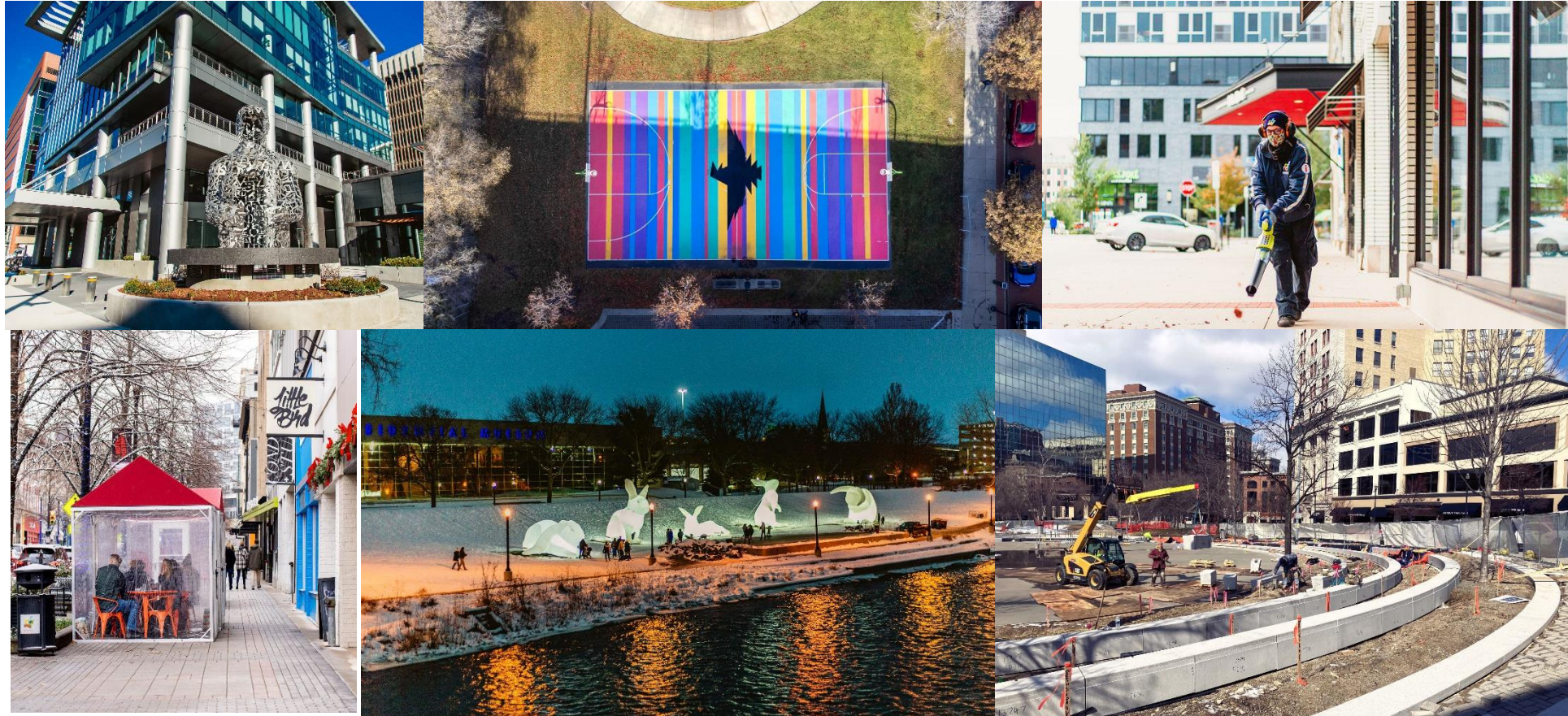


FY2023 Budget



DOWNTOWN
GRAND RAPIDS INC.

Downtown FY22 Project Highlights



Coming Soon



FORWARD DOWNTOWN & RIVER ACTION PLAN >>

WORKING VISION / GOALS:

Downtown Grand Rapids is the region's downtown and the civic heart of West Michigan. Together with the Grand River, these assets will provide a singular experience and strengthen the City's identity as progressive, healthy and vibrant. GR Forward envisions a future where strategic action will promote job growth, stimulate private investment and provide a city center welcoming to *all* downtown residents, nearby neighbors and visitors. A reinvigorated Downtown and Grand River must be authentic to Grand Rapids and attainable by developing strategies unique to the needs of Grand Rapidsians. To accomplish this, we will:

GOAL 1

Restore the River as *the* Draw &
Create a Connected and Equitable
River Corridor.

GOAL 3

Implement a 21st Century
Mobility Strategy.

GOAL 5

Reinvest in Public Space, Culture
& Inclusive Programming.

GOAL 2

Create a True Downtown
Neighborhood as Home to a Diverse
Population.

GOAL 4

Expand Job Opportunities &
Ensure Continued Vitality
of the Local Economy.

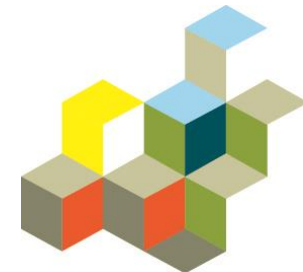
GOAL 6

Retain and Attract Families,
Talent, and Job Providers with
High Quality Public Schools

Proposed FY23 DDA Expenditures

Highlights:

- \$14.3 Million in Budgeted Project Expenditures
 - Excludes Admin, Debt Service
- 97 Programs, Projects & Initiatives
- 100% of discretionary expenditures are related to the implementation GR Forward



FY2023 Revenues

FY2023 Revenues (est.)

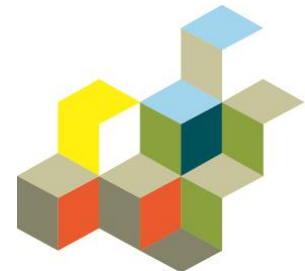
- Tax Increment: \$7,093,979 (net)
- Other, LTI: \$73,981
- Lyon Square Partner Contributions: \$1,750,000
- Parking Revenue: \$350,000
- Other, NTI: \$156,390
- Event Sponsors: \$25,000

Sub-Total: \$9,424,350

FY2023 Beginning Fund Balance (est.)

- NTI: \$4,647,114
- LTI: \$6,456,978

TOTAL: \$11,104,092



FY23 Gainsharing Rebates: LTI

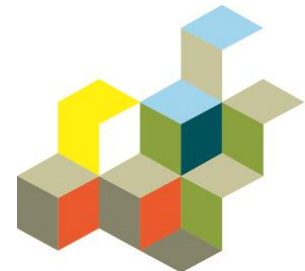
Gain Sharing Rebates to City, County, GRCC, ITP:

- FY21 Actual: \$819,007
- FY22 Estimate: \$827,808
- FY23 Estimate: \$1,251,879
 - Increase to 15%
 - Step up to 20% (FY2028) and 25% (FY2033) over the term of the TIF Plan which ends in 2046.

FY23 Expenditures: LTI

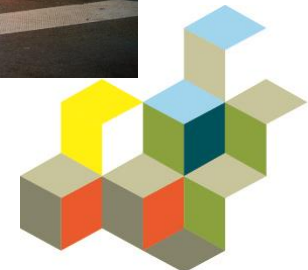
Non-Program / Project

- Administration: \$1,500,000
 - City costs, fixed costs, staff, legal, IT, etc.)
 - 9% of total planned expenses (vs. 27% industry standard)
- TIF Reimbursements: \$1,600,000
 - Completed: 35 Oakes, 68 Commerce, 100 Commerce and 300 Ionia Avenue
 - Started in FY22: Residence Inn
 - Future Considerations: Waters Building ROW, Studio Park Tower
- Debt Service Obligations: \$750,400
 - Devos Place: \$315,100 (Final Payment FY2024)
 - Ionia South of Wealthy: \$75,000 (Final Payment FY2032)
 - Lyon Square: \$360,000 (Estimate)
 - Agent Fees: \$300



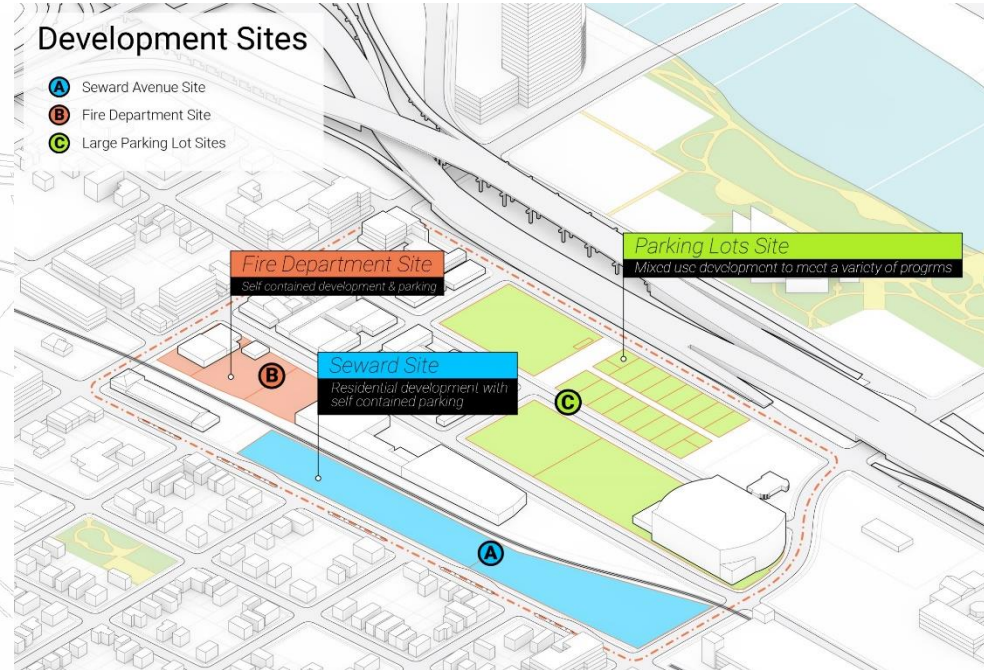
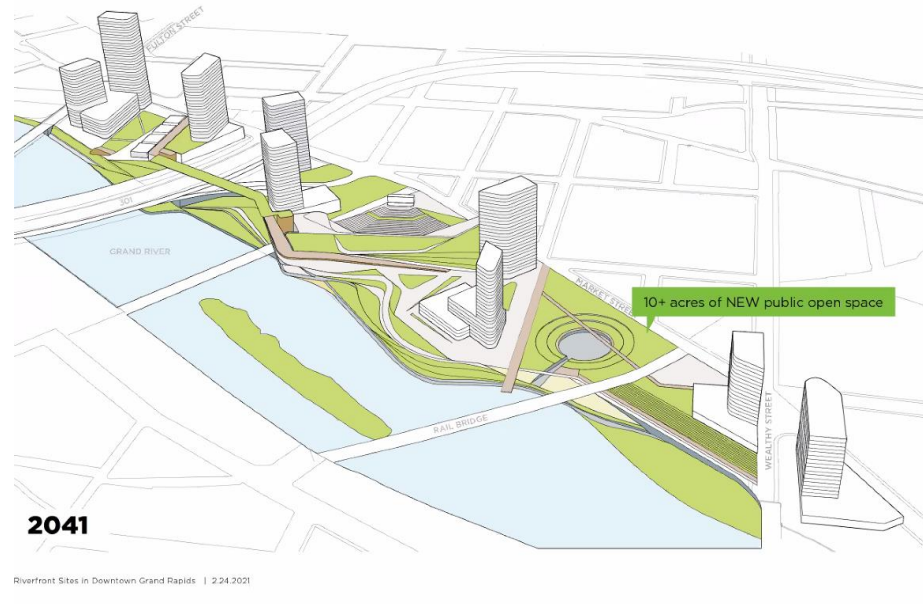
FY22 School Tax Increment (STI) Expenditures

- Final Debt Service Payment will be made in May 2022
- Van Andel Arena Debt Service: \$6,814,500
- Capture to be Returned to State, GRPS, and KISD: \$4,773,716
- DDA contributed \$139,090,896 toward VAA since 1995

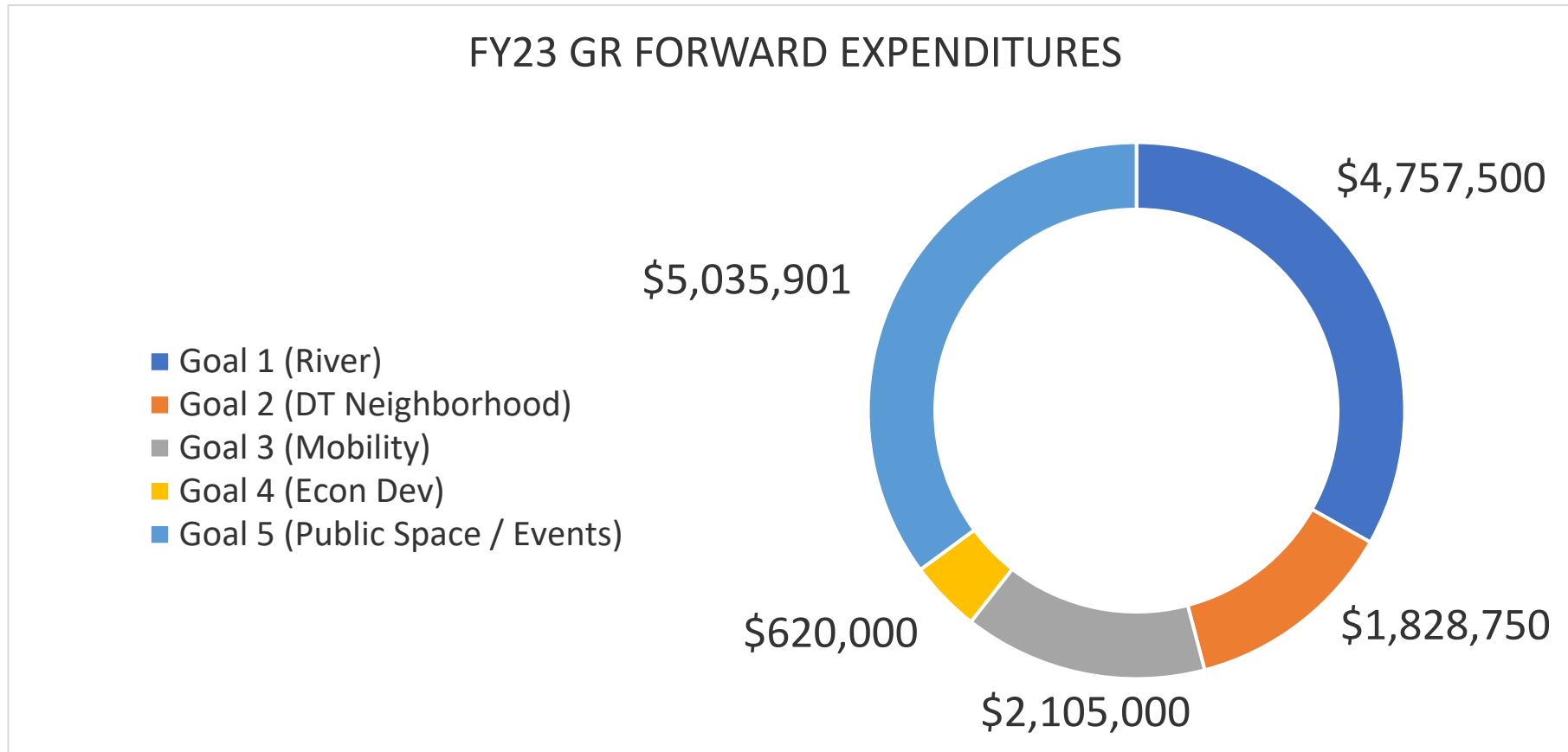


FY2023 Opportunities

Site Recommendation



FY23 Projects in GR Forward Context





GOAL 1: Restore the River as the Draw

Whitewater Rapids | Riverfront Greenspace | Regional Trail Network







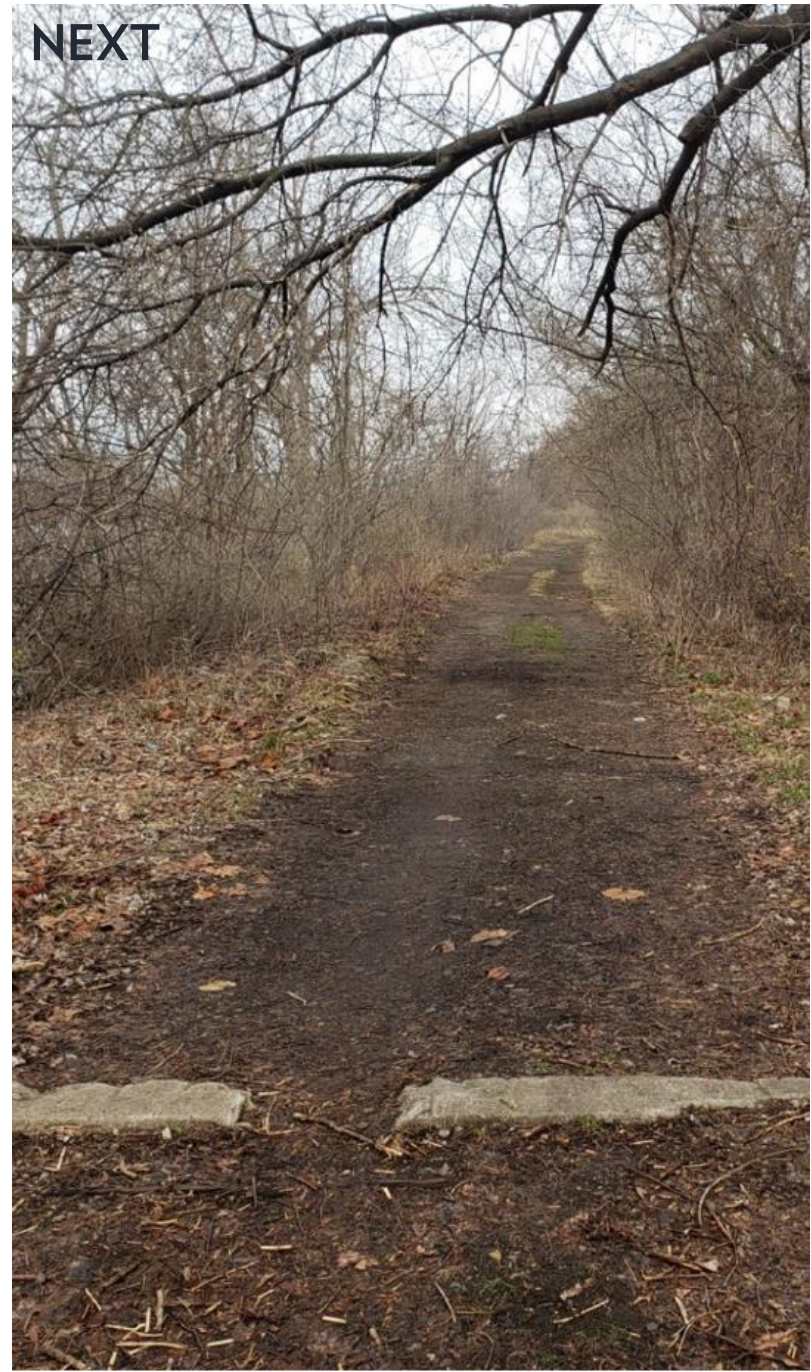
BEFORE



AFTER



NEXT





Downtown Neighbor News
Presented by the Downtown Neighbor Network

February 12 - 18, 2022

Greetings, Neighbors!

Kick off your wintery weekend **today** with a visit to [JCE-Breaker](#) at Rosa Parks Circle from 12 PM - 5 PM.

Are you a residential property owner [within the Downtown Improvement District \(DID\)](#)? Join me and Melvin Eledge for more information about what the DID does. [Register for the virtual meeting below.](#)

- If you think residents in your building would be interested in learning together, [email me](#) to set up a time to meet as a group in person! We're hoping to talk to resident owners in the Downtown neighborhood.

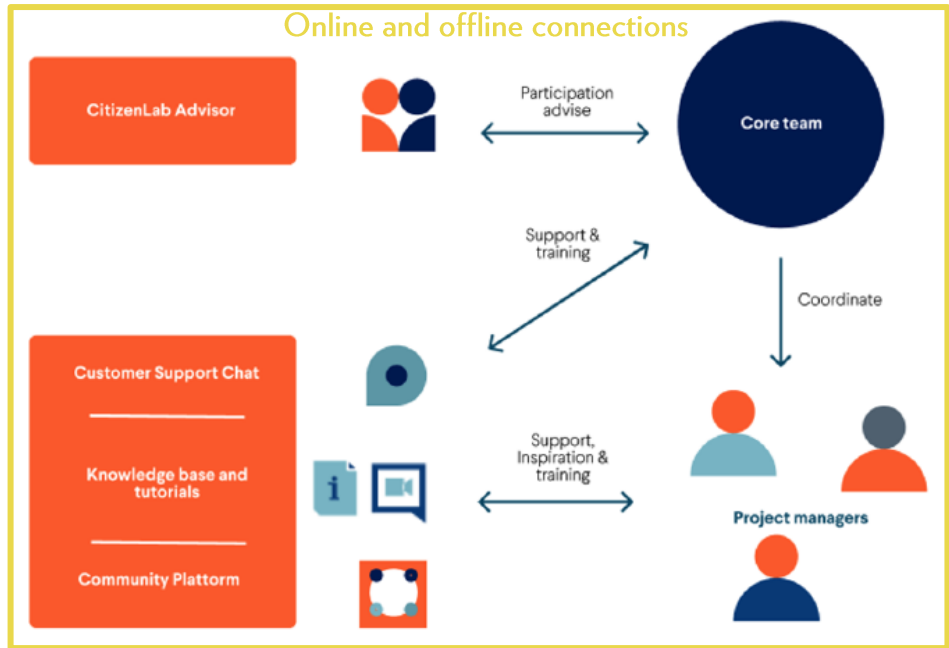
Roses are red, violets are blue,
DGRI has made a Valentine for YOU!
Check out the shops and restaurants below to celebrate the City we all love... Let's go!

If this newsletter was forwarded to you, [subscribe for weekly updates here.](#)



Weekly newsletter: 12% increase in engagement

Kendsie Channing
Manager of Neighbor Experience
Downtown Grand Rapids Inc.



Goal 2: Create a True Downtown Neighborhood that is Home to a Diverse Population.

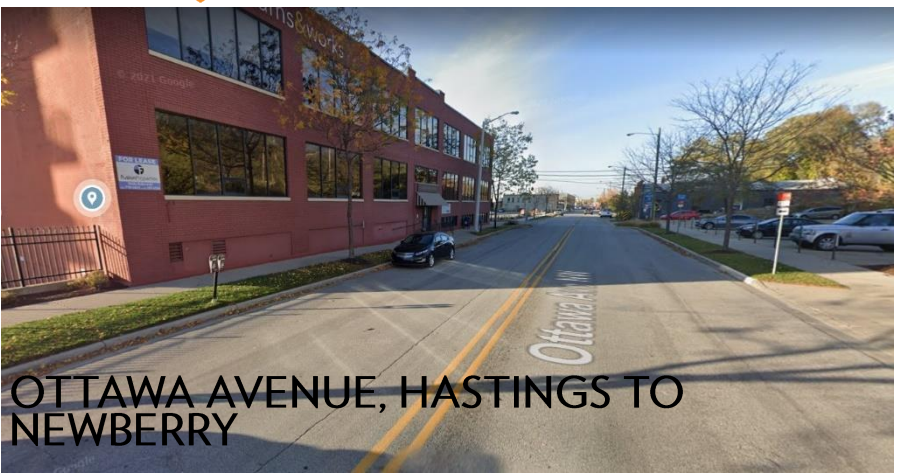
4 C's of Neighbor Experience:

- Communicate
- Convene
- Capacity Build
- Connect to Resources





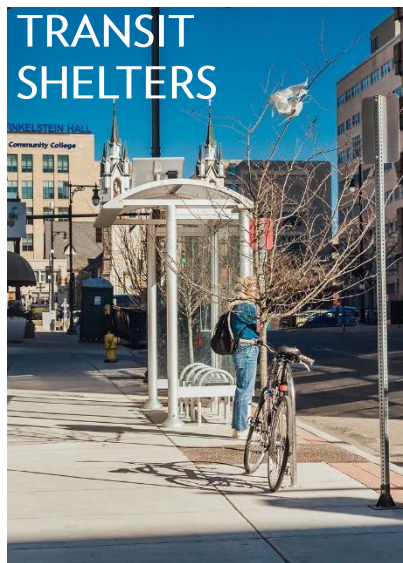
GOAL 3 – IMPLEMENT A 21st CENTURY MOBILITY STRATEGY



OTTAWA AVENUE, HASTINGS TO NEWBERRY



BIKE PARKING



TRANSIT SHELTERS



WAYFINDING IMPLEMENTATION



FURNISHINGS



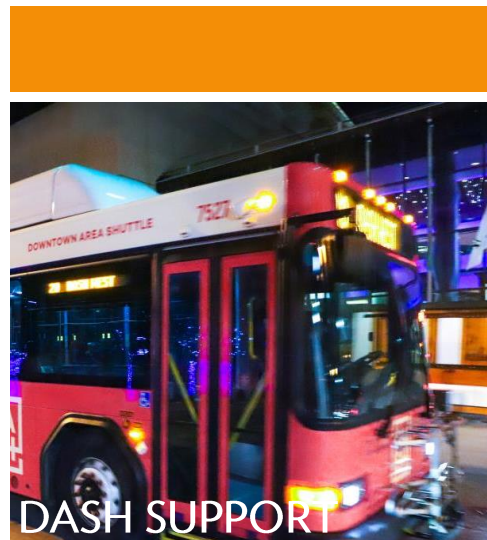
COUNTDOWN TIMERS



ACCESSIBILITY INITIATIVES



PEDESTRIAN SAFETY



DASH SUPPORT



Goal 4: Expand Job Opportunities & Ensure Continued Economic Vitality of the Local Economy



Biz Assn Support



Downtown Workforce Engagement



Business Tools & Education



Retail Attraction



Marketing & Promotions

The Week Ahead: Doing Business Downtown

March 28 - April 3, 2022

Two things to start the week...

- March 28th is National Respect Your Cat Day; in honor of this holiday here are [some of the best cat videos ever](#) (according to reader's digest) and it's your...
- Last chance to be heard! Take the [WoW Business Impact Survey](#) and tell us about your experiences during World of Winter.

Now let's look at the week ahead...



Well, I hope
Communications

Retail Incubation



Data Repertoire

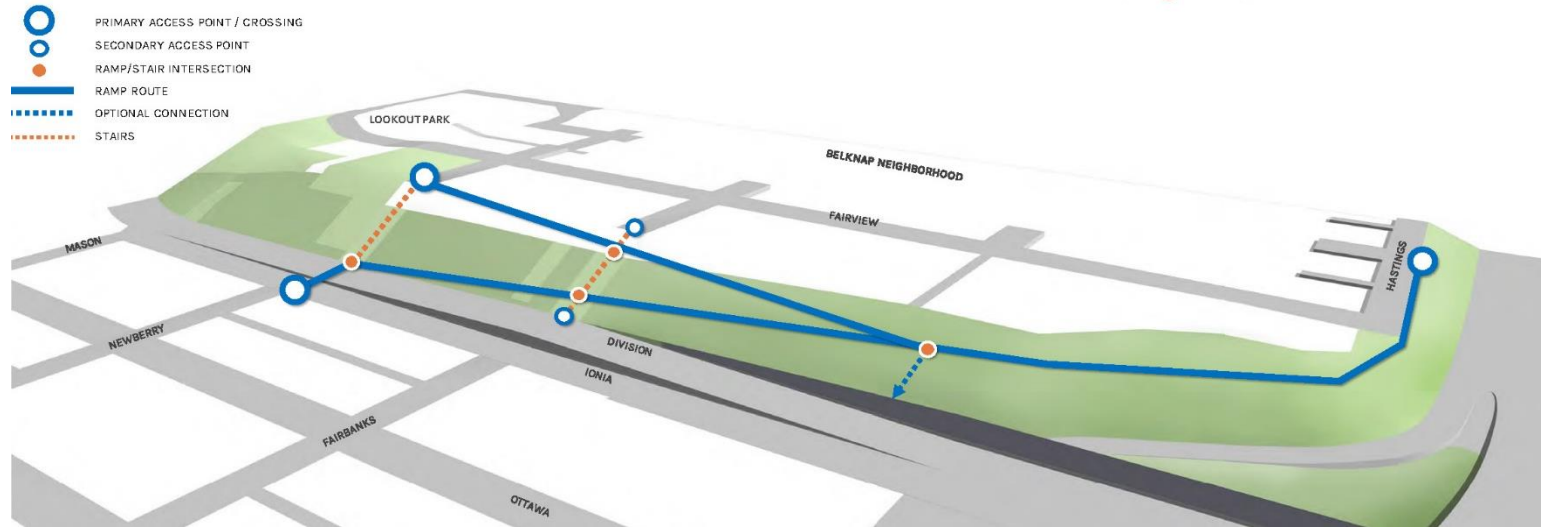
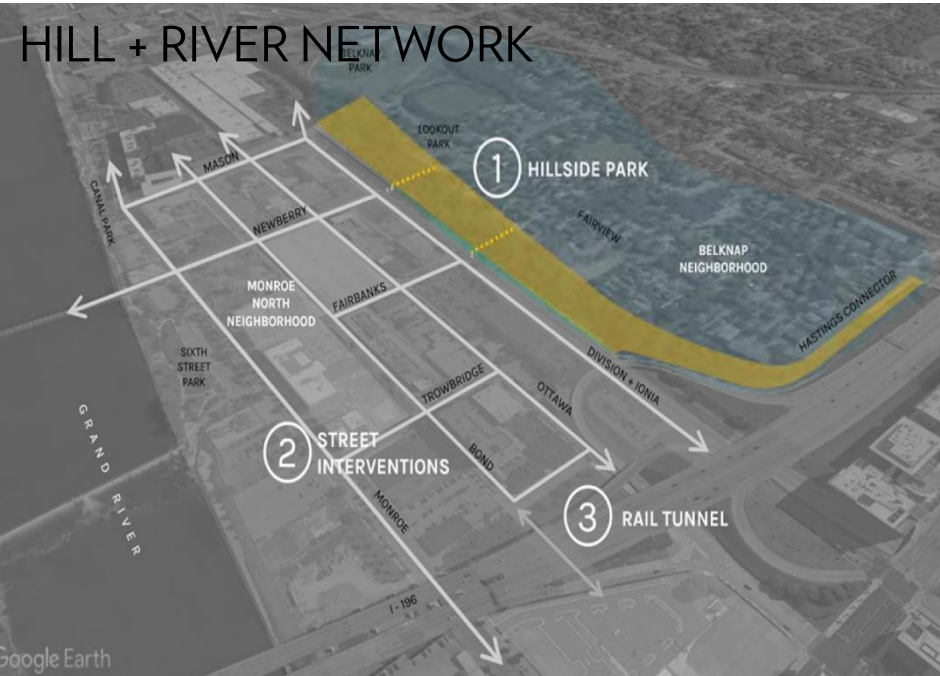


GOAL 5 - REINVEST IN PUBLIC SPACE, CULTURE, AND INCLUSIVE PROGRAMMING





GOAL 5 - REINVEST IN PUBLIC SPACE, CULTURE, AND INCLUSIVE PROGRAMMING



ELEVATED RAMP



AT GRADE METHODS STAIRS & TRAILS



MECHANICAL METHODS ELEVATOR, TRAM/FUNICULAR





GOAL 5 - REINVEST IN PUBLIC SPACE, CULTURE, AND INCLUSIVE PROGRAMMING

VAN ANDEL ARENA ALLEY

PHASE II

PHASE I

PHASE III





GOAL 5 - REINVEST IN PUBLIC SPACE, CULTURE, AND INCLUSIVE PROGRAMMING

AH NAB AWEN PARK MOUNDS SITE



POP-UP FUTSAL COURTS

CALDER PLAZA REBOOT

