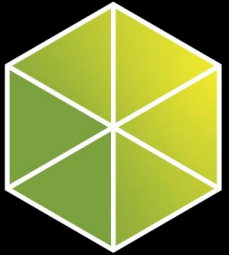




**DOWNTOWN
IMPROVEMENT
DISTRICT**



**DOWNTOWN
IMPROVEMENT
DISTRICT**

- **What is the DID?**
- **How does the DID work?**
- **What does the DID do?**
- **Stakeholder Feedback**
- **Operations Plan Overview**
- **Reauthorization Process**

What is the Downtown Improvement District (DID)?

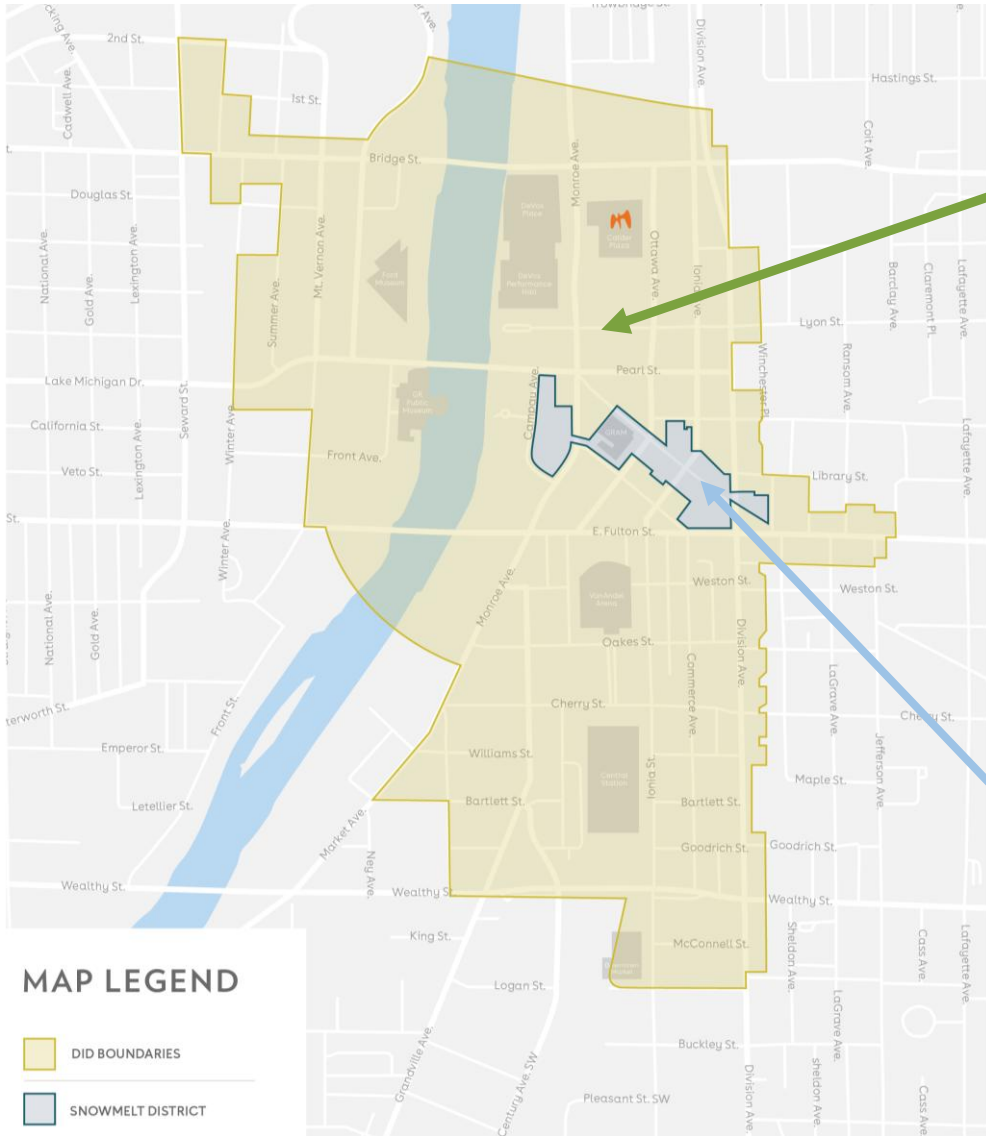


Important place management tool that helps keep Downtown
clean, beautiful and **welcoming** all year long.

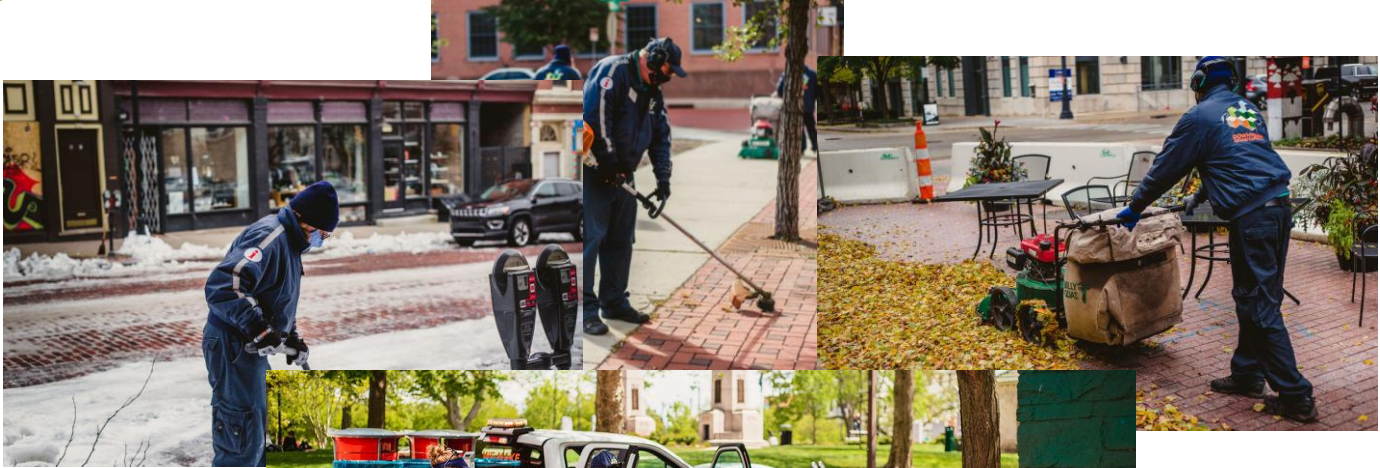
The DID was established in 2000 to provide an *enhanced* level of service *beyond* what the City provides. It *cannot replace* City or government services.

Funded proportionally by office buildings, retail shops, restaurants, Downtown residents and other property owners.





General Service Area



Snowmelt District



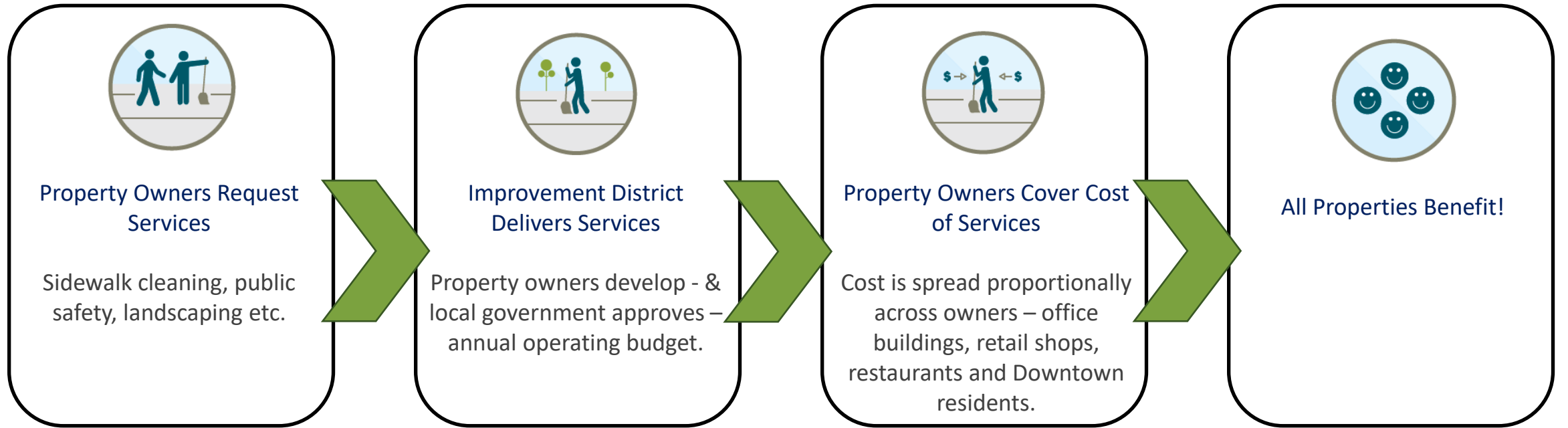
Board Members:

- **Monica Steimle-App (Chair)**
- **Jess Gutowski-Slaydon (Vice Chair)**
- **Josh lunger**
- **Peter Albertini**
- **Rick Winn**
- **Stacie Behler**
- **Kate Berens**
- **Elliot Talen**
- **Ashley Ward**
- **Emily Loeks**
- **Doug Kessler**
- **Dave Schaffer**
- **Andrew Martin**
- **Cullen Hillary**
- **Brandon Erhart**
- **Paul Skentzos**



How does the DID work?





- **Assessments vary according to property characteristics:**
 - **Total land area (30%)**
 - **Total building square footage (30%)**
 - **Parcel frontage (30%)**
 - **Parking area (10%)**
 - **Residential Property Owners: \$120 (flat rate)**
 - **Non-profits receive a 40% reduction in assessment costs**
 - **Assessment is billed annually, usually in September**



What does the DID do?





The DID provides services that *enhance*, not replace, existing City services. These services create a Downtown district that is clean, safe and welcoming for everyone – which fosters a positive environment for businesses to thrive and an enjoyable neighborhood for residents to live.



Beautification & Maintenance

- Sidewalk sweeping
- Clearing snow
- Remove trash & graffiti
- Plant & maintain Downtown greenery
- Snowmelt



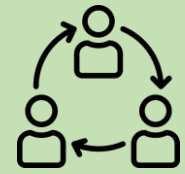
Business Support

- Market & promote Downtown
- Support Downtown business owners & managers



Safety

- Report crime to GRPD
- Report street repair issues and hazards
- Support other efforts to ensure a safe Downtown



Community

- Assist people moving around Downtown
- Help visitors with information & directions
- Connect people in need to social services



Stakeholder Feedback



Total Respondents: 110

Downtown Property Owner: 6%
Downtown Business Owner: 19%
Downtown Employee: 68%
Downtown Resident: 20%
Other: 20%

In Downtown...

Everyday: 80%
At least once per week: 15%
Twice per month: 3%
Several times per year: 2%
Rarely (Once per year): 0%



2025 DID Stakeholder Survey

About the Survey

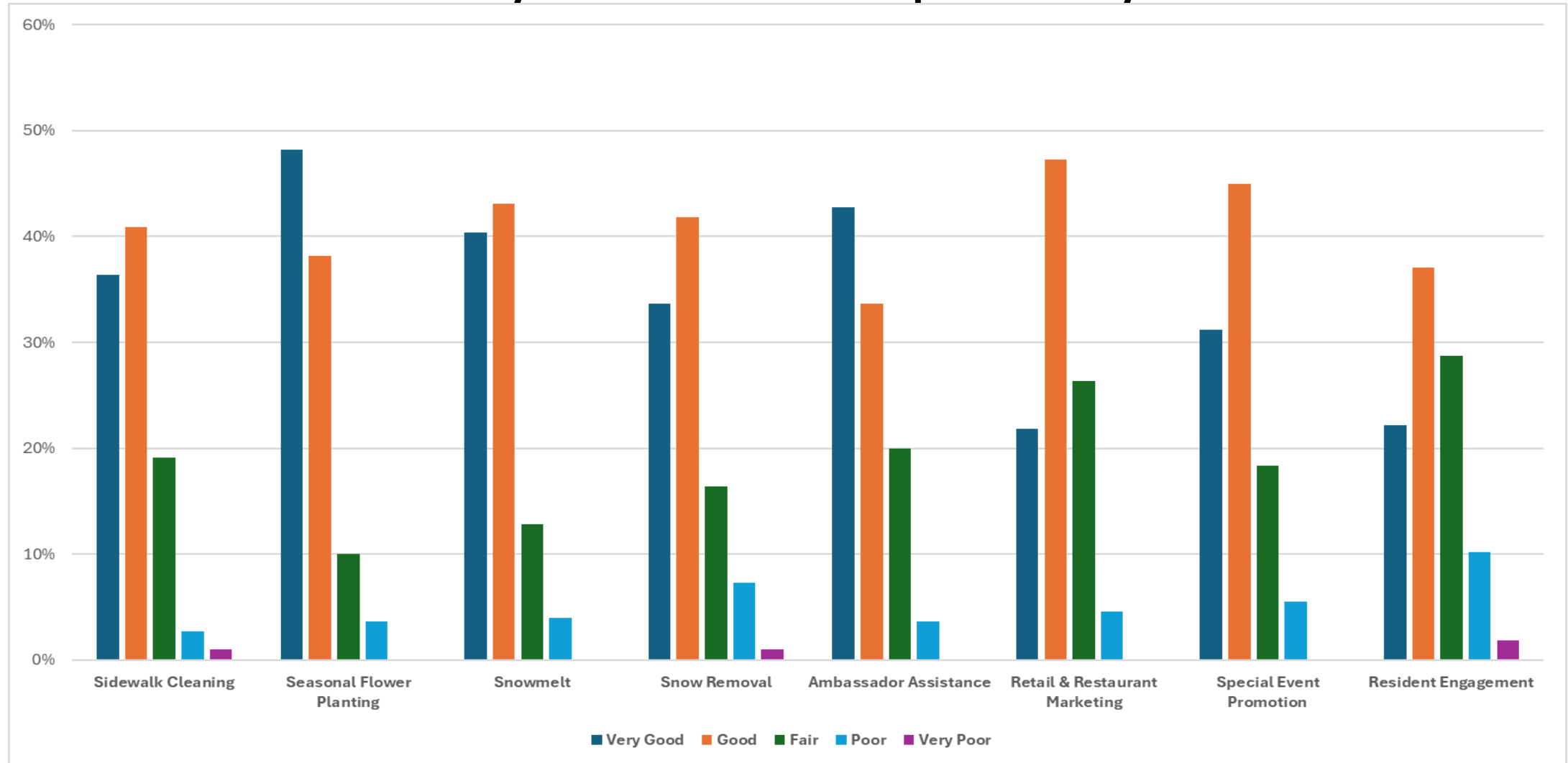
Disclaimer: This information is being collected solely for internal administrative use regarding the performance of the Downtown Improvement District, its programs and services. Responses will only be shared with DGRI staff and the DID Board of Advisors.

* 1. Which of the following best characterizes your primary interest(s) in Downtown Grand Rapids? (Select all that apply).

- Downtown Property Owner
- Downtown Business Owner
- Downtown Employee
- Downtown Resident
- College/University Student
- Live in greater Grand Rapids, but not Downtown

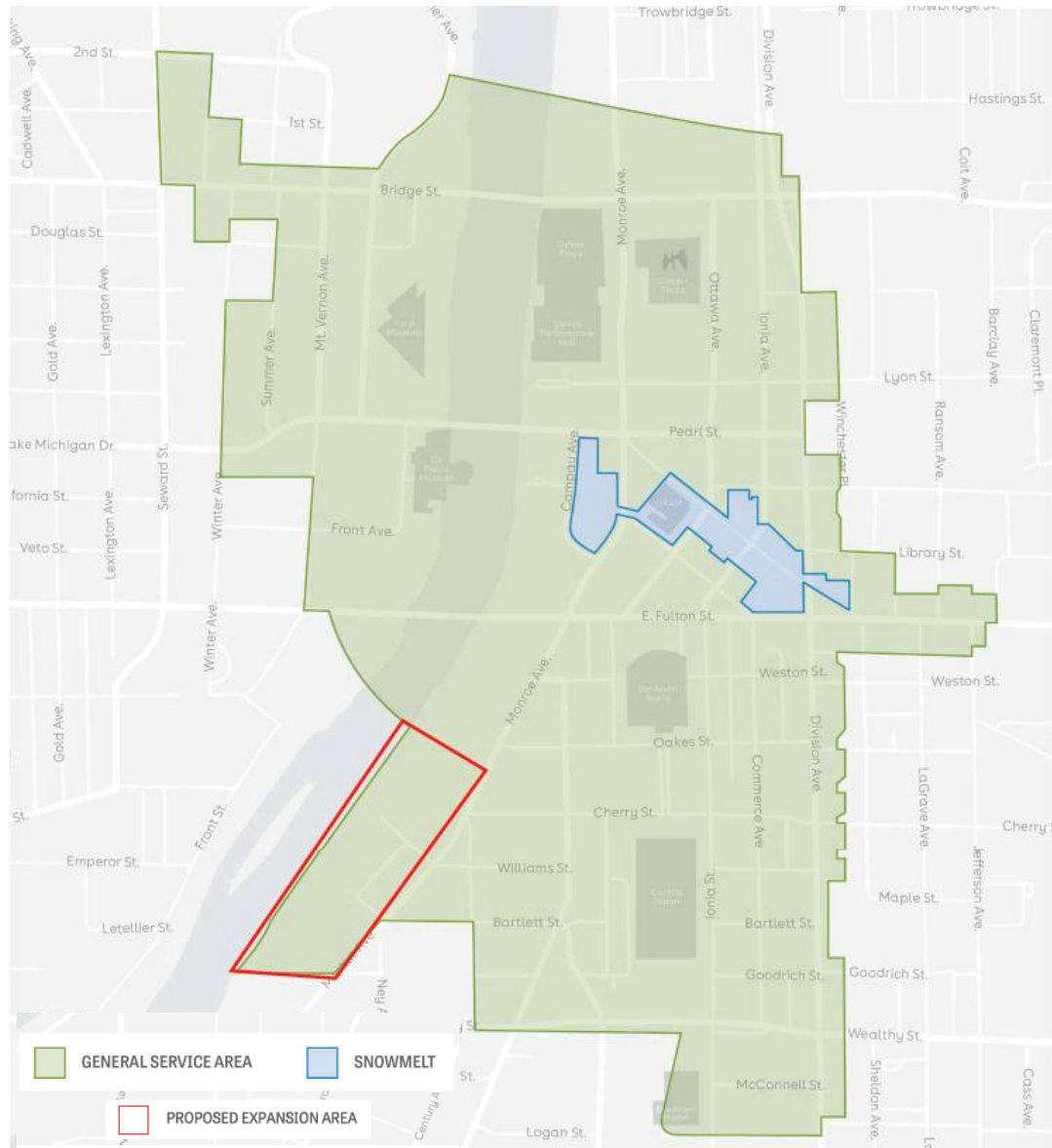


How would you rate the services provided by the DID?



DID FY 2027 – 2029 Operations Plan Overview





Proposed Changes in the FY 2027 – 2029 Plan:

1. Area-wide assessment increase of 3% in FY 2027 - \$1.5 million total budget (including snowmelt funds)
2. Area-wide assessment increase of 4% in FY 2028 & 2029 *(estimated)*
3. Expand DID service boundaries to include newly constructed Amphitheater *(see figure on the right)*
4. Snowmelt Assessment to remain flat for all three years



What is the process for getting the special assessment approved?



1. The DID Board and DGRI staff develop an operating plan for the DID
 - This outlines services, geographic boundaries and projected costs.
2. The DID Board recommends the plan to the City commission for approval
3. The City commission reviews the plan and conducts a public hearing
4. The City commission votes on the reauthorization/extension of the DID plan
5. Once approved DGRI administers the DID plan with oversight from the DID board

The DID operating plan must be routinely re-affirmed (typically every three years), however the budget is reviewed and approved by City Commission annually

