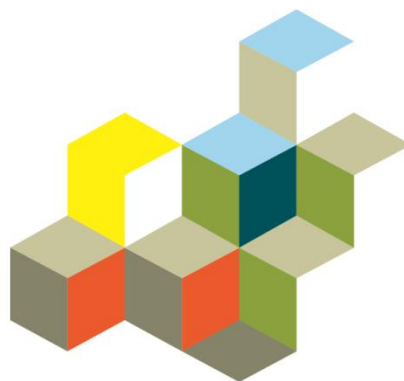




# Downtown Grand Rapids Ambassador Program 2015 Annual Report



**DOWNTOWN**  
GRAND RAPIDS INC.



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# Statistics

EQUIPMENT USAGE	2015 Total	2014 Total
Backpack Blower	8	NA
Bicycle (miles)	1038.65	2468.81
Billy Goat (Hours)	8	NA
Segway (Hours)	209.5	476.84
Power Washing	NA	NA
AMBASSADOR ACTIVITIES	2015 Total	2014 Total
Business Contact	3376	4390
Graffiti - Removed	1250	1866
Motorist Assistance	91	119
Observation - Fighting	484	425
Outreach Contact	33230	43794
PA - Directions	22974	38762
PA - Information	55684	72063
PA - Other	100880	97815
PA - Program Information	24725	50045
Panhandling - Aggressive	1564	1604
Panhandling - Passive	1123	2374
Planters Watered	NA	NA
Request for Fire/EMS	250	257
Request for Police	128	219
Safety Escort	15993	16123
Sidewalk Violation	5936	9018
Snow Removal - Block Faces	42	NA
Suspicious Package	446	729
Suspicious Person	3465	3089
Trash (Bags collected)	1681	NA
Umbrella Escorts	482	2341
Weed Abatement	NA	NA
Total Contacts Year Ending 2015	273804	345033
Total Contacts Year Ending 2014		

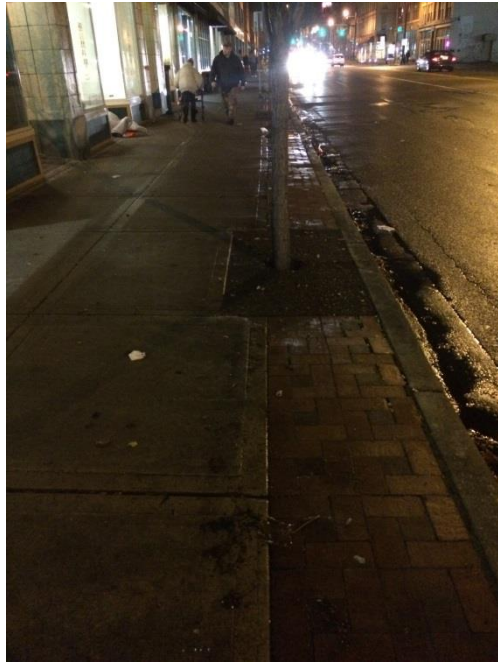


# Beautification Highlights

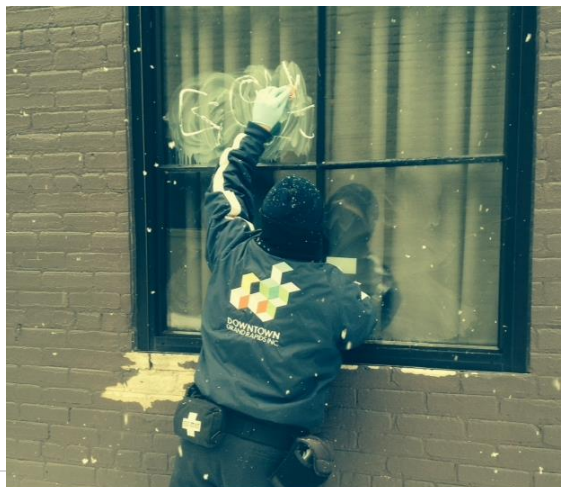
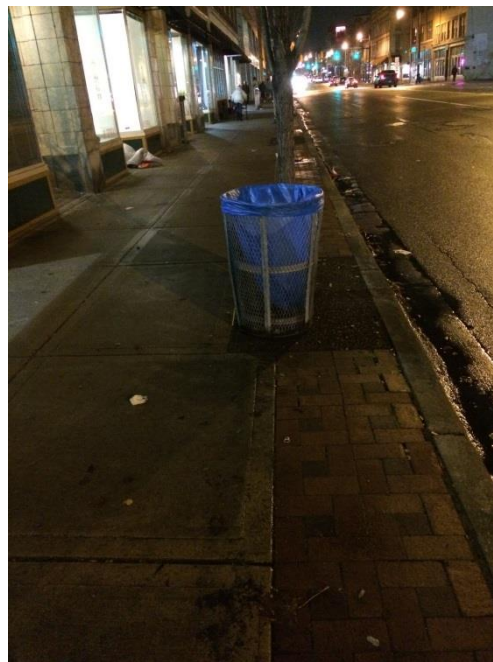
**Graffiti Removal** 1250

**Snow Removal (Block Faces)** 42

**Trash Bags Collected** 1681



The ambassador team added a new trash can at the corner of Weston & Division; we had received several complaints in the past and installed a trash can to help mitigate the buildup of trash in that area.





# Hospitality Highlights

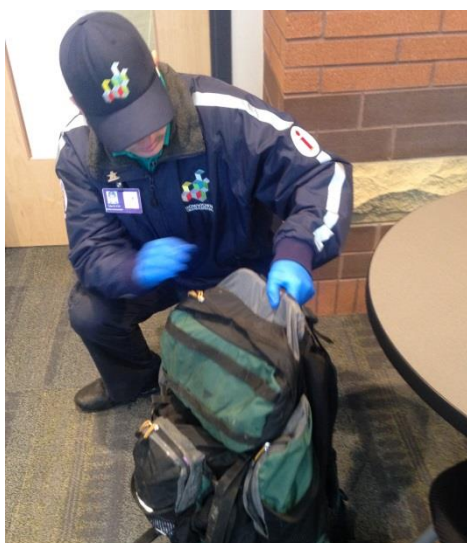
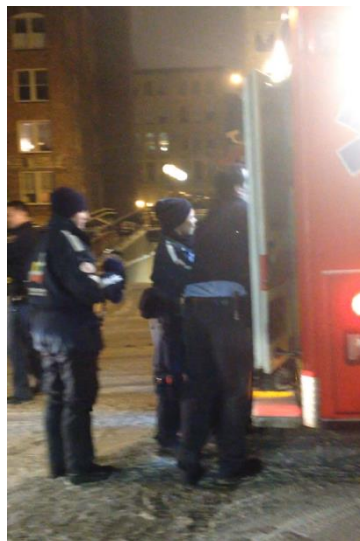


Business Contacts	3376
Motorist Assistance	91
Directions	22974
Information	55684
Program Information	24725
Other Assistance	100880
Umbrella Escorts	482





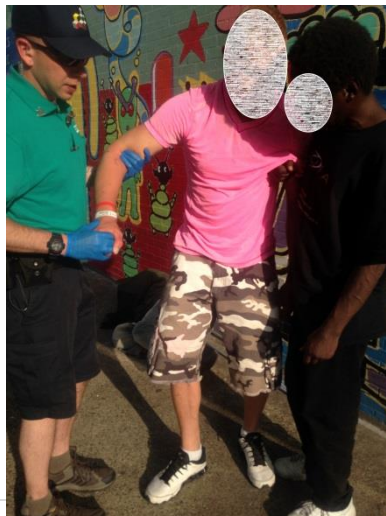
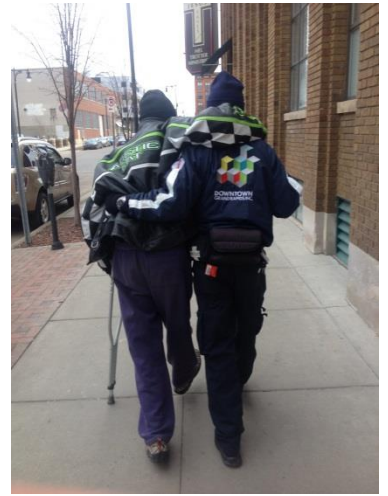
# Safety Highlights



Observation Fighting	484
Request for EMS/Fire	250
Request for Police	128
Suspicious Person	3465
Suspicious Package	446
Safety Escort	15993
Sidewalk Violations	5936



# Outreach Initiatives



Outreach Contact	33230
Panhandling - Aggressive	1564
Panhandling - Passive	1123



# Stakeholder Feedback

My experience with Veronica was wonderful. I parked my car near Sundance and she greeted me right away with a smile, asking if I had an umbrella to keep myself out of the hard rain. I didn't have one so she offered to walk me to my destination under hers. She was friendly and personable. I recently moved here from just outside Flint Michigan and this is my first real downtown experience in Grand Rapids. Veronica made it an extremely pleasant one. She made me feel welcomed to the city. She also kept me dry, which was wonderful, even for a short walk.

Chase Gifford

Hello,

I just wanted to say that Rebecca was super friendly and nice to myself and my group of friends tonight while out in GR. She was very knowledgeable of the city and was super helpful!

Thanks for employing such a great lady!

Thanks!

Katie



**Downtown Grand Rapids Inc.**

1 hr · Edited · 🌐

We have two new friendly faces around Downtown! Welcome Abbie and Sue to our Downtown Ambassador team!



Like Comment Share

Melvin Eledge, Cameo D. Johnson-Price, Martha Mackay and 22 others like this.

2 shares



**Holly Jill Schubert** Love seeing you all around downtown throughout the day!



👍 1 · 1 hr



**Terrill Rashad** ▸ Downtown Grand Rapids Inc.

September 12 at 1:25am · Grand Rapids, MI · 🌐

New Downtown Ambassador Terrill ( Left) with ops manager Melvin and team leader Rebecca! 'I promise to keep downtown clean and safe' 'it's my downtown and I love it!'  
-Terrill !



1 Like



**RedLine Language Services LLC**

May 29 at 1:43pm · 🌐

Just a quick note to say how much I appreciated finding two Ambassadors—Katie and her colleague (didn't get his name)—standing outside the Ledyard Building just now when I needed to head over to 50 Louis. It was raining pretty steadily but I had left my umbrella in my car. Katie came right up and offered to walk me to my destination. Fantastic! I've seen the green shirts around town but have never had the need to use your team service's until today. I'll recommend the Downtown Ambassadors to anyone! Thanks, Matthew

Like · Comment · Share



# Highlights



Kent County CERT Training – Summer 2015





# Highlights

