

AGENDA

DOWNTOWN IMPROVEMENT DISTRICT



DID

Board Members:

Monica App • Peter Albertini • Michael Bishop • Mike Ellis • Bob Herr • Cullen Hillary • Virginia Justice • Emily Loeks • Josh Lungert • Andrew Martin • Jessica Slaydon • Ashley Ward • Pat Waring

July 20, 2022

2:00 pm Meeting

29 Pearl Street, NW Suite #1

- | | | |
|--|-----------|----------|
| 1. Call to order | | |
| 2. Approve Meeting Minutes from May 18, 2022 (2:01)
(enclosure) | Motion | Herr |
| 3. Downtown Vitals Report (2:05) | Info Item | Bonneaux |
| 4. Snowmelt Overview (2:15) | Info Item | Orphan |
| 5. World of Winter Recap (2:25) | Info Item | Catcho |
| 6. FY 23 Funding Authorization for Downtown Plantings (2:35) | Motion | Eledge |
| 7. DGRI President & CEO Report (2:45)
(enclosure) | Info Item | Kelly |
| 8. Public Comment (2:50) | | |
| 9. Board Member Discussion (2:55) | | |
| 10. Adjournment (3:00) | | |



MEETING OF THE DOWNTOWN IMPROVEMENT DISTRICT BOARD
May 18, 2022

Attendance: Monica Steimle-App, Peter Albertini, Michael Bishop, Mike Ellis, Bob Herr, Cullen Hillary, Virginia Justice, Emily Loeks, Jessica Slaydon, Ashley Ward, Eric DeLong, and Pat Waring

Absent: Josh Lunger, Andrew Martin

Others Present: Jessica Wood (Legal Counsel), Tricia Chapman (Treasurer), Tim Kelly Kendsie Channing (Interim Secretary), Bill Kirk, Melvin Eledge, Mark Miller, Marion Bonneaux (DGRI)

Call to Order This meeting was called to order at 2:02 p.m. by Chair Bob Herr.

New Board Member

Mr. Herr welcomed new member, Peter Albertini to the board. Members joined in welcoming him.

Approval of Minutes

Motion: Ms. Loeks, supported by Mr. Bishop, moved to approve the February 18, 2022, Downtown Improvement District Meeting Minutes as presented. None opposed. Motion carried unanimously.

Approval of April 30, 2022, Financials

Motion: Ms. Slaydon, supported by Mr. Bishop, moved to accept Statement C: Schedule of Expenditures: ending April 30, 2022, as presented. Motion carried unanimously.

Snowmelt Budget Amendment

Mr. Eledge stated today's request is to amend snowmelt budget for current fiscal year. Due to unanticipated repair costs in addition to routine maintenance and operations expenditures in FY22 the snowmelt fund has gone overbudget by \$11,500. It is anticipated that an additional \$25,000 would cover the current budget shortfall as well as operating expenses through June 30, 2022. This additional \$25,000 would come from the snowmelt fund balance which is currently is \$641,189.

Motion: Ms. Loeks, supported by Ms. App, moved to approve the Snowmelt Budget Amendment as presented. Motion carried unanimously.

FY23 Budget

Mr. Kelly stated the reauthorization was approved last week at City Commission meeting. To finalize the process, the board will need to approve the fiscal year 23 budget. Thanks were given to DID Board members for their work on FY23 budget.

Mr. Bishop suggested notifying residents how their money will be spent when the bills go out. Mr. Eledge stated a framework being developed with Kendsie Channing, Manager of neighbor Engagement, for including neighbors in a working group.

Motion: Ms. Slaydon, supported by Mr. Bishop, moved to approve the FY23 Budget as presented. Motion carried unanimously.

Block by Block Funding Authorization

Mr. Eledge stated as part of the reauthorization process, a Request for Proposal (RFP) is released to bid out services for the Beautification, Maintenance and Placemaking services program. This year we had strong interest from 2 companies, one of the two dropped out, leaving Block by Block (current contract holder) as the suggested service provider. The new proposal will increase the starting wage to \$16.50 per hour and additional week of vacation for employees. This will help attract new talent and retain employees. The total cost of the services is \$1,043,755.58 and includes two one-year extensions; it is expected the new Block by Block contract would begin July 1, 2022. The DDA has committed to portion of payment leaving the DID responsible for \$762,345.58.

Mr. Herr stated the contract amount is same as last year and inquired how that is possible with the wage increase. How did we do that? Mr. Eledge answered Block by Block is absorbing some of the cost, this is an effort to maintain a good relationship.

Motion: Ms. Steimle-App, supported by Ms. Ward, moved to approve funding for an amount not to exceed \$762,345.58 for Hospitality, Beautification, Maintenance and Placemaking contractual services in FY23. Motion carried unanimously.

Public Comment

Mr. Atchison suggested integrating a QR Code downtown to generate a list of open restaurants and businesses. Mr. Atchison stated let's make Grand Rapids an information city. Without information and communication, you have nothing.

Board Member Discussion

Mr. Herr stated his term is up December 31st and would like to step down as Board Chair. If someone is interested in the position, please let Bob Herr or Tim Kelly know.

Mr. DeLong, serving his last Board meeting, stated it's been great to see how the DID has evolved. A great reputation has been built for having a beautiful downtown.

Adjournment

The meeting adjourned at 2:38 p.m.

Minutes taken by:
Kendsie Channing
Downtown Grand Rapids, Inc.

Downtown Vitals Report Downtown Improvement District



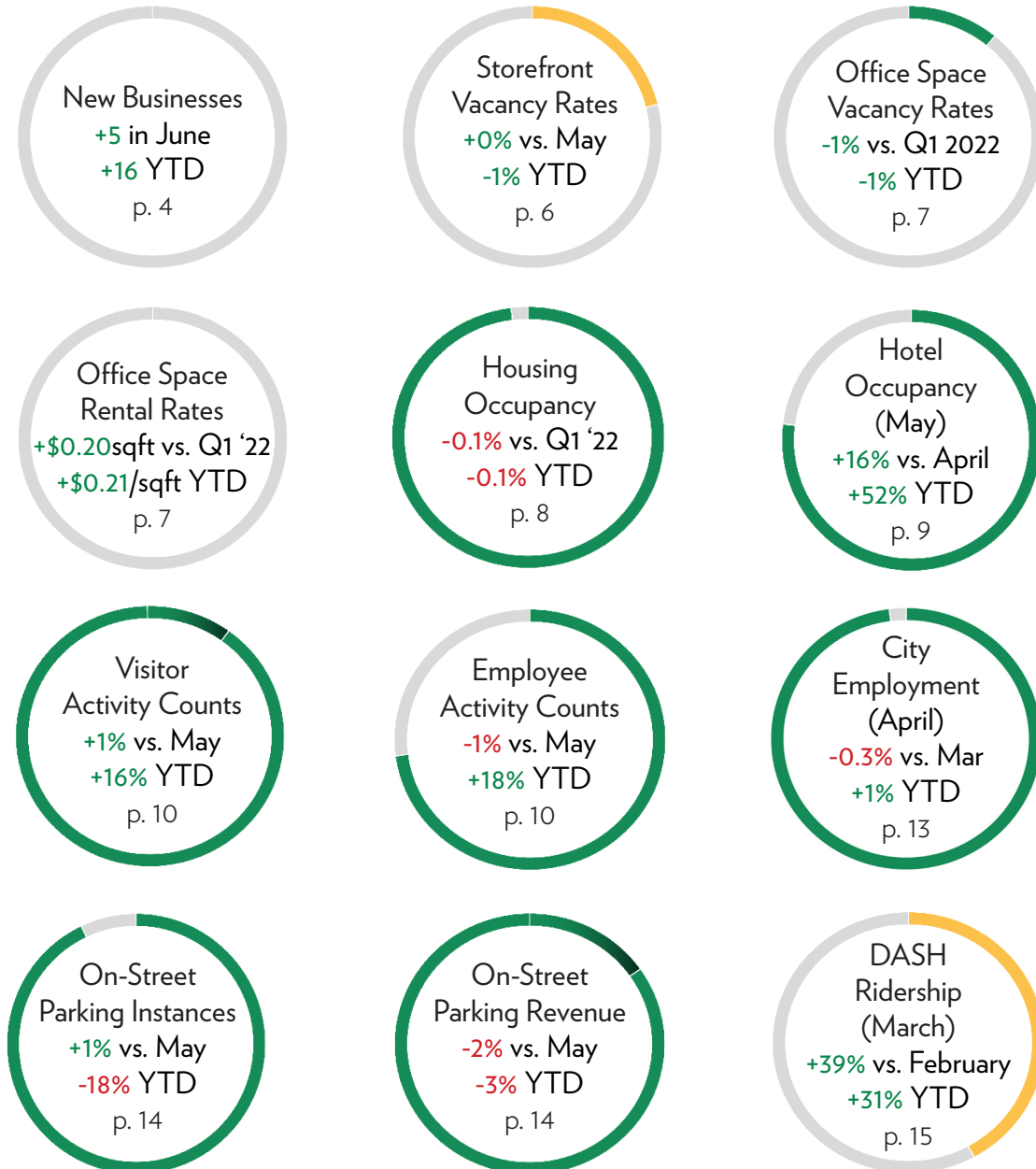
DOWNTOWN
GRAND RAPIDS INC.

Produced July 15, 2022
for the month of June, 2022

Summary of Downtown Vital Signs

Month over Month & Year to Date Changes

Most Recently Completed Month: **June 2022**



Editorial Notes

Welcome to the first edition of the DID Downtown Vitals Report! In this monthly packet, you will find data and light analytics on metrics that help measure the health of Downtown. Additionally, the DID Vitals will specifically include monthly statistics on Downtown Ambassador activity.

Moving forward, this editorial section will serve to highlight what important changes have been made to the report month over month, and the summary to the left gives a high level overview of the month-over-month and year-to-date changes to each data category.

City Employment, Parking, and DASH Ridership are the only categories that currently do not reflect solely activity within the DID. We are looking to refine at least the first two to make them more indicative of the district, as well as actively searching for new data streams (e.g. Consumer Spending) that could be additive to this report and reflect the district boundaries appropriately.

Downtown Ambassador Statistics

	2022 YTD	May 2022	June 2022
Graffiti Removed	1,361	393	435
Lbs of Trash Removed	187,050	43,475	45,575
Snow Removed	10,249	-	-
Weeds Abated	53,520	13,448	38,392
Business Contact	5,382	1,095	907
Pedestrian Assist	77,426	13,565	12,628
Mobility Assist	977	136	203
TOTAL BANKED HOURS:		1,432.25	1,302.00

2022 vs. 2021 Year-to-Date Comparisons:

248
more graffiti removed

24k
more lbs of
trash removed

1,020
more instances of
snow removed

18k
more weeds abated

4,421
more business contacts

31k
more pedestrians
assisted

296 more mobility assists



Business Openings

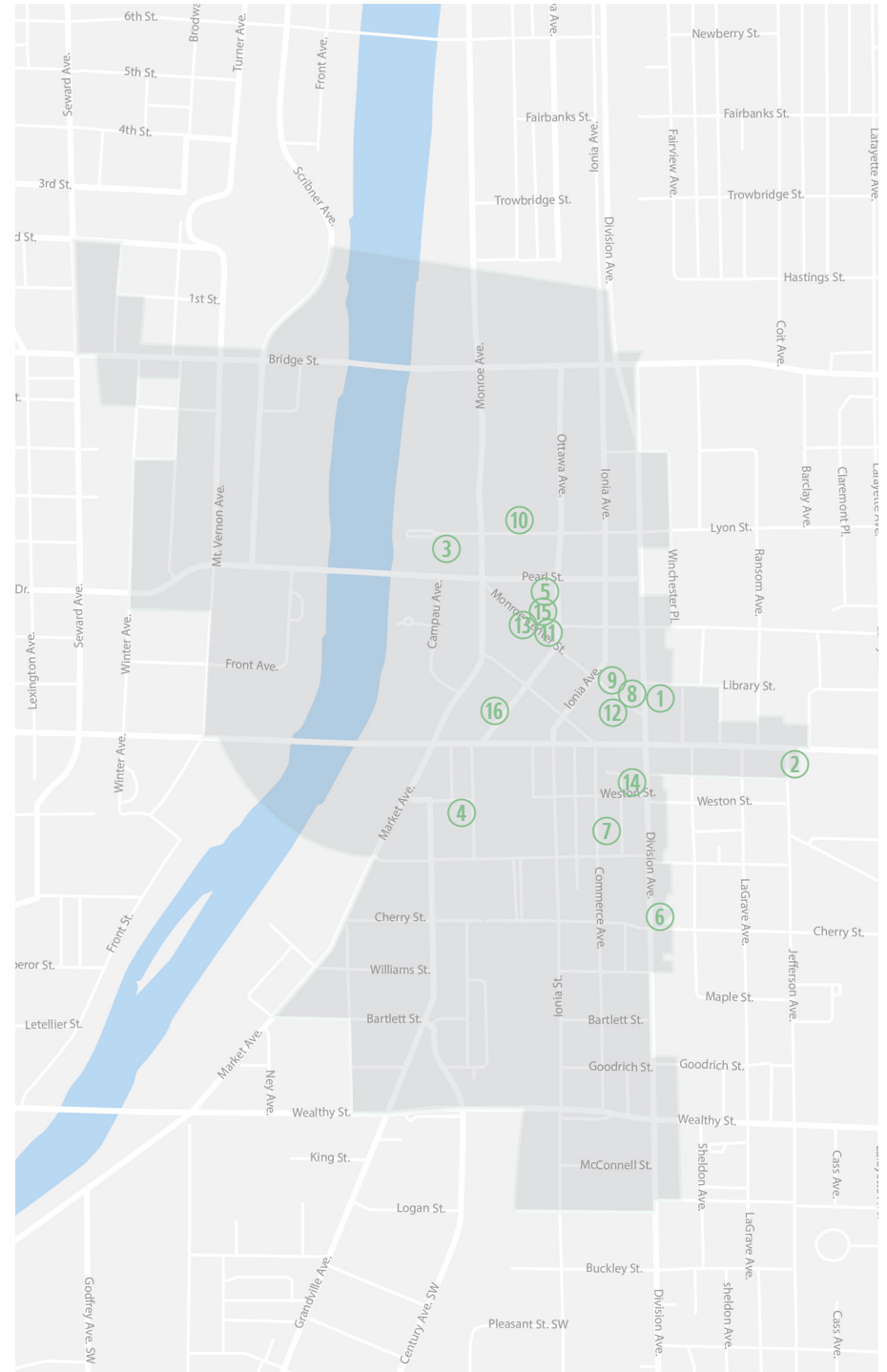
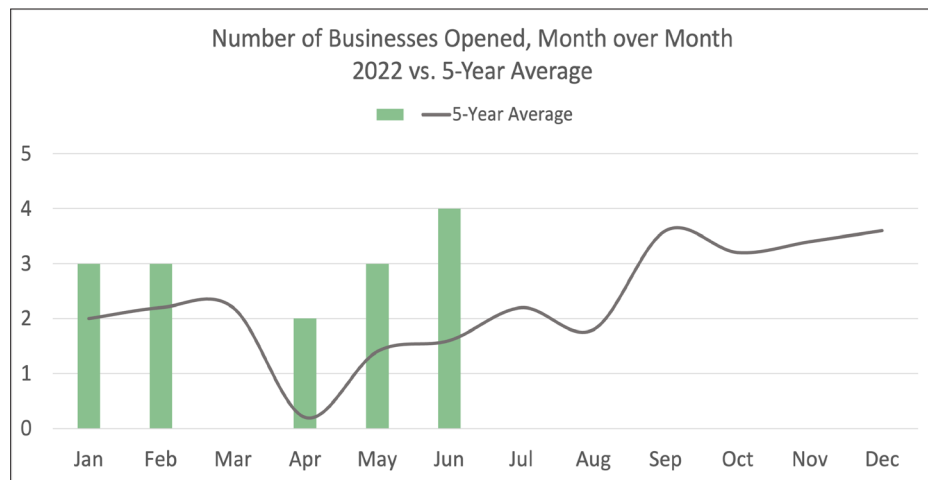
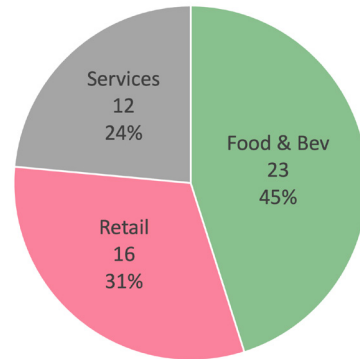
2022

- ① Grand Rapids Voice Collective (January 10)
- ② Brooklyn Bodega Bagel & Deli (January 26)
- ③ Woodrow's (January 27)
- ④ Stellar Broadband (February)
- ⑤ Periwinkle Fog (February 9)
- ⑥ Thrift on Div (February 14)
- ⑦ Vivid IV Health (April 15)
- ⑧ Courage & Soar (April 21)
- ⑨ Gazelle Sports (May 1)
- ⑩ Real Seafood Co. (May 24)
- ⑪ Taste of Cairo (May 31)
- ⑫ Monsoon Vietnamese Kitchen (June 2)
- ⑬ Le Macaron (June 3)
- ⑭ Angel Face Academy (June 3)
- ⑮ WIMAGE (June 3)
- ⑯ Barrio Tacos (June 16)

16%
BIPOC-Owned
14% Overall

44%
Women-Owned
20% Overall

Breakdown of Types of
Businesses Opened



Business Closings

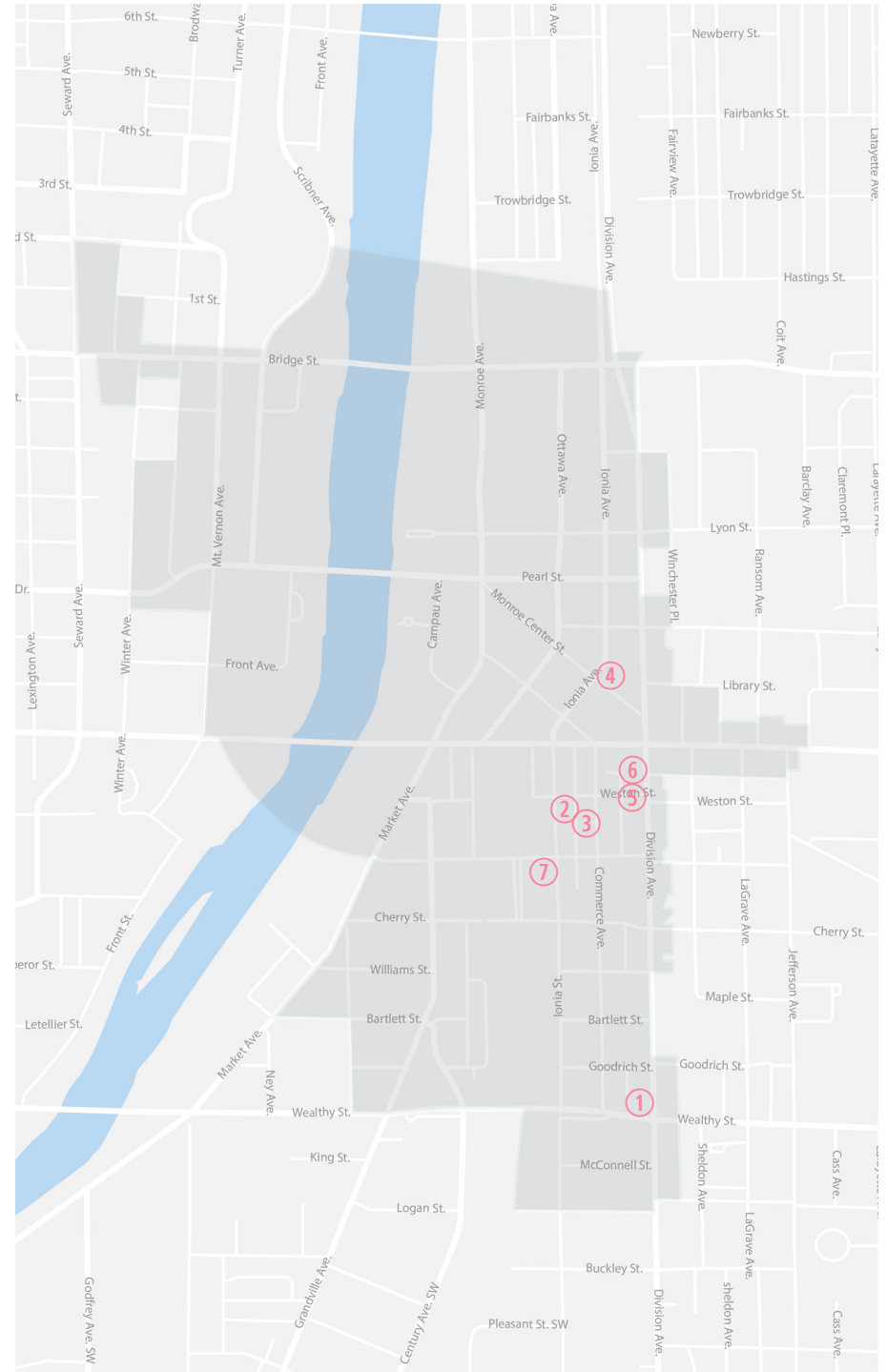
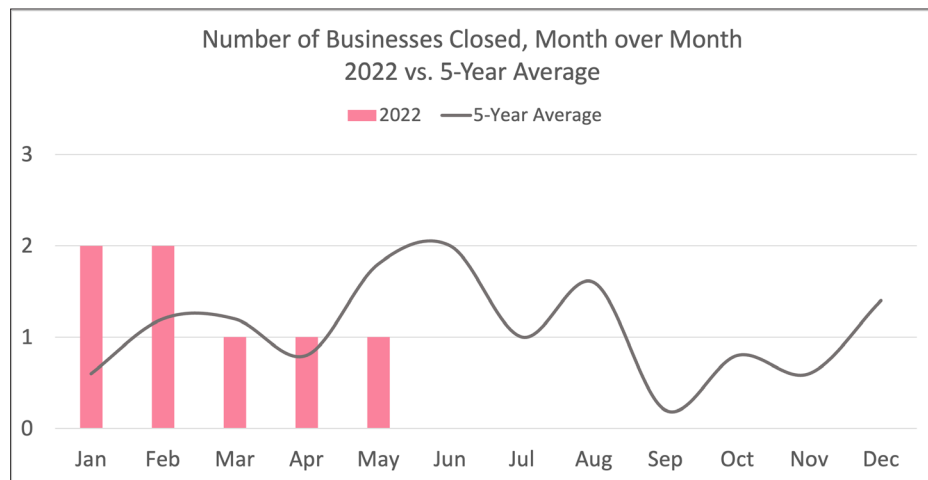
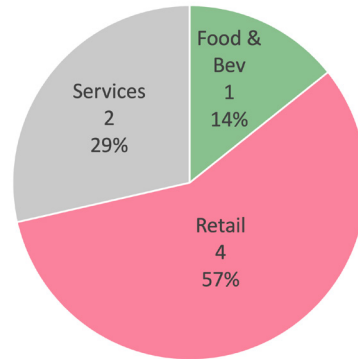
2022

- ① Be Nice Foundation (January)
- ② Menna's Joint (January 17)
- ③ CerteDrive (February)
- ④ Ali Nicole Bridal (February 26)
- ⑤ boldSOCKS (March)
- ⑥ GR City Kicks (April 13)
- ⑦ Pack Elephant (May 18)

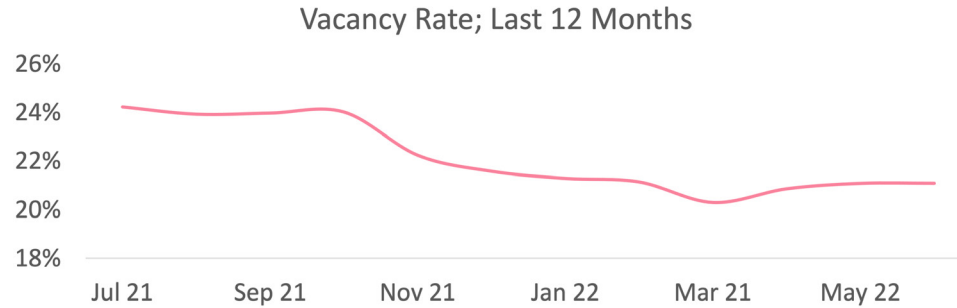
businesses opening
2.4x
 faster than closing
 in 2022

2021: 1.65x
 2020: 1.55x

Breakdown of Types of
Businesses Closed



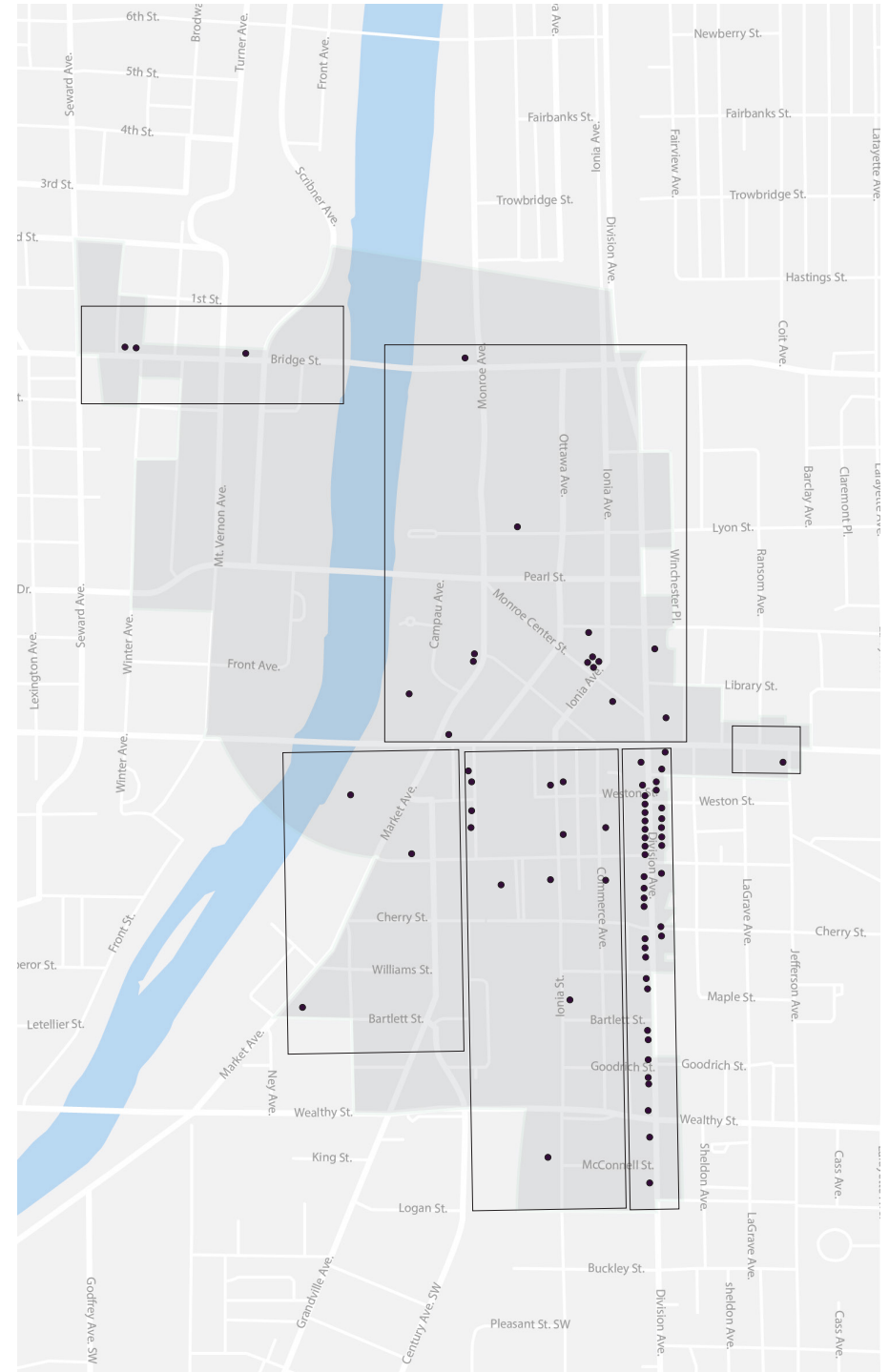
Ground-Floor Storefront Vacancies



	# of Storefronts	# of Vacancies	Vacancy %
Bridge Street	21	3	14%
Center City	111	14	13%
Monroe Center	(50)	(7)	(14%)
Fulton & Jefferson	18	1	6%
Heartside: Division	97	35	36%
Heartside: Ionia	70	14	20%
Heartside: Grandville	14	3	21%
Other	1	0	0%
DISTRICT TOTALS:	332	70	21%

2.6 yrs
average vacancy
duration

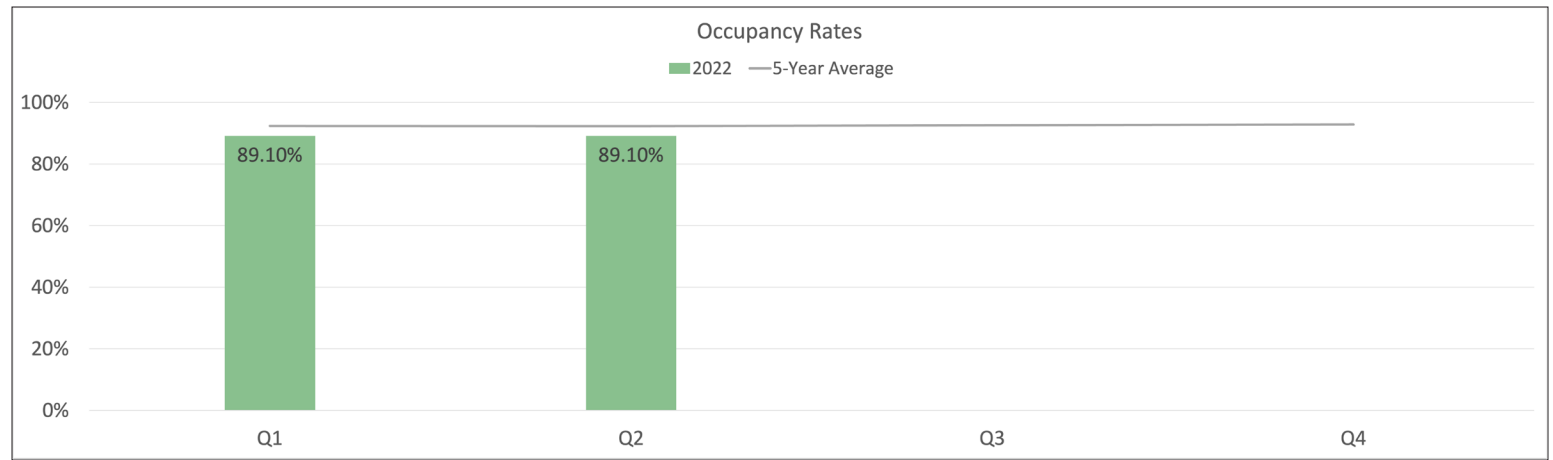
432k
square feet of
available space



7.1M sq ft of occupied space in Q2 2022

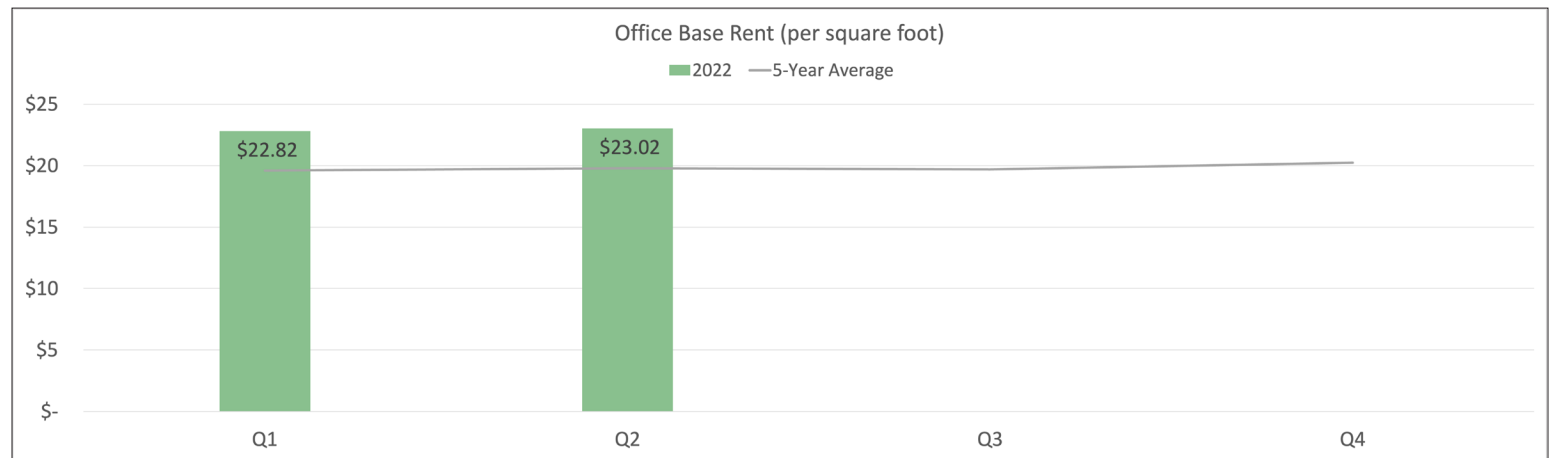
4%

average **decrease** in
occupancy in
2022 compared to
5-year average



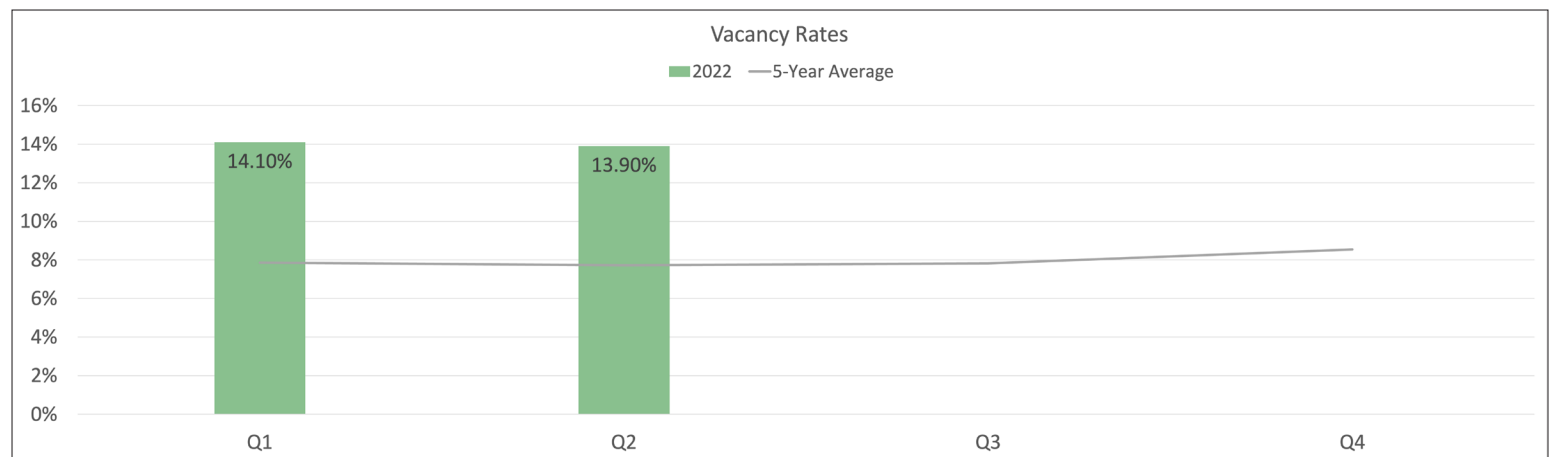
16%

average **increase** in
rental rates in
2022 compared to
5-year average
(\$3.20/sq ft)



74%

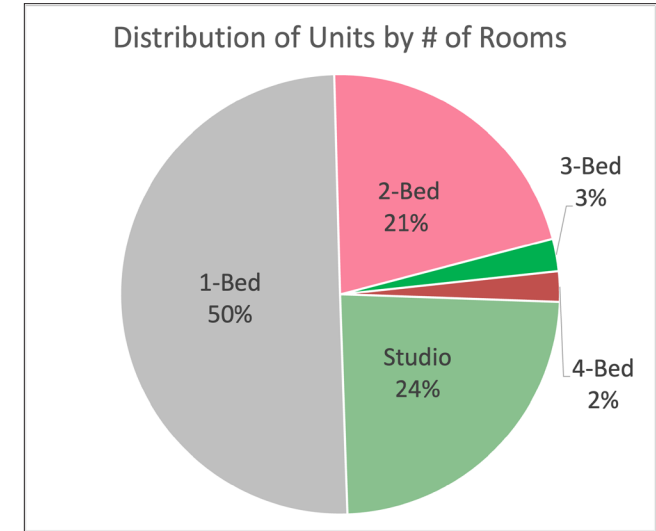
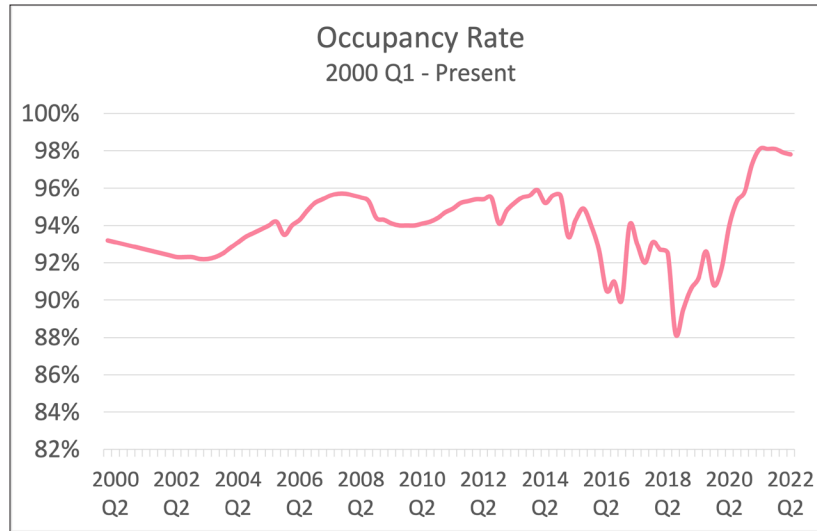
average **increase** in
vacancy in
2022 compared to
5-year average



438 units in the development pipeline

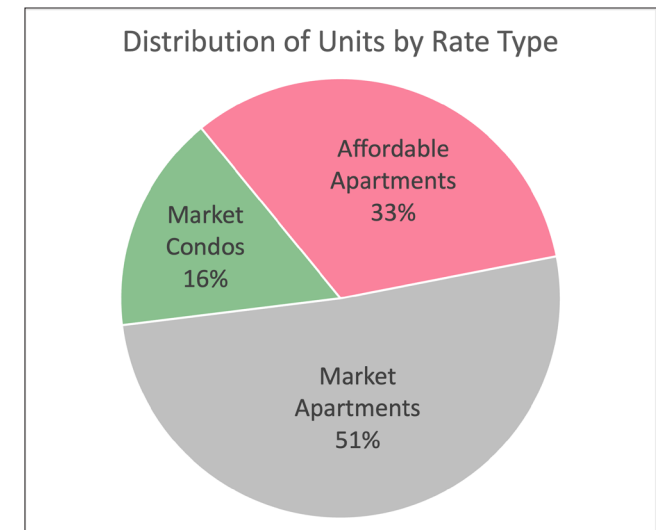
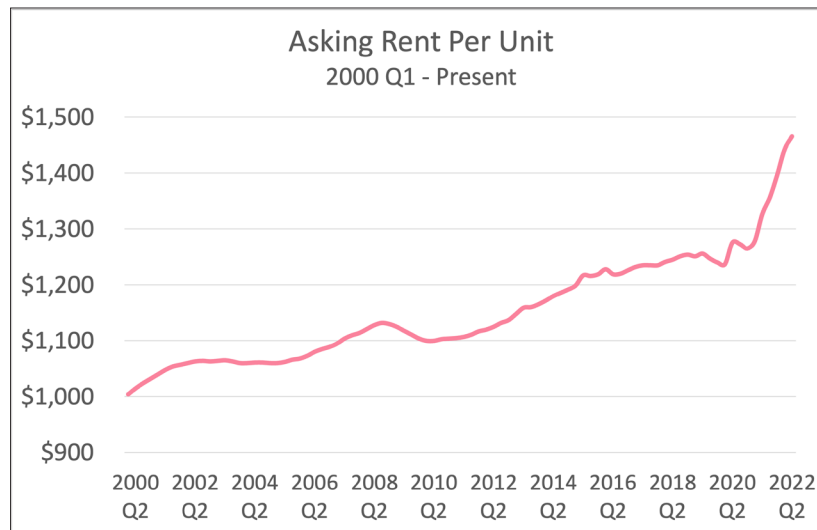
4%
increase in
occupancy rate
vs. 5-year average
(97% vs. 93%)

0.1%
decrease in
occupancy rate
vs. Q1 2022



22%
increase in
asking rent rate
vs. 5-year average

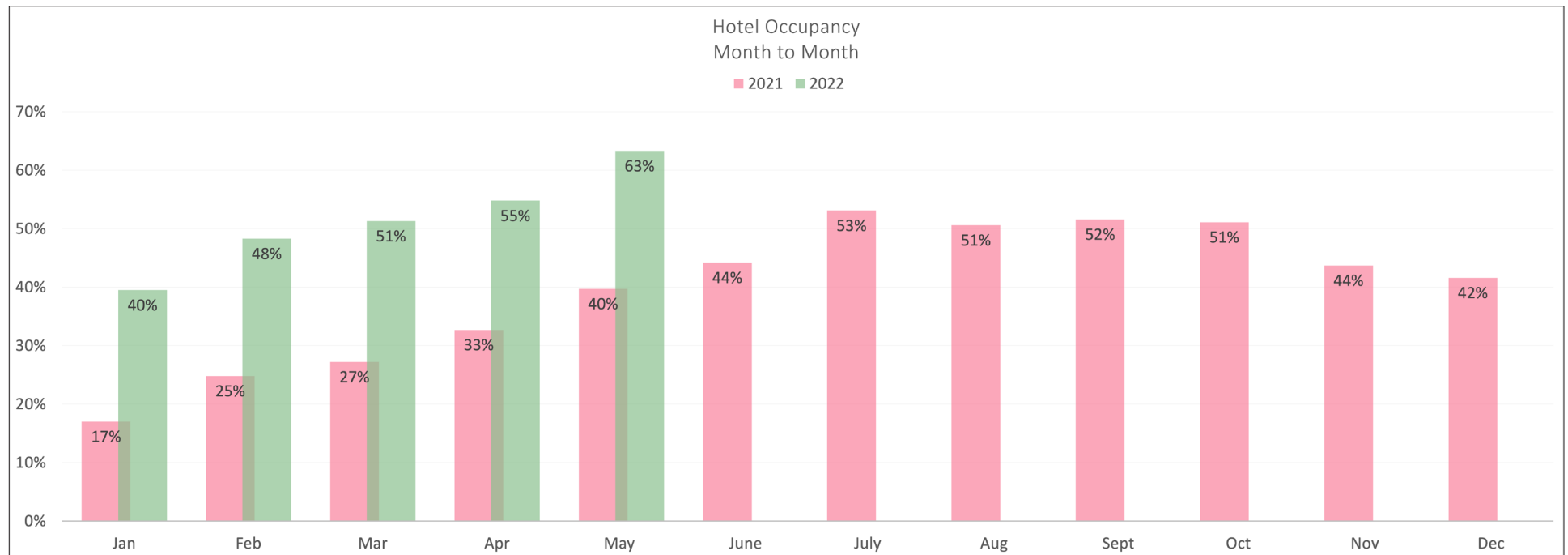
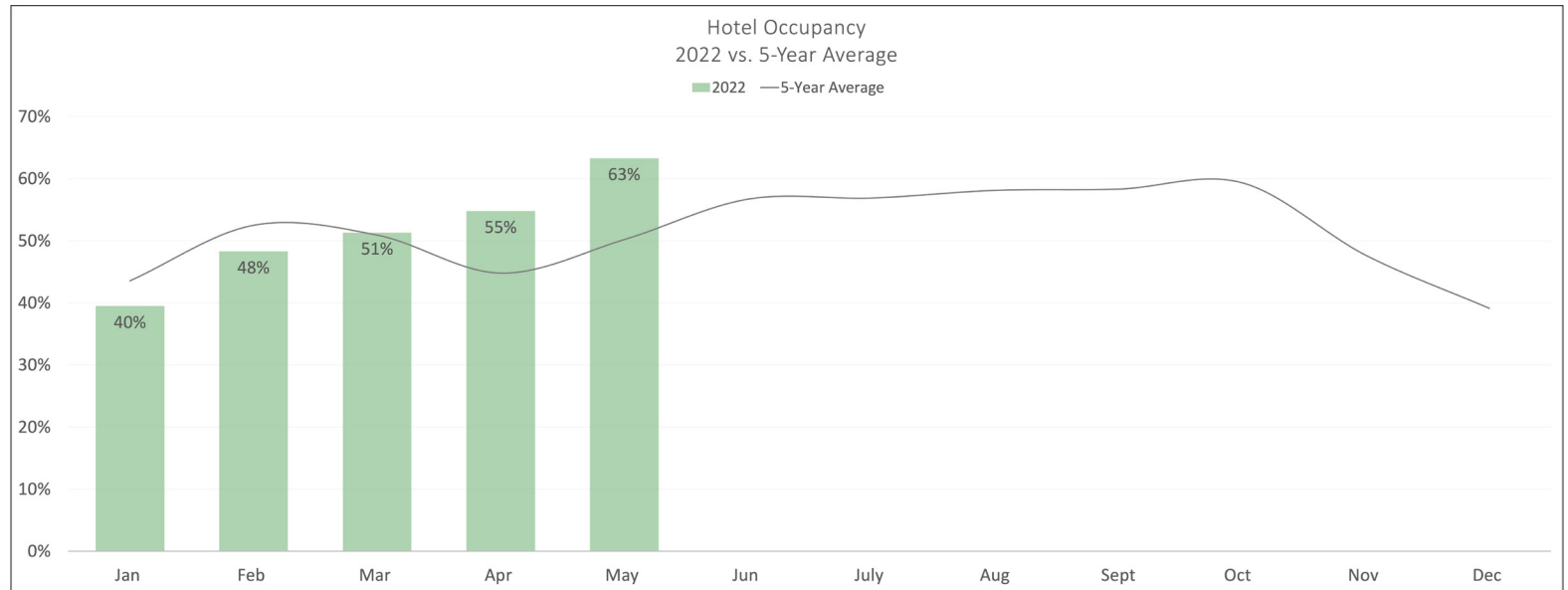
1%
increase in
asking rent rate
vs. Q1 2022



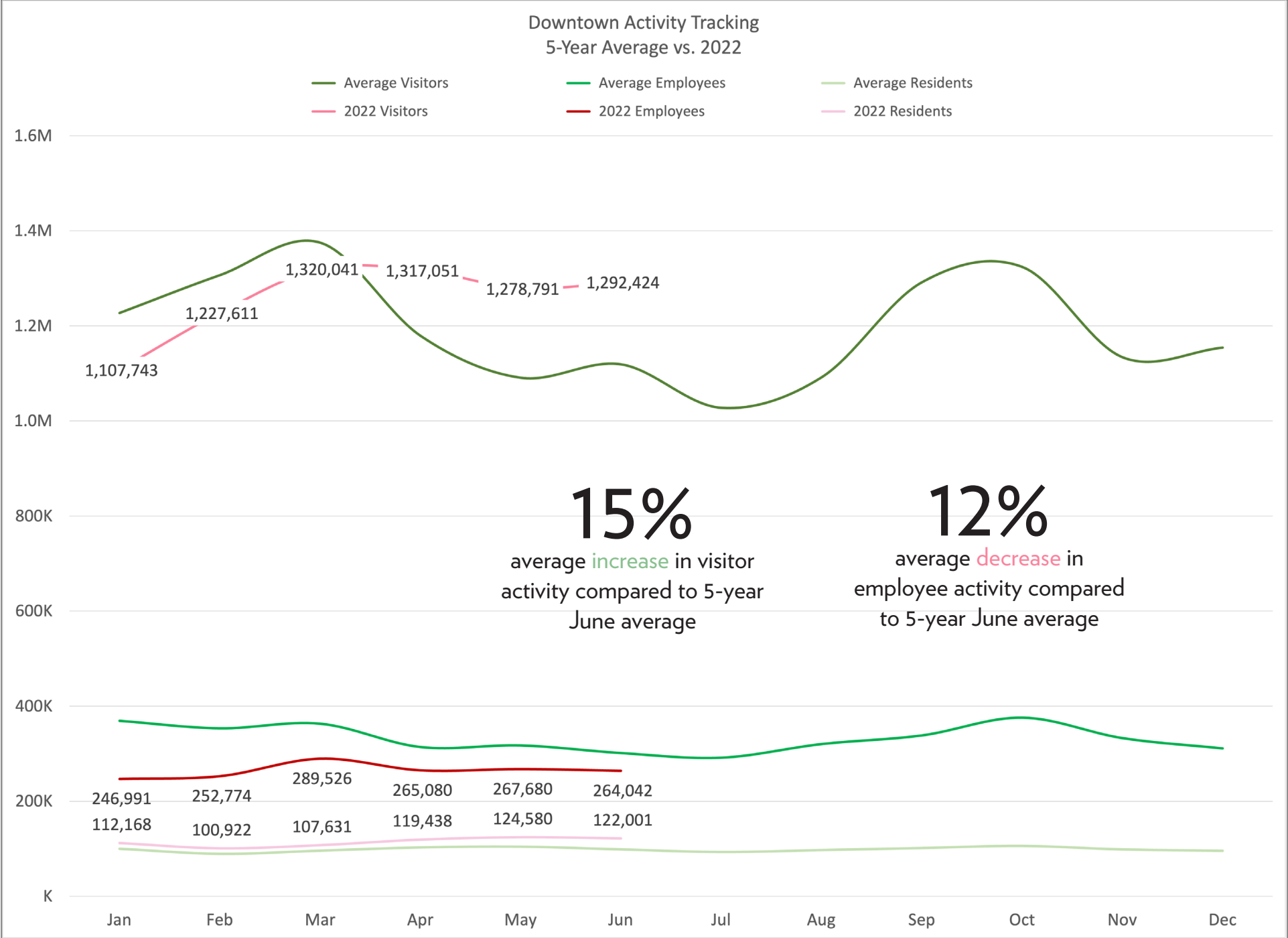
Hotel Occupancy

29%
average **increase** in
hotel occupancy in
2022 vs. 2021

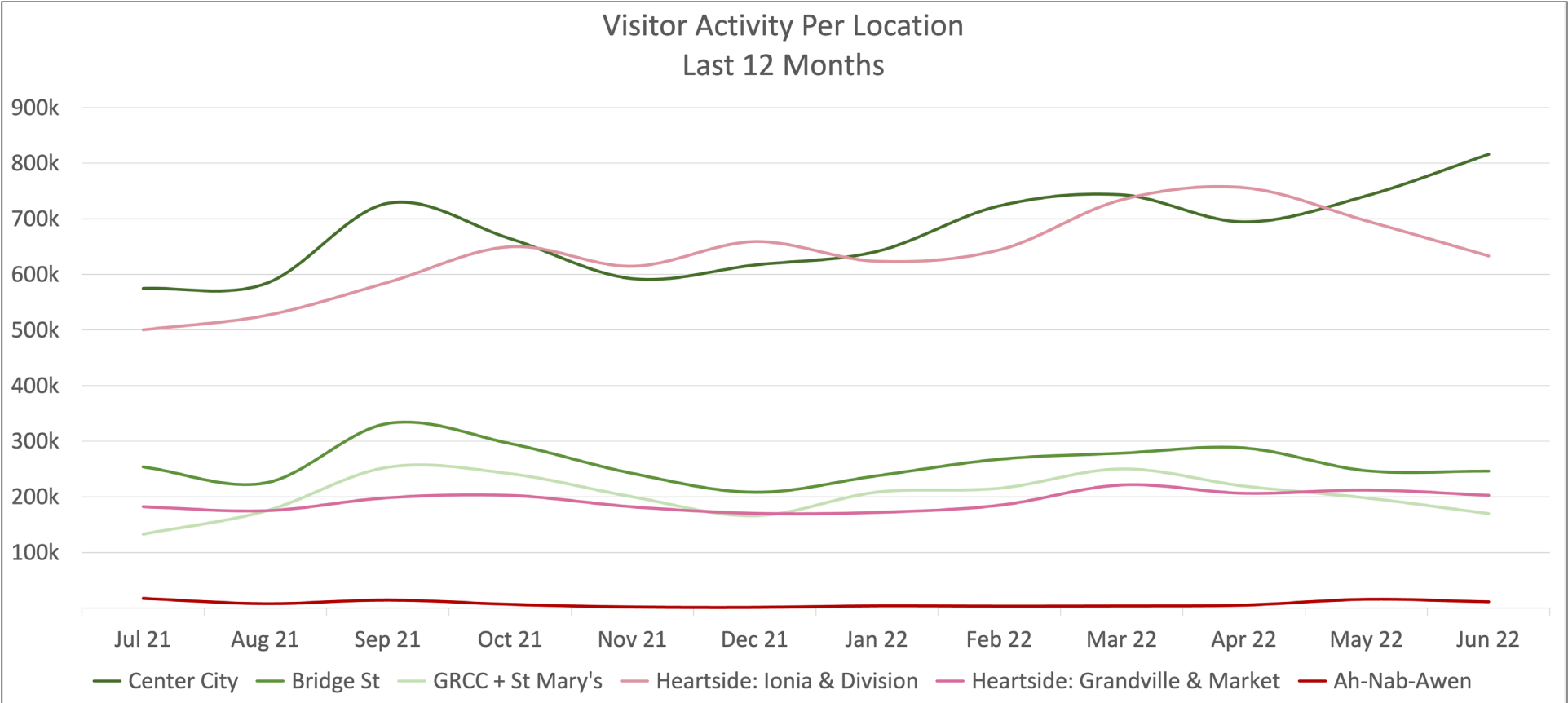
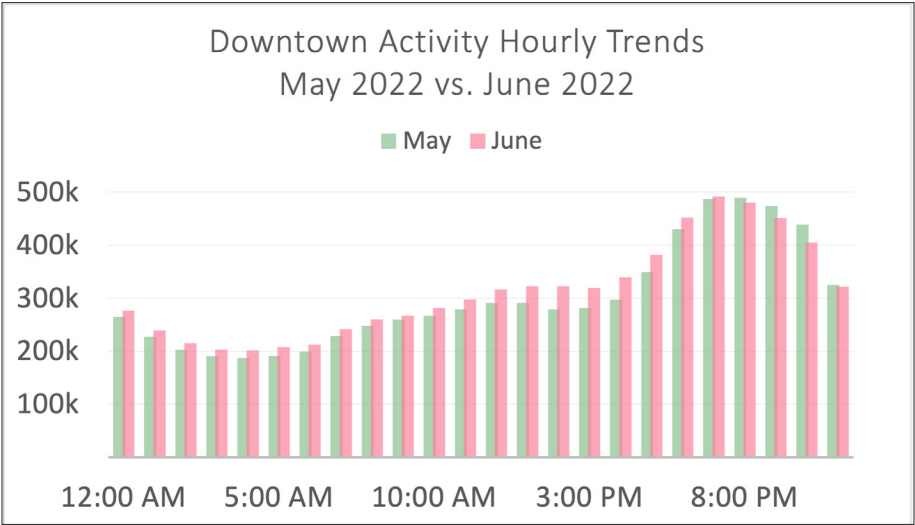
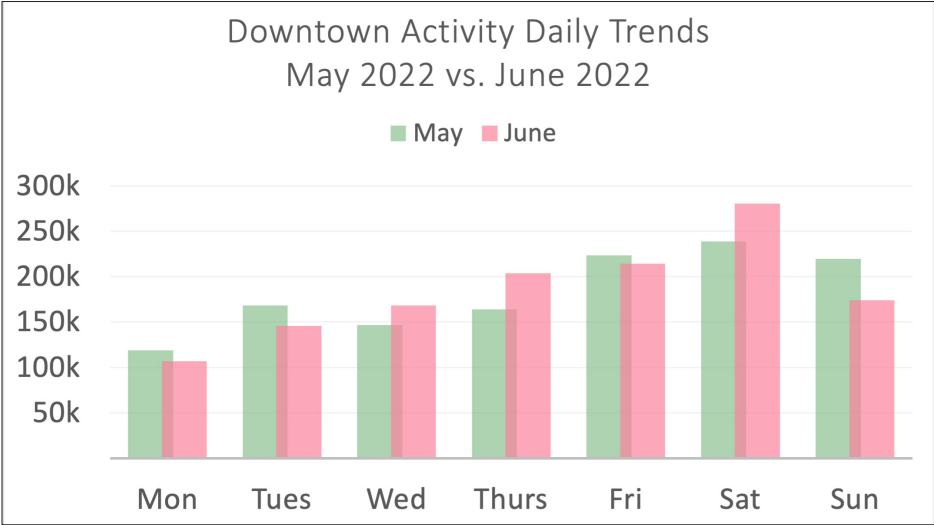
0.1%
average **decrease** in
hotel occupancy in
2022 compared to
5-year average



Downtown Activity Tracking



Downtown Activity Tracking, continued



Source: Placer.ai

Current Downtown Construction & Development

① MSU Innovation Park - anticipated completion: Summer 2022

+200,000 square feet of office space +600 parking spaces
+4,000 square feet of commercial space +450 jobs

② Dégagé Ministries Redevelopment - anticipated completion: Summer 2022

+4,000 square feet of commercial space

③ ICCF Tapestry Square - anticipated completion: Q4 2022

+10,000 square feet of commercial space

Totals:

200k
square feet of
office space

18k
square feet of
commercial space

600
parking spaces

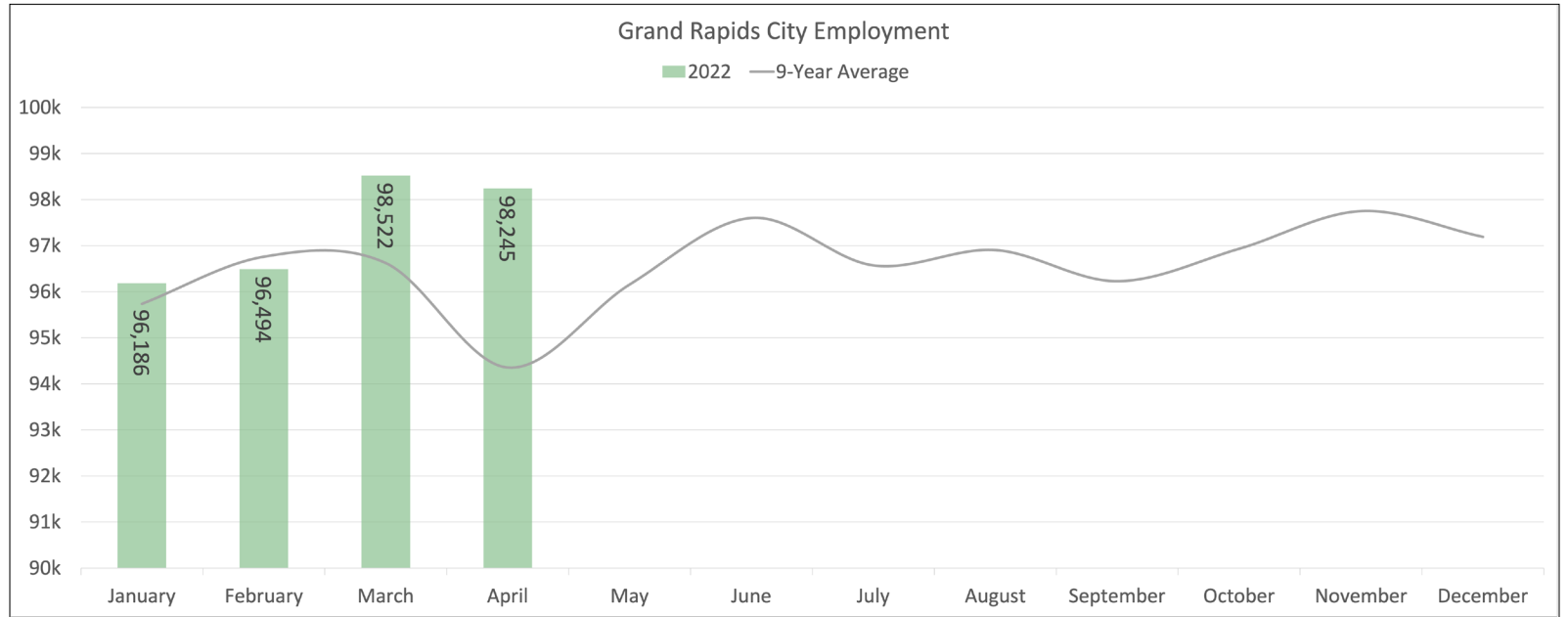
450
new jobs



City Employment

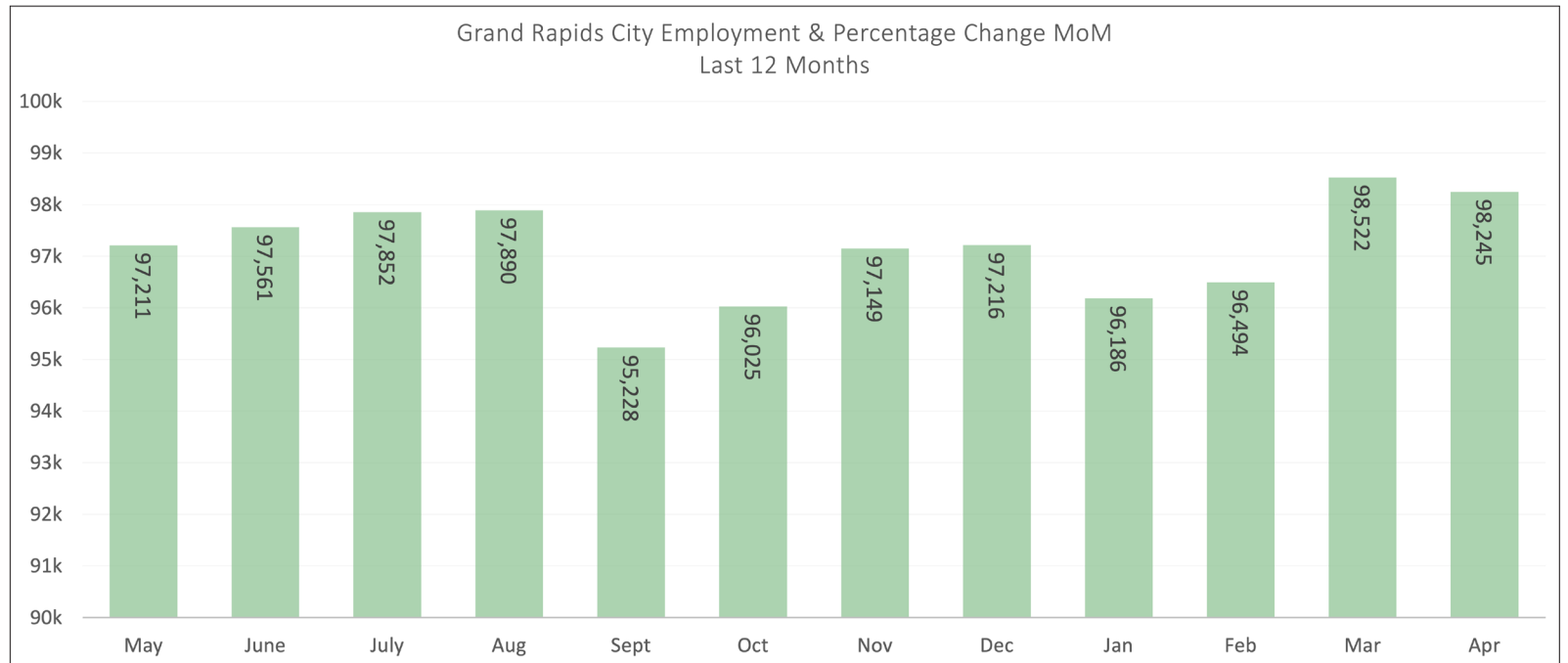
0.3%
decrease compared to
March 2022

0.9%
increase compared to
2022 average



2%
increase compared to
overall average

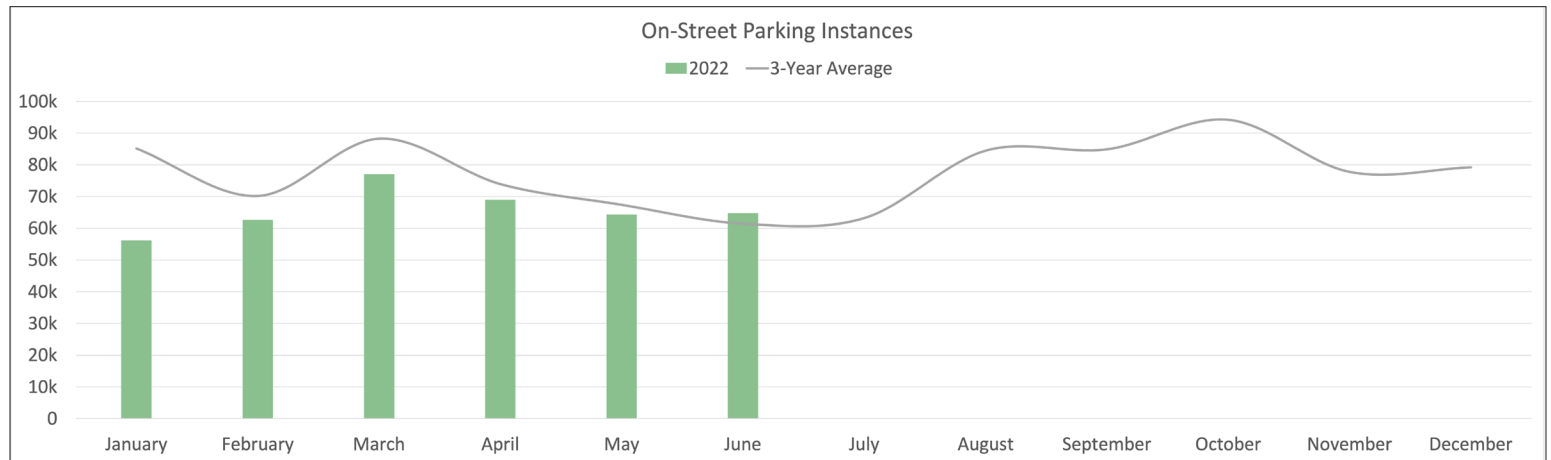
2%
increase compared to
April 2021



On-Street Parking

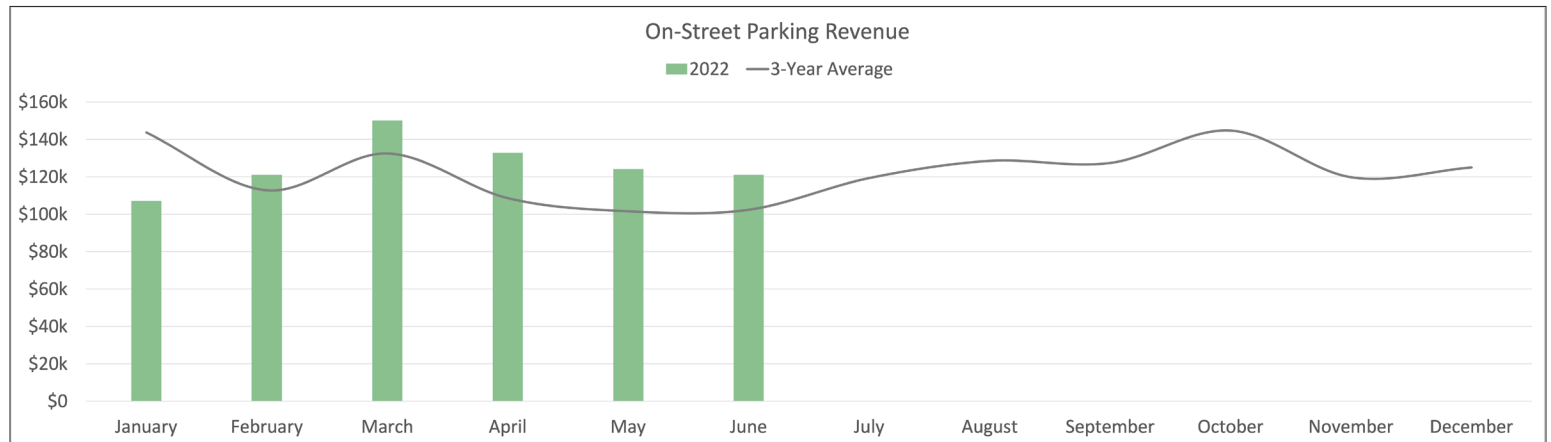
15%

average **decrease** in
of instances in
2022 compared to
3-year average

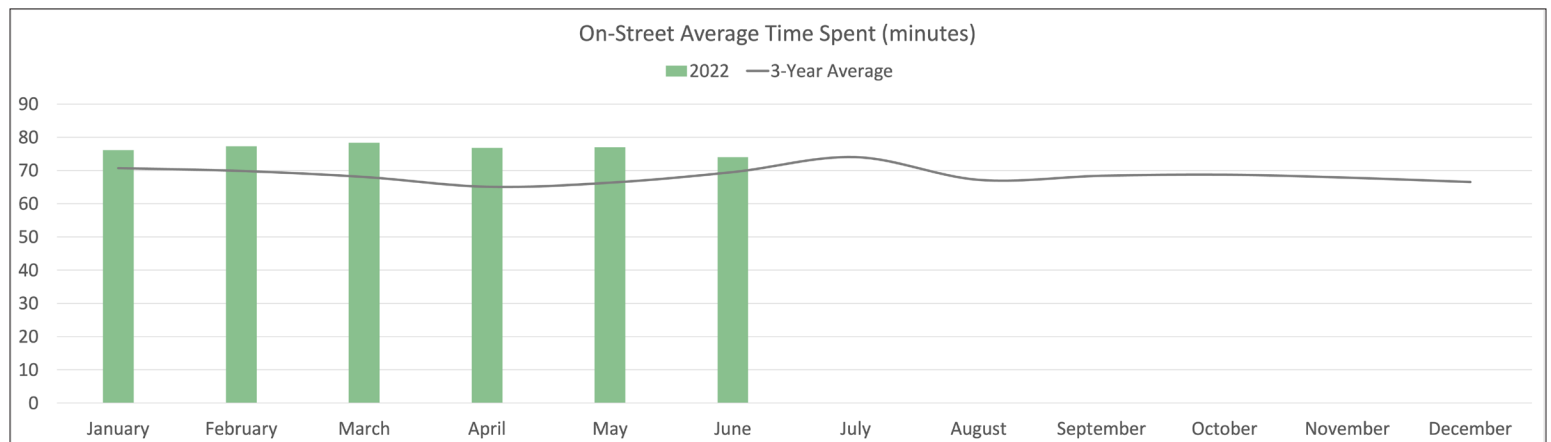


3%

average **increase** in
revenue in 2022
compared to
3-year average



7-minute
longer sessions in 2022
compared to 3-year
average



DASH Ridership

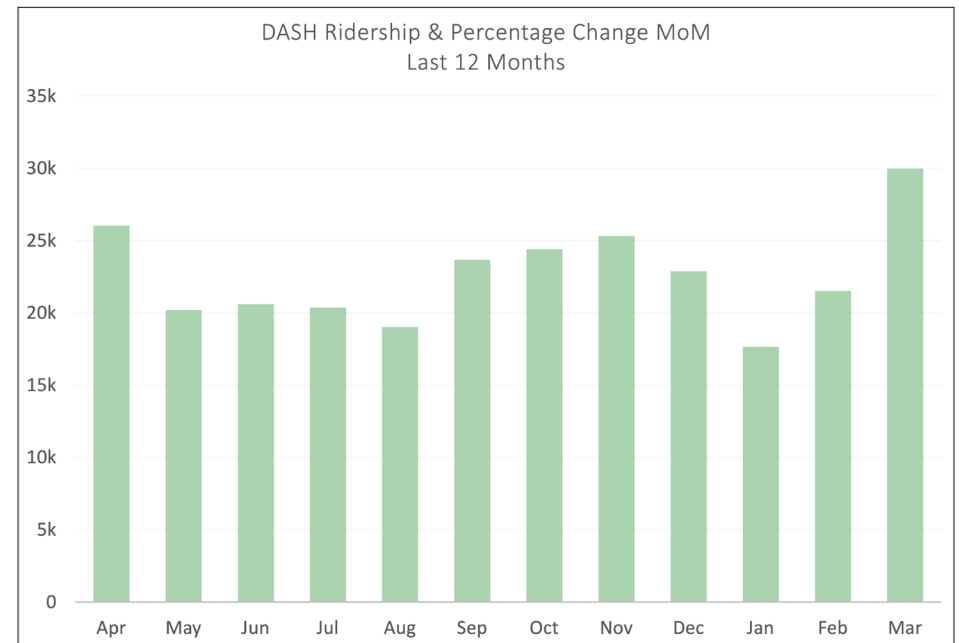
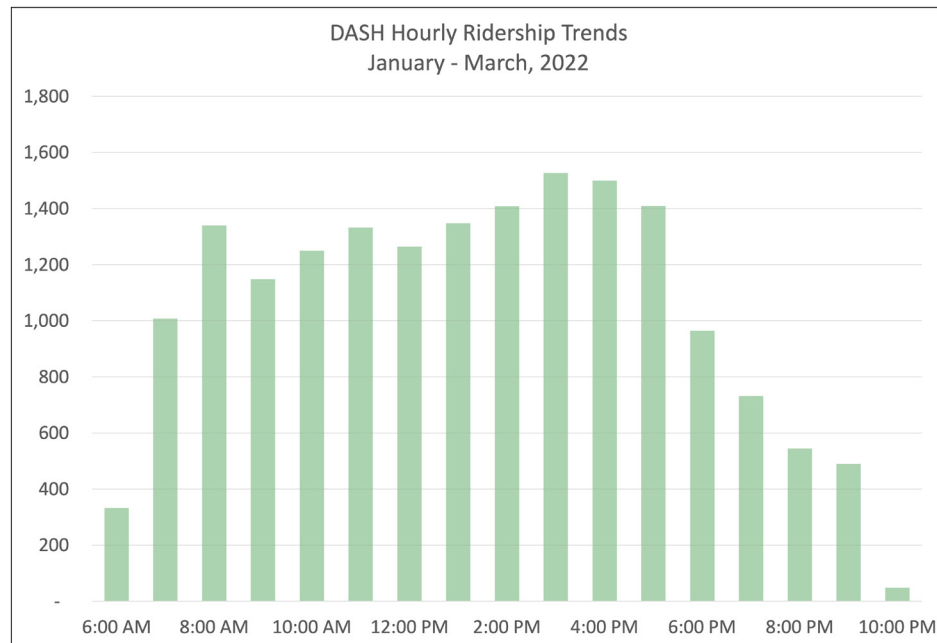
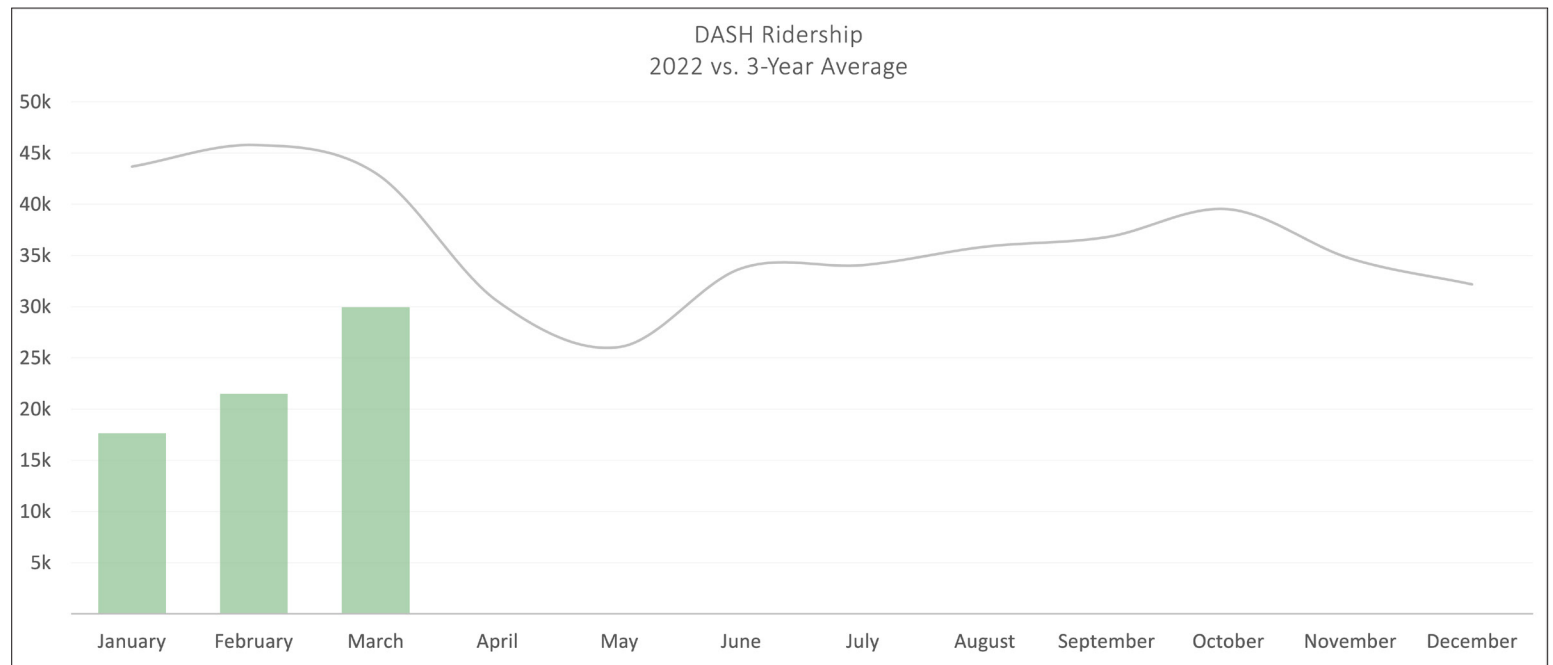
Updated Quarterly

37%

average **decrease** in
ridership in 2022 vs.
3-year average

39%

increase in ridership
in March vs.
February



MEMORANDUM

DOWNTOWN
IMPROVEMENT
DISTRICT



DID

DATE: July 20, 2022

TO: Downtown Improvement District

FROM: Melvin Eledge Jr.
Operations Manager

Agenda Item #6
July 20, 2022
DID Meeting

SUBJECT: Flower Planting & Beautification Sub-Contractor

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.

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

This proposal is to cover all existing planting services Downtown and will also encompass additional plantings and services previously requested as part of placemaking efforts outside of the original scope of work.

The total cost of the services is \$159,000 and includes a 12% contingency to account for increasing costs related to inflation and supply chain pressures. The total request to the DID is for an amount not to exceed \$112,615. The DDA approved funding for the remaining portion of this work at their meeting on June 8, 2022.

Recommendation: Authorize DID funding for an amount not to exceed \$112,615.00 for Flower planting and Beautification contractual services in FY23.

