

AGENDA

DOWNTOWN IMPROVEMENT DISTRICT



DID

Board Members:

Michael Bishop • Eric DeLong • Mike Ellis • Jane Gietzen • Kurt Hassberger • Bob Herr • Emily Loeks • Andrew Martin • Jessica Slaydon • Carlos Sanchez • Denny Sturtevant • Gina Van Timmeren • Pat Waring • Scott Wierda • Daniel Williams

November 18, 2019

3:00 pm Meeting

29 Pearl Street, NW Suite #1

- | | | |
|---|-----------|----------------|
| 1. Call to order | | |
| 2. Approve Meeting Minutes from September 23, 2019
(enclosure) | Motion | Herr |
| 3. Accept September 30, 2019 Financial Statements
(enclosure) | Motion | Wallace |
| 4. Street Assessment Tool Presentation | Info Item | Eledge |
| 5. Heartside Restroom
(enclosure) | Info Item | Eledge |
| 6. Retail Retention and Support Initiative
(enclosure) | Info Item | Kelly |
| 7. DID Reauthorization Update
(enclosure) | Info Item | Kelly / Eledge |
| 8. DGRI President & CEO Report
(enclosure) | Info Item | Kelly |
| 9. Public Comment | | |
| 10. Board Member Discussion | | |
| 11. Adjournment | | |



MEETING OF THE DOWNTOWN IMPROVEMENT DISTRICT BOARD
September 23, 2019

Attendance: Bob Herr, Jessica Slaydon, Jane Gietzen, Daniel Williams, Michael Bishop, Pat Waring, Gina Van Timmeren, Kurt Hassberger, Carlos Sanchez, Scott Wierda, and Emily Loeks.

Others Present: Tim Kelly, Jana Wallace, Flor Valera, Melvin Eledge, Marion Bonneaux

Absent: Denny Sturtevant, Mike Ellis, Andrew Martin, and Eric DeLong.

Call to Order The meeting was called to order at 3:00 p.m. by Chair Bob Herr.

Public Comment

None

New Board Member Introductions

Mr. Herr introduced Jessica Slaydon and Gina Van Timmeren as new members of the DID Board. Brief introductions were made around the table.

Approve Meeting Minutes from April 24, 2019

Motion: Jane Gietzen, supported by Daniel Williams, moved to approve the April 24, 2019 DID meeting minutes as presented. Motion carried unanimously.

Accept June 30, 2019 Financial Statements

Ms. Wallace introduced the DID's financial statements for the fiscal year ended June 30, 2019. She stated total expenditures were 9.45% lower than budgeted for the year. Budget revenues for District-Wide and Monument Park were lower than budgeted, while Campau Promenade and Monroe Center assessment revenues were equal to their budgets. Statement B reflects the expenditures of the new pick-up truck, a mounting base and a lift for the truck were recently purchased and charged to the FY20 budget; this expense will appear in the September statements. Statement C appears longer than usual because the year-end expenditure entries have been recorded.

Motion: Jane Gietzen, supported by Daniel Williams, moved to approve Statement C: Schedule of Expenditures: April 1- June 30, 2019 as recommended. Motion carried unanimously.

FY2020 Budget Adoption

Mr. Kelly introduced the FY20 budget for adoption. He stated this is the final step in the budget process. A reminder that the budget was recommended by the DID Board on April 24, 2019 and unanimously approved by the Grand Rapids City Commission on May 24, 2019. The memo outlines a summary of the FY20 priorities. Mr. Kelly added that FY20 is the fifth and final year of the current authorization.

Motion: Daniel Williams, supported by Michael Bishop, moved to adopt the FY2020 DID Budget. Motion carried unanimously.

Block by Block Monthly Report

Rebecca Krenz, Operations Manager for the Clean Team and Safety Ambassador programs provided the Board with a monthly report update. Starting with some team updates, Ms. Krenz said the team recently welcomed Andrew Hall, as the new Operations Supervisor. Under Hospitality and Engagement, she said the team participated in the Heartside National Night Out, Hispanic Festival, Relax at Rosa, Movies on Monroe, Fresh Food Access, and the first Grand Rapids Small Business Expo. Mr. Williams requested clarification on how these statistics are recorded. Ms. Krenz said Ambassadors are responsible for keeping track of these numbers when assisting and engaging with residents and visitors. She noted that while statistics under certain hospitality areas have declined this year, the team acknowledges that additional training is needed to ensure new team members understand how data should be tracked. Ms. Krenz said under beautification efforts; the team continues to assist with pressuring washing requests, graffiti and weed removal. Ms. Waring asked if the team currently pressure washes sidewalks on Monroe Center. Ms. Krenz stated no because the team is worried about damaging the brick; however, a test run will be conducted this week to evaluate if the surface is safe to pressure wash. Ms. Waring also wondered if the team has seen an increase in the number of dog waste incidents along Monroe Center. Ms. Krenz said the team had recorded fewer dog waste incidents after replacing the old holly plantings on Monroe Center with new native plants. She added that the addition of the Downtown Dog Park is positively attracting more downtown dog owners to visit that area. Ms. Krenz proceeded with her overview by stating that while conversations regarding maintenance between DGRI and the City continue, the Horticulture team has accepted new areas of maintenance. Mr. Kelly said as part of the new Service Agreement, DGRI and the City are scheduled to meet this week to address a Memorandum of Understanding (MOU) regarding street infrastructure responsibilities on a going-forward basis.

Ms. Krenz highlighted the participation of her team on special projects such as the installation of new amenities at the Downtown Dog Park and assisting with picking up damage delineators

from the protected bike line on Division to ensure safety for bicyclists. Ms. Gietzen asked for an update on the “Better Bikeway” pilot program, as it appears some maintenance repairs are needed.

Mr. Kelly said the City has maintain certain maintenance responsibilities such as sweeping the bike lanes. The pylons were also recently restored, but any additional maintenance repairs to the protected bike lane has been put on hold due to the highway reconstruction project. He said since the pilot is not part of the DID boundary, additional maintenance responsibilities will be discussed between the DDA and the City. Ms. Krenz concluded her update by stating that the installation of the new liftgate has allowed the team to move planters more efficiently and safely. The Board thanked Ms. Krenz for the update.

Emily Loeks arrive at 3:14 p.m.

Block by Block Contract Authorization

The Block by Block contract for the Safety Ambassador and Clean team program was introduced to the Board for approval. Mr. Kelly said the proposed term would run thru June 30, 2020. This one-year extension will coincide with the final year of the DID reauthorization. Some proposed changes include combining these Agreements into one and making their terms run with the DGRI and City fiscal years. DGRI is also proposing clarifying how banked hours are use, updating insurance coverage requirements, incorporating language related to the purchase of a new truck, updating language to reflect items that were fully amortized over the terms of the previous agreements. In addition, a \$.50 raise is also being recommended to keep wages competitive with similar jobs across the region. In addition, to ensure DGRI continues to receive the best services, the contract will be put back out to bid before the end of the one-year extension. This will also provide the Board the opportunity to make any changes they think are necessary as part of the new reauthorization period. Mr. Kelly added that since Ambassadors have accepted new areas of infrastructure maintenance, they will be responsible for tracking labors hours and materials, so that when a mutual maintenance agreement is reached with the City, we can provide them with this information. Mr. Kelly also took a moment to thanked both Mr. Wierda and Mr. Herr for helping him review the proposed changes. Mr. Bishop asked for clarification on whether the Block by Block equipment maintenance responsibility was addressed. Mr. Kelly said yes, we have made a distinction on equipment maintenance. He explained that Block by Block owns equipment and Ambassadors responsible for maintaining that on their own time therefore those hours will not be tracked as working hours. However, the City/DID also owns equipment that Ambassadors utilize and maintain. In addition, to ensure DGRI continues to deploy the team efficiently, staff is assisting with the evaluation of the current work shifts. A copy of this evaluation report was presented to the board. Mr. Kelly said DGRI recognizes that there are certain service areas that have evolved since the program first began, especially around services provided by the third shift crew. When the program was established, people identified the need to have safety ambassadors available late at night to escort people to their destination safely. Over the years, we have noticed an increase in police

presence and have come to recognize that we no longer need to have team working this late at night. Therefore, in addition to rebidding the contract, DGRI will be identifying other areas where we could deploy the team more efficiently.

Motion: Jane Gietzen, supported by Michael Bishop, moved to approve the Agreement with Block by Block for the continued provision of the Downtown Ambassador and Clean Team Programs. Motion carried unanimously.

DID Reauthorization Consultant

A consultant recommendation was introduced to the DID Board for approval. Mr. Kelly said we need a consultant to assist with the reauthorization of the Downtown Improvement District (DID). DGRI released a Request for Qualifications (RFQ) back in July 2019 to identify a qualified consultant and four responses were received. The agenda packet includes a summary of each proposal. DGRI staff reviewed the proposals and determined that Progressive Urban Management Associates (P.U.M.A) possesses the highest level of expertise to support this work.

P.U.M.A is a Denver-based real estate economics and planning consultancy offering management, marketing and financial expertise in downtown strategic planning, organizational development and downtown improvement districts (DIDs). They are also very familiar with Grand Rapids as they served as the lead consultant for the Downtown Framework Plan in 2011 and subsequent organizational plan for DGRI in 2012. Mr. Kelly said if approved DGRI staff will proceed to negotiate a project budget, schedule and scope of work with P.U.M.A for an amount not to exceed \$75,000. Mr. Herr expressed his support for the recommended consulting firm. He said a lot has changed in the district and it is time to reassess the DID's assessment methodology for the next authorized period. The last time we evaluated this methodology was back in 2002 when Freedman Associates assisted us with the assessment. Mr. Sanchez asked if the evaluation of the RFQ proposals was conducted only by internal staff. Mr. Kelly said yes, the internal review was fully conducted by DGRI staff. Ms. Slaydon acknowledged that only one local firm had submitted a proposal and asked if the local aspect was taken into consideration during the evaluation process. Mr. Kelly said DGRI tries to prioritize local expertise whenever possible, but noted that for this specific process, P.U.M.A brings the right expertise and a higher level of understanding from working with many types of improvement districts across the country.

Mr. Kelly said we previously made a request to board members to consider participating in a subcommittee to assist with reviewing information as we work through the reauthorization process. He said Denny Sturtevant, Emily Loeks and Bod Herr have previously expressed their willingness to serve on this group. We are also seeking additional representation from non-board members (stakeholders). He said this group will be tasked to meet on a monthly basis from now until April to work along with the consultant team.

*Motion: Pat Waring, supported by Jane Gietzen, moved to the consultant recommendation and authorize DGRI Staff to negotiate a project budget and scope of work with the P.U.M.A team.
Motion carried unanimously.*

DGRI President & CEO Report
DDA (8/14/19)

- Authorized negotiation with consultant for River Governance
- Approved funding for transit bulb on Fulton Street
- Approved contribution for the reconstruction of Division Avenue from Cherry-Wealthy
- Approved funding for Prismatic art installation for World of Winter
- Authorized negotiation with Olsen Loeks for a LOU for the disposition/development of 158 Oakes

DID (4/24/19)

- Recommended FY20 Budget to City Commission
- Discussed Downtown Retail
- Received a presentation on the temporary Downtown Dog Park
- Discussed the renewal process to be completed prior to FY21

MNTIFA (8/14/19)

- Accepted FY19 Financial Statements
- Adopted FY20 Budget
- Authorized negotiation with consultant for River Governance

DGRI (7/16/19)

- Approved and recommended updated DGRI and City Service Agreement to City Commission
- Received updates to 2019 Work Plan
- State of Our Downtown
- Gil Pentahosa- Alley Activation.

Goal 2 - Develop a true Downtown neighborhood home to a diverse population

- Development News
 - 158 Oakes
 - DDA approved negotiating LOU with Olsen Loeks for new office development
 - LOU executed week of September 9, 2019 for 12 months
 - Development Agreement outlining terms of development to be brought for DDA consideration
 - Studio Park
 - Ottawa extension summer 2019
 - Parking ramp September 2019
 - Theater and residential buildings summer/fall 2019
 - Hotel January 2020

Goal 3 – Implement a 21st century mobility strategy

- Pedestrian Safety Enhancements
 - Improvements complete on Division Avenue north of Lyon

- Keeler Building areaway reinforcement complete
- Michigan Street crossing designs are finalized, and the project will be bid summer and installed October

Goal 4 – Grow more & better jobs & ensure continued vitality of the local economy

- Held 1st Annual Small Business Expo August 29th at Devos Place

Board Member Discussion

Mr. Sanchez asked if Ambassadors could assist in conducting an assessment to determine the need to develop brochures in different languages to make it easier for visitors to navigate the city more effectively. He stated whether we determine if there is a need or not, we must be aware that Grand Rapids is becoming more diverse. Furthermore, if we wish to continue to be a welcoming place, we need to evaluate how people perceive the information we provide. Mr. Kelly stated that he would follow-up with the Ambassador team to determine if this could be something that they could track. He added that the Downtown Neighbor Network (DNN) is working on a survey. This survey is targeted to gather information to understanding current downtown residents needs. In addition, Ambassadors and business interactions are another helpful way to gather information.

Adjournment

The meeting adjourned at 3:52 p.m.

MEMORAN

**Agenda Item 3.
November 18, 2019
DID Meeting**

DATE: November 14, 2019

TO: Bob Herr, Chair
Downtown Improvement District

FROM: Jana M. Wallace, Treasurer
Downtown Improvement District

**SUBJECT: Grand Rapids Downtown Improvement District
Interim FY2020 Financial Statements as of September 30, 2019**

Attached are the DID's interim financial statements for the first quarter of the fiscal year ending June 30, 2020. These statements include the following:

Statement A: Balance Sheet

Statement B: Statement of FY2020 Revenues and Expenditures

Statement C: Schedule of Expenditures: July 1 through September 30, 2019

FY2020 expenditures are off to a slow start but will pick up now that snow season has arrived. Otherwise, there is nothing unusual to report.

Please contact me at 616-456-4514 or via email at jwallace@grcity.us if you have any questions.

Attachments

did_stmtcover.doc jmw

STATEMENT A

GRAND RAPIDS DOWNTOWN IMPROVEMENT DISTRICT

Balance Sheet as of September 30, 2019

	As of 09/30/2018	As of 09/30/2019
ASSETS		
Pooled Cash & Investments - District-Wide	\$ 1,006,305	\$ 981,129
Pooled Cash & Investments - Campau Promenade	72,793	59,016
Pooled Cash & Investments - Monroe Center	475,668	580,763
Pooled Cash & Investments - Monument Park	(12,164)	12,371
Assessments Receivable - District-Wide	294,778	268,724
Assessments Receivable - Campau Promenade	-	654
Assessments Receivable - Monroe Center	17,818	-
Assessments Receivable - Monument Park	14,936	11,793
TOTAL ASSETS	\$ 1,870,134	\$ 1,914,450
LIABILITIES AND FUND EQUITY		
Liabilities		
Accounts Payable - All Districts	\$ 2,190	\$ -
Deferred Receivables Revenue - All Districts	327,532	281,171
TOTAL LIABILITIES	\$ 329,722	\$ 281,171
Reserve for Encumbrances	\$ 3,691	\$ 6,151
Reserve for Compensated Absences	1,853	1,515
Unrestricted Reserve - District-Wide	1,000,287	973,800
Unrestricted Reserve - Campau Promenade	71,414	59,016
Unrestricted Reserve - Monroe Center	475,331	580,426
Unrestricted Reserve - Monument Park	(12,164)	12,371
TOTAL FUND EQUITY	\$ 1,540,412	\$ 1,633,279
TOTAL LIABILITIES & FUND EQUITY	\$ 1,870,134	\$ 1,914,450

STATEMENT B

GRAND RAPIDS DOWNTOWN IMPROVEMENT DISTRICT

FY2020 Statement of Revenues and Expenditures

July 1, 2019 - September 30, 2019

REVENUES	FY2020	
	Budget	Actual
Assessments - District-Wide	\$ 1,093,956	\$ 731,027
Assessments - Campau Promenade Snowmelt	48,620 ¹	38,239
Assessments - Monroe Center Snowmelt	168,826 ¹	138,719
Assessments - Monument Park Snowmelt	18,233	6,440
Reserve for Uncollectible Accounts - District-Wide	(139,000)	-
Reserve for Uncollectible Accounts - Monument Park	(11,000)	-
Earnings on Investments - District-Wide	16,160	(4,951)
Earnings on Investments - Campau Promenade	1,234	(363)
Earnings on Investments - Monroe Center	8,074	(2,192)
Earnings on Investments - Monument Park	-	(10)
Transfer - From District-Wide to Monument Park for Shortfall	(25,000)	-
Transfer - To Monument Park from District-Wide for Shortfall	25,000	-
From / (To) Fund Balance	166,146	-
TOTAL REVENUES	\$ 1,371,249	\$ 906,909
EXPENDITURES		
DISTRICT-WIDE SERVICES		
Maintenance and Beautification		
Landscaping and Beautification	\$ 500,000	\$ 110,428
Irrigation - Repairs & Water	6,000	1,665
Personnel - Wages and Benefits	30,000	-
Sub-Total	\$ 536,000	\$ 112,093
Marketing and Communications		
Advertising and Promotions	50,000	-
Personnel - Wages and Benefits	40,000	-
Printing, Postage, Supplies, Performers, Storage, etc.	6,500	454
Website Services	3,500	-
Sub-Total	\$ 100,000	\$ 454
Administration		
DGRI Overhead - Rent, Meetings, Phones, Cleaning, etc	20,000	5,661
Insurance	7,000	-
Personnel - Wages and Benefits	70,467	7,756
Professional Services - Legal / Human Resources / Tech	79,000	5,445
Supplies, Office Equipment, etc	8,500	429
Sub-Total	\$ 184,967	\$ 19,291
Public Safety - Ambassador Program	100,000	26,386
Capital and Operating Improvements	150,000	4,434
City A-87 Costs	35,149	8,787
TOTAL EXPENDITURES - DISTRICT-WIDE SERVICES	\$ 1,106,116	\$ 171,445
SNOWMELT SYSTEM OPERATIONS		
CAMPAN PROMENADE DISTRICT	70,000	2,146
MONROE CENTER DISTRICT	176,900	2,675
MONUMENT PARK DISTRICT	18,233	352
TOTAL EXPENDITURES - ALL DISTRICTS	\$ 1,371,249	\$ 176,618
EXCESS / (DEFICIT)	\$ -	\$ 730,291

Special & Voluntary Assessments as of 09/30/2019	Budgeted	Invoiced	Received	Receivable
District-Wide	\$ 1,093,956	\$ 999,751	\$ 731,027	\$ 268,724
Campau Promenade Snowmelt Operations	48,620	38,893	38,239	654
Monroe Center Snowmelt Operations	168,826	138,719	138,719	-
Monument Park Snowmelt Operations	18,233	18,233	6,440	11,793
TOTAL	\$ 1,329,635	\$ 1,195,596	\$ 914,425	\$ 281,171

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 July 1 - September 30, 2019

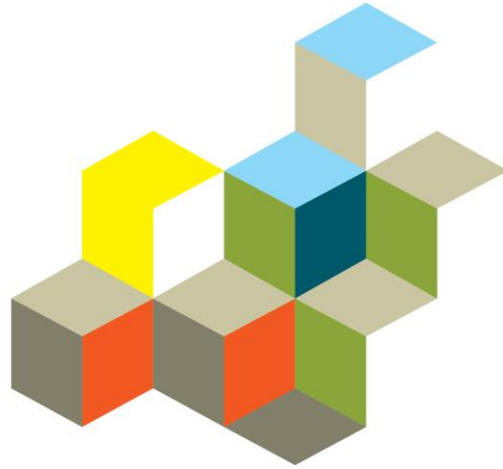
Date	Vendor	District Name & Category	Budget Line Item	Description	Amount
8/14/2019	Mydatt Service Inc dba Block by Block	District-Wide - Maint & Beaut	Landscaping & Beautif	Clean Team 07/2019	\$40,761.78
9/12/2019	Mydatt Service Inc dba Block by Block	District-Wide - Maint & Beaut	Landscaping & Beautif	Clean Team 08/2019	40,761.78
9/12/2019	Mydatt Service Inc dba Block by Block	District-Wide - Public Safety	Ambassador Program	Downtown Ambassadors 08/2019 - Pmt 1 of 4	26,385.55
8/14/2019	Stout Creek Landscapes, Inc.	District-Wide - Maint & Beaut	Landscaping & Beautif	Monroe Center Plantings balance 8/2019	17,685.99
8/12/2019	Mydatt Service Inc dba Block by Block	District-Wide - Maint & Beaut	Landscaping & Beautif	Ambassador planters and supplies 6/30/2019	9,226.40
8/12/2019	Priority Health	District-Wide - Administration	Personnel	Health Insurance Aug-Sept-Oct 2019	5,798.62
9/4/2019	Arista Truck Systems, Inc	District-Wide - Administration	Capital Acquisition	Hydraulic lift for new Ford pickup truck 08/06/2019	3,585.00
7/23/2019	City Treasurer - Budget Office	District-Wide - City A-87	General Fund Svcs	IET - Operating Transfer A-87	2,929.08
8/12/2019	City Treasurer - Budget Office	District-Wide - City A-87	General Fund Svcs	IET - Operating Transfer A-87	2,929.08
9/6/2019	City Treasurer - Budget Office	District-Wide - City A-87	General Fund Svcs	IET - Operating Transfer A-87	2,929.08
8/20/2019	HR Collaborative LLC	District-Wide - Administration	Professional Svcs	HR Consultant services Talent Search 07/2019	1,467.75
7/22/2019	Federal Square Bldg Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Office Lease: 29 Pearl Street 07/2019	1,415.68
8/15/2019	Federal Square Bldg Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Office Lease: 29 Pearl Street 08/2019	1,415.68
9/12/2019	Federal Square Bldg Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Office Lease: 29 Pearl Street 09/2019	1,415.68
9/10/2019	Dickinson Wright PLLC	District-Wide - Administration	Professional Svcs	DID Legal Matters: 6/2019	1,386.00
8/8/2019	Veolia Energy Grand Rapids LLC	Monroe Center District	Snowmelt Operations	60 Monroe Ctr snowmelt - 3200000000 19/07	1,137.49
8/29/2019	Veolia Energy Grand Rapids LLC	Monroe Center District	Snowmelt Operations	60 Monroe Ctr snowmelt - 3200000000 19/08	1,082.71
8/8/2019	Veolia Energy Grand Rapids LLC	Campau Promenade District	Snowmelt Operations	Louis/Monroe snowmelt - 4200000000 19/07	985.88
8/29/2019	Veolia Energy Grand Rapids LLC	Campau Promenade District	Snowmelt Operations	Louis/Monroe snowmelt - 4200000000 19/08	985.88
9/4/2019	Arista Truck Systems, Inc	District-Wide - Administration	Capital Acquisition	Mounting Platform for pickup truck and Hydraulic lift	849.00
8/21/2019	City Treasurer - MobileGR	District-Wide - Maint & Beaut	Landscaping & Beautif	DGRI Meter Hooding irrigation service	800.00
9/22/2019	Mydatt Service Inc dba Block by Block	District-Wide - Maint & Beaut	Landscaping & Beautif	Ambassador maintenance supplies	769.92
8/24/2019	City Treasurer - Payroll	District-Wide - Administration	Personnel	Staff support for pay-period ending 08/24/2019	651.08
8/14/2019	Evergreen Undgrd Sprinkling Co	District-Wide - Maint & Beaut	Irrigation - Repairs & Water	Sprinkler activation: Spring 2019	625.45
9/6/2019	City of GR Treasurer Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs & Water	66 Sheldon SE planters - WS2171659 19/08	613.20
9/24/2019	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	Laptop replacements w/ docking stations 7/2019	600.47
7/22/2019	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT services 08/2019	510.20
9/12/2019	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	Deposit - 1st ph server migration project 07/2019	489.25
8/14/2019	Icon Sign Company, LLC	District-Wide - Mktg & Comm	Printing/Postage/etc.	Ambassadors Truck Stickers 8/2019	384.35
9/22/2019	Hub International Midwest Ltd	District-Wide - Administration	DGRI Overhead	Directors and Officers Policy 11/2019-11/2020	334.06
9/22/2019	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	Laptop for Comms Team 09/2019	276.47
9/22/2019	TGG, Inc.	District-Wide - Administration	Personnel	Life & S/T & L/T disability ins - 10/01/19-10/31/19	250.56
7/22/2019	TGG, Inc.	District-Wide - Administration	Personnel	Life & S/T & L/T disability ins - 08/01/19-08/31/19	229.23
8/22/2019	TGG, Inc.	District-Wide - Administration	Personnel	Life & S/T & L/T disability ins - 09/01/19-09/31/19	229.23
9/22/2019	HR Collaborative LLC	District-Wide - Administration	Professional Svcs	HR Consultant services 08/2019	228.72
9/5/2019	Consumers Energy 1	Monroe Center District	Snowmelt Operations	66 Monroe Ctr NW - 1000 1401 9077 19/08	228.11
8/8/2019	Consumers Energy 1	Monroe Center District	Snowmelt Operations	66 Monroe Ctr NW - 1000 1401 9077 19/07	226.49
9/6/2019	City of GR Treasurer Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs & Water	62 Monroe Ctr planters - WS2063167 19/08	223.42
9/29/2019	Dickinson Wright PLLC	District-Wide - Administration	Professional Svcs	Inter-Org agreement & svcs agreement 07/19	219.58
9/5/2019	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT Services 09/2019	217.72
7/22/2019	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT services 07/2019	203.04
7/22/2019	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT services 08/2019	203.04
8/15/2019	Dickinson Wright PLLC	District-Wide - Administration	Professional Svcs	inter-organizational legal matters: 6/2019	198.05
8/8/2019	Consumers Energy 1	Monument Park District	Snowmelt Operations	1 Monroe Ctr NE - 1000 6880 7039 19/07	176.23
9/5/2019	Consumers Energy 1	Monument Park District	Snowmelt Operations	1 Monroe Ctr NE - 1000 6880 7039 19/08	176.23
8/8/2019	Consumers Energy 1	District-Wide - Maint & Beaut	Landscaping & Beautif	Winter Ave Offices - 1030 2027 1245 19/07	175.24
8/29/2019	Consumers Energy 1	District-Wide - Maint & Beaut	Landscaping & Beautif	Winter Ave Offices - 1030 2027 1245 19/08	162.73
9/7/2019	City Treasurer - Payroll	District-Wide - Administration	Personnel	Staff support for pay-period ending 09/07/2019	156.46
8/10/2019	City Treasurer - Payroll	District-Wide - Administration	Personnel	Staff support for pay-period ending 08/10/2019	145.13
9/21/2019	City Treasurer - Payroll	District-Wide - Administration	Personnel	Staff support for pay-period ending 09/21/2019	130.42
7/29/2019	City of GR Treasurer Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs & Water	221 Grandville SW planters - WS2021262 19/06	127.78
9/29/2019	Dickinson Wright PLLC	District-Wide - Administration	Professional Svcs	Board of Advisors 07/2019	124.86
7/22/2019	Federal Square Bldg Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Office Lease: 29 Pearl Street Mezz Office 07/2019	117.42
8/15/2019	Federal Square Bldg Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Office Lease: 29 Pearl Street Mezz Office 08/2019	117.42
9/12/2019	Federal Square Bldg Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Office Lease: 29 Pearl Street Mezz Office 09/2019	117.42
8/14/2019	Professional Maint of Michigan Inc.	District-Wide - Administration	DGRI Overhead	Janitorial services July 2019	111.55
9/5/2019	Professional Maint of Michigan Inc.	District-Wide - Administration	DGRI Overhead	Janitorial services July 2019	111.55
9/20/2019	DTE Energy	Campau Promenade District	Snowmelt Operations	43 Monroe Ave Ramp - 9100 297 30421 19/09	108.42
9/5/2019	GreatAmerica Financial Svcs Corp	District-Wide - Administration	Supplies, Equipment, etc.	Copier Lease 08/2019	98.13
8/12/2019	GreatAmerica Financial Svcs Corp	District-Wide - Administration	Supplies, Equipment, etc.	Copier Lease 07/2019	96.33
9/4/2019	Breck Graphics dba Allegra Printing	District-Wide - Mktg & Comm	Printing/Postage/etc.	Business Cards: Downtown Ambassadors	69.46
8/9/2019	DTE Energy	Campau Promenade District	Snowmelt Operations	43 Monroe Ave Ramp - 9100 297 30421 19/07	65.62
8/15/2019	TDS Metrocom, LLC	District-Wide - Administration	DGRI Overhead	Phone Service 8/2019	61.47
7/22/2019	TDS Metrocom, LLC	District-Wide - Administration	DGRI Overhead	Phone Service 7/2019	61.46
9/22/2019	TDS Metrocom, LLC	District-Wide - Administration	DGRI Overhead	Phone Service 9/2019	60.61
9/22/2019	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT System Engineer 08/2019	59.44

continued on the next page

STATEMENT C
DOWNTOWN IMPROVEMENT DISTRICT
Schedule of Expenditures - continued
July 1 - September 30, 2019

Page 2

Date	Vendor	District Name & Category	Budget Line Item	Description	Amount
<i>continued from prior page</i>					
8/20/2019	Federal Square Bldg Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Utility Service: Electricity 07/19-08/19	\$ 53.42
7/22/2019	Federal Square Bldg Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Utility Service: Electricity June, 2019	52.76
9/22/2019	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	Software installation for Streaming laptop 08/2019	48.93
8/15/2019	Cellco Partnership dba Verizon	District-Wide - Administration	DGRI Overhead	Cell Phone Service 07/2019	45.82
7/22/2019	MVP Sportsplex - GR, LLC	District-Wide - Administration	Personnel	Paid via Payroll Deductions 07/2019	45.40
8/15/2019	MVP Sportsplex - GR, LLC	District-Wide - Administration	Personnel	Paid via Payroll Deductions 08/2019	45.40
9/12/2019	Staples Contract & Commercial Inc.	District-Wide - Administration	Supplies, Equipment, etc.	Office supplies 8/16/19	42.07
9/5/2019	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT Services 08/2019	41.32
8/14/2019	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT services: 07/2019	40.22
9/12/2019	MVP Sportsplex - GR, LLC	District-Wide - Administration	Personnel	Paid via Payroll Deductions 09/2019	39.73
7/22/2019	Selective Ins Company of America	District-Wide - Administration	DGRI Overhead	Liability Insurance Endorsement for DGRI 2019	31.90
8/14/2019	Comcast	District-Wide - Administration	DGRI Overhead	Internet at 29 Pearl St NW 08/7/2019 to 9/06/2019	31.67
7/29/2019	City of GR Treasurer Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs & Water	3 Market SW planters - WS2117023 19/06	31.29
9/26/2019	DTE Energy	District-Wide - Maint & Beaut	Landscaping & Beautif	Winter Ave Offices - 9100 258 89908 19/09	30.35
7/28/2019	Comcast	District-Wide - Administration	DGRI Overhead	Internet at 29 Pearl St NW 07/7/2019 to 8/06/2019	29.72
8/27/2019	DTE Energy	District-Wide - Maint & Beaut	Landscaping & Beautif	Winter Ave Offices - 9100 258 89908 19/08	27.51
7/24/2019	DTE Energy	District-Wide - Maint & Beaut	Landscaping & Beautif	Winter Ave Offices - 9100 258 89908 19/07	26.63
9/11/2019	Fifth Third Bank P-Card 09/2019	District-Wide - Administration	Personnel	Background Check: Summer Interns	23.58
7/29/2019	City of GR Treasurer Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs & Water	185 Oakes SW planters - WS2095454 19/06	23.20
8/14/2019	Madcap Coffee Company	District-Wide - Administration	Supplies, Equipment, etc.	Meeting Supplies 08/19	22.45
9/22/2019	Madcap Coffee Company	District-Wide - Administration	Supplies, Equipment, etc.	Meeting Supplies 09/19	22.45
8/29/2019	Amanda Sloan	District-Wide - Administration	Supplies, Equipment, etc.	Office Supplies Reimb. 08/2019	21.50
7/29/2019	City of GR Treasurer Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs & Water	100 S Division planters - WS2024679 19/06	21.22
9/5/2019	Metro FiberNet, LLC	District-Wide - Administration	DGRI Overhead	Internet at 29 Pearl St NW 08/2019	20.86
8/28/2019	Gordon Water Systems	District-Wide - Administration	Supplies, Equipment, etc.	Water Cooler Lease 08/2019	19.70
7/22/2019	Engineered Protection Sys Inc	District-Wide - Administration	DGRI Overhead	Office Security System 8/1/2019 - 10/31/2019	18.14
9/12/2019	Staples Contract & Commercial Inc.	District-Wide - Administration	Supplies, Equipment, etc.	Office supplies 08/16/2019	15.15
8/13/2019	Fifth Third Bank P-Card 08/2019	District-Wide - Administration	Supplies, Equipment, etc.	Office Supplies	15.01
8/15/2019	Staples Contract & Commercial Inc.	District-Wide - Administration	Supplies, Equipment, etc.	Office supplies 07/2019	14.41
9/22/2019	Breck Graphics dba Allegra Printing	District-Wide - Administration	Supplies, Equipment, etc.	Business Cards: Kimberly Van Driel 08/2019	13.59
7/22/2019	Staples Contract & Commercial Inc.	District-Wide - Administration	Supplies, Equipment, etc.	Office supplies 07/03/2019	12.95
8/28/2019	Fusion IT LLC	District-Wide - Administration	Professional Svcs	IT network services 08/01/2019	11.94
8/28/2019	Breck Graphics dba Allegra Printing	District-Wide - Administration	Supplies, Equipment, etc.	Business Cards: Melvin Eledge 08/2019	11.05
8/20/2019	PeopleG2	District-Wide - Administration	Personnel	Criminal Background Check services 07/2019	10.76
9/12/2019	Comcast	District-Wide - Administration	DGRI Overhead	Internet at 29 Pearl St NW 09/7/2019 to 10/06/2019	10.38
7/22/2019	Gordon Water Systems	District-Wide - Administration	Supplies, Equipment, etc.	Water Cooler Lease 07/2019	10.10
9/11/2019	Fifth Third Bank P-Card 09/2019	District-Wide - Administration	Supplies, Equipment, etc.	Office Supplies 08/2019	8.97
7/22/2019	Model Coverall Service Inc	District-Wide - Administration	DGRI Overhead	Floor Mat Rental 07/2019	8.73
8/14/2019	Model Coverall Service Inc	District-Wide - Administration	DGRI Overhead	Floor Mat Rental 08/2019	8.73
9/5/2019	Model Coverall Service Inc	District-Wide - Administration	DGRI Overhead	Floor Mat Rental 08/26/2019	8.73
8/15/2019	Fusion IT LLC	District-Wide - Administration	Professional Svcs	System & Network IT engineering 7/26/19	5.97
9/22/2019	Fusion IT LLC	District-Wide - Administration	Professional Svcs	System & Network IT engineering 08/2019	5.97
7/18/2019	Fifth Third Bank P-Card 07/2019	District-Wide - Administration	Supplies, Equipment, etc.	Office Supplies 07/2019	5.47
7/22/2019	Fusion IT LLC	District-Wide - Administration	Professional Svcs	Network Management 07/01/2019	2.35
8/12/2019	Fusion IT LLC	District-Wide - Administration	Professional Svcs	Network Management 08/01/2019	2.35
8/28/2019	Fusion IT LLC	District-Wide - Administration	Professional Svcs	Network Management 08/01/2019	2.35
9/22/2019	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	HDMI Adapter 08/2019	2.15
9/4/2019	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT Supplies 08/2019	1.96
9/24/2019	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	Credit for returned item	(192.26)
7/1/2019	THE KR GROUP INC 21581 Accrual	District-Wide - Administration	Professional Svcs	FY2019 accrual reversal	(203.04)
7/1/2019	THE KR GROUP INC 21621 Accrual	District-Wide - Administration	Professional Svcs	FY2019 accrual reversal	(510.20)
July 1 through September 30, 2019 Expenditures					\$ 176,617.94



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DID Streetscape Assessment



Streetscape Assessment

- What Are We Trying to Measure?
 - Stakeholder perception of the DID's Impacts on:
 - Cleaning
 - Beautification/Greenscaping
 - ROW Maintenance
- Why are we conducting these assessments?
 - Identify existing conditions within the DID
 - Identify where the DID and its sub contractors are performing maintenance well
 - Identify improvement and investment opportunities



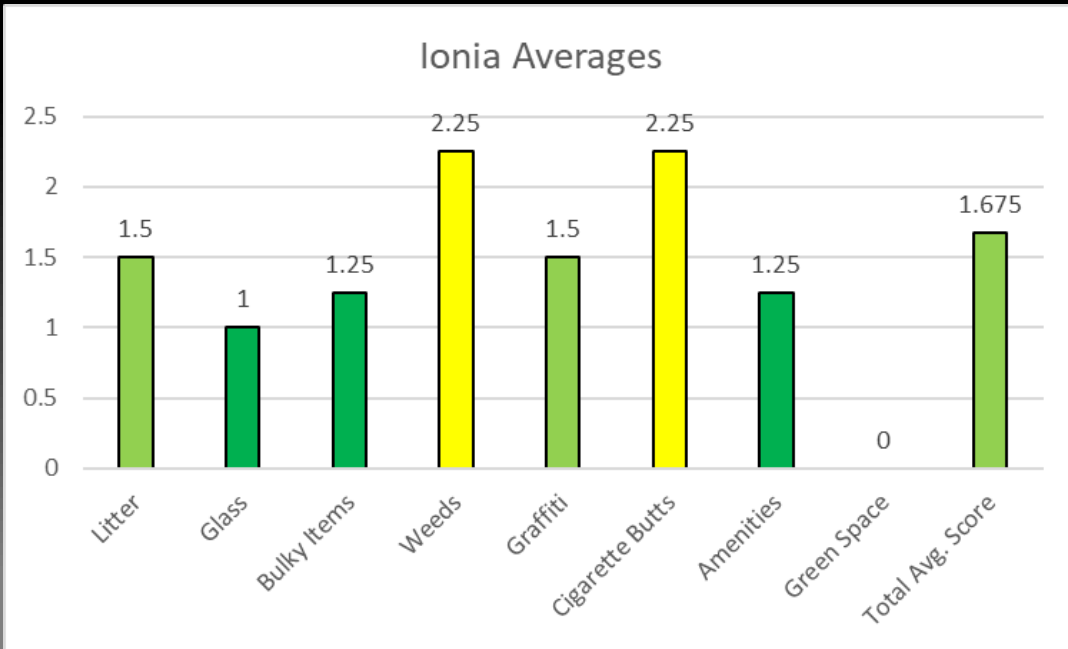
How Did We Gather This Data?



- We recruited volunteers from DGRI's various boards and Alliances along with downtown residents and property and business owners.
- With the volunteers we had staff conduct on-site assessments of key corridors of the downtown district.
 - Volunteers were asked to evaluate the presence of litter, cigarette butts, weeds, graffiti, infrastructure/amenities and public right of way conditions
 - Debriefed volunteers after the assessment to gather additional insights and feedback

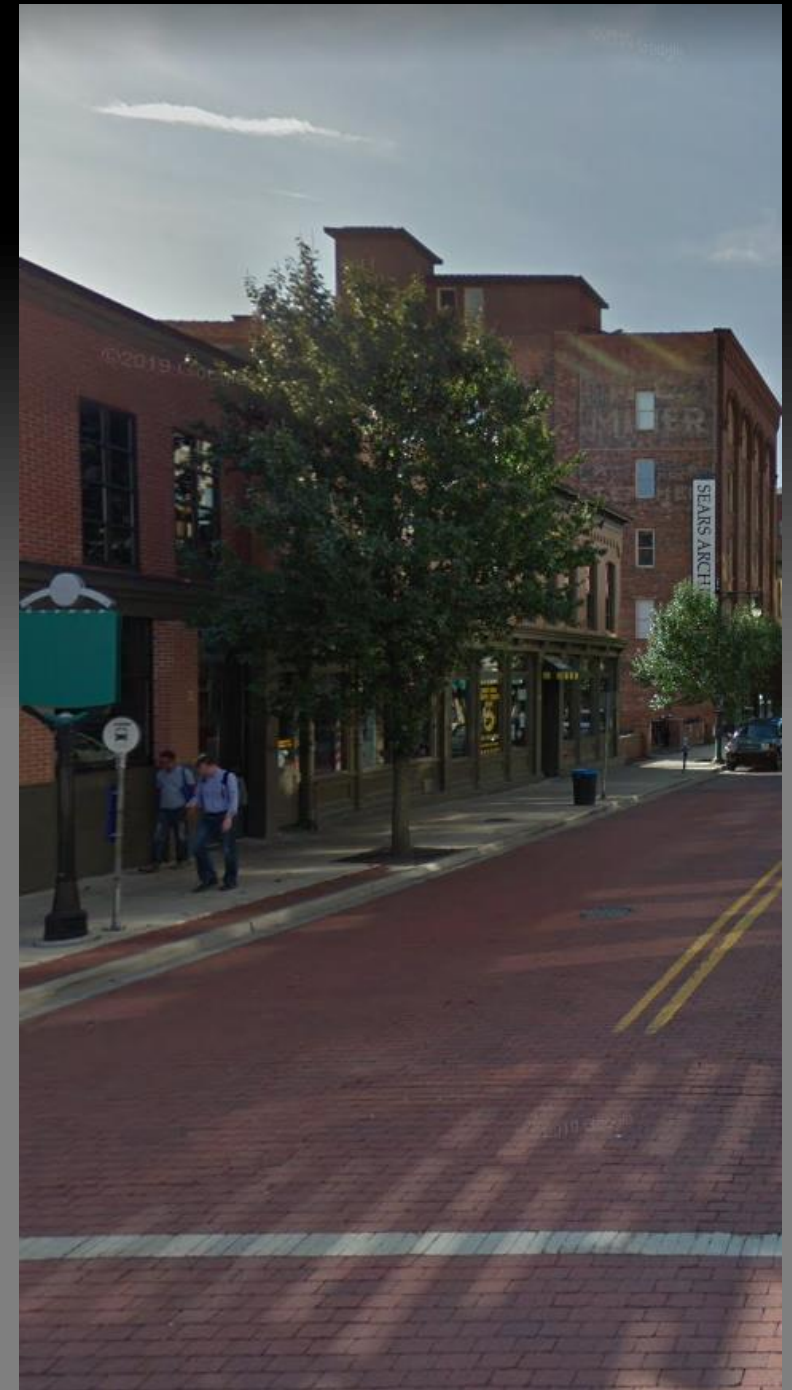
Condition	3	2	1
	Poorly Maintained	Moderately Maintained	Well Maintained

Ionia Ave. (Fulton to Oakes)



3 - Poor Conditions
2 - Moderate Conditions
1 - Good Conditions

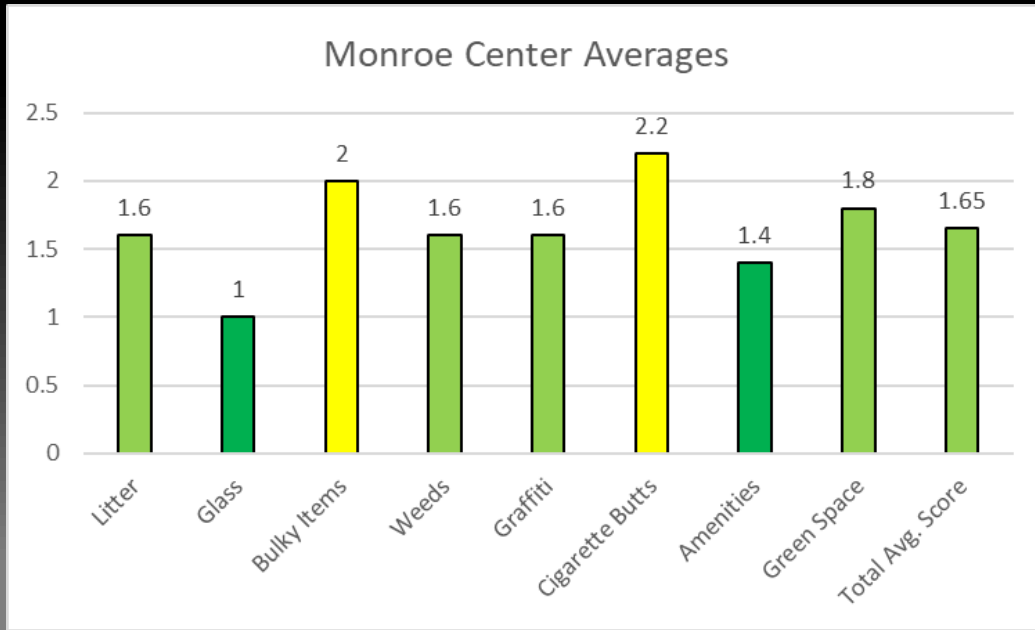
- Ionia is generally clean
- Trash cans seem well maintained, emptied regularly
- Need more cigarette urns and/or placed closer to buildings
- Many overgrown weeds
- Would like to see new infrastructure & amenities added
- Better tree maintenance and additional green infrastructure



Ionia Ave. (Fulton to Oakes) - Highlights



Monroe Center (Monroe to Division Ave.)



3 - Poor Conditions

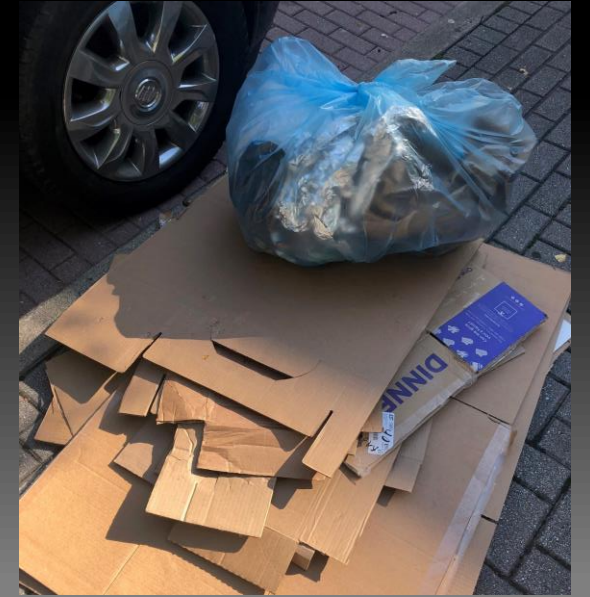
2 - Moderate Conditions

1 - Good Conditions

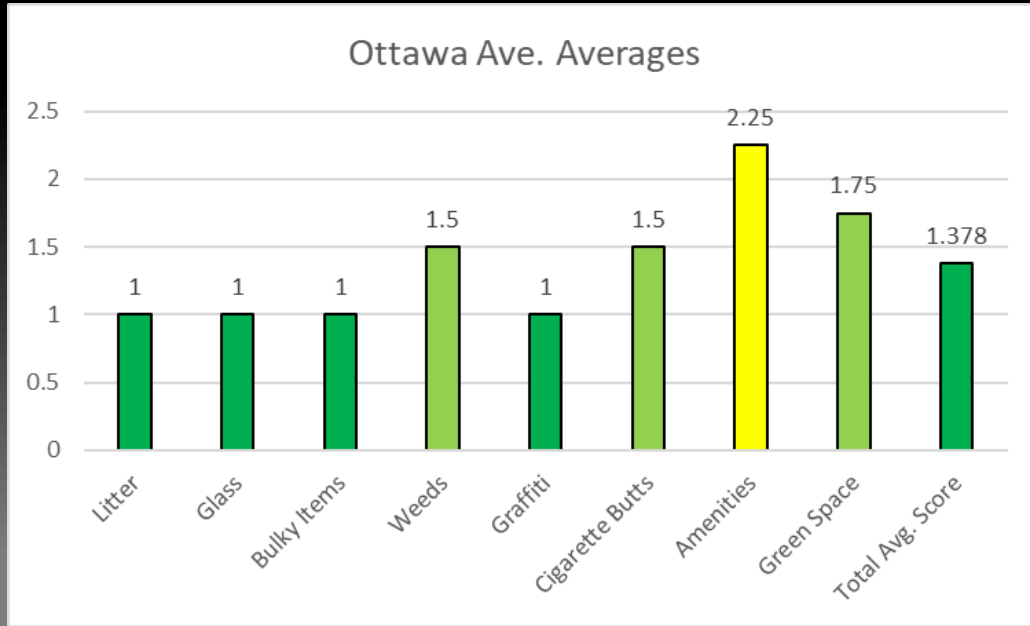
- Construction debris left after projects are complete
- Trash bags are left too late in the day, should be removed earlier
- Lots of abandoned bike locks
- Cigarette butts are everywhere
- Trees need better trimming
- Planter beds appear to be full of trash
- Overall the Ambassadors do a great job taking care of the space



Monroe Center (Monroe to Division Ave.) - Highlights



Ottawa Ave. (Michigan to Pearl)



3 - Poor Conditions

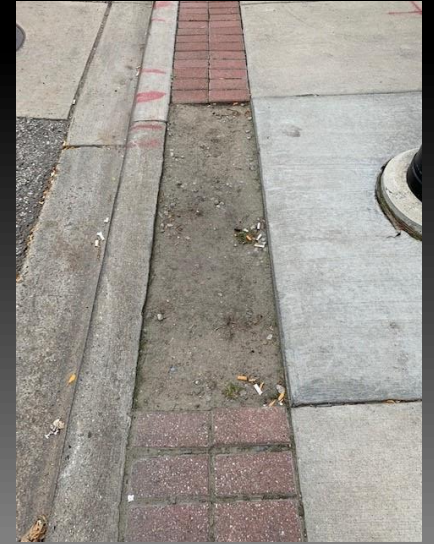
2 - Moderate Conditions

1 - Good Conditions

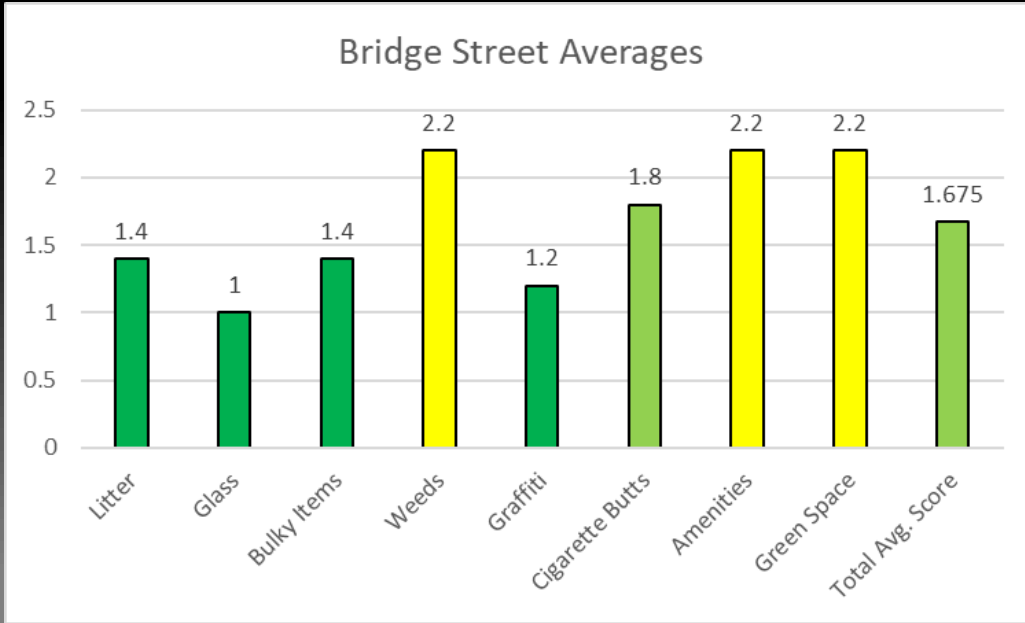
- Ambassadors are doing a great job keeping area clean
- Trees need to be trimmed and maintained
- Cracked and uneven sidewalks
- Lack of amenities North of Lyon Street
- Area feels disconnected and “empty”
- Public ROW greenery is insufficient
- The Parklet is a nice addition to the area



Ottawa Ave. (Michigan to Pearl) - Highlights

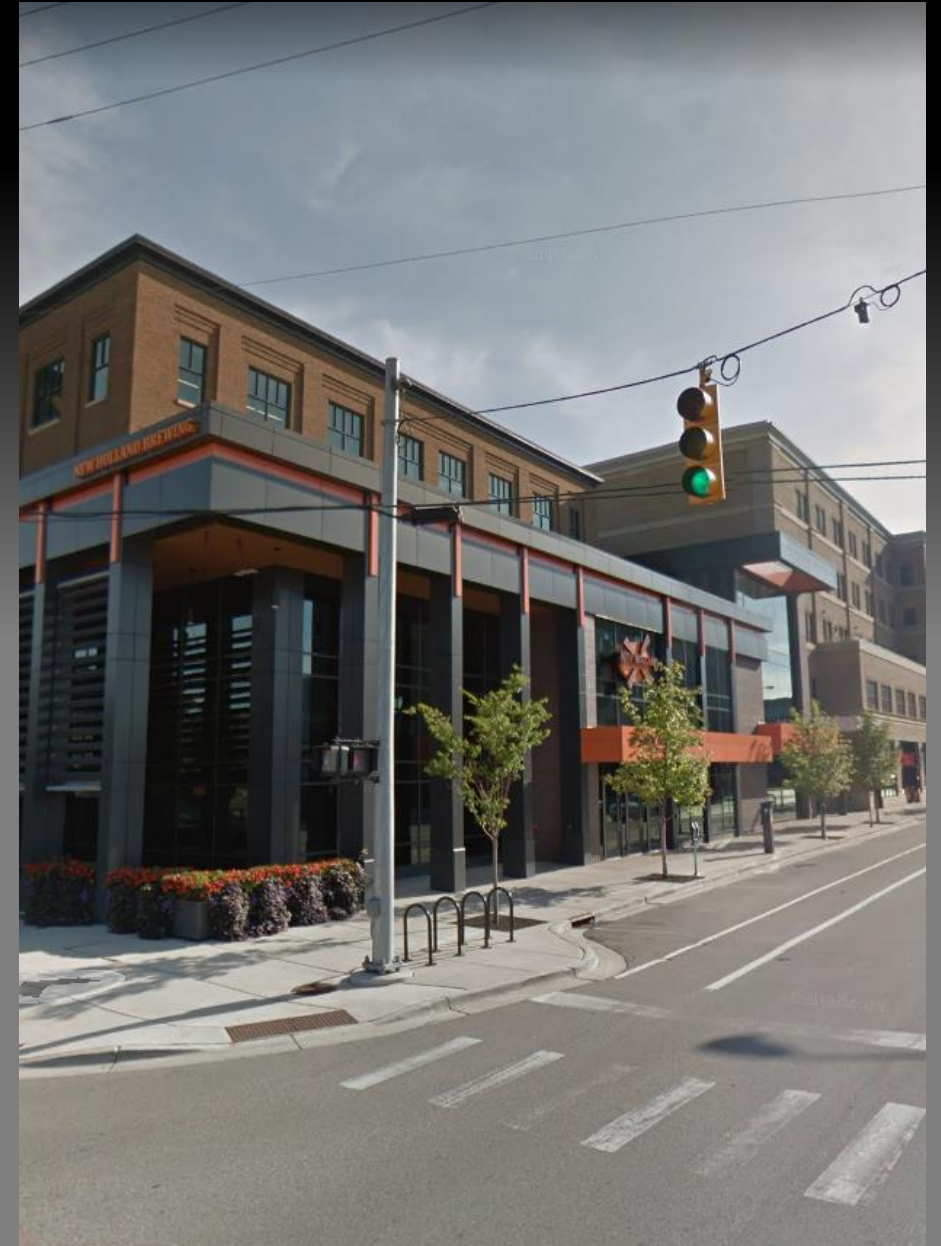


Bridge Street (Scribner to Seward)

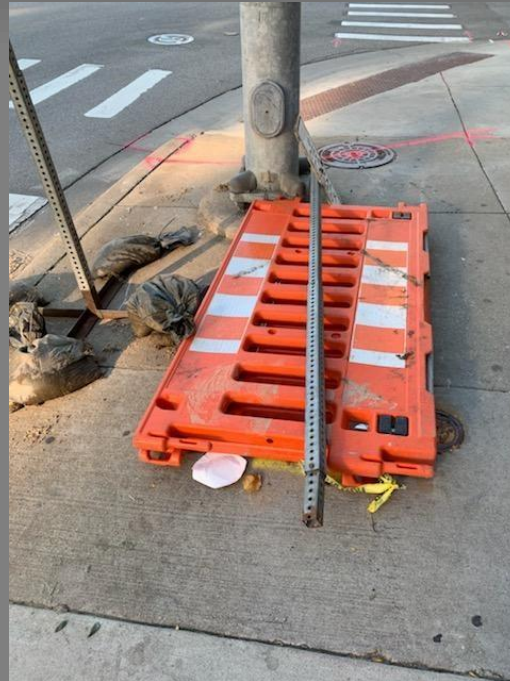


3 - Poor Conditions
2 - Moderate Conditions
1 - Good Conditions

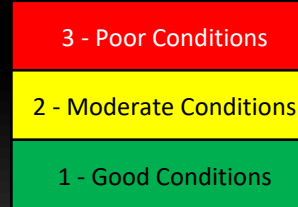
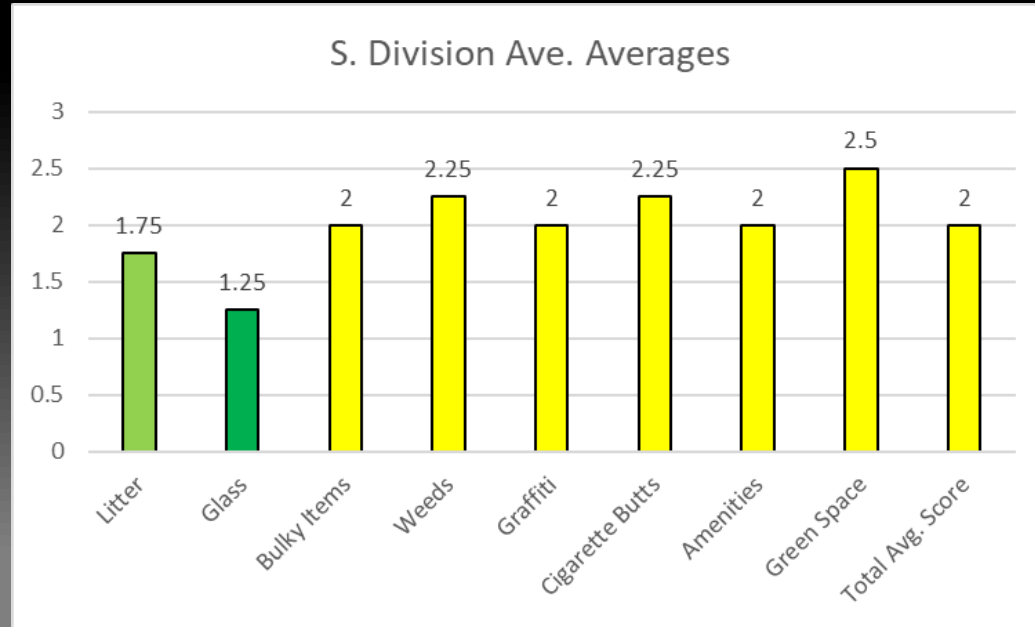
- Bridge Street is over all clean and well kept
- Amenities deployed are a good start, but there needs to be more
- Underpass as more of a gateway, its not inviting in its current state
- Issues with private property being kept up properly
- Dead trees are present in the streetscape
- Better construction clean up and follow-up
- Desire for additional bike racks



Bridge Street (Scribner to Seward) - Highlights



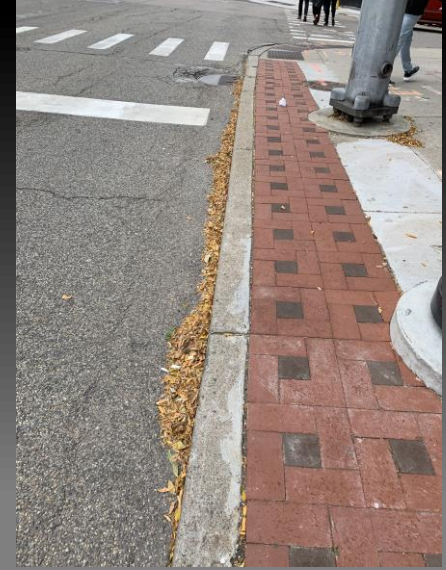
S. Division Ave. (Fulton to Oakes)



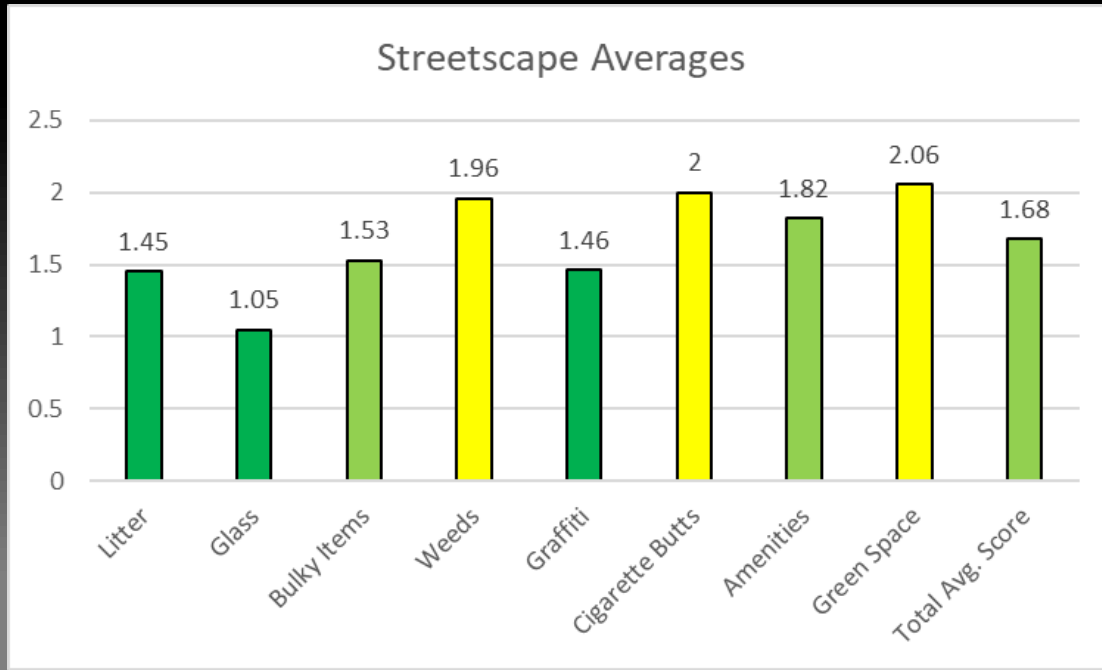
- Impressed with overall feel; *“not as much litter as I thought there would be”*
- Many cigarette butts in front of buildings, in cracks of the sidewalk
- Weeds are abundant along the corridor
- Sidewalk in select areas is really uneven and a trip hazard
- Area needs additional green space
- Cross walks need visual enhancement; they’re not safe for pedestrians
- There were more trash cans than I expected



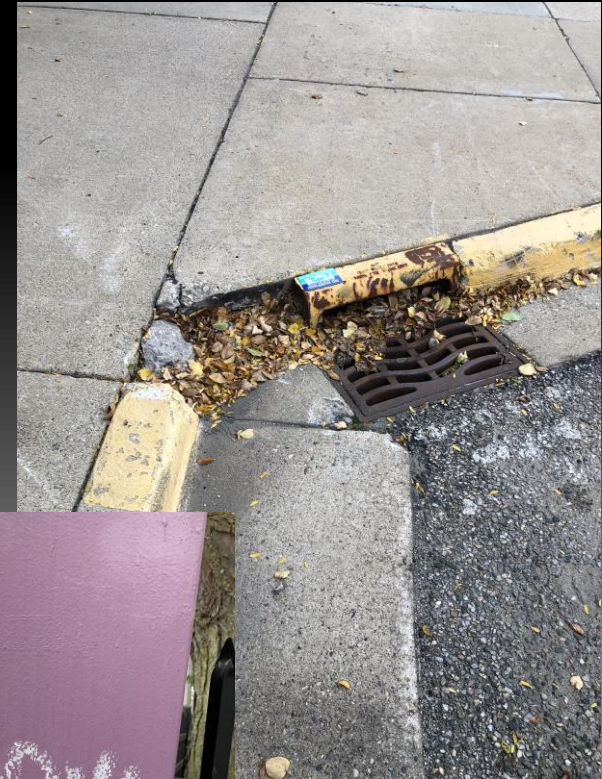
S. Division Ave. (Fulton to Oakes) - Highlights

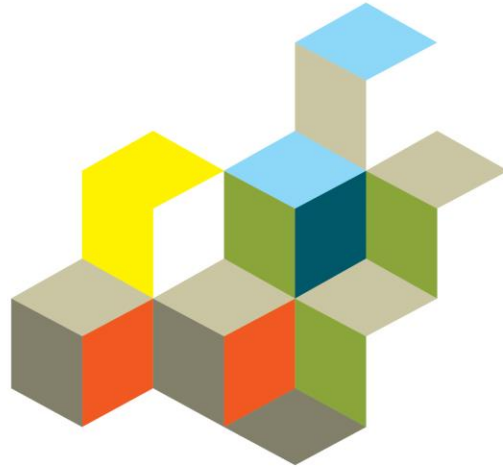


Moving Forward



- Review the observations with the Ambassador team
 - Examine & Redefine Priorities
 - Establish Targets
- Provide Feedback/observations to the City
 - Address issues/concerns
 - Prioritize Maintenance
- Quarterly Streetscape Assessments





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Infrastructure	Location	Responsible Entity	Maintenance Type	Frequency	Notes
Trash Cans	Within DID Boundaries	DGRI	Deployment Emptying	As Needed Daily	
	Outside DID Boundaries Within Designated Park Space Transit Stops	City of GR The Rapid	Repair/Routine Maintenance	As Needed	
Planter Boxes, Beds and Moveable Pots	Monroe Center		Planting	4x Annually	
	Ottawa Ave (Moveable Pots)		Landscaping	Daily	
			Landscaping	4x Annually	
	Sheldon (North of 24 Sheldon)		Landscaping	Daily	
			Planting	As Needed	
			Landscaping	Weekly	
	S. Division Ave		Planting	2x Annually	
			Landscaping	Daily	
	Fulton St. (Median)		Planting	2x Annually	
			Landscaping/Watering	Daily	
Cigarette Urns	Monroe Ave Planter Beds (South of 1st St)	DGRI	Planting	2x Annually	
	Campau Promenade		Landscaping/Watering	Daily	
	Planter Beds		Planting	4x Annually	
	Grandville Ave. (Weston to Williams)		Landscaping/Watering	Daily	
			Planting	2-3x Annually	Some of these are irrigated; see irrigation notes
			Landscaping/Watering	Daily	
	Williams (Grandville to Finney)		Planting	As Needed	
			Landscaping/Watering	3x Weekly	
	Michigan/Bridge		Planting	2x Annually	
			Landscaping	Daily	Irrigated; Not really sure how often these will be planted;
Dog Bag Stations	Street River Crossing		Landscaping	Daily	
	Finney (Williams to Bartlett)		Planting	As Needed	
			Landscaping/Watering	3x Weekly	
Trees	Within DID Boundaries	DGRI	Deployment Emptying Repair	As Needed Daily As Needed	
	Within ODA Boundaries See Notes	DGRI	Deployment Trash Removal/Westock Repair/Routine Maintenance	As Needed Daily/As Needed As Needed	
Parcels	Within DID Boundaries	DGRI	Planting Pruning/Disease Mitigation/Removal	2x Annually As Needed	*Only applies to trees planted by FGPR under agreement with DGRI
	All Other Locations	City of GR			
Irrigation	Downtown Dog Park (Market & Williams)		Routine Maintenance & Upkeep	Daily/As Needed	
	158 Oakes	DGRI	Snow Removal Landscaping	As Needed 1x Weekly	Sidewalks only, not the lot
	Pocket Park (Ionia & Cherry)		Routine Maintenance & Upkeep	As Needed	
	Summer & Douglas Lot		Routine Maintenance & Upkeep	As Needed	
Snowmelt	Monroe Center		Activation/Winterization Repair	Seasonally As Needed	
	Michigan/Bridge		Activation/Winterization Repair	Seasonally As Needed	
	Street River Crossing		Activation/Winterization Repair	Seasonally As Needed	
	Sheldon (North of 24 Sheldon)	DGRI	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	
Portland Loop	Monroe Center		Activation Winterization	Seasonally Seasonally	
			Repair	As Needed	
	Monument Park/Sheldon Ave	DGRI	Activation Winterization Repair	Seasonally Seasonally As Needed	
			Activation Winterization Repair	Seasonally Seasonally As Needed	
Sidewalks	Campau Promenade		Activation Winterization Repair	Seasonally Seasonally As Needed	
	Weston & Division	DGRI	Cleaning	3x Daily	Planned for Spring/Summer 2020
Moveable Furniture	Within DID Boundaries	DGRI	Repair/Other Maintenance	As Needed	
			Sweeping/Cleaning	Daily	
Parklet & Transit Bulb	Within DID Boundaries	DGRI	Snow Removal* See Notes	Daily (Seasonally)	Only around meters, fire hydrants, bus stops, catch basins and curb cuts
	Calder Plaza	DGRI	Storage/Deployment Maintenance/Repair	As Needed As Needed	
Graffiti Abatement	555 Monroe		Storage/Deployment Maintenance/Repair	As Needed As Needed	Includes parking lot mural we maintain as well
	Calder Plaza*	DGRI	Installation/Removal Permitting for Deployment	Seasonally Annually	*May move Elsewhere
Public Art	Fulton & Sheldon (Transit Bulb)		Maintenance/Repair Installation	As Needed TBD	
			Maintenance/Repair Snow Removal	As Needed Daily/As Needed	Not yet installed
Fix-it Station	Within DID Boundaries	DGRI	Removal on Public Infrastructure/Amenities	As Needed	Ambassadors remove small graffiti tags from ROW amenities and large scale graffiti tags by request
	Grandville Ave & Bartlett		Installation	As Needed	
Public Art	Ransom		Repair & Routine Maintenance Installation	As Needed As Needed	
	Fountain & Division	DGRI	Repair & Routine Maintenance Installation	As Needed As Needed	
Public Art	Louis & Monroe Ave.		Repair & Routine Maintenance Installation	As Needed As Needed	
	Seward @ Lot 9		Repair & Routine Maintenance Installation	As Needed As Needed	
Public Art	Ionia @ DT Market		Repair & Routine Maintenance Installation	As Needed As Needed	
	Front Street	GVSU	Repair & Routine Maintenance		
Public Art	Sheldon under Gillett Bridge		Installation Repair & Routine Maintenance	As Needed As Needed	
	Sheldon under Pearl St. Bridge		Removal Installation	As Needed As Needed	
Public Art	Richmond Stamps Building		Repair & Routine Maintenance Removal	As Needed As Needed	
	Division retaining wall	DGRI	Installation Repair & Routine Maintenance	As Needed As Needed	
Public Art	Rainbow Road (Sheldon)		Removal Installation	As Needed As Needed	
	VAA Alley Activation		Repair & Routine Maintenance Removal	As Needed As Needed	
Public Art	RAD Women & WMCAT Signal boxes (Locations vary)		Installation Repair & Routine Maintenance	As Needed As Needed	
	Parking Lot Mural @ 555 Monroe Lot		Removal Installation	As Needed As Needed	

MEMORANDUM

DOWNTOWN
IMPROVEMENT
DISTRICT



DID

DATE: November 18, 2019

TO: Downtown Improvement District

FROM: Tim Kelly, AICP
President & CEO

Agenda Item #5
November 18th, 2019
DID Meeting

SUBJECT: Heartside Public Restroom Update

The Heartside Neighborhood generally, and Division Avenue South specifically, lacks publicly available and accessible bathroom facilities. This has raised quality of life and public health issues for many years. The 2018 [Heartside Quality of Life Final Report](#) clearly identifies “provid(ing) additional restrooms available to the general public and expand public restroom options within Heartside” as a key recommendation.

The Portland Loo is a stand-alone public restroom facility that is highly durable and easy to maintain. The Loo design prioritizes safety and has proven successful in similar climates. The open bottom and top of the restroom allow people to see if the Loo is in use all while maintaining the privacy of the user. The Loo has extensive field testing with installations in dozens of communities in North America, including Portland, Cincinnati, Austin and Vancouver. Kalamazoo is scheduled to have one installed in the spring of 2020.

After extensive community conversation, Downtown Grand Rapids Inc. (DGRI) identified the Loo as the solution to public restroom facilities in the Heartside area. The community conversations included the Heartside Public Restroom Working Group, the GR Forward Goal 2 Citizen Alliance and numerous conversations with neighborhood businesses, residents, organizations and property owners. Data was collected from GRPD, Downtown Ambassadors and Mobile GR monthly since July of 2018 on urination and defecation incidents to help inform where the greatest activity was being reported.

The location for the placement of the Heartside Public Restroom is at the intersection of South Division Ave and Weston (southeast corner), which provides ample space and lighting in a priority area lacking public bathroom facilities. This location also offers clear sightlines that make the service visible to a wide variety of people utilizing the sidewalk, including bar/restaurant goers, transit commuters, homeless, residents, tourists, etc. This location is in the target area where the greatest urination and defecation are indicated in the neighborhood.

Pekich Park was also considered but required extensive renovations to create a highly visible restroom space in the park. In addition, Grand Rapids Parks hours limit use of parks from dawn until dusk.



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Downtown Ambassadors will regularly check in on the Loo and clean it 3 times a day, consistent with best practices in other communities. There will also be contact information (phone / email / text) to request cleaning service as needed.

The Loo is one element of a multi-faceted strategy, consistent with extensive community engagement and numerous community planning initiatives in recent years, to steadily grow vibrancy in this important business corridor.

Other efforts include:

- 1) Installing additional lights on Division Avenue, Fulton to Wealthy.
- 2) Reconstructing South Division Avenue, Cherry to Wealthy.
- 3) Supporting several economic development initiatives and development projects with our incentive programs including the Weston/Division development, One South.
 - a. In July, the DDA approved funding for helping to establish Mosby's Popcorn on Ionia Street.
 - b. In October, the DDA approved funding for a new retail business Mel Styles in a previously vacant storefront on Division.
 - c. Staff reviewing a funding proposal for a series of vacant window activations along South Division.
- 3) Funding to support the continued operation of the public inebriate center run at Mel Trotter.
- 4) Proposed affordable housing related initiatives from Dwelling Place, including the formation of a Community Land Trust to promote home ownership, and conducting research into using a FUSE (Frequent User System Engagement) model to help stabilize homeless frequent users of criminal justice and health services.
- 5) Expanded fresh food access by supporting the Heartside Gleaning Initiative and YMCA Veggie Van Mobile Farmers Market.
- 6) Continued support from the Downtown Ambassadors, Clean Team and additional police foot patrols.
- 7) Establishment of the Downtown Neighbor Network in collaboration with the near neighborhood associations to foster a community of neighbors that are connected, informed and empowered to improve downtown living.
- 8) Promoted and funded regular community gardening in Pekich Park throughout the summer months.

In response to the community's call for action, the City and DDA both budgeted funds to expand public restroom options in the neighborhood. The City and DGRI will partner to purchase and install the Loo. The DDA budgeted \$150,000 while the City has budgeted \$50,000 for this purpose.

There is some urgency for approval of this concept as the Portland Loo takes 6-9 months to design and fabricate after its purchase and we hope to have this installed by June or July of 2020.

In addition, we have solicited 3 quotes for the engineering work required to prepare the site and have selected Moore & Bruggink (M & B) who have provided a preliminary construction estimate.

Therefore, current estimates to implement the Heartside Public Restroom are:

- Engineering Design: \$15,500
- Portland Loo: \$105, 770

At this time, we request funding for the engineering design and Portland Loo purchase and will return to the DDA when construction costs are finalized after bidding.

We plan to present to the City Commission to request their \$50,000 investment when construction costs are finalized.

DDA Authorized the purchase of the Portland Loo and Design Engineering from Moore & Bruggink for a total not to exceed \$121,270.



LOCATION MAP



GOAL 2: PORTLAND LOO PUBLIC RESTROOM

EXISTING CONDITIONS

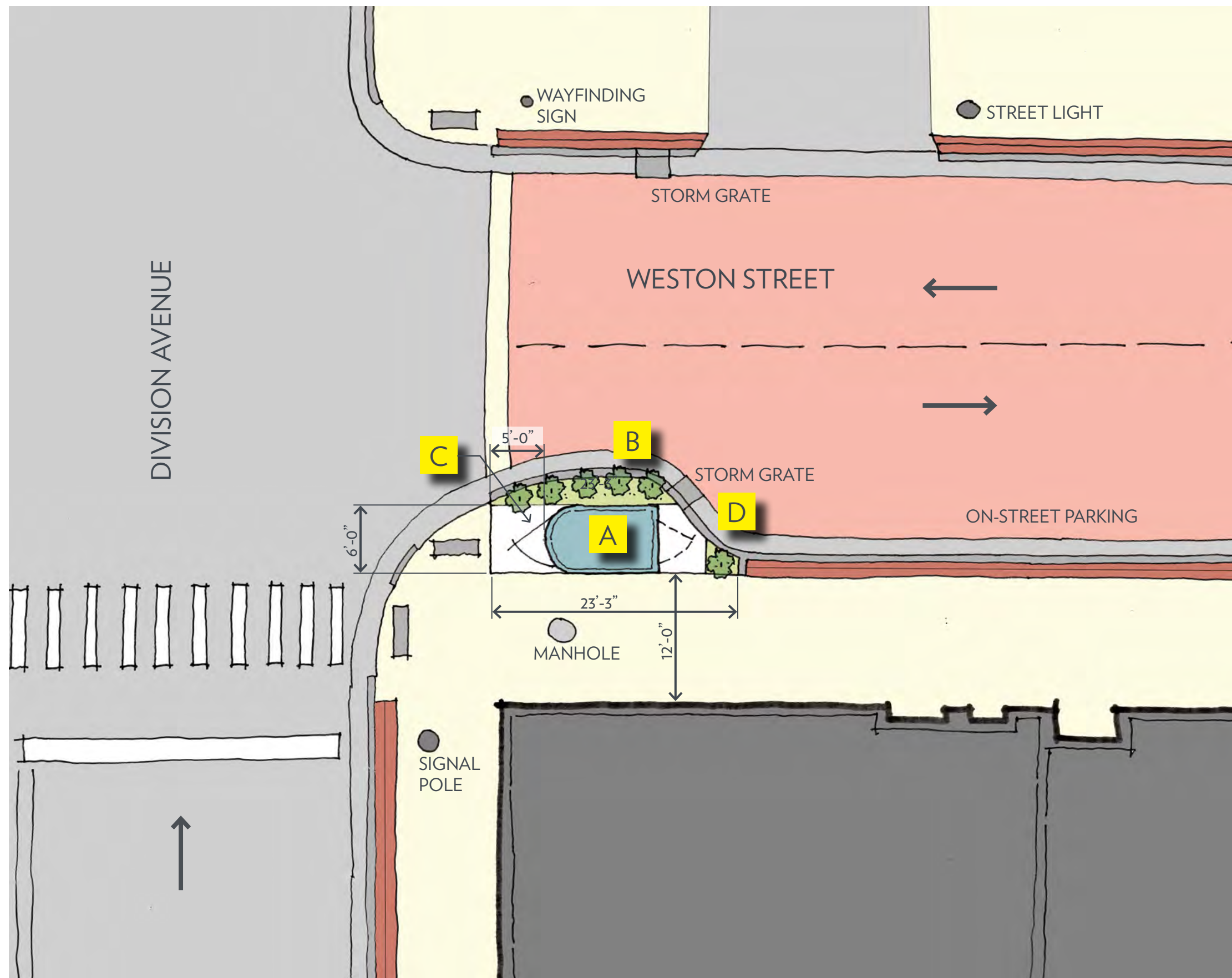


0 30 60 90 feet
scale: 1" = 30'



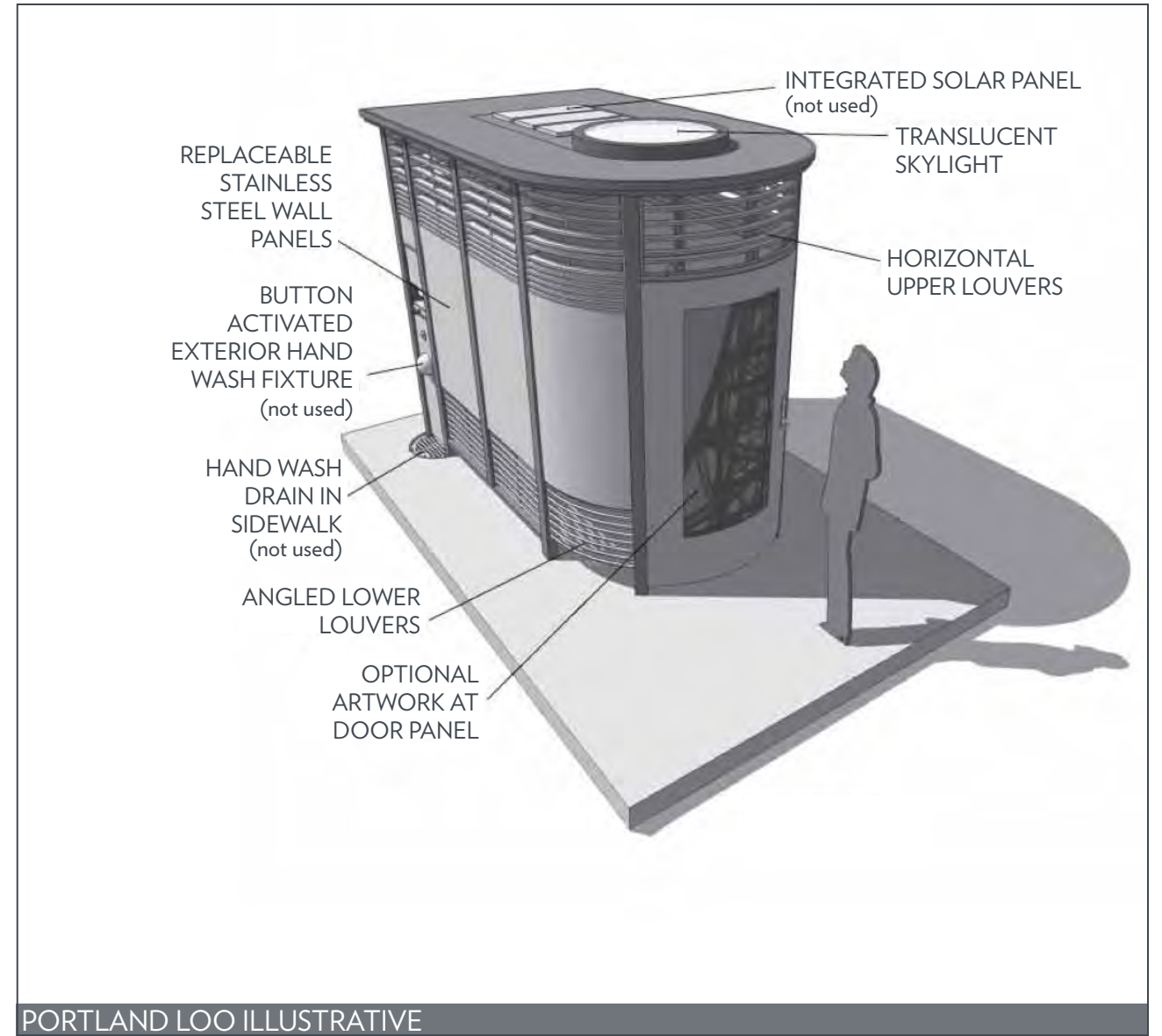
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GRAND RAPIDS INC.

October 11, 2019



- A** **PORTLAND LOO: 10'-7" X 6'-0"** PUBLIC SPACE RESTROOM. UNIT INCLUDES:
 MAINTENANCE BY DGRI
 BARRIER FREE ACCESSIBILITY
 24/7 AVAILABILITY
 PRIVACY
 ROOM FOR A BIKE OR STROLLER
 PRE-FABRICATED CONSTRUCTION
 HIGHLY DURABLE & EASY TO CLEAN DESIGN
 SECURE MECHANICALS AND PLUMBING
 INTERIOR HAND-SANITIZER
 NATURAL LIGHT
- B** **LANDSCAPE PLANTER:** INSTALLED AND MAINTAINED BY DGRI
- C** **NEW CONCRETE PAD AND FOUNDATION** INSTALLED IN EXISTING BULB-OUT
- D** **EXISTING CURB AND BULB-OUT TO REMAIN AS** PART OF PORTLAND LOO INSTALLATION





GOAL 2: PORTLAND LOO PUBLIC RESTROOM

LOO IN CONTEXT

DOWNTOWN
GRAND RAPIDS INC

October 11, 2019



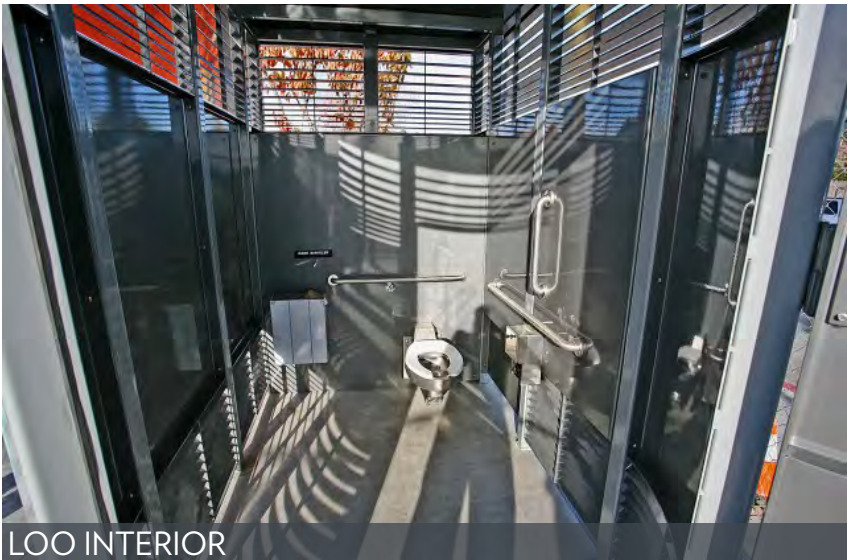
CAN WITHSTAND WINTER CONDITIONS
(Ambassadors will maintain better than this)



INSTALLATION



INSTALLATION



LOO INTERIOR

GOAL 2: PORTLAND LOO PUBLIC RESTROOM
LOO IN CONTEXT



DOWNTOWN
GRAND RAPIDS INC.

October 11, 2019

Confirmed Public Restrooms in Downtown Grand Rapids as of April 2019

1. **Brassworks Building**, 68 Monroe Ave NW, building hours
2. **Degage Ministries**, 144 Division Avenue, dining hall- 7:00am-11:30am, 4:30-7:30pm, Second floor is open 1:00pm-3:00pm, accessible on main floor, near entrance
3. **Downtown Grand Rapids Inc**, 29 Pearl Street NW, 8:30am-5:00pm Monday- Friday
4. Accessible on the main floor, near the entrance
5. **Dwelling Place**, 101 Sheldon Blvd, second floor AND 106 South Division Avenue, hours primarily 9:00am-5:00pm Monday- Friday.
6. **First United Methodist Church**, 227 Fulton St- Mon, Tues and Thurs 9:00am-9:00pm, Friday's 9:00-4:00pm
7. **Fountain Street Church**, 24 Fountain St NE, Mon-Fri 8:30am-9:00pm, 8:30am-4:00p Sunday
8. **God's Kitchen**, 303 South Division Ave, Mon- Fri 10am-6pm, Sat 10:00am-5:00pm
9. **Grand Rapids Police Department**, 1 Monroe Center- Monday- Friday 8:00am-5:00pm
10. **Grand Rapids Public Library**, 111 Library- Mon- Thursday 9am-9pm, Friday and Saturday 9:00am-6:00pm, Sunday 1:00pm-5:00pm, accessible by elevator, family bathroom
11. **Grand Valley State University**, 401 Fulton St. W, All buildings have restrooms, when building is unlocked.
 - a. GVSU L. William Seidman Center (50 Front Ave. SW)
 - b. GVSU L.V. Eberhard Center (301 W Fulton)
12. **Heartside Ministries**, 54 Division Avenue, Mon- Fri 9-Noon and, 1-4, Sunday's 10-12pm, accessible on the main floor, near entrance
13. **Rapid Central Station**, 250 Grandville Ave SW, Mon- Fri 6:30am-6:30pm
14. **Westminster Presbyterian Church**, 47 Jefferson, Monday- Thursday 9-4pm
15. **Lantern Coffee**, 100 Commerce, Mon-Fri 6am-8pm, Sat and Sun 8am-8pm, restroom downstairs

Downtown Parks restrooms are open from dawn until dusk daily, closed in winter months.

- Ah-Nab-Awen Park
- Heartside Park
- Rosa Parks (Winterized) also open during ice skating hours during the winter
- Canal Park

MEMORANDUM

DOWNTOWN
IMPROVEMENT
DISTRICT



DID

DATE: November 15, 2019

TO: Downtown Improvement District

FROM: Tim Kelly
DGRI President & CEO

Agenda Item #6
November 18, 2019
DID Meeting

SUBJECT: Retail Retention and Attraction Initiative

Among the top priorities identified for Downtown by community participants during the GR Forward process was a vibrant and sustainable retail environment – one that creates a destination to attract visitors, create jobs, and can provide the unique experiences that customers increasingly seek out as part of their shopping habits.

To that end, both the City of Grand Rapids and Downtown Grand Rapids Inc. have taken strides to develop and sustain a healthy retail environment. Those include administration of the DDA and Brownfield tax increment tools to spur development, making modifications to the zoning code to target retail on key corridors, and engaging with neighborhood business districts to deploy strategies to support existing businesses. Further, in 2018 DGRI created the Retail Innovation Program to provide rent support for new businesses locating in ground floor spaces in Downtown.

While there are several successful operators in Downtown, some that have been in business for over a decade, there is also broad recognition that a more intentional and focused strategy could help support existing businesses and could also attract new businesses to the neighborhood.

As a result, and as an outcome of the shared priorities for DGRI, the City and the Grand Rapids Area Chamber of Commerce (GRACC), a Retail Retention and Attraction Initiative (Initiative) is proposed to develop a more proactive strategy to support and attract retail Downtown and throughout the City. The Initiative is intended to support current retail businesses by providing information and access to existing resources and will aim to increase the number of new retail business recruitments resulting in reduced first floor vacancy rates.

To facilitate this work, a new Retail Recruitment and Retention Specialist position will be created and staffed at GRACC. The position will be filled by the end of 2019, following a recruitment



process agreed to in collaboration between GRACC, DGRI and the City. The Specialist will be tasked with identifying, attracting, and retaining businesses by leveraging the expertise of local brokers, developers, real estate professionals, partner organizations and entrepreneur service organizations. In addition, the Specialist will help manage, develop and maintain various databases and plans related to the retail market in the City and Downtown. Additional work to be completed via Initiative includes:

- The creation of a Retail Market Study for Downtown and the City's neighborhood business corridors. The study will include an inventory of available space, examination of the current retail market, a retail leakage analysis, growth projections, and other relevant metrics.
- The creation and implementation of an Action Plan to define and deploy strategies.
- Completion of a Sustainability of Initiative Plan to identify ongoing funding to ensure the work can continue into the future.
- Presentations from the Retail Specialist to present information related to the performance of the Initiative toward identified metrics.
- Evaluation of the work to be based on:
 - # of existing retail businesses "assisted"
 - # of new retail businesses recruited
 - Reduction in first floor vacancy rates

The total budget for this work is \$173,846, with DGRI requested to contribute \$60,000. The City Commission approved their contribution of \$100,000 on October 22, 2019. The remaining \$14,616 is to be provided as an in-kind contribution of workspace, technology, and other necessary data and support resources to facilitate the Initiative. Expenditures are estimated as follows:

Retail Market Study and Action Plan	\$50,000.00
Retail Specialist (1 yr & fringe benefits)	\$94,230.00
Marketing	\$10,000.00
Mileage/Travel/Training	\$5,000.00
Workspace/Data/Support Services	<u>\$14,616.00</u>
	\$173,846.00

The DDA, DID and the Alliances, in addition to the City's Corridor Improvement Authorities will have a roll in developing the Action Plan, and will benefit from the information to be developed in the Market Study. In addition, recently completed planning efforts will be used to inform the scope of the work for the Retail Market Study and Action Plan.

The recommendations from the Action Plan will be presented in the first half of 2020, with the outcomes reported after 12 months. Funding for the initiative has been approved by the DDA and the City Commission. DID funding in the amount of \$20,000 would be provided from the Advertising and Promotions line item.



Downtown DID Renewal & Best Practices

Downtown Grand Rapids | November 2019

Progressive Urban Management Associates

- Denver-based real estate economics and planning firm
- 26 years, 37 states, 250+ cities
- Helped to create/renew 80+ DIDs generating more than \$100 million annually
- Team brings more than 60 years of experience with downtowns and DIDs, including Grand Rapids!



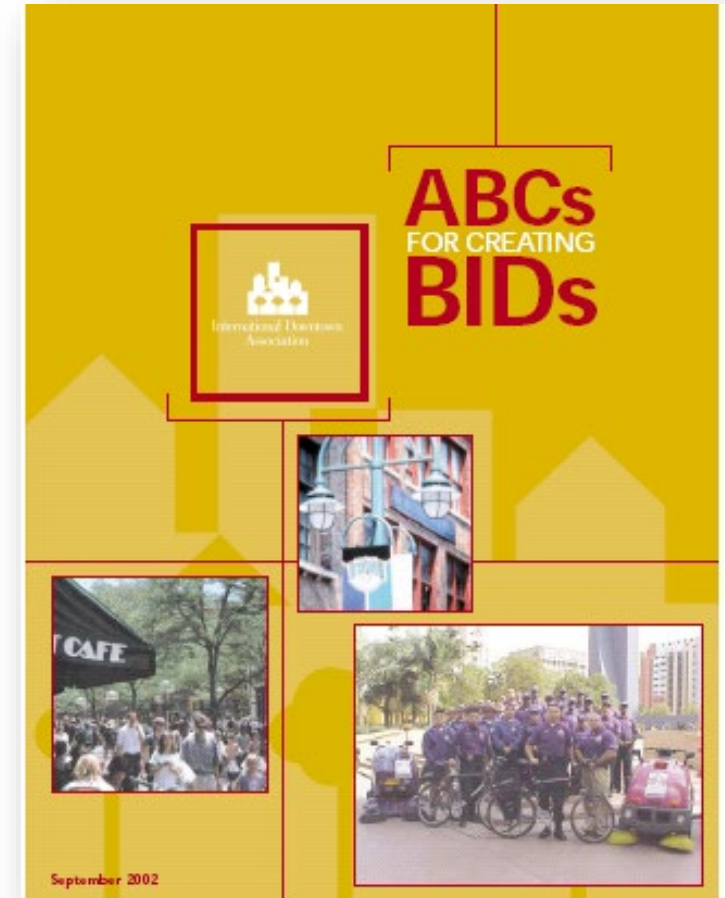
Converging Trends Favor Downtowns

- Trends in demographics, lifestyles and disruptive forces are attracting new investment to downtowns
- Never in our lifetimes have converging trends favored downtowns like they do today
- *How do we respond in Grand Rapids over the next 5 to 10 years?*



Brief History of DIDs

- Concept started in Canada in 1960s
- Now more than 1,000 throughout North America
- In U.S., urban DIDs started with focus on clean & safe services
- DIDs diversified into other services
- Today DIDs are part of sophisticated urban district management organizations



DID Trends We See Today

- Increasing reliance on public/private partnerships led by the private sector
- Emergence of cities as centers of innovation and investment – urban districts as leading advocates
- Programs that focus more on place making, economic development and marketing
- Unified voice and influence are critical

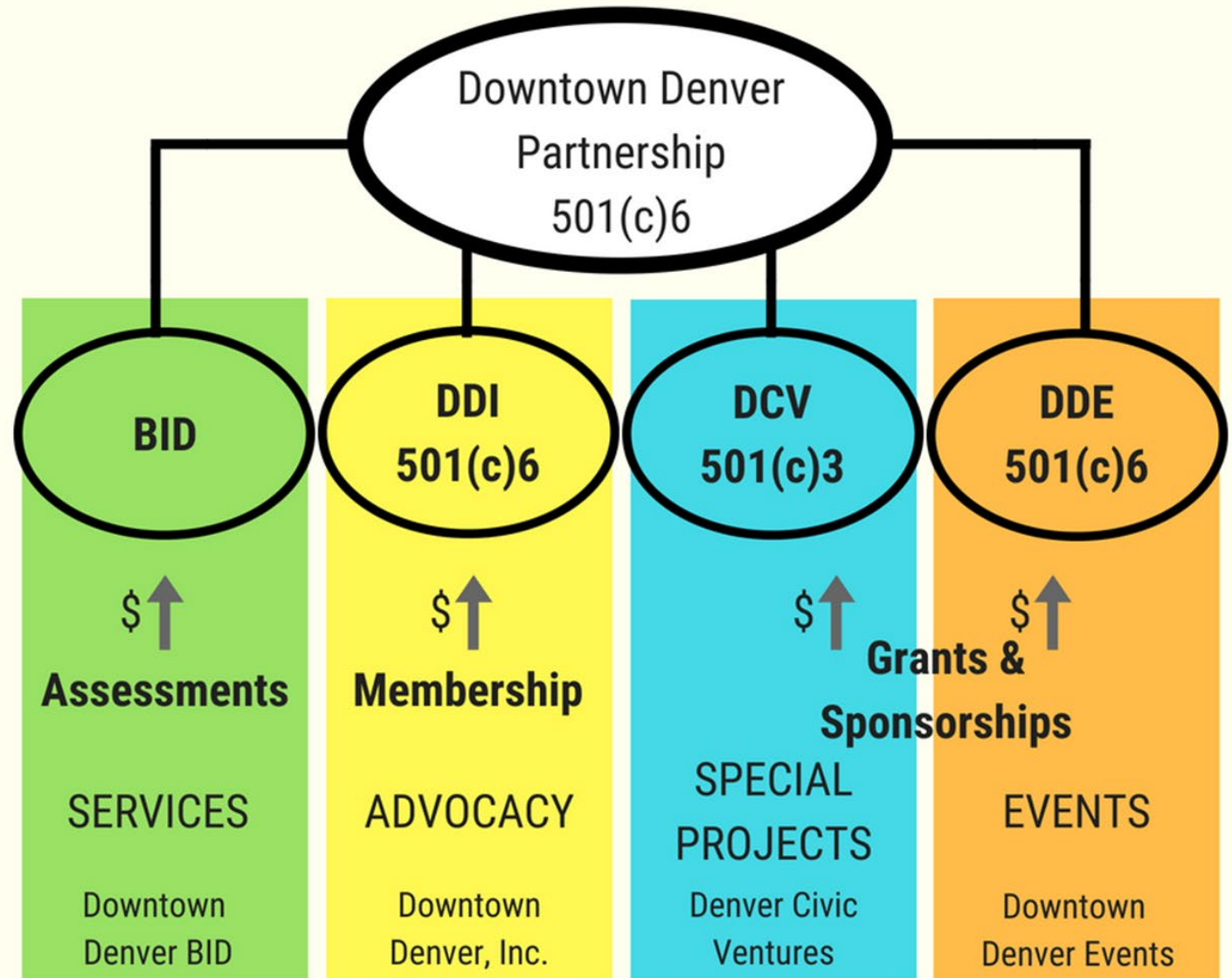
DID Trends We See Today

Diversification Beyond Assessments

- Sponsorships
- Memberships
- Grants
- Contracts
- Parking Revenue
- Event Revenue



Holding Company Partnerships



Best Practices – Place Enhancement

- Capital Improvements
- Complete streets movement
- Conservancies for parks
- Design role for DIDs
- Programming/activation
- Issue bonds



Best Practices – Economic Development

- Business retention & recruitment
- Talent retention & recruitment
- Focus on retail
- Focus on innovation & tech
- Small business support
- Non-profit development corporation



Best Practices – Public Safety

- Homeless outreach teams
- “Navigators”
- Community court
- Off-duty police
- Legislative measures



Best Practices – Residential Amenities

- Resident representation
- Focus on amenities
 - ✓ Dog parks
 - ✓ Retail services/grocery
 - ✓ Active green space
 - ✓ Schools



Best Practices – Mobility & Parking

- Integrating parking w/marketing
- Parking management
- Parking revenue share
- Balancing all mobility options
- Car and bike share
- Circulator



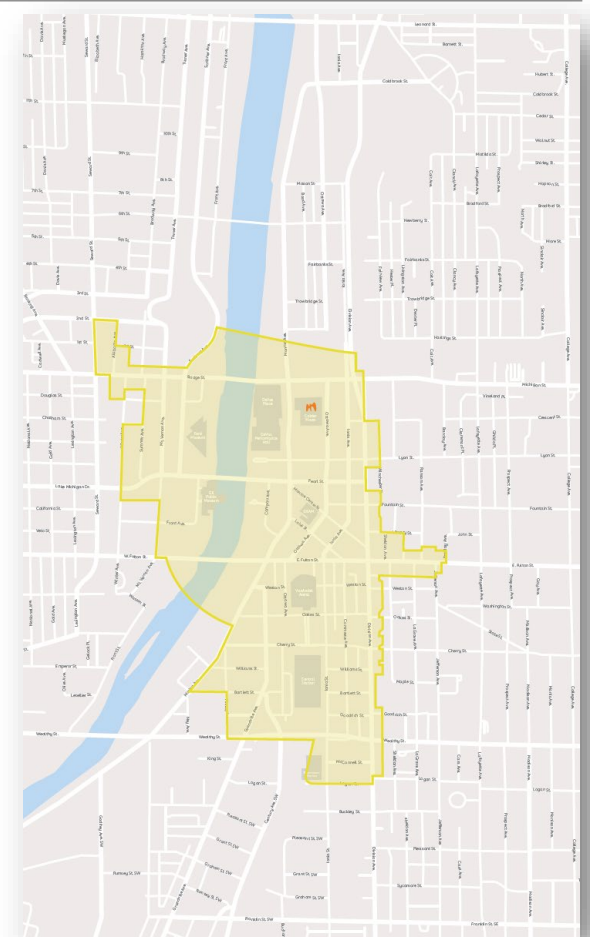
DID Renewal Timetable

Task	Oct	Nov	Dec	Jan	Feb	Mar	Apr
1.1 Project Orientation							
1.2 Database Refinement							
1.3 Operating Plan Options							
1.4 Stakeholder Outreach							
1.5 Draft DID Operating Plan							
1.6 Plan Review & Final Plan							

DID Renewal – Discussion Outline

- Renewal rationale – why?
- Boundary options and potential expansion
- Work program options
 - ✓ existing services
 - ✓ anything new?
- Assessment method and cost
- Governance

Moving forward – who should we talk to?





Downtown DID Renewal & Best Practices

Downtown Grand Rapids | November 2019