

Virtual Meeting Access

Greetings!

For the safety and wellbeing of our members and employees, we would like to continue to hold meetings in accordance with the Open Meetings Act, PA 267 of 1976, as amended.

We have decided to use Microsoft Teams for video/phone conferencing for all upcoming board and alliance meetings. Teams has many exciting features including screen sharing, recording, live captions, file sharing, and more. Below are instructions on how to access the upcoming virtual meeting.



MICROSOFT TEAMS

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 - b. [Android Devices](#)
2. Once you have downloaded the app, [click here](#) to access the Teams meeting.

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AGENDA

DOWNTOWN IMPROVEMENT DISTRICT



DID

Board Members:

Monica App • Michael Bishop • Eric DeLong • Mike Ellis • Jane Gietzen • Bob Herr • Emily Loeks • Josh Lunger • Andrew Martin
Jessica Slaydon • Denny Sturtevant • Ashley Ward • Pat Waring • Scott Wierda • Daniel Williams

March 25, 2021

1:00 pm Meeting

Microsoft Teams [Virtual Meeting](#)

- | | | |
|--|-----------|---------|
| 1. Call to order (1:00) | | |
| 2. Approve Meeting Minutes from January 21, 2021 (1:02)
(enclosure) | Motion | Herr |
| 3. Accept February 28, 2021 Financials (1:05)
(enclosure) | Motion | Chapman |
| 4. Ambassador Report (1:10)
(enclosure) | Info Item | Krenz |
| 5. FY22 Reauthorization Plan and Budget (1:15)
(enclosure) | Motion | Eledge |
| 6. DGRI President & CEO Report (1:35) | Info Item | Kelly |
| 7. Public Comment (1:45) | | |
| 8. Board Member Discussion (1:50) | | |
| 9. Adjournment (1:55) | | |



DOWNTOWN
GRAND RAPIDS INC.

COVID-19 Impact Report
March 3, 2021

Business Openings

2020

- ① Morning Belle (June 8)
- ② Ding Tea (June 28)
- ③ Downtown Nutrition (June 29)
- ④ Art Caribbean Fusion Cuisine (July 10)*
- ⑤ The Color Forest (July 16)*
- ⑥ Insomnia Cookies (July 21)
- ⑦ Pump House (July 23, 2020)
- ⑧ Balke P&D Gallery (August 7)
- ⑨ Alt City Beverage Downtown Market (August 20)
- ⑩ Portico & Knoop Canopy Hilton (September 8)
- ⑪ Mel Styles (September 19)*
- ⑫ Tupelo Honey (September 19)
- ⑬ Basic Bee Boutique (November 14)*
- ⑭ Purpose Training Studio (November 16)
- ⑮ GRNoir (December 4)*
- ⑯ Aggregate 136 (December 4)
- ⑰ House Rules Board Game Lounge (December 4)
- ⑱ Pack Elephant (December 10)*
- ⑲ Arktos Meadery (December 11)

2021

- ⑳ Marissa's Jewels (January)
- ㉑ Poké Poké & Boba (January 19)
- ㉒ MDRD (February 2)
- ㉓ Condado Tacos (February 4)

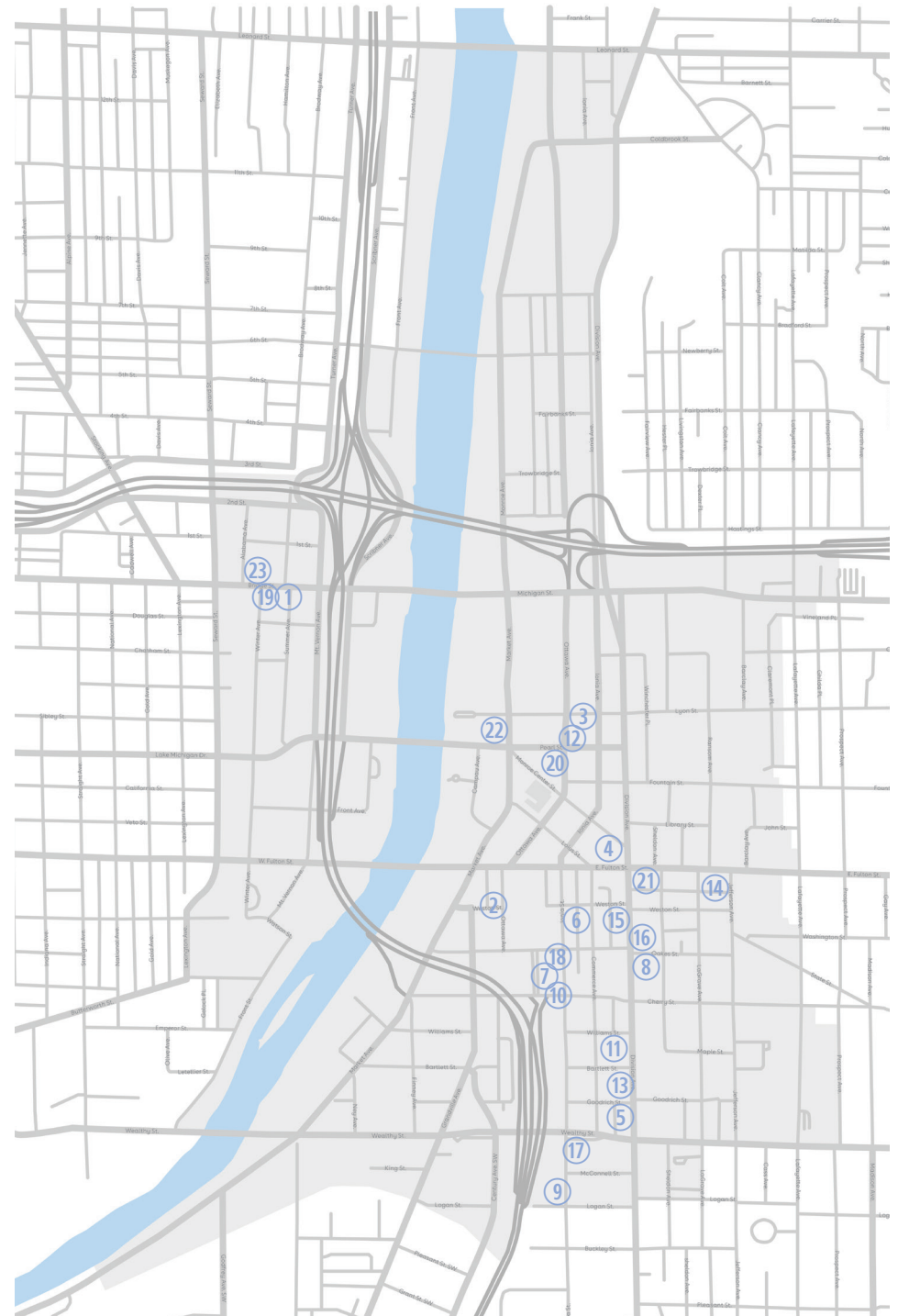
26%
BIPOC-Owned

39%
Women-Owned

28
businesses opened
in the same time
frame pre-COVID

*received DDA Retail Incubation Grant

Source: Downtown Grand Rapids Inc.



Business Closings

2020

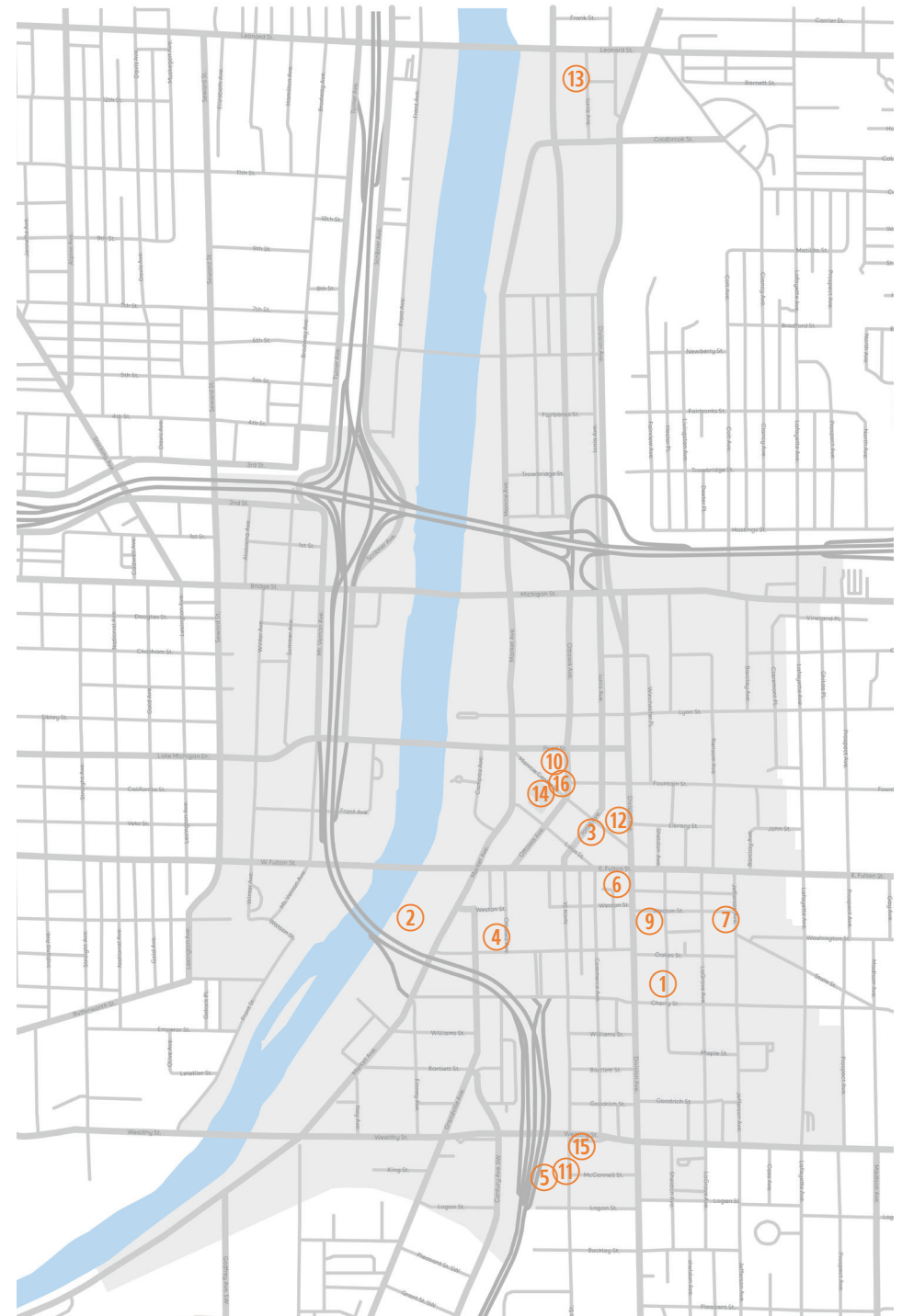
- ① Zoey Ashwood Fine Art (May)
- ② Charley's Crab (May 15)
- ③ Grand Central Market (June 1)
- ④ The Wheelhouse (June 4)
- ⑤ Madcap Downtown Market (June 8)
- ⑥ UICA (June 17)
- ⑦ Dog Story Theatre (June 27)
- ⑧ Sloppy Joe's Snack Shack (July)
- ⑨ Bend Gallery (July)
- ⑩ Perrigo Printing (July 1)
- ⑪ Social Kitchen (July 7)
- ⑫ Gina's Boutique (August 8)
- ⑬ Sin Republic Salon (August 28)
- ⑭ GRAM Store (August 30)
- ⑮ GP Sports (Summer)
- ⑯ Craft Beer Cellar (September 26)
- ⑰ The Dog Pit (December 19)

2021

- ⑱ Big E's Sports Grill (February 18)
- ⑲ Sweetie-Licious Downtown Market (February 25)
- ⑳ Apothecary Off Main (February 28)

14
businesses closed
in the same time
frame pre-COVID

businesses are opening
1.15x
faster than they are closing



Downtown Ground-Floor Storefront Vacancies

336

ground-floor
businesses in DT

21%

current
vacancy rate

2.3 yr

average vacancy
duration

This equates to
400k
square feet of
available space

4 new storefronts have been added in the last 12 months:

449 Bridge St NW #1 (Condado Tacos @ Bridge St Lofts)

449 Bridge St NW #2 (Vacant @ Bridge St Lofts)

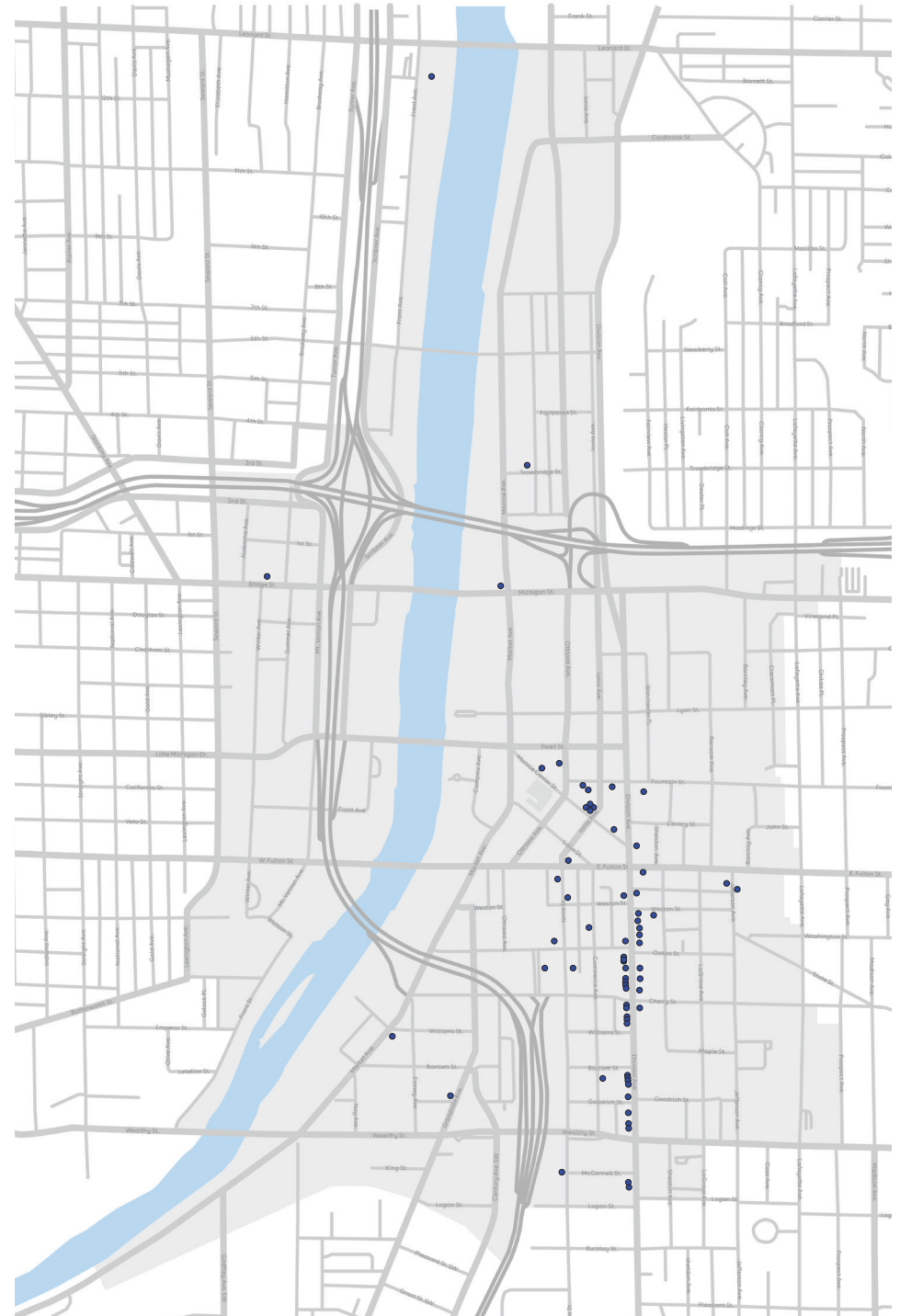
10 Ionia Ave NW #1 (TBA @ Residence Inn)

10 Ionia Ave NW #2 (TBA @ Residence Inn)

Anticipated new storefronts:

111 Lyon St NW development - May 2021

430 Monroe Ave NW development - 2022



Downtown Office Space Vacancy

3.4%

overall **increase** in
vacancy rates in 2020

This equates to

6,405

square feet of
office space

Colliers estimates

5.7M

square feet of occupied
space in Q3 2020, a

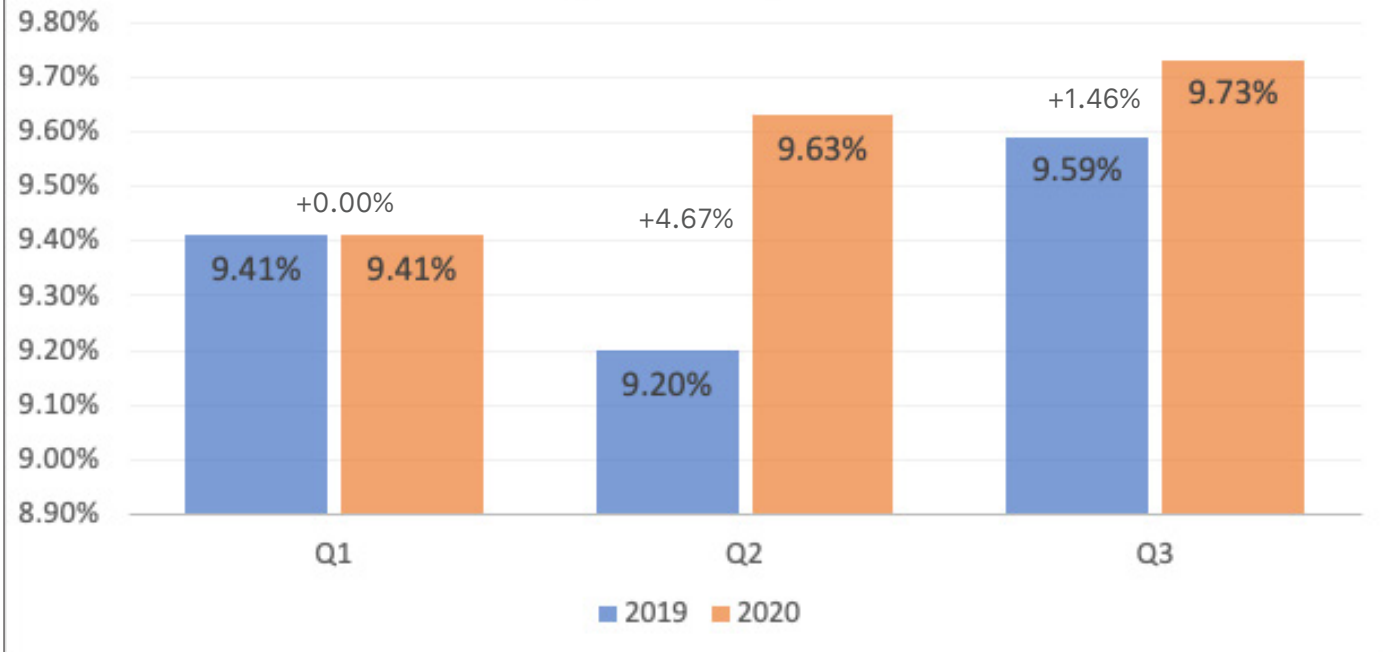
2.6%

decrease since
Q1 2020

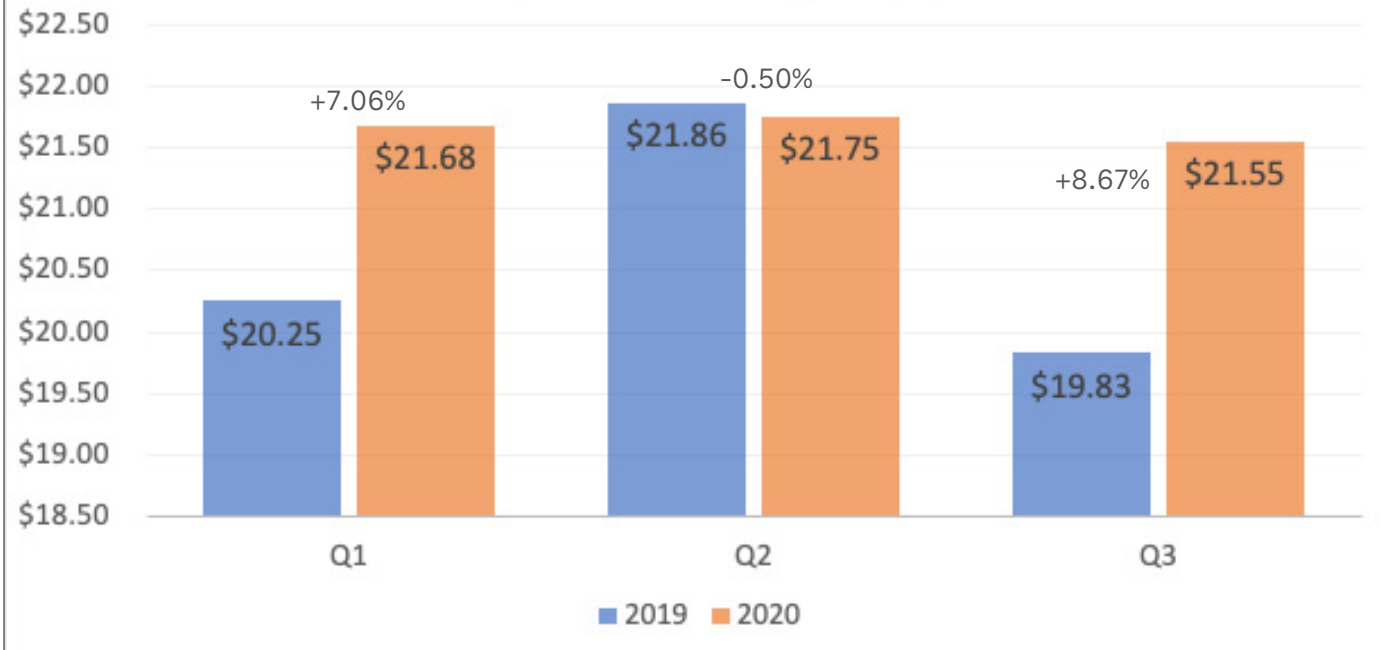
0.6%

overall **decrease** in
rental rates (\$0.13)

Downtown Office Space Vacancy Rates 2019 vs. 2020



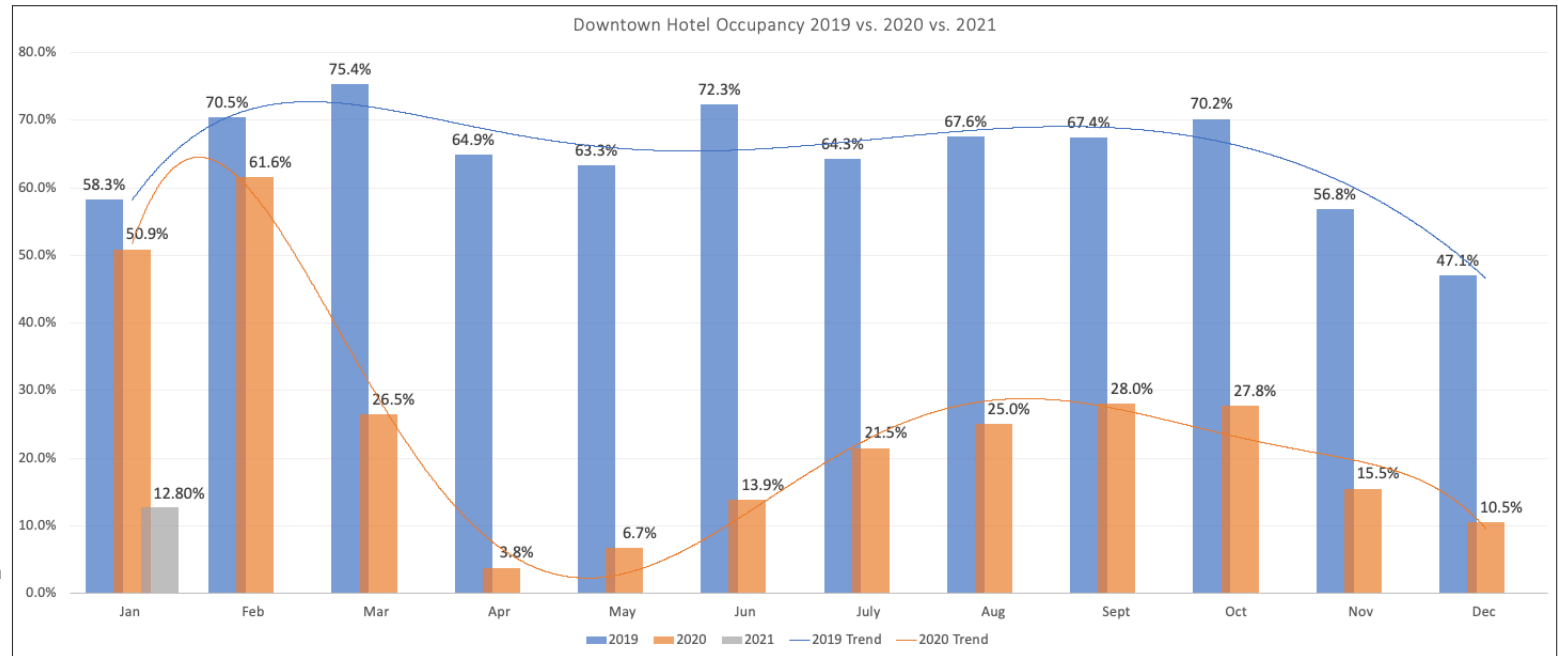
Downtown Office Space Rental Rates (per sq ft) 2019 vs. 2020



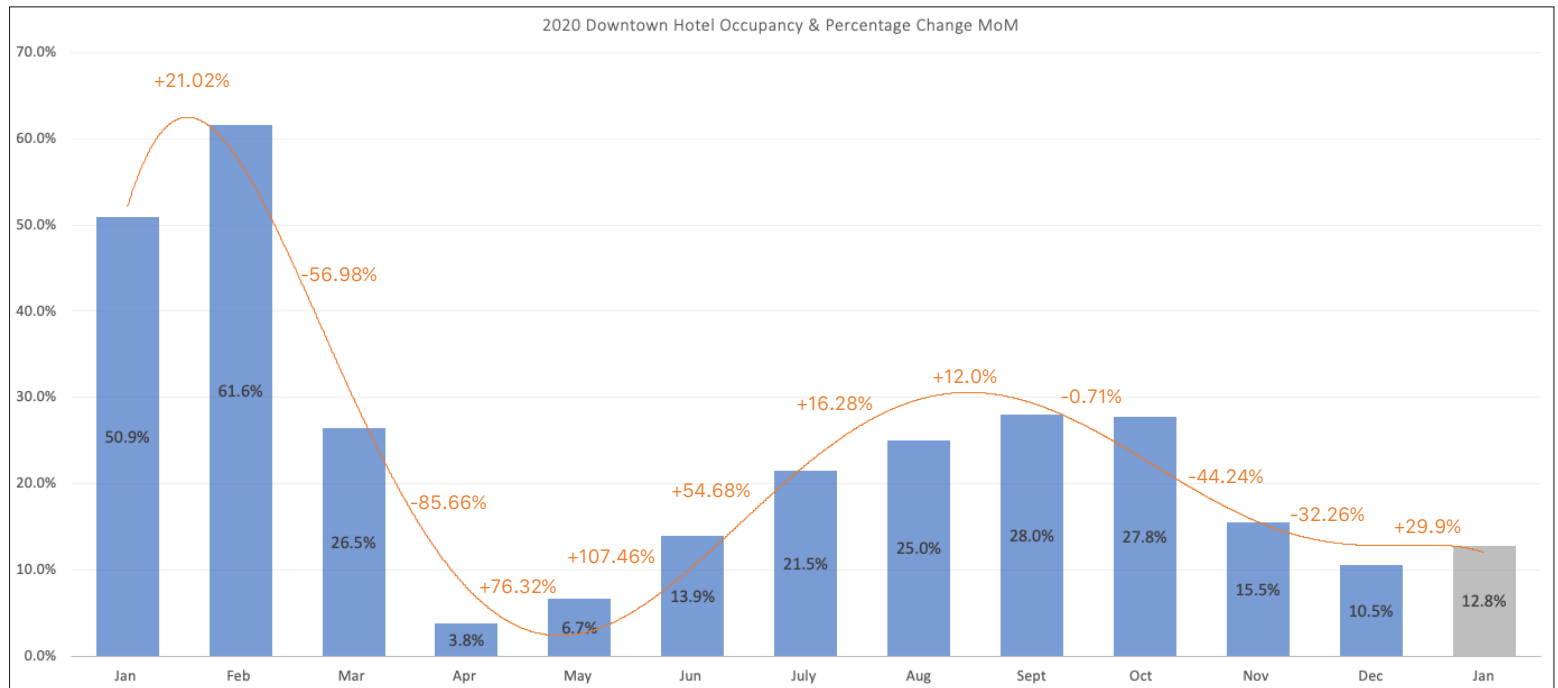
Downtown Hotel Occupancy

74%
average decrease
in hotel occupancy
during COVID

The point change between October and November in 2019 and 2020 is comparable (12.3% and 13.4% respectively), indicating that although occupancy did decrease it decreased at the same rate in 2020 as it does in non-COVID years.



4.47%
average increment
of recovery between
May and Sept 2020



City Employment Rates

Key Dates

March 15, 2020

MI closes bars/restaurants for dine-in, gyms, theaters and other public places.

June 8, 2020

MI restaurants and bars can reopen at limited capacity.

September 9, 2020

MI gyms, pools and organized sports are allowed to reopen/resume.

July 1, 2020

MI recloses indoor service at bars.

November 18, 2020

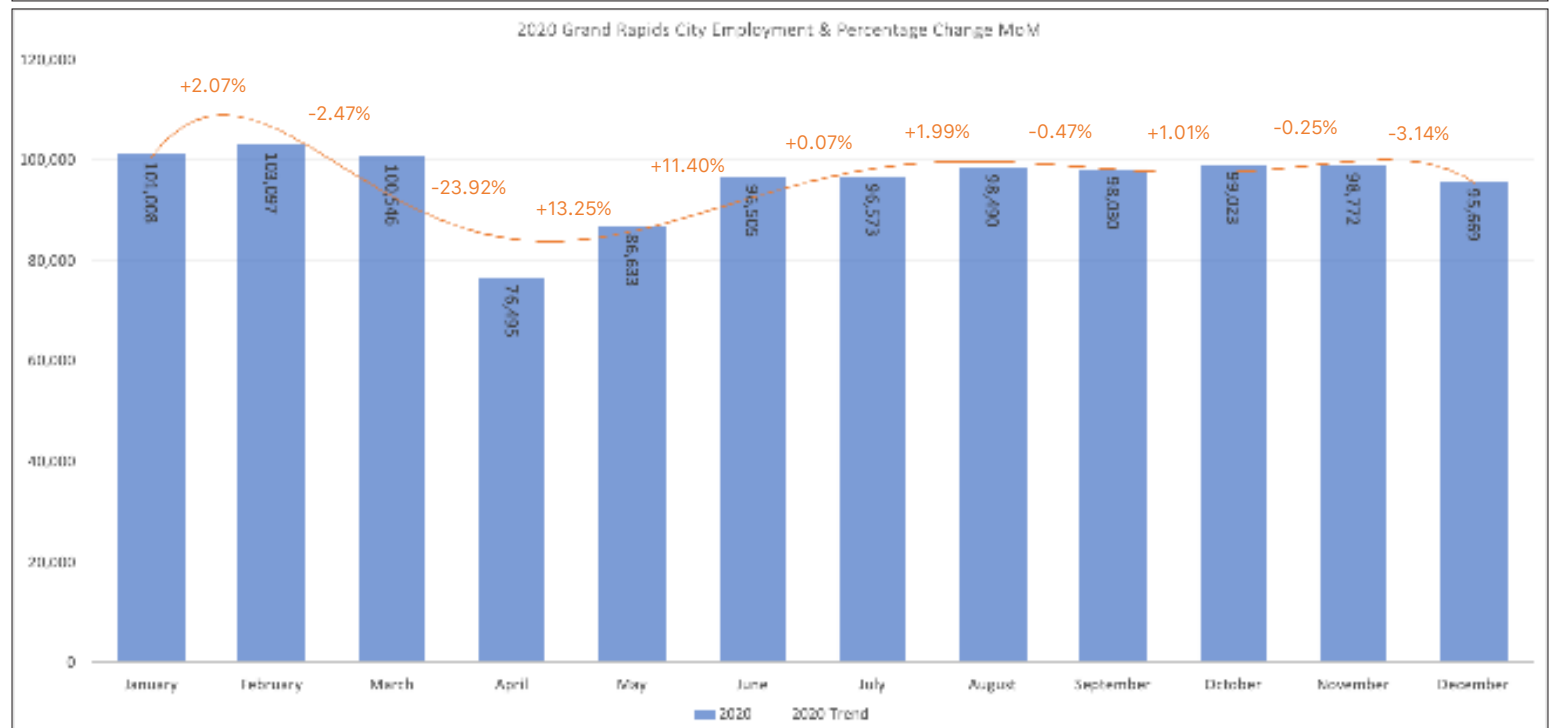
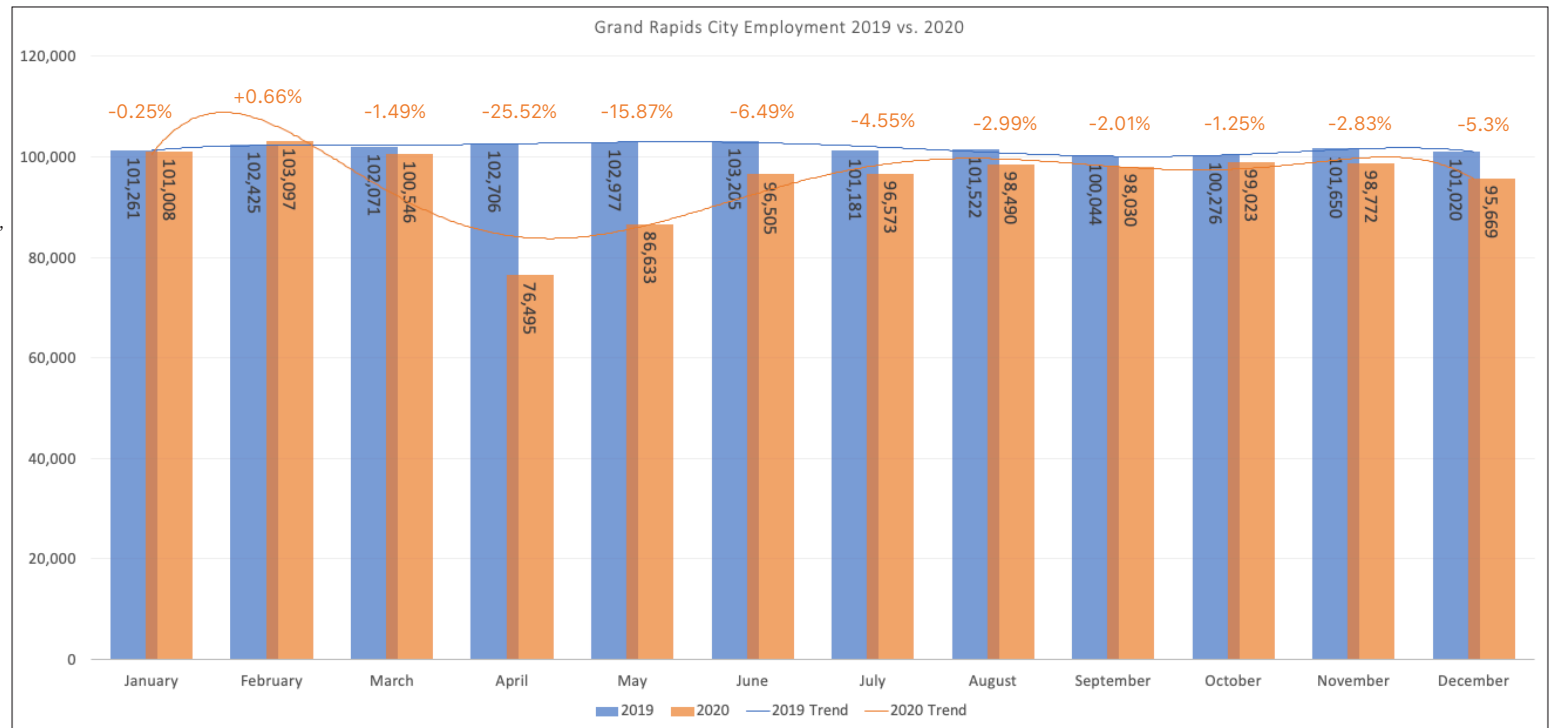
MI closes indoor dining, theaters, bowling alleys, casinos, group fitness classes, organized sports (other than professional sports).

December 18, 2020

MI reopens some businesses such as casinos, cinemas, bowling alleys. Indoor dining remains closed.

February 1, 2021

MI indoor dining reopens with capacity restrictions, 10 p.m. curfew, previously established restrictions.



Downtown Pedestrian Activity

61%

overall **decrease** in pedestrian activity, ranging from **-70%** in April 2020 to **-28%** in August 2020

- ① **Bridge St & Summer Ave** has one of the historically largest volume of pedestrian activity in the district. It experienced a **79% decrease** in activity in March-May 2020 when compared to previous years. Social Zone deployment in June assisted activity with an **84% average increase** in the months the zones were active.

Pedestrian traffic **more than doubled** in February 2021 when compared to the two preceding winter months, due in part to World of Winter activity.

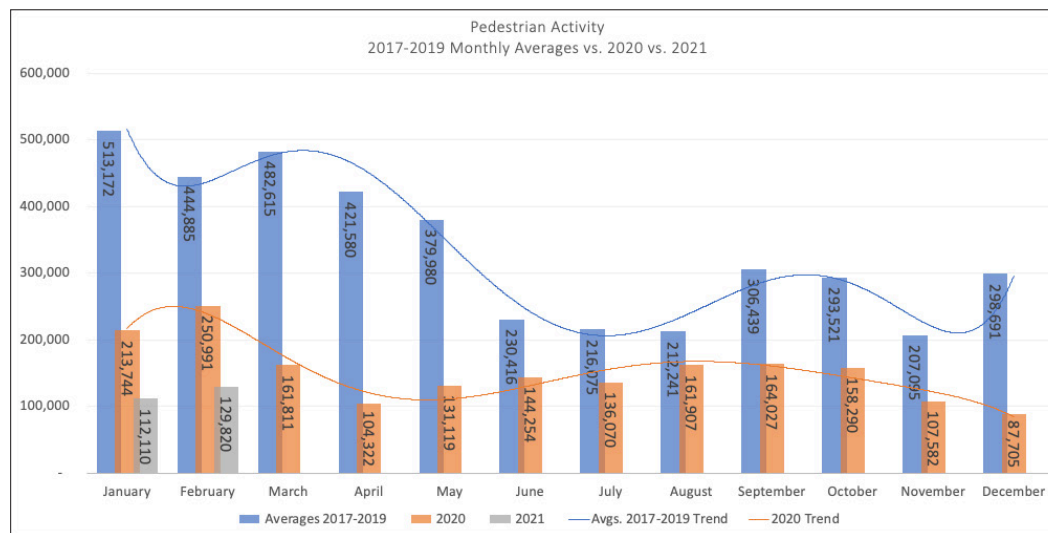
- ③ **Ah-Nab-Awen Park** had an overall **36% decrease** in pedestrian activity during the pandemic, though it did not see the same dramatic decrease in March and April as most street locations did, and maintained steady traffic throughout May to October.



- ② **Monroe Ave & Trowbridge St** experienced one of the smallest impacts during the pandemic, with only a **20% decrease** in pedestrian activity, even when considering the high numbers produced during World of Winter 2020 (pre-pandemic). It saw its highest traffic in October and November 2020 - **more than double** the traffic in April and May 2020.

- ④ **Rosa Parks Circle** saw the largest decrease in total pedestrian activity during the pandemic. Specifically, this location saw a **90% decrease** in activity in March when compared to previous years. Social Zone deployment in June 2020 **tripled** that activity and has remained steady ever since.

RPC was **twice** as busy as it has been on average since January 2020 during February 2021, in large part due to World of Winter traffic.



WOW 2021 weekends have been on average

84%

busier than the winter weekends preceding it

Current Downtown Construction and Development

- ① GVSU - anticipated May 2021
+160,000 square feet of office space
+66 parking spaces
- ② GVSU/Spectrum Parking - anticipated May 2021
+1,220 parking spaces
- ③ The Finnley Hotel - anticipated June 2021
+5 hotel units
- ④ Amway Grand Plaza Renovation - anticipated June 2021
- ⑤ Acrisure Headquarters- anticipated Spring 2021
+105,000 square feet of office space
+150 market condos
+400 jobs
- ⑥ RDV Corp. Headquarters - anticipated Spring 2021
+100,000 square feet of office space
+9,700 square feet of commercial retail space
- ⑦ Fifth Third Redevelopment - anticipated Summer 2021
+100,000 square feet of office space
+44,000 square feet of commercial space
- ⑧ Integrated Architecture - anticipated Fall 2021
+13,600 square feet of office space
+20 parking spaces
+52 jobs
- ⑨ The Morton Hotel - anticipated 2021
+32 hotel units
- ⑩ MSU Innovation Park - anticipated late 2021
+200,000 square feet of office space
+600 parking spaces
+250 jobs

679k
square feet of
office space

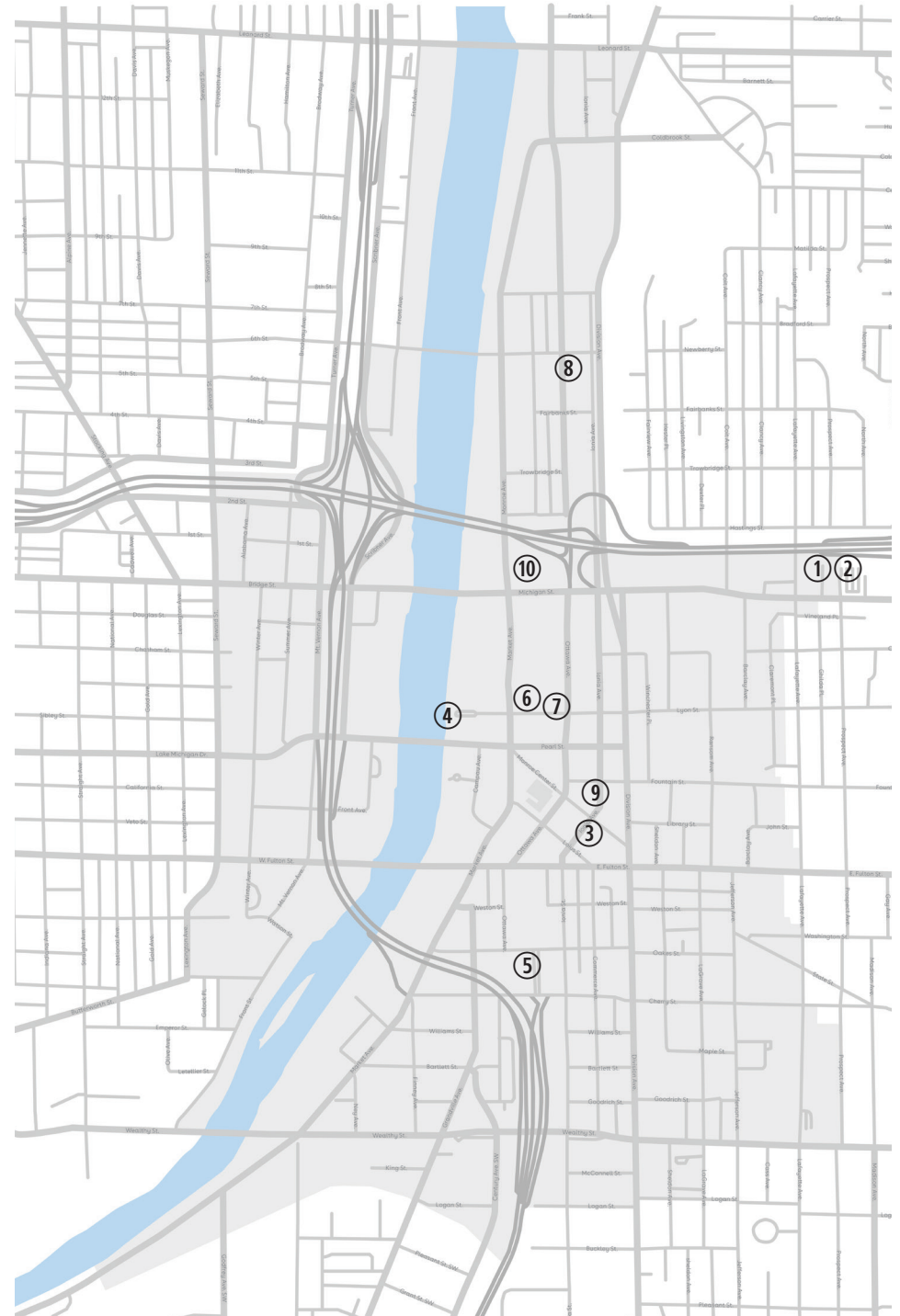
54k
square feet of
commercial space

150
residential units

37
hotel rooms

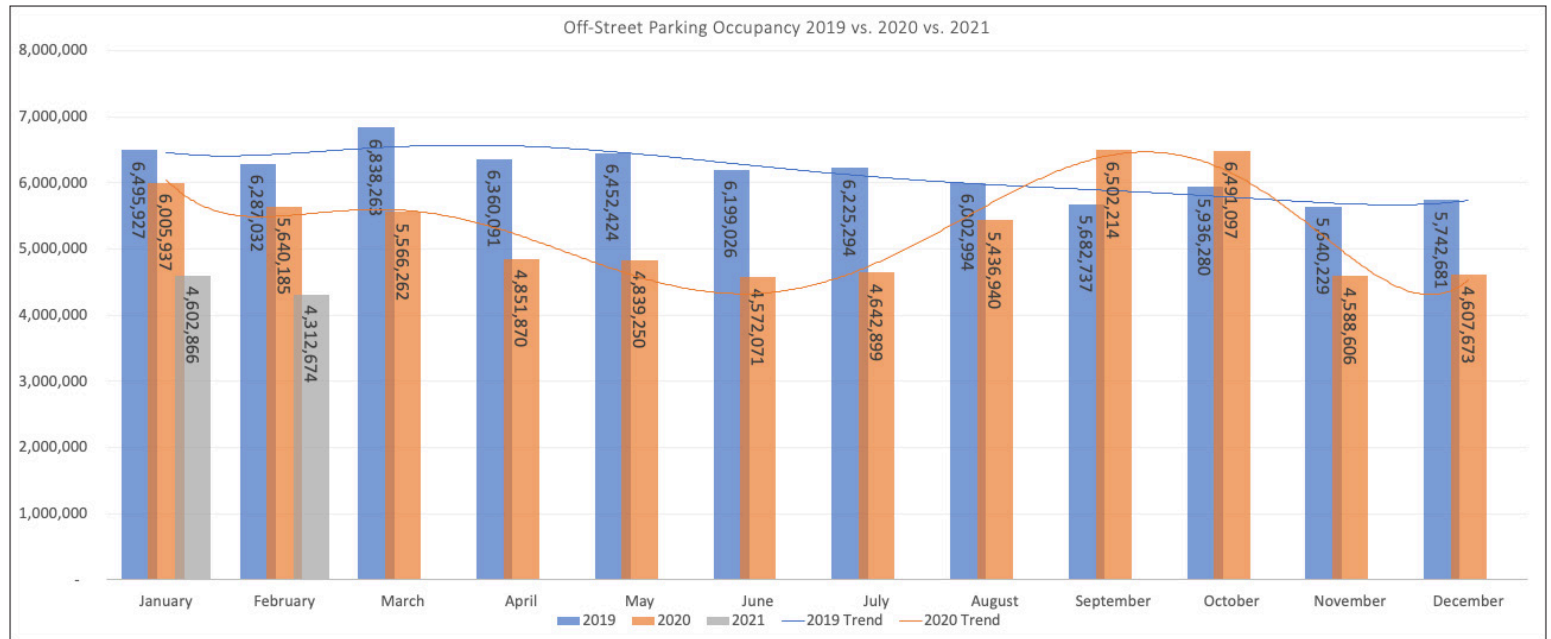
1,906
parking spaces

702
new jobs



Downtown On- and Off-Street Parking

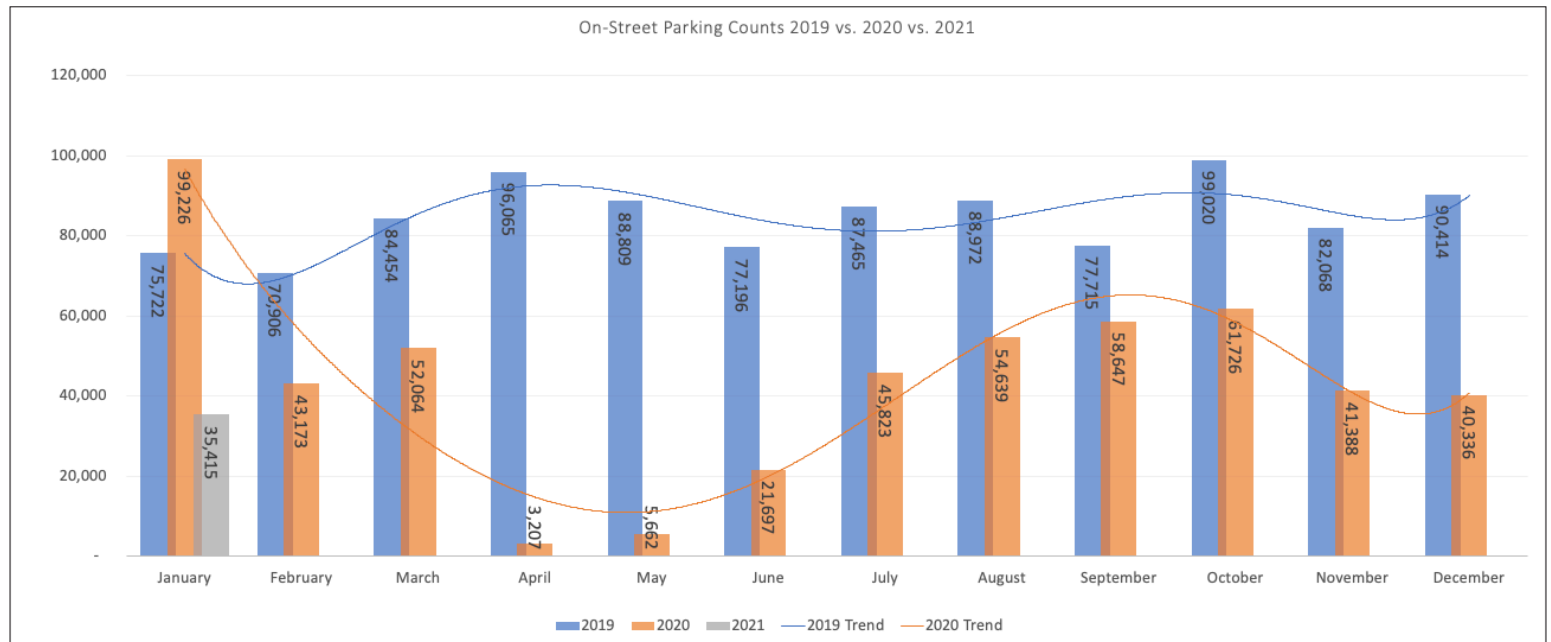
18%
average decrease in
off-street occupancy
during COVID



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	-7.54%	-10.29%	-18.60%	-23.71%	-25.00%	-26.25%	-25.42%	-9.43%	14.42%	9.35%	-18.65%	-19.76%
2020 vs. 2021	-23.36%	-23.54%	-	-	-	-	-	-	-	-	-	-

56%
average decrease in
on-street occupancy
during COVID

March 24th, 2020 - July 6th 2020:
meter enforcement was suspended.



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	31.04%	-39.11%	-38.35%	-96.66%	-93.62%	-71.89%	-47.61%	-38.59%	-24.54%	-37.66%	-49.57%	-55.52%
2020 vs. 2021	-64.31%	-	-	-	-	-	-	-	-	-	-	-

DASH Ridership

70%
average **decrease**
in ridership
during COVID

Timeline of Interrupted Schedule:

On **March 26th**, DASH services changed to:

DASH West 15-minute frequency

DASH North 20-minute frequency

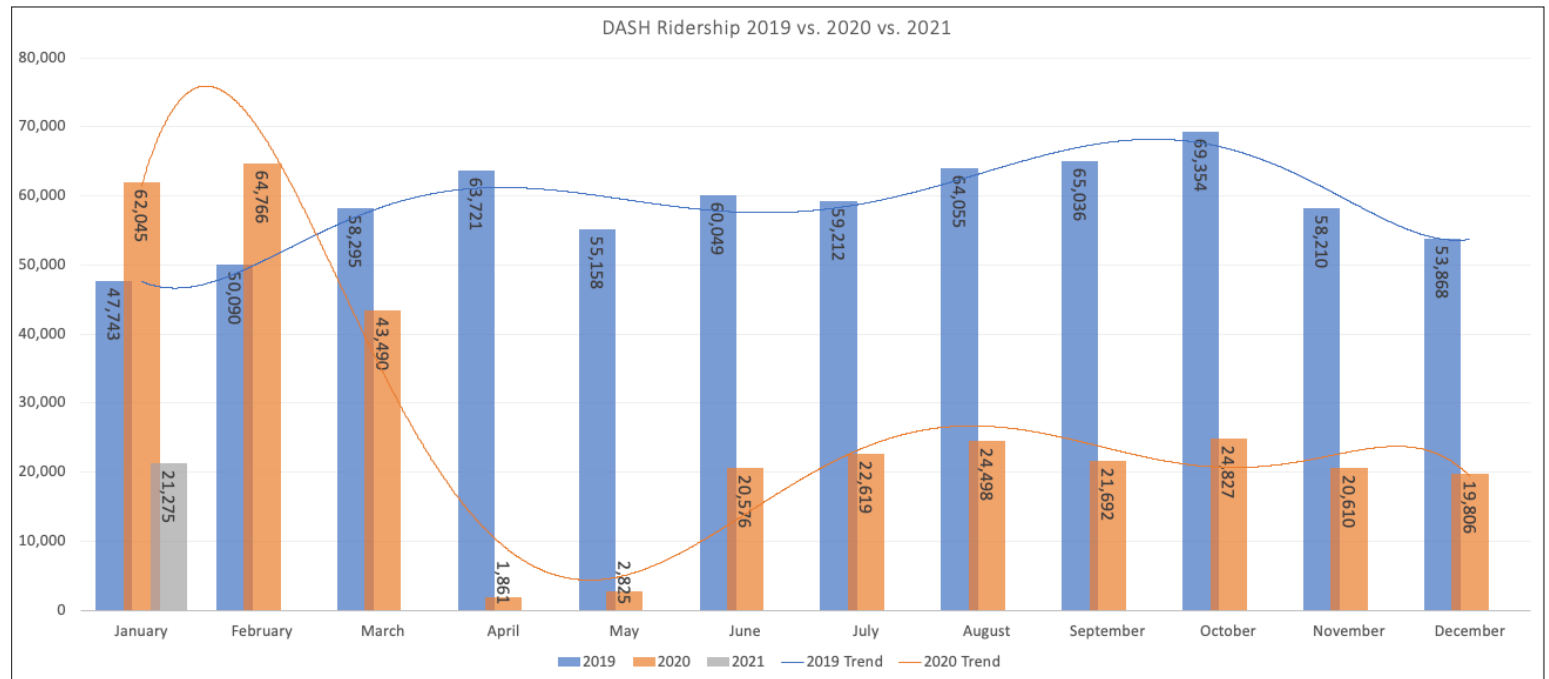
Operating 7am - 7pm, Mon - Fri

On **April 10th**, DASH services were temporarily suspended

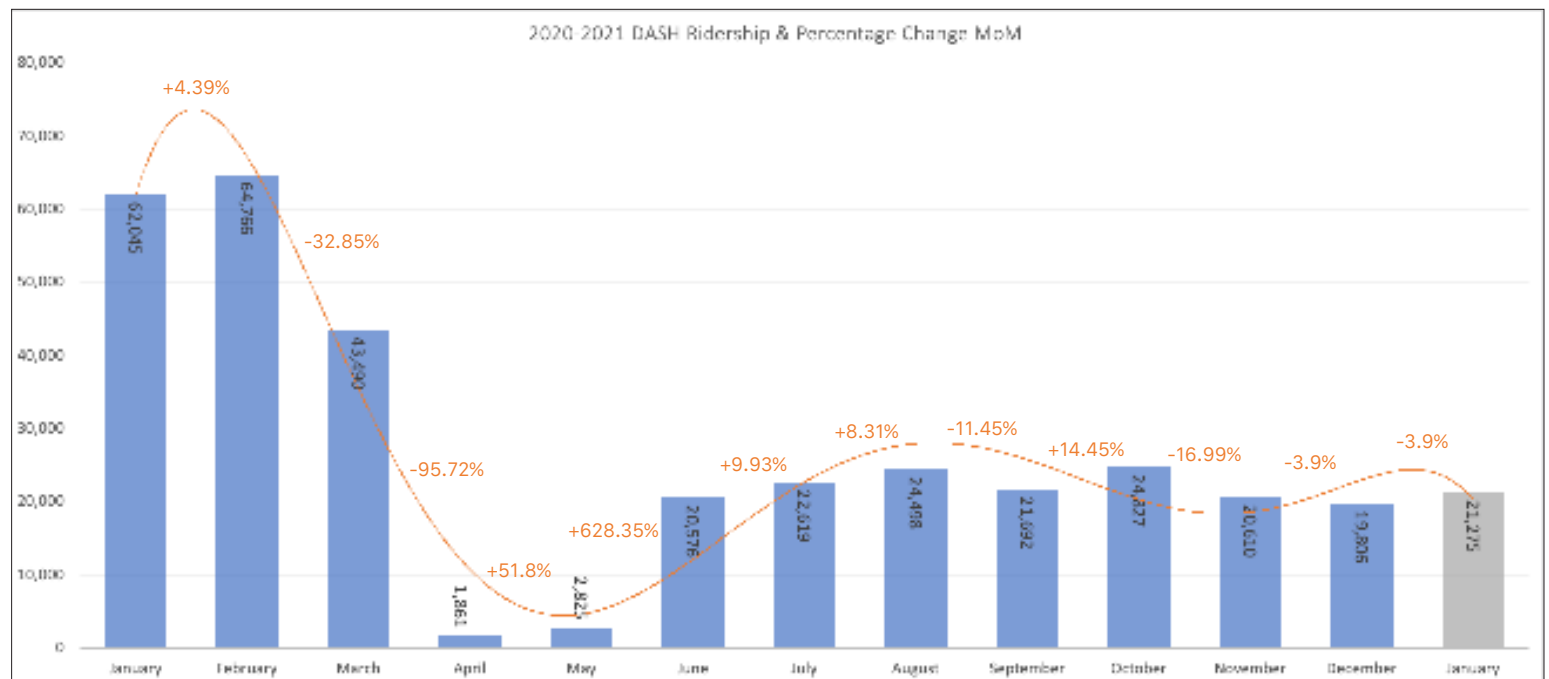
On **May 26th**, DASH services changed to:

Reduced number of vehicles

Operating 6am - 10 pm, Mon - Sat



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	29.96%	29.30%	-25.40%	-97.08%	-94.88%	-65.73%	-61.80%	-61.75%	-66.65%	-64.20%	-64.59%	-63.23%
2020 vs. 2021	-65.71%	-	-	-	-	-	-	-	-	-	-	-



Source: The Rapid

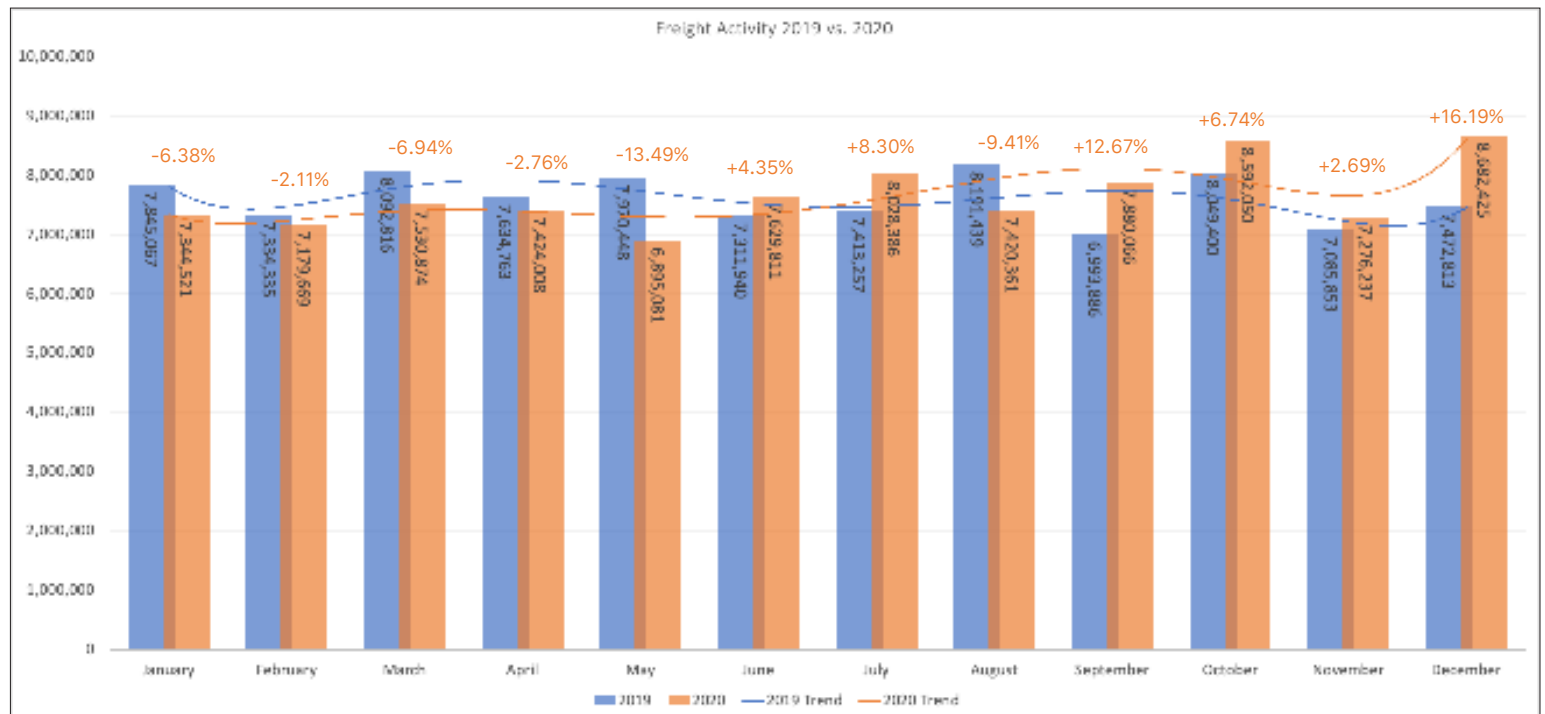
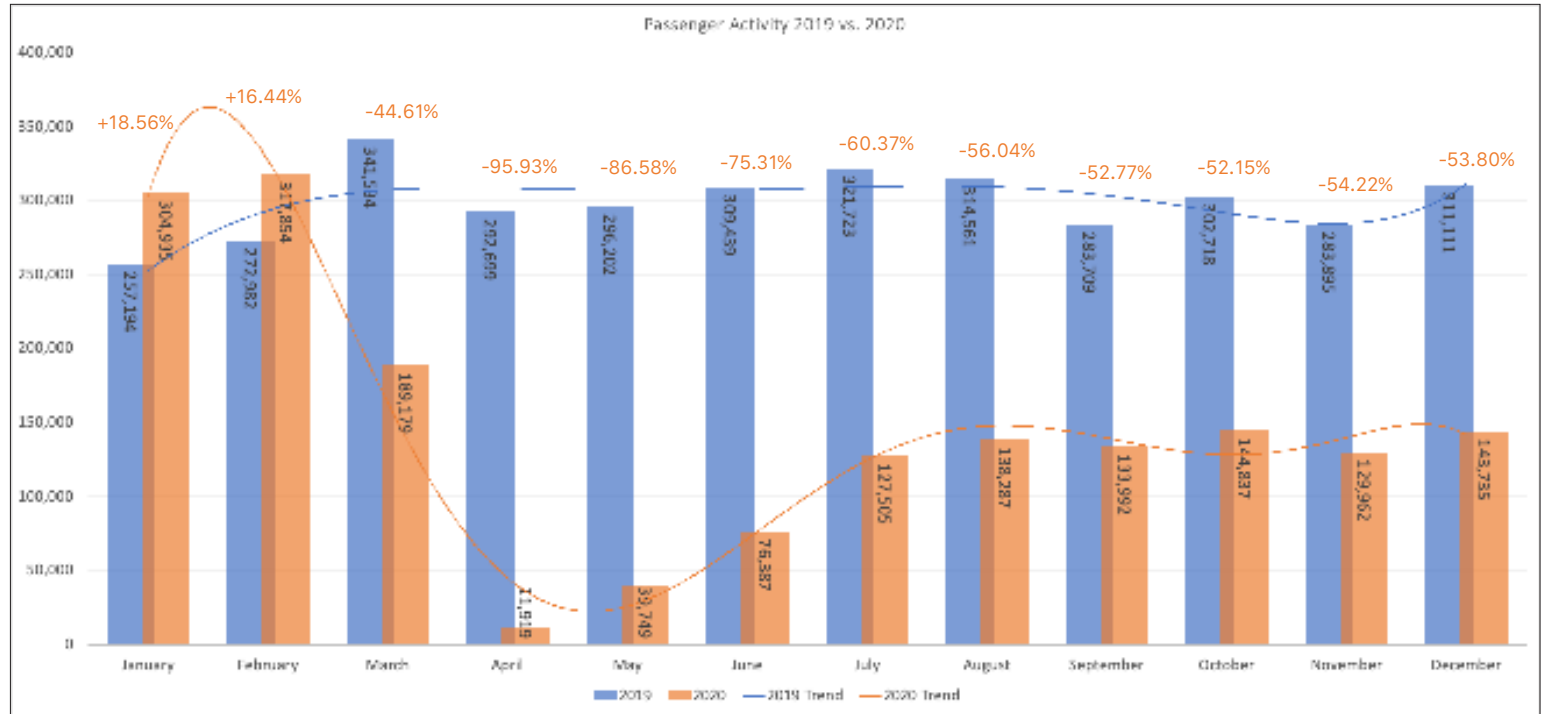
Gerald R. Ford International Airport Activity

65%
overall **decrease** in
passenger activity

2.5%
overall **increase** in
freight activity

41%
decrease in
passenger activity in
February-March 2020

94%
decrease in
passenger activity in
March-April 2020.



Kent County Vaccination Distribution & Administration

Kent County has a population of 656,955 (2019).

DeVos Place administered **over 8,000 vaccines** in its first week.

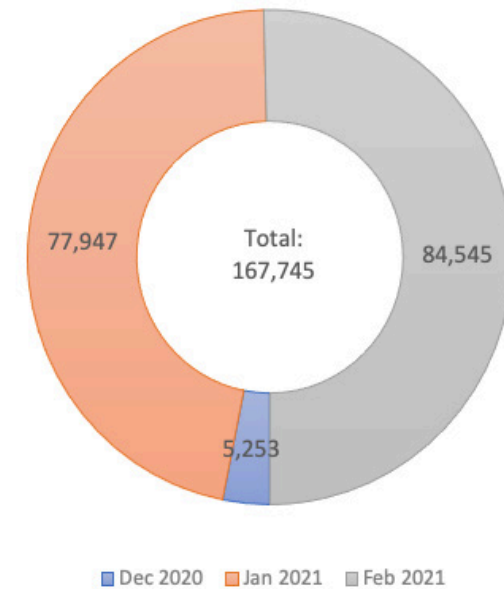
Mercy Health + St. Joe's have administered **70,327 1st doses** and **49,440 2nd doses** as of 2/22/2021.

92%
doses administered
80% nation-wide
87% state-wide
MI currently ranked **7th**

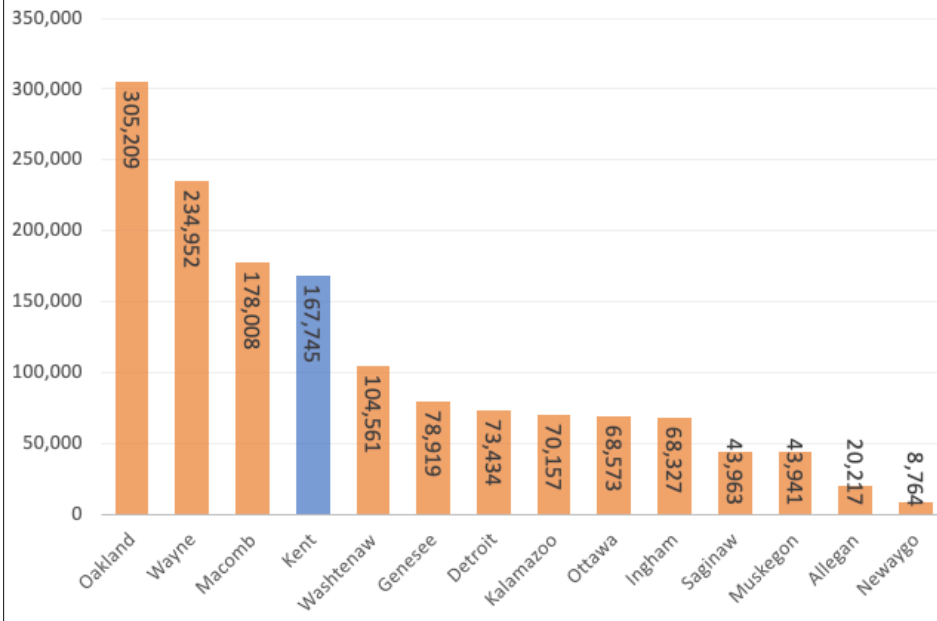
60%
of administered
vaccines are the
1st dose

192
enrolled vaccination
locations

Total Vaccines Administered in Kent County

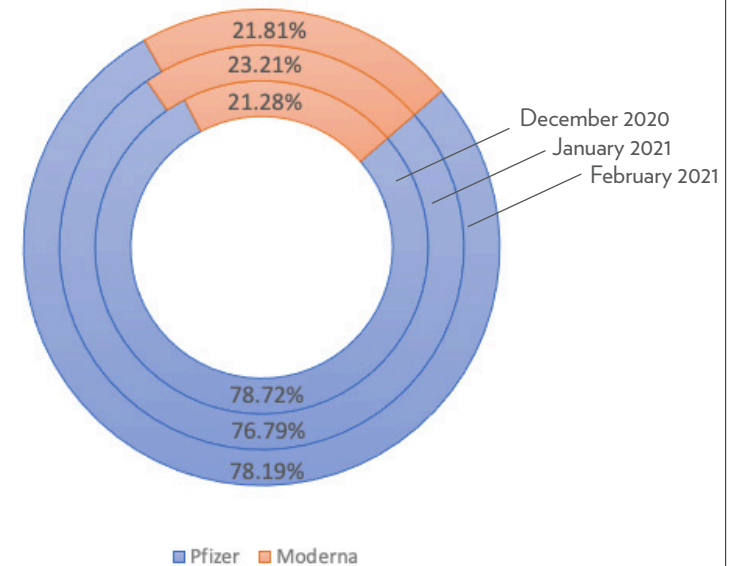


Number of Vaccines Administered Per County



Vaccine Distribution Per Vaccine Type in Kent County

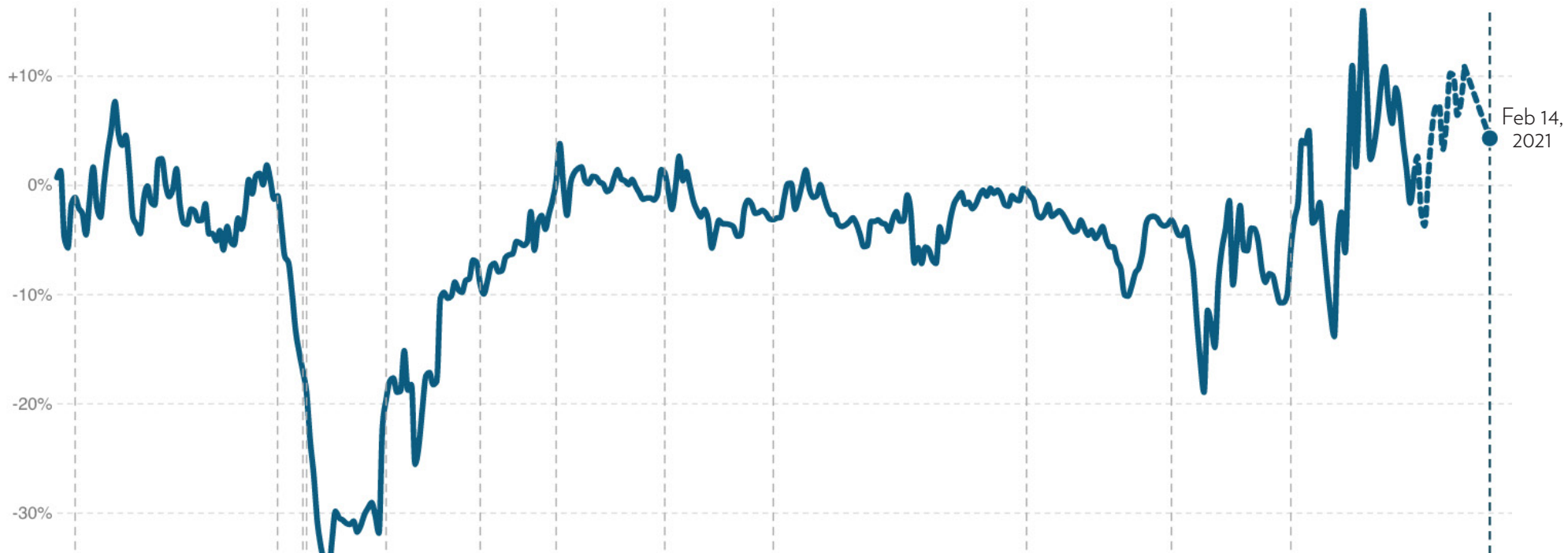
Overall
78%
Pfizer
22%
Moderna



Michigan Consumer Spending

Percent Change in All Consumer Spending*

In **Michigan**, as of **February 14 2021**, total spending by all consumers **increased** by **4.3%** compared to January 2020.



Key Dates

March 10, 2020 - Michigan confirms its first two COVID cases; State of Emergency declared

March 13, 2020 - Gov. Whitmer closes all K-12 schools; bans gatherings of 250 or more

March 15, 2020 - Gov. Whitmer orders the closure of bars/restaurants for dine-in, gyms, theaters, and other public places

March 24, 2020 - statewide stay-at-home order begins (subsequently extended 4 times)

April 13, 2020 - first round of stimulus payments begins

June 19, 2020 - stay-at-home order expires

September 9, 2020 - gyms, pools, and organized sports are allowed to reopen/resume

October 9, 2020 - movie theaters, performance venues, arcades, and other businesses can reopen at limited capacity

November 15, 2020 - Gov. Whitmer orders the closure of high schools and universities, as well as other businesses (extended on December 7, 2020)

December 18, 2020 - partial shutdown extended but allows for some businesses like theaters, casinos, and bowling alleys to reopen at limited capacity

December 29, 2020 - second round of stimulus payments begins

February 1, 2021 - Indoor dining reopens with limited capacity, curfew, and other requirements



MEETING OF THE DOWNTOWN IMPROVEMENT DISTRICT BOARD
January 21, 2021

Attendance: Monica App, Michael Bishop, Eric DeLong, Mike Ellis, Bob Herr, Emily Loeks, Josh Lunger, Andrew Martin, Jessica Slaydon, Denny Sturtevant, Ashley Ward, and Pat Waring

Absent: Jane Gietzen, Scott Wierda and Daniel Williams

Others Present: Tim Kelly, Amanda Sloan, Tricia Chapman, Jessica Wood, Melvin Eledge, Marion Bonneaux, Mark Miller, Andy Guy, Sam Suarez, Annamarie Buller, Kim Van Driel, Rebecca Krenz, and Brad Segal.

Call to Order This virtual meeting was called to order at 1:03 p.m. by Chair Bob Herr.

Monica Steimle-App announced she is participating remotely from Kent County, MI. Michael Bishop announced he is participating remotely from Kent County, MI. Eric DeLong announced he is participating remotely from Kent County, MI. Mike Ellis announced he is participating remotely from Naples, FL. Bob Herr announced that he is participating remotely from Kent County, MI. Emily Loeks announced she is participating remotely from Kent County, MI. Josh Lunger announced that he is participating remotely from Kent County, MI. Andrew Martin announced he is participating remotely from Kent County, MI. Denny Sturtevant announced he is participating remotely from Ottawa County, MI. Ashley Ward announced she is participating remotely from Kent County, MI. Pat Wearing announced that she is participating remotely from Ottawa County, MI.

Approve Meeting Minutes from November 19, 2020

Mr. Lunger noted a spelling correction to be made in the last agenda item header of the first page of the November DID Meeting Minutes. Header should read "Homeless Outreach Team Update."

Motion: Mr. Lunger, supported by Mr. Sturtevant, moved to approve the November 19, 2020 DID Meeting Minutes with the correction made. None opposed. Motion carried unanimously.

Mr. Kelly noted a COVID-19 Impact Report was also provided in the packet for review. Since March of last year pedestrian counts and business closures and openings, among other things, have been closely monitored. He stated the board will receive regular updates on these data trends.

Accept December 31, 2020 Financials

Motion: Mr. Martin, supported by Mr. Lunger, moved to accept Statement C: Schedule of Expenditures: ending December 31, 2020 as presented. Motion carried unanimously.

Ms. Slaydon joined the meeting.

Ambassador Report

Ms. Krenz provided the 2020 Ambassador Report noting that her team has been extremely busy despite the change in duties over the last year. She shared that the Ambassador team sanitized 30,000 touch points on Downtown infrastructure (including the sanitation of the Loo at least 3 times per day) and utilized the ATLV for over 360 hours. Less community interaction also allowed for an increase in weeding and horticulture. She noted the Ambassadors played an integral role in the deployment of social zones infrastructure and new trash receptacles throughout Downtown and have remained in good spirits throughout this pandemic. Mr. DeLong shared his great appreciation for the Ambassador team and the role they play in keeping the city clean and safe.

Reauthorization Discussion

Mr. Eledge stated we have been authorized to renew our relationship with Progressive Urban Management Associates (PUMA) as we move forward with another DID reauthorization. Brad Segal, advancing work completed during the last reauthorization, shared that there are three assessment methodologies that need to be addressed in this reauthorization: Snowmelt Districts, Condo Analysis, and Non-Profit Analysis.

Mr. Segal stated combining snowmelt districts will likely be recommended as Monroe Center runs at a surplus and Monument Park at a deficit. This would create more flexibility and efficiency in managing operations and capital improvements. If consolidated at the current budget, Monument Park would pay considerably less, though Louis Campau Promenade would pay considerably more. The parking structures in that district (10% of the assessment) cause distortion. Another option is to only combine Monroe and Monument Park, which are essentially adjacent, increasing Monument Park properties at a nominal rate. Mr. Herr noted the Monument Park properties are mostly non-profits and with voluntary payments we have long been subsidizing this district. Long term we need to make a change. Mr. Kelly added a formula tweak is another option, potentially taking parking out of the assessment formula. Mr. Sturtevant stated there is a substantial public benefit for operating snowmelt in these areas and Mr. Lunger suggested the Parks millage could be asked to contribute.

Mr. Segal stated local districts now have the option to assess owner occupied residential properties. Using current methodology, assessing condo owners (who already benefit from the beautification and marketing provided by the DID), would add roughly 2-3% of the area-wide assessment revenue. There are multiple options for calculating these assessments; charge per building (divided among condos), a flat rate (which simplifies calculation), or charge per square footage of each condo unit regardless of the building footprint. Mr. Bishop shared his concern for conveying the benefits of provided services to condo owners. Mr. Kelly stated it will be important to communicate that this is

not only supplementing an existing budget but could expand services and noted there is a fairness component to consider as apartment buildings pay this already. He added this also would need to be approved by City Commission (which would hold a public meeting). Mr. Herr stated we will certainly be seeking feedback and Mr. De Long suggested openly communicating with the DNN.

Mr. Segal stated 15% of parcels in the district are non-profits and currently these properties are asked to voluntarily contribute 60% of the standard assessment. He stated a more appropriate request might be 90% though there is risk that the overall collected amount would actually be less. Mr. Kelly stated uncollected revenue is historically around \$145,000.

Mr. Segal stated another decision that the reauthorization committee must make is the term of the reauthorization (1-year, 3-year, 5-year). Ms. Loeks stated working toward condo owner assessments will be important to balance the burden of these services. Mr. Bishop suggested phasing in these assessments (50% the first year, then 100% the following). Ms. Wood confirmed that is an option. Mr. Kelly stated the final recommendations will be presented at our next meeting.

Downtown Retail Assessment

Mr. Kelly stated the DDA Board recently received a full presentation from Mike Berne with MJB Consulting on the Downtown Retail Assessment. He shared some of the big picture aspects including the fact that Downtown has a large footprint, diluting our retail environment. We need to think about consolidating our retail sector(s) and determining the mix that will make us most successful. Phase II next steps will start to consider different tactical strategies. Ms. App requested clarification on the timeline. The final report will be presented to the DGRI Board of Advisors on Feb 24, 2021.

DGRI President & CEO Report

Mr. Kelly provided a quick update on the World of Winter festival taking place this and next month Downtown. He noted Ah-Nab-Awen park currently holds the Hybycozo installation including a custom Cozo and 555 Monroe holds the Impact installation by CREOS. Visit worldofwintergr.com for a full calendar of events and map to navigate your outdoor experience.

Public Comment

None

Board Member Discussion

Mr. Lunger shared there is currently a petition circulating to convert Heartside Park into an urban campground. A memo from the City highlights the recent actions taken to address homelessness in that area but he encouraged the board to be engaged and prepared to discuss this evolving situation with media and/or other stakeholders.

Adjournment

The meeting adjourned at 2:28 p.m.

MEMORANDUM

CITY OF GRAND RAPIDS

**Agenda Item 3.
March 25, 2021
DID Meeting**

DATE: March 17, 2021

TO: Bob Herr, Chair
Downtown Improvement District

FROM: Tricia Chapman
Administrative Services Officer II

**SUBJECT: Grand Rapids Downtown Improvement District
FY2021 Interim Financial Statements as of February 28, 2021**

Attached are the DID's interim financial statements for the first eight months of the fiscal year ending June 30, 2021. These statements include the following:

Statement A: Balance Sheet

Statement B: Statement of FY2021 Revenues and Expenditures

Statement C: Schedule of Expenditures: January 1 through February 28, 2021

Please contact me at 616-456-3848 or via email at tchapman@grcity.us if you have any questions.

Attachments

STATEMENT A
GRAND RAPIDS DOWNTOWN IMPROVEMENT DISTRICT
Balance Sheet
as of February 28, 2021

ASSETS

Pooled Cash & Investments - District-Wide	\$ 618,076
Pooled Cash & Investments - Campau Promenade	75,573
Pooled Cash & Investments - Monroe Center	655,939
Pooled Cash & Investments - Monument Park	9,971
Assessments Receivable - District-Wide	242,731
Assessments Receivable - Monroe Center	383
Assessments Receivable - Monument Park	19,589
TOTAL ASSETS	<u>\$ 1,622,263</u>

LIABILITIES AND FUND EQUITY

Liabilities

Accounts Payable - All Districts	\$ 51
Deferred Receivables Revenue - All Districts	262,704
TOTAL LIABILITIES	<u>\$ 262,755</u>

Reserve for Encumbrances	\$ 347
Reserve for Compensated Absences	1,170
Unrestricted Reserve - District-Wide	616,508
Unrestricted Reserve - Campau Promenade	75,573
Unrestricted Reserve - Monroe Center	655,939
Unrestricted Reserve - Monument Park	9,971
TOTAL FUND EQUITY	<u>\$ 1,359,508</u>

TOTAL LIABILITIES & FUND EQUITY	<u>\$ 1,622,263</u>
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STATEMENT B

GRAND RAPIDS DOWNTOWN IMPROVEMENT DISTRICT

FY2021 Statement of Revenues and Expenditures

July 1, 2020 - February 28, 2021

REVENUES	FY2021	
	Budget	Actual
Assessments - District-Wide	\$ 1,093,956	\$ 845,849
Assessments - Campau Promenade Snowmelt	57,199 ¹	57,199
Assessments - Monroe Center Snowmelt	141,263 ¹	140,880
Assessments - Monument Park Snowmelt	51,337	6,768
Reserve for Uncollectible Accounts - District-Wide	(136,745)	-
Reserve for Uncollectible Accounts - Monument Park	(24,980)	-
Earnings on Investments - District-Wide	11,240	(18,466)
Earnings on Investments - Campau Promenade	670	(1,056)
Earnings on Investments - Monroe Center	6,806	(13,086)
Earnings on Investments - Monument Park	98	(348)
From / (To) Fund Balance	77,186	-
TOTAL REVENUES	\$ 1,278,030	\$ 1,017,740
EXPENDITURES		
DISTRICT-WIDE SERVICES		
Maintenance and Beautification		
Landscaping and Beautification	\$ 585,877	\$ 373,888
Irrigation - Repairs & Water	7,000	6,676
Personnel - Wages and Benefits	30,000	-
Sub-Total	\$ 622,877	\$ 380,564
Marketing and Communications		
Advertising and Promotions	50,000	425
Personnel - Wages and Benefits	40,000	-
Printing, Postage, Supplies, Performers, Storage, etc.	4,000	-
Website Services	3,539	-
Sub-Total	\$ 97,539	\$ 425
Administration		
DGRI Overhead - Rent, Meetings, Phones, Cleaning, etc	20,600	16,803
Insurance	7,500	-
Personnel - Wages and Benefits	72,581	19,637
Professional Services - Legal / Human Resources / Tech	30,750	18,782
Supplies, Office Equipment, etc	8,648	1,238
Sub-Total	\$ 140,079	\$ 56,460
Public Safety - Ambassador Program	155,000	-
City A-87 Costs	37,716	25,144
TOTAL EXPENDITURES - DISTRICT-WIDE SERVICES	\$ 1,053,211	\$ 462,593
SNOWMELT SYSTEM OPERATIONS		
CAMPAU PROMENADE DISTRICT	57,199	19,961
MONROE CENTER DISTRICT	141,263	42,396
MONUMENT PARK DISTRICT	26,357	9,539
TOTAL EXPENDITURES - ALL DISTRICTS	\$ 1,278,030	\$ 534,489
EXCESS / (DEFICIT)	\$ -	\$ 483,251

Special & Voluntary Assessments as of 06/30/2021	Budgeted	Invoiced	Received	Receivable
District-Wide	\$ 1,093,956	\$ 1,088,580	\$ 845,849	\$ 242,731
Campau Promenade Snowmelt Operations	57,199	57,199	57,199	-
Monroe Center Snowmelt Operations	141,263	141,263	140,880	383
Monument Park Snowmelt Operations	51,337	26,357	6,768	19,589
TOTAL	\$ 1,343,755	\$ 1,313,400	\$ 1,050,696	\$ 262,704

Note 1: Historically this district has collected 100% of invoiced assessments so no reserve has been budgeted.

STATEMENT C

GRAND RAPIDS, MICHIGAN DOWNTOWN IMPROVEMENT DISTRICT Schedule of Expenditures January 1 - February 28, 2021

Date	Vendor	District Name & Category	Budget Line Item	Description	Amount
1/13/2021	Mydatt Service INC	District-Wide - Maint & Beaut	Landscaping & Beautif	Clean team 12/2020	\$ 50,603.84
2/8/2021	Mydatt Service INC	District-Wide - Maint & Beaut	Landscaping & Beautif	Ambassador Program and Clean team 02/2021	50,479.74
1/18/2021	Mydatt Service INC	District-Wide - Maint & Beaut	Landscaping & Beautif	DID Maintenance 12/2020	9,510.00
2/8/2021	Progressive Urban Management Associ	District-Wide - Administration	Professional Svcs	Consultation Services for DID Reauthorization 01/2	8,180.00
2/17/2021	Vicinity Energy Grand Rapids LLC	Monroe Center District	Snowmelt Operations	60 Monroe Ctr snowmelt - 3200000000 21/02	6,166.00
1/15/2021	Vicinity Energy Grand Rapids LLC	Monroe Center District	Snowmelt Operations	60 Monroe Ctr snowmelt - 3200000000 21/01	6,025.95
1/15/2021	Vicinity Energy Grand Rapids LLC	Campau Promenade District	Snowmelt Operations	Louis/Monroe snowmelt - 4200000000 21/01	4,853.01
2/17/2021	Vicinity Energy Grand Rapids LLC	Campau Promenade District	Snowmelt Operations	Louis/Monroe snowmelt - 4200000000 21/02	4,728.30
1/13/2021	Geotech Inc	Monroe Center District	Snowmelt Operations	Snowmelt System Maintenance 11/2020	3,685.80
1/19/2021	City Treasurer - Budget Office	District-Wide - City A-87	General Fund Svcs	IET - Operating Transfer A-87	3,143.00
1/21/2021	City Treasurer - Budget Office	District-Wide - City A-87	General Fund Svcs	IET - Operating Transfer A-87	3,143.00
2/18/2021	City Treasurer - Budget Office	District-Wide - City A-87	General Fund Svcs	IET - Operating Transfer A-87	3,143.00
2/16/2021	Geotech Inc	Monroe Center District	Snowmelt Operations	Snowmelt System Repair Monroe Center 01/21	2,545.92
2/17/2021	DTE Energy	Campau Promenade District	Snowmelt Operations	43 Monroe Ave Ramp - 9100 297 30421 21/02	2,318.70
1/21/2021	DTE Energy	Campau Promenade District	Snowmelt Operations	43 Monroe Ave Ramp - 9100 297 30421 21/01	2,138.89
1/4/2021	Priority Health	District-Wide - Administration	Personnel	Health Insurance Jan 2020	1,857.54
2/1/2021	Priority Health	District-Wide - Administration	Personnel	Health Insurance Feb 2021	1,857.54
2/8/2021	Consumers Energy	Monroe Center District	Snowmelt Operations	1000 1401 9077 21/01	1,740.82
1/5/2021	Consumers Energy	Monroe Center District	Snowmelt Operations	1000 1401 9077 20/12	1,736.96
2/16/2021	Geotech Inc	Monument Park District	Snowmelt Operations	Snowmelt System Repair Monument Park 01/21	1,590.40
2/16/2021	Geotech Inc	Monroe Center District	Snowmelt Operations	Snowmelt System Repair Monroe Center 01/21	1,509.45
1/19/2021	Federal Square Building Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Office Lease: 29 Pearl Street 01/2021	1,472.88
2/3/2021	Federal Square Building Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Office Lease: 29 Pearl Street 02/2021	1,472.88
2/16/2021	Geotech Inc	Monroe Center District	Snowmelt Operations	Snowmelt System Repair Rosa Parks 01/21	1,420.84
1/19/2021	Geotech Inc	Monroe Center District	Snowmelt Operations	Snowmelt System Repair Monroe Center 01/21	1,266.13
1/13/2021	City Treasurer - Dept of Public Works	District-Wide - Maint & Beaut	Landscaping & Beautif	DGRI Weekly Trash Disposal Dec 2020	1,139.50
2/3/2021	City Treasurer - Dept of Public Works	District-Wide - Maint & Beaut	Landscaping & Beautif	DGRI Weekly Trash Disposal Jan 2021	1,139.50
1/18/2021	Geotech Inc	Monroe Center District	Snowmelt Operations	Snowmelt System Repair Rosa Parks 01/21	1,110.35
2/8/2021	Consumers Energy	Monument Park District	Snowmelt Operations	1 Monroe Center - 1000 6880 7039 21/01	1,020.38
2/21/2021	Selective Insurance Company of Ameri	District-Wide - Administration	DGRI Overhead	Liability Insurance Endorsement for DDA	870.47
1/13/2021	City Treasurer - Dept of Public Works	District-Wide - Maint & Beaut	Landscaping & Beautif	DGRI Weekly Trash Disposal Sept 2020	801.75
1/13/2021	Dickinson Wright PLLC	District-Wide - Administration	Professional Svcs	Legal services: DID Admin 11/20	608.00
1/31/2021	Blue Cross Blue Shield of Mich	District-Wide - Administration	Personnel	Dental Insurance Premium 11/20 - 02/21	539.42
1/23/2021	City Treasurer - Payroll	District-Wide - Administration	Personnel	Staff support for pay-period ending 01/23/2021	518.14
1/13/2021	Dickinson Wright PLLC	District-Wide - Administration	Professional Svcs	Legal services: DID Admin 11/20	432.50
1/13/2021	Dickinson Wright PLLC	District-Wide - Administration	Professional Svcs	Legal services: 11/20 DGRI Board of Advisors	357.35
1/19/2021	DTE Energy	District-Wide - Maint & Beaut	Landscaping & Beautif	Winter Ave Offices - 9100 258 89908 21/01	334.61
2/22/2021	Swift Printing & Communications	District-Wide - Mktg & Comm	Advertising/Promotions	Portland Loo signage 2/21	284.00
1/26/2021	TGG, Inc.	District-Wide - Administration	Personnel	Life & S/T & L/T disability insurance - 01/21	259.62
2/21/2021	TGG, Inc.	District-Wide - Administration	Personnel	Life & S/T & L/T disability insurance - 03/21	258.15
2/25/2021	DTE Energy	District-Wide - Maint & Beaut	Landscaping & Beautif	Winter Ave Offices - 9100 258 89908 21/02	250.39
1/18/2021	Geotech Inc	Monroe Center District	Snowmelt Operations	Snowmelt System Rosa Parks 01/21	240.00
1/28/2021	Consumers Energy	District-Wide - Maint & Beaut	Landscaping & Beautif	Winter Ave Offices - 1030 2027 1245 21/01	224.27
2/1/2021	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT services Agreement Feb 2021	203.04
1/5/2021	Consumers Energy	Monument Park District	Snowmelt Operations	1 Monroe Center - 1000 6880 7039 20/12	200.74
1/5/2021	DTE Energy	District-Wide - Maint & Beaut	Landscaping & Beautif	Winter Ave Offices - 9100 258 89908 20/12	198.84
2/6/2021	City Treasurer - Payroll	District-Wide - Administration	Personnel	Staff support for pay-period ending 02/06/2021	185.00
1/13/2021	Dickinson Wright PLLC	District-Wide - Administration	Professional Svcs	Legal services: DID Reauth 11/20	176.00
2/22/2021	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	correct fund on Water bill - 347 Winter Ave NW	163.13
1/13/2021	Dickinson Wright PLLC	District-Wide - Administration	Professional Svcs	BBB agreement for Uptown Corridor	142.08
2/25/2021	Consumers Energy	District-Wide - Maint & Beaut	Landscaping & Beautif	Winter Ave Offices - 1030 2027 1245 21/02	124.65
1/19/2021	Federal Square Building Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Office Lease: 29 Pearl Street Mezzanine Office 01/	119.77
2/8/2021	Federal Square Building Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Office Lease: 29 Pearl Street Mezzanine Office 02/	119.77
1/21/2021	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	221 Grandville SW planters - WS2021262 21/01	101.52
2/20/2021	City Treasurer - Payroll	District-Wide - Administration	Personnel	Staff support for pay-period ending 02/22/2021	92.56
2/1/2021	Metro FiberNet, LLC	District-Wide - Administration	DGRI Overhead	Internet/Phone at 29 Pearl St NW 01/21	91.42
1/4/2021	Metro FiberNet, LLC	District-Wide - Administration	DGRI Overhead	Internet/Phone at 29 Pearl St NW 12/20	90.56
2/16/2021	HR Collaborative LLC	District-Wide - Administration	Professional Svcs	HR Consultant services 01/21	85.62
1/4/2021	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	MS office Agreement 10/17 - 11/16/2020	64.19

continued on the next page

STATEMENT C
DOWNTOWN IMPROVEMENT DISTRICT
Schedule of Expenditures - continued
January 1 - February 28, 2021

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Date	Vendor	District Name & Category	Budget Line Item	Description	Amount
<i>continued from prior page</i>					
2/16/2021	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	MS office Agreement 11-17-20 to 12-16-20	\$ 64.19
2/21/2021	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	MS office Agreement 12-17-20 to 1-16-21	64.19
2/1/2021	GreatAmerica Financial Services Corp	District-Wide - Administration	DGRI Overhead	Copier Lease 01/21	60.88
1/21/2021	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	3 Market SW planters - WS2117023 21/01	51.80
2/1/2021	Federal Square Building Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Utility Service: Electric JAN 2021	50.32
1/4/2021	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT network services 12/20	41.59
2/21/2021	Federal Square Building Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Utility Service: Electric FEB 2021	40.61
1/24/2021	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT network services 01/21	38.63
1/9/2021	City Treasurer - Payroll	District-Wide - Administration	Personnel	Staff support for pay-period ending 01/09/2021	37.02
2/21/2021	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT Managed Network Agreement 02/21	35.23
2/23/2021	Amanda Sloan	District-Wide - Administration	Supplies, Equipment, etc.	Admin Food & Bev	35.12
1/10/2021	HR Collaborative LLC	District-Wide - Administration	Professional Svcs	HR Consultant services 12/20	25.68
2/1/2021	Dickinson Wright PLLC	District-Wide - Administration	Professional Svcs	Legal services: DID Admin 01/21	25.00
1/24/2021	Pure Water Partners LLC	District-Wide - Administration	DGRI Overhead	Water Cooler Lease 01/21	24.66
1/10/2021	Professional Maintenance of Michigan	District-Wide - Administration	DGRI Overhead	Janitorial services DEC 2020	22.31
2/1/2021	Dickinson Wright PLLC	District-Wide - Administration	Professional Svcs	Legal Services: Block by Block 01/21	21.53
1/10/2021	Cellco Partnership	District-Wide - Administration	DGRI Overhead	Cell Phone Service 12/2020	21.38
2/16/2021	Cellco Partnership	District-Wide - Administration	DGRI Overhead	Cell Phone Service 01/2021	21.38
1/21/2021	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	275 S Division - WS2179704 21/01	20.36
1/19/2021	Amanda Sloan	District-Wide - Administration	DGRI Overhead	Gift Card reimb 01/2021	19.57
1/13/2021	City Treasurer - Petty Cash	District-Wide - Administration	Supplies, Equipment, etc.	Ambassador Mtg Supplies 10/2019	18.99
1/10/2021	Engineered Protection Sys INC	District-Wide - Administration	DGRI Overhead	Office Security System 2/1/2021 - 4/30/21	18.14
2/23/2021	Amanda Sloan	District-Wide - Administration	Supplies, Equipment, etc.	Admin: Postage	15.69
1/13/2021	City Treasurer - Petty Cash	District-Wide - Administration	Supplies, Equipment, etc.	DGRI BOA Meeting Supplies 09/2019	13.28
1/21/2021	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	185 Oakes SW planters - WS2095454 21/01	9.72
1/21/2021	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	100 S Division planters - WS2024679 21/01	9.34
1/10/2021	Model Coverall Service INC	District-Wide - Administration	DGRI Overhead	Floor Mat Rental 12/20	9.15
1/26/2021	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT services backupify Agreement Jan 2021	7.40
2/16/2021	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT services backupify Agreement FEB 2021	7.40
2/16/2021	Fifth Third Bank	District-Wide - Administration	Supplies, Equipment, etc.	Admin: Office Supplies	2.19
1/26/2021	Blue Cross Blue Shield of Mich	District-Wide - Administration	Personnel	Dental Insurance Premium 11/20-Void Check	(134.86)

TOTAL EXPENDITURES - JANUARY 1 THROUGH FEBRUARY 28, 2021 \$ 189,835.77



Downtown Grand Rapids Ambassador Program

February 2021 Report



Highlights

Jonah and Mari assist a woman with a walker make it through the snow by clearing a path as she went.

Mobility is important to the people of our downtown. You never know how you can make someone's day!



Our team got to assist with the installation of the Lamplighter for World of Winter.

The greatest snowfall this season was during February. The Ambassadors cleared snow from over 4,500 meters, bus stops, fire hydrants & crosswalks across downtown.



Statistics

February Activity		2021	2020	2019	2020
Equipment Usage	ATLV Hours	NA	NA	NA	NA
	Bicycle (miles)	NA	NA	NA	NA
	Segway (Hours)	NA	NA	NA	NA
	Small Equipment (Hours)	29	42	0	3
	Total Equipment Usage	29	42	0	46
Beautification	Biohazard Clean Up	774	37	468	1,145
	Biohazard - Human	15	4	70	25
	Infrastructure Management	729	1,243	1,556	2,099
	Graffiti - Removed	45	2	110	107
	Planters Watered	NA	NA	NA	NA
	Power Washing (block faces)	NA	NA	NA	NA
	Snow Removal	4,531	3,708	5,552	9,217
	Trash (Bags collected)	725	1,155	1,138	1,854
	Weed Abatement (block faces)	NA	NA	NA	NA
	Weed Abatement (# of weeds)	NA	NA	NA	NA
	Total Beautification Activity	6,819	6,149	8,894	14,447
Hospitality & Engagement	Business Contact	187	250	250	433
	Mobility Assist	160	67	119	263
	Observation - Fighting	4	5	3	4
	PA - Directions	282	351	658	575
	PA - Information	3,306	2,019	4,583	7,903
	PA - Other	6,343	8,554	9,168	10,603
	Panhandling - Aggressive	19	70	97	49
	Panhandling - Passive	30	34	98	64
	Request for Emergency Services	0	1	2	1
	Scooters	20	NA	NA	61
	Sidewalk Violation	201	36	773	725
	Social Services Assist	17	89	63	67
	Suspicious Package	1	0	1	1
	Suspicious Activity	22	18	13	62
	Total Hospitality & Engagement Activity	10,592	11,494	15,828	20,811
Total Ambassador Activity		17,411	17,643	24,722	35,258

DOWNTOWN IMPROVEMENT DISTRICT (DID)
FY2022 AUTHORIZATION PLAN
MARCH 22, 2021

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A. BACKGROUND

Established in 2000 pursuant to the provisions of the Principal Shopping Districts and Business Improvement Districts Act of Michigan (Act 120 of 1961), the Downtown Improvement District (DID) is an important tool supporting the ongoing revitalization of Downtown Grand Rapids. On August 22, 2000, the City Commission established the Downtown Improvement District Board, which was granted the responsibility and authority to recommend to the City Commission a list of enhanced services to be provided within the DID, and to recommend a budget for the provision of these services.

By state law, DID revenue is only used to enhance, not replace, the level of service that local government provides. Enhanced place-management services funded through the DID have included the following:

- Daily cleaning of sidewalks
- Flower planting and beautification
- Restaurant and retail-oriented marketing and promotions
- Snowmelt operations and maintenance
- Snow removal from intersections
- Advocacy efforts
- Special events
- The Downtown Ambassador Program
- Enhanced Operational Response to COVID Pandemic Including:
 - Large Scale High Touch Point Disinfection
 - Deployment of New Sanitization Infrastructure

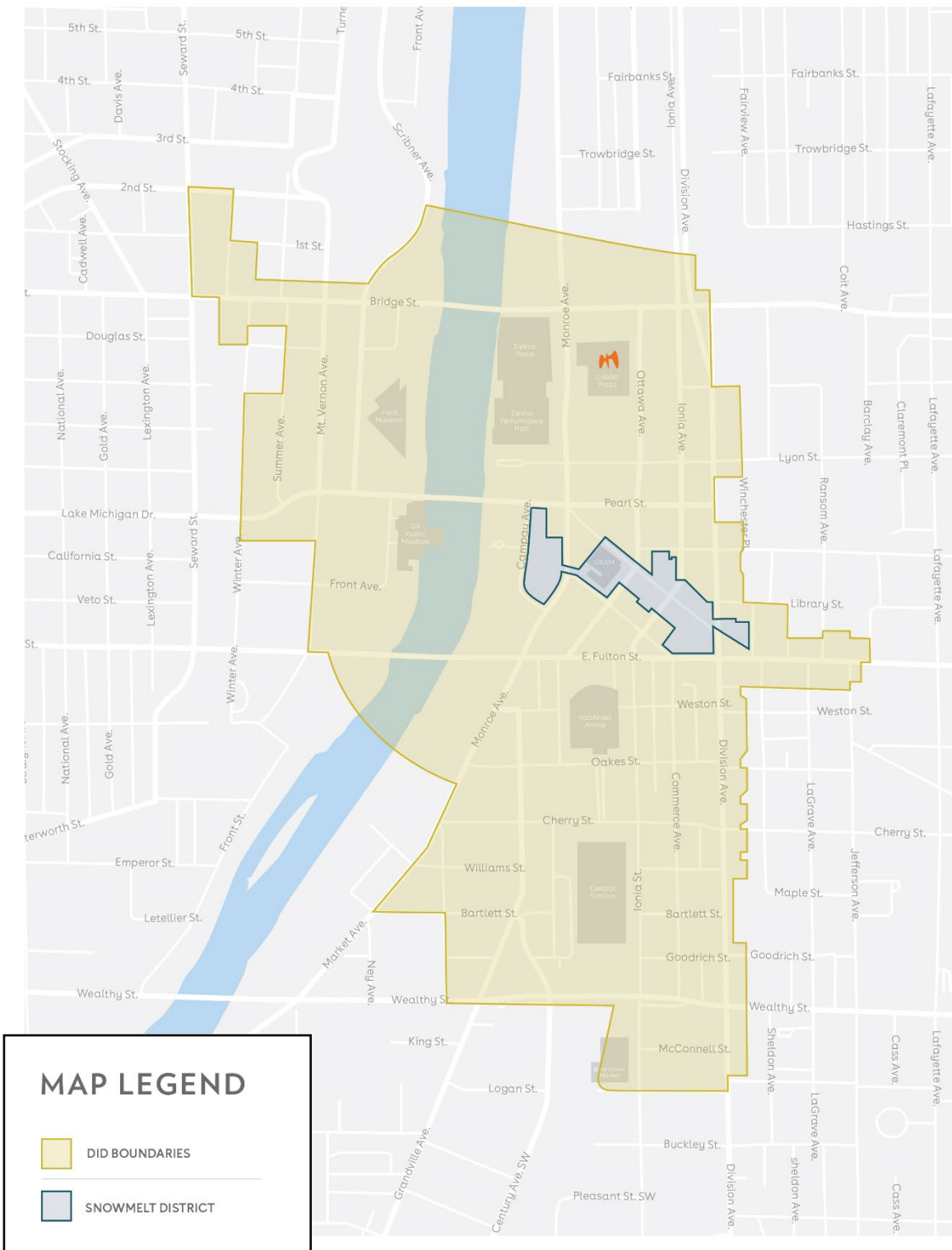
- Coordinating Logistics for Deployment of Tables, chairs and Umbrellas to support Social Zone Activation

The DID is funded through special assessments on real property within the district, collected annually, and transformed into these enhanced services that are provided daily. The entire cost of providing enhanced services is spread amongst the various properties in the district, in proportion to the benefit to the properties within the district. Components used to measure the benefit to the properties include land area, building area, street frontage, and parking area.

In October 2015, the DID Board and Grand Rapids City Commission approved a five-year authorization for operations of the DID for FY2016 through FY2020. Due to the uncertainty that arose with the onset of the COVID-19 virus this plan was extended with no changes for FY 2021 set to end on June 30, 2021. Due to the continued uncertainty as we transition out of the global pandemic the following DID Authorization Plan recommends no change to the current DID assessment and a one-year continuation of existing DID operations for FY2022 beginning July 1, 2021 and ending June 30, 2022.

The following plan establishes the DID boundary, the formula for assessing properties, a description of proposed services, and a single year budget establishing the area-wide and sub-area assessments for FY2022. The Plan recommends a continuation of existing DID services, maintaining a clean, beautiful, and vibrant downtown while also combining the boundaries and assessments for the three snowmelt districts to enhance operational efficiency.

B. MAP OF THE DISTRICT



There is one proposed change to the DID service boundaries: to merge the three existing snowmelt districts (Campau, Monroe Center and Monument Park) into a singular snowmelt district (Center City Snowmelt District).

C. ASSESSMENT BUDGET

The following table illustrates DID special assessment for the FY2022 authorization period.

Specific Area Wide Services includes core DID area-wide services such as maintenance, beautification, and public safety, listed in more detail in Section D below.

AREA-WIDE SERVICES REVENUES	FY 2022
District Wide Assessed	\$1,093,956
Estimated Investment Earnings	\$13,026
Fund Balance Transfer	\$163,060
Snow Melt Assessments	\$180,000
Anticipated Uncollected Assessment	-\$213,710
TOTAL DID REVENUE	\$1,236,332

AREA-WIDE SERVICES	FY 2022
Maintenance & Beautification	\$622,877
Marketing & Communications	\$97,539
Administration	\$140,186
City A-87 Costs	\$40,730
Ambassador Services	\$155,000
TOTAL AREA WIDE EXPENDITURES	\$1,056,332
SNOW MELT SPECIAL AREA ASSESSMENTS	
Center City Snowmelt	\$180,000
TOTAL SNOW MELT ASSESSMENT	\$180,000
TOTAL DID EXPENDITURES	\$1,236,332

UNCOLLECTIBLE ASSESSMENTS

While the total DID assessments above will be used for setting the annual assessment rates, it is also important to note that there is approximately \$213,000 annually in voluntary contributions. Because properties owned by government and tax-exempt not-for-profit organizations are not placed on the special assessment roll, these entities are instead asked for voluntary contributions. Historically, some have contributed while others have not. The result is that the DID's functional budget is reduced by approximately \$213,000 each year.

D. PROPOSED DID SERVICES

AREA-WIDE SERVICES

Clean & Safe Services

Maintenance: Clean Team program, litter pick-up, sidewalk sweeping and washing, graffiti removal, empty waste containers and crosswalk and parking meter snow removal.

Beautification: Seasonal flower planting and care, weed removal, seasonal decorations, banners.

Public Safety: Downtown Ambassador program

Marketing & Communications

Special events, specialized business outreach and referrals, retail- and restaurant-oriented support, advertising, marketing and promotions, communications, production of print materials, website management, video production.

Administration & City Costs

City administrative costs, advocate for quality services, staffing and overhead, office expenses, program evaluation.

SPECIAL SUB-AREA SERVICES

Center City Snowmelt District

Snowmelt operations and maintenance for Campau Promenade, Monroe Center and Monument Park

E. DESCRIPTION OF PROPOSED CHANGES TO SERVICE AREA

The FY2022 plan only includes one change to the DID service area: to merge the three existing snowmelt districts (Campau, Monroe Center and Monument Park) into a singular snowmelt district (Center City Snowmelt District), which will enhance operational efficiency.

F. CITY SERVICES

Properties within the DID receive special benefit from enhanced services because they receive services over and above those that are routinely provided by the City using general tax dollars. The DID does not replace any standard City services.

As part of this authorization, the City of Grand Rapids has documented a base level of service agreement (see Exhibit 1). This agreement provides details on regular services provided by the City within the DID and adds clarity for ratepayers on City services compared to DID services.

G. ASSESSMENT PARAMETERS & ASSUMPTIONS

1. Assessment assumptions and parameters are consistent with those used during the FY2015-2021 authorization period and are based upon assessment benefit studies conducted on January 23, 2001 prepared by S.B. Friedman & Co. and January 25, 2019 prepared by Progressive Urban Management

Associates. Copies of the original reports are available for viewing in the office of Downtown Grand Rapids, Inc., 29 Pearl St. NW, Suite 1.

2. Properties will be assessed as they exist on Tax Day of the year they are to be assessed (i.e., December 31 of the previous year). Therefore, the special assessment for FY2022 is based upon data provided by the City Assessor for properties as they existed on December 31, 2020.
3. Property features to be assessed include:
 - Property Area (Square Feet)
 - Property Street Frontage (Linear Feet)
 - Building Area (Gross Square Feet)
 - Parking Area (Square Feet)
4. For the Area-Wide, Center City Snowmelt Assessment Districts, property street frontage is the length of one side of the property that fronts upon a public right-of-way where the property has its official address. The official address is the address as it exists in the records of the City Assessor. The following walkways and plazas are treated as street frontage: Monroe Center, Market Ave, Louis Campau Promenade and Lyon Square. The following are not treated as rights-of-way: alleys and river-edge walkways.

Additionally, for the Center City Snowmelt District property frontage is defined in one of three ways:

1. **Monroe Center:** property street frontage is the length of one side of the property that fronts upon a public right-of-way where the property has its official address. The official address is the address as it exists in the records of the City Assessor.
 2. **Louis Campau Promenade:** property street frontage is the length of each side of the property that fronts upon a public right-of-way benefiting from snowmelt services
 3. **Monument Park:** property street frontage is the length of each side of the property that fronts upon a public right-of-way benefiting from snowmelt services.
5. Building Area in a basement is included only if finished for occupancy and “exposed”. Basements are “exposed” if they are visible through walkout grading, exterior walls, or interior atriums.
 6. Parking area includes surface parking lots and parking area in a building. Parking in a building includes basement level parking in multi-use buildings and parking structures. Note: for snowmelt assessment only the ground floor parking square footage will be used in the calculation.
 7. Buildings are assessed whether occupied or not. New buildings under construction will not be assessed until an occupancy permit is issued for any portion of the building, at which time the building will be assessed as if completed. Existing buildings undergoing renovation are assessed as completed buildings.
 8. Most privately-owned properties within the district are assessed. Michigan law excludes from the definition of “assessable property” certain residential properties and government properties. Properties on the PILOT rolls, and residentially classified properties are currently exempt from DID assessments. Governmental units owning downtown properties are exempt by law from placement on the special assessment roll but will be asked to voluntarily contribute their fair share to the DID, except for parks, walkways, and public rights-of-way. Similarly, certain tax-exempt properties are not placed on the special assessment roll as the result of a historical finding made by the City Commission that such properties did not benefit to the same extent as taxable properties.

9. Properties in the district are divided into four classes according to primary use and ownership status of the property:
 - Class 1 – Private Taxable Property
 - Class 2 – Private Tax-exempt
 - Class 3 – Public Tax-exempt
 - Class 4 – Multi-Family Residential
10. The City Commission made a finding that because certain properties are owned by tax-exempt not-for-profit organizations (Class 2 properties), they should not be placed on the special assessment roll. The DID Board's policy is to discount the share of cost for all Class 2 properties to 60% and request voluntary payments for enhanced services. Therefore, properties within the district will be assessed and/or billed at the following rates:
 - Class 1 – 1.0
 - Class 2 – 0.6
 - Class 3 – 1.0
 - Class 4 – 1.0

11. The cost of providing enhanced services benefiting properties in the district is spread to each property as follows:

$$\begin{aligned}
 & (\text{Budget} \times 30\% \times (\text{Property Area} / \text{Total Property Area in the District})) \\
 & + (\text{Budget} \times 30\% \times (\text{Property Street Frontage} / \text{Total Property Street Frontage in the District})) \\
 & + (\text{Budget} \times 30\% \times (\text{Building Area} / \text{Total Building Area in the District})) \\
 & + (\text{Budget} \times 10\% \times (\text{Parking Area} / \text{Total Parking Area in the District})) \\
 \hline
 & = \text{Assessment by property} \\
 & \times \text{Benefit factor} \\
 \hline
 & = \text{Initial assessment by property}
 \end{aligned}$$

12. After the cost of providing enhanced services is spread to each property within the district, the City Assessor will calculate an annual assessment rate or charge for each property characteristic as follows:

(Budget x 30%) / (Total Property Area in the District) =	Assessment rate 1
(Budget x 30%) / (Total Property Street Frontage in the District) =	Assessment rate 2
(Budget x 30%) / (Total Building Area in the District) =	Assessment rate 3
(Budget x 10%) / (Total Parking Area in the District) =	Assessment rate 4

13. The annual assessment/charge rate will be used to calculate a property's final amount to be assessed and/or charged:

$$\begin{aligned}
 & \text{Property Area} \times \text{Assessment rate 1} \\
 & + \text{Property Street Frontage} \times \text{Assessment rate 2} \\
 & + \text{Property Building Area} \times \text{Assessment rate 3} \\
 & + \text{Property Parking Area} \times \text{Assessment rate 4} \\
 \hline
 & = \text{Initial assessment by property} \\
 & \times \text{Benefit factor} \\
 \hline
 & = \text{Final assessment by property}
 \end{aligned}$$

14. Those expenses related to enhanced services described as Area-Wide Services in Section D are spread to all eligible properties in the district as shown on the map in Section B.
15. Those expenses related to Center City Snowmelt operations and maintenance are spread to properties with frontage on Campau Promenade, Monroe Center and Monument Park.
16. The annual snowmelt assessment/charge rate will be used to calculate a property's final amount to be assessed and/or charged:

$$\begin{array}{l}
 \text{Property Area} \times \text{Assessment rate 1} \\
 + \text{Property Snowmelt Frontage} \times \text{Assessment rate 2} \\
 + \text{Property Building Area} \times \text{Assessment rate 3} \\
 + \text{Property Ground Floor Parking Area} \times \text{Assessment rate 4} \\
 \hline
 = \text{Initial assessment by property} \\
 \times \text{Benefit factor} \\
 \hline
 = \text{Final assessment by property}
 \end{array}$$

17. The characteristics of the properties within the area-wide services assessment district are projected as follows:

Projected Number of Properties by Class in FY2022:*

- Class 1 – 401
- Class 2 – 86
- Class 3 – 81
- Class 4 – 27

Projected Percentage of Assessment Payers by Class in FY2022:*

- Class 1 – 67%
- Class 2 – 14%
- Class 3 – 14%
- Class 4 – 5%

Projected Assessment Amount by Class in FY2022:*

- Class 1 – \$606,841.41
- Class 2 – \$83,220.21
- Class 3 – \$332,600.93
- Class 4 – \$71,293.45

** There projections are from the FY2022 working database and are subject to change.*

H. SPECIAL ASSESSMENT SCHEDULE

MILESTONES – SPECIAL ASSESSMENT ROLL	
Date	Milestone
March 2021	DID Board to consider recommendation of new one year necessity and FY2022 plan to City Commission
April 2021	City Commission considers adoption of resolution setting date, time, and place for public hearing of necessity for special assessment. Publication and mailing of notices to go out ahead of public hearing.
May 2021	City Commission conducts Public Hearing concerning necessity of special assessment.
June 2021	City Commission considers adoption of resolution establishing necessity for enhanced services to be financed by special assessment.
July 2021	Special assessment Roll open for public inspection in City Assessor's Office.
July 2021	Board of Review hearing (City Commission sitting as Board of Review)
August 2021	City Commission considers adoption of resolution confirming Special Assessment Roll.
October 2021	Billing of Special Assessment Roll.

EXHIBIT 1: BASE LEVEL OF SERVICE AGREEMENT

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RE: Downtown Improvement District Baseline Service Levels & Responsibilities

Dear _____

Since 2000, the Downtown Improvement District (DID) has collected property owner assessments to finance supplemental services in the central business district, including enhanced maintenance and beautification, public safety, marketing, cosmetic capital improvements and sidewalk snowmelt systems. Over 20 years, property owners have investment more than \$20 million in the DID to benefit downtown's public realm.

We are now in the process to prepare for a five-year reauthorization of the DID. As part of this process, property owners have asked for more clarity in determining which services are primarily the role of the City versus enhanced services that are the purview of the DID. Downtown Grand Rapids Inc. (DGRI) also seeks more definition in order to optimize the resources and collaborative opportunities available between the DID, DDA and the City.

For the past 6 months officials from the City of Grand Rapids and DGRI have been meeting to establish an agreed upon level of services provided throughout the Downtown Improvement District (DID).

Both DGRI and the City are committed to building a clean, safe and economically vibrant downtown and both agree that a clear understanding of maintenance and service responsibilities is a critical component of not only protecting, but enhancing, the investments made by the City, DGRI and the many stakeholders that occupy the district.

On the following pages you will find a brief outline of the scope of services provided by the City as well as DGRI and their respective staff and subcontractors. In addition you will find the Right-of-Way Maintenance Matrix which outlines not only the City and DGRI's maintenance responsibilities but other entities as well.

We are requesting that this letter and matrix provide guidance for the City, DGRI and the DID to determine primary public realm responsibilities through the next five year term of the DID. Thank you for your consideration.

Baseline Services in the Downtown Improvement District Area



The City of Grand Rapids

- *Parks Department*
 - Management/Maintenance of the public park spaces within the DID
 - Grounds keeping/landscaping
 - Removal of trash/refuse from garbage cans and other refuse infrastructure
 - Irrigation
 - Snow removal
 - Within the park space
 - On the sidewalks surrounding the park space
 - Management of the Vanden Berg statue/area
 - Irrigation
 - Management and maintenance of the River Walk trail
- *Forestry*
 - Maintenance of trees approximately every 7 years
 - Replacement of dead/dying/displaced trees
- *Public Works*
 - Installation, management and maintenance of tree grates/porous pavement
 - Street sweeping
 - Of city streets
 - Of bike lanes
 - Snow Removal/mitigation
 - Plowing city streets
 - Salting roadways
 - Removing Snow from sidewalks (select areas for 2020 pilot program)
 - Catch Basin cleaning and maintenance
 - Hydrant Flushing
 - Bioswale maintenance and management
- *Lighting Department*
 - Installation, maintenance and management of street lighting
- *Mobile GR*
 - Installation, management and maintenance of bike parking
- *Sidewalks*
 - Repair/patch concrete, as needed
 - Repair/replace bricks, as needed
- *Police Department*
- *Fire Department*

Downtown Grand Rapids Inc. (Downtown Improvement District)

- *Cleaning*
 - Daily sweeping of the sidewalks
 - Removal of trash/refuse from garbage cans and other refuse infrastructure
 - *Limited* power washing services
 - Removal of weeds from sidewalks and tree grates
 - Graffiti abatement
 - On public property (signs, poles etc.)
 - Limited removal from private property
 - Snow Removal
 - Clearing bus shelters/stops
 - Fire hydrants
 - Curb cuts
 - Downtown dog park (and sidewalks surrounding it)
 - Clearing snow from around parking meters
 - Misc. infrastructure
- *Beautification*
 - Planting/maintaining district wide flower beds
 - Irrigation management
 - Trees
 - Planting 100-200 trees per year
 - Maintenance of planted trees for 2 years
- *Public Space Management*
 - Daily cleaning/maintenance of the Downtown Dog Park
 - Installation and maintenance of DGRI installed murals or art work
 - Management of any DGRI deployed public space furniture
 - Management of the DGRI owned parklet
- *Misc. Infrastructure*
 - Installation and maintenance of Bike repair stations
 - Maintenance of the Zicla Bus bulb out
 - Management of 2 DGRI controlled bike parking installations
 - Management and maintenance of the Portland Loo
 - Management and maintenance of the downtown wayfinding system
 - Management and maintenance of public space amenities (benches, flower pots/boxes, trash cans, cigarette urns and dog bag stations).

Exhibit 1: Downtown ROW Maintenance Matrix [DRAFT]

Infrastructure	Responsible Entity	Location	Maintenance Type	Frequency	Notes
Trash Cans	DGRI	Within DID Boundaries	Deployment Emptying Repair/Routine Maintenance	As Needed Daily As Needed	
	City of GR	Outside DID Boundaries			
	The Rapid	Within Designated Park Space Transit Stops			
Planter Boxes, Beds and Moveable Pots	DGRI	Monroe Center	Planting	4x Annually	
			Landscaping	Daily	
		Bridge St. (Moveable Pots)	Planting	4x Annually	
			Landscaping	Daily	
		Ottawa Ave (Moveable Pots)	Planting	4x Annually	
			Landscaping	Daily	
		Pearl Street Beds	Planting	2x Annually	
			Landscaping	Weekly	
		Sheldon (North of 24 Sheldon)	Planting	As Needed	
			Landscaping	Weekly	
		Division Ave (Between Library and Fulton)	Planting	1x Annually	
			Landscaping	3x Weekly	
		S. Division Ave (Fulton to McConnell St.)	Planting	1x Annually	
			Landscaping	Daily	
		Fulton & Ottawa	Planting	1x Annually	
			Landscaping	Daily	
		Fulton St. (Medians & Planters)	Planting	1x Annually	
			Landscaping/Watering	Daily	
		Monroe Ave Planter Beds (South of I-196)	Planting	2x Annually	
			Landscaping/Watering	Daily	
		Campau Promenade Planter Beds	Planting	4x Annually	
			Landscaping/Watering	Daily	
Cigarette Urns	DGRI	Crescent & Ionia	Planting	2x Annually	
			Landscaping/Watering	Weekly	
		Grandville Ave. (Weston to Williams)	Planting	2-3x Annually	
			Landscaping/Watering	Daily	Some of these are irrigated; see irrigation notes
		Williams (Grandville to Finney)	Planting	As Needed	
			Landscaping/Watering	3x Weekly	
		Vandenburg Statue	Planting		
			Landscaping/Watering		Irrigated
		Fulton Street (Pew Station Underpass)	Planting		
			Landscaping/Watering		
		Finney (Williams to Bartlett)	Planting	As Needed	
			Landscaping/Watering	3x Weekly	
		Michigan/Bridge Street River Crossing	Planting	2x Annually	
			Landscaping	Daily	Irrigated; Not really sure how often these will be planted; includes moveable median planters
		Monroe Ave. (BRT Stop near Louis)	Planting		Maintenance TBD, seems like its not being managed currently
			Landscaping/Watering		
Cigarette Urns	DGRI	Within DID Boundaries	Deployment Emptying Repair	As Needed Daily As Needed	

Exhibit 1: Downtown ROW Maintenance Matrix [DRAFT]

Infrastructure	Responsible Entity	Location	Maintenance Type	Frequency	Notes
Dog Bag Stations	DGRI	Within the DID Boundaries	Deployment Trash Removal/Restock Repair/Routine Maintenance	As Needed Daily/As Needed As Needed	
	City of GR	Within Designated Park Space			
Trees	DGRI	Within DDA Boundaries <i>*See Notes</i>	Planting Pruning/Disease Mitgation/Removal	2x Annually As Needed	*Only applies to trees planted by FGRP under agreement with DGRI
	City of GR	All Other Locations			
Parcels	DGRI	Downtown Dog Park (Market & Williams)	Routine Maintenance & Upkeep Snow Removal Snow Removal Landscaping	Daily/As Needed As Needed 1x Weekly	Sidewalks and path clearing in the park Sidewalks only, not the lot
		158 Oakes			
		Pocket Park (Ionia & Oakes)	Routine Maintenance & Upkeep	As Needed	
	MDOT	Summer & Douglas Lot Grassy Lot Grandville & Cherry Cherry & MDOT Off Ramp	Routine Maintenance & Upkeep	As Needed	
Irrigation	DGRI	Monroe Center	Activation/Winterization Repair	Seasonally As Needed	
		Michigan/Bridge Street River Crossing	Activation/Winterization Repair	Seasonally As Needed	
		Pearl Street Beds	Activation/Winterization Repair	Seasonally As Needed	
		Campau Promenade	Activation/Winterization Repair	Seasonally As Needed	
		Sheldon (North of 24 Sheldon)	Activation/Winterization Repair	Seasonally As Needed	
		Fulton St. (Near Sheldon)	Activation/Winterization Repair	Seasonally As Needed	
		Grandville Ave (Weston to Williams)	Activation/Winterization Repair	Seasonally As Needed	
		S. Division Ave	Activation/Winterization Repair	Seasonally As Needed	
		Ottawa Ave (Michigan to Fulton)	Activation/Winterization Repair	Seasonally As Needed	
	City of GR	Vandenburg Statue			
Snowmelt	DGRI	Monroe Center	Activation Winterization Repair	Seasonally Seasonally As Needed	
		Monument Park/Sheldon Ave	Activation Winterization Repair	Seasonally Seasonally As Needed	
		Campau Promenade	Activation Winterization Repair	Seasonally Seasonally As Needed	

Exhibit 1: Downtown ROW Maintenance Matrix [DRAFT]

Infrastructure	Responsible Entity	Location	Maintenance Type	Frequency	Notes
Portland Loo	DGRI	Weston & Division	Cleaning Repair/Other Maintenance	3x Daily As Needed	Planned for Spring/Summer 2020
Sidewalks	DGRI	Within DID Boundaries	Sweeping/Cleaning Snow Removal* See Notes	Daily Daily (Seasonally)	Only around meters, fire hydrants, bus stops/shelters, catch basins, bike racks and curb cuts
	City of GR	All Locations	Repair	As Needed	
Moveable Furniture	DGRI	Calder Plaza	Storage/Deployment Maintenance/Repair	5x per week, 2x per day As Needed	Includes parking lot mural we maintain as well
		555 Monroe	Storage/Deployment Maintenance/Repair	As Needed As Needed	
Parklet & Transit Bulb	DGRI	Calder Plaza*	Installation/Removal Permitting for Deployment Maintenance/Repair	Seasonally Annually As Needed	*May move Elsewhere
			Installation	TBD	
			Maintenance/Repair	As Needed	
		Fulton & Sheldon (Transit Bulb, Moveable Pots)	Planting	4x Annually	No irrigation in the pots
			Landscaping Snow Removal	3x Weekly Daily/As Needed	
Graffiti Abatement	DGRI	Within DID Boundaries	Removal on Public Infrastructure/Amenities	As Needed	Ambassadors remove graffiti tags from ROW amenities and private property by request
Bike Fix-it Stations	DGRI	Grandville Ave & Bartlett	Installation	As Needed	
		Ransom	Repair & Routine Maintenance Installation	As Needed As Needed	
			Repair & Routine Maintenance	As Needed	
		Fountain & Division	Installation	As Needed	
		Louis & Monroe Ave.	Repair & Routine Maintenance Installation	As Needed As Needed	
			Repair & Routine Maintenance	As Needed	
		Seward @ Lot 9	Installation	As Needed	
		Ionia @ DT Market	Repair & Routine Maintenance Installation	As Needed As Needed	
			Repair & Routine Maintenance	As Needed	
	City of GR	50 Ottawa	Installation	As Needed	
	GVSU	Outside DID Boundaries	Installation	As Needed	
		Front Street	Repair & Routine Maintenance	As Needed	
Infrastructure	Responsible Entity	Location	Maintenance Type	Frequency	Notes
		Tunnel under Gillett Bridge	Installation	As Needed	
			Repair & Routine Maintenance	As Needed	
			Removal	As Needed	
		Tunnel under Pearl St. Bridge	Installation	As Needed	
			Repair & Routine Maintenance	As Needed	
			Removal	As Needed	
			Installation	As Needed	

Exhibit 1: Downtown ROW Maintenance Matrix [DRAFT]

Public Art	DGRI	Richmond Stamps Building	Repair & Routine Maintenance	As Needed	
			Removal	As Needed	
			Installation	As Needed	
		N. Division retaining wall	Repair & Routine Maintenance	As Needed	
			Removal	As Needed	
			Installation	As Needed	
		Rainbow Road (Sheldon)	Repair & Routine Maintenance	As Needed	
			Removal	As Needed	
			Installation	As Needed	
		VAA Alley Activation	Repair & Routine Maintenance	As Needed	
Bike Parking	DGRI		Removal	As Needed	
			Installation	As Needed	
		RAD Women & WMCAT Signal boxes (Locations vary)	Repair & Routine Maintenance	As Needed	
			Removal	As Needed	
			Installation	As Needed	
		Parking Lot Mural @ 555 Monroe Lot	Repair & Routine Maintenance	As Needed	
			Removal	As Needed	
			Installation/Removal		
			Repair		
			Installation/Removal		
Bioswales	City of GR		Repair		
		On Street Parking (Ottawa & Monroe Center)			
		On Street Parking (Oakes & Commerce)			
		All Other Locations			
		Onia @ DT Market			
		Michigan (Monroe to Ottawa)			
		Wealthy St. (East of S. Division)			
		Bartlet (Near Founders)			
		Bostwick Ave (Between Lyon & Fulton)			
		Monroe & Pearl (Bordering Their Property)			
Lighting	City of GR	All Other Locations			
Tree Wells/Grates	City of GR	Within DID Boundaries	Sweeping/Cleaning	Daily	
			Weed Removal	As Needed	
			Cleaning* (See Notes)		Only locations outside of the DID boundaries
		All Locations	Install/Remove Grates & Porous Pavement		
			Repair/Replace Grates & Porous Pavment		
		Within DID Boundaries	Install/Remove Grates & Porous Pavement		
			Repair/Replace Grates & Porous Pavment		
Bricks (Sidewalks)	City of GR	All Locations*			Excluding areas where MOUs/Encroachment Permits specify otherwise
		See Notes			
Infrastructure	Responsible Entity	Location	Maintenance Type	Frequency	Notes
Wayfinding	DGRI	Within DDA Boundaries	Install	As Needed* See Notes	RFP planned for Early 2020
			Repair/Replace/Update	As Needed	
Benches	DGRI	Within DID Boundaries	Install	As Needed	
	The Rapid	Transit Stops	Repair/Replace	As Needed	
	City of GR	All Other Locations			

The best daily information for downtown Grand Rapids, MI

Information
changes
daily
to reflect
downtown
activities!

Downtown Ambassador & Hotel Concierge Downtown Information Guide Card



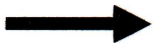
Go to website: www.downtowngr.org/xxxxxxxxxx
or scan QR Code (real-time information)

for the best daily information of what's open today downtown:

Restaurants & Bars with food specials, **addresses, websites and phone numbers** links on devices with HTML - Retail Outlets

Museums hours of operation, Arena and Convention Center information
along with movie theater guide showing movie times

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Michigan Flashcard - Scott Atchison
PO Box 1235
Grand Rapids, MI 49501
NativeGR@gmail.com 616-293-9056



Downtown
Grand Rapids, MI

Information City!

This card will show you
how to access the best
downtown information of
what is open today.
You will be able to see
all restaurants and bars
open downtown today.
We have the best local
information.

What are the
restaurants in
walking
distance?

We have an hour
before we go to
the airport. Let
me grab my cell
phone. This is
great! Better than
any other city!
Look, links!

Scan
this:



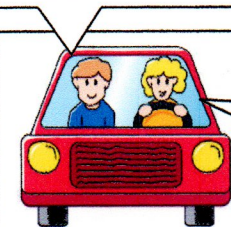
Hotel
Concierge



I am a Downtown
Ambassador. Here is
the information card.



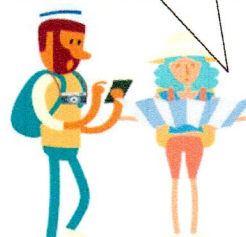
Maybe that Downtown
Ambassador can help.



Place
Stamp
Here

Where
should
we
park?

I guess there is no
information center
downtown according to
this map.



Forward to: DDA Board

cc: Downtown Stakeholders

USPS please deliver to:

DGRI

Tim Kelly & Staff

29 Pearl St. NW - Suite 100
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