COME CONNECT DOWNTOWN.
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,

Kristopher Larson, AICP
President & CEO
Downtown Grand Rapids Inc.
KEEPING DOWNTOWN CLEAN & BEAUTIFUL IS JOB ONE

The DGRI 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:

For more information about Downtown, visit downtowngr.org
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.

For more information about Downtown, visit downtowngr.org.
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.

This card is 3 in a set of 20 featured projects highlighting DGRI’s FY 2015 outcomes.
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For more information about Downtown, visit downtowngr.org
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.

For more information about Downtown, visit downtowngr.org
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 DGRI invested to execute the series.

For more information about Downtown, visit downtowngr.org

This card is 6 in a set of 20 featured projects highlighting DGRI's FY 2015 outcomes.
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.
NEW BIKE REPAIR STATIONS

DGRl recently installed 3 around Downtown for public use. See map.
This card is 8 in a set of 20 featured projects highlighting DGRI’s FY 2015 outcomes.

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.

For more information about Downtown, visit downtowngr.org
It is a 6 minute walk to Grand Rapids Public Museum

It is a 6 minute walk to the Children's Museum
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.
This card is 10 in a set of 20 featured projects highlighting DGRI’s FY 2015 outcomes.

REFRESHED PUBLIC SPACES FOR PEOPLE

DGRI 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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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.

This card is 11 in a set of 20 featured projects highlighting DGRI’s FY 2015 outcomes.

For more information about Downtown, visit downtowngr.org
DEFINING 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.

This card is 12 in a set of 20 featured projects highlighting DGRI’s FY 2015 outcomes.

For more information about Downtown, visit downtowngr.org
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For more information about Downtown, visit downtowngr.org
This card is \textbf{14} in a set of 20 featured projects highlighting DGRI's FY 2015 outcomes.

\textit{Carved greater appreciation for a 4-season city.}

\textbf{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 \textit{Valent-ICE} event deployed 33 ice sculptures as well as fun activities for families and Valentine's Day sweethearts alike.

\textit{Connect}

\textit{Share a note and help connect your friends & family to Downtown:}

For more information about Downtown, visit downtowngr.org
EXPEDITED INVESTMENT AND EXPANDED JOB OPPORTUNITIES

DGRF 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 DGRF dollar invested.

This card is 15 in a set of 20 featured projects highlighting DGRF’s FY 2015 outcomes.

For more information about Downtown, visit downtowngr.org

CONNECT

Share a note and help connect your friends & family to Downtown:
This card is 16 in a set of 20 featured projects highlighting DGRi’s FY 2015 outcomes.

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.

For more information about Downtown, visit downtowngr.org
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.
This card is 18 in a set of 20 featured projects highlighting DGRI’s FY 2015 outcomes.

For more information about Downtown, visit downtowngr.org
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.

For more information about Downtown, visit downtowngr.org

This card is 19 in a set of 20 featured projects highlighting DGRI’s FY 2015 outcomes.

Share a note and help connect your friends & family to Downtown.
This card is 20 in a set of 20 featured projects highlighting DGR’s FY 2015 outcomes.

For more information about Downtown, visit downtowngr.org

Downtown hosted more than 250 this past year that delivered nearly 1.1M people and $25M in economic impact to the urban core.

Downtown is a vibrant place to be. To learn more about Downtown, visit downtowngr.org.

Decide to make a difference in Downtown. Learn more at downtowngr.org.