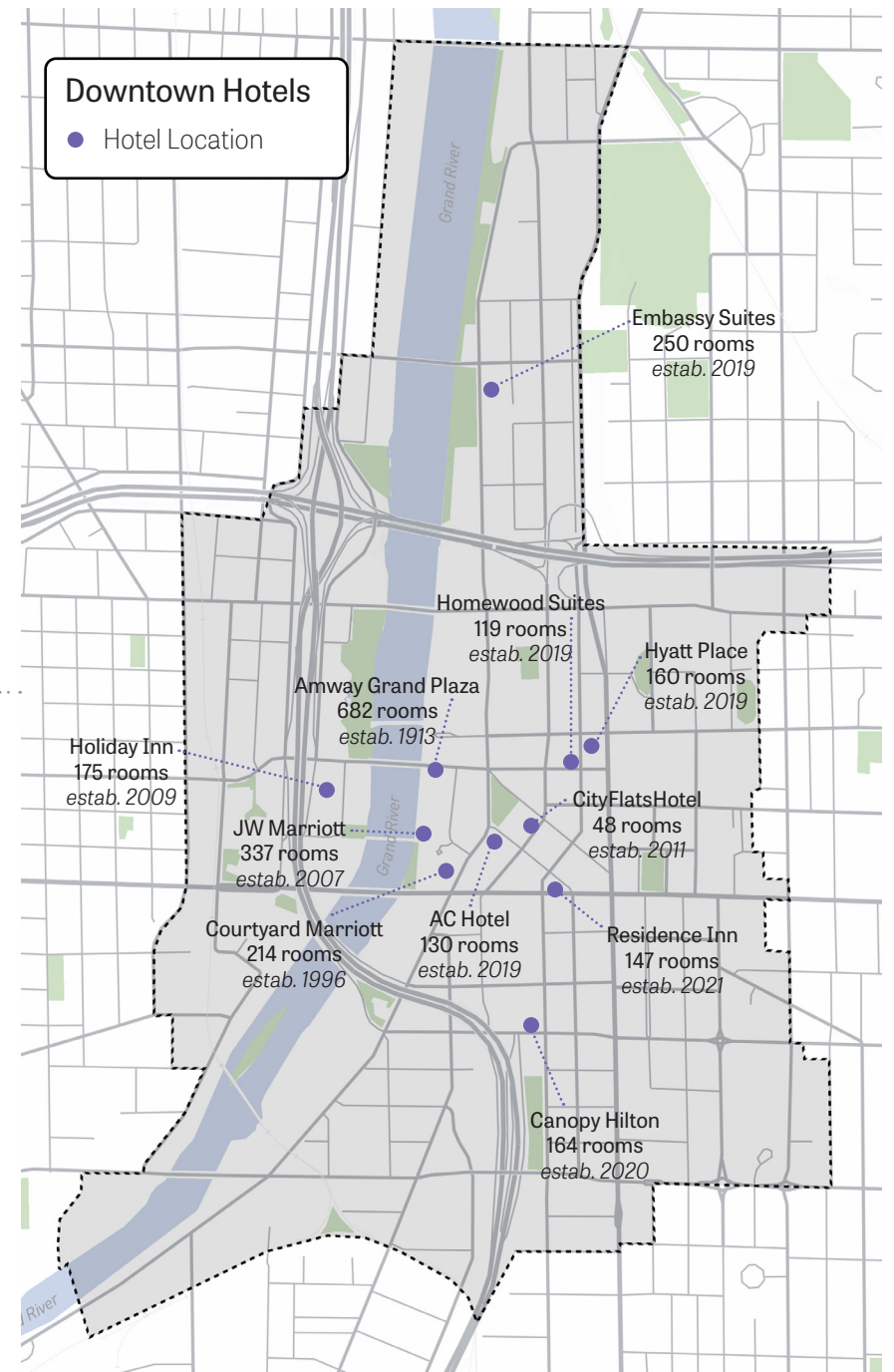
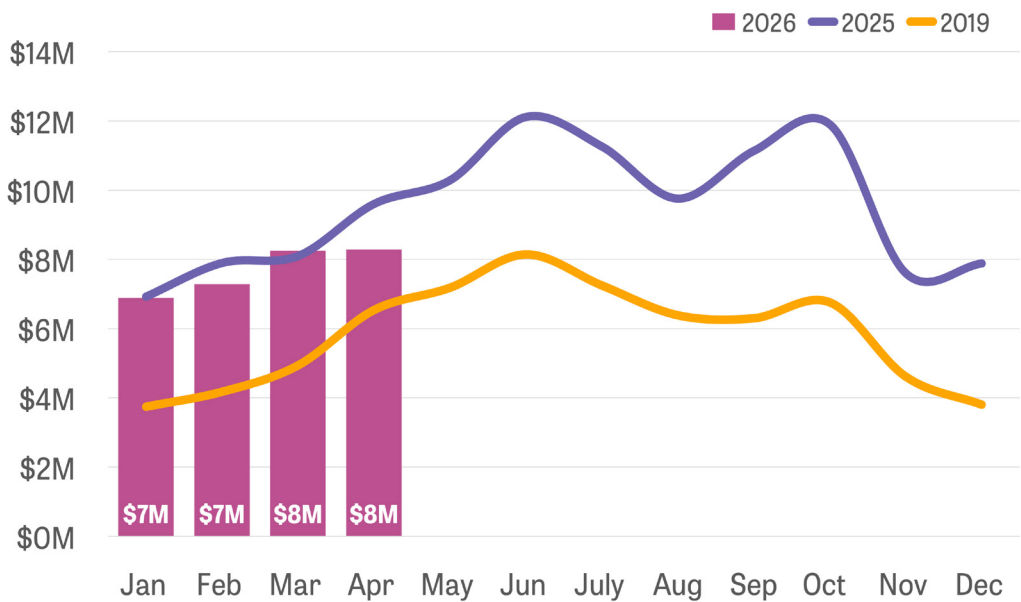


Hotel Occupancy | Updated April 2026

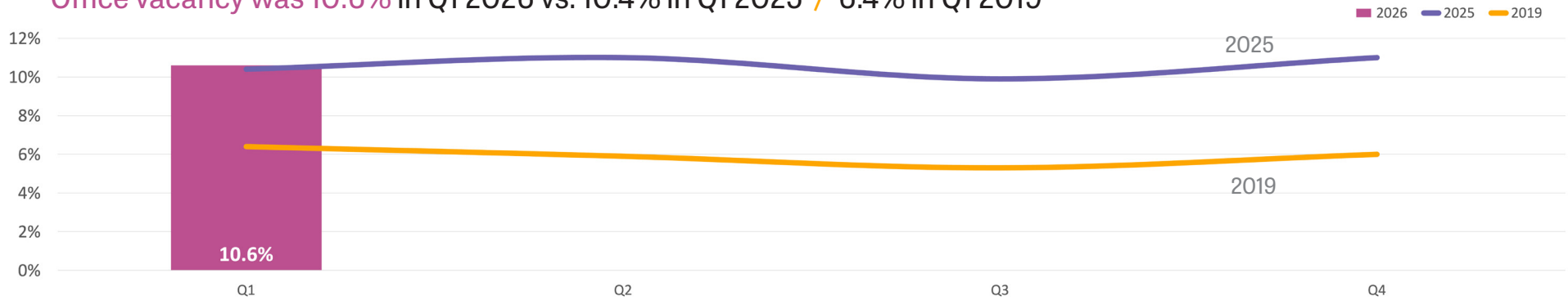
Occupancy increased +5% in Apr 2026 vs. Mar 2026 / -4% vs. Apr 2025 / -5% vs. Apr 2019



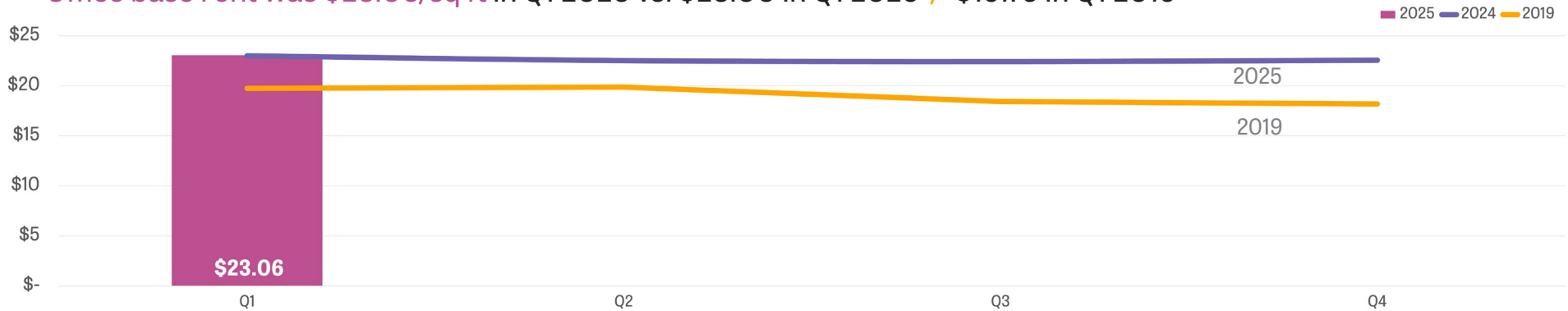
Revenue increased +0.4% in Apr 2026 vs. Mar 2026 / -14% vs. Apr 2025 / +27% vs. Apr 2019



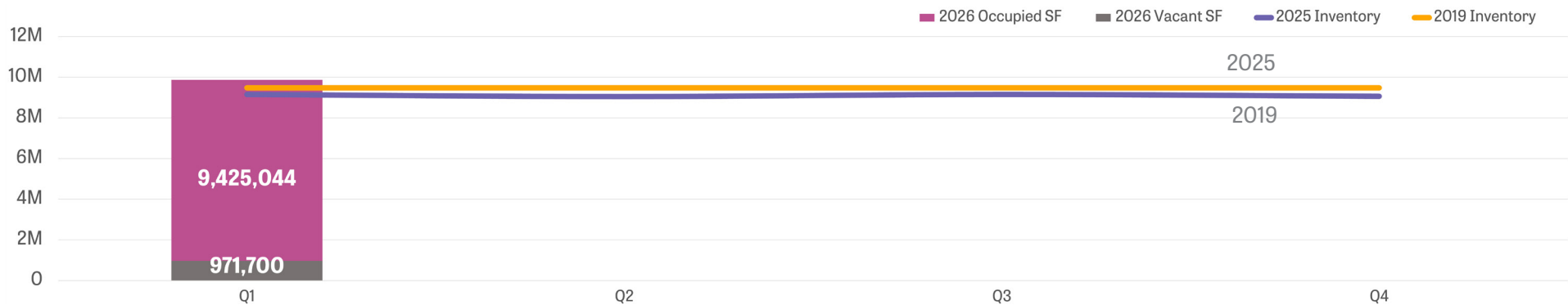
Office vacancy was 10.6% in Q1 2026 vs. 10.4% in Q1 2025 / 6.4% in Q1 2019



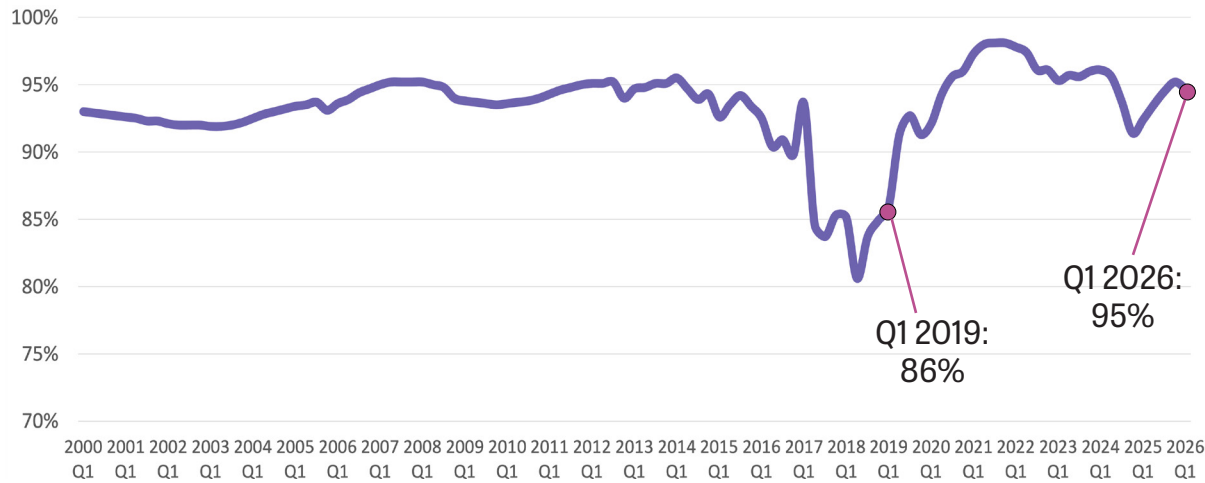
Office base rent was \$23.06/sq ft in Q1 2026 vs. \$23.00 in Q1 2025 / \$19.75 in Q1 2019



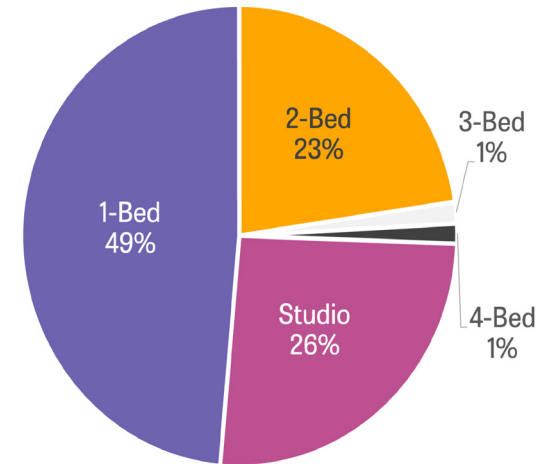
There were 9.9 million square feet of office inventory in Q1 2026



Housing occupancy decreased **-1%** vs. Q4 2025 / **+3%** vs. Q1 2025 / **+10%** vs. Q1 2019
 y-axis truncated to highlight year-over-year changes

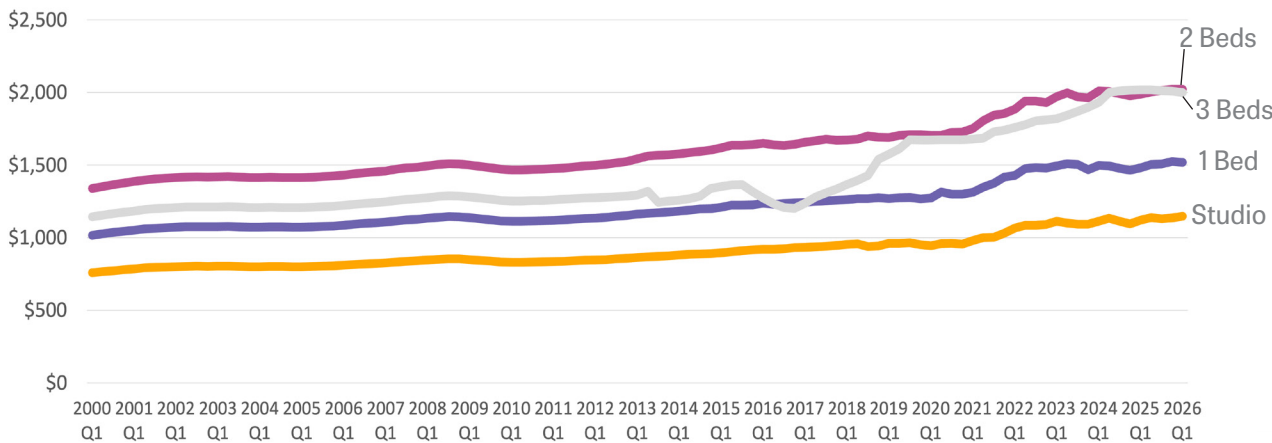


Distribution of Units by # of Rooms

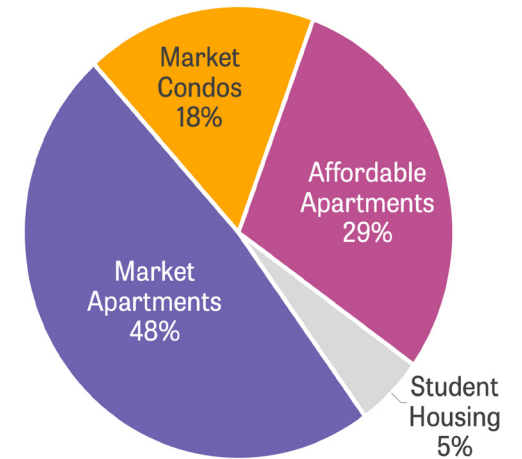


There are **129** units currently under construction and **1,898** in the planning & development pipeline

Average asking rent per unit decreased **-0.1%** vs. Q4 2025 / **+1%** vs. Q1 2025 / **+20%** vs. Q1 2019

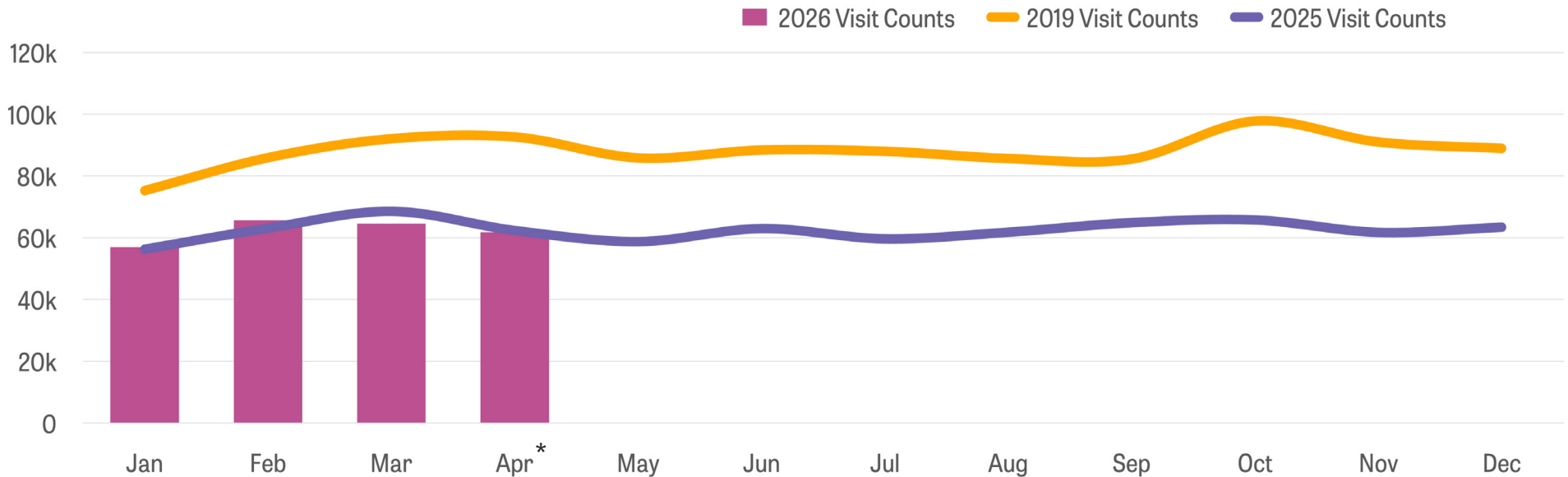


Distribution of Units by Rate Type



Daily average visit counts decreased **-2%** in Mar 2026 vs. Feb 2026 / **-6%** vs. Mar 2025 / **-30%** vs. Mar 2019

Daily average visit counts decreased **-4%** in Apr 2026 vs. Mar 2026 / **-1%** vs. Apr 2025 / **-33%** vs. Apr 2019*



97% of visits are repeat visits in 2026 to date vs. **96%** in 2025 / **95%** in 2019.

5.2% of visits are out-of-state visits in 2026 to date vs. **6.6%** in 2025 / **6.5%** in 2019.

8.2% of visitor days are overnight trips in 2026 to date vs. **9%** in 2025 / **8.4%** in 2019.

Weekday activity has increased **+3%** in Apr 2026 vs. Apr 2025 / **-39%** vs. Apr 2019*

