

AGENDA

DGRI BOARD OF ADVISORS



Board Members:

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

February 24, 2022 3:00p
Grand Rapids Area Chamber of Commerce
250 Monroe Avenue NW #150

- | | | |
|---|-----------|--------|
| 1. Call to Order (3:00) | | Harris |
| 2. Approve Minutes from December 13, 2021 (3:01)
(enclosed) | Motion | Harris |
| 3. Alliance Restructuring (3:10)
(enclosed) | Info Item | Kelly |
| 4. Priority Project Updates (3:20) <ul style="list-style-type: none">• River Governance• Market Avenue Development• Retail Strategy | Info Item | Staff |
| 5. President & CEO Report (3:50)
(enclosed) | Info Item | Kelly |
| 6. Board Member Discussion (3:55) | | |
| 7. Public Comment (3:58) | | |
| 8. Adjournment (4:00) | | |



Board of Advisors Meeting

December 13, 2021

1. Call to Order – The meeting was called to order at 2:03 p.m. by Chair Brian Harris.

Attendance:

Members Present: Rick Baker, Stephanie Adams, Kayem Dunn, Shaun Biel, Mayor Rosalyn Bliss, Eddie Tadlock, Mark Washington, Rick Winn, Doug Small, Brian Harris, Nikos Monoyios, Kristian Grant, and Bob Herr.

Members Absent: Jon Nunn, Randy Thelen, Monica App, and Jorge Gonzales.

Others Present: Tim Kelly (President & CEO), Mandy McDaniel (Acting Recording Secretary), Jessica Wood (Legal Counsel), Andy Guy, and Kim Van Driel (DGRI) and Al Vanderberg.

2. Approve Minutes from September 22, 2021
Motion: Ms. Mayor Rosalynn Bliss, supported by Ms. Stephanie Adams, moved to approve September 2021 Meeting Minutes as presented. Motion carried unanimously.
3. New Board Member Nomination and Introduction
Mr. Kelly presented new board member nominee, Mr. Al Vanderberg, who is the Kent County Administrator.

Motion: Mr. Rick Winn, supported by Mr. Shaun Biel, moved to appoint Kent County Administrator Alan Vanderberg to the DGRI Board of Advisors and Executive Committee. Motion carried unanimously.

4. Officer Election

Mr. Kelly stated the Executive Committee, charged with advancing the slate for Board consideration, has unanimously agreed to advance the following for consideration as officers with a term ending December 31, 2023:

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

Motion: Mr. Rick Winn, supported by Mr. Doug Small, moved to approve the officer slate for 2022-2023. Motion carried unanimously.

5. 2022 Meeting Dates

Mr. Kelly shared proposed meeting dates for 2022 noting calendar invites will be sent soon.

6. 2022 Downtown Outlook

Mr. Kelly stated December 15th is the GR Forward adoption anniversary date. Mr. Kelly presented the progress of the strategic plan since it was approved 6 years ago, a reflection of 2021, and the scope of work planned for 2022.

Starting with Goal 1 (the river), a big component was building on the momentum of the Grand River White Water (GRWW) restoration project. The City, DGRI, and community partners organized a task force currently exploring an activation strategy. River governance and programming will continue in 2022.

Goal 2 aims to create a true Downtown neighborhood as home to a diverse population. Mr. Kelly noted more people are choosing to live Downtown. Currently, there are 4,791 units, 933 of which were added in the past 5 years. 229 units are in construction and more than 1,000 are in the pipeline.

Goal 3 strives to implement a 21st century mobility strategy, providing options on how people move in and around the neighborhood with a focus on pedestrian friendly infrastructure. Since 2015, 5,296 parking spaces have been added Downtown. This year's focus was on public infrastructure, including the Van Andel Arena Plaza and Ottawa Avenue Reconstruction.

Goal 4 works to expand job opportunities and ensure continued vitality of the local economy. Mr. Kelly shared we continue to see value grow in Downtown. The TIF value has grown 46% since 2017. Major projects have been completed, including Studio Park (with the opening of Acrisure's headquarters), the Residence Inn, and the addition of RDV Corp headquarters. In addition, minority owned businesses have increased 7.5% and currently make up 14% of Downtown business.

Goal 5 reinvests in public space, culture, and inclusive programming. Mr. Kelly shared the current percentage of tree canopy is 9%, close to the overall goal of 10%. Acreage of parkland is another goal, and we continue to add those assets and park amenities such as the Skatepark at 555 Monroe. This past year's focus was on activation and programming to attract people downtown 365 days of the year. 2022 will continue to focus on World of Winter programming and expanding public space.

Goal 6 is to retain and attract talent with high quality public school. The projects within this goal were largely completed and we are now evaluating what Goal 6 2.0 will consist of.

GR Forward has identified a total of 306 action steps. DGRI has taken lead on 66 project priorities, 47 (71%) are either completed or underway. Rosa Parks renovations will be completed early spring of 2022. Other public space enhancements are underway, including Lyon Square, Hill and River Connection, Wayfinding, and the Van Andel Arena Alley. Other major development projects are being discussed for 2022, specifically Market Corridor Redevelopment (201 Market) and the Westside DASH lot development.

Mr. Harris asked if we have enough physical acreage to meet the Goal 5 park space goals. Mr. Kelly stated if we can convert half of the 20-acre parcels at the river front property we will see a significant increase towards that overall goal. Mr. Nick Monoyios stated the ecology of each downtown, especially with the pandemic, is so unique. With your involvement with the IDA, do you see any patterns emerge from other downtowns in terms of how they are bouncing back? Mr. Kelly stated the places that have fared the best have a strong residential base. If employees are not there, then the residents are there to help support the businesses. Another factor is activation and events to create a draw to do something unique downtown. Ms. Adams asked with the pandemic and businesses moving to a remote work environment, have you seen an exodus in office work? Mr. Tim Kelly stated, unlike other cities, we have not seen a mass exodus issue with remote work. There have been a number of major headquarter investments downtown. We have not seen some of the trends we initially feared but there is still a lot to play out.

7. Priority Project Updates

Mr. Guy presented an update on River Governance. The committee spent several months creating a nonprofit with a mission to develop, manage, sustain, and activate the river corridor. The founding board has met twice now along with multiple committee meetings regarding governance, finance, and communications and engagement. The 2022 key tasks are to develop an organization and establish a business plan. In addition, we are working with WMCAT for a community engagement program. We are also working to develop an equity framework for common language, shared goals, and an accountability matrix for an equitable corridor. Draft purpose, mission, and value statements were shared with board members. Ms.

Adams suggested the word “justice” be added to the equity framework. Mr. Harris recognized DDA Chairman Rick Winn for their financial support this incubation.

Ms. Van Driel provided an update on World of Winter 2022 noting last year brought over 40,000 visitors downtown with 4 large art installations and 17 grants awarded. This year will feature 10 large art installations, several local art installations, 37 grants, and over 80 ice sculptures. In addition, there will be over 60 events and programs, including walking tours, a fitness series, a snowperson building competition, scavenger hunt, drag show, and more. Some of the many events taking place during the 2-month long festival include Silent Disco, Movies on the Piazza, Valent-ice, and Noodle Fest. For more information, please visit worldofwintergr.com. Mr. Kelly added this festival won the 2021 Pinnacle IDA Award. Looking back at 2015, nothing was happening downtown; the impact of this festival has been significant.

Mr. Kelly provided an update on the Downtown Retail Strategy. The committee’s focus this past year has been rethink downtown retail. A subset of the committee went to peer aspiration cities Greenville, Cincinnati, and Columbus to look at how these communities approached retail. Key takeaways include defining how you control the space, how to identify key tenants, and the use of public space. In general, we are looking at Monroe Center and immediate side streets as a target retail area. DGRI staff is doing a deep dive into the specifics of this area to see where we have opportunity to change. We are starting to see business activity increase and expand, such as Gazelle Sports which received support from the DDA to occupy 52 Monroe Center.

Mr. Kelly provided an update on the Downtown Improvement District stating we have been in a pattern of 1-year extensions the last two years. Given that we have held rates flat the last 3 years, and are seeing costs increase, we will have to make the decision to increase revenues. Every year we survey stakeholders, and they continue to tell us quality of life is a priority. Options to increase revenue include, a rate increase, assessing residential properties, and assessing nonprofits which have not seen mandatory assessments since 2015. Mr. Herr added the challenge has been not increasing the rate over the last 3 years and a wage increase for the ambassadors to \$15/hour. This reauthorization is set to be approved by the DID in February.

8. President & CEO Report

Mr. Brian Harris asked members to share requests on what they would like presented in 2022.

Mr. Kelly shared updates on the following:

1. Alliance members have been surveyed and continue to have internal discussions to move forward the reformation of the alliances. Expect a recommendation soon.
2. With Rosa Parks still under construction, the DDA approved ice skating at Van Andel, which will be voted on at the City tomorrow.

Mayor Rosalynn Bliss asked for an update on the permit for Lyon Square. Mr. Kelly stated the permit was submitted in June and there have been no updates. As soon as we get the permit from EGLE we will be ready to bid. As of right now the earliest we can start is June/July of 2022.

Ms. Stephanie Adams asked the status of DGRI's nonprofit status. Ms. Jessica Wood stated there has been no decision yet.

9. Board Member Discussion

None.

10. Public Comment

None.

11. Adjournment

The meeting adjourned at 3:07 p.m.



DOWNTOWN
GRAND RAPIDS INC.

MEMORANDUM

DATE: February 22, 2022

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP
DGRI President & CEO

SUBJECT: **Item #3 – DGRI Alliance Restructuring**

Overview

On October 24th, 2013, the DGRI Board of Advisors (Board) approved the initial seating of the DGRI Alliances (Alliances) as a part of the new organizational structure. The purpose of the Alliances was to present opportunities for in-depth community participation in the work of DGRI and to create leadership development opportunities for both DGRI staff and community volunteers. Since being established DGRI has committed to ensuring the demographic makeup of the Alliances is representative of the entire City and to date more than 200 volunteers have participated.

With the approval of GR Forward by the City Commission in December 2015, the goals for Downtown were memorialized and the mission for DGRI was more clearly focused. To reinforce those goals, in 2017 the Board approved a reconstitution of the Alliance structure to be aligned with 5 key goals from GR Forward, including:

- Goal 1: Restore the River as the Draw & Create a Connected and Equitable River Corridor
- Goal 2: Create a True Downtown Neighborhood that is Home to a Diverse Population
- Goal 3: Implement a 21st Century Mobility Strategy
- Goal 4: Expand Job Opportunities & Ensure Continued Vitality of the Local Economy
- Goal 5: Reinvest in Public Space, Culture & Inclusive Programming

Evaluation

Five years into the existing Alliance model, it has become clear that much of the work toward implementing GR Forward has evolved. While the main charge of each Alliance continues to be ensuring the resources managed by DGRI are deployed to implement the vision established by the community in GR Forward, there are also additional community resources being deployed to that end.

For example, since 2015 new City departments and community advisory boards - including Mobile GR, the Downtown Neighbor Network and Grand River Inc. Board - have been established and are leading

efforts related to the implementation of GR Forward goals that previously lived with one of the DGRI Alliances.

Along with this, the way work is being carried out has also evolved. In addition to the Alliances, currently there are 17 committees being managed by DGRI staff that meet to do the more detailed work of advising on projects and programs. Some of them include Alliance members, but they also include broader community stakeholders and present another avenue for community members to participate in the work of DGRI.

Lastly, since beginning surveys of serving Alliance members in 2018, the number one suggested improvement has been to identify more opportunities for cross collaboration among the five Alliances. While there have been projects over the years that multiple Alliances were involved with, that crossover has occurred only periodically and there is interest in establishing greater continuity in the work.

Revised Structure

To address the evolving nature of the work and the feedback from current members, a restructuring of the Alliances is being proposed. The revised structure would combine the function of the five existing Alliances into one large working group. The Alliance – which is still organized to advance the goals of GR Forward – will bring together people with different knowledge, perspectives, and backgrounds to collectively solve problems, identify opportunities and support the work of improving Downtown.

For the first year, all current and active Alliance members will be asked if they wish to participate in the new Alliance structure. City staff will continue to be invited to attend and engage with the Alliance, however they will no longer be official voting members. Based on the current rosters and accounting for those that have not participated this year, that will create a pool of 60 potential candidates.

To ensure there continues to be leadership development opportunities, and in keeping with the DGRI Bylaws, five Alliance members will be nominated on a bi-annual basis to serve on the DGRI Board of Advisors. The current chairs will be asked to continue in their capacity for the first year. The Alliance will meet not less than quarterly throughout the year, with additional meetings and educational opportunities called as needed. Quarterly meetings will be used to discuss projects, provide education opportunities, and report out on fiscal year budget spending.

One of the quarterly meetings in February or March will be used to ideate, prioritize, and recommend budgets for all 5 goals as part of the yearly DGRI budget process. Additionally, the larger pool will have opportunities to participate at a committee level if they choose to seek out more involvement in the work of DGRI.

Conclusion

The intent of this restructuring is to broaden engagement opportunities for the community by exposing participants to the full breadth of the work of DGRI. While the way the work is conducted may have evolved, finding multiple avenues for community participation in the work of DGRI continues to be a cornerstone of the organization. Staff and the Executive Committee believe strongly that the Alliance model continues to provide value for both community stakeholders and the work of DGRI.

FY2022 Priority Project Updates



DOWNTOWN
GRAND RAPIDS INC.

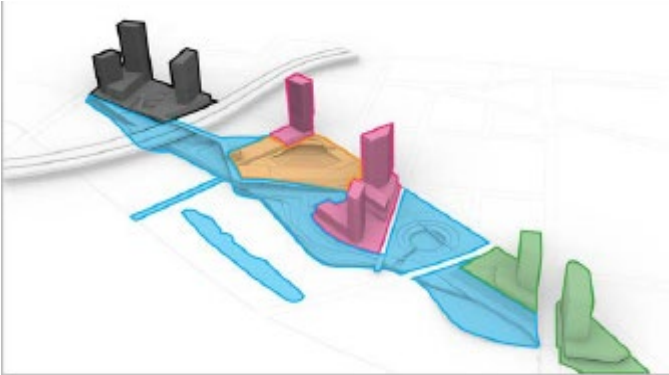
River Governance

- Founding Board established
- Monthly meetings being held
- Committees established: Governance, Development, Communications / Engagement



Market Avenue Redevelopment

- Sewer line decommissioning complete in Spring 2022
- CAA considering option to purchase portion of 201 Market for amphitheater development
- City reviewing options for disposition and development of remaining site along with GA 2.0



Lyon Square

- Design documents 95% complete
- Permit under review by State Department of Environment, Great Lakes and Energy (EGLE)
- Anticipate construction to begin summer 2022.



Bridge South

- Master plan complete for publicly owned sites
- Conducting pre-disposition analysis (survey, title, appraisal, etc.)
- Considering timing and options to release RFP/RFQ



SCENARIO 1 Centralized Parking

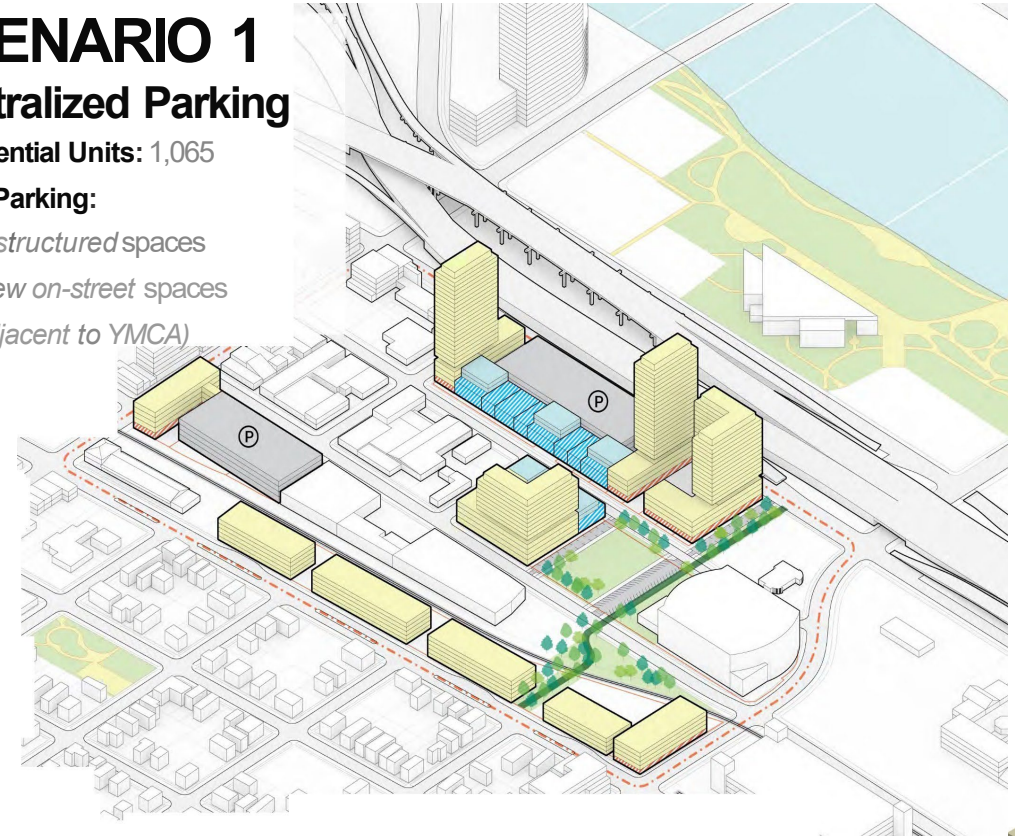
Residential Units: 1,065

Total Parking:

1,465 *structured* spaces

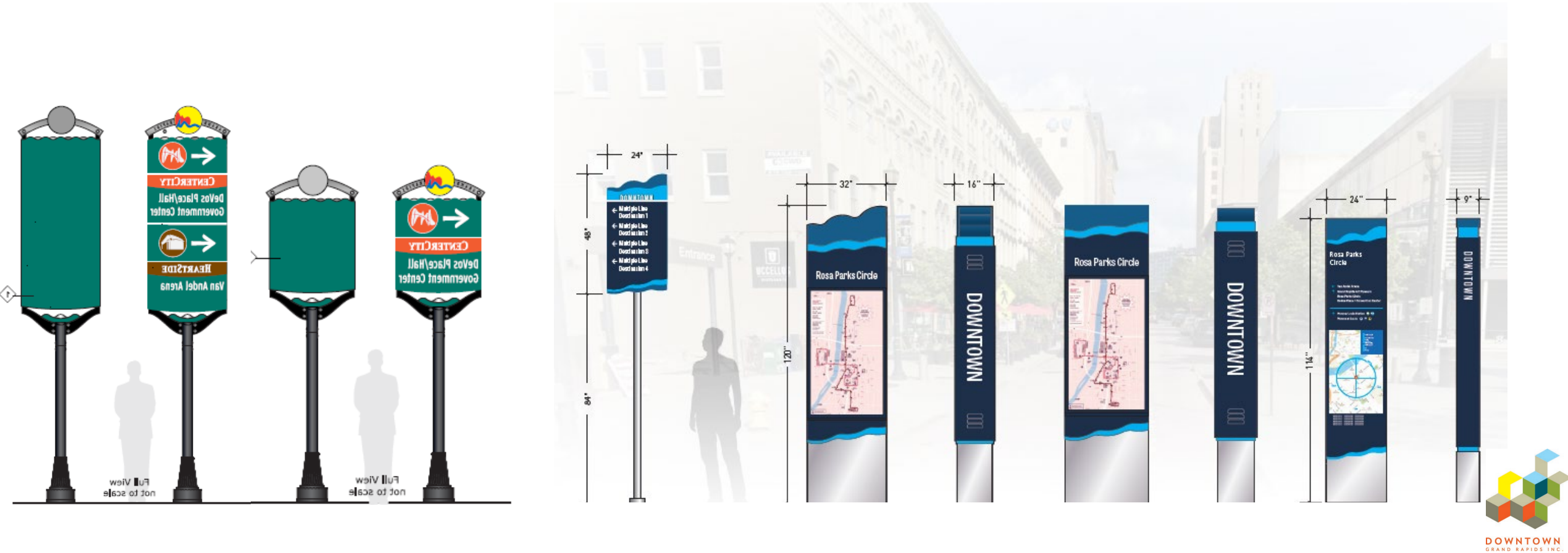
298 *new on-street* spaces

(50 adjacent to YMCA)



Downtown Wayfinding ReDesign

- Design concepts complete
- Conducting site assessments for implementation
- Phased deployment to begin in Fiscal Year 2023



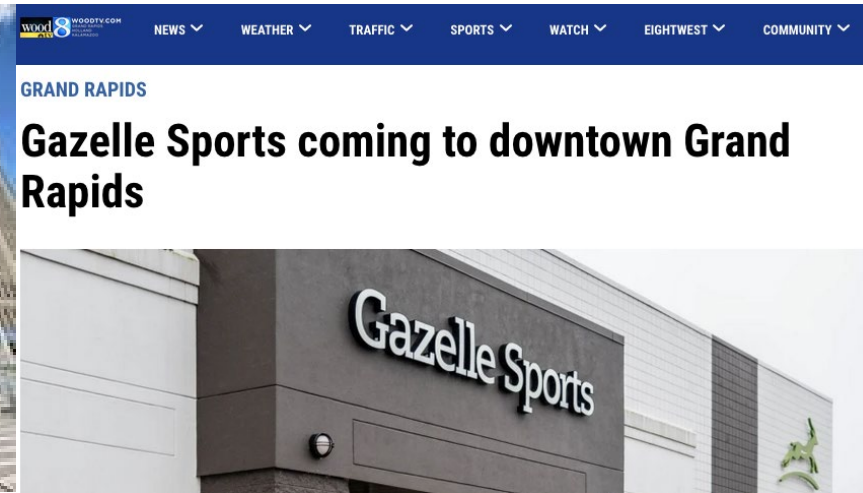
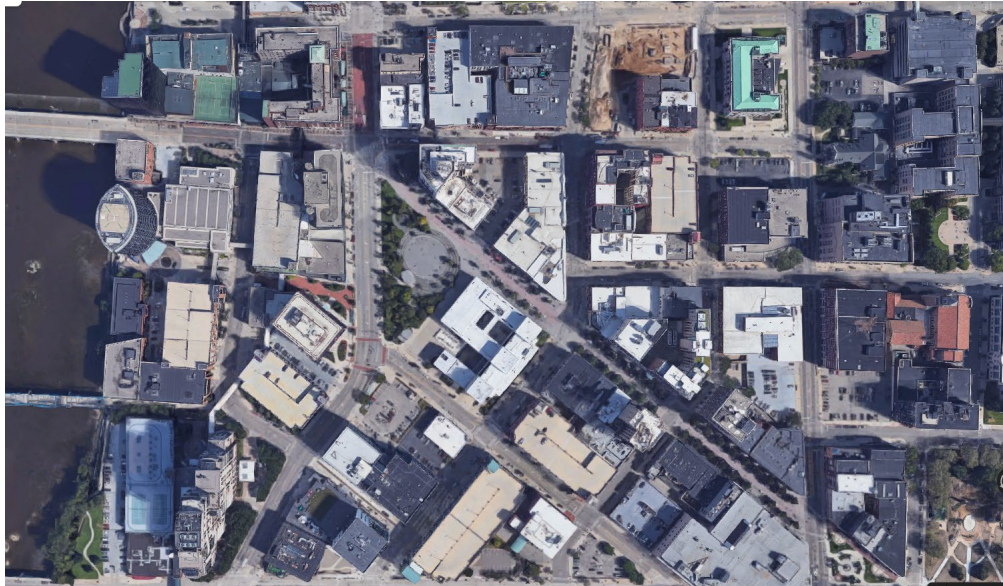
Accessibility Improvements (DAKC and Common Notice)

- Accessibility audits conducted during the Spring and Summer months in 2021.
- Strategic Plan finalized in August 2021.
- Priorities include establishing an Accessibility Committee, developing a mobile app, and continued inclusive design training for professionals.



Downtown Retail Strategy

- Strategy and implementation recommendations complete
- Finalizing operational plan to implement recommendations
- Targeting soft-goods cluster on and nearby Monroe Center



World of Winter 2022

- Festival held from January 7 – March 6.
- Over 40 unique interactive art installations and 60 events.
- Initial returns showing 47 percent increase in pedestrian foot traffic in January.
 - Valentine's weekend traffic up 72 percent from 2021.



Van Andel Arena Alley Activation

- Steering Committee convened October 2021.
- Focus group meetings underway with stakeholders and adjacent businesses.
- Planning and construction docs to be complete Q3 2022 with bidding to occur Q4. Construction in Q3 2023.

Proposed Phasing Plan



2/7/2022

MKSK

VIEWS - Phase 1



2/7/2022

MKSK

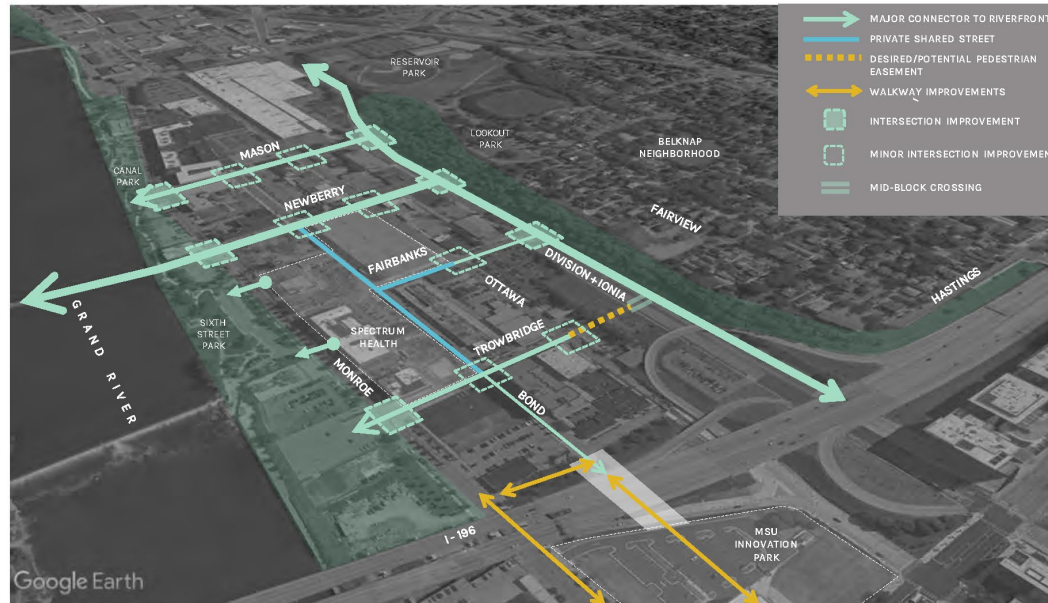
Hill and River Network Plan

- Steering Committee convened October 2021.
- Initial focus group meetings conducted with area stakeholders with additional conversations scheduled for early March.
- Design Development to be complete June 2022 with Construction Documents complete Q4 2022. Phase 1 construction could begin Q3 2023.

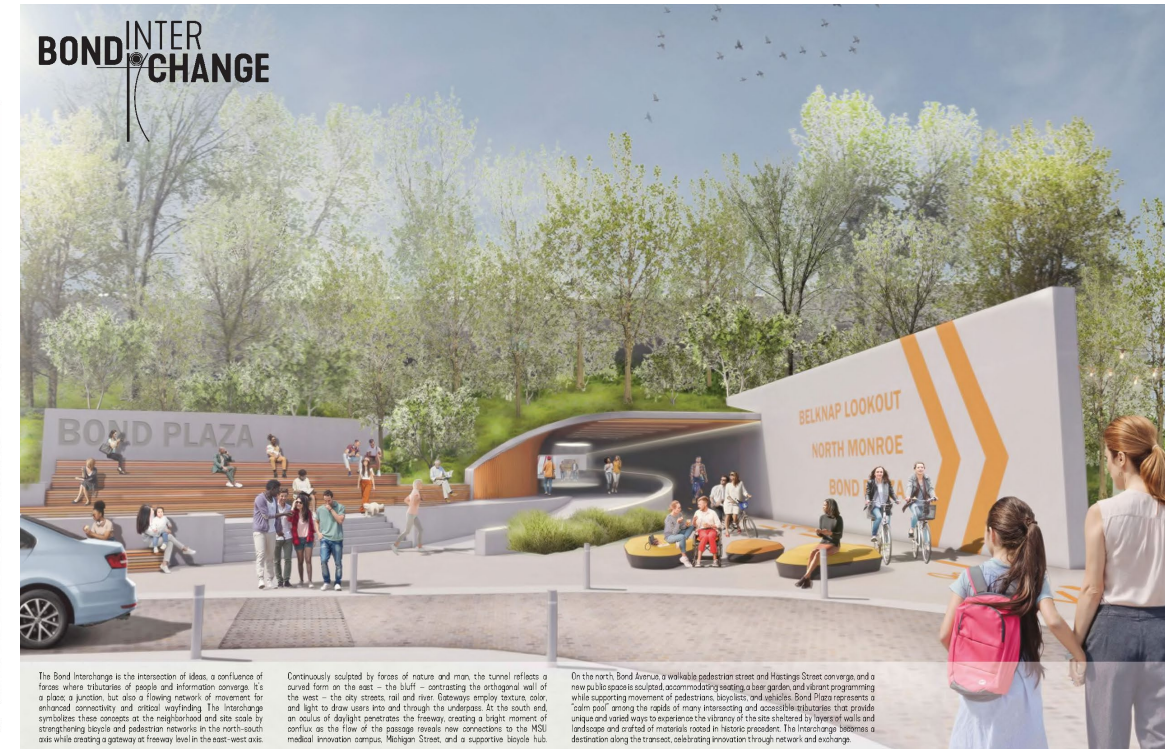
OTHER STREET IDEAS

CROSSINGS & INTERSECTIONS IMPROVEMENTS

- Intersection improvements to improve safety for vulnerable users.
- Install signals or stop controls where it is warranted
- Use higher visibility and/or raised crossings
- Mid-block crossings across Monroe to the park



SMITHGROUP





DGRI Highlights February 2022

DDA (2/9/22)

- Approved Development Support request for Studio Park residential tower.
- Approved funding for pedestrian safety enhancements on Market Avenue.
- Approved funding for Ottawa Avenue reconstruction to further support BH/SH CTI Campus in Monroe North.
- Approved sponsorship for After Dark Night Market from May – September at 555 Monroe Avenue.
- Next Meeting: March 9, 2022

DID (2/18/22)

- Approved and recommended the FY23 Reauthorization Plan to the Grand Rapids City Commission.
- Next Meeting: March 16, 2018

MNTIFA (6/10/21)

- Adopted FY22 Budget
- Approved funding for FY22 DASH MOU
- Received update on North Monroe public space activation projects
- Next Meeting: March 9, 2022

DGRI (12/13/21)

- Appointed Kent County Administrator Al Vanderberg to the Board
- Completed officer elections for 2022 and 2023
- Received a presentation on the 2022 outlook for Downtown.
- Received updates on FY21 Priority Projects.
- Next Meeting: February 24, 2022.

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

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

Grand River corridor

- Lead: Downtown Grand Rapids Inc. in partnership with City of Grand Rapids, Kent County and Grand Rapids Whitewater
- Recommendations of Organizational Leadership Committee presented to DGRI B of A in May 2021.
- Founding Board convened November 30.
- Committee and Task Forces formed and working through initial work plans.

- Next meeting scheduled for March 31, 2022
- Community engagement planning with WMCAT Public Agency in process.

Restore the Whitewater Rapids in the Grand River

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

Lyon Square Opportunity Site

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

Anchor the River with new Development on Select Sites

- Leads: City of Grand Rapids, Convention and Arena Authority, Grand Action 2.0, Downtown Grand Rapids Inc.
- City Commission approved resolution to enter an option with CAA to purchase a portion of the 201 Market site for a Downtown amphitheater. Option needs to be exercised by March 31, 2022.
- City currently has option on Kent County Road Commission site at 1500 Scribner Avenue for possible relocation of City facilities.
- In collaboration with The Right Place and City, actively marketing development opportunity to development groups to generate interest.

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

Encourage infill development to close gaps within and between neighborhoods

- Leads: Downtown Grand Rapids Inc. and City of Grand Rapids
- Bridge South engagement continuing with neighborhood stakeholders and City of Grand Rapids staff.
- Recommendations and implementation plan finalized in January 2022.

Establish a Downtown resident organization

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

Expand public restroom options to ensure a clean and safe neighborhood

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

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

Improve navigation and wayfinding

- Lead: Downtown Grand Rapids Inc. in partnership with the City of Grand Rapids.
- DDA approved a contract with Progressive A/E in June 2020.
- Prioritizing list of initial install locations.
- Final design delivered summer 2022 with bidding expected fall 2022.

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

- Lead: City of Grand Rapids in partnership with Downtown Grand Rapids Inc and Michigan Department of Transportation
- DDA approved its share of funding contribution in May 2021.
- In addition to resurfacing, scope includes decorative streetlights, street trees, planters, landscaping, irrigation, street furniture, and infrastructure for future traffic signals that will be installed when the street is eventually restored to a two-way.
- Project is currently under construction and expected to be complete before 2022.

Provide additional automobile parking supply

- Lead: City of Grand Rapids, various institutions and the private sector
- 1,500 spaces came online Downtown in 2021.
- Downtown Grand Rapids remains in the biggest parking construction boom in its history and more than 48,500 parking spaces (on and off street) are available.

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

Recruit major office anchors to Downtown

- Partners: City of Grand Rapids, The Right Place, Grand Rapids Area Chamber of Commerce, DGRI and key real estate leaders
- GR DDA authorized negotiations for major office user on DDA-owned land adjacent to Studio Park
- Acrisure construction complete at Studio Park.
- BAMF Health “groundbreaking” in the Doug Meijer Medical Innovation Building scheduled for August 11 with build out set to be complete in June 2022.
- Perrigo HQ \$45M development under construction and scheduled to be complete in summer 2022.
- Spectrum Center for Transformation and Innovation has begun demolition in Monroe North with an estimated completion date in 2023.

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

- Leads: Downtown Grand Rapids Inc., City of Grand Rapids, Grand Rapids Area Chamber of Commerce and The Right Place
- MJB Consulting initial outreach and engagement completed with stakeholders and industry experts.
- Phase 2 of the work is underway and will deliver next step recommendations and geographically focused strategic plan in winter 2022.
- Since 2019 the DDA has approved fourteen new Downtown businesses through the Retail Incubation Grant.

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

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

- Lead: Ecliptic at Rosa Parks Circle Conservancy in partnership with the City of Grand Rapids and Downtown Grand Rapids Inc.
- DDA funding approved in April 2021.
- Construction underway and scheduled to be complete winter 2022.

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

- Lead: Downtown Grand Rapids Inc. in partnership with the City of Grand Rapids, Monroe North Business Association, Grand Valley State University, Spectrum Health, Neighbors of Belknap Lookout.
- RFP issued in June 2021. 13 responses received and interviews were held the week of August 23rd.
- Smith Group hired / approved at the DDA meeting in September.
- Stakeholder group convened October 8 for initial meeting.
- Design process and planning initiative anticipated to last 10-12 months.

Expand winter recreational programming in Downtown parks and public spaces

- Lead: Downtown Grand Rapids Inc and City of Grand Rapids
- Committee reviewed more than 30 proposals and will advance proposal for DDA consideration in September.
- DDA approved funding for 10 major art installations as part of World of Winter 2022.
- Event underway through March 7, 2022.

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

- Lead: Downtown Grand Rapids Inc. and City of Grand Rapids
- DDA approved event sponsorships for Art Prize, Confluence and the Global Water Festival in June 2021.
- Organizing with City and Art Prize teams about Art Prize 2021.
- Organized Silent Disco at Studio Park on Saturday 8/21.
- Bicentennial commemoration of the signing of the 1821 Treaty of Chicago at Ah-Nab-Awen occurred 8/29

Continue turning up the volume on public art

- Lead: Downtown Grand Rapids Inc. and City of Grand Rapids
- Women's Way mural ribbon cuttings completed September:
- DDA approved funding for Heartside mural series in April. Artists to begin painting at 5 locations the week of August 9. Tours to begin fall 2021.
- Downtown Social Zone barrier mural projects are underway.
- Storm drain mural project to educate on the storm drain system is underway.



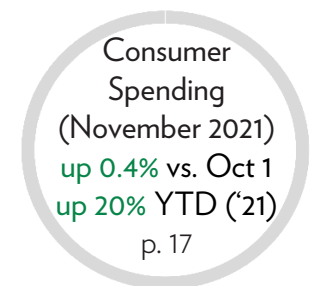
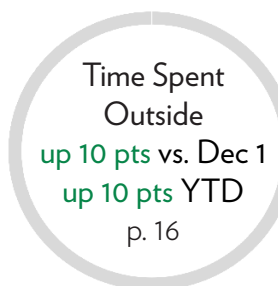
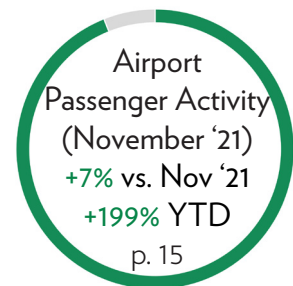
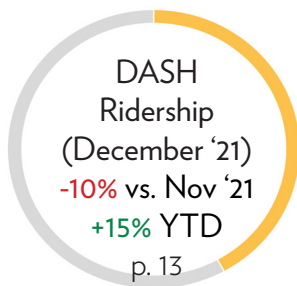
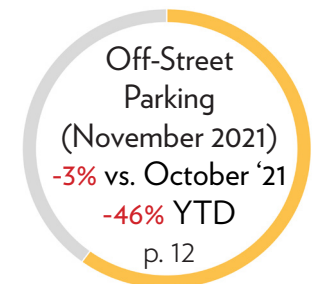
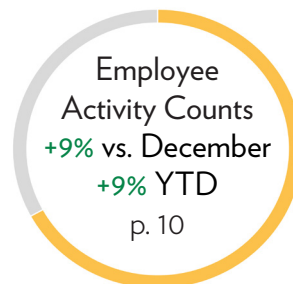
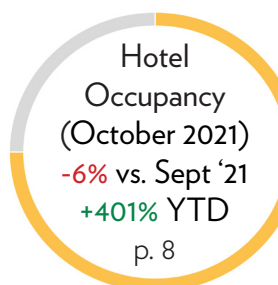
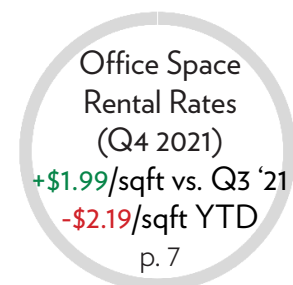
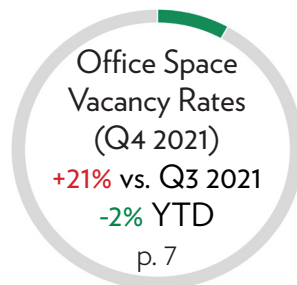
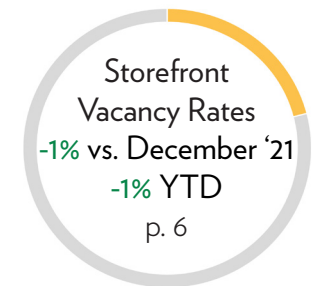
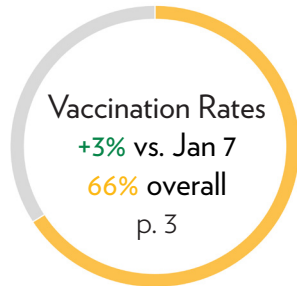
DOWNTOWN
GRAND RAPIDS INC.

Downtown Vitals Report
Produced February 3, 2022

Summary of Downtown Vital Signs

Month over Month & Year to Date Changes

Most Recently Completed Month: **January 2022**



COVID-19 Vaccination Distribution & Administration Kent County

66%
of Kent residents
fully vaccinated
64% nation-wide
59% state-wide

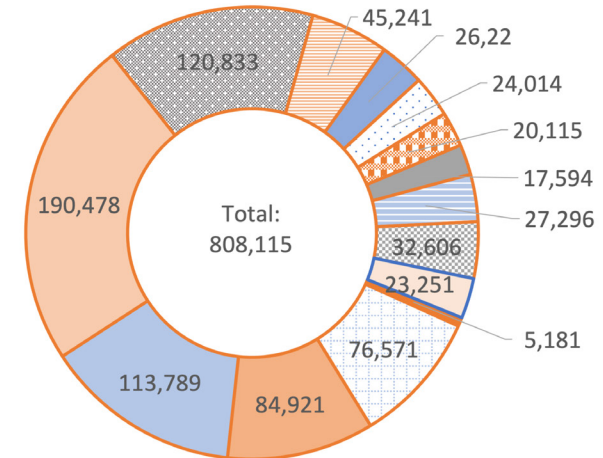
63%
of doses administered
81% nation-wide
73% state-wide

203,368
boosters doses
administered in Kent County

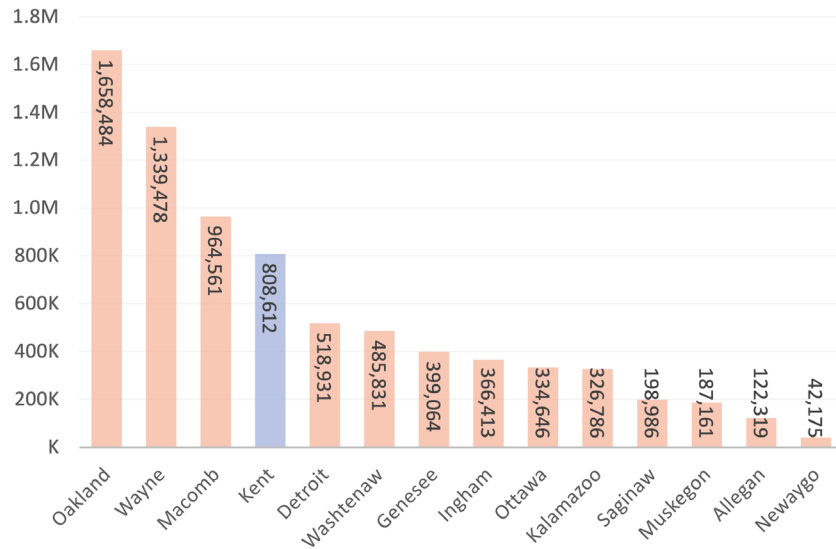
101,300
Pfizer Pediatric doses
delivered to Kent County

Total Vaccines Administered in Kent County

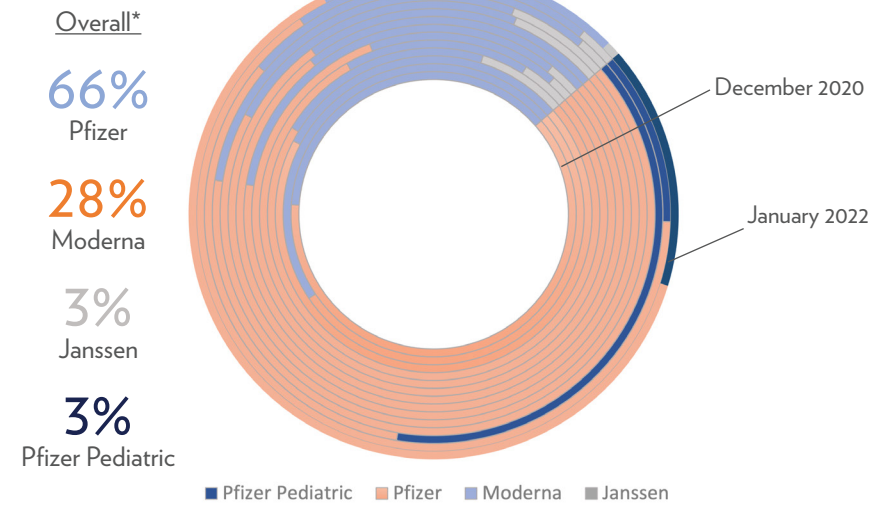
Dec 2020 Jan 2021 Feb 2021 Mar 2021 April 2021 May 2021 June 2021
July 2021 Aug 2021 Sept 2021 Oct 2021 Nov 2021 Dec 2021 Jan 2022



Number of Vaccines Administered Per County



Vaccine Distribution Per Vaccine Type



Business Openings

2021

- ① Marissa's Jewels (January)
- ② Poké Poké & Boba (January 19)
- ③ MDRD (February 2)
- ④ Condado Tacos (February 4)
- ⑤ Blonde Theory (March 1)*
- ⑥ Spinful.Bike (March 9)
- ⑦ Gaby's Gourmandise @ DTM (May 8)
- ⑧ Eagle Eye Tattoo (May 10)
- ⑨ Wise Men Distillery (June 2)
- ⑩ The 12th House GR (June 2)*
- ⑪ DGX Market (June 21)
- ⑫ Squibb Café @ DTM (June 25)
- ⑬ Dreams Take Work (July 17)
- ⑭ High Point Tattoo (August 21)
- ⑮ Starbucks @ Studio Park (September 1)
- ⑯ Webster's Market (September 3)
- ⑰ Portico (September 3)
- ⑱ ArtRat Gallery (September 10)
- ⑲ Skelketones (September 10)
- ⑳ Stoner's Cave Smoke Shop (October 1)
- ㉑ Planet Fitness (October 8)
- ㉒ Midwest Movement Collective (Oct 16)
- ㉓ The Aroma Labs (October 23)
- ㉔ K-ROK (October 30)
- ㉕ Thrift on Div (November)

2021 con't

- ㉖ Wahlburgers (November 1)
- ㉗ Grand Vin (November 5)
- ㉘ Umbrella Reading (November 5)
- ㉙ GR City Kicks (November 5)
- ㉚ OTONO (November 11)
- ㉛ The Darling Style (November 27)
- ㉜ Stan's Tacos (November 29)
- ㉝ Cafe de Miro @ DTM (December 6)
- ㉞ Social Misfits (December 20)
- ㉟ Terra Bagels (December 20)
- ㊱ Beacon Corner Bar (December 27)
- ㊲ Ambiance GR (December 31)*

2022

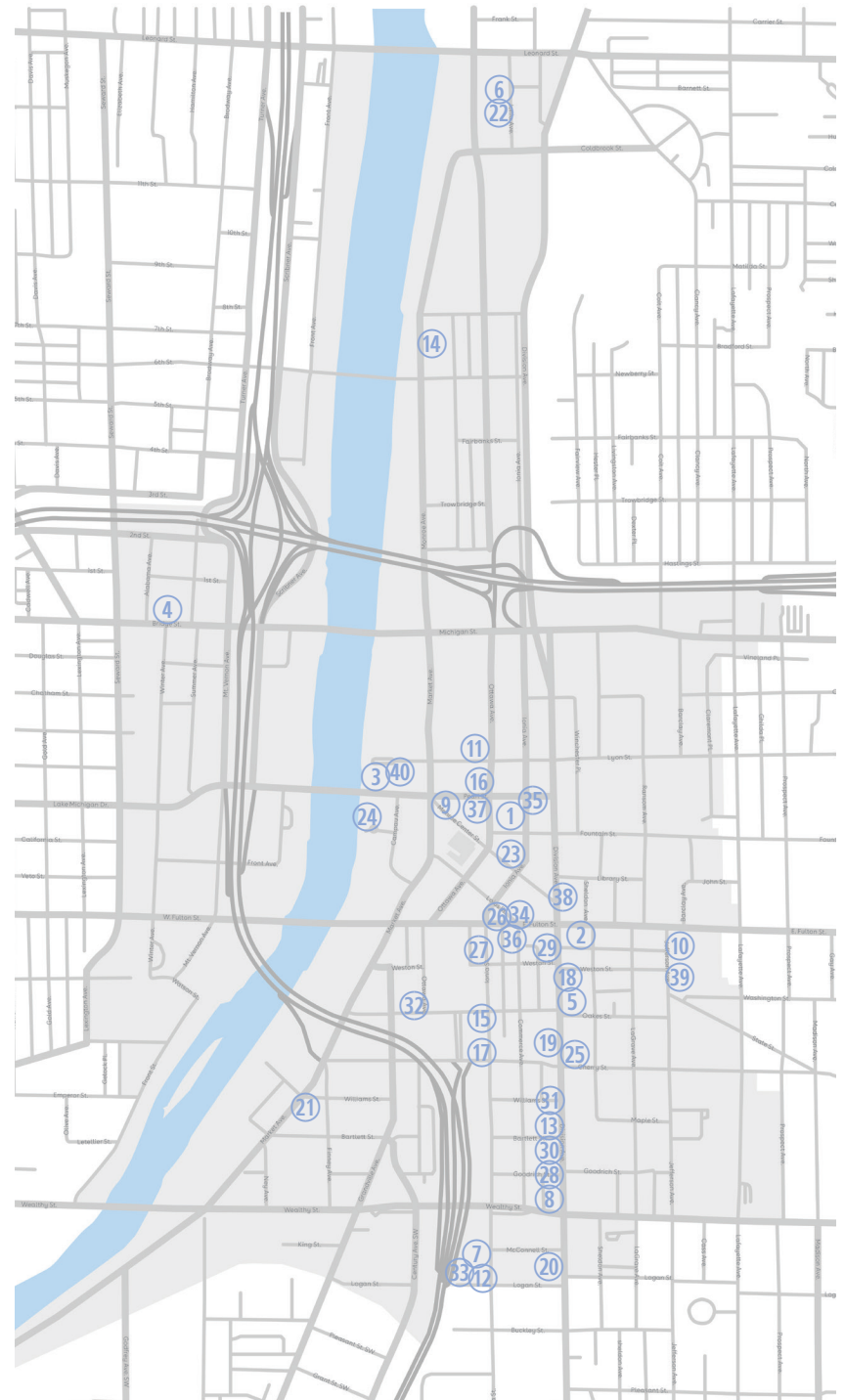
- ㊳ Grand Rapids Voice Collective (Jan 10)
- ㊴ Brooklyn Bodega Bagel & Deli (Jan 26)
- ㊵ Woodrow's (January 27)

15%
BIPOC-Owned

43%
Women-Owned

*received DDA Retail Incubation Grant

Source: Downtown Grand Rapids Inc.



Business Closings

2021

- ① Iyengar Yoga Center (2021)
- ② The Mitten State (February 9)
- ③ Big E's Sports Grill (February 18)
- ④ Sweetie-Licious @ DTM (February 25)
- ⑤ Apothecary Off Main (February 28)
- ⑥ Downtown Ferris Coffee (March 14)
- ⑦ MLive Offices (April)
- ⑧ Subway (April)
- ⑨ Bliss & Vinegar @ DTM (April 25)
- ⑩ Marissa's Jewels (May)
- ⑪ Electric Hero (May 20)
- ⑫ West Side Ferris Coffee (May 22)
- ⑬ Art Caribbean Fusion Cuisine (June 21)
- ⑭ Jam'N Bean (June 28)
- ⑮ Go Java Coffee (July 18)
- ⑯ The B.O.B (December 27)
- ⑰ Osteria Rossa (December 31)

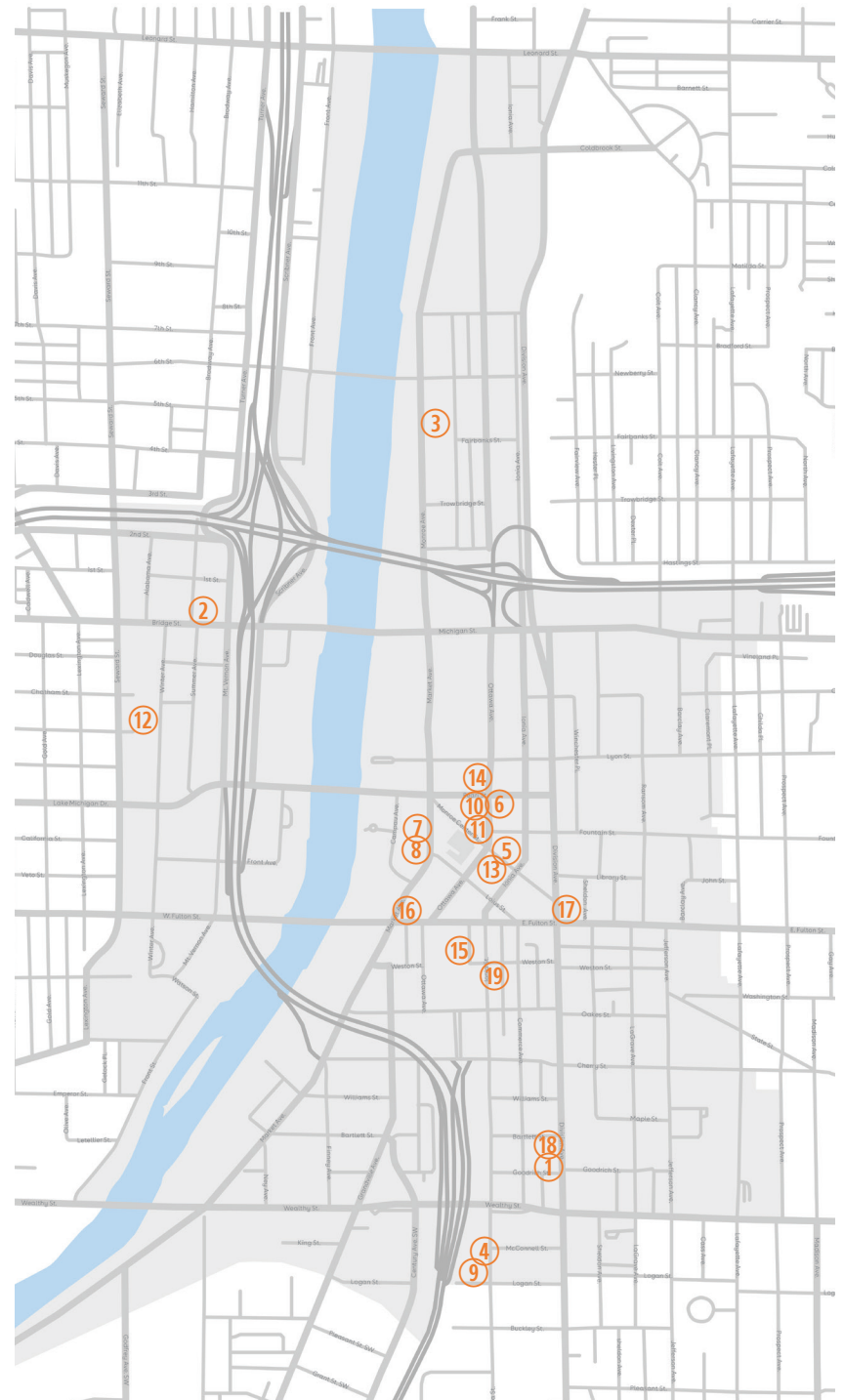
2022

- ⑱ Darling Style (January)
- ⑲ Menna's Joint (January 17)

businesses opening
2.1x
 faster than closing

*business transitioned or moved

Source: Downtown Grand Rapids Inc.



Ground-Floor Storefront Vacancies

366
ground-floor
businesses in DT

21%
current
vacancy rate

2.7 yr
average vacancy
duration

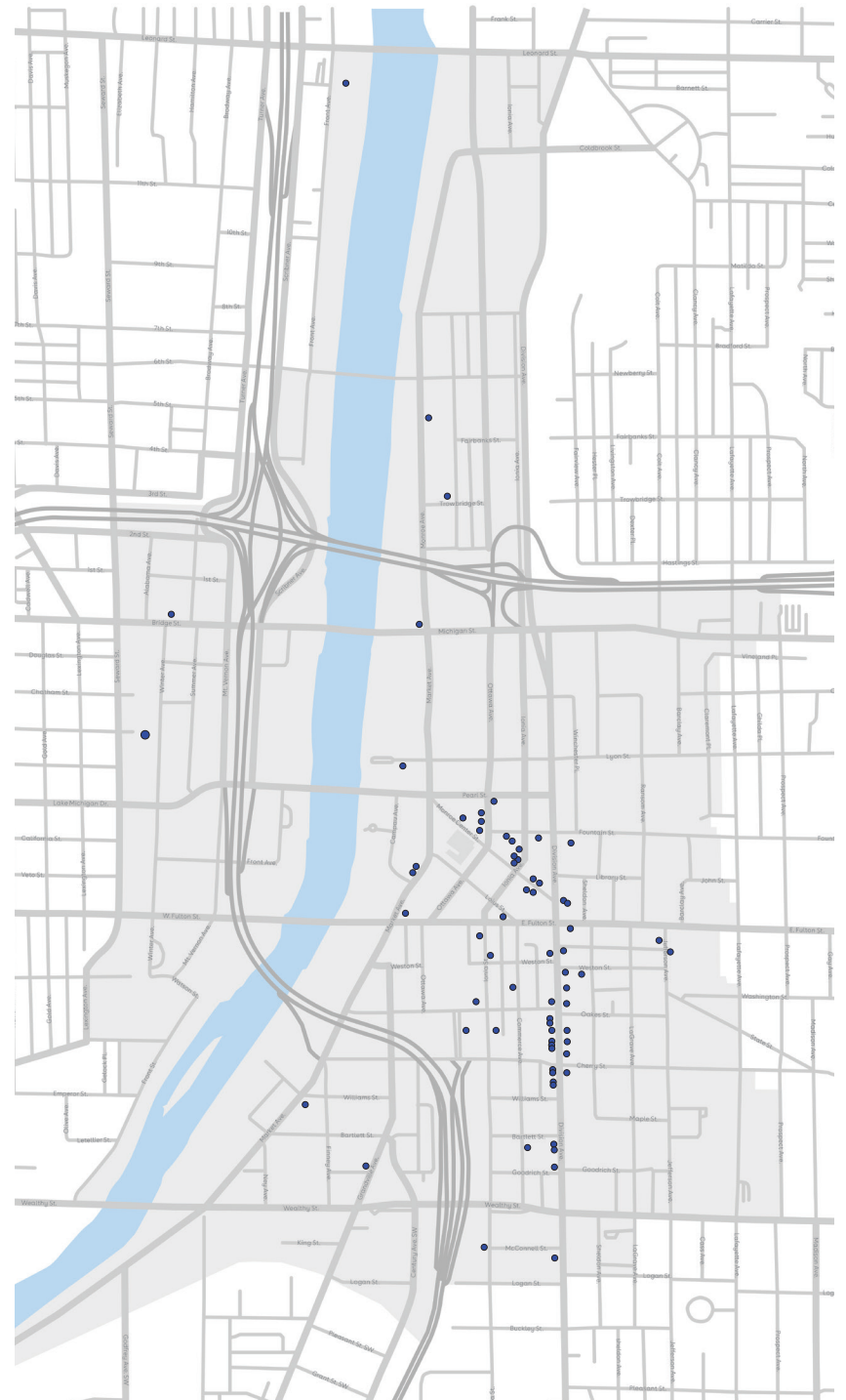
This equates to
428k
square feet of
available space

5 new storefront businesses in the last 12 months:

- 10 Ionia Ave NW #1 (Wahlburgers @ Residence Inn)
- 10 Ionia Ave NW #2 (Social Misfits @ Residence Inn)
- 111 Lyon St NW #1 (Vacant)
- 111 Lyon St NW #2 (Real Seafood Co)
- 111 Lyon St NW #3 (DGX)
- 121 Ionia Ave SW #105 (Starbucks @ Studio Park)

Anticipated new storefront business space:

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



Downtown Office Space Vacancy

Updated Quarterly

1%

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

Colliers estimates

10M

square feet of occupied
space in Q4 2021, a

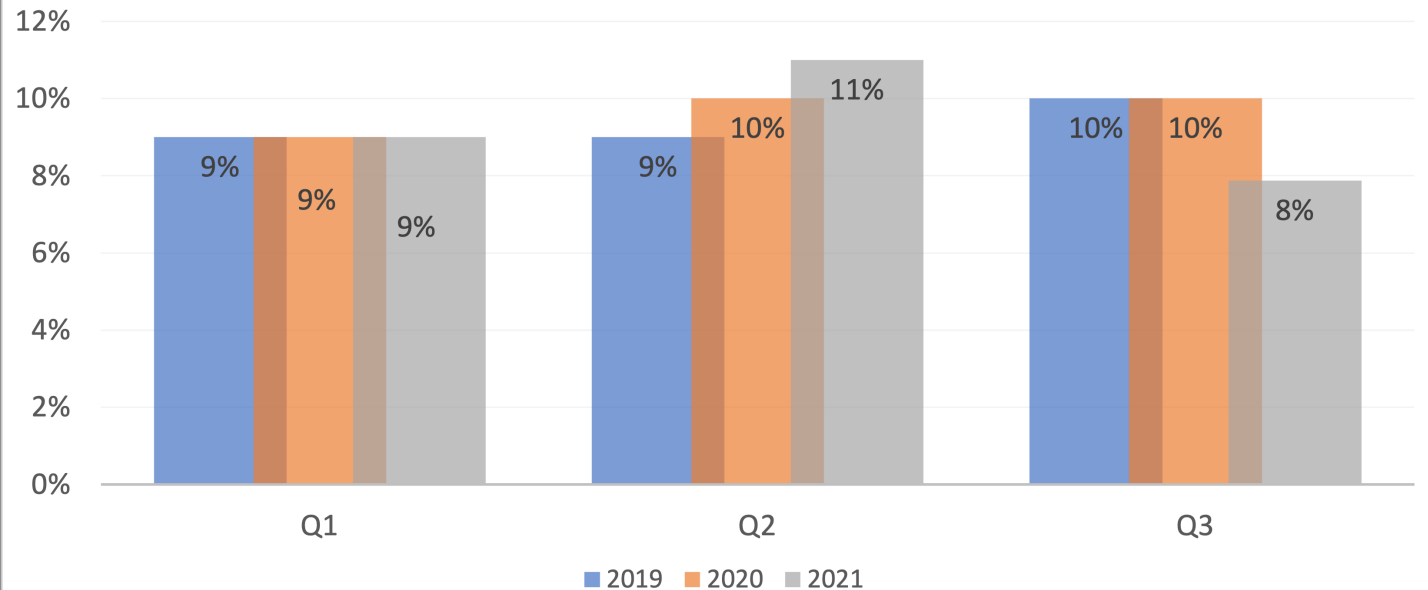
8%

increase since
Q3 2020

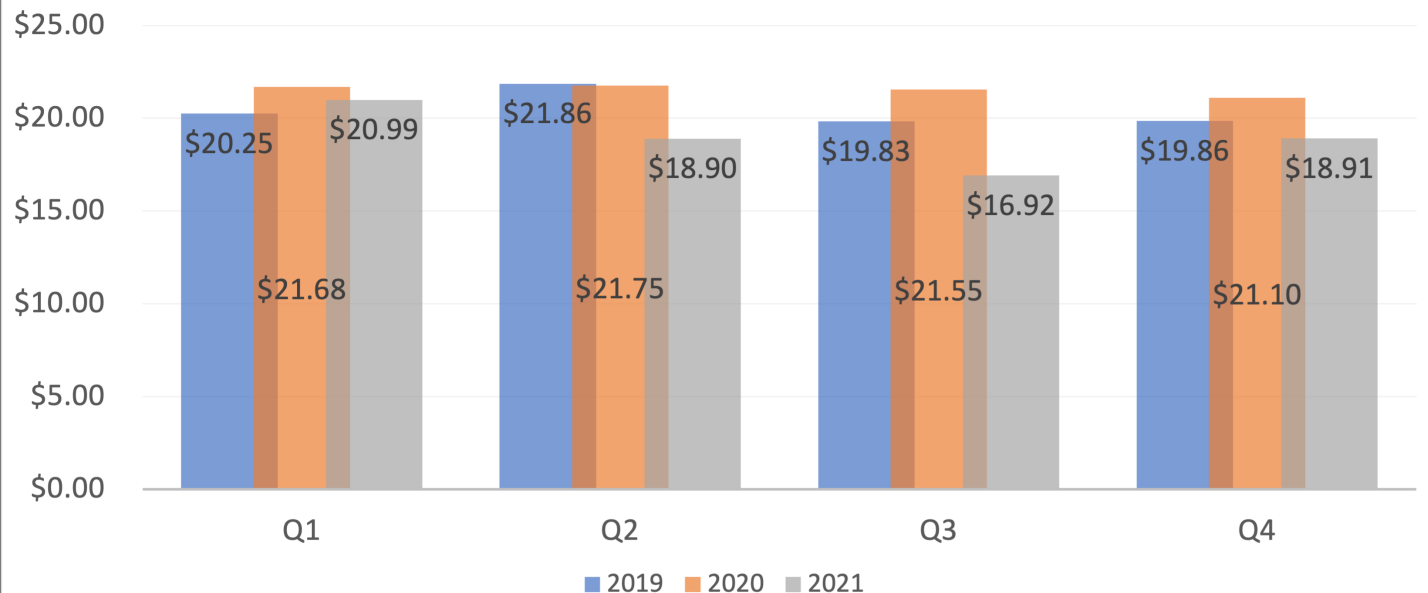
13%

overall **decrease** in
rental rates (-\$2.77)
in 2020 and 2021

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



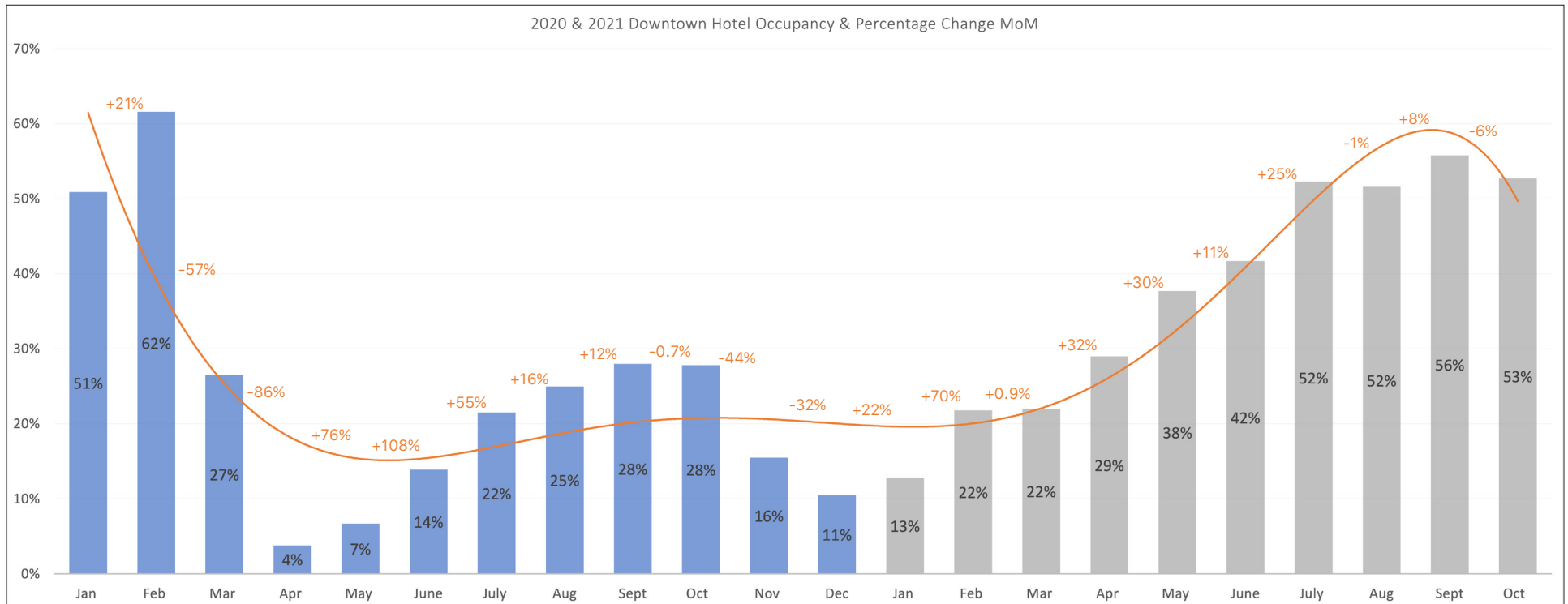
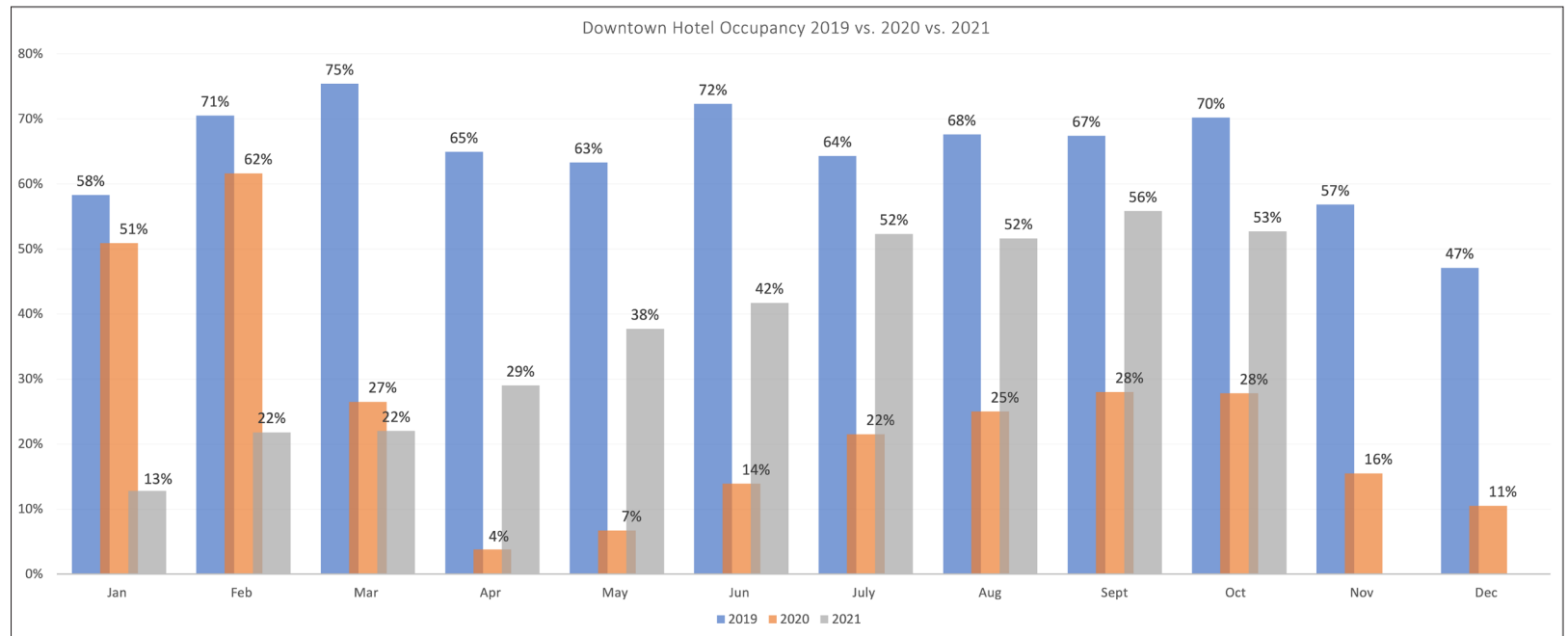
Downtown Office Space Rental Rates
2019 vs. 2020 vs. 2021



Hotel Occupancy

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

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



Source: Smith Travel Research
via Experience GR

City Employment

1%

increase compared to
previous month

1%

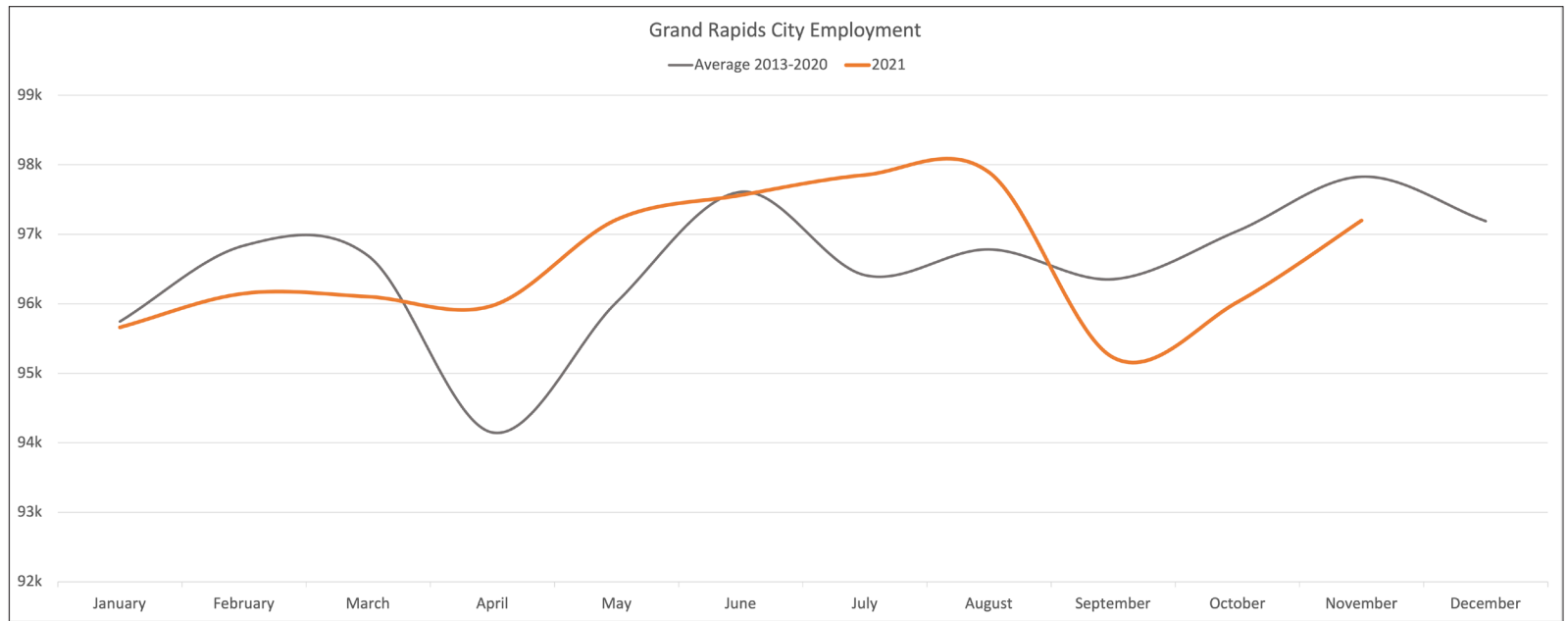
increase compared to
2021 average

1%

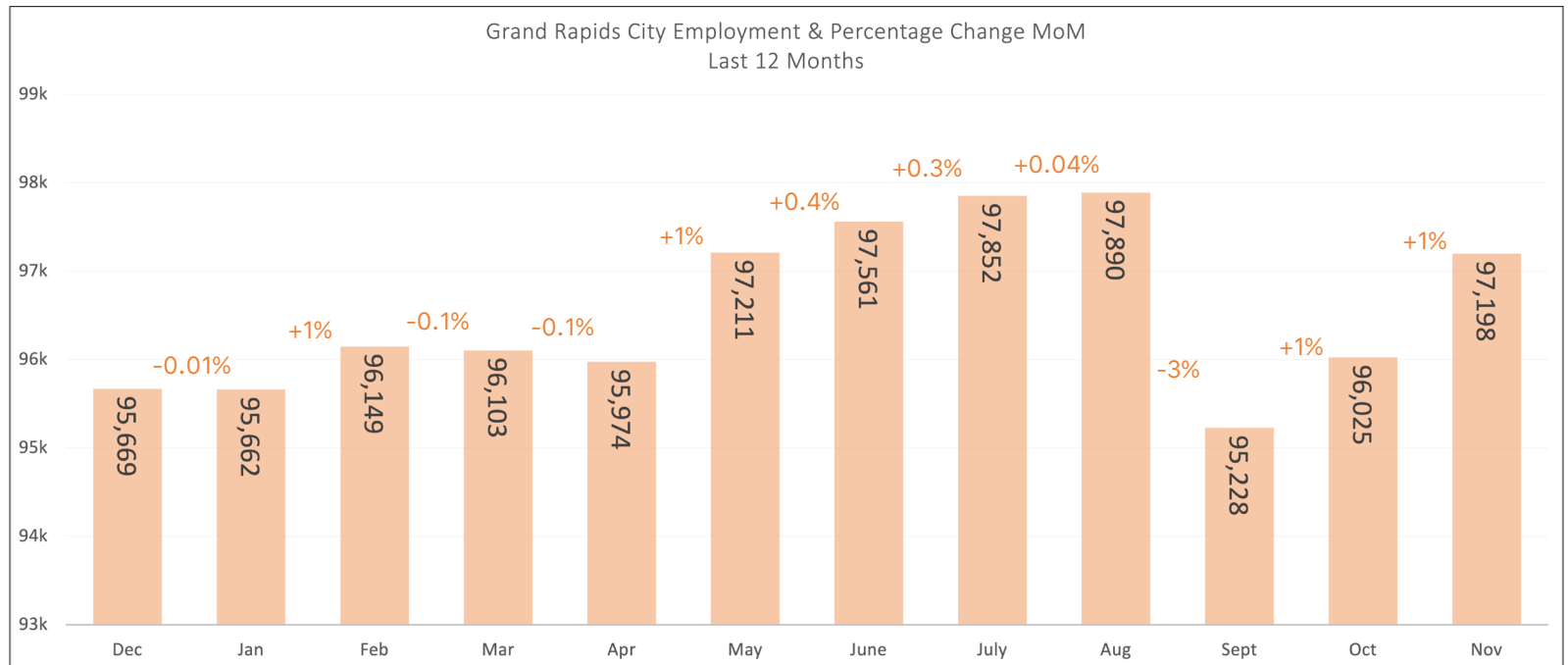
increase compared to
overall average

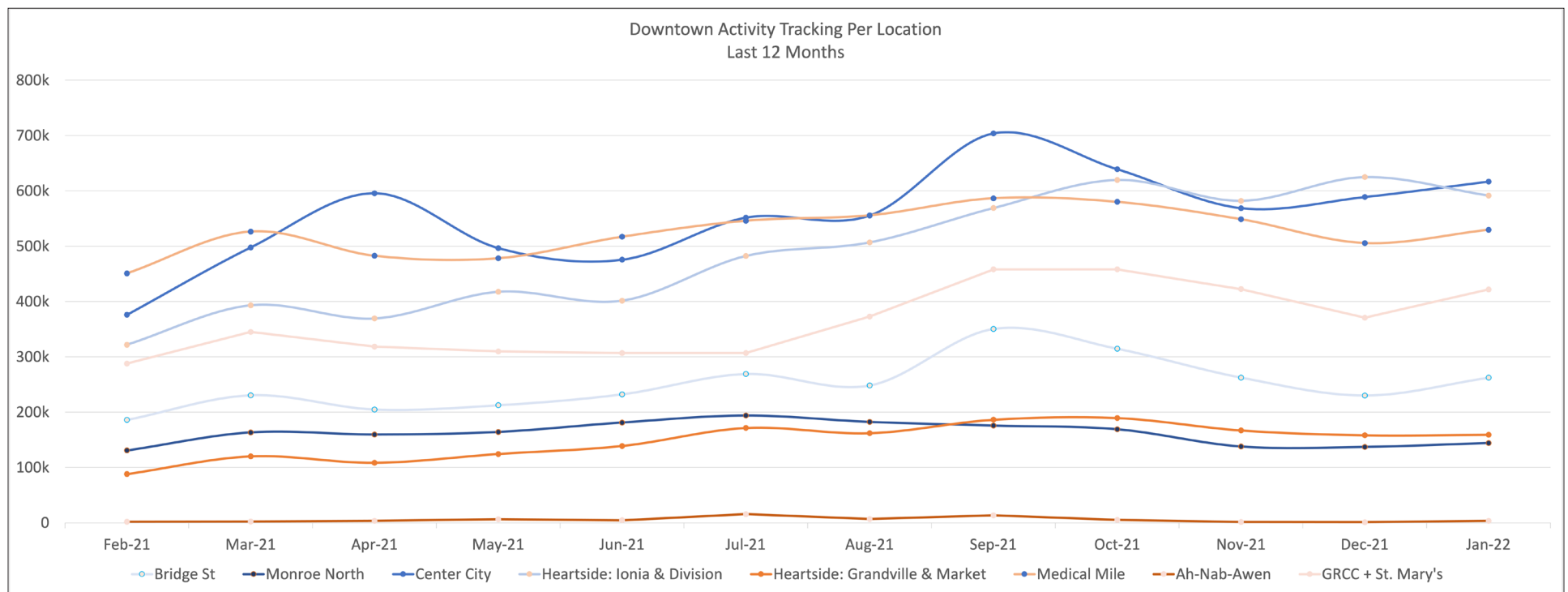
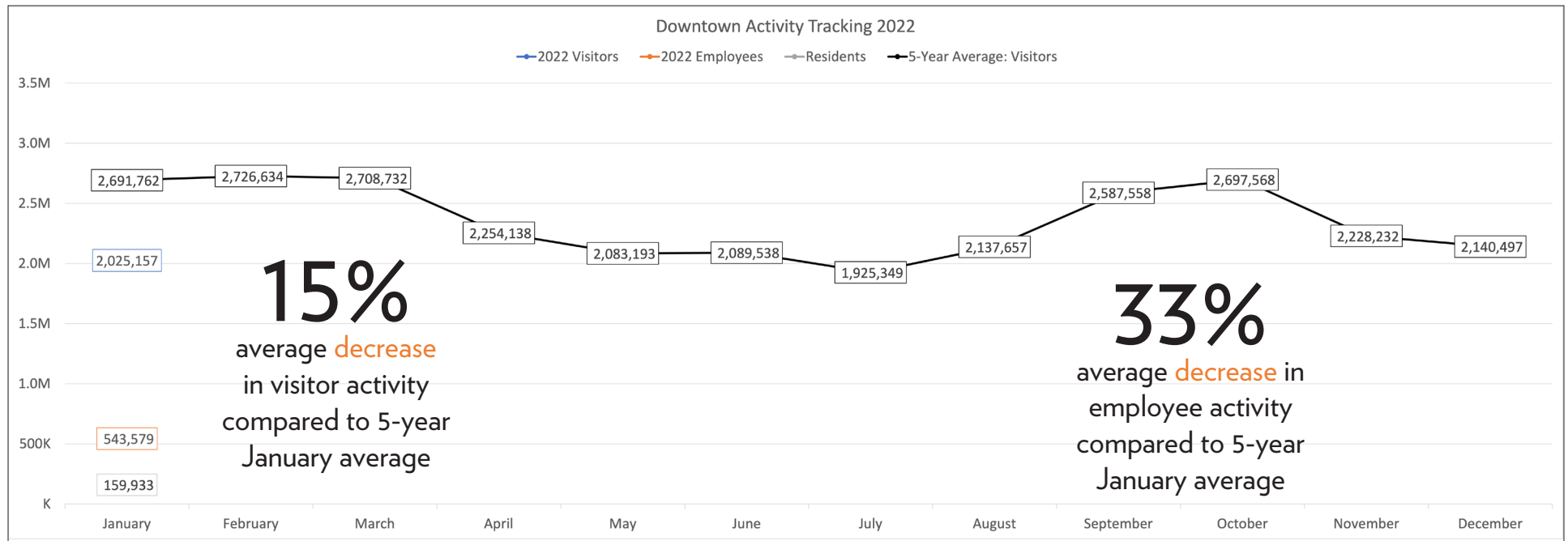
0.1%

increase compared to
October 2021



Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
-0.1%	-1%	-1%	2%	1%	-0.1%	1%	1%	-1%	-1%	-1%	-





Current Downtown Construction and Development

① MSU Innovation Park

anticipated completion: March 2022

- +200,000 square feet of office space
- +4,000 square feet of commercial space
- +600 parking spaces
- +450 jobs

② Perrigo North American Headquarters

anticipated completion: June 2022

- +63,550 square feet of office space
- +4,000 square feet of commercial space
- +170 jobs

③ 470 Market Ave Redevelopment

anticipated completion: May 2022

- +173 housing units

④ Déagagé Ministries Redevelopment

anticipated completion: Summer 2022

- +4,000 square feet of commercial space

⑤ ICCF Tapestry Square

anticipated completion: Q4 2022

- +10,000 square feet of commercial space
- +56 housing units

⑥ Spectrum Transformation & Innovation Center

anticipated completion: Summer 2023

- +303,000 square feet of office space
- +1,090 parking spaces
- +1,200 jobs

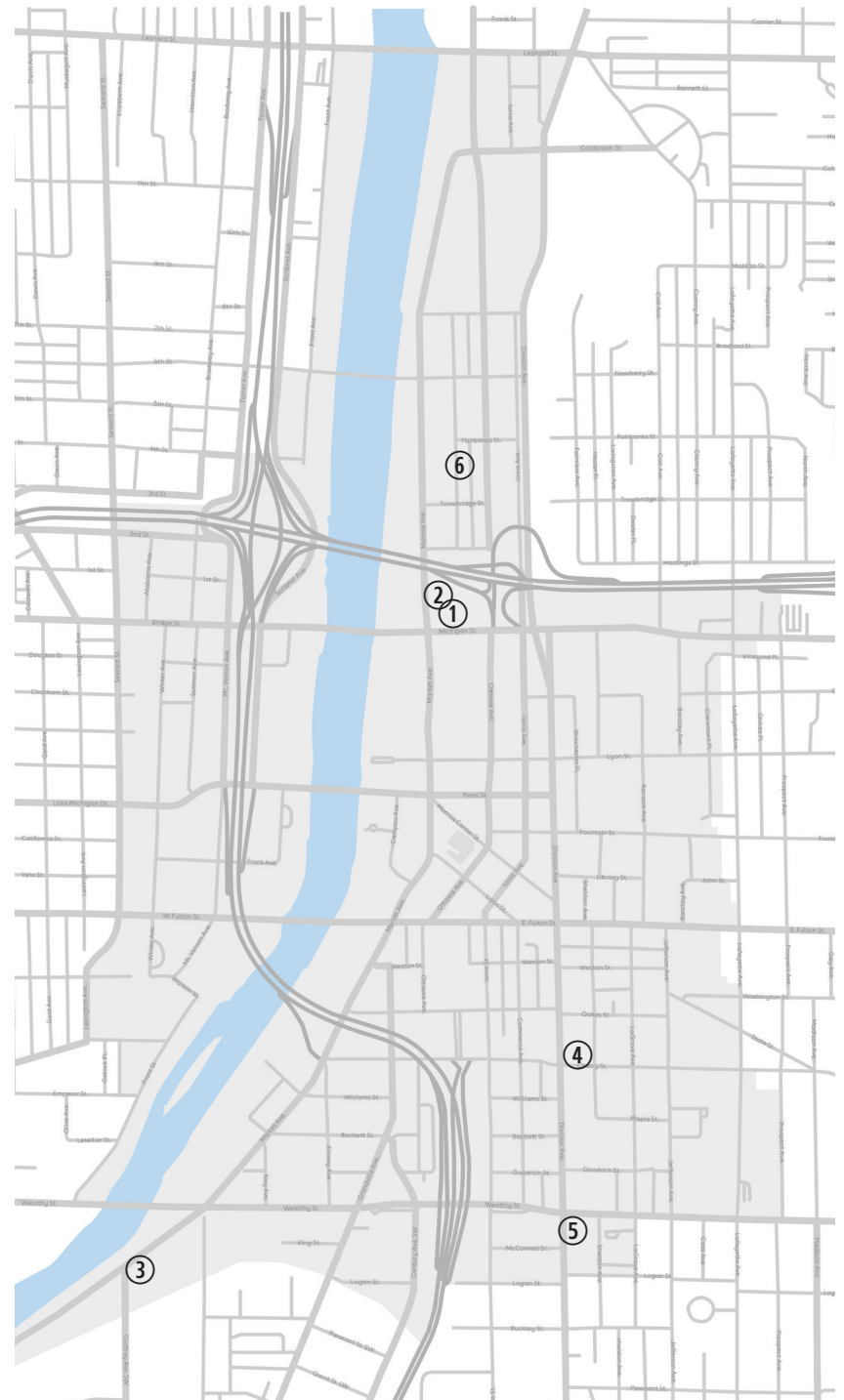
567k
square feet of
office space

22k
square feet of
commercial space

1,690
parking spaces

1,820
new jobs

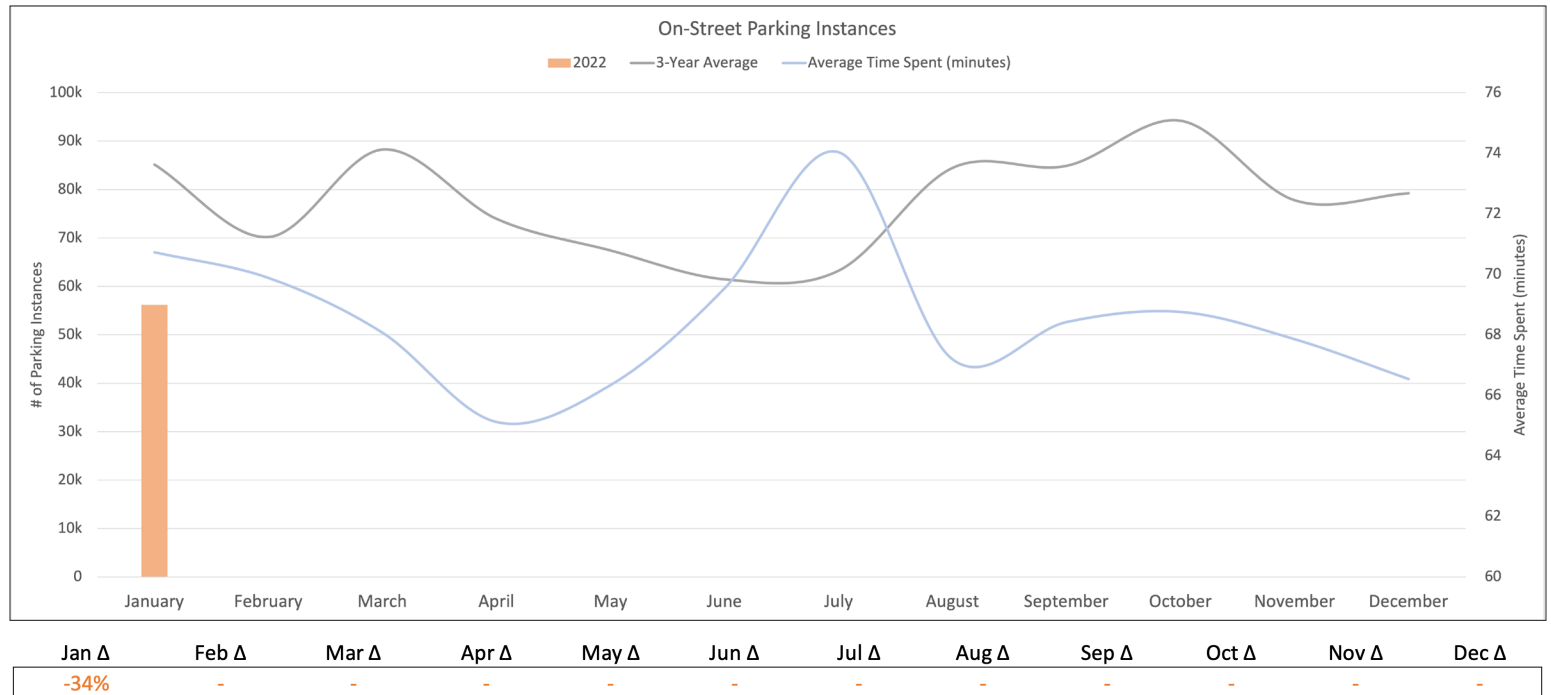
229
housing units



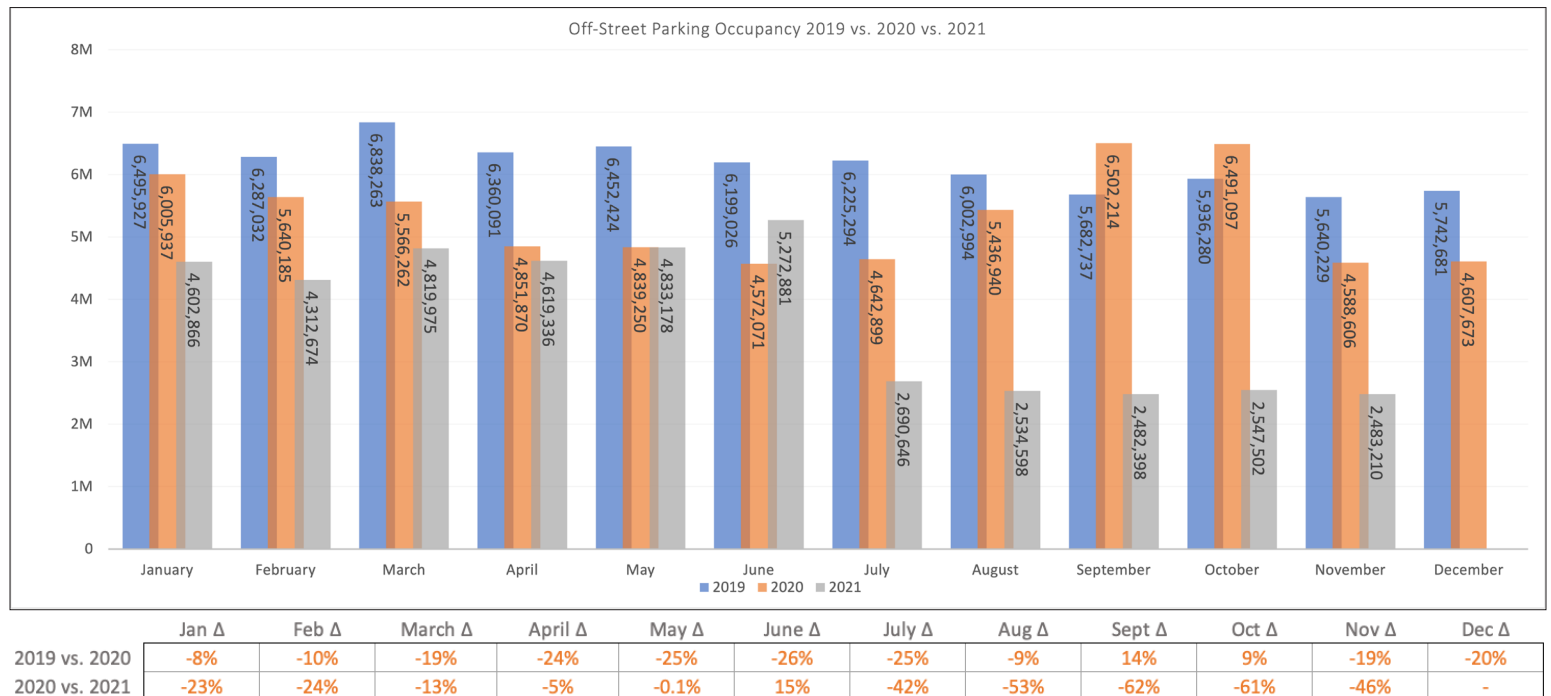
On- and Off-Street Parking

28%
average **decrease** in
2022 compared to
3-year average
on-street parking

7-minute
longer sessions in
2022 compared to
3-year average
on-street parking



*Off-Street Parking currently
experiencing data lag*



DASH Ridership

Updated Quarterly

66%
average **decrease**
in ridership
during COVID

19%
average **decrease**
in ridership in
2021 vs. 2020

Timeline of DASH Schedule Changes

March 26th, 2020:

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

April 10th, 2020:

Services were temporarily suspended

May 26th, 2020:

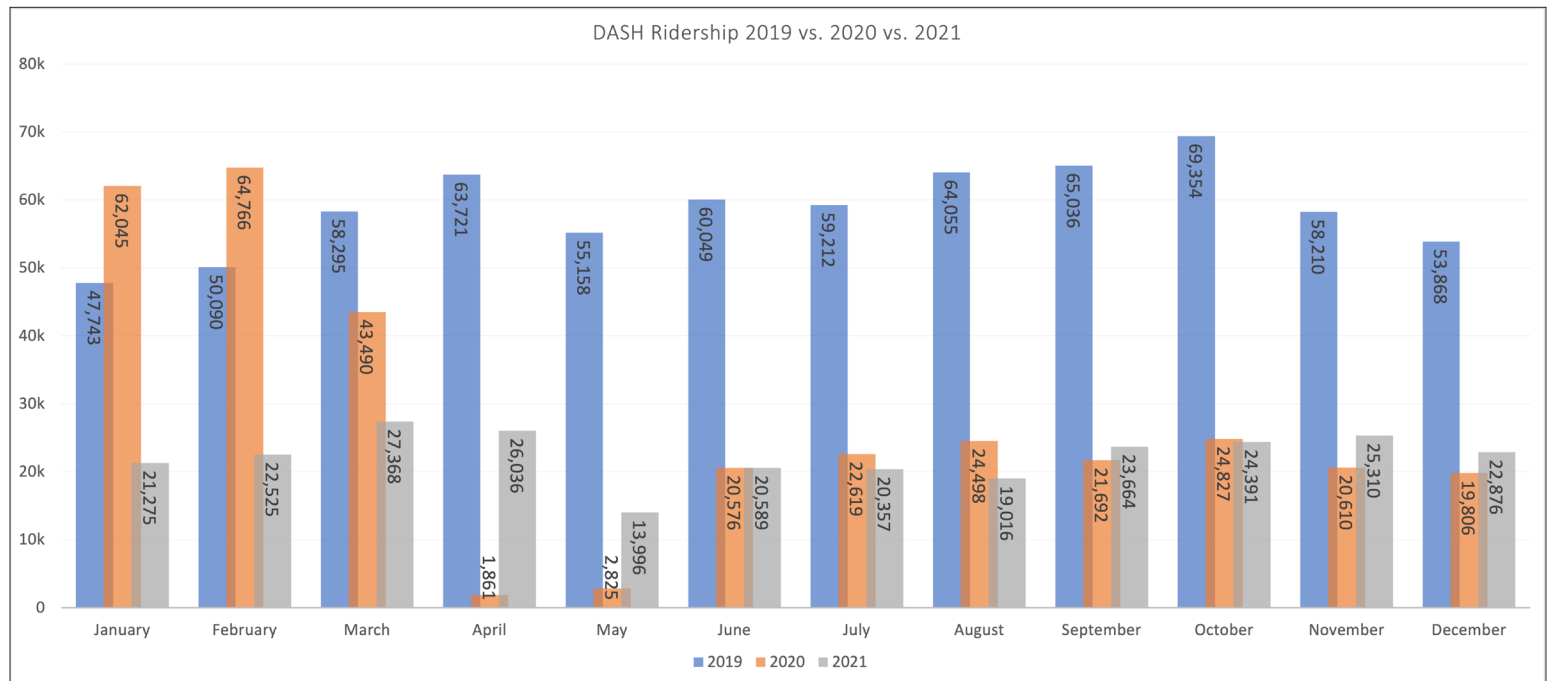
Number of vehicles was reduced;
Hours changed to 6am-10 pm, Mon-Sat

May 10th, 2021:

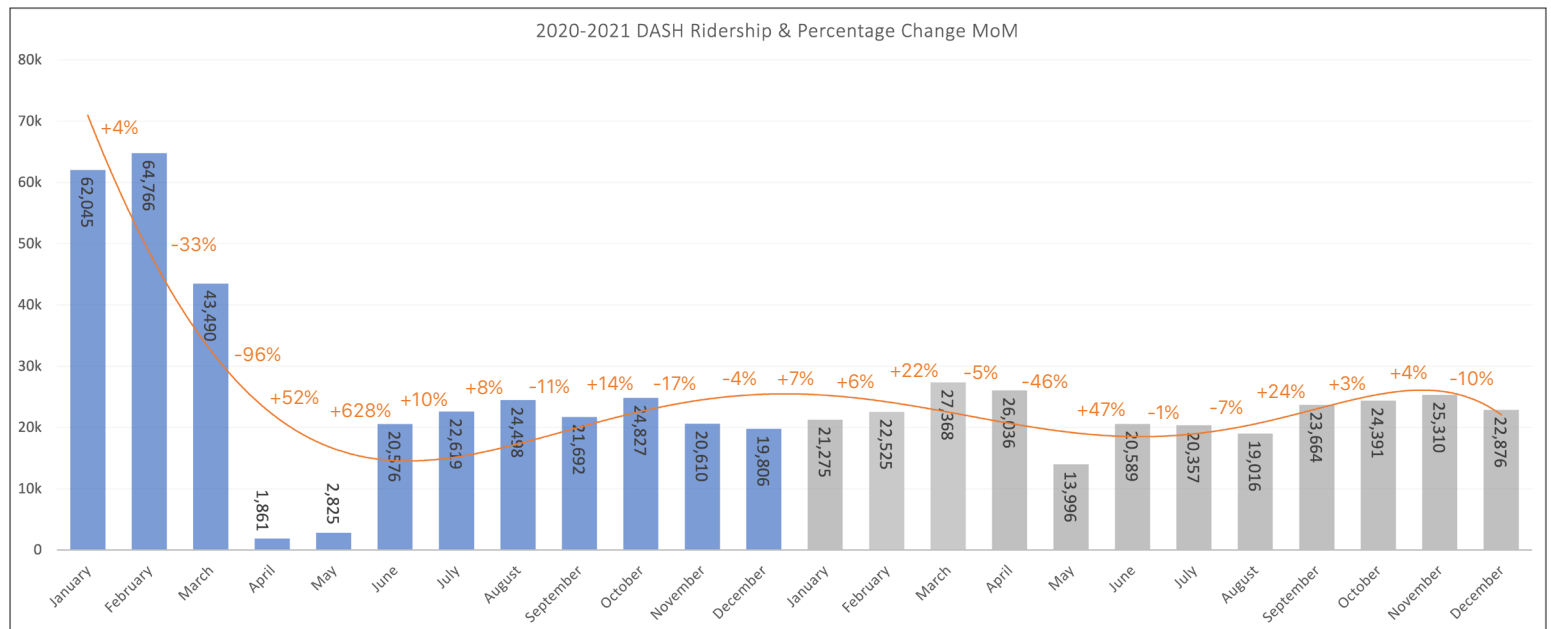
Hours changed to 7am-8:30pm, Mon-Fri

*not on full schedule

Source: The Rapid



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	30%	29%	-25%	-97%	-95%	-66%	-62%	-62%	-67%	-64%	-65%	-63%
2020 vs. 2021	-66%	-65%	-37%	1299%	395%	0.1%	-10%	-22%	9%	-2%	23%	15%



Downtown Social Media Engagement Look-In

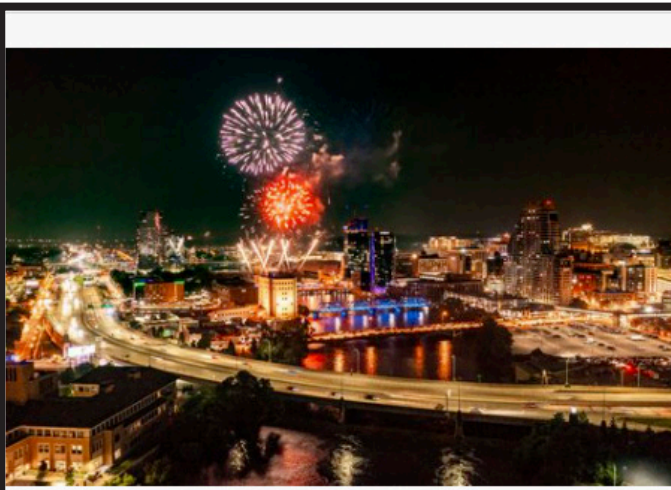
Downtown Grand Rapids Inc. January 2 · 🌐

Beacon Corner Bar is NOW OPEN!

Stop by and enjoy seafood boils at the corner of Fulton Street and Commerce Avenue SW in #DowntownGR.



Bea Krenz and 350 others · 89 Comments 103 Shares



experiencegrandrap · Following ...

experiencegrandrapids Dream Grand in 2022! Happy New Year and cheers to you Grand Rapids/Kent County.

4w

experiencegrandrapids #GrandRapidsmi #ExperienceGR #GrandRapids #puremichigan

Liked by exposuretrianglephotography and 983 others

JANUARY 1

Add a comment... Post

experiencegrandrap · Fol

Sixth Street Park

experiencegrandrapids Lo

creates a magical wintery e

at #WorldOfWinterGR! Rea

bio) about these amazing v

artists.

Manidoo Bawating by

@compo_alan in collabora

@hybycozo

@leigh.ann.cobb.photo

Experience GR.

6d

jeniferburkethomas Head

there today. Can't wait!

5d 1like Reply

Liked by marion.in.dow

496 others

6 DAYS AGO

Add a comment...

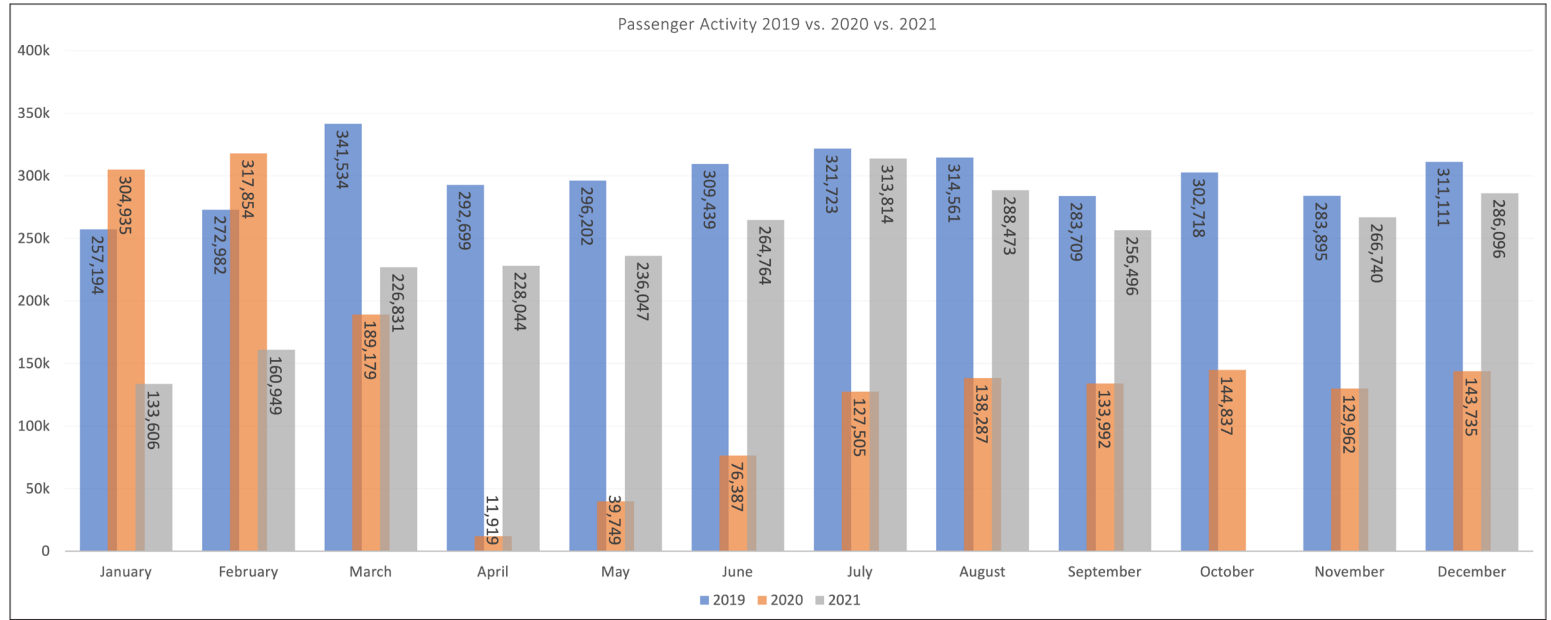
#DowntownGR #WorldOfWinterGR



Bea Krenz and 825 others · 711 Comments 1.8K Shares

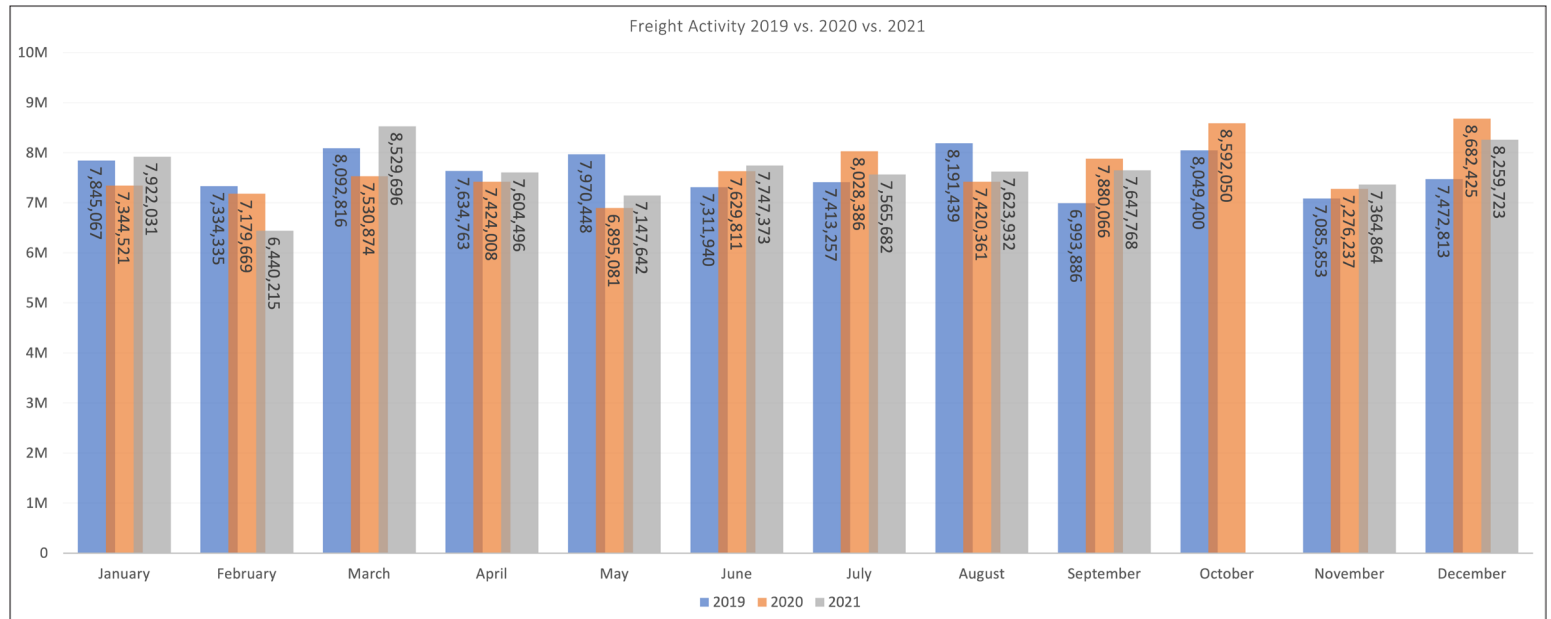
Airport Activity

40%
average **decrease** in
passenger activity
during COVID



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	19%	16%	-45%	-96%	-87%	-75%	-60%	-56%	-53%	-52%	-54%	-54%
2020 vs. 2021	-56%	-49%	20%	1813%	494%	247%	146%	109%	91%	-	105%	99%

2%
average **increase**
in freight activity
during COVID



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	-6%	-2%	-7%	-3%	-13%	4%	8%	-9%	13%	7%	3%	16%
2020 vs. 2021	8%	-10%	13%	2%	4%	2%	-6%	3%	-3%	-	1%	-5%

October 2021
Temporarily Missing

Time Spent Outside of Home: Retail & Restaurant
Kent County

-22%

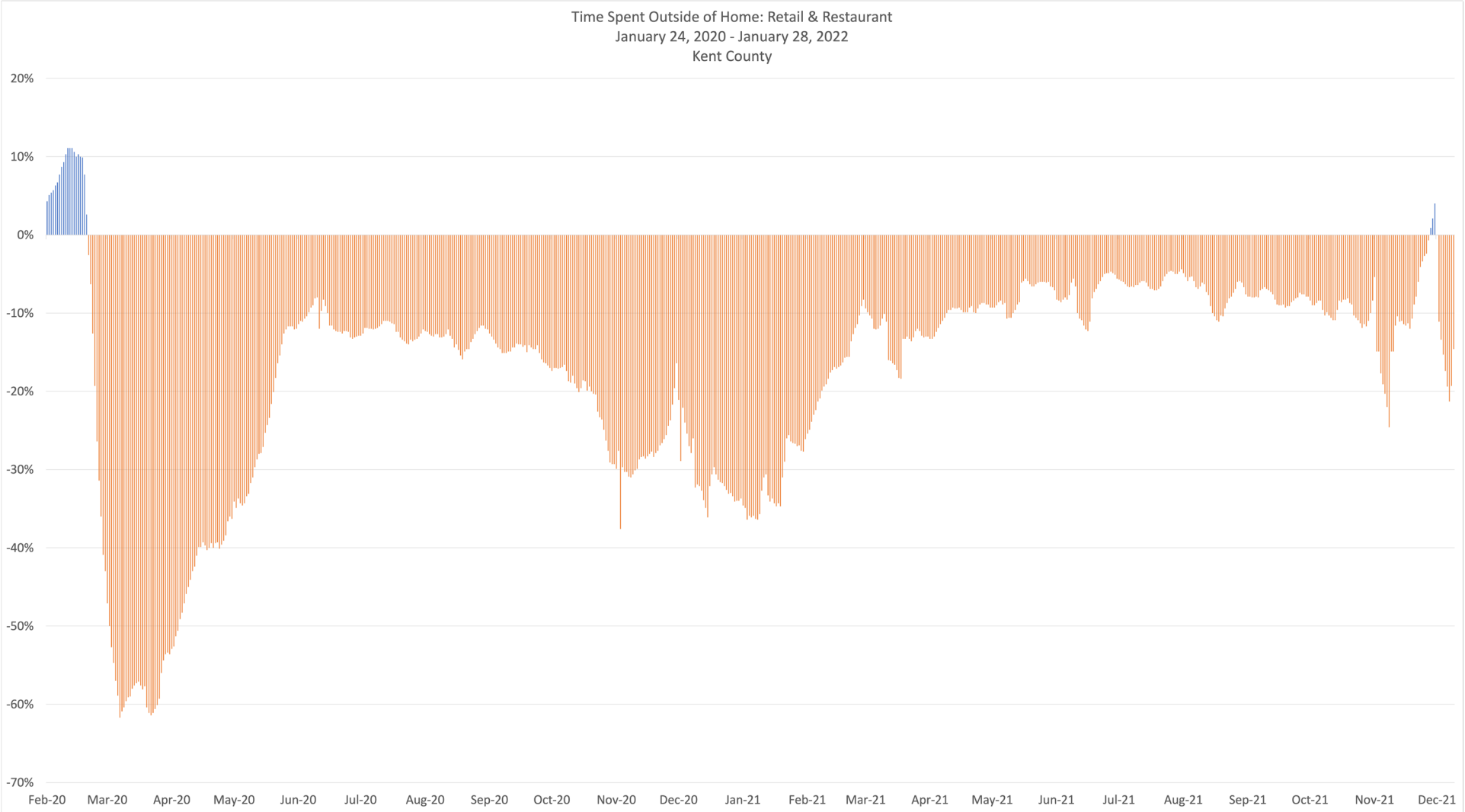
January Average
Jan 2021: -34%
Jan 2020: N/A

-22%

2022 Average so far
2021: -13%
2020: -23%

-15%

January 1 2022
Jan 1 2021: -32%
Jan 1 2020: N/A



Consumer Spending
State of Michigan

+18%
October Average
Oct 2020: +0.4%

+12%
2021 Average
2020: -4%

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

