



# Virtual Meeting Access

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Hello,

As many of you know, the Coronavirus, also known as COVID-19, is starting to make its way into West Michigan, and our hearts go out to all who have been affected by this outbreak. 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 the upcoming Alliance meetings. Teams has many exciting features including screen sharing, recording, live captions, file sharing, and more. Below are instructions on how to access the upcoming virtual Alliance meeting.



## MICROSOFT TEAMS

1. It is recommended to download the App (but not necessary)
  - a. [Apple Devices](#)
  - b. [Android Devices](#)
2. Once you have downloaded the app, [click here](#) to access the Team's meeting.

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

If you have any questions or need further assistance, please email [mmcdaniel@downtowngr.org](mailto:mmcdaniel@downtowngr.org). Thank you!

Best,  
Mandy



**Mandy McDaniel**  
*Administrative Assistant*  
Downtown Grand Rapids Inc.

29 Pearl NW, Suite 1  
Grand Rapids, MI 49503  
P: 616 . 719 . 4610

# AGENDA



## GR Forward GOAL 4 ALLIANCE

### Members:

AJ Hills • Alice Jasper • Alex Caseras • Alysha Lach-White • Attah Obande • Brandy McCallum • Brent Case • Brianna Vasquez de Perira • Caleb Hollier • Caylie Peet • Heather Ibahim • Ingrid Miller • John Hendershot • Jono Klooster • Jorge Gonzalez • Kareem Scales • Omar Cuevas • Rick Muschiana • Ryan Bolhuis • Scott Stenstrom • Trevor Corlett • Tyler Peterson

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May 19, 2020

3:00p – 4:00p

29 Pearl Street, NW Suite #1

1. Call to Order
2. Approval of April 21, 2020 Meeting Minutes\*
3. MEDC Match on Main – COVID-19 Response Program Discussion (Application and Evaluation Sheet Attached)
4. Business Recovery Needs Discussion (Survey Attached)
5. Small Business Expo Update
6. ESO Updates
7. Public Comment
8. Next Meeting – June 16, 2020
9. Adjournment

**\*Denotes Action Item**



## Goal 4 Alliance

April 21, 2020

1. Call to order: Mr. Jorge Gonzalez called the meeting to order at 3:10 pm

Members Present: Omar Cuevas, Rich App, Tyler Peterson, Eunice Lopez-Martin, AJ Hills, Alice Jasper, Alysha Lach-White, Ana Jose, Brianna Vasques de Pereira, Caleb Hollier, Caylie Peet, Ingrid Miller, Jono Klooster, and Jorge Gonzalez

Members Absent: Alex Caceres, Brandy McCallum, Danielle Williams, Heather Ibrahim, John Hendershot, Rick Muschiana, Ryan Bolhuis, Scott Stenstrom, Trevor Corlett, Attah Obande, Kareem Scales, and Brent Case

Others Present: Kyama Kitavi, Marion Bonneaux, Amanda Sloan, Melvin Eledge, and Mandy McDaniel (DGRI Staff)

2. Approval of Minutes

Tyler Peterson, *supported by Caylie Peet, motioned to approve March 17, 2020 Meeting Minutes. None opposed. Motion approved.*

3. Retail Incubation RFP Discussion

Mr. Kitavi stated during last month's meeting we focused on how we can better utilize the small business attraction grant. Today, we will be discussing the second phase of that grant which focuses on incubation. Mr. Kitavi referred to the RFP draft included in this month's agenda packet. This RFP is a broad example but can be rewritten to narrow down the expectations of incoming proposals. Mr. Kitavi asked the members if a proposal were presented, what are the elements you are looking for within that program and how do we evaluate it?

Mr. Klooster asked if the proposal applies to new businesses or existing businesses? Mr. Kitavi answered it can be for both existing and new businesses. Mr. Kitavi stated we have completed 7 grants for small businesses primarily for 50% rent coverage, however, we can use the funding more creatively.

Ms. Lach-White asked if DGRI would be the entity that houses that program or would be in a partnership with another entity? Mr. Kitavi stated DGRI would be the funding party and the technical assistance would primarily come from an ESO. When DGRI funds 50% of the businesses rent, part of his role is to make sure the businesses have technical assistance.

Mr. Kitavi stated DGRI will not be able to provide all the wrap around services and that is why we will need to partner with an organization that will provide technical assistance. What information do we want to know in order to improve this type of proposal?

Mr. Cuevas stated he thinks it is going to depend on how we measure success. He also mentioned we should be looking at partners who have the capacity to take this on. Who is the right partner right now and can be held accountable to certain measurables?

Ms. Lach-White asked is it possible for there to be multiple partnerships or a collaborative partnership? Mr. Kitavi stated the agreement we are trying to put together is primarily between DGRI, the property owner, and the technical assistance provider.

Mr. Peterson asked Mr. Kitavi asked if there were other city models of incubator programs to review? Mr. Kitavi stated he will work on getting more information to the group and to also keep in mind we are in a situation to create something new.

Mr. App stated considering the current situation, it may be a better idea to fill spaces downtown with temporary businesses and short-term leases. If they work, the accelerator space at Studio Park could intubate them until we find long-term space. Doing something shorter term creates an urgency.

Mr. Kitavi stated it is very likely a proposal will be presented to this group soon. Before that happens, he would like to receive feedback and suggestions of what are the elements we should be looking for within that program and how do we evaluate it?

4. Small Business Expo Updates

Mr. Kitavi stated September 9<sup>th</sup> is the small business expo, however, it may now be a virtual meeting. He will have more details by the next meeting.

5. ESO Updates

None

6. Public Comment

None

7. Next Meeting – May 19, 2020 at 3 pm
8. Mr. Kitavi adjourned the meeting at 4:06 pm

Minutes taken by:  
Mandy McDaniel  
Administrative Assistant  
Downtown Grand Rapids Inc.

# MEMORANDUM

Goal 4 Alliance

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DATE: May 11, 2020

TO: Downtown Development Authority

FROM: Kyama Kitavi, Economic Development Manager

SUBJECT: MEDC Match on Main – COVID-19 Response Program

May 19, 2020  
Goal 4 Alliance Meeting

The Match on Main – COVID-19 Response Program temporarily expands the MEDC's Match on Main Program and will provide up to \$50,000 to local downtown management organizations to administer to eligible small businesses located in traditional commercial districts, including downtowns, neighborhood and commercial districts, or areas planned and zoned for concentrated commercial development. This temporary expansion increases access for additional communities, expands eligible activities, and eliminates match requirements for businesses.

#### Program Guidelines:

- The maximum contribution to any one business is capped at \$10,000, the minimum amount must be at least \$2,000. This means that a minimum of 5 businesses or a maximum of 25 businesses must be selected for potential funding. Within these funding limitations, the applicant will determine which businesses will be included in the application for support and at what desired grant amounts.

#### Eligible Uses:

- The business was affected by the COVID-19 outbreak
- The business is for-profit and headquartered in Michigan
- The business has 25 employees or less
- The business sells products or services face to face within a traditional downtown, neighborhood or commercial district, or area planned and zoned for concentrated development
- The business has not received or been approved to receive MSF Small Business Relief Program funding or an MEDC Match on Main grant within the last 24 months.

#### Proposed Timeline:

5/19 – Announce to Goal 4 and select evaluation committee

5/20 – Send application to eligible businesses

5/25 – Application deadline

5/26 – Review and select recipients

5/27 – Submit grant request to MEDC

6/10 – Grant awardees announced

5/11 – Background checks due



Late June – Grant agreements executed & disbursement requests made  
12/31 Final compliance reporting due to MEDC

## nAppendix C: Local Business Worksheet

**\*PRIOR TO SENDING TO SMALL BUSINESSES IN YOUR DISTRICT, PLEASE EDIT SECTIONS IN YELLOW\***

Match on Main – COVID-19 Response Program

Local Business Worksheet

**Downtown Grand Rapids, Inc.**

Local Business Worksheet				
<b>Point of Contact</b>	First and Last Name:			
	Email:			
	Cell Number:		Office Number:	
	Best way to contact you:	<input type="checkbox"/> Email	<input type="checkbox"/> Cell Phone	<input type="checkbox"/> Office Phone
	Business Role:	<input type="checkbox"/> Owner	<input type="checkbox"/> Employee	<input type="checkbox"/> Other: Please describe your role
<b>Business Information</b>	Business Name:			
	Street Address:		City:	
	State:		Zip Code:	
	Business Type: <input type="checkbox"/> Retail <input type="checkbox"/> Restaurant <input type="checkbox"/> Service <input type="checkbox"/> Other			
	Is your business a for-profit entity? <input type="checkbox"/> Yes <input type="checkbox"/> No			
	Is your business headquartered in Michigan? <input type="checkbox"/> Yes <input type="checkbox"/> No			
	What is your monthly rent or mortgage payment?			
	Does your business have 25 or less employees? <input type="checkbox"/> Yes <input type="checkbox"/> No			
	How many jobs are going to be retained by your businesses (full and part time)?			
<b>Business Location</b>	Is your business a brick-and-mortar storefront with face to face operations located within the Downtown Development Authorities boundaries?		Local District Map: <a href="#">Map attached</a>	
	<input type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Low to Moderate Income</b>	<p>Why are we asking? Through the Michigan Economic Development Corporation (MEDC)'s Match on Main-COVID-19 Response Program, preference will be given to applications that include businesses with owners who financially qualify as low-to-moderate income based on federally supplied data.</p> <p>If a business owner does not qualify as low-to-moderate income, applicants may still include the business in their application. The low-to-moderate income qualification is only a preference of the program. A business owner failing to meet the low-to-moderate income threshold for their County does not disqualify the business from inclusion in the application.</p> <p>In Kent County low/moderate income for a 4 person household is as follows:            Very Low - \$16,350            Low = \$27,250            Moderate = \$43,600</p>			



	<input type="checkbox"/> As a business owner, I qualify as low-to-moderate income based on the data above.		
	<input type="checkbox"/> As a business owner, I do not qualify as low-to-moderate income.		
	Has your business realized a significant financial hardship related to COVID-19?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>COVID-19 Related Impacts COVID-19 Related Impacts (Continued)</b>	<i>Please describe the impacts COVID-19 has had on your business below.</i>		
	Empty space for description		
	<i>If your business received funding support from the MEDC's Match On Main – COVID-19 Response Program, how would you use the funds?</i>		
	Empty space for funding use		

<b>Previous MEDC Grants or Loans</b>	<i>Have you received financial support from any of the following Michigan Economic programs?</i>		
	<b>Michigan Small Business Relief Program:</b> The Michigan Small Business Relief Program created by the MSF includes grants and loans administered in conjunction with the regional economic development organizations (EDOs). More information here: <a href="https://www.michiganbusiness.org/about-medc/covid19/small-business-relief-program/">https://www.michiganbusiness.org/about-medc/covid19/small-business-relief-program/</a>	<input type="checkbox"/> Yes	
		<input type="checkbox"/> No	
		<input type="checkbox"/> Unsure	
	<b>Match on Main Program:</b> Match on Main is a grant program for small businesses located in Select or Master Level Michigan Main Street Communities. More information here: <a href="https://www.miplace.org/small-business/resources/">https://www.miplace.org/small-business/resources/</a>	<input type="checkbox"/> Yes	
		<input type="checkbox"/> No	
<input type="checkbox"/> Unsure			
<b>Local Questions &amp; Considerations</b>	In order to help identify which businesses receive funding locally, <b>Downtown Grand Rapids, Inc.</b> would also like small business applicants to answer the following questions.		
	<b>QUESTION 1: What adjustments will you have to make to your business operations in response to COVID-19?</b>		
	<b>QUESTION 2: What local resources have you found most applicable to your business in making short and long term adjustments? Eg: employee relief, rent relief, technical assistance</b>		

	QUESTION 3: What additional technical assistance do you need to increase your operational capacity?

**\*\*Upon application completion, please submit to:**

**Downtown Grand Rapids, Inc.**

**Kyama Kitavi, [kkitavi@downtowngr.org](mailto:kkitavi@downtowngr.org)**



## MATCH ON MAIN – COVID-19 RESPONSE PROGRAM EVALUATION SHEET

**Reviewer:**

**Date:**

**Business:**

To be considered for this program the business MUST meet ALL the following criteria:

- The business was affected by the COVID-19 outbreak
- The business is for-profit and headquartered in Michigan
- The business has 25 employees or less
- The business sells products or services face to face within a traditional downtown, neighborhood or commercial district, or area planned and zoned for concentrated development
- The business has not received or been approved to receive MSF Small Business Relief Program funding or an MEDC Match on Main grant within the last 24 months.

### Scoring Matrix

1. Is the business:
  - a. Retail (15 pts)
  - b. Restaurant (10pts)
  - c. Service (5pts)
  - d. Other (5pts)
2. Does the applicant qualify as low-to-moderate income?
  - a. Yes (5pts)
  - b. No (0pts)
3. # of jobs being retained
  - a. > 10 Jobs (15pts)
  - b. 2 – 10 Jobs (10pts)
  - c. < 2 Jobs (5pts)
4. The goods and/or services provided by applicant positively contribute to Downtown's fabric, culture or unique sense of place.
  - a. Very positive and unique (15pts)
  - b. Somewhat positive and unique (10pts)
  - c. Neutral (5pts)
5. How long has the business been in operation?
  - a. > 3 years (10pts)
  - b. 1-3 years (5pts)

- c. <2 years (1pt)
- 6. Based on information provided, does it appear the company will still be solvent at the end of the COVID-19 Crisis?
  - a. High likelihood (15pts)
  - b. Not sure (10pts)
  - c. Somewhat concerned (5pts)
  - d. Very concerned (0pts)

**Total** (*out of 75 possible*):

**Recommended amount:**

## **DGRI Survey Results - May**

### **Question 1: How would you best classify your business?**

Food Service	48%
Retail	19%
Health/Grooming	2%
Service	15%
Other	9%

### **Question 2: What technical assistance or guidance resources would be helpful right now (e.g. calls and webinars about such topics as cleaning protocols, safe furniture layouts, e-commerce navigation, adjusted marketing and business plans, etc.)?**

Furniture layout guidelines  
Health and safety guidelines and protocol  
Communicating need to elected and government officials  
Adjusting business model and plan  
Marketing

### **Question 3: What is the most important support your business needs today in order to reopen, financially but also operationally?**

Customer traffic/ Marketing  
Supply chain concerns  
Furniture layout guidelines  
Health and safety guidelines and protocol  
Navigating resource programs

### **Question 4: Have you received funding from any of the following sources (check all that apply)?**

Federal	52%
State	11%
Local	20%
None	9%

### **Question 5: What do you see as your biggest challenge to re-opening once the Stay Home Order is lifted?**

Transitioning business model ie: carryout and online operations  
Informing and enforcing health guidelines with customers  
Access to capital  
Customer hesitancy to come downtown