

AGENDA

DOWNTOWN IMPROVEMENT DISTRICT



DID

Board Members:

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

September 23, 2021

1:00 pm Meeting

29 Pearl Street NW

- | | | |
|---------------------------------------------------------------------|-----------|---------|
| 1. Call to Order (1:00) | | |
| 2. Approve Meeting Minutes from July 21, 2021 (1:01)
(enclosure) | Motion | Herr |
| 3. Accept August 31, 2021 Financials (1:05)
(enclosure) | Motion | Chapman |
| 4. Ambassador Banked Hours (1:10)
(enclosure) | Motion | Kelly |
| 5. Grant Participation Request (1:20)
(enclosure) | Motion | Kelly |
| 6. FY23 Reauthorization Discussion (1:30) | Info Item | Board |
| 7. DGRI President & CEO Report (2:00)
(enclosure) | Info Item | Kelly |
| 8. Public Comment (2:10) | | |
| 9. Board Member Discussion (2:15) | | |
| 10. Adjournment (2:20) | | |



MEETING OF THE DOWNTOWN IMPROVEMENT DISTRICT BOARD
July 21, 2021

Attendance: Eric DeLong, Jane Gietzen, Bob Herr, Emily Loeks, Josh Lunger, Andrew Martin, Jessica Slaydon, Denny Sturtevant, Ashley Ward, and Scott Wierda

Absent: Monica App, Michael Bishop, Mike Ellis, Pat Waring and Daniel Williams

Others Present: Tim Kelly, Amanda Sloan, Tricia Chapman, Jessica Wood, Melvin Eledge, and Rebecca Krenz

Call to Order This meeting was called to order at 2:34 p.m. by Chair Bob Herr.

Approve Meeting Minutes from March 25, 2021

Motion: Ms. Slaydon, supported by Ms. Gietzen, moved to approve the March 25, 2021 DID Meeting Minutes as presented. None opposed. Motion carried unanimously.

Accept June 30, 2021 Financials

Ms. Chapman presented the interim financial statements as of June 30, 2021. She stated expenditures are at about 92-93% of budgeted appropriations though final numbers will be provided in September. She noted interest adjustments still need to be made but we need to be aware of cashflow until fall assessments are received.

Motion: Mr. Wierda, supported by Ms. Loeks, moved to accept Statement C: Schedule of Expenditures: ending June 30, 2021 as presented. Motion carried unanimously.

Ambassador Report

Ms. Krenz provided the Ambassador report sharing that summer plantings have been deployed, Fourth of July was a big event for Downtown this year, and the team is currently working on cleaning electrical boxes of graffiti. We just reached the one-year anniversary of the installation of the Portland Loo public restroom with no significant issues. Mr. Wierda asked if the increase in sidewalk violations was much higher due to scooters/riders. Ms. Krenz acknowledged that is the case. Ms. Gietzen shared there have been several fatal scooter accidents.

The Homeless Outreach Team (HOT) has been working well with the ambassadors and is a great resource to call for mental health crises of homeless folks. Mr. Sturtevant added the HOT has been very hard at work. He noted that due to HIPAA privacy rules, law enforcement is unable to share the list of frequent emergency services users and therefore FUSE is having difficulty receiving referrals (only 8 have been received this year for rapid housing). Legal teams are currently evaluating confidentiality agreements around the Homeless Management Information System (HMIS). Ms. Gietzen suggested utilizing Signify Health and offered some contacts at Spectrum Health to potentially partner with in this endeavor. Ms. Ward asked how many members were on the HOT; currently there are 3 different units and a total of 8 members. It was suggested that homeless persons be woken early on Monroe Center to address economic outcomes in that area. Members agree it is important to manage expectations with results as this is a complicated problem. Mr. Kelly added the business group that addresses security issues downtown has been on hold for many months but is starting to meet again.

Retail Strategy Report

Mr. Kelly stated we are currently in Phase 2 of our Retail Strategy work. While reviewing case studies (Cincinnati, Austin) to learn from other communities, we are working to define our role, what a strategy plan might look like, and what the focus will be. In 2 months, we will have more concrete work to present. Our COVID-19 Summary is now our Reignition Report as we share specific data in regard to retail openings/closings, storefront vacancies, hotel occupancy, development, and other statistics that will inform our work. Mr. Delong asked how this work will coordinate with Experience GR because strong retail is a selling point additive to the overall GR experience. He stated we do conventions well, but we need our experience events to transfer into a stronger economy. Ms. Ward noted a segment of retail that is lacking is grocery and soft goods retail in general. Ms. Loeks highlighted the 22% ground-floor vacancy rate and Mr. Wierda shared that retail businesses are not seeking Downtown storefronts. Mr. Kelly acknowledged we have more ground-floor storefronts than are supported.

Pedestrian Foot Traffic Report

Mr. Eledge shared that DGRI has recently started using Placer AI to replace the static pedestrian counters previously used to identify foot traffic Downtown. The ped counters have offered very limited data: raw numbers of people walking by specific locations at specific times. Placer AI, on the other hand, is able to capture and provide significantly more robust data. Mr. Eledge presented Placer AI data calculated for the World of Winter Festival this year showing total attendance of 6,700. World of Winter was the most significant use the park saw during a 6-month period; between 5 pm and 9 pm (the hours that the Hybycozo art installation was best visible) was when the park saw the most attendance. We can also see that the average attendee spent 15-30 minutes at the park. Additional data available shows where people are coming from (by zip code) and also where people go after they leave the area, as well as the most frequent travel routes to/from the location of interest. This not only allows us to determine target audiences and potential marketing locales but also supports planning of activities and engagement along heavily frequented corridors. We also learned the average income of those in attendance (\$77,800/yr) and other audience characteristics (83.1% of attendees were

white/Caucasian, 6.7% African American, 7.5% Hispanic and 2.7% Asian). Mr. Eledge then presented the top 10 places attendees were before and after their visit to the park. Almost 40% came from home, 5% came from a visit at the Public Museum, and 4% came from the JW Marriot. After visiting the park, 46.7% went home, 9.4% went to Rosa Parks Circle and 2.8% went to The Shops at Centerpoint. Data also shows that 16% of attendees started in Downtown and 18% stayed downtown after this visit. We also can start layering consumer spending patterns onto this data. Mr. Eledge confirmed all of this data is aggregated and anonymous and although it can be challenging to decipher at times, captures much more than ever possible with pedestrian counters. The team also gathers pertinent data for business associations (on social zone usage or business corridors) and disseminates that info on a weekly basis.

FY23 Reauthorization Discussion

Mr. Kelly stated we will need to go through the reauthorization process again. Within this process we will want to focus on a term beyond 1-year, the consideration of including residential property owners, and any expanded services. Mr. Herr suggested bringing all members previously on the reauthorization committee back to the table for these considerations.

DGRI President & CEO Report

Mr. Kelly presented updates on Downtown projects noting that construction has started on Ottawa Avenue. This project will build bike parking, ADA crossings, and update streetlights and other infrastructure on Ottawa as well as prepare for a 2-way conversion (though this will not launch just yet). Mr. Eledge added snowmelt will also be upgraded on Monroe Center at Ottawa during this construction. Mr. Kelly stated construction on Ecliptic at Rosa Parks Circle continues and is scheduled to be completed prior to ArtPrize in September. The newly constructed Acrisure office building is starting to invite workers into the office and Spectrum renovations (just outside our district) are now underway. The design for Lyon Square is complete and this project is now being permitting with construction anticipated to start in early 2022. Proposals are being collected for winter art installations for World of Winter 2022. We have also collected 9 proposals so far for a connections plan from Monroe North into Belknap (to design Switchback Park). The hope is to finalize a contract for this work in September. Events are returning to downtown and will be ramping up this fall with ArtPrize, Confluence, and Festival of the Arts. He then shared that Mr. Eledge and Ms. Bonneaux have been publishing a weekly Downtown Business Newsletter and announced that World of Winter won the Pinnacle Award for 2021 from IDA.

Public Comment

None

Board Member Discussion

Members expressed gratitude and congratulations to Mr. Sturtevant on his upcoming retirement.

Adjournment

The meeting adjourned at 3:45 p.m.

MEMORANDUM

CITY OF GRAND RAPIDS

**Agenda Item 3.
September 23, 2021
DID Meeting**

DATE: September 16, 2021

TO: Bob Herr, Chair
Downtown Improvement District

FROM: Tricia Chapman
Administrative Services Officer II

**SUBJECT: Grand Rapids Downtown Improvement District
FY2022 Interim Financial Statements as of August 31, 2021**

Attached are the DID's interim financial statements for the first two months of the fiscal year ending June 30, 2022. These statements include the following:

Statement A: Balance Sheet

Statement B: Statement of FY2022 Revenues and Expenditures

Statement C: Schedule of Expenditures: July 1 through August 31, 2021

The District's FY2022 Special Assessments have not yet been billed. We are carefully monitoring the cash balance in the District-Wide fund until collection of the assessments begin.

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
August 31, 2021

ASSETS	DISTRICT - WIDE	SNOW - MELT	TOTAL
Pooled Cash & Investments	\$ 56,940	\$ 645,280	\$ 702,220
TOTAL ASSETS	\$ 56,940	\$ 645,280	\$ 702,220
LIABILITIES AND FUND EQUITY			
Liabilities			
Accounts Payable	\$ -	\$ -	\$ -
TOTAL LIABILITIES	\$ -	\$ -	\$ -
Reserve for Encumbrances	\$ 2,672	\$ -	\$ 2,672
Reserve for Compensated Absences	1,195	-	1,195
Unrestricted Reserve	53,073	-	53,073
Restricted Reserve - Campau Promenade	-	49,294	49,294
Restricted Reserve - Monroe Center	-	587,304	587,304
Restricted Reserve - Monument Park	-	8,682	8,682
TOTAL FUND EQUITY	\$ 56,940	\$ 645,280	\$ 702,220
TOTAL LIABILITIES & FUND EQUITY	\$ 56,940	\$ 645,280	\$ 702,220

Prepared 9/16/2021

STATEMENT B

GRAND RAPIDS DOWNTOWN IMPROVEMENT DISTRICT

FY2022 Statement of Revenues and Expenditures

July 1, 2021 - August 31, 2021

REVENUES	DISTRICT-WIDE		SNOWMELT	
	Budget	Actual	Budget	Actual
Assessments	\$ 1,093,956	\$ -	\$ 180,000	\$ -
Reserve for Uncollectible Accounts	(184,689)	-	-	-
Earnings on Investments	5,906	(10,091)	7,120	(15,764)
Miscellaneous Revenues and Reimbursements	-	-	-	-
TOTAL REVENUES	\$ 915,173	\$ (10,091)	\$ 187,120	\$ (15,764)
EXPENDITURES				
DISTRICT-WIDE SERVICES				
Maintenance and Beautification				
Landscaping and Beautification	\$ 585,877	\$ 53,159	\$ -	\$ -
Irrigation - Repairs & Water	7,000	481	-	-
Personnel - Wages and Benefits	30,000	-	-	-
Public Safety - Ambassador Program	155,000	-	-	-
Sub-Total	\$ 777,877	\$ 53,640	\$ -	\$ -
Marketing and Communications				
Advertising and Promotions	50,000	-	-	-
Personnel - Wages and Benefits	40,000	-	-	-
Printing, Postage, Supplies, Performers, Storage, etc.	4,000	-	-	-
Website Services	3,539	-	-	-
Sub-Total	\$ 97,539	\$ -	\$ -	\$ -
Administration				
DGRI Overhead - Rent, Meetings, Phones, Cleaning, etc	20,600	4,107	-	-
Insurance	7,500	-	-	-
Personnel - Wages and Benefits	72,688	4,994	-	-
Professional Services - Legal / Human Resources / Tech	30,750	1,267	-	-
Supplies, Office Equipment, etc	8,648	451	-	-
City A-87 Costs	40,730	6,788	-	-
Sub-Total	\$ 180,916	\$ 17,607	\$ -	\$ -
TOTAL EXPENDITURES - DISTRICT-WIDE SERVICES	\$ 1,056,332	\$ 71,247	\$ -	\$ -
SNOWMELT SYSTEM OPERATIONS				
Central City Snowmelt	\$ -	\$ -	\$ 180,000	\$ -
Campau Promenade District	-	-	-	1,079
Monroe Center District	-	-	-	5,855
Monument Park District	-	-	-	404
TOTAL EXPENDITURES - ALL DISTRICTS	\$ 1,056,332	\$ 71,247	\$ 180,000	\$ 7,338
EXCESS / (DEFICIT)	\$ (141,159)	\$ (81,338)	\$ 7,120	\$ (23,102)
BEGINNING FUND BALANCE		138,278		668,382
ENDING FUND BALANCE		\$ 56,940		\$ 645,280

Special & Voluntary Assessments as of 08/31/2021	Budgeted	Invoiced	Received	Receivable
District-Wide	\$ 1,093,956	\$ -	\$ -	\$ -
Center City Snowmelt Operations	180,000	-	-	-
TOTAL	\$ 1,273,956	\$ -	\$ -	\$ -

STATEMENT C

GRAND RAPIDS, MICHIGAN DOWNTOWN IMPROVEMENT DISTRICT Schedule of Expenditures July 1, 2021 - August 31 ,2021

Date	Vendor	District Name & Category	Budget Line Item	Description	Amount
8/2/2021	City Treasurer - Budget Office	Administration	City A-87 Costs	IET - Operating Transfer A-87	\$ 3,394.17
8/26/2021	City Treasurer - Budget Office	Administration	City A-87 Costs	IET - Operating Transfer A-87	3,394.17
					6,788.34
7/21/2021	Federal Square Building Co. #1, LLC	Administration	DGRI Overhead	Office Lease: 29 Pearl Street 07/21	1,472.88
8/8/2021	Federal Square Building Co. #1, LLC	Administration	DGRI Overhead	Office Lease: 29 Pearl Street 06/21	1,472.88
8/19/2021	Hub International Midwest Limited	Administration	DGRI Overhead	Directors and Officers Policy 6/2021-6/2022	489.25
7/21/2021	Federal Square Building Co. #1, LLC	Administration	DGRI Overhead	Office Lease: 29 Pearl Street Mezz Office 07/21	119.77
8/8/2021	Federal Square Building Co. #1, LLC	Administration	DGRI Overhead	Office Lease: 29 Pearl Street Mezz Office 08/21	119.77
8/23/2021	The Right Place Inc	Administration	DGRI Overhead	Hello West MI membership dues 8/21-7/22	97.85
8/3/2021	Metro FiberNet, LLC	Administration	DGRI Overhead	Internet/Phone at 29 Pearl St NW 08/21	91.45
8/8/2021	Professional Maintenance of Michigan	Administration	DGRI Overhead	Janitorial services 07/21	67.51
7/20/2021	Federal Square Building Co. #1, LLC	Administration	DGRI Overhead	Utility Service: Electric July 2021	36.52
8/18/2021	Federal Square Building Co. #1, LLC	Administration	DGRI Overhead	Utility Service: Electric August 2021	34.55
7/27/2021	Pure Water Partners LLC	Administration	DGRI Overhead	Water Cooler Lease 7/2021	24.66
7/20/2021	JobMatch LLC	Administration	DGRI Overhead	HR software 7/21	19.38
8/3/2021	JobMatch LLC	Administration	DGRI Overhead	HR software 08/21	19.38
8/19/2021	JobMatch LLC	Administration	DGRI Overhead	HR software 8/21	19.38
7/20/2021	Engineered Protection Sys Inc	Administration	DGRI Overhead	Office Security System 8/1/21-10/31/21	18.14
8/10/2021	Curtis Laundry and Dry Cleaners, Inc.	Administration	DGRI Overhead	Dry Cleaning services 7/21	4.09
					4,107.46
8/3/2021	Priority Health	Administration	Personnel	Health Insurance July/Aug 2021	3,407.61
7/24/2021	City of Grand Rapids	Administration	Personnel	Staff services - payroll period ended 07/24/2021	518.91
8/19/2021	TGG, Inc.	Administration	Personnel	Life & S/T & L/T disability insurance - 09/21	235.57
7/21/2021	TGG, Inc.	Administration	Personnel	Life & S/T & L/T disability insurance - 08/21	219.51
8/21/2021	City of Grand Rapids	Administration	Personnel	Staff services - payroll period ended 08/21/2021	159.66
7/27/2021	Blue Cross Blue Shield of MI	Administration	Personnel	Dental Insurance Premium 08/21	126.17
8/23/2021	Blue Cross Blue Shield of MI	Administration	Personnel	Dental Insurance Premium 09/21	126.17
8/7/2021	City of Grand Rapids	Administration	Personnel	Staff services - payroll period ended 08/07/2021	79.82
8/19/2021	The Hartford	Administration	Personnel	Workers Compensation 2019/2020 Audit 8/21	63.02
7/10/2021	City of Grand Rapids	Administration	Personnel	Staff services - payroll period ended 07/10/2021	57.57
					4,994.01
8/23/2021	The KR Group, Inc.	Administration	Professional Services	Computer Hardware 08/21	473.54
8/8/2021	Lisa M Cooper	Administration	Professional Services	HR Consultant services 07/21	297.22
7/21/2021	The KR Group, Inc.	Administration	Professional Services	IT Managed Agreement 07/21	195.70
7/27/2021	The KR Group, Inc.	Administration	Professional Services	IT Managed Agreement 07/21	181.02
7/27/2021	The KR Group, Inc.	Administration	Professional Services	Q365 5/17/21-6/16/21 7/21	64.19
8/18/2021	HR Collaborative LLC	Administration	Professional Services	HR Consultant services 07/21	34.25
7/27/2021	The KR Group, Inc.	Administration	Professional Services	IT services backupify Agreement July 2021	7.75
8/19/2021	The KR Group, Inc.	Administration	Professional Services	IT services backupify Agreement AUG 2021	7.75
8/19/2021	The KR Group, Inc.	Administration	Professional Services	Supplies: HDMI Adapter 08/21	5.47
					1,266.89
7/27/2021	Breck Graphics Inc	Administration	Supplies, Office Equipment, Business Cards: Krenz/Ambassadors 07/21		147.50
8/3/2021	GreatAmerica Financial Services Corp	Administration	Supplies, Office Equipment, Copier Lease 08/21		85.76
7/27/2021	GreatAmerica Financial Services Corp	Administration	Supplies, Office Equipment, Copier Lease 06/21		78.53
8/3/2021	Breck Graphics Inc	Administration	Supplies, Office Equipment, Business Cards: Tran/Ambassadors 07/21		77.49
8/18/2021	Uline Inc	Administration	Supplies, Office Equipment, Office Supplies: Lightbulbs 8/21		31.23
8/16/2021	Fifth Third Bank	Administration	Supplies, Office Equipment, Admin: HR		14.68
8/19/2021	Littlefoot Coffee Roasters	Administration	Supplies, Office Equipment, Office Supplies 8/21		11.74
8/16/2021	Fifth Third Bank	Administration	Supplies, Office Equipment, Admin: Supplies		3.79
					450.72

continued on the next page

STATEMENT C
DOWNTOWN IMPROVEMENT DISTRICT
Schedule of Expenditures - continued
July 1, 2021 - August 31 ,2021

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Date	Vendor	District Name & Category	Budget Line Item	Description	Amount
<i>continued from prior page</i>					
8/27/2021	City Treasurer - Water System	Maintenance & Beautification	Irrigation - Repairs & Water	62 Monroe Center planters - WS2063167 21/08	209.98
7/26/2021	City Treasurer - Water System	Maintenance & Beautification	Irrigation - Repairs & Water	275 S Division - WS2179704 21/06	66.29
7/26/2021	City Treasurer - Water System	Maintenance & Beautification	Irrigation - Repairs & Water	221 Grandville SW planters - WS2021262 21/06	62.81
8/27/2021	City Treasurer - Water System	Maintenance & Beautification	Irrigation - Repairs & Water	66 Sheldon Blvd planters - WS2171659 21/08	33.57
8/27/2021	City Treasurer - Water System	Maintenance & Beautification	Irrigation - Repairs & Water	211 Michigan St NW - WS2177433 21/08	33.57
7/26/2021	City Treasurer - Water System	Maintenance & Beautification	Irrigation - Repairs & Water	3 Market SW planters - WS2117023 21/06	29.92
7/26/2021	City Treasurer - Water System	Maintenance & Beautification	Irrigation - Repairs & Water	100 S Division planters - WS2024679 21/06	22.26
7/26/2021	City Treasurer - Water System	Maintenance & Beautification	Irrigation - Repairs & Water	185 Oakes SW planters - WS2095454 21/06	22.26
					480.66
8/8/2021	Mydatt Service Inc	Maintenance & Beautification	Landscaping and Beautifica	Clean team 12/2020	50,479.74
7/1/2021	City Treasurer - Refuse	Maintenance & Beautification	Landscaping and Beautifica	DGRI Weekly Trash Disposal April 2021	1,139.50
8/11/2021	City Treasurer - Refuse	Maintenance & Beautification	Landscaping and Beautifica	DGRI Weekly Trash Disposal July 2021	1,139.50
8/27/2021	Consumers Energy	Maintenance & Beautification	Landscaping and Beautifica	Winter Ave Offices - 1030 2027 1245 21/08	195.61
7/26/2021	Consumers Energy	Maintenance & Beautification	Landscaping and Beautifica	Winter Ave Offices - 1030 2027 1245 21/07	149.53
7/26/2021	DTE Energy	Maintenance & Beautification	Landscaping and Beautifica	Winter Ave Offices - 9100 258 89908 21/07	27.56
8/19/2021	DTE Energy	Maintenance & Beautification	Landscaping and Beautifica	Winter Ave Offices - 9100 258 89908 21/08	27.15
					53,158.59
8/13/2021	Vicinity Energy Grand Rapids LLC	Snowmelt Operations	Campau Promenade Distric	Louis/Monroe snowmelt - 4200000000 21/07	1,009.55
8/13/2021	DTE Energy	Snowmelt Operations	Campau Promenade Distric	43 Monroe Ave Ramp -9100 297 30421 21/08	69.98
					1,079.53
8/18/2021	Geotech Inc	Snowmelt Operations	Monroe Center District	Monroe Center Snowmelt Sys Inspection 07/21	2,905.10
8/23/2021	Geotech Inc	Snowmelt Operations	Monroe Center District	Monroe Center Snowmelt Sys Inspection 07/21	1,497.80
8/13/2021	Vicinity Energy Grand Rapids LLC	Snowmelt Operations	Monroe Center District	60 Monroe Ctr snowmelt - 3200000000 21/07	1,201.85
7/29/2021	Consumers Energy	Snowmelt Operations	Monroe Center District	66 Monroe Ctr NW - 1000 1401 9077 21/07	126.25
8/27/2021	Consumers Energy	Snowmelt Operations	Monroe Center District	66 Monroe Ctr NW - 1000 1401 9077 21/08	124.30
					5,855.30
7/29/2021	Consumers Energy	Snowmelt Operations	Monument Park District	1 Monroe Center - 1000 6880 7039 21/07	201.75
8/27/2021	Consumers Energy	Snowmelt Operations	Monument Park District	1 Monroe Center - 1000 6880 7039 21/08	201.75
					403.50

TOTAL EXPENDITURES - MARCH 1 THROUGH JUNE 30, 2021 \$ 78,585.00

MEMORANDUM

DOWNTOWN
IMPROVEMENT
DISTRICT



DID

DATE: September 20, 2021

TO: Downtown Improvement District

FROM: Melvin Eledge Jr.
Operations Manager

SUBJECT: Downtown Ambassador Wages

Agenda Item #4
September 23, 2021
DID Meeting

In September 2019 the DID board approved an agreement to renew an existing contract with Block by Block to continue to provide on street cleaning, beautification, and hospitality services. Along with the new contract ambassador wages were raised by \$2.00 per hour (from \$11 to \$13) to keep them competitive with similar jobs in the region as well as help with retention of existing ambassadors. Since that time, the wages in the area have continued to rise resulting in challenges in both recruiting and retention of quality ambassadors.

One solution to bring wages more in line with the current market is to utilize the banked hours to pay for a raise now while a more permanent raise can be built into the DID's FY 23 budget during the reauthorization process. To increase wages starting October 1st through the end of the existing contract, which is June 30th, would cost \$67,022.30. Currently the program's banked hours stand at 3,496.5 hours valued at \$54,714.02 with 932 hours expected to be added at the end of September. This would bring the total value of the bank to \$69,411.65.

If approved, this would allow the ambassador's wages to be raised immediately through the end of the existing contract by using hours from the bank, which would result in a \$0.00 cost to the current FY 22 budget.

Recommendation: Authorize the use of the banked hours to raise ambassador wages to \$15.00 per hour effective October 1, 2021.



DOWNTOWN
GRAND RAPIDS INC.



Downtown Grand Rapids Inc.

Monthly Hours Detail

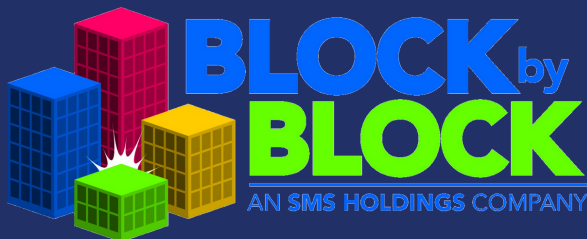
Page 1 of 1

Customer #	15250
Account #	5250
Service From	12/30/2020
To	12/28/2021

2021	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Week 1	658.00	621.50	585.25	586.50	597.75	626.75	673.75	530.75				
Week 2	562.50	510.00	530.75	636.50	599.00	546.75	558.00	565.50				
Week 3	567.25	561.00	538.75	604.50	557.00	541.50	535.00	545.00				
Week 4	608.00	464.50	526.50	623.75	605.00	540.25	510.25	558.25				
Week 5			511.00		609.50			527.25				
Add'l Svc/BOT Adjustments	6.25	8.00	15.75	13.00	23.25	25.25	26.75	29.75				
TOTAL	2,402.00	2,165.00	2,708.00	2,464.25	2,991.50	2,280.50	2,303.75	2,756.50	0.00	0.00	0.00	0.00
Weeks	4	4	5	4	5	4	4	5				
Contracted Hours	502.00	502.00	502.00	698.00	698.00	698.00	698.00	698.00				
Previous Month Bank	1,659.00	1,265.00	1,108.00	910.00	1,237.75	1,736.25	2,247.75	2,736.00				
This Month's Bank	-394.00	-157.00	-198.00	327.75	498.50	511.50	488.25	733.50				
TOTAL Bank	1,265.00	1,108.00	910.00	1,237.75	1,736.25	2,247.75	2,736.00	3,469.50				



DOWNTOWN GRAND RAPIDS AMBASSADOR PROGRAM



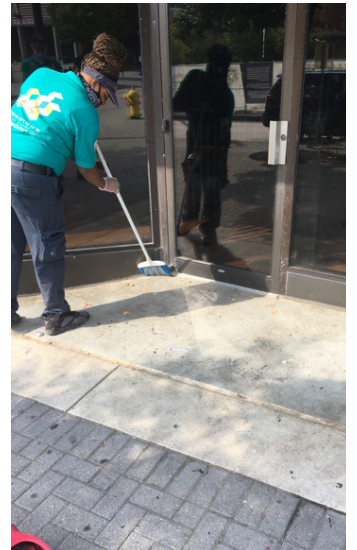
DOWNTOWN
GRAND RAPIDS INC.

August 2021 Report

BEAUTIFICATION



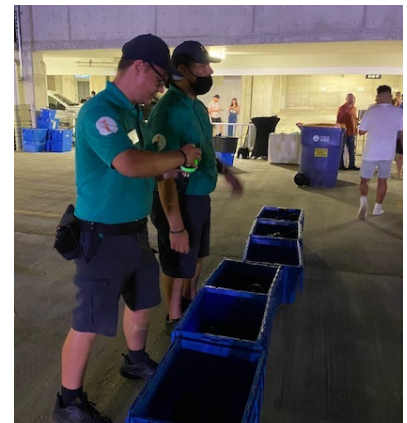
Rob and Ellen came in at 4 AM to beat the traffic to weed the medians on Division. The two pulled an estimated 4,000 weeds.



HOSPITALITY & ENGAGEMENT



More and more businesses are asking for additional tables and chairs with the increase in visitors to the downtown area. Here we deployed additional tables and chairs to the Apartment Lounge.



The first summer Silent Disco was a hit.

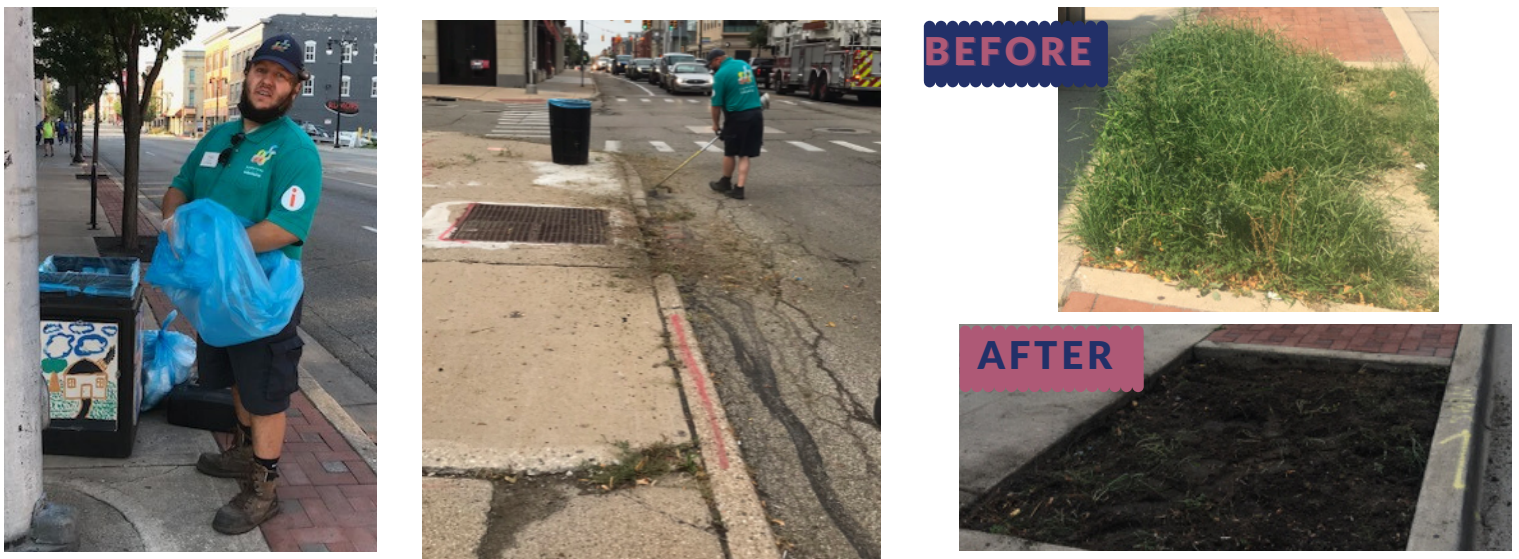
SPECIAL PROJECTS



Special projects pressure washed an entrance and sidewalk that had gum & stains.



Trash, weeds and graffiti our special projects team does it all.



STATISTICS

August Activity		2021	2020	2019	2021
Equipment Usage	ATLV Hours	20	31	14	80
	Bicycle (miles)	12	12	52	20
	Segway (Hours)	5	6	62	49
	Small Equipment (Hours)	27	71	13	195
	Total Equipment Usage	64	120	141	344
Beautification	Biohazard Clean Up	195	200	165	3,387
	Biohazard - Human	32	42	82	184
	Infrastructure Management	2,927	15,504	2,312	11,963
	Graffiti - Removed	424	138	208	1,952
	Planters Watered	2,205	3,683	1,810	6,166
	Power Washing (block faces)	33	12	79	68
	Snow Removal	NA	NA	NA	9,234
	Trash (Bags collected)	1,518	1,133	2,138	9,470
	Weed Abatement (block faces)	NA	210	NA	9
	Weed Abatement (# of weeds)	31,558	NA	18,898	83,475
	Total Beautification Activity	38,892	20,922	25,692	125,908
Hospitality & Engagement	Business Contact	336	156	124	1,661
	Call to HOT Team	16	NA	NA	18
	Mobility Assist	174	67	116	1,197
	Observation - Fighting	13	8	32	523
	PA - Directions	1,341	54	329	3,325
	PA - Information	8,552	7,777	4,685	32,277
	PA - Other	5,692	1,695	6,955	39,095
	Panhandling - Aggressive	152	25	60	363
	Panhandling - Passive	91	19	60	374
	Request for Emergency Services	3	2	1	34
	Scooters	449	NA	NA	1,881
	Sidewalk Violation	1,962	460	832	12,250
	Social Services Assist	19	136	142	404
	Suspicious Package	3	1	4	20
	Suspicious Activity	17	8	9	123
	Total Hospitality & Engagement Activity	18,820	10,408	13,349	93,545
Total Ambassador Activity		57,712	31,330	39,041	219,453

MEMORANDUM

CITY OF GRAND RAPIDS

DATE: September 17, 2021

TO: Eric DeLong, Deputy City Manager

FROM: Eric Payne, Police Chief

SUBJECT: Discussion regarding support of U.S. Department of Justice, Office of Community Oriented Policing Services (COPS) grant in the amount of \$625,000 with a local match of \$1,709,960 to supplement Downtown District patrols

The City of Grand Rapids Police Department (GRPD) has been offered a grant of \$625,000 to assist with the hiring of five additional police officers. The award is made under the 2020 COPS Hiring Program. GRPD has been offered an opportunity to accept the FY2020 award with a project period from fall of 2021, through September 30, 2024. A local match is required and is projected to be \$1,709,960 over 4 years, including the required 12-month retention period after the 3-year project period concludes.

Under this proposal, the City would pay the cost of equipping the officers and the \$630,120 cost of the fourth-year retention period if funding for the balance of the non-grant local match can be secured from private parties and other investment partners such as the Downtown Improvement District (DID).

This partnership would enable increased patrols in the downtown area above current base staff deployment capability. The additional officers would assist GRPD in addressing crime patterns and problematic behaviors in the downtown area. If the City accepts this grant, and the DID agrees to participate, a separate agreement providing for payment of the local match would be brought forward for approval of the DID Board and the City Commission. The cost breakdown among the partners is proposed as follows:

5 Officers	COPS Grant Contribution to Salary	City Funded Retention Period Cost	Proposed DID Funding	Partner Funding Need	Total Program Costs
Year 1 FY23	\$ 218,750	-	\$ 75,000	\$ 247,510	\$ 541,260
Year 2 FY24	\$ 206,250	-	\$ 75,000	\$ 281,790	\$ 563,040
Year 3 FY25	\$ 200,000	-	\$ 75,000	\$ 325,540	\$ 600,540
Year 4 FY26	-	\$ 630,120	-	-	\$ 630,120
	\$ 625,000	\$ 630,120	\$ 225,000	\$ 854,840	\$2,334,960

The five additional officers will enhance GRPD's downtown presence, will improve capabilities to deliver problem-oriented policing, will provide flexibility needed to improve response times and

will provide opportunities to increase engagement efforts in the downtown area. It is anticipated that the additional staffing would replace the current, unsustainable practice of unpredictable voluntary overtime that is currently being used to provide additional coverage in the downtown district when possible.

It is recommended that an amount of \$75,000 per year be programmed as part of the annual DID budget for the first three years of the grant period from a combination of reprogrammed existing resources to provide this supplemental service.

This investment by the DID would complement an estimated investment by other private stakeholder partners in the amount of \$854,840 and the investment by the City of \$630,120 over that same period. This would ensure additional downtown coverage for the first three years of the grant period.

The Police Department is engaged in an accelerated hiring program to replace officers leaving the Department due to retirements and other reasons. Based on the time to hire, current rate of attrition and time to train, it is anticipated that the additional officers would be hired in the fall of 2022 would be available by the spring of 2023.



President & CEO Report DGRI Highlights September 2021

DDA (9/8/21)

- Approved funding to complete improvements at Fish Ladder Park.
- Approved funding to complete additional enhancements at Michigan Street River crossing.
- Approved contract with Smith Group for design services on Hill and River network plan.
- Approved a resolution for a Downtown Liquor License for Woodrow's.
- Approved funding for ten art installations as part of the World of Winter 2022.
- Received an update on the Heartside Mural project.
- Next Meeting: October 13, 2021

DID (7/21/21)

- Received the July Downtown Ambassador Report.
- Discussed the ongoing Retail Strategic Plan.
- Discussed planning and process for the FY23 reauthorization.
- Next Meeting: September 23, 2021

MNTIFA (6/10/21)

- Adopted FY22 Budget
- Approved funding for FY22 DASH MOU
- Received update on North Monroe public space activation projects
- Next Meeting: TBD

DGRI (5/19/21)

- Appointed Randy Thelen to the Board of Advisors.
- Reviewed May COVID Report.
- Received and FY22 Budget presentation for the DDA, TIFA and DID.
- Receiving updates on FY21 Priority Projects including River Governance, Bridge South and Downtown Retail.
- Next Meeting: September 22, 2021

GR Forward Goal 1: Re-establish the Grand River as the draw to the city & region

Determine long-term governance strategy to develop, manage, activate and sustain the future revitalized

Grand River corridor

- Lead: Downtown Grand Rapids Inc. in partnership with City of Grand Rapids, Kent County and Grand Rapids Whitewater
- Recommendations of Organizational Leadership Committee presented to DGRI B of A in May 2021.
- Founding Board convening September 2021.
- Community engagement planning with WMCAT Public Agency in process.
- Briefed County Executive Committee May 2021.
- Presented to City's Economic Development Project Team August 10.

Restore the Whitewater Rapids in the Grand River

- Lead: Grand Rapids Whitewater in partnership with the City of Grand Rapids
- Environmental Assessment continues for the lower reach from I-196 to Fulton Street
- GRWW continues to organize for permit filing with environmental regulatory authorities

Lyon Square Opportunity Site

- Lead: Downtown Grand Rapids Inc in partnership with the City of Grand Rapids, Convention/Arena Authority and Amway Grand Plaza Hotel
- Finalizing construction documents and permitting with Progressive A/E and stakeholder group. Anticipate bidding November 2021 and construction commencement Spring 2022.
- Memorandum of Understanding drafted for ongoing maintenance and operations of completed project.

Anchor the River with new Development on Select Sites

- Leads: City of Grand Rapids, Convention and Arena Authority, Grand Action 2.0, Downtown Grand Rapids Inc.
- City Commission approved resolution to enter an option with CAA to purchase a portion of the 201 Market site for a Downtown amphitheater.
- City currently has option on Kent County Road Commission site at 1500 Scribner Avenue for possible relocation of City facilities.
- Grand Action 2.0 completing proof of concept phase for amphitheater at 201 Market to be completed in 2021.

GR Forward Goal 2: Develop a true Downtown neighborhood home to a diverse population

Encourage infill development to close gaps within and between neighborhoods

- Leads: Downtown Grand Rapids Inc. and City of Grand Rapids
- Bridge South engagement continuing with neighborhood stakeholders and City of Grand Rapids staff.
- Recommendations and implementation plan finalized in March 2021.

Establish a Downtown resident organization

- Lead: Downtown Grand Rapids Inc.
- Downtown Neighbor Network Advisory Committee established Q1 2019
- Launched neighbor-focused website in 2020.
- Continuing monthly meetings and have established a pedestrian safety and communications sub-committee.

Expand public restroom options to ensure a clean and safe neighborhood

- Lead: Downtown Grand Rapids Inc. in partnership with City of Grand Rapids

- Portland Loo identified as a solution to pilot in Heartside Neighborhood at the corner of Weston/Division
- Install completed spring 2020.
- GR DDA approved funding to identify additional locations. Evaluations underway with installation expected in 2022.

GR Forward Goal 3: Implement a 21st-century mobility strategy

Improve navigation and wayfinding

- Lead: Downtown Grand Rapids Inc. in partnership with the City of Grand Rapids
- DDA approved a contract with Progressive A/E in June 2020
- 95 percent review of design types scheduled week of August 16 and will be at City Design Team on August 18
- Prioritizing list of initial install locations
- Final design delivered fall 2021 with bidding expected late fall 2021.

Complete the networks in and out of Downtown: Ottawa Avenue resurfacing

- Lead: City of Grand Rapids in partnership with Downtown Grand Rapids Inc and Michigan Department of Transportation
- DDA approved its share of funding contribution in May 2021.
- In addition to resurfacing, scope includes decorative streetlights, street trees, planters, landscaping, irrigation, street furniture, and infrastructure for future traffic signals that will be installed when the street is eventually restored to a two-way.
- Project is currently under construction and expected to be substantially complete before Art Prize.

Provide additional automobile parking supply

- Lead: City of Grand Rapids, various institutions and the private sector
- 3,600 spaces came online from Q2019 – Q2 2021 in Downtown.
- An additional 1,600 are under construction.
- Downtown Grand Rapids remains in the biggest parking construction boom in its history

GR Forward Goal 4: Grow more & better jobs & ensure the continued vitality of the local economy

Recruit major office anchors to Downtown

- Partners: City of Grand Rapids, The Right Place, Grand Rapids Area Chamber of Commerce, DGRI and key real estate leaders
- GR DDA authorized negotiations for major office user on DDA-owned land adjacent to Studio Park
- Acrisure construction complete at Studio Park.
- BAMF Health began construction in the Doug Meijer Medical Innovation Building with build out set to be complete in June 2022.
- Perrigo HQ \$45M development under construction and scheduled to be complete in summer 2022.
- Spectrum Center for Transformation and Innovation has begun demolition in Monroe North with an estimated completion date in 2023.

Foster ground-floor businesses to close retail gaps and diversify the mix of Downtown retail offerings

- Leads: Downtown Grand Rapids Inc., City of Grand Rapids, Grand Rapids Area Chamber of Commerce and The Right Place
- MJB Consulting initial outreach and engagement completed with stakeholders and industry experts.
- Phase 2 of the work is underway and will deliver next step recommendations and geographically focused strategic plan in fall 2021.

- Since 2019 the DDA has approved twelve new Downtown businesses through the Retail Incubation Grant.

GR Forward Goal 5: Reinvest in public space, culture & inclusive programming

Enhance existing non-riverfront parks and open spaces through redesign and programming: Ecliptic at Rosa

Parks Circle

- Lead: Ecliptic at Rosa Parks Circle Conservancy in partnership with the City of Grand Rapids and Downtown Grand Rapids Inc.
- DDA funding approved in April 2021.
- Construction underway and scheduled to be complete fall 2021.

Create new (non-riverfront) open space assets: Hill and River Network Plan

- Lead: Downtown Grand Rapids Inc. in partnership with the City of Grand Rapids, Monroe North Business Association, Grand Valley State University, Spectrum Health, Neighbors of Belknap Lookout.
- RFP issued in June 2021. 13 responses received and interviews were held the week of August 23rd.
- Recommendation for consultant approved at the DDA meeting in September. Funding accounted for in the FY22 DDA LTI budget.

Expand winter recreational programming in Downtown parks and public spaces

- Lead: Downtown Grand Rapids Inc and City of Grand Rapids
- Winter lighting and holiday décor switched on Dec. 2021.
- Request for Proposals issued for World of Winter festival of frozen fun in 2022.
- Committee reviewed more than 30 proposals and advanced proposal for DDA approval in September.

Expand arts and cultural events and temporary programming to further activate the public real year round

- Lead: Downtown Grand Rapids Inc. and City of Grand Rapids
- DDA approved event sponsorships for Art Prize, Confluence and the Global Water Festival in June 2021.
- Organizing with City and Art Prize teams about Art Prize 2021.
- Organized Silent Disco at Studio Park on Saturday 8/21.
- Bicentennial commemoration of the signing of the 1821 Treaty of Chicago at Ah-Nab-Awen occurred 8/29
- Upcoming Events:
 - Art Prize: 9/16 – 10/3 at various sites throughout Downtown and the City
 - Confluence: 9/23 – 9/25 at Calder Plaza
 - Global Water Fest: 9/25 at Canal Street Park

Continue turning up the volume on public art

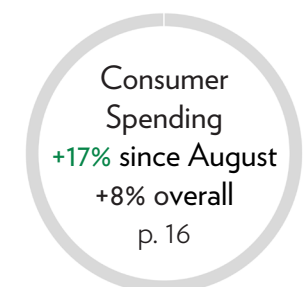
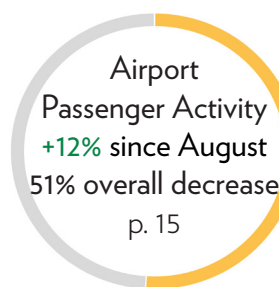
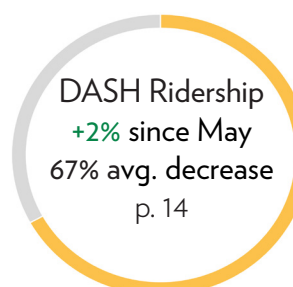
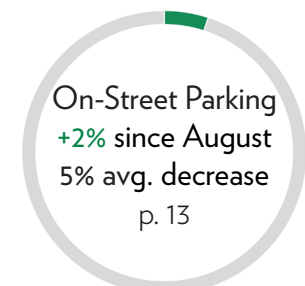
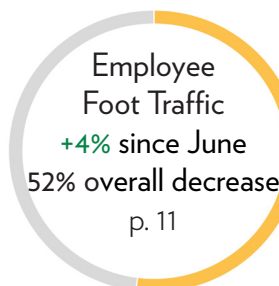
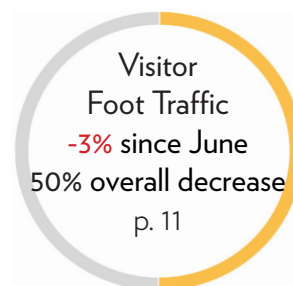
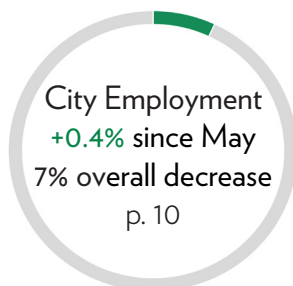
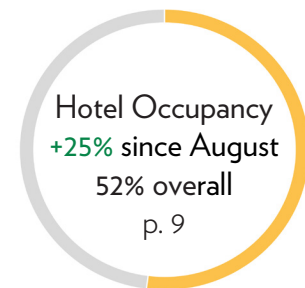
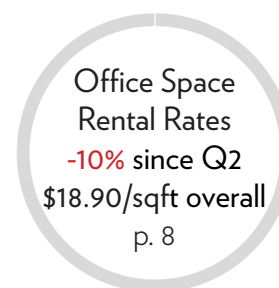
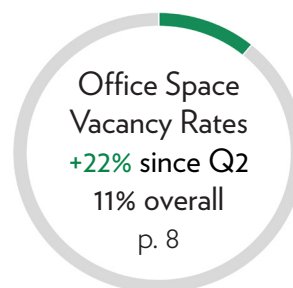
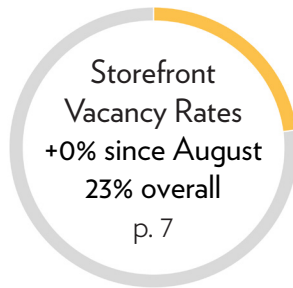
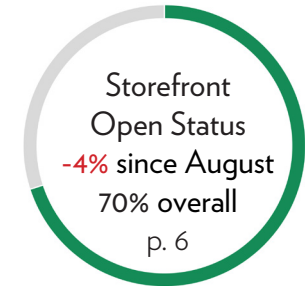
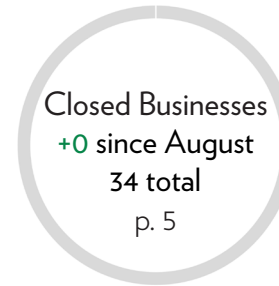
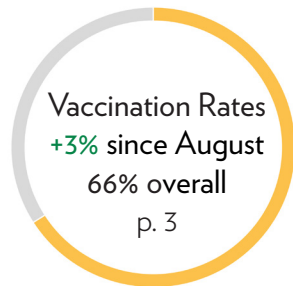
- Lead: Downtown Grand Rapids Inc. and City of Grand Rapids
- Women's Way mural ribbon cuttings set for September:
 - Harriett Woods (9/1): GRPD Alley
 - Angeline Yob (9/8): Sheldon Avenue
 - Marilia Ortiz Blakely (9/15): San Chez Alley
 - Ethel B. Coe (9/22): GLC 20 Monroe Live Alley
 - GR Chicks (9/29): Garage Bar Alley
- Ella Smith mural to begin this month
- DDA approved funding for Heartside mural series in April. Artists to begin painting at 5 locations the week of August 9. Tours to begin fall 2021.
- Downtown Social Zone barrier mural projects are complete.
- Storm drain mural project to educate on the storm drain system is complete.



DOWNTOWN
GRAND RAPIDS INC.

COVID-19 Reignition Report
September 3, 2021

Summary of Downtown Vital Signs & Month Over Month Changes



Kent County Vaccination Distribution & Administration

66%

of Michigan residents
have received 1st dose
as of September 1st

60%

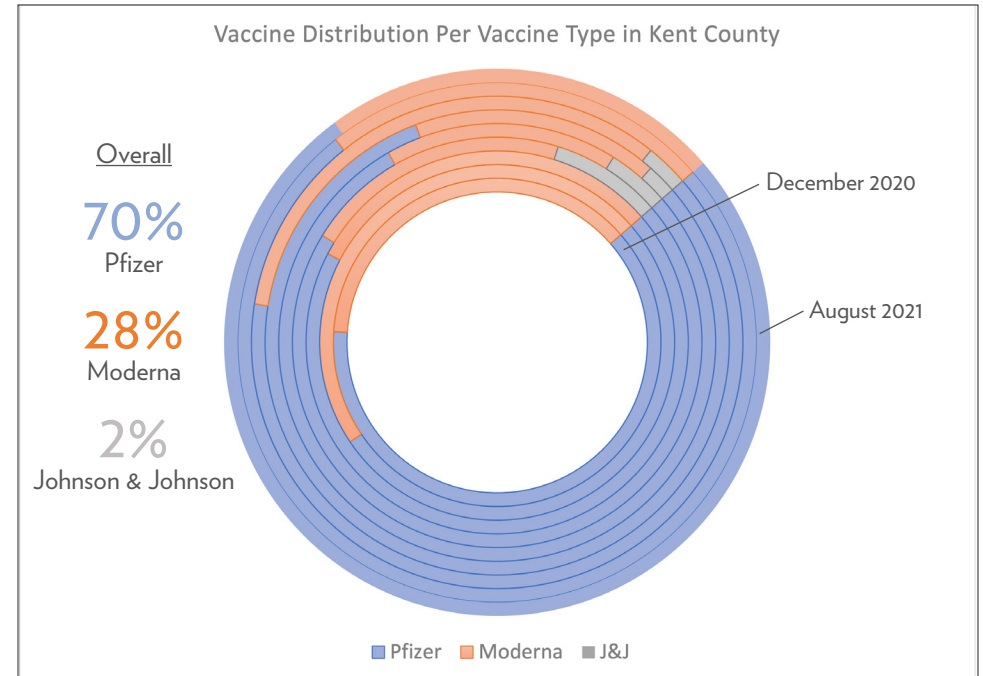
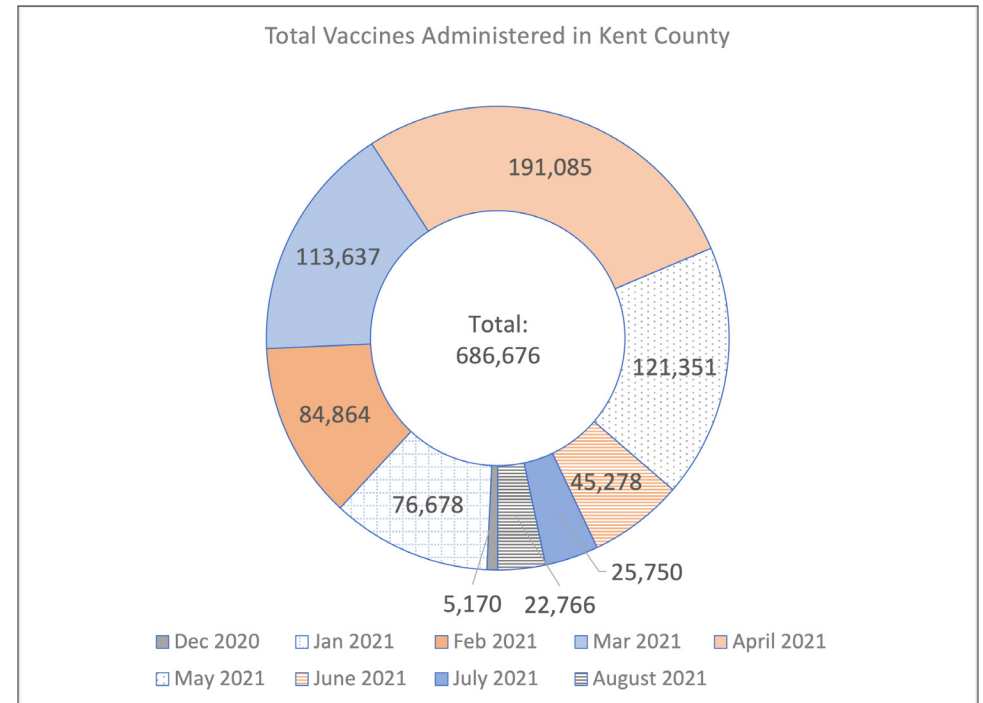
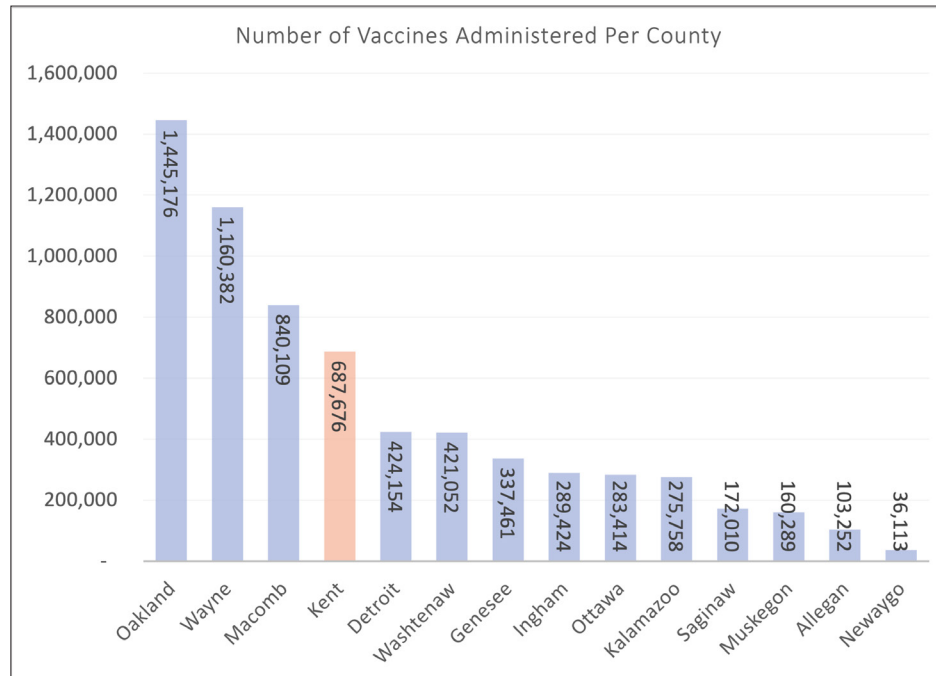
of doses administered
84% nation-wide
76% state-wide

63%

of Kent residents
fully vaccinated
53% nation-wide
56% state-wide

3,466

administered additional
doses in Region 6
Grand Rapids is in Region 6



Business Openings

2020

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

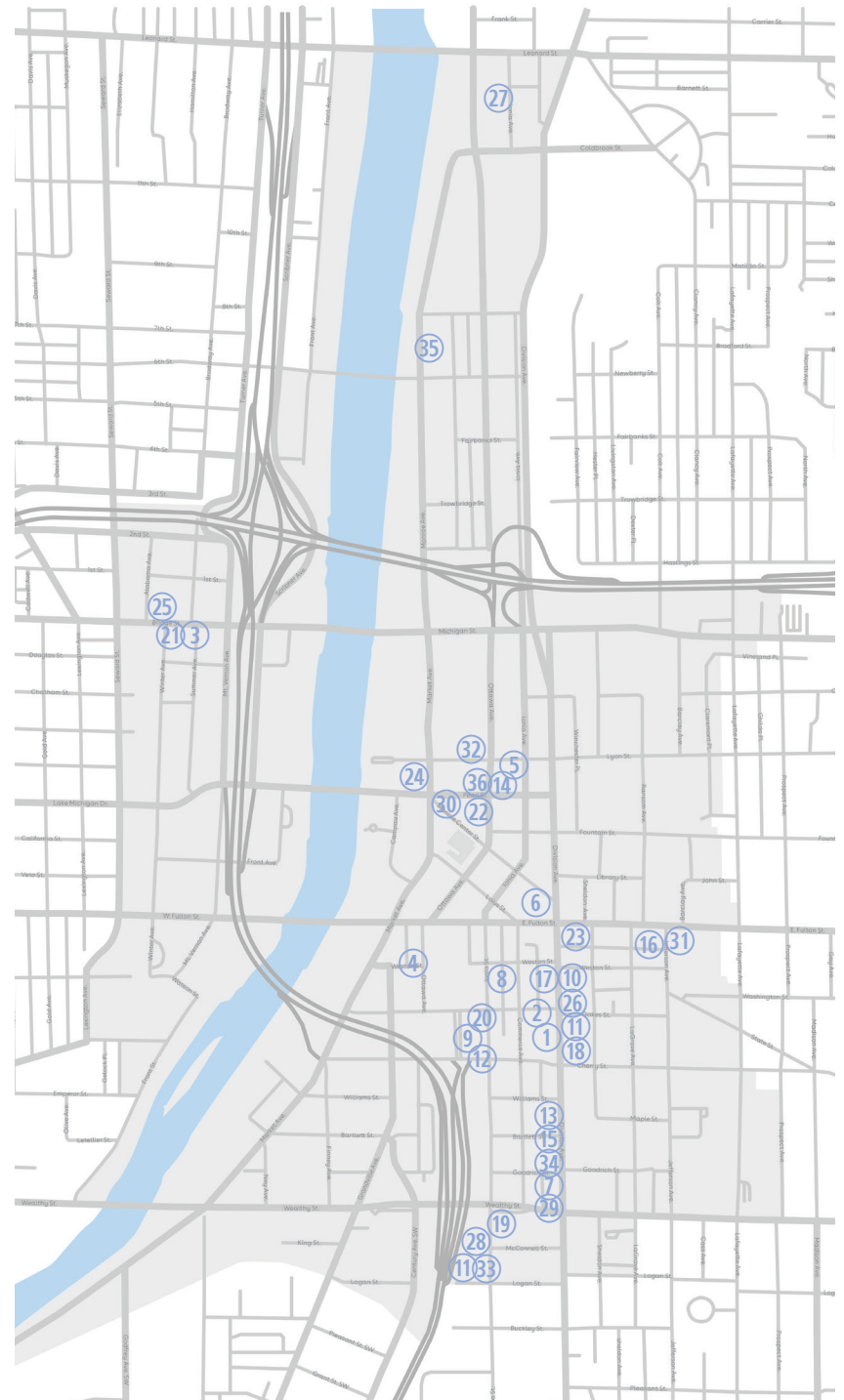
2021

- ㉒ Marissa's Jewels (January)
- ㉓ Poké Poké & Boba (January 19)
- ㉔ MDRD (February 2)
- ㉕ Condado Tacos (February 4)
- ㉖ Blonde Theory (March 1)*
- ㉗ Spinful.Bike (March 9)
- ㉘ Gaby's Gourmandise @ DTM (May 8)
- ㉙ Eagle Eye Tattoo (May 10)
- ㉚ Wise Men Distillery (June 2)
- ㉛ The 12th House GR (June 2)*
- ㉜ DGX Market (June 21)
- ㉝ Squibb Café @ DTM (June 25)
- ㉞ The Dream Garden (July 17)
- ㉟ High Point Tattoo (August 21)
- ㊱ Webster's Market (September 3)

17% BIPOC-Owned
36% Women-Owned
43 businesses opened
 in the same time
 frame pre-COVID

*received DDA Retail Incubation Grant

Source: Downtown Grand Rapids Inc.



Business Closings

2020

- ① Zoey Ashwood Fine Art (May)
- ② Charley's Crab (May 15)
- ③ Grand Central Market (June 1)
- ④ The Wheelhouse (June 4)*
- ⑤ Madcap @ DTM (June 8)
- ⑥ UICA (June 17)*
- ⑦ Dog Story Theatre (June 27)*
- ⑧ Sloppy Joe's Snack Shack (July)
- ⑨ Bend Gallery (July)
- ⑩ Perrigo Printing (July 1)*
- ⑪ Social Kitchen (July 7)
- ⑫ Gina's Boutique (August 8)
- ⑬ Sin Republic Salon (August 28)
- ⑭ GRAM Store (August 30)
- ⑮ GP Sports (Summer)
- ⑯ Craft Beer Cellar (September 26)*
- ⑰ Beer City Barre (October 31)
- ⑱ Bultema Group (December 14)*
- ⑲ The Dog Pit (December 19)*

2021

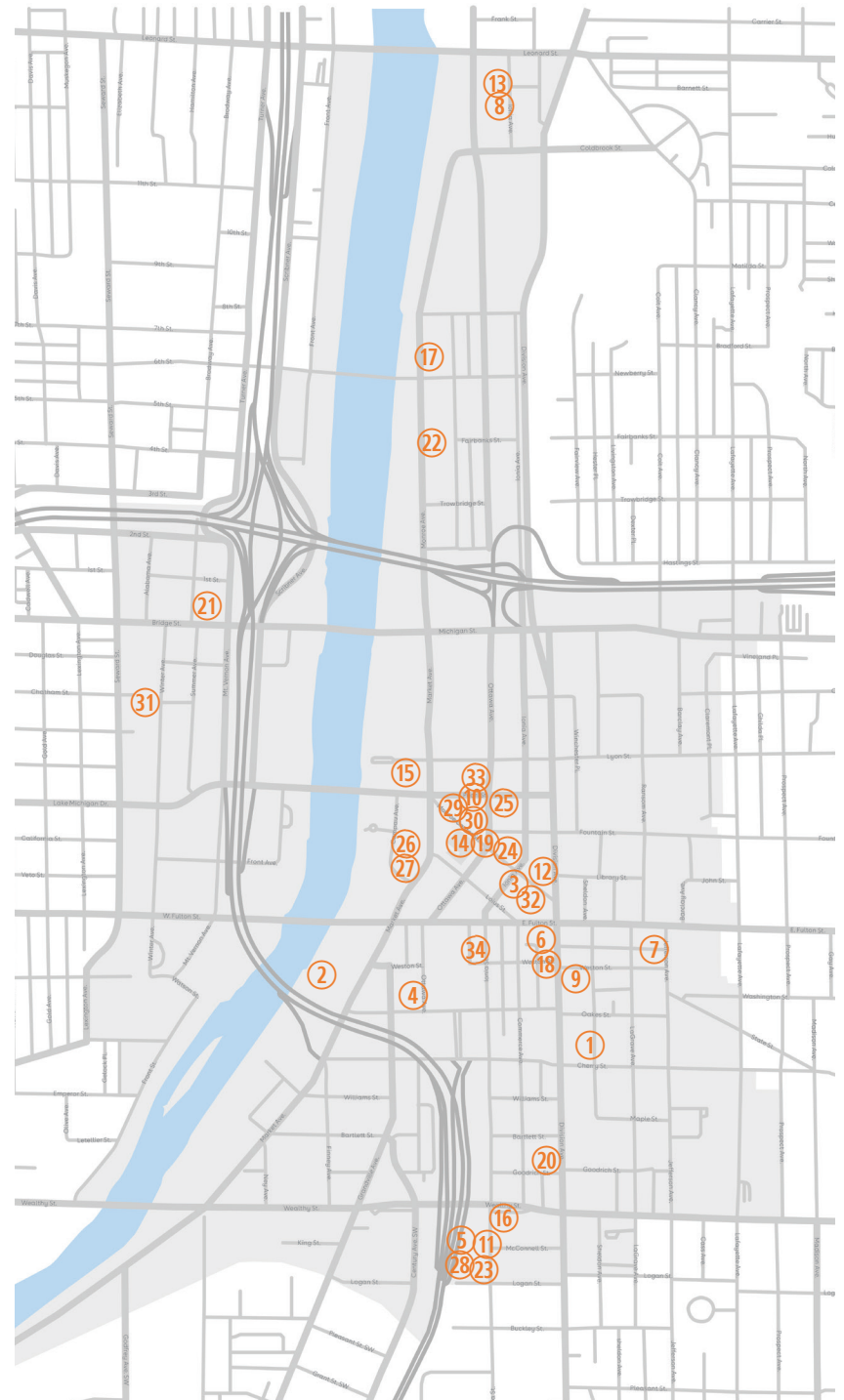
- ⑳ Iyengar Yoga Center (2021)
- ㉑ The Mitten State (February 9)
- ㉒ Big E's Sports Grill (February 18)
- ㉓ Sweetie-Licious @ DTM (February 25)
- ㉔ Apothecary Off Main (February 28)
- ㉕ Downtown Ferris Coffee (March 14)
- ㉖ MLive (April)
- ㉗ Monroe Ave Subway (April)
- ㉘ Bliss & Vinegar @ DTM (April 25)
- ㉙ Marissa's Jewels (May)
- ㉚ Electric Hero (May 20)
- ㉛ West Side Ferris Coffee (May 22)
- ㉜ Art Caribbean Fusion Cuisine (June 21)
- ㉝ Jam'N Bean (June 28)
- ㉞ Go Java Coffee (July 18)

businesses opening
1.06x
faster than closing

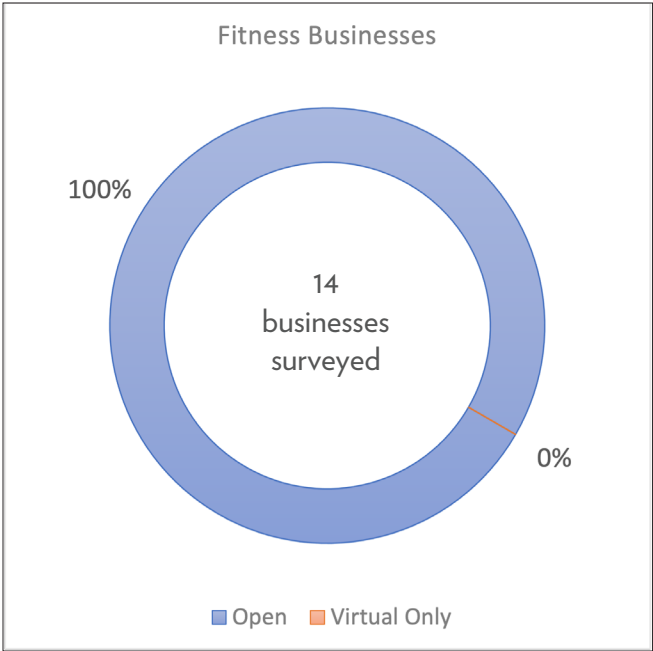
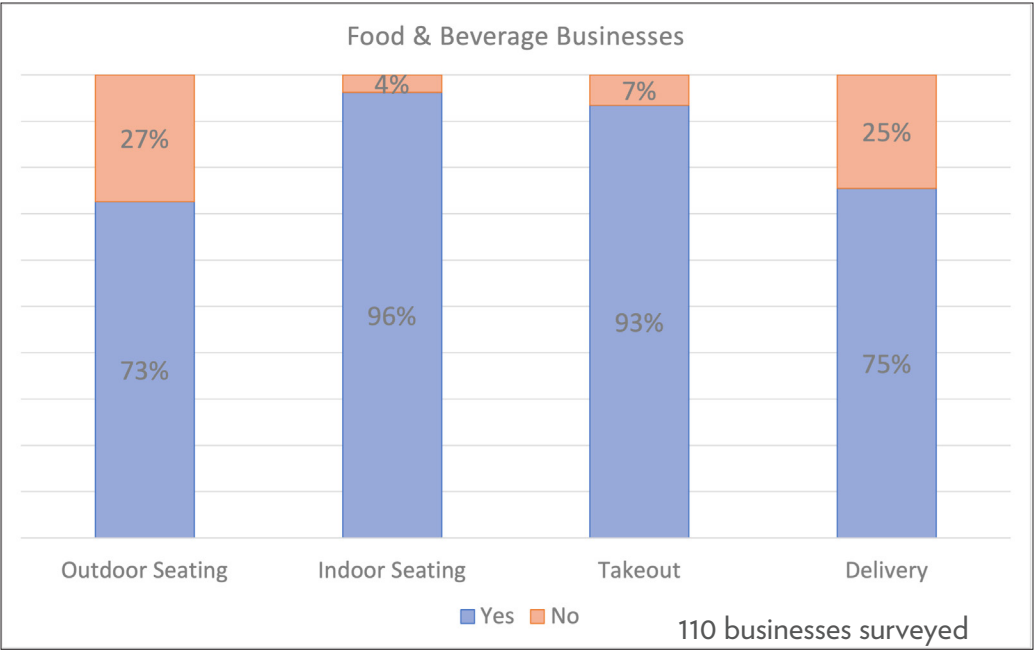
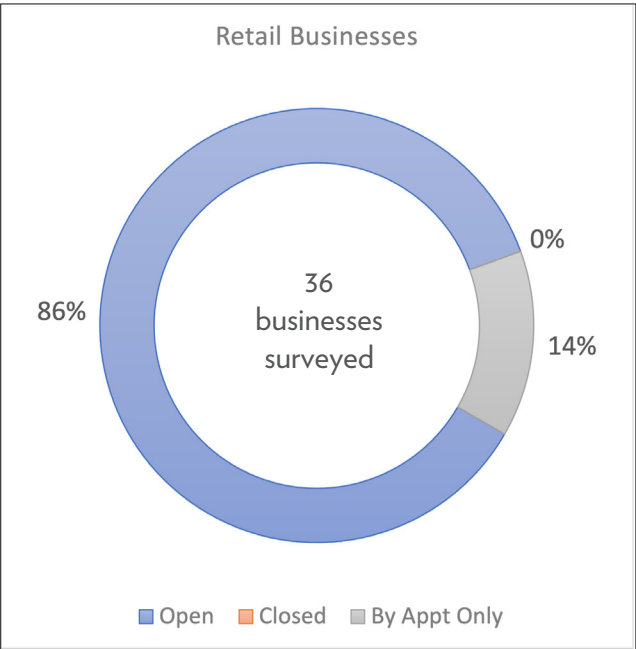
20
businesses closed
in the same time
frame pre-COVID

*business transitioned or moved

Source: Downtown Grand Rapids Inc.



Storefront Business Open Statuses



Calculations made on September 1st, 2021.

Source: Downtown Grand Rapids Inc.

Ground-Floor Storefront Vacancies

345
ground-floor
businesses in DT

23%
current
vacancy rate

2.3 yr
average vacancy
duration

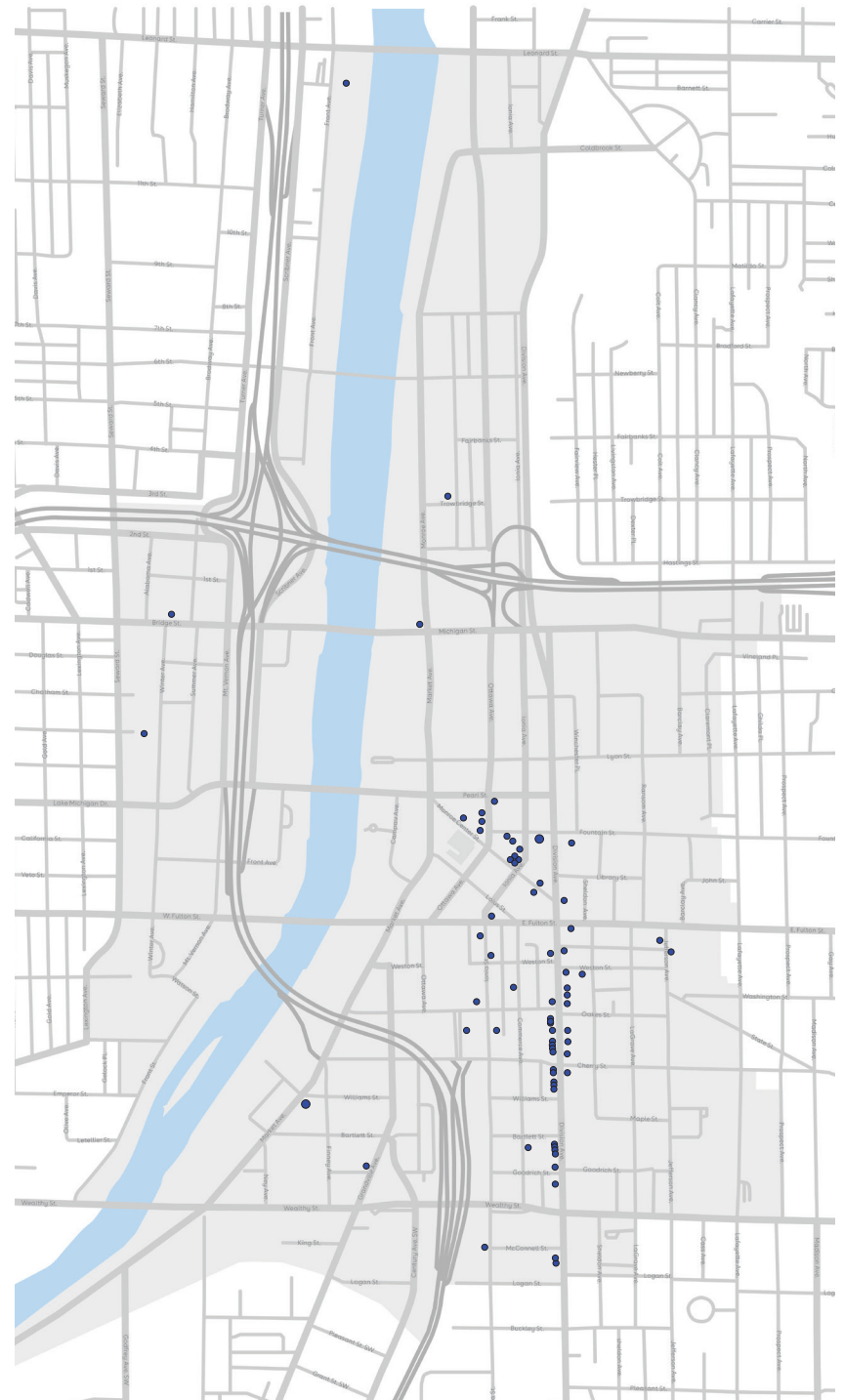
This equates to
407k
square feet of
available space

7 new storefront businesses in the last 12 months:

- 449 Bridge St NW #1 (Condado Tacos @ Bridge St Lofts)
- 449 Bridge St NW #2 (Vacant @ Bridge St Lofts)
- 10 Ionia Ave NW #1 (Wahlburgers @ Residence Inn)
- 10 Ionia Ave NW #2 (Social Misfits @ Residence Inn)
- 111 Lyon St NW #1 (Vacant)
- 111 Lyon St NW #2 (Real Seafood Co)
- 111 Lyon St NW #3 (DGX)

Anticipated new storefront businesses:

- 430 Monroe Ave NW development - 2022
- 446 Grandville redevelopment - 2022
- ICCF Tapestry Square - 2022
- Spectrum T&I Center - 2023



Downtown Office Space Vacancy

Updated Quarterly

2%

overall **increase** in
vacancy rates through
2020 and 2021

Colliers estimates

5.7M

square feet of occupied
space in Q2 2021, a

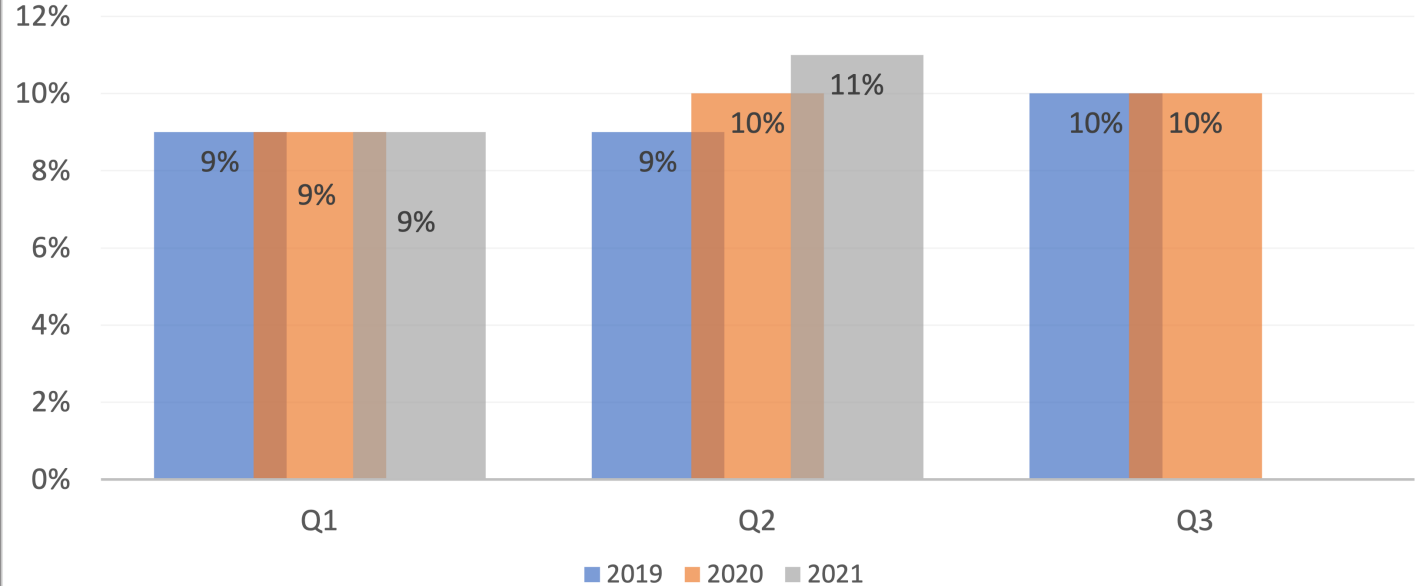
2%

decrease since
Q2 2020

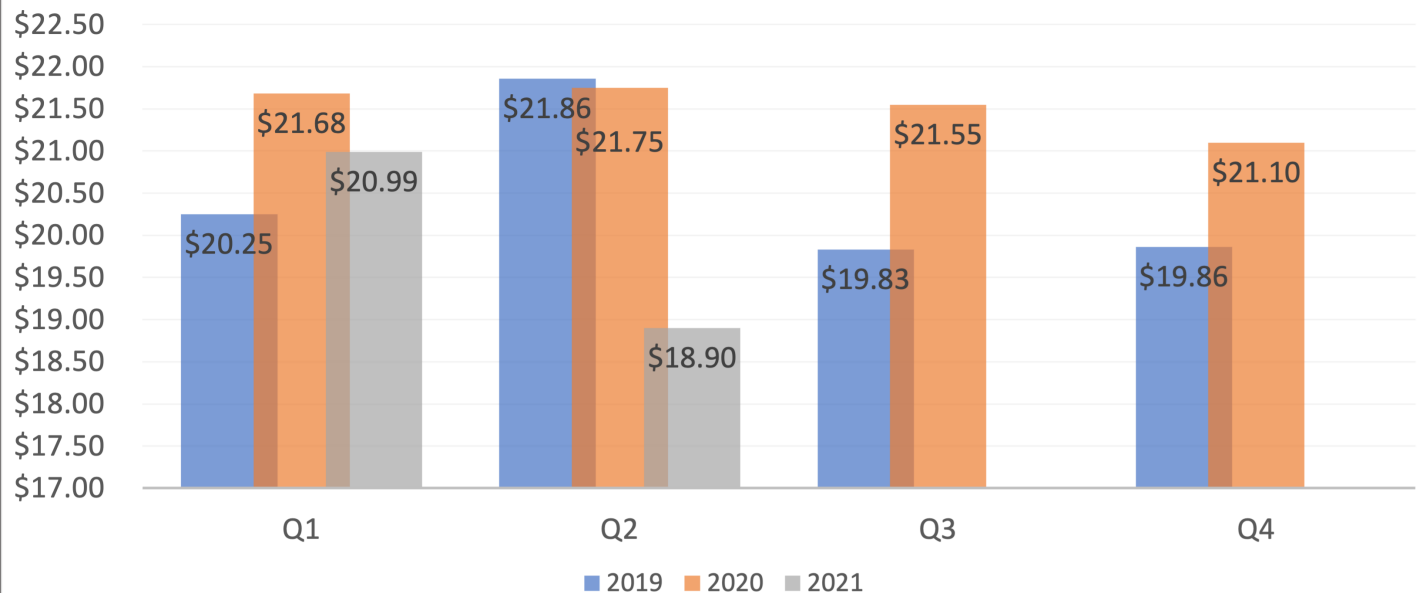
13%

overall **decrease** in
rental rates (\$2.78)
in 2020 and 2021

Downtown Office Space Vacancies Rates
2019 vs. 2020 vs. 2021



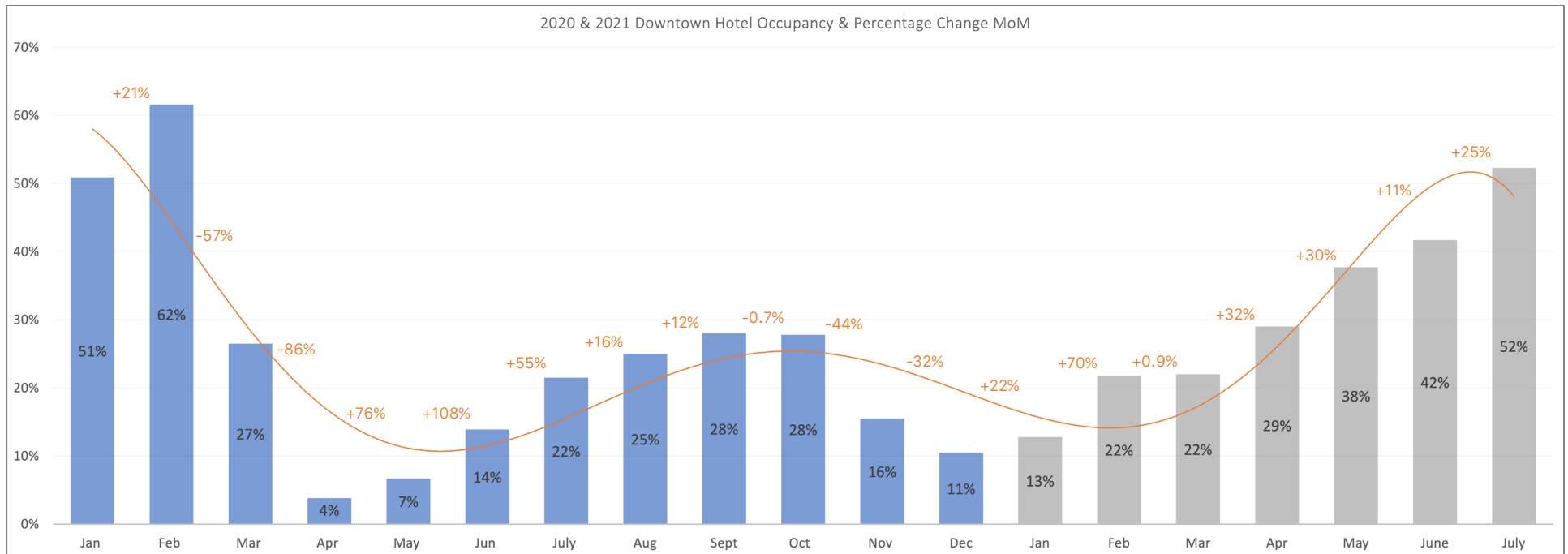
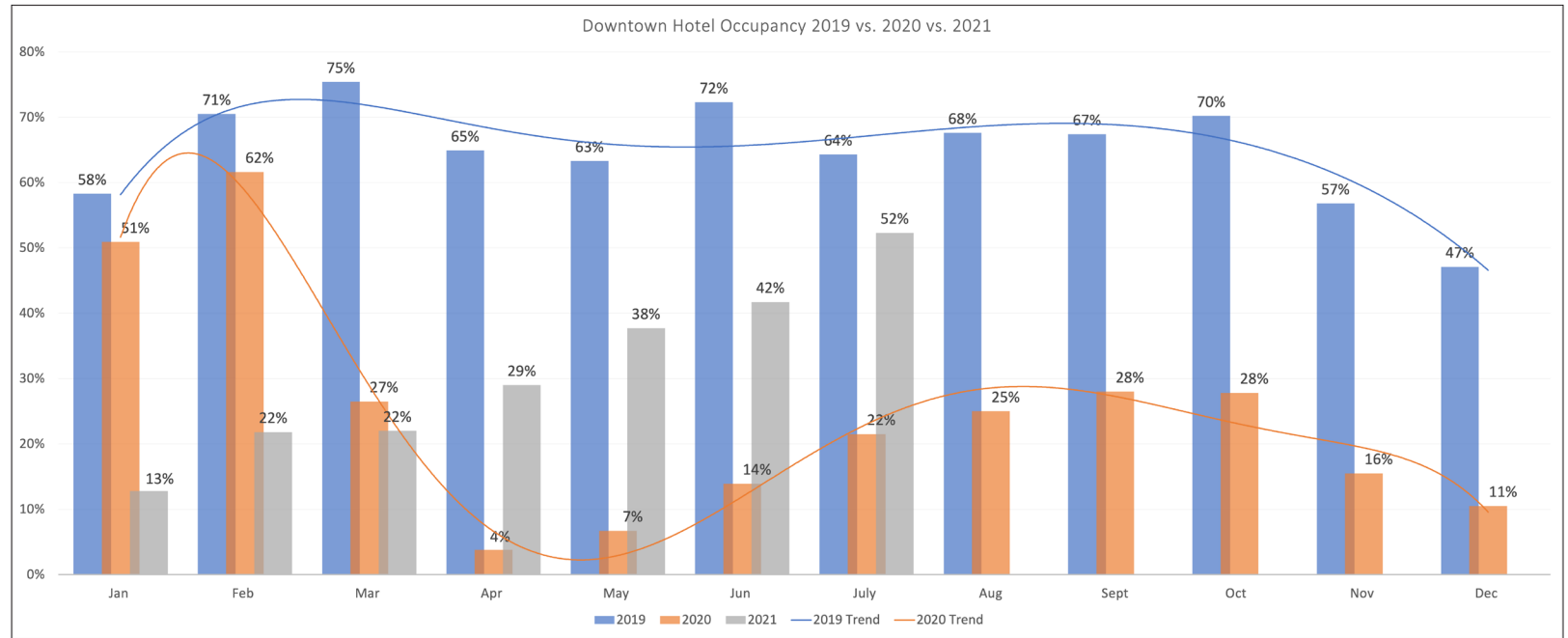
Downtown Office Space Rental Rates
2019 vs. 2020 vs. 2021



Hotel Occupancy

64%
average **decrease**
in hotel occupancy
during COVID

399%
overall **increase** in
hotel occupancy in
2021 since Dec 2020



City Employment Rates

7%

average **decrease** in
employment during COVID

Key Dates

March 15, 2020

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

June 8, 2020

restaurants & bars reopen at limited capacity.

September 9, 2020

gyms, pools and organized sports can reopen/resume.

July 1, 2020

indoor service at bars recloses.

November 18, 2020

indoor dining, theaters, bowling alleys, casinos, group fitness classes, organized sports reclose.

December 18, 2020

some businesses (casinos, cinemas, bowling alleys) reopen. Indoor dining remains closed.

February 1, 2021

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

March 5, 2021

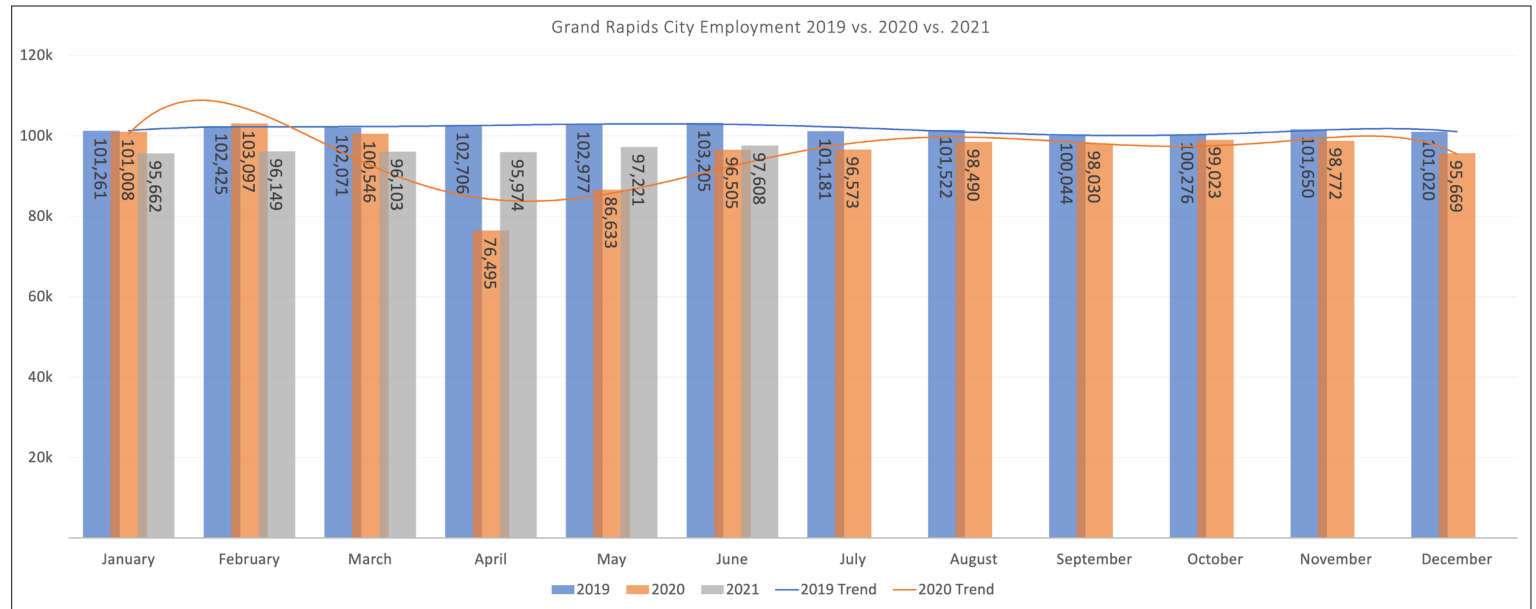
restaurants reopen to 50%, other business capacity augmentations.

June 1, 2021

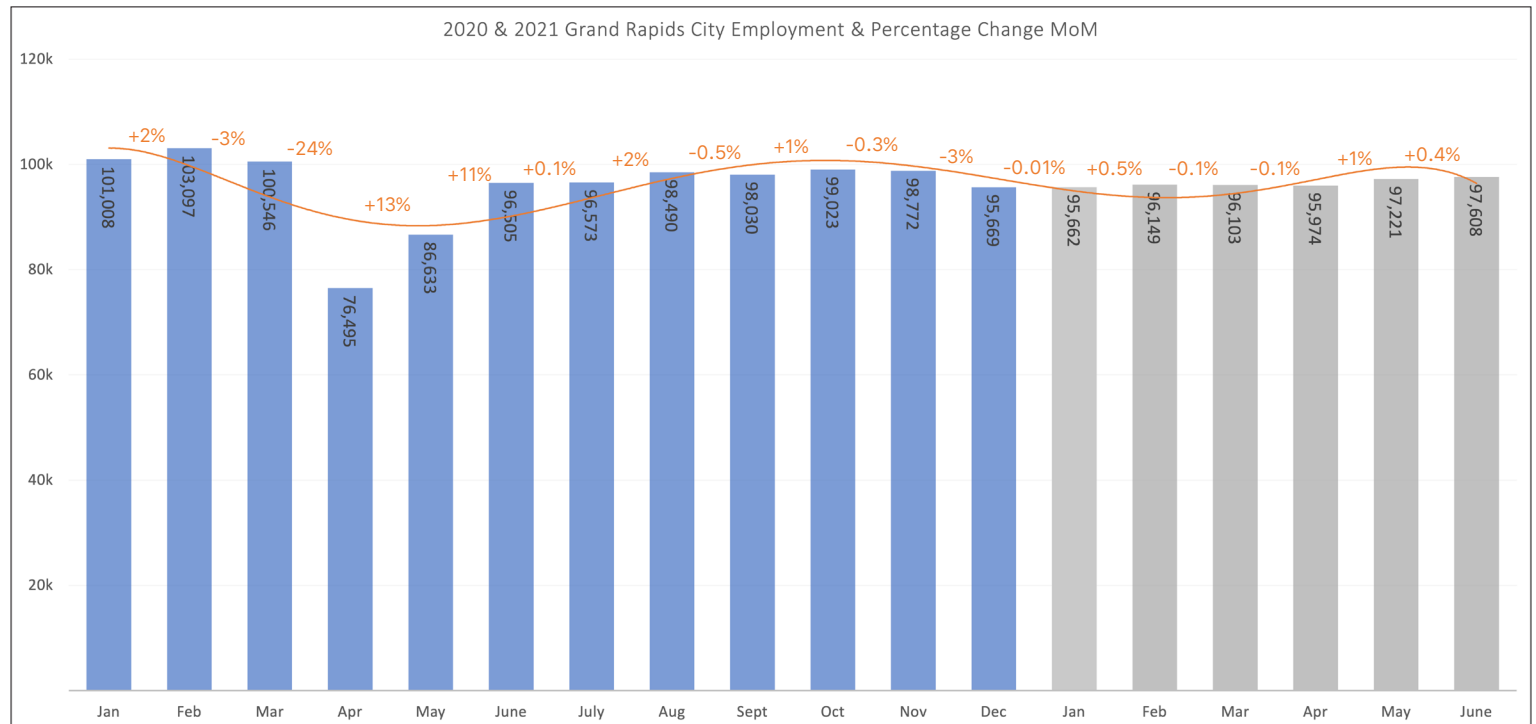
outdoor restrictions lifted, curfew and capacity restrictions reduced

June 1, 2021

Capacity limits, mask restrictions lifted

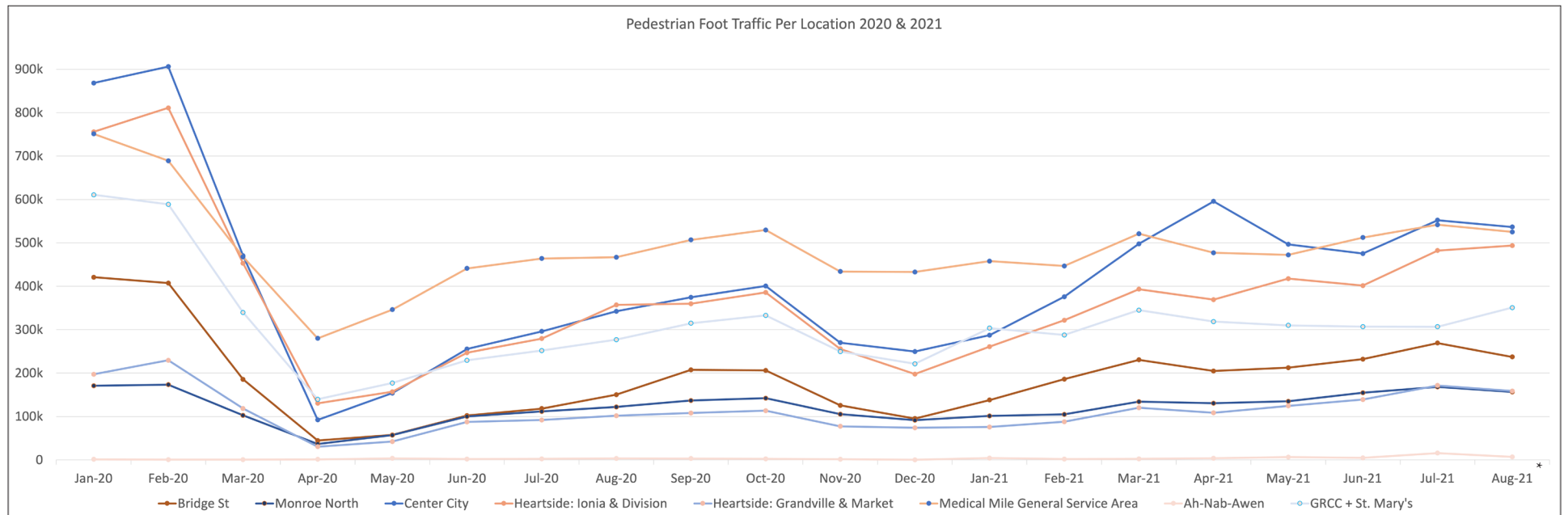
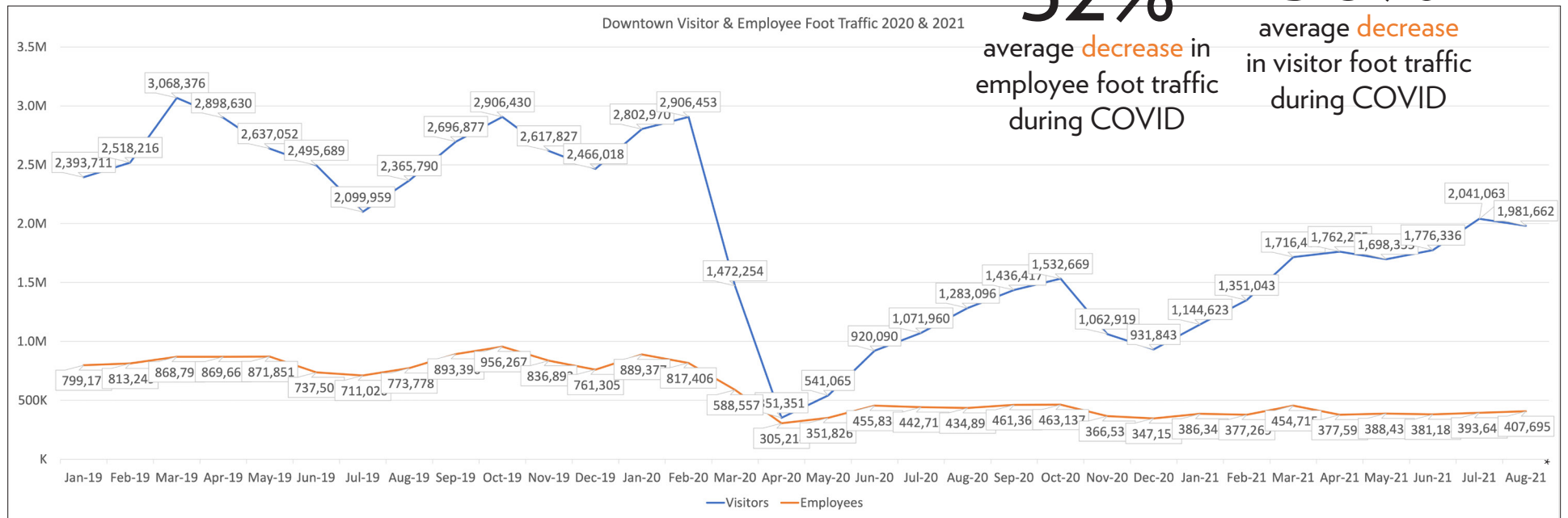


	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	-0.2%	1%	-1%	-26%	-16%	-6%	-5%	-3%	-2%	-1%	-3%	-5%
2020 vs. 2021	-5%	1%	-0.05%	-0.1%	1%	0.4%	-	-	-	-	-	-



Source: U.S. Bureau of Labor Statistics
via City of Grand Rapids

Downtown Foot Traffic Tracking



Counts are Estimated Number of Visits (per month)

Source: Placer.ai

via Downtown Grand Rapids Inc.

*August 2021 is missing 8/31/2021 from monthly count

Current Downtown Construction and Development

- ① Amway Grand Plaza Renovation - anticipated Fall 2021
- ② The Finnley Hotel - anticipated Fall 2021
+5 hotel units
- ③ Dégagé Ministries Redevelopment - anticipated March 2022
+4,000 square feet of commercial space
- ④ MSU Innovation Park - anticipated March 2022
+200,000 square feet of office space
+4,000 square feet of commercial space
+600 parking spaces
+450 jobs
- ⑤ Perrigo Headquarters - anticipated 2022
+63,550 square feet of office space
+4,000 square feet of commercial space
+170 jobs
- ⑥ Spectrum Transformation & Innovation Center - anticipated 2023
+303,000 square feet of office space
+1,090 parking spaces
+1,200 jobs
- ⑦ 470 Market Ave Redevelopment - anticipated May 2022
+173 housing units
- ⑧ ICCF Tapestry Square - anticipated Q4 2022
+10,000 square feet of commercial space
+56 housing units

567k
square feet of
office space

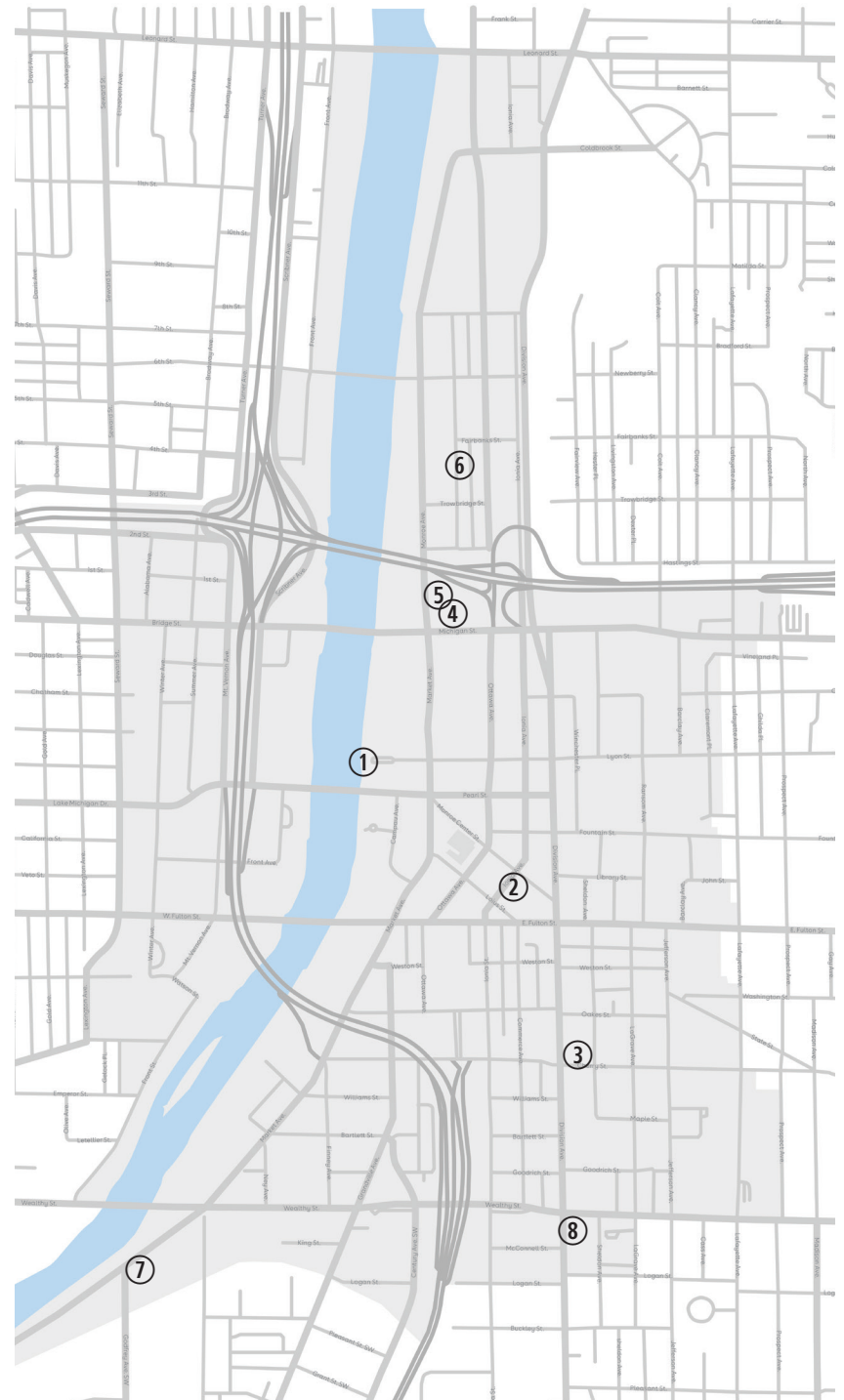
22k
square feet of
commercial space

5
hotel rooms

1,690
parking spaces

1,820
new jobs

229
housing units



On- and Off-Street Parking

23%
average **decrease** in
off-street occupancy
during COVID

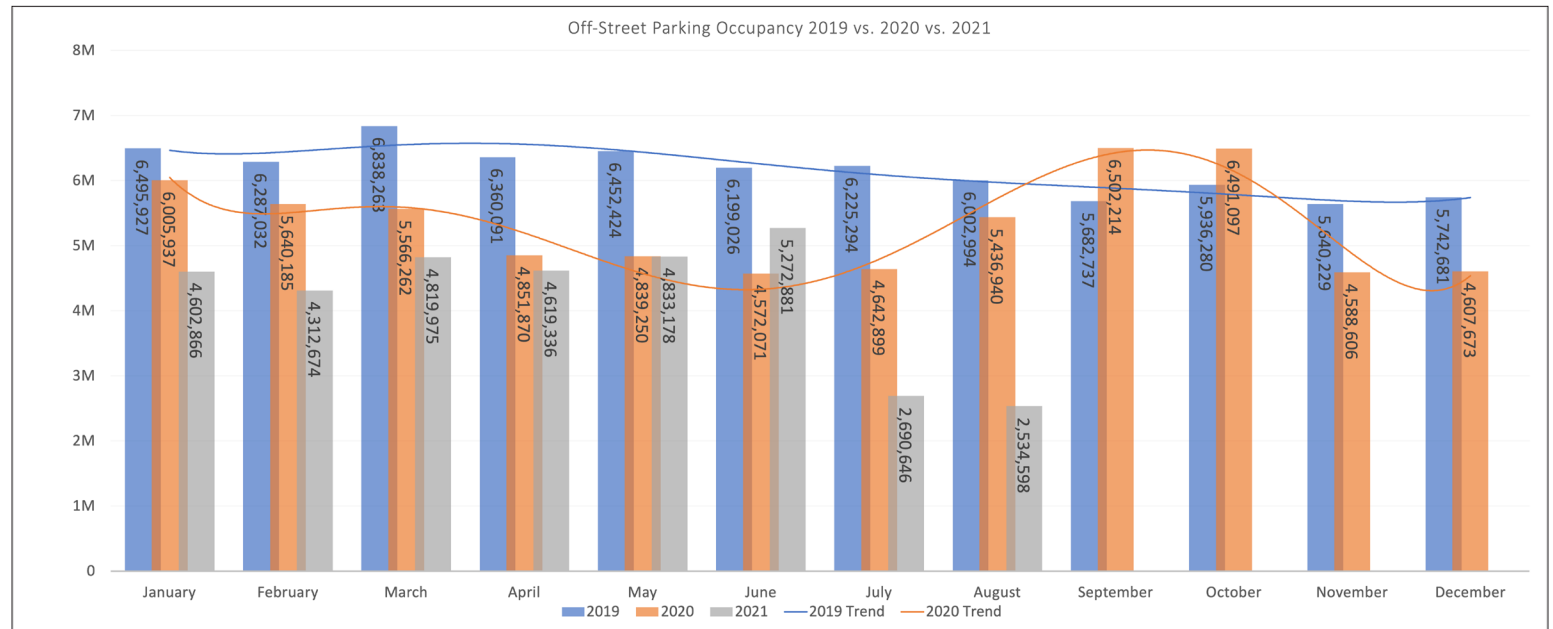
5%
average **decrease** in
on-street occupancy
during COVID, but

22%
average **decrease** in
on-street occupancy
from 2019 to 2020

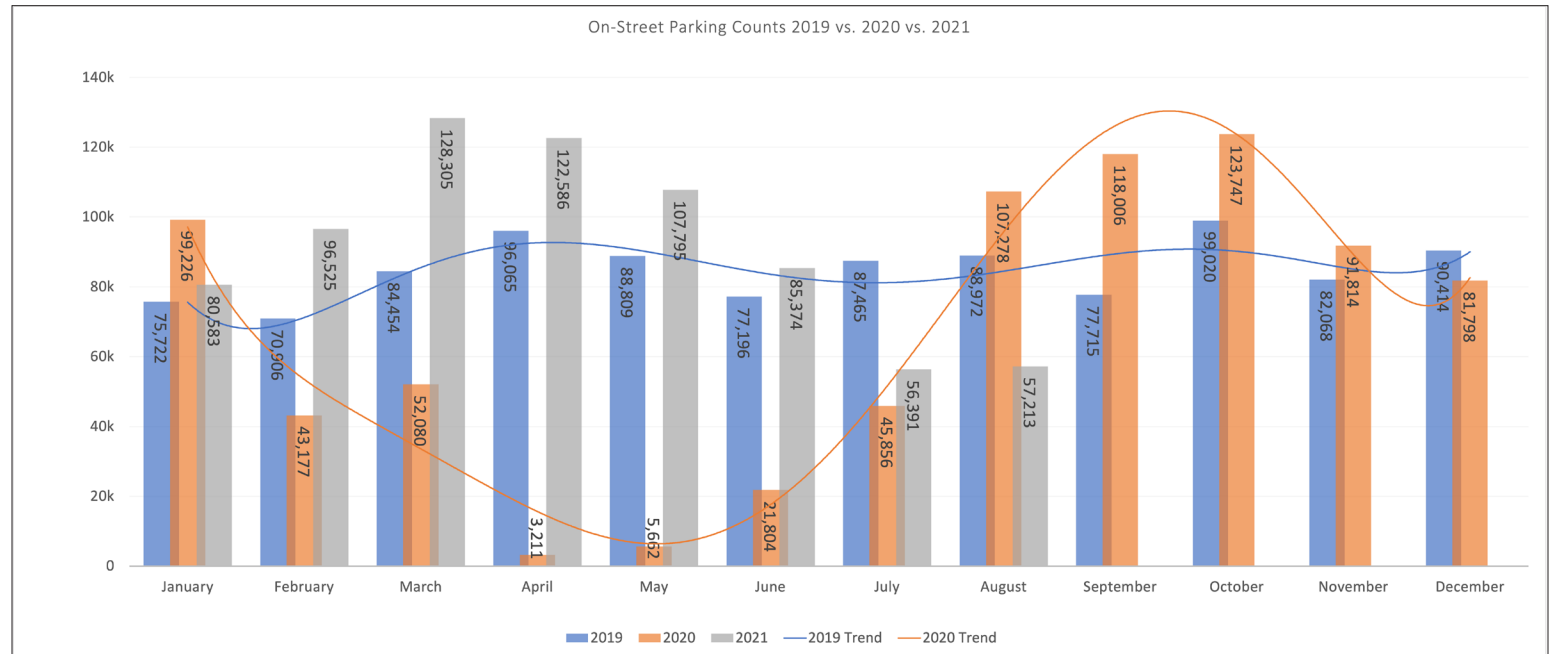
There were
128k
more on-street
parking instances
in Jan-June
2021 than in
Jan-June 2019

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

Source: MobileGR



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	-8%	-10%	-19%	-24%	-25%	-26%	-25%	-9%	14%	9%	-19%	-20%
2020 vs. 2021	-23%	-24%	-13%	-5%	-0.1%	15%	-42%	-53%	-	-	-	-



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	31%	-39%	-38%	-97%	-94%	-72%	-48%	21%	52%	25%	12%	-10%
2020 vs. 2021	-19%	124%	146%	3718%	1804%	292%	23%	-47%	-	-	-	-

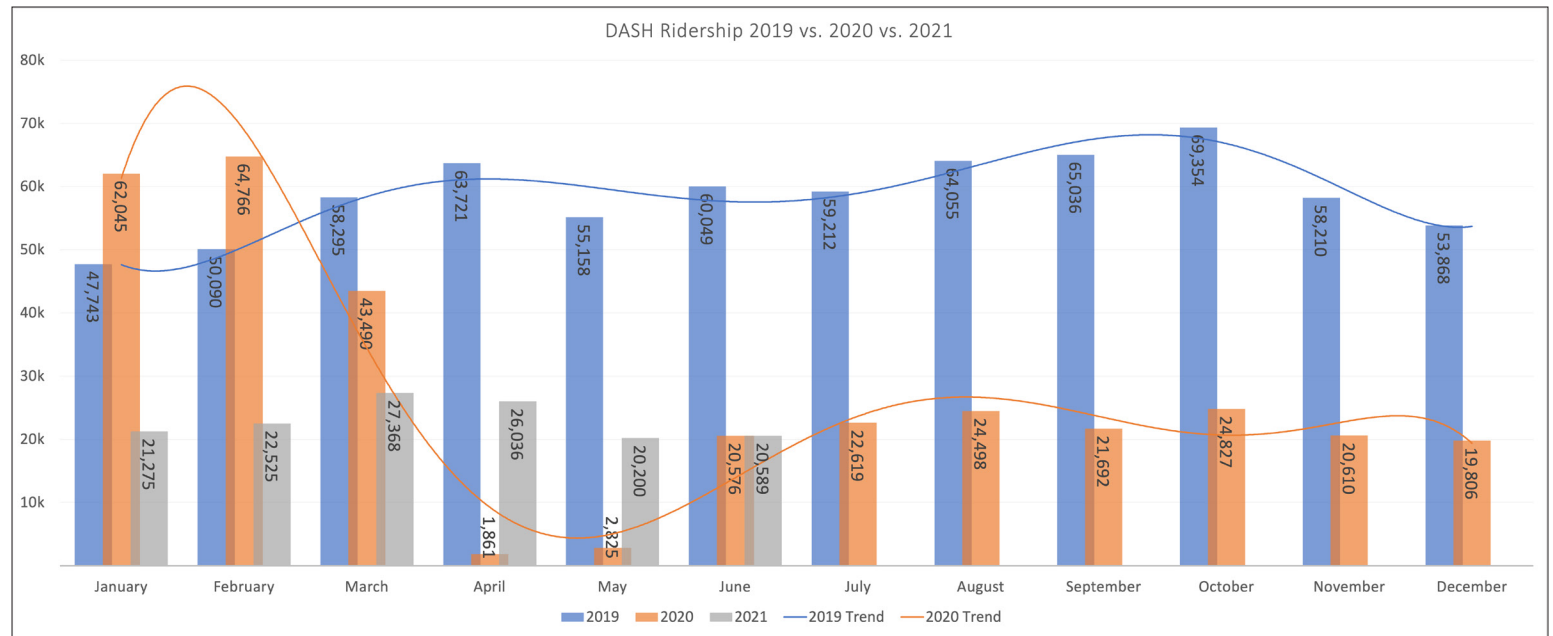
DASH Ridership

Updated Quarterly

DASH ridership is

37%*
recovered

67%
average **decrease**
in ridership
during COVID



Timeline of DASH Schedule Changes

March 26th, 2020:

DASH West changed to 15-minute frequency;
DASH North changed to 20-minute frequency;
Hours changed to 7am-7pm, Mon-Fri

April 10th, 2020:

Services were temporarily suspended

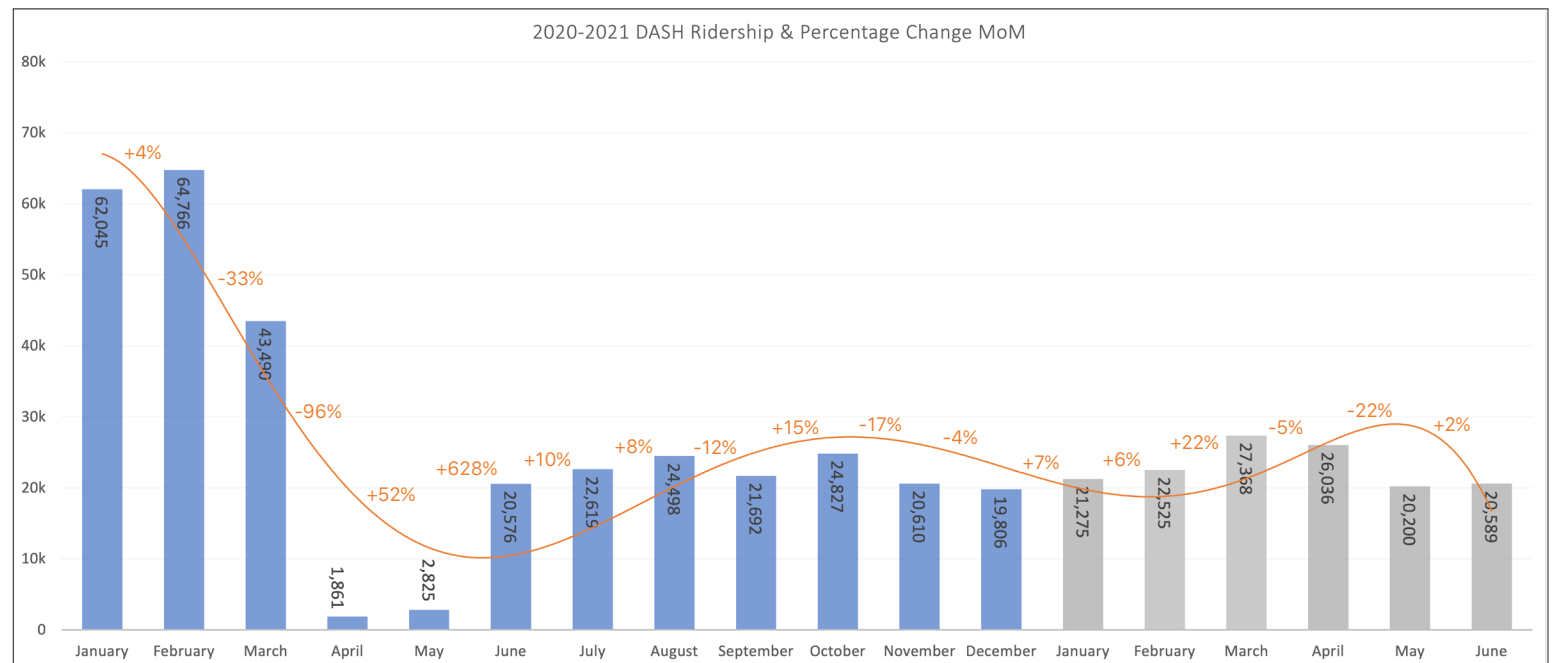
May 26th, 2020:

Number of vehicles was reduced;
Hours changed to 6am-10 pm, Mon-Sat

May 10th, 2021:

Hours changed to 7am-8:30pm, Mon-Fri

	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	30%	29%	-25%	-97%	-95%	-66%	-62%	-62%	-67%	-64%	-65%	-63%
2020 vs. 2021	-66%	-65%	-37%	1299%	629%	0.1%	-	-	-	-	-	-



*not on full schedule

Source: The Rapid

Airport Activity

Passenger activity is

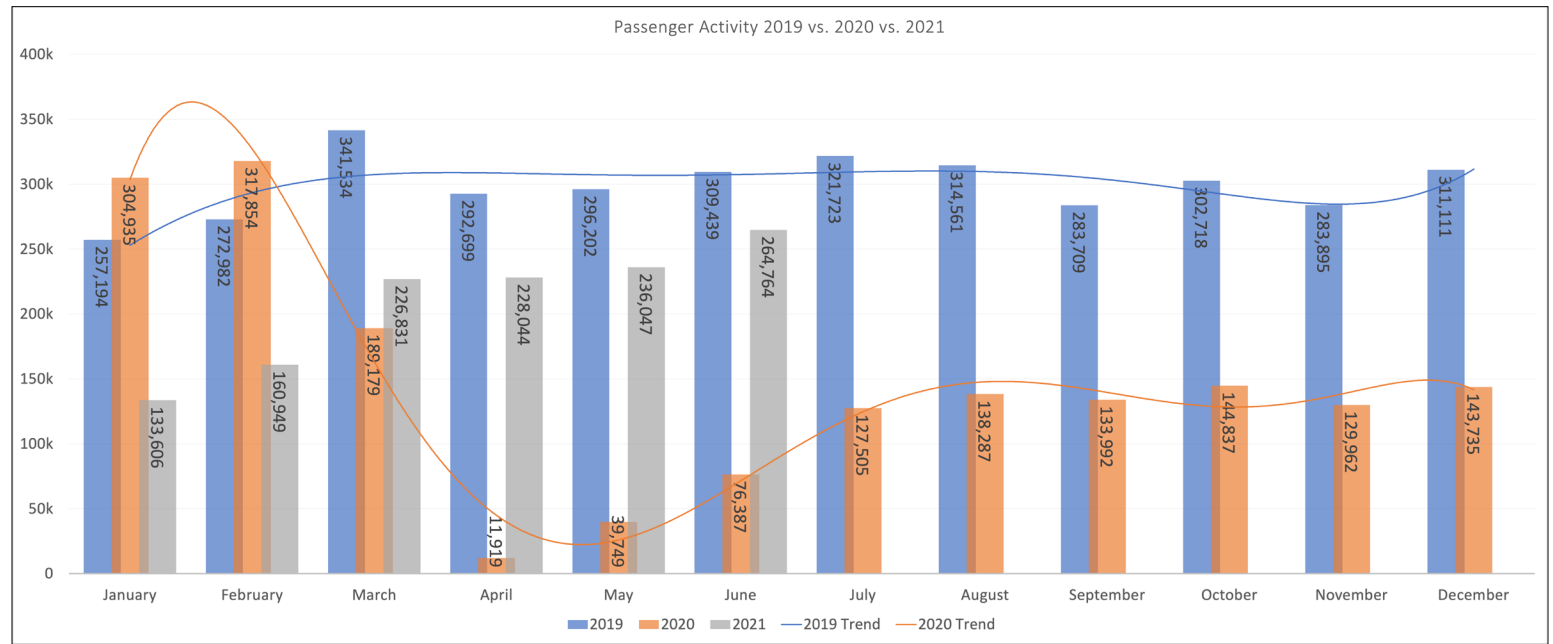
86%
recovered

51%

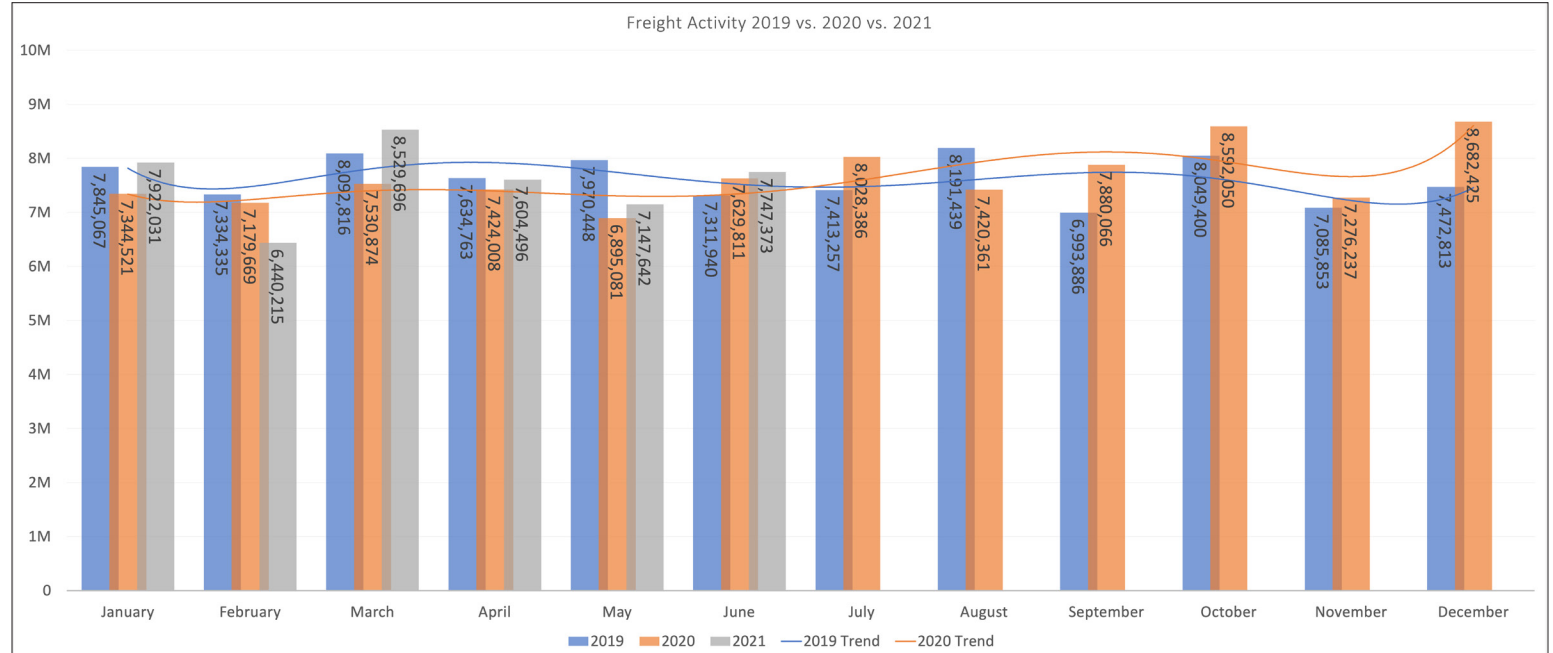
average **decrease** in
passenger activity
during COVID

2%

average **increase**
in freight activity
during COVID



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	19%	16%	-45%	-96%	-87%	-75%	-60%	-56%	-53%	-52%	-54%	-54%
2020 vs. 2021	-56%	-49%	20%	1813%	-494%	247%	-	-	-	-	-	-

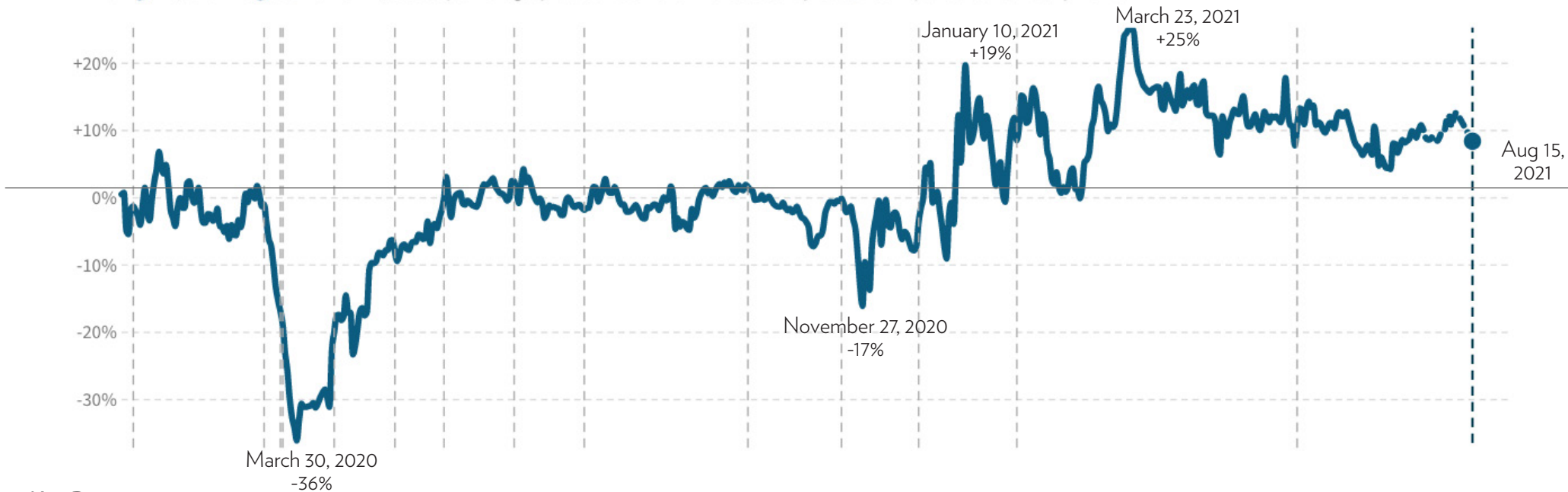


	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	-6%	-2%	-7%	-3%	-13%	4%	8%	-9%	13%	7%	3%	16%
2020 vs. 2021	8%	-10%	13%	2%	-13%	4%	-	-	-	-	-	-

Michigan Consumer Spending

Percent Change in All Consumer Spending*

In **Michigan**, as of **August 15, 2021**, total spending by all consumers **increased** by **8.3%** compared to January 2020.



Key Dates

March 10, 2020 - Michigan confirms its first two COVID cases; State of Emergency declared
March 13, 2020 - Gov. Whitmer closes all K-12 schools; bans gatherings of 250 or more
March 15, 2020 - Gov. Whitmer orders the closure of bars/restaurants for dine-in, gyms, theaters, and other public places
March 24, 2020 - statewide stay-at-home order begins (subsequently extended 4 times)
April 13, 2020 - first round of stimulus payments begins
June 19, 2020 - stay-at-home order expires
September 9, 2020 - gyms, pools, and organized sports are allowed to reopen/resume
October 9, 2020 - movie theaters, performance venues, arcades, and other businesses can reopen at limited capacity
November 15, 2020 - Gov. Whitmer orders the closure of high schools and universities, as well as other businesses (extended on December 7, 2020)
December 18, 2020 - partial shutdown extended but allows for some businesses like theaters, casinos, and bowling alleys to reopen at limited capacity

December 18, 2020 - first COVID vaccine administered in Kent County
December 29, 2020 - second round of stimulus payments begins
February 1, 2021 - indoor dining reopens with 25% capacity, curfew, and other requirements
March 5, 2021 - restaurants reopen to 50%, other business capacity augmentations
March 31, 2021 - all population groups eligible for the COVID vaccine in MI
May 10, 2021 - Michigan hits milestone of 55% first-dose vaccinations
May 24, 2021 - all in-person work can resume
June 1, 2021 - outdoor capacity limits end, full capacity allowed at outdoor sports and entertainment venues, indoor capacity for many businesses increases to 50%, curfew ends, table limits and social distancing between tables ends
June 22, 2021 - Michigan lifts capacity limits, mask restrictions
August 1, 2021 - Kent County risk level moves to 'moderate'
August 13, 2021 - Kent County risk level moves to 'substantial'
August 17, 2021 - GRPS requires masks indoors
August 20, 2021 - Kent County risk level moves to 'high'
August 23, 2021 - FDA fully approves Pfizer vaccine