



**Regular
 Downtown Development Authority
 Board of Directors Meeting**

AGENDA

**Monday, September 26, 2022
 12:00 p.m.**

**Cedar Springs City Hall
 66 S. Main St.
 Cedar Springs, Michigan**

1. Call the meeting to order. Pledge of Allegiance.

2. ROLL CALL:

Jody Arp	_____
Bernie Beier	_____
Laura Ensley	<u>Excused</u>
Pamela Conley, Mayor	_____
Sally Howland	_____
Rose Ellen Powell	_____
Dave Ringler	_____
Todd Vriesenga	_____
Tom Wilkes	_____

3. PUBLIC COMMENTS.

Those citizens wishing to speak on agenda and non-agenda items will be allowed a maximum of four minutes each to address their concerns. This is the only time during the meeting that citizens are allowed to address the Downtown Development Authority. Please state your name and address for the record if you would like.

4. CONFLICTS OF INTEREST AND EX-PARTE COMMUNICATION INQUIRY.

5. APPROVAL OF AGENDA.

6. CONSENT AGENDA.

A. Motion to approve the minutes of the Regular Meeting August 29, 2022.

B. Motion to accept and file the financial report.

7. UNFINISHED BUSINESS.

- A. Discussion on Cold Storage Garage Doors
- B. Discussion on DDA Red Flannel Pendants.
- C. Discussion on Concerts in the Park and Movies at the Kent Theater
- D. Discussion on Strategic Planning Session
 - a. October 10th, 17, 24th at 1pm
 - b. Mondays or Thursdays at 5ish-6ish

8. NEW BUSINESS.

- A. Heart of Cedar Springs Letters of Support
 - a. Sample Letters
- B. 22-23 Budget Revision
 - a. \$68,480 to \$47,140, loss of \$21,340 for 22-23 budget
 - b. Loss of \$14,800 in taxing unit payback reducing fund balance to \$63,300+
- C. Motion to reserve \$10,000 towards matching funds for the DNR MNRTF grant application for the Heart of Cedar Springs park project

9. CORRESPONDENCE.

- A. 2022 Calendar
- B. The Right Place, Inc. distributes \$3.6M in Revitalization and Placemaking Program funding for 9 regional placemaking projects

10. CITY MANAGER/DDA DIRECTOR'S REPORT.

11. TRUSTEE COMMENTS.

12. ADJOURNMENT.



**Regular
Downtown Development Authority
Board of Directors Meeting**

MINUTES

**Monday, August 29, 2022
12:00 p.m.**

**Cedar Springs City Hall
66 S. Main St.
Cedar Springs, Michigan**

1. **Ringler** called the meeting to order at 12:01 pm. The Pledge of Allegiance was recited.
2. ROLL CALL:

Jody Arp
Bernie Beier
Laura Ensley
Pamela Conley, Mayor
Sally Howland
Rose Ellen Powell
Dave Ringler
Todd Vriesenga
Tom Wilkes

PRESENT at 12:03 PM
PRESENT
PRESENT
ABSENT
EXCUSED
PRESENT
PRESENT
EXCUSED
PRESENT

Arp arrived at 12:03pm.

3. PUBLIC COMMENTS.

Those citizens wishing to speak on agenda and non-agenda items will be allowed a maximum of four minutes each to address their concerns. This is the only time during the meeting that citizens are allowed to address the Downtown Development Authority. Please state your name and address for the record if you would like.

Ron Behrenwald introduced himself as the District Director of Post-Secondary Success. He announced some partnership opportunities with high school co-op

students and student problem solving programs. He will provide the DDA with more detailed information in writing once it's available.

Kamey Howe introduced herself as the Director of the Cedar Springs Public Library. She mentioned she is responsible for monitoring the funds on behalf of the library.

4. CONFLICTS OF INTEREST AND EX-PARTE COMMUNICATION INQUIRY.

None.

5. APPROVAL OF AGENDA.

Motion by **Wilkes** seconded by **Ensley** to approve the agenda as presented with the addition of 8B Discussion on DDA Red Flannel Pendants and 8C Cold Storage Garage Doors.

Voice Vote **6-0** **Motion Carried.**

6. CONSENT AGENDA.

A. Motion to approve the minutes of the Regular Meeting July 25, 2022.

B. Motion to accept and file the financial report.

C. Motion to approve \$4800 for the 2022 Free Summer Movies at the Kent Theater

Motion by **Wilkes** seconded by **Ensley** to approve the consent agenda.

Voice Vote **6-0** **Motion Carried.**

7. UNFINISHED BUSINESS.

A. Discussion on choosing date/time options for Autumn strategic planning session

Discussed as a group and decided the Autumn strategic planning session meeting should be held on September 26, 2022 after the normal DDA meeting at 1:00 PM. Ensley notified everyone she will be absent which will be excused.

8. NEW BUSINESS.

A. Discussion on 2023 Classics at the Kent Theater summer movie series.

Powell expressed that she thought the movies would be better attended if we offered more kids movies, she felt some of the movies that were shown were more adult in nature. **Wilkes** felt the board should probably continue to try for one to two more years. **Ringler** agreed that this summer is probably a bad demonstration of numbers for these types of events due to the bridge construction. **Arp** mentioned she saw some increase in business during the movie times. Overall consensus was that it should continue next year, but that

more conversations should be had regarding the type of movies at the Autumn strategic planning session.

B. **Discussion on DDA Red Flannel Pendants.**

Powell brought in a few different styles of Red Flannel Pendants previously purchased by the DDA to determine what should be done with them. Various designs from the 80's and early 2000's. It was discussed that the board intended that one from each design will be donated to the museum, one specific pendant to be donated to the Cedar Springs Fire Department, and the remaining to be sold as a fundraiser for the DDA.

C. **Cold Storage Garage Doors.**

Powell talked about how she originally wanted to see a flag or some type of mural painted on the front of the building. She said it was brought to her attention that there has been consideration of painting a flag on the cold storage garage doors. **Wilkes** indicated he felt that painting the doors would be more cost effective than the front of the building. **Ensley** inquired about the condition of the doors and wondered if they would need to be replaced anytime soon. **Ringler** brought up the suggestion of wrapping the doors verse painting them due to the durability of the wrapping material. **Ensley** liked the idea of seeing if we had any high schools capable and interested in doing it. This topic was determined that it should be tabled until they were able do some more research. **Johnson** mentioned that she believes the painting of the building has already been scheduled to take place and already approved by the Council, without the flag mural being painted on the doors and that that project has a separate quote.

9. CORRESPONDENCE.

- A. 2022 Calendar
- B. 2022 Free Summer Movies at the Kent Theater attendance estimates

10. CITY MANAGER/DDA DIRECTOR'S REPORT.

None.

11. TRUSTEE COMMENTS.

Ensley brought up the stock tank planters and feels they are being poorly maintained. She feels the city should practice what they preach about weeds in the community and the city should probably get a fine and have the DPW take care of them.

Arp looking forward to working with the schools.

Powell a ribbon cutting celebration is set for when the bridge reopens. Red Flannel planning is well on its way.

Wilkes thanked Ensley for her help with buying a house.

Ringler thanked everyone for their participation in the meeting.

Beier expressed his frustrations with the bridge project.

12. ADJOURNMENT.

Motion by **Wilkes** seconded by **Beier** to adjourn the meeting at 12:40 pm.

Voice Vote

6-0

Motion Carried.

April Decess, Deputy City Clerk

David Ringler, Chairperson

DRAFT

Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY

GL Number	Description	Balance
*** Assets ***		
248-000-001.110	CASH IN BANK	78,132.65
Total Assets		78,132.65
*** Liabilities ***		
Total Liabilities		0.00
*** Fund Balance ***		
248-000-390.000	Fund Balance	31,420.65
Total Fund Balance		31,420.65
Beginning Fund Balance - 21-22		31,420.65
Net of Revenues VS Expenditures - 21-22		14,340.67
*21-22 End FB/22-23 Beg FB		45,761.32
Net of Revenues VS Expenditures - Current Year		32,371.33
Ending Fund Balance		78,132.65
Total Liabilities And Fund Balance		78,132.65

* Year Not Closed

PERIOD ENDING 09/30/2022

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 09/30/2022	ACTIVITY FOR MONTH 09/30/2022	AVAILABLE BALANCE	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000						
248-000-401.100	Captured City Taxes	46,760.00	31,901.07	(13,992.28)	14,858.93	68.22
248-000-402.100	Captured Comm College Tax	4,920.00	3,246.80	(1,424.09)	1,673.20	65.99
248-000-402.200	Captured Kent County Taxes	16,800.00	7,850.46	(3,443.33)	8,949.54	46.73
Total Dept 000		68,480.00	42,998.33	(18,859.70)	25,481.67	62.79
TOTAL REVENUES		68,480.00	42,998.33	(18,859.70)	25,481.67	62.79
Expenditures						
Dept 740 - DDA						
248-740-702.000	WAGES - FULL TIME EMPLOYEES	1,000.00	0.00	0.00	1,000.00	0.00
248-740-782.000	Material Expense	1,000.00	0.00	0.00	1,000.00	0.00
248-740-801.000	PROF SVC - PORTABLE RESTROOMS	10,500.00	0.00	0.00	10,500.00	0.00
248-740-900.000	Printing/Publishing Expense	300.00	0.00	0.00	300.00	0.00
248-740-918.000	Water Utility Expense	100.00	0.00	0.00	100.00	0.00
248-740-926.000	Electric Expense	500.00	2,827.00	0.00	(2,327.00)	565.40
248-740-940.000	Equipment Rental Expense	7,000.00	0.00	0.00	7,000.00	0.00
248-740-956.000	MISC/CONCERTS/BIKE RACE	3,000.00	7,800.00	0.00	(4,800.00)	260.00
248-740-967.200	Streetscape Maintenance	13,000.00	0.00	0.00	13,000.00	0.00
248-740-967.300	PARKING LOTS W/ SIGNS	20,000.00	0.00	0.00	20,000.00	0.00
248-740-967.400	STREET SIGNS	500.00	0.00	0.00	500.00	0.00
248-740-967.500	SIDEWALKS	6,080.00	0.00	0.00	6,080.00	0.00
248-740-967.600	BANNERS OR PUBLIC ART	5,000.00	0.00	0.00	5,000.00	0.00
248-740-967.700	FLOWER BOX EXPENSE	500.00	0.00	0.00	500.00	0.00
Total Dept 740 - DDA		68,480.00	10,627.00	0.00	57,853.00	15.52
TOTAL EXPENDITURES		68,480.00	10,627.00	0.00	57,853.00	15.52
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		68,480.00	42,998.33	(18,859.70)	25,481.67	62.79
TOTAL EXPENDITURES		68,480.00	10,627.00	0.00	57,853.00	15.52
NET OF REVENUES & EXPENDITURES		0.00	32,371.33	(18,859.70)	(32,371.33)	100.00

From: [Perry Hopkins](#)
To: [City Manager](#); [David Ringle](#)
Cc: [Len Allington](#); [mark wellman](#)
Subject: Re: Comedy's at the Kent Invoice and attendance
Date: Tuesday, August 30, 2022 1:41:55 PM

Hello,

Update attendance for Comedies at Kent series. Also the Treasure was wondering when to expect the invoice that was sent last month to be paid.

Thank you

Attendance estimations are based on a head count before movie started. Not sure how many came in after initial count.

Estimated attendance for the movies so far are:

06/07/22 – Beetlejuice 55-60

06/14/22 – Meet the Parents 35-40

06/21/22 – Happy Gilmore 65-70

06/28/22- Liar Liar 35-40

07/05/22 – Smokey and the Bandit 125-130

07/12/22 – Back to the Future 95-100

07/19/22 – Back to the Future II 85-90

07/26/22 – Billy Madison 60-65

08/02/22 Parenthood 30-35

08/09/22 Return of the Musketeers 20-25

08/16/22 Major Payne 30-35

08/23/22 American Graffiti 40-45

Perry T. Hopkins

*Kin of Hope Natural Health/
Perry's Place llc for herbs, teas, and more.....
PO Box 291
90 N. Main St Suite B
Cedar Springs, MI 49319
<http://www.kin-of-hope.com>
<http://www.perrysplacellc.com>
616-439-0890*

On Wednesday, July 27, 2022 at 05:04:27 PM EDT, Perry Hopkins <kinofhope@yahoo.com> wrote:

Mr. Ringler and Mr. Womack

I have attached an invoice on behalf of the Cedar Springs Theatre Association (Kent Theatre) for the Comedies at the Kent Free Movies Series. This invoice is for the movies and didn't include any gift cards for the volunteers.. I do believe there was a poster conversation between Len and Mike that's not on here either.

Attendance estimations are based on a head count before movie started. Not sure how many came in after initial count.

Estimated attendance for the movies so far are:

06/07/22 – Beetlejuice 55-60
06/14/22 – Meet the Parents 35-40
06/21/22 – Happy Gilmore 65-70
06/28/22- Liar Liar 35-40
07/05/22 – Smokey and the Bandit 125-130
07/12/22 – Back to the Future 95-100
07/19/22 – Back to the Future II 85-90
07/26/22 – Billy Madison 60-65

Thank you

Perry T. Hopkins

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616-439-0890*

Community Building Development Team

March 21st, 2022

Kent County Community Action
Attn: Community Development
121 Franklin St SE, Suite 101
Grand Rapids, MI 49507

RE: Letter of support for MNRTF Grant

The Community Building Development Team (CBDT) is a Cedar Springs local nonprofit group that is dedicated to the ongoing development of public buildings, parks, art and other projects in the City of Cedar Springs for the benefit of the citizens of Cedar Springs and the surrounding communities. Some of our recent accomplishments include the acquisition of land and the funding of the new Cedar Springs Community Library and the Amphitheater Building in the Heart of Cedar Springs Park amongst many other projects.

Part of the CBDT and the City's collaborative efforts have been to help create a sense of community and place in the downtown "Heart" of the City on reclaimed industrial land that is now part of the Library and Amphitheater complex in the Heart of Cedar Springs Park. Our efforts have created a place for people of all ages to gather together for concerts in the park, festivals, 5k races, chili cook-offs, weddings and an everyday escape in a beautiful downtown park area.

One of the key components and part of the CBDT and City's goals in our ongoing development projects is to create a place that people of all ages and abilities can relax and enjoy, without cost to the citizen. In pursuit of that goal, the community library and amphitheater are free and open to the public to be both entertained and educated while being surrounded by the beauty of nature.

A long-time goal of both the City and the CBDT has been the creation of a "natural playground" area near to the amphitheater and library that will serve as both entertainment and will advance physical fitness for all participants. This MNRTF opportunity represents a chance to leap forward in that development and will help fulfill the vision of the CBDT and City who have worked for years to bring this plan to fruition.

Please accept this letter as our support for the MNRTF grant application submitted by the City of Cedar Springs.

Sincerely,

Kurt Mabie
Community Building Development Team Director

March 22nd, 2022

MI Dept. of Natural Resources
P.O. Box 30028
Lansing, MI 48909

RE: MNRTF Grant-Cedar Springs

The Cedar Springs Public Library is located in the Heart of Cedar Springs. The "Heart" is a very busy area of town with many pedestrians perusing the Sculpture Garden, Amphitheater, and White Pine Trail. The proposed Heart of Cedar Springs Park concept would be a huge improvement to the park and benefit not only the Library and our patrons, but to all of the citizens of Cedar Springs.

The Library holds lots of programming outdoors in the park and we believe that these improvements would assist the library staff in operating more and better programming in addition to providing greater comfort and safety to our participants (and their parents). We also believe that these park improvements will encourage more persons to visit the library before or after their visit to the playground area and will enhance the "destination" status of downtown Cedar Springs.

Please accept this letter as support for the MNRTF grant application submitted by the City of Cedar Springs.

Sincerely,

Proposed 2022-23 Budget

- i. \$500 Portable Restrooms
- ii. \$3,000 Community Event Sponsorship (*Concerts \$1500, Bike Race \$1,500*)
- iii. \$500 Signs (social district)
- iv. \$20,000 Parking Lots and Parking Lot signage/improvements
- v. \$10,000 Employee
- vi. \$5,000 Public Art (Mural/Sculptures/Banners)
- vii. \$5,000 Kent Theater festival or streetscape envisioning
- viii. \$500 Flower Box Expense
- ix. \$8,000 for Winter Holiday Lights Display
- x. \$300 Printing and Publishing
- xi. \$100 Water Utility Expense
- xii. \$500 Electric Utility Expense
- xiii. \$1,000 Wages
- xiv. \$1,000 Equipment Rental Expense
- xv. \$1,000 Material Expense
- xvi. \$6,000 Winter Snow Removal
- xvii. \$6,080 Sidewalks
- xviii. Budget=\$ 68,480.00

Public Notice
City of Cedar Springs

Please note the 2022 regular meeting schedule for the following City Boards and Commissions.

All meetings are held at City Hall, in the City Council Chambers located at 66 S. Main Cedar Springs, MI 49319.

Agendas are posted online one week prior to the meeting and can be found at www.cityofcedarsprings.org Meetings may be canceled due to lack of agenda items. **Please note these meetings may need to be held virtually or a combination of virtual and in-person due to COVID-19. Meetings can be accessed using the access code below by phone at 1(646)558-8656 or 1(312)626-6799 or online at <https://us02web.zoom.us/j>**

Planning Commission

January 4, 2022	7:00 p.m.	Meeting ID: 830 1823 8002
February 1, 2022	7:00 p.m.	Meeting ID: 837 6328 4463
*March 8, 2022	7:00 p.m.	Meeting ID: 859 4384 9233
* April 12, 2022	7:00 p.m.	Meeting ID: 829 5815 8744
* May 10, 2022	7:00 p.m.	Meeting ID: 869 7993 9547
June 7, 2022	7:00 p.m.	Meeting ID: 814 3777 4379
* July 12, 2022	7:00 p.m.	Meeting ID: 891 5918 6624
* August 9, 2022	7:00 p.m.	Meeting ID: 811 5687 8494
September 6, 2022	7:00 p.m.	Meeting ID: 817 5771 8149
October 4, 2022	7:00 p.m.	Meeting ID: 898 5635 5022
November 1, 2022	7:00 p.m.	Meeting ID: 842 6458 3360
December 6, 2022	7:00 p.m.	Meeting ID: 873 6259 7185

City Council

January 13, 2022	7:00 p.m.	Meeting ID: 836 2327 1722
February 10, 2022	7:00 p.m.	Meeting ID: 865 7400 9123
March 10, 2022	7:00 p.m.	Meeting ID: 818 5912 6476
April 14, 2022	7:00 p.m.	Meeting ID: 870 0875 4058
May 12, 2022	7:00 p.m.	Meeting ID: 879 1030 3673
June 09, 2022	7:00 p.m.	Meeting ID: 865 8311 3172
July 14, 2022	7:00 p.m.	Meeting ID: 814 8844 3203
August 11, 2022	7:00 p.m.	Meeting ID: 868 6557 0100
September 08, 2022	7:00 p.m.	Meeting ID: 836 8965 8325
October 13, 2022	7:00 p.m.	Meeting ID: 825 3993 2033
November 10, 2022	7:00 p.m.	Meeting ID: 878 4570 6155
December 08, 2022	7:00 p.m.	Meeting ID: 819 3847 2417

Downtown Development Authority

January 31, 2022 [∞]	12:00 p.m.	Meeting ID: 875 3108 3635
February 28, 2022	12:00 p.m.	Meeting ID: 863 2519 0468
March 28, 2022 [∞]	12:00 p.m.	Meeting ID: 853 7645 5532
April 25, 2022	12:00 p.m.	Meeting ID: 821 4789 5418
*May 23, 2022	12:00 p.m.	Meeting ID: 865 5277 5094
June 27, 2022	12:00 p.m.	Meeting ID: 882 7703 2596
July 25, 2022	12:00 p.m.	Meeting ID: 893 8589 9552
August 29, 2022	12:00 p.m.	Meeting ID: 850 2644 2618
September 26, 2022	12:00 p.m.	Meeting ID: 890 0682 2818
October 31, 2022	12:00 p.m.	Meeting ID: 884 4276 6694
*November 21, 2022	12:00 p.m.	Meeting ID: 879 3311 7895
*December 19, 2022	12:00 p.m.	Meeting ID: 890 9280 2079

[∞]Indicates Downtown Development Authority Informational Meeting

*Indicates that the scheduled date does not fall on the regularly scheduled day

Rebecca Johnson, City Clerk 616.696.1330

Posted: January 5, 2022 at 9:15am



MEDIA CONTACT: Andria Romkema, 616.633.5835, Romkema@rightplace.org

The Right Place, Inc. distributes \$3.6M in Revitalization and Placemaking Program funding for 9 regional placemaking projects

GRAND RAPIDS, MICH (September 7, 2022): Today The Right Place, Inc., in collaboration with the Michigan Economic Development Corporation (MEDC) announced that The Right Place will receive \$3.6 million in funding from the Revitalization and Placemaking (RAP) Program to help spur the development of 9 placemaking projects totaling over \$10 million across the region. The funds were approved today in Lansing at a special Michigan Strategic Fund meeting.

RAP is an incentive program that deployed \$100 million in American Rescue Plan funding to address the COVID-19 impacts in Michigan communities.

The projects receiving funding:

Middleville Amphitheater Activation & Art Walk	Village of Middleville (Barry)	\$21,250
Cedar Springs Downtown Pocket Park	City of Cedar Springs (Kent)	\$212,500
Grand Rapids Public Museum North Lawn Park	City of Grand Rapids (Kent)	\$800,000
Eastown Public Art & Safety Project	City of Grand Rapids (Kent)	\$8,500
Heartside Linear Plaza	City of Grand Rapids (Kent)	\$800,000
Sparta Town Square: Phase 2	Village of Sparta (Kent)	\$363,375
Scottville Optimist Park & Sculpture Project	City of Scottville (Mason)	\$179,704
100 South	City of Ludington (Mason)	\$500,863
Getty Park Renovation	Village of Shelby (Oceana)	\$552,500
Total Grant Award Amount for 9 Projects:		\$3,438,691

Tim Mroz, Senior Vice President of Community Development at The Right Place, led the application process on behalf of the West Michigan communities applying for funds. Applications were due in June. The Right Place is working with MEDC to coordinate disbursement of the funds to the grantees.

“We are eager to assist these projects with this RAP funding and excited to see the outcomes from these placemaking initiatives,” said Mroz. “This \$3 million in funding will spur more than \$10 million in placemaking project investments. We must continue to invest in bold place-making initiatives like these, that provide an incredible quality of life for Michiganders, while also serving as a magnet to retain and attract new talented people to the region. ”

Working alongside its regional and municipal partners throughout West Michigan, The Right Place solicited potential projects from a 13-county area. In total, the organization received 28 regional placemaking applications from 7 counties, totaling over \$30 million. An internal team then evaluated all

28 applications, scoring each one in accordance with the priorities set forth by the MEDC. In the end, 9 placemaking projects were selected from 4 different counties with new, innovative ideas to reactivate lost, underutilized, or vacant spaces.

The RAP program provides access to real estate and place-based infrastructure development gap financing through grants of up to \$5 million per project for real estate rehabilitation and development, grants of up to \$1 million per project for public space improvements and grants of up to \$20 million to local or regional partners who develop a coordinated subgrant program.

Eligible applicants were individuals or entities working to rehabilitate vacant, underutilized, blighted, and historic structures and the development of permanent place-based infrastructure associated with traditional downtowns, social-zones, outdoor dining and place-based public spaces. The RAP program awarded funding to eligible applicants based on one or more competitive application rounds.

A recent study published in the Economic Development Journal, “How COVID-19 Reshaped the Battle for Talent,” centered on a national survey of more than 1,000 working-age people who moved during the first year of the pandemic. The primary trigger causing people to move was Quality of Life. And when the researchers explored the respondent’s definition of Quality of Life, Outdoor Recreation was second only to Good Schools as the most important lifestyle factors. This idea was the driving force behind The Right Place’s regional subgrant application, “Reactivating Spaces – Reactivating underutilized and vacant community spaces.”

“Every community has underutilized, vacant, or abandoned spaces in need of reactivation,” Mroz adds. “The concept behind this grant project is to proactively re-engage those spaces in communities the forgotten corridors, the sorely underutilized downtown areas, even community parks that have been overlooked for years. It’s time to breathe new post-COVID life into these spaces, creating public outdoor destinations and enhancing a community’s sense of place.”

Project Overviews

01: “Middleville Amphitheater Activation & Art Walk” – (Village of Middleville, Barry County)

The Village of Middleville will reactivate a downtown gathering space by adding enhanced seating to an amphitheater and public art. The project will add tiered seating layers to an outdoor amphitheater, enhancing the area for performing arts, and add an “art walk” along the river trail with murals and interactive sculptures/art pieces. Adding amenities like this will enhance the safety and accessibility of this outdoor venue where people can be together but socially distanced in the open air.

02: “17 North Main Street” – (City of Cedar Springs, Kent County)

The City of Cedar Springs will activate an unbuildable empty lot on Main St. into an area for outdoor picnicking, art display, outdoor gas firepit, socializing, food truck parking, social district, pop-up retail and relaxation for public use. The local population has really started to take advantage of outdoor space more since the pandemic and its perceived increase in health safety. Local restaurants are eager to see more outdoor dining options but are constrained by the traditional zero-setback lots in the downtown area. This project not only activates and unutilized downtown space but provides new business opportunities for nearby restaurants.

03: “Grand Rapids Public Museum North Lawn Park” – (City of Grand Rapids, Kent County)

The Grand Rapids Public Museum will redevelop and reprogram an underutilized area of the museum’s outdoor lawn. The organization is planning a new downtown public outdoor space which will function as a multigenerational gathering environment overlooking the Grand River. The city’s outdoor spaces have experienced increased activation during the pandemic. The north lawn will be redesigned to include artifact displays, outdoor seating, and a connection to the riverfront trail.

04: “Eastown Public Art & Safety Project” – (City of Grand Rapids, Kent County)

Uptown GR will add lighting, public art, and planters to reactivate an underutilized and often vandalized alleyway in the Eastown area of Grand Rapids. The pandemic brought record crime and "after-hour" disturbances to the Eastown business district. A CPTED study conducted by the City of GR in partnership with Uptown, the ECA, and EBA identified a number of public improvements (lighting, alley improvements, and public art) that would make the district less attractive to unwanted behavior and support a more safe and vibrant neighborhood. The community reached to Uptown GR with an understanding that positive physical improvements to the district would elicit pride and eliminate areas that welcome negative behavior.

05: “Heartside Linear Plaza” – (City of Grand Rapids, Kent County)

Downtown Grand Rapids, Inc. will convert a severely underutilized alley into a pedestrian linear plaza with outdoor cafe seating, landscaping, trees, and enhanced lighting. The new linear plaza will connect Downtown to the Studio Park Piazza and support outdoor seating for Ionia Avenue restaurants. In Downtown Grand Rapids' Heartside Neighborhood, the Ionia Avenue businesses did not have adequate sidewalk space to effectively add outdoor seating during the pandemic. This Van Andel Alley project is currently being designed to seamlessly continue the new plaza around the corner - physically and visually extending it to Studio Park. The linear plaza will support adjacent businesses, office workers, and residents while also attracting Downtown visitors - all of which contribute to the tax base.

06: “Sparta Town Square: Phase 2” – (Village of Sparta, Kent County)

The Village of Sparta’s Town Square began during the pandemic in 2020 as a private/public partnership to encourage new retail and food-based businesses to try the market in Sparta. The previously underutilized parking lot now hosts 4 new retail incubators as phase 1 is now complete. The second phase of the project would include additional public space improvements to the Town Square including pedestrian safety elements such as cross walks, bike racks, outdoor winter fire pits and amenities to make the space pedestrian friendly, adding a board walk over the creek, and additional opportunities for vendors / makers market / food truck events to take place in the Town Square with upgrades to the space.

07: “Scottville Optimist Park & Sculpture Project” – (City of Scottville, Mason County)

The City of Scottville and the Scottville Downtown Development Authority are developing The Scottville Optimist Park & Sculpture project. Prior to covid, the bandshell on this property hosted various events like movies in the park, live music by local musicians, most notably the famous Scottville Clown Band. Unfortunately, Downtown Scottville has limited green spaces downtown, and this park area has always served as a central gathering place for the community. Its proximity to the businesses on Main Street, will bring crucial mass to the downtown area to patron businesses, allow for the community to hold new events, and has the potential to spur additional investment in downtown. As well liked as this park area is, it is undersized to offer safe social distancing and in dire need of repair. Creating this venue and space

will provide a point of pride for the residents of Scottville and the surrounding area. It will attract visitors to our town and will help stimulate new economic growth for the downtown and surrounding area.

08: “100 South” – (City of Ludington, Mason County)

The City of Ludington and the Ludington Downtown Development Authority plans to permanently improve a vacant alleyway that was temporarily converted during the COVID-19 pandemic. During covid, the alleyway became a seating area for take-out and outdoor dining. It was closed to vehicular traffic and became much more pedestrian friendly. This project will make the space permanently pedestrian friendly and it close to vehicular traffic, making is safer for the public to access businesses. It will also have safe, socially distanced seating areas for use by patrons of local eateries to enjoy. The project will also utilize green infrastructure in its design.

09: “Getty Park Renovation” – (Village of Shelby, Oceana County)

The Village of Shelby plans to completely renovate Getty Park, a forgotten and underutilized public space desperately needed during the COVID-19 pandemic. The revitalized park will have a universal designed playground, splash pad, basketball court, pickleball courts, tennis court, bathroom/pavilion with a fire feature, and a gazebo/bandshell. The last time Getty Park was improved was in 1992, and the park has been underutilized since the late 1990's. The park renovation will provide benefits such as increased property values, wellness & health, providing a community asset for expanding the seasonal programming of Getty Park, a local destination for families to participate in leisure activities benefitting the family structure, and vastly improving the accessibility to recreational amenities for all through the incorporation of accessible and universal design in all the park amenities.

About The Right Place, Inc.

About The Right Place, Inc. The Right Place, Inc., is a regional nonprofit founded in 1985 and supported through investments from the private and public sector. The Right Place drives current and long-term economic prosperity in West Michigan through the development and implementation of comprehensive strategies to retain, expand, and attract businesses. This includes connecting area businesses to national and international resources, identifying emerging growth opportunities, strengthening the competitiveness of area firms, and marketing the region globally. The International Economic Development Council has designated The Right Place as an Accredited Economic Development Organization (AEDO). Find out more by visiting www.rightplace.org, liking us on [facebook.com](https://www.facebook.com/TheRightPlaceGR), and following us on twitter [@TheRightPlaceGR](https://twitter.com/TheRightPlaceGR).

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