

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

1. It is recommended to download the App -
 - a. [Apple Devices](#)
 - b. [Android Devices](#)
2. Once you have downloaded the app, [click here](#) to access the Teams meeting.

** Note: If you do not have a Microsoft account, you can join as a [guest](#).*

Please note that you may provide comments during the meeting using the “chat” feature of Microsoft Teams; however, comments posted in that fashion may not be read or addressed until after the meeting. You may also provide input or ask questions of the Board relating to any items of business that will come before them at the meeting by emailing Tim Kelly at tkelly@downtowngr.org who will forward them to the Board, or by mailing them via regular U.S. Postal service to c/o Tim Kelly, Downtown Grand Rapids Inc., 29 Pearl NW, Suite 1, Grand Rapids, MI 49503, or by calling (616) 719-4610.

Persons with disabilities may attend and participate using any of the above described methods. If you require special accommodations, please email mmcdaniel@downtowngr.org and we will be happy to accommodate you. If you have any questions or need further assistance, please email asloan@downtowngr.org.

[Join Microsoft Teams Meeting](#)

AGENDA

DOWNTOWN IMPROVEMENT DISTRICT



DID

Board Members:

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

November 19, 2020

2:00 pm Meeting

Microsoft Teams [Virtual Meeting](#)

- | | | |
|--|-----------|---------|
| 1. Call to order (2:00) | | |
| 2. Approve Meeting Minutes from September 17, 2020 (2:02)
(enclosure) | Motion | Herr |
| 3. Accept October 31, 2020 Financials (2:05)
(enclosure) | Motion | Chapman |
| 4. Homeless Outreach Team Update (2:10) | Info Item | Britton |
| 5. Ambassador Report (2:20)
(enclosure) | Info Item | Krenz |
| 6. 2021 Planting and Infrastructure Updates (2:25)
(enclosure) | Info Item | Eledge |
| 7. Reauthorization Discussion (2:30)
(enclosure) | Motion | Kelly |
| 8. DGRI President & CEO Report (3:15) | Info Item | Kelly |
| 9. Public Comment (3:20) | | |
| 10. Board Member Discussion (3:25) | | |
| 11. Adjournment (3:30) | | |



MEETING OF THE DOWNTOWN IMPROVEMENT DISTRICT BOARD
September 17, 2020

Attendance: Denny Sturtevant, Bob Herr, Daniel Williams, Emily Loeks, Jane Gietzen, Mike Ellis, Jessica Slaydon, Andrew Martin, Pat Waring, Eric DeLong, Michael Bishop and Josh Lunger

Absent: Kurt Hassberger and Scott Wierda

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

Call to Order This virtual meeting was called to order at 2:03 p.m. by Chair Bob Herr.

Approve Meeting Minutes from March 23, 2020

Motion: Mr. DeLong, supported by Ms. Waring, moved to approve the March 23, 2020 DID Meeting Minutes. None opposed. Motion carried unanimously.

Accept June 30, 2020 Financials

Ms. Chapman presented preliminary financials through June 30, 2020 noting the total fund balance equity decreased slightly. Both revenues and expenditures were slightly under budgeted figures to make up the \$26,387 deficit. Mr. Herr noted a substantial savings in snowmelt operations this year of \$146,000 kept the District Wide Fund balance deficit to a minimum.

Motion: Mr. Sturtevant, supported by Ms. Gietzen, moved to accept Statement C: Schedule of Expenditures: March 31 through June 30, 2020 as presented. Motion carried unanimously.

Planting and Infrastructure Updates

Mr. Eledge shared the current inventory of assets throughout the DID: 160 planters, 177 trash bins, 63 cigarette urns, 130 benches, and 4,823 trees. This is being tracked with GIS mapping which informs additional deployment needs. He stated we drafted our first asset management plan breaking down inventory by type, noting asset management tools, and creating a maintenance strategy to extend the life span of these assets. Mr. Herr asked how many planters are irrigated. Mr. Eledge stated less than half are currently irrigated, but we do have a strategy to advocate for irrigation of new installations.

Mr. Eledge shared all (12) trash cans and (3) benches were replaced on Grandville Avenue, the Portland Loo has been installed in Heartside, green infrastructure (of 111 planters) was added to social zones throughout downtown, and 250 new trees will be planted this fiscal year. A Streetscape Cleanliness Analysis was conducted this month of the same 5 streets that were previously assessed. The overall analysis shows a slight increase in the presence of weeds, litter, and graffiti but found improvements in green space, bulky items, and cigarette butts for an overall district improvement. Mr. Bishop asked Ms. Krenz to speak to the damage sustained in the civil unrest this summer. Several trash bins were lit on fire, needing replaced, and multiple planters were disturbed but no major damages to DID owned infrastructure were sustained.

Public Space Activation

Ms. Van Driel shared an update on activities and art throughout Downtown sharing details on 26 new art installation projects including: Window GR (which supported 140 local artists), Pride Pad, Puppy Pad, Rainbow Road refresh, One Wish, Sister Cities Welcome Wall, Cloud Corner, Love Yourself (Dwelling Place), Fish Splash, and Women's Way murals. Currently in progress is The Bridge: Tropical Paradise installation, Northern Lights window activation, and Bike & Skate Park Graffiti murals. Future events include Chalk It Up (taking place on September 26th), Alpha Wall in Fish Ladder Park, the annual pumpkin carving installation, and a winter art installation still to be determined.

Downtown Social Zone Overview

Mr. Kelly introduced Mark Miller to present an overview of the Social Zones that DGRI has deployed throughout downtown, stating these zones have been part of our COVID-19 Economic Recovery strategy for local businesses. Mr. Miller stated our first deployment took place on June 17th with constant tweaking ever since. He presented a map of the four contiguous zones: North Monroe, Bridge Street, Center City, and Heartside. Our Ambassadors have assembled over 200 tables, 700 chairs, and dozens of umbrellas for these spaces, maintaining their cleanliness and sanitation as well as added landscaping. Various businesses have embellished these spaces as well adding organic incremental growth. Partial street closures have created very few minor traffic and connectivity problems. Mr. Miller noted pedestrian traffic downtown remains lower than we have historically seen this time of year but that is increasing within these zones. Businesses have indicated these social zones have helped them survive. In the case of Apartment Lounge, all patrons utilize this zone as they otherwise would not be able to serve customers. At this point we are strategizing how to utilize these spaces in winter months with potentially some kind of open modified enclosures with heaters. An RFP has been published and many ideas are under consideration and exploration.

Ambassador Report/Quality of Life Discussion

Ms. Krenz presented photos of ambassadors at work throughout the community, some kept plantings, and the newly installed Portland Loo. She stated her team in the month of August has watered 3,035 planters, removed weeds from 336 block faces, and "touched" (sanitized) 4522 pieces of infrastructure. They have also removed over 72,000 packs of cigarette butts this year to date within the district.

FY21 DID Budget Review and Work Plan

Mr. Kelly stated the multi-year renewal process initiated last year was pushed back due to COVID-19, but we will need to restart this process in the next few months. Considerations include balancing financial impacts of the pandemic with services, properties classified as residential eligible for inclusion in the assessment (approved by the state in June, would need to be approved by City Commission), non-profit policy (currently a 60% voluntary assessment), and Monument Park snowmelt district (only 3 properties are paying this assessment and the budget runs at a deficit each year- we could consider combining with Monroe Center assessment). Ms. Waring asked what percentage of our district is residential. Mr. Kelly stated data is currently being updated but he will share that and suggested we unpack each of these points in more detail at our next meeting. Mr. Sturtevant agreed and stated it will be important to understand how these businesses are doing so we do not make a bad situation worse. Mr. DeLong added the need for services is revolving. Mr. Herr noted homelessness is a hot topic and we should consider what role our ambassadors have in that area. Mr. DeLong agreed and thanked Tim and Melvin for their support in that area. Mr. Sturtevant suggested forming a sub-committee to flush out some of these ideas to get a start on our November meeting. Others agreed. Mr. DeLong requested Tammy Britton, the new Homelessness Coordinator, be invited to participate in any discussions related to homelessness.

DGRI President & CEO Report

Mr. Kelly stated GVSU and The Rapid launched the Laker Line back in August which is a great new addition to our mobility landscape. The Van Andel Arena Plaza project will be finishing this month. Our Downtown Wayfinding System is being currently being assessed and recommendations for updates and modifications will be evaluated with some phased implementations expected next year. The Bridge event series, supported by DGRI, The City, Experience GR, The Chamber, and others, will be taking the place of ArtPrize this year to provide a month long series of music, art, and cultural activities for the community. Some of those events include the Mayor's River Clean up, Storytime in the Park, West Side Walk for Gilda's, African American Music Festival, Grand River Water Ceremony, and the Asian Pacific Festival on the Blue Bridge. Mr. Kelly also highlighted several businesses on Division Avenue opening soon including Mel Styles and GR Noir (both recipients of Retail Innovation Grants from the DDA). He stated despite all the struggles going on in our community, these openings show a glimpse of promise and momentum for minority owned business.

Public Comment

None

Board Member Discussion

None

Adjournment

The meeting adjourned at 3:27 p.m.

MEMORANDUM

CITY OF GRAND RAPIDS

**Agenda Item 3.
November 19, 2020
DID Meeting**

DATE: November 19, 2020

TO: Bob Herr, Chair
Downtown Improvement District

FROM: Tricia Chapman
Financial Analyst II – Comptroller's Department

**SUBJECT: Grand Rapids Downtown Improvement District
FY2021 Interim Financial Statements as of October 31, 2020**

Attached are the DID's interim financial statements for the first four 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: July 1 through October 31, 2020

The District's FY2021 Special Assessments have been billed, and a good portion has already been collected. The assessments for City and DDA owned properties has not yet been billed, they will be reflected in the statements at the next meeting.

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 October 31, 2020

ASSETS

Pooled Cash & Investments - District-Wide	\$ 613,539
Pooled Cash & Investments - Campau Promenade	75,126
Pooled Cash & Investments - Monroe Center	607,938
Pooled Cash & Investments - Monument Park	17,415
Interest Receivable - All Districts	-
Interest Reveivable - All Districts	-
Assessments Receivable - District-Wide	431,037
Assessments Receivable - Campau Promenade	665
Assessments Receivable - Monroe Center	55,902
Assessments Receivable - Monument Park	20,733
TOTAL ASSETS	<u>\$ 1,822,354</u>

LIABILITIES AND FUND EQUITY

Liabilities

Accounts Payable - All Districts	\$ -
Deferred Receivables Revenue - All Districts	508,337
TOTAL LIABILITIES	<u>\$ 508,337</u>

Reserve for Encumbrances	\$ 2,468
Reserve for Compensated Absences	1,170
Unrestricted Reserve - District-Wide	609,900
Unrestricted Reserve - Campau Promenade	75,126
Unrestricted Reserve - Monroe Center	607,938
Unrestricted Reserve - Monument Park	17,415
TOTAL FUND EQUITY	<u>\$ 1,314,017</u>

TOTAL LIABILITIES & FUND EQUITY	<u>\$ 1,822,354</u>
--	----------------------------

STATEMENT B

GRAND RAPIDS DOWNTOWN IMPROVEMENT DISTRICT FY2021 Statement of Revenues and Expenditures July 1, 2020 - October 31, 2020

REVENUES	FY2021	
	Budget	Actual
Assessments - District-Wide	\$ 1,093,956	\$ 569,953
Assessments - Campau Promenade Snowmelt	57,199 ¹	45,091
Assessments - Monroe Center Snowmelt	141,263 ¹	59,505
Assessments - Monument Park Snowmelt	51,337	5,624
Reserve for Uncollectible Accounts - District-Wide	(136,745)	-
Reserve for Uncollectible Accounts - Monument Park	(24,980)	-
Earnings on Investments - District-Wide	11,240	(21,527)
Earnings on Investments - Campau Promenade	670	(1,413)
Earnings on Investments - Monroe Center	6,806	(16,219)
Earnings on Investments - Monument Park	98	(419)
District-Wide Miscellaneous Reimbursements	-	-
Transfer - From District-Wide to Monument Park for Shortfall	-	-
Transfer - To Monument Park from District-Wide for Shortfall	-	-
Miscellaneous Revenues and Reimbursements	-	-
From / (To) Fund Balance	77,186	-
TOTAL REVENUES	\$ 1,278,030	\$ 640,595
EXPENDITURES		
DISTRICT-WIDE SERVICES		
Maintenance and Beautification		
Landscaping and Beautification	\$ 585,877	\$ 155,040
Irrigation - Repairs & Water	7,000	4,219
Personnel - Wages and Benefits	30,000	-
Sub-Total	\$ 622,877	\$ 159,259
Marketing and Communications		
Advertising and Promotions	50,000	-
Personnel - Wages and Benefits	40,000	9,299
Printing, Postage, Supplies, Performers, Storage, etc.	4,000	-
Website Services	3,539	-
Sub-Total	\$ 97,539	\$ 9,299
Administration		
DGRI Overhead - Rent, Meetings, Phones, Cleaning, etc	20,600	7,804
Insurance	7,500	-
Personnel - Wages and Benefits	72,581	-
Professional Services - Legal / Human Resources / Tech	30,750	1,520
Supplies, Office Equipment, etc	8,648	812
Sub-Total	\$ 140,079	\$ 10,136
Public Safety - Ambassador Program	155,000	-
City A-87 Costs	37,716	9,429
TOTAL EXPENDITURES - DISTRICT-WIDE SERVICES	\$ 1,053,211	\$ 188,123
SNOWMELT SYSTEM OPERATIONS		
CAMPAU PROMENADE DISTRICT	57,199	3,214
MONROE CENTER DISTRICT	141,263	10,618
MONUMENT PARK DISTRICT	26,357	880
TOTAL EXPENDITURES - ALL DISTRICTS	\$ 1,278,030	\$ 202,835
EXCESS / (DEFICIT)	\$ -	\$ 437,760

Special & Voluntary Assessments as of 06/30/2021	Budgeted	Invoiced	Received	Receivable
District-Wide	\$ 1,093,956	\$ 1,000,990	\$ 569,953	\$ 431,037
Campau Promenade Snowmelt Operations	57,199	45,756	45,091	665
Monroe Center Snowmelt Operations	141,263	115,407	59,505	55,902
Monument Park Snowmelt Operations	51,337	26,357	5,624	20,733
TOTAL	\$ 1,343,755	\$ 1,188,510	\$ 680,173	\$ 508,337

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 - October 31, 2020

Date	Vendor	District Name & Category	Budget Line Item	Description	Amount
8/10/2020	Mydatt Service Inc, Block by Block	District-Wide - Maint & Beaut	Landscaping & Beautif	Ambassador Clean team 7/2020	\$ 50,603.84
9/7/2020	Mydatt Service Inc, Block by Block	District-Wide - Maint & Beaut	Landscaping & Beautif	Ambassador Clean team 8/2020	50,603.84
10/12/2020	Mydatt Service Inc, Block by Block	District-Wide - Maint & Beaut	Landscaping & Beautif	Clean team 9/2020	50,603.84
8/2/2020	Mydatt Service Inc, Block by Block	District-Wide - Maint & Beaut	Landscaping & Beautif	Ambassador Clean team 5/2020	46,488.39
7/31/2020	City Treasurer - Budget Office	District-Wide - City A-87	General Fund Svcs	IET - Operating Transfer A-87	3,143.00
8/1/2020	City Treasurer - Budget Office	District-Wide - City A-87	General Fund Svcs	IET - Operating Transfer A-87	3,143.00
10/5/2020	City Treasurer - Budget Office	District-Wide - City A-87	General Fund Svcs	IET - Operating Transfer A-87	3,143.00
8/24/2020	Geotech Inc	Monroe Center District	Snowmelt Operations	Monroe Center Sprinkler Leak 07/20	2,506.02
10/26/2020	Geotech Inc	Monroe Center District	Snowmelt Operations	Snowmelt System Monroe Center 10/20	2,428.74
9/10/2020	Vicinity Energy Grand Rapids LLC	Campau Promenade District	Snowmelt Operations	Louis/Monroe snowmelt - 4200000000 20/09 & 10	2,000.06
10/7/2020	Priority Health	District-Wide - Administration	Personnel	Health Insurance OCT 2020	1,853.61
8/30/2020	Priority Health	District-Wide - Administration	Personnel	Health Insurance SEPT 2020	1,785.01
7/11/2020	City Treasurer - Payroll	District-Wide - Administration	Personnel	Staff support for pay-period ending 07/11/2020	1,538.37
7/19/2020	Federal Square Building Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Office Lease: 29 Pearl Street 7/2020	1,444.00
8/10/2020	Federal Square Building Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Office Lease: 29 Pearl Street 8/2020	1,444.00
9/8/2020	Federal Square Building Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Office Lease: 29 Pearl Street 9/2020	1,444.00
10/12/2020	Federal Square Building Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Office Lease: 29 Pearl Street 10/2020	1,444.00
8/2/2020	Priority Health	District-Wide - Administration	Personnel	Health Insurance AUG 2020	1,249.50
10/16/2020	Vicinity Energy Grand Rapids LLC	Monroe Center District	Snowmelt Operations	60 Monroe Ctr snowmelt - 3200000000 20/10	1,098.25
9/10/2020	Vicinity Energy Grand Rapids LLC	Monroe Center District	Snowmelt Operations	60 Monroe Ctr snowmelt - 3200000000 20/09	1,098.25
8/25/2020	Vicinity Energy Grand Rapids LLC	Monroe Center District	Snowmelt Operations	60 Monroe Ctr snowmelt - 3200000000 20/08	1,098.25
8/25/2020	Vicinity Energy Grand Rapids LLC	Campau Promenade District	Snowmelt Operations	Louis/Monroe snowmelt - 4200000000 20/08	1,000.03
8/6/2020	Geotech Inc	Monroe Center District	Snowmelt Operations	Monroe Center Sprinkler Leak 06/20	999.50
10/18/2020	Uline Inc	District-Wide - Maint & Beaut	Landscaping & Beautif	Dog waste supplies 10/20	825.00
9/2/2020	City Treasurer - Dept of Public Works	District-Wide - Maint & Beaut	Landscaping & Beautif	DGRI Weekly Trash Disposal Aug 2020	801.75
8/18/2020	City Treasurer - Dept of Public Works	District-Wide - Maint & Beaut	Landscaping & Beautif	DGRI Weekly Trash Disposal July 2020	801.75
8/24/2020	Evergreen Undgrd Sprinkling Co	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	Sprinkler repair 8/20	725.50
9/19/2020	City Treasurer - Payroll	District-Wide - Administration	Personnel	Staff support for pay-period ending 09/19/2020	679.57
9/20/2020	Geotech Inc	Monroe Center District	Snowmelt Operations	Monroe Center snowmelt O&M 09/20	646.88
9/14/2020	Fifth Third Bank	District-Wide - Administration	Supplies, Equipment, etc.	Admin: Supplies	580.63
10/18/2020	Encompass, LLC	District-Wide - Administration	DGRI Overhead	Annual EAP Billing 11/04/2020-11/3/2021	547.96
9/9/2020	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	66 Sheldon Blvd planters - WS2171659 20/08	497.69
8/2/2020	Evergreen Undgrd Sprinkling Co	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	Sprinkler repair 6/20	479.50
10/26/2020	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	221 Grandville SW planters - WS2021262 20/10	442.22
8/2/2020	Evergreen Undgrd Sprinkling Co	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	Sprinkler repair 6/20	430.00
7/19/2020	Blue Cross Blue Shield of Mich	District-Wide - Administration	Personnel	Dental Insurance Premium 8/20-10/20	399.15
10/3/2020	City Treasurer - Payroll	District-Wide - Administration	Personnel	Staff support for pay-period ending 10/03/2020	345.43
8/30/2020	Hub International Midwest Limited	District-Wide - Administration	DGRI Overhead	Directors and Officers Policy 11/2019-11/2020	334.06
8/2/2020	Evergreen Undgrd Sprinkling Co	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	Sprinkler repair 6/20	317.00
8/2/2020	Evergreen Undgrd Sprinkling Co	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	Sprinkler repair 6/20	308.00
8/24/2020	Geotech Inc	Monument Park District	Snowmelt Operations	Snowmelt System O&M 08/2020	299.50
10/31/2020	City Treasurer - Payroll	District-Wide - Administration	Personnel	Staff support for pay-period ending 10/31/2020	283.60
9/9/2020	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	62 Monroe Center planters - WS2063167 20/08	273.98
9/5/2020	City Treasurer - Payroll	District-Wide - Administration	Personnel	Staff support for pay-period ending 09/05/2020	258.71
7/29/2020	TGG, Inc.	District-Wide - Administration	Personnel	Life & S/T & L/T disability insurance - 8/1/20 - 8/31	258.15
8/24/2020	TGG, Inc.	District-Wide - Administration	Personnel	Life & S/T & L/T disability insurance - 9/1/20 to 9/3	258.15
9/29/2020	TGG, Inc.	District-Wide - Administration	Personnel	Life & S/T & L/T disability insurance - 10/1/20 - 10/	258.15
10/18/2020	TGG, Inc.	District-Wide - Administration	Personnel	Life & S/T & L/T disability insurance - 11/1/20 to 11	258.15
10/5/2020	Consumers Energy	Monroe Center District	Snowmelt Operations	66 Monroe Ctr NW - 1000 1401 9077 20/09	257.79
9/4/2020	Consumers Energy	Monroe Center District	Snowmelt Operations	66 Monroe Ctr NW - 1000 1401 9077 20/08	253.25
10/12/2020	Mydatt Service Inc, Block by Block	District-Wide - Maint & Beaut	Landscaping & Beautif	DID Maintenance 09/2020	235.97
8/3/2020	Consumers Energy	Monroe Center District	Snowmelt Operations	66 Monroe Ctr NW - 1000 1401 9077 20/07	231.36
10/7/2020	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	331 Winter NW - WS2005642 20/09	230.96
10/4/2020	The Hartford	District-Wide - Administration	Personnel	Workers Compensation 09/23/2020-09/23/2021	214.09
8/24/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT services Agreement Sept 2020	203.04
9/29/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT services Agreement Oct 2020	203.04
9/4/2020	Consumers Energy	Monument Park District	Snowmelt Operations	1 Monroe Center - 1000 6880 7039 20/08	200.75
10/5/2020	Consumers Energy	Monument Park District	Snowmelt Operations	1 Monroe Center - 1000 6880 7039 20/09	200.74
7/20/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT Services Hybrid Agreement 7/20	188.36

continued on the next page

STATEMENT C
DOWNTOWN IMPROVEMENT DISTRICT
Schedule of Expenditures - continued
July 1 - October 31, 2020

Page 2

Date	Vendor	District Name & Category	Budget Line Item	Description	Amount
<i>continued from prior page</i>					
8/3/2020	Consumers Energy	Monument Park District	Snowmelt Operations	1 Monroe Center - 1000 6880 7039 20/07	\$ 178.97
8/31/2020	Consumers Energy	District-Wide - Maint & Beaut	Landscaping & Beautif	Winter Ave Offices - 1030 2027 1245 20/08	152.80
8/5/2020	Consumers Energy	District-Wide - Maint & Beaut	Landscaping & Beautif	Winter Ave Offices - 1030 2027 1245 20/07	144.49
9/29/2020	Consumers Energy	District-Wide - Maint & Beaut	Landscaping & Beautif	Winter Ave Offices - 1030 2027 1245 20/09	144.01
10/18/2020	Blue Cross Blue Shield of Mich	District-Wide - Administration	Personnel	Dental Insurance Premium 11/20	134.86
9/8/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT: UPS battery 8/20	131.20
10/26/2020	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	3 Market SW planters - WS2117023 20/10	126.02
8/5/2020	Federal Square Building Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Office Lease: 29 Pearl Street Mezzanine Office 07/	117.42
8/10/2020	Federal Square Building Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Office Lease: 29 Pearl Street Mezzanine Office 08/	117.42
9/8/2020	Federal Square Building Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Office Lease: 29 Pearl Street Mezzanine Office 09/	117.42
10/12/2020	Federal Square Building Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Office Lease: 29 Pearl Street Mezzanine Office 10/	117.42
7/20/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT Services Computer Repair 7/20	99.07
8/30/2020	Metro FiberNet, LLC	District-Wide - Administration	DGRI Overhead	Internet/Phone at 29 Pearl St NW 8/20	90.43
9/29/2020	Metro FiberNet, LLC	District-Wide - Administration	DGRI Overhead	Internet/Phone at 29 Pearl St NW 9/20	90.43
10/12/2020	HR Collaborative LLC	District-Wide - Administration	Professional Svcs	HR Consultant services 9/20	85.62
8/8/2020	City Treasurer - Payroll	District-Wide - Administration	Personnel	Staff support for pay-period ending 08/08/2020	84.75
9/10/2020	DTE Energy	Campau Promenade District	Snowmelt Operations	43 Monroe Ave Ramp - 9100 297 30421 20/09	76.46
8/25/2020	DTE Energy	Campau Promenade District	Snowmelt Operations	43 Monroe Ave Ramp - 9100 297 30421 20/08	74.96
8/24/2020	Selective Insurance Company of Ameri	District-Wide - Administration	DGRI Overhead	Liability Insurance Endorsement for DDA 2020	74.76
10/26/2020	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	275 S Division - WS2179704 20/10	74.62
8/2/2020	GreatAmerica Financial Services Corp	District-Wide - Administration	Supplies, Equipment, etc.	Copier Lease 07/20	72.05
8/30/2020	Dickinson Wright PLLC	District-Wide - Administration	Professional Svcs	Legal services: 7/20 BBB agreement	68.89
9/9/2020	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	211 Michigan St NW -WS2177433 20/08	66.90
9/29/2020	Federal Square Building Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Utility Service: Electric SEPT 2020	65.18
8/2/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	MS office Agreement 5/17-6/16/2020	64.19
8/30/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	MS office Agreement 5/17-6/16/2020	64.19
9/29/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	MS office Agreement 7/17-8/16/2020	64.19
8/3/2020	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	221 Grandville SW planters - WS2021262 20/07	63.57
10/16/2020	DTE Energy	Campau Promenade District	Snowmelt Operations	43 Monroe Ave Ramp - 9100 297 30421 20/09	62.10
8/30/2020	GreatAmerica Financial Services Corp	District-Wide - Administration	Supplies, Equipment, etc.	Copier Lease 08/20	60.88
9/29/2020	GreatAmerica Financial Services Corp	District-Wide - Administration	Supplies, Equipment, etc.	Copier Lease 08/20	60.88
9/29/2020	DTE Energy	District-Wide - Maint & Beaut	Landscaping & Beautif	Winter Ave Offices - 9100 258 89908 20/09	60.79
9/8/2020	HR Collaborative LLC	District-Wide - Administration	Professional Svcs	HR Consultant services 8/20	59.93
8/2/2020	Metro FiberNet, LLC	District-Wide - Administration	DGRI Overhead	Internet/Phone at 29 Pearl St NW 7/20	54.10
8/10/2020	HR Collaborative LLC	District-Wide - Administration	Professional Svcs	HR Consultant services 7/20	51.37
8/2/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT services 7/20	46.23
8/10/2020	Cellco Partnership	District-Wide - Administration	DGRI Overhead	Cell Phone Service 7/2020	41.63
8/3/2020	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	3 Market SW planters - WS2117023 20/07	40.34
10/12/2020	Fifth Third Bank	District-Wide - Administration	Supplies, Equipment, etc.	Admin- Office Supplies	37.84
9/29/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT network services 9/20	37.48
8/10/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT network services 7/20	37.10
9/8/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT network services 8/20	37.10
10/26/2020	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	100 S Division planters - WS2024679 20/10	36.63
10/26/2020	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	185 Oakes SW planters - WS2095454 20/10	36.26
7/29/2020	Federal Square Building Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Utility Service: Electric June 2020	36.19
7/25/2020	City Treasurer - Payroll	District-Wide - Administration	Personnel	Staff support for pay-period ending 07/25/2020	33.89
8/22/2020	City Treasurer - Payroll	District-Wide - Administration	Personnel	Staff support for pay-period ending 08/22/2020	33.87
8/24/2020	Federal Square Building Co. #1, LLC	District-Wide - Administration	DGRI Overhead	Utility Service: Electric July 2020	33.03
7/29/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT Services 7/20	33.02
7/29/2020	DTE Energy	District-Wide - Maint & Beaut	Landscaping & Beautif	Winter Ave Offices - 9100 258 89908 20/07	31.71
10/26/2020	DTE Energy	District-Wide - Maint & Beaut	Landscaping & Beautif	Winter Ave Offices - 9100 258 89908 20/10	30.58
7/29/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT: laptop battery 7/20	27.48
7/29/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT: laptop hard drive 7/20	26.62
7/29/2020	Pure Water Partners LLC	District-Wide - Administration	DGRI Overhead	Water Cooler Lease 7/20-9/20	24.66
10/26/2020	Pure Water Partners LLC	District-Wide - Administration	DGRI Overhead	Water Cooler Lease 10/20	24.66
9/9/2020	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	36 S Division - WS2179082 20/08	24.15
8/3/2020	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	100 S Division planters - WS2024679 20/07	22.80
8/3/2020	City Treasurer - Water Bills	District-Wide - Maint & Beaut	Irrigation - Repairs/Water	185 Oakes SW planters - WS2095454 20/07	22.80
8/10/2020	Professional Maintenance of Michigan	District-Wide - Administration	DGRI Overhead	Janitorial services JULY 2020	22.31
9/14/2020	Professional Maintenance of Michigan	District-Wide - Administration	DGRI Overhead	Janitorial services JULY 2020	22.31
10/12/2020	Professional Maintenance of Michigan	District-Wide - Administration	DGRI Overhead	Janitorial services SEPT 2020	22.31
9/14/2020	Cellco Partnership	District-Wide - Administration	DGRI Overhead	Cell Phone Service 8/2020	21.37

continued on the next page

STATEMENT C
DOWNTOWN IMPROVEMENT DISTRICT
Schedule of Expenditures - continued
July 1 - October 31, 2020

Page 3

Date	Vendor	District Name & Category	Budget Line Item	Description	Amount
<i>continued from prior page</i>					
7/19/2020	Engineered Protection Sys Inc	District-Wide - Administration	DGRI Overhead	Office Security System 8/1/20 - 10/31/20	\$ 18.14
10/12/2020	Engineered Protection Sys Inc	District-Wide - Administration	DGRI Overhead	Office Security System 11/01/20 - 01/31/2021	18.14
10/12/2020	Cellco Partnership	District-Wide - Administration	DGRI Overhead	Cell Phone Service 9/2020	12.02
7/20/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT Services Backup Agreement 7/20	8.80
8/24/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT services backupify Agreement Aug 2020	8.80
9/20/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT services backupify Agreement Sept 2020	8.80
10/18/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	IT services backupify Agreement Oct 2020	8.80
9/14/2020	Fifth Third Bank	District-Wide - Administration	DGRI Overhead	Admin: Licensing	3.91
10/29/2020	The KR Group, Inc.	District-Wide - Administration	Professional Svcs	Credit memo	(42.93)
10/17/2020	City Treasurer - Payroll	District-Wide - Administration	Personnel	Staff support for PPE 10/17/2020 & corrections	(628.28)
7/1/2020	Mydatt Service Inc, Block by Block	District-Wide - Maint & Beaut	Landscaping & Beautif	FY2020 accrual reversal	(46,488.39)
TOTAL EXPENDITURES - JULY 1 THROUGH OCTOBER 31, 2020					<u>\$ 202,834.85</u>



Downtown Grand Rapids Ambassador Program

October 2020 Report



Hospitality



Operations Supervisor Kevin got the chance to speak with some GVSU students regarding how we assist persons experiencing homelessness and others in need in our downtown.



New hire Bill has proven himself as a role model ambassador with just a month under his belt. I got an opportunity to observe him assisting a woman moving items into a building.



Beautification

/



Special Projects



Our team provided assistance with moving the colorful Tropical Realness trees to 555 Monroe for more opportunities to view this piece of art.



Before



After

Statistics

October Activity		2020	2019	2018	2020
Equipment Usage	ATLV Hours	59	0	3	284
	Bicycle (miles)	0	2	2	73
	Segway (Hours)	9	72	0	69
	Small Equipment (Hours)	68	19	37	320
	Total Equipment Usage	136	93	42	46
Beautification	Biohazard Clean Up	367	203	124	3,009
	Biohazard - Human	37	41	31	482
	Infrastructure Management	1,678	923	2,085	71,125
	Graffiti - Removed	333	185	249	1,928
	Planters Watered	10	37	45	11,668
	Power Washing (block faces)	18	82	21	164
	Snow Removal	NA	NA	NA	7,455
	Trash (Bags collected)	1,471	2,435	1,788	12,335
	Weed Abatement (block faces)	258	NA	NA	5,256
	Weed Abatement (# of weeds)	NA	1,141	4,788	NA
	Total Beautification Activity	4,172	5,047	9,131	113,422
Hospitality & Engagement	Business Contact	222	84	87	1,588
	Mobility Assist	267	52	16	976
	Observation - Fighting	8	45	19	53
	PA - Directions	361	518	181	2,294
	PA - Information	4,800	1,873	1,796	34,083
	PA - Other	2,985	12,314	5,720	35,566
	Panhandling - Aggressive	164	29	25	1,048
	Panhandling - Passive	110	72	16	558
	Request for Emergency Services	2	1	4	34
	Scooters	175	NA	NA	175
	Sidewalk Violation	3,899	686	1,349	8,625
	Social Services Assist	95	128	87	706
	Suspicious Package	3	15	4	17
	Suspicious Activity	228	9	0	362
	Total Hospitality & Engagement Activity	13,319	15,826	9,304	86,085
Total Ambassador Activity		17,491	20,873	18,435	199,507



DID

DOWNTOWN
IMPROVEMENT
DISTRICT

Project Update



Existing Infrastructure



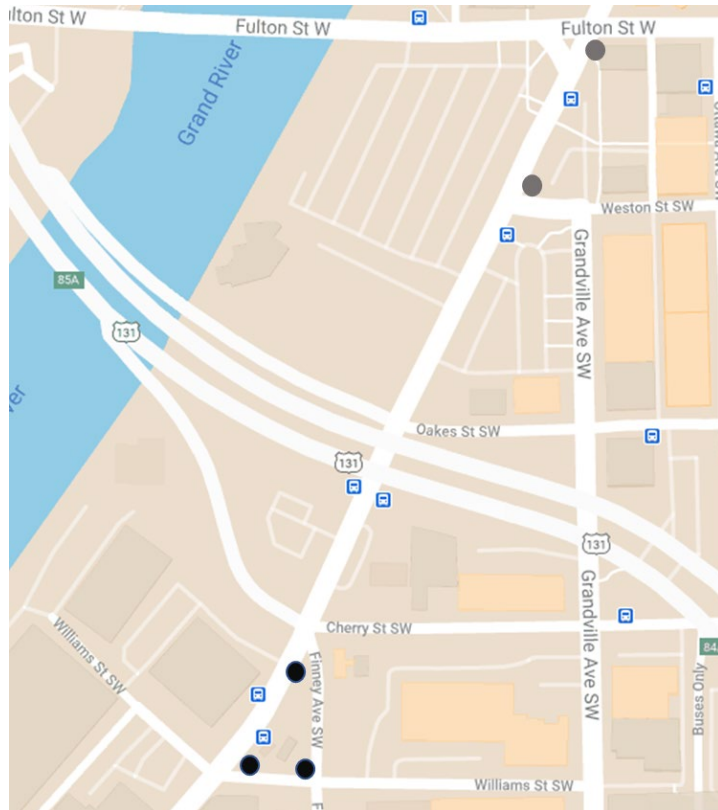
DID

New Trash Infrastructure



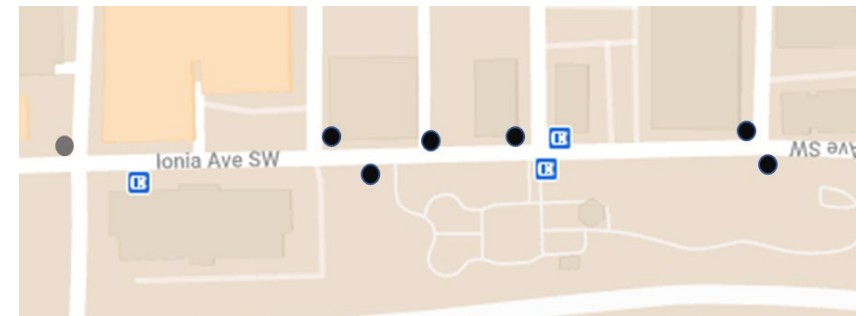
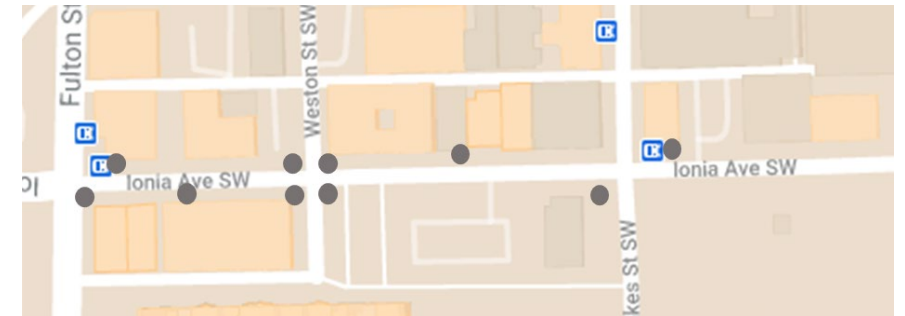
DID

New Trash Infrastructure



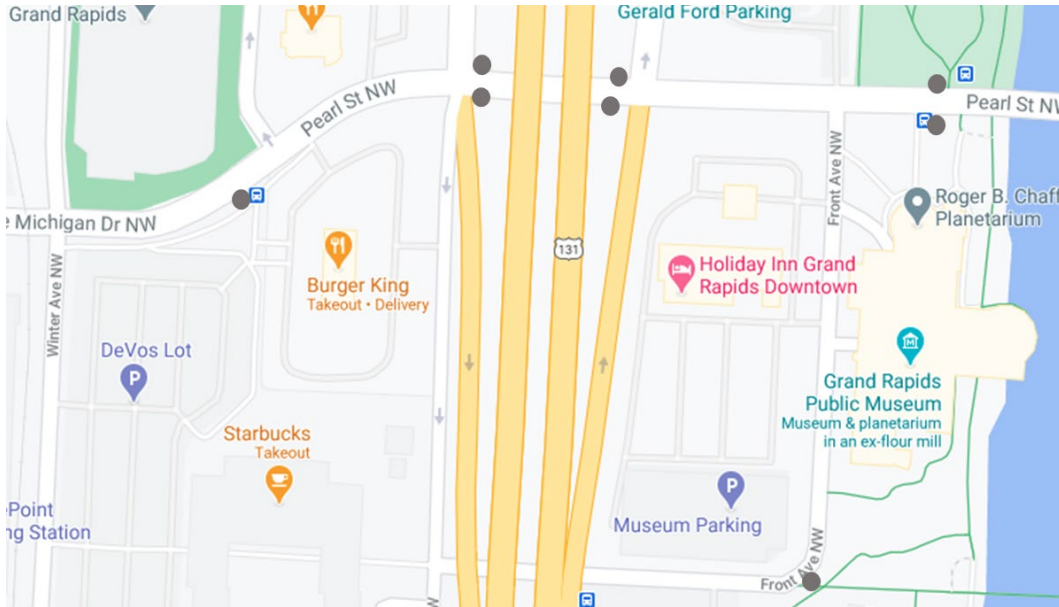
5 Cans – Market Ave

17 Cans – Ionia Street



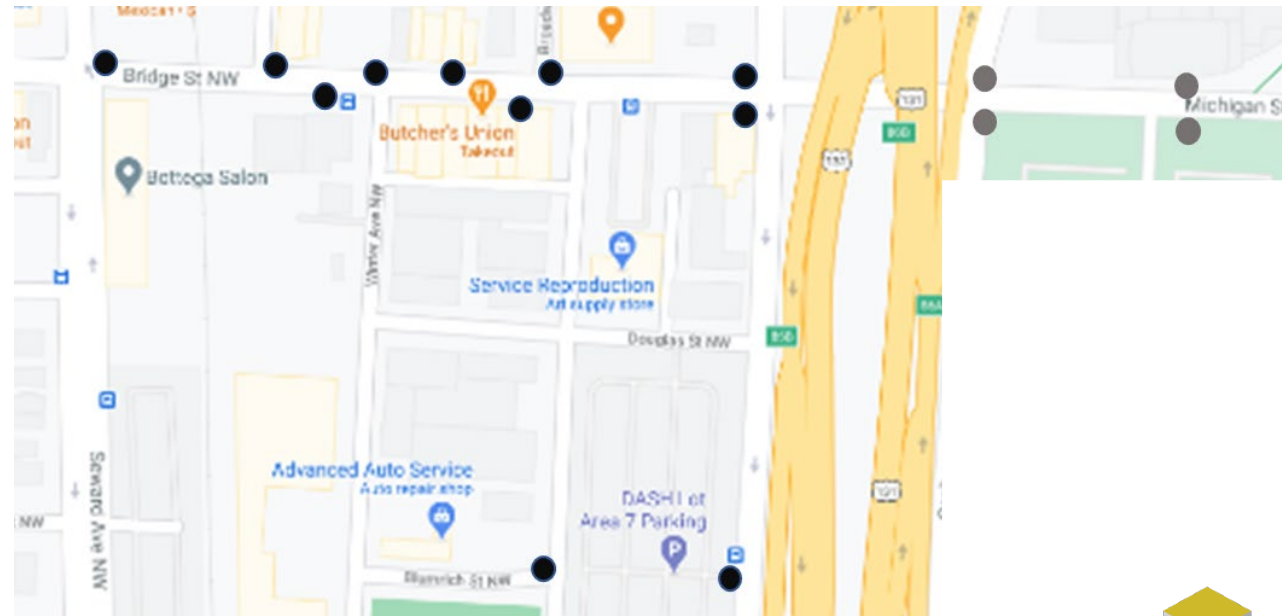
DID

New Trash Infrastructure



8 Cans – Pearl Street (West Side)

15 Cans – Bridge Street



DID

Expanded Green Infrastructure



DID

Ionia & Weston Planter



DID

Ionia & Weston Planter



DID



Portland Loo

Operations Report

"I am Executive Director at Heartside Ministry. The Loo has been a wonderful addition to the neighborhood. I walk down to check on it almost daily and everything seems to be working as designed. I have had zero complaints from neighbors so far. I am sure I would hear about it if there was a problem."



1,413 Gallons Used

(July 27th – August 7)



Cleaned 3x per day
Cleaned **over 200x**
since installation



"I love it! Its always clean and well located close to central downtown. Let's put more all over downtown!!!"



DOWNTOWN
GRAND RAPIDS INC.



“So far, I have heard only positive responses, have used the loo myself to test it out and it was clean when I was in! Really excited to see more of these downtown to normalize accessible open and nearby restrooms!”



“The Loo is amazing, well maintained and a real asset to our community. We just need more throughout the city!”



Estimated Use

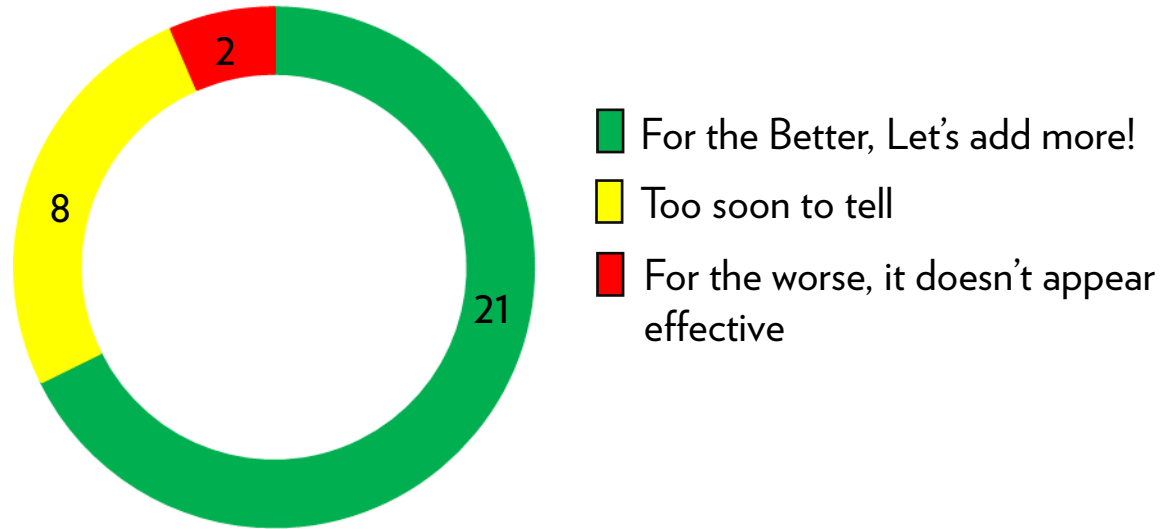
92 Average Daily Users
1,104 Total Users
(July 27 – August 7)



DOWNTOWN
GRAND RAPIDS INC.



How do you feel the facility has impacted the Heartside Neighborhood?



"The city of Grand Rapids deserves more 24-hour bathrooms for all patrons, citizens, visitors and workers that are accessible across the entire city!"

"Access to restrooms in Heartside is essential for the people in the neighborhood to flourish."

"I have seen far less people using the WYCA corner, and Weston alleyway as a urinal. It seems to be encouraging people to use a proper restroom on the block."

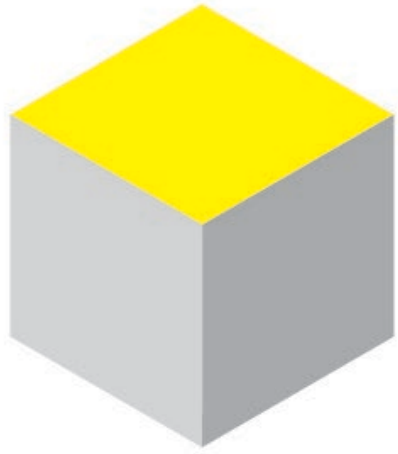


DOWNTOWN
GRAND RAPIDS INC.



The End.

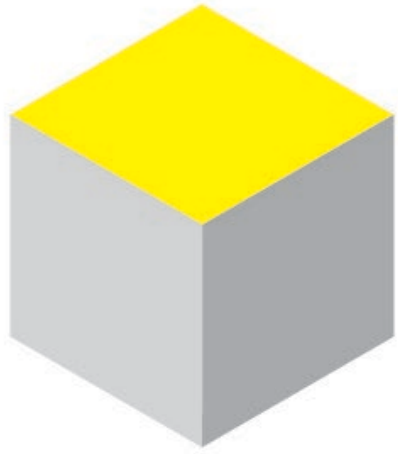




DID

DOWNTOWN
IMPROVEMENT
DISTRICT

Reauthorization Committee



DID

DOWNTOWN
IMPROVEMENT
DISTRICT

Reauthorization Committee Agenda

1. Timeline/Process Review
2. Considerations/Discussion:
 - a. Review of PUMA's Previous Recommendations
 - b. Economic Impact: Surveys/Data & Feedback Gathering
 - c. Assessment Characteristics
 - Inclusion of Residential Properties
 - Assessment of Non-Profit Organizations
 - Snowmelt District Assessment
3. Service Considerations
 - a. Homeless Outreach Team Coordination
 - Overview of current efforts
 - Discussion of Additional Coordination
 - b. Inclusion of Sheldon R.O.W.
 - c. Term Renewal

DID Process & Engagement Timeline

- November
 - Reauthorization Committee #1
 - Administrative Informational Meetings
- December
 - Reauthorization Committee #2
- January
 - Reauthorization Committee #3
 - Survey Distribution: Week of 1/13
 - Stakeholder Meetings
 - January 28, 2020 – DID Board review prelim survey results, analyze draft recommendations and next steps
- February
 - FAQ Mailer
 - Survey Push
 - Additional Stakeholder Meetings
 - Reauthorization Committee #4
- March
 - Additional Public Forums
 - Reauthorization Committee #5
 - March 23, 2020 – DID Board Approved Draft Plan
- April
 - Hearing on Necessity (Plan Presented to City Commission)



DID

Reauthorization Timeline

• Memo to City Commission to Pass Resolution for Hearing of Necessity	March 17, 2020	• Memo Advising City Manager of Confirmation Agenda Item	September 1, 2020
• City Commission Meeting to Pass Resolution to set Hearing of Necessity	March 31, 2020	• Confirmation of Roll	September 15, 2020
• Notice to 311 of Mailing	April 1, 2020	• Notices to Petitioners, if any	September 18, 2020
• Publication Copy Delivered to Clerk on Hearing of Necessity	April 7, 2020	• Completed Roll Routed to Attorney -> Mayor -> Clerk -> Treasurer	September 18, 2020
• Publication of Notice of Hearing on Necessity	April 16, 2020	• Payment Plan and Billing Date	October 1, 2020
• Mailing of Notice of Hearing of Necessity	April 16, 2020		
• Memo Advising City Commission of Hearing of Necessity	April 28, 2020		
• Hearing on Necessity	May 12, 2020		
• Memo Advising City Commission of Resolution of Necessity	May 19, 2020		
• Resolution of Necessity at Commission Meeting	June 2, 2020		
• Notice to 311 of Mailing	June 11, 2020		
• Publication Copy Delivered to Clerk for Board of Review Hearing	June 17, 2020		
• Publication of Notice of Board of Review Hearing	June 25, 2020		
• Mailing of Notices to Owners of Parcels in SA District	June 25, 2020		
• Roll Open for Inspection	7/13/20 - 7/24/20		
• Memo Advising City Manager of BOR Agenda Item	July 28, 2020		
• Board of Review Hearing	August 11, 2020		



DID

Considerations & Discussion

Economic Impact: Surveys/Data & Feedback Gathering



DID

Review of PUMA's Previous Recommendations

Recommendations and status:

- Establish a Baseline Service Level Agreement with City
 - (Anticipated Execution/Start Date for January 1st, 2021)
- Expand/Strengthen Downtown Ambassador Program
 - Addition of Specialized Outreach Ambassadors
 - (City launched HOT April 2020)
 - Increase Starting Wage
 - (Completed during FY2021 Reauthorization)

Recommended but not implemented:

- Expanded Safety Ambassador Program
- Annual Special Projects/Surplus Spend Down
- Increase Marketing & Communications
- Increase Admin Cost Share



DID

Considerations & Discussion

Assessment Characteristics:
Inclusion of Residential Properties



DID

Considerations & Discussion

Assessment Characteristics: Snowmelt District Assessment



DID

Considerations & Discussion

Assessment Characteristics:
Assessment of Non-Profit Organizations



DID

Service Considerations

Homeless Outreach Team Coordination



DID

Service Considerations

Inclusion of Sheldon Blvd. Right of Way



DID

Service Considerations

Renewal Term



DID

PUMA/Consultant Scope of Work



DID

1. Of the services currently provided by the DID, do you feel more or less emphasis should be allocated over the next 3 years? (More Emphasis, Stay the same, Less Emphasis, Don't know)
 - a. Cleaning Sidewalks
 - b. Seasonal Flower Planting/Beautification
 - c. Snow Melt on Monroe Center, Monument Park and Campau
 - d. Snow Removal from Pedestrian Crossings
 - e. Direct assistance from Uniformed Ambassadors
 - f. Restaurant / Retail Oriented Marketing
 - g. Downtown Special Events
2. Which ONE service would be your top priority over the next 3 years?
 - a. Cleaning Sidewalks
 - b. Seasonal Flower Planting/Beautification
 - c. Snow Melt on Monroe Center, Monument Park and Campau
 - d. Snow Removal from Pedestrian Crossings
 - e. Direct assistance from Uniformed Ambassadors
 - f. Restaurant / Retail Oriented Marketing
 - g. Downtown Special Events
 - h. Other: (Fill In)
3. Over the past year how have the following characteristics changed? (Much Better, slightly better, no change, slightly worse, much worse, don't know)
 - a. General Appearance
 - b. Cleanliness
 - c. Safety: Reality
 - d. Safety: Perception
 - e. Visitor Activity
 - f. Overall Health of Downtown
 - g. Homelessness
 - h. Aggressive Panhandling & Other Disruptive Behaviors
4. What kind of business are you? (Retail, Restaurant, Office, Other (Please Indicate))?
5. **Retail**
 - a. How has COVID economically impacted your business?
 - b. Has there been anything that has helped you sustain your business through the pandemic (grants, loans, altered hours, curbside, increased online presence, appointment only shopping other: (Open Ended)
 - c. As you consider a reopening or making decisions on your long-term location, how might the DID or other public support tools help you? (Marketing, Online support, connection to grants/loans, special events, Other:)
6. **Restaurant Qs**
 - a. How has COVID economically impacted your business?

- b. Has there been anything that has helped you sustain your business through the pandemic (grants, loans, social zones, changing service models, altered menu, new hours, offering take out, other: (Open Ended)
- c. As you consider bringing employees back or making decisions on your long-term location, how might the DID or other public support tools help you? (Marketing, Online support, connection to grants/loans, special events, Other:)

7. Office Qs

- a. Is your business currently closed/understaffed (Yes/No)
- b. If Yes, when do you anticipate being fully reopened / fully staffed? (Open Ended / NA)
- c. If No, what percent of your pre-COVID staff is working? (0-25%; 26-50%; 51-75%; 76-100%)
- d. Post COVID do you anticipate operations/staffing level returning to pre-covid levels? (Yes/No)
- e. As you consider bringing employees back or making decisions on your long-term location, how might the DID or other public support tools help you? (Marketing, Online support, connection to grants/loans, special events, Other:)
- f. Has there been anything that has helped you sustain your business through the pandemic (grants, loans, social zones, changing service models) please provide more details here: (Open Ended)

MEMORANDUM

DOWNTOWN
IMPROVEMENT
DISTRICT



DID

DATE: November 19, 2020

TO: Downtown Improvement District

FROM: Melvin Eledge Jr.
Operations Manager

Agenda Item #07
November 19, 2020
DID Meeting

SUBJECT: DID Reauthorization Consultant

In March of 2020, the DID finalized a one-year extension of current services and recommended no change to the overall assessment levied on properties throughout the district. This recommendation was born out of the uncertainty surrounding the then unfolding global pandemic. Now, one year later, as the DID embarks on the process of renewing the district and its services there is still great uncertainty surrounding the economy and recovery efforts for businesses.

As we plan beyond the global pandemic, we want to ensure that the DID is positioned to quickly and effectively assist with recovery efforts as Downtown inevitably begins to reopen. To better understand how to strengthen and enhance the DID, DGRI is recommending hiring P.U.M.A. to evaluate and analyze several variables that provide these opportunities. Additionally, P.U.M.A. can use their expertise in establishing and renewing improvement districts to guide the DID through an unprecedented reauthorization by informing the process through their experience with best practices from across North America.

The scope of work will primarily be in calculating assessments, evaluating special districts and determining the impact of these changes on the overall operation of the DID. Their work is to be on an 'as needed' basis with a total fee not to exceed \$10,000.

P.U.M.A is a leading real estate economics and urban planning consultancy offering management, marketing and financial expertise to advance downtown and community development. They have an accomplished portfolio of working with urban place management organizations and come recommended by peer organizations/cities. Over their 26 years of practice they have helped establish and/or renew more than 80 DID's nationwide. The firm also comes with familiarity of the local context, having served as the lead consultant for the Downtown Framework Plan in 2011, a subsequent organizational plan for DGRI in 2012 and assisted with the DID FY 21 reauthorization.

Recommendation: Accept the consultant recommendation and authorize DGRI staff to enter into the provided contract which outlines the scope of work, with expenditures not to exceed \$10,000.



DOWNTOWN
GRAND RAPIDS INC.



November 9, 2020

TO: Melvin Eledge Jr., Operations Manager, Downtown Grand Rapids Inc.

FROM: Brad Segal, President

RE: **Scenarios & Refinements to DID Assessment Methodology**

As you know, Progressive Urban Management Associates (P.U.M.A.) worked with the Grand Rapids Downtown Improvement District (DID) and district stakeholders to develop options for DID reauthorization late last year.

This letter of agreement offers a consulting proposal from P.U.M.A. to provide additional services to develop scenarios and further refinements to the DID assessment methodology as follows:

The primary focus of the scope of work is to provide analysis and calculations of assessments and rates based on a variety of scenarios currently under exploration by DID stakeholders. The work will include but isn't limited to the following:

- *Evaluation and analysis of Special Snowmelt districts including recommendations for combining individual/smaller snowmelt districts into a larger/singular snowmelt district*
- *Evaluation of the DID Assessment given the following scenarios:*
 - *Addition of residential properties being assessed for DID services*
 - *Determination of average/typical assessment on these types of properties*
 - *Impact to overall assessment with these properties being rolled in, but no change in current funding level*
 - *Recommendations and examples of alternative assessment measures (flat rate, voluntary rate, reduced rate etc.)*
 - *Addition of Non-Profit property types being assessed for DID services*
 - *Impact to overall assessment with these properties being rolled in, but no change in current funding level*
 - *Recommendations and best practices for assessing non-profits (flat rate, voluntary assessments, reduced rate, full rate etc.)*

We anticipate that the preceding work will be completed in a six- to eight-week period beginning in mid-November 2020 through mid-January 2021.

For this assignment, we will deploy the P.U.M.A. team that worked on the DID reauthorization effort, including:

- **Brad Segal**, president, will provide strategic insight into assessments options and refinements, review project documents and offer national best practices based of his 30+ years of experience working with DIDs.
- **Daniel Makela**, senior associate, will manage day-to-day project coordination, lead assessment research and analysis and produce documents and spreadsheets.

Melvin Eledge Jr.
November 9, 2020
Page 2.

Fee Arrangement

To complete the preceding tasks, we are proposing to charge the Grand Rapids DID at our standard hourly rates:

P.U.M.A. Team Member	Hourly Rate
Brad Segal, President	\$ 215
Daniel Makela, Senior Associate	\$ 140

For the tasks outlined above, we would suggest that our initial consulting agreement be priced at a total cost not to exceed **\$10,000**. Downtown Grand Rapids Inc. would have the right to terminate the agreement immediately upon notice given at any time, with compensation for services rendered being payable only up through the day of termination. Invoices will be submitted monthly as work is completed.

Thank you for inviting this proposed approach and fee estimate to assist the DID to develop scenarios and refinements to its assessment methodology. Please contact me at 303-997-8754 or brad@pumaworldhq.com if I can provide any additional information.

Your counter-signature below commits both P.U.M.A. and the Downtown Grand Rapids Inc. to the terms and conditions stated within this letter of agreement.



Brad Segal
President. P.U.M.A.

Melvin Eledge Jr.
Operations Manager, DGRI