

# AGENDA

## GOAL 5 ALLIANCE



### Board Members:

Adrienne Brown-Reasner • Alyson Mabie • Amanda Gielczyk • Amber Kilpatrick •  
Amelea Pegman • Ashlee Lambart • Camie Castaneda • Chad LeRoux • Derek Call • Eddie Tadlock • Emily  
Evers • Evette Pittman • Hannah Berry • Julio Cano • Katherine Williams • Kyle DeGroff • LaKiya Jenkins •  
Lisa Knight • Maddie Schaab • Nick Nortier • Rachel McKay • Reb Roberts • Shaun Biel • Stephanie Adams •  
Thomas Pierce

December 19, 2019

3:00p – 4:30p

29 Pearl Street, NW Suite #1

- |     |   |                 |
|-----|---|-----------------|
| 1.  | Call to Order                                     | Adams           |
| 2.  | 11/21/19 Meeting Minutes Approval (action item)   | Adams           |
| 3.  | Alliance 2020 Meeting Schedule (action item)      | Adams           |
| 4.  | Alliance Attendance Policy (action item)          | Adams           |
| 5.  | Alliance Members Update (info item)               | Adams           |
| 6.  | Street Space Assessment (info item)               | Eledge          |
| 7.  | Portland Loo (info item)                          | Eledge          |
| 8.  | Activate This Place Grant Amendment (action item) | Van Driel       |
| 9.  | Women's History Month (info item)                 | Van Driel/Berry |
| 10. | Pop-up Skate Park (info item)                     | Van Driel       |
| 11. | Artist Review (info item)                         | McKay           |
| 12. | FY' Budget 21 (info & exercise item)              | Van Driel       |
| 13. | DGRI Projects Update (info item)                  |                 |
| 14. | Public Comment                                    |                 |
| 15. | Adjournment                                       | Adams           |
| 16. | Next Meeting – February 20, 2020                  |                 |



## Goal 5 Alliance

November 21, 2019

1. Call to Order: Ms. Adams called the meeting to order at 3:05pm.
2. Members Present: Adrienne Brown-Reasner, Reb Roberts, Eddie Tadlock, Rachel McKay, Stephanie Adams, Emily Evers, Katherine Williams, Hannah Berry, Amelea Pegman, Maddie Schaab, Nick Nortier, and Evette Pittman  
  
Members Absent: Kyle DeGroff, Alyson Mabie, Amber Kilpatrick, Ashlee Lambart, Camie Castaneda, Chad LeRoux, Julio Cano, LaKiya Jenkins, Lisa Knight, Thomas Pierce, Catherine Zietse, Amanda Gielczyk, Shaun Biel, and Derek Call  
  
Others Present: Mark Miller, Marion Bonneaux, Kim Van Driel, Megan Catcho, Valerie Wahna, Nicholas Monoyios, Lynee Wells, and Amanda Sloan
3. Approval of October Minutes:  
*Ms. Evers, supported by Mr. Nortier, motioned to approve October 17, 2019 Meeting Minutes. None opposed. Motion passed.*
4. Next Meeting – December 19, 2019  
*Ms. Van Driel stated January 16<sup>th</sup> the events team will be unavailable to meet due to the CREOS installation scheduled for that day. Katherine Williams moved to cancel January's meeting. Eddie Tadlock supported. None opposed. Motioned passed.*
5. Goal 5 Alliance Current and Future Members:  
*Ms. Adams stated she will be sending out a request for members to recommit serving on the Goal 5 Alliance in 2020. Ms. Pegman stated she understands accountability is important and would be in support of removing members for non-attendance. Ms. Schaab agreed. Mr. Tadlock suggested reaching out to those*

members not currently active to inquire about continued involvement. Members agreed rehashing projects can become burdensome and non-productive; only those able to regularly participate should commit.

6. World of Winter Programming

Ms. Catcho announced World of Winter, our annual winter ice festival, will take place from January 17<sup>th</sup> to February 17<sup>th</sup>. She presented photos of Prismatica, the interactive art installation from CREOS being hosted at 555 Monroe Avenue NW during these four weeks. 25 spinnable light up prisms will be placed throughout the Monroe North Lot (MNL) inviting the public to watch, touch, and listen. To kick off World of Winter, on January 18<sup>th</sup> at 7 - 10pm, we will host a Silent Disco at MNL (age 18+). Multiple DJs play music that can only be heard through headphones (controlled by the listener). Alcoholic beverages will be sold benefiting GR Asian-Pacific Festival; you will also find ice beer pong table games, food trucks, and more. Lunar New Year takes place on January 25<sup>th</sup> and a celebration will be held at MNL with food vendors, performances, and a warming shelter tent. World Market & Game Day will take place the next day from noon to 6 pm with small business goods, ice games, food vendors and other partners. February 1<sup>st</sup> we will host Movies on the Piazza at Studio C featuring summer themed games, movies, and food trucks. The Human Hungry Hungry Hippo Tournament will take place the following weekend at Rosa Parks Circle with prizes for both the Family and Adult divisions. Valent-ICE starts February 14 with ice sculptures placed throughout downtown. Love on Ice will offer two-for-one ice skating on Valentine's Day and a giant interactive ice carving wall. Paint the Park on February 15<sup>th</sup> will comprise of community ice painting and a street party on Monroe Center with food trucks and other vendors. Black History Walking Tours will take place on February 1<sup>st</sup>, 8<sup>th</sup>, and 15<sup>th</sup> provided by GR Walking & Running Tours and Ice Sculpture Walking Tours on February 14-16<sup>th</sup>. Snowga will be held at MNL on February 6<sup>th</sup> at 6 pm taught by Gazelle Girl and Snowshoeing provided by Friends of GR Parks held at Ah-Nab-Awen for various dates and times. Ms. Catcho stated if you, or someone you know, would like to consider an ice sculpture sponsorship please reach out for details. Ms. Adams asked if we planned to activate the alley with ice sculptures. Ms. Van Driel agreed to investigate that opportunity.

7. Laker Line Station at Pew

Ms. Van Driel introduced Nikos Monoyios (The Rapid) and Lynee Wells (Aligned Planning) giving them credit for creating the rendering of the new Laker Line Pew Station based on feedback from this alliance. She stated they will present an update on the construction and seek feedback on temporary improvements (amenities) that could be added to this space as we consider budgets for 2021.

Mr. Monoyios stated only items that have mobility value can be utilized in their current construction plans. He presented some of the items included in this project that Goal 5 had suggested such as: lighting (planter benches with linear illumination under the seating part of the planter), concrete piers, a midblock crossing and a wider crosswalk on the left. He presented images of the road resurfacing at Fulton with different textures on the pavement, an elevated curb line, curvilinear planter benches with the wooden inlay along the entirety of the bench, and platforms on both sides with real time arrival signs. He stated his intention is to show what has been done based on Goal 5 recommendations to inspire a flagship underpass activation site with additional stylistic treatments. The lighting will have components that can be programmed. Swings, hammocks, murals, or mosaics can be added. Trees will be included in the landscaping; there is a lot of open space. The median fence material will intentionally rust to fit within the River Design Guidelines though the

rubberized material on the surface of the median will need to be improved. There will be a fully signalized mid-block crossing with temporary blue striping, and again, lighting that will maximize the playfulness. Mr. Monoyios stated early spring would be a good time for this group to do a site visit and asked what other items should be considered to further improve upon this project.

Ms. Van Driel stated she recalls greenery, bird droppings, electricity, WIFI, color, seating, lighting, noise, and crosswalk safety as amenities suggested. It appears some of these items have been incorporated. She asked if there was additional lighting or seating that we could add and if the bird dropping issue will be addressed. Mr. Monoyios stated they worked with MDOT to address the bird droppings and realized there would be more maintenance to clean out the deceased birds and nests within the net than it would be to clean up the droppings regularly. Mr. Eledge suggested adding ultrasonic bird deterrents. Mr. Monoyios appreciated that suggestion and stated there will not be WIFI available at the stop, but two outlets will be installed to provide electricity for food trucks or other activation. Mr. Nortier asked if an acoustic evaluation found the need for soundproofing. Mr. Monoyios stated there was not a significant impact found on decibel level to justify that amenity, but once the construction of benches and median are complete, that can be reevaluated. Ms. McKay suggested Wind Activated structures in this space. Ms. Adams asked if there was irrigation for the trees. Mr. Monoyios stated there is not; The Rapid does have a maintenance agreement with the City of GR and will replace trees, if necessary, though resilient and hardy trees are being installed and maintained by the landscaper until maturity. Ms. Adams suggested adding trees to each end of the median. Ms. Van Driel asked is there an opportunity to color the fence in that median. Mr. Monoyios stated the patina will eventually turn orange and potentially stain the ground below it. It is a work in progress and the project team is open to making adjustments. Ms. Berry asked if there was the capability to have outdoor outlets for charging devices. Mr. Monoyios stated the team has decided against that amenity due to weather exposure and the maintenance involved. Ms. Wells stated there are charging ports on the bus and not a lot of time will be spent waiting for a bus in most circumstances. Ms. McKay asked if there have been intentional conversations around encouraging displaced persons (homeless) to utilize this space. Mr. Monoyios replied the focus so far has been on mobility. Ms. Van Driel asked about bike parking and trash receptacles. Mr. Monoyios confirmed The Rapid will be maintaining these and confirmed they are the same amenities recommended in the River Trail Guidelines. Ms. Adams asked when we could start using this as an opportunity to activate with art. Ms. Williams suggested painting murals might be easier during construction than after and asked if projection art would be an option. Mr. Monoyios stated the output would need to satisfy the federal review of lumens to be considered illumination. Otherwise, it might fall within the 2-3% of the project budgeted for ascetics or artistic incorporation. Ms. Van Driel asked if we hire an artist, who are we seeking final approval from. Mr. Monoyios stated it would fall to the City and DGRI. Mr. Tadlock countered it would be MDOT to approve that type of project and stated the spectrum of complexity would determine the scale of work. He suggested populating a menu of ideas then categorize then into easy to implement projects and larger projects. Ms. Van Driel asked the group to provide suggestions and ideas for her team to later work on the chain of command. Ms. Schaab suggested adding electrical to the median; winter décor requires electricity so the more electrical outlets, the better. Mr. Monoyios agreed they could include that.

Ms. Adams asked about feedback from the GVSU students. Ms. Wells stated they have received very positive feedback on the new signal and crosswalk. Ms. Pegman advocated the crosswalk meets safety standards for the visually impaired.

8. DGRI Staff and Alliance Updates

Ms. Van Driel stated the Activate This Place working group will meet in December and present an updated grant for this group to review upon completion. Ms. Catcho stated she is looking for partnerships and sponsorships for World of Winter.

Ms. Pittman stated the Santa Parade will take place on November 23<sup>rd</sup> on Monroe Avenue (from Michigan to Fulton) and the Annual Tree Lighting Ceremony is 5:30 to 7:30 pm at Rosa Parks Circle on December 6<sup>th</sup>. Ms. Williams stated UICA will be hosting the Holiday Artists Market on December 7<sup>th</sup> from 10 – 5 pm with 78 artisans offering a variety of fine arts, accessories, jewelry, toys, and home goods. Ms. Berry stated Kyle DeGroff will be speaking at Creative Mornings at The Gallery tomorrow. Ms. Adams stated Friends of Grand Rapids Parks is hiring a Development Coordinator if you know of anyone interested.

9. Next Meeting – December 19, 2019

Ms. Van Driel stated January 16<sup>th</sup> the events team will be unavailable to meet due to the CREOS installation scheduled for that day. *Katherine Williams moved to cancel January's meeting. Eddie Tadlock supported. None opposed. Motioned passed.*

10. Public Comment:

Valerie Wahna introduced herself and stated she is impressed with all the work that this alliance is accomplishing. Ms. Van Driel shared that Ms. Wahna, a RAD Woman artist, submitted several Activate This Place Grant applications (1 of which has been approved for funding).

11. Adjournment:

Meeting was adjourned at 4:05 pm.

Minutes taken by:

Amanda Sloan

Administrative Assistant

Downtown Grand Rapids, Inc.



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

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3:00pm

on

**January 16, 2020 - Canceled**

**February 20, 2020**

**March 19, 2020**

**April 16, 2020**

**May 21, 2020**

**June 18, 2020**

**July 16, 2020**

**August 20, 2020**

**September 17, 2020**

**October 15, 2020**

**November 19, 2020**

**December 17, 2020**



**DOWNTOWN**  
GRAND RAPIDS INC.



## MEMORANDUM

TO: DGRI Board of Advisors

FROM: Kristopher Larson, AICP

DATE: May 21<sup>st</sup>, 2014

SUBJECT: Alliance Member Attendance Policy

As an important component of the Downtown Grand Rapids Inc. organizational model, three Alliances (Investment, Livability, and Vibrancy) were created to provide meaningful opportunities for Downtown practitioners, employers, partners, cultural institutions, and other stakeholders to be involved in the day-to-day process of improving Downtown Grand Rapids. Each also includes a representative from the Downtown Development Authority (DDA) Board, the Downtown Improvement District (DID) Board, the Monroe North TIFA (MNTIFA) Board, the City of Grand Rapids, and a Downtown resident. Over time, the composition of the Alliances may evolve to meet changing emphases and opportunities, as well as the incorporation of a more inclusive set of community interests.

Each of the Alliances meets monthly and provides staff with input regarding DGRI programs, projects, incentives, and services. Relative to the fiduciary boards of DGRI (DDA, DID, MNTIFA), the Alliances perform deeper, project-level engagement and report back to the DGRI Board of Advisors and the fiduciary boards with regular updates. The membership of the Alliances each elected their own chairperson, and by virtue of that election, that individual is provided a voting, ex-officio seat on the DGRI Board of Advisors.

Given the important role of the Alliances in advising on DGRI projects, programs, and priorities, regular participation becomes a critical element to ensure continuity, comprehension, and progress. Respective of that need, DGRI staff has worked with the chairs of the three Alliances to draft an attendance policy intended to compel regular participation and, when needed, create a mechanism to make seats available to members of the community whom have the ability to participate regularly. That policy appears below.

### DGRI Alliance Attendance Policy

Regular attendance by members of the Downtown Grand Rapids Inc. (DGRI) Alliances is essential to the operations and production of DGRI programs, projects, and other initiatives. DGRI staff and fiduciary boards depend on the concerted efforts of Alliance members both individually and collectively for advisory and participative bases. Further, DGRI Alliance meetings comply with requirements outlined in the Open Meetings Act, and meetings are required to obtain a quorum of members to advance official decisions and

recommendations. As such, members of DGRI Alliances shall not be absent to more than two of their respective, normally scheduled Alliance meetings over any 6-month period.

DGRI staff will track attendance records for each Alliance and will notify the respective Chairs in the instance where a member's absences exceed the threshold defined herein. The Alliance Chair will then ascertain the member's justification for excessive absenteeism, and accordingly, report back to the President & CEO if the excessive absences are not justifiable and / or understandable due to either personal or professional obligations. Upon agreement between the Alliance Chair and the DGRI President & CEO that the absences justify removing the individual from the Alliance, the President & CEO will notify the individual that their seat would be better filled by a more participative member.

In the instance that an Alliance Chair demonstrates poor attendance as described herein, the DGRI President & CEO, in partnership with the Chair of the DGRI Board of Advisors, shall make the determination if the absences are justifiable and understandable. In the instance where such absences are deemed to be excessive, the President & CEO shall notify the Alliance Chair of the decision and the corresponding Alliance will be tasked with electing a new Chair.

#### RECOMMENDATION:

Approve the DGRI Alliance Member Attendance Policy as presented.



# ACTIVATE THIS PLACE

*Placemaking grants available for public space  
activation including, artwork, window displays,  
parklets and more Downtown Grand Rapids*



**DOWNTOWN**  
GRAND RAPIDS INC.

## About Downtown Grand Rapids Inc.

Downtown Grand Rapids Inc.’s (DGRI) mission is to accelerate Downtown Grand Rapids transition to a best-in-class American City.

As a community-based organization, the foundation of DGRI is engaging the community and developing inter-organizational partnerships that deliver successful outcomes. In addition to our staff, the DGRI model is one that involves more than 120 citizens of the greater Grand Rapids community in the organization’s fiduciary boards, oversight Alliances, and steering committees - each one, an individual with their own voice and vision for Downtown.

## About DGRI’s GR Forward Goal 5 Alliance

DGRI hosts five citizen Alliances organized to advance the goals of [GR Forward](#) bring together people with different knowledge, perspectives, and backgrounds to solve problems, identify opportunities and support the day-to-day work of improving Grand Rapids’ central city.

Each Alliance effectively function as community-driven steering committees helping to guide DGRI’s overall body of work. GR Forward [Goal 5 Alliance](#) advises on public space program and projects that create an ever more welcoming and inclusive Downtown.

[downtowngr.org](http://downtowngr.org)

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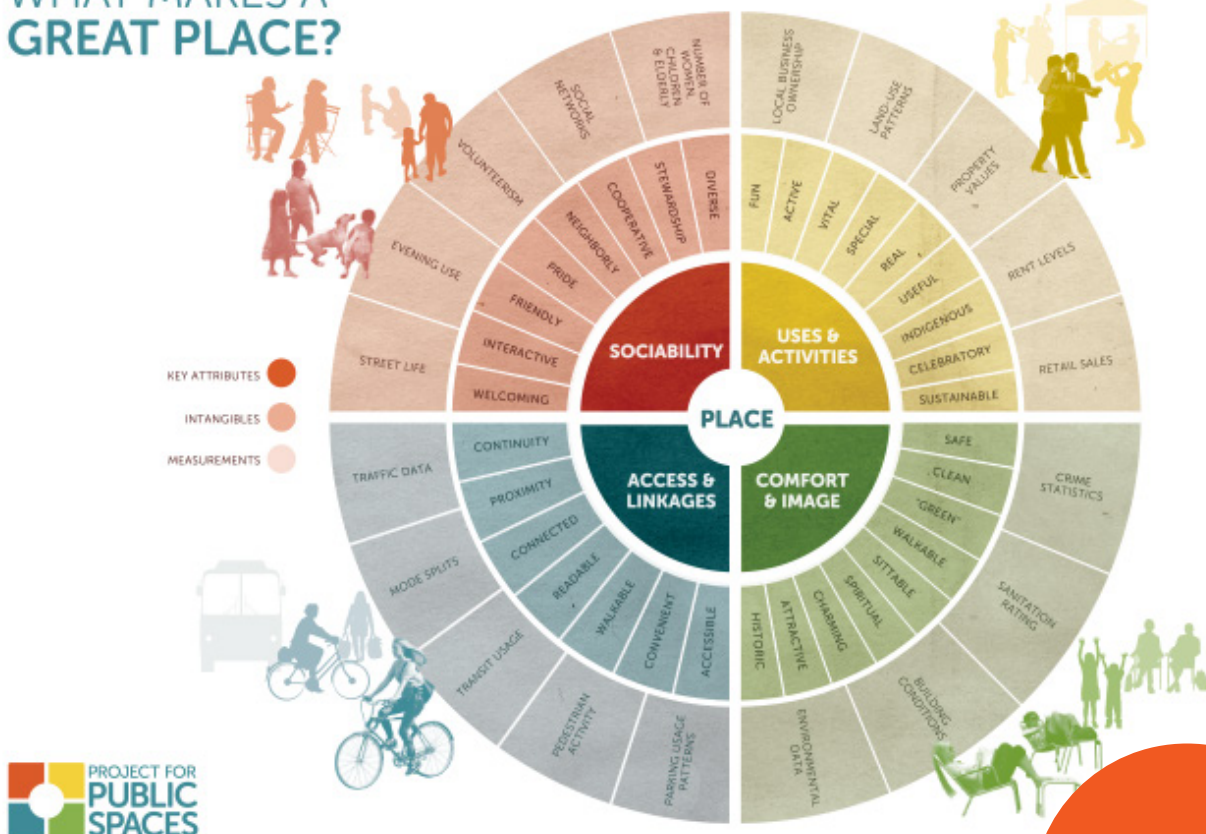
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## What is Placemaking?

[MIT's Department of Urban Studies and Planning](#) defines placemaking as “The deliberate shaping of an environment to facilitate social interaction and improve a community’s quality of life.”

[Projects for Public Spaces](#) explains that “Placemaking inspires people to collectively re-imagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value. More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.”

### WHAT MAKES A GREAT PLACE?



**EXERCISE  
YOUR  
IMAGINATION**

## About the Activate This Place Placemaking Grant Programs

DGRI offers grant support for activating public spaces to culturally enhance our community by building environments at the local level. The purpose of this grant is to engage the community to be proactive in identifying positive ways to improve the health and well-being of the community, while also providing a platform to be creative with space.

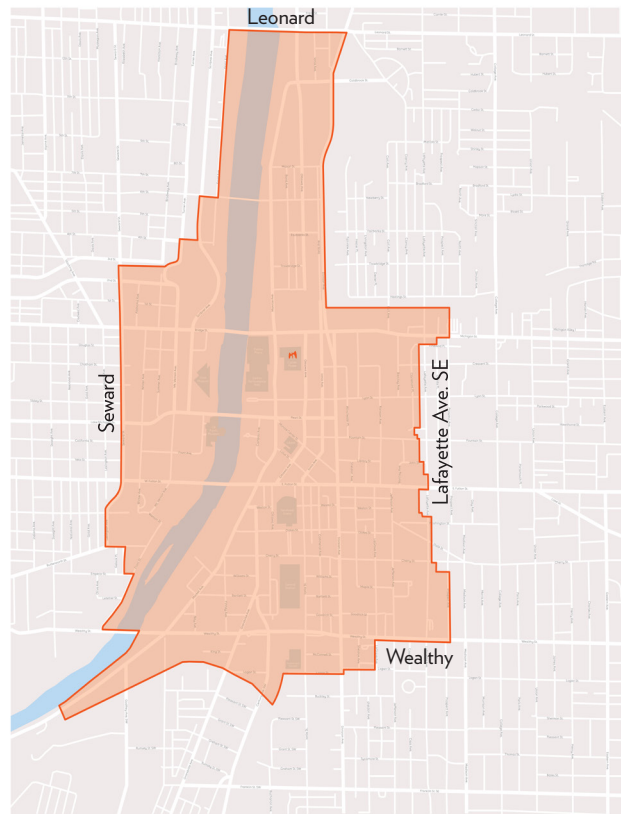
We are looking for creative solutions that transform our community and your Downtown!

### GOALS

- Incorporate more art, culture, spaces and design within the Downtown
- Make our streets and spaces vibrant and livable
- Foster stories of our Downtown neighborhood
- Give an opportunity for the public to get involved within the Downtown by using and contributing their own creativity
- Put ownership of public space back into the community
- Bring artists, art organizations, businesses, government and the community together to develop positive experiences

### AREAS OF FOCUS

Key areas of focus include; public art installations, programming, and interactive initiatives through the Placemaking Grant, art installations through the Window Activation Grant, and providing a sense of place through the Parklet Grant, all in an effort to activate our public spaces.



DDA DOWNTOWN DEVELOPMENT AUTHORITY

DDA BOUNDARY LINES



ALL PROPOSALS FOR GRANT  
IMPLEMENTATIONS MUST BE HELD WITHIN  
THE [DDA BOUNDARIES.](#)

TRANSFORM  
A  
SPACE

## Three Grants Available for Funding

### PLACEMAKING GRANT

**Funding Available Up To: \$5,000**

**Spring Submission Deadline:** March 1, 2020

**Summer Submission Deadline:** June 1 (reoccurring)

**Winter Submission Deadline:** January 1 (reoccurring)

The Placemaking Grant provides funding for temporary and semi-permanent installations outdoors on public and private property that affects and helps to activate the public realm that it surrounds. This program provides flexibility for creativity in unique spaces throughout the Downtown that are in need of some public space activation intervention.

Once the DGRI Goal 5 Alliance reviews each application, they will make a recommendation for funding. Once a recommendation is made, DGRI will be in touch with you regarding funding for your application. Funding is limited and highly competitive. Funding is not guaranteed.

If funding is approved by the Goal 5 Alliance, you will then need to submit any and all paperwork to the City of Grand Rapids Arts Advisory Council (AAC) for approval. The Goal 5 Alliance and the AAC review time could take up to 3 months or more. Please plan adequately on your application for installation timeline based on application and review timeline.

### WINDOW ACTIVATION GRANT

**Funding Available Up To: \$5,000**

**Spring Submission Deadline:** May 1 (reoccurring)

**Fall Submission Deadline:** October 1 (reoccurring)

The Window Activation Grant provides funding for temporary installations that activate Downtown's street

space by showcasing vacant storefront(s). Renting the space can be included as part of the funded grant. The program can engage available storefronts as retail business opportunities by spotlighting the talents of local artists. Engaging the right tenant will be critical for the success of this placemaking project. Funding is limited and highly competitive. Funding is not guaranteed.

Window Activation cannot include spaces that are:

- Indecipherable, provocative or controversial imagery and language
- Alter the facade in any capacity
- Encroach more than 6' of sidewalk clearance in the public right of way (if artwork is outside)

### PARKLET GRANT

**Funding Available Up To: 50% of project cost**

**Spring Submission Deadline:** Applications accepted through May. Parklets may go out on public streets starting in April and must be removed by the beginning of November.

A parklet re-purposes part of the street into a public space for people. Parklets are intended as aesthetic enhancements to the streetspace, providing an economical solution for the need for increased public open space. Parklets provide amenities like seating, outdoor dining, planting, bike parking and art. While parklets are funded and maintained by neighboring businesses, residents, and community organizations, they are intended to provide benefits to all users of the public rights-of-way.

For those interested in learning more about this program and requirements, please refer to [Grand Rapids Parklet Manual](#). Approved parklets shall be permitted for installation and approved through the City of Grand Rapids and the Downtown Development Authority (DDA).

# EVALUATION CRITERIA

Each application is graded on the following criteria (some criteria may not be applicable based on the type of Activate This Place grant application that was submitted). Total of 30 points available.

## Applicant and Installation Background

☐ (check if completed) \_\_\_\_/7 total

### Completed entire application requirements (7 points):

- Completed page 10 of this application to it's entirety.
- Submitted document that outlines how you plan to accomplish each evaluation criteria listed on pages 6 & 7.
- Submitted artist bio.
- Submitted resume/CV.
- Submitted artist statement of installation.
- Provided rendering and site-map.
- Submitted goals of the project/installation.

## Community Engagement

☐ (check if completed) \_\_\_\_/5 total

### Teams up with local community partners, organizations or non-profits (1 point):

Involves community members to help with concept, installation, design or location.

### Encourages the support of Downtown businesses and neighborhood partnership (1 point):

Works with business and property owners to obtain permission for the location of installation. Allows input and acknowledges feedback.

### Educational opportunities (1 point):

The project/installation promotes understanding through arts and culture activities.

### Uses local vendors and/or locally sourced products (1 point):

Uses and purchases project supplies/resources from/within the local Grand Rapids community.

### Diverse activities (1 point):

The installation allows for a programmatic approach to inclusive and diverse activities to happen within or around the installation.

## Space vs. Place

☐ (check if completed) \_\_\_\_/3 total

### Location (1 point):

Activates a unique and underutilized space within the Downtown footprint.

### Time of year (1 point):

The installation help GR Forward city master plan efforts of activation during the cooler months of the year.

### Maintenance(1 point):

The applicant provides a detailed plan for maintenance and upkeep of the project/installation.

CREATE  
PLACES FOR  
PEOPLE

Criteria continued to next page.

# EVALUATION CRITERIA (cont)

## Merit

☐ (check if completed) \_\_\_\_/10 total

### Activation (1 point):

Explain how your project/installation qualify as a window, placemaking or parklet activation initiative.

### Creativity (1 point)

Explains how the installation unique, innovative and engaging.

### Unique and distinctly Grand Rapids (1 point):

The installation/project is a one of a kind installation and unique to Grand Rapids. Explain what makes it unique.

### Safety (1 point):

The applicant provides details of how the project/installation helpst to enhance public safety.

### Beautification (1 point):

The project/installation helps to beautify the Downtown area. It improves the physical environment of the space. Explain how.

### Accessibility (1 point):

The project/installation accessabile all or most of the time. Explain any viewing time or date(s) restrictions.

### Benefactors (1 point):

Applicant explains any groups groups that can engage and benefit from the project.

### Interactive (1 point):

Explains how the public is able to interact with the installation.

### Quality of Materials (1 point)

Applicant explains materials used for installation/project.

### Evaluation (1 points):

Applicant explains how they will be measuring aany successes and failures of this project.

## Diversity, Equity and Inclusion

☐ (check if completed) \_\_\_\_/3 total

### Representation (1 points):

The project/installation promotes and amplifies a diverse and inclusive representation of the many cultural and ethnic backgrounds of our city.

### Access (1 point):

The applicant addresses how the project/installation expands accessibility for all.

### Awareness (1 point):

Project/installation helps to raise awareness about placemaking as a catalyst for building sustainable, healthy and accesible communities.

## Budget

☐ (check if completed) \_\_\_\_/2 total

### Sponsors/In-kind/Match funding (1 point):

The applicant outlines any sought out additional funding resources. Gives information about who they have received additional support from.

### Project expenses (1 point)

Gives an detailed outlined budget of expenses for project.

## Grant Follow-up Submission

If you are a recipient of a grant, you will need to follow up within 6 months of your installation in order to report back to DGRI and the Goal 5 Alliance about your project and installation.

### FOLLOW-UP PACKAGE

Please submit all information in one document outlining the following information:

- Did you enjoy this program and experience?
- How did you view the application and review process?
- How did the community respond and interact with your project/installation?
- What was your biggest successes?
- What were your biggest challenges?
- Has this installation/project had a lasting impression on the community? If so, how?
- Did this project spark dialogue and awareness? If so, how?
- How did you engage volunteers and/or community members or partners?
- Did you receive additional funding to support the project /installation? If so, by who?
- How did you market/advertise your project/installation?
- Did you have any events, programming or ribbon cutting for your project/installation?
- Please attach photos of the finished project/installation.
- Please attach any community input, dialogue or additional information you think would be beneficial.
- Could anything have been done or could be done to improve the Activate This Place grant program?

MAKING  
A  
DIFFERENCE

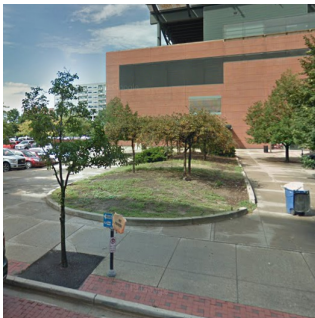


## Downtown Areas In Need of Some T.L.C.

As any Downtown, Downtown GR is a living breathing organism with a pulse of its own that is forever changing. In order to help activate a space until a permanent change comes into play, placemaking initiatives are used to help generate activity to the area showing its potential.

### LOCATION IDEAS FOR PLACEMAKING OPPORTUNITIES

There are many areas within the Downtown district that could use enhancements. Some that we have identified are shown below. You can submit proposals for an area listed below or identify a location that you would like to activate that you have seen a need for a creative intervention as well. These locations are subject to change.



Plaza on east side of Van Andel Arena  
Weston/Ionia



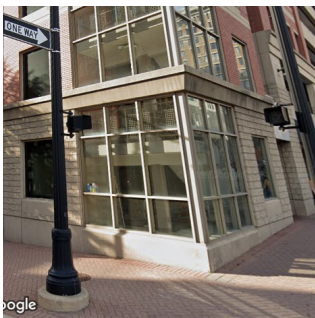
Alleyways



Corner of Ottawa/Fulton St.



307 Summer Ave. NW



Parking ramps, decks  
and stairwells



Electrical boxes



555 Monroe Ave. NW



Retaining wall  
Ionia/Wealthy St. SW

### LOCATION IDEAS FOR WINDOW ACTIVATION

Listed below are currently available storefronts that have been identified for activation (but not limited to). These locations are subject to change:

- 35 Oaks St. SW • 136 S. Division • 940 Monroe Ave. NW • 1171 Plainfield Ave. NE • 20 Monroe Ctr. NW
- 645 Fulton W • 12 Weston St. SW • 15 Ionia Ave. SW • 140 S Division Ave • 146 Monroe Ctr. NW
- 260 Leonard St. NW Division • 601 Bond Ave NW #A • 200 Commerce Ave SW • 934 Scribner Ave NW
- 8 Jefferson Ave. SE • 40 Monroe Ctr. NW • 22 Ionia Ave SW • 934 Scribner Ave NW • 351 Summer

# ACTIVATE THIS PLACE

## PLACEMAKING GRANT APPLICATION

Applicant Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Best Contact Number: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Website(s): \_\_\_\_\_

Public Space Activation Program you are applying for (check one):

☐ Placemaking Grant    ☐ Window Activation Grant    ☐ Parklet (separate application, refer to page 5).

Name of Project/Installation: \_\_\_\_\_

Location of Project/Installation: \_\_\_\_\_

Materials used: \_\_\_\_\_

Anticipated Start/Installation Date(s): \_\_\_\_\_

Anticipated End/De-installation Date(s): \_\_\_\_\_

Total Funds Anticipated for the project: \_\_\_\_\_ Funds Requested from DGR! \_\_\_\_\_

In a separate document, please attach and submit the following items:

- Evaluation Criteria listed on pages 6 & 7
- Artist bio
- Artist Resume/CV
- Artist statement
- Rendering and site-map
- Goals of the project/installation
- Budget

ALL PROPOSALS FOR GRANT IMPLEMENTATIONS CANNOT BE  
POLITICAL OR RELIGIOUS IN ANY WAY.



Please email your application to [info@downtowngr.org](mailto:info@downtowngr.org)

Downtown Grand Rapids Inc., 29 Pearl St. NW, Suite 1, Grand Rapids, MI 49503

**From:** Rachel McKay <[rmckay@grcm.org](mailto:rmckay@grcm.org)>  
**Sent:** Thursday, October 24, 2019 4:45 PM  
**To:** Kimberly Van Driel <[kvandriel@downtowngr.org](mailto:kvandriel@downtowngr.org)>  
**Subject:** Potential collaboration:

Hello!

I was lucky enough to meet [Wes Sam Bruce](#), maker of magical and immersive art experiences, at a conference earlier this year and we've been talking about the possibility of bringing one of his collaborative placemaking projects to Grand Rapids next year. I've been a fan of his work for some time and got to experience a sneak-peek of the Adventure Forest exhibit he created for the Denver Children's Museum, I'd love to see this other-worldly type of work translated into a public space activation here in town. Something to discuss at a future Goal 5 meeting? Let me know what you think!

Rachel McKay

*she/ her/ hers*

**Accessibility and Inclusion Manager**

**Grand Rapids Children's Museum**

Direct: (616) 217-4936

[www.grcm.org](http://www.grcm.org)

**Office hours:**

Mondays: 8:00-11:10, 12:50-5:30

Tuesdays: 8:00-11:10, 2:20-5:30

Wednesdays: 8:00-11:10, 12:50-5:30

Thursdays: 8:00-7:00

Fridays: 8:00-5:00

**“We are never more fully alive, more completely ourselves,  
or more deeply engrossed in anything than when we are playing.”**