

AGENDA

DGRI BOARD OF ADVISORS



Board Members:

Stephanie Adams • Monica App • Rick Baker • Shaun Biel • Mayor Rosalynn Bliss • Kayem Dunn • Jorge Gonzalez • Kristian Grant • Brian Harris • Bob Herr • Nikos Monoyios • Jon Nunn • Doug Small • Eddie Tadlock • Randy Thelen • Al Vanderberg • Mark Washington • Rick Winn

December 13, 2021 2:00p

Amway Grand Plaza Hotel – Pantlind Ballroom

- | | | |
|---|-----------|--------|
| 1. Call to Order (2:00) | | Harris |
| 2. Approve Minutes from September 22, 2021 (2:01)
(enclosed) | Motion | Harris |
| 3. New Board Member Nomination and Intro (2:02)
(enclosed) | Motion | Harris |
| 4. Officer Election (2:10)
(enclosed) | Motion | Board |
| 5. 2022 Meeting Dates (2:15)
(enclosed) | Info Item | Kelly |
| 6. 2022 Downtown Outlook (2:20) | Info Item | Kelly |
| 7. Priority Project Updates (2:35) <ul style="list-style-type: none">• River Governance• World of Winter• Retail Strategy• DID Reauthorization | Info Item | Staff |
| 8. President & CEO Report (3:15)
(enclosed) | Info Item | Kelly |
| 9. Board Member Discussion (3:20) | | |
| 10. Public Comment (3:25) | | |
| 11. Adjournment (3:30) | | |



Board of Advisors Meeting

September 22, 2021

1. Call to Order – The meeting was called to order at 10:33 a.m. by Chair Brian Harris.

Attendance:

Members Present: Stephanie Adams, Monica App, Mayor Rosalyn Bliss, Kayem Dunn, Jorge Gonzales, Brian Harris, Nikos Monoyios, Eddie Tadlock, Mark Washington, and Rick Winn

Members Absent: Rick Baker, Shaun Biel, Kristian Grant, Bob Herr, Jon Nunn, Doug Small, and Randy Thelen

Others Present: Tim Kelly (President & CEO), Amanda Sloan (Recording Secretary), Jessica Wood (Legal Counsel), Mark Miller, Andy Guy, Corey Mathein, James Peacock (DGRI).

2. Approve Minutes from May 19, 2021
Motion: Ms. Dunn, supported by Mr. Washington, moved to approve May 19, 2021 Meeting Minutes as presented. Motion carried unanimously.
3. New Board Member Nomination and Introduction
Item moved to next meeting.
4. 29 Pearl Lease Agreement
Mr. Kelly stated our current lease at 29 Pearl Street has expired. Proposals for new locations were reviewed and ultimately a 3-year lease was negotiated, with a reduction, at our current location. Mayor Bliss suggested taking action to clean up the alley or strategize how to brighten up the back meeting space.

Motion: Mr. Winn, supported by Ms. Dunn, moved to authorize the Board Chair to execute the Second Amendment to continue leasing space in the Federal Square Building at 29 Pearl Street NW for the operation of DGRI. Motion carried unanimously.

5. DGRI Articles of Incorporation

Mr. Kelly shared that in the course of putting together the application for a 501c3 designation, our legal consultants recommended updating our Articles of Incorporation. This does not change any of the current work we are doing but does streamline the opportunity to collect philanthropic donations for specific causes and emphasizes the more charitable aspects of our work. Ms. Wood added this will more accurately reflect what the organization already does with inclusion and diversity and allow the organization to accept grants and other contributions.

Motion: Ms. Adams, supported by Mayor Bliss, moved to approve the amendment to the Articles of Incorporation as presented, to support the submission of the application to transition Downtown Grand Rapids, Inc. to a 501c3 non-profit. Motion carried unanimously.

6. FY21 & FY22 Performance Measures

Mr. Kelly shared an overview of recommendations for FY22 including 15 performance measures, key projects, and (local and state) advocacy agenda. He stated we continue to see a steady rise in our tax increment capture with a 46% increase from 2016 and a 12% increase from the prior year. For every dollar invested in FY20 there was \$71 of private development invested. This year there has been \$127 million invested in development projects, and although the DDA was not approached for contributions, about \$1.5 million was paid out for reimbursements for previous development projects. He also shared that for every dollar we invested in public street infrastructure, we saw \$4 of public money involved. These investments have allowed DGRI to move on initiatives such as the Skate Park, Van Andel Arena Plaza, the Heartside Restroom, and other events that will continue to develop. He also shared that 9 out of the 10 priority projects have been initiated and/or completed. Mayor Bliss shared her excitement about tree canopy growth. Mr. Harris commented he was pleased to see the diverse representation of board and alliance participants, specifically gender and age.

Mr. Kelly summarized FY22 project highlights which include river governance, Lyon Square, the implementation of Bridge South initiative, downtown retail, Wayfinding and World of Winter 2022. He shared that last year we approved 3 major art installations for WOW and this year we approved funding for 10. In regard to local advocacy, we are moving forward with river governance, reviewing zoning changes, housing strategies, the DNN safe streets agenda, and the DID reauthorization process. For state and federal advocacy, The Transformational 12 document was created to highlight regional economic development priorities in partnership with Right Place, GR Chamber, and Experience GR. Mr. Winn added this document was developed to position ourselves to take advantage of potential federal infrastructure funds available. Mr. Harris asked how quickly the Bridge South project will move; Mr. Kelly shared

we have seen interest in developing these parking lots but also want to see how other initiatives (such as 201 Market) are developed. Mr. Monoyios added he is looking forward to a discussion on Alliance restructuring; Mr. Harris added this is consistent with a 3–5-year review on the structure of how to best implement priorities.

Motion: Mr. Monoyios, supported by Mayor Bliss, moved to approve the FY22 Performance Measures, Key Projects and Leadership and Advocacy Agenda. Motion carried unanimously.

7. FY2021 Priority Updates

Mr. Guy presented an update on River Governance. He shared that last spring the BOA endorsed an approach to establish a new nonprofit leadership organization, develop a community engagement strategy, and define an equity framework through the lens of the river project. He shared that a founding board, a very diverse set of folks, will meet for the first-time next week to develop goals and a draft a business plan to be finalized and published likely by next summer. Both community engagement and equity will be baked into the establishment of this organization. Community Catalysts at WMCAT are helping us to develop this community engagement strategy with that plan likely to take shape over the winter. An RFQ was issued to assist in the advancement of the equity framework and the workgroup has identified a preferred firm. Meetings with community stakeholders have already begun to set the stage in developing a scope of work which will be underway at the first part of next year. Another aspect to consider is fundraising and strategy to be in a position to receive recovery funds once they become available. Mr. Gonzales applauded Mr. Guy for being targeted and intentional to include specific communities in this founding board.

Mr. Miller presented an update on Lyon Square stating this design process started about a year ago and actual implementation is anticipated to start next April. He shared design images noting the intention to blur lines between the street and walkway (with consistent height and brick using color to differentiate dock and bus access). Pavers in the main area are different at the overlook to distinguish this space at the river's edge which also engages the pathway along the river. He shared images of possible shade and light in this space anchored by a gas fireplace and enclosed with festoon lighting. Other potential opportunities include an illuminated overlook canopy or projection lighting from the rooftop of the Civic Auditorium. Mr. Miller added this will also be snow melted. Mr. Harris asked who is responsible for event space management and will the space rental fees be used to for operations. Mr. Winn shared that the Operations & Management agreement is almost complete. Mr. Harris added this is the perfect apprentice project for future river work. Ms. Adams inquired about river access at this location; Mr. Miller stated access will be removed at this site, but the lower river walk remains adjacent.

Mr. Kelly provided an update on downtown Wayfinding. He presented the proposed wayfinding redesign which reduces signage redundancy, focuses on pedestrians, reduces sign clutter, connects to the skywalk wayfinding, and introduces a digital component (connecting guests to our website). Mr. Kelly presented design concepts of a static pedestrian directional,

large (interactional digital screen) kiosks and small kiosks, noting bidding will take place later this fall to get a better idea of cost. Vehicular signage will be streamlined, and a subcommittee will work to integrate Skywalk wayfinding. Parking system discussions are taking place though this will not be updated immediately. Next steps include content mockup (finalizing designs), intensively evaluating site locations, receiving City approval, and creating a deployment prioritization strategy. Mr. Harris asked if there is an opportunity for revenue generation with advertising on these devices. Ms. Wood stated there are legal implications, but it is possible.

Mr. Kelly provided an update on the Downtown Retail Strategy to improve our soft goods offerings. He shared the pandemic did not hit us as hard as expected (we are net 3 new ground floor businesses since March of 2020) though vacancy rates are still over 20% (mostly concentrated on Division Ave and Monroe Center). What we learned in Phase I of this study is that we are a large sprawling downtown with weak co-tenancy. The core of Phase II work has been evaluating locations to concentrate soft goods retail, and after looking at potential areas of focus, City Center is the most likely space to roll out this plan. We continue to have discussions with business and property owners to establish boundaries and are looking at models with possible options for grants or master development lease opportunities. We also need to be intentional with specific tenants and revamp zoning to allow for residential or other active ground floor tenants. He shared that metrics for success still need to be developed and we continue to look at best practices from peer cities (such as Cincinnati Center Development Core) which we plan to tour this fall and will bring back recommendations.

8. President & CEO Report

Mr. Kelly shared that ArtPrize started again this week. Overall, downtown saw a 56% increase in foot traffic with 100% increase in Center City pedestrian traffic this week! Some business owners shared they have just experienced their busiest days ever. The DDA has provided major sponsorship support for Confluence this weekend at Calder Plaza and the Global Water Festival Saturday (with dragon boat races). Also, look for the Latino Festival on the Blue Bridge and the African American Festival at Studio Park. Women's Way murals have all been completed with a final ribbon cutting next week. The DID reauthorization committee is busy working to add residential tax contributors and seeking to make this a multi-year plan. Mr. Washington commended the team for hosting multiple events at the same time in different areas as a compliment, and not competition, for broad participation.

9. Board Member Discussion

Ms. Adams asked if Charlie's Crab could be an opportunity for mural installation; the building is an eyesore. She also complimented Mr. Eledge on "The Week Ahead" Newsletter.

10. Public Comment

None

11. Adjournment

The meeting adjourned at 11:57 p.m.



DOWNTOWN
GRAND RAPIDS INC.

MEMORANDUM

DATE: December 9, 2021

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP
DGRI President & CEO

SUBJECT: Item #3 - DGRI Board Appointment

The charge of the Downtown Grand Rapids Inc. (DGRI) Board of Advisors is to provide a “long-term focus on visionary, collective impact, leadership and advocacy related to Downtown Grand Rapids”. The bylaws allow for no less than twelve and no more than 20 Advisors at a given time, and the Board may decide to add members at any meeting. Currently there are 17 Advisors on the Board.

Following discussions with the Executive Committee, it is recommended that Alan Vanderberg be appointed to the Board of Advisors and the Executive Committee. Mr. Vanderberg is the Kent County Administrator where he and the Administrative Office are responsible for assisting the County Board in meeting identified goals; developing annual budget recommendations; developing procedures to accompany Board policies; conducting program, departmental, and management analyses; coordinating the pursuit of the Board’s legislative agenda; and providing general administrative support. Prior to taking over as Kent County Administrator, Mr. Vanderberg served in the same role in Ottawa County where he was Chair of the County Brownfield Redevelopment Authority, president of the County Economic Development Corporation and a member of the Grand Valley Metro Council, Lakeshore Advantage and Housing Next boards.

Mr. Vanderberg’s appointment will allow for continued coordination between DGRI and Kent County. Further, it is expected to advance the vision for Downtown as outlined in GR Forward.

RECOMMENDATION:

Appoint Kent County Administrator Alan Vanderberg to the DGRI Board of Advisors and Executive Committee as allowed by the DGRI bylaws and recommended by the DGRI Executive Committee.



DOWNTOWN
GRAND RAPIDS INC.

MEMORANDUM

DATE: December 9, 2021

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP
DGRI President & CEO

SUBJECT: **Item #4 - DGRI Officer Election**

As provided in its bylaws, the DGRI officers include the Chairperson, Vice Chairperson, Secretary and Treasurer, who shall be elected biannually by the Board of Advisors. The Executive Committee is charged with advancing the slate for the Board consideration, and after discussion has unanimously agreed to advance the following slate for consideration as officers for a term ending December 31, 2023:

- Chairperson – Brian Harris (incumbent)
- Vice Chairperson – Kayem Dunn (incumbent)
- Secretary – Amanda Sloan
- Treasurer – Tricia Chapman (City of Grand Rapids Admin Services Officer)

RECOMMENDATION:

Approve the Officer slate for 2022-23 as allowed by the DGRI bylaws and recommended by the DGRI Executive Committee.



President & CEO Report DGRI Highlights December 2021

DDA (12/8/21)

- Approved bidding and installation services for new wayfinding system.
- Received an update from Friends of Grand Rapids on Downtown tree canopy and authorized funding for tree plantings in 2022.
- Approved a retail grant request from Gazelle Sports for 52 Monroe Center.
- Authorized funding for holiday ice skating at Van Andel Arena.
- Received a presentation on plans for World of Winter 2022.
- Next Meeting: January 12, 2022

DID (11/17/21)

- Discussed planning and process for the FY23 reauthorization.
- Next Meeting: December 15, 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: January 12, 2021

DGRI (9/22/21)

- Approved lease extension for DGRI office at 29 Pearl Street.
- Approved amendment to DGRI Articles of Incorporation.
- Approved FY22 Performance Measures.
- Received updates on FY21 Priority Projects.
- Next Meeting: December 13, 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 convened November 30.
- Committee and Task Forces forming and will report out at next meeting in November.
- Community engagement planning with WMCAT Public Agency in process.

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 Winter 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 fall 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 winter 2022.

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 complete before 2022.

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 “groundbreaking” in the Doug Meijer Medical Innovation Building scheduled for August 11 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 winter 2022.

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.
- Smith Group hired / approved at the DDA meeting in September.
- Stakeholder group convened October 8 for initial meeting.
- Design process and planning initiative anticipated to last 10-12 months.

Expand winter recreational programming in Downtown parks and public spaces

- Lead: Downtown Grand Rapids Inc and City of Grand Rapids
- Committee reviewed more than 30 proposals and will advance proposal for DDA consideration in September.
- DDA approved funding for 10 major art installations as part of World of Winter 2022.
- Planning and activation coordination is underway for the event that will begin January 2022.

Expand arts and cultural events and temporary programming to further activate the public realm 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

Continue turning up the volume on public art

- Lead: Downtown Grand Rapids Inc. and City of Grand Rapids
- Women's Way mural ribbon cuttings completed September:
- 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 underway.
- Storm drain mural project to educate on the storm drain system is underway.



DOWNTOWN
GRAND RAPIDS INC.

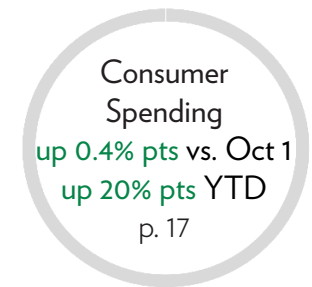
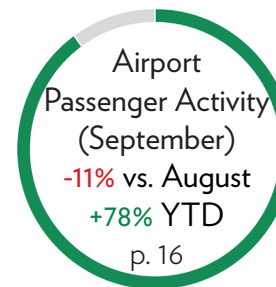
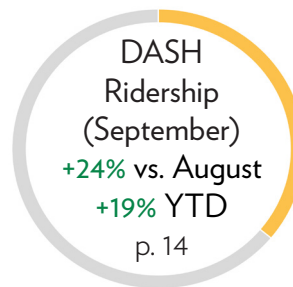
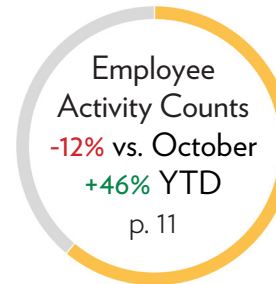
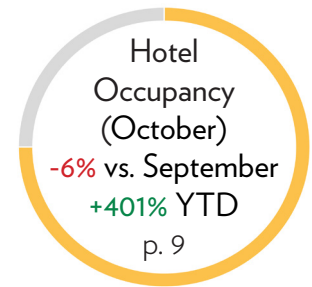
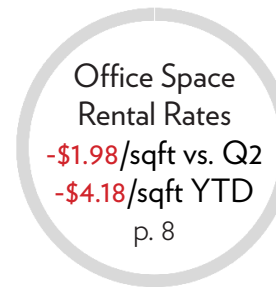
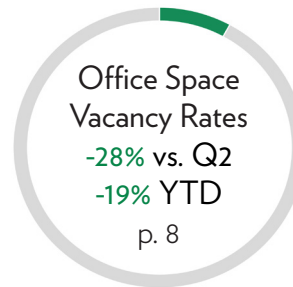
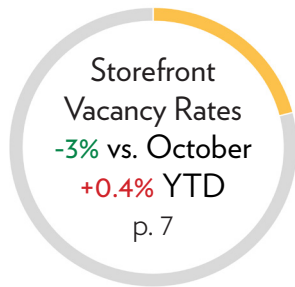
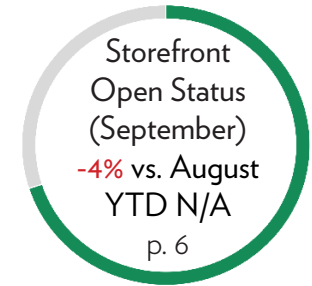
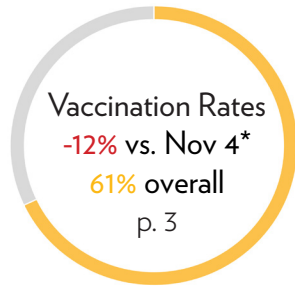
COVID-19 Reignition Report

Produced December 3, 2021

Summary of Downtown Vital Signs

Month over Month & Year to Date Changes

Most Recently Completed Month: **November 2021**



*see page 3

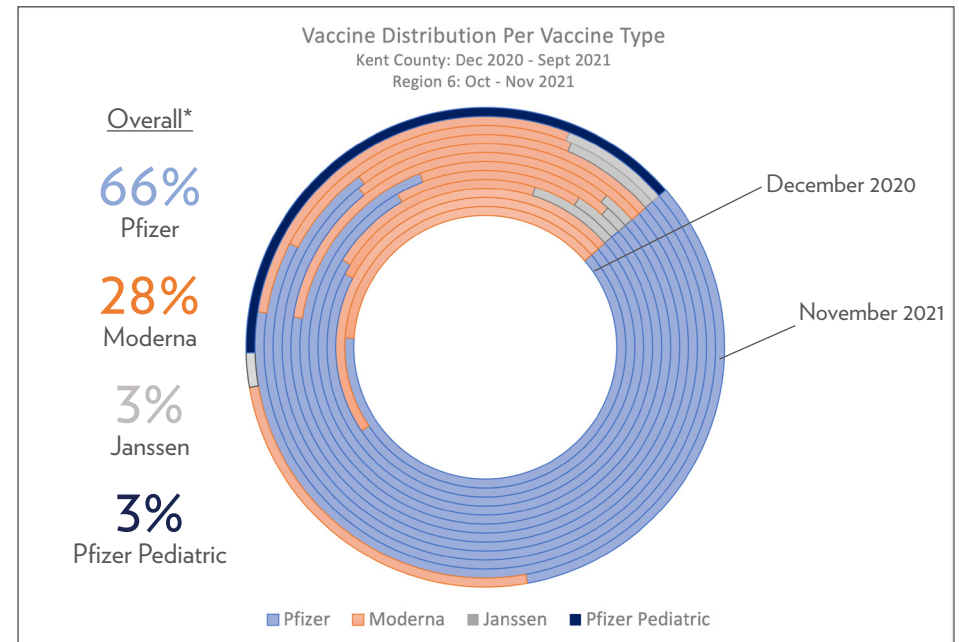
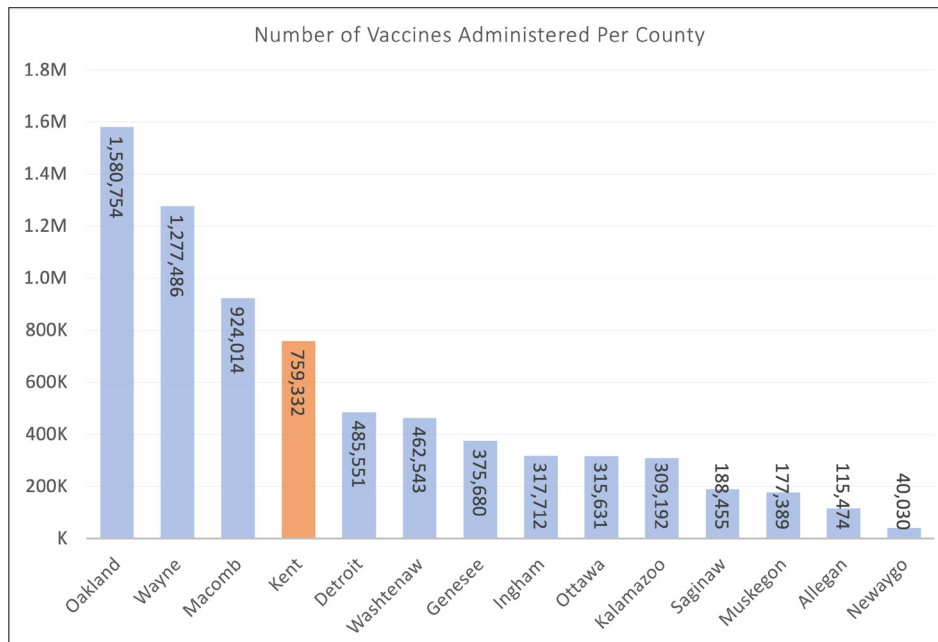
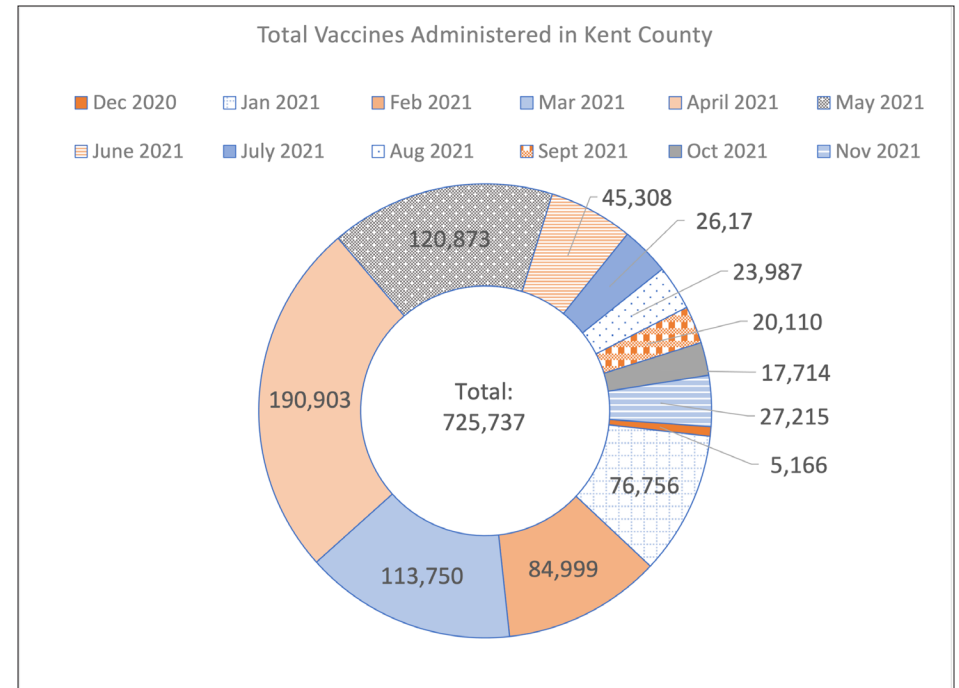
Kent County Vaccination Distribution & Administration

61%*
of Kent residents
fully vaccinated
71% nation-wide
56% state-wide

51%*
of doses administered
80% nation-wide
64% state-wide

1,603,370
boosters doses
administered in Region 6
Grand Rapids is in Region 6

67,700
Pfizer Pediatric doses
delivered to Kent County



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 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 Game Lounge (Dec 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 Dreams Take Work (July 17)
- ㉟ High Point Tattoo (August 21)
- ㊱ Starbucks @ Studio Park (September 1)
- ㊲ Webster's Market (September 3)
- ㊳ Portico (September 3)
- ㊴ ArtRat Gallery (September 10)
- ㊵ Skelletones (September 10)
- ㊶ Stoner's Cave Smoke Shop (October 1)
- ㊷ Planet Fitness (October 8)
- ㊸ Midwest Movement Collective (Oct 16)
- ㊹ The Aroma Labs (October 23)
- ㊺ K-ROK (October 30)
- ㊻ Thrift on Div (November)
- ㊼ Wahlburgers (November 1)
- ㊽ Grand Vin (November 5)
- ㊾ Umbrella Reading (November 5)
- ㊿ GR City Kicks (November 5)
- 1 OTONO (November 11)
- 2 The Darling Style (November 27)
- 3 Stan's Tacos (November 29)

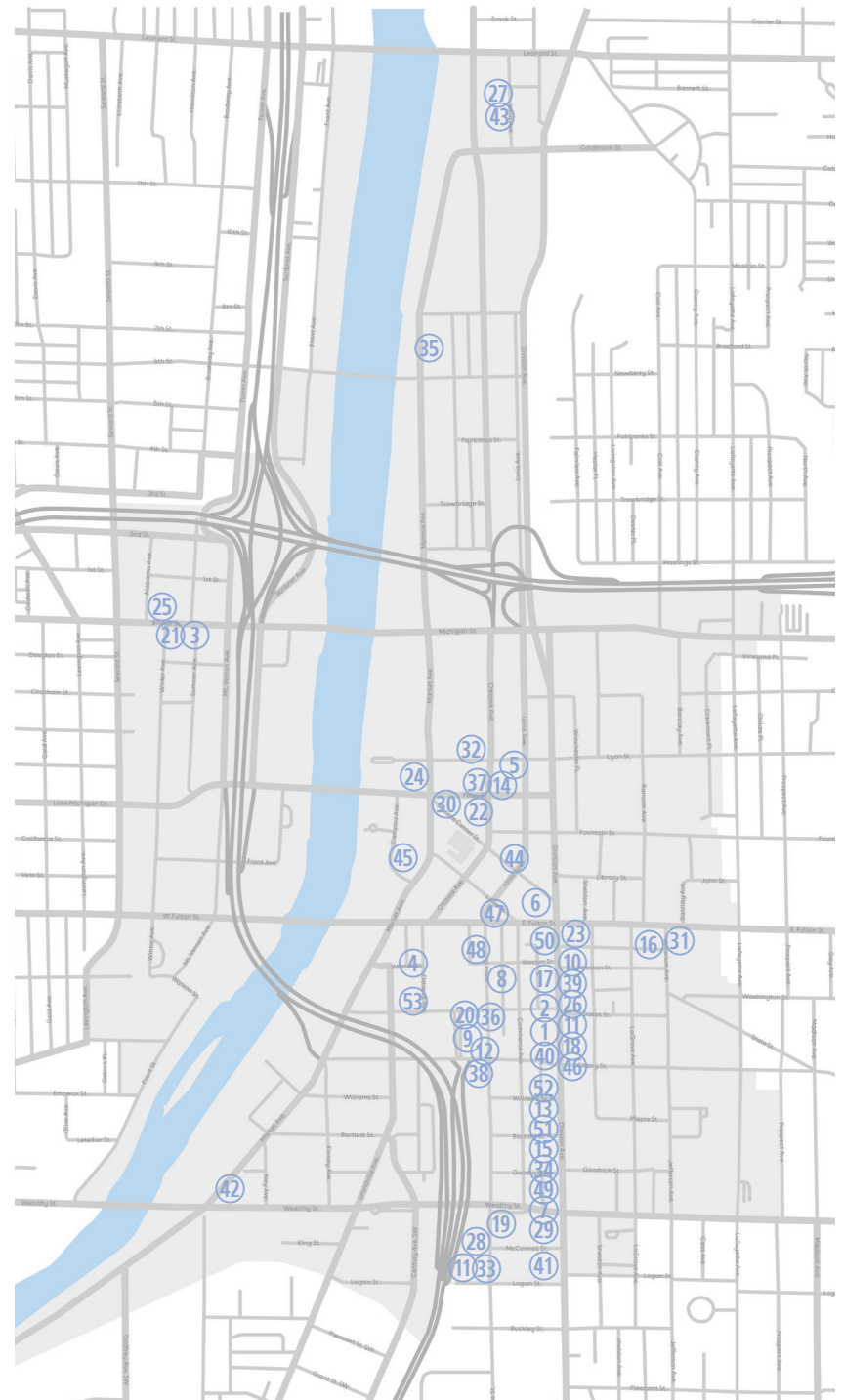
46 businesses opened
in the same time
frame pre-COVID

21% BIPOC-Owned

42% Women-Owned

*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

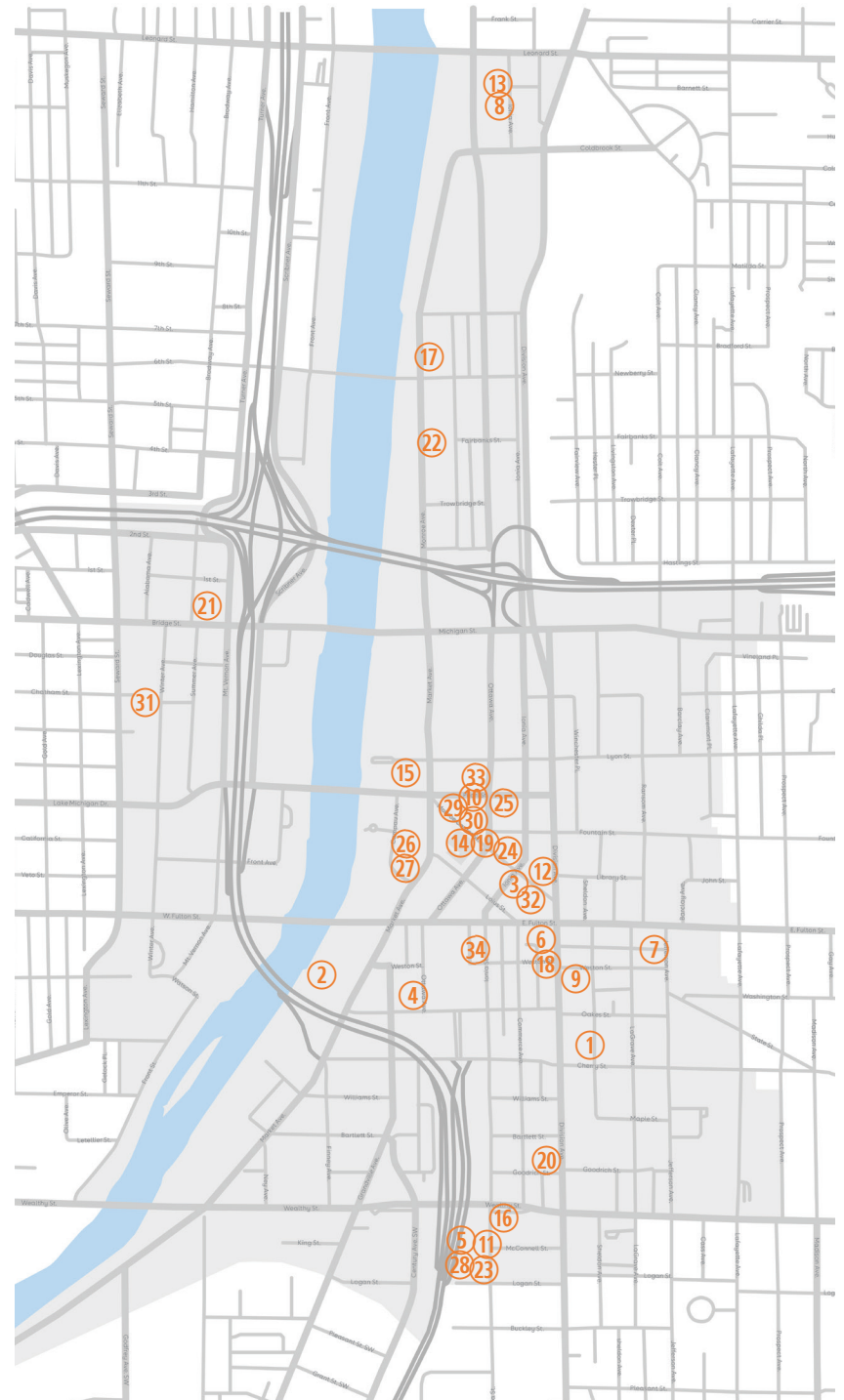
- ⑳ Iyengar Yoga Center (2021)
- ㉑ The Mitten State (February 9)
- ㉒ Big E's Sports Grill (February 18)
- ㉓ Sweetie-Licious @ DTM (February 25)
- ㉔ Apothecary Off Main (February 28)
- ㉕ Downtown Ferris Coffee (March 14)
- ㉖ MLive (April)
- ㉗ Monroe Ave Subway (April)
- ㉘ Bliss & Vinegar @ DTM (April 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
1.53x
faster than closing

23
businesses closed
in the same time
frame pre-COVID

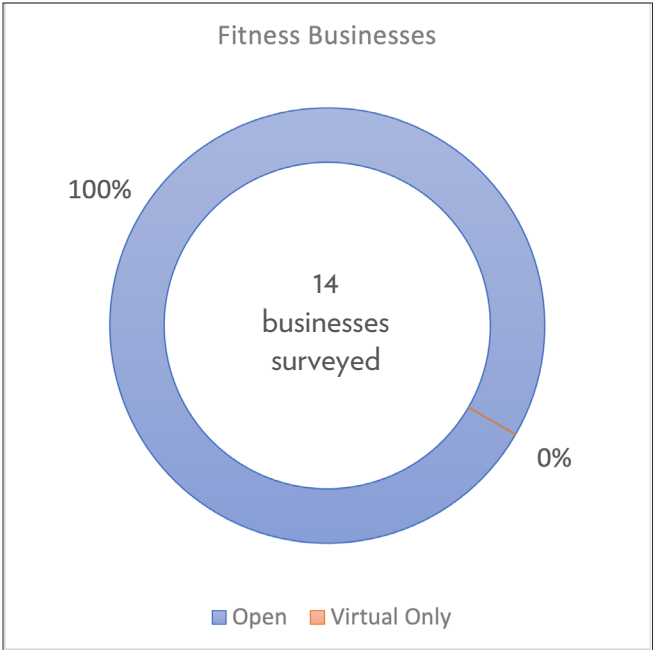
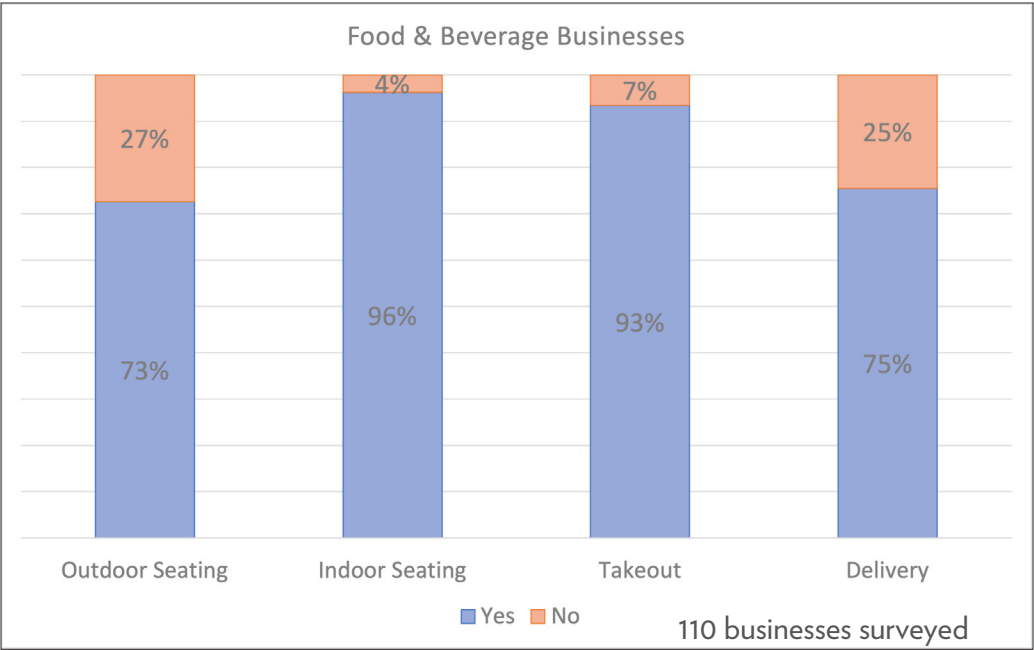
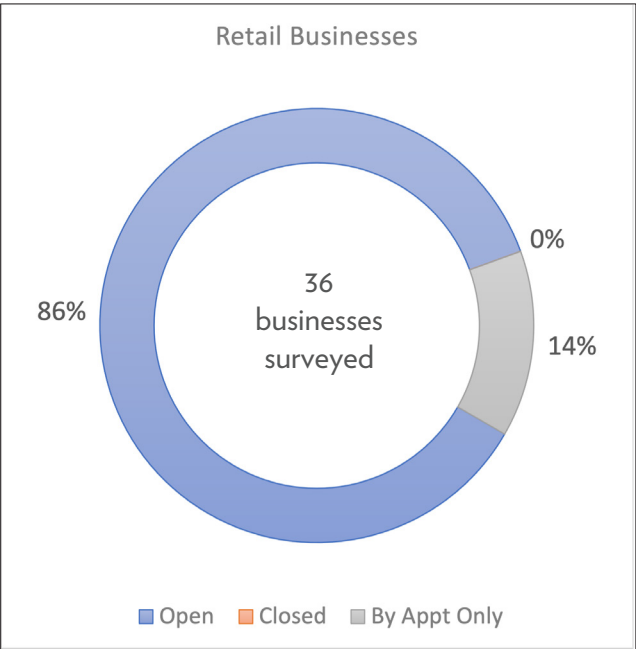
*business transitioned or moved

Source: Downtown Grand Rapids Inc.



Tracking Storefront Business State of Operations

Updated Quarterly



Calculations made on September 1st, 2021.

Source: Downtown Grand Rapids Inc.

Ground-Floor Storefront Vacancies

349
ground-floor
businesses in DT

21%
current
vacancy rate

2.7 yr
average vacancy
duration

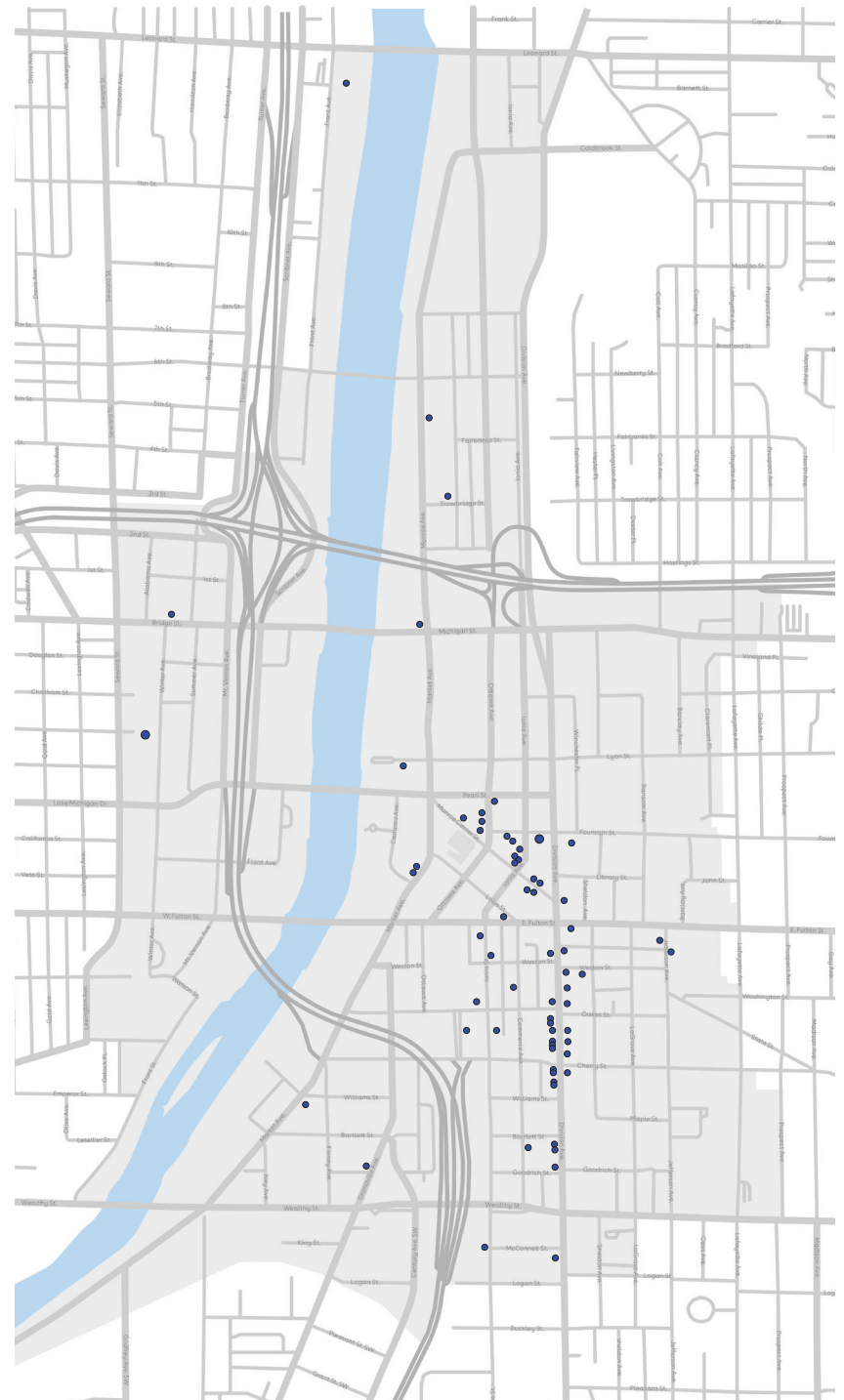
This equates to
361k
square feet of
available space

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)
- 121 Ionia Ave SW #105 (Starbucks @ Studio Park)

Anticipated new storefront business space:

- 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

10M

square feet of occupied
space in Q3 2021, a

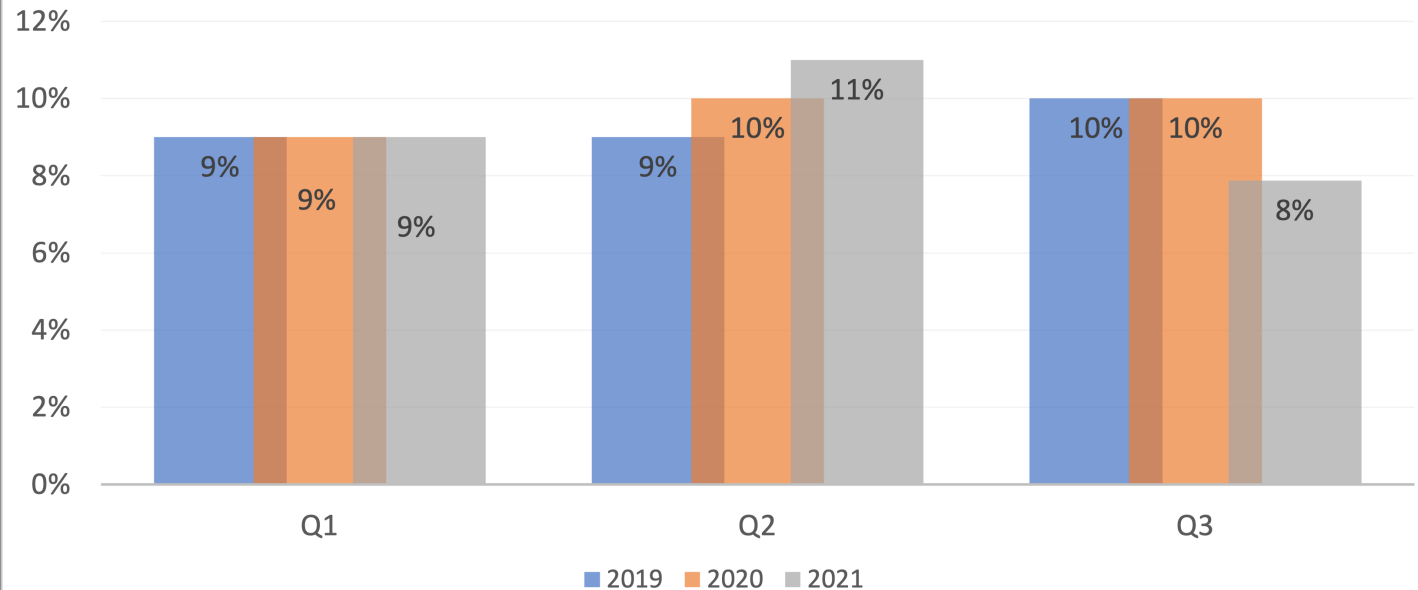
76%

increase since
Q2 2020

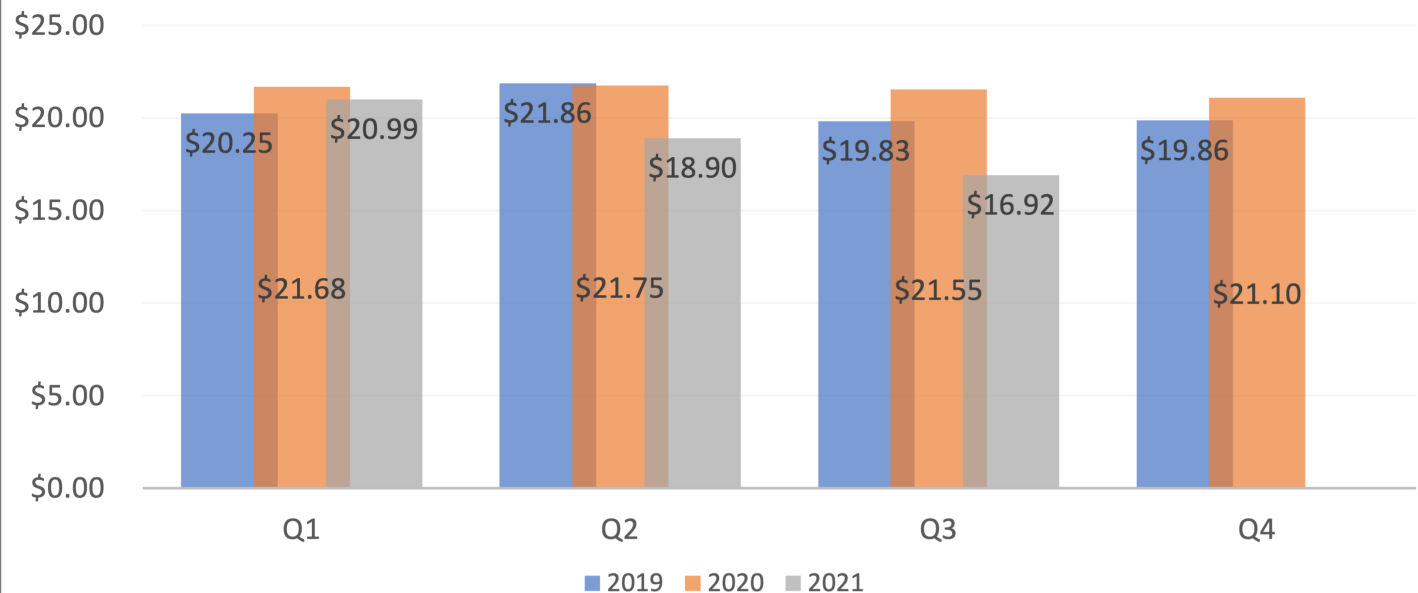
22%

overall **decrease** in
rental rates (\$4.76)
in 2020 and 2021

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



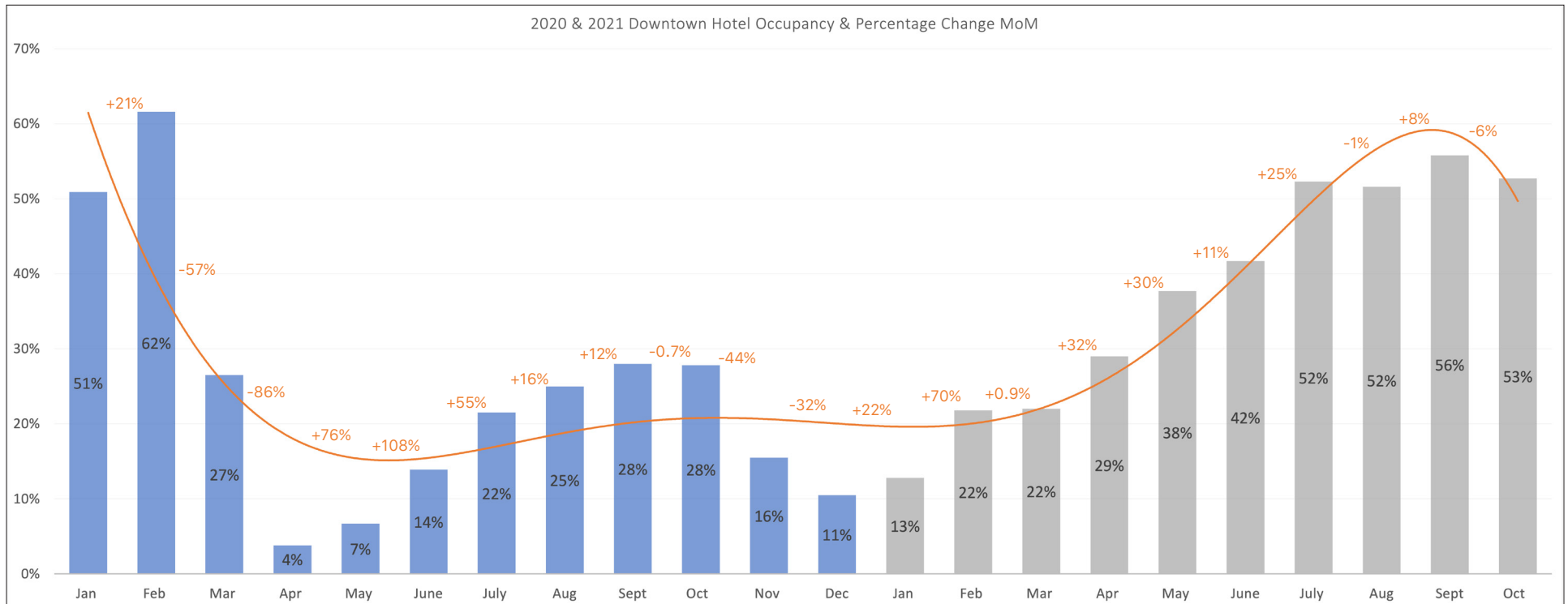
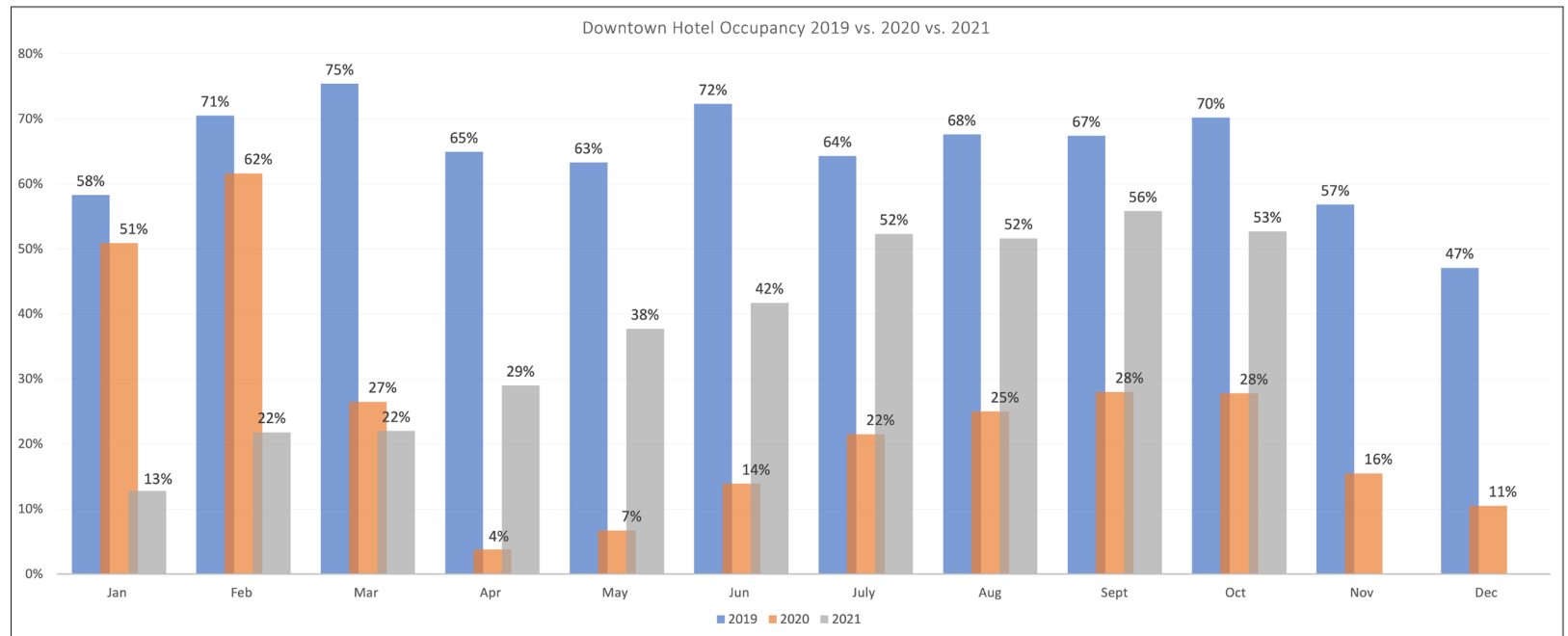
Downtown Office Space Rental Rates
2019 vs. 2020 vs. 2021



Hotel Occupancy

56%
average **decrease**
in hotel occupancy
during COVID

402%
overall **increase** in
hotel occupancy in
2021 since Dec 2020



City Employment Rates

6%

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

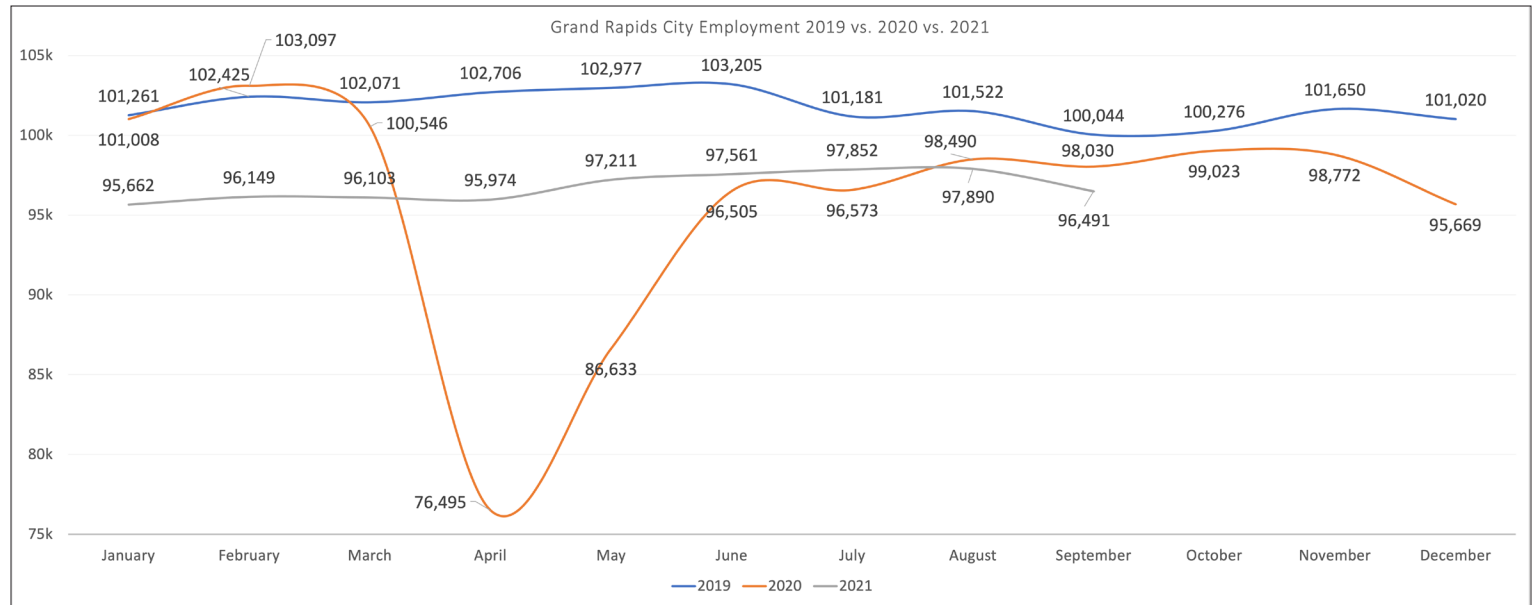
restaurants reopen to 50%, other business capacity augmentations.

June 1, 2021

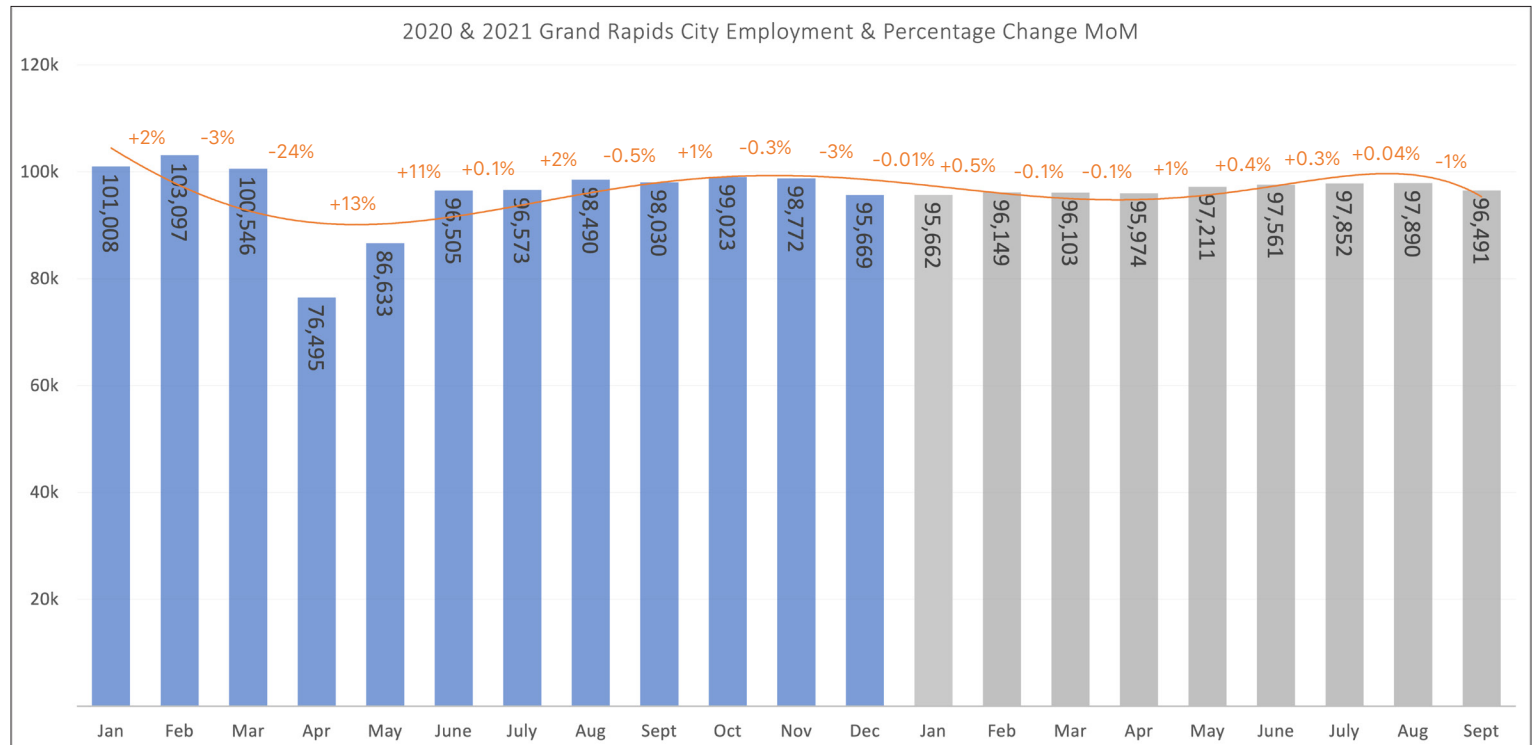
outdoor restrictions lifted, curfew and capacity restrictions reduced

June 1, 2021

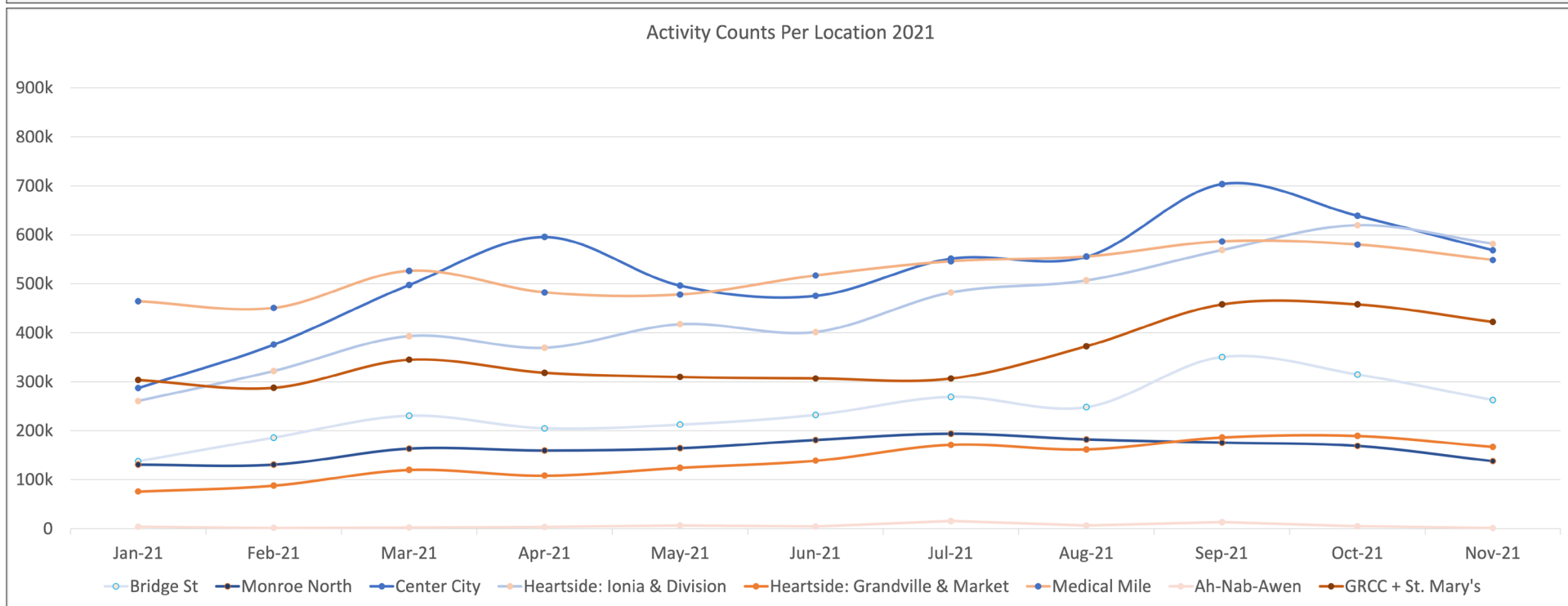
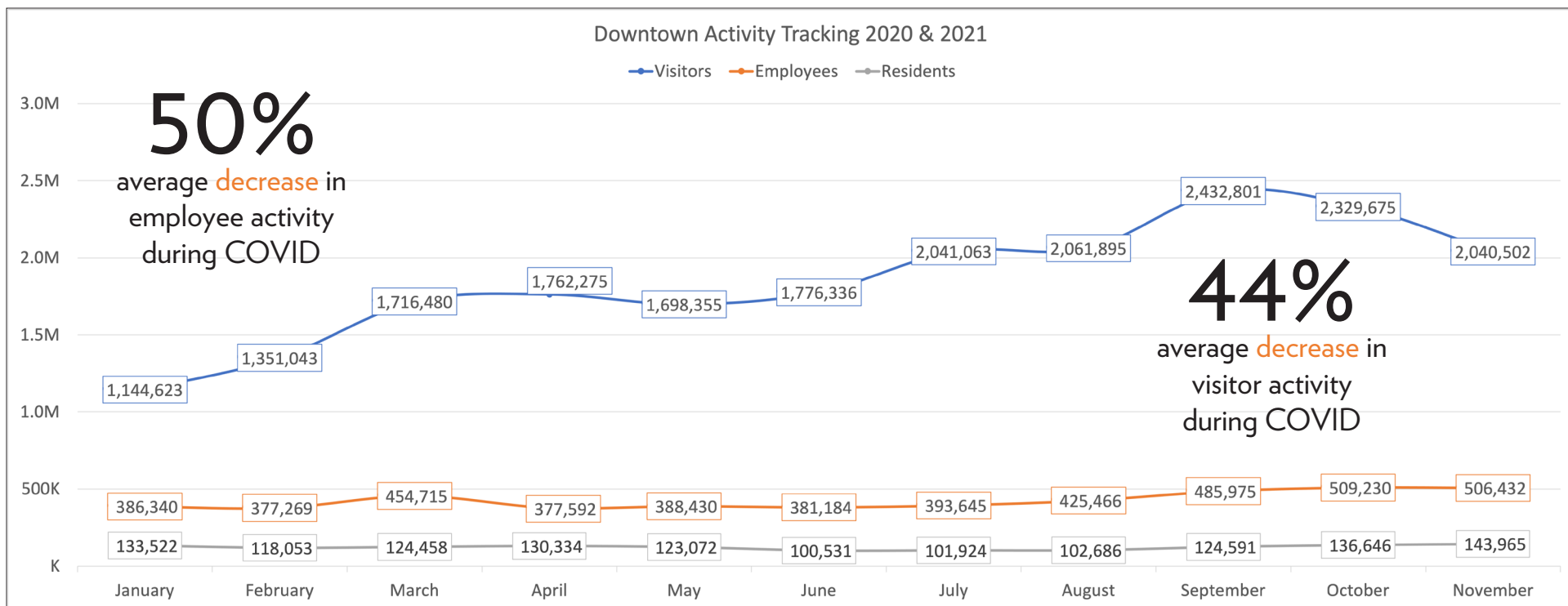
Capacity limits, mask restrictions lifted



	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%	-7%	-4%	25%	12%	1%	1%	-1%	-2%	-	-	-



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



Current Downtown Construction and Development

① Dégagé Ministries Redevelopment

anticipated completion: March 2022

+4,000 square feet of commercial space

② MSU Innovation Park

anticipated completion: March 2022

+200,000 square feet of office space

+4,000 square feet of commercial space

+600 parking spaces

+450 jobs

③ Perrigo Headquarters

anticipated completion: 2022

+63,550 square feet of office space

+4,000 square feet of commercial space

+170 jobs

④ 470 Market Ave Redevelopment

anticipated completion: May 2022

+173 housing units

⑤ ICCF Tapestry Square

anticipated completion: Q4 2022

+10,000 square feet of commercial space

+56 housing units

⑥ Spectrum Transformation & Innovation Center

anticipated completion: 2023

+303,000 square feet of office space

+1,090 parking spaces

+1,200 jobs

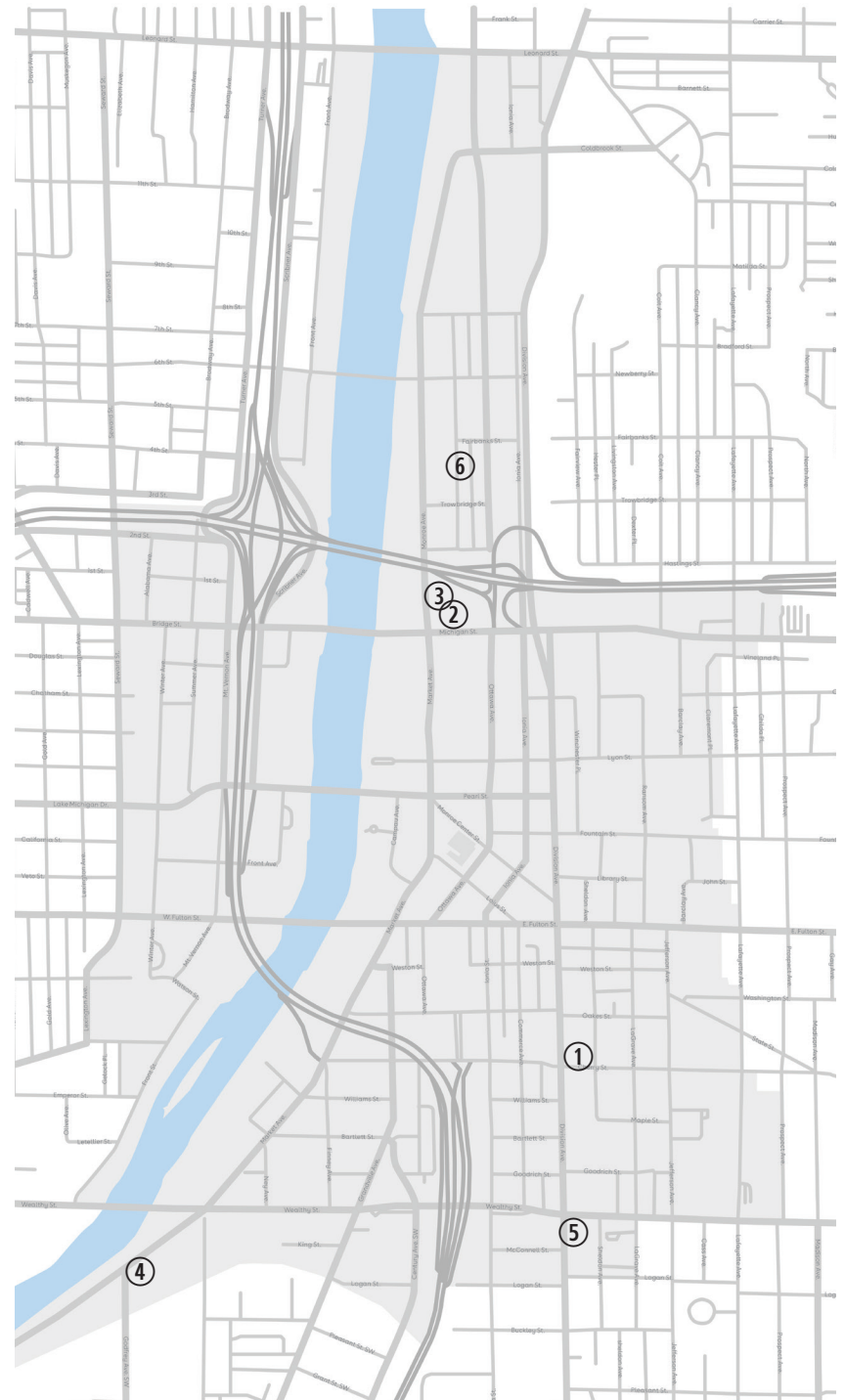
567k
square feet of
office space

22k
square feet of
commercial space

1,690
parking spaces

1,820
new jobs

229
housing units



On- and Off-Street Parking

9%

average **decrease** in
on-street occupancy
during COVID

44%

average **decrease** in
on-street revenue
during COVID

30%

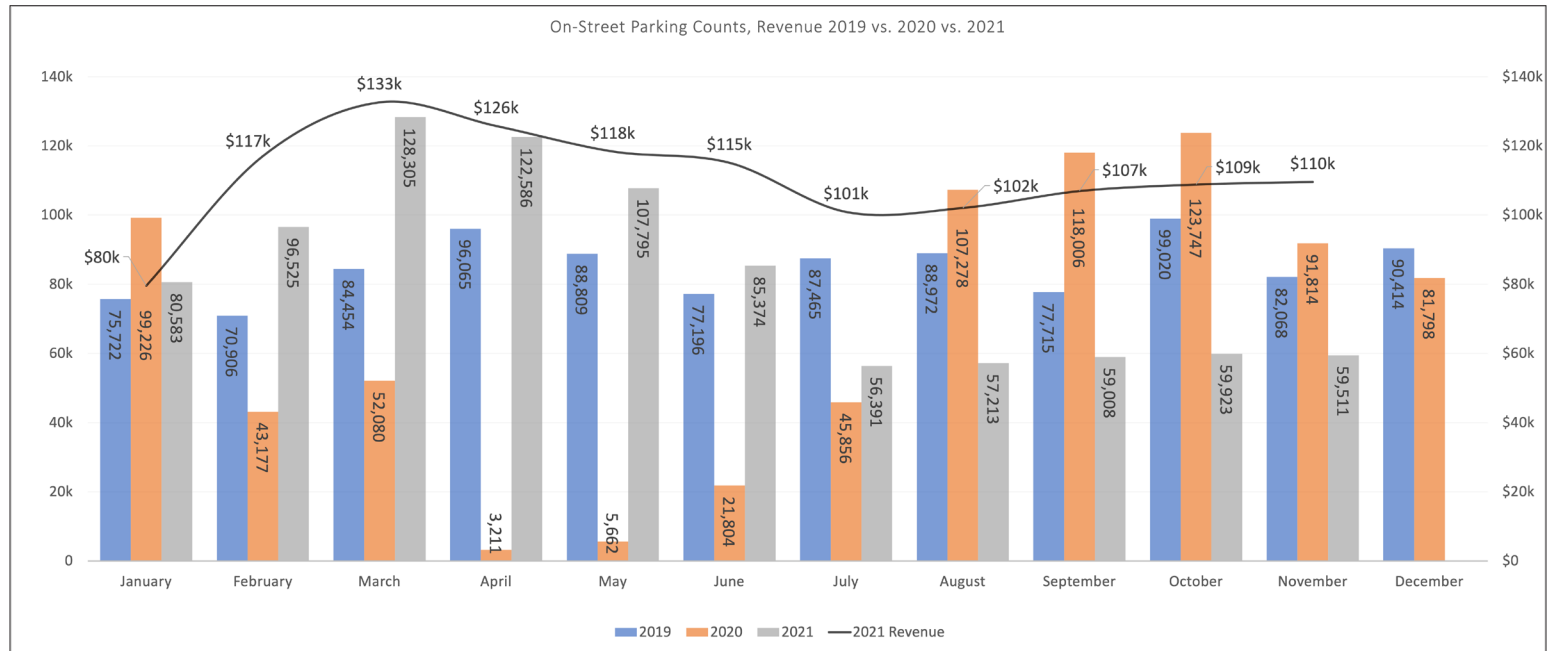
average **increase** in
on-street revenue
during 2021

28%

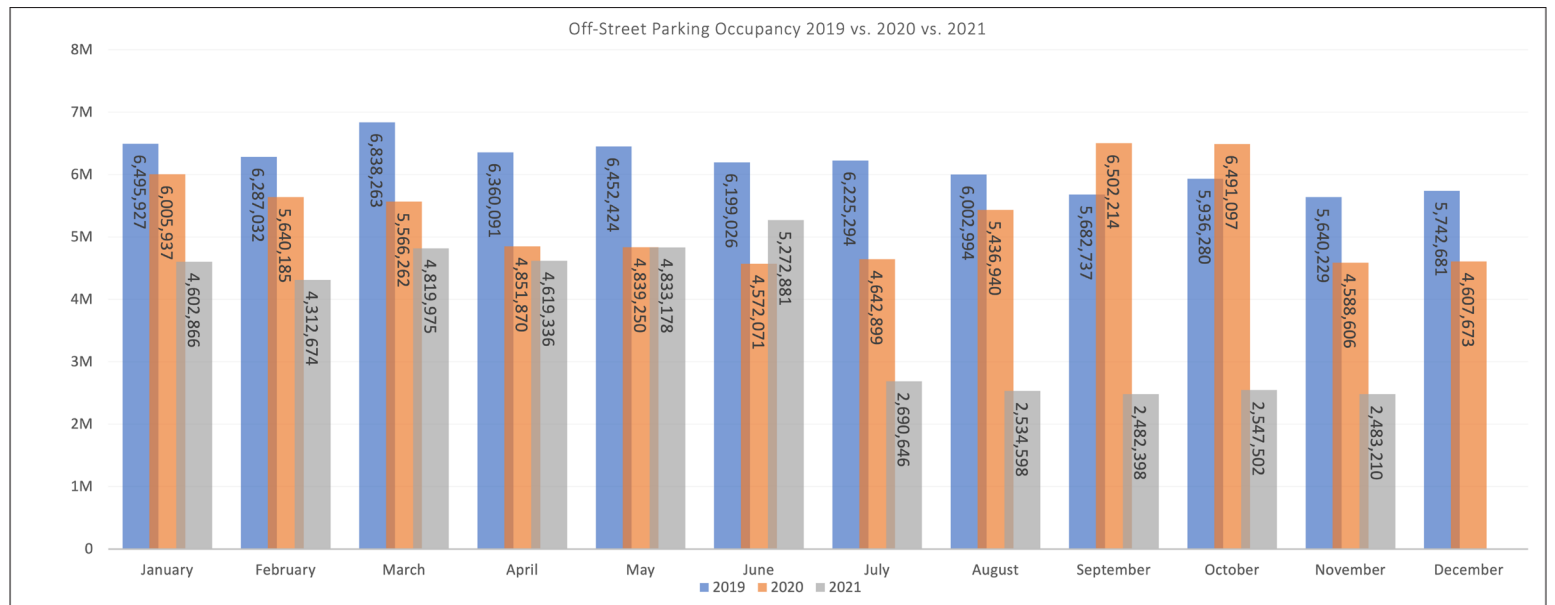
average **decrease** in
off-street occupancy
during COVID

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	31%	-39%	-38%	-97%	-94%	-72%	-48%	21%	52%	25%	12%	-10%
2020 vs. 2021	-19%	124%	146%	3718%	1804%	292%	23%	-47%	-50%	-52%	-35%	-



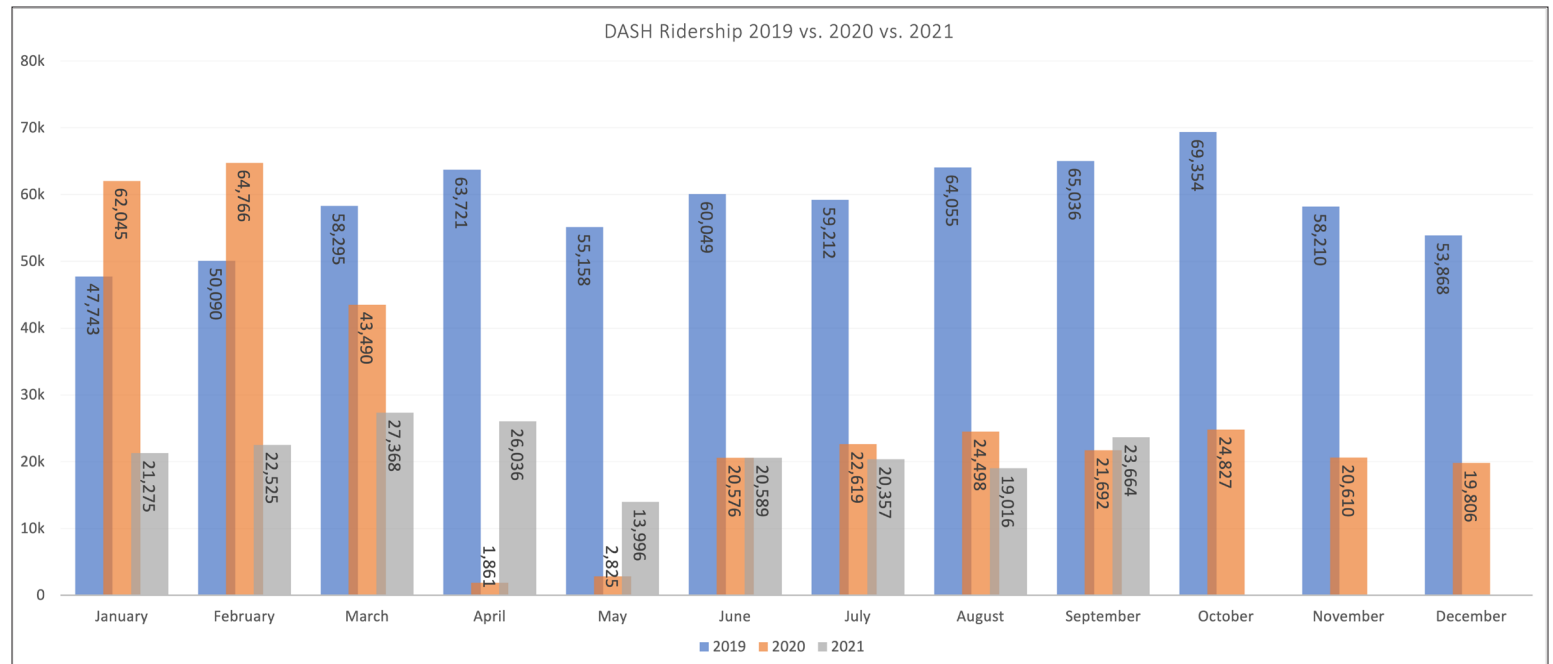
	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	-8%	-10%	-19%	-24%	-25%	-26%	-25%	-9%	14%	9%	-19%	-20%
2020 vs. 2021	-23%	-24%	-13%	-5%	-0.1%	15%	-42%	-53%	-62%	-61%	-46%	-

DASH Ridership

Updated Quarterly

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

21%
average **decrease**
in ridership in
2021 vs. 2020



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

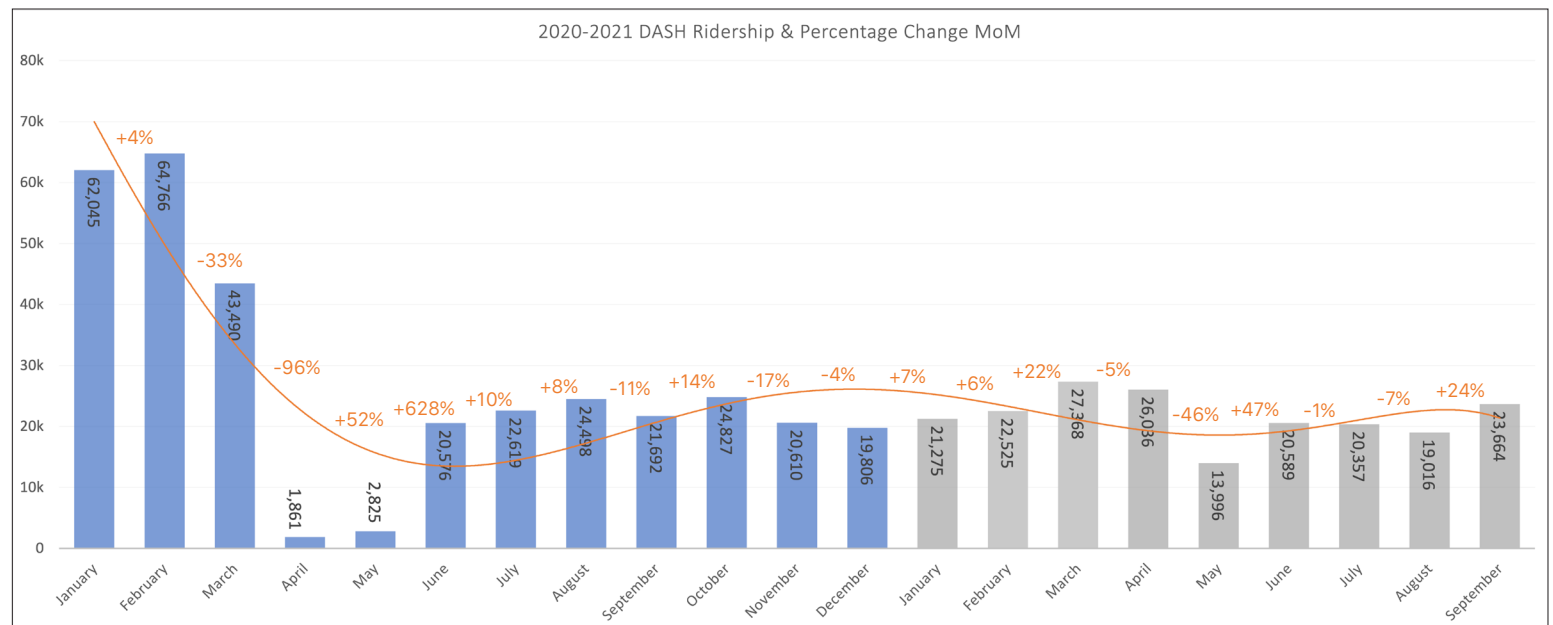
May 26th, 2020:

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%	395%	0.1%	-	-	-	-	-	-



*not on full schedule

Source: The Rapid

Downtown Social Media Engagement Look-In



experiencegrandrap - Following
Grand Rapids, Michigan

experiencegrandrap Look at this fall glow up! 🌟🌟🌟 #nomorecrane
@farmersfotos89
6w

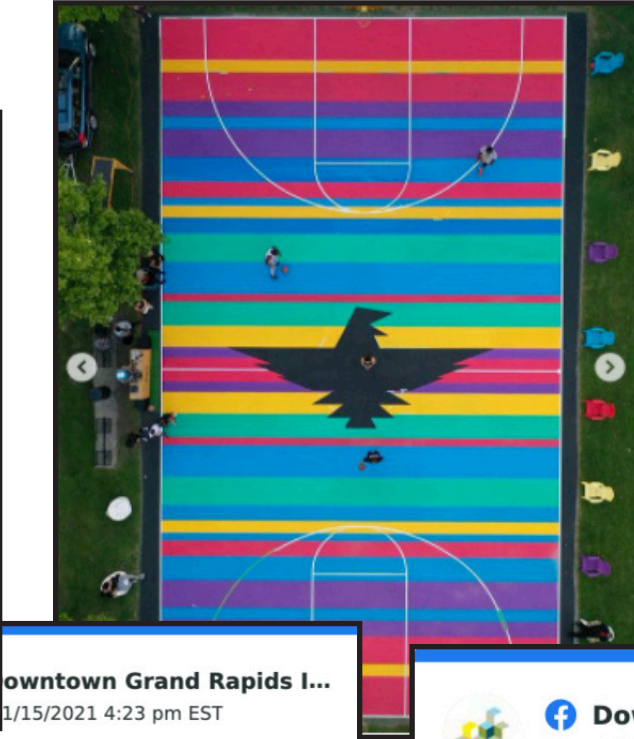
blackwallstreetgrandrapids ❤️
6w 2 likes Reply

grandrapidscityofchampions of 🏆
6w 2 likes Reply

kat21mcc LOVE GRAND RAPIDS MISS GRAND RAPIDS..... WILL AI WAYS VISIT GRAND RAPIDS!!!!

Liked by melvineedge and 907 others
OCTOBER 22

Add a comment... Post



grparksandrec · Following

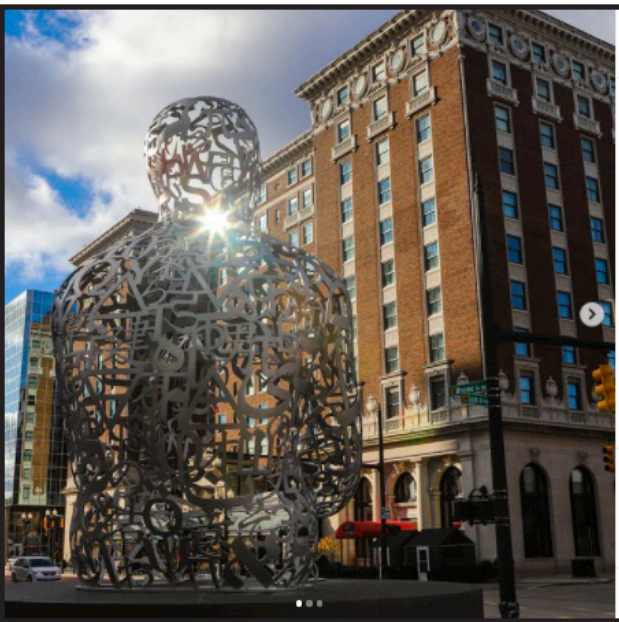
grparksandrec Swipe for a #TransformationTuesday

The basketball court on the south end of Heartside Park (301 Ionia Ave SW) got a major transformation thanks to @odd_studios.

Artist Edgar Hernandez (@_edgarh_) took on the project for ArtPrize 2021 this fall. The transformation began with weeding, filling in cracks, sanding and smoothing the existing court. The new court was made complete with a vibrant mural created with anti-skid textured paint, custom translucent yellow acrylic backboards, new rims, and brass chain nets.

3w

Liked by kimbowee616 and 306 others
NOVEMBER 9



exper Grand

exper over o Eleme Plens const chara repre create many bring huma

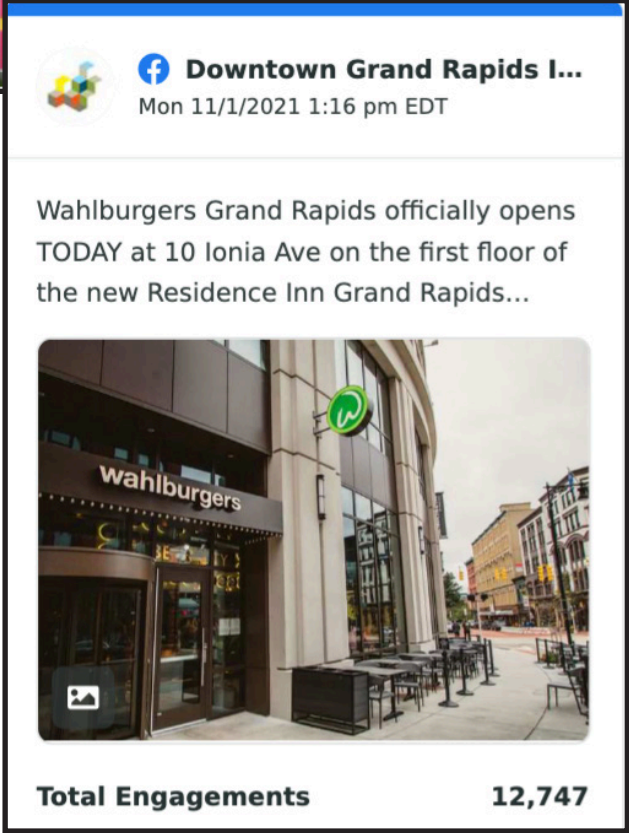
1w

exper #jaun #Gra #pure

Total Engagements 8,837

Liked by kimbowee616 and 883 others
NOVEMBER 22

Add a comment... Post



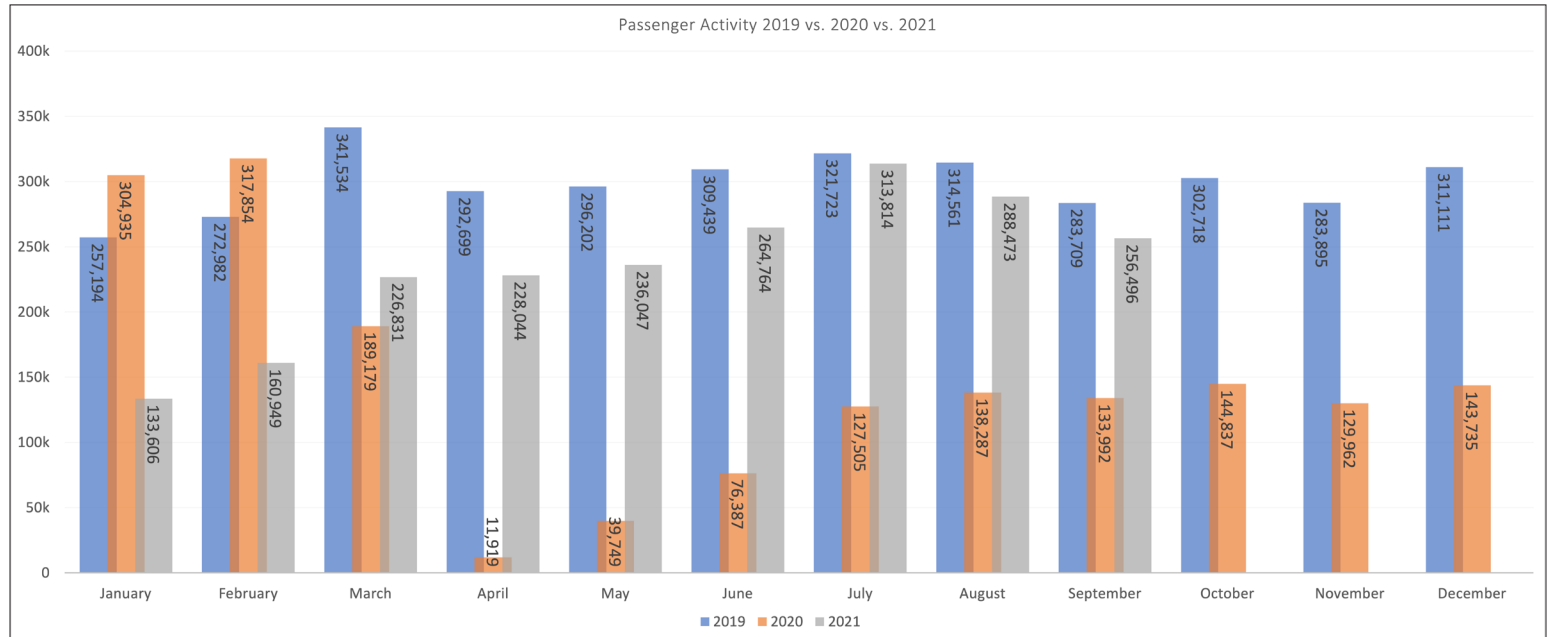
Downtown Grand Rapids I...
Mon 11/1/2021 1:16 pm EDT

Wahlburgers Grand Rapids officially opens TODAY at 10 Ionia Ave on the first floor of the new Residence Inn Grand Rapids...

Total Engagements 12,747

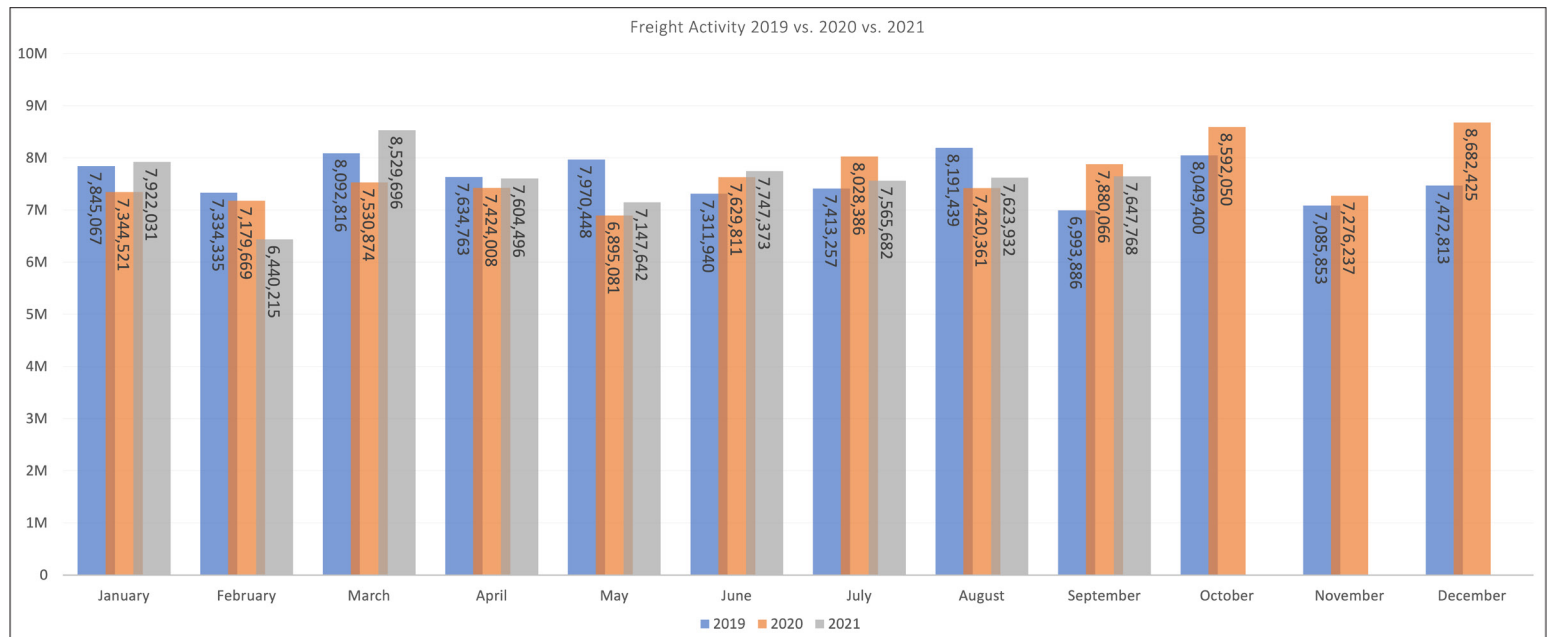
Airport Activity

44%
average **decrease** in
passenger 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%	146%	109%	91%	-	-	-

1%
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	-6%	-2%	-7%	-3%	-13%	4%	8%	-9%	13%	7%	3%	16%
2020 vs. 2021	8%	-10%	13%	2%	4%	2%	-6%	3%	-3%	-	-	-

Michigan Consumer Spending

+18%
October Average
Oct 2020: +0.4%

+12%
2021 Average
2020: -4%

+17%
November 1 2021
Nov 1 2020: -3%

