

AGENDA



DOWNTOWN
DEVELOPMENT
AUTHORITY

Board Members:

Luis Avila • Mayor Rosalynn Bliss • Kayem Dunn • Ryan Foley • Greg McNeilly • Jen Schottke • Diana Sieger
Al Vanderberg • Rick Winn

Wednesday, December 11, 2024

9:00 a.m. Meeting

29 Pearl Street, NW, Suite #1

- | | | |
|---|--------|-----------|
| 1. Call to Order | | Dunn |
| 2. Approve November 13, 2024, Minutes (9:01)
(enclosure) | Motion | Dunn |
| 3. Approve Preliminary November 30, 2024 Statements (9:02)
(enclosure) | Motion | Chapman |
| 4. Projection Mapping Funding Request (9:05)
(enclosure) | Motion | Van Driel |
| 5. Downtown Community Garden Funding Request (9:15)
(enclosure) | Motion | Suidgeest |
| 6. Executive Director Report (9:25) | Info | Kelly |
| 7. Public Comment (9:27) | | |
| 8. Closed Session – a closed session under section 8(1)(h) of the
Open Meetings Act to consider material exempt
from discussion or disclosure by state or
federal statute – a written legal opinion (9:30) | Info | Board |
| 9. Adjournment (10:00) | | |



MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY
November 13, 2024

1. Call to Order – This meeting was called to order at 9:00 AM by Chair Rick Winn.

Attendance

Members Present: Luis Avila, Kayem Dunn, Ryan Foley, Greg McNeilly, Jen Schottke, Diana Sieger (arrived after agenda item #3) and Rick Winn.

Members Absent: Mayor Rosalynn Bliss and Al Vanderberg.

Others Present: Tim Kelly (Executive Director), Jessica Wood (Legal Counsel), Tricia Chapman (Treasurer), Mandy McDaniel (Recording Secretary), Dawne Bell (YMCA), Leslee Rohs (W.K. Kellogg Foundation), Bobbi Jo Blanton (Owner of Le Macaron), Kara Wood (Grand Action 2.0), Melvin Eledge, Megan Catcho, Corey Mathein, Mark Miller and Lauren Suidgeest (DGRI Staff).

2. Agenda Amendment:
Motion: Member Avila, supported by member Foley, moved to approve amending today's meeting agenda to include an update from Grand Action 2.0. Motion carried unanimously.
3. Approve Meeting Minutes from October 9, 2024
Motion: Member Schottke, supported by member Foley, moved to approve October 9, 2024, Meeting Minutes with the correction to attendance, marking Member Sieger as present. Motion carried unanimously.
4. Approve Interim October 31, 2024, Statements
Motion: Member Avila, supported by Member Schottke, motioned to accept Statement D: October 31, 2024, Expenditures. Motion carried unanimously.
5. Early Childhood Center Funding Request
Dawne Bell, Vice President for Youth Development at the YMCA, and Leslee Rohs, Program Manager at the Kellogg Foundation, provided an overview of their initiative, which focuses on a transit-oriented childcare approach. The program is located in a high-need area in the heart of the city and involves a partnership between the YMCA and Grand Rapids Public Schools (GRPS). This initiative will add 100 new early childhood care seats and includes plans for the construction of three new centers in the coming years. The centers will be mixed-

income, with 80% of the funding secured, and a total of \$7.9 million has been allocated for renovations. The focus is on addressing the significant childcare needs within the city's core, enhancing accessibility to early childhood care for families in need.

Chair Winn inquired about the estimated target opening date, which is set for next fall.

Member McNeilly questioned the sustainability of operations, which will be supported by state-funded preschool, helping leverage future public funds.

Member Avila noted the significant financial request and asked about the FY25 budget. Kelly responded that they had identified space and included it in the FY26 budget, with \$50k allocated for FY25 and \$150k for FY26. Allocating funds for this purpose is within the statute.

Motion: Member Foley, supported by Member Avila, motioned to approve an amount not to exceed \$200,000 for the Early Childhood Center at Rapid Central. Motion carried unanimously.

6. Division Avenue Funding Request

Miller presented an overview of the Division Avenue reconstruction. The section from Fulton Street North to Crescent has been under construction throughout the past year. This is a two-phase project, with the first phase concentrated on underground utilities. The second phase will commence next year, focusing on street reconstruction, installing protected bike lanes, new lighting, and sidewalks. The total budget for this project is \$12.4 million. The city commission has approved the funding for this project. The Downtown Development Authority (DDA) request was reduced from \$892,000 to \$605,000, primarily related to a significant reduction in snowmelt replacement costs.

Member Foley inquired about the administrative fees. Miller confirmed it is what the city engineering department charges for their admin costs.

Motion: Member McNeilly, supported by Member Avila, motioned to approve an amount not to exceed \$605,400 for streetlighting upgrades, snowmelt replacement and repair, and wayfinding foundations as part of the Division Avenue from Fulton to Crescent reconstruction project. Motion carried unanimously.

7. DDA Liquor License: 132 Monroe Center

Eledge introduced the request from Le Macaron for a development district liquor license request. Bobbi Jo Blanton, Owner of Le Macaron, is looking to acquire a liquor license by providing specialty cocktails to pair with desserts, ultimately increasing their sales.

Avila inquired about the liquor license process, which begins with the City Clerk's office, proceeds to the DDA for consent, is followed by approval from the City Commission, and finally submits to the MLCC for final approval and issuance. The process typically takes 4-6 months.

Schottke inquired about the limited number of licenses. Kelly clarified that there is no cap on this type of license.

McNeilly suggested establishing a guiding policy. Kelly explained that when the statutes were originally established, there was a concern about over-concentration. The DDA could create its guidelines; however, the City Commission and MLCC have the authority to override the consenting body.

The non-transferable licenses must be returned to the MLCC once the business ceases operations.

Motion: Member Schottke, supported by Member McNeilly, motioned to approve the resolution for issuing a development area liquor license for Le Macaron, located at 132 Monroe Center Ave NW, Grand Rapids, MI 49503. Motion carried unanimously.

8. Return to the River Presentation

Catcho presented a summary of the two-day festival Return to the River. It was held along the Grand River, starting at 555 Monroe and extending through Canal Park and the Sixth Street bridge. This year, the festival was extended to Front Avenue to add another stage featuring local speakers and supporting local businesses. The Saturday and Sunday lineup and a site map of all the activities that took place during the festival were shared.

Catcho played a recap video that featured eventgoers and highlighted the festival's success.

This year's festival featured two international art installations, 17 food trucks, five food carts, 15 circus performers, and 32 musical acts across 28 genres, plus various family-friendly activities.

Kirk presented an overview of the marketing and promotional efforts to drive foot traffic to the festival.

- Social media influence campaigns (6 Facebook live sessions targeted at the local Spanish-speaking population, 2 WYCE promotional appearances, 1 WKTV interview, multiple original IG reels and stories, multiple shares/promotion of DGRI created-content)
- 18 additional individual influencer campaigns to 59K+ following (11.7% engagement vs. 1-3% industry average, 48K+ reel plays, 1.7K total engagements)
- Revue Magazine print ads
- Targeted digital advertising (FB/IG, Google Search & Display, YouTube pre-roll)

As a result, the festival experienced a high turnout, which was instrumental in its overall success.

Chair Winn suggested more dates. Catcho answered that we have discussed turning it into a three-day festival by adding a Friday. In terms of capacity, the festival is a big lift for the DGRI Events and Activations Team.

Save the Date: Return to the River August 23 + 24, 2025

9. Downtown Community Garden Presentation

Lauren Suidgeest and Corey Mathein provided an overview and recap of the Downtown Community Garden's first year. Funding for the project was approved in February 2024, and this recap covers the project's first year. The plan involved transforming 15 parking spots at 250 Seward Avenue, just north of Las Canchas. The initial step was painting the parking lot to increase vibrancy and reduce the heat island effect. Volunteers built the garden beds, and planting began in June. A recap video was shared with the members.

Shared statistics:

- 55 individual plots
- 33 garden events hosted
- Over 1,200 plants grown
- Approximately 2,000 pounds of food produced
- Partnered with 24 businesses and organizations for programming and events
- Engaged 400 unique individuals through the garden and associated events and programs

Member Foley inquired about the distribution of the harvested food. Mathein and Suidgeest explained that gardeners managed their plots, including harvesting. Most of the food was consumed, and a sharing station was established. There are plans to increase harvesting efforts and share more with the community next year.

10. Grand Action 2.0 Update

Kara Wood from Grand Action 2.0 provided an update on the Acrisure Amphitheater. She reported that the project is on schedule and within the budget. The inclusion plan goal of \$6 million invested in underrepresented subcontractors was exceeded, with the current investment at \$9.4 million. Additionally, 61% of the payroll has been allocated to underrepresented employees. Pioneer hired three full-time employees. Students from West MI Construction Institute, GVSU, and Ferris participated on-site as part of a learning lab.

The project schedule is as follows:

- Building Enclosure: Summer 2025
- Interior Finishes: Fall 2025
- Seating Installation: Winter 2026
- First Concert: May 2026

Member Avila inquired about the Market Street exit. Wood confirmed it continues to be evaluated.

Schottke thanked the team for accommodating the students from the West MI Construction Institute.

Wood provided an update on the Soccer Stadium project. She expressed gratitude to Member Vanderberg and the Mayor for securing public funding. She noted that construction documents are being developed, and preconstruction activities are underway. Additionally, the lead donor will be announced on Monday. The groundbreaking is scheduled for the first quarter of next year, with expected completion in the first quarter of 2027. Wood also encouraged stakeholders to view the architectural renderings posted in the skywalk, which highlight various amenities.

McNeilly asked what the stadium would be used for outside of the professional soccer leagues. Wood confirmed the facility will be used year-round, including for WoW, ArtPrize, and other competitions besides soccer.

11. Executive Director Report

Kelly –

- Thanked and acknowledged Corey and Lauren from the DGRI team for their work and success at the Community Garden.

UNAPPROVED MINUTES

- Fulton and Market public hearing took place yesterday, with final approval on December 3rd.
- Studio Park tower ribbon cutting took place and accepting new residents.
- Giant pumpkin carving took place on Halloween and included a dog costume parade.
- WoW '25 large traveling installs have been announced.
- Small Business Saturday is on November 21st, and we are planning a special announcement for an internal project with the Mayor.
- The final ten trees will be planted tomorrow, exceeding the 10% tree canopy goal.

12. Public Comment

None.

13. Board Member Discussion

None.

Adjournment

The meeting adjourned at 9:50 AM.

Minutes taken by:
Mandy McDaniel
Recording Secretary

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: December 4, 2024

TO: Rick Winn
Chairman

FROM: Tricia Chapman
Administrative Services Officer II

SUBJECT: Interim Financial Statements as of November 30, 2024

**Agenda Item #3
December 11, 2024
DDA Meeting**

Attached are the Authority's interim financial statements for the first five months of the Authority's fiscal year ending June 30, 2025.

The attached Statements include:

- Statement A: Balance Sheet
- Statement B: Comparison of FY25 Budget vs Actual Results
- Statement C: Statement of FY25 Project Expenditures
- Statement D: Schedule of Expenditures
- Statement E: City of GR Bond Projects, Supported by the DDA,
Budget vs Actual Results

The Authority's balance sheet on Statement A indicates the Authority is in a strong position financially with sufficient Pooled Cash to support development plan expenditures for FY25 and beyond.

We are approximately 42% of the way through the year, and the Authority has spent 53% and 41% of its budgeted appropriations in the Non-Tax and Local Tax funds respectively.

The City released the first payment to the CAA for the Amphitheater bonds, just over \$6.6 million in November.

Please contact me at 616-456-3848 or at tchapman@grcity.us if you have any questions.

Attachments

STATEMENT A
DOWNTOWN DEVELOPMENT AUTHORITY
Balance Sheet
November 30, 2024

	Non-Tax Funds	Local Tax Increment	TOTAL
ASSETS			
Pooled Cash and Investments	\$ 1,717,639	\$ 9,019,713	\$ 10,737,352
Petty Cash	-	500	500
Misc Receivable	8,600	871,209	879,809
General Fixed Assets	-	87,705,001	87,705,001
Accumulated Depreciation on Fixed Assets	-	(70,025,867)	(70,025,867)
TOTAL ASSETS	\$ 1,726,239	\$ 27,570,556	\$ 29,296,795
 LIABILITIES, DEFERRED INFLOWS & FUND EQUITY			
Liabilities ¹			
Current Liabilities	\$ -	\$ 194	\$ 194
Parking Revenue Payable	103,690	-	103,690
Due to Primary Government	-	286,283	286,283
Deposit - Area 4 Developer Damage	1,000	-	1,000
Compensated Absences	-	11,085	11,085
TOTAL LIABILITIES	104,690	297,562	402,252
 Deferred Inflows of Resources			
Unavailable Revenues	-	869,361	869,361
 Fund Balance / Equity:			
Investments in General Fixed Assets, net of Accumulated Depreciation	-	17,679,134	17,679,134
Non-Tax Increment Reserve	1,525,591	-	1,525,591
Reserve for Authorized Projects	-	8,471,376	8,471,376
Reserve for Encumbrances	95,958	253,123	349,081
TOTAL FUND EQUITY	1,621,549	26,403,633	28,025,182
TOTAL LIABILITIES, DEFERRED INFLOWS & FUND EQUITY	\$ 1,726,239	\$ 27,570,556	\$ 29,296,795

Note 1: These liabilities do not include the two bond issues the DDA has agreed to reimburse the City.

Lyon Square:

* Principial outstanding, \$7,084,000.

* Final Maturity 10/1/2043. FY25 debt service \$577,020.

Amphitheater:

* Principial outstanding, \$18,265,000.

* Final Maturity 4/1/2044. FY25 debt service \$1,450,674.

STATEMENT B

DOWNTOWN DEVELOPMENT AUTHORITY
Comparison of FY2025 Budget vs Actual Results
July 1, 2024 - November 30, 2024

	Non-Tax Funds		Local Tax Increment		Total	
	Budget	Actual	Budget	Actual	Budget	Actual
REVENUES						
Property Tax Increment - General	\$ -	\$ -	\$ 10,629,081	\$ 10,267,608	\$ 10,629,081	\$ 10,267,608
Property Tax Increment - Prior Year Appeals	-	-	(15,000)	-	(15,000)	-
Property Tax Increment - Gainsharing Rebates	-	-	(1,592,112)	-	(1,592,112)	-
State/Federal Grants	-	-	700,000	-	700,000	-
Interest - General	99,589	126,323	257,677	384,983	357,266	511,306
Property Rental - Buildings and Facilities	72,000	30,000	-	-	72,000	30,000
Property Rental - DASH Parking Lots	694,617	154,959	-	-	694,617	154,959
Contributions - Lyon Square Reconstruction	-	-	750,000	-	750,000	-
Reimbursements and Miscellaneous Revenues	88,500	44,485	-	2,960	88,500	47,445
TOTAL REVENUES	\$ 954,706	\$ 355,767	\$ 10,729,646	\$ 10,655,551	\$ 11,684,352	\$ 11,011,318
EXPENDITURES						
<i>GR Forward Projects:</i>						
Goal #1: Restore the River as the Draw and Create a Connected and Equitable River Corridor	\$ -	\$ 3,617	\$ 1,750,000	\$ 310,416	\$ 1,750,000	\$ 314,033
Goal #2: Create a True Downtown Neighborhood Which is Home to a Diverse Population	120,000	22,781	1,960,269	1,758,966	2,080,269	1,781,747
Goal #3: Implement a 21st Century Mobility Strategy	-	-	1,625,000	340,168	1,625,000	340,168
Goal #4: Expand Job Opportunities and Ensure Continued Vitality of the Local Economy	50,000	19,678	550,000	261,072	600,000	280,750
Goal #5: Reinvest in Public Space, Culture, and Inclusive Programming	1,265,000	713,154	3,665,000	734,684	4,930,000	1,447,838
Total GR Forward Projects	\$ 1,435,000	\$ 759,230	\$ 9,550,269	\$ 3,405,306	\$ 10,985,269	\$ 4,164,536
Administration	-	-	2,000,000	1,536,530	2,000,000	1,536,530
Debt Service	-	-	2,152,520	680,309	2,152,520	680,309
TOTAL EXPENDITURES	\$ 1,435,000	\$ 759,230	\$ 13,702,789	\$ 5,622,145	\$ 15,137,789	\$ 6,381,375
EXCESS / (DEFICIT)	\$ (480,294)	\$ (403,463)	\$ (2,973,143)	\$ 5,033,406	\$ (3,453,437)	\$ 4,629,943
BEGINNING FUND BALANCE, Adjusted for Comp Abs		2,025,012		21,370,227		23,395,239
ENDING FUND BALANCE		\$ 1,621,549		\$ 26,403,633		\$ 28,025,182

STATEMENT C

**DOWNTOWN DEVELOPMENT AUTHORITY
Statement of FY2025 Project Expenditures
As of November 30, 2024**

Project Name	%	FY2025	Expenditures		Remaining	% of
		Project Budgets	Nov	Fiscal Year	FY2025 Budgets	Budget spent
River Governance		150,000	53,727	75,362	74,638	50.24%
Lyon Square Improvements		750,000	-	-	750,000	0.00%
River Edge Improvements		850,000	103,539	235,054	614,946	27.65%
GRForward Goal # 1 - Local Tax Increment	15.93%	\$ 1,750,000	\$ 157,266	\$ 310,416	\$ 1,439,584	17.74%
River Economic Opportunity Initiative		-	1,133	3,617	(3,617)	0.00%
GRForward Goal # 1 - Non-Tax Increment	0.00%	\$ -	\$ 1,133	\$ 3,617	\$ (3,617)	0.00%
Development Project Guidance		25,000	7,000	10,000	15,000	40.00%
Development Project Reimbursements		1,885,269	-	1,748,966	136,303	92.77%
Downtown Enhancement Grants		50,000	-	-	50,000	0.00%
GRForward Goal # 2 - Local Tax Increment	17.84%	\$ 1,960,269	\$ 7,000	\$ 1,758,966	\$ 201,303	89.73%
Heartside Quality of Life Implementation		50,000	-	-	50,000	0.00%
Neighborhood Engagement Programs		70,000	100	22,781	47,219	32.54%
GRForward Goal # 2 - Non-Tax Increment	1.09%	\$ 120,000	\$ 100	\$ 22,781	\$ 97,219	18.98%
Accessibility and Mobility Repairs		75,000	12,600	28,300	46,700	37.73%
DASH North Shuttle Services		400,000	25,000	125,000	275,000	31.25%
Streetscape Improvements		800,000	4,615	120,910	679,090	15.11%
Wayfinding System Improvements		350,000	3,869	65,958	284,042	18.85%
GRForward Goal # 3 - Local Tax Increment	14.79%	\$ 1,625,000	\$ 46,084	\$ 340,168	\$ 1,284,832	20.93%
Economic Development and Innovation		550,000	87,797	261,072	288,928	47.47%
GRForward Goal # 4 - Local Tax Increment	5.01%	\$ 550,000	\$ 87,797	\$ 261,072	\$ 288,928	47.47%
Downtown Workforce Programs		50,000	-	19,678	30,322	39.36%
GRForward Goal # 4 - Non-Tax Increment	0.46%	\$ 50,000	\$ -	\$ 19,678	\$ 30,322	39.36%
Downtown Marketing and Inclusion Efforts		340,000	14,292	142,952	197,048	42.04%
Downtown Marketing - Sponsorship		80,000	2,500	43,400	36,600	54.25%
Downtown Tree Plantings		100,000	-	95,072	4,928	95.07%
Events & Activation - LTI		1,100,000	21,909	130,450	969,550	11.86%
Public Realm Improvements		2,000,000	29,951	298,435	1,701,565	14.92%
Urban Recreation Improvements		45,000	1,436	24,375	20,625	54.17%
GRForward Goal # 5 - Local Tax Increment	33.36%	\$ 3,665,000	\$ 70,088	\$ 734,684	\$ 2,930,316	20.05%
DGRI Event Production		400,000	-	212,641	187,359	53.16%
Downtown Ambassador Program		400,000	52,081	313,069	86,931	78.27%
Project and Fixed Asset Maintenance		50,000	949	1,166	48,834	2.33%
Public Space Activation		300,000	30,823	160,695	139,305	53.57%
Rosa Parks Circle Skating Operations		35,000	-	-	35,000	0.00%
Special Events - Office of		75,000	-	25,000	50,000	33.33%
Winter Avenue Building		5,000	101	583	4,417	11.66%
GRForward Goal # 5 - Non-Tax Increment	11.52%	\$ 1,265,000	\$ 83,954	\$ 713,154	\$ 551,846	56.38%
TOTAL	100.00%	\$ 10,985,269	\$ 453,422	\$ 4,164,536	\$ 6,820,733	37.91%

STATEMENT D
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of FY2025 Expenditures
November 1 - 30, 2024

Source	Date Posted	Vendor	Purpose / Project	Description	Amount
Local	11/17/2024	Disability Adv of Kent Co	Accessibility & Mobility Repairs	Disability Advocates of Kent County FY25	\$ 12,600.00
					<u>12,600.00</u>
Local	10/31/2024	Paychex	Administration	DDA Share payroll costs - Oct 2024	219,081.07
Local	11/30/2024	Paychex	Administration	DDA Share payroll costs - Nov 2024	207,558.60
Local	11/30/2024	City Treasurer - Budget Office	Administration	IET - Operating Transfer A-87	20,184.83
Local	11/25/2024	Priority Health	Administration	Health Insurance Premium - Dec 2024	11,852.86
Local	11/7/2024	McAlvey Merchant & Associates	Administration	Governmental Consulting 10/24	5,500.00
Local	11/7/2024	Federal Square Building Co. #1, LLC	Administration	Office Lease: July 2024 - June 2025 OFFICE	5,102.88
Local	11/11/2024	Intrntl Downtown Assn	Administration	2025 IDA Nonprofit membership 11/24	3,600.00
Local	11/23/2024	City of Grand Rapids	Administration	Staff services - payroll period ended 11/23/2024	2,574.10
Local	11/3/2024	Dickinson Wright PLLC	Administration	DDA Legal Service September 24	2,549.00
Local	11/9/2024	City of Grand Rapids	Administration	Staff services - payroll period ended 11/09/2024	2,363.33
Local	11/15/2024	US Bank National Association	Administration	Admin: Conference & Travel (DDA)	1,887.20
Local	11/11/2024	Worksighted, Inc.	Administration	Worksighted CRIT 11/24	1,780.24
Local	11/15/2024	US Bank National Association	Administration	Admin DDA: Conference & Travel	1,749.59
Local	11/11/2024	Fusion Financial Services, LLC	Administration	Fusion Financial accounting 11/24	1,607.37
Local	11/18/2024	City Treasurer - Water System	Administration	WS2004814 24/06	1,450.77
Local	11/18/2024	Lisa M Cooper	Administration	Cooper People Group HR services 09/24	1,195.23
Local	11/11/2024	Lisa M Cooper	Administration	Cooper People Group HR services 10/24	986.37
Local	11/30/2024	City Treasurer - Risk Mgmt	Administration	Monthly General Insurance Allocation	942.75
Local	10/31/2024	Paychex	Administration	DDA Share payroll fee - Oct 2024	889.17
Local	11/30/2024	Paychex	Administration	DDA Share payroll fee - Nov 2024	829.66
Local	11/15/2024	US Bank National Association	Administration	DDA Admin: Conference & Travel	812.98
Local	11/18/2024	Blue Cross Blue Shield of Mich	Administration	DDA Dental Insurance Premiums 11/24	791.34
Local	11/18/2024	New Dreams, Inc.	Administration	Janitorial services 11/24 DDA	635.25
Local	11/15/2024	US Bank National Association	Administration	Admin: Food/Bev (DDA)	570.18
Local	11/3/2024	Dickinson Wright PLLC	Administration	DDA Legal Service September 24	506.00
Local	11/7/2024	Federal Square Building Co. #1, LLC	Administration	Office Lease: July 2024 - June 2025 MEZZ	485.38
Local	11/11/2024	Worksighted, Inc.	Administration	Worksighted Office 365 11/24	449.68
Local	11/21/2024	City Treasurer - Mobile GR	Administration	Parking Validation Invoices - Oct 2024	333.41
Local	11/15/2024	US Bank National Association	Administration	DDA Admin: Food/Bev	330.52
Local	11/18/2024	GreatAmerica Financial Services Corp	Administration	Great America Copier Lease 11/24	291.60
Local	11/15/2024	US Bank National Association	Administration	Admin: Membership (DDA)	276.37
Local	11/11/2024	Local First West Michigan	Administration	Local First 2025 membership 10/24	227.15
Local	11/18/2024	City Treasurer - Water System	Administration	WS2004814 24/09	224.52
Local	11/18/2024	Federal Square Building Co. #1, LLC	Administration	Utility Service: Electric 11/24	187.47
Local	11/18/2024	Cellco Partnership	Administration	Verizon Cell Phone Service 11/24	154.94
Local	11/8/2024	Mandy McDaniel	Administration	M. McDaniel reimbursement 11/24	153.59
Local	11/11/2024	Littlefoot Coffee Roasters	Administration	Office Supply coffee 11/24	118.19
Local	11/15/2024	US Bank National Association	Administration	Admin: Service (DDA)	92.34
Local	11/15/2024	US Bank National Association	Administration	Admin: Subscriptions (DDA)	91.06
Local	11/17/2024	ApplicantPro Holdings LLC	Administration	Applicant Pro HR software 11/24	83.93
Local	11/15/2024	US Bank National Association	Administration	Admin: Professional Development (DDA)	78.40
Local	11/15/2024	US Bank National Association	Administration	Admin: Supplies (DDA)	63.49
Local	11/15/2024	US Bank National Association	Administration	Admin: Local Business Expense (DDA)	59.39
Local	11/18/2024	City Treasurer - Water System	Administration	WS2004815 24/09	51.55
Local	11/18/2024	City Treasurer - Water System	Administration	WS2004815 24/06	46.28
Local	11/3/2024	Dickinson Wright PLLC	Administration	DDA Legal Service September 24	44.00
Local	11/17/2024	Model Coverall Service Inc	Administration	Model Coverall floor mat rental 07/24-06/25	33.10
Local	11/15/2024	US Bank National Association	Administration	Admin DDA Professional Development	30.80
Local	11/21/2024	Kadi Smith	Administration	K. Smith - reimbursement for expenses 11/24	8.45
Local	11/15/2024	US Bank National Association	Administration	DDA Admin: Subscriptions	7.20
Local	11/21/2024	Kadi Smith	Administration	K. Smith - reimbursement for expenses 11/24	5.08
					<u>500,928.66</u>
Local	11/21/2024	City Treasurer - Mobile GR	DASH North Shuttle Services	Nov 2024 DDA Share of DASH North Service	25,000.00
					<u>25,000.00</u>
Local	11/26/2024	Soper & Associates LLC	Development Project Guidance	Dash lots project 11/24	7,000.00
					<u>7,000.00</u>

continued on the next page

STATEMENT D - continued
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of Expenditures - FY2025

Source	Date	Vendor	Purpose / Project	Description	Amount
<i>Continued from previous page</i>					
Local	11/15/2024	US Bank National Association	Dntn Marketing & Inclusion Efforts	Marketing: Subscriptions & Publication	4,659.46
Local	11/11/2024	Bryan Esler Photo, Inc.	Dntn Marketing & Inclusion Efforts	B. Esler general photography 11/24	2,660.00
Local	11/11/2024	Brian Hedrick	Dntn Marketing & Inclusion Efforts	GR Dragonflies project: logo, posters, maps 10/	2,200.00
Local	11/11/2024	Edgar Omar Arredondo	Dntn Marketing & Inclusion Efforts	AVES Films general photography 11/24	1,928.00
Local	11/3/2024	Serendipity Publishing LLC	Dntn Marketing & Inclusion Efforts	Serendipity Media Revue Ad 10/24	1,658.00
Local	11/15/2024	US Bank National Association	Dntn Marketing & Inclusion Efforts	Marketing: Local Business Expense	450.00
Local	11/18/2024	Valerie Wahna	Dntn Marketing & Inclusion Efforts	Valerie Wahna DGRI Award 11/24	205.00
Local	11/21/2024	Nancy Toledo Jimenez	Dntn Marketing & Inclusion Efforts	N. Toldeo-Jimenez reimbursement 11/24	166.24
Local	11/27/2024	Nancy Toledo Jimenez	Dntn Marketing & Inclusion Efforts	N. Toledo-Jimenez reimbursement 11/24	153.81
Local	11/18/2024	Raul Alejandro Velasco	Dntn Marketing & Inclusion Efforts	Velasco photography 11/24	95.00
Local	11/15/2024	US Bank National Association	Dntn Marketing & Inclusion Efforts	Marketing: Advertising	76.18
Local	11/27/2024	Nancy Toledo Jimenez	Dntn Marketing & Inclusion Efforts	N. Toledo-Jimenez reimbursement 11/24	40.00
					14,291.69
Local	11/19/2024	Show Michigan Corporation	Downtown Marketing - Sponsorships	GR Wine, Beer & Food Festival Sponsor 2024	2,500.00
					2,500.00
Local	11/21/2024	45 Ottawa Associates LLC	Economic Development & Innovation	Incubator Business Support: Gimme's 11/24	53,289.00
Local	11/24/2024	Arts Marketplace at Studio Park	Economic Development & Innovation	Studio Park: Pop up grant 11/24	10,000.00
Local	11/11/2024	Outfront Media	Economic Development & Innovation	Outfront Media digital impressions 11/24	9,000.00
Local	11/11/2024	GR Area Chamber of Commerce	Economic Development & Innovation	Retail Retention & Attraction Contract 10/24	4,583.34
Local	11/22/2024	DeVries Associates, L.L.C.	Economic Development & Innovation	Incubator Business Support: Upcycle Bikes	4,560.00
Local	11/18/2024	Oh Hello Companies LLC	Economic Development & Innovation	Branding Group - collab. marketing grant 10/24	1,493.56
Local	11/18/2024	Second Vibess LLC	Economic Development & Innovation	Small Business Saturday Shop Hop 11/24	1,340.00
Local	11/15/2024	US Bank National Association	Economic Development & Innovation	Economic Development & Innovation: Service	1,311.00
Local	11/24/2024	GR Area Chamber of Commerce	Economic Development & Innovation	GR Chamber 2025 Dues	800.00
Local	11/18/2024	Swift Printing & Communications	Economic Development & Innovation	Swift Printing - Holiday Trolley A-frames 11/24	653.60
Local	11/24/2024	Swift Printing & Communications	Economic Development & Innovation	Swift Printing - 5x7 cards 10/24	528.08
Local	11/24/2024	Icon Sign Company, LLC	Economic Development & Innovation	Icon Sign: Public restroom vinyl 10/24	238.89
					87,797.47
Local	11/11/2024	Huizhou Colorfuldeco Technology Co L	Events & Activation - LTI	LED furniture deposit WoW 10/24	13,063.00
Local	11/15/2024	US Bank National Association	Events & Activation - LTI	Event Production: Supplies	4,085.11
Local	11/18/2024	Trevor Straub	Events & Activation - LTI	WoW Winter's a Drag deposit 11/24	3,500.00
Local	11/24/2024	GR Area Chamber of Commerce	Events & Activation - LTI	GR Chamber 2024 Athena Awards	1,000.00
Local	11/15/2024	US Bank National Association	Events & Activation - LTI	Event Production: Local Business Expense	261.00
					21,909.11
Local	11/20/2024	SmithGroup, Inc.	Public Realm Improvements	Hill and River Network Design 11/24	23,910.50
Local	11/13/2024	Fishbeck, Thompson, Carr & Huber, Inc	Public Realm Improvements	23033-Ionia & Division-I-196 to N or Mason	5,281.81
Local	11/8/2024	City Treasurer - Special Events	Public Realm Improvements	Las Canchas Farm Mkt: 2nd Sun June-Oct	534.88
Local	11/24/2024	Katerberg Co., Inc	Public Realm Improvements	Grapids - community garden irrigation 11/24	174.00
Local	11/15/2024	US Bank National Association	Public Realm Improvements	Public Realm Improvements: Supplies	50.00
					29,951.19
Local	11/13/2024	Katerberg Verhage	River Edge Improvements	19078-Grand River from Bridge-Louis	103,538.65
					103,538.65
Local	11/18/2024	Moore Iacofano Goltsman, Inc.	River Governance	Grand River Public Art Plan consultant 11/24	34,045.26
Local	11/18/2024	Moore Iacofano Goltsman, Inc.	River Governance	Grand River Public Art Plan consultant 11/24	9,972.75
Local	11/15/2024	US Bank National Association	River Governance	River Governance: Conference & Travel	3,508.96
Local	11/3/2024	Dickinson Wright PLLC	River Governance	Greenway Legal Services September 24	2,200.00
Local	11/18/2024	Guidehouse Inc.	River Governance	ARPA Consult & Labor Services 11/24	1,558.00
Local	11/3/2024	Dickinson Wright PLLC	River Governance	Greenway Legal Services September 24	1,496.00
Local	11/15/2024	US Bank National Association	River Governance	River Art Plan: Food / Bev	525.83
Local	11/15/2024	US Bank National Association	River Governance	Rive Governance: Food/Bev	275.54
Local	11/3/2024	Field & Fire Cafe LLC	River Governance	Field & Fire Cafe: Greenway O&M mtg 10/24	144.72
					53,727.06
Local	11/8/2024	City Treasurer - OCC	Streetscape Improvements	GRow1000 Program - Summer 2024	3,200.00
Local	11/24/2024	Katerberg Co., Inc	Streetscape Improvements	Grapids - service call & replacement of valve	615.04
Local	11/21/2024	City Treasurer - Mobile GR	Streetscape Improvements	State St Bike Racks	390.00
Local	11/24/2024	Newco Design Build LLC	Streetscape Improvements	Blox - move parklet 11/24	350.00
Local	11/24/2024	Mydatt Service Inc	Streetscape Improvements	Block by Block Supplies 11/24	59.99
					4,615.03

continued on the next page

STATEMENT D - continued
DOWNTOWN DEVELOPMENT AUTHORITY
Schedule of Expenditures - FY2025

Source	Date	Vendor	Purpose / Project	Description	Amount
<i>Continued from previous page</i>					
Local	11/11/2024	Icon Sign Company, LLC	Urban Recreation Improvements	Icon Sign womens way sign 11/24	1,654.24
Local	11/21/2024	City Treasurer - Water System	Urban Recreation Improvements	WS2179082 24/10	212.44
Local	11/6/2024	Mydatt Service Inc	Urban Recreation Improvements	123774DC - credit memo	(90.10)
Local	11/6/2024	Mydatt Service Inc	Urban Recreation Improvements	123774DC - credit memo	(340.84)
					1,435.74
Local	11/24/2024	Progressive Architecture	Wayfinding System Improvements	DT Wayfinding Professional Services 11/24	3,868.75
					3,868.75
Non-Tax	11/26/2024	Mydatt Service Inc	Downtown Ambassador Program	Ambassador Program DDA NOV 2024	52,081.48
					52,081.48
Non-Tax	11/24/2024	Luis Chen	Neighborhood Engagement	Wormies community garden 11/24	100.00
					100.00
Non-Tax	11/24/2024	Mydatt Service Inc	Project & Fixed Asset Maint	Block by Block Supplies 11/24	948.69
					948.69
Non-Tax	11/11/2024	Troy Darrel Bosworth	Public Space Activation	Activation grant doodle bench 11/24	6,200.00
Non-Tax	11/11/2024	Two Eagles Marcus	Public Space Activation	WoW 2025 activate grant inv 1 of 2	5,000.00
Non-Tax	11/25/2024	Mackenzie Goss	Public Space Activation	KGoss Illustration WoW 11/24	5,000.00
Non-Tax	11/24/2024	Christopher Brian Dudley	Public Space Activation	Chris Dudley Art - Frosty Fotos 11/24	4,500.00
Non-Tax	11/11/2024	George Eberhardt	Public Space Activation	G. Eberhardt mural repair 11/24	3,000.00
Non-Tax	11/11/2024	SOS Creative LLC	Public Space Activation	WoW public art concept fee 11/24	2,500.00
Non-Tax	11/18/2024	Shannon Mack	Public Space Activation	Shannon Mack: Electrical Box mural 11/24	1,500.00
Non-Tax	11/24/2024	Robert A Broene	Public Space Activation	SGR Services: mural shield 11/24	1,035.00
Non-Tax	11/24/2024	Bazen Electric	Public Space Activation	Electrical services: receptacle work 11/24	1,026.75
Non-Tax	11/15/2024	US Bank National Association	Public Space Activation	Public Space Activation: Supplies	584.87
Non-Tax	11/11/2024	Robert A Broene	Public Space Activation	SGR Services: graffiti removal 10/24	110.00
Non-Tax	11/21/2024	City Treasurer - ELC	Public Space Activation	ELC2196635 24/06	88.21
Non-Tax	11/21/2024	City Treasurer - ELC	Public Space Activation	ELC2196635 24/09	85.85
Non-Tax	11/11/2024	Kyle Dobrowolski	Public Space Activation	K. Dobrowolski Pop up Performer 10/24	80.00
Non-Tax	11/18/2024	Stephan Mathos	Public Space Activation	S. Mathos - Pop up performer 10/24	80.00
Non-Tax	11/15/2024	US Bank National Association	Public Space Activation	Public Space Activation: Local Business Exp	32.00
					30,822.68
Non-Tax	11/15/2024	US Bank National Association	River Economic Opportunity Initiative	River Econ Opportunity: Food/Bev	1,132.59
					1,132.59
Non-Tax	11/21/2024	DTE Energy	Winter Ave NW Building	9100 258 89908 24/11	52.63
Non-Tax	11/21/2024	Consumers Energy	Winter Ave NW Building	1030 2027 1245 24/11	47.98
					100.61
TOTAL EXPENDITURES					\$ 954,349.40

STATEMENT E

City of Grand Rapids - Informational Only FY25 Capital Improvement Bond Funds Debt Service supported by the DDA Project Inception to November 30, 2024

	Lyon Square ¹			
	Budget ³	FY24	FY25 Actual	Remaining
REVENUES				
Bond Proceeds	\$ 9,130,000	\$ 9,130,000	\$ -	\$ -
Bond Premium	497,152	497,152	-	-
Interest	465,000	279,355	76,520	109,125
TOTAL REVENUES	\$ 10,092,152	\$ 9,906,507	\$ 76,520	\$ 109,125
EXPENDITURES				
External Legal Services	\$ -	\$ 33,750	\$ -	\$ (33,750)
Cost of Issuance/Paying Agent Fees	124,925	89,975	500	34,450
Construction in Progress	9,967,227	5,111,272	1,925,574	2,930,381
TOTAL EXPENDITURES	\$ 10,092,152	\$ 5,234,997	\$ 1,926,074	\$ 2,931,081
EXCESS / (DEFICIT)	\$ -	\$ 4,671,510	\$ (1,849,554)	
BEGINNING FUND BALANCE		-	4,671,510	
ENDING FUND BALANCE		\$ 4,671,510	\$ 2,821,956	

	Amphitheater ²			
	Budget	FY24	FY25 Actual	Remaining
REVENUES				
Bond Proceeds	\$ 18,265,000	\$ 18,265,000	\$ -	\$ -
Bond Premium	2,234,825	2,234,825	-	-
Interest	500,000	703	397,974	101,323
TOTAL REVENUES	\$ 20,999,825	\$ 20,500,528	\$ 397,974	\$ 101,323
EXPENDITURES				
External Legal Services	\$ -	\$ 25,582	\$ -	\$ (25,582)
Cost of Issuance/Paying Agent Fees	132,979	110,198	-	22,781
Construction in Progress	20,866,846	-	6,631,817	14,235,029
TOTAL EXPENDITURES	\$ 20,999,825	\$ 135,780	\$ 6,631,817	\$ 14,232,228
EXCESS / (DEFICIT)	\$ -	\$ 20,364,748	\$ (6,233,843)	
BEGINNING FUND BALANCE		-	20,364,748	
ENDING FUND BALANCE		\$ 20,364,748	\$ 14,130,905	

Note 1: DDA pays 80% of Total Debt Service. DDA share of outstanding principal is \$7,084,000.

Note 2: DDA pays 100% of Debt Service, outstanding principal is \$18,265,000.

Note 3: The Lyon Square interest revenue and construction in progress budgets were increased by \$300,000 approved by the City Commission October 22, 2024

MEMORANDUM



DDA

DOWNTOWN
DEVELOPMENT
AUTHORITY

DATE: December 11, 2024
TO: Downtown Development Authority
FROM: Kimberly Van Driel
Director of Public Space Management

**Agenda Item #04
December 11, 2024
DDA Meeting**

SUBJECT: The Grand Rapidian Motu Viget Projection Mapping Show

The GR Forward Master Plan emphasizes public space activation and connectivity, prioritizing reinvestment in public spaces, culture, and inclusive programming. To that end, DGRI has partnered with local artists, organizations, and businesses to implement creative public enhancements throughout downtown. These efforts aim to increase visibility, engage the community, and activate spaces through art installations, performances, and events, fostering a vibrant and connected urban environment.

Traditionally, DGRI has collaborated with muralists and sculptors to showcase Grand Rapids’ history through art. However, as technology evolves, new ways of engaging the community and experimenting with storytelling have emerged.

In 2022, DGRI partnered with LiveSpace to create the Seasonal Wonders Projection Show at Lyon Square, projecting onto the Civic Auditorium. This popular show ran three nights a week and was a beloved program, similar to San Antonio’s *The Saga*. During COVID, when regular shows and events were limited, the projection show became a regular feature. Now with the construction and redesign of Lyon Square, the infrastructure will be built to house permanent projectors with the capability of showcasing regular projection shows without street closures and the staffing that was needed in the past to show Seasonal Wonders.

In August 2024, DGRI issued a statewide RFQ to illustrators, motion graphics artists, graphic designers, and projection artists to help create a new projection show, *The Grand Rapidian*. This show will tell the story of Grand Rapids’ history through an illustrative narrative, from the glacial period to the present, celebrating the city’s rich past and evolution. The project aims to visually archive the city’s history and highlight its journey to becoming the vibrant community it is today.

After reviewing proposals, a selection committee made up of members from the Citizen Alliance, City of Grand Rapids Arts Advisory Council, and the Grand River Greenway Public Art Plan recommended moving forward with Son Visuals’ proposal. This proposal, with a budget not exceeding \$60,000, will cover the research, design, development, and execution of a 15-25 minute projection show.

Once Son Visuals completes the illustrations, they will collaborate with DropDrop Studio to transform the designs into motion graphics. DropDrop Studio’s expenditures will not exceed \$20,800. They will then work with LiveSpace

to handle the mapping portion of the show, with LiveSpace's costs not exceeding \$4,200. The total cost for the project will be \$85,000.00.

Cities worldwide are embracing projection mapping to bring murals and buildings to life, creating immersive experiences that transform public spaces. Our goal is to do the same in Lyon Square, showcasing the story of what it means to be a Grand Raptidian and how our city came to be. DGR's work on this effort has already been recognized by [Smithsonian Magazine](#).

With Grand Rapids' 175th anniversary in the spring of 2025, we aim to debut this installation as part of a ribbon-cutting for the newly designed plaza and a celebration of our city's milestone in August 2025.

Recommendation:

Approve the expenditure of up to \$85,000 from FY25 Public Space Activation for the contracts supporting the creation of *The Grand Raptidian Motu Viget* projection mapping show, in collaboration with Son Visuals, DropDrop Studio, and LiveSpace.



Projection Mapping Proposal

Created for the City of Grand Rapids

Hello!

Thanks for taking the time to review my application for the Motu Viget "Strength In Activity" show.

I am a full-time traveling muralist with a home base in Grand Rapids, Michigan. For 2022's ArtPrize, I won first place in the Juried Vote for a monumental [lakeshore ecology-themed mural](#). I've also been selected for several [national mural festivals](#), [National Parks grants](#), [international airports](#), city-wide [Historic Preservation Initiatives](#), over a dozen murals across [Michigan](#), and murals in [8 states](#).

In addition to mural work, I am an active community organizer. I currently organize Grand Rapids' Heartside Historic Mural Festival (an anti-gentrification effort), and am the founder of the ongoing [Pleasant Peninsula Festival](#) (a fest dedicated to furthering environmental education through public art).

I am particularly passionate about public art's radical accessibility, its employment in combatting gentrification, and its ability to raise awareness of environmental and social issues.

Please find below examples of my research process. I've included projects created for the City of Petoskey and a recent research-based mural themed around the history of transportation in Grand Rapids.

TRAVELERS

Footpaths, waterways, railroads, and the people who navigated them.

A NOTE ON MY PROCESS

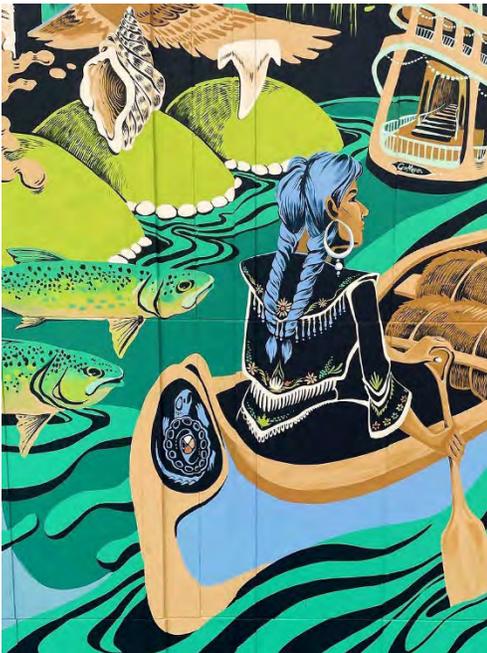
My murals are all deeply informed by place; the culture of a city, the surrounding ecosystems, the geologic history of the land, and the sovereignty of Indigenous peoples. I believe that murals should honor the location in which

they're made, rather than glorifying the artists who made them. For this reason, my work requires in-depth research; both academic and in the field.

Every element of the following designs has been intentionally selected to tell a scientifically and culturally accurate story.

The following research comes from time spent at the Field Museum in Chicago, conversations with Ojibwe colleagues, documents from the Little Traverse Bay Bands of Odawa Indians, and one incredible evening on Lake Michigan looking for Petoskey Stones with professional rock hounds.

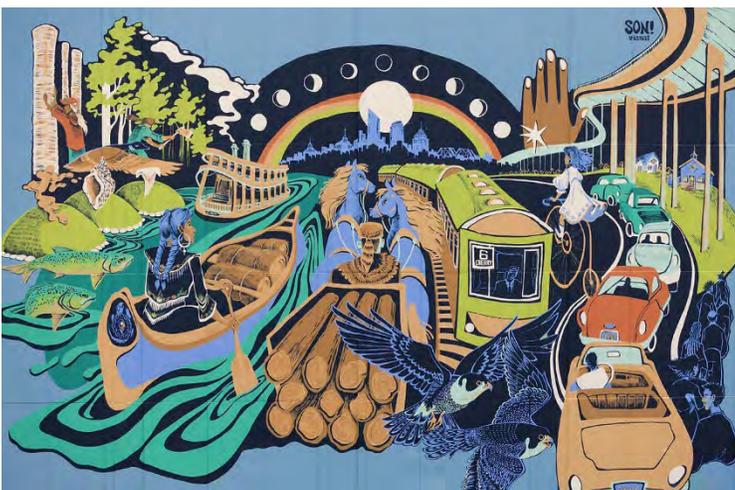
Thanks for indulging me in sharing what I've learned!



Travelers!

80' x 50'
Grand Rapids, MI
2024

The theme of this mural, selected over the last 3 years of the Heartside Project, is “Transportation in Grand Rapids”. “Oh no,” said I over a year ago, “this is going to be so boring. This is going to look like little boy pajamas.” But with the guidance of local historians, the GR Public Museum, the Women’s History Council, the GR Public Library, first hand accounts, and lots of niche hyper-local history books, I came to realize that transportation is not just cars and stop signs and school buses. It’s the means by which we move throughout, toward, and from the place we come home. This is not a mural about trains and canoes, but about the people who navigated them.



Part 1 — Footpaths, Waterways, and Yakin’ the River

The mural (which progresses chronologically from left to right) kicks off with the first documented inhabitants of the Grand River area; the Hopewell People. The Hopewell are famous for their monumental earthwork mounds. During archeological surveys, objects like copper from the Upper Peninsula, conch shells from the Gulf of Mexico, and even shark teeth from the Atlantic Ocean have been discovered in the mounds, indicating a vast and advanced trade network. Over 2,000 years ago, the Hopewell were traversing the entirety of the midwest through waterways and footpaths, making them the first prolific travelers of these lands.

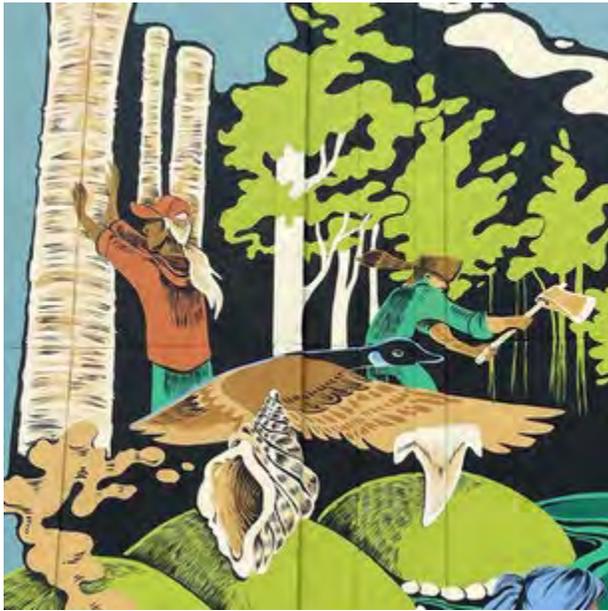
Over 800 years ago, the People of the Three Fires became the dominant cultural group of the area. These Anishinaabek peoples navigated the waters of the Owashtanong (the Grand River) and the Nayaano-nibiimaang

Over 800 years ago, the People of the Three Fires became the dominant cultural group of the area. These Anishinaabek peoples navigated the waters of the Owashtanong (the Grand River) and the Nayaano-nibiimaang

Gichigamiin (the Great Lakes) using birchbark canoes. These wiigwaasi-jiimaan (birchbark canoes) are incredibly advanced, durable, and a testament to the technological and artistic achievements of the Anishinaabek. Despite the attempted eradication of Indigenous culture by European colonizers, the art form of the wiigwaas jimaan persists to this day thanks to the dedication of remaining canoe builders, one of whom is depicted in the top left corner of the mural.

As a part of my research for this period of transportation history, I kayaked the Grand River from the Hopewell Mounds (at the west end of Millennium Park) to Lake Michigan! Along the way I met a few migratory species like steelhead trout and Canada geese, who represent migration as another form of transportation in the mural.





Part 2 — Clear Cutting, Fur Trade, and Hartwick Pines

As Europeans began to colonize the area in the 1800s, the ecology of the Owashtanong was thrown out of balance. The fur trade and lumber industries were the primary culprits of this shift. Beavers, which had been harvested sustainably by the Anishinaabe for centuries, experienced a dramatic population dip. The white pine, which once forested almost the entire state of Michigan, were clear cut. The introduction of the steamboat onto the Grand River in 1830 played an important role in accelerating the impact of these industries. The Governor Mason was the first steamship on the Grand, and is illustrated in the mural.

Birch bark can be harvested by an experienced canoe builder without damaging the tree. The birch will grow its bark again and yield several more harvests. In contrast, the white pines of the area were logged entirely without thought to the future of the species. The shortsightedness of this practice changed the composition of our forests entirely.

The difference in attitude between the Anishinaabe's sustainable harvests and the French's exploitative clear cutting is alluded to again in the clothing of the two large figures of the mural: the Ojibwe woman paddling the canoe wears a dress beaded with porcupine quills. Quills could be collected without harming the porcupine. The Frenchman driving the lumber cart, on the other hand, wears a beaver pelt suit. Several beavers would be killed for the production of a suit of this kind.



In order to better understand the history of logging in our state, I hitched it up to Hartwick Pines, one of the very few remaining old growth forests in Michigan. Even there, on the protected parcel of unlogged land, the forest is imbalanced due to human activity. When Hartwick Pines was gifted by a private owner to the state, it was under the condition that it may never be touched again. These turned out to be bad instructions, because it resulted in the repression of fire in the area. The white pines in Hartwick Pines, some of the oldest remaining in all of Michigan, will die without regenerating because their seeds cannot reach the soil; it's too covered in unburned, uncleared detritus. When the pines die of old age, hardwoods will take over the area and the white pine forests of the Lower Peninsula will be lost to history.



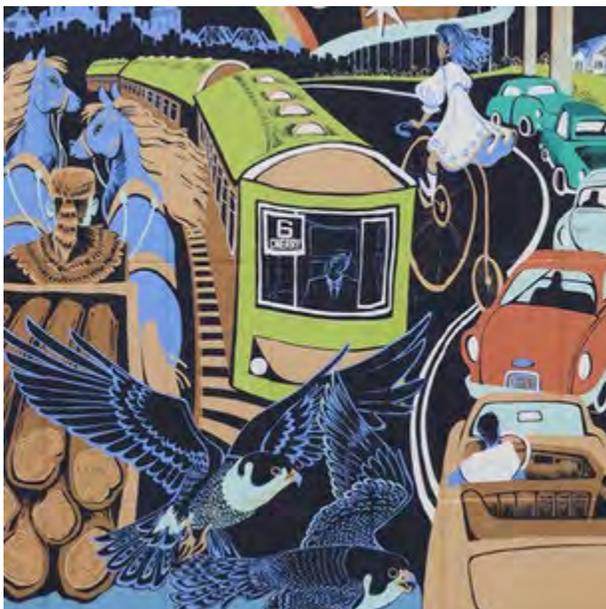
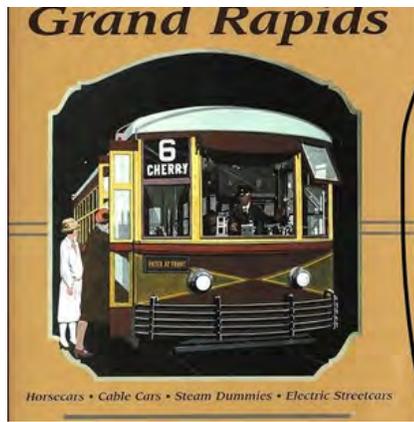
Part 3 — Railways, Streetcars, and the Speed of Progress

Although water travel had been the only means of transportation in the Grand River area for thousands of years, the expansion of the railroad network in the 1860s led to the decline of steamboat transport on the Grand River. Railroads offered faster, more reliable, and year-round service, unaffected by the river's seasonal variations. The railroads connected Grand Rapids to the rest of the nation and ushered in an era of increased immigration, trade, and development.

By the end of the 19th century, electric streetcars had become established pillars of city infrastructure well. However, this would turn out to be a relatively short-lived endeavor; automobiles were growing in popularity. When the Great Depression hit, the city determined that it was more economically feasible to transition to busing than to maintain the streetcar lines, making Grand Rapids the second city in the nation to transition fully to automobiles.

At this point in the mural, you'll see depicted the 6 Cherry Streetcar, which ran up and down Cherry Street right next to the mural's location today. There's also a woman riding one of them big wheel Penny Farthing bikes, which references the Women's Bicycle Club of this time period.

To capture the overall essence of this time in Grand Rapids history, I included two peregrine falcons. Before colonization, peregrine falcons would have been a coastal species, nesting in bluffs along the lakeshore. Urbanization led to the construction of high rise environments perfect for falcons, which were likely introduced to the area by Europeans practicing falconry. The peregrine falcon is the fastest bird on earth, which represents the unrelenting speed of technological "progress." Their carnivorous nature represents the consumption of resources necessary to maintain this breakneck speed.



Part 4 — Automobiles, Industry, and Urban Renewal

As streetcars and railways were replaced by buses and automobiles, the infrastructure of the city shifted once again. Our roads widened, our footpaths were paved over, and parking lots began to monopolize large swaths of land. The Heartside neighborhood played an important part in Michigan's automobile industry, with parts manufacturers in Grand Rapids supporting the assembly lines in Detroit.

Michigan played a pivotal role in the nation as a whole adopting a culture of cars. The Interstate Highway Act of 1956 initiated the construction of highways nationwide, and led to national urban renewal. Urban renewal necessitated the demolition of neighborhoods to establish the interstate system; these neighborhoods were almost exclusively low-income, minority,

and communities of color. Black and Brown neighborhoods were particularly targeted for redevelopment, exacerbating racial segregation and economic disparities. Though urban renewal was a national phenomenon, it had and continues to have a resounding impact on the Heartside neighborhood, where the construction of US 131 destroyed community centers, divided families, and created a host of barriers to mobility and access for marginalized people groups.

From Father Dennis Morrow: “We don’t normally call it devastation, because something was built... However, if the devastation from the riots of the 60’s had been nearly as great as the devastation wrought by the freeway construction they would have called the riots an all out war. The amount of dwellings that were destroyed during the riots were infinitesimal compared to those destroyed during the freeway construction.”

In the mural, cars are stuck in traffic on the S-Curve of US 131. Beneath the highway, dozens of homes represent the neighborhoods that were destroyed in the name of progress. The church depicted is based on San Jose Obrero, which once served the Latin community of Heartside until its demolition. The pedestrians walking along the highway are a multi-generational Black family who represent the hundreds of people who were targeted, separated, and displaced.



PETOSKEY

Where water meets land, science meets myth, and the past meets the present.



SOUTHWEST WALL

The Paleozoic Sea

As I began conceptualizing a mural design for the City of Petoskey, I was drawn again and again to the most iconic symbol of the area: the Petoskey Stone. I have included Petoskey Stones in several [previous murals](#), but decided to research their history more thoroughly for this design.

The Petoskey Stone is not a stone at all, but rather, a fossil from the Paleozoic Sea that once covered the midwest. Petoskey Stones are rugose corals (species hexagonaria, to be exact) and are indicators that our Great Lakes State once looked very different.

Bizarre creatures like trilobites and orthocones are some of Michigan's most ancient fossils, dating all the way back to the Ordovician Period. Later, Devonian Period predators like dunkleosteus roamed the shallow seas, sharing the prehistoric Great Lakes with a vast diversity of freshwater sharks. One ancient fish, first documented during the Triassic Period, still swims today: the lake sturgeon. Most famously of all, the Devonian coral reefs that once covered the sea floor fossilized into the state stone, the Petoskey Stone.



NORTHEAST WALL

The Terrestrial Pleistocene

After a long gap in the fossil record (literally washed away by the seas and sands of time), we begin to see evidence of terrestrial life in the Pleistocene Epoch. Mastodons, mammoths, and musk ox dominate the land as the Laurentide Glacier retreats north, carving the Great Lakes in its wake. Stag moose and giant beavers share the rivers and forests with more familiar creatures like the white tailed deer and grey wolf. Slowly, our modern world is beginning to take shape.

The Petoskey Stone and Lake Sturgeon bridge the gap between present and past, standing as enduring symbols at both sides of the story. But what lies in that gap? If the fossil record has been erased and science is at the edge of its knowledge, we must turn instead to myth for answers.

As our human ancestors have for centuries, we look to the sky (or in this case, the ceiling) for understanding...



CEILING

Waganakising Odawak Creation Story

What lays in that mysterious gap between the Paleozoic Sea and the Terrestrial Pleistocene? According Anishinaabe lore, the answer is simple: the Earth Diver.

After a great flood, a dark sea covered the entirety of the earth. Only the creatures adapted to water could survive, but many of them grew weary from many months of swimming. Makinaak, the Great Turtle, hoped to create dry land for his kin to find respite. All he required was a bit of earth from the bottom of the sea. Loon, Helldiver, and Beaver all dove into the depths to retrieve earth, but to no avail; the sea was too deep.

All seemed lost until Wazhashk (Muskrat), the smallest of all water dwelling creatures, volunteered an attempt. Despite ridicule from the more powerful swimmers, Muskrat dove into the waters. Minutes went by, then more. Hours passed, then a whole day. The animals grieved for their smallest kin, who had surely drown. When Muskrat finally bobbed to the surface, he had indeed given his life to the cause. But clutched tightly in his tiny hand...could it be? A piece of earth! He had made it! The earth was planted with reverence on Makinaak's great shell. Makinaak began to grow, and grow, until he became an entire island on which all animals on earth could find rest.

This creation story shares similarities with many other legends from around the world. From North America, to Africa, to Siberia, to Finland — each culture shares this story of the "Earth Diver." Earth Diver myths are so common worldwide that they are classified as one of the seven primary creation myths. Though details vary, every Earth Diver myth details a primordial sea, a brave Diver (usually a bird or aquatic animal), and the creation of land born of the Diver's sacrifice.

The Anishinaabe Earth Diver story is told on the ceiling of the tunnel. Included are the three unsuccessful Divers: Loon, Helldiver (a type of grebe), and Beaver. Muskrat, the hero, has reached the floor of the primordial sea to retrieve a handful of earth. Makinaak, the Great Turtle, waits patiently on the surface of the water.

I have included mythology in this mural design to honor the Indigenous people of Petoskey, the Waganakising Odawak.

In addition, the inclusion of myth reflects my own childhood growing up in Petoskey. For my siblings and I, Petoskey summers were the stuff of legend; we recall fondly our long days barefoot in the creeks, our biggest wipe outs on our bikes, hours spent rock hunting along the beach, our fleeting summertime friendships. Even as a kid, it all felt like a dream, a place that didn't exist back in the "real world" of the school year.

For me, Petoskey is a mythological place. It would have felt wrong to stick strictly to a scientific story of the area.

EXPERIENCE & TECHNIQUE

I am a very experienced brush painter with over five years of full time experience. I am lift certified and travel with my own OSHA-compliant harness and equipment. I have experience painting on a variety of surfaces (aluminum, brick, cinderblock, stucco, cement, etc) in a wide range of temperatures. As long as weather conditions are favorable, I have completed projects of all sizes within one week of my start date, save for one project: a 5,000 square foot mural that took me 10 days.

Below I've listed some relevant details to keep in mind as you review my proposed budget.

- Paint: I use the highest quality exterior house paint, Benjamin Moore Aura Exterior. My oldest mural is 7 years old and is as vibrant as ever thanks to this paint. Aura Exterior runs \$100/gal.
- Sealant: I seal my murals with VandlGuard Anti-Graffiti Coating. VandlGuard is about \$250/5gal.
- Equipment: I maintain MiOSHA certification to operate lifts or work with scaffolding. I will be renting scaffolding for this project for about \$300/week.

- Square footage rate: I calculate the price of murals based on square footage. At this point in my career, with my professionalism, speed, accolades, and quality of work, my typical rate is \$19/square foot. I've gladly reduced this rate considerably given my personal connection to the city of Petoskey.
- Research and design: Over two dozen hours of research and field work are included in my square footage rate.
- Travel: I'll be traveling from Grand Rapids to complete this work. My travel expenses are also included in my square footage rate.

BUDGET & TOTAL BID

Total anticipated hours: 450—500

Total bid: \$60,000

Research — \$7,500

Includes both academic and field research. For similar projects, I have conducted research in the forms of a 40 mile kayak trip, field research at land conservancies and nature preserves, attendance at relevant lectures and gallery openings, meetings with museum curators and field experts, library archival research, and more.

Storyboarding — \$9,000

First draft of the full presentation, depicted in chronological storyboards. This is the equivalent of a first draft of a mural sketch.

Storyboarding Revisions — \$1,700

Making revisions to the storyboard lineup based on feedback.

Illustration — \$20,000

Creating assets to be used in the final presentation. This is the equivalent of physical mural installation.

Illustration Revisions — \$1,800

Making necessary revisions to illustrations as needed.

Production design — \$6,500

Providing art direction for final video production. Includes necessary animation time, video editing, music timing, organizing full storyline, and ensuring aesthetic consistency.

File organization and technical prep work — \$2,500

I will be working with LiveSpace and Drip Drop to provide them with the necessary materials to prepare the work for animation. This will require me to organize my workspace, files, and conduct lengthy technical prep to make sure that the illustrations can be easily transferred to animators.

Collaboration with LiveSpace — \$2,500

Involves meetings, feedback, revisions, and technical work conducted with LiveSpace.

Collaboration with Drip Drop — \$2,500

Involves meetings, feedback, revisions, and technical work conducted with Drip Drop.

Animation edits, art direction, and file prep with Drop Drop — \$6,000

Involves animation needs conducted by both me and Drop Drop; we'll be working closely to bring final illustrations to life.



DROPDROP PRESENTS:

Lyon Square Artist Collaboration

SON! VISUAL CO.
PROJECTION MAPPING ANIMATION PROPOSAL

SON!
visual co.





OBJECTIVE:

Collaborating with SON! Visual Co. to help bring their artwork to life

Dropdrop will be working closely with SON! Visual Co. and animating their original artwork which will be projected onto the new Lyon Square projection wall. Using our experience with projection mapping and animation, we will help bridge the gap between the artist's canvas and an immersive live experience.

SON!

visual co.





ART DIRECTION

Using artwork provided by SON! Visual Co. and working closely with them and their ideas, Dropdrop will create an animation that stays true to their unique style and aesthetic. Whether it's scanned paintings or digital artwork, the assets used in the animation will be the creation of the artist.

SON!
visual co.

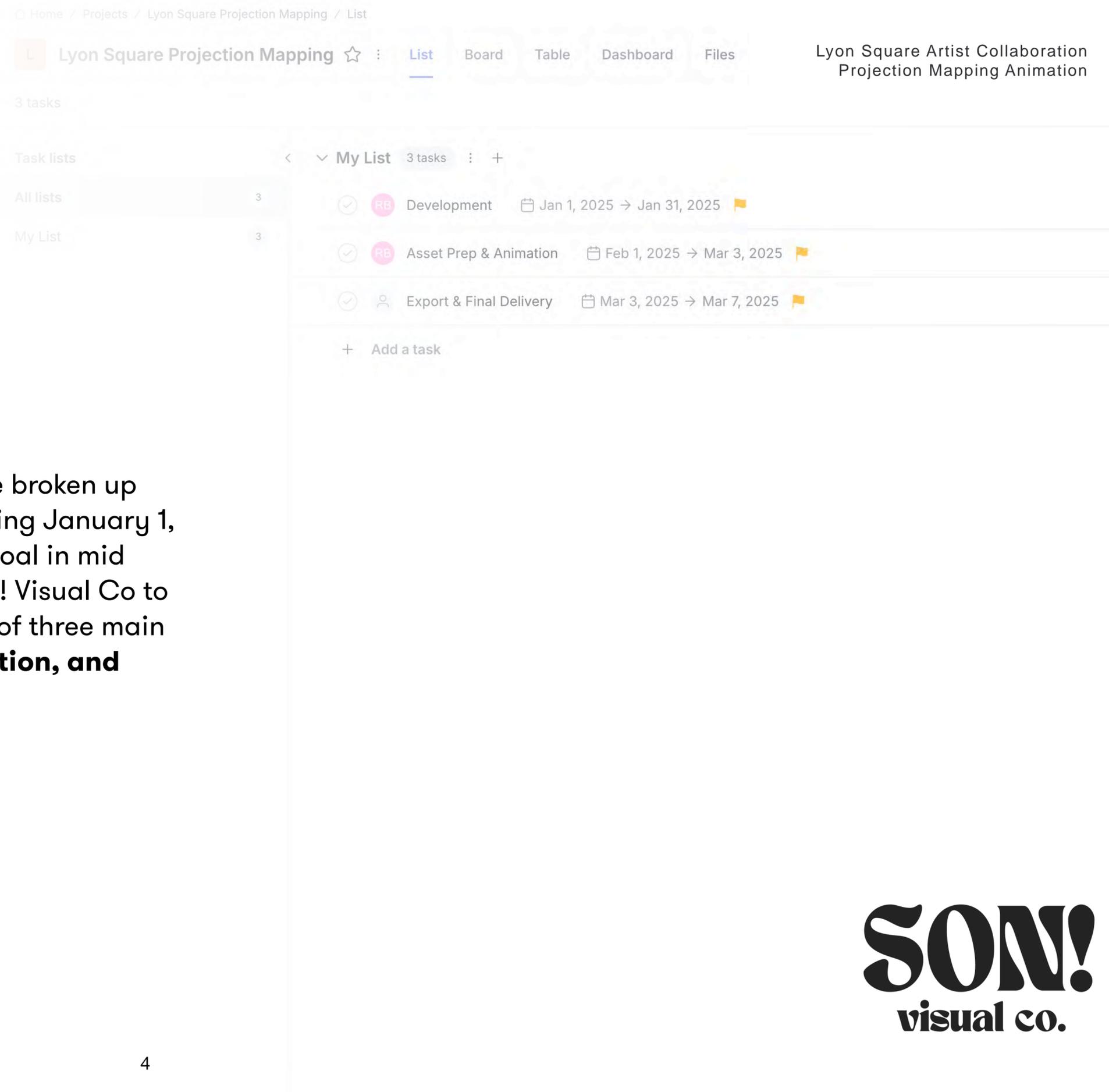




Project Timeline

Teamwork

If our proposal is accepted, our approach would be broken up into three phases over the course of 10 weeks, starting January 1, 2025. This allows us to reach the final deliverable goal in mid March. In order to stay on target we will invite SON! Visual Co to collaborate on Teamwork. Our timeline will consist of three main tasks (**Development, Asset Preparation & Animation, and Export & Delivery**) with subtasks for each.





Phase 1

Development

After the project schedule is completed, we'll arrange a kick-off meeting with LiveSpace and SON! Visual Co. This meeting will focus on understanding the goals and other details of the project.

After the kick-off meeting, we'll dive into the first iteration of the storyboard and style-frames alongside SON! Visual Co. Together we begin to conceptualize the artist's vision and how it will translate to an animated piece.

SON!
visual co.





Phase 2

Asset Preparation & Animation

After style-frames are signed off on and the storyboard is complete, we'll begin importing and animating the assets provided by SON!

SON!
visual co.



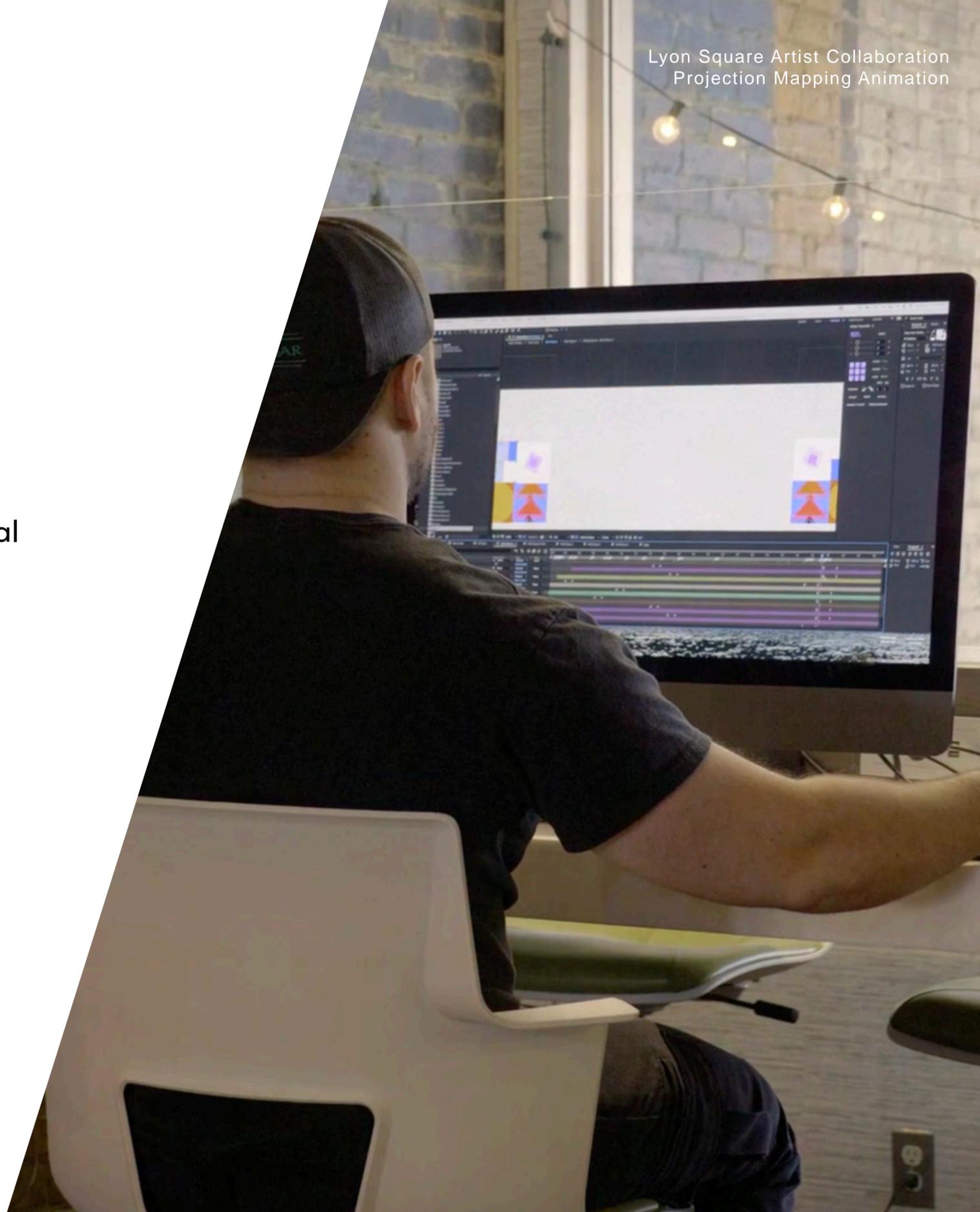


Phase 3

Export & Delivery

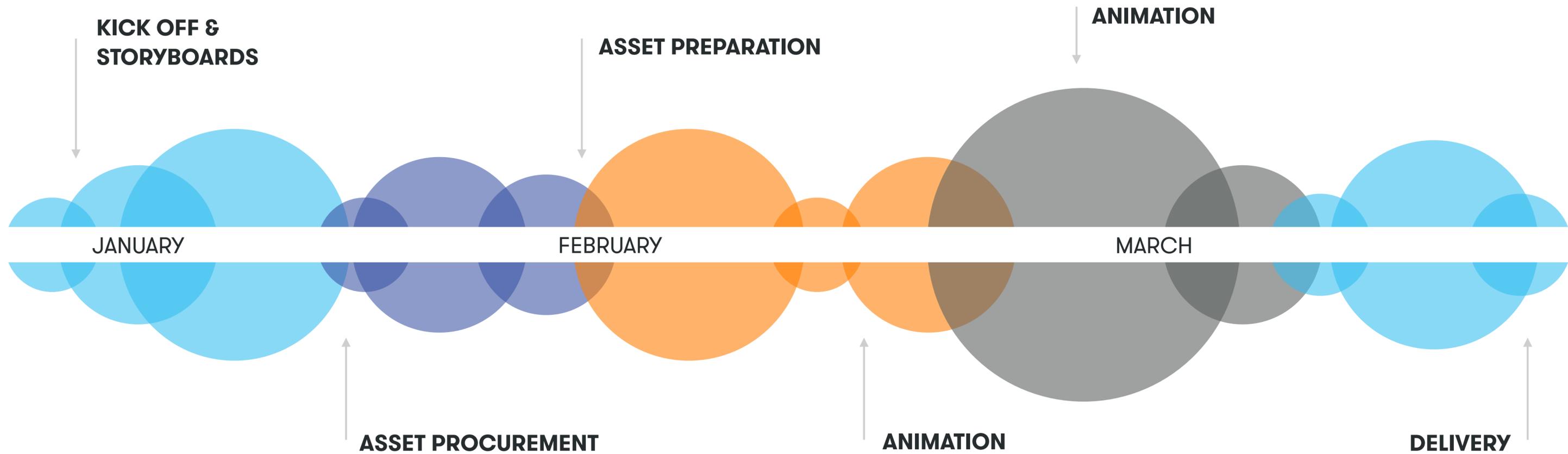
During this phase any last edits will be tweaked and we will export the final animation to be projected onto the Lyon Square projection wall.

SON!
visual co.





Proposed Timeline & Schedule





Pricing

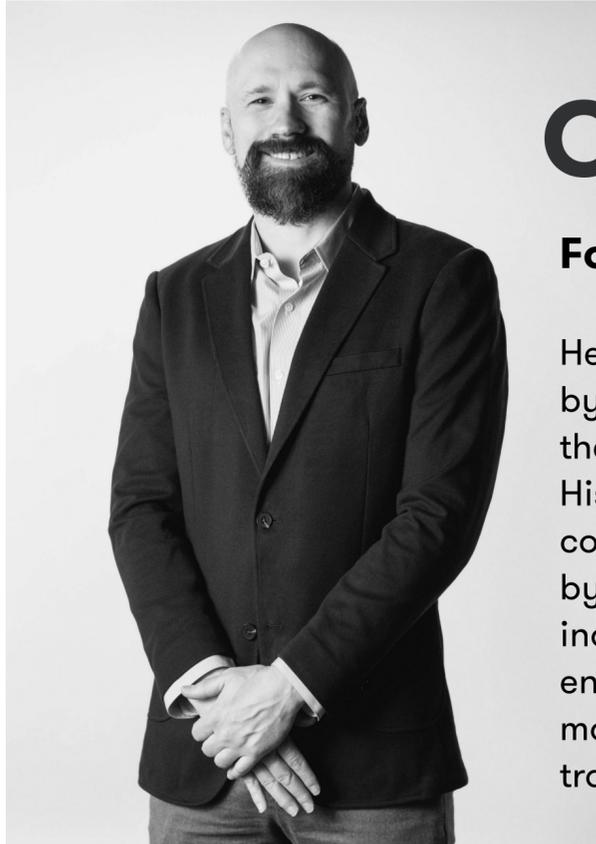
Scope: **2k Renders.** This project will take 10 weeks and require a team of three people to complete. All tasks total 52 days (416 hrs).

TEAM: Lead Animator (DropDrop) | Art Director (SON! Visual Co.) | Project Manager (DropDrop)

SOFTWARE: Adobe After Effects | Cinema 4D

TOTAL: \$20,800





Cassidy Bisher

Founder / CEO

Helping companies align their brand and marketing by fusing them together with purpose, so that they're strikingly visible and financially prosperous. His number one goal is to help companies communicate their vision, then separate themselves by rebelling against saturated or obsolete industries and design their unique disruptive enterprise. 'Courageous' and 'unflinching' are his modes of operation, driving the team to blaze new trails and enjoy the ride. HubSpot Partner.

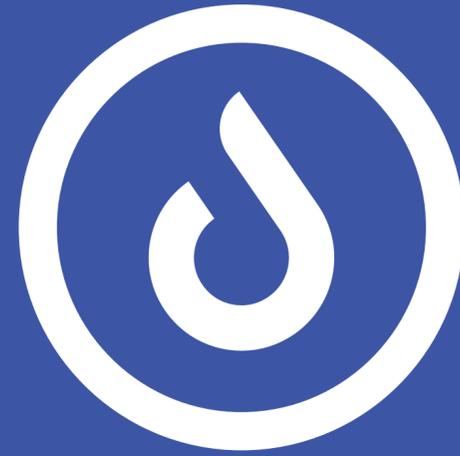
Team



Ryan Brady

Illustrator / Motion Graphics Artist

Ryan is DropDrop's Illustrator extraordinaire. Classically trained in both illustration and fine art painting, Ryan comes from a very colorful background. From designing iconic murals in local businesses to badass graphic novels, concept design to motion graphics, Ryan's wide ranging skillset makes him an invaluable member of the team. His passion for the arts and his work, along with his innately strong work ethic, drives him to finish each project he handles with pizzazz; no two strokes are alike. A truly humble fellow at heart, Ryan finds gratification in a job well done.



THANK YOU FOR CONSIDERING DROPDROP!

DropDrop started making ripples in 2007 as a leading Motion Graphics post-production house. Quickly expanding into video production, and on to branding and marketing. We've since worked with high-profile clients such as Verizon, at&t, Amway, Caterpillar, and more. Since then we have served organizations large and small as a remote branding and marketing agency. We love brands, run a tight ship, and produce big ideas that won't break the bank.

dropdrop.com

REQUEST FOR QUOTES

The GRAND RAPIDIANS

Motu Viget “Strength in Activity”

PUBLIC ART PROJECTION MAPPING SHOW



Deadline to submit interest and info: August 13, 2024

PROJECT SUMMARY

Downtown Grand Rapids Inc. (DGRI) is seeking interested Michigan illustrators, graphic designers, motion graphics and projection artists to help create an educational storytelling projection mapping show that will be shown on a nightly basis in the newly designed Lyon Square that will be showcased on the historical Civic Auditorium at DeVos Place.

This living mural and show will aim to depict the history of how Grand Rapids came to be with an illustrative narrative taking us through an archival past in celebration of our great City.

The inspiration of this project is from [the Saga played in San Antonio Texas](#). You can watch the [full video here](#). With the new construction of Lyon Square, we have put in permanent projection mapping equipment that will allow us to showcase our own nightly performances, free to the public to watch. Additional inspiration can be taken from local artist Edwin Anderson from the Grand Legacy mural that he completed in collaboration with DGRI last summer in the Gillette Bridge tunnel in Ah-Nab-Awen Park that was curated as a temporary installation to showcase the legacy of the Grand River's history.

In 2020, for our [World of Winter festival](#), we created a projection mapping show in collaboration with LiveSpace called [Seasonal Wonders that showcased our four seasons](#) and a little bit of local GR history. Since then, we have had the plan to do this permanently once construction is complete in Lyon Square.

The goal of this show is not only to create vibrancy along the river corridor and provide artist support, but to continue to move [GR Forward](#) via the master plan and community vision that prioritizes more public artwork and educational opportunities in our Downtown.

The story will tell a chronological timeline showcasing and focused on the following timeframe:

- Glacial period (how the river and Michigan land was formed)
- First Peoples (Mound Builders)
- Grand River Bands of Ottawa Indians
- Settler period (fur trading)
- Wars (Native American, French/English, Revolutionary war, etc.)
- Founding history (becoming a city, treaties, etc.)
- Logging industry & Furniture City
- 19th Amendment
- Present day
- Future (river restoration of the rapids)

SCOPE

We are looking for a consultant to create visuals depicting our legacy as Grand Rapidsians for a 15-25 minute show. The selected consultant will work directly with the Public Space Activation Manager at Downtown Grand Rapids Inc. who will provide all historical topics to cover along with local stories and contact information on who to work with at the City of Grand Rapids, Public Library, Public Museum and others to obtain additional information. The consultant will be responsible for initial research to create a

proposal that accomplishes the goal of an educational storybook timeline depiction of the Grand River's History & Legacy within the Downtown environment.

The selected consultant will work with DGRI staff to move this project forward. Approval of the contract must be granted from the Downtown Development Authority (DDA) first. Following approval, staff can work with the consultant on finalizing a contract and creating a work plan. Once the consultant has created visuals for this project, we will then team the consultant up with a local AV company that will make it into a projection mapping show in collaboration with the consultant and DGRI. Approval of the final artwork/show must go through the City of Grand Rapids Arts Advisory Council (AAC). DGRI staff will assist the consultant through all City approval processes.

This consultant must be from the State of Michigan or currently a resident of the State of Michigan, have previous experience with this type of work and must be in good withstanding with the City of Grand Rapids and Downtown Grand Rapids Inc.

PROJECT LOCATION

As previously mentioned, we have done similar work with our [Seasonal Wonders that showcased our four seasons](#) show during our festival where we were able to present the show twice a night every Friday and Saturday during Covid since there were no shows at DeVos Place. Now, with the design of Lyon Square that is currently under construction, the street is designed with a plaza and permanent projection equipment that does not require a street closure in order to showcase the projection.

Lyon Square construction will be completed by the end of 2024. This will allow us to bring back the Seasonal Wonders show along with hosting a permanent show and additional shows in the future projected onto the Civic Auditorium.



PAST



PRESENT



FUTURE



PROJECT SCHEDULE

Proposed timeline and schedule:

- RFQ posted: July 16, 2024
- RFQ questions deadline: August 9, 2024
- RFQ submission deadline: August 13, 2024, by 11:59pm (EST)
- RFQ review & selection: August 5 - 16, 2024
- Contract: September 1 – October 11, 2025
- DDA Board Approval: October 9, 2024
- Research: October 11 - November 11, 2024
- Concepts/Stories Review: November 11
- Design concepts drafts: November 12, 2024 – February 1, 2025
- Final designs: March 1, 2025
- AV/Mapping coordination with additional contractor: March 1 – April 1, 2025
- Final video/show edits: April 2 – 11, 2025
- City AAC approvals & permitting: April 21, 2025
- Ribbon cutting: May 2, 2025 (Grand Rapids 175th Anniversary)
- Installation/Show Run: TBD but played at least 3 days a week, twice a night minimum.

SELECTION PROCESS

DGRI will convene a selection committee to review submissions and select a finalist to move forward with the project following the defined timeline and schedule. A consultant will be selected based on their submission requirement information (please see submission requirements section), ability to do the work, quality of communication, budget and creative approach.

DOWNTOWN GRAND RAPIDS INC. (DGRI) BACKGROUND

DGRI is the organization responsible for city building and place-management in the urban core of Grand Rapids, Michigan, the state's second largest city. Established in 2013, DGRI serves as the singular management entity for the combined operations of the Downtown Development Authority (DDA), the Downtown Improvement District (DID) and the Monroe North Tax Increment Finance Authority (MNTIFA). More details can be found at www.downtowngr.org.

DGRI is invested in activating our public spaces through art, placemaking and placekeeping installations that transform our Downtown into a vibrant and welcoming place to live, work, visit and play. Through efforts over the years like our Activate grants, Heartside Historic Mural program, Women's Way alley activation initiative, Rad American Women project and more, we have been able to invest millions of dollars into local art in our Downtown. We continue to strive to be an arts city and invest in our local art scene that further educates, engages, inspires and welcomes not only Grand Rapidians, but all who come to enjoy our city.

RIGHTS TO WORK

The consultant shall, without additional compensation, grant the Downtown Development Authority (DDA) and Downtown Grand Rapids, Inc. an unlimited and irrevocable license to implement, use, and display, the free show for the public, and to implement, use, display, reproduce, and distribute materials related to the show, including advertising, educational and promotional materials, and multimedia publicity in support of promotion of DDA or DGRI related projects and initiatives in furtherance of their nonprofit objectives. The DDA or DGRI will make reasonable efforts to ensure any reproductions include a credit line to the grantee. If selected, the consultant will be required to enter into an agreement to this effect.

PAYMENT

Payment for this project will be paid in four separate installments:

- Down payment and Contract Signing (10%)
- Research phase (15%)
- Design phase (25%)
- Design completion phase (50%)

The consultant will be required to register with the City of Grand Rapids as a vendor prior to receiving payment. All payments will be sent in the form of a check mailed to the payment address provided in the [Vendor Self Service portal](#) during registration. Payment can only be made after the vendor registration is fully approved, a contract is fully executed, and a formal invoice is submitted. Additionally, the payment process may take up to 30 business days. Under no circumstances will foreign payment be made by wire transfer or EFT (electronic fund transfer). Vendors may also be subject to an income tax clearance to ensure previous city income tax liabilities have been paid prior to payment approval.

SUBMISSION REQUIREMENTS

The consultant must respond with their interest of participating in this program via email. Must be from Michigan or currently reside in Michigan. Must provide all required documents including the following:

- Artist/Consultant Name
- Zip Code of location
- Link to portfolio with samples of relevant work
- CV/Resume
- 3 References
- Quote (breakdown of costs for the work and what is included)

Any questions regarding the project may be questions must be submitted by August 9, 2024, by 5pm EST.

Submission deadline is August 13, 2024, by 11:59pm EST. Please send pdf of submission requirements by email to DGRI's Director of Public Space Management, Kim Van Driel at kvandriel@downtowngr.org.



MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



**Agenda Item #05
December 11, 2024
DDA Meeting**

DATE: December 11, 2024
TO: Downtown Development Authority
FROM: Corey Mathein & Lauren Suidgeest
Project Manager & Administrative Assistant
SUBJECT: **Downtown Community Garden**

In February 2024, the Downtown Development Authority Board approved funding for the first year of the Downtown Community Garden. The Garden is located at the North end of the Las Canchas courts located on Seward Avenue. In summer 2024, program staff and neighbors successfully transformed the space into a vibrant and bountiful garden.

The continuing goals of the Downtown Community Garden include reducing barriers to food access, engaging neighbors in new ways, and connecting people to food systems within our community.

In October 2024, DGRI staff issued an RFQ for a Community Garden Facilitator. The RFQ was sent directly to known experts of urban agriculture as well as publicly listed on the DGRI website. By December 1st, DGRI staff received 1 qualified proposal.

The proposal, from Jade Rabbit, details a plan for monthly educational workshops, weekly garden gatherings, educational materials, and ongoing garden coordination. The total cost of the services is \$38,925 and includes two one-year extensions; it is expected the new Jade Rabbit contract would begin January 1, 2025.

Garden facilitation and marketing funding of \$42,500 will come out of Goal 2: Neighborhood Engagement. Supplies, composting, and irrigation funding of \$13,750 will come out of Goal 5: Public Realm Improvements.

Recommendation: Authorize DDA funding in an amount not to exceed \$56,250, which includes a 10% contingency, for the programming and supplies to support the Downtown Community Garden project in 2025.



DOWNTOWN

community garden



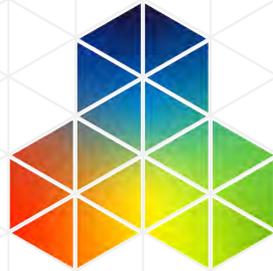


Downtown Community Garden

- * 55 individual plots
- * 33 garden events hosted
- * Over 1,200 plants grown
- * ~ 2,000 pounds of food grown
- * Partnered with 24 businesses + organizations to facilitate programming and events
- * 400 unique individuals engaged through the garden and associated events and programming



Downtown Vitals Report



DOWNTOWN
GRAND RAPIDS INC.

Published December 2024

NEW BUSINESSES

+5

in November

+19

year-to-date

STOREFRONT VACANCY RATES

+0%

vs. Oct 2024

-4%

vs. 2-yr avg.

Q3 OFFICE VACANCY RATES

9.5%

in Q3 2024 vs. 9.9% in Q2 2024

Q3 OFFICE RENTAL RATES

\$23.11

per square foot
in Q3 2024 vs. \$23.19 in Q2 2024

Q3 HOUSING OCCUPANCY

-2%

vs. Q2 2024

-2%

vs. Q3 2023

+1%

vs. Q3 2019

OCT HOTEL OCCUPANCY

-5%

vs. Sep 2024

+9%

vs. Oct 2023

-3%

vs. Oct 2019

VISITOR ACTIVITY COUNTS

+3%

vs. Oct 2024

+1%

vs. Nov 2023

-5%

vs. Nov 2019

EMPLOYEE ACTIVITY COUNTS

+16%

vs. Oct 2024

+8%

vs. Nov 2023

-13%

vs. Nov 2019

RESIDENT ACTIVITY COUNTS

+3%

vs. Oct 2024

+41%

vs. Nov 2023

+39%

vs. Nov 2019

OCT DASH WORK RIDES

-15%

vs. Sep 2024

OCT DASH CIRCULATOR RIDES

-0.2%

vs. Sep 2024

CURRENT ACTIVE INVESTMENT

\$297M

Storefront Business Openings | Updated November 2024

Retail

Shinola Detroit*
 Grammotones*
 GVSU Laker Store*
 Rewind Vintage
 Tone Chasers Music
 Cellar Bird Bookstore
 Greyson Clothiers
 Devil May Duel

Food & Beverage

Gin Gin's
 Curry Leaf @ DT Market
 Rev - Road to Revitalize*
 Big Mini Putt Club*
 Chewie Bitez
 Gimme's Par & Grill*

Services

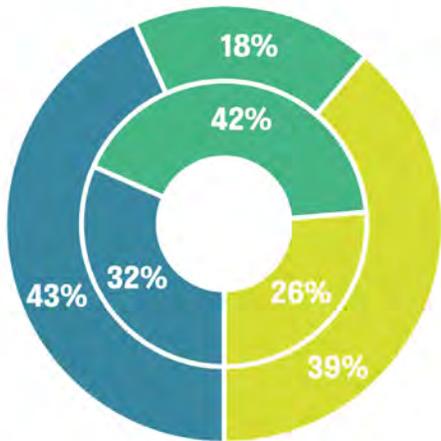
D'Vine Nails & Spa
 Euphoria Wellness
 Mane Society
 Water Street Gallery
 Allstate Insurance Agency

19

storefront businesses
 opened in 2024

Business Mix of Storefronts

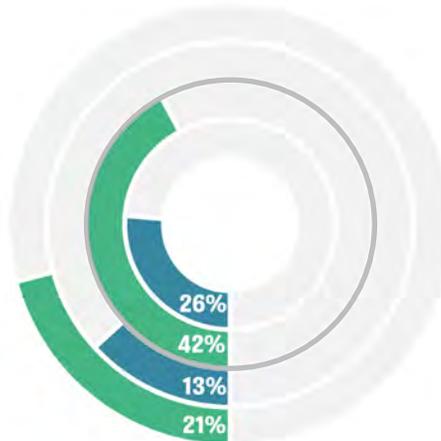
Overall: Outer Ring
 New in 2024: Inner Ring



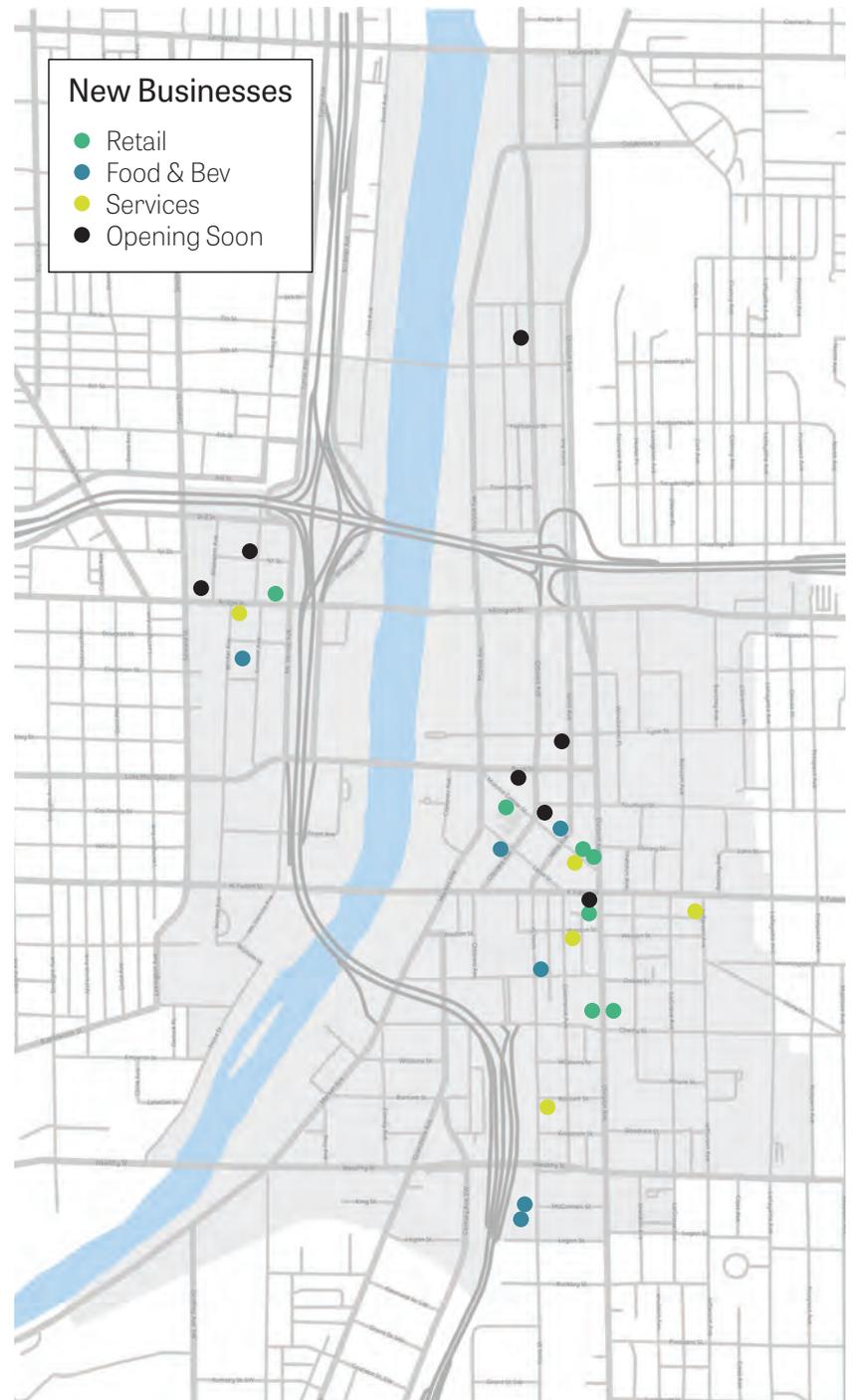
- Food & Bev
- Retail
- Services

Business Ownership of Storefronts

Overall: Outer Rings
 New in 2024: Inner Rings



- BIPOC Ownership
- Women Ownership



Source: Downtown Grand Rapids Inc.

Storefront Vacancies & Recent Closures | Updated Nov 2024

12
storefront
businesses
closed in 2024

2024 Closures:
58% Food & Bev
17% Retail
25% Services

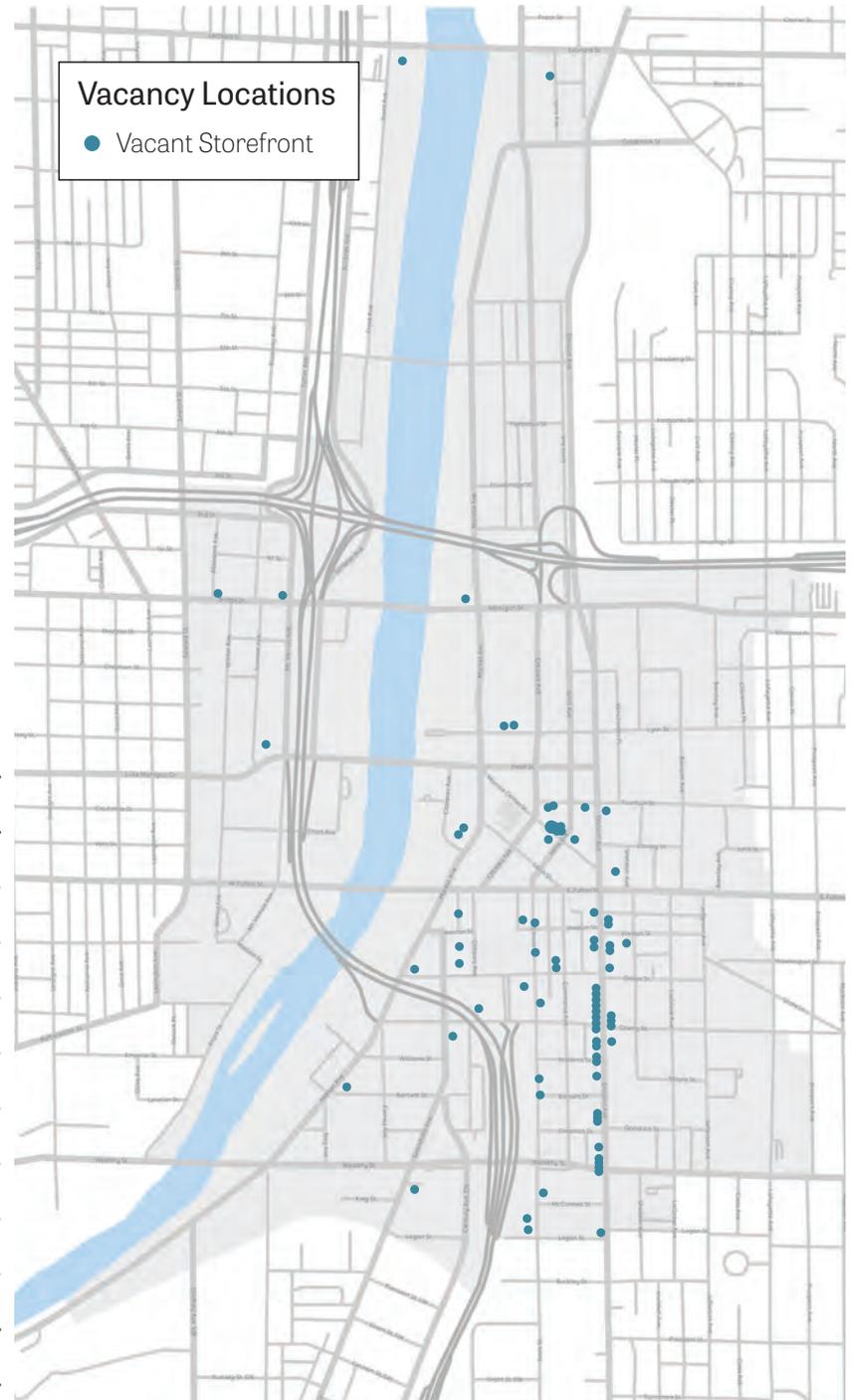
18%
storefront
vacancy rate



*truncated y-axis to highlight month-over-month changes

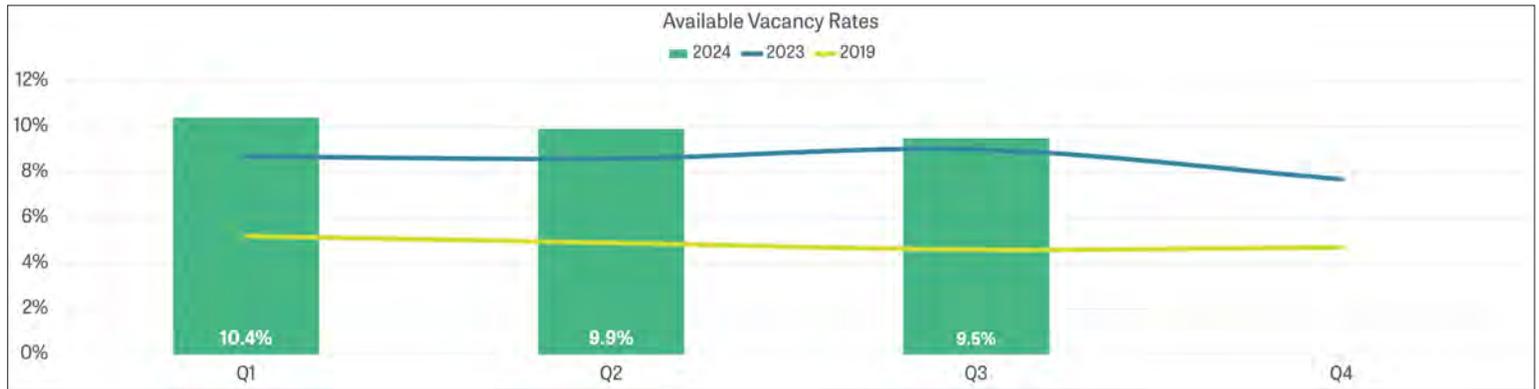
	Storefronts	Vacancies	Vacancy %	Sq Ft Available
Bridge Street	23	2	9%	9,585 sq ft
Center City	127	23	18%	102,170 sq ft
Monroe Center*	54*	7*	13%*	51,193 sq ft*
Fulton & Jefferson	21	1	5%	1,320 sq ft
Heartside: Division	102	30	29%	~103,166 sq ft
Heartside: Ionia	71	12	17%	46,800 sq ft
Heartside: C. Chavez	13	3	23%	12,087 sq ft
Monroe North	28	1	4%	1,696 sq ft
Other	17	1	6%	3,960 sq ft
DISTRICT TOTALS:	384	73	18%	~280,784 sq ft

Source: Downtown Grand Rapids Inc.



Source: Downtown Grand Rapids Inc.

9.5%
vacancy in Q3 2024
vs. 9.9% in Q2 2024



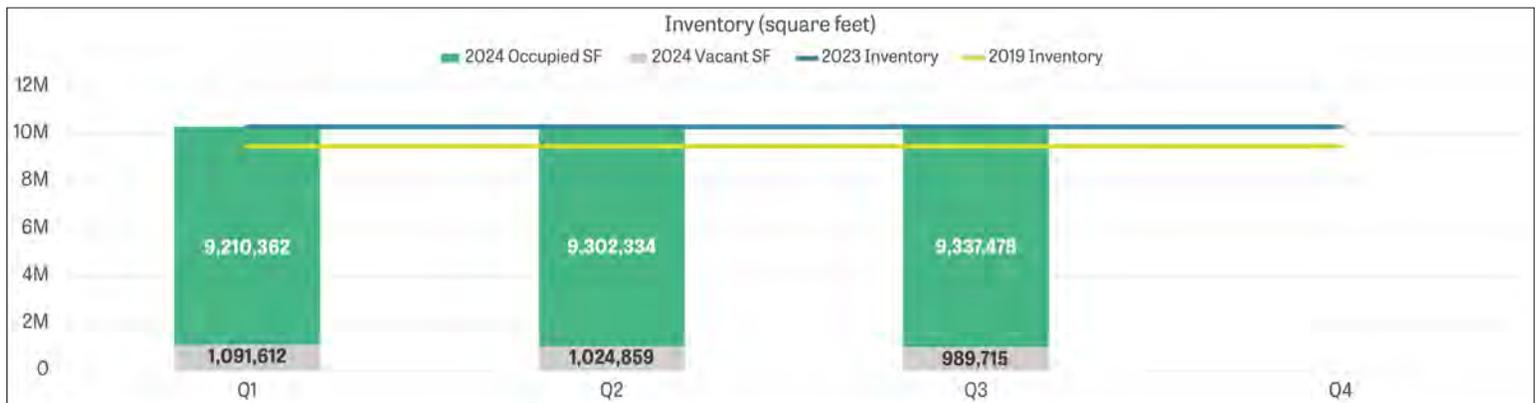
Source: CoStar

\$23.11
per sq ft in Q3 2024
vs. \$23.19 in Q2 2024



Source: CoStar

10.3M
square feet of office
space inventory

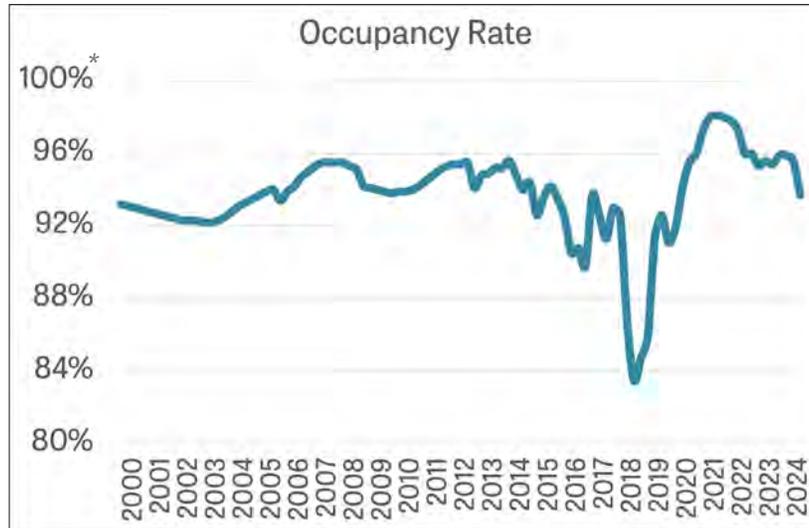


Source: CoStar

94%
occupancy
Q3 2024

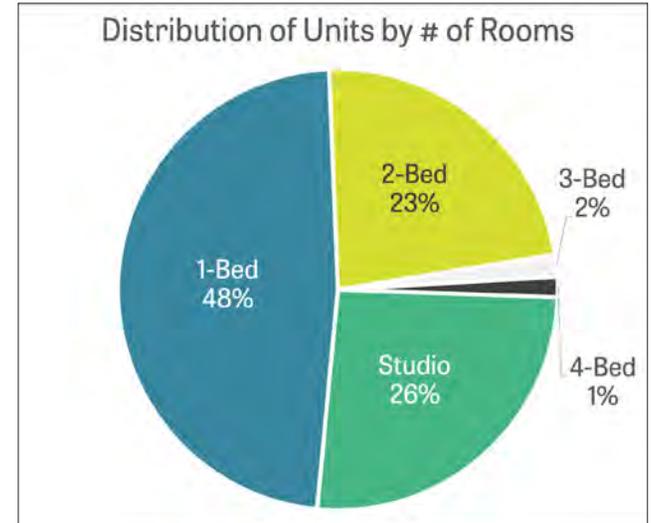
248
units under
construction

1,889
units in pipeline

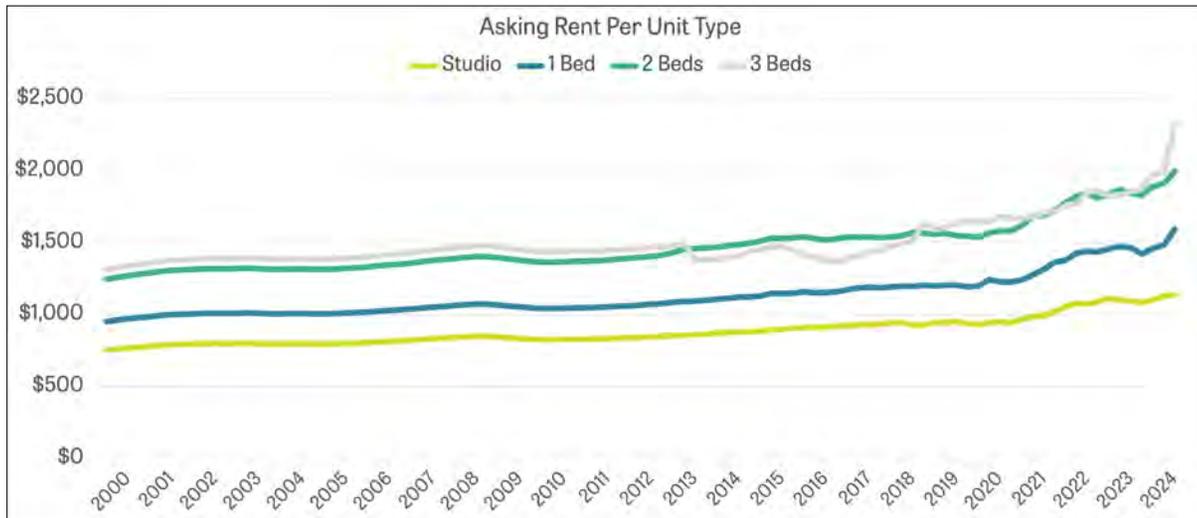


*truncated y-axis to highlight changes

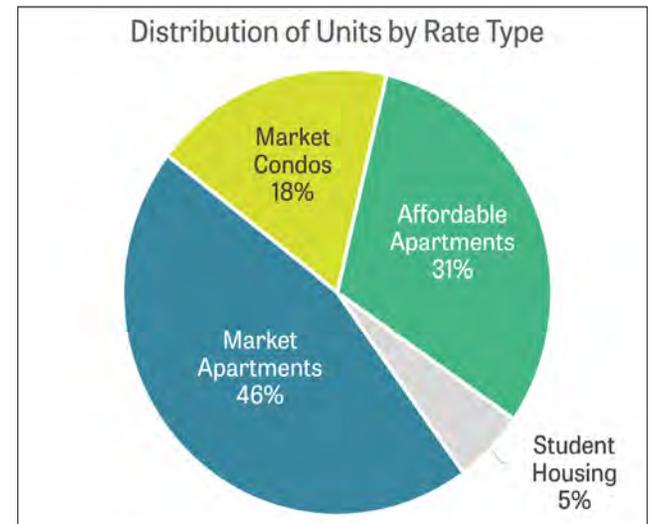
Source: CoStar



Source: CoStar



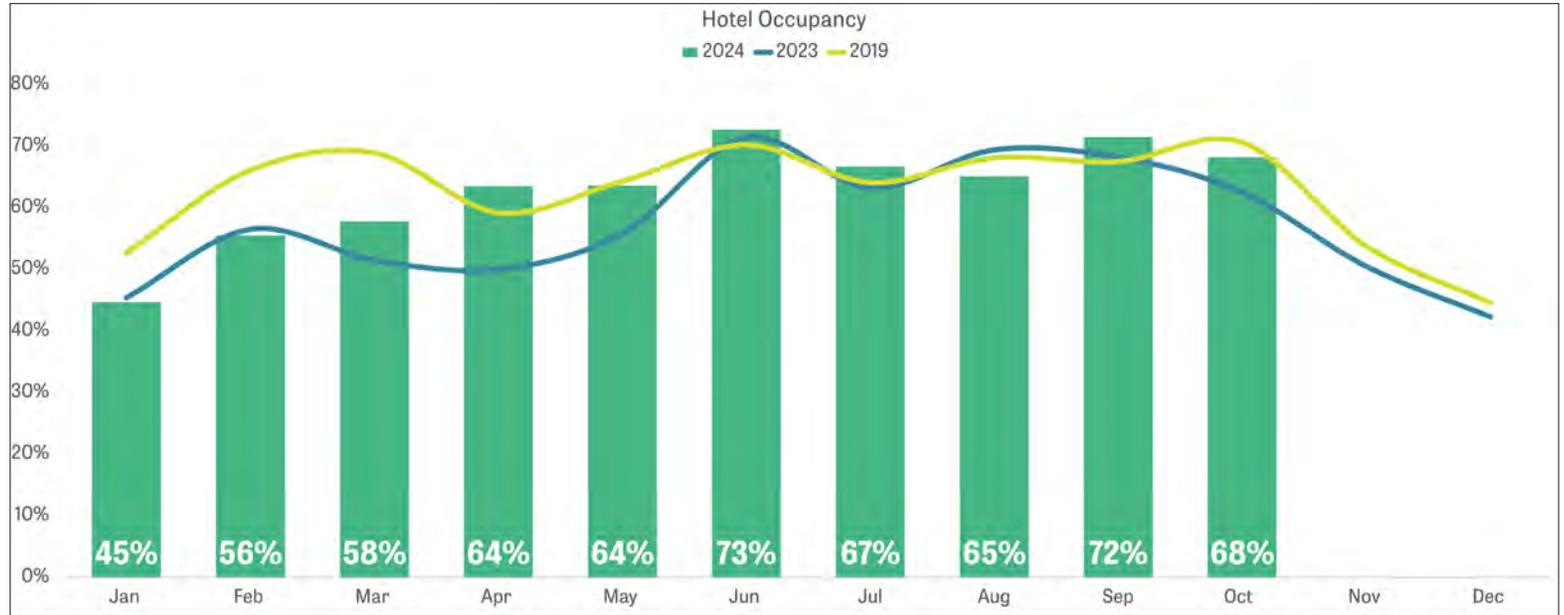
Source: CoStar



Source: Downtown Grand Rapids Inc.

68%
hotel occupancy
October 2024

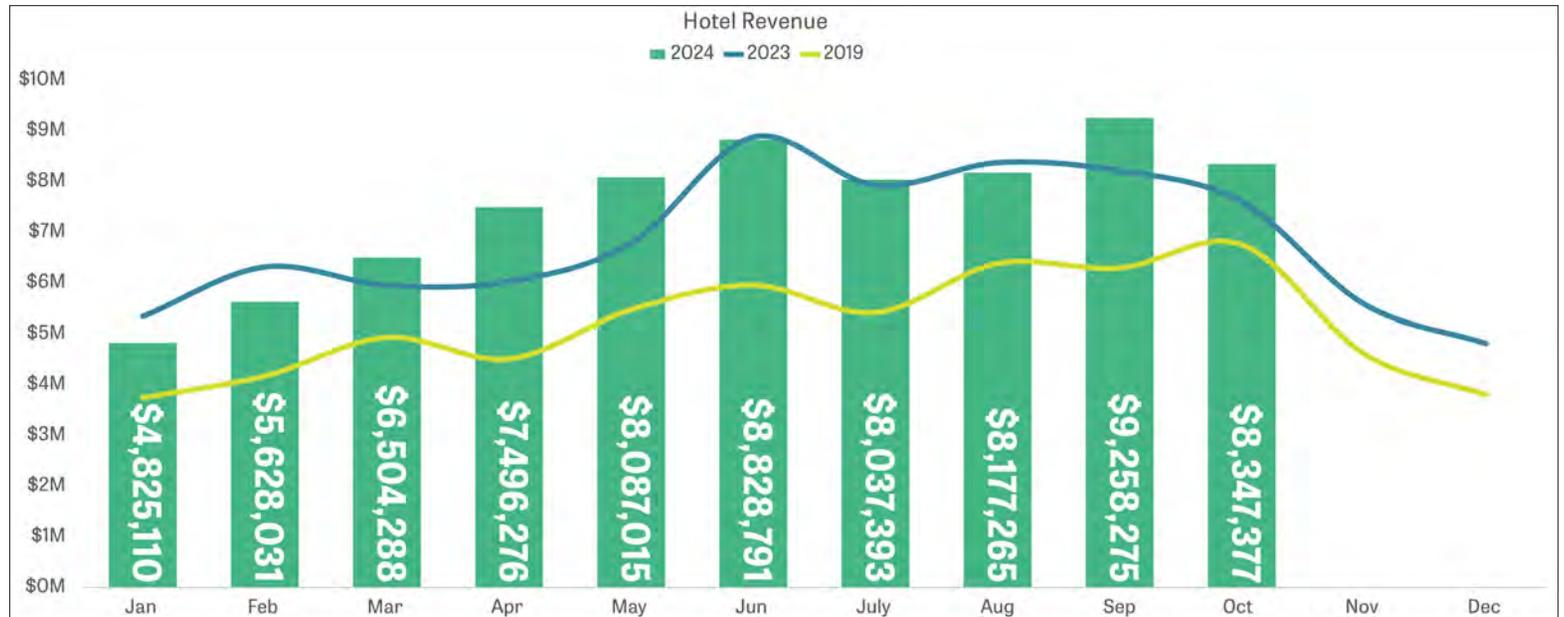
63%
average hotel
occupancy
2024 to date



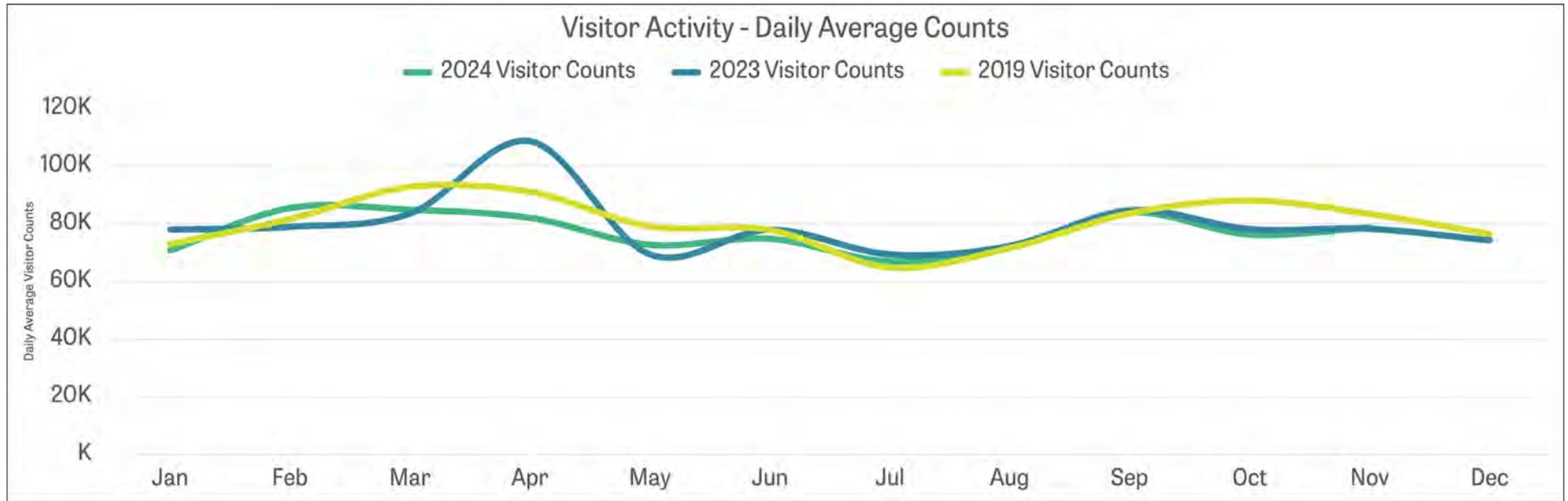
Source: Smith Travel Research via CoStar

\$8M
hotel revenue
October 2024

\$75M
hotel revenue
2024 to date



Source: Smith Travel Research via CoStar



Source: Placer.ai

3%
increase

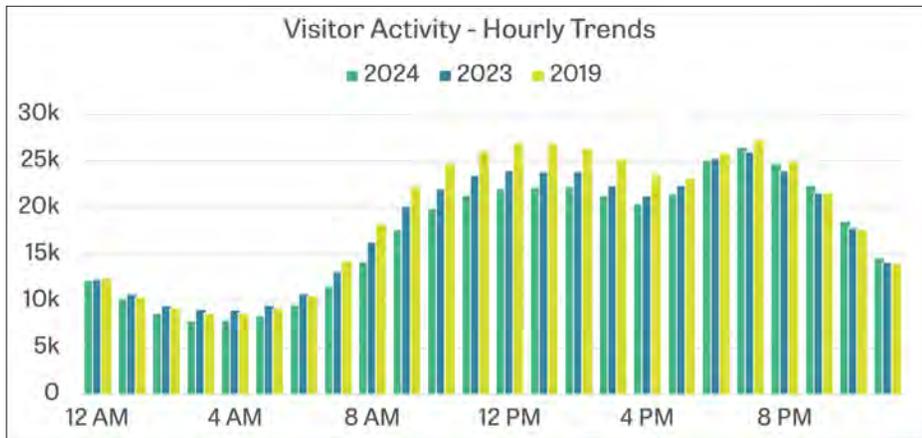
Nov 2024 vs. Oct 2024

1%
increase

Nov 2024 vs. Nov 2023

5%
decrease

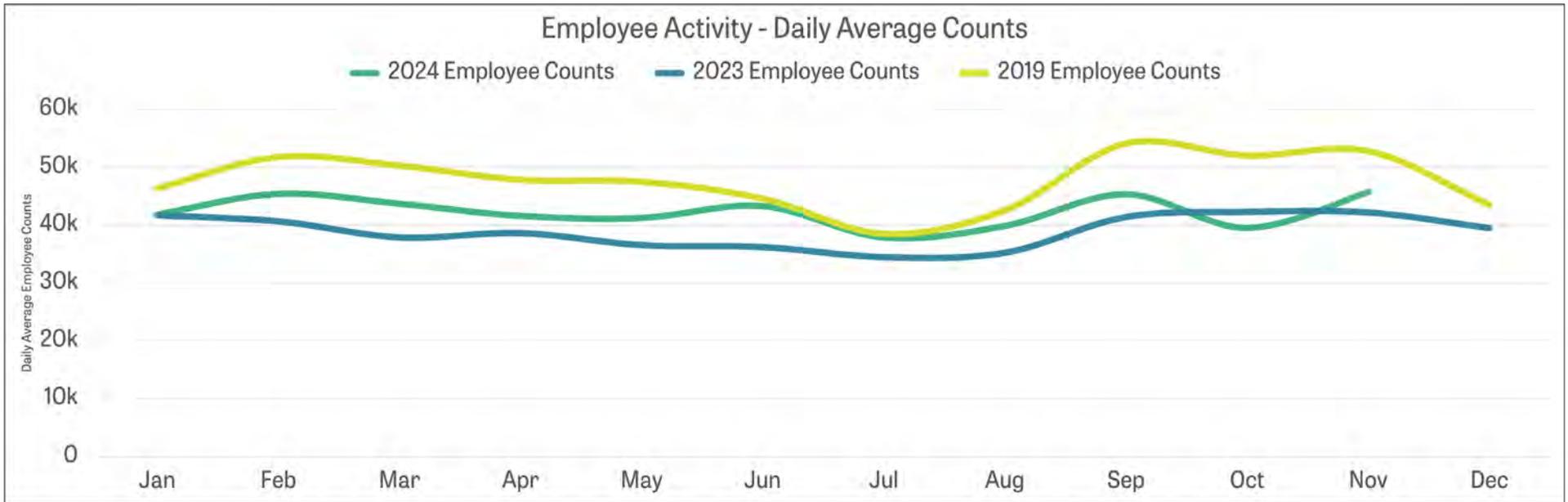
Nov 2024 vs. Nov 2019



Source: Placer.ai



Source: Placer.ai



Source: Placer.ai

16%
increase

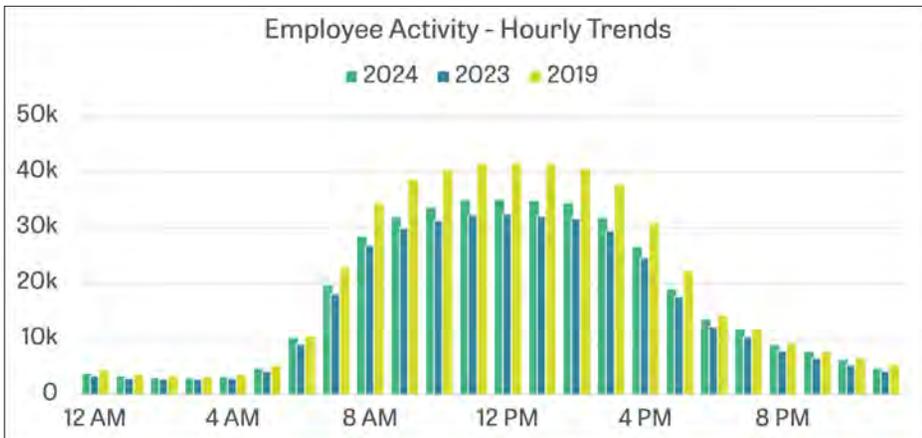
Nov 2024 vs. Oct 2024

8%
increase

Nov 2024 vs. Nov 2023

13%
decrease

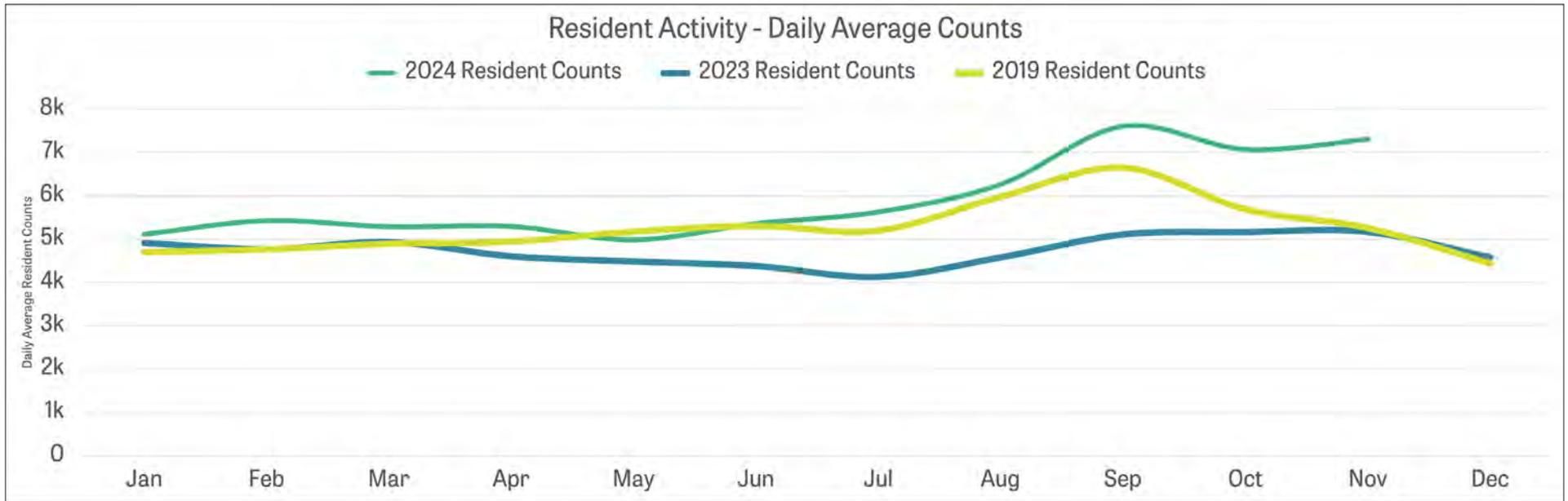
Nov 2024 vs. Nov 2019



Source: Placer.ai



Source: Placer.ai



Source: Placer.ai

3%
increase

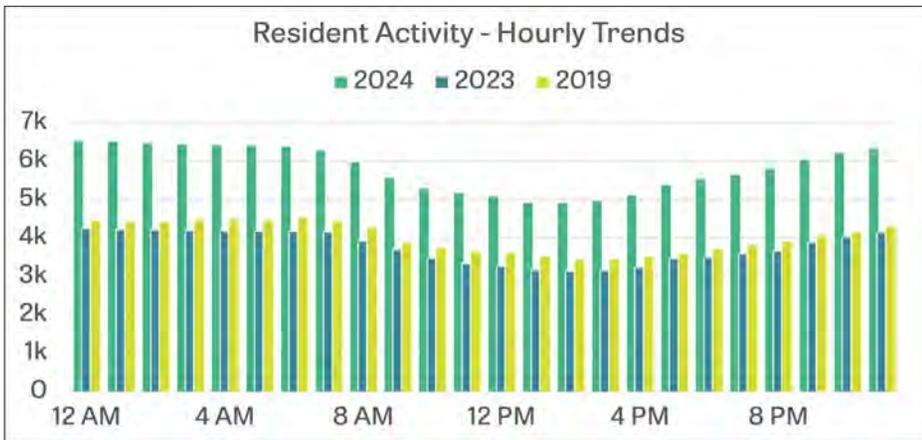
Nov 2024 vs. Oct 2024

41%
increase

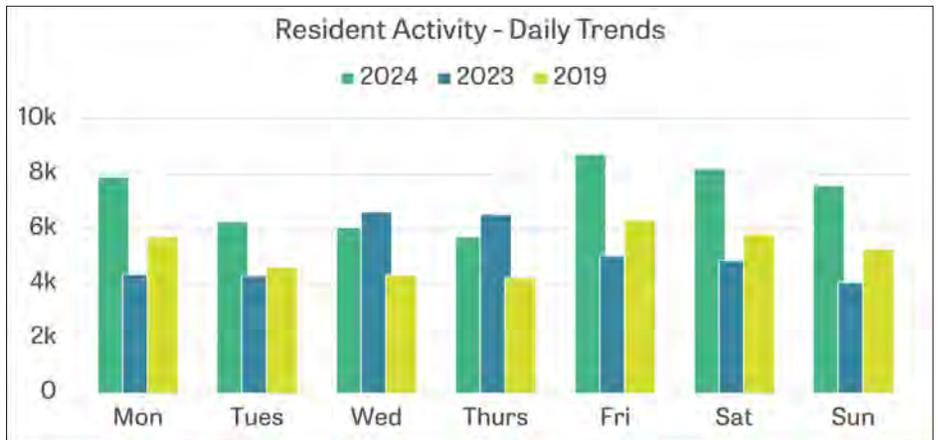
Nov 2024 vs. Nov 2023

39%
increase

Nov 2024 vs. Nov 2019

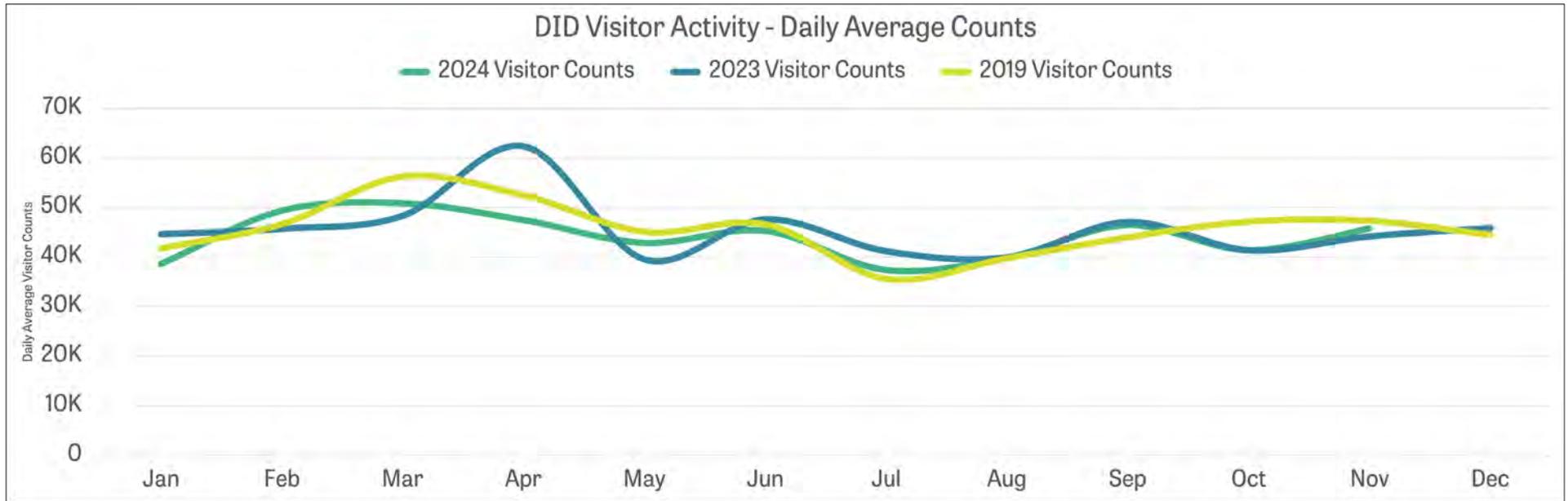


Source: Placer.ai



Source: Placer.ai

Downtown Improvement District (DID) Visitor Activity Tracking | Updated November 2024



Source: Placer.ai

11%
increase

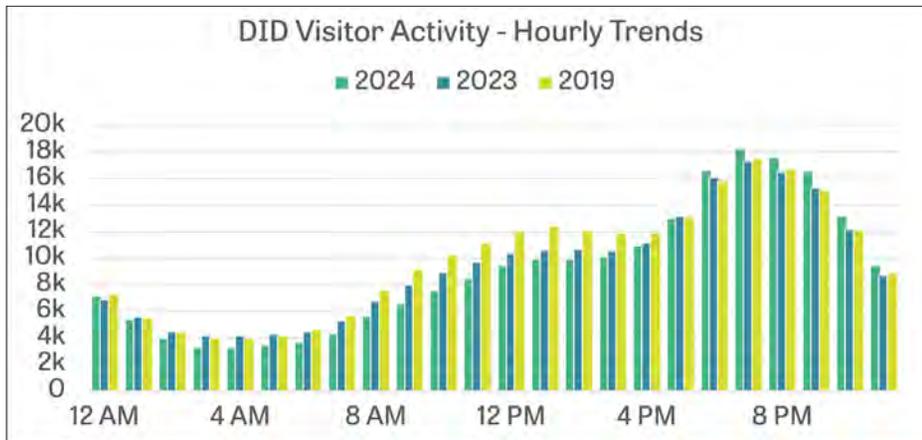
Nov 2024 vs. Oct 2024

4%
increase

Nov 2024 vs. Nov 2023

3%
decrease

Nov 2024 vs. Nov 2019

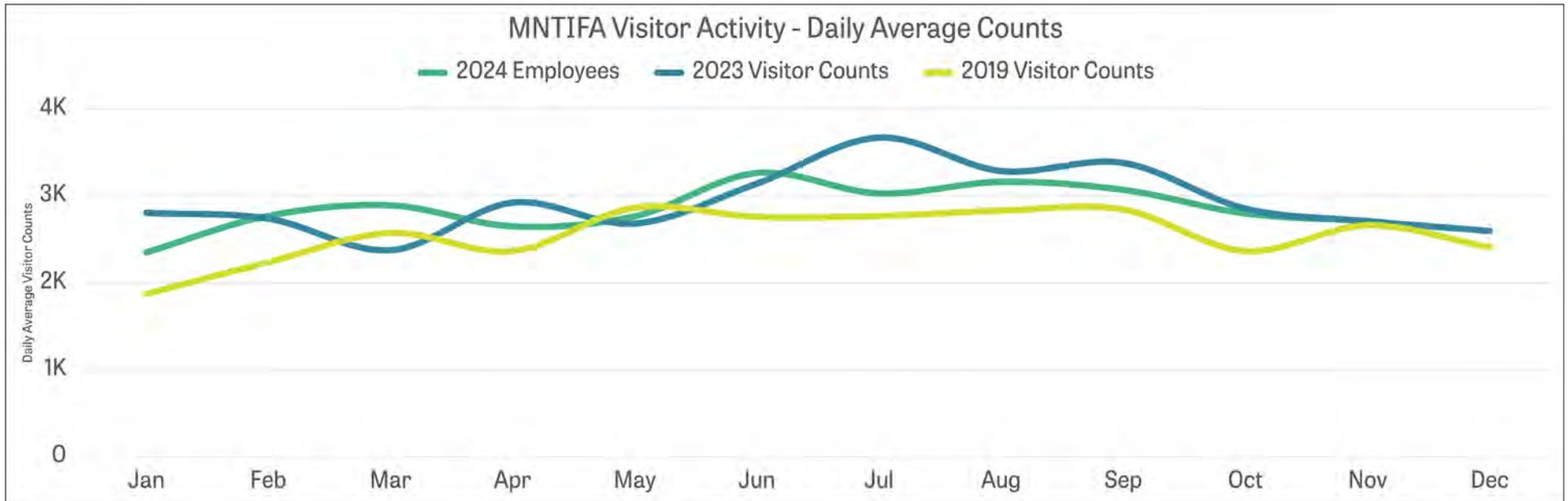


Source: Placer.ai



Source: Placer.ai

Monroe North (MN) TIFA Visitor Activity Tracking | Updated November 2024



Source: Placer.ai

3%

decrease

Nov 2024 vs. Oct 2024

0.1%

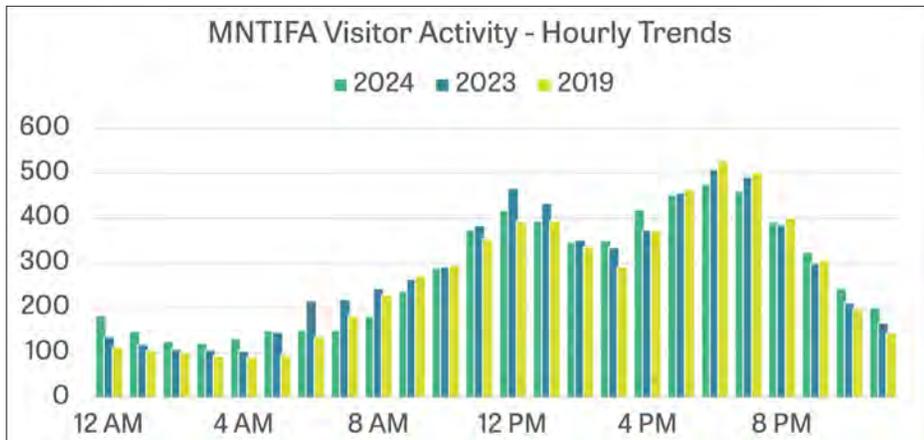
increase

Nov 2024 vs. Nov 2023

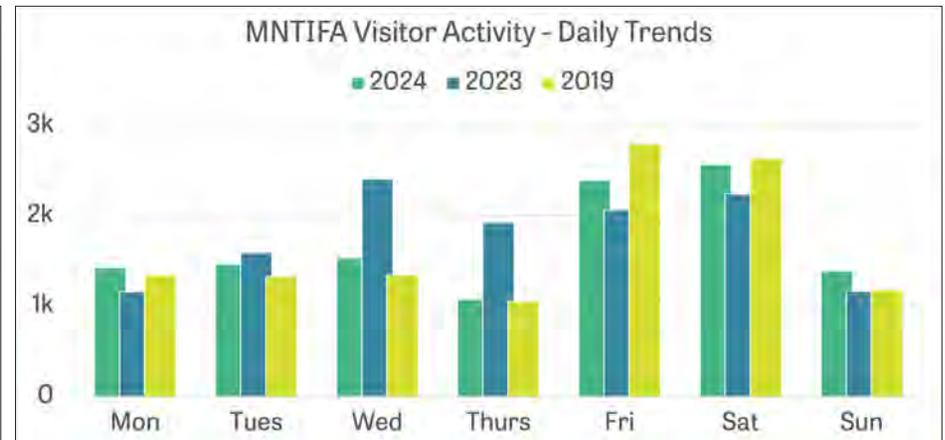
2%

increase

Nov 2024 vs. Nov 2019



Source: Placer.ai



Source: Placer.ai

Downtown Ambassador Statistics | Updated November 2024

	November 2024	2024 YTD	2023 YTD	2019 YTD
Graffiti Removals	356	7,069	5,401	1,764
Lbs of Trash Removed	29,775	353,900	429,550	450,250
Snow Removals	-	5,569	4,224	9,389
Weeds Abated	1,984	374,524	263,212	128,325
Business Contacts	456	7,574	8,800	1,749
Pedestrian Assists	14,001	306,624	332,206	159,944
Mobility Assists	69	3,342	3,316	1,095
Total Ambassador Banked Hours as of October:				-671.00
Total Resident Ambassador Banked Hours as of October:				304.25

Banked hours reflect underspent ambassador hours. Negative hours reflect overspent ambassador hours.

Source: Downtown Grand Rapids Inc.



Current Construction & Development | Updated Nov 2024

1 Corewell Health Ambulatory Building

anticipated completion: Q4 2024

+240,000 square feet of office space
\$20,000,000 investment

2 Lyon Square Reconstruction

anticipated completion: Q4 2024

\$12,000,000 investment

3 GRPM River's Edge Work

anticipated completion: 2025

\$12,000,000 investment

4 Acrisure Amphitheater

anticipated completion: Spring 2026

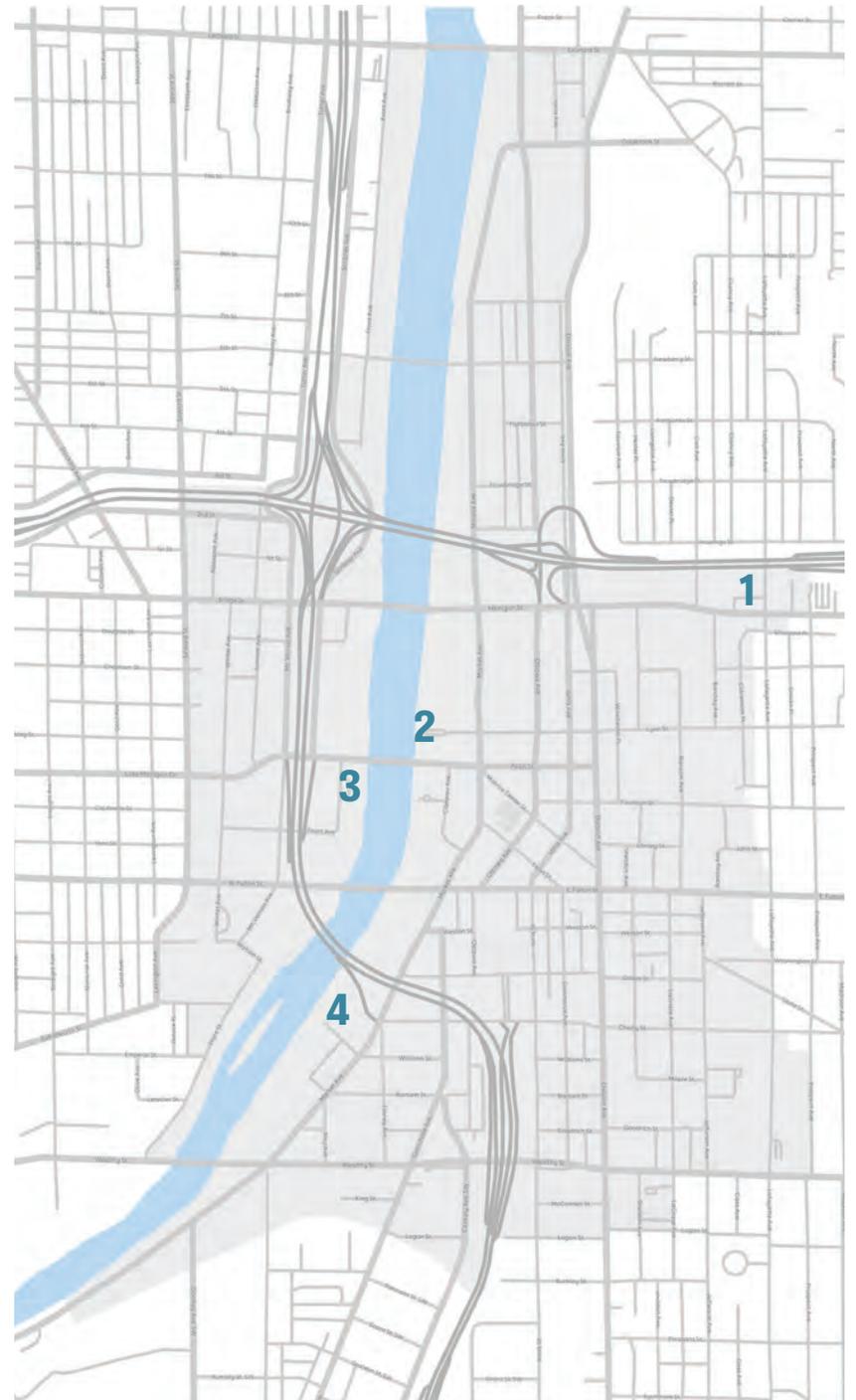
+190 parking spaces
+825 jobs
\$184,000,000 investment

240k
square feet of
office space

825
new jobs

190
parking spaces

\$297M
in investment



Source: Downtown Grand Rapids Inc.

Grand River Corridor Revitalization Progress | Updated Nov 2024

48

acres of park improvements

20

miles of trail improvements*

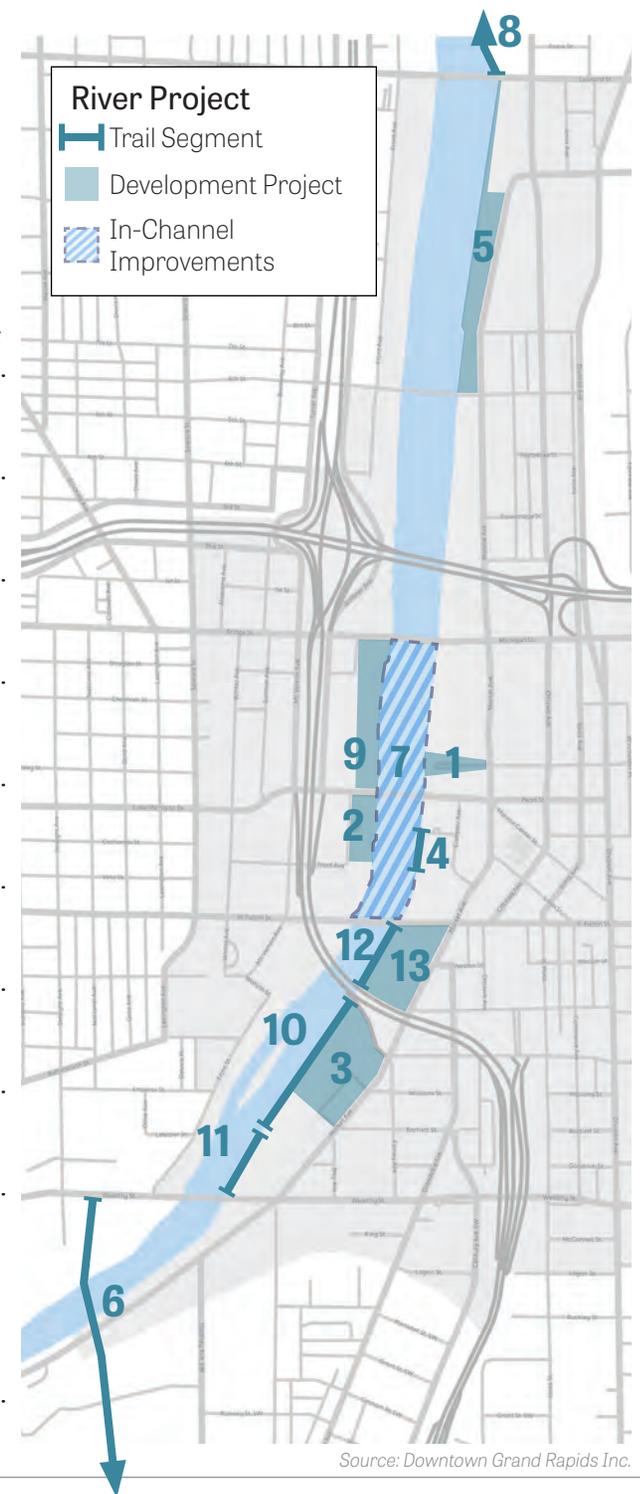
\$62M

total DGRI investment (DDA, MNTIFA, ARPA)

\$1.7B

total private river-adjacent investments

1	Lyon Square	Planning	Design	Permitting	Bidding	Construction	Completion	est. Spring 2025
2	GRPM River Edge Improvements	Planning	Design	Permitting	Bidding	Construction	Completion	est. Fall 2025
3	Acrisure Amphitheater	Planning	Design	Permitting	Bidding	Construction	Completion	est. Spring 2026
4	Edges Trail, Blue Bridge to JW	Planning	Design	Permitting	Bidding	Construction	Completion	est. Winter 2025
5	Canal Park	Planning	Design	Permitting	Bidding	Construction	Completion	est. Dec 2024
6	Oxford Trail	Planning	Design	Permitting	Bidding	Construction	Completion	est. Dec 2024
7	Lower Reach In-Channel Improvements	Planning	Design	Permitting	Bidding	Construction	Completion	est. Winter 2025
8	Edges Trail, Leonard To Ann	Planning	Design	Permitting	Bidding	Construction	Completion	est. Spring 2025
9	Ah-Nab-Awen Park Phase 1 (Indian Mounds)	Planning	Design	Permitting	Bidding	Construction	Completion	est. Spring 2025
	Edges Trail	Planning	Design	Permitting	Bidding	Construction	Completion	
10	US-131 to Railroad			Permitting				est. Dec 2024
11	Railroad to Wealthy							est. Winter 2025
12	Fulton to US-131							TBD
13	Fulton & Market	Planning	Design	Permitting	Bidding	Construction	Completion	



Source: Downtown Grand Rapids Inc.

DASH 3.0: Circulator Ridership | Updated October 2024

DASH Circulator operates Monday - Sunday on one route with two directions (Clockwise and Counterclockwise).

0.2%

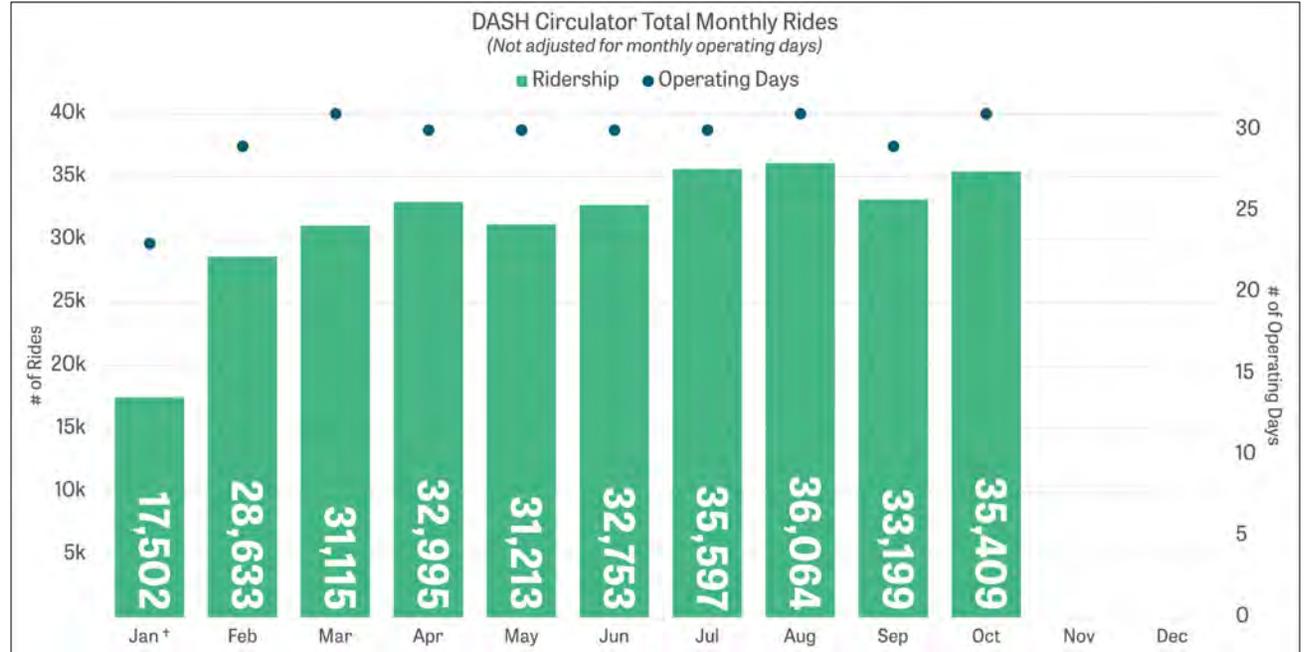
decrease in daily avg rides
Oct 2024 vs. Sep 2024*

70%

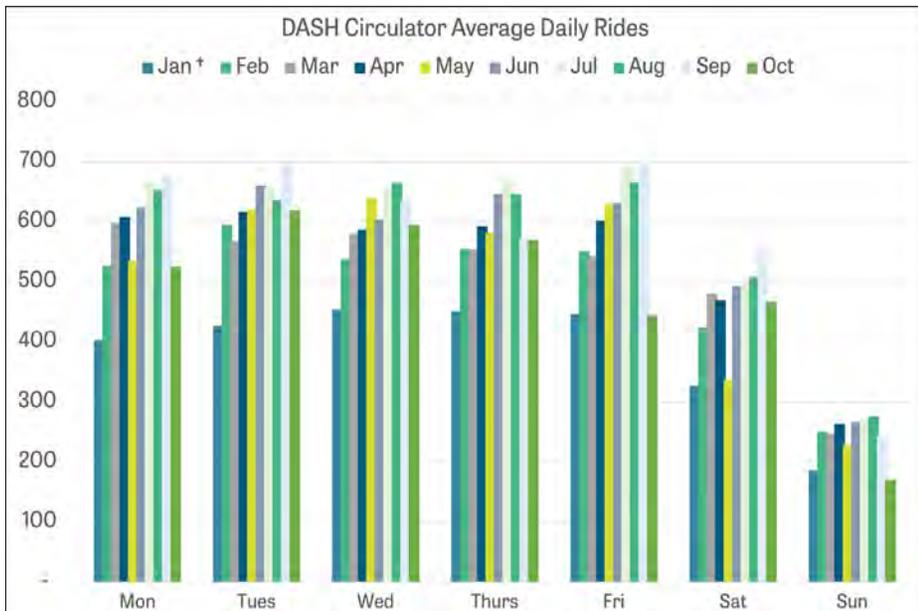
increase in daily avg rides
Oct 2024 vs. Oct 2023*

49%

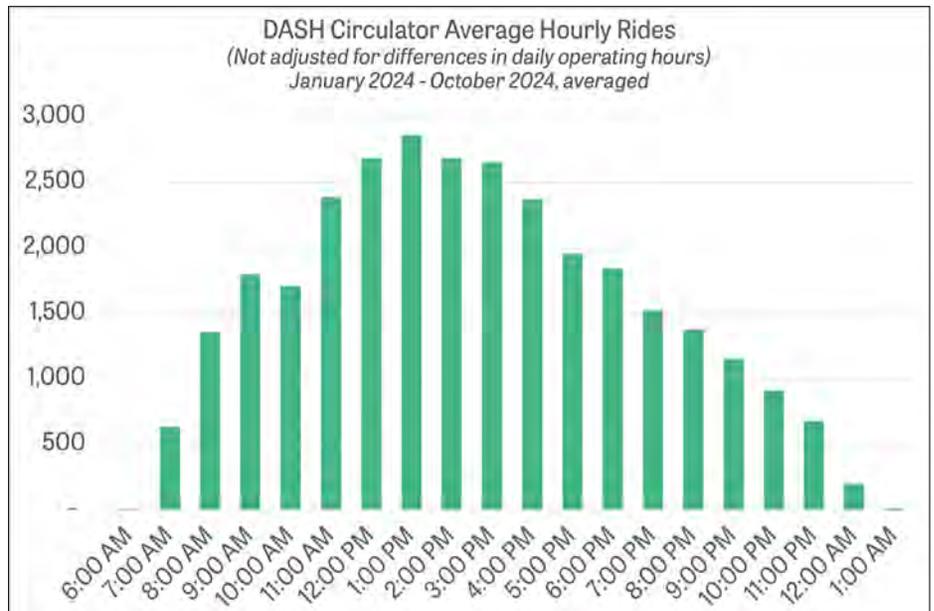
decrease in daily avg rides
Oct 2024 vs. Oct 2019*



Source: The Rapid



Source: The Rapid



Source: The Rapid

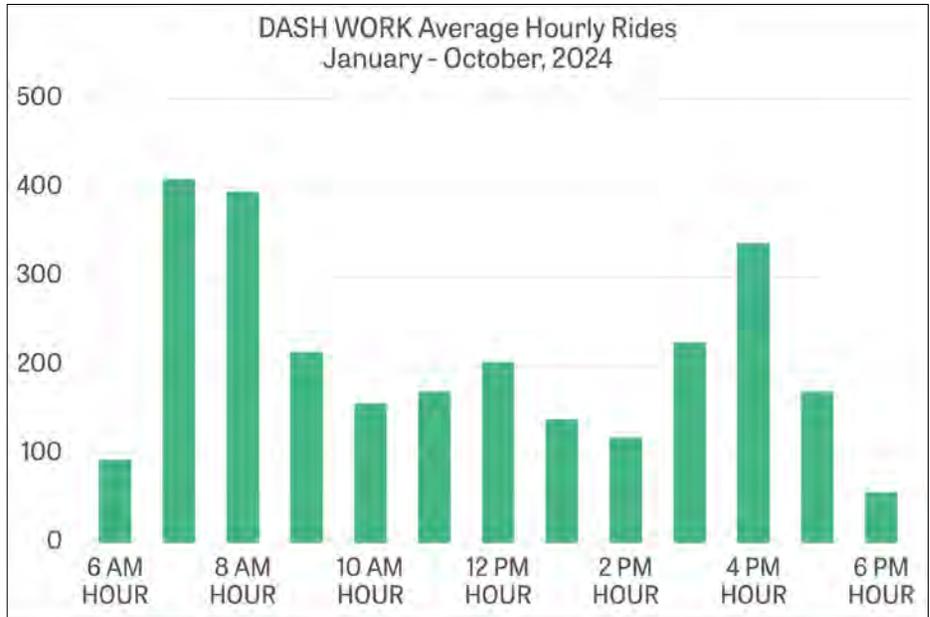
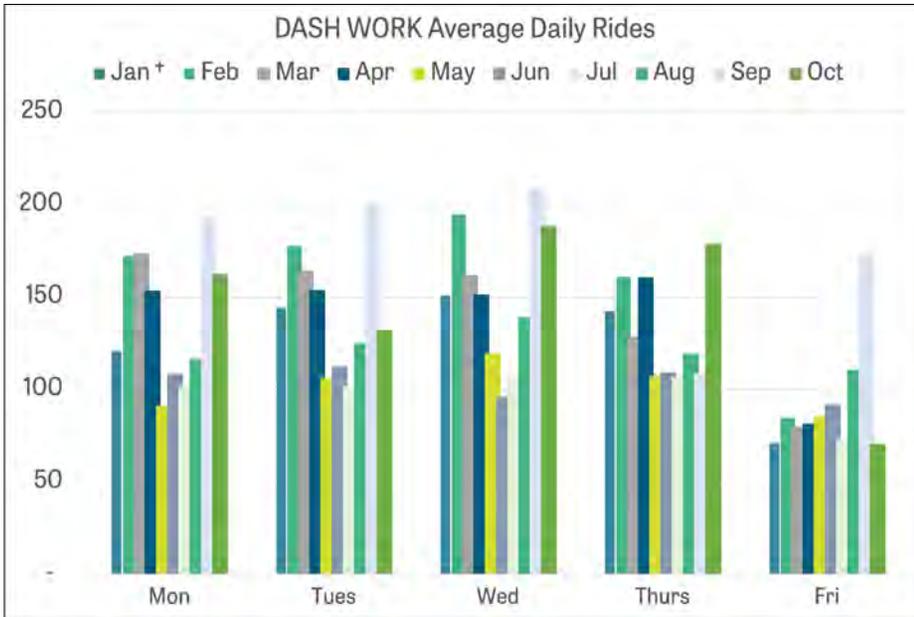
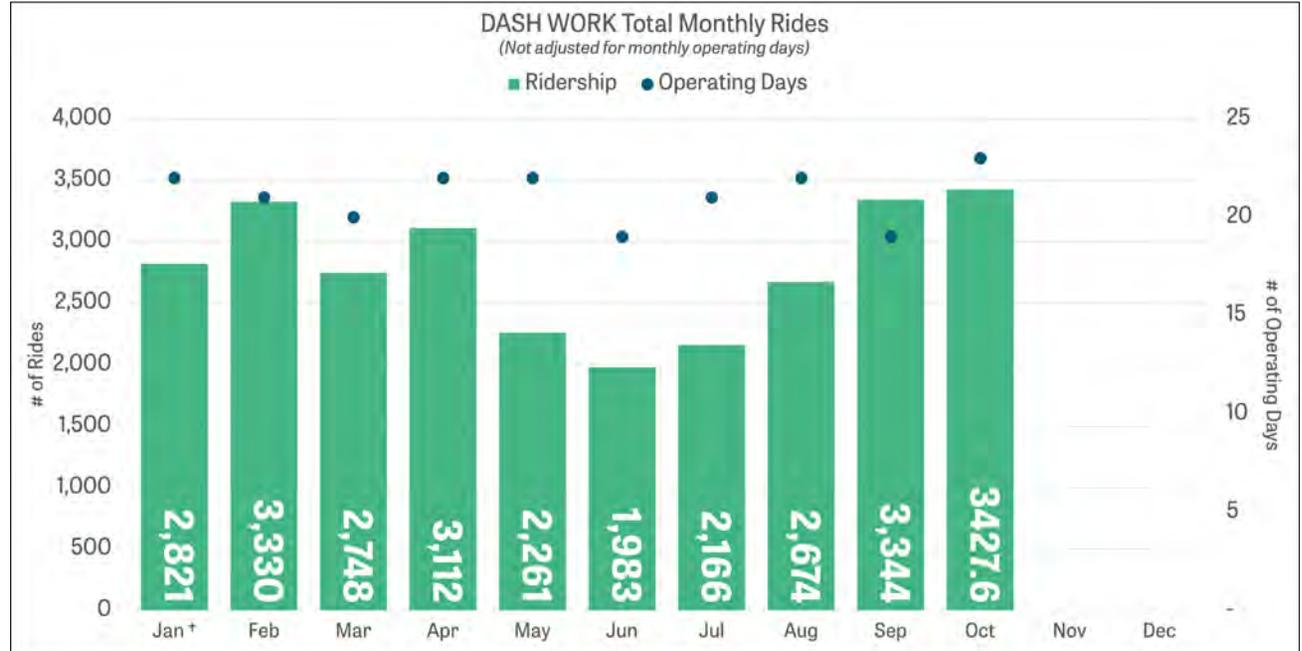


DASH 3.0: WORK Ridership | Updated October 2024

DASH WORK operates Monday - Friday, 6:30 AM - 6:30 PM, primarily servicing Downtown employees that park in Areas 7 & 9.

15%
decrease in rides
Oct 2024 vs. Sep 2024*

54%
of rides in 2024
occur in the AM



Source: The Rapid

