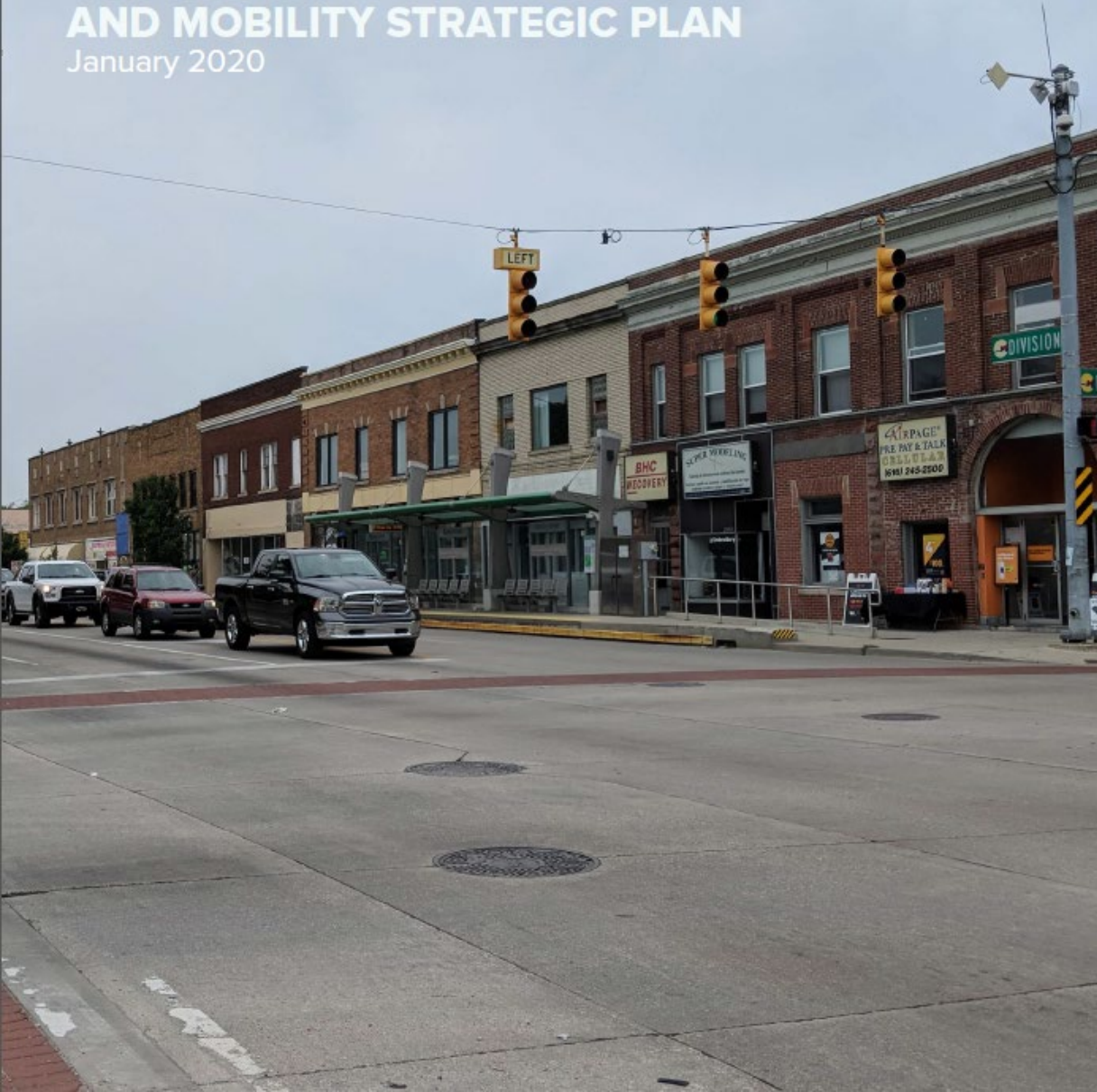


GRAND RAPIDS

EQUITABLE ECONOMIC DEVELOPMENT AND MOBILITY STRATEGIC PLAN

January 2020



Economic Development Project Team
Update and Progress Report
August 11, 2020



ECONOMIC
DEVELOPMENT
OFFICE

CITY OF GRAND RAPIDS

⇒ ECONOMIC DEVELOPMENT OBJECTIVES

1.0 INFORMATION

Overcome information and social capital gaps to make services and resources available to the business community

2.0 INCENTIVES

Ensure incentive programs promote inclusive growth and benefits throughout the City

3.0 SMALL BUSINESS

Remove barriers to financial and social capital and enhance access to opportunity for small business, minority-owned business, and Neighborhoods of Focus

4.0 NEIGHBORHOODS

Reduce geographic barriers to development, provide technical assistance and funding for development in neighborhood business districts

5.0 ECONOMIC GROWTH

Ensure long-term strength of Grand Rapids' economy, and attractiveness to residents and businesses, promote job creation and high quality of life

EQUITABLE ECONOMIC DEVELOPMENT AND MOBILITY STRATEGIC PLAN



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⇒ GOALS AND STRATEGIC DIRECTION



Expand access to opportunity and support economic competitiveness



Enhance citywide mobility and safety



Promote Inclusive growth and access to City services

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⇒ FOCUS AREAS

Focus Areas



Business Development



Real Estate Development



**Neighborhood Business
Districts**



**Transportation Demand
Management**



Vision Zero



Parking

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⇒ SHORT-TERM, HIGH-PRIORITY STRATEGIES

Strategy	Description	Timeframe	Focus Areas
Information 1.1	Improve the accessibility of the City's Economic Development services	Near term (1 year)	⇒ Business Development ⇒ Real Estate Development
Incentives 2.1	Design and implement an equitable development scorecard for incentives	Near term (1 year)	⇒ Business Development ⇒ Real Estate Development ⇒ Transportation Demand Mgmt
Small Business 3.2	Incentivize and support efforts to build the capacity of MBEs, WBEs and MLBEs	Near term (1 year)	⇒ Business Development ⇒ Real Estate Development
Neighborhoods 4.1	Expand Corridor Improvement Authority staffing and programs	Near term (1 year)	⇒ Neighborhood Development ⇒ Vision Zero
Economic Growth 5.2	Enhance the success of startups and maturing companies through new funding sources and dedicated facilities	Intermediate (1-3 years)	⇒ Business Development

EQUITABLE ECONOMIC DEVELOPMENT AND MOBILITY STRATEGIC PLAN



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⇒ STRATEGY UPDATE

Strategy	Description	Timeframe	Focus Areas
<i>Information 1.1</i>	<i>Improve the accessibility of the City's Economic Development services</i>	<i>Near term (1 year)</i>	⇒ Business Development ⇒ Real Estate Development
Status	<ul style="list-style-type: none"> • Drafting RFP with Mobile GR and Communications for professional services • Dashboard ready to launch with project level data and outcomes 		
Next Steps	<ul style="list-style-type: none"> • Complete RFP and release for bid • Evaluate proposals • Secure contractor • Kick off communication 		
Timeframe	<ul style="list-style-type: none"> • Q4 2020 – Contractor secured • Q1 2021 – Implementation 		



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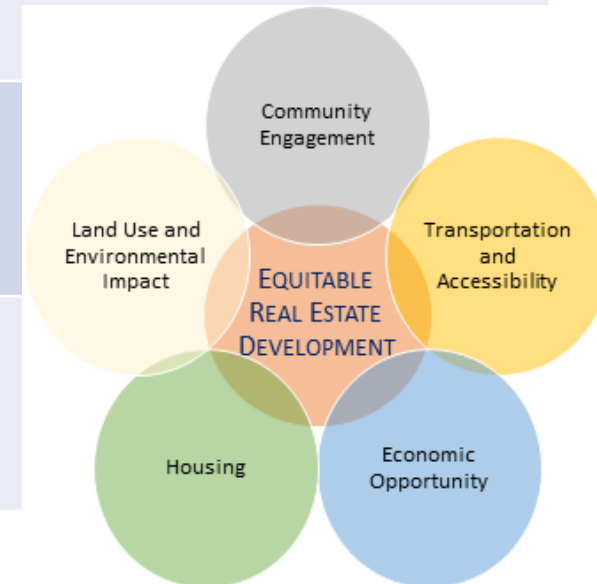
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CITY OF GRAND RAPIDS

⇒ STRATEGY UPDATE

Strategy	Description	Timeframe	Focus Areas
<i>Incentives 2.1</i>	<i>Design and implement an equitable development scorecard for incentives</i>	<i>Near term (1 year)</i>	⇒ Business Development ⇒ Real Estate Development ⇒ Transportation Demand Mgmt
Status	<ul style="list-style-type: none"> Scorecards have been drafted <ul style="list-style-type: none"> Two scorecards – 1) Business development applications 2) Real estate development applications Focused on qualitative aspects of a project, and priorities of strategic plans 		
Next Steps	<ul style="list-style-type: none"> Interdepartmental review, vetting and process expectations Application impacts and revisions 		
Timeframe	<ul style="list-style-type: none"> Q4 2020 – Draft scorecards presented to EDPT for evaluation Q1 2021 – Scorecards implemented for all projects applying for incentives 		



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⇒ STRATEGY UPDATE

Strategy	Description	Timeframe	Focus Areas
<i>Small Business 3.2</i>	<i>Incentivize and support efforts to build the capacity of MBEs, WBEs and MLBEs</i>	<i>Near term (1 year)</i>	⇒ Business Development ⇒ Real Estate Development
Status	<ul style="list-style-type: none"> • <u>Increase Demand</u> - Drafted “Inclusion Plan” program to increase demand in private development • <u>Increase Capacity</u> - Drafted partnership program with Equity and Engagement to build capacity of MBE, WBE and MLBE construction contractors (building upon River Restoration MLBE program implemented by Equity and Engagement) 		
Next Steps	<ul style="list-style-type: none"> • Internal/external review of program and interdepartmental process • Finalize program documentation • Solicit for MBE, WBE and MLBE participants for technical assistance program 		
Timeframe	<ul style="list-style-type: none"> • Q3/Q4 2020 2020 EDPT Review • Q4 2020 implementation 		

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⇒ STRATEGY UPDATE

Strategy	Description	Timeframe	Focus Areas
<i>Neighborhoods 4.1</i>	<i>Expand Corridor Improvement Authority staffing and programs</i>	<i>Near term (1 year)</i>	⇒ Neighborhood Development ⇒ Vision Zero
Status	<ul style="list-style-type: none"> • <u>Staffing</u> - COVID-19 budget constraints • <u>Capacity</u> - Developed a guiding document to define CIA roles and responsibilities and presented it to all CIA/BID boards at their January 2020 meetings • <u>Programs</u> - 3rd Ward Business Retention Incentive Program (BRIP), Development support program for CIAs 		
Next Steps	<ul style="list-style-type: none"> • Development support policies discussed and in process with several CIAs • Development of common process (i.e. public art installation, encroachment permits, etc.) document 		
Timeframe	<ul style="list-style-type: none"> • Ongoing implementation in collaboration with CIAs • Evaluate staffing in future budget discussions 		

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⇒ STRATEGY UPDATE

Strategy	Description	Timeframe	Focus Areas
<i>Economic Growth 5.2</i>	<i>Enhance the success of startups and maturing companies through new funding sources and dedicated facilities</i>	<i>Long term (3-5 years)</i>	⇒ Business Development
Status	<ul style="list-style-type: none"> • Conquer Accelerator 2020 Grand Rapids Cohort 1 • Ongoing work to focus, enhance and elevate the work of the SmartZone sub-committee 		
Next Steps	<ul style="list-style-type: none"> • Evaluate SmartZone strategy and strategic investments with sub-committee & strategic partners 		
Timeframe	<ul style="list-style-type: none"> • Q4 2020 – Strategy recommendations to SmartZone Board • Q1 2021 – Implementation of new strategy recommendations 		

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⇒ ADDITIONAL STRATEGIES MOMENTUM

Strategy	Description	Timeframe	Focus Areas
<i>Neighborhoods 4.3</i>	<i>Develop an integrated public land acquisition and disposition strategy to support neighborhood development w/o displacement</i>	<i>Intermediate (1-3 years)</i>	⇒ Neighborhood Development ⇒ Vision Zero ⇒ Parking ⇒ Transportation Demand Mgmt
Update ⇒	<ul style="list-style-type: none"> LBRF policy update provides financial <ul style="list-style-type: none"> Support for small businesses and projects in Neighborhoods of Focus 		
<i>Incentives 2.2</i>	<i>Empower economic development boards and authorities to support equitable economic development</i>	<i>Near term (1 year)</i>	⇒ Business Development ⇒ Neighborhood Development ⇒ Real Estate Development
Update ⇒	<ul style="list-style-type: none"> Boards have reviewed the EEDMSP and are referencing the strategies and metrics in evaluation of projects and initiatives. 		
<i>Economic Growth 5.1</i>	<i>Support business attraction in priority sectors jointly with economic development partners</i>	<i>Near term (1 year)</i>	⇒ Business Development ⇒ Transportation Demand Mgmt
Update ⇒	<ul style="list-style-type: none"> Scheduling quarterly meetings with MEDC and The Right Place to discuss business development opportunities and strategy alignments 		

EQUITABLE ECONOMIC DEVELOPMENT AND MOBILITY STRATEGIC PLAN



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CITY OF GRAND RAPIDS

⇒ MEDC, RPI AND CITY ALIGNMENT

GUIDING PRINCIPLES



Sustainable, long term growth

Catalyze long-term job growth. Ensure resilience of Michigan's economy against downturns and automation potential.



Regional impact

Empower and support every region – from rural areas to urban cores – in improving economic outcomes.



Equitable, high-wage growth

Drive equitable pathways toward high-wage growth by enabling industries, communities and businesses that provide opportunities for all.



Customer focus

Ensure a customer (businesses, communities, entrepreneurs) and partner orientation in all we do.

STRATEGY STATEMENTS

ECONOMIC INCLUSION

Increase our focus on inclusive growth initiatives to provide economic opportunities for all in the Greater Grand Rapids Region.

REGIONALISM

Drive economic growth throughout the Greater Grand Rapids Region with strategic partnerships and collaboration.

STRATEGIC FOUNDATIONS

Ensure long-term economic growth by supporting the region's foundational economic assets, such as infrastructure and quality of life.

TALENT GROWTH & ATTRACTION

Engage in regional talent development, retention, and attraction efforts to address the Greater Grand Rapids Region's most challenging economic growth issue.

BUSINESS RETENTION, EXPANSION, AND ATTRACTION

Strengthen our position as the leading resource for growing companies in the Greater Grand Rapids Region.

OBJECTIVES

INFORMATION

Overcome information and social capital gaps

INCENTIVES

Promote inclusive growth and benefits throughout the City

SMALL BUSINESS

Remove barriers to financial and social capital & enhance access to opportunity

NEIGHBORHOODS

Reduce geographic barriers to development & provide technical assistance and funding

ECONOMIC GROWTH

Ensure long-term strength of Grand Rapids' economy, promote job creation and high quality of life