

COME CONNECT DOWNTOWN.

DOWNTOWN GRAND RAPIDS INC.
ANNUAL REPORT FY 2015

Dear Friends,

Downtown Grand Rapids Inc. the past year earned great success for your Downtown. The postcards included here illustrate a sample of our results. These and other accomplishments are a direct result of the guidance and contributions the community generously gave to DGRI.

Our leadership network, for example, now incorporates nearly 100 individuals in the flow of organizational decision-making and execution. As another example, 3,500+ citizens this past year participated in the process of shaping the emerging GR Forward vision and strategy for Downtown's future. Indeed, more people than ever are connected and committed to moving Downtown forward. And you can help grow the community of support.

This package of postcards is intended to serve as a fun and casual reflection of DGRI's annual report, highlighting a series of select projects and outcomes. But the cards also provide a way for you to send a message to a friend or family member, tell your own Downtown story, and connect even more people to the good things happening in our city.

We're continually working to engage more citizens in the local city building conversation. We're also working hard to make Downtown a place where everyone – and everyone's perspective – is welcomed and valued. So please take a moment to send a postcard, and help us bring even more people together to continue the work of building a better city.

Sincerely,

A handwritten signature in orange ink, appearing to read 'Kristopher Larson', with a large, sweeping loop at the end.

Kristopher Larson, AICP
President & CEO
Downtown Grand Rapids Inc.

KEEPING DOWNTOWN CLEAN & BEAUTIFUL IS JOB ONE

The DGR| Clean Team works year-round to ensure Downtown is well maintained and litter free. They also perform 218 seasonal plantings in 79 flowers boxes across Downtown each year.

CONNECT

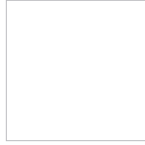
*Share a note and help connect your
friends & family to Downtown:*

This card is 1 in a set of 20 featured projects highlighting DGR|'s FY 2015 outcomes.



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HELPED ENSURE WORKERS STAY INSPIRED AND ENGAGED

The benefits of working Downtown extend beyond the amenities at the office. DGRI organized 30 lunchtime events featuring live music, food trucks, games and fitness classes to help keep Downtown's 40,000 workers happy and productive.

CONNECT

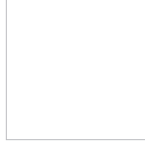
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MADE DOWNTOWN MORE HOSPITABLE AND COMPASSIONATE

DGRI's Ambassadors are dedicated to helping tourists, revelers and the homeless alike. Our team conducted more than 250,000 positive interactions with people and led more than 8,500 escorts.

CONNECT

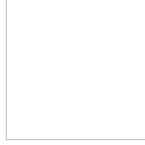
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BUILT A MORE BIKE-FRIENDLY CITY

DGRI deployed four new public bike repair stations, installed more than 400 new bike parking spaces and helped complete the Seward Avenue bike hub to serve the growing number of Grand Rapidsians choosing to commute and recreate by bicycle.

CONNECT

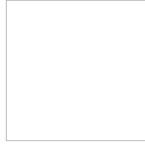
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ENHANCED ACCESS TO PASSENGER RAIL SERVICE

DGRI invested \$750k to help build the new Vernon J. Ehlers Amtrak Station. The station provides daily rail access from Downtown Grand Rapids to Holland and on to Chicago.

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PRODUCED HIGH-PERFORMANCE EVENTS

Movies in the Park drew 19,000 people to six different events and, in total, leveraged approximately \$13 in economic return to Downtown and participating businesses for every \$1 DGRl invested to execute the series.

CONNECT

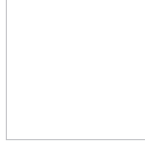
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DESIGNED A WEB PRESENCE TO ENHANCE USER EXPERIENCE

DGRI developed the platform for a first-of-its kind Downtown website that aggregates social media platforms, delivers real-time mobility information and aspires to intimately understand what interests residents, workers and visitors the most.

CONNECT

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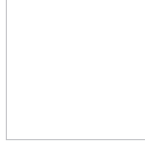
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ABOUT DGRI

OUR WORK

ANNOUNCEMENTS

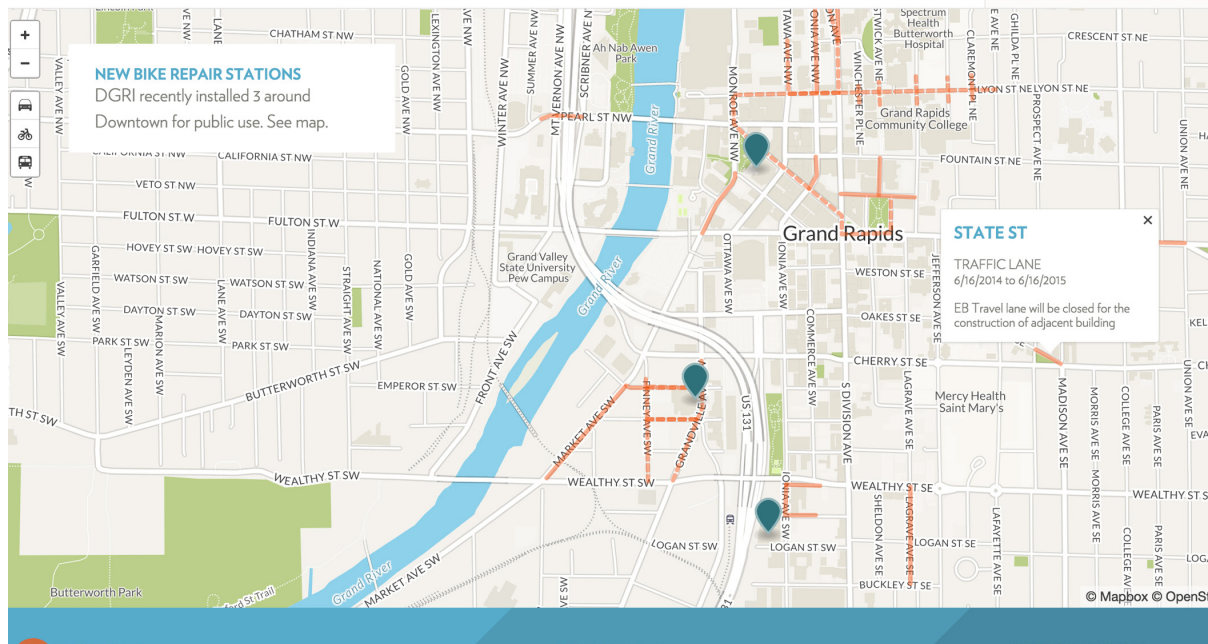
SEARCH DOWNTOWN

Get Around
PARKING & TRANSIT

Grow Downtown
TOOLS & INTEL

Live Downtown
HOUSING & DAILY LIFE

What are you looking for?



IMPROVED THE EXPERIENCE FOR PEOPLE WHO WALK

DGRI invested more than \$570K in pedestrian and mobility improvements. For example, we installed 168 walk encouragement signs that have helped countless people who choose to walk.

CONNECT

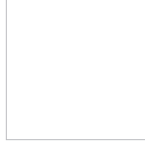
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RESPONDED OPPORTUNISTICALLY TO FUN POSSIBILITIES

When U.S. Men's Soccer advanced to the World Cup knockout round DGRI collaborated with ESPN on ABC to show the game on a giant outdoor video screen. Despite only four days to plan, the event drew 2,000 patriotic fans.

CONNECT

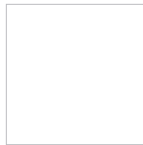
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REFRESHED PUBLIC SPACES FOR PEOPLE

DGR| invested \$1.25M to improve Downtown's public realm, including a full restoration of Monument Park to better balance retail, pedestrian and open space opportunities.

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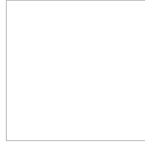
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INCORPORATED DIFFERENT PEOPLE IN THE CONVERSATION

In the spirit of growing a successful Downtown, DGRI intentionally invites a diverse mix of communities to the local city building dialogue. For example, we grew non-white and female representation on our citizen-led Alliances by 325 and 43%, respectively.

CONNECT

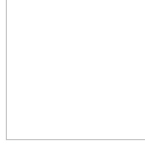
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DEFINED A WATERFRONT CITY BUILDING STRATEGY

DGRI and partners led the GR Forward initiative to define a 10-year community plan and investment strategy for continuing to grow Grand Rapids' urban core. The effort engaged more than 3,500 citizens and became the most inclusive planning process in the city's history.

CONNECT

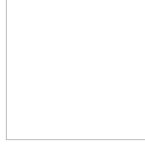
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ACTIVELY CULTIVATED AND ENGAGED CITIZEN LEADERSHIP

DGRI's leadership network actively engages more than 90 unique individuals in the flow of organizational decision-making. These citizens directly determined 94% of the organization's discretionary budget.

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CARVED GREATER APPRECIATION FOR A 4-SEASON CITY

DGRI aspires to take better advantage of the winter season and make Downtown unique, enjoyable and active for people all year long. The 2nd annual Valent-ICE event deployed 33 ice sculptures as well as fun activities for families and Valentine's Day sweethearts alike.

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EXPEDITED INVESTMENT AND EXPANDED JOB OPPORTUNITIES

DGRI supported 17 development projects, catalyzing \$125M in total real property investment and generating 483 jobs. That's more than \$22 in economic return to Downtown for every DGRI dollar invested.

CONNECT

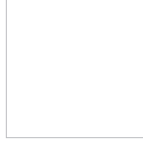
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PROMOTED INDEPENDENCE FOR PEOPLE WITH DISABILITIES

DGRI is committed to the inclusion of people with disabilities in every streetscape project we do. As one example, we're filling all 776 tree wells Downtown with porous pave material to help ensure safe, easy travel for wheelchairs and people who have difficulty walking.

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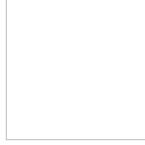
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INFORMED THE CIVIC DISCOURSE ABOUT GROWING DOWNTOWN

DGRI organized the GR Forward Thinking Speaker Series to bring four city building experts to Grand Rapids. The events inspired the community with bold, pragmatic ideas and empowered local leaders with information and encouragement to exercise visionary decision making.

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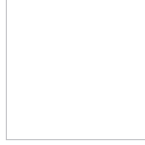
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CHAMPIONED GOOD URBANISM

DGRI regularly serves as an educational leader in city building discussions. We led the initiative to clarify government guidelines for designing sidewalk cafes and provide new opportunity for businesses to deliver a more dynamic dining experience, increase sales and enhance the public realm.

CONNECT

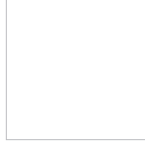
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DECKED OUT DOWNTOWN FOR THE HOLIDAY SEASON

DGRI revived the holiday decorations that adorned city streets in the mid 20th century and strung more than 85,000 lights to reestablish Downtown as the place to get in the spirit of the season.

CONNECT

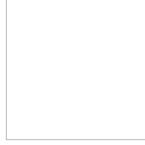
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MADE DOWNTOWN MORE EVENTFUL AND VIBRANT

DGRI in partnership with the City plays an active role facilitating and supporting special events. Downtown hosted more than 250 this past year that delivered nearly 1.1M people and \$25M in economic impact to the urban core.

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