

Agenda

Downtown Economic Growth Authority

Board of Directors

City of Kalamazoo



Monday, November 18, 2024

3:00 PM

Main Conference Room at Community Planning and Economic Development -
245 N Rose St

A. CALL TO ORDER/ROLL CALL

1. Purpose Statement:

The purpose of this Downtown Development Authority is to halt property value deterioration and promote economic growth within its business district, to increase property value.

The purpose of this Downtown Economic Growth Authority is to correct and prevent deterioration in residential, commercial, and industrial areas, to authorize the acquisition and disposal of interests in real and personal property; to authorize the creation and implementation of development plans and development areas.

The Kalamazoo DDA and DEGA, acting in concert, have set forth the strategic objective of focusing its resources on improving “The First 16 Feet”, a three-dimensional volume of space including buildings ground floor façade, the frontage that exists between the façade and the common space, and the common space that provides access to and through the district.

B. ADOPTION OF FORMAL AGENDA

C. APPROVAL OF MINUTES

1. Approval of the minutes from the meeting of the Downtown Economic Growth Authority Board on October 21, 2024. (**Action: Motion to approve**)

D. REPORTS AND PRESENTATIONS

1. Financial Report - September 2024 (**Motion to Approve**)
2. 234-238 E. Michigan - DEGA Step-Aside Presentation

3. Park Kalamazoo Presentation - Rob Bacigalupi, Mission North
4. **Committee Reports**
 1. Events and Marketing Committee
 2. Ambassador Program Committee
 3. Finance Committee
 4. Business Recruitment and Retention Committee
 5. Executive Committee
5. Downtown Report

E. DISCUSSION/ACTION ITEMS

1. Motion to Authorize the DEGA Board Chair to execute the Final Settlement Agreement (and any related documents necessary to implement the agreement) with MAVCON in consultation with the Authority's legal counsel.
2. Motion to Authorize the Board Chair to Amend and Extend the Beats on Bates Agreement with Guess Who's Dancing Fitness, LLC for a period of one year in consultation with the Authority's legal counsel.

F. PUBLIC COMMENTS

G. DIRECTOR COMMENTS

H. ADJOURNMENT

Board of Directors Regular Meeting Minutes

October 21, 2024, 3 p.m. | Community Planning & Economic Development, 245 N Rose Street

PRESENT: Mayor David Anderson, Curt Aardema, Stephanie Hinman, Susan Lindemann, Jessica Thompson, Jeff Breneman, Clarence Lloyd, Matt Hollander

ABSENT: Kwame Gyimah

STAFF: Erin Hahn, Meghan Behymer

OTHER: Phil Doorlag – Wightman and Associates

A. CALL TO ORDER

DIRECTOR LINDEMANN CALLED THE MEETING TO ORDER AT 3:02 P.M.

PRESENT: Mayor David Anderson
Curt Aardema
Stephanie Hinman
Susan Lindemann
Jessica Thompson
Jeff Breneman
Clarence Lloyd
Matt Hollander

ABSENT: Kwame Gyimah

EXCUSED:

THE OCTOBER 21, 2024, ATTENDANCE INCLUDING EXCUSED AND UNEXCUSED ABSENCES ARE RECORDED.

B. ADOPTION OF FORMAL AGENDA

Director Lindemann announced that item 2, Michigan Avenue Redesign, would come before item 1, the Financial Report, to accommodate the guest presenter, Phil Doorlag of Wightman and Associates.

**DIRECTOR THOMPSON MOVED TO ADOPT THE OCTOBER 21, 2024 AGENDA AS AMENDED.
DIRECTOR LLOYD SECONDED. NO OBJECTIONS. MOTION CARRIED.**

C. APPROVAL OF MINUTES

DIRECTOR AARDEMA MOVED TO APPROVE THE SEPTEMBER 16, 2024 MINUTES. DIRECTOR THOMPSON SECONDED. NO OBJECTIONS. MOTION CARRIED.

Board of Directors Regular Meeting Minutes

October 21, 2024, 3 p.m. | Community Planning & Economic Development, 245 N Rose Street

D. REPORTS AND PRESENTATIONS

1. Michigan Avenue Redesign

Phil Doorlag of Wightman and Associates presented to the Board about the Michigan Avenue Redesign, highlighting several engagement and feedback opportunities. Engagement efforts have included Town Hall sessions, a table at Sounds of the Zoo, two Walk and Roll sessions, a bike audit, and many meetings with stakeholders to gather input. The next opportunities for engagement are the Town Hall on Thursday, November 7 at 5:30 pm, and the Open House on Thursday, December 5 at 5:30 pm, at the Kalamazoo Nonprofit Advocacy Coalition.

Some key themes that were present in the community's feedback were support for local businesses, improved loading zones, more on-street parking, slowing down traffic, and making downtown more accessible, with a focus on inclusivity in travel options and improved navigation. Mr. Doorlag stated that all feedback is helpful and critical to moving forward with the project. Next steps for the project are to continue stakeholder engagement and feedback collection through upcoming events, and to analyze the feedback to guide design decisions, ensuring community needs are met while also supporting local businesses.

Director Lloyd stated that small business support is a top priority in the feedback thus far, meaning that people want to support businesses during the construction season and make sure the design is business-friendly as well. Director Hollander asked how street design can support local businesses. Mr. Doorlag said it could look different in any community. Director Aardema stated that street parking being a part of the street design will be critical in supporting local businesses and that a welcoming and productive parking system is needed.

Mr. Doorlag guided the Board through an exercise that divided Michigan Avenue into three segments and presented 2 pre-made design ideas to spark conversation and gather feedback. Mr. Doorlag noted that the design of Michigan Avenue is not predetermined and that the pre-made design ideas are provided to illustrate how different design elements work together. Board member feedback will be combined with other inputs to guide decision-making in the design process moving forward.

During the activity, there were discussions about lane width, types of parking spaces, appropriate places for bike lanes, bike route connectivity to Michigan Ave, the need to slow down traffic, the number of lanes needed, outdoor dining locations, and wayfinding.

2. Presentation of the Financial Report - Meghan Behymer

City of Kalamazoo Downtown Coordinator Meghan Behymer presented the August 2024 Financial Report. Ms. Behymer noted that previous discrepancies regarding the legal services and fees line item have been addressed. Formerly, all legal fees were incorrectly reflected under the Downtown Development Authority, but this has been resolved, and the correct categorization will be reflected in the upcoming financial report.

Board of Directors Regular Meeting Minutes

October 21, 2024, 3 p.m. | Community Planning & Economic Development, 245 N Rose Street

Ms. Behymer also noted that community promotion expenses have been updated, as they were previously being mis-categorized under professional and contractual services. Ms. Behymer also noted that a transfer in for mall maintenance is expected in the next financial report.

There was discussion about the \$102,000 pending for sponsorships, in which Ms. Behymer explained that the funding from the Irving S. Gilmore foundation will now go through Parks and Recreation for holiday lighting and activities.

DIRECTOR AARDEMA MOTIONED TO ACCEPT THE AUGUST 2024 DOWNTOWN ECONOMIC GROWTH AUTHORITY FINANCIAL REPORT AS PRESENTED. DIRECTOR BRENEMAN SECONDED. NO OBJECTIONS. MOTION CARRIED.

3. Committee Reports

A. Events and Marketing Committee

Ms. Behymer noted that the marketing RFP will be published in November and that the committee is working on a photography plan to utilize the remaining \$3,000 in the Maestro contract by the end of 2024.

B. Ambassador Program Committee

Ms. Behymer stated that she is involved in ongoing conversations with City staff about festival place maintenance, that she met with the downtown business council to get feedback and suggestions, and that she would like to do walkthroughs of the ambassador maintenance area with board members to discuss the board's perspective on the ambassador program. The committee will continue its outreach to business owners and property owners moving forward.

C. Finance Committee

Ms. Behymer stated that the committee is working with DEGA legal counsel to bring a revised draft of the debt repayment agreement to the finance committee on November 5. The goal is to have the agreement in place by the end of the year.

D. Business Recruitment and Retention Committee

Ms. Behymer stated that the committee is working on finalizing the content of the downtown Kalamazoo one-pager, and plan to share it with local brokers in early to mid-November at a meeting to gather feedback/suggestions.

E. Executive Committee

Director Lindemann stated that the purchase of the Arcadia Creek Parcels was completed on October 10, 2024.

Board of Directors Regular Meeting Minutes

October 21, 2024, 3 p.m. | Community Planning & Economic Development, 245 N Rose Street

4. Downtown Report

Ms. Behymer shared the Downtown Report. Several board members expressed their concerns about aggressive ticketing on the Kalamazoo Mall as well as meters being present on inactive streets, discouraging visitors to downtown.

E. DISCUSSION/ACTION ITEMS

There were no discussion/action items.

F. PUBLIC COMMENTS

There were no public comments.

G. DIRECTOR COMMENTS

Director Hollander shared that a good example of a well-designed and maintained public restroom can be found in the Manistee, Michigan downtown shopping district.

Director Lloyd shared that the Southwest Michigan First Chamber will be opening participation in the Winter Restaurant Week to restaurants throughout the entire county, and that it will take place from February 20 to March 1, 2025. Summer Restaurant Week will continue to be a downtown feature.

H. STAFF COMMENTS

Ms. Behymer shared that she will be attending the Michigan Downtown Association's annual conference on November 6-8.

I. ADJOURNMENT

DIRECTOR LINDEMANN ADJOURNED THE MEETING AT 5:02 P.M.



Downtown Economic Growth Authority Staff Report

City of Kalamazoo

TO: The Downtown Economic Growth Authority Board of Directors

FROM: Meghan Behymer, City of Kalamazoo Downtown Coordinator

DATE: November 18, 2024

SUBJECT: Financial Report - September 2024

SUMMARY:

In September, the Downtown Economic Growth Authority (DEGA) recorded \$40,000 in revenue, entirely from the Mall Maintenance transfer provided by the Downtown Development Authority. This increased the year-to-date revenue to \$666,200. Expenses for September totaled \$141,768, primarily consisting of \$60,016 for Professional and Contractual Services, which covered Ambassador Services for both August and September. Community Promotion expenses were \$11,000, supporting the Beats on Bates extension and the SkeleTour Spooktacular sponsorship. Additionally, Legal Services and Fees amounted to \$38,684, while the City Service Agreement fee was \$31,250. Year-to-date expenses accumulated to \$502,294.

BACKGROUND:

RECOMMENDATION:

Motion to approve the Downtown Economic Growth Authority's September 2024 financial report.

Downtown Economic Growth Authority
Statement of Activity
9/30/2024

Total Available Cash 334,154

	2024 Adopted Budget	September	2024 YTD Actuals
Revenues			
Taxes	615,000		626,200
Other Revenue	-		-
Contributions and Sponsorships	102,000		-
Transfers In	40,000	40,000	40,000
Charges For Services	5,000		-
Interest And Rentals	-		-
Total Revenues	762,000	40,000	666,200
Expenses			
Professional And Contractual Services	353,600	60,016	277,070
Sponsorships			2,500
Legal Services And Fees	30,000	38,684	38,684
Insurance Services			-
Operating Supplies			1,660
Garbage Disposal		818	4,080
Repairs			-
Utilities			-
Community Promotion	103,000	11,000	71,150
Audit Fees	13,400		13,400
Tax Appeal Refunds	5,000		-
Administrative Fees	125,000	31,250	93,750
Restricted For Debt Service	-		-
Total Expenses	630,000	141,768	502,294
Revenues Less Expenses	132,000	(101,768)	163,906

Notes:

Professional And Contractual Services:	September	2024 YTD Totals
Recycling Services - BIG BELLY SOLAR LLC	3,575	32,175
Ambassador Services - BLOCK BY BLOCK	56,441	240,987
Hosting & Maintenance - MAESTRO LLC		3,720
Liquid Web LLC		188
TOTAL	60,016	277,070

Community Promotion:		
Skeletour Spooktacular	5,000.00	5,000.00
Beats on Bates Events - LUXURY ESCAPES LLC	6,000	44,500
Workout Wed & Caribbean Fest - XPERIENCE INC		10,000
Canadiana Fest - Eclectic Events		2,650
Black Arts Festival - BLACK ARTS & CULTURAL CNTR		4,000
Sounds of the Zoo		5,000
TOTAL	11,000	71,150

Downtown Economic Growth Authority Contracts

Contractor	Contract Description	Contract Period
Big Belly Solar	Bigbelly Units	December 2021 – December 2026
Block by Block	Ambassador Program	April 2024 – April 2025
City of Kalamazoo	Service Agreement	February 21, 2024 – February 21, 2027
Maestro, LLC	Website Hosting & Maintenance	January 1, 2024 – December 31, 2024



Downtown Economic Growth Authority Staff Report

City of Kalamazoo

TO: The Downtown Economic Growth Authority Board of Directors

FROM: Meghan Behymer, City of Kalamazoo Downtown Coordinator

DATE: November 18, 2024

SUBJECT: Committee Reports

SUMMARY:

1. The Events and Marketing Committee met on November 4. During the meeting, the committee voted to recommend renewing the Beats on Bates agreement with Guess Who's Dancing, LLC, which is presented for Board approval today. GUD Marketing, a contractor working with the City of Kalamazoo on the Streets for All initiative, provided an update and explored opportunities for future collaboration. The committee also discussed the upcoming Marketing RFP, set to be published in November, and outlined the Maestro photography plan for the rest of 2024. Additionally, the committee reviewed options for web hosting and maintenance in 2025. The Downtown Coordinator will obtain an estimate from Maestro for continued service.

2. Throughout November, the Ambassador Program Committee focused on outreach efforts. The Downtown Coordinator engaged with Public Safety and Discover Kalamazoo to gather feedback on the program. Several DDA/DEGA board members also joined an Ambassador Walk-Through in the district, offering real-time input on the program's priorities. In addition, a survey was distributed to downtown businesses and property owners to collect further insights. All feedback will be analyzed and incorporated into the development of a Request for Proposals (RFP) for the Ambassador Program. The Ambassador Committee is scheduled to meet in early December to review the draft RFP.

3. The Finance Committee and Executive Committee reviewed the September 2024 financial reports, continued discussions on City of Kalamazoo debt agreement, and developed a set of criteria the Authority will use in reviewing step-aside requests for Brownfield developments.

4. In November, the Business Recruitment and Retention Committee held two meetings to create a draft of the marketing packet intended for local and regional brokers. The draft will soon be shared with downtown stakeholders to gather additional feedback. This input will guide our collaboration with a marketing and design company next year to produce a finalized,

polished piece for business recruitment efforts.

BACKGROUND:

Downtown Economic Growth Authority committees exist to inform, advise and execute the work of the Authority in downtown Kalamazoo.

RECOMMENDATION:



NOVEMBER 2024 UPDATE

Downtown Kalamazoo

Kalamazoo Streets for All Projects

Kalamazoo Streets For All is a lane conversion project that will transform downtown Kalamazoo into a welcoming, inclusive and vibrant destination that offers safe travel for all modes of transportation.

Projects led by: Christina Anderson (Planning); James Baker (Engineering); Rebekah Kik (City Manager's Office Liaison)

Consultant team is: Progressive AE, C2D, and Wightman Engineering.

Updates can be found at <https://www.kalamazoocity.org/Community/Projects/Streets-for-All>

Sign up here: <https://kalamazoocity.us3.list-manage.com/subscribe?u=ab294794047fd50bdfbb847e8&id=cbae2f83cf>

Michigan Avenue Planning and Design

The City of Kalamazoo is inviting residents to help shape the redesign of Michigan Avenue by attending a series of meetings. These meetings will gather input for the two-way street redesign, with design work expected to begin this winter as part of the broader "Streets For All" initiative.

- **August:** Stakeholder meetings and local business owner meetings.
- **September:** Community Open House
- **October:** Town Hall #1 and Walk & Roll Audits
- **November:** Stakeholder meetings, Metro Transit Board meeting presentation, local business owners follow-up meeting, Neighborhood Association leadership meeting, and community virtual meeting.
- **UPCOMING: Open House – Dec. 5 5:30 – 7:30 p.m. – 315 W. Michigan Ave. |** Learn about the progress of the Michigan Ave. design and upcoming construction season projects. Stations will be set up to gather feedback.

2022 Parking Plan Implementation

The Parking Blueprint is organized into four sections defined by the following shared strategic objectives: (1) expanding parking supply/capacity; (2) managing parking demand; (3) improving/expanding mobility options; and (4) improving parking operations.

Parking Team: Led by Rob Bacigalupi (Mission North Consulting) with City staff Christina Anderson (Planning); Dennis Randolph and George Waring (Public Services); Rebekah Kik (City Manager's Office Liaison).

- The parking meter kiosks on the Kalamazoo Mall are up and running! The kiosks are installed to increase the turnover of parking spaces on the mall so more on-street parking is available. They also are now ADA (Americans with Disabilities Act) compliant. Meter enforcement will be delayed on the Kalamazoo Mall during a two-week grace period which ends Thursday, Nov. 21. Downtown visitors also will continue to enjoy 90 minutes of free parking in the Epic Center and the Kalamazoo Mall parking ramps.

Parking Blueprint can be found at [parking-downtown-parking-management-blueprint-2023-update.pdf](#)

2023 GUD Marketing Consulting for Streets and Parking

The GUD Marketing Consulting for Streets and Parking is to support the communication, marketing and branding of the City's Streets for All project.

Communications + Marketing Committee: Led by Manny Garcia and Brooke Gieber (GUD Marketing) with City staff Christina Anderson (Planning); Neal Conway and Michael Smith (Communications); Dennis Randolph and George Waring (Public Services); Meghan Behymer (Downtown Coordinator); and Rebekah Kik (City Manager’s Office Liaison).

2024 WMU Economic Development Study

Awareness of impacts on local businesses as street conversion projects evolve throughout the Streets for All projects

Study led by: Center for Transportation and Livability at Western Michigan University – Dr. Jun Oh with City staff Christina Anderson (Planning); Dennis Randolph and George Waring (Public Services); Jerrid Burdue (Economic Development); Meghan Behymer (Downtown Coordinator); and Rebekah Kik (City Manager’s Office Liaison).

- First quarterly downtown business-focused survey launched to gather feedback on economic activities and the accessibility of downtown.

Imagine Kalamazoo 2035

Imagine Kalamazoo 2035 (IK2035) is all about engagement: engagement with citizens, community groups, businesses, developers, investors, philanthropists, government and YOU. We’re imagining a vision for Kalamazoo’s future – discussing it, planning it, designing it, and acting on it.

Project led by: Rebekah Kik, Assistant City Manager and Christina Anderson, City Planner and Deputy Director of Community Planning and Economic Development

Updates can be found at [kalamazoo-city.org/IK2035](https://www.kalamazoo-city.org/IK2035)

Meetings on the Go

Want to get involved but can't attend a public meeting? The Meeting on the Go “kit” has everything you need to host your own discussion at your convenience and be part of Imagine Kalamazoo. It includes instruction sheets, discussion questions, participant worksheets, feedback questionnaires, and directions for recording and returning responses.

<https://www.kalamazoo-city.org/Government/Programs-Initiatives/Imagine-Kalamazoo/Imagine-Kalamazoo-Meeting-on-the-Go>

Imagine It! Survey

Want to share your input in a quick survey? Let us know your thoughts on happy and healthy cities and what Kalamazoo has been doing well, and what our community needs to focus on to achieve your vision.

<https://www.kalamazoo-city.org/Government/Programs-Initiatives/Imagine-Kalamazoo/Imagine-It-Survey>

Downtown Placemaking Projects

2024 Projects from Notre Dame Public Realm Study

The Downtown Placemaking project seeks to add to the vibrancy with another alley activation, plaza redesigns that act as connectors, and enhancing the experience of the Kalamazoo Mall as a more active and engaging place. The city has identified 5 key public places downtown that are candidates for improvement.

Projects led by: Rebekah Kik (City Manager’s Office); Christina Anderson (Planning); Patrick McVerry (Parks and Recreation); Dennis Randolph (Public Services); PJ Thuringer (Economic Development).

- Consultant team is Smith Group – Allison Marusic and Bob Doyle
 - Surveys of all placemaking areas have taken place. 2 construction projects and one public art project have been chosen to move forward with the current budgets. Construction documents should be

complete by the end of the year; bidding for the project let by January – construction to take place in April/May pending weather. Mural will be completed during September Brush the Block mural festival.

- Placemaking – North Mall
 - Construction project – pending federal grant approval.
- Placemaking – Exchange Place
 - Mural project - Pending property owner approval.
- Placemaking – Farmer’s Alley
 - Project is moving forward with construction documents to improve the concrete plaza, lighting, and landscaping.
- Placemaking – Rose Street Plaza
 - Project is moving forward with construction documents to improve the concrete plaza with furniture and landscaping.
 - Coordination meetings are currently happening with adjacent property owners to partner on improvements on the public/private areas.
- Placemaking – S. Burdick between Lovell and Cedar
 - Currently on hold awaiting budget or grant opportunity.

Updates can be found at [Kalamazoo Placemaking \(arcgis.com\)](https://arcgis.com)

2024 Arcadia Creek Festival Place

Renovation effort for the Arcadia Creek Festival Place to include improvements of items like electrical and landscape, among other things.

Project led by: Rebekah Kik (City Manager’s Office); Patrick McVerry (Parks and Recreation); James Baker (Engineering)

- Received \$2 Million grant from Redevelopment and Placemaking Fund MEDC
 - Agreement is finalized and coming to City Commission for approval on Nov. 12 for acceptance.
 - Received \$1.6 Million grant from City Commission
 - Applying for future grants to cover the estimated \$14 Million project
 - Event Planner monthly meetings – since May 2024
 - MEDC Technical Assistance for survey and market study
 - Survey in progress June 2024
 - Scope kick-off meeting in August
 - Construction Manager RFP in November
 - Stakeholder engagement will begin in early December
-

2023 Event Center Coordination

City Planning and Design team members include: Jim Ritsema and Rebekah Kik (City Manager’s Office); Christina Anderson (Planning); James Baker (Engineering); Dennis Randolph (Public Services)

- Weekly meeting for utilities (Christina, Dennis, and James)
 - Monthly design meetings (Christina and Rebekah)
 - Annual meetings (Jim and Bill Johnson)
 - Special meetings as necessary
-

2024 PROTECT Grant for Arcadia Creek along Stadium Drive and Michikal (Levy Project)

Led by: Christina Anderson (Planning) and James Baker (Engineering).

- Consultant RFP is being developed
- Project may begin in 2025

Downtown Dollars Program

The Downtown Dollars program is designed to promote economic growth in the downtown area by encouraging local spending. Customers purchase Downtown Dollars to be redeemed at participating businesses, fostering a vibrant and thriving downtown community.

Program administered by: City of Kalamazoo, Community Planning and Economic Development

WELCOME to our newest participating Downtown Dollars merchant: Kalamazoo Dry Goods located at 833 W. South St., Kalamazoo, MI 49007

METRICS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT
# of Businesses	49	49	49	49	49	49	49	50	50	51
DT\$ Purchased	\$885	\$130	\$155	\$2,465	\$2,880	\$1,110	\$370	\$9,435	\$2,895	\$945
DT\$ Redeemed	\$2,485	\$1,700	\$1,220	\$1,720	\$1,265	\$1,350	\$1,415	\$4,545	\$1,520	\$1,275

TOTAL YTD (January – September 2024)

Downtown Dollars Purchased = \$21,270

Downtown Dollars Redeemed = \$18,495

Total Downtown Dollars in Circulation = \$134,400

TOTAL Program Life (09/2019 – 10/2024)

Downtown Dollars Purchased = \$501,015

Downtown Dollars Redeemed = \$352,870

Information can be found at [Shop local with Downtown Dollars - Kalamazoo Downtown \(downtownkalamazoo.org\)](https://downtownkalamazoo.org)



AMBASSADOR PROGRAM

OCTOBER 2024



DOWNTOWN KALAMAZOO





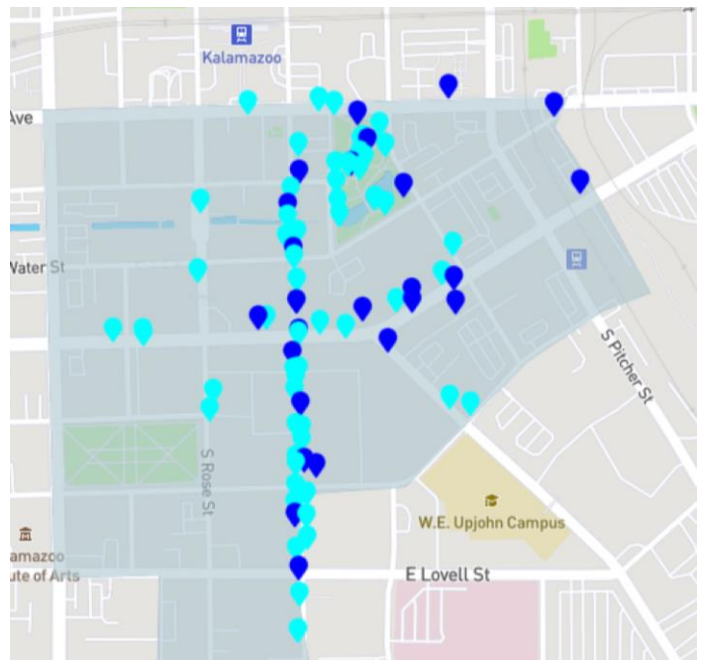


Leaves And More Leaves

October brings with it build up of leaves as they fall off the trees. We have been working daily to help keep the accumulation down.

Receptacles - Identified And Mapped

The team has worked to get all Green Trash Receptacles and Big Belly Receptacles into our Smart System. This allows us to keep a map of where receptacles are deployed in the district. This map is easily edited in Smart System allowing us to make plans for strategic removal/replacement, and streamline maintenance reporting for issues with the trash receptacles. Damaged and redundant trash receptacles have been identified and will be removed in the coming weeks.



OCTOBER 2024 STATISTICS

CLEANING

Abandoned Property	132
Biohazardous Material	13
Graffiti - Removed	87
Lawn Care (hours)	0
Weed Abatement (block faces)	2
Power Washing (hours)	11
Flower Watering (gallons)	0
Trash (lbs)	14150

HOSPITALITY

Hospitality Assistance	35
Business Contact	2

SAFETY

Drinking in Public	2
Needles Found	9
Panhandling - Aggressive	0
Panhandling - Passive	2
Public Defecation/Urination	1
Safety Escorts	1
Visible Drug Use	3

OUTREACH

Transient	15
Unhoused/Sleeping	45

2024 STATISTICS													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
CLEANING													
Abandoned Property	23	24	64	109	80	154	98	140	70	132			894
Biohazardous Material	29	26	42	50	22	16	20	20	12	13			250
Graffiti - Removed	20	108	64	106	71	141	32	43	50	87			722
Lawn Care (hours)				8	9		1	2	2				22
Power Washing (hours)		3		13	6	19	10	15	6	11			83
Snow Removal (hours)													0
Trash (lbs)	6825	8975	10775	10900	12825	14725	11570	14800	12325	14150			117870
Flower Watering (gallons)						963	688	305	372				2328
Weed Abatement (block faces)				5	6		5	11		2			29
HOSPITALITY													
Business Contact		19	8	5	27	16	13	5	6	2			101
Hospitality Assistance	16	47	33	45	48	53	38	53	46	35			414
SAFETY													
Drinking in Public	2	8	8	22	3	6	4	3	2	2			60
Needles Found		3	3	3	4	6	2	9	5	9			44
Panhandling - Aggressive			3	2		2	6	0					13
Panhandling - Passive		2	21	11	6	5	3	5		2			55
Public Defecation/Urination		2	2	1	6		5	3		1			20
Safety Escorts	2	4	3	3	6			3	1	1			23
Visible Drug Use	2	6	37	29	1	3	1	1		3			83
OUTREACH													
Transient		15	25	10	0	1	4	4	5	15			79
Unhoused/Sleeping	32	89	195	470	292	85	72	101	77	45			1458



Downtown Economic Growth Authority Staff Report

City of Kalamazoo

TO: The Downtown Economic Growth Authority Board of Directors

FROM: Meghan Behymer, City of Kalamazoo Downtown Coordinator

DATE: November 18, 2024

SUBJECT: Motion to Authorize the Board Chair to Amend and Extend the Beats on Bates Agreement with Guess Who's Dancing Fitness, LLC for a period of one year in consultation with the Authority's legal counsel

SUMMARY:

In April 2024, the DEGA approved a one-year agreement with Guess Who's Dancing Fitness LLC to manage the *Beats on Bates* event series, which ran from June to September. The agreement is eligible for renewal for up to two additional one-year terms. On October 23, Kim Guess and the Downtown Coordinator discussed extending the agreement, following the DEGA Board's allocation of \$50,000 for the event. At the November Events and Marketing Committee meeting, Kim presented the successful 2024 series, which boosted local business sales by 15-25% and fostered strong community partnerships. The Committee voted to recommend renewal of the agreement for 2025 to the DEGA board, allowing for early planning and outreach.

BACKGROUND:

In April 2024, the Downtown Economic Growth Authority (DEGA) approved a one-year agreement with Guess Who's Dancing Fitness LLC to implement and manage the *Beats on Bates* event series, which ran on Wednesdays from June to September, comprising 17 events. This agreement may be renewed for two consecutive one-year terms, subject to mutual written agreement between DEGA and the Event Manager. Annually, on or about October 31, both parties will meet to discuss the potential renewal and any necessary modifications to the agreement. Any changes must be agreed upon in writing by authorized representatives of both parties.

On October 23, Kim Guess from Guess Who's Dancing Fitness and the City of Kalamazoo Downtown Coordinator met to discuss extending the agreement for an additional year. In September, the DEGA Board allocated \$50,000 toward the programming and administration of *Beats on Bates*.

At the November Events and Marketing Committee meeting, Kim Guess provided an overview of the 2024 event series, highlighting its success. The series saw record attendance, favorable weather, and a diverse audience, all of which contributed to increased foot traffic in Bates Alley and downtown. Local businesses in the alley experienced a 15-25% boost in sales on event nights. The event was well-received by sponsors and benefited from strong community partnerships with the sound crew and bands, prioritizing community engagement over profit. Looking ahead, the event organizers plan to expand collaborations, partnerships, and sponsorships to ensure the series' continued success.

The Events and Marketing Committee voted in favor of renewing the agreement with Guess Who's Dancing Fitness LLC for the 2025 Beats on Bates event series. Authorizing the Board Chair to amend and extend the Beats on Bates agreement will allow for advanced planning and outreach to build an even greater season in 2025.

RECOMMENDATION:

Authorize the Board Chair to Amend and Extend the Beats on Bates Agreement with Guess Who's Dancing Fitness, LLC for a period of one year in consultation with the Authority's legal counsel