

AGENDA

GOAL 4 ALLIANCE



Members:

Mark Breon • Rick Chapla • Guillermo Cisneros • Omar Cuevas • Jorge Gonzalez • Kristian Grant •
Farida Islam • Catlindt Landrum • Jessica Ledesma • Ace Marasigan • Brandy McCallum • Jason McClearen •
Attah Obande • Scott Stenstrom • Brianna Vasquez de Pereira • Elyse Marie Welcher • Kara Wood •

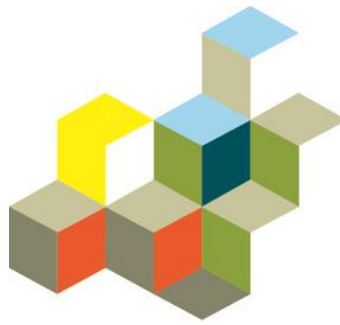
April 25, 2018

3:30p – 5:00p

29 Pearl Street, NW Suite #1

1. Call to Order
2. Approval of Minutes – January 31 and March 13, 2018
3. Request for Proposals Update
4. Incentive Program Evaluation Framework
5. Studio Park Incubator Update
6. FY19 Budget Project Review
7. Next Meeting – July 25, 2018
8. Public Comment
9. Adjournment





DOWNTOWN
GRAND RAPIDS INC.

Goal 4 Alliance

January 31, 2018

1. Call to order: Tim Kelly called the meeting to order at 3:38pm
2. Members Present: Mark Breon, Kristian Grant, Jorge Gonzalez, Guillermo Cisneros, Attah Obande

Members Absent: Rick Chapla, Omar Cuevas, Farida Islam, Catlindt Landrum, Jessica Ledesma, Ace Marasigan, Brandy McCallum, Jason McClearn, Scott Stenstrom, Brianna Vasquez de Perira, Elyse Marie Welcher, Kara Wood

Others Present: Andy Guy, Murphy Ackerman, Tim Kelly, Jennie Schumacher, Gabi Schumacher (DGRI Staff), Jerry Powell

3. Election of Alliance Chair
Mr. Kelly explained that each of the Alliances will nominate a chair that will work with staff to build agendas as well as represent the Alliance on the DGRI Board of Advisors. Mr. Kelly said Jorge Gonzalez had been previously nominated, and Mr. Gonzalez has expressed his interest in serving on behalf of the Alliance.

Motion: Guillermo Cisneros, supported by Kristian Grant, moved to appoint Jorge Gonzalez as Goal 4 Alliance Chair. Motion carried unanimously.

- 4.
5. Approval of Minutes – October 25, 2017
Motion: Mark Breon, supported by Kristian Grant, moved approval of the minutes from the October 25, 2017 meeting. Motion carried unanimously.

6. Request for Proposals Update
Mr. Guy gave an overview of the RFP that was introduced at the previous Alliance meeting. Mr. Guy said there is money in the budget to support the recruitment of minority and women owned business in downtown, and has been working with staff and DGRI's

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legal counsel to fine tune the RFP to advance these efforts. Mr. Guy said he would like the group to overlook the document before releasing it to the public. Mr. Guy said there have been changes made by legal to ensure that the RFP is aligned with the DDA's enabling statute. Mr. Guy said examples for how the funds could be used have also been included in the RFP. Mr. Gonzalez asked what the budgeted funds in this fiscal year are. Mr. Guy said sixty (60) thousand dollars. Mr. Guy said when speaking with various business owners, rent is frequently named the biggest barrier for relocating downtown and the hope is that these funds could provide relief in that area. Mr. Cisneros asked if there has been a sustainability plan developed as it was discussed at the previous meeting. Mr. Guy said staff is exploring what training for downtown relocation might look like. Mr. Breon said he wants to ensure that the toolkit is created before the funds are distributed to ensure that these businesses are being set up for success. Ms. Grant asked how many businesses the organization is hoping to attract with this RFP. Mr. Kelly said it depends on how many viable business approaches are submitted. Ms. Grant said she is concerned that if there is more than one business, even thirty (30) thousand dollars may not be enough money to fund a new business. Mr. Guy said this group will work as a recommending body for the proposals before being brought to the DDA Board for approval. Mr. Cisneros asked if the organization has considered using the sixty (60) thousand dollars to hire someone to work in business attraction. Mr. Guy said it is an approach that staff can look into. Mr. Gonzales asked if the RFP needs to be approved by the DDA Board. Mr. Guy said the RFP would not need to be approved the Board but the actual applicants would need to be approved before money is distributed.

7. Rose Center Recommendations

Mr. Kelly gave an overview of the Rose Center recommendations that were recently completed. Mr. Kelly said this Alliance will be able to assist with an evaluative framework for projects that approve the organization for funding.

8. Incentive Program Evaluation Framework

Mr. Kelly said the fellowship work leads into a proposal for a framework for developers to fill out when applying for funding. This would work as an intake form to be reflective of DGRI's priorities for funding. Mr. Kelly said Goal 2 would also be assisting with this framework and wants to have sub-group meetings to discuss what the final process for vetting may look like. Mr. Kelly said the recommendations will then be brought to the DDA Board for approval. Mr. Kelly said he would reach out to the group for volunteers to participate in a more focused discussion regarding the evaluation framework before being brought to the DDA.

9. Next Meeting- April 25, 2018

Mr. Kelly said he will reach out to the group in the near future to ensure that there is a meeting prior to the upcoming April meeting. Mr. Kelly said this will give the group the opportunity to work on the budget prior to presentation to the various boards.

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10. Public Comment:

None.

11. Adjournment:

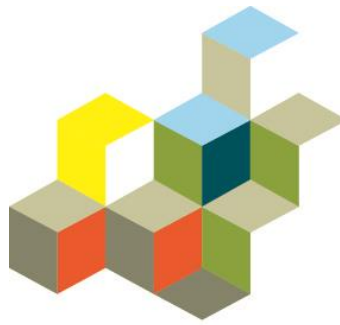
Jorge Gonzalez adjourned the meeting at 4:45pm

Minutes taken by:

Murphy Ackerman

Office Manager

Downtown Grand Rapids Inc.



DOWNTOWN
GRAND RAPIDS INC.

Goal 4 Alliance

March 13, 2017

1. Call to order: Tim Kelly called the meeting to order at 2:05pm
2. Members Present: Kara Wood, Jorge Gonzalez, Tim Mroz (for Rick Chapla), Kristian Grant, Attah Obande, Guillermo Cisneros, Jason McClearen

Members Absent: Mark Breon, Omar Cuevas, Farida Islam, Catlindt Landrum, Jessica Ledesma, Ace Marasigan, Brandy McCallum, Scott Stenstrom, Brianna Vazquez de Pereira, Elyse Marie Welcher

Others Present: Tim Kelly, Flor Valera, Kim Van Driel

3. Committed FY18
Mr. Kelly gave an overview of the budget process. Mr. Kelly introduced the committed projects for FY18 and the proposed projects for FY19, along with recommendations from the GR Forward Plan. Mr. Cisneros asked if the \$125,000 in the expenditures graph was designated to support Minority and Women Owned Businesses (MWBE). Mr. Kelly said yes as part of the FY18 committed projects. Mr. Kelly said the goal is to start thinking of the budget for this year. Mr. Kelly said the RFP was review and approved by DGRI's legal counsel.
4. Proposed FY19
Mr. Kelly said one of the proposed projects for FY19 is the Citywide Economic Development strategy. This strategy is used to fund large scale projects in downtown. Mr. Kelly said the group can look at this strategy to guide the incentive program. Ms. Wood asked if there were other goals in the GR Forward that they wish to accomplish using this strategy. Mr. Kelly said he will follow up on that once they get the RFP out and have something in place. Ms. Wood asked how much money was included in the RPF. Mr. Kelly said about \$60,000 dollars. Mr. Kelly asked about Start Garden initiative mentioned by the mayor. Mr. Gonzalez gave an overview of the initiative. Mr. Kelly said DGRI can partner up with this initiative and help businesses. Mr. Kelly said the group

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also needs to focus on vacant retail spaces in downtown. Mr. Cisneros said it also important to partner resources with established businesses. Mr. Cisneros said it is important to not just bring business downtown but to make sure we can support them in the long term. Ms. Wood said the RFP is not limited to startups but also to help businesses that are already established. Mr. Kelly said he would like to start looking at spaces to acquire and preserve for small businesses. Ms. Wood said we can make that a condition to reserve spaces for minorities. Mr. Kelly talked about the current fiber infrastructure in downtown and asked if there should be other utilities the group should be considering. Ms. Grant asked how will the group incorporate all of these ideas and carry them forward. Mr. Kelly said right now we are evaluating everything, once the City Commission approves the budget for the new fiscal year the group can start discussing what projects might work. Ms. Wood said she liked the idea of developing industry partnerships programs between employers and workforce representatives. Mr. Chapla asked what it meant by workforce representatives. Ms. Wood said representatives such as Spectrum and MSU. Mr. Gonzalez asked who the RFP is going out to. Mr. Kelly said he would follow up with Mr. Guy on that. Mr. Gonzalez said Mr. Guy and himself have already started reaching out to people. Ms. Wood asked how the organization can help to make sure they become successful. Ms. Grant said we can vet businesses so we are not recreating the same services. Mr. Cisneros said a big concern is in how to support them and make them sustainable. Ms. Grant said to help businesses we can connect them with marketing and financial support. Mr. Gonzalez asked if the group should come up with a number at this meeting. Mr. Kelly said the group does not have to decide right now but rather think it through and vote on the project list and dollar amount on the next alliance meeting. Mr. Kelly mentioned there are some reserve spaces for minority business owners in the Studio Park. Mr. Kelly said the developer and the legal counsel are finalizing what the agreement should look like and will bring everyone back for a discussion on how to evaluate potential businesses that want to be established there beyond the minority business owners.

5. Next Meeting- April 236. Adjournment:

Mr. Kelly adjourned the meeting at 3:09pm

Minutes taken by:

Flor Valera

Administrative Assistant

Downtown Grand Rapids Inc.



DOWNTOWN
GRAND RAPIDS INC.

REQUEST FOR PROPOSAL

RETAIL BUSINESS ATTRACTION, INCUBATION & DEVELOPMENT IN DOWNTOWN GRAND RAPIDS, MI

Deadline:

Downtown Grand Rapids Inc. will receive proposals on a rolling basis

Deliver To:

Downtown Grand Rapids Inc.
Attention: Tim Kelly, President/CEO
29 Pearl Street NW
Suite 1
Grand Rapids, MI 49503
or
tkelly@downtowngr.org

Retail Business Attraction, Incubation and Development Program

Request for Proposals

Funds available to attract underserved and unavailable retail options in Downtown Grand Rapids.

Background

The *GR Forward* community planning process revealed considerable demand for more retail options in Downtown Grand Rapids. Attracting retail tenants that provide goods or services currently not available or underserved in the Downtown area emerged as a particular priority, with an emphasis on locally-owned businesses that strengthen and diversify the mix of Downtown retail offerings.

The community clearly called for more focused and active entrepreneurship and capacity-building programs to support the growth of businesses owned by women, people of color and other disadvantaged populations, albeit not to the exclusion of other entrepreneurs and small business owners (qualifying businesses).

The overarching goal is to build a unique retail market and experience that expand opportunities for everyone to participate and prosper in the local economy while better positioning Downtown with a truly unique retail experience that attracts and serves an increasingly diverse population of residents, employees and visitors.

Funds Available

Downtown Grand Rapids Inc. (DGRI) administers the Grand Rapids Downtown Development Authority (DDA) and, in October 2016, updated the DDA's financing plan to prioritize statutorily-sanctioned efforts that work to attract underserved and/or unavailable retail options in Downtown. In June 2017, the DDA adopted a budget that directed funding to support marketing initiatives and/or a retail business incubation program that further the community's goals discussed above. Up to \$60,000 could be awarded to successful applicants. Any expenditure of these funds must occur in accordance with sections 7(1)(r) and 7(2) the DDA's enabling statute PA 197 of 1975. Please find a copy of these requirements attached.

Potential Uses of Funds

This process is open to good ideas that will make change happen. The purpose of this RFP is to identify creative strategies and partnerships that effectively and measurably advance on the community's goal of strengthening and diversifying Downtown's retail market. It is strongly recommended that proposals view this funding opportunity as a component of a comprehensive approach to supporting small business development and demonstrate the intent accordingly. Proposals that outline complementary business development support services outside of the requested funds will be viewed favorably.

Potential ideas for the use of DDA funds could include but are not limited to:

- Providing technical assistance to specific Downtown business prospects to support business planning and concept testing;
- Successfully recruiting prospective businesses to fill vacant storefronts; and/or
- Providing financial assistance to a Downtown property owner(s) to bridge a specific funding gap for a qualifying business.

Please see *Exhibit A: Examples of Eligible Uses* for more information regarding eligible and prohibited uses.

Evaluation Factors

DGRI and the *GR Forward* Goal 4 Alliance will evaluate proposals based on several key factors including:

- The use of funds is consistent with MI PA 197 state-statute, which empowers the Downtown Development Authority to fund retail recruitment and incubation efforts in the Downtown district.
- Alignment with the aforementioned community goals defined in *GR Forward*.
- Creativity and completeness of proposed solution/approach.
- Relevant past performance/experience.
- Speed of implementation.
- Potential for success/sustainability.
- Clear articulation of expected outcomes.

Timeline

Downtown Grand Rapids Inc. invites applications on a rolling basis and will review requests with the support the *GR Forward* Goal 4 Citizen Alliance on a quarterly basis.

Exhibit A: Examples of Eligible Uses

Funds available to support successful proposals are made available from local increment tax capture by the Downtown Development Authority. As such, funds are subject to geographic limitations, use restrictions and payment availability as established by PA 197 of 1975, as amended, and other policies established by the Grand Rapids Downtown Development Authority Board.

Below are examples of situational uses that are eligible, as well as uses that are prohibited. This list is intended to be illustrative, though not exhaustive. If needed, DGRI staff is available to help potential applicants determine the eligibility of proposed uses that are not outlined below. Given the complexity of ways in which tax increment funds can be used coupled with the many opportunities and challenges associated with leasehold negotiations and building improvements, potential applicants are strongly encouraged to involve DGRI staff in the comprehensive review of proposed deal structure.

Examples of some potential uses of grant funds:

- **Contributions towards permanent building improvements:** Whereby an existing property owner within the eligible geography desires to make permanent improvements to a commercial building to support the leasehold deal. Commonly supported building improvements include ADA access improvements, commercial facades, etc. In this instance, the property owner likely would be the program applicant and proof of the intent to locate the qualifying business in the building would be required.
- **Contributions to lease payments:** In the event of a potential lease between a qualifying business and a property owner within the eligible geography, funds may be used to help partially reduce rent payments for a period up to 18 months. Any program funds used for this scenario would be paid to the property owner according to a schedule that would be included within the leasehold agreement. In this instance, a property owner and the qualifying business owner are envisioned to be co-applicants to the program.

Contracting for deal-making / recruitment services: Where there exists an economic development service organization (ESO) or other similar entity with strong relationships to potential qualifying businesses, funds could be used to deploy a marketing initiative that raises awareness and understanding of Downtown's economic development tools in a way that supports business recruitment and/or expansion. In this scenario, DGRI's *GR Forward* Goal 4 Alliance supported by DGRI staff, would establish specific outcome expectations from the proposed economic development activity and funds would be paid upon successful goal accomplishment.

Examples of some prohibited uses of grant funds:

- **Direct payments qualifying businesses:** Funding cannot be used to support any business operating needs, capital, salaries, inventory, goods, equipment, furniture, fixtures, marketing expenses, or other day-to-day resources required for business operations.
- **Program Marketing:** Funds are not available to support general marketing, promotions, advocacy, public relations, or any other such effort related to the program goals or ambitions.

Proposal Requirements

Proposals submitted shall be limited to 6 pages (front and back allowed). The proposal should include the following information:

- **Description of Approach** – A summary of your venture, strategy, partnership(s) and/or any distinguishing points of the proposed action intended to achieve the community goals.
- **Relevant Experience** – A description of your previous experience and qualifications on similar or related types of venture or initiatives proposed to achieve the community goal.
- **Team** – Description of the individual(s), businesses, organization(s) and/or other partners involved. Key personnel will be an important factor considered by the review committee.
- **Schedule** – Overview of timeline and important project milestones to ensure measurable movement toward the community goal.
- **Project Costs** – An outline of proposed costs, professional fees, or other expenses required to complete the proposed approach.

A digital copy of the proposal can be emailed to tkelly@downtowngr.org. Hard copy proposals, while not required, can be mailed to the address below.

Downtown Grand Rapids Inc.
Attn: Tim Kelly
29 Pearl Street NW, Suite #1
Grand Rapids, MI 49503

Proposed ADA Project Evaluation Form

✓ Location address and description *-description of the address? Project?*

✓ Parcel Number(s) _____

✓ Brief Project Description _____

Future Use (Check all that apply), *and square footage of each.*

- ☐ Retail
- ☐ Residential
- ☐ Entertainment
- ☐ Office
- ☐ Public Space
- ☐ Institutional
- ☐ Other:

see sketch (next page)

What buildings/businesses are adjacent to each side of the proposed site or building?

Project Manager Name: _____

Email: _____

Construction Start Date _____

Renovation or New Construction?

Estimated project costs: \$ _____

Estimated completion date:

Financing secured? *Y/N*

Sources of funds: _____

Description of Community Engagement completed and/or planned.

i.e. met w/ Heartside Neighb/Biz Assoc.

North Monroe Business Assoc.

DT Residents.

etc.

Attach: renderings, plans, etc. Letters of support.

Impact Statement – Quantitative Component

Building use by area

Building area by use	Gross building area (sq. feet)
Office	
Retail / Restaurant	
Storage	
Parking	
Total GBA	
Parking Spaces <i>(surface or ramp)</i>	

Office Information

Office - Net rentable area	
Office - Typical floor / suite size <i>(range?)</i>	
Office - Number of tenants <i>(max)</i>	
Office - Annual rent per sq. feet <i>(avg)</i>	
Office - Average length of lease	

Retail Information

Retail - Net rentable area <i>(Suite sizes available?)</i>	
Retail - Number of tenants <i>(max?)</i>	
Retail - Annual rent per sq. feet <i>(avg?)</i>	
Retail - Average length of lease	

Residential Information

Residential - Net rentable area	
Residential - Number of units	
Residential - Unit size	
Residential - Annual rent per sq. feet	

rent range?

Micro	\$	_____
Studio	\$	_____
1 Bd	\$	_____
2 Bd	\$	_____

Impact Statement – Qualitative Component

Is this going to be a requirement to complete all sections? Or only focus on the Goals that most closely relate to the type of project?

Goal 1	Restore the river as the draw and create a connected and equitable river corridor.
	<ul style="list-style-type: none"> • Integrate art, education, infrastructure and ecology • Reinforce the Grand Rapids Whitewater Initiative • Establish Grand Rapids as the hub in a regional trail system with universal river access • Enhance neighborhood access to the river • Create the outdoor adventure city

Please detail how the proposed development will help the community accomplish five sub goals outlined for Goal 1.

If the proposed project is adjacent to the Grand River, does the proposed development create varied infrastructure to not only protect, but enhance and provide additional amenities to the river?

access and

Goal 2	Create a true downtown neighborhood that is home to a diverse population.
	<ul style="list-style-type: none"> • Support initiatives that improve downtown living for existing residents and attract new downtown residents • Preserve and expand housing opportunities • Concentrate retail and close the retail services gap • Require clean and efficient energy building practices, and universal design principles in projects with local subsidy

Please detail how the proposed development will help the community accomplish four sub goals outlined for Goal 2.

Goal 3	Implement a 21 st Century Mobility Strategy
<ul style="list-style-type: none"> • Provide a stress-free pedestrian experience for all ages and abilities • Complete the networks in and out of downtown • Put Grand Rapids “on the map” 	

Please detail how the proposed development will help the community accomplish three sub goals outlined for Goal 3.

Goal 4	Expand Job Opportunities & Ensure Continued Vitality of the Local Economy
<ul style="list-style-type: none"> • Promote inclusion and <i>equitable</i> participation in the local economy • Attract talent and link job seekers with local opportunities • Create and preserve space for job creation and economic growth • Brand rapids 	

Please detail how the proposed development will help the community accomplish four sub goals outlined for Goal 4.

Goal 5	Reinvest in Public Space, Culture & Inclusive Programming
<ul style="list-style-type: none"> • Expand arts and cultural events and temporary programming to further activate the public realm year-round • Raise the profile of downtown parks and public spaces • Express Downtown Grand Rapids’ character and identity through public realm improvements • Continue to ensure the safety and cleanliness of Downtown Grand Rapids 	

Please detail how the proposed development will help the community accomplish four sub goals outlined for Goal 5.

POTENTIAL FY19 PROJECTS: GOAL #4

Committed FY18

- MWBE Support
 - Retail Incubation
- Workforce Programs
 - Relax at Rosa

Proposed FY19 Projects and Programs

- Downtown Incentive Evaluation (To be incorporated into Citywide Economic Development Plan and Strategy)
- MWBE Support
 - Retail Incubation/Support Program
 - Partner with existing providers to expand entrepreneurship and capacity building programs to support the growth of minority-and women-owned business enterprises in Downtown Grand Rapids
- Workforce Programs
 - Relax at Rosa
 - Ensure pathways exist so that Grand Rapids residents can develop and maintain the needed skills to have access to jobs in the City's growing technology sector
- Recruitment Efforts
 - Develop industry partnership programs between employers and workforce representatives with targeted recruitment efforts in Downtown Grand Rapids and neighboring communities
 - Create marketing materials for utilization in raising Grand Rapids' profile at national events and attracting investment.