

AGENDA



DOWNTOWN IMPROVEMENT DISTRICT

Board Members:

Peter Albertini • Kate Berens • Stacie Behler • Michael Bishop • Mike Ellis • Bob Herr • Cullen Hillary • Ginny Justice • Emily Loeks • Josh Lunger • Andrew Martin • Jessica Slaydon • Monica Steimle-App • Paul Skenzto • Elliot Talen • Ashley Ward • Rick Winn

July 26, 2023
2:00 pm Meeting
29 Pearl Street, NW Suite #1

1. Call to order (2:00)
2. Approve Meeting Minutes from March 2023 (2:01)
Motion – Herr | (enclosure)
3. World of Winter 2023 Recap (2:03)
Info Item – Van Driel
4. Downtown Ambassador Report (2:15)
Motion – Eledge/Krenz
5. Snow Melt Update/Budget Amendment (2:25)
Motion – Eledge | (enclosure)
6. FY 2024 Plantings (2:30)
Motion – Eledge | (enclosure)
7. DID Board Chair Discussion (2:35)
Motion – Herr/Kelly
8. DGRI President & CEO Report (2:45)
Info Item – Kelly
9. Public Comment (2:50)
10. Board Member Discussion (2:55)
11. Adjournment (3:00)



DID

**MEETING OF THE DOWNTOWN IMPROVEMENT DISTRICT BOARD
March 22, 2023**

Call to Order

This meeting was called to order at 2:07 p.m. by Tim Kelly.

Attendees

Members Present: Mike Bishop, Jessica Slaydon, Peter Albertini, Stacie Behler, Kate Berens, Monica Steimle-App, Josh Lunger, Andrew Martin, Cullen Hillary, Ashley Ward, Elliot Talen, Bob Herr (remotely).

Members Absent: Emily Loeks, Mike Ellis, and Virginia Justice.

Others Present: Jessica Wood (Legal Counsel), Tricia Chapman (Treasurer), Tim Kelly (Executive Director), Mandy McDaniel (Recording Secretary), Bill Kirk, Melvin Eledge, Mark Miller, Marion Bonneaux (DGRI)

Introductions

Approve Meeting Minutes from January 2023

Motion: Slaydon supported by Steimle-App, moved to approve the January 25, 2023, Downtown Improvement District Meeting Minutes as presented. None opposed. Motion carried unanimously.

Accept January 2023 & February 2023, Financial Statements

Motion: Steimle-App, supported by Bishop, moved to accept Statement C: Schedule of Expenditures: ending January 2023 and February 2023, as presented. Motion carried unanimously.

DNN Safety Update:

Kendsie Channing, Manager of Neighbor Experience, presented an overview of the Downtown Neighbor Network's work related to neighborhood improvement.

Neighbors have created a block audit for safety. This is a google form that measures opportunities for improvement - such as broken infrastructure or number of vacant buildings - and opportunities to celebrate - such as visibility of Ambassadors and Police, interactions between neighbors and cleanliness of places in the neighborhood.

A report is compiled quarterly to update the neighborhood on what is going well and what could use additional improvement in relation to safety in order to benchmark the state of the Downtown neighborhood.

How does someone join? The Downtown Neighbor Network meets the 1st Thursday of every month during lunch hour.

Link to safety block audit: <https://docs.google.com/forms/d/e/1FAIpQLSed1C-BQeBKuNr90JzcT8ATf2EtOieOXgIxOgnfjoxf5QYkeQ/viewform>. All Downtown stakeholders are invited to contribute.

Snowmelt Repair

Eledge presented 4 locations that have been identified along Monroe Center with significant leaks in need of repair. Geotech's quote is \$21,650 per location, totaling \$86,600 plus a 12% contingency, not to exceed \$96,902. In addition, we are asking to increase the snowmelt budget by \$45,000 in case another leak arises this fiscal year.

Herr asked a question on timeline and asked clarifying question on budget. Eledge stated half of the repairs were already budgeted. Kelly stated the snowmelt fund balance is \$700,000, so we do have funding in the account to cover the expenses.

Hillary inquired Geotech as the vendor. Kelly stated since the DID technically can't hold contracts, the city at one point went through a bidding process and holds the contract with Geotech.

Members asked for clarification on the timeline. Eledge stated work will begin immediately and unsure of exact length of time. If it is a simple repair no more than 3 days.

Motion: Bishop supported by Berens, moved to approve an amount not to exceed \$96,992, which is the estimated cost of the repairs with an additional 12% contingency as well as a budget amendment not to exceed \$45,000 to cover repairs and general operating expenses through June 2023. None opposed. Motion carried unanimously.

DID FY 2024 Reauthorization

Eledge presented the stakeholder survey results. Of the 75 responses, key takeaways include:

- Stakeholders are primarily satisfied with DID Services.
- The continued desire for strong retail/restaurant marketing
- Most respondents prefer to keep boundaries the same, though this is slowly shifting.
- Better/More Comprehensive Marketing of the Ambassador Program

Eledge continued with the timeline of the reauthorization process. Eledge stated there are no significant changes this year. We plan to increase area-wide assessment by 6% in FY24 to cover the costs related to inflation. Part of that 6% accounts for the Perrigo building, which was not on the assessment role last year. If we were to add it, it would dilute the

existing assessment. We have built into their evaluation of this increase so that it will be additive to the DID budget. We will tie the area-wide assessment for FY25 and FY26 to the State of MI inflation rate multiplier, which will not exceed 4%. The residential assessment will remain at the same rate of \$120 per unit for three years. Snowmelt assessment will also remain flat for the next three years. There are nominal increases such as marketing, supplies, and personnel to reflect inflationary pressures. Although this year's reauthorization is a multi-year plan, we must still review and recommend each year's budget.

Herr confirmed if there is a new property added we do not capture the new property until we do another reauthorization in 3 years. Eledge confirmed that is correct, but we do not anticipate any significant change or development. One thing accounted for was the increase in residential units being added to the sky tower at Studio Park in FY24.

Motion: Bishop supported by Ward, moved to the FY2024-FY2026 DID Reauthorization Plan including the FY2024 budget and recommend it to the Grand Rapids City Commission for approval. None opposed. Motion carried unanimously.

DGRI President & CEO Report

- Women's History Month – RAD Woman tours
- WOW 2023 report coming soon.
- Relax at Rosa begins in May.
- Return to the River Festival – Aug 26th & 27th.
- ArtPrize update – Catlin Whittington hired as the New Executive Director.

Public Comment

None.

Board Member Discussion

Member Berens stated the city is in the process working with the Public Safety committee, and recently wrapped up the community engagement portion. This was a conversation prompted with the City Commission in December with concerns particularly around misdemeanor crimes and behaviors around downtown. As a result, we are considering adding additional ordinances. The subcommittee will be tasked with reviewing programs outside of policing, including additional security, more enhanced cleaning, etc. So, we are wrapping up the analytical piece and intend to bring back recommendations in the April meeting.

Adjournment

The meeting adjourned at 2:46 p.m.

Minutes taken by:
Mandy McDaniel
Downtown Grand Rapids, Inc.

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DATE: July 26, 2023
TO: Downtown Improvement District
FROM: Melvin Eledge Jr., Director of Operations
SUBJECT: FY 24 Ambassador (Block by Block) Contract

Agenda Item #04
July 26, 2023
DID Meeting

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 February 2022 DGRI staff issued an RFP for its Beautification, Maintenance and Placemaking services program. The RFP was sent directly to established, known firms that typically provide these kinds of services as well as publicly listed on the International Downtown Association (IDA) website. On March 3rd, DGRI staff received 1 qualified proposal.

DGRI staff requested the existing DID reauthorization committee review the proposal and provide feedback and recommendations to staff as to the quality and content of the received proposal.

The new proposal increased ambassador wages to \$16.50 as well as added an additional week of vacation for all ambassadors. Since making these improvements to wages and benefits staff levels have remained stable and the ability to recruit quality candidates has improved.

The total cost of the services is \$1,043,755.58 and includes the option for a one-year extension; it is expected the new Block by Block contract would begin July 1, 2023. The DID’s portion of the funding is \$752,839; the remaining \$290,916.56 will be requested for approval from the DDA at their August meeting.

Recommendation: Authorize DID funding for an amount not to exceed \$752,839 for Hospitality, Beautification, Maintenance and Placemaking contractual services in FY24.

DOWNTOWN IMPROVEMENT DISTRICT

MEMORANDUM

DOWNTOWN
IMPROVEMENT
DISTRICT



DATE: July 26, 2023
TO: Downtown Improvement District
FROM: Melvin Eledge Jr., Director of Operations
SUBJECT: Monroe Center Snowmelt Update/Budget Amendment

Agenda Item #05
July 26, 2023
DID Meeting

In March 2023 the DID board approved an expenditure of \$96,992 to repair four (4) leaks identified in the Monroe Center snowmelt system.

As of July 14th Geotech, our snowmelt contractor, excavated and repaired leaks found in areas 1, 2 & 3. The leak in area 4 was no longer observed after the other repairs were completed. The total amount for the repair is \$72,100.

Additionally, the board approved a \$45,000 budget amendment to the FY 23 budget to ensure adequate funds to cover this repair and routine operations costs; however due to the timing of repairs the cost will impact the FY 24 budget instead. This amount will be covered by the snowmelt fund balance which is currently at \$594,249.

Recommendation: Approve a budget amendment not to exceed \$72,100 to cover the Monroe Center leak repair project.

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DATE: May 22, 2023
TO: Downtown Improvement District
FROM: Melvin Eledge Jr., Director of Operations
SUBJECT: FY 24 Downtown Plantings

Agenda Item #06
May 22, 2023
DID Meeting

In February 2022 DGRI staff issued an RFP for its Beautification, Maintenance and Placemaking services program. The RFP was sent directly to established, known firms that typically provide these kinds of services as well as publicly listed in the International Downtown Association (IDA) website. On March 3rd, DGRI staff received 1 qualified proposal from Block by Block with local greenhouse Micandy Gardens as a sub-contractor to provide flower planting and maintenance.

In January of 2023, Micandy provided staff with a new proposal to cover all existing plantings in the Downtown as well as add several new planting beds developed in the last year, namely Ottawa Ave.

The total cost of the services is \$180,225, which includes a small contingency to cover unexpected needs. The total request to the DID is for an amount not to exceed \$113,000 which is budgeted in the DID FY 24 Maintenance & Beautification line item. The remainder of the cost will be covered by the Downtown Development Authority, which approved \$62,725 at their May meeting and the Monroe North TIFA, which will cover \$4,500.

Recommendation: Authorize DID funding for an amount not to exceed \$113,000 for Flower planting and Beautification contractual services in FY24.

DOWNTOWN IMPROVEMENT DISTRICT

Downtown Vitals Report Downtown Improvement District



Produced July 21, 2023
for the month of June 2023

Summary of Downtown Vital Signs

Most Recently Completed Month: **June 2023**

New Businesses

+2 in June
+8 year-to-date
p. 4

Storefront Vacancy Rates

+0% vs. May
+2% vs. 2-yr avg.
p. 5

Office Space Vacancy Rates

12.1% in Q2 2023 vs.
11.5% in Q1 2023
p. 6

Office Space Rental Rates

\$22.99 in Q2 2023 vs.
\$23.02 in Q1 2023
p. 6

Housing Occupancy

+1% vs. Q1 2023
+1% vs. 5-yr avg.
+1% vs. 15-yr avg.
p. 7

(May) Hotel Occupancy

+11% vs. April
-12% vs. May 2022
+11% vs. 5-yr avg.
p. 8

Visitor Activity Counts

+16% vs. May
+4% vs. June 2022
p. 9

Employee Activity Counts

-2% vs. May
+35% vs. June 2022
p. 10

Resident Activity Counts

+3% vs. May
+16% vs. June 2022
p. 11

(May) Consumer Spending

-6% vs. April
+6% vs. May 2022
p. 12

(Apr) DASH Ridership

-7% vs. Mar
+11% vs. Apr 2021
p. 13

(May) City Employment

+1% vs. April
+5% vs. May 2022
+6% vs. 5-yr avg.
p. 14

Editorial Notes

Activity Tracking (p. 9 - 11)

Visitor, employee, and resident tracking have now been given their own pages. Additionally, the month-over-month and 5-year average graphs have been adjusted to reflect daily averages rather than totals in order to account for the disparity in number of days per month as well as to paint a more relatable picture of daily activity.

Consumer Spending (p. 12)

This edition of Vitals sees a brand new data set provided by Replica, a data analytics platform that uses mobile location data to extrapolate travel mode, trip purpose, and other metrics surrounding mobility. It also accesses databases tracking credit card spending, which are used in this page. This calculation is done for Census Tract 20, which is a similar geography to the Downtown core.

DASH (p. 13)

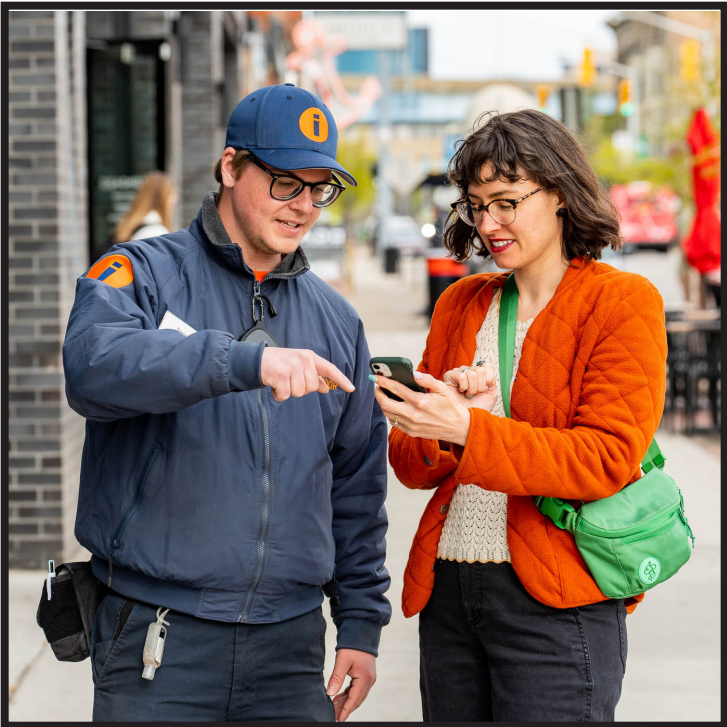
DASH 2.0 ceased operations on May 9. This page reflects only the data up to that point. Future iterations of the Vitals Report will include DASH 3.0 data.



Downtown Ambassador Statistics

	2023 YTD	May 2023	June 2023
Graffiti Removed	2,432	548	537
Lbs of Trash Removed	216,625	43,650	55,000
Snow Removed	3,718	8	3
Weeds Abated	119,706	56,392	43,173
Business Contacts	4,514	684	574
Pedestrian Assists	169,816	21,038	20,601
Mobility Assists	1,719	197	207
TOTAL BANKED HOURS:			241.75

2023 vs. 2022 Year-to-Date Comparisons:



Source: Downtown Grand Rapids Inc.

Storefront Business Openings in 2023

Retail

Pochi's Sweet Designs
Open Door Bakery
Celebri-T Floral & Design
One of a Kind Vintage
The August Connection

Food & Beverage

Elsa's

Services

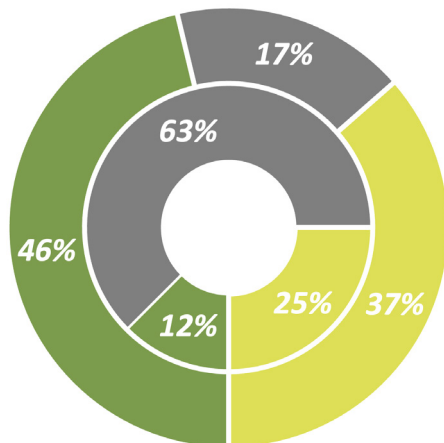
City Nail Bar
Key Bank

Additionally:

Zabház Expansion
Second Vibess Expansion

Business Mix of Storefronts

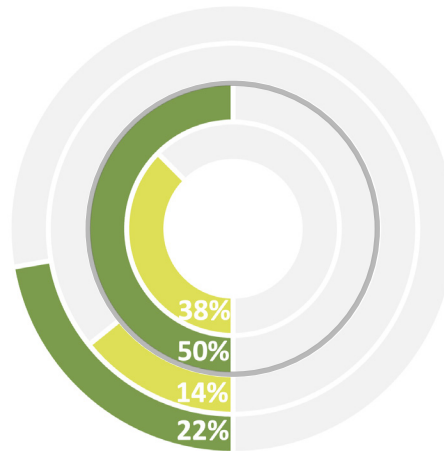
Overall: Outer Ring
New in 2023: Inner Ring



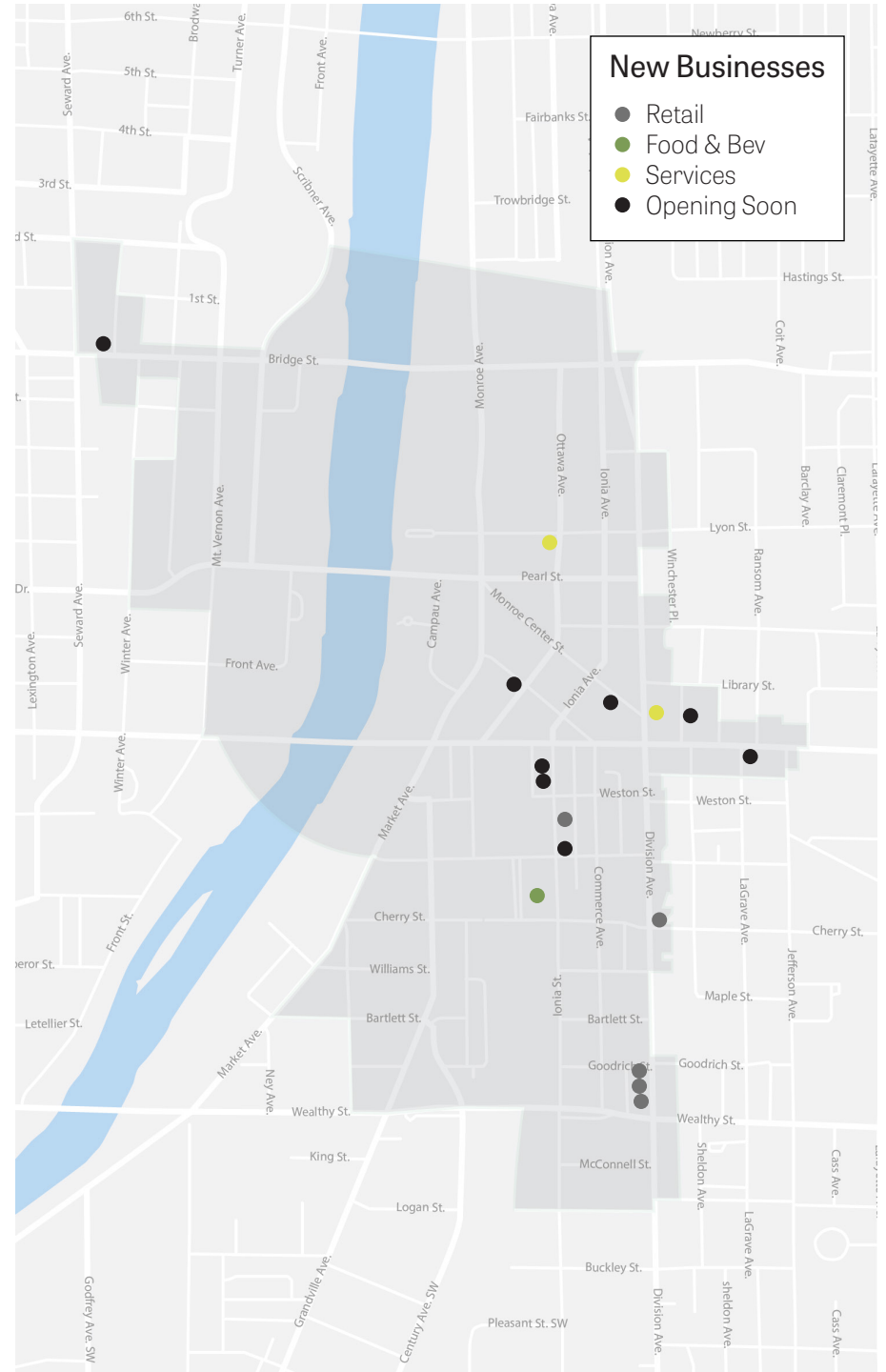
■ Food & Bev
■ Retail
■ Services

Business Ownership of Storefronts

Overall: Outer Ring
New in 2023: Inner Ring



■ BIPOC Ownership
■ Women Ownership



Source: Downtown Grand Rapids Inc.



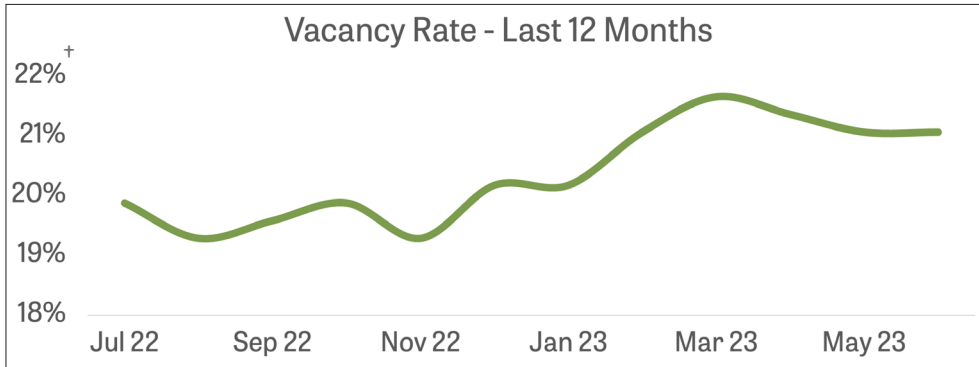
DOWNTOWN
IMPROVEMENT
DISTRICT

Storefront Vacancies & Recent Closures

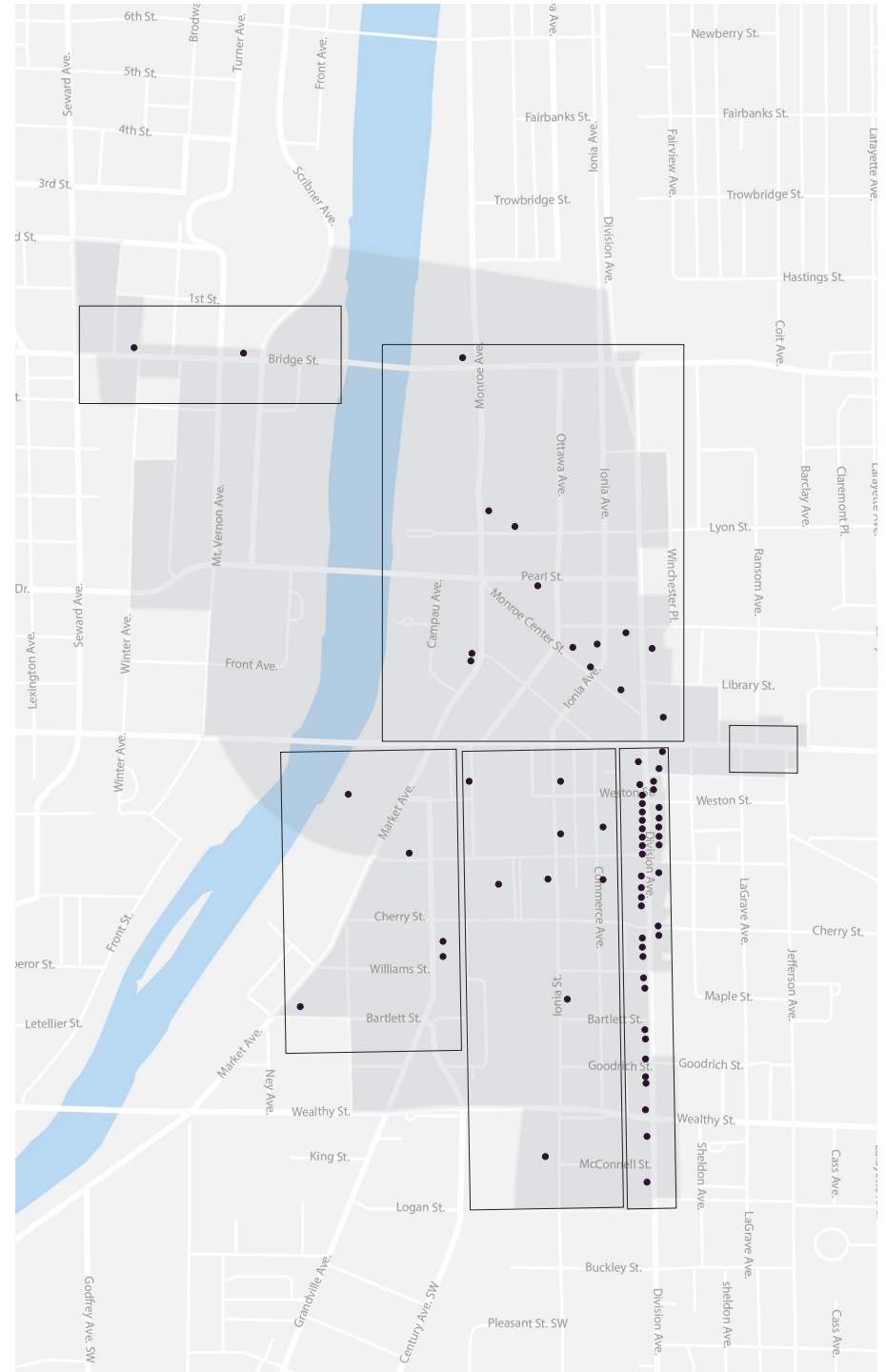
7
storefront
businesses
closed in 2023

2023 Closures:
0% Food & Bev
60% Retail
40% Services

21%
vacancy rate



	# of Storefronts	# of Vacancies	Vacancy %
Bridge Street	21	2	10%
Center City	115	21	18%
<i>Monroe Center*</i>	<i>52*</i>	<i>10*</i>	<i>19%*</i>
Fulton & Jefferson	19	0	0%
Heartside: Division	98	33	34%
Heartside: Ionia	69	10	14%
Heartside: Grandville	14	5	36%
Other	1	0	0%
DISTRICT TOTALS:	337	71	21%



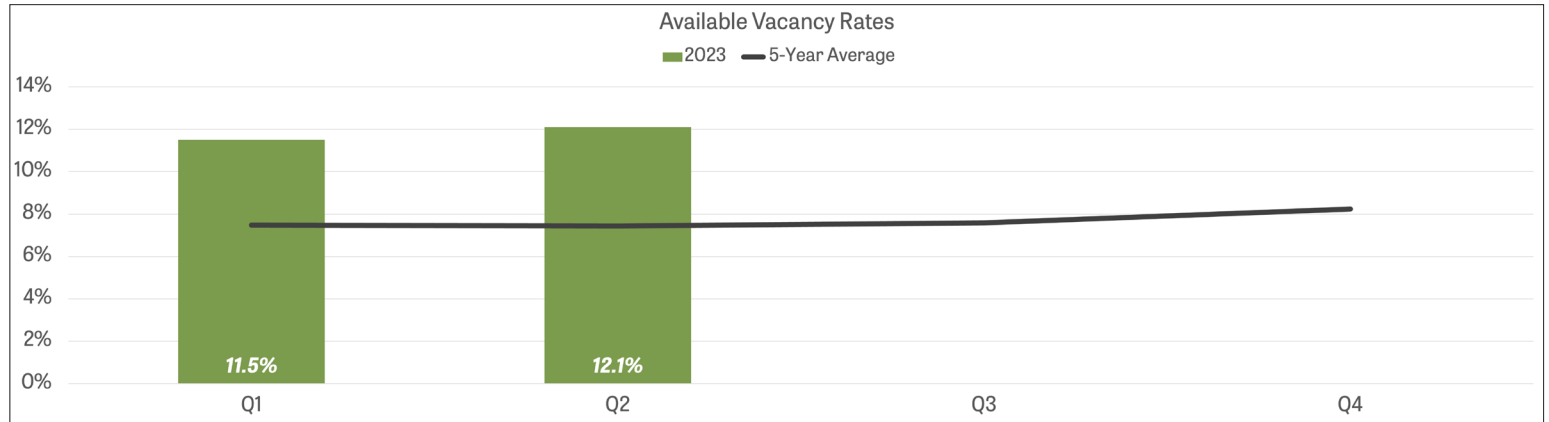
**DOWNTOWN
IMPROVEMENT
DISTRICT**

*Monroe Center is a subset of Center City and is not included in District Totals
†truncated y-axis to highlight month-over-month changes

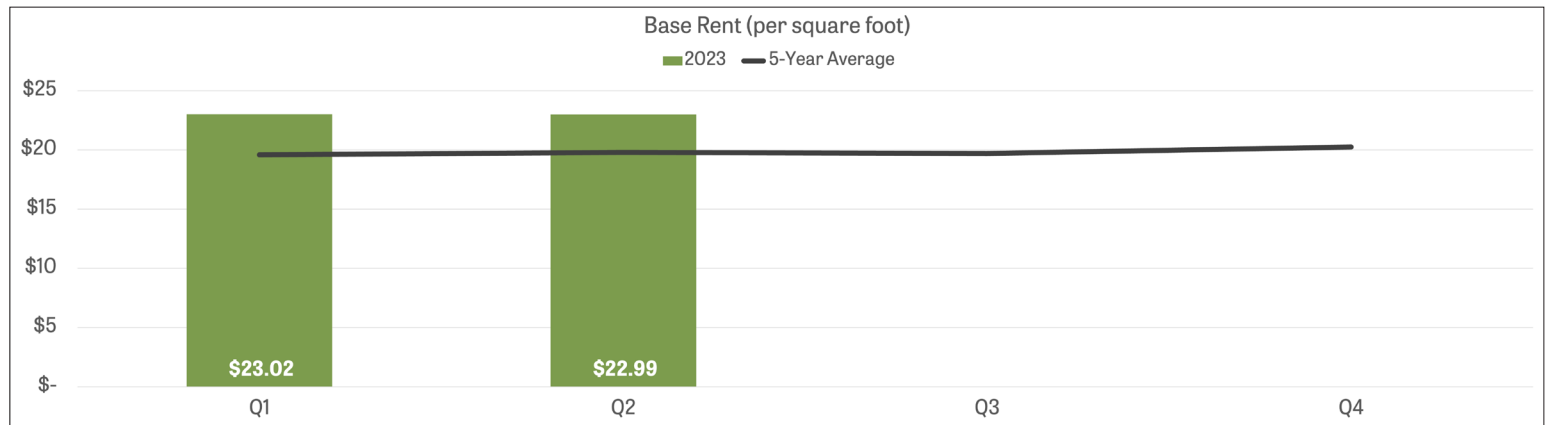
Source: Downtown Grand Rapids Inc.

Office Space
Updated Quarterly

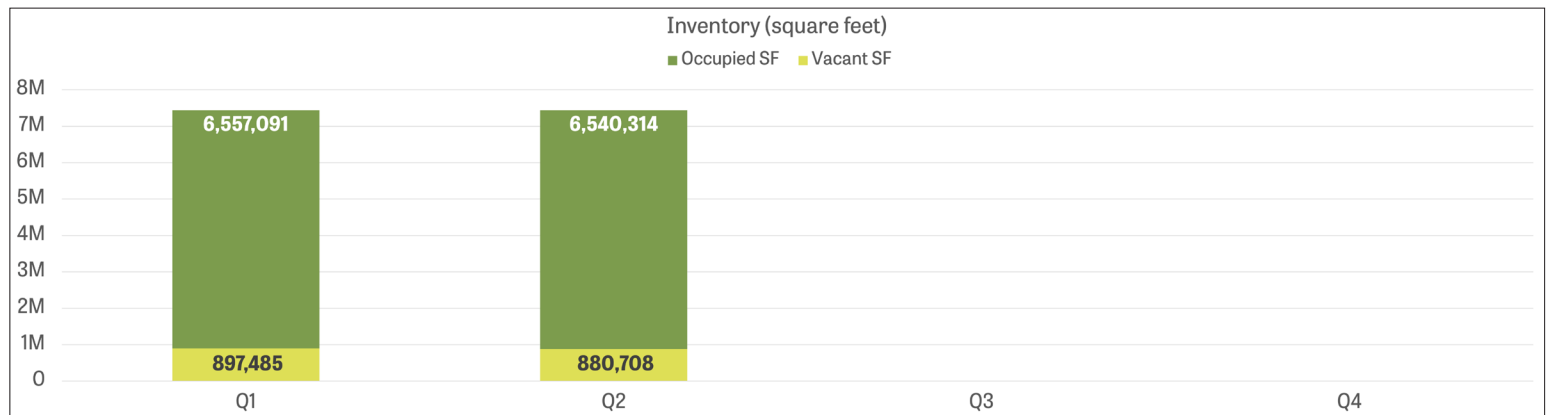
12.1%
vacancy in Q2 2023
vs. 11.5% in Q1 2023



\$22.99
per sq ft in Q2 2023
vs. \$23.02 in Q1 2023



7.4M
square feet of office
space inventory



Source: CoStar

Housing Overview

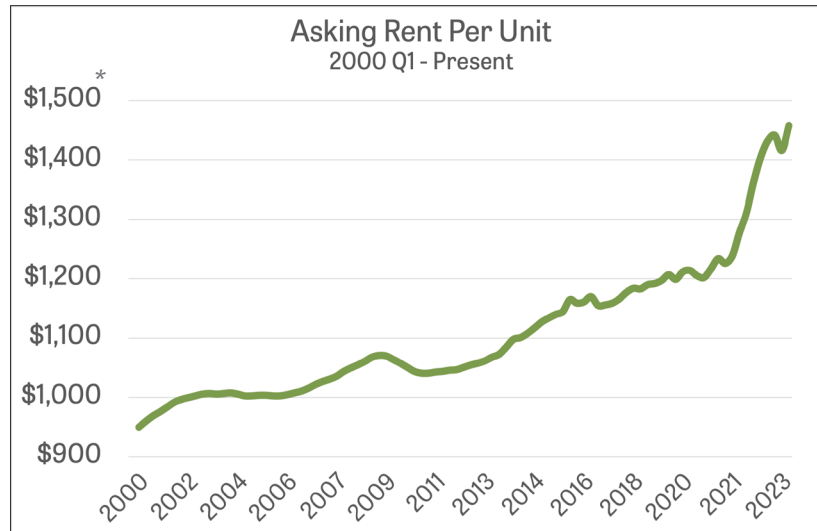
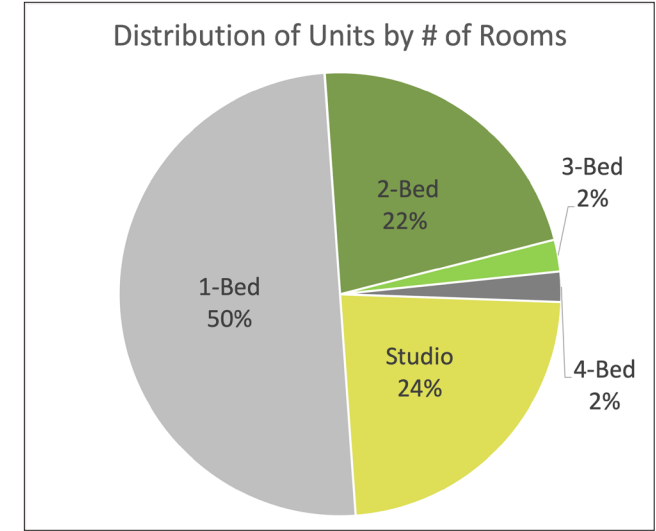
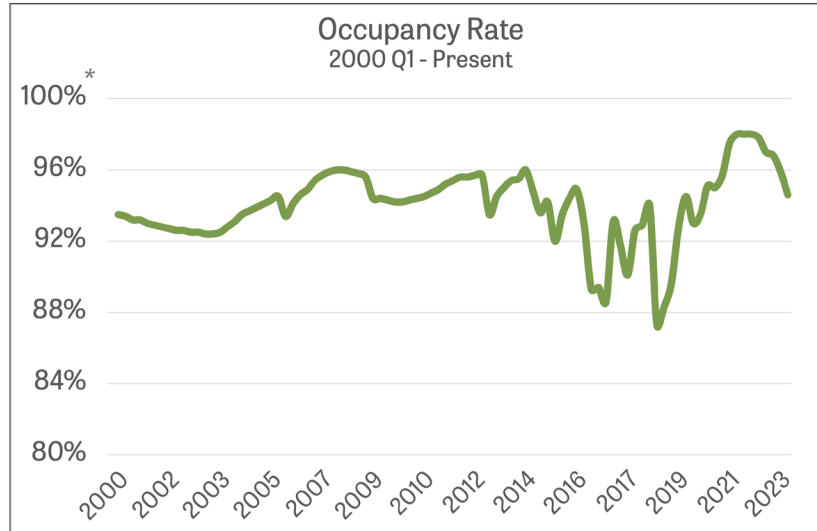
Updated Quarterly

95%
occupancy
in Q2 2023

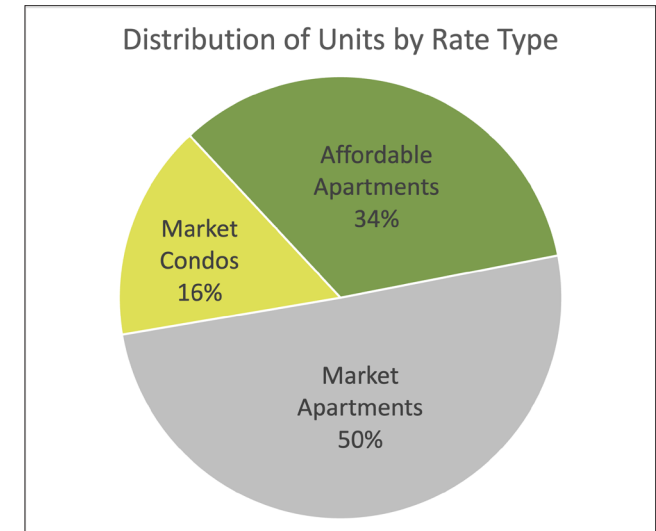
\$1,462
asking rent rate
in Q2 2023

250
units under
construction

1,211
units in planning



*truncated y-axis to highlight changes

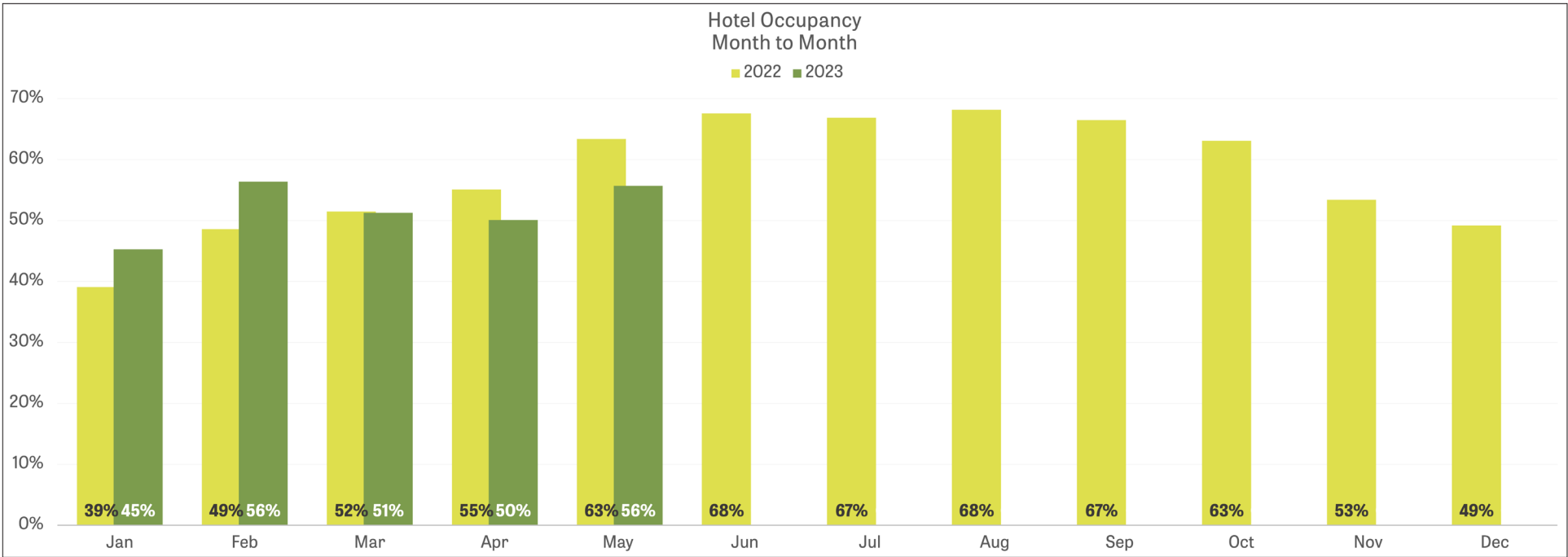
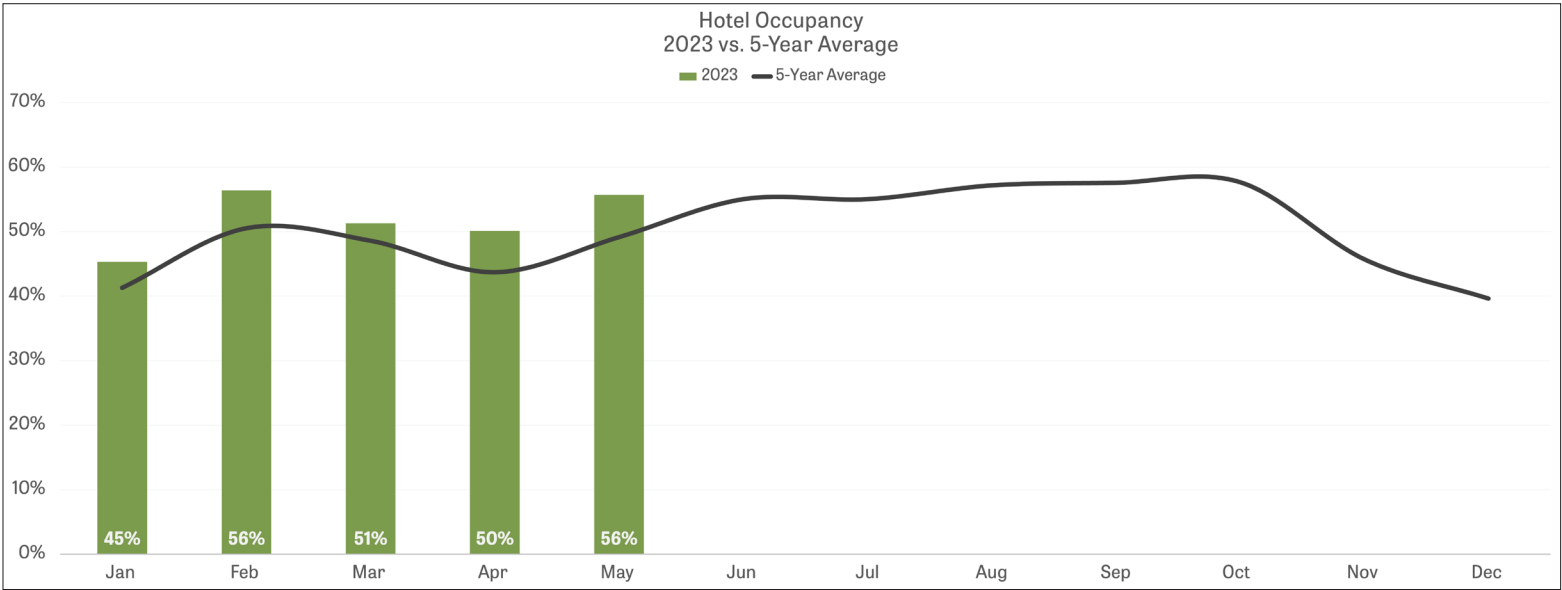


Sources: CoStar &
Downtown Grand Rapids Inc.

Hotel Occupancy

56%
hotel occupancy
in May 2023

52%
average hotel
occupancy
in 2023 so far



Source: Smith Travel Research via CoStar

Downtown Visitor Activity Tracking



16%

increase in visitor activity in June 2023 vs. May 2023

5%

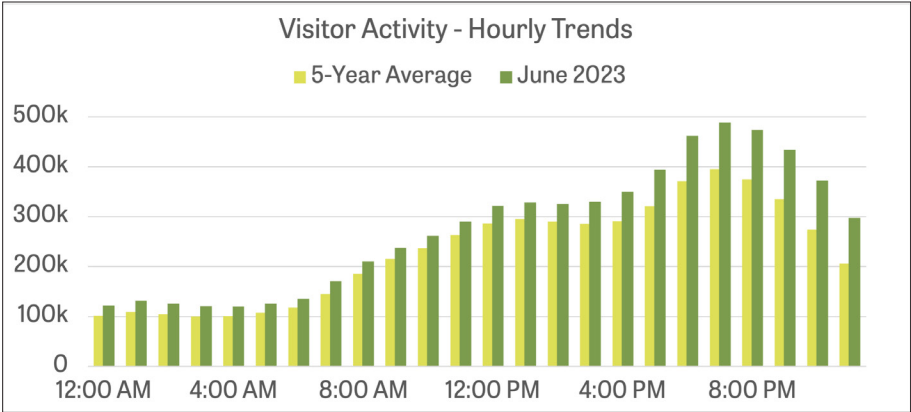
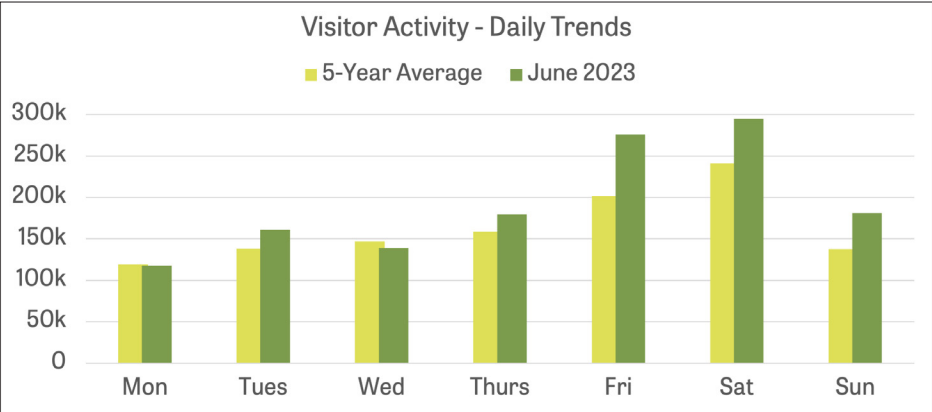
increase in visitor activity in June 2023 vs. 2023 so far

27%

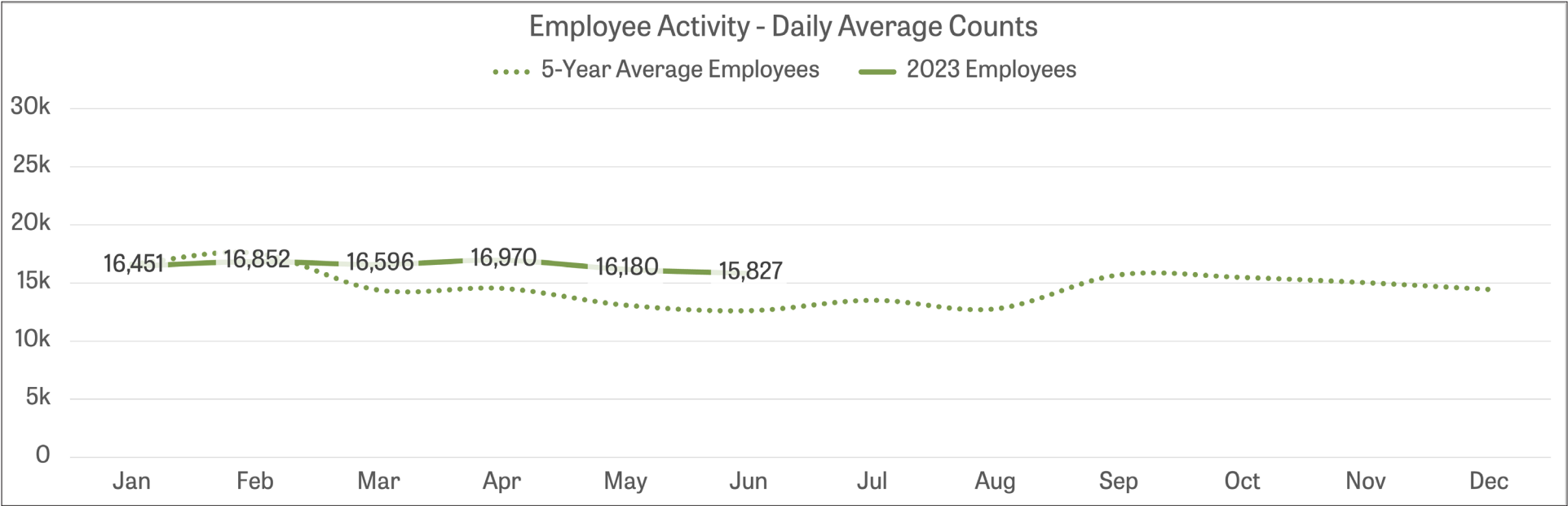
increase in visitor activity in June 2023 vs. June 5-year average

4%

increase in visitor activity in June 2023 vs. June 2022



Downtown Employee Activity Tracking



2%

decrease in employee activity in June 2023 vs. May 2023

0.1%

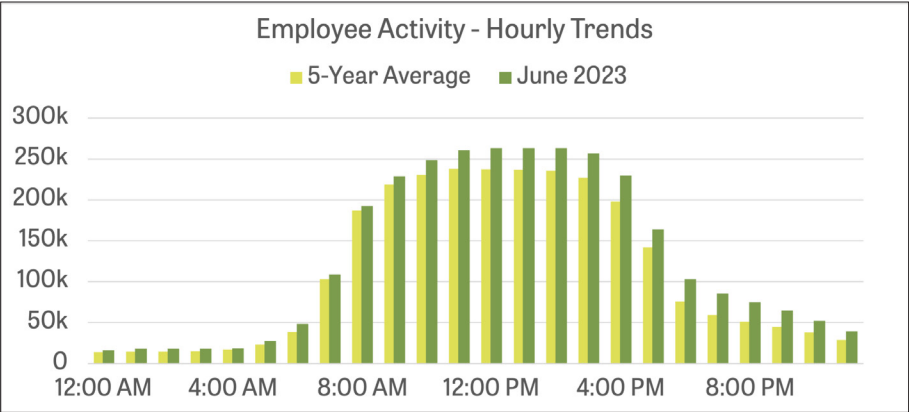
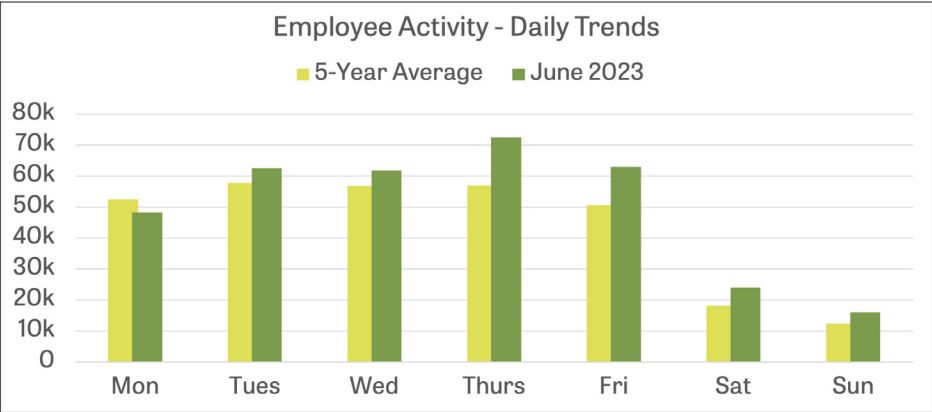
decrease in employee activity in June 2023 vs. 2023 so far

25%

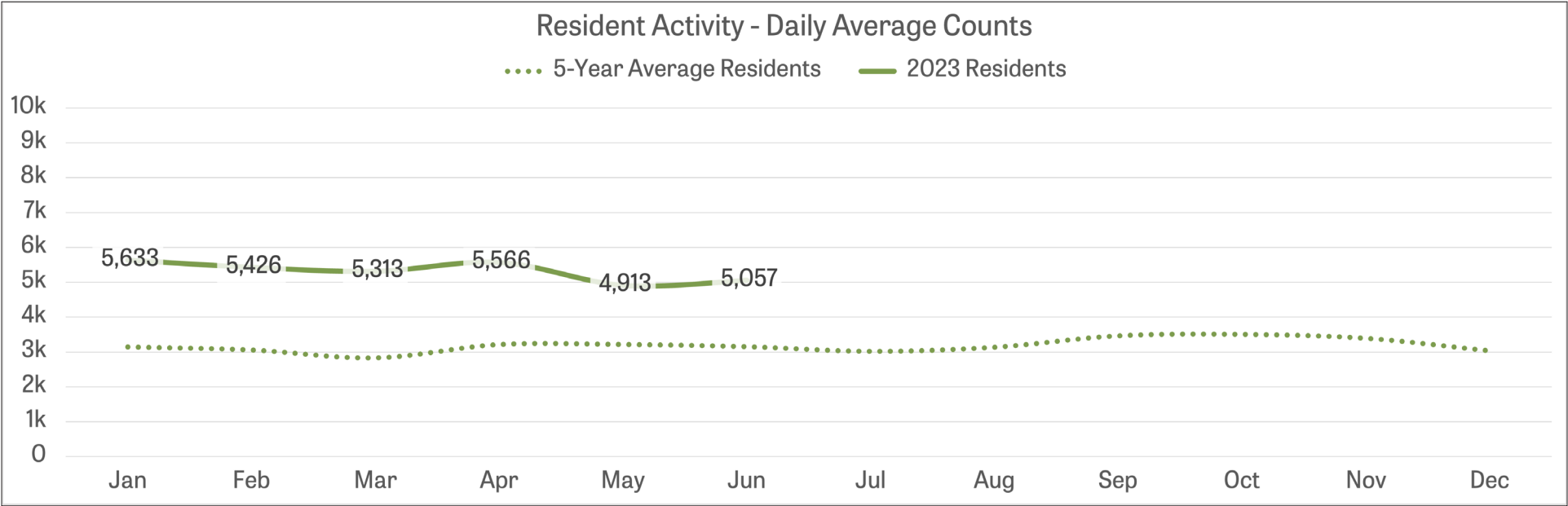
increase in employee activity in June 2023 vs. June 5-year average

35%

increase in employee activity in June 2023 vs. June 2022



Downtown Resident Activity Tracking



3%

increase in resident activity in June 2023 vs. May 2023

1%

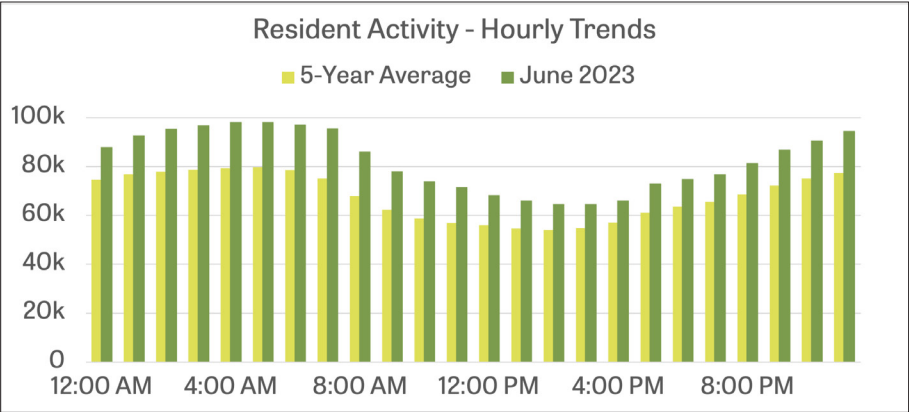
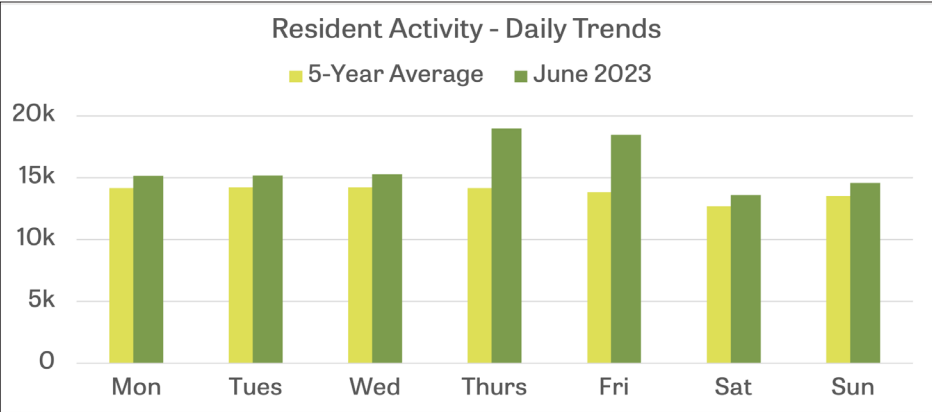
decrease in resident activity in June 2023 vs. 2023 so far

18%

increase in resident activity in June 2023 vs. June 5-year average

16%

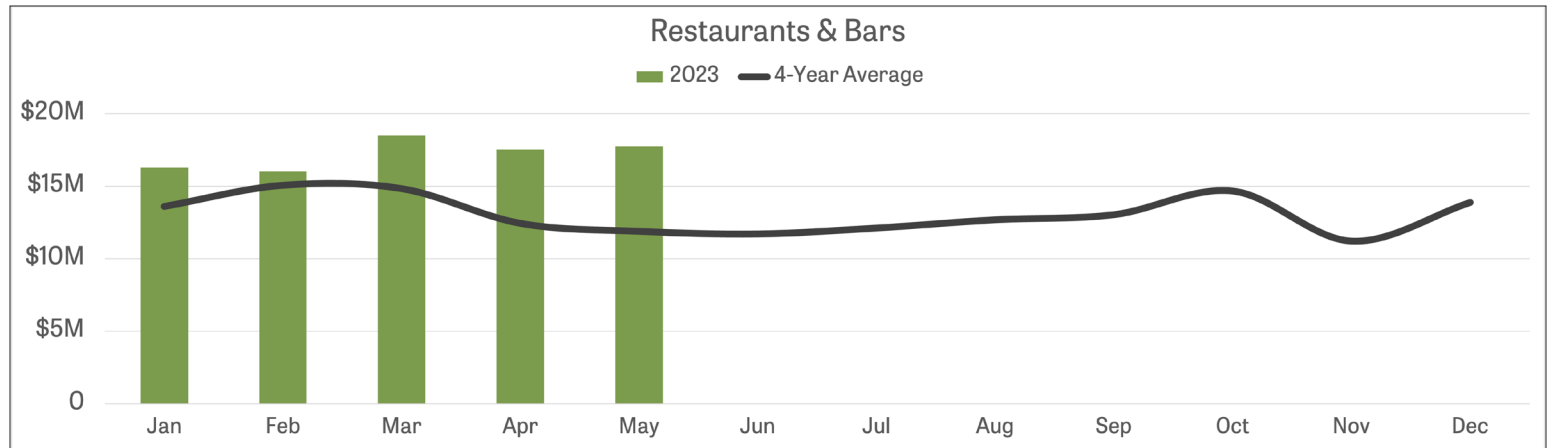
increase in resident activity in June 2023 vs. June 2022



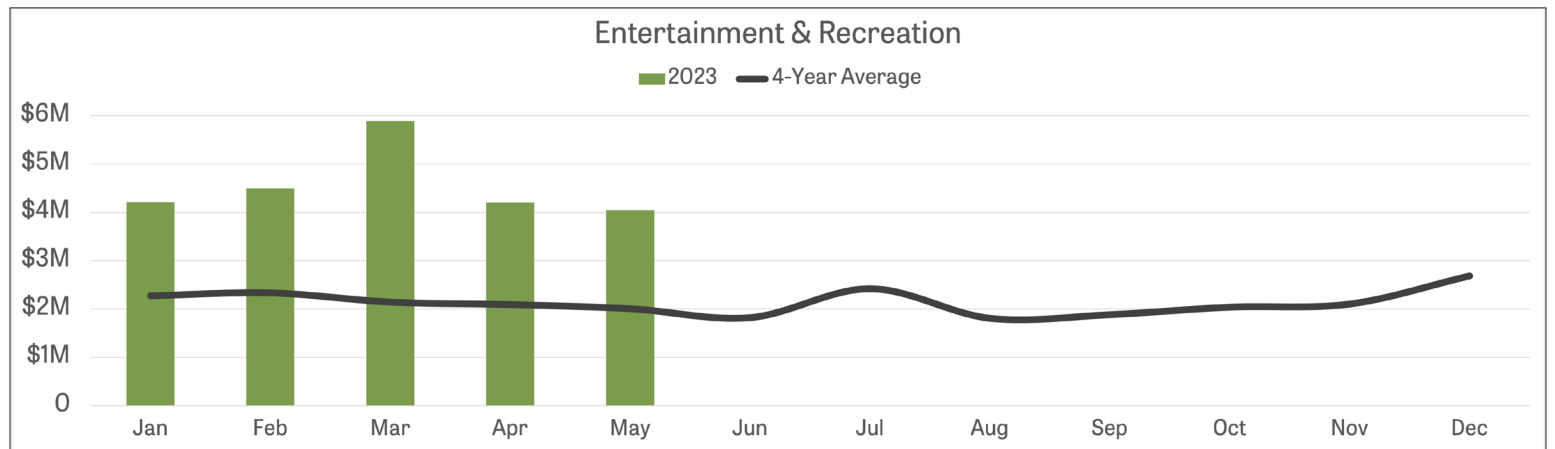
Source: Placer.ai

Consumer Spending
For Census Tract 20

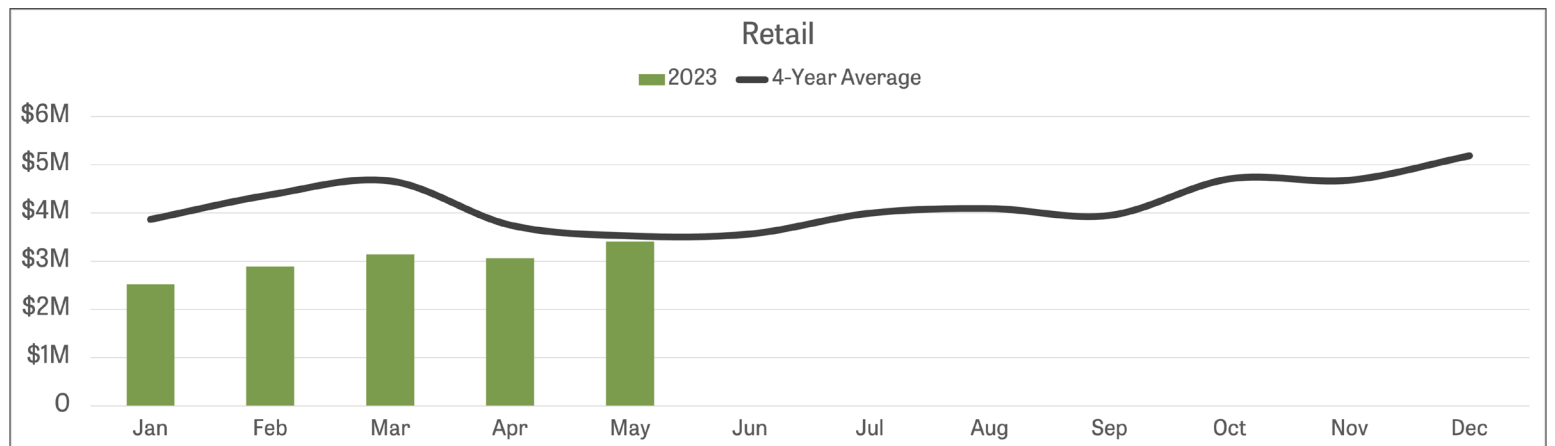
\$18M
in restaurant & bar
consumer spending
in May 2023



\$4M
in entertainment &
recreation consumer
spending in May 2023



\$3M
in retail
consumer spending
in May 2023



DASH 2.0 Ridership

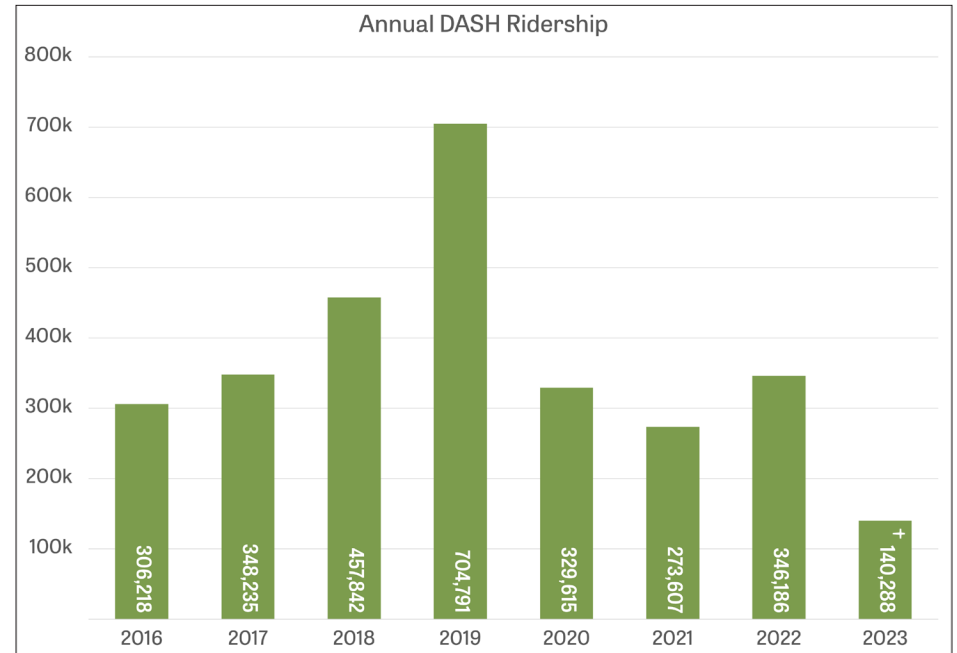
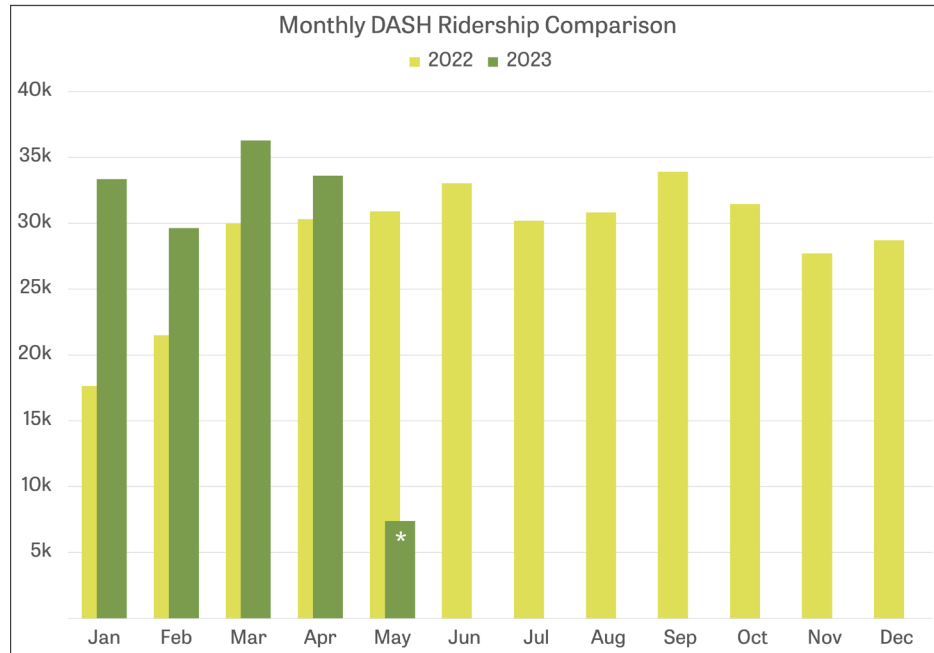
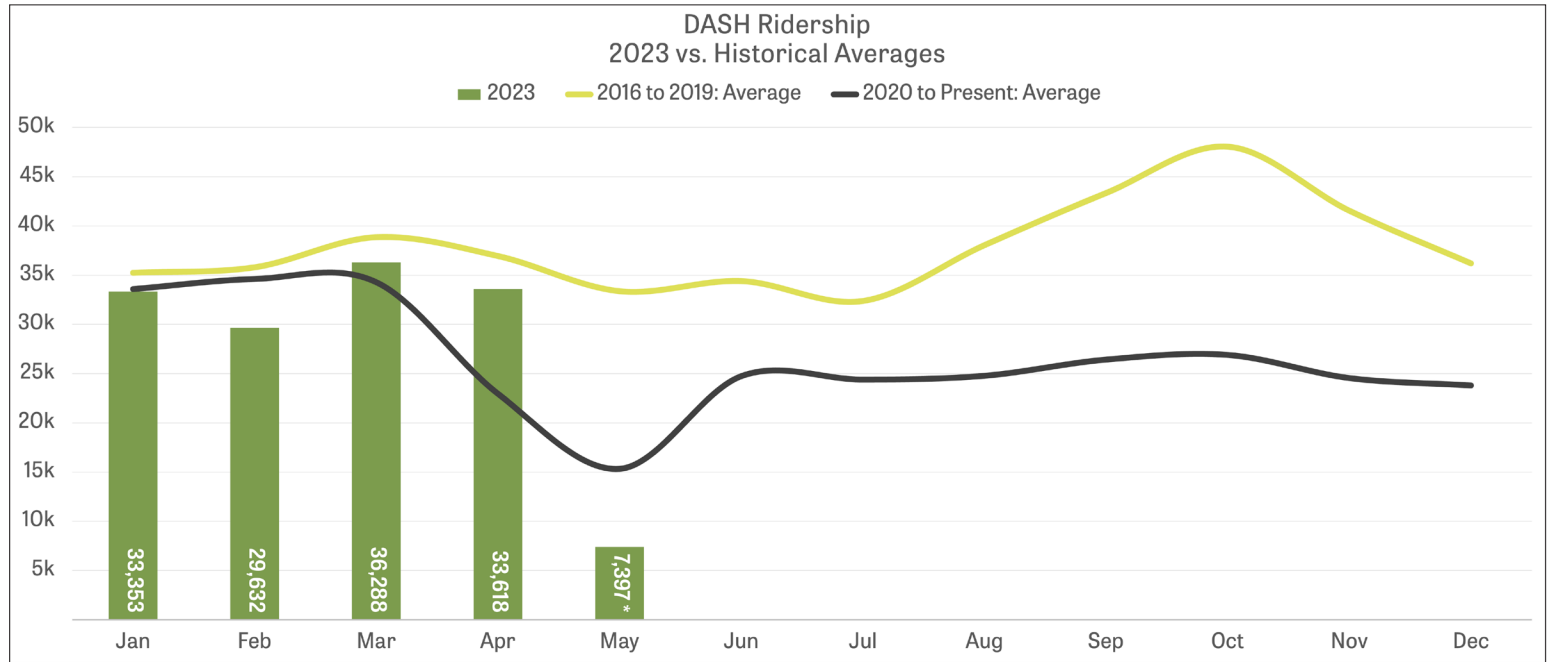
Retired May 2023

7%

decrease in average
ridership Jan - Apr 2023
vs. 7-year average

34%

increase in ridership in
Jan - Apr 2023
vs. Jan - Apr 2022



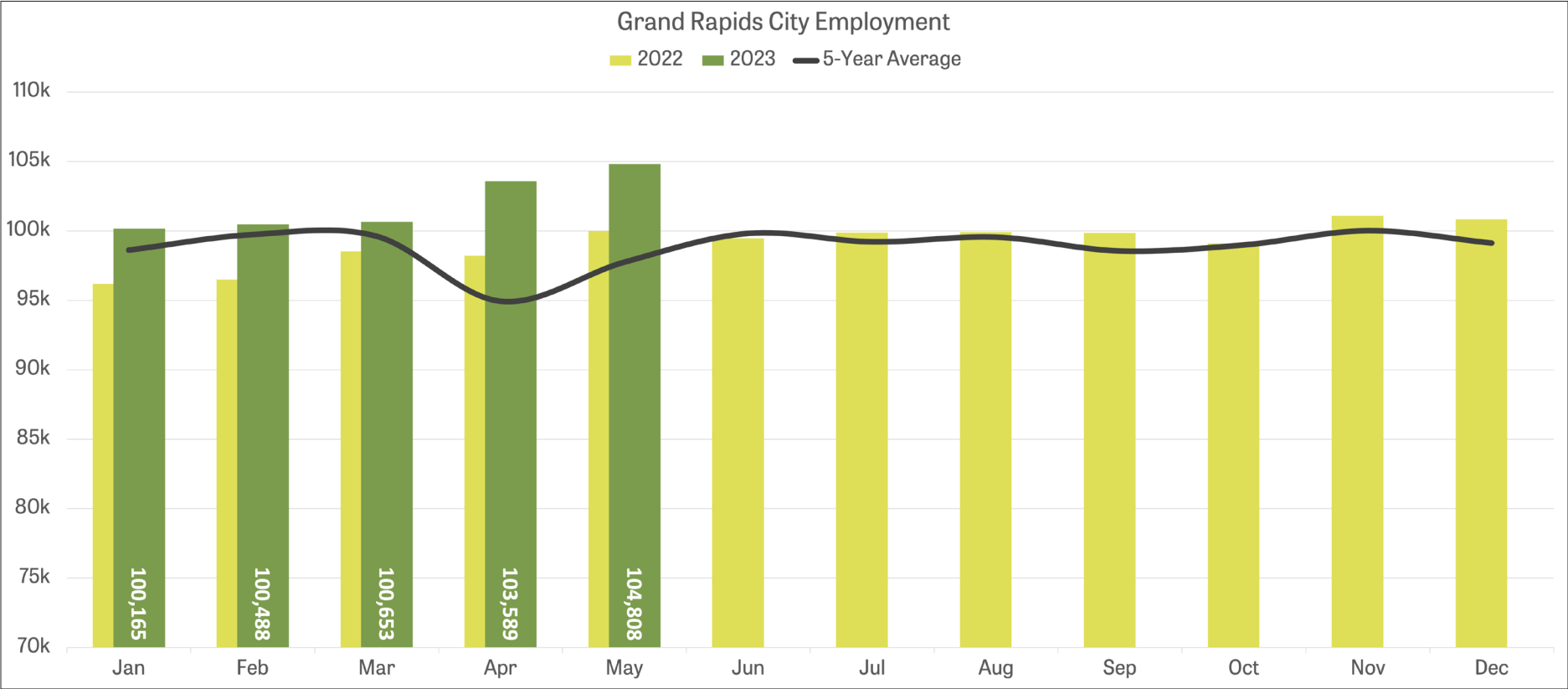
Source: The Rapid



**DOWNTOWN
IMPROVEMENT
DISTRICT**

*only accounts for the first week of May, up until service cut
†incomplete year

Grand Rapids City Employment



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

Source: BLS

1%
increase
in May 2023
vs. April 2023

3%
increase
in May 2023
vs. 2023 average

6%
increase
in May 2023
vs. 5-year average

5%
increase
in May 2023
vs. May 2022