

Virtual Meeting Instruction

GOAL 2 ALLIANCE



Hello,

For the safety and wellbeing of our members and employees, we would like to continue to move GR Forward through virtual meetings.

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 your upcoming virtual meeting.



MICROSOFT TEAMS

How to Join the Meeting:

1. It is recommended to download the App (but not necessary):
 - a. [Apple Devices](#).
 - b. [Android Devices](#).
2. When you click the following link, it will prompt you to choose: Launch App, Download App, or Join by the web. [Click here to access the May 2021 Team meeting](#).
3. Allow access to your mic and camera (this is very important for you to join the conversation).
4. Prior to joining the meeting, it will require you type your name. Make sure your mic and audio are on and click join.

Virtual Meeting Etiquette:

- Test the app and all technology (including camera/video, Wi-Fi, and audio) before the meeting.
- Always have a contingency plan, you may want to download the app to a second device.
- Mute your microphone when you are not speaking.
- Start a comment by saying your name. Not everyone may recognize your voice. This practice also facilitates the work of the person who is taking minutes.
- Be aware of your surroundings: make sure your background is professional and work appropriate.

If you have any questions or need further assistance, please email asloan@downtowngr.org. Thank you!



AGENDA

GOAL 2 ALLIANCE

Board Members:

Monica Steimle- App • Abby Cribb • Jacey Shachter • Sarah Green • Katy Hallgren • Daniel Kvamme • Latesha Lipscomb • Josh Lunger • Vince Reilly • Danielle Rowland • Jenn Schaub • Latrisha Sosebee • Kathy Steindler • Mark Tangen • Aaron Terpstra •

May 10, 2021

1:00pm-2:00pm

1. Call to order
2. Approval of minutes
3. Hotel District Business Association
4. SoDiv
5. Budget planning fiscal year 2022
6. DNN Website
7. GRPD update
8. Meeting content for June
9. In person meeting discussion
10. Advisory member discussion
11. Public comment

Monica Steimle- App
Monica Steimle- App
Caylie Peet
Latrisha Sosebee & Jenn Schaub

Captain Vince Reilly

Monica Steimle-App
Monica Steimle- App

Next Meeting- June 14, 2021





Goal 2 Alliance

April 12, 2021

April 12, 2021

[Meeting Recording Link](#)

Attendance:

Members Present: Monica Steimle-App, Jacey Ehmann, Katy Hallgren, Sarah Green, Jenn Schaub, Aaron Terpstra, Abby Cribb, and Latrisha Sosebee

Members Absent: Danielle Rowland and Latesha Lipscomb.

Others Present: Kathy Steindler (DNN Vice Chair), Daniel Kvamme (City of Grand Rapids), Marion Bonneaux, Melvin Eledge, Annamarie Buller, and Mandy McDaniel (DGRI Staff).

Recording Summary:

7:30 Call to order: Ms. Monica Steimle-App called the meeting to order at 1:02 pm.

9:05 Approval of January 11, 2021 Minutes:
Joshua Lunger, supported by Daniel Kvamme, motioned to approve January 2021 Meeting Minutes. None opposed. Motion passed.

12:30 Dégagé Capital Campaign Project

47:40 Budget planning fiscal year 2022

1:00 GRPD update by Captain Riley

1:09:13 Meeting content for May

1:09:44 Advisory member discussion

1:21:10 Public Comment

Next Meeting- May 10, 2021

From: [Caylie Peet](#)
To: [Alex Benda](#); [Ali Nicole Bridal](#); [Annamarie Buller](#); [Ashley Warburton](#); [bayardgallery](#); [Bella Brides Maid](#); [Bennett](#); [bernkersten](#); [Biggby](#); [Bob Gross](#); [Brick & Porter](#); [Britton, Tammy](#); [Bswintal](#); [Captain Reilly](#); [ceck](#); [Chad LeRoux](#); [chefperkey](#); [Courtney D. Failer](#); [Emily Lynch](#); [fpevecare](#); [Gilma DeLaCruz](#); [jdjones@grcity.us](#); [Jeff Edwards](#); [Justin Sorenson](#); [Kasi Meyer](#); [kaylajbenda@gmail.com](#); [kaylacornell](#); [Kellie Norton](#); [Kelsey Neuberger](#); [Kilwins](#); [kyamwathi](#); [Lauri Miller](#); [Leah Schrieber](#); [Local Mocha](#); [Madcap Coffee](#); [Marion Bonneau](#); [Melissa](#); [Melvin Eledge](#); [Milinda Ysasi](#); [mlancaster](#); [Monica App](#); [Morgan Fisher](#); [msowle](#); [Nancy Chanthaphanh](#); [Old World Olive Press](#); [Paul Boehms](#); [petemcool](#); [Rebecca Krenz](#); [Reynolds and Sons](#); [Rich M](#); [Richard App](#); [Sarah Erspamer](#); [sarahwep](#); [scummings](#); [Steven J Summers](#); [Superior Watch](#); [Tim Hoffman](#); [Tony VanGessel](#); [Tyler Lecceadone](#); [Vault of Midnight](#); [Vera Beech](#); [ykaskorkis](#); [Zaid517](#)
Cc: [Caylie Peet](#); [Jim Lynch \(ilynych@houseofwinegr.com\)](#); [Richard App](#)
Subject: HDBA Monthly Recap - April 2021
Date: Monday, April 26, 2021 10:16:36 AM
Attachments: [image001.png](#)
[image002.png](#)
[Call for Artists Heartside Historic Mural \(2\).pdf](#)
[ARTIST CALL WEST WEALTHY.pdf](#)
[City sponsored events return to GR - MEDIA RELEASE.pdf](#)

Logo ? Description automatically generated



Hello HDBA Members!

Thank you for all that attended our monthly meeting on Tuesday; we were happy to see you. If you didn't get the opportunity, you were missed, though we have a recap for you:

As you can see by our new logo, we announce that Center City Business Group and [The Hotel District](#) have merged. We will now carry on the name: HDBA - Hotel District Business Association. This partnership will bring new opportunities for our slice of Grand Rapids. The partnership was made possible with AHC Hospitality, GR Chamber, City of Grand Rapids, and DGRI. A full press release will be going out soon. Stay tuned for more information.

Our monthly meetings will be taking place on the second Tuesday of the month. All sessions will take place from 8:00 a.m. - 9:00 a.m. ***As soon as conditions allow, we will begin meeting in person, hopefully in May.***

A zoom meeting invitation for this month's meeting will be coming out shortly with the agenda.

Here is the complete list of upcoming meetings:

- May 11, 2021, at 8:00 a.m.
- June 15, 2021, at 8:00 a.m.
- July 13, 2021, at 8:00 a.m.
- August 10, 2021, at 8:00 a.m.
- September 14, 2021, at 8:00 a.m.
- October 12, 2021, at 8:00 a.m.
- November 9, 2021, at 8:00 a.m.
- December 14, 2021, at 8:00 a.m.

Your current leadership team consist of:

[Richard App](#), the retail, retention, and attraction specialist for the Grand Rapids Chamber, City of Grand Rapids and Downtown Grand Rapids, Inc.

[Jim Lynch](#), co-owner of House of Wine

[Caylie Peet](#), community engagement coordinator at Rockford Construction

Over the next few months, we have many events that will be taking place. Kim Van Driel of DGRI provided an

upcoming events, please see below:

- [Chalk It Up Event](#) – Looking for artists comfortable with using chalk as a medium for an upcoming event on May 23. For those interested, email Megan Catcho mcatcho@downtowngr.org. This event is organized by DGRI.
- [Activate This Place Grant](#) – Window grant submissions are due May 1 and Placemaking submissions are due June 1. Contact Kimberly Van Driel kvandriel@downtowngr.org if you have any questions. This is organized by DGRI.
- Heartside Historic Mural Series – Attached document for more details. Contact Jenn Schaub jschaub@dpgr.org for more information. This is organized by Dwelling Place and sponsored by DGRI.
- [Storm Drain Murals](#) – Paint art on the streets to help educated citizens about our river. Organized by Lions & Rabbits. Sponsored by DGRI.
- [Downtown Social Zone Barriers](#) – Work with Downtown businesses to paint social zone barriers to liven up public seating for restaurants. Organized by Lions & Rabbits. Sponsored by DGRI.
- [After Dark](#) – Event and Mural series. Organized by Lions & Rabbits. Sponsored by DGRI.
- [West Wealthy Artist Call](#) – Attached document for more information. Looking for artists to help with painting signal boxes, bollards, murals and fencing. Contact Lynee Wells wells@alignedplanning.org. Organized by Aligned Planning. Partnered by DGRI.
- [Downtown Live](#) – Is an event looking to activate Downtown storefronts and public spaces by using artists to recreate famous paintings and be live mannequins for the event on May 22nd. For more info, check out the event page and reach out to Cynthia Hagedorn ctl@squarepegevents.com to get involved. Organized by Square Peg Events. Sponsored by DGRI.
- [Gala en Rouge](#) – Hosted by the Opera Grand Rapids

The City of Grand Rapids Commission has authorized events from April – December. Please see attached for more information.

We are looking forward to growing this association and working with all of you.
If you know someone that isn't a part of this group and should be, please let us know.

Thank you,
HDBA Leadership Board

Cheers,
Caylie



CAYLIE PEET, CTA
COMMUNITY ENGAGEMENT COORDINATOR

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M 616.745.4072 After hours emergency 800.937.5954
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601 FIRST STREET NW
GRAND RAPIDS, MI 49504

[VIEW OUR 2020 YEAR IN REVIEW](#)

Safety is our #1 priority.

Prior to visiting or working on one of our jobsites, [please watch this video](#) to review our Personal Protection Equipment (PPE) requirements.

COVID-19 Safety Update

In light of the COVID virus, Rockford's offices, jobsites, and properties are requiring special health and safety measures for everyone – team members, trade contractors, tenants, clients and visitors - in accordance with

Federal, State, CDC and OSHA guidelines. Please contact us for the most up-to-date requirements prior to your arrival on site. Thank you for your understanding and cooperation.

This email and its contents, including any documents transmitted with it, is confidential and intended for the recipient(s) specified in the message only. If you have received this transmission in error, please notify the original sender immediately and promptly delete any and all transmitted information. You are advised that you may not disclose, copy, or distribute this information without the express written consent of the original sender.

So DIV

So On Brand
2021 Brand Guide



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In winter 2021, a community committee met with Grey Matter Group to revise a brand for South Division **Avenue between Fulton and Wealthy Street**. Biweekly, the committee met with Grey Matter Group to review new ideas and provide feedback. The following guidelines are intended to assist community partners in utilizing the brand to attract and retain residents, visitors, and small business owners on South Division between Fulton and Wealthy Street.

We hope you will join us in embracing and sharing the logo, using the colors and language to celebrate SoDiv.

For people who love discovering the story of a place, the South Division Corridor, nestled in the heart of Downtown Grand Rapids, is rooted in historic architecture and a culture of caring. Home to contemporary creatives, we have a bold and energetic atmosphere offering a slew of activities as diverse as we are. A fresh yet familiar experience, our business corridor offers an eclectic array of shopping, gallery, dining and entertainment experiences that can be easily accessed on foot. Explore our bustling, innovative hub where diverse people connect, and all are welcome.

SoDiv

To highlight the diversity of South Division and the businesses on the corridor, we will use a play on “SoDiv”, creating phrases with positive adjectives that start with “D”. These phrases would act as headlines for advertising and marketing pieces but could also speak directly to a specific shop or aspect that we’d like to highlight.

HEADLINES*

HEADLINE
PAIRINGS
WE LIKE

SoDiverse
SoDistinct
SoDynamic

SoDeluxe
SoDependable
SoDetermined

HEADLINE
PAIRINGS
WE LIKE

SoDivine
SoDelicious
SoDowntown

SoDecadent
SoDogFriendly

HEADLINE
PAIRINGS
WE LIKE

SoDifferent
SoDelightful
SoDangCool

SoDandy
SoDashing
SoDetailed
SoDesigned
SoDanceable

SoDiverse. SoDistinct. SoDynamic.

SoDiverse.

SoDiv is so cultured.

SoDistinct.

SoDiv marches to the beat of its own drum.

SoDynamic.

SoDiv is where life happens.

SoDifferent.

SoDiv doesn't do boring.

SoDelicious.

SoDiv is cookin' up something tasty.

**Only use provided headlines. Please reach out to jschaub@dpgr.org for approval on any additional headlines that are not part of the above list.*



SOUTH DIVISION

This is the main SoDIV logo. The logo can be used with and without the SOUTH DIVISION name. The angle is 45° which nicely aligns with the SoDIV type treatment. This angle element can also be used in design elements to help bring a uniqueness to a specific design and also helps reinforce the logo mark and brand.

A vertical logo consisting of the letters 'SoDIV' stacked on top of each other. The 'S' is at the top, followed by 'o', 'D', 'I', and 'V' at the bottom. The letters are in a bold, sans-serif font.

This vertical logo can be used on banners, t-shirt design, or when you're trying to make a bold statement with the brand.

A horizontal logo consisting of the letters 'SoDIV' in a bold, sans-serif font. The 'S' is on the left, followed by 'o', 'D', 'I', and 'V' on the right.

This horizontal logo should only be used in conjunction with 3 SoDIV headlines to help wrap up the SoDIV messaging. See examples on page 12.

MAIN FONT

Poppins

SoDiv Phrases

ExtraBold

South Division Name

Medium/**Bold**

Body Copy

Light

Poppins is available in multiple weights and is available on Canva and Google Fonts. This font was picked for it's boldness, simplicity and variety of options. It's also a nice compliment to the logo font.

The logo font is "Novecento Slab Wide Bold" but only available for purchase or through adobe fonts.

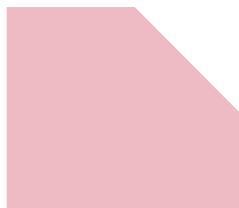


RGB
61/57/53

CMYK
63/60/64/65

Pantone
Black 7 C
Black U

HEX
3D3935



RGB
250/195/203

CMYK
0/28/8/0

Pantone
495 C
496 U

HEX
FAC3CB



RGB
0/178/199

CMYK
77/2/21/1

Pantone
7710 C
3125 U

HEX
00B2C7



RGB
237/233/57

CMYK
11/0/88/0

Pantone
394 C
395 U

HEX
EDE939



RGB
240/104/97

CMYK
1/74/58/0

Pantone
7416 C
7417 U

HEX
F06861



RGB
252/173/81
CMYK
0/37/77/0

Pantone
150 C
7409 U

HEX
FCAD51



RGB
62/82/215

CMYK
81/71/0/0

Pantone
2728 C
072 U

HEX
3E52D7

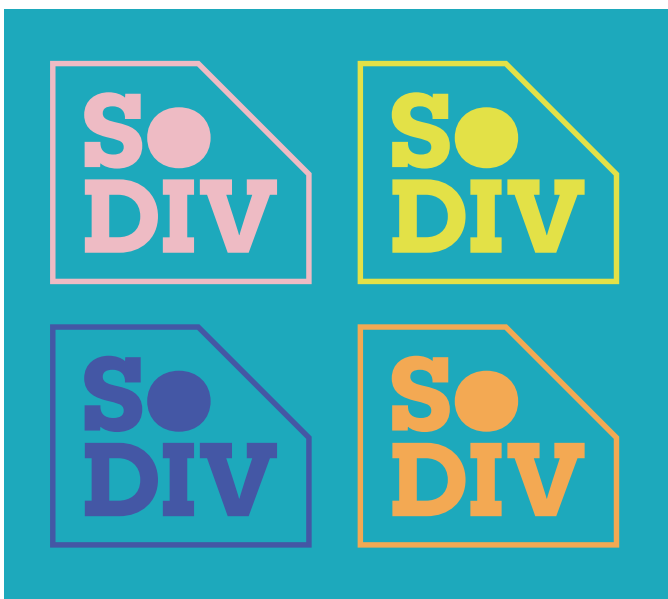
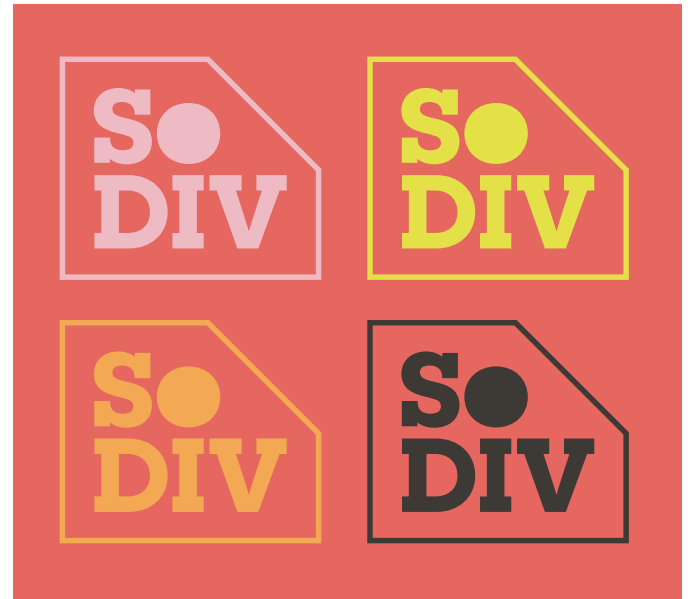
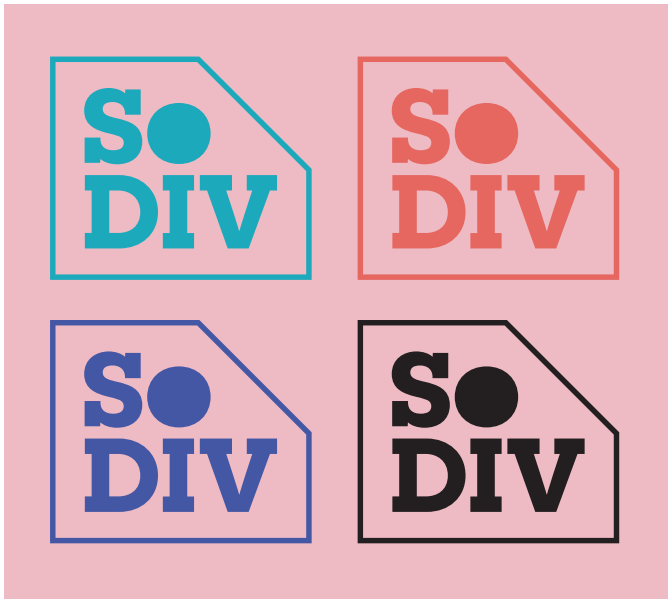


RGB
255/252/230

CMYK
0/0/11/0

Pantone
394 C (@15%)
395 U (@15%)

HEX
FFFCE6



**These are suggested color combos for the best contrast. If contrast is not a priority, feel free to mix colors for the desired design effect. For example, mixing pink and "yellow" is okay as long as contrast isn't needed.*



DO NOT place logo on poor contrast backgrounds.



DO NOT rotate logo or name
Use provided logo.



DO NOT stretch logo.



DO NOT change the thickness of the border or add a stroke.



DO NOT add embellishments, shadows, or "glows" to logo.



DO NOT use logo in unspecified colors.



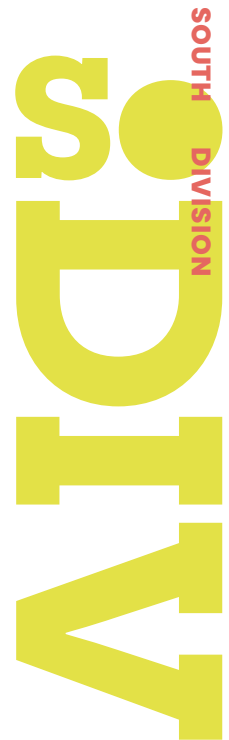
It's okay to crop logo in lower left corner when appropriate and treating the mark as a bold graphic element.



It's okay to show the logo without the SOUTH DIVISION name.



It's okay if SOUTH DIVISION interacts with the logo in some situations. As long as there's good contrast and it's not distracting. See more examples on pages 13-14.



SoDiverse
SoDistinct
SoDynamic



It's okay to add SoDIV language to the logo for applications like stickers and signage.

Use uppercase & lowercase when using headlines.

The "S" and "D" should always be uppercase.

Three SoDiv word pairings is recommended.

SoDiverse
SoDistinct
SoDynamic
SoDIV

SoDivine
SoDelicious
SoDowntown
SoDIV





Vinyl Type Example



Brochure Cover Example



Banner Example



Banner Example



Vinyl Sticker

BRAND EXAMPLES

BANNERS/BROCHURES/STORE SIGNAGE/T-SHIRTS

16



Vinyl Type Example



Brochure Cover Example



Brochure Cover Example



T-Shirt Design Example



Banner Example



DOWNTOWN
GRAND RAPIDS INC.

FY 2022 Recommended Budget

Narrative

The following narrative document outlines priority project areas developed with the five GR Forward Goal Alliances over the past few months. Projects and funding represent commitments to on-going obligations, as well as existing, on-going, and new projects in the next fiscal year.

Goal #1 – Creating a Connected and Equitable River Corridor

- River Governance Incubation (LTI)

Support to advance on recommendations flowing from the work begun in FY20 to define a long-term organizational and funding strategy for Grand River corridor revitalization. In addition to continued project management support, this includes proposed investment to develop or support the following:

- A business plan, board development and other startup organizing efforts to establish the new river-focused entity.
- A community engagement program to support continued governance incubation. This investment proposes to build on the FY20-21 DDA-funded (FY20-21) community engagement work with the Community Catalysts/WMCAT.
- An equity framework plan that presents a shared definition around “equity” grounded in common goals, measurable outcomes and tactics.
- An impact analysis of the potential increased visitation/tourism benefits associated with a revitalized river corridor. This work builds on the initial benefits analysis conducted in FY21. Project partners will include Experience GR, Grand Rapids Public Museum and other corridor stakeholders.
- Research and fundraising services to help identify and strategize around capital and infrastructure funding opportunities.
- A Corridor Connections Plan that maps the strategic assets, identifies opportunities for broader collaboration and defines key projects to support river corridor revitalization from Riverside Park to Millennium Park.
- River-specific engagement and activation that help reconnect Grand Rapidsians to the Grand River socially, psychologically and recreationally. These efforts, organized in close collaboration with community partners, will support more informed and robust community participation in ongoing river planning and activation conversations. More specifically, efforts could include Kayak Crawls, River Walks and other activities that intentionally strive to invite people outdoors and around the river.

- Downtown Plan (LTI)

Planning initiatives to further the goals of GR Forward. Proposed initiatives in FY2022 include:

- GR>> updates
- Support for City Master Plan update on Downtown related recommendations

- River Edge Improvement (LTI)

Funds to support rehabilitation, improvement and expansion of the Grand River edge trail. More specifically:

- Repair of the existing concrete trail section from Louis Street to the Blue Bridge.
- Stabilization, access and safety improvements at Fish Ladder Park
- Access and safety improvements on City-owned property at Market and Wealthy Streets.
- Extend river trail north of Coldbrook including safety improvements across Leonard Street.
- Design support for trail/edge improvements at Grand Rapids Public Museum and GVSU Seidman College.

- Lyon Square Improvements (LTI)

Funds to reconstruct and significantly enhance the public park and alleyway.

- Downtown Speaker Series (NTI)

Funding to bring thought leaders in city building to Grand Rapids and advance key organization goals.

- Riverwalk Assessment (NTI)

Funding to evaluate and recommend improvements to the existing Riverwalk.

Goal #2: Create a True Downtown Neighborhood Which is Home to a Diverse Population

- Development Project Guidance (LTI)

Funding for legal and staff time expended on behalf of facilitating development projects.

- Development Project Tax Increment Reimbursements (LTI)

Continued funding for the existing Development Support Program. Program funds will be used to further promote economic growth and development in Downtown by funding approved eligible expenses in new construction projects over \$5 million in new investment and in rehabilitation projects featuring over \$1 million in new investment. Proposed funding is to cover existing obligations, and to capitalize on new opportunities.

- Downtown Enhancement Grant (LTI)

Funding for the Downtown Enhancement Grant Program. Funds will be used cover existing obligations, and to continue to assist property and business owners in the rehabilitation of the

Downtown public realm. Funds are utilized to reimburse eligible activities, including installation of street furniture, snowmelt, and other public realm improvements.

- Heartside Quality of Life Plan Implementation (NTI)

Funding to implement recommendations from the Heartside neighbors and businesses during the Quality of Life process. Specific activities will be developed in collaboration with the Goal 2 Alliance and will align with recommendations from GR Forward.

- Stakeholder Engagement - Downtown Neighbor Network (NTI)

Support Downtown and Downtown adjacent neighbors that are connected, informed and empowered to improve Downtown living. Activities include:

- Communications and marketing of the DNN
- Regular events to connect stakeholders and bring together Downtown residents
- Continuing education and leadership trainings
- Advocacy around active and vital streets improvements with the Goal 3 Alliance

Goal #3: Implement a 21st Century Mobility Strategy

- Accessibility and Mobility Repairs (LTI)

Ongoing collaboration with Disability Advocates of Kent County and Common Notice on the Collective Impact Strategic Plan to measure potential social impact and the Plan's successes in improving access for all. (Plan was funded in FY21 and will be presented to the DDA in May or June).

- Bicycle Friendly Improvements (LTI)

Funding to continue the implementation of Division Avenue Bikeway Phase 2, the continued design and planning for various separated facilities (Pearl, Ionia, Turner), the final connection of the bicycle lane on Monroe from I-196 to Michigan Street, and the further implementation of repair stands and bicycle parking in partnership with Mobile GR.

- Streetscape Improvements: Zicla Transit Bulb #2 (LTI)

Building upon the success of the first Zicla transit bulb (Fulton and Sheldon), this funding will support the installation of a second Zicla. The yet to be determined location will be based on feasibility and the number of daily boardings at the stop. This project is in partnership with Mobile GR.

- Streetscape Improvements: DNN Active and Vibrant Street Demonstration Projects (LTI)

Funding to support tactical and temporary installations to test pedestrian safety priority projects as outlined by the Downtown Neighbor Network's Safer Streets Agenda.

- Streetscape Improvements: Pedestrian Crossing Enhancements (LTI)

Pedestrian-safety improvements including rapid flashing beacons in collaboration with Mobile GR at the following locations:

- Weston Street at Market Avenue (as part of Market reconstruction)
- Cherry Street at US131 (midblock crossing)
- Crescent Street at Division Avenue

- Streetscape Improvements: Pedestrian Countdown Signal Retrofitting (LTI)

In collaboration with Mobile GR this will complete the final 9 countdown signals in Downtown.

- Streetscape Improvements: Monroe Avenue Dedicated Transit Lane Study (LTI)

Funding to support traffic analysis and stakeholder engagement to determine feasibility of dedicated transit lanes on Monroe Avenue, from Fulton to Michigan. This work is in collaboration with Mobile GR.

- Streetscape Improvements: Ottawa Avenue from Michigan to Fulton (LTI)

DDA share of funding to complete the resurfacing of Ottawa Avenue.

- Streetscape Improvements: Furnishings (LTI)

Funding for pedestrian and human-scaled enhancements along key Downtown corridors. Ongoing enhancements will include seating, trash cans, banners, lighting, trees, and planters.

- Streetscape Improvements: Ped Counters and Placer.ai data (LTI)

Ongoing support of existing pedestrian counters and the use of Placer.ai data gathering to more accurately understand how people are using Downtown. This Placer.ai data is finer-grained and more accurate than the physical pedestrian counters and will work in tandem with them. This may also help Downtown businesses to better understand their patrons.

- Streetscape Improvements: Monroe North Spectrum ROW Improvements (LTI)

Funding to support street and right-of-way improvements related to Spectrum investments in Monroe North.

- Wayfinding System Implementation (LTI)

Funding to implement phase 1 deployment of the Downtown wayfinding system.

- DASH North Shuttle Lease (LTI)

Funding to help support the continued operation of DASH North and West.

- New Downtown Circulator Infrastructure (LTI)

Funding to purchase and install 4 to 5 new transit shelters in the Downtown. This is an ongoing project in collaboration with Mobile GR and The Rapid.

Goal #4: Expand Job Opportunities and Ensure Continued Vitality of the Local Economy

- Economic Development and Innovation: Retail Attraction and Incubation RFP (LTI)

Expand funds available to attract underserved and unavailable retail options Downtown. The overarching goal is to build a unique retail market and experience that expands opportunities for all, including attracting and serving an increasing diverse population. This is done through gap support for individual businesses as well as supporting space activation activities such as pop-up shops and incubations spaces geared towards retailers interested in doing business Downtown.

- Economic Development and Innovation: Doing Business Downtown: Business Education (LTI)

A program to provide support for continued education for downtown businesses. Educational opportunities will focus on challenges that downtown businesses face such as dealing with social service needs, managing downtown events, or contracting with DGRI or the City.

- Economic Development and Innovation: Downtown Business Association Support (LTI)

This funding will be used explicitly to support the Business Association's organizational support. What this means depends on the association but will be for events, marketing, and work that the Business Associations are doing themselves. Much will tie into the overall business development efforts such as the expo and seminar series.

- Economic Development and Innovation: Downtown Business/Retail Marketing (LTI)

Developing a branding/marketing strategy for downtown retail. A study on what is "Brand Rapids" would help inform market gaps and opportunity better informing where efforts should be focused. It would additionally allow for a more aggressive approach to promoting Downtown as a retail destination for both businesses and shoppers.

- Economic Development and Innovation: Research (LTI)

A study of current retail conditions by looking at vacancy rates/locations and leakage/gap analysis in order to set a baseline within the context of local regional and national conditions. This also would increase the internal capacity to maintain the relevancy and accuracy of the data to measure and track the impact of DGRI efforts and programs. Ongoing efforts would include a map/listing of retail opportunities, maintaining a directory of downtown retailers and economic statistics that impact general business decisions.

- Economic Development and Innovation: Downtown Workforce Program (NTI)
Events and programs to engage the Downtown workforce.
- COVID Economic Relief Program (LTI)
Funding to support the economic recovery associated with the COVID-19 pandemic.

Goal #5: Reinvest in Public Space, Culture and Inclusive Programming

- Downtown Marketing and Inclusion Efforts (LTI)
The DDA's contribution to Downtown Marketing helps support communications that promote Downtown events and programming initiatives to Downtown stakeholders, residents, businesses, and customer audiences. This includes but is not limited to paid advertising, the production of marketing collateral, and ongoing maintenance and enhancements of a digital media platform that serves more than 85,000 users and reaches tens of thousands more.
- Downtown Tree Plantings (LTI)
Investments in the urban tree canopy to achieve the canopy goals for Downtown.
- Parks Design (LTI)
Final funding to complete Lyon Square designs.
- Public Realm Improvements: Van Andel Arena Alley Design and Partial Construction (LTI)
Funding to complete professional services for the design and construction documentation of the Van Andel Arena alley from Fulton to Oakes. This is phase 2 of the plaza design and reconstruction. The budget also includes funding for early construction efforts.
- Public Realm Improvements: Portland Loo 2 (LTI)
Funding to purchase and install a second Portland Loo on Ionia Street near Van Andel Arena.
- Public Realm Improvements: Switchback Park and River Connections Planning (LTI)
Funding to provide a comprehensive plan for the design of connections to and from Belknap Hill, the Grand River, Monroe North, and Downtown.
- Public Realm Improvements: Transportation Corridor Study (LTI)
Funding to study transportation corridors within downtown in support of GR Forward and the City Master Plan.

- Public Realm Improvements: Coordinated Transportation and Safety Education (LTI)

In collaboration with Mobile GR, this funding will support a priority item of the Downtown Neighbor Network's Safer Streets Agenda that relates to public traffic safety education.

- Public Realm Improvements: Ecliptic at Rosa Parks Circle (LTI)

DDA share of the reconstruction of Ecliptic at Rosa Parks Circle expected to begin in May 2021.

- State of the Downtown Event/Annual Report (LTI)

DDA contribution to the State of the Downtown Event/Annual Report helps to support the programming activities and production for the annual event as well as the costs to support the marketing medium for DGRI's annual report.

- Urban Rec Improvements (LTI)

Funding for place management programs will include support for the pop-up dog park, parklet, dog waste and cigarette urn bins, trash receptacles, beautification, Calder Plaza, and equipment storage.

- Bridge Lighting Operations (NTI)

DDA contribution to Bridge Lighting Operations helps to support electricity and maintenance for lighting on the Indiana Railroad Bridge (Blue Bridge) and the Gillett Bridge.

- DGRI Event Production (NTI)

DDA contribution to DGRI Event Production contributes to the support of World of Winter which contributes to a two month-long festival with various programming and events. This will also cover efforts for alley activation events and programming, Chalk It Up, Silent Disco, and scavenger hunts.

- Diversity and Inclusion Programming (NTI)

The DDA's contribution to Community Relations and Engagement helps support efforts to create a more welcoming and inclusive Downtown, attract and serve more multicultural audiences and strengthen community ties in and to the Downtown neighborhood. This work includes but is not limited to event support and production, program sponsorship and partnership building to advance the collective vision of Downtown for the benefit of the entire community.

- Downtown Ambassador Program (NTI)

Funding to extend the hospitality contract with Block by Block and continue deployment of the Downtown Ambassadors.

- Experience Miscellaneous (NTI)

Funds not currently associated with projects but that provide the opportunity to take advantage of unforeseen projects, partnerships or initiatives that arise during the fiscal year.

- Holiday Décor Program (NTI)

DDA contribution to Holiday Décor Program helps to support the DDA's investment towards lighting and decorating the downtown during the winter and holiday season. This continued support will allow DGRI to continue to decorate the downtown with the replacement of existing decoration investments.

- Major Event Sponsorship (NTI)

DDA contribution to Major Event Sponsorship helps to support Downtown signature events like ArtPrize, Water Festival and Confluence.

- Project and Fixed Asset Maintenance (NTI)

Funding for ongoing maintenance of DDA owned infrastructure.

- Public Space Activation (NTI)

DDA contribution to Public Space Activation helps to continue and expand upon the Pop-Up Performer Program, public games, winter programming, public artwork programs, murals, Activate This Place placemaking grant program, alley activation, food truck initiatives, projection mapping installations, parks and river related programming, as well as other enlivening interventions that help create an ambiance at atmosphere within the downtown.

- Rosa Parks Circle Ice Skating (NTI)

DDA contribution to Rosa Parks Circle Ice Skating helps to support skate rink operations including operations of the Zamboni, maintenance and upkeep of the rink.

- Special Events Grants – Seasonal Event and Programming Sponsorship Program (NTI)

DDA contribution to Special Events Event Sponsorship Support Program will help to support events and programming happening within the downtown that are seeking event support and that align with the community goals that were voiced through the Special Events Optimization process finalized in FY15. This program will help us to free and open to the public events that happen during Oct-Apr events to help encourage GR Forward goal of creating a 4-season city.

- City of Grand Rapids Office of Special Events Support (NTI)

DDA contribution for The City of Grand Rapids Office of Special Event (OSE) support financially helps maintain and run the office's management in order to schedule, process and permit events looking to host an event within The City of Grand Rapids.

- Special Events Training Program (NTI)

DDA contribution to Special Events Management Training Program will help to support four educational workshops for events training in order to help assist event planners and producers to successfully plan and manage an event within the downtown and the City of Grand Rapids.

- Winter Avenue Building (NTI)

Funding for annual maintenance needs at the DDA owned building on Winter Avenue.