

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 •

January 31, 2018

3:30p – 5:00p

29 Pearl Street, NW Suite #1

1. Call to Order
2. Election of Alliance Chair
3. Approval of Minutes – October 25, 2017
4. Request for Proposals Update
5. Rose Center Recommendations
6. Incentive Program Evaluation Framework
7. Next Meeting – April 25, 2018
8. Public Comment
9. Adjournment





DOWNTOWN
GRAND RAPIDS INC.

Goal 4 Alliance

October 25, 2017

1. Call to order: Andy Guy called the meeting to order at 3:35pm
2. Members Present: Mark Breon, Rick Chapla, Guillermo Cisneros, Omar Cuevas, Kristian Grant, Ace Marasigan, Brandy McCallum, Jason McClearen

Members Absent: Jorge Gonzalez, Farida Islam, Catlindt Landrum, Jessica Ledesma, Attah Obande, Scott Stenstrom, Brianna Vasquez de Perira, Elyse Marie Welcher, Kara Wood

Others Present: Andy Guy, Murphy Ackerman

3. Introductions
Alliance members took a moment to introduce themselves.
4. FY 18 Project Overview
Mr. Guy gave a brief overview of the GR Forward plan. Mr. Guy explained the specific purview of the Goal 4 Alliance and what this group will focus on throughout the year. Mr. Marasigan asked how all the various organizations working in these spaces are collaborating. Mr. Guy said DGRI is mindful not to step into the work being done by other organizations but instead will work to convene all of the necessary partners and help fill any gaps that may be present. Mr. Cisneros asked how the Hispanic community has been engaged. Mr. Guy said staff has begun conversations with the Hispanic community specially surrounding business and workforce development. Mr. Cuevas asked if this group will be tasked with helping bridge gaps for those without access to capital. Mr. Guy said his hope is that this Alliance can be a place to begin convening those conversations and is open to suggestions from members on how to move those conversations forward. Mr. Chapla said a good starting point is to recognize that there are no current organizations working in the space of recruitment specifically for minority owned businesses in downtown and a charge of

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this group could be to identify who may be best equipped to enter into that work. Mr. Cuevas said these conversations continually occur in silos and is hopeful that this group can work as a convener. Ms. Grant said as a small business owner, she was able to work with LINC and Start Garden on these issues, but is seeing the access to capital for small business owners magnified in downtown. Ms. Grant said she would also like to see support for small businesses once they are able to get access to capital and open. Mr. Cisneros said he would like to see all the available resources for small/minority/women owned business listed in one location and made available to help set them up for success. Mr. Guy said these are all items that the Alliance can begin to work on and focus more on in the coming fiscal year.

5. Corporate Recruitment Update

Mr. Guy said as the group continues to discuss gaps and opportunities of services in the downtown it is important to recognize there is not an organization currently focused on recruiting corporations specially to the downtown. Mr. Guy said the Amazon headquarter recruitment process was a new space for DGRI to step into and highlighted the need for an organization to be focused on this type of high level recruitment. Mr. Guy said it was also an opportunity to reflect on what the community may be lacking in order to attract various business headquarters to downtown. Mr. Guy said there will be an opportunity to debrief and look at how we can be better prepared for the next opportunity. Mr. Chapla added that there will be more, albeit not as high profile, opportunities in the future and this was a great exercise to be better prepared for them when the arrive.

6. Request for Proposals – Presentation and Discussion

Mr. Guy gave background on the genesis for the RFP and how it can be used to move the needle on various goal outlined in GR Forward. Mr. Guy mentioned that there are some limitations on ways the DDA can utilize its dollars as it relates to this RFP. Mr. Guy shared the current lease structure of the Grand Rapids African American Museum and Archives as an example of how the DDA can help to foster minority and women owned business (MWBE) in downtown. Mr. Breon said he has heard many conversations regarding making capital available and the barrier of entry lower for MWBE's and asked if there were any updates on that process. Mr. Cisneros said there are various organizations working in small capacities throughout the city, but would like to see them all convene in one place with a shared mission. Mr. Cisneros shared some of the work that the Hispanic Chamber is specifically working on. Mr. Chapla asked if it is safe to assume that there is at least a base level amount of resources that could be brought together to advance this goal. Mr. Guy said yes, and he is hopeful to continue to convene those working in this space and those resources in the coming year. Mr. Guy said as it relates to downtown, it is imperative that we, as an organization, are communicating what the advantages to being downtown are, finding those businesses that would like to be here, and then helping to eliminate barriers that may exist. Mr. Guy said this RFP is a new concept and would like this group to help refine the RFP before it is circulated in the community. Mr. Cuevas said he believe having this RFP

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circulated by DGRI will help to give it legitimacy and the support it will need to be successful. Ms. Grant said she would like to caution opening up the space for new businesses without ensuring that there are also the tools available for them to be successful after they open. Ms. Grant said she would like to see a resource toolbox produced before the RFP is circulated. Mr. Guy said the organization is sensitive to ensuring that we are setting up businesses and individuals to succeed when supporting them through our various grants and incentives. Mr. Guy said he will keep this conversation moving forward and keep the group informed of any updates.

7. Alliance Member Discussion

None

8. Next Meeting- January 31, 20189. Public Comment:

None

10. Adjournment:

Mr. Guy adjourned the meeting at 4:58pm

Minutes taken by:

Murphy Ackerman

Office Manager

Downtown Grand Rapids Inc.

Retail Recruitment and Incubation 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

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 retail incubation. Up to \$60,000 could be awarded to successful applicants.

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 raise 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 is due by 12:00 PM on January 24, 2018 and shall be emailed to aguy@downtowngr.org. Hard copy proposals, while not required, can be mailed to the address below.

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

Location address and description _____

Parcel Number(s) _____

Brief Project Description _____

Future Use (Check all that apply)

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

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?

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	

Office Information

Office - Net rentable area	
Office - Typical floor / suite size	
Office - Number of tenants	
Office - Annual rent per sq. feet	
Office - Average length of lease	

Retail Information

Retail - Net rentable area	
Retail - Number of tenants	
Retail - Annual rent per sq. feet	
Retail - Average length of lease	

Residential Information

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

Impact Statement – Qualitative Component

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?

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 equal 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.