## Downtown Development Authority

**Non-Tax Fund Only**

Proposed FY2022 Revenue and Appropriation Request and FY2023 - 2026 Forecasts

Preliminary Plan - Draft 2/19/2021

### Table 1 - Projected Revenue

<table>
<thead>
<tr>
<th>FY2022</th>
<th>FY2023</th>
<th>FY2024</th>
<th>FY2025</th>
<th>FY2026</th>
<th>FY2022-26</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request</td>
<td>Forecast</td>
<td>Estimate</td>
<td>Request</td>
<td>Forecast</td>
<td>Forecast</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Notes</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>FY2020 Final</th>
<th>Actual as of 01/31/2021</th>
<th>Estimate</th>
<th>FY2021</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Rental - DASH Parking Lots</td>
<td>$577,853</td>
<td>$738,000</td>
<td>$125,851</td>
<td>$200,000</td>
<td>$250,000</td>
</tr>
<tr>
<td>Property Rental - YMCA Parking Lot</td>
<td>43,350</td>
<td>72,000</td>
<td>24,000</td>
<td>54,000</td>
<td></td>
</tr>
<tr>
<td>Interest on Investments</td>
<td>284,347</td>
<td>70,412</td>
<td>(125,527)</td>
<td>70,412</td>
<td></td>
</tr>
<tr>
<td>The Gallery Promissory Note - Interest</td>
<td>17,498</td>
<td>12,988</td>
<td>10,003</td>
<td>16,854</td>
<td></td>
</tr>
<tr>
<td>The Gallery Promissory Note - Principal</td>
<td>-</td>
<td>100,000</td>
<td>18,206</td>
<td>31,506</td>
<td></td>
</tr>
<tr>
<td>Event Sponsorships &amp; Fees</td>
<td>11,530</td>
<td>40,000</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Valente-IE Sculpture Reimbursements</td>
<td>14,600</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Land Sales - 156 Oakes SW &amp; Ottawa Ave</td>
<td>1,994,545</td>
<td>197,670</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>162</td>
<td>2,000</td>
<td>1,770</td>
<td>2,000</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL PROJECTED REVENUE</strong></td>
<td>$2,907,885</td>
<td>$1,233,980</td>
<td>$54,303</td>
<td>$52,442</td>
<td></td>
</tr>
</tbody>
</table>

### Table 2 - Committed and Planned Expenditures

**Goal #1: Restore the River as the Draw and Create a Connected and Equitable River Corridor**

- **Sub-Total** $23,889

- **Goal #2: Create a True Downtown Neighborhood Which is Home to a Diverse Population**

- **Sub-Total** $19,396

- **Goal #3: Implement a 21st Century Mobility Strategy**

- **Sub-Total** $15,000

- **Goal #4: Expand Job Opportunities and Ensure Continued Vitality of the Local Economy**

- **Sub-Total** $170,766

- **Goal #5: Reinvest in Public Space, Culture, and Inclusive Programming**

- **Sub-Total** $1,324,000

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**Notes:**

- Odd numbered FY include bump up for ArtPrize
- City Treasurer’s estimates - Exhibit L
- Per new payment schedule/promissory note 5/13/2020
- Events featuring city-building experts
- Assess existing riverwalk to identify needed repairs
- Includes restrooms, public inebriate center, etc.
- Downtown Workforce Program
- COVID Economic Relief Funding
- DGRI Event Production
- Diversity Programming
- Downtown Ambassadors
- Experience Miscellaneous
- Holiday Décor Program
- Major Event Sponsorship
- Project and Fixed Asset Maintenance
- Public Space Activation
- Rosa Parks Circle Ice Skating Support
- Special Events - Grant Programs
- Special Events - Office of
- 1,234,000 Bursars/games/mural/pubic art/enlivening interventions
- 200,000 Skate rink operations
- 75,000 Partial support for Special Events Management staff

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**Goals:**

1. **Restore the River as the Draw and Create a Connected and Equitable River Corridor**
   - **Sub-Total** $23,889
   - **Goal #1:**
     - **Riverwalk Assessment** $10,000
     - **Riverwalk** $15,000
     - **Sub-Total** $25,000

2. **Create a True Downtown Neighborhood Which is Home to a Diverse Population**
   - **Sub-Total** $19,396
   - **Goal #2:**
     - **Heartside Quality of Life Implementation** $2,524
     - **Stakeholder Engagement Programs** $16,872
     - **Sub-Total** $25,000

3. **Implement a 21st Century Mobility Strategy**
   - **Sub-Total** $15,000
   - **Goal #3:**
     - **Transportation Demand / DASH Lease** $150,000

4. **Expand Job Opportunities and Ensure Continued Vitality of the Local Economy**
   - **Sub-Total** $170,766
   - **Goal #4:**
     - **Downtown Workforce Program** $24,200
     - **COVID Economic Relief Funding** $146,566

5. **Reinvest in Public Space, Culture, and Inclusive Programming**
   - **Sub-Total** $1,324,000
   - **Goal #5:**
     - **Arena Plaza Improvements - Non-Tax** $600,000
     - **Bridge Lighting Operations** $4,009
     - **DGRI Event Production** $197,546
     - **Diversity Programming** $74,325
     - **Downtown Ambassadors** $240,521
     - **Experience Miscellaneous** $17,964
     - **Holiday Décor Program** $44,109
     - **Major Event Sponsorship** $31,056
     - **Project and Fixed Asset Maintenance** $2,187
     - **Public Space Activation** $126,868
     - **Rosa Parks Circle Ice Skating Support** $36,377
     - **Special Events - Grant Programs** $10,325
     - **Special Events - Office of** $75,000

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**Total Projected Revenue:** $3,335,548

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**Subtotal:**

- **Total Projected Revenue:** $2,907,885
- **Actual as of 01/31/2021:** $1,233,980
- **Estimate:** $54,303
- **Total:** $52,442

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**Goal #1: Restore the River as the Draw and Create a Connected and Equitable River**

- **Total Projected Revenue:** $2,907,885
- **Actual as of 01/31/2021:** $1,233,980
- **Estimate:** $54,303
- **Forecast:** $52,442

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**Goal #2: Create a True Downtown Neighborhood Which is Home to a Diverse Population**

- **Total Projected Revenue:** $19,396
- **Actual as of 01/31/2021:** $25,000
- **Estimate:** $391
- **Forecast:** $10,000

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**Goal #3: Implement a 21st Century Mobility Strategy**

- **Total Projected Revenue:** $15,000
- **Actual as of 01/31/2021:** $15,000
- **Estimate:** $15,000

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**Goal #4: Expand Job Opportunities and Ensure Continued Vitality of the Local Economy**

- **Total Projected Revenue:** $170,766
- **Actual as of 01/31/2021:** $735,000
- **Estimate:** $220,298
- **Forecast:** $335,000

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**Goal #5: Reinvest in Public Space, Culture, and Inclusive Programming**

- **Total Projected Revenue:** $1,324,000
- **Actual as of 01/31/2021:** $613,164
- **Estimate:** $613,164

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**Miscellaneous:**

- **Total Projected Revenue:** $1,234,000
- **Actual as of 01/31/2021:** $613,164
- **Estimate:** $613,164

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**Notes:**

- Odd numbered FY include bump up for ArtPrize
- City Treasurer’s estimates - Exhibit L
- Per new payment schedule/promissory note 5/13/2020
- Events featuring city-building experts
- Assess existing riverwalk to identify needed repairs
- Includes restrooms, public inebriate center, etc.
- Business support for COVID-19 relief efforts
- Improvements to Van Andel Arena Plaza
- 1,001,000 DGRI-produced events, i.e. Valente-IE, etc.
- Community relations to build more inclusive downtown
| Special Events - Training Program | 3,057 | 6,000 | - | - | 6,000 | 6,000 | 6,000 | 6,000 | 30,000 |
| Winter Avenue Building | - | 2,000 | 227 | 1,000 | 2,000 | - | - | - | 2,000 |
| Sub-Total | 975,119 | 1,795,000 | 1,253,353 | 1,747,664 | 1,770,000 | 748,000 | 511,000 | 511,000 | 4,051,000 |

**TOTAL PROJECTED EXPENDITURES** | $1,343,952 | $2,800,400 | $1,513,564 | $2,282,664 | $1,900,000 | $1,138,000 | $901,000 | $901,000 | $901,000 | $5,741,000 |

**Table 3 - Excess / (Deficit) of Revenues Over Expenses**

| Fund Balance - Beginning | 4,994,858 | $6,559,691 | $6,559,691 | $6,559,691 | $4,849,469 | $3,583,128 | $3,103,071 | $2,874,038 | $2,656,223 | $4,849,469 |
| Plus: Projected Revenue | 2,907,885 | 1,233,080 | 572,442 | 633,659 | 671,967 | 683,185 | 888,794 | 3,335,548 |
| Less: Committed & Planned Expenditures | (1,343,052) | (2,800,400) | (1,513,564) | (2,282,664) | (1,900,000) | (1,138,000) | (901,000) | (901,000) | (5,741,000) |
| Ending Fund Balance - Before Reserve | $6,559,691 | $4,992,371 | $5,100,430 | $4,849,469 | $3,583,128 | $3,103,071 | $2,874,038 | $2,656,223 | $2,444,017 | $2,444,017 |
| Ending Fund Balance - With Reserve | $6,028,692 | $4,460,888 | $4,568,947 | $4,317,964 | $3,051,597 | $2,571,814 | $2,343,257 | $2,126,036 | $1,914,788 | $1,914,788 |