

# DOWNTOWN GRAND RAPIDS INC. [DGRI]

100+  
CITIZEN  
ADVISORS

9  
LEADERSHIP  
BOARDS &  
ALLIANCES

1  
CITY-BUILDING  
MISSION

CITY BUILDING + PLACE MANAGEMENT

MANAGING ENTITY FOR THE DDA + MNTIFA + DID

STAFF OF 14 + AMBASSADOR TEAM





WHAT WE ARE LEARNING

**COLLABORATION** and a **COLLECTIVE RALLY**

**DON'T LOSE SIGHT OF THE BIG PICTURE**

**REDEFINING** (or maybe just finally defining) **RESILIENCY**

**BE NIMBLE, BE FLEXIBLE, BE ADAPTABLE**

**DO NOT BE AFRAID TO MAKE MISTAKES**



EARLY APRIL



THE ROLE OF A DDA DURING THE COVID-19 OUTBREAK  
MICHIGAN MUNICIPAL EXECUTIVES SUMMER WORKSHOP



DOWNTOWN  
GRAND RAPIDS, INC.

30 July 2020





EARLY JUNE









# ROLE OF DOWNTOWN GRAND RAPIDS INC DURING COVID-19

## RESPONSE PHASE (MARCH - MAY)

### RISK

- >> AMBASSADOR TEAM: SANITIZING HIGH-TOUCH LOCATIONS
- >> ADDING HAND SANITIZING STATIONS DOWNTOWN
- >> AMPLIFIED PUBLIC HEALTH MESSAGES THROUGH OUR SOCIAL NETWORKS

### ECONOMIC

- >> CITY & COUNTY TASK FORCES
- >> MONTHLY PARKING FEE REDUCTIONS

### MARKETING

- >> COVIDWM.ORG
- >> LOVELOCALGR.ORG

### EVENTS (VIRTUAL)

- >> RELAX @ ROSA HOME



## DEMONSTRATIONS

## RECOVERY PHASE (JUNE - PRESENT)

### ECONOMIC

- >> SOCIAL ZONES
- >> SOCIAL DISTRICTS

### FY20 IMPROVEMENTS

- >> PEDESTRIAN AND BIKE INFRASTRUCTURE IMPROVEMENTS (*RESILIENCY EFFORTS*)
- >> CONTINUED WORK ON PROJECT IMPLEMENTATION (*NOT LOSING SITE OF THE BIG PICTURE*)
  - VAN ANDEL ARENA PLAZA
  - DIVISION AVENUE RECONSTRUCTION
  - PORTLAND LOO PUBLIC RESTROOM
  - POP-UP SKATE PARK

### EVENTS

- >> POP-UP PERFORMERS IN SOCIAL ZONES
- >> RETURN TO RELAX @ ROSA





# RESPONSE



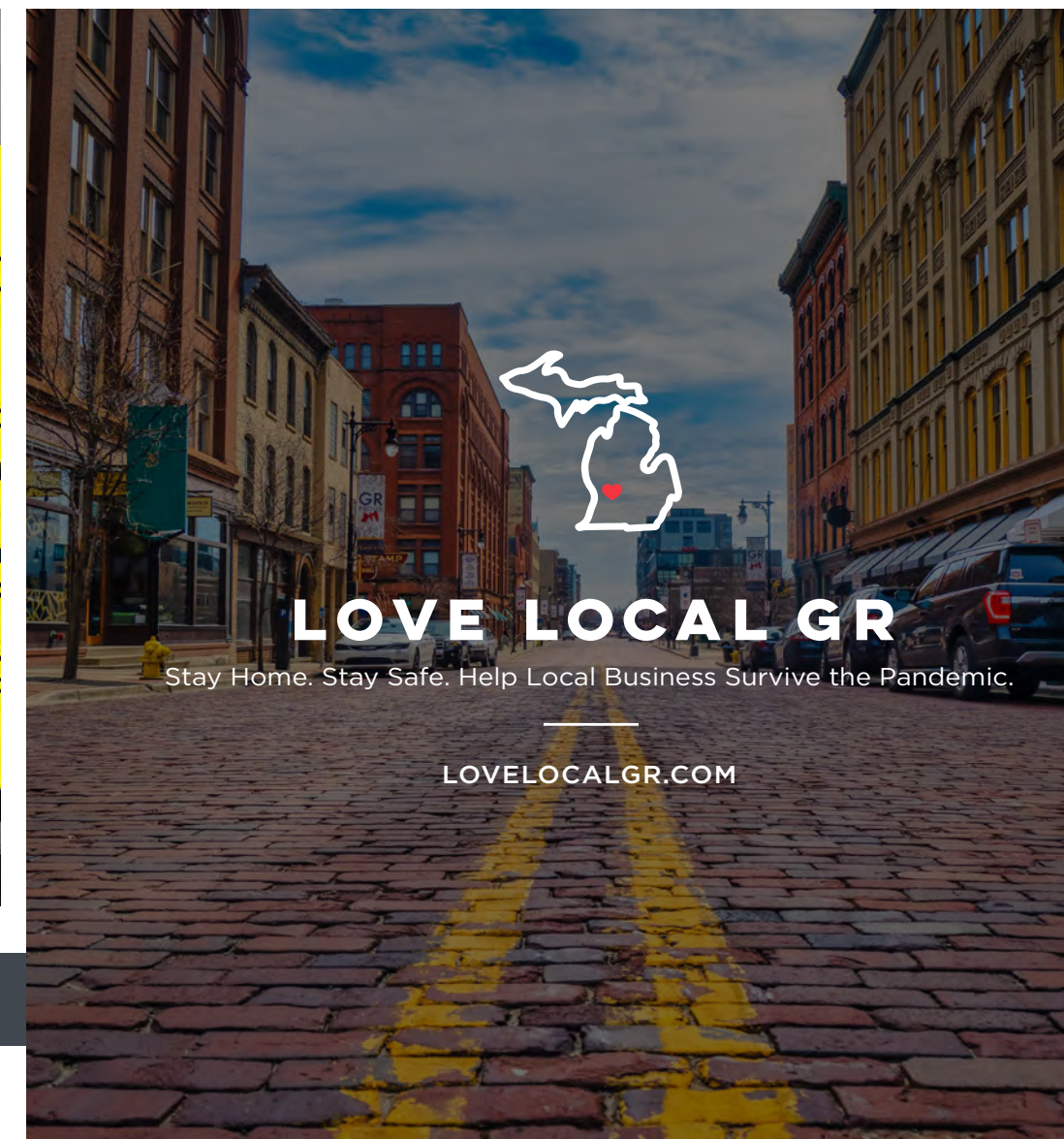
**YOU CAN HELP PREVENT COVID-19 SPREAD**  
TÚ PUEDES AYUDAR A PREVENIR LA PROPAGACIÓN DEL COVID-19

**Stay Home as Much as Possible**  
Quédate en casa lo más posible

**Seek Medical Advice if You Develop Symptoms (Fever. Cough. Breathing Difficulty)**  
Acude a un médico si desarrollas síntomas (Fiebre, tos, dificultad para respirar)

**MORE INFORMATION HERE**  
**MÁS INFORMACIÓN AQUÍ**

[accesskent.com/HEALTH](https://accesskent.com/HEALTH)





# RECOVERY



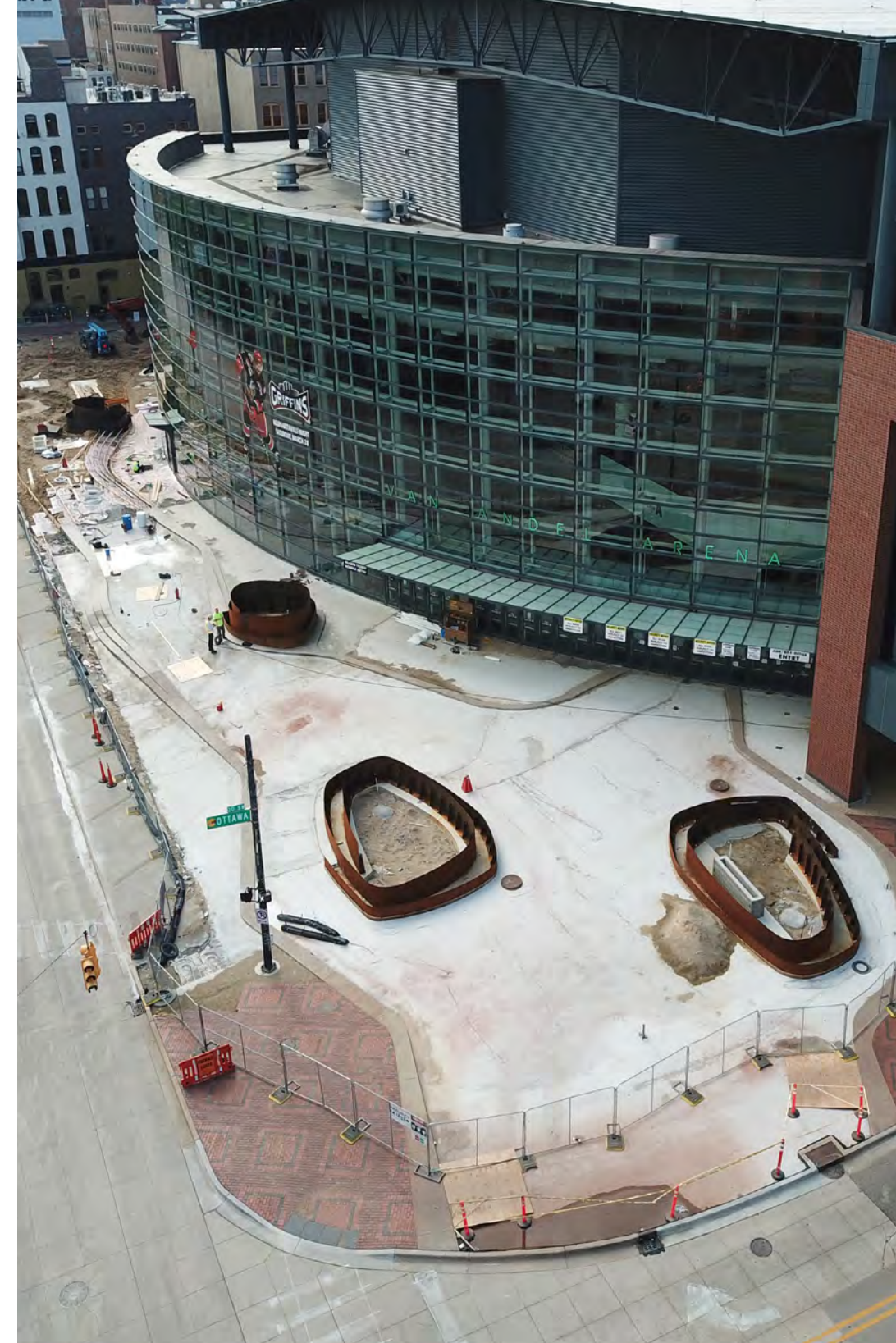
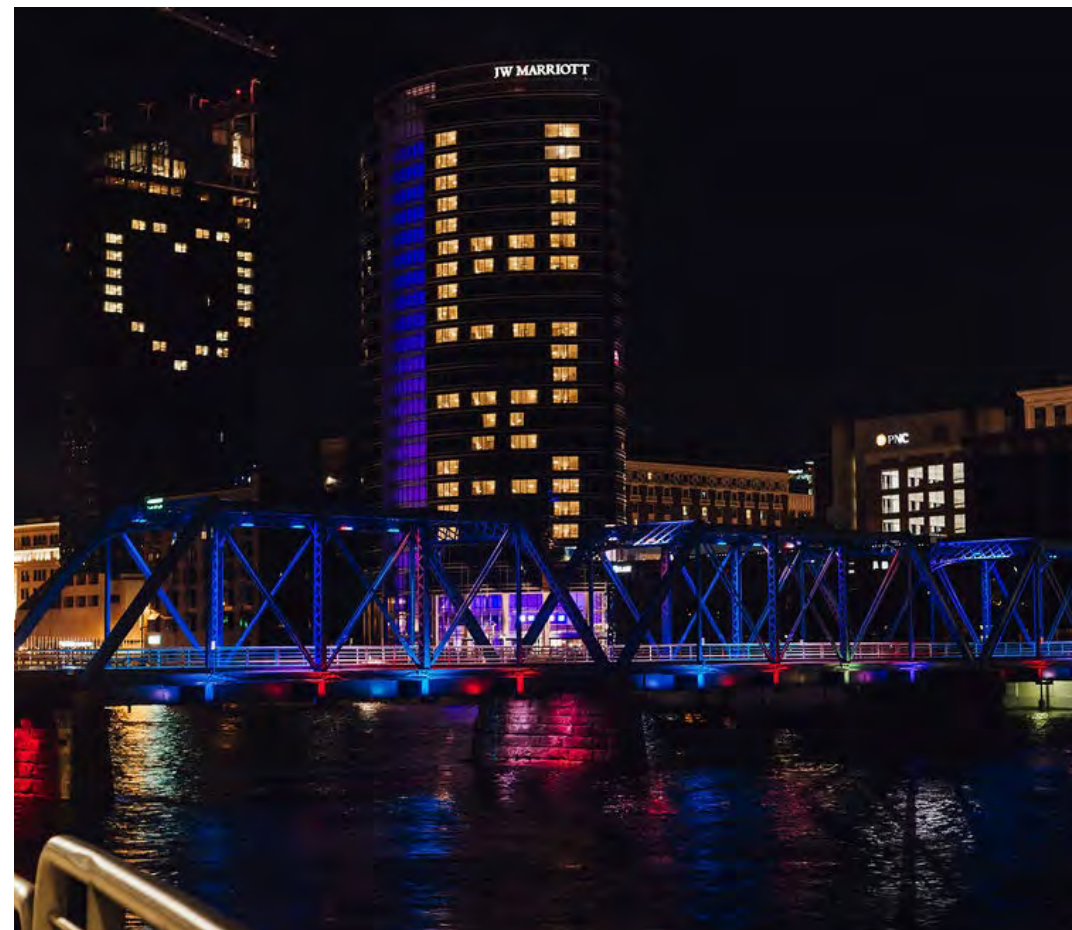
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## MONROE NORTH SOCIAL ZONE

**ZONE BOUNDARIES** (approximate - refer to next pages for more detail):  
LEONARD STREET TO I-196  
EAST SIDE OF GRAND RIVER TO IONIA AVENUE

**POTENTIAL BUSINESS IMPACT** (approximate)  
15 BARS + RESTAURANTS + COFFEE SHOPS  
5 RETAIL + SERVICE ESTABLISHMENTS

*ZONE IS COMPLETELY WITHIN THE DDA BOUNDARY AND INCLUDES THE MNTIFA BOUNDARY*

## BRIDGE STREET SOCIAL ZONE

**ZONE BOUNDARIES** (approximate - refer to next pages for more detail):  
BRIDGE STREET FROM SEWARD AVENUE TO WEST SIDE OF GRAND RIVER

**POTENTIAL BUSINESS IMPACT** (approximate)  
13 BARS + RESTAURANTS + COFFEE SHOPS  
4 RETAIL + SERVICE ESTABLISHMENTS

*ZONE IS COMPLETELY WITHIN THE DDA BOUNDARY*

## CENTER CITY SOCIAL ZONE

**ZONE BOUNDARIES** (approximate - refer to next pages for more detail):  
I-196 TO FULTON STREET  
AH-NAB- AWEN PARK TO EAST PARK PLACE

**POTENTIAL BUSINESS IMPACT** (approximate)  
65 BARS + RESTAURANTS + COFFEE SHOPS  
20 RETAIL + SERVICE ESTABLISHMENTS

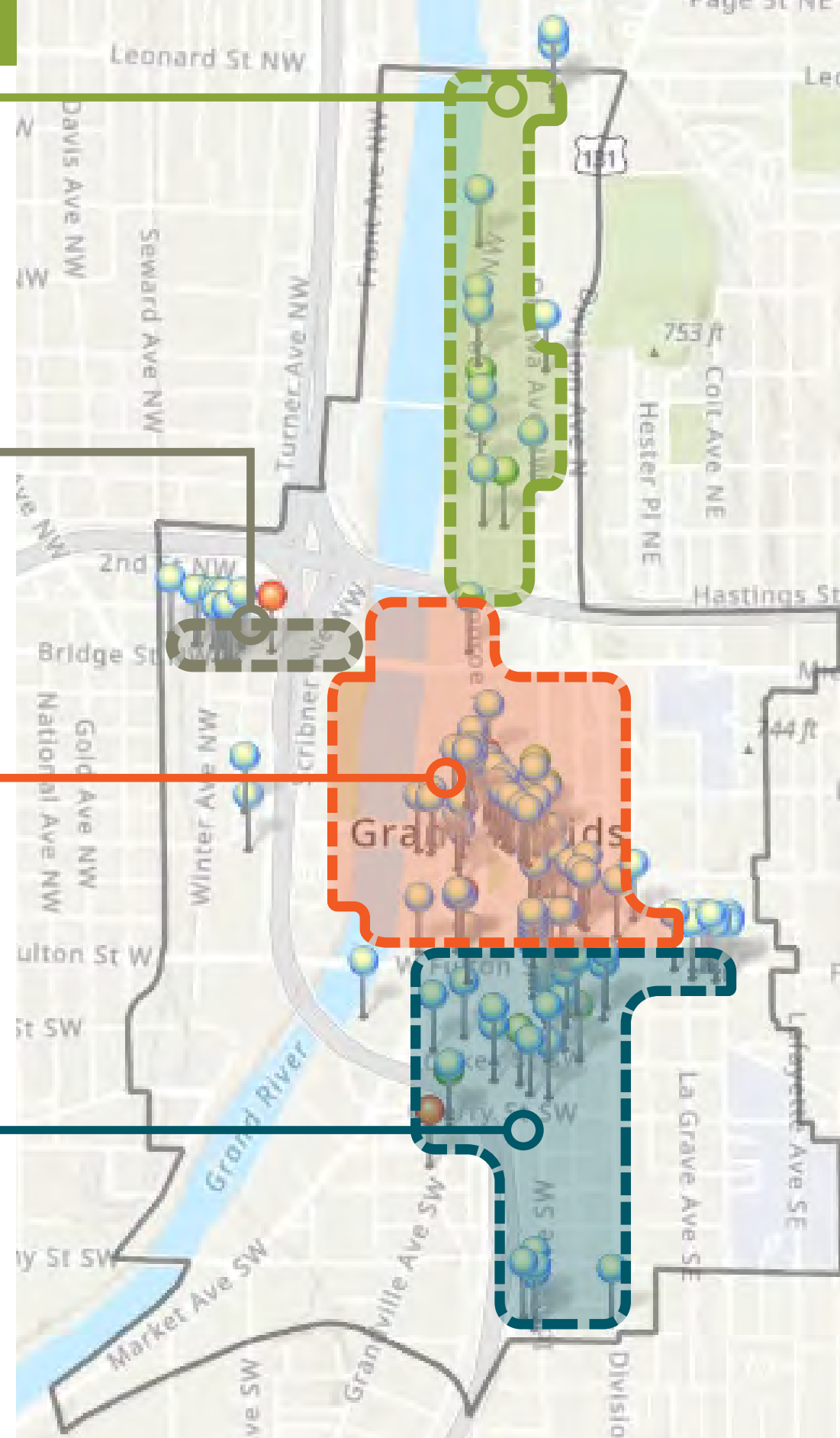
*ZONE IS COMPLETELY WITHIN THE DDA BOUNDARY*

## HEARTSIDE SOCIAL ZONE

**ZONE BOUNDARIES** (approximate - refer to next pages for more detail):  
FULTON STREET TO LOGAN STREET  
GRANDVILLE AVENUE TO DIVISION AVENUE

**POTENTIAL BUSINESS IMPACT** (approximate)  
40 BARS + RESTAURANTS + COFFEE SHOPS  
15 RETAIL + SERVICE ESTABLISHMENTS

*ZONE IS COMPLETELY WITHIN THE DDA BOUNDARY*



# DOWNTOWN GR SOCIAL ZONES

## SUMMARY

4 SOCIAL ZONES CONSISTING OF **ONLY** PUBLIC PROPERTY (STREETS, SIDEWALKS, AND PARKS) WITHIN THE DDA AND INCLUDING THE MNTIFA

### APPROXIMATE BUSINESS IMPACT:

- >> 133 BARS + RESTAURANTS + COFFEE SHOPS
- >> 44 RETAIL + SERVICE ESTABLISHMENTS

ZONES ARE CONTIGUOUS AND CONNECTED

EACH ZONE HAS FLEXIBLE INTERVENTIONS AT THE BLOCK LEVEL TO ASSIST BUSINESS RECOVERY

INTERVENTIONS ARE UNDERSTOOD TO BE FLEXIBLE AND ADAPTABLE AS SITUATIONS CHANGE

### INTERVENTIONS INCLUDE:

- >> OUTDOOR RESTAURANT AND BAR SEATING, INCLUDING:
  - FOOD HALL / OPEN SEATING
  - RESTAURANT SPECIFIC SEATING
- >> OUTDOOR RETAIL AND SALES
- >> OUTDOOR FITNESS, INCLUDING PROGRAMS AND CLASSES FROM STUDIOS AND GYMS LOCATED IN THE ZONE OR OTHER DOWNTOWN SOCIAL ZONES



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# RECOVERY : SOCIAL ZONES





# RECOVERY : SOCIAL ZONES




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BRIDGE STREET COMMONS AREA INDICATED  
WITH  IS PART OF DOWNTOWN  
SOCIAL DISTRICT - REFER TO PAGE 5


FOR ENLARGEMENT OF THIS AREA  
REFER TO PAGE 5

MONROE NORTH COMMONS AREA INDICATED  
WITH  IS PART OF DOWNTOWN  
SOCIAL DISTRICT - REFER TO PAGE 2

FOR ENLARGEMENT OF THIS AREA REFER TO  
PAGE 2

DOWNTOWN SOCIAL DISTRICT BOUNDARY /  
DDA BOUNDARY INDICATED WITH 

FOR ENLARGEMENT OF THIS AREA REFER TO  
PAGE 3 (*HOTEL/ARENA COMMONS AREA IS  
SPLIT BETWEEN TWO PAGES*)

HOTEL / ARENA COMMONS AREA INDICATED  
WITH  IS PART OF DOWNTOWN  
SOCIAL DISTRICT - REFER TO PAGES 3 AND 4

FOR ENLARGEMENT OF THIS AREA REFER TO  
PAGE 4 (*HOTEL/ARENA COMMONS AREA IS  
SPLIT BETWEEN TWO PAGES*)

