

# Agenda

## Downtown Economic Growth Authority

### Board of Directors

City of Kalamazoo



Monday, December 16, 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 November 18, 2024. (**Action: Motion to approve**)

#### D. REPORTS AND PRESENTATIONS

1. Motion to accept the Downtown Economic Growth Authority's October 2024 financial report.
2. City of Kalamazoo Economic Development Strategy Presentation - Jerri Burdue

3. **Committee Reports**
  1. Events and Marketing Committee
  2. Ambassador Program Committee
  3. Finance Committee
  4. Business Recruitment and Retention Committee
  5. Executive Committee
4. Downtown Report - December 2024

**E. DISCUSSION/ACTION ITEMS**

1. Motion to approve the Consolidated Loan Agreement between the Downtown Economic Growth Authority and the City of Kalamazoo in substantially the form presented at this meeting and to authorize the Board Chair to finalize and sign the agreement (**Motion to Approve**).
2. Motion to approve the acceptance of a \$20,000 donation from the Hall Foundation to support the waste and recycling program in downtown Kalamazoo (**Motion to Approve**)
3. Motion to approve a budget amendment to increase the 2024 Downtown Economic Growth Authority budget by \$40,853.12 (**Motion to Approve**)
4. Motion to approve the Downtown Economic Growth Authority 2025 Board and Committee meeting calendar as presented (**Motion to Approve**)

**F. PUBLIC COMMENTS**

**G. DIRECTOR COMMENTS**

**H. ADJOURNMENT**

## **Board of Directors Regular Meeting Minutes**

November 18, 2024, 3 p.m. | Community Planning & Economic Development, 245 N Rose Street

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

**ABSENT:** Jessica Thompson, Kwame Gyimah

**STAFF:** Erin Hahn, Meghan Behymer, Chelsie Downs-Hubbarth, Jamie McCarthy, Paul Thuringer

**OTHER:** Rob Bacigalupi; Brian Harris; Carmen Harris

### **A. CALL TO ORDER**

**DIRECTOR LINDEMANN CALLED THE MEETING TO ORDER AT 3:03 P.M.**

**PRESENT:** Mayor David Anderson  
Curt Aardema  
Susan Lindemann  
Clarence Lloyd  
Matt Hollander  
Kwame Gyimah  
Stephanie Hinman  
Jeff Breneman

**ABSENT:** Kwame Gyimah

**EXCUSED:** Jessica Thompson

**THE NOVEMBER 18, 2024, ATTENDANCE INCLUDING EXCUSED AND UNEXCUSED ABSENCES ARE RECORDED.**

\*Stephanie Hinman arrived at 3:14 P.M.  
\*Jeff Breneman arrived at 3:40 P.M.  
\*Stephanie Hinman departed at 3:52 P.M.  
\*Mayor Anderson departed at 4:35 P.M.

### **B. ADOPTION OF FORMAL AGENDA**

**DIRECTOR LLOYD MOVED TO ADOPT THE NOVEMBER 18, 2024 AGENDA AS PRESENTED. DIRECTOR AARDEMA SECONDED. NO OBJECTIONS. MOTION CARRIED.**

### **C. APPROVAL OF MINUTES**

## Board of Directors Regular Meeting Minutes

November 18, 2024, 3 p.m. | Community Planning & Economic Development, 245 N Rose Street

**DIRECTOR AARDEMA MOVED TO APPROVE THE OCTOBER 21, 2024 MINUTES. DIRECTOR HOLLANDER SECONDED. NO OBJECTIONS. MOTION CARRIED.**

### D. REPORTS AND PRESENTATIONS

#### 1. Presentation of the Financial Report - Meghan Behymer

Meghan Behymer, Downtown Coordinator, presented the September 2024 financial report, noting that the \$40,000 in revenue, labeled as “charges for services” can be attributed to a transfer-in from the Downtown Development Authority for the mall maintenance agreement.

Director Aardema asked if the Board was on track as they approach the end of the year. Ms. Behymer noted that legal services is over the budgeted amount, but City staff are monitoring.

**DIRECTOR LLOYD MOTIONED TO ACCEPT THE SEPTEMBER 2024 DOWNTOWN ECONOMIC GROWTH AUTHORITY FINANCIAL REPORT AS PRESENTED. DIRECTOR HOLLANDER SECONDED. NO OBJECTIONS. MOTION CARRIED.**

#### 2. 234-238 E Michigan Ave – DEGA Step-Aside Presentation

Brian and Carmen Harris presented the 234-238 E Michigan Ave project to the Board for consideration of a step-aside agreement, which would allow the Brownfield Redevelopment Authority (BRA) to capture taxes. Brian and Carmen stated that the project will turn the formerly vacant second level of a 150-year-old building into four 1-bedroom apartments.

Jamie McCarthy called the Board’s attention to items 3 and 4 on the Downtown Economic Growth Authority (DEGA) Step-Aside Project Information Request Form, stating that after completion, the taxable value of the parcels would increase from \$244,200 to \$350,000 total for both parcel IDs. Ms. McCarthy also stated that as of this year, tax capture contributions to the DEGA from these two parcels is just over \$5,100.

Director Aardema read the DEGA’s mission statement aloud, stating that he believes the project fits into the Board’s mission. Director Aardema asked why the project must go through site-plan review, to which Ms. McCarthy answered that it is because the project requires a change in use and a change in occupancy, as there were no existing utilities on the second level of the building.

Director Lloyd asked how long the DEGA would have to step aside from tax capture, to which Ms. McCarthy replied that they are asking for 25 years of tax capture reimbursement to the developer, followed by five years of tax capture for the BRA. Director Lloyd also asked when the project would be completed, to which Mr. Harris answered that he anticipates six to nine months of construction, with the hopes that the project will be completed in the fall of 2025.

Director Lindemann called attention to item 5.c on the project information request form, stating that it should say “no” to the question “Does the project include affordable housing?” as the project contains 25% workforce housing and 75% market rate housing.

Mayor Anderson asked how the Neighborhood Empowerment Zone (NEZ) interacts with TIF. Ms. McCarthy answered that NEZ is a tax abatement with which the City Commission can create

## Board of Directors Regular Meeting Minutes

November 18, 2024, 3 p.m. | Community Planning & Economic Development, 245 N Rose Street

districts and offer tax benefits to certain projects, and that this can layer into a Brownfield plan, but burns off after 16 years so that the most significant reimbursement to the developer happens between years 16 and 25.

Mayor Anderson then asked if the Board is being asked to vote today or at the next meeting. Director Lindemann answered that the standard practice in considering step-aside requests is to have the presentation at one meeting and a decision at the subsequent meeting. However, the Board can choose to vote on it at the presentation meeting if they wish. Mayor Anderson stated that he would be comfortable deciding today, and Director Aardema agreed.

Director Hollander asked if the developers had met with the Michigan State Historic Preservation Office. Mr. Harris answered that they have been locally approved but still must meet with the state.

**DIRECTOR HOLLANDER MOTIONED TO APPROVE THE STEP-ASIDE REQUEST FOR 234-238 E MICHIGAN. DIRECTOR AARDEMA SECONDED. NO OBJECTIONS. MOTION CARRIED.**

Attorney Jessica Wood stated that a formal agreement with the BRA would follow.

### 3. Park Kalamazoo Presentation – Rob Bacigalupi, Mission North

Rob Bacigalupi presented an update on the parking Blueprint for Park Kalamazoo. Mr. Bacigalupi stated that the Blueprint's purpose is to guide policies and actions that can best support livability and economic development in downtown Kalamazoo. Mr. Bacigalupi stated that there are four categories of strategies for implementation of the Blueprint, including expanding parking supply/capacity, managing parking demand, improving/expanding mobility options, and improving parking operations.

Mr. Bacigalupi stated that several of the action items in the blueprint are dependent on an update to a tiered-rate approach, but that this approach depends on the switching out of the old mechanical meters to new meters whose rates can be easily adjusted. Mr. Bacigalupi stated that most of the parking system's debt service is wrapped up in the parking ramps, especially the Epic Ramp, which requires extensive repairs and maintenance.

Board members expressed concern about having a parking system that is not focused just on adhering to a budget, but is designed to be the best system for the growth of downtown. Director Aardema stated that many of the downtown businesses are struggling and having free street parking available to customers as well as less aggressive ticketing would greatly benefit the businesses and people's impression of downtown. Director Lloyd stated that the City needs to be mindful of the messaging associated with future parking changes and the impact that these decisions will have on downtown.

Mr. Bacigalupi said that if the parking decks were taken away, the system is close to being financially sustainable. Director Aardema suggested that the City sell the parking decks to a third-party, giving the example of the Rose Street parking deck that is now successfully privately owned and operated. Mr. Bacigalupi stated that the Epic Ramp has a lot of costly repairs needed, and it would be challenging to find a buyer.

## Board of Directors Regular Meeting Minutes

November 18, 2024, 3 p.m. | Community Planning & Economic Development, 245 N Rose Street

Mr. Bacigalupi stated that the current implementations of the Blueprint that have been made are the rate changes to be more in line with market rates, the availability of overnight residential on-street parking permits, the installation of the meters on the Kalamazoo Mall, as well as evening parking enforcement on the Kalamazoo Mall. Mr. Bacigalupi stated that the new meters for other areas of downtown will be coming toward the end of summer 2025, which will allow them to implement the two-tier system at the same time.

Mr. Bacigalupi asked the Board if there were any data points they would find useful. Director Lloyd stated that he would like to see pre-meter and post-meter projections of parking on the Kalamazoo Mall, as well as data on parking in the ramps before the 90-minutes free was offered, and after the 90-minutes free began. Director Lloyd also stated he would like to see if there is a way to quantify the value of turnover and amount of turnover in parking spaces on the mall.

Several Board members expressed concern over aggressive ticketing on the Kalamazoo Mall and lack of free street parking options. Mr. Bacigalupi stated that he would take this feedback to his team for evaluation and discussion and report back at a future meeting.

### 4. Committee Reports

#### Events and Marketing Committee

Ms. Behymer stated that the committee voted to recommend the extension of the Beats on Bates agreement with Guess Who's Dancing Fitness, LLC, which is on the agenda for the Board's approval today.

#### Ambassador Program Committee

Ms. Behymer stated that she has conducted outreach with the Department of Public Safety and Discover Kalamazoo, and that several Board members participated in Ambassador Program Walkthroughs last week. She added that City staff put out a survey about the Ambassador Program to downtown business owners, property owners, and the public and received 45 responses. She stated that the committee will see a draft of the RFP the first week of December.

#### Finance Committee

Director Lindemann stated that there were no updates from the finance committee.

#### Business Recruitment and Retention Committee

Ms. Behymer stated that the committee is continuing to work on an informational packet geared towards real estate brokers that will be completed in early 2025.

#### Executive Committee

Director Lindemann stated that there were no updates from the executive committee.

### 5. Downtown Report

Ms. Behymer stated that there is another opportunity for feedback on the Michigan Avenue Redesign initiative at the Streets for All Open House on December 5. Ms. Behymer also stated that one new business, Kalamazoo Dry Goods, joined the Downtown Dollars program.

## Board of Directors Regular Meeting Minutes

November 18, 2024, 3 p.m. | Community Planning & Economic Development, 245 N Rose Street

Ms. Behymer stated that she and the Ambassadors have created a trash receptacle map and are moving forward with the removal of most of the green trash bins, pursuing a Bigbelly expansion with grant and donation dollars in the near future.

Director Hollander asked if there had been a recent comparison study done on different waste programs available. Ms. Behymer responded that there has not been a comparison done since the Kalamazoo Downtown Partnership first initiated the contract with Bigbelly. Director Lindemann added that it is time to act, but the contract with Bigbelly needs to be renegotiated upon expansion.

### 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.

**DIRECTOR BRENNEMAN MOTIONED 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. DIRECTOR LLOYD SECONDED. NO OBJECTIONS. MOTION CARRIED.**

2. Motion to Authorize Board Chair to Amend and Extend 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.

**DIRECTOR LLOYD MOTIONED 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. DIRECTOR AARDEMA SECONDED. NO OBJECTIONS. MOTION CARRIED.**

### F. PUBLIC COMMENTS

There were no public comments.

### G. DIRECTOR COMMENTS

Director Lloyd stated that the Board needs to examine new revenue streams if they are going to get continually asked to step-aside for Brownfield projects. Director Hollander added that the Board cannot compete with the terms of housing TIF, and that every project will now go to the BRA if there is a housing component. Director Hollander asked if there could be a way where the Board could automatically approve the step-aside requests of any housing projects without having to hear the presentation. Attorney Wood stated that it could not be an automated process and that the Board would still have to take action. Director Lindemann stated that there is no harm in the Board knowing what is going on, but that it can be a quick and simple process. Director Breneman stated

## **Board of Directors Regular Meeting Minutes**

November 18, 2024, 3 p.m. | Community Planning & Economic Development, 245 N Rose Street

that City staff needs to follow through on getting the Board's questions answered in advance so that decisions can be made in a timely manner.

### **H. STAFF COMMENTS**

There were no staff comments.

### **I. ADJOURNMENT**

**DIRECTOR LINDEMANN ADJOURNED THE MEETING AT 4:42 P.M.**

**Downtown Economic Growth Authority**  
**Statement of Activity**  
**10/31/2024**

**Total Available Cash** 318,322

|                                       | 2024 Adopted Budget | October        | 2024 YTD Actuals |
|---------------------------------------|---------------------|----------------|------------------|
| <b>Revenues</b>                       |                     |                |                  |
| Taxes                                 | 615,000             |                | 626,200          |
| Other Revenue                         | -                   | -              | -                |
| Contributions and Sponsorships        | 102,000             |                | -                |
| Transfers                             | 40,000              |                | 40,000           |
| Charges For Services                  | 5,000               |                | -                |
| Interest And Rentals                  | -                   |                | -                |
| <b>Total Revenues</b>                 | <b>762,000</b>      | <b>-</b>       | <b>666,200</b>   |
| <b>Expenses</b>                       |                     |                |                  |
| Professional And Contractual Services | 353,600             | (20,141)       | 256,929          |
| Sponsorships                          |                     |                | 2,500            |
| Legal Services And Fees               | 30,000              | 5,553          | 44,237           |
| Insurance Services                    |                     |                | -                |
| Operating Supplies                    |                     |                | 1,660            |
| Garbage Disposal                      |                     | 407            | 4,487            |
| Repairs                               |                     |                | -                |
| Utilities                             |                     |                | -                |
| Community Promotion                   | 103,000             | 5,000          | 78,650           |
| Audit Fees                            | 13,400              |                | 13,400           |
| Tax Appeal Refunds                    | 5,000               |                | -                |
| Administrative Fees                   | 125,000             |                | 93,750           |
| Restricted For Debt Service           | -                   |                | -                |
| <b>Total Expenses</b>                 | <b>630,000</b>      | <b>(9,181)</b> | <b>495,613</b>   |
| <b>Revenues Less Expenses</b>         | <b>132,000</b>      | <b>9,181</b>   | <b>170,587</b>   |

**Notes:**

| <b>Professional And Contractual Services:</b> | October         | 2024 YTD Totals |
|-----------------------------------------------|-----------------|-----------------|
| Recycling Services - BIG BELLY SOLAR LLC      | 3,575           | 35,750          |
| Ambassador Services - BLOCK BY BLOCK          | (24,971)        | 216,016         |
| Hosting & Maintenance - MAESTRO LLC           | 1,240           | 4,960           |
| Liquid Web LLC                                |                 | 188             |
| Websit eDomain Renewal - WHOIS.COM            | 15              | 15              |
| <b>TOTAL</b>                                  | <b>(20,141)</b> | <b>256,929</b>  |

**Community Promotion:**

|                                                  |               |
|--------------------------------------------------|---------------|
| Skeletour Spooktacular                           | 5,000         |
| Beats on Bates Events - LUXURY ESCAPES LLC       | 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         |
| Restaurant Week - SOUTHWEST MI FIRST             | 2,500         |
| Summer Sidewalk Sales                            | 5,000         |
| <b>TOTAL</b>                                     | <b>78,650</b> |

**Downtown Economic Growth Authority  
October 2024 Financial Summary**

In October, the Downtown Economic Growth Authority (DEGA) recorded no revenue, leaving the year-to-date revenue at \$666,200. Expenses for October totaled -\$9,181 due largely to a reimbursement from Block by Block for overpayment. Community Promotion expenses were \$5,000, supporting the Summer Sidewalk Sales sponsorship. Additionally, Legal Services and Fees amounted to \$5,553, while the garbage disposal costs were \$407. Year-to-date expenses accumulated to \$495,613.

**Downtown Economic Growth Authority & Downtown Development Authority**  
**December 2024 Committee Reports**

The **Events and Marketing Committee** met December 2. During the meeting, the committee approved the sponsorship application for the 2025 Chili Cook-Off in the amount of \$2,500. Additionally, the committee recommended to the Board Chair the renewal of the web hosting and maintenance agreement with Maestro for 2025. Looking ahead, the committee also discussed dedicating time in the coming year to evaluate and identify future needs and goals for the organization's website and digital presence.

The **Ambassador Program Committee** met December 5 to review the draft RFP alongside a memo that outlined the outreach efforts and changes made to the program scope based on stakeholder feedback. The draft and memo were also reviewed by a downtown business council stakeholder group. The final draft RFP will be sent to City of Kalamazoo procurement staff for review and creation of the complete RFP package.

The **Executive Committee** met December 9 to review key topics, including the agenda items for the December board meeting and the proposed 2025 Board and Committee meeting schedule, which is being presented for approval today. The committee also considered a strategic planning proposal to guide the Authority's work and discussed ongoing efforts to recruit new board members.

The **Finance Committee** met December 3. During the meeting, the committee discussed three items before the Board today for approval: (1) City of Kalamazoo debt agreements; (2) budget amendments for 2024, also presented for approval today; and (3) acceptance of a donation in support of enhanced waste and recycling management in downtown.

The **Business Recruitment and Retention Committee** met December 10. The committee discussed the draft marketing packet and how to engage prospective businesses through a welcome experience.



# DECEMBER 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 – Jan. 16 5:30 – 7:30 p.m. – 315 W. Michigan Ave. | Virtual Option on Jan. 23 |** Learn about the progress of the Michigan Ave. design and upcoming construction season projects.

### 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).

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 [kalamazoocity.org/IK2035](https://www.kalamazoocity.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.kalamazoocity.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.kalamazoocity.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 – approved by Commission 11/12
  - 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

***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

| METRICS         | JAN     | FEB     | MAR     | APR     | MAY     | JUN     | JUL     | AUG     | SEP     | OCT     | NOV     |
|-----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| # of Businesses | 49      | 49      | 49      | 49      | 49      | 49      | 49      | 50      | 50      | 51      | 51      |
| DT\$ Purchased  | \$885   | \$130   | \$155   | \$2,465 | \$2,880 | \$1,110 | \$370   | \$9,435 | \$2,895 | \$945   | \$570   |
| DT\$ Redeemed   | \$2,485 | \$1,700 | \$1,220 | \$1,720 | \$1,265 | \$1,350 | \$1,415 | \$4,545 | \$1,520 | \$1,275 | \$1,065 |

#### **TOTAL YTD (January – November 2024)**

Downtown Dollars Purchased = \$21,840

Downtown Dollars Redeemed = \$19,560

Total Downtown Dollars in Circulation = \$135,180

#### **TOTAL Program Life (09/2019 – 11/2024)**

Downtown Dollars Purchased = \$501,495

Downtown Dollars Redeemed = \$353,640

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

### **Downtown Events**

#### **SANTA'S WORKSHOP**

*Santa's Workshop opened on Small Business Saturday (November 28) in the City Centre building (125 S. Kalamazoo Mall) and continues through December 24. Santa's Workshop is open Thursday and Friday from 4:30-8:00 p.m., Saturdays from 12:00 p.m. to 6:00 p.m. and Sundays from noon to 4:00 p.m. Themed activities on Saturdays include Pets with Santa (Dec. 7), Ugly Sweater Day (Dec. 14), and Holiday Cards and Wrapping Paper (Dec. 12). Santa's Workshop is made possible by the following sponsors: Irving S. Gilmore Foundation, Peregrine Tower, Meijer, PCI Municipal Services and City Centre Deli.*

#### **HOLLY JOLLY TROLLEY**

*The Holly Jolly Trolley returned downtown this holiday season, offering free rides throughout downtown Thursdays – Sundays in December. The trolley is scheduled for operation from November 29 through December 24 and on December 31 for New Year's Eve. The trolley will run Thursday and Friday from 5-9 p.m., Saturdays from noon to 8 p.m., and Sundays from noon to 4 p.m. Special hours include December 23 – noon to 6 p.m. and December 24 – noon to 4 p.m. The Holly Jolly Trolley is made possible by the following sponsors: Irving S. Gilmore Foundation, Drive and Shine, Peregrine Tower, Bell's eccentric Café, Discover Kalamazoo, Kalamazoo Valley Museum, Bimbo's Pizza, and City Centre Deli.*

#### **CHILI COOK- OFF – January 25, 2025**

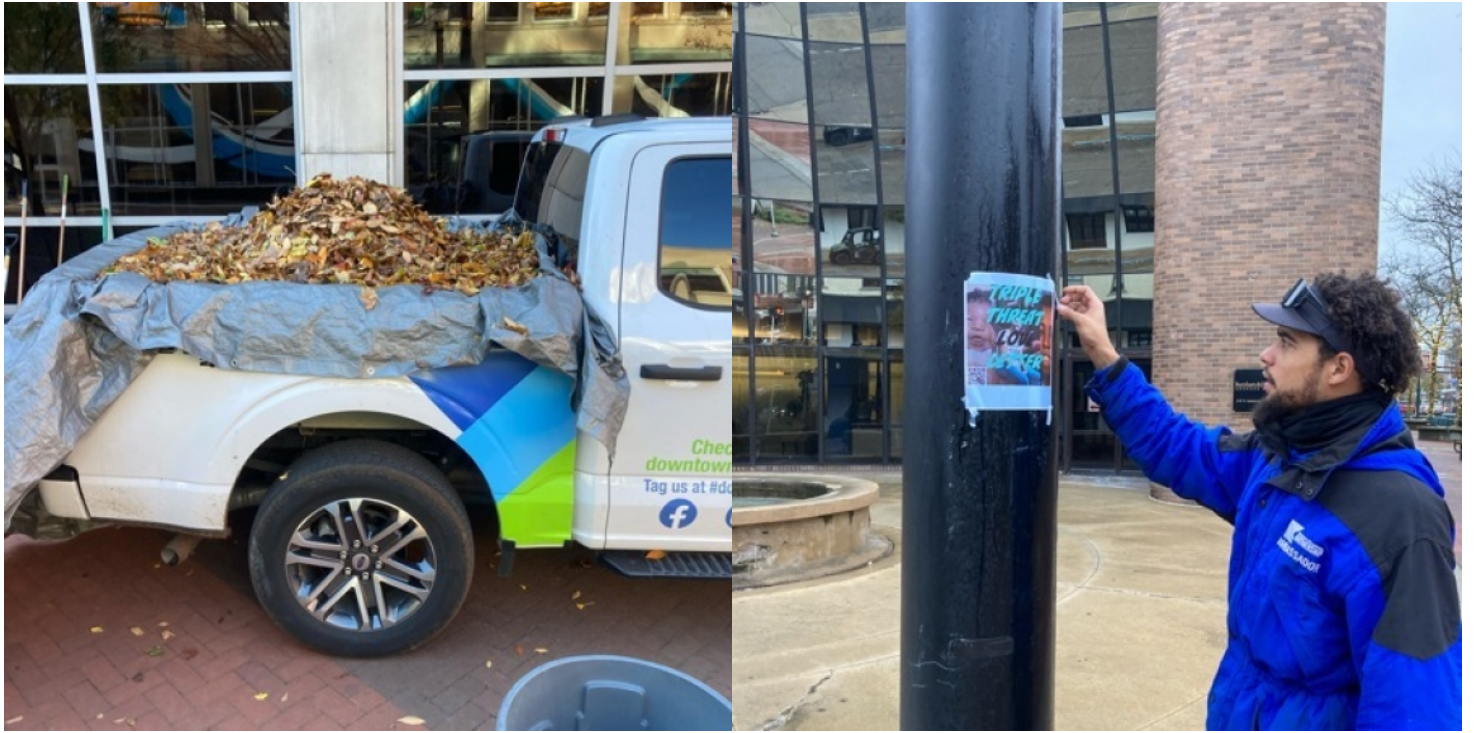
*The annual Chili Cook-Off is a free, family-friendly event that invites thousands of tasters downtown to explore new and familiar stores and restaurants while sampling a variety of chili recipes in a spirited, but friendly competition.*

#### **WINTER RESTAURANT WEEK – February 20 – March 1, 2025**

*Kalamazoo Restaurant Week returns for another season, and this winter, the rest of Kalamazoo County is invited! Get ready to experience the absolute best dishes and drinks all from the local restaurants that make greater Kalamazoo special. Take part in the seasonal Cocktail Competition and be introduced to the new Chef's Competition. Will your favorites take home the crown?!*

ONGOING EVENTS

UPCOMING



# AMBASSADOR PROGRAM

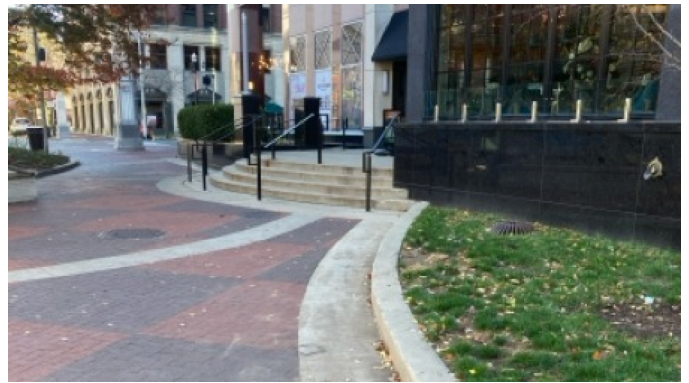
## NOVEMBER 2024



**DOWNTOWN**  
**KALAMAZOO**



# Seen Around Town in November



# Holiday Season Events



## Parade Route and Mall Prep.

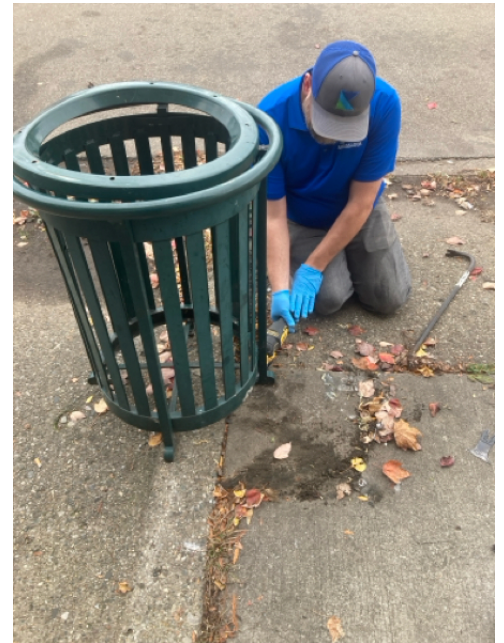
In the days leading up to the Maple Hill Holiday Parade the team spent time walking/cleaning the parade route to ensure it was looking nice for all of the visitors who would come for the festivities. The team also worked to ensure S. Kalamazoo Mall looking nice for the programming that took place after the parade as well! During the parade the team was patrolling the route trying to keep trash cleaned up, greet visitors and give information to those who needed it.



# Trash Receptacles - Update

## Green Receptacle Removal In Progress

Removal of damaged and redundant trash receptacles was already in progress when an act of vandalism caused damage to more of the green receptacles around town. This prompted the decision to remove all green receptacles and work towards expanding Big Belly coverage. to date 30 receptacles have been removed and the rest will be removed in the coming weeks. Thanks to DDA/DEGA and Meghan Behymer for the partnership in moving things forward!



## NOVEMBER 2024 STATISTICS

### CLEANING

|                              |        |
|------------------------------|--------|
| Abandoned Property           | 158    |
| Biohazardous Material        | 17     |
| Graffiti - Removed           | 75     |
| Snow Removal (hours)         | 7      |
| Lawn Care (hours)            |        |
| Weed Abatement (block faces) | 1      |
| Power Washing (hours)        | 1      |
| Flower Watering (gallons)    |        |
| Trash (lbs)                  | 10,200 |

### HOSPITALITY

|                        |    |
|------------------------|----|
| Hospitality Assistance | 47 |
| Business Contact       | 24 |

### SAFETY

|                             |   |
|-----------------------------|---|
| Drinking in Public          | 6 |
| Needles Found               | 5 |
| Panhandling - Aggressive    |   |
| Panhandling - Passive       | 4 |
| Public Defecation/Urination | 2 |
| Safety Escorts              | 3 |
| Visible Drug Use            | 3 |

### OUTREACH

|                   |    |
|-------------------|----|
| Transient         | 17 |
| Unhoused/Sleeping | 82 |

| 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     | 158      |          | 1052   |
| Biohazardous Material        | 29      | 26       | 42    | 50    | 22    | 16    | 20    | 20     | 12        | 13      | 17       |          | 267    |
| Graffiti - Removed           | 20      | 108      | 64    | 106   | 71    | 141   | 32    | 43     | 50        | 87      | 75       |          | 797    |
| Lawn Care (hours)            |         |          |       | 8     | 9     |       | 1     | 2      | 2         |         |          |          | 22     |
| Power Washing (hours)        |         | 3        |       | 13    | 6     | 19    | 10    | 15     | 6         | 11      | 1        |          | 84     |
| Snow Removal (hours)         |         |          |       |       |       |       |       |        |           |         | 7        |          | 7      |
| Trash (lbs)                  | 6825    | 8975     | 10775 | 10900 | 12825 | 14725 | 11570 | 14800  | 12325     | 14150   | 10200    |          | 128070 |
| Flower Watering (gallons)    |         |          |       |       |       | 963   | 688   | 305    | 372       |         |          |          | 2328   |
| Weed Abatement (block faces) |         |          |       | 5     | 6     |       | 5     | 11     |           | 2       | 1        |          | 30     |
| HOSPITALITY                  |         |          |       |       |       |       |       |        |           |         |          |          |        |
| Business Contact             |         | 19       | 8     | 5     | 27    | 16    | 13    | 5      | 6         | 2       | 24       |          | 125    |
| Hospitality Assistance       | 16      | 47       | 33    | 45    | 48    | 53    | 38    | 53     | 46        | 35      | 47       |          | 461    |
| SAFETY                       |         |          |       |       |       |       |       |        |           |         |          |          |        |
| Drinking in Public           | 2       | 8        | 8     | 22    | 3     | 6     | 4     | 3      | 2         | 2       | 6        |          | 66     |
| Needles Found                |         | 3        | 3     | 3     | 4     | 6     | 2     | 9      | 5         | 9       | 5        |          | 49     |
| Panhandling - Aggressive     |         |          | 3     | 2     |       | 2     | 6     | 0      |           |         |          |          | 13     |
| Panhandling - Passive        |         | 2        | 21    | 11    | 6     | 5     | 3     | 5      |           | 2       | 4        |          | 59     |
| Public Defecation/Urination  |         | 2        | 2     | 1     | 6     |       | 5     | 3      |           | 1       | 2        |          | 22     |
| Safety Escorts               | 2       | 4        | 3     | 3     | 6     |       |       | 3      | 1         | 1       | 3        |          | 26     |
| Visible Drug Use             | 2       | 6        | 37    | 29    | 1     | 3     | 1     | 1      |           | 3       | 3        |          | 86     |
| OUTREACH                     |         |          |       |       |       |       |       |        |           |         |          |          |        |
| Transient                    |         | 15       | 25    | 10    | 0     | 1     | 4     | 4      | 5         | 15      | 17       |          | 96     |
| Unhoused/Sleeping            | 32      | 89       | 195   | 470   | 292   | 85    | 72    | 101    | 77        | 45      | 82       |          | 1540   |

## **2025 DOWNTOWN ECONOMIC GROWTH AUTHORITY MEETING SCHEDULE**

---

**Board Meetings: Every Third Monday of the Month at 3 pm**

**Location: Main Conference Room at CPED 245 N Rose St. (Until Move to Crosstown)**

1/27/25

2/17/25

3/17/25

4/21/25

5/19/25

6/16/25

7/21/25

8/18/25

9/15/25

10/20/25

11/17/25

12/15/25

**Executive Committee: 2<sup>nd</sup> Monday of the Month at 8 am**

1/13/25

2/10/24

3/10/24

4/14/24

5/12/24

6/9/24

7/14/24

8/11/24

9/8/24

10/13/24

11/10/24

12/8/24

**Events & Marketing Committee: First Monday of the Month at 11 am**

1/6/24

2/3/24

3/3/24

4/7/24

5/5/24

6/2/24

7/7/24

8/4/24

9/2/24

10/6/24

11/3/24

12/1/24

**Business Recruitment & Retention Committee: First Tuesday of the Month at 2 pm**

1/7/24

2/4/24

3/4/24

4/8/24

5/6/24

6/3/24

7/8/24

8/5/24

9/3/24

10/7/24

11/4/24

12/2/24

**Clean & Green Committee: 4<sup>th</sup> or 5<sup>th</sup> Wednesday of the Month at 11 am**

1/29/24

2/26/24

3/26/24

4/30/24

5/28/24

6/25/24

7/30/24

8/27/24

9/24/24

10/29/24

11/26/24

No December Meeting

# DDA/DEGA MEETING SCHEDULE

# 2025

JANUARY

| Mo | Tu | We | Th | Fr | Sa | Su |
|----|----|----|----|----|----|----|
| 30 | 31 | 1  | 2  | 3  | 4  | 5  |
| 6  | 7  | 8  | 9  | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | 1  | 2  |
| 3  | 4  | 5  | 6  | 7  | 8  | 9  |

FEBRUARY

| Mo | Tu | We | Th | Fr | Sa | Su |
|----|----|----|----|----|----|----|
| 27 | 28 | 29 | 30 | 31 | 1  | 2  |
| 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 1  | 2  |
| 3  | 4  | 5  | 6  | 7  | 8  | 9  |

MARCH

| Mo | Tu | We | Th | Fr | Sa | Su |
|----|----|----|----|----|----|----|
| 24 | 25 | 26 | 27 | 28 | 1  | 2  |
| 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | 1  | 2  | 3  | 4  | 5  | 6  |

APRIL

| Mo | Tu | We | Th | Fr | Sa | Su |
|----|----|----|----|----|----|----|
| 31 | 1  | 2  | 3  | 4  | 5  | 6  |
| 7  | 8  | 9  | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |

MAY

| Mo | Tu | We | Th | Fr | Sa | Su |
|----|----|----|----|----|----|----|
| 28 | 29 | 30 | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | 1  |
| 2  | 3  | 4  | 5  | 6  | 7  | 8  |

JUNE

| Mo | Tu | We | Th | Fr | Sa | Su |
|----|----|----|----|----|----|----|
| 26 | 27 | 28 | 29 | 30 | 31 | 1  |
| 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 1  | 2  | 3  | 4  | 5  | 6  |

JULY

| Mo | Tu | We | Th | Fr | Sa | Su |
|----|----|----|----|----|----|----|
| 30 | 1  | 2  | 3  | 4  | 5  | 6  |
| 7  | 8  | 9  | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | 1  | 2  | 3  |
| 4  | 5  | 6  | 7  | 8  | 9  | 10 |

AUGUST

| Mo | Tu | We | Th | Fr | Sa | Su |
|----|----|----|----|----|----|----|
| 28 | 29 | 30 | 31 | 1  | 2  | 3  |
| 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |
| 1  | 2  | 3  | 4  | 5  | 6  | 7  |

SEPTEMBER

| Mo | Tu | We | Th | Fr | Sa | Su |
|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  |
| 8  | 9  | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 1  | 2  | 3  | 4  | 5  |
| 6  | 7  | 8  | 9  | 10 | 11 | 12 |

OCTOBER

| Mo | Tu | We | Th | Fr | Sa | Su |
|----|----|----|----|----|----|----|
| 29 | 30 | 1  | 2  | 3  | 4  | 5  |
| 6  | 7  | 8  | 9  | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | 1  | 2  |
| 3  | 4  | 5  | 6  | 7  | 8  | 9  |

NOVEMBER

| Mo | Tu | We | Th | Fr | Sa | Su |
|----|----|----|----|----|----|----|
| 27 | 28 | 29 | 30 | 31 | 1  | 2  |
| 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 1  | 2  | 3  | 4  | 5  | 6  | 7  |

DECEMBER

| Mo | Tu | We | Th | Fr | Sa | Su |
|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  |
| 8  | 9  | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |

Board Meeting 3 pm

Executive Committee 8 am

Events & Marketing Committee 11 am

Business Recruitment and Retention Committee 2 pm

Clean & Green Committee 11 am