Virtual Meeting Access

Greetings!

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

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

MICROSOFT TEAMS

1. It is recommended to download the App -
    a. Apple Devices
    b. Android Devices

2. Once you have downloaded the app, click here to access the Teams meeting.

    * Note: If you do not have a Microsoft account, you can join as a *guest*.

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

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

Join Microsoft Teams Meeting

AGENDA

DOWNTOWN
DEVELOPMENT
AUTHORITY

DDA

Board Members:

Luis Avila • Mayor Rosalynn Bliss • Kayem Dunn • Jermale Eddie • Greg McNeilly • Jen Schottke • Diana Sieger • Jim Talen
Rick Winn

Wednesday, December 9, 2020
8:00 a.m. Virtual Meeting
Microsoft Teams

1.	Call to Order		
2.	Approve Meeting Minutes from October 14, 2020 (8:00) (enclosure)	Motion	Winn
3.	Accept November 30, 2020 Financials (8:05) (enclosure)	Motion	Chapman
4.	DNN Web Contract (8:10) (enclosure)	Motion	Buller
5.	Retail Partnership Funding Authorization (8:20) (enclosure)	Motion	Kelly
6.	World of Winter Funding Authorization (8:30) (enclosure)	Motion	Van Driel
7.	Downtown Winter Ready Grant Update (8:40) (enclosure)	Motion	Miller
8.	Marketplace Powered by Pack Elephant Support (8:50) (enclosure)	Motion	Kitavi
9.	78 S. Division PILOT Request (9:00) (enclosure)	Motion	Banchoff
10.	FUSE and CLT Update (9:10) (enclosure)	Info Item	Buller
11.	Bridge South Update (9:25)	Info Item	Miller

DOWNTOWN
GRAND RAPIDS INC.

AGENDA

DOWNTOWN
DEVELOPMENT
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Board Members:

Luis Avila • Mayor Rosalynn Bliss • Kayem Dunn • Jermale Eddie • Greg McNeilly • Jen Schottke • Diana Sieger • Jim Talen
Rick Winn

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12. Public Comment (9:45)
13. Board Member Discussion (9:50)
14. Adjournment (10:00)

DOWNTOWN
GRAND RAPIDS INC.

UNAPPROVED MINUTES

MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

October 14, 2020

1. Call to Order – The meeting was called to order at 8:02 a.m. by Chair Rick Winn.

   Attendance

   Members Present: Rick Winn, Mayor Rosalynn Bliss, Jim Talen, Diana Sieger, Luis Avila, Kayem Dunn, Jermale Eddie, Greg McNeilly, and Jen Schottke

   Others Present: Tim Kelly (DDA Executive Director), Amanda Sloan, (DDA Recording Secretary), Jessica Wood (Legal Counsel), Andy Guy, Kimberly Van Driel, Melvin Eledge, Marion Bonneaux, Annamarie Buller, Kyama Kitavi, Samantha Suarez, Mandy McDaniel, Megan Catcho, and Mark Miller (DGRI Staff), Rebecca Krenz, Tricia Chapman, Scott Saindon, Joe Agostinelli, Mark Washington, Josh Naramore, Jennifer Kasper, Darren Riley, Louis Canfield, Suzanne Schultz, JJ Loew, Justin Kimura, Karie Enriquez, Christa Ferguson and Brian McVicar.

2. Approve Meeting Minutes from September 9, 2020
   Motion: Ms. Dunn, supported by Mr. McNeilly, moved approval of the September 9, 2020 Meeting Minutes. Motion carried unanimously.

3. Accept September 30, 2020 Financials
   Ms. Chapman presented interim financial statements ending September 30, 2020 noting summer tax increments were posted so we will see revenues coming into local tax and school tax increment funds.

   Motion: Mr. McNeilly, supported by Mr. Avila, motioned to accept Statement D: September 30, 2020 Expenditures. Motion carried unanimously.

4. Downtown Infrastructure Improvements
   Mr. Eledge presented images of the trash receptacles recently installed along the Grandville corridor and requested authorization to continue to enhance the downtown streetscape, consistent with the Streetspace Guidelines, by purchasing an additional 45 trash cans and 10 liners to replace and expand the West Side and South Ionia infrastructure.

   Motion: Ms. Sieger, supported by Ms. Dunn, moved to authorize the purchase of 45 Poe Litter trash cans and 10 replacement liners in an amount not to exceed $85,864. None opposed. Motion carried.

5. Winter Art Installations

Ms. Catcho presented a recap of the World of Winter Festival from the previous season stating approximately 70,000 people participated. DGRI gained 3,500 followers on social media during this festival and the website dedicated to World of Winter had about 84,000 page views. Some of the most popular draws included the Prismatica art installation, Silent Disco, Lunar New Year, Love on Ice, and Human Hungry Hippos tournament which attracted attendees from all over Michigan.
Ms. Van Driel then presented three proposed art installations for this coming season: Winter Tumbleweeds, Hybycozos (6 rented and 1 purchased) for Ah-Nab-Awen Park, and IMPULSE (illuminated see-saws) by CREOS. She stated we are still considering the best location to install these within our downtown footprint but expects these installations will be an especially important activation tool this winter. Mr. Avila asked how we plan to handle COVID-19 safety guidelines. Ms. Van Driel stated we will continue to follow recommended guidelines for sanitization and social distancing at events. Mr. Eddie requested activation behind the Van Andel/Studio Park. Mr. Winn supports the purchase of a permanent installation each year. Others agreed.

Motion: Ms. Sieger, supported by Ms. Dunn, moved to authorize an amount not to exceed $150,000 to support three winter art installations to be funded ($80,000) from the Public Space Activation budget and ($70,000) the Economic Recovery budget. Motion carried unanimously.

6. Social Zone Report

Mr. Miller presented the Safe Outdoor Dining Project Performance Report on Social Zones noting the collaboration between the City of GR and DGRI has been meaningful and very rewarding. Grand Rapids, with hospitality being the 2nd largest Downtown employer (36% of downtown are food/beverage establishments), saw a 79% decrease in hotel occupancy, a 48% in foot traffic, and a significant rise in remote work due to Stay at Home orders and COVID related restrictions. In an effort to support businesses during this time, we have expedited state and local responses to focus on aid with Social Zone and Social District policies. These zones have established significantly more space for people (over an acre of seating space) providing 56% more businesses with outdoor seating. DGRI has transformed these spaces into places with 244 tables, 817 chairs, 111 planters, 1600 plants and 148 hours of Pop Up Performances. Businesses have provided input on the importance of these spaces stating this has been "a life-line" for many and "crucial" for economic relief. Mr. Miller noted the Refreshment Area program (per social district established by the state) is being used and not abused, providing another layer of supporting business.

164 concrete barriers have been rented for deployment throughout downtown (through September). In order to continue this support throughout the winter, the program will be extended through May. Bush Concrete has agreed to apply the rental fees already paid toward the purchase of these barriers which would provide businesses with more certainty and ability to plan. Owning these barricades also provides us with the flexibility to decorate and utilize as needed.

In lieu of providing additional infrastructure, DGRI would like to establish a Winter Ready Grant program for individual business to purchase initiatives (tents, canopies, heaters, lighting) to support commercial activity in the public realm. This program is currently being reviewed by legal counsel but would provide reimbursement of up to $10,000 per eligible activity (or 50% match with board approval for requests over $15,000). Mr. McNeilly asked about safety of additional amenities. Mr. Miller stated there will be a permitting process to ensure safe practices are being followed.

Motion: Mr. McNeilly, supported by Ms. Dunn, moved to authorize the purchase of concrete barricades in an amount not to exceed $43,000 from Goal 4 Economic Relief Funding. None opposed. Motion carried.

Motion: Ms. Dunn, supported by Mr. Avila, moved to authorize funding in an amount not to exceed $200,000 (from Goal 4 Economic Relief Funding) for social zone winterization through the Winter Ready Grant initiative. Motion carried unanimously.

Mayor Rosalynn Bliss joined the meeting.

7. Grand River's Edge Infrastructure Improvements

Mr. Miller provided an overview of six proposed projects being referred to as Riverwalk and River's Edge Improvements. Fish Ladder Access, Riverwalk from Blue Bridge to Louis, Riverwalk from Louis to Michigan, Wealthy Street Access, and Ah Nab Awen Park (Indian Mounds to restroom area) are all in different stages of design, engineering, and permitting. This funding request does not include construction work but will support concept designs and documentation in preparation for construction bidding. In addition, DGRI is partnering with The Grand Rapids Community Foundation to establish a Water Quality Notification System at access points along the Grand River. The proposal would implement this project. All of these projects have been included in the Goal 1 River Edge Improvements budget for FY21. Mr. Talen asked about the design of Ah-Nab-Awen Park and if direct access from the River's Edge to Gillette Bridge would be created. Mr. Miller stated it is being considered by VIRIDIS. Mr. Winn asked if these projects would be bid together to benefit from economies of scale. Mr. Miller stated the City does prefer to package projects in threes, and it is essential to see these River's Edge projects completed by spring, so that is likely. Our primary goal is getting this Riverwalk operational again. A secondary goal is improving the aesthetics of the concrete wall along the trail and then incrementally activating the area as the trail reopens.

Motion: Mayor Bliss, supported by Ms. Sieger, moved to authorize an amount not to exceed $562,000 for these various Riverwalk and River's Edge design/engineering services and implementation projects. None opposed.

8. Lyon's Square Re-Design

Mr. Miller presented the chosen team for the Lyon's Square Re-Design as Progressive AE. This passionate and responsive team clearly portrayed their understanding of the significance of this project and the technical skills needed for implementation. The team includes members of MTC, Fishbeck Engineering, Lumen Studio, RLR (Wayfinding) and Disability Advocates of Kent County (to ensure a universal design of the project) and was the most diverse team that was evaluated. An asset management plan was also included in the scope of services. Progress AE charges a fixed fee of $270,270 for services and $10,000 reimbursables (for travel and printing). We add a standard 10% contingency. Also, a $10,000 fee may be required for soil borings if these are needed. Mr. Kelly added Lyon's Square still ranks as a top site River Corridor project and noted we carry partner commitments from Amway Hotel Corporation (ACM), Convention Arena Authority (CAA), City of GR, DeVos Foundation and the Secchia family to support the construction of this project. The Construction Manager, Rockford Construction, will be key for coordination of the project and ensure our opinion of costs are in line with our budget. Mayor Bliss requested a timeline for project completion. Mr. Miller stated 20-24 weeks; the bidding process will begin in February with intent to start construction in late spring.

Motion: Mayor Bliss, supported by Ms. Dunn, moved to authorize funding for Lyon's Square Re-Design project consulting services and soil borings in an amount not to exceed $317,270. None opposed.

9. Waters Building

Mr. Kelly presented a request for an amendment to a 2014 development agreement with Waters Building LLC and GR HS LLC (developer) at 161 Ottawa. The developer is seeking to complete public realm improvements to complement the enhancements of the corridor. The proposed improvements include new street trees, benches, trash and recycling receptacles, and bike racks as outlined in the Streetspace Guidelines. To assist with the proposed work, the developer is requesting an amendment to their existing agreement to cover 50% of these eligible activities ($91,098) and to extend the capture period an additional five years (for another 11 years) to allow for full reimbursement.

Motion: Mr. McNeilly, supported by Ms. Sieger, moved to approve an amendment to the Development and Reimbursement Agreement with Waters Building, LLC and GR HS, LLC for the project at 161 Ottawa Avenue to provide reimbursement of DDA eligible expenses not to exceed $1,572,225 from non-school tax increment revenues for a period not to exceed 15 years. Motion carried unanimously.

5. Air Quality Monitoring

Mr. Kelly stated back in July the Board approved $30,000 funding to support a partnership with Rapids Air Quality. This was made contingent on them also receiving funding support from communities outside of Downtown. Darrin Riley provided a recap on their strategy to mitigate the disparity gap in air quality across Michigan starting with the installation of micro air sensors. These sensors supplement the EPA station downtown and will create a microgrid for hyperlocal data points. Mr. Riley announced backing from Creston Neighborhood and Roosevelt Park Neighborhood Association, in addition to formed partnerships with West Michigan Clean Air Action, Start Garden, City of Grand Rapids, and DGRI. Mr. McNeilly asked how much time it will take from the deployment of equipment before the data is provided. Mr. Riley stated it will be several months from funding to have the sensors ordered and installed.

Motion: Mr. McNeilly, supported by Ms. Dunn, moved to authorize funding in an amount not to exceed $30,000 to deploy air quality monitoring sensors within the DDA boundary. None opposed.

6. Public Comment

None

7. Board Member Discussion

Board Chair Winn initiated discussion on holding future board meetings in person as opposed to continuing to hold virtually. Ms. Sieger stated she prefers to meet virtually. Mr. Talen agreed as long as we are not required to meet in person. Ms. Wood felt confident legislation would pass this week allowing meetings to be held virtually through the end of the year.

8. Adjournment

The meeting adjourned at 10:02 a.m.





Downtown Grand Rapids Ambassador Program

October 2020 Report

BLOCK by BLOCK
AN SMS HOLDINGS COMPANY

DOWNTOWN
GRAND RAPIDS INC.

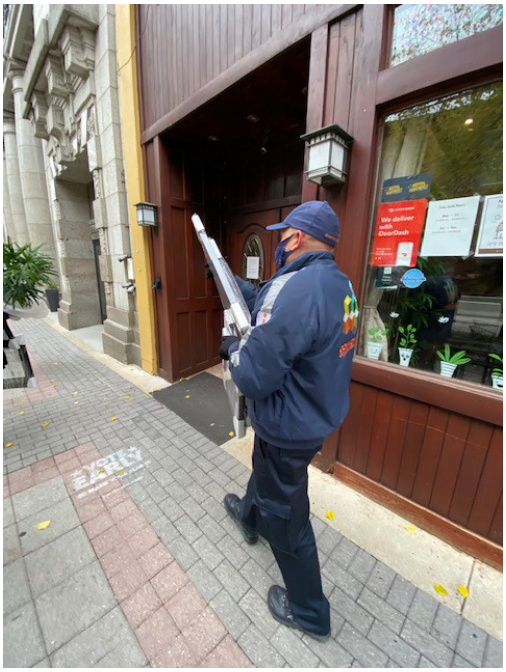
Hospitality





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





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



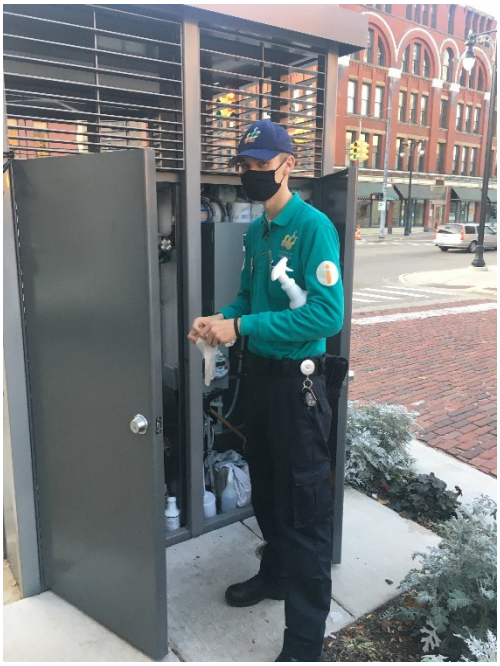
Beautification

/













Special Projects

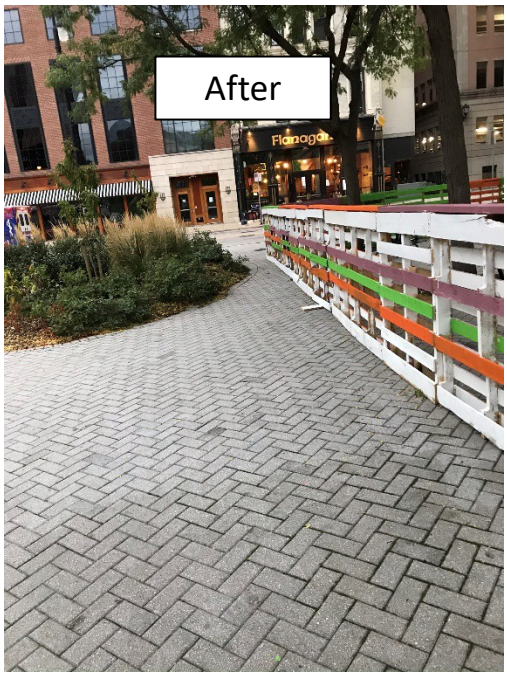


Our team provided assistance with moving the colorful Tropical Realness trees to 555 Monroe for more opportunities to view this piece of art.





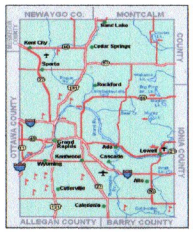




Statistics

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

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



Immediate and Future Benefits

Part of Downtown Infrastructure

The **DDA** funds the construction of the facility and the **CVB** runs it every day of the year with a new contract.

City of Grand Rapids



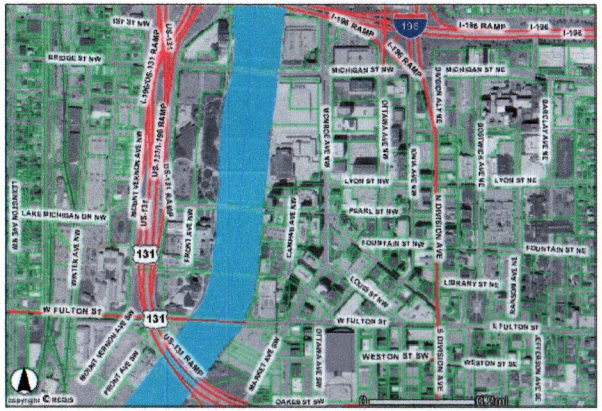
Michigan's Second Largest City

Kent County

What is Missing in Grand Rapids?

Directions & Information Booth

Grand Rapids does not have everything - But it does have the best Information Booth!



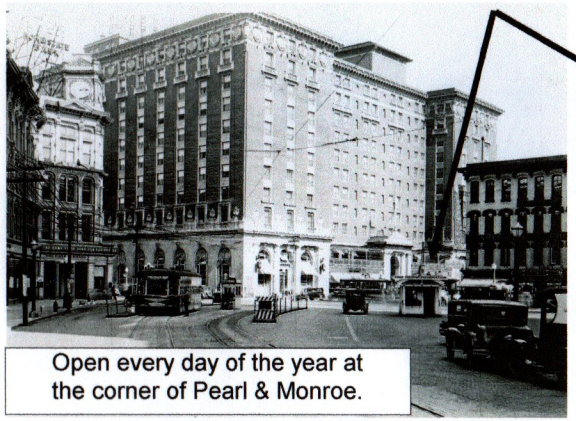
Not a Retail Shop!

Staffed with Helpful Humans

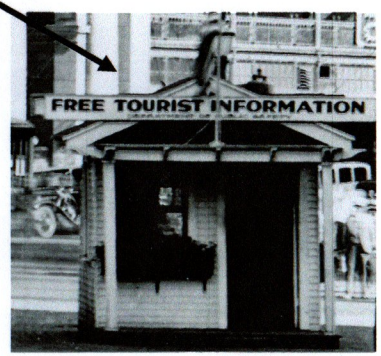
Verbal, Printed and Written Information!

Publicly Sponsored, Privately Funded

Information Booth cerca 1930



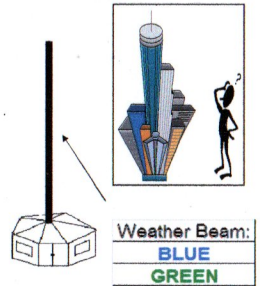
Open every day of the year at the corner of Pearl & Monroe.



A ***365 day a year operation*** which will bring visitors, tourists, conventioneers and residents:

- A Daily Menu Matrix of restaurant's hours of operation for that day, daily special, address and phone number
- "The Walking Tour of Downtown Grand Rapids" in a variety of languages (sister city languages & more)
- MAPS: Both walking and driving
- Traffic/Construction/Detours reporting and updating
- and many, many other useful tools that tourists, visitors, conventioneers and residents will find most interesting and useful!





Weather Beam:
BLUE
GREEN
RED

Better LOCAL information than the Internet/GPS/smartphone

October 2020 Forward to: Community Leaders

Good for the city, good for the county & good for the state.

Sue Waddell:
Please Forward to:
Convention & Arena Authority Operations Committee

& Convention & Arena Authority Board - 10/02/20 Meeting(s)

cc: DDA - CVB - City of Grand Rapids - Kent County

Notes: Immediate & Future Benefits! - Publicy Sponsored & Privately Funded - Naming Rights

Good for the city, good for the county & good for the state.

Inside the **GRAM is/was not** the best location!

Suggested Name of Information Center

Great for "DeVos Place" and "Van Andel Arena"

October 2020

Downtown Grand Rapids, MI



Owner of Record: City of Grand Rapids

Daily Menu Matrix to show what restaurants & bars are open (that day), when they close with daily food specials.

B M A

Bissell - Meijer - Amway

Directions & Information Center

Would you like to view printed menus or the scan version for electronic viewing. Here is what is open now.

We are here visiting our daughter who goes to GVSU.

We are looking for restaurant information.



Welcome to Grand Rapids



Visitor's Center

Special Event Information Inside

City of Grand Rapids logo

Hours of Operation

Monday	xxxxxxxx
Tuesday	xxxxxxxx
Wednesday	xxxxxxxx
Thursday	xxxxxxxx
Friday	xxxxxxxx
Saturday	xxxxxxxx
Sunday	xxxxxxxx

Bienvenido



Take the DASH bus or it is a 10 minute walk.

Yes. Here is the "daily:" list that shows what is open and when it closes.

What are the hours of operation for the museums & movie theater?



Which bus should we take? How do we rent .....?

Verbal, printed, written and electronic information!

The **DDA** funds the construction of the facility and the **CVB** runs it every day of the year with a new contract.

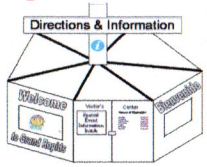
Providing BETTER local information than the internet/GPS/smartphone.

Scott Atchison
616-293-9056 NativeGR@aol.com

Web pages are not enough!

Open everyday of the year at the corner of Pearl & Monroe.

Unique to Grand Rapids, MI



MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: December 3, 2020

Agenda Item 3
December 9, 2020
DDA Meeting

TO: Rick Winn
Chairman

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

SUBJECT: FY2021 Interim Financial Statements as of November 31, 2020

Attached are the Authority's interim financial statements for the first five months of the Authority's fiscal year ending June 30, 2021. The attached statements include:

Statement A: Balance Sheet
Statement B: Comparison of FY2021 Budget vs Actual Results
Statement C: Statement of FY2021 Project Expenditures
Statement D: Schedule of October–November 2021 Expenditures

The Authority's balance sheet on Statement A indicates the Authority is in a strong position financially with sufficient Pooled Cash to support development plan expenditures for FY2021 and beyond.

The majority of expenditures in October and November were developer reimbursements of FY21 summer taxes. Interest earnings are still showing as negative from the investments that were brought to market value in June and reversed in the current year. As the year progresses interest earnings will hopefully cover and surpass the reversal.

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

Attachments

STATEMENT A

DOWNTOWN DEVELOPMENT AUTHORITY
Balance Sheet
As of November 31, 2020

	Non-Tax Funds	Debt Tax Increment	Local Tax Increment	TOTAL
ASSETS				
Pooled Cash and Investments	$ 5,660,675	$ 11,972,986	$ 10,395,729	$ 28,029,390
Petty Cash	-	-	500	500
Loan Receivable - Project Developer	388,848	-	-	388,848
General Fixed Assets	-	-	86,964,023	86,964,023
Accumulated Depreciation on Fixed Assets	-	-	(59,982,869)	(59,982,869)
Future Tax Increment Revenues Anticipated	-	12,835,000	15,500	12,850,500
TOTAL ASSETS	**$ 6,049,523**	**$ 24,807,986**	**$ 37,392,883**	**$ 68,250,392**
LIABILITIES AND FUND EQUITY				
Liabilities				
Current Liabilities	$ -	$ -	$ 15,027	$ 15,027
Other Accrued Liabilities	11,374	-	-	11,374
Due to Other Governmental Units	-	4,453,622	-	4,453,622
Deposit - Area 4 Developer Damage	1,000	-	-	1,000
Deferred Revenue - Developer Loan	388,848	-	-	388,848
Contract Payable	-	-	15,500	15,500
Bonds Payable	-	12,835,000	-	12,835,000
TOTAL LIABILITIES	**401,222**	**17,288,622**	**30,527**	**17,720,371**
Fund Balance / Equity:				
Investments in General Fixed Assets, net of Accumulated Depreciation	-	-	26,981,154	26,981,154
Non-Tax Increment Reserve	5,555,509	-	-	5,555,509
Reserve for Authorized Projects	-	-	10,082,102	10,082,102
Reserve for Compensated Absences	-	-	7,721	7,721
Reserve for Eligible Obligations	-	7,519,364	-	7,519,364
Reserve for Encumbrances	92,792	-	291,379	384,171
TOTAL FUND EQUITY	**5,648,301**	**7,519,364**	**37,362,356**	**50,530,021**
TOTAL LIABILITIES & FUND EQUITY	**$ 6,049,523**	**$ 24,807,986**	**$ 37,392,883**	**$ 68,250,392**

STATEMENT B

DOWNTOWN DEVELOPMENT AUTHORITY
Comparison of FY2021 Budget vs Actual Results
July 1, 2020 - November 31, 2020

	Non-Tax Funds		Debt Tax Increment		Local Tax Increment	
	Budget	Actual	Budget	Actual	Budget	Actual
REVENUES						
Property Tax Increment - General	$ -	$ -	$ 11,465,372	$ 11,624,379	$ 6,262,000	$ 6,550,787
Property Tax Increment - Transit Millage	-	-	-	-	589,772	594,102
Property Tax Increment - Prior Year Appeals	-	-	(25,000)	(7,776)	(15,000)	(629)
Property Tax Increment - County/GRCC/City/ITP Rebates	-	-	-	1,463,734	(683,677)	-
Earnings from Investments - General	70,412	(148,098)	72,591	(218,381)	112,396	(279,306)
Interest Paid by Developer - The Gallery on Fulton Note	12,998	7,194	-	-	-	-
Property Rental - DASH Parking Lots	738,000	125,851	-	-	-	-
Property Rentals - YMCA Customer Parking	72,000	6,000	-	-	-	-
Event Sponsorships and Fees	40,000	-	-	-	-	-
Contributions - Downtown Enhancement Grant Donation	-	-	-	-	-	545
Principal Repayments - The Gallery on Fulton Note	100,000	12,956	-	-	-	-
Reimbursements and Miscellaneous Revenues	2,000	1,395	-	-	5,000	-
Ottawa Ave - Cherry to Oakes - 1/3rd payment	197,670	-	-	-	-	-
From / (To) Fund Balance	1,567,320	-	(72,591)	-	3,942,319	-
TOTAL REVENUES	**$ 2,800,400**	**$ 5,298**	**$ 11,440,372**	**$ 12,861,956**	**$ 10,212,810**	**$ 6,865,499**
EXPENDITURES						
GR Forward Projects:						
Goal #1: Restore the River as the Draw and Create a Connected and Equitable River Corridor	$ 25,000	$ -	$ -	$ -	$ 1,750,000	$ 35,183
Goal #2: Create a True Downtown Neighborhood Which is Home to a Diverse Population	90,000	50	-	-	1,525,000	1,264,550
Goal #3: Implement a 21st Century Mobility Strategy	150,000	3,750	-	-	2,730,000	715,672
Goal #4: Expand Job Opportunities and Ensure Continued Vitality of the Local Economy	735,000	203,265	-	-	750,000	5,471
Goal #5: Reinvest in Public Space, Culture, and Inclusive Programming	1,795,000	709,623	-	-	1,745,000	821,831
Total GR Forward Projects	**$ 2,795,000**	**$ 916,688**	**$ -**	**$ -**	**$ 8,500,000**	**$ 2,842,707**
Administration	5,400	-	-	-	1,300,000	582,272
Debt Service for Bond Issues	-	-	6,986,750	320,875	412,810	16,010
Estimated Capture to be Returned	-	-	4,453,622	-	-	-
TOTAL EXPENDITURES	**$ 2,800,400**	**$ 916,688**	**$ 11,440,372**	**$ 320,875**	**$ 10,212,810**	**$ 3,440,989**
EXCESS / (DEFICIT)	**$ -**	**$ (911,390)**	**$ -**	**$ 12,541,081**	**$ -**	**$ 3,424,510**

STATEMENT C

DOWNTOWN DEVELOPMENT AUTHORITY

Statement of FY2021 Project Expenditures

As of November 31, 2020

Project Name	FY2021 Project Budgets %	FY2021 Project Budgets Amount	Expenditures Month	Expenditures Fiscal Year	Remaining FY2021 Budgets
River Governance		150,000	6,322	6,322	143,678
Downtown Plan		100,000	12,780	19,180	80,820
River Trail Improvements		1,500,000	-	9,681	1,490,319
GRForward Goal # 1 - Local Tax Increment	**15.49%**	**$ 1,750,000**	**$ 19,102**	**$ 35,183**	**$ 1,714,817**
Downtown Speakers Series		15,000	-	-	15,000
Riverwalk Assessment		10,000	-	-	10,000
GRForward Goal # 1 - Non-Tax Increment	**0.22%**	**$ 25,000**	**$ -**	**$ -**	**$ 25,000**
Development Project Guidance		50,000	4,622	5,590	44,410
Development Project Reimbursements		1,400,000	1,137,971	1,137,971	262,029
Downtown Enhancement Grants		75,000	29,605	120,989	(45,989)
GRForward Goal # 2 - Local Tax Increment	**13.50%**	**$ 1,525,000**	**$ 1,172,198**	**$ 1,264,550**	**$ 260,450**
Heartside Quality of Life Implementation		50,000	-	-	50,000
Stakeholder Engagement Programs		40,000	-	50	39,950
GRForward Goal # 2 - Non-Tax Increment	**0.80%**	**$ 90,000**	**$ -**	**$ 50**	**$ 89,950**
Accessibility and Mobility Repairs		150,000	7,725	73,825	76,175
Bicycle Friendly Improvements		125,000	15,303	26,686	98,314
DASH North Shuttle Services		175,000	45,000	112,500	62,500
New Downtown Circulator Infrastructure		400,000	-	-	400,000
Streetscape Improve: CBD, Heartside, Arena S.		1,340,000	115,032	244,687	1,095,313
Streetscape Improve: Division - Fulton to Wealthy		340,000	188,665	227,715	112,285
Wayfinding System Improvements		200,000	25,174	30,259	169,741
GRForward Goal # 3 - Local Tax Increment	**24.17%**	**$ 2,730,000**	**$ 396,899**	**$ 715,672**	**$ 2,014,328**
Transportation Demand Mnmt Program		150,000	-	3,750	146,250
GRForward Goal # 3 - Non-Tax Increment	**1.33%**	**$ 150,000**	**$ -**	**$ 3,750**	**$ 146,250**
Economic Development and Innovation		750,000	295	5,471	744,529
GRForward Goal # 4 - Local Tax Increment	**6.64%**	**$ 750,000**	**$ 295**	**$ 5,471**	**$ 744,529**
COVID Economic Relief Program		700,000	76,316	185,270	514,730
Downtown Workforce Programs		35,000	3,242	17,995	17,005
GRForward Goal # 4 - Non-Tax Increment	**6.51%**	**$ 735,000**	**$ 79,558**	**$ 203,265**	**$ 531,735**
Arena Plaza Improvements: Local Tax Increment		500,000	-	500,000	-
Downtown Marketing and Inclusion Efforts		420,000	50,266	106,290	313,710
Downtown Tree Plantings		150,000	39,917	70,141	79,859
Heartside Public Restroom Facilities Construction		100,000	13,559	136,232	(36,232)
Parks Design		350,000	-	-	350,000
Public Realm Improvements		150,000	2,700	8,700	141,300
State of Downtown Event & Annual Report		25,000	-	-	25,000
Urban Recreation Improvements		50,000	341	468	49,532
GRForward Goal # 5 - Local Tax Increment	**15.45%**	**$ 1,745,000**	**$ 106,783**	**$ 821,831**	**$ 923,169**
Arena Plaza Improvements: Non-Tax Increment		600,000	352,133	369,430	230,570
Bridge Lighting Operations		50,000	30,000	30,000	20,000
DGRI Event Production		165,000	23,321	24,435	140,565
Diversity Programming		50,000	-	11,500	38,500
Downtown Ambassadors		222,000	57,682	115,420	106,580
Experience - Miscellaneous		50,000	-	-	50,000
Holiday Décor Program		75,000	-	-	75,000
Major Event Sponsorship		40,000	-	60,000	(20,000)
Police Foot Patrols		35,000	-	-	35,000
Project and Fixed Asset Maintenance		-	2,013	2,507	(2,507)
Public Space Activation		350,000	56,457	88,604	261,396
Rosa Parks Circle Skating Operations		40,000	-	-	40,000
Special Events - Grants		35,000	5,000	7,500	27,500
Special Events - Office of		75,000	-	-	75,000
Special Events - Training Program		6,000	-	-	6,000
Winter Avenue Building Lease		2,000	227	227	1,773
GRForward Goal # 5 - Non-Tax Increment	**15.89%**	**$ 1,795,000**	**$ 526,833**	**$ 709,623**	**$ 1,085,377**
TOTAL	**100.00%**	**$ 11,295,000**	**$ 2,301,668**	**$ 3,759,395**	**$ 7,535,605**

STATEMENT D

DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of FY2021 Expenditures
October 1 - November 31, 2020

Source	Date Posted	Vendor	Purpose / Project	Description	Amount
Non-Tax	10/20/2020	Pioneer Construction	Arena Plaza Improvements	Van Andel Plaza construction 9/20	$ 343,173.04
Debt	10/20/2020	U.S. Bank Corporate Trust N.A.	DDA 2017 LTGO Bonds - Van Andel Arena	DDA 2017 Bond Interest	320,875.00
Local	11/19/2020	HP3 LLC	Developer Project Reimbursements	Developer Reimbursement FY21 Summer	236,448.40
Local	11/19/2020	150 Ottawa Development LLC	Developer Project Reimbursements	Developer Reimbursement FY21 Summer	233,096.53
Local	11/1/2020	State of Michigan	Streetscape Improve: Division - Fulton to Wealthy	17109-Division Reconstruction (MDOT-MDOT-101220	171,737.50
Local	10/29/2020	Mercantile Bank of Michigan	Developer Project Reimbursements	Developer Reimbursement FY21 Summer	147,484.38
Local	10/31/2020	Paychex	Administration	DDA Payroll Wages, 401, Taxes-October 2020	138,115.92
Local	10/29/2020	55 Ionia Partners LLC ck 1404130	Developer Project Reimbursements	Developer Reimbursement FY21 Summer	100,462.95
Local	11/1/2020	Adrenaline Games Association (AGA)	Streetscape Impr - Mich St, Heartside, Arena S	Downtown Skate Park 2020	95,275.00
Local	11/19/2020	Waters Building LLC	Developer Project Reimbursements	Developer Reimbursement FY21 Summer	85,340.18
Local	10/29/2020	CWD 50 Monroe II LLC	Developer Project Reimbursements	Developer Reimbursement FY21 Summer	83,747.27
Local	10/29/2020	Venue Tower, LLC	Developer Project Reimbursements	Developer Reimbursement FY21 Summer	64,519.91
Local	10/29/2020	38 Commerce LLC	Developer Project Reimbursements	Developer Reimbursement FY21 Summer	61,039.80
Local	10/29/2020	20 Monroe Building Co Limited Partnershi	Developer Project Reimbursements	Developer Reimbursement FY21 Summer	43,375.68
Local	11/1/2020	Friends of Grand Rapids Parks	Downtown Tree Plantings	Tree Plantings:2021 contract payment 1/3	39,917.00
Local	10/29/2020	20 Fulton Street East LLC	Developer Project Reimbursements	Developer Reimbursement FY21 Summer	36,755.68
Non-Tax	11/1/2020	Bush Concrete Products Inc	COVID Economic Relief Program	Social Zones: Barriers 10/2020	33,552.00
Non-Tax	10/20/2020	Bazen Electric	Bridge Lighting Operations	Blue Bridge lighting repairs 10/20	30,000.00
Non-Tax	11/9/2020	Mydatt Service Inc	Downtown Ambassadors	Ambassador Program 10/2020	28,689.33
Non-Tax	10/12/2020	Mydatt Service Inc	Downtown Ambassadors	Downtown Ambassador Program 09/2020	28,689.33
Non-Tax	11/9/2020	Creos Experts-Conseils Inc	Public Space Activation - Calder events, etc.	Artwork Display World of Winter 2021 1 of 3	26,198.90
Local	11/9/2020	35 Oakes Associates LLC	Developer Project Reimbursements	Developer Reimbursement FY21 Summer	23,019.83
Local	11/24/2020	City Treasurer - MobileGR/Parking Svcs	DASH North Shuttle Services	Nov 2020 DDA Share of DASH North Service	22,500.00
Local	10/28/2020	City Treasurer - MobileGR/Parking Svcs	DASH North Shuttle Services	Oct 2020 DDA Share of DASH North Service	22,500.00
Local	11/18/2020	Progressive Architecture	Wayfinding System Improvements	Wayfinding Consulting 11/20	21,874.39
Local	11/1/2020	Moore & Bruggink Inc	Streetscape Improve: Division - Fulton to Wealthy	17109-Division Ave Recon (M&B-180137.1-18)-DDA	16,004.64
Local	10/20/2020	County of Kent	KCDC Series 2008 Floodwalls	Annual principal payment due 11/01/2020	15,500.00
Non-Tax	10/20/2020	HR&A Advisors, Inc.	COVID Economic Relief Program	COVID analysis on River consulting services 07/2020	15,000.00
Local	11/25/2020	Monte Lee Reinert	Downtown Enhancement Grants	Winter Ready DEG 11/2020 Butcher's Union	15,000.00
Non-Tax	11/24/2020	The Urban Conga Inc.	Public Space Activation - Calder events, etc.	Skate Park supplies 11/20	13,500.00
Local	10/7/2020	West Michigan Center for Arts & Technolc	Downtown Plan	WMCAT/Public Agency river engagement 09/20	12,780.00
Local	10/29/2020	CWD Urban Fund LLC	Developer Project Reimbursements	Developer Reimbursement FY21 Summer	12,510.51
Local	10/12/2020	Cycle Safe Inc USA	Bicycle Friendly Improvements	Skate Park Repair Stands 10/2020	11,312.96
Local	10/5/2020	City Treasurer - Budget Office	Administration	IET - Operating Transfer A-87	11,020.83
Local	11/4/2020	City Treasurer - Budget Office	Administration	IET - Operating Transfer A-87	11,020.83
Local	10/26/2020	Moore & Bruggink Inc	Heartside Restroom Facility Construction	construction engineering services Portland Loo 09/20	9,300.00
Local	11/18/2020	Wyoming Excavators Inc	Heartside Restroom Facility Construction	construction engineering services Portland Loo 09/20	9,300.00
Non-Tax	11/11/2020	MKSK Inc	Arena Plaza Improvements	Van Andel Plaza construction admin 10/20	8,960.30
Local	11/1/2020	Priority Health	Administration	Health Insurance Nov 2020	7,532.47
Local	10/7/2020	Priority Health	Administration	Health Insurance OCT 2020	7,500.64
Non-Tax	10/7/2020	City Treasurer - Our Community's Childrer	COVID Economic Relief Program	5 Youth Workers - GROW1000 Youth Employment P	7,500.00
Local	11/9/2020	Erik Quindell Lauchie	Dntn Marketing & Inclusion Efforts	Women's Way: Final Payment 10/20	7,500.00
Local	10/1/2020	Ferris State University	Downtown Enhancement Grants	Window Repairs DEG 08/2020 Kendall College	7,458.00
Local	11/9/2020	SG Ecosystem Inc	Dntn Marketing & Inclusion Efforts	Podcasts in the Park Event Sponsorship 10/20	7,289.10
Non-Tax	10/26/2020	Mydatt Service Inc	COVID Economic Relief Program	Maintenance Social Zones 10/2020	7,018.00
Local	11/29/2020	Disability adv of Kent Co	Accessibility & Mobility Repairs	Inclusive Design research and reporting 10/20	6,600.00
Local	11/1/2020	HR&A Advisors, Inc.	River Governance	Consulting services 04/16/2020 - 06/30/2020	6,321.94
Local	10/29/2020	100 Commerce Development LLC	Developer Project Reimbursements	Developer Reimbursement FY21 Summer	6,172.33
Non-Tax	10/29/2020	Derek Call	COVID Economic Relief Program	Bridge Event Planning Payment 3 of 3 09/20	6,000.00
Local	10/12/2020	Federal Square Building Co. #1, LLC	Administration	Office Lease: 29 Pearl Street 10/2020	5,843.13
Local	11/17/2020	Federal Square Building Co. #1, LLC	Administration	Office Lease: 29 Pearl Street 11/2020	5,843.13
Non-Tax	11/24/2020	Adrian Butler	DGRI Event Production	DJ Services Virtual Event 9/20	5,000.00
Non-Tax	10/4/2020	Fractured Atlas, Inc.	Special Events - Office of, Grants, Training	Avenue of the Arts sponsorship 2020	5,000.00
Non-Tax	10/12/2020	Jeffrey A Songco	Public Space Activation - Calder events, etc.	PSA: 555 Monroe Art Installation 10/20	5,000.00
Local	11/1/2020	NAACP	Dntn Marketing & Inclusion Efforts	NAACP Freedom Fund Dinner 10/20	5,000.00
Local	11/11/2020	Dickinson Wright PLLC	Development Project Guidance	Legal services: 201 Market 9/20	4,622.00
Local	11/18/2020	McAlvey Merchant & Associates	Administration	Governmental Consulting OCT 2020	4,500.00
Local	10/12/2020	McAlvey Merchant & Associates	Administration	Governmental Consulting SEPT 2020	4,500.00
Non-Tax	11/1/2020	Dave Battjes	Public Space Activation - Calder events, etc.	Activate this Place Grant: Fish Ladder Park Mural 10/	4,000.00
Local	11/19/2020	Owen-Ames-Kimball Co	Developer Project Reimbursements	Developer Reimbursement FY21 Summer	3,997.08
Local	10/28/2020	City Treasurer - MobileGR/Parking Svcs	Bicycle Friendly Improvements	Bicycle Improvements - Supplies MDSolutions Inc	3,990.00
Non-Tax	10/26/2020	Karen Tracey Design	COVID Economic Relief Program	Website Content audits and hosting 10/2020	3,632.20
Local	11/5/2020	Dickinson Wright PLLC	Administration	Legal services: DDA 9/20	3,498.00
Local	10/12/2020	Fifth Third Bank	Streetscape Impr - Mich St, Heartside, Arena S	Streetspace Improvements: Bike/Scooter racks	3,088.11
Local	10/6/2020	Alexandra Pohl	Downtown Enhancement Grants	Window Repairs DEG 08/2020 112 Monroe	3,039.74
Local	10/4/2020	Knight Watch Inc	Heartside Restroom Facility Construction	Portland Loo camera 9/20	3,014.19
Local	11/9/2020	Erika Townsley	Dntn Marketing & Inclusion Efforts	November Photography Service 11/20	3,000.00
Local	10/12/2020	Erika Townsley	Dntn Marketing & Inclusion Efforts	Photography Services at various locations 10/20	3,000.00
Local	11/9/2020	Jamiel Robinson	Dntn Marketing & Inclusion Efforts	GRABB Awards Sponsorship 10/20	3,000.00
Local	10/26/2020	Progressive Architecture	Wayfinding System Improvements	Wayfinding Consulting 10/20	2,950.00
Local	10/12/2020	Bryan Esler Photo, Inc.	Dntn Marketing & Inclusion Efforts	Photography Misc. 8/30/2020 - 10/03/2020	2,820.00

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STATEMENT D - continued
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of Expenditures - FY2021

Source	Date Posted	Vendor	Activity # Purpose / Project	Description	Amount
Continued from previous page					
Local	10/18/2020	Hannah Renee Berry	Public Realm Improvements	Windows and Supplies Reimbursement 10/20	$ 2,700.00
Local	10/3/2020	City of Grand Rapids	Administration	Staff services - payroll period ended 10/03/2020	2,587.21
Non-Tax	10/26/2020	Dayna Walton	Public Space Activation - Calder events, etc.	Mural Deposit 10/20 Activate this Place Grant	2,500.00
Local	10/26/2020	Grand Rapids Downtown Market	Dntn Marketing & Inclusion Efforts	Donation for nonprofit programs 10/20	2,500.00
Local	11/9/2020	LINC Up Nonprofit Housing Corporation	Dntn Marketing & Inclusion Efforts	Community Spirit Awards Sponsorship 10/20	2,500.00
Local	11/29/2020	Nicholas Robert Nortier	Downtown Skate Park	Mural painting supplies 11/20	2,489.92
Local	10/4/2020	David Ruggeri	Dntn Marketing & Inclusion Efforts	Mural Work for Social Zones 9/20	2,467.69
Local	11/1/2020	Sophie Rodriguez	Streetscape Impr - Mich St, Heartside, Arena S	Downtown Skate Park Mural and Supplies 2020	2,402.54
Non-Tax	10/12/2020	Fifth Third Bank	COVID Economic Relief Program	Social Zones - patio umbrellas	2,399.00
Local	10/14/2020	Tylan Davis	Dntn Marketing & Inclusion Efforts	Mural work for social zones 09/20	2,353.76
Local	11/13/2020	Herblet Holdings, Inc,	Downtown Enhancement Grants	Winter Ready DEG 10/2020 Sweetwater's Coffee & Te	2,332.83
Local	10/18/2020	Encompass LLC	Administration	Annual EAP Billing 11/04/2020-11/3/2021	2,217.32
Non-Tax	10/12/2020	Fifth Third Bank	DGRI Event Production	Event Production Supplies	2,110.52
Non-Tax	11/20/2020	City Treasurer - Water System	Project & Fixed Asset Maint	WS2028692 20/10 Wealthy St Roundabout Irrigation	2,012.76
Non-Tax	10/12/2020	Swift Printing & Communications	DGRI Event Production	Chalk It Up Event signage 9/20	1,911.40
Local	11/4/2020	FDL Enterprises Inc	Downtown Enhancement Grants	Parklet Construction DEG 08/2020 633 Ottawa Ave	1,774.45
Local	10/12/2020	Mydatt Service Inc	Streetscape Impr - Mich St, Heartside, Arena S	Streetscape Improvements, Dog Park 09/2020	1,750.40
Local	11/10/2020	Fifth Third Bank	Administration	Admin: Subscriptions	1,725.00
Non-Tax	10/14/2020	City Treasurer - Parks & Recreation	Public Space Activation - Calder events, etc.	Free Outdoor Fitness Classes for Summer/Fall 2020	1,600.00
Local	10/28/2020	City Treasurer - MobileGR/Parking Svcs	Streetscape Impr - Mich St, Heartside, Arena S	DGRI Reimbursement for HRC Engineering & Design	1,504.50
Local	11/9/2020	Bryan Esler Photo, Inc.	Dntn Marketing & Inclusion Efforts	Photography Misc. 10/20	1,360.00
Local	11/10/2020	Fifth Third Bank	Streetscape Impr - Mich St, Heartside, Arena S	Skate Park supplies	1,352.41
Local	11/1/2020	Keyon Lovett	Streetscape Impr - Mich St, Heartside, Arena S	Downtown Skate Park Mural and Supplies 2020	1,250.00
Non-Tax	11/1/2020	Adrian Butler	DGRI Event Production	DJ Services Chalk It Up Event 9/20	1,200.00
Local	10/12/2020	Fifth Third Bank	Administration	Admin: Subscriptions: Survey Monkey annual	1,200.00
Local	10/18/2020	Disability adv of Kent Co	Accessibility & Mobility Repairs	DGRI Design research and reporting 09/20	1,125.00
Local	11/17/2020	David Specht	Dntn Marketing & Inclusion Efforts	555 Monroe Skatepark Video 11/20	1,100.00
Local	11/10/2020	Fifth Third Bank	Dntn Marketing & Inclusion Efforts	Marketing & Advertising	1,084.10
Local	10/18/2020	TGG, Inc.	Administration	Life & S/T & L/T disability insurance - 11/1/20 to 11/3(	1,044.61
Local	11/29/2020	TGG, Inc.	Administration	Life & S/T & L/T disability insurance - 12/20	1,044.61
Local	11/18/2020	Nicholas RichardCharles Hartman	Streetscape Impr - Mich St, Heartside, Arena S	Downtown Skate Park Graffiti Mural 11/2020	1,028.62
Non-Tax	10/4/2020	Dutcher Snedeker	Downtown Workforce Program - Relax, etc.	Relax at Rosa performance 8/11/20	1,000.00
Non-Tax	10/21/2020	Olivia Marie Mainville	Downtown Workforce Program - Relax, etc.	Relax at Rosa performance 9/08/2020	1,000.00
Local	10/12/2020	Bryan Esler Photo, Inc.	Dntn Marketing & Inclusion Efforts	Photography Misc. 9/20	940.00
Local	11/16/2020	City Treasurer - City Engineer	Streetscape Improve: Division - Fulton to Wealthy	17109-Division Ave Recon -Traffic Safety -DDA	922.55
Local	10/5/2020	City Treasurer - Risk Management	Administration	Monthly General Insurance Allocation	908.00
Local	11/4/2020	City Treasurer - Risk Management	Administration	Monthly General Insurance Allocation	908.00
Non-Tax	10/26/2020	Grand Rapids Running Tours	Public Space Activation - Calder events, etc.	RAD women Walking Tours Sponsorship 10/2020	900.00
Local	10/4/2020	The Hartford	Administration	Workers Compensation 09/23/2020-09/23/2021	866.34
Local	11/10/2020	Fifth Third Bank	Streetscape Impr - Mich St, Heartside, Arena S	Skate Park equipment rentals	858.27
Non-Tax	10/14/2020	City Treasurer - Office of Special Events	Downtown Workforce Program - Relax, etc.	Event: Relax at Rosa 6/25/20-9/24/20	847.00
Local	11/29/2020	The KR Group, Inc.	Administration	IT services Agreement Nov 2020	821.60
Local	11/1/2020	The KR Group, Inc.	Administration	IT services Agreement Oct 2020	821.60
Local	10/12/2020	Fifth Third Bank	Dntn Marketing & Inclusion Efforts	Marketing & Advertising	801.03
Local	11/29/2020	Swift Printing & Communications	Downtown Skate Park	555 Monroe Banners 11/2020	792.00
Local	10/4/2020	West Michigan Center for Arts & Technolc	Dntn Marketing & Inclusion Efforts	Photovoice project Photography Installation 03/20	759.00
Non-Tax	11/29/2020	Nicholas Robert Nortier	DGRI Event Production	Event supplies 11/20	750.00
Non-Tax	10/12/2020	Leandro Hernandez	DGRI Event Production	Chalk It Up Painting and Supplies 9/20	700.00
Local	10/26/2020	Swift Printing & Communications	Streetscape Impr - Mich St, Heartside, Arena S	Skate Park banner 10/20	693.00
Local	10/18/2020	Mighty Co.	Dntn Marketing & Inclusion Efforts	Website support: 10/2020	600.00
Local	11/3/2020	United States Treasury	Administration	IRS 2018 Form 5500 Adjustment 12/2018	574.87
Local	10/18/2020	Blue Cross Blue Shield of Mich	Administration	Dental Insurance Premium 11/20	545.69
Local	11/29/2020	Blue Cross Blue Shield of Mich	Administration	Dental Insurance Premium 12/20	545.69
Local	11/1/2020	David Pagan	Streetscape Impr - Mich St, Heartside, Arena S	Downtown Skate Park Graffiti Mural 10/2020	544.65
Non-Tax	11/29/2020	Dale Wicks	Public Space Activation - Calder events, etc.	Pop Up Performer 08/20 - 10/20	537.50
Non-Tax	11/10/2020	Fifth Third Bank	DGRI Event Production	DGRI Events: Rental	534.85
Non-Tax	10/12/2020	Fifth Third Bank	DGRI Event Production	Events Storage Rental	534.85
Non-Tax	10/18/2020	Swift Printing & Communications	DGRI Event Production	Skate Park signage 09/20	530.00
Non-Tax	10/4/2020	Bush Concrete Products Inc	COVID Economic Relief Program	Social Zones: Barriers 9/2020	520.00
Local	11/1/2020	Kerkstra Portable Restroom Svc Inc	Streetscape Impr - Mich St, Heartside, Arena S	Portable restroom for Skate Park 10/20	510.00
Non-Tax	11/29/2020	Kerkstra Portable Restroom Svc Inc	Public Space Activation - Calder events, etc.	Portable restroom for Skate Park 11/20	510.00
Non-Tax	10/12/2020	Danielle Bradfield	DGRI Event Production	Chalk It Up Event 9/20 cart service	500.00
Non-Tax	10/4/2020	Grand Rapids Running Tours	DGRI Event Production	The Bridge Walking Tours 9/20	500.00
Local	10/12/2020	Federal Square Building Co. #1, LLC	Administration	Office Lease: 29 Pearl Street Mezzanine Office 10/20	475.14
Local	11/17/2020	Federal Square Building Co. #1, LLC	Administration	Office Lease: 29 Pearl Street Mezzanine Office 11/20	475.14
Local	10/12/2020	Mydatt Service Inc	Heartside Restroom Facility Construction	Ambassador Maintenance: Portland Loo 09/2020	434.99
Local	10/18/2020	Uline Inc	Streetscape Impr - Mich St, Heartside, Arena S	Dog waste supplies 10/20	431.47
Local	10/31/2020	Paychex	Administration	DDA Payroll Processing Fee-October 2020	420.30

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Source	Date Posted	Vendor	Activity # Purpose / Project	Description	Amount
Continued from previous page					
Local	10/4/2020	Knight Watch Inc	Heartside Restroom Facility Construction	Portland Loo surveillance installation 9/20	$ 396.76
Local	11/10/2020	Fifth Third Bank	Heartside Restroom Facility Construction	Portland Loo supplies	390.62
Non-Tax	10/12/2020	Fifth Third Bank	Public Space Activation - Calder events, etc.	PSA: books and Skate Park Mural supplies	381.91
Local	11/1/2020	Metro FiberNet, LLC	Administration	Internet/Phone at 29 Pearl St NW 10/20	366.44
Local	11/18/2020	Cellco Partnership	Administration	Cell Phone Service 10/2020	363.62
Local	10/31/2020	City of Grand Rapids	Administration	Staff services - payroll period ended 10/31/2020	354.48
Local	11/22/2020	Valley City Sign Co	Wayfinding System Improvements	Wayfinding supplies 10/20	350.00
Local	11/9/2020	Z2 Systems Inc	Dntn Marketing & Inclusion Efforts	NeonCRM Monthly cloud-based software 10/20	350.00
Local	10/12/2020	Z2 Systems Inc	Dntn Marketing & Inclusion Efforts	NeonCRM Monthly cloud-based software 2/20	350.00
Local	10/12/2020	Z2 Systems Inc	Dntn Marketing & Inclusion Efforts	NeonCRM Monthly cloud-based software 9/20	350.00
Local	11/1/2020	The KR Group, Inc.	Administration	IT support services Sept 2020	347.45
Local	10/12/2020	HR Collaborative LLC	Administration	HR Consultant services 9/20	346.46
Non-Tax	11/24/2020	Bryan Esler Photo, Inc.	Public Space Activation - Calder events, etc.	Photography: Pumpkin Carving 10/20	320.00
Non-Tax	10/1/2020	Kerkstra Portable Restroom Svc Inc	Downtown Workforce Program - Relax, etc.	Portable restroom for Relax at Rosa 8/2020	315.00
Local	10/20/2020	County of Kent	KCDC Series 2008 Floodwalls	Semi-annual interest payment due 11/01/2020	310.00
Non-Tax	11/11/2020	Hub International Midwest Limited	DGRI Event Production	Skate park event policy 10/20	309.00
Local	11/22/2020	Selective Insurance Co of America	Administration	Liability Insurance Endorsement for DDA 2020	308.84
Non-Tax	10/26/2020	Anya Araceli Potter	DGRI Event Production	Chalk It Up Event 9/20	300.00
Non-Tax	10/26/2020	Arturo Morales Romero	DGRI Event Production	Chalk It Up Event 9/20	300.00
Non-Tax	10/26/2020	Blake Noble	DGRI Event Production	Chalk It Up Event 9/20	300.00
Non-Tax	10/12/2020	Brandon C McCall	DGRI Event Production	Chalk It Up Painting 10/20	300.00
Non-Tax	10/12/2020	Brooke Taylor Rosier	DGRI Event Production	Chalk It Up Event 9/20	300.00
Non-Tax	10/12/2020	Dyani Moag	DGRI Event Production	Chalk It Up Event 9/20	300.00
Non-Tax	11/9/2020	Edwin Dwayne Anderson	DGRI Event Production	Chalk It Up Event Artist 9/20	300.00
Non-Tax	11/29/2020	Eli Cushman Messinger Platt	DGRI Event Production	Chalk It Up Event 9/20	300.00
Non-Tax	10/18/2020	Emily V. Miller	DGRI Event Production	Chalk It Up Event 9/20	300.00
Non-Tax	10/12/2020	Erica Bradshaw	DGRI Event Production	Chalk It Up Event 9/20	300.00
Non-Tax	10/18/2020	Erick Picardo	DGRI Event Production	Chalk It Up Event 9/20	300.00
Non-Tax	11/9/2020	Hallie LeBlanc	DGRI Event Production	Chalk It Up Event 9/20	300.00
Non-Tax	10/12/2020	Ice Sculptures LTD	DGRI Event Production	Chalk It Up Event 9/20	300.00
Non-Tax	10/18/2020	Jamari Lei Taylor	DGRI Event Production	Chalk It Up Event 9/20	300.00
Non-Tax	10/12/2020	Jamie Campbell	DGRI Event Production	Chalk It Up Event 9/20	300.00
Non-Tax	11/1/2020	Katie Marie Moore	DGRI Event Production	Chalk It Up Event mural 9/20	300.00
Non-Tax	10/12/2020	Krynne Grummet	DGRI Event Production	Chalk It Up Event mural 9/20	300.00
Non-Tax	10/12/2020	Leandra Berrios	DGRI Event Production	Chalk It Up Painting 9/20	300.00
Non-Tax	10/26/2020	Lesley Esse	DGRI Event Production	Chalk It Up Event 9/20	300.00
Non-Tax	10/12/2020	Michelle Allard	DGRI Event Production	Chalk It Up Painting 9/20	300.00
Local	11/1/2020	Newco Design Build LLC	Streetscape Impr - Mich St, Heartside, Arena S	555 Monroe Parklet 10/20	300.00
Non-Tax	10/12/2020	Robyn Lynn Knoper	DGRI Event Production	Chalk It Up Event artwork 9/20	300.00
Non-Tax	11/1/2020	Shannon Mack	DGRI Event Production	Chalk It Up Event Artist 9/20	300.00
Non-Tax	10/18/2020	Stephanie Ellis	DGRI Event Production	Chalk It Up Event 9/20	300.00
Local	11/29/2020	Local First West Michigan	Economic Devel & Innovation - MWBE	2021 Local First membership	295.00
Local	10/26/2020	Swift Printing & Communications	Streetscape Impr - Mich St, Heartside, Arena S	Skate Park signs 10/20	288.00
Local	11/18/2020	Vias, LLC	Dntn Marketing & Inclusion Efforts	Translations Services- October 2020	280.00
Local	10/31/2020	Paychex	Administration	DDA Payroll HRS Processing Fees-October 2020	274.17
Non-Tax	11/18/2020	Swift Printing & Communications	Public Space Activation - Calder events, etc.	555 Monroe Signs 11/2020	268.50
Local	11/1/2020	GreatAmerica Financial Services Corp	Administration	Copier Lease 10/20	261.88
Local	11/9/2020	The KR Group, Inc.	Administration	MS office Agreement 8/17-9/16/2020	259.74
Local	11/24/2020	The KR Group, Inc.	Administration	MS office Agreement 9/17-10/16/2020	259.74
Non-Tax	10/18/2020	Steven J Middendorp	Public Space Activation - Calder events, etc.	Pop-Up Performer: 10/02/2020- 10/09/220	250.00
Local	10/12/2020	Fifth Third Bank	Administration	Professional Development	249.00
Local	10/12/2020	Fifth Third Bank	Administration	Travel & Training; IDA annual conference	249.00
Non-Tax	10/12/2020	Fifth Third Bank	COVID Economic Relief Program	Social Zone bee removal	245.00
Local	11/1/2020	Icon Sign Company, LLC	Streetscape Impr - Mich St, Heartside, Arena S	Skate Park signage install 10/20	239.54
Non-Tax	11/10/2020	Fifth Third Bank	DGRI Event Production	DGRI Event Production: Subscriptions	236.00
Non-Tax	10/12/2020	Kerkstra Portable Restroom Svc Inc	DGRI Event Production	Portable restroom for Chalk It Up 09/20	230.00
Non-Tax	10/4/2020	Holland Litho Service Inc	DGRI Event Production	Chalk It Up 2020 Map Flyers	212.99
Local	11/24/2020	Breck Graphics Inc	Administration	Ambassador Cards and Business Cards: Krenz & Do	202.31
Local	10/12/2020	Ariel Sosa III	Dntn Marketing & Inclusion Efforts	photography BLM Vigil 8/20	200.00
Non-Tax	11/1/2020	Bryan Esler Photo, Inc.	DGRI Event Production	Photography Skate Park Opening 10/20	200.00
Non-Tax	11/18/2020	Swift Realty LLC	COVID Economic Relief Program	Surface Parking Nov 2020 Social Zones	200.00
Non-Tax	10/26/2020	Swift Realty LLC	COVID Economic Relief Program	Surface Parking Oct 2020 Social Zones	200.00
Non-Tax	11/10/2020	Fifth Third Bank	DGRI Event Production	DGRI Event Production: Supplies	196.98
Local	11/10/2020	Fifth Third Bank	Urban Recreation Improvements	Urban Recreation Improvements	183.60
Non-Tax	10/12/2020	Mydatt Service Inc	Winter Ave NW Building Lease	Maintenance Winter Building 09/2020	169.00
Local	10/12/2020	Fifth Third Bank	Administration	Admin: Food & Bev: Winter Art and Placemaking Coll	155.28
Local	10/12/2020	Fifth Third Bank	Administration	Admin- Office Supplies	153.13
Non-Tax	10/12/2020	Fifth Third Bank	DGRI Event Production	DGRI Event Production Food & Beverage	152.36

continued on the next page

STATEMENT D - continued
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of Expenditures - FY21

Source	Date Posted	Vendor	Activity # Purpose / Project	Description	Amount
Continued from previous page					
Local	11/9/2020	The KR Group, Inc.	Administration	IT network services 10/20	$ 151.68
Local	11/9/2020	David Specht	Dntn Marketing & Inclusion Efforts	Social Zones Photos 10/20	150.00
Non-Tax	11/25/2020	DTE Energy	Downtown Ambassadors	9100 258 89908 20/11	145.19
Local	11/9/2020	The KR Group, Inc.	Administration	IT: laptop battery 10/20	132.76
Non-Tax	10/4/2020	Amanda M Schwaninger	Public Space Activation - Calder events, etc.	Event Performances 9/20	125.00
Local	11/10/2020	Fifth Third Bank	Administration	Admin: Travel & Training	120.00
Local	11/29/2020	Federal Square Building Co. #1, LLC	Administration	Utility Service: Electric Nov 2020	118.71
Local	11/10/2020	Fifth Third Bank	Administration	Admin Supplies	115.63
Non-Tax	10/12/2020	Holland Litho Service Inc	DGRI Event Production	Chalk It Up Event flyers 9/20	106.50
Local	11/14/2020	City of Grand Rapids	Administration	Staff services - payroll period ended 11/14/2020	106.33
Local	10/18/2020	Archie Sudue	Dntn Marketing & Inclusion Efforts	ACT Auction Gift Card 10/20	106.00
Local	10/12/2020	Mighty Co.	Dntn Marketing & Inclusion Efforts	Website support: 10/2020	105.00
Local	11/9/2020	HR Collaborative LLC	Administration	HR Consultant services 10/20	103.94
Local	9/30/2020	City Treasurer - MobileGR/Parking Svcs	Administration	September 2020 City Validation Billing	101.50
Local	11/9/2020	David Specht	Dntn Marketing & Inclusion Efforts	Food truck photos 10/20	100.00
Local	11/9/2020	David Specht	Dntn Marketing & Inclusion Efforts	Mel Styles Promo Video 10/20	100.00
Local	10/12/2020	Fifth Third Bank	Dntn Marketing & Inclusion Efforts	Small Biz Promo Campaign	100.00
Non-Tax	10/26/2020	Isaac Berkowitz	DGRI Event Production	Chalk It Up Event performer 9/20	100.00
Non-Tax	11/9/2020	Steven J Middendorp	Public Space Activation - Calder events, etc.	Pop-Up Performer 10/20	100.00
Local	10/26/2020	Pure Water Partners LLC	Administration	Water Cooler Lease 10/20	99.78
Local	10/12/2020	Fifth Third Bank	Streetscape Impr - Mich St, Heartside, Arena S	Skate Park permit	94.00
Local	11/1/2020	ACO Inc	Urban Recreation Improvements	Place Management Supplies 10/20	91.78
Local	11/1/2020	Professional Maintenance of Michigan Inc.	Administration	Janitorial services NOV 2020	90.28
Local	10/12/2020	Professional Maintenance of Michigan Inc.	Administration	Janitorial services SEPT 2020	90.28
Non-Tax	10/14/2020	City Treasurer - Office of Special Events	DGRI Event Production	Special Event: Chalk It Up 9/26/20	85.25
Non-Tax	10/12/2020	Benjamin Erhart	DGRI Event Production	Chalk It Up Event - Music performance 9/20	75.00
Non-Tax	10/18/2020	Rick Overway	Public Space Activation - Calder events, etc.	Downtown Banners supplies 10/20	75.00
Non-Tax	10/26/2020	Ryne Clarke	DGRI Event Production	Chalk It Up Event 9/20	75.00
Local	10/12/2020	Engineered Protection Sys Inc	Administration	Office Security System 11/01/20 - 01/31/2021	73.41
Non-Tax	10/12/2020	Fifth Third Bank	Downtown Workforce Program - Relax, etc.	Downtown Workforce volunteer beverages	70.27
Local	10/31/2020	City Treasurer - MobileGR/Parking Svcs	Administration	October 2020 City Validation Billing	70.25
Non-Tax	10/26/2020	Mydatt Service Inc	Winter Ave NW Building Lease	Maintenance Winter Building 10/2020	58.30
Local	10/26/2020	ACO Inc	Streetscape Impr - Mich St, Heartside, Arena S	Skate Park supplies 10/20	54.95
Local	11/1/2020	ACO Inc	Urban Recreation Improvements	Place Management Supplies 10/20	53.85
Local	10/14/2020	City Treasurer - Risk Management	Administration	Property Ins Premium Charge FY21 DDA	52.97
Non-Tax	11/9/2020	Amanda M Schwaninger	Public Space Activation - Calder events, etc.	Event Performances 10/20	50.00
Non-Tax	10/12/2020	Christopher Bota	DGRI Event Production	Chalk It Up Event Music Performance 9/20	50.00
Non-Tax	11/10/2020	Fifth Third Bank	COVID Economic Relief Program	COVID Econ Relief: Social Zone	50.00
Non-Tax	10/12/2020	Nathan Krikke	DGRI Event Production	Chalk It Up Event performance 9/20	50.00
Non-Tax	10/12/2020	ZGM Incorporated	DGRI Event Production	Chalk It Up Event performance 9/20	50.00
Local	10/12/2020	Cellco Partnership	Administration	Cell Phone Service 9/2020	48.63
Non-Tax	10/26/2020	City Treasurer - MobileGR/Parking Svcs	Downtown Ambassadors	October 2020 Monthly Parking Billing	48.00
Non-Tax	9/30/2020	City Treasurer - MobileGR/Parking Svcs	Downtown Ambassadors	September 2020 Monthly Parking Billing	48.00
Non-Tax	11/2/2020	Consumers Energy	Downtown Ambassadors	1030 2027 1245 20/10 351 Winter DDA share	45.89
Non-Tax	11/10/2020	City Treasurer - Office of Special Events	Public Space Activation - Calder events, etc.	Special Events: Pumpkin Carving	44.00
Non-Tax	10/26/2020	ACO Inc	Public Space Activation - Calder events, etc.	Skate Park supplies 10/20	39.99
Local	11/9/2020	Model Coverall Service Inc	Administration	Floor Mat Rental 10/20	37.05
Local	11/18/2020	The KR Group, Inc.	Administration	IT services backupify Agreement NOV 2020	35.64
Local	10/18/2020	The KR Group, Inc.	Administration	IT services backupify Agreement Oct 2020	35.64
Local	11/17/2020	ACO Inc	Streetscape Impr - Mich St, Heartside, Arena S	Skate Park supplies 11/20	27.54
Local	10/18/2020	ACO Inc	Streetscape Impr - Mich St, Heartside, Arena S	Skate Park supplies 10/20	25.74
Non-Tax	11/17/2020	ACO Inc	Public Space Activation - Calder events, etc.	Supplies 11/20	24.99
Local	10/18/2020	ACO Inc	Streetscape Impr - Mich St, Heartside, Arena S	Skate Park supplies 10/20	24.97
Non-Tax	10/12/2020	ACO Inc	DGRI Event Production	Chalk It Up event supplies 10/20	19.99
Non-Tax	10/12/2020	ACO Inc	Public Space Activation - Calder events, etc.	555 Monroe supplies 09/20	17.98
Non-Tax	10/26/2020	DTE Energy	Downtown Ambassadors	9100 258 89908 20/10	15.89
Local	11/1/2020	ACO Inc	Urban Recreation Improvements	Place Management Supplies 10/20	12.00
Local	10/26/2020	Mydatt Service Inc	Heartside Restroom Facility Construction	Ambassador Maintenance: Portland Loo 10/20	11.40
Local	10/18/2020	Kutsches Hardware Co	Heartside Restroom Facility Construction	Portland Loo Supplies 10/20	10.99
Non-Tax	9/29/2020	Megan Catcho	Downtown Workforce Program - Relax, etc.	Reimb Relax at Rosa supplies 9/20	10.00
Non-Tax	10/22/2020	ACO Inc	Public Space Activation - Calder events, etc.	555 Monroe supplies 10/20	7.18
Local	11/1/2020	ACO Inc	Streetscape Impr - Mich St, Heartside, Arena S	Skate Park supplies 10/20	6.59
Local	10/12/2020	ACO Inc	Administration	Office supplies 10/20	5.98
Non-Tax	11/10/2020	Fifth Third Bank	Public Space Activation - Calder events, etc.	Public Space Activation Supplies	5.80
Local	10/29/2020	The KR Group, Inc.	Administration	Credit Memo	(173.72)
Local	10/17/2020	City of Grand Rapids	Administration	Staff services - PPE 10/17/2020 & corrections	(3,558.50)
Local	11/16/2020	Moore & Bruggink Inc	Heartside Restroom Facility Construction	Void Check - Wrong Vendor	(9,300.00)

TOTAL OCTOBER - NOVEMBER 2020 EXPENDITURES $2,856,918.40

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY

DDA

Agenda Item #04
December 9, 2020
DDA Meeting

DATE: December 3, 2020

TO: Downtown Development Authority

FROM: Annamarie Buller, Manager of Neighbor Experience

SUBJECT: DNN Web Contract

The GR Forward Downtown and River Activation Plan noted in Goal 2 that Downtown is a neighborhood that is home to a diverse population. GR Forward specifically calls for the establishment of a resident council and places a priority on marketing Downtown living. DGRI looks to support initiatives that improve quality of life for existing residents and attract new Downtown residents in order to foster civic engagement and strengthen community ties. In early 2018, an ad hoc Resident Steering Committee was formed to explore an organization or partnership that would work with neighbors. By 2019, this group created the Downtown Neighbor Network, an initiative facilitated by DGRI. The mission of this group is to foster and serve a community of Downtown neighbors that are informed, connected and empowered to improve the Downtown living experience.

Still in its early years, the DNN has focused intentionally on three areas: communicating key information to residents, hosting events that bring together and connect neighbors and exploring potential advocacy issues to continue improving Downtown living. In pursuit of broad communications with over 5,000+ neighbors, the DNN brought online several tools to meet this aim. First, basic resident information and a project page for the DNN was added to DGRI website in 2018. In 2019, the DNN launched a newsletter whose audience continues to grow. The DNN also established a Facebook group, which is suited for sharing everyday neighborhood updates. The next logical step is to dedicate a web platform that clearly centralizes the information. Moreover, the DNN and the Goal 2 Alliance both identified marketing Downtown to current and prospective neighbors as a key priority for FY21. Connecting to residents virtually has become even more important and valuable during the COVID-19 pandemic.

In September of 2020, a request for qualifications was released and 14 firms submitted proposals. Staff reviewed these proposals and the Well Design Studio team quickly rose to the top of the list. They have worked closely with neighborhood associations and with community organizations, helping them to further their mission and solve design and marketing challenges. The Well Design Studio team knows our Downtown is diverse and that the DNN website should reflect that diversity not only through photography and video, but also in the language, the accessibility, the searchability, and the intuitiveness of the site itself. Their team is hyper local, diverse and they authentically understand the DNN's audience. The Well Design Studio Team are passionate about getting neighbors excited about Downtown living.

Recommendation: *Authorize funding in an amount not to exceed $16,250 to build a website that will serve as the central communication tool to keep current and prospective Downtown residents informed, connected and engaged with activities and initiatives related to Downtown living and quality of life.*

DOWNTOWN
GRAND RAPIDS INC.

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY

DDA

Agenda Item #5
December 9, 2020
DDA Meeting

DATE: December 4, 2020

TO: Downtown Development Authority

FROM: Tim Kelly, AICP
Executive Director

SUBJECT: Retail Retention and Attraction Initiative

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

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

Building on this work, and as an outcome of the shared priorities for DGRI, the City and the Grand Rapids Area Chamber of Commerce (GRACC), a Retail Retention and Attraction Initiative (Initiative) was established in November 2019 to develop a more proactive strategy to support and attract retail Downtown and throughout the City. The Initiative was created to support current retail businesses by providing information and access to existing resources and to increase the number of new retail business recruitments resulting in reduced first floor vacancy rates. The total estimated cost for the Initiative was $174,000, with the DDA agreeing to cover an amount not to exceed $60,000.

To facilitate this work, a new Retail Recruitment and Retention Specialist position was created and staffed at GRACC. The position was filled in January 2020 by Richard App following a recruitment process established by the partners and included the following scope of work:

- The creation of a Retail Market Study for Downtown and the City's neighborhood business corridors. The study will include and inventory of available space, examination of the current retail market, a retail leakage analysis, growth projections, and other relevant metrics.

DOWNTOWN
GRAND RAPIDS INC.

- The creation and implementation of an Action Plan to define and deploy strategies.
- Completion of a Sustainability of Initiative Plan to identify ongoing funding to ensure the work can continue into the future.
- Presentations from the Retail Specialist to present information related to the performance of the Initiative toward identified metrics.
- Evaluation of the work to be based on:
    - # of existing retail businesses "assisted"
    - # of new retail businesses recruited
    - Reduction in first floor vacancy rates

Progress was beginning toward Initiative goals when the COVID-19 pandemic altered the needs and focus of Mr. App's work. In short, beginning in March the sole focus of the work was to offer support, resources and information to businesses in hopes of helping them navigate the unprecedented challenges posed by the health and economic emergency. That support has included assistance in organizing the Michigan Restaurant Promise to uphold health and safety guidelines; working with neighborhood business districts to establish social zones; and frequent communication with businesses and associations on the ever-evolving guidelines for safe operations.

Despite the ongoing uncertainty, there is agreement among the partners that keeping the Initiative in place is going to be an important part of our community's economic recovery. That said, it is recognized that a new more defined scope of work is necessary to ensure success and as proposed includes the following:

- Implementing recommendations from the Retail Recovery Plan as part of the DDA's plan to activate vacant storefronts.
- A Retail Business Outreach Strategy with a minimum visit to 200 retail businesses.
- Retail Business Advocacy that results in at least 20 retail advocacy assists.
- Retail Communications Strategy to keep retailers informed of resources and assistance as they become available.
- Expanding Social Zones & Social Districts with a priority of activating them in City defined Neighborhoods of Focus.

The total proposed amount for the Initiative is approximately $137,617 and would run through November 2021. In addition to the DDA's requested $50,000 contribution, the City Commission approved a $50,000 investment at their November 10 meeting. The remaining costs will be covered by the GRACC via an in-kind contribution of workspace, technology and other necessary data and support resources.

Recommendation:
Authorize funding for the Retail Retention and Attraction Initiative in an amount not to exceed $50,000.

SERVICES AGREEMENT FOR THE GRAND RAPIDS RETAIL RETENTION & ATTRACTION INITIATIVE

THIS SERVICES AGREEMENT (the "Agreement") is entered into as of November _____, 2020, by and between **THE CITY OF GRAND RAPIDS**, a Michigan municipal corporation, whose address is 300 Monroe Avenue NW, Grand Rapids, Michigan 49503 (the "City"), **GRAND RAPIDS AREA CHAMBER OF COMMERCE**, a Michigan nonprofit corporation, whose address is 250 Monroe Avenue NW, Grand Rapids, Michigan 49503 ("GRACC"), and **CITY OF GRAND RAPIDS DOWNTOWN DEVELOPMENT AUTHORITY** ("DDA") a Michigan public body corporate, whose address is 29 Pearl St NW #1, Grand Rapids, MI 49503

RECITALS

1. GRACC, DDA, and the City have collaborated to develop a Retail Retention and Attraction Initiative (the "Initiative"), with the goal of gaining a thorough understanding of the current retail market, providing retail business assistance, and future retail growth potential in order to attract and retain retail businesses and reduce the first-floor vacancy rate within in the City of Grand Rapids.

2. The Initiative is to be carried out collaboratively between GRACC, the City, and DDA.

3. This Initiative aligns with the City of Grand Rapids Strategic Plan and the priorities of DDA and GRACC.

NOW, THEREFORE, it is agreed by and between GRACC, DDA, and the City (the "Parties") as follows:

I. TERM

The term of this Agreement will be from November 10, 2020 through November 10, 2021.

II. SCOPE OF WORK

A. Retail Retention & Attraction Specialist. A Retail Retention & Attraction Specialist (the "Retail Specialist") position will execute the full scope of work detailed in *Exhibit A*. The Retail Specialist will be located on-site at the GRACC location, and GRACC will provide workspace, computer, telephone, fax and appropriate data resources.

B. Sustainability of Initiative Plan. A Sustainability of Initiative Plan will be created to identify potential ongoing funding in order to ensure the attraction and support of retail businesses will continue after the completion of this Agreement. The target timeline for completion is October 1, 2021.

C. Presentations. The Retail Specialist will be available to present information related to performance of this Agreement to the City's Economic Development Project Team and the DDA Board or its Alliances upon request, but not more than quarterly.

III. REPORTING

GRACC will submit to the City of Grand Rapids and the DDA written reports and Sustainability of Initiative Plan upon each report's completion. GRACC, DDA, and the City will have the right to use the deliverable materials without any obligation and account to the other. GRACC will also present completed deliverables to relevant stakeholders, including the City Commission.

IV. BUDGET, FUNDING AND PAYMENT

A. Budget. The Initiative Budget is as follows:

Retention & Attraction Specialist	
Salary (1yr) plus Fringe	$ 95,000
Marketing	$ 4,000
Mileage/Travel/Training	$ 1,000
Total	**$100,000**

B. Funding. The Initiative Funding is as follows:

DDA	$ 50,000
City of Grand Rapids	$ 50,000
Total	**$100,000**

GRACC In-Kind $ 37,617

VP of Gov Affairs	$ 3,060
Dir of Gov Affairs	$ 4,000
VP of Business Services	$ 16,065
Marketing	$ 5,892
Rent/Overhead	$ 3,600
Administrative	$ 5,000
Total In-Kind	$ 37,617

C. Payment. GRACC will submit payment requests in total of $100,000 in accordance with the following schedule:

1. Twelve equal monthly payments of Three Thousand Nine Hundred Fifty-Eight dollars and Thirty-Three cents ($3,958.33) each payable by the City and DDA.

2. Marketing and mileage/travel/training to be paid on reimbursable basis.

Upon submission of a payment request, the City and DDA will pay GRACC within 30 days, provided that the requirements of the Scope of Work of this Agreement have been completed in a manner deemed satisfactory by the City and DDA.

V. OTHER CONDITIONS

A. Timeliness. GRACC will perform the services in a timely manner in accordance with the terms of this Agreement. In the event services cannot be performed as required by this Agreement, GRACC will promptly notify the City and DDA in writing personally delivered or mailed by first-class mail addressed to the address set forth in the first paragraph of this Agreement to the attention of Mark Washington, City Manager.

B. Authorized Representatives. The Authorized Representative for the City of Grand Rapids with respect to changes, additions and approvals for this specific Agreement is Mark Washington, City Manager. The Authorized Representative for GRACC with respect to changes, additions, and approvals for this specific Agreement is Rick Baker, President and CEO. The Authorized Representative for DDA with respect to changes, additions, and approvals for this specific Agreement is Tim Kelly, Executive Director.

C. Termination. Any party to this Agreement may terminate this Agreement with thirty (30) days written notice personally delivered or mailed by first-class mail addressed to those addresses first set forth above to the attention of Mark Washington, City Manager, in the case of the City and Rick Baker, President and CEO, in the case of GRACC, and Tim Kelly, in the case of DDA. Upon termination, no party will have further obligation hereunder, provided, however, GRACC will be reimbursed for costs it incurs up to the date it receives notice of termination.

D. Changes to Scope of Work. Changes to the commissioned scope of work will be by mutual written agreement between the City, DDA, and GRACC. This Agreement may be modified or extended only by a written amendment that is signed by the Authorized Representatives of all parties listed above.

E. Third-Party Contractors. GRACC will be the contract holder on third-party service agreements in relation to this work. In the event that third-party contract work requires soliciting of bids from other companies, the actual management and estimation of the internal trade work and their performance will be the responsibility of the GRACC's internal management team.

F. Conditions Precedent. This Agreement shall take effect only in the event that the Initiative and funding is also approved by a vote of the Downtown Development Authority (DDA) board of directors. In the event that the Initiative is not approved by the DDA's board of directors, this Agreement shall be null and void and neither

party to this Agreement shall have any obligations nor responsibilities to each other as it relates to the content of the Agreement.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first above written.

CITY OF GRAND RAPIDS

By: _____
Rosalynn Bliss, Mayor

Attest: _____
Joel H. Hondorp, City Clerk

GRAND RAPIDS AREA CHAMBER OF COMMERCE

By: _____
Rick Baker, President and CEO

CITY OF GRAND RAPIDS DOWNTOWN DEVELOPMENT AUTHORITY

By: _____
Tim Kelly, Executive Director

Exhibit A

Scope of Work

Social Zones & Social Districts Strategy. The City and GRACC shall direct the work of the Retail Retention and Attraction Specialist to focus on establishing Social Zones and/or Social Districts in areas outside of the downtown areas that are not already covered by DGRI and its Ambassadors. This shall include making sure all retail and restaurant businesses are made aware of Social Zones & Social Districts as well as Special Event and Temporary Use Permits.

Action Plan. The Action Plan includes an implementation strategy to establish and activate Social Zones and/or Social Districts by the Retail Specialist in collaboration with partner organizations, including but not limited to, Corridor Improvement Authorities, Business Associations, Business Improvement Districts, and City of Grand Rapids staff. The Action Plan includes, but not limited to:

a. Prospecting retail and restaurant businesses areas outside of the downtown area
b. Educating businesses about Social Zones, Social Districts, and Temporary Use Permits and assist them with establishing and activating outdoor space for their patrons
c. Assistance with completing and/or navigating the Social Zone, Social District, or Temporary Use application and permitting process
d. Providing a weekly written report of activities and progress made to date on establishing Social Zones, Social Districts, or Temporary Use Permits in areas not already covered by the DGRI and its Ambassadors.

Evaluation. Evaluation of the Initiative will be based on an outcome report of the following metrics:

a. At least four (4) Social Zones and/or Social Districts established in areas outside of areas not already covered by DGRI and its Ambassadors led by the Retail Retention & Attraction Specialist. Priority shall be given to activating Social Zones and/or Social Districts in City defined Neighborhoods of Focus.
b. Number of existing retail businesses assisted by the Retail Specialist tracked and submitted in weekly written reports.

Downtown COVID-19 Retail Recovery Strategy. DGRI and GRACC shall direct the work of the Retail Retention and Attraction Specialist to focus on implementation of the November 2020 Retail Recovery Plan for Downtown. This shall include engagement with existing retailers and property owners, oversight of short-term interventions and identification of opportunities to activate commercial spaces in Downtown.

Action Plan. The Action Plan includes oversight of an implementation strategy to support existing businesses and activate commercial spaces in Downtown in response to closures and shutdowns from COVID-19. This work will be done in collaboration with partner organizations, Business Associations, building owners, brokers, artists, and others. The Action Plan includes but is not limited to:

a. Updating existing numbers to track vacancy rates and available space.
b. Convening and managing committees to recommend zoning changes to commercial corridors in Downtown.
c. Regularly connecting with existing businesses to identify their needs and opportunities for support.
d. Prospecting retail and restaurant businesses to locate in Grand Rapids.
e. Educating businesses and owners about existing programs available for assistance for activating a commercial storefront in Downtown.
f. Assisting businesses in the completion of applications and permitting process as needed.
g. Providing a weekly written report of activities and progress made toward implementation of Plan.

Evaluation. Evaluation of the Initiative will be based on an outcome report of the following metrics:

a. Number of existing retail businesses assisted by the Retail Specialist tracked and submitted in weekly written reports.
b. Activation of ten (10) vacant storefronts in the Downtown area.
c. Other activities as identified in the Recovery Plan.

Retail Business Outreach Strategy. The Retail Retention & Attraction Specialist shall coordinate with DGRI, The Chamber, and City of Grand Rapids to execute a thorough outreach strategy for existing retailers that will identify needs and opportunities. This shall include collaborating with Business Associations, Business Improvement Districts, Corridor Improvement Authorities, and other Entrepreneur Support Organizations.

Action Plan. The Action Plan consists of creating a retail outreach plan that is intentional in covering a diverse array of retail businesses throughout the city. The implementation of the strategy will focus on weekly business outreach calls/visits that will be virtual and or in-person. The Action Plan includes but is not limited to:

a. Creating retail outreach visits list/appointments for the week
b. Be intentional in working with grass root organizations and communities of color to identify minority-owned businesses who are not connecting with available resources.
c. Collaborate with Business Associations, Business Improvement Districts, Corridor Improvement Authorities, and other Entrepreneur Support Organizations to determine retail businesses they recommend for outreach.

d. Coordinate opportunities to outreach to those retail businesses that are currently not connecting with any associations and other resources.
e. Attend bi-monthly meetings with Entrepreneur Support Organizations to determine opportunities and availability of resources for retail businesses.
f. Continue work and support of the Business Assistance Team
g. Track outreach visits and provide follow up with business owners.
h. Provide a weekly written report of activities and progress made toward implementation of the Plan.

Evaluation. Evaluation of the Initiative will be based on an outcome report of the following metrics:

a. A minimum of 200 Retail businesses visited by the Retail Retention & Attraction Specialist tracked and submitted in weekly written reports.
b. Provide at least 40 Retail Business Assists (defined as assisting the business owner in removing a barrier, connecting to appropriate resource, assisting in taking advantage of an opportunity, assistance with business model/business plan, etc.)

Retail Business Advocacy Strategy. The Retail Retention & Attraction Specialist shall provide advocacy related support to retail businesses city-wide when dealing with City of Grand Rapids departments. This shall include collaborating with neighborhood and business associations, retail businesses, DGRI, and the economic development office.

Action Plan. The advocacy needs of retail businesses are diverse and unique. Determining specific advocacy needs of individual retail businesses as well as those of Retail Business districts is the priority. This will allow the Retail Attraction & Retention Specialist the ability to provide the appropriate path to move retail business interests forward. The Action Plan includes but is not limited to:

a. Attending monthly business association meetings to understand the retail community needs.
b. Proactively aligning City of Grand Rapids and DGRI development strategies to the needs of the retail sector.
c. Be a conduit of information between retail sector needs to DGRI and appropriate City of Grand Rapids departments.
d. Collaborate with the Chamber's Government Affairs department and provide the retail industry lens which will allow retail businesses to better navigate the regulatory ever-changing landscape.
e. Be intentional in seeking out and inviting feedback from a diverse group of retailers to determine needs.
f. Continued collaboration with Retail Business Advisory Group to determine existing and future advocacy needs.

Evaluation. Evaluation of the Initiative will be based on a quarterly outcome report of the following metrics:

a. Advocacy resulting in 20 Retail Advocacy Assists
b. Number of influencer meetings (defined by meetings with municipal and or other individuals of influence in Retail/Business sectors) to total 15.
c. Report the number of business association meetings attended and action items coming directly from attendance at those meetings.

Retail Communications Strategy. The Retail Retention & Attraction Specialist will continue to enhance the Retail Communication Strategy, created as a result of the Covid-19 business response, by providing critical information to retailers in a very time-sensitive manner. This will also allow a two-way communication dialogue with this business demographic. This shall include engagement with existing retailers and property owners via a massive email message following that includes over 250 individuals and reaches over 700 business owners and business associations. This strategy will also incorporate intentionality in marketing the retail sector in Grand Rapids.

Action Plan. The Action Plan includes the continued growth of the email distribution list and enhancement of the information being provided. This work will be done in collaboration with partner organizations, business associations, the Grand Rapids Chamber, etc. The Action Plan includes but is not limited to:

a. Continuing to add individuals to the email distribution list that is now over 250.
b. Obtaining relevant and timely information from the Chamber, DGRI, the City of Grand Rapids, and other organizations to be disseminated via email.
c. Via the Opportunity Awaits Campaign, creating promotional information that highlights the strengths and opportunities of retail businesses in the city.
d. Coordinating and supporting business association and districts marketing campaigns.
e. Working with the City's Special Events department to coordinate events happening in the City with the retail sector.

Evaluation. Evaluation of the Initiative will be based on an outcome report of the following metrics:

a. Number of retail emails that are sent per week (5).
b. Monthly meetings with the Marketing Committee for Opportunity Awaits.
c. Number of Marketing Campaigns promoting Retail initiatives with Neighborhood Business Associations, and other organized promotions.

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY

DDA

Agenda Item #6
December 9, 2020
DDA Meeting

DATE: December 9, 2020

TO: Downtown Development Authority

FROM: Kimberly VanDriel, Director of Public Space Management

SUBJECT: World of Winter Funding Authorization

GR Forward's Goal 5 advocates for designing and programming public spaces to accommodate winter activities that leverage the opportunity for programming and events within the Downtown. It encourages and emphasizes the need for cultural and temporary programming that can help bring people Downtown year-round reminding Grand Rapidians that we are a four-season city.

For the past six years, DGRI has hosted winter events and activities starting from a one-day event and becoming a one-month event. This year, with current COVID-19 restrictions we need to be more intentional than ever on how we go about planning to activate our city with safe and socially distanced programming that will help drive foot-traffic to our Downtown and beloved local businesses.

In an effort to create a unique and robust event calendar for World of Winter 2021 for a six week event series, we are focusing on placemaking opportunities through art, culture and rare experiences providing activities that our community has not yet seen before. With the DDA's approval for supporting winter art installations with The Department, Hybycozo and Creos, we are able to program activities around these installations as well as adding additional art installations. Such programming includes pop-up performances by local performers, additional lighting infrastructure, walking tours, snow shoeing, outdoor movies, ice sculptures, scavenger hunts, projection mapping and more!

In November of 2020, an RFP was issued seeking professional ice sculptors that can help us host this year's Valent-ICE event at an even larger capacity than ever before. With the help of Ice Brigades Ice Guru and DGRI support, we will be able to purchase up to 60 sculptures for 60 businesses within the Downtown. This support will fund reoccurring businesses that have been with us for the event for years as a thank you as well as supporting the first 30 businesses interested in receiving a sculpture and being a part of the event.

An additional RFP was issued at the same time seeking professional visual technology vendors in order to help us create Downtown Grand Rapids first ever outdoor projection mapping experience. By working with Live Space,

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we were able to create a month-long series of projection shows every Friday and Saturday night with two showings working with DeVos Place on the Civic Auditorium.

In addition to DGRI's programming and activities, our team has focused on outreach to other event organizers, institutions, businesses, and creatives much like we did The Bridge event series. By doing some targeted outreach providing them with information about the festival, installations and event sponsorship support that DGRI offers through various programs we are able to invite and support community placemaking and programming initiatives into the World of Winter festival.

DGRI also is organizing to raise public awareness of all World of Winter will offer through a proactive communications and marketing strategy that will include, but not necessarily be limited to, a paid digital and print marketing campaign, radio spots on popular local stations such as WYCE and La Mejor, and earned media spots with local news outlets. DGRI will of course persistently promote all events and activities, along with basic public health guidance, across the organization's social media platforms, which currently reaches an audience of 65,000+.

If approved, funds to support the project would come out of the DDA FY2021 event production line item at $100,000.00, the public space activation line item at $40,000 and the remaining amount of $15,000.00 would come out of the economic recovery fund.

Recommendation: Approve the expenditure not to exceed $155,000 to support World of Winter event programming, projection mapping installation and ice sculpture support out of the DDA Event Production, Public Space Activation and Economic Recovery line items.

World of Winter

January 2021

Potentially happening depending on C-19 restrictions
Happening
Placemaking Art Installation
Walking tours – add in



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10 Hybycozo Arrival	11 Hybycozo Install	12	13	14 Hybycozo Open	15 WoW Begins Dance @ HY PUP Night	16 Movies on the Piazza
17 Dance @ BB	18	19	20 Impulse Arrives MLK Jr. Day Black History WT Chilly Challenge	21	22 Impulse Opens Performance @ Impulse PUP Night Ice Games	23 Blue Bridge PUP Night Ice Games
24 Dance @ HY Ice Games	25 Chinese NY	26	27 Chilly Challenge	28 Wolf Moon Tribal Stories @ ANA	29 PUP Night Luminary installation & snowshoeing	30 Movies on the Piazza
31						

World of Winter February 2021

Potentially happening depending on C-19 restrictions
Happening
Placemaking Art Installation
Walking tours – add in



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3 Chilly Challenge	4 Rosa Parks Birthday BH WT	5 PUP Night	6 Hybycozo PUP Night Dance @ BB
7 Dance @ HY	8	9	10 Chilly Challenge	11	12 Lunar New Year Valent-ICE sculptures out PUP Night	13 Movies on the Piazza ICE BREAKER
14 Valentine's Day Love on Ice carving wall	15	16	17 Chilly Challenge	18	19 PUP Night Dance @ BB	20 Impulse PUP Night Snowshoe
21 Dance @ HY	22	23	24	25	26 PUP Night Performance @ Impulse	27 Movies on the Piazza Snow Moon Tribal Stories @ ANA
28 WoW Ends Dance @ HY	March 1 Creos	2 Deinstall	3	4	5	6
7	8 Hybycozo	9 Deinstall	10	11	12	13

World of Winter
A Festival of Frozen Fun

Festival Overview

Interactive Art Installations

- Winter Tumbleweeds & Grasses by The Department at The Blue Bridge - Installation consists of five large tumbleweeds, three small tumbleweeds, four groves and 2 chain anemones' consisting of over 5,000 noodles.
- Hybycozo's by Hybycozo at Ah-Nab-Awen Park – is a series of large scale installations and artworks that investigate geometric exploration through light, shadow, and perception. using "geometry of nature" and "patterns through different cultures of the world" for their designs.
- Impulse by Creos at 555 Monroe Ave NW - The project uses the idea of repetitive units of subtle light and sound that can be played by the public to create a temporal, ever-changing event.
- Singing Tree by Limbic Media at Canal Park – An interactive lighting experience powered by Aurora real-time sound-to-light mapping system.
- Ice Luminaries created by the Ice Brigade on the Gillet Bridge – Glow are installations made of ice over the Grand River creating an illuminated experience.
- Projection Mapping Installation created by Live Space at the Civic Auditorium – First ever projection mapping light show in the City of Grand Rapids with unique programming highlighting one of the city's most historic buildings.

Art Installation Dance Performances

Livestreamed dance performances featured at both Hybycozo & Urban Tumbleweed installations on the following dates:

- Dance in the Annex @ Hybycozo – Jan. 15 & 24 / Feb. 6, 21 & 28
- Dances @ The Blue Bridge – Jan. 17 / Feb. 7 & 19 (tentative)

PUP Nights (at Social Zones)

Musical pop up performances every Friday night of the festival from 6-8pm at Center City & Bridge Street social zones to activate all parts of the city & bring people out to businesses and store fronts.

PUP Nights (at Art Installations)

Performance nights at each installation, activating the area when guests visit each exhibit.

- Hybycozo PUP Night on Feb. 6 will feature DJ AB
- Blue Bridge PUP Night on Jan. 23 (talent TBA)
- Impulse PUP Night on Feb. 20 (talent TBA)
- Singing Tree PUP Nights (TBA)

Movies on the Piazza

Movie series featuring a double feature at The Studio C Piazza every other Saturday throughout the festival on the following dates: Jan. 16 & 30, Feb. 13 & 27. Film titles are TBD.

Projection Mapping Show

A curated projection mapping show on the façade of the Civic Auditorium at DeVos Place every Friday & Saturday in February. Each night will have two shows, 7 & 8pm.

Scavenger Hunt
Teaming up with GR Sport & Social Club to create an interactive scavenger hunt that takes you across the city bringing awareness to our winter art installations, murals, businesses & tons more. The hunt will be available all throughout the month of February with giveaway winners announced weekly.

Tribal Stories
Teaming up with The Grand River Bands of Ottawa Indians to share their cultural tribal stories and celebrate the Wolf Moon & Snow Moon on two dates, Jan. 28 & Feb. 27. Wolf Moon & Snow Moon are the full moons in Jan. & Feb. and have significant meaning in the Native American culture.

Walking Tours
Collaborating with Caroline at GR Running & Walking Tours to bring Art, Black History & Ice Sculpture walking tours to Downtown throughout the two months of the festival.

Dates are tentative, but there will be a scheduled black history walking tour on both Martin Luther King Jr.'s birthday (1/20) & Rosa Parks' birthday (2/4).

We will also be featuring Caroline's Chilly Challenge happening every Wednesday throughout the festival featuring many historical facets of the Heartside Neighborhood.

Ice Games
From January 22-24 we'll be activating Rosa Parks Circle, Monroe Center, The Blue Bridge & The Singing Tree with multiple ice games for the community to come out and play! You will see ice cornhole, chess, checkers, foosball & even an ice piano!

Luminary Walk (& Snowshoeing)
Activating Gillette Bridge on January 29 by bringing out giant ice luminaries scattered across the park. Tentatively teaming up with Friends of Grand Rapids Parks to program a snowshoe walk through of the area at night when the luminaries are lit up.

Snowshoeing
Tentatively teaming up with Friends of Grand Rapids Parks to bring snowshoes & a snowshoe instructor to Ah-Nab-Awen on February 20 while Hybycozo is lit up at night. Along with the luminary walk on January 20.

Lunar NY
Collaborating with the Grand Rapids Asian Pacific Festival to bring a Lunar New Year Celebration on February 12th. The celebration will be livestreamed with performances at Lyon Square & Ah-Nab-Awen as well as commercial breaks featuring different businesses & locations within the Downtown.

Valent-ICE
Our oldest World of Winter tradition is coming back Valentine's Day weekend. Starting on February 12 there will be 50+ ice sculptures scattered throughout downtown & up until they melt!

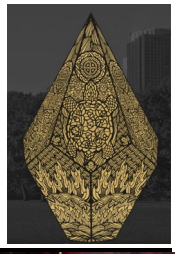
Love on Ice & Carving Wall (tentative)
Starting on February 8 we will be extending Love on Ice thru February 14, so you can get 2 for 1 skating all week! A large ice carving wall will be featured on Valentine's Day to get professional pictures taken in front of as well!

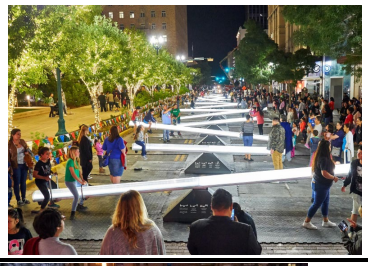
Ice Breaker
The community will have the opportunity to pick the theme of the 5,000-pound sculpture that will be placed at Rosa Parks Circle on February 13 which will stay up as long as possible!

Window Wonderland
To provide one-time funding support to Downtown restaurants, bars and other retail establishments with temporary installations of artwork that activate Downtown's streetspace by showcasing active businesses and promoting the Winter season. Grant funds are intended to be used for helping businesses promote themselves and downtown economic activity while still protecting public health thru the winter months amidst the COVID-19 pandemic.

EVENT/PROGRAM	COST
Valent-ICE Sculptures	$30,000
Tours	$1,000
Performers	$21,000
Projection Mapping	$56,000
Ice Games	$5,000
Luminaire Installation	$5,000
Singing Tree	$10,000
Scavenger hunt	$5,000
Love on Ice	$1,500
Movies on the Piazza	$3,250
Tribal Stories	$2,000
Marketing	$4,200
Equipment & Misc.	$6,050
Misc.	$5000
TOTAL:	$155,00.00
















MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY

DDA

DATE: December 3, 2020

TO: Downtown Development Authority

FROM: Mark F. Miller AIA AICP
Managing Director of Planning & Design

Agenda Item #07
December 9, 2020
DDA Meeting

SUBJECT: Downtown Winter Ready Grant Update

At its October 14, 2020 meeting the DDA authorized the Winter Ready Grant and seeded it with $200,000 to continue support of Downtown businesses during the COVID-19 recovery. The grant intended to assist businesses in winterization efforts related to outdoor seating, activation, and related expansion of business activity in the public realm. The program provides recipients with funds to purchase winterization materials such as canopies, tents, heaters, and lighting to maintain their operations during the winter months.

ADDITIONAL WINTER READY GRANT FUNDING

Over the course of the last six weeks DGRI staff has worked diligently with the business community and the City of Grand Rapids to deliver this financial support while also providing technical assistance related to City permitting of outdoor activation. To date a total of $47,300 has been approved for 5 businesses, while another 9 businesses have begun the process in earnest, with potential requests totaling $120,100. These 14 requests account for $167,300 of the original $200,000 grant amount. Additionally, there is serious interest from another 10 businesses as they navigate how their enterprise can continue to operate during the pandemic and the state requirements.

We believe that this effort has had a positive impact on the businesses who are actively building solutions, and there is still strong interest in continuing to pursue winterization efforts during recovery. DGRI recommends that the Winter Ready Grant be additionally funded for another $175,000 (increasing the grant seeding to $375,000, including the previous authorization from October).

Proposed Additional DDA Funding for Winter Ready Grant: $175,000 from Goal 4 Economic Relief Funding



Field and Fire, Monroe North



Apertivo, Downtown Market

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SPECIFIC DDA APPROVAL FOR STUDIO PARK GRANT REQUEST

While most of the initial Winter Ready Winter Grants have been for $15,000 or less, we have received one request so far that exceeds the $15,000 threshold and requires DDA approval. This application, from Studio Park, is for a tent structure installed in the piazza to facilitate programming within the space for outdoor activities including the use of the outdoor screen and beverage service. The application includes the purchase and installation of a four-sided, clear-walled tent structure, lighting, and heating. The structure has gone through all city approvals and meets the requirements of the grant funding. It was installed on November 24th. DGRI requests DDA authorization for this application in the amount of not to exceed $25,600 to be paid from the Winter Ready Grant funds. Note that this requested amount is included in the 14 requests for $167,300 listed above and is not increasing the grant funding from what has been previously requested.

DDA Approval for Studio Park funding of $25,600 from the Winter Ready Grant



Studio Park Tent

AUTHORIZATION TO PURCHASE DIRECT FROM PRESTIGE PRODUCTS

As this process has evolved, we continue to adapt and learn how best to serve our business community. To streamline the delivery and implementation of winter activation and to relieve business owners of up-front costs associated with deployment, we have begun to work more directly with Prestige Products for shelter and hut delivery and Crystal Flash for propane support and supply.

Prestige Products has worked with local businesses to find various outdoor seating solutions, but many of these businesses lack the ability to invest in up-front costs associated with starting the shelter fabrication and installation. This has led to some delay in the implementation as businesses have had to balance the uncertainty of sustainable operation, state requirements, and staffing with allocating additional resources to invest in further operational costs.

To assist in removing some of these barriers, DGRI is recommending that the DDA provide a specific allocation to purchase shelters from Prestige Products on behalf of specific businesses using the Winter Ready Grant. Prestige would be the direct vendor and this authorization would allow direct purchase from them – removing the individual

business from the approval, logistical, and investment processes that exist within the current Winter Ready Grant. DGRI will still only authorize up to $15,000 per business and will still require DDA approval for amounts above $15,000 on a case by case basis. This will allow funding process to work through one vendor, instead of every business, and thus streamline the delivery process.

DDA authorization for direct purchase of shelters from Prestige Products using Winter Ready Grant, not to exceed $150,000



Cozee App Shack by Prestige Products

AUTHORIZATION TO PURCHASE DIRECT FROM CRYSTAL FLASH

Propane to fuel the various heaters may pose additional yet to be determined costs for various businesses as they try to operate through the upcoming months. In addition to the fuel costs, the set-up and installation of propane systems is a specialized field, often requiring technical expertise that many business owners lack. Finally, the day to day tasks of monitoring, refilling, and changing out propane tanks is a small burden to business owners who very likely need to focus on their own daily operations.

DGRI and Joe Agostinelli, the Executive Director of the Grand Rapids Revitalization Task Force have collaborated with propane companies to remove some of these burdens and barriers. We are currently working with Crystal Flash to supply propane, set up the fuel systems, monitor the systems, and refill the tanks as needed to support the ongoing heating support during the winterization efforts. DGRI worked with Crystal Flash to pilot one of these installations at House of Wine two weeks ago and it has proven to be successful. We anticipate that there may be more requests for this kind of support moving forward as more businesses get their outdoor activities up and running. DGRI recommends that the DDA provide a specific allocation to purchase propane and propane system set-up from Crystal Flash on behalf of existing businesses.

As part of our arrangement with them, Crystal Flash is discounting the set-up fee by 50% and the propane rates by .30 / gallon to support the Downtown businesses. The pilot project investment at House of Wine was $578.95 and included 300 gallons of propane in 3 tanks. Crystal Flash is monitoring use via a remote sensor.

DDA authorization for direct purchase of shelters from Crystal Flash using Winter Ready Grant, not to exceed $25,000



House of Wine propane



House of Wine shelters

DGRI is proposing these initiatives to extend the useful life of the social zones and to continue to support our Downtown businesses. These initiatives also support GR Forward's Goal 5 recommendation to *design and program public spaces to accommodate winter activities* (page 268).

Recommendations:

1. Authorize additional DDA funding in an amount not to exceed $175,000 for the Winter Ready Grant (bringing total authorization to not to exceed $375,000) from the Goal 4 Economic Relief Funding.

2. Provide DDA approval for Studio Park Winter Ready Grant funding in the amount of $25,600.

3. Provide DDA authorization to purchase directly from Prestige Products on behalf of businesses with funds from the Winter Ready Grant, amount not to exceed $150,000.

4. Provide DDA authorization to purchase directly from Crystal Flash on behalf of businesses with funds from the Winter Ready Grant, amount not to exceed $25,000.

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY

DDA

Agenda Item #8
December 9, 2020
DDA Meeting

DATE: December 9, 2020

TO: Downtown Development Authority

FROM: Kyama Kitavi, Economic Development Manager

SUBJECT: The Marketplace at Studio Park Powered by Pack Elephant

In August 2017, the DDA Board approved a Purchase and Development Agreement with Jackson Entertainment LLC for the development of Studio Park. As called for in the Agreement, the project delivered more than $120 million of investment and resulted in a new 9-screen movie theater, 98 residential units and the recently opened Canopy Hotel. It also resulted in a new extension to Ottawa Avenue, a 750-space parking ramp, 30,000 square feet of retail, a public piazza, and the soon to be complete Acrisure headquarters.

In addition to the elements outlined above, the Agreement between the DDA and Jackson also included language related to a Retail Business Incubator. The GR Forward community planning process revealed considerable demand for a strengthened and diversified mix of Downtown retail offerings, and given the significance of the Studio Park development it was seen as a great opportunity to promote entrepreneurship and to support the growth of diverse businesses Downtown. Specifically, Section 18.22 of the Agreement states:

The Developer, DDA and City agree that it is essential to support the establishment and expansion of minority and women-owned businesses in the City. To that end, the Developer, DDA and City commit to dutifully exploring, as partners, the creation of a minority and women-owned retail business incubator with the ground floor space contained in the project.

Since execution of the Agreement staff has worked closely with the owners to identify opportunities for an incubator at Studio Park and was recently presented the idea of a collaboration with Pack Elephant.

Pack Elephant is a boutique gifting service founded by Winsome Kirton that puts local makers front and center by making their artisanal products easy to find and buy. They work with other local businesses to source unique gifts for clients and employees while providing independent makers direct access to high volume sales and premium marketing through the vehicle of corporate gifting. Started in 2018 after winning Start Garden's 5x5 pitch competition; Pack Elephant has quickly grown the business to include 43 corporate customers by 2019 and over 117 makers as part of their pipeline. This has been informed not only by Mrs. Kirton's 8 years of experience

in advertising, digital marketing and procurement experience but also her being part of the entrepreneurial ecosystem as the entrepreneur in residence at MSU's Innovation Center.

It should be noted that a stated desire of this program was not only to attract individual ground floor retailers but also find opportunities to incubate businesses not yet ready to open their own store front. With Pack Elephant as the anchor business in the Studio Park space, Mrs. Kirton can expand her engagement with local businesses and artisans beyond sourcing for gift baskets. With a show floor that highlights and displays local brands and products; this is an opportunity for local retailers to test the Downtown market experience. To date Pack Elephant has agreements with 36 local makers to showcase their products with another 30 in the pipeline and they regularly provide Community Impact Reports that highlight not only where the partner businesses are located but also additional demographic breakdowns of the makers and entrepreneurs.

To date Mrs. Kirton has invested over $50,000 into buildout and furniture. To further support the collaboration between Pack Elephant and Studio Park, she is requesting $67,500 through the DDA's retail innovation program. Expenditure of these funds must and will occur in accordance with sections 7(1)(r) and 7(2) the DDA's enabling statute PA 197 of 1975.

This proposal, affirmed by a working group of the GR Forward Goal 4 Alliance, advances on numerous Downtown goals, including:

- Diversifying the mix of Downtown retail offerings.
- Supporting entrepreneurship and small business growth.
- Supporting activation of a space that recently vacated in a signature district with unique offering currently absent from Downtown.

Recommendation: Approve the resolution authorizing the DDA Executive Director to execute a contract for an amount not to exceed $67,500 to support the Marketplace at Studio Park powered by Pack Elephant.









VALUES-DRIVEN
GIFTING







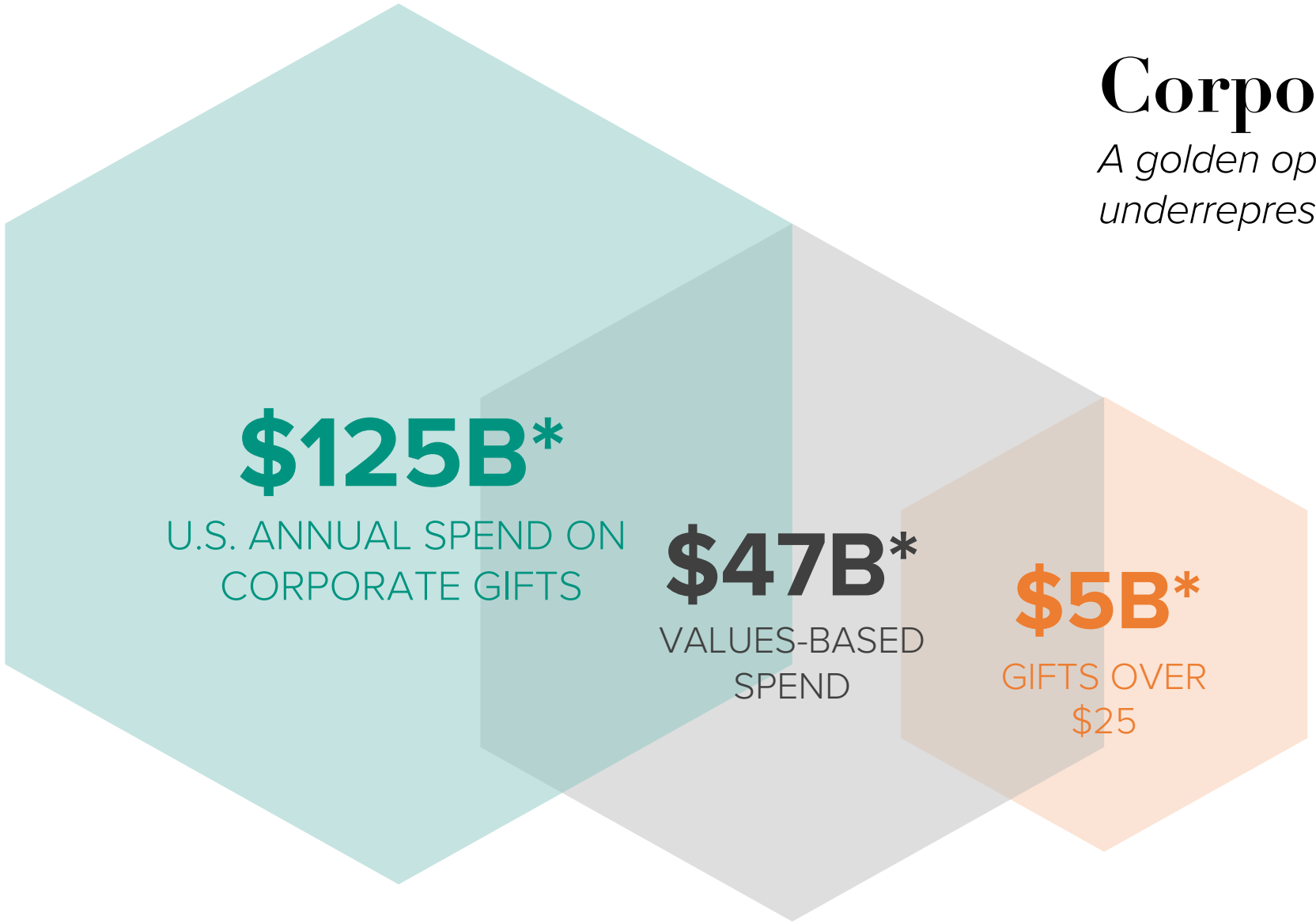
PACK elephant

WBENC
WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL
JOIN FORCES. SUCCEED TOGETHER.

WHY PACK ELEPHANT

Corporate gifts.

A golden opportunity to create impact in underrepresented communities.



$125B*

U.S. ANNUAL SPEND ON CORPORATE GIFTS

$47B*

VALUES-BASED SPEND

$5B*

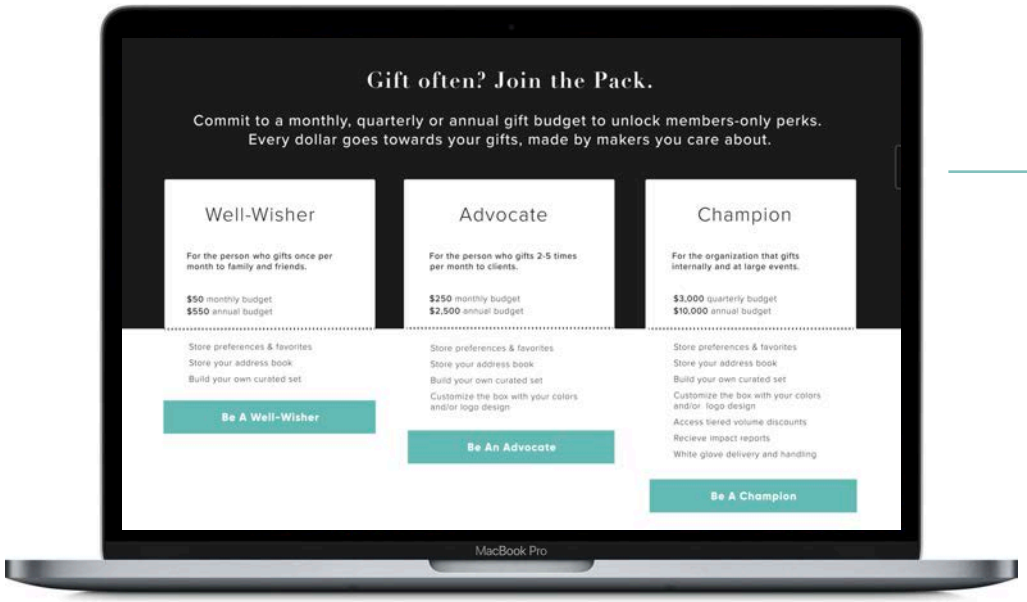
GIFTS OVER $25

270K**

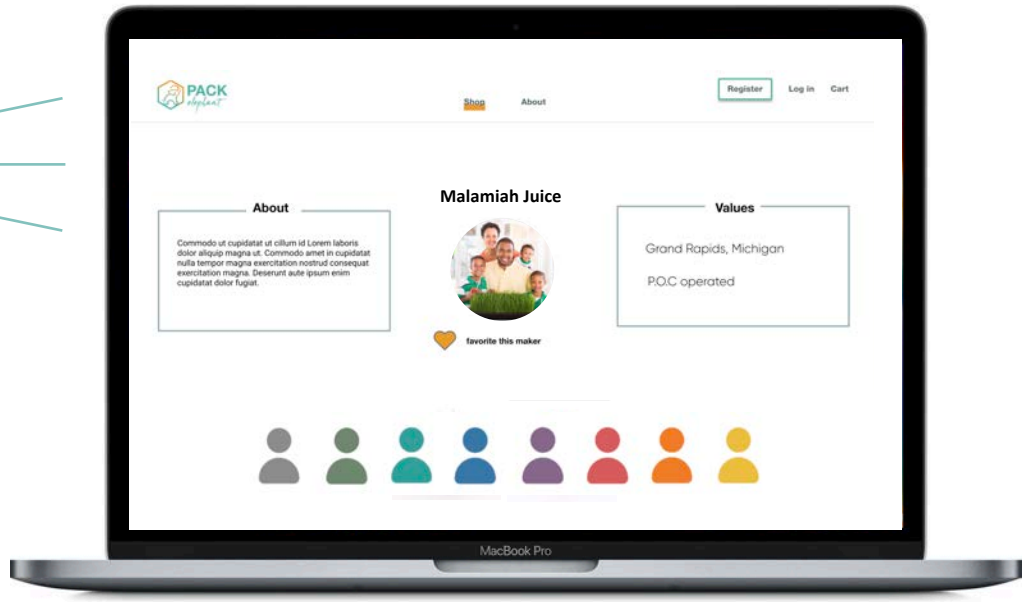
U.S. MAKERS WITHOUT SUSTAINABLE SALES

*SOURCE: 2019-2020 Business Gifting Strategy Report, Knack & Lab42
**SOURCE: 2019 Creative Industries Report, Association For Creative Industries

OUR SOLUTION | **CURATED, VALUES-DRIVEN GIFTING**









CUSTOMERS

MAKERS

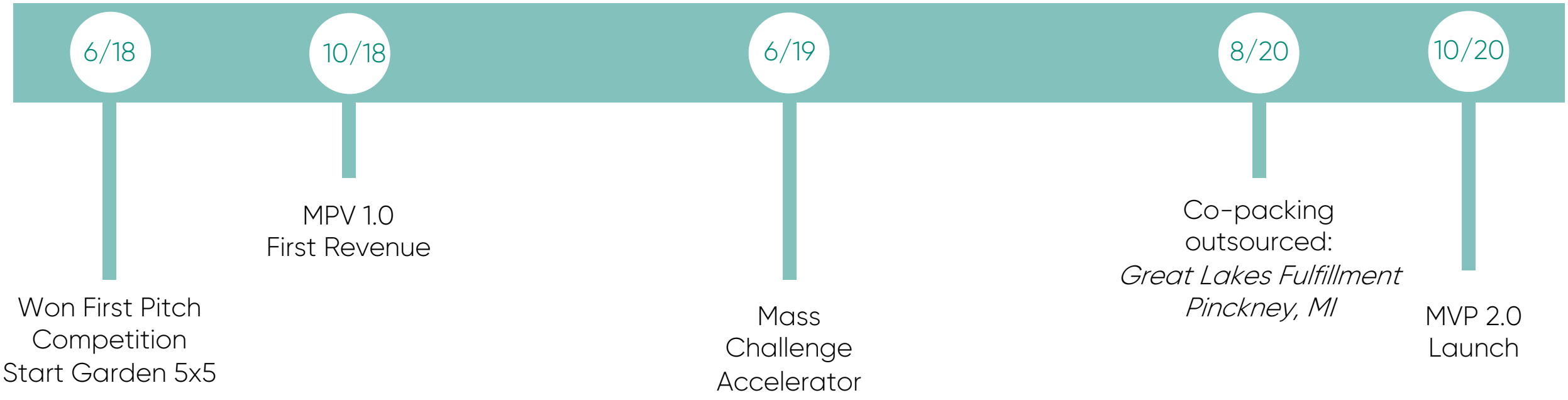
RECIPIENTS

TRACTION | **PROGRESS TO DATE**

$102.5K rev last 12 months /
$192.5K 2020 projection

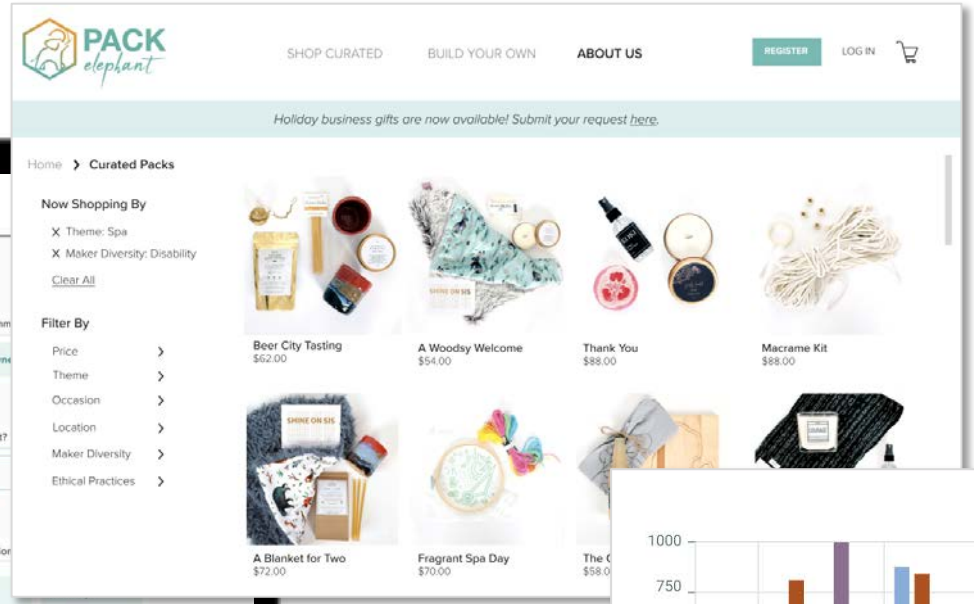
43 corporate customers
served in MI, TX, & MO / 35 more in the pipeline

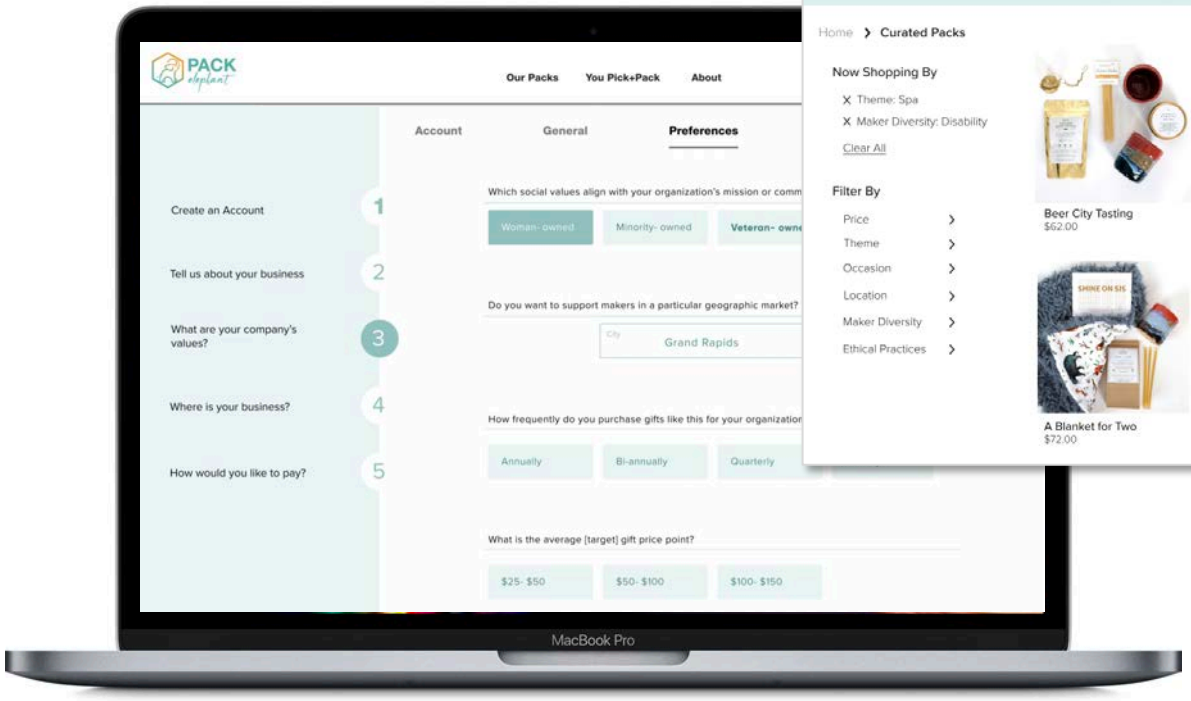
117 makers onboarded;
80 in the pipeline



THE TECH | **CUSTOMIZEABLE & MEASURABLE**

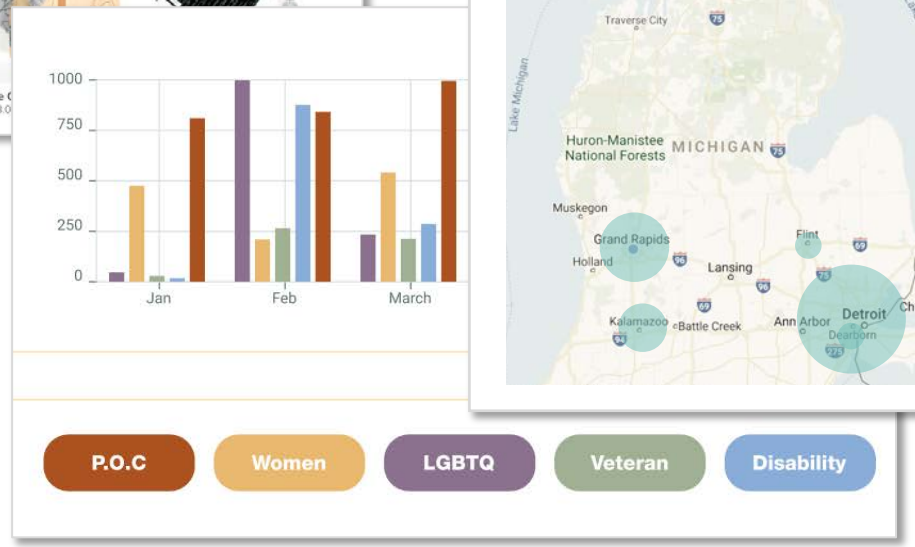
2. UNIQUE, QUALITY PRODUCTS





1. SAVED 'VALUES-BASED' PREFERENCES

3. COMMUNITY IMPACT REPORTING



THE TEAM | PACKELEPHANT.COM CORE BUSINESS



WINSOME KIRTON

FOUNDER & CEO

- MBA, NYU Stern
- BA, Upenn
- 8 Yrs – Advertising & Digital Marketing Strategy
- 1 Yr – EIR, MSU Innovation
- Start-up Experience



REYNALDO KIRTON

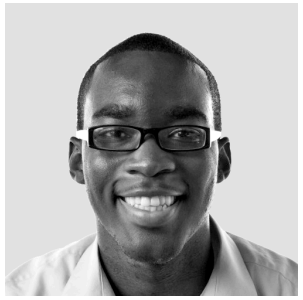
CSO / CFO

- MBA Prospect, Wharton
- BA, Harvard
- 3 Yrs – Strategy Consulting
- 2 Yrs – Private Equity & Venture Capital



KIRA MATICA

DESIGN LEAD



NKECHE ALEXANDER

TECHNOLOGY LEAD



KENDALL WEBER

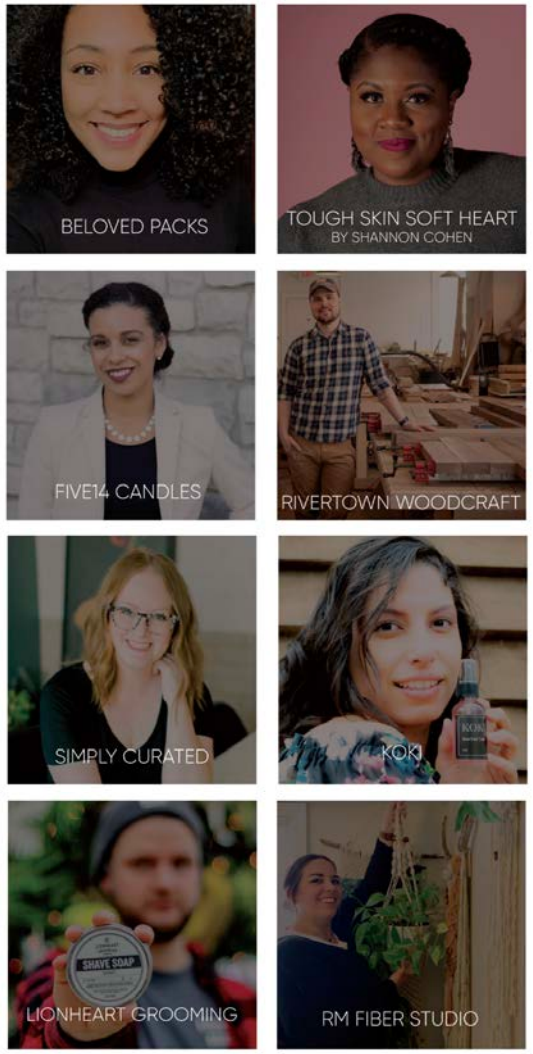
OPERATIONS LEAD

NEW HIRE

SALES LEAD

THE MARKETPLACE AT STUDIO PARK
POWERED BY PACK ELEPHANT

HIGHLIGHT MAKERS | THE BEST OF WEST MICHIGAN



High quality products, spanning every gifting category

Wearable Accessories	Games & Ent.	Kids & Baby
Beauty & Grooming	Health & Wellness	Kitchen & Barware
Craft & Hobby	Holiday & Cards	Office & Travel
Food & Drink	Home & Garden	Outdoor Recreation

Maker story told with each product purchase include a QR code that drives to Pack Elephant ecommerce channel

STAY ON MISSION | **VALUES DRIVEN GIFTS MADE IN GR**

Data supporting the mission must be prominently displayed, and integrated into all communication







MARKETPLACE LAYOUT | **PURPOSEFUL ALLOCATION**



Assumptions:

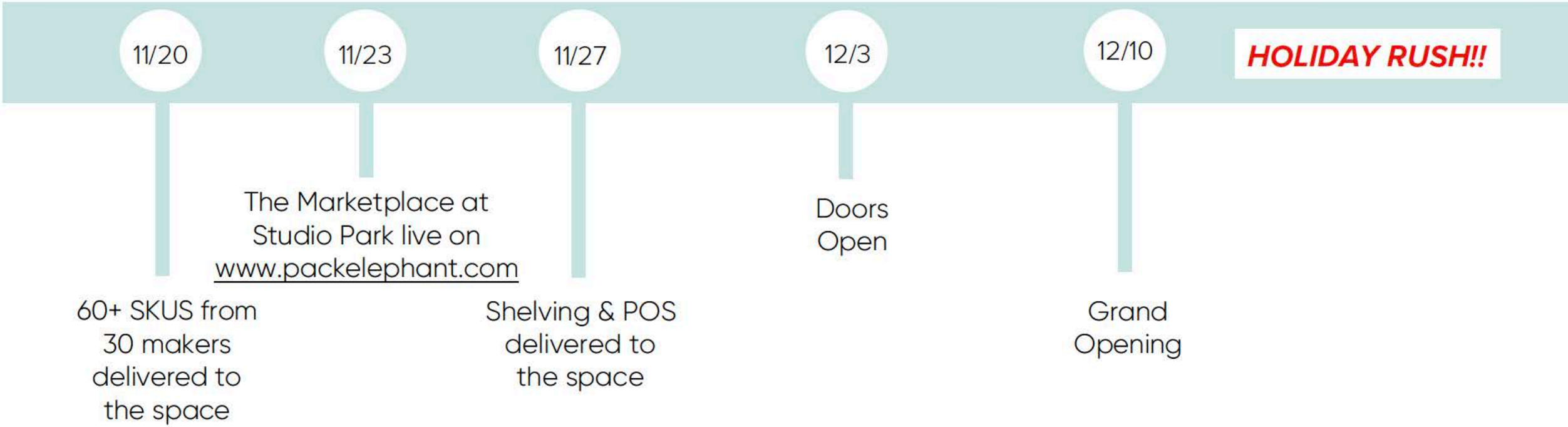
- Approx. 3,000 sq. ft. at Studio Park
- Single POS (point of sale) is centrally located so that staff have line of sight throughout the floor
- Bathrooms are not blocked by shelving or by furniture
- Seating areas encourage makers and customers to stay a while with “bookstore” model floor plan
- Café opens into retail space
- Windows are used primarily for displays *including some windows on Ionia*
- Multi-use / programming space has a collapsible wall

Considerations:

- Space on walls needs to be reserved for artwork displays in partnership with a local gallery

MARKETPLACE TIMELINE | **ROLLING LAUNCH**

Pack Elephant has secured 30 makers for launch



THE LOOK | **WARM, ELEGANT, PACK ELEPHANT**







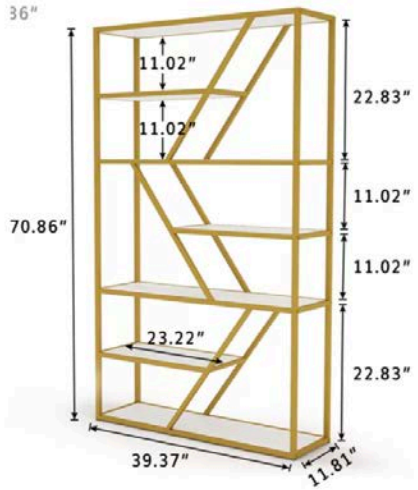




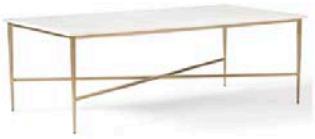
















THE TEAM | **THE MARKETPLACE AT STUDIO PARK**



WINSOME KIRTON
FOUNDER & CEO

- MBA, NYU Stern
- BA, University of Pennsylvania
- 8 Yrs – Advertising & Digital Marketing Strategy
- 1 Yr – Procurement, Diversity Sourcing
- Start-up Experience

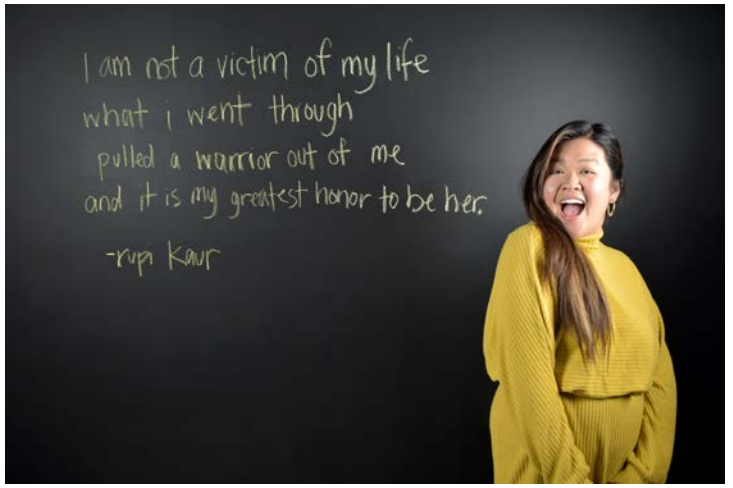


CLAIRE HINTON
COMMUNITY RETAIL ASSOCIATE



ALLISON RUDI
DIRECTOR, COMMUNITY DEVELOPMENT

- MPPA, Northwestern
- BA, Vanderbilt
- Leadership Grand Rapids Graduate
- 7 Yrs – Social & Public Research
- 12 Yrs – Event Planning Experience



MARYANNE LOUGHRAN
COMMUNITY RETAIL ASSOCIATE

THANK YOU.

WINSOME KIRTON
Founder & CEO
winsome@packelephant.com
616.202.6521

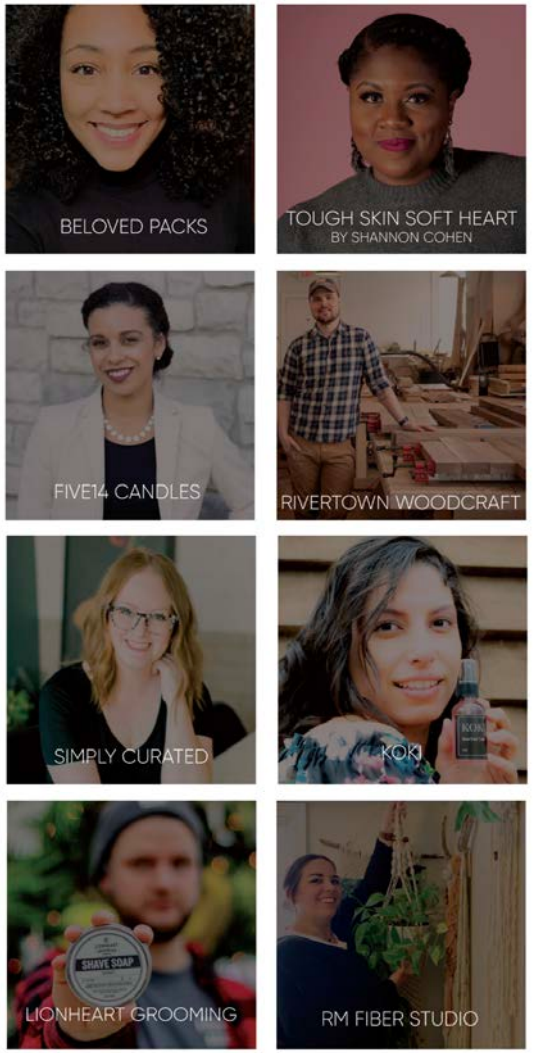


APPENDIX

FURNITURE | **LOOKING FOR SPONSORSHIPS!**

Furniture Line Item	Status	Qty
Shelving Units	*Purchased*	*32*
POS Reception Desk (Alternate)	*Purchased*	*1*
“Board Room” Length Tables	In Kind Proposal	4
Chairs	In Kind Proposal	24
Side Tables & Coffee Tables	In Kind Proposal	4
Couches	In Kind Proposal	8
Floor Lamps	In Kind Proposal	12
Rugs	In Kind Proposal	6

THE MAKERS | THE BEST OF GRAND RAPIDS



- Each maker will have their **story prominently displayed** with their products, and their maker story card will be included with every item sale
  - Every month, Pack Elephant will rotate maker stories displayed in retail storefront windows for added exposure
- Each maker will have a **consignment contract with Pack Elephant**
  - Pack Elephant manages POS; makers do not need to physically be present in order to sell their goods
  - Pack Elephant auto-pays makers based on customer sales
- Each maker will have a **product SKU maximum** (5) that can be displayed in the store at a given time, each to not exceed a **maximum value** ($40)
- Each maker must keep a stock of **at least 25 units** in each SKU in the store at any given time
- Each maker must commit to **a minimum 3-month term**; if products do not sell-through, makers will be given options.
- **Target**: 25 makers in month 1 and up to 75 makers in month 12

THE PRODUCTS | **HIGH QUALITY GOODS (THAT CAN FIT IN A BOX)**

All products must be approved by Pack Elephant before being accepted onto the floor

Wearable Accessories	Food & Drink	Holiday & Cards	Kitchen & Barware
Beauty & Grooming	Games & Ent.	Home & Garden	Office & Travel
Craft & Hobby	Health & Wellness	Kids & Baby	Outdoor Recreation

Applications can be submitted on www.packelephant.com and will be reviewed on a rolling basis.

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY

DDA

Agenda Item #9
December 9, 2020
DDA Meeting

DATE: December 4, 2020

TO: Downtown Development Authority

FROM: Tim Kelly, AICP
Executive Director

SUBJECT: 78 South Division Payment in Lieu of Taxes Request

City Commission policy requires developments seeking approval of a Payment in Lieu of Taxes exemption within the Downtown Development Authority Boundary receive DDA consent.

A request for a PILOT was received from Brookstone Capital, LLC for an affordable housing project at 78 S. Division. The proposed project would deliver a new 6-story building on an existing surface parking lot and would add 36 new affordable rental units at or below 60 percent of the area median income.

Additional detail related to the request is contained in the attached memo. Representatives from the City's Community Development Department and Brookstone will also attend the meeting to answer any questions.

DOWNTOWN
GRAND RAPIDS INC.

MEMORANDUM
CITY OF GRAND RAPIDS

DATE: December 1, 2020

TO: Tim Kelly, President and CEO
Downtown Grand Rapids, Inc.

FROM: Erin Banchoff, Community Development Manager EB
Community Development Department

SUBJECT: Tax Exemption and Payment in Lieu of Taxes Request within Downtown Development Authority Boundary – 78 South Division Apartments

Brookstone Capital, LLC seeks tax exemption and Payment in Lieu of Taxes (PILOT) for the 78 South Division Apartments project. The ownership entity will be the 78 South Division Avenue Limited Dividend Housing Association Limited Partnership. The project site, at the northeast corner of South Division Avenue and Oakes Street, SE, is within the Downtown Development Authority boundary. The project includes development of 36 rental units that will be affordable to households with income at or below 60% of the area median income.

The northern half of the project site is currently an at-grade parking lot, while the southern portion of the site contains a 3-story brick clad building. The existing structure will be renovated and connected to a new 6-story building that will be constructed on the northern portion of the site. The new building will follow the lot line at South Division Avenue with a ten-foot setback occurring at the sixth story. The two buildings will be interconnected by access corridors at the ground, second and third levels to allow shared use of an elevator and egress stairs located in the new building. Ten (10) dwelling units will be included in the existing building, and 26 units contained in the new structure. The ground levels of both buildings will contain live/work units. No parking will be provided onsite.

Further detail regarding the proposed units is provided below.

Unit Type	Number of Units	Average Unit Size (sq. ft.)	Projected Monthly Rent per Unit (including utility allowances)
Rent Restricted			
One Bedroom	35	500	$602 - $903
Two Bedroom	1	1,179	$1,083
Total	**36**		

The project is located within the Heartside Historic District. At its meeting of September 2, 2020, the Historic Preservation Commission (HPC) approved the proposed restoration of the existing historic structure. The HPC provided informal comment on the new structure, with the project required to return at a later date for formal approval.

PILOT Payment. If the pending PILOT request is approved, the project will pay annually: 1) a 1% service change based on annual rent receipts for the units occupied by low-income households and their prorated share of land and improvements, and 2) the monetary equivalent of a 2% service charge into the City's Affordable Housing Fund. The tax exemption and PILOT will remain in place for the life of the qualifying federal- or state-aided mortgage, not anticipated to exceed 45 years.

Anticipated Benefit. The anticipated benefit of approving the PILOT is based on the estimated ad valorem tax bill minus the estimated PILOT service charge and Affordable Housing Fund contribution. The following is a summary of the anticipated benefit for the project:

Unit Type	Estimated Ad Valorem Tax Bill	Estimated Tax Bill with PILOT	Estimated Affordable Housing Fund Contribution	Benefit
Affordable	$43,763	$2,234	$4,467	$37,062

Financing. The total estimated project cost is $11,098,315. The owner will seek a capital contribution in the amount of $8,726,035 from an investor through Low Income Housing Tax Credits (LIHTC). Remaining financing is anticipated to comprise Federal Historic Preservation Tax Credit Equity, private debt, and deferred developer fee.

The Community Development Department plans to request City Commission authorization for tax exemption and PILOT at its January 12, 2021 meeting. If you have any questions, I can be reached at 456-4249.

78 South Division



Project Site

78 South Division



Building Study

78 South Division Avenue
Grand Rapids, MI

September 11, 2020

78 South Division Avenue LDHA LP

PAPPAGEORGE
HAYMES

78 South Division Avenue, Grand Rapids, MI



Perspective View SE

78 South Division Avenue LDHA LP
developer

PAPPAGEORGE HAYMES

Pappageorge Haymes Partners
www.pappageorgehaymes.com

9/11/20
P/H # 202714

These plans are schematic and are subject to further refinement for compliance with code

78 South Division Avenue, Grand Rapids, MI



Perspective View NW

78 South Division Avenue LDHA LP
developer

PAPPAGEORGE HAYMES

Pappageorge Haymes Partners
www.pappageorgehaymes.com

9/11/20
P/H # 202714

These plans are schematic and are subject to further refinement for compliance with code



78 South Division Avenue, Grand Rapids, MI

Perspective Street View NE

78 South Division Avenue LDHA LP
developer

PAPPAGEORGE HAYMES

Pappageorge Haymes Partners
www.pappageorgehaymes.com

9/11/20
P/H # 202714

These plans are schematic and are subject to further refinement for compliance with code

78 South Division Avenue, Grand Rapids, MI



Perspective View From Division Looking East

78 South Division Avenue LDHA LP
developer

PAPPAGEORGE HAYMES

Pappageorge Haymes Partners
www.pappageorgehaymes.com

9/11/20
P/H # 202714

These plans are schematic and are subject to further refinement for compliance with code

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY

DDA

Agenda Item #10
December 9, 2020
DDA Meeting

DATE: December 3, 2020

TO: Downtown Development Authority

FROM: Annamarie Buller, Manager of Neighbor Experience

SUBJECT: **CLT& FUSE Update**

The GR Forward community planning process revealed considerable demand for growing and securing the neighborhood's overall supply of "affordable" housing. The City of Grand Rapids and the Downtown community are deeply committed to maintaining and expanding a broad range of housing choices, with an emphasis on "affordable" housing for low-wage earners. The GR Forward established the goal of maintaining 30% of the Downtown housing supply for those earning below 120% of area median income [AMI].

Downtown is currently on track with this housing goal. Currently 30% of housing units are "income-restricted" which help low income renters obtain affordable housing. These units were developed with funds that protect affordability, typically for families earning up to 60% of the Area Median Income [AMI]. The Downtown neighborhood today enjoys the highest concentration of "affordable" housing stock in the greater Grand Rapids area. The challenge is maintaining and growing this supply.

In May of 2019, the GR Forward Goal 2 Alliance and Downtown Grand Rapids Inc. staff released a Request for Proposals [RFP] to solicit creative solutions that advance Downtown's "affordable" housing goal. DGRI received several initial calls of interest and in August of 2019 Dwelling Place Nonprofit Housing Corporation submitted a request for funding with two distinctly different and unique approaches to address affordable housing issues in the Downtown area. In September of 2019, the Goal 2 Alliance reviewed the pair of proposals and recommended both approaches receive approval from the Downtown Development Authority.

This pair of approaches affirmed by a working group of the GR Forward Goal 2 Alliance, advances on numerous Downtown goals, including:

- Protect affordable housing stock.
- Diversify types of housing available Downtown.
- Provide housing opportunities to the "missing middle".
- Explore ways of expanding homeownership.

DOWNTOWN
GRAND RAPIDS INC.

The first approach: CLT

Dwelling Place formed a Community Land Trust [CLT], a unique model for affordable housing focused on long-term, affordable home ownership for the "missing middle" demographic (50% - 110% of the area median income) in the downtown area. "Missing middle" are described as those that are not low-income enough to qualify for a subsidy but also do not earn enough to afford market rate units downtown. While the CLT model for affordable home ownership has been around for many years, it has not been widely implemented in Michigan.

Dwelling Place contracted with Burlington Associates, national experts on the CLT model, to provide planning assistance in the development of a business plan to convert several rental apartment communities into home ownership opportunities. The largest of these apartment communities is located on South Division Avenue is called Martineau Apartments. This 23-unit apartment community was established in 2004 as an artist, live/work community, the first of any scale in Grand Rapids.

A community land trust is able to ensure long term affordable home ownership for two reasons:

- The community land trust owns the land under the improvements, which eliminates the cost of land from the transaction.
- The buyers are allowed to purchase their homes/apartments, significantly below the appraised value, usually 65%-75% of the appraised value of the improvements, in return for entering into a land lease that restricts the amount of equity from appreciation, an owner can take from a future sale of the property in order to ensure the affordability for the next buyer.

A low or moderate- income buyer will have an opportunity to own their own home in way that would be otherwise impossible in a conventional market. CLT owners would receive ongoing support before and during the purchase process and throughout the period of time that they remain as owners of these unit to ensure their success as a homeowner. Please note, no renters will be displaced if they are unable or not interested in owning their units.

CLT Funds were used to defray costs for the $25,000 consulting contract with Burlington Associates, for some of the estimated $112,000 of soft costs associated with creating the CLT ownership structure, including legal, survey work and a portion of the costs for DDA eligible façade improvements and/or ADA accessibility accommodations. The entire budget for acquisition, hard and soft costs associated with the Martineau project alone will exceed $3.8 million, most of which will be financed with anticipated mortgage proceeds from CLT buyers. A portion of the existing equity in the property will be contributed back to the CLT by Dwelling Place, including 100% of the land and the portion of the fully renovated appraised value being contributed by Dwelling Place as a reduction in the sale price.

The second approach: FUSE

Dwelling Place has spearheaded the pilot program FUSE (Frequent User Systems Engagement) that is modeled after nearly 40 FUSE initiatives across the US (a few came online around the same time as us). FUSE is a multi-faceted housing model that focuses on the provision of supportive housing for individuals who are the hardest to maintain in housing. The FUSE model incorporates a local commitment for wrap around services which will accompany a housing placement to increase the likelihood for housing stability and reductions in use of expensive private and public services from law enforcement, first responders, emergency room providers, judicial and social service providers.

After 9 months of engagement with representatives of more than 30 separate public and private organizations regarding the intersection of behavior health and economic development, FUSE was identified a viable strategy in this process to identify and focus on housing a finite and specific demographic of homeless individuals in the downtown area who most frequently utilize police, fire, EMS, hospital, judicial and social services programs. Untreated physical and behavioral health needs are often observed as significant barriers for stability in the lives of these individuals. Housing is seen as a critical component for changing this pattern of instability, especially if the housing is accompanied with other services and treatment programming designed to meet the unique needs of each individual. The Corporation for Supportive Housing (CSH), is a national intermediary that works with local communities to create permanent supportive housing strategies in their community. They are also a recognized expert in the provision of planning assistance to communities creating and implementing the FUSE model. CSH submitted a proposal to provide planning assistance in Grand Rapids to facilitate the creation of a Heartside-Downtown FUSE Plan in conjunction with the Michigan Department of Health and Human Services, local police, fire, health care, judiciary and social service organizations.

Partners engaged with Dwelling Place in the creation of a FUSE project also expect improved economic development outcomes in neighborhoods where public inebriation, public urination, untreated mental illness and substance abuse problems are prevalent. Dwelling Place will hold the planning assistance contract with the Corporation for Supportive Housing [CSH] for the FUSE program but form a Steering Committee comprised of major health care entities, social service agencies and local governmental entities to provide oversight for this initiative.

Dwelling Place, as the owner of more than 300 permanent supportive housing units in the Heartside Neighborhood would work closely with the Steering Committee, the local Continuum of Care and others to prioritize some of the existing supportive housing owned by Dwelling Place and others to shelter up to 50 FUSE clients with improved coordination for on-site service integration from local social service and health care institutions. The entire $33,425 grant will be used to defray a portion of the $42,500 planning assistance contract with CSH to plan and implement the FUSE initiative.