1. Roll Call
   Sava Lelcaj Farah, Bob Guenzel, Marie Klopf, Howard Lazarus, Joan Lowenstein, Darren McKinnon, Al McWilliams, John Mouat, Rishi Narayan, Keith Orr, John Splitt, Phil Weiss

2. Audience Participation (4 people maximum, 4 minutes each)
   1. 
   2. 
   3. 
   4. 

3. Reports from City Boards and Commissions
   - Ray Detter, Special Liaison, Downtown Citizens Advisory Council

4. DDA Members Communications

5. Executive Director Communications

6. Approval of Minutes: December meetings (Pages 3 - 12)

7. Subcommittee Reports
   a. Capital Improvements Committee – J. Mouat
      - South University project - status
      - Fifth/Detroit project - status
      - Huron Street project – status
      - Resolution to Select DDA Project Priorities 2020 - 2025 (Page 13)
      - Next meeting: Wednesday, January 18 at 11am
   b. Partnerships/Economic Development Committee – J. Lowenstein & A. McWilliams
      - Resolution to Approve a Grant to the Ark (Pages 14 - 26)
      - Resolution to Approve a Grant to the Ann Arbor Art Center (Pages 27 - 35)
      - Next Committee meeting: Wednesday, January 11 at 9am
   c. Finance Committee – M. Klopf
      - Next Committee meeting: Tuesday, January 24 at 1pm
   d. Operations Committee – J. Splitt, K. Orr
      - Monthly parking & transportation report (Pages 36 - 38)
      - 4th & William Improvements Project – status
      - Ann Ashley proposal
• Circulator study - status
  • Next Committee meeting: Wednesday, January 25 at 11am

e. Executive Committee – R. Narayan, A. McWilliams, M. Klopf, P. Weiss
  • Next Committee meeting: Wednesday, February 1 at 11am

8. New Business
  • DDA/City work session, Monday, January 9 7pm, CTN Studios 2805 S. Industrial Highway, Ste 200

9. Other Audience Participation (4 minutes each)

10. Adjournment
ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY MEETING MINUTES
Wednesday, December 7, 2016

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104
Time: Mr. Narayan called the meeting to order at 12:00 p.m.

1. ROLL CALL

Present: Bob Guenzel, Marie Klopf, Howard Lazarus, Sava Lelcaj-Farah, Joan Lowenstein, Darren McKinnon, Al McWilliams, John Mouat, Rishi Narayan, Keith Orr, John Splitt, Phil Weiss

Absent: None

Staff: Susan Pollay, Executive Director
      Joseph Morehouse, Deputy Director
      Amber Miller, Capital & Private Projects Manager
      Jada Hahlbrock, Manager of Parking Services
      Patti Wheeler, Management Assistant
      Liz Rolla, Project Manager

Audience: Ray Detter
          Betsy Jackson, Main Street BIZ
          Jeffrey Post, MC
          Christian Guiboux, Oxford Companies
          Omari Rush, Ann Arbor Art Center
          David Orfield, Republic Parking Services

2. AUDIENCE PARTICIPATION

Mr. Detter said Council approved new CAC members, would consider a resolution to appoint him as a “Special Liaison to the CAC”. At a recent gathering of downtown and near downtown residents, the group reaffirmed their support for regional transit, expressed support for their involvement in the 5th/Detroit project, a wish for appropriate development on the Library lot, and their concerns about the redevelopment of the Maynard House as a student apartment building. They shared with each other their individual wishes for downtown in the coming year.

Betsy Jackson said the Main Street BIZ wanted to propose another DDA/BIZ sidewalk improvement partnership. She distributed a map of the BIZ area, saying that if the DDA were to provide them with a grant to purchase sidewalk planters, the BIZ would take responsibility to keep these planters filled with flowers and watered.

3. REPORTS FROM CITY BOARDS AND COMMISSIONS

None
4. DDA MEMBERS COMMUNICATIONS

None.

5. EXECUTIVE DIRECTOR COMMUNICATIONS

Ms. Pollay thanked the board members for participating in the DDA retreat. She also reminded the Board of the joint DDA/City Council work session on January 9th at CTN.

6. APPROVAL OF MINUTES

Mr. Guenzel moved and Mr. Splitt supported approval of the November 2016 DDA meeting minutes.

A vote on the motion showed:
AYES: Guenzel, Klopf, Lelcaj-Farah, Lazarus, Lowenstein, McKinnon, McWilliams, Mouat, Narayan, Orr, Splitt, Weiss
NAYS: None
ABSENT: None

The motion carried.

7. A. SUBCOMMITTEE REPORTS - PARTNERSHIPS COMMITTEE

Mr. McWilliams said the Committee received an update on the upcoming Council agenda, and it was noted CM Briere’s last meeting would be December 5th. The Planning Commission update was the approval of an affordable housing project. DDA staff shared an update on DDA projects, and there was a committee discussion about the 5th & Detroit traffic pilot.

The next Partnerships Committee meeting will take place on December 14 at 9:00 am.

7. B. SUBCOMMITTEE REPORTS - CAPITAL IMPROVEMENTS COMMITTEE

Fifth & Detroit. Mr. Mouat said the project team provided traffic data from the pilot, and the committee also heard a report on the feedback from the Community High School PTO, nearby business representatives, and interviews with individuals walking through the area. Pedestrians shared that they felt safer crossing the street as traffic was more predictable; car drivers expressed frustration that they were delayed. Business representatives said they had been initially hesitant, but changed their perspective because customers were generally very positive. Public engagement will continue in January.

South University. Mr. Mouat said the project is currently out to bid, and a recommended contractor will be presented to the DDA for approval in February.

Retreat Debrief. Mr. Mouat said the committee affirmed that it will continue to discuss future projects to further refine timing and scope. There was particular interest in assessing the potential economic development impacts and opportunities for coordination with the city.
The next Capital Improvements Committee meeting will be December 21st at 11:00 am.

7. C. SUBCOMMITTEE REPORTS- FINANCE

Financial Statements. Ms. Klopf said the Committee reviewed expenses and had a discussion regarding opening the parking agreement with the City.

The next Finance Committee meeting will be Tuesday, December 20 at 1:00 p.m.

7. D. SUBCOMMITTEE REPORTS- OPERATIONS

Parking & Transportation Report. Mr. Splitt provided an overview of the November report.

4th & William. Mr. Splitt said the project was once again delayed by the elevator subcontractor; the revised anticipated completion date is now end of April.

Ann Ashley Proposal. Mr. Splitt stated the Ann Arbor Art Center brought a proposal to the Committee regarding a use of the two-story section in the southwest corner of the structure. Ms. Pollay said she will work to determine how to proceed with this proposal.

Circulator Study. Mr. Orr said that there were four responses to the RFQ. Recommendations for next steps will be brought to the next committee meeting.

The next Operations Committee meeting will be December 21 at 9:00 a.m.

7. E. SUBCOMMITTEE REPORTS – EXECUTIVE COMMITTEE

Mr. Narayan said the committee reviewed the agenda, and discussed the Fifth Avenue pilot.

The next Executive Committee meeting will be January 4 at 11:00 a.m.

8. NEW BUSINESS

The dates for 2017 DDA board and committee meetings were put forward.

9. OTHER AUDIENCE PARTICIPATION

None.

10. ADJOURNMENT

There being no other business, Mr. Weiss moved and Mr. Mouat supported a motion to adjourn. Mr. Narayan declared the meeting adjourned at 12:38 pm.

Respectfully submitted,
Susan Pollay, Executive Director
ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY  
Executive Committee Meeting  
Wednesday, December 7, 2016

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104  
Time: 11:10 a.m.  
Present: Marie Klopf, Al McWilliams, Rishi Narayan, Susan Pollay (ex officio), Phil Weiss  
Absent: none  
Others: John Mouat

Committee actions and discussions

Agenda Review. The group reviewed the December DDA monthly meeting agenda. Ms. Pollay said that there would be a speaker representing the Main Street BIZ, and that the dates for 2017 DDA meetings would be presented at the end of the meeting. The group had a general discussion about transportation planning, including balancing the needs of all street users.

There being no other business, the meeting adjourned at 11:40 a.m.  
Susan Pollay, Executive Director
Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104
Time: 9:00 a.m.
Present: Bob Guenzel, Joan Lowenstein, Darren McKinnon, John Mouat, Keith Orr, Phil Weiss
Absent: Al McWilliams, Marie Klopf, Howard Lazarus, Rishi Narayan, John Splitt, Sava Lelcaj-Farah
Others: Graydon Krapohl/ City Council
Staff: Susan Pollay, Jada Hahlbrock, Amber Miller, Patti Wheeler
Public: Ray Detter, Omari Rush

Partner Updates
City Council. Mr. Krapohl reported on the 12/5 City Council work session. He said that pedestrian safety remains a key priority; other priorities include the Allen Creek Greenway and creating an affordable housing policy. A city income tax was also discussed. Mr. Krapohl reported that there will be consideration of the Library Lane proposal in January.

DDA. DDA members talked about the 11/15 DDA retreat, noting that future projects include First & Ashley and the recommendations of the Greenway Master Plan will inform what these may look like. The group also shared some of the discussion about possible parking agreement changes.

Grant Requests
Mr. Mouat stated that his firm is providing architectural services for the Ark, and given this conflict of interest he would recuse himself from discussion and voting on the Ark grant request. Ms. Pollay said Marie Klopf asked her to remind everyone that she is the Art Center Director, and given this conflict of interest, she would recuse herself from discussion and voting on the Art Center grant request. Mr. Guenzel stated he is a volunteer serving on the Ark board, and Mr. Weiss stated that he is a volunteer serving on the Art Center board; neither was felt to have conflicts of interest since they receive no compensation from these volunteer roles.

Ms. Pollay provided an overview of the two grant applications, stating that she felt both met the DDA’s grant guidelines and noting that the total amount requested exceeded the amount the DDA had budgeted. After much discussion, the Committee consensus was to ask for DDA approval of both applications, and to ask the Finance Committee to determine the recommended amount of the grants.

Public Comment
Mr. Detter spoke in support of this committee recommendation, stating the CAC’s long time support for downtown arts and culture.
The next Partnerships Committee meeting is scheduled for January 11, 2017 at 9:00 am.

The meeting adjourned at 10:32 am.
Respectfully submitted, Susan Pollay, Executive Director
Place:    DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104

Time:     1:00 p.m.

Present:    Bob Guenzel, Joan Lowenstein, Marie Klopf, John Splitt, Phil Weiss

Absent:   Sava Lelcaj-Farah, Howard Lazarus, Darren McKinnon, Al McWilliams, John Mouat, Rishi Narayan, Keith Orr

Staff:    Susan Pollay, Amber Miller, Jada Hahlbrock, Patricia Wheeler

Public:    None

Financial Statements. The Committee reviewed the November expense registers.

DDA Grant Amounts for FY 2017. Marie Klopf reminded everyone of her connection to the Art Center, given this conflict of interest, she would recuse herself from discussion and voting on the Art Center grant request. Mr. Guenzel stated he is a volunteer serving on the Ark board, and Mr. Weiss stated that he is a volunteer serving on the Art Center board; neither was felt to have conflicts of interest since they receive no compensation from these volunteer roles. Ms. Lowenstein reported that the Partnerships committee is recommending that the DDA provide a grant to the Ark and the Art Center. The Finance Committee has been asked to recommend the grant amounts. The committee discussed both projects. After this discussion, it was recommended that both grants be funded in full. This will be presented to the board for a vote at the January meeting.


City Council/DDA Work Session. An agenda will be distributed by the City shortly.

Public Comment. None

Next Meeting. The next meeting will take place on Tuesday, January 24th at 1:00 pm

The meeting adjourned at 2:35 pm
Susan Pollay, Executive Director
Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104
Time: 11:10 a.m.
Present: Howard Lazarus, Joan Lowenstein, Darren McKinnon John Mouat, Keith Orr, John Splitt, Phil Weiss
Absent: Bob Guenzel, Marie Klopf, Sava Lelcaj-Farah, Al McWilliams, Rishi Narayan
Staff: Susan Pollay, Amber Miller, Liz Rolla, Jada Hahlbrock, Patricia Wheeler
Public: Ray Detter

Project Priorities 2020-2025. Mr. Mouat said he wanted a committee review of the project priorities from the recent retreat with the goal of putting forward a resolution confirming these priorities. Ms. Miller presented slides and handouts that had been shared at the retreat, and answered questions. Among the slides was projects recommended by consultants. There was a great deal of discussion about the various project, including streetscape improvements, water mains, alley improvements, and a protected bike lane on William. A consensus project list will be presented at the January meeting for approval.

Future Resolutions. Resolutions for Measuring People Capacity and supporting a “Vision Zero” will be brought to committee at next month’s meeting for review prior to submittal to the board.

S. University. Ms. Rolla said the project is out for bid, and a presubmittal meeting has been held.

5th & Detroit. Ms. Miller said staff will be meeting to discuss the traffic study and design options will be brought to committee in January.

Huron Update. Ms. Miller said MDOT has developed a Trunkline for Mainstreets Guide.

Public Comment. Mr. Detter stated CAC questions about the new City Transportation Commission, and it is similar or different from the Alternative Transportation Committee. He noted CAC support for an improvement project in the the alley beside Tally Hall, as it provides a pedestrian connection that works in concert with the Landmark and Foundry building walkways.

The meeting adjourned at 1:06 p.m.
Susan Pollay, Executive Director

Next Meeting: The Committee will meet Wednesday, January 18th at 11:00 am.
Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104
Time: 9:00 a.m.
Present: Bob Guenzel, John Mouat, Keith Orr, John Splitt, Phil Weiss
Absent: Marie Klopf, Howard Lazarus, Sava Lelcaj-Farah, Joan Lowenstein, Darren McKinnon, Al McWilliams, Rishi Narayan
Staff: Susan Pollay, Joe Morehouse, Amber Miller, Jada Hahlbrock, Patricia Wheeler
Others: Dave Orfield/Republic Parking; Kelly Schwartz/getDowntown
Public: Ray Detter

Parking. The December Parking & Transportation report was reviewed.

General Operations. Mr. Orfield provided an overview of operations. As part of this he noted that the parking system is generally at its most full during late afternoon and early evening hours, not 11am-2pm as would be expected.

Parking System Review. Ms. Hahlbrock presented the final report. It noted that the system meets or exceeds industry standards in nearly every category. Ms. Pollay stated the review helped the DDA staff to provide richer detail in the soon-to-be released parking operator RFP. Questions about the review were asked and answered.

Parking Hardware/Software Study. Staff is reviewing a preliminary draft report.

City Council/DDA Work Session. An agenda will be distributed by the City shortly.

Parking Operator RFP. Ms. Hahlbrock stated a draft of the RFP and contract has been sent to the DDA attorney and our consultant for edits. It is anticipated that the RFP will be distributed in mid-January.

Connector Study. There is no update.

GetDowntown Update. Ms. Schwartz said that go!pass sales have increased and one new bike locker request has been filled. Ms. Schwartz also shared the success of the two events recently held with Common Cycle.

Circulator. Ms. Miller said there were four responses to the RFQ, and upon consultation with TheRide and a review by staff, it was recommended that two firms be selected for interviews:
Nelson/Nygaard and Stantec.

4th & William Improvement Project. Ms. Pollay said that work on the second high speed elevator continues.

E-Park. Mr. Morehouse said installation will begin once space markers arrive.

Public Comment. Mr. Detter provided input on the upcoming City/DDA work session agenda, noting that if the conversation included extending parking hour, it would need to be handled carefully taking into account issues like work force housing. He also noted that there are community members opposed to the City providing parking spaces for Core Spaces as part of the redevelopment of the Library Lane site.

Next Committee Meeting: The next meeting will take place on January 25th at 11:00 am.

The meeting adjourned at 11:00 am.
Susan Pollay, Executive Director
RESOLUTION TO SELECT DDA PROJECT PRIORITIES 2020 - 2025

Whereas, The DDA’s Development Plan highlights identity, infrastructure, and transportation as guiding principles and also recognized that an enjoyable pedestrian experience is one of downtown’s principal attractions, as well as a necessary element in its social and economic vitality;

Whereas, Transformative and strategically-designed street projects are an important tool used by the DDA to achieve these goals;

Whereas, At its board retreats in 2015, the DDA prioritized four streetscape projects for 2016-2020, and is already underway planning three of these projects;

Whereas, The DDA must prioritize its projects for 2020 – 2025 to help it in its planning and to ensure coordination with the City through its Capital Improvement Plan;

Whereas, The Board used its 2016 retreat to formulate a set of prioritized projects;

Whereas, The DDA Capital Improvements Committee discussed this list, reviewed other potential projects, and recommends the attached chart as the DDA projects for 2020-2025;

Resolved, The DDA Board affirms its project priorities for 2020 – 2025 as recommended by its Capital Improvements Committee;

Resolved, After refining project scope, timing, and utility coordination for these project, the Capital Improvements Committee will bring resolutions to the full DDA board for the planning, design, and construction of these projects.

<table>
<thead>
<tr>
<th>Projects 2020 – 2025</th>
<th>Potential Budget</th>
<th>Add’l Watermain Upsizing Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>First &amp; Ashley Two-way conversion, Kingsley to Madison</td>
<td>$4,840,000</td>
<td></td>
</tr>
<tr>
<td>First Street Streetscape, Kingsley to Mosley</td>
<td>$3,300,000</td>
<td>$1,305,000</td>
</tr>
<tr>
<td>Ashley Street Streetscape, Kingsley to Mosley</td>
<td>$3,300,000</td>
<td>$1,035,000</td>
</tr>
<tr>
<td>East Liberty Streetscape, Main to Division</td>
<td>$770,000</td>
<td>$405,000</td>
</tr>
<tr>
<td>West Huron Streetscape, Third to Ashley</td>
<td>$1,430,000</td>
<td>$675,000</td>
</tr>
<tr>
<td>East Huron Streetscape, Division to State</td>
<td>$660,000</td>
<td></td>
</tr>
<tr>
<td>West Washington Streetscape, Ashley to Third</td>
<td>$575,000</td>
<td></td>
</tr>
<tr>
<td>Total of top ranked projects:</td>
<td>$14,300,000</td>
<td>$3,420,000</td>
</tr>
<tr>
<td>*William Protected Bike Lane, Third to State</td>
<td>$4,500,000</td>
<td>$300,000</td>
</tr>
<tr>
<td>*West Ann Streetscape, Main to First</td>
<td>$1,100,000</td>
<td>City CIP project</td>
</tr>
<tr>
<td>Total of all projects:</td>
<td>$19,900,000</td>
<td>$3,720,000</td>
</tr>
</tbody>
</table>

*Projects not ranked as highly at the retreat, but the CIC recommends that they should be kept in consideration to take advantage of coordination opportunities and potential additional funding.
RESOLUTION TO APPROVE A GRANT TO THE ARK

Whereas, The DDA Development Plan sets forward that the DDA will support downtown organizations through grants;

Whereas, The DDA Grant Program works to encourage projects that support a unique offering that is integral to the character of a downtown neighborhood, and encourage additional projects or investment;

Whereas, The Ark has been a landmark Ann Arbor institution for over five decades, and is well-known nationally and internationally for the quality and breadth of its programming;

Whereas, The Ark recently acquired its facility, and is now pursuing renovations that will enable it to increase its programming, and thus expand its impact on downtown quality of life and economic vitality;

Whereas, The DDA was asked for a $100,000 grant in support of the Ark’s renovation project, with funds to be directed to improvements to its façade, marquee and entrance;

Whereas, The Partnerships Committee discussed this grant application, and recommend approval by the DDA, because DDA funds will be matched by State, foundation and individual grants and contributions, and it will strengthen Downtown’s unique identity by increasing the number of people coming downtown for events, thus serving as a catalyst for new economic activity in the Main Street neighborhood;

Whereas, The Finance Committee was asked to determine the amount of the DDA grant, and upon review, the Finance Committee recommends that the DDA approve a grant to the Ark in the amount of $100,000;

RESOLVED, The DDA approves a grant to the Ark in the amount of $100,000 from its FY 2017 TIF budget as recommended by its Partnerships and Finance Committees.
Ann Arbor DDA Grant Application

The DDA Grant Program works to encourage downtown projects that are transformative, fill a gap in activity or marketplace, and encourage additional downtown projects or investment. To support a project, the DDA will only invest in the elements that not only benefit the proposed project, but also serve a larger public good.

Please see the DDA Grant Policy for details about the DDA Grant Program. The total application shall not exceed 4 pages with 12 point font or greater, excluding project budget details.

Date of grant application: November 30, 2016

ORGANIZATION INFORMATION

The Ark

Name of Organization

316 S. Main Street, Ann Arbor, MI 48104

Address, City, State, Zip

www.theark.org

Website

(734) 761-1800

Phone

Marianne James/ Marianne@theark.org

contact person/email

PROPOSAL INFORMATION

The Ark requests an Ann Arbor DDA grant of $100,000 in support of its Acquisition and Renovation project. The overall project will ensure the long-term sustainability of The Ark as a unique cultural institution integral to the character of downtown Ann Arbor, provide new capacity to increase programming, enhance quality of life and promote economic growth. DDA funds will be directed to help create a place-making façade, marquee and entrance ("entryway") that will significantly improve the streetscape and benefit the Ark users and the general public.

BUDGET OVERVIEW

Total project budget: $3,905,339

DDA grant request: $100,000
PROPOSAL NARRATIVE

1. Explain how the project will enable the DDA to meet its mission and is in alignment with DDA goals.

2. Address the following questions:
   a) How will your project correct a documented gap in the marketplace/underserved market or support a unique offering that is integral to the character of a neighborhood?
   b) How will it act as a catalyst for additional revitalization of the area in which it is located?
   c) How will it have a significant impact to investment or activity?
   d) What are all the project funding sources?
   e) How has the project been planned so that it remains financially sustainable over time?

3. What is the purpose to your project? Will it accomplish any of the following? Please address all that apply.
   a) Supports an engaging and attractive downtown pedestrian experience
   b) Reinforces downtown’s identity, unique sense of place, neighborhoods/community stewardship
   c) Strengthens commerce and economic vitality downtown
   d) Demonstrates environmental practices and sustainability
   e) Is a project that reinforces a downtown neighborhood’s unique identity and connects to the adjacent sidewalk to enhance quality of place and pedestrian activity
   f) Improves universal accessibility
   g) Reuses vacant buildings, reuse historical buildings, and/or redevelop blighted property
   h) Strengthen local artistic, scientific, cultural, or historic significance
   i) Leverages DDA grant money in a way that makes other funding possible
   j) Supports cooperative projects between the DDA and other local forms of government

4. Provide detailed information about previous similar projects undertaken by your organization with an emphasis on the experience of the staff members involved.

5. Provide detailed information about how the DDA would be recognized and would receive ample publicity if a grant were provided.

PROJECT TIMING

1. When will your project begin and when is it slated to end?
2. When specifically do you anticipate the DDA grant would be needed/expended?

PROJECT EVALUATION

1. What will the results be from this project, both immediate and long-term?
2. Please describe your criteria for success.
3. How will you measure the impact of your project?
4. Provide details for how results will be measured or quantified as a result of this project.
## PROJECT BUDGET

<table>
<thead>
<tr>
<th>Project Funding Sources</th>
<th>In-hand</th>
<th>Pledged</th>
</tr>
</thead>
<tbody>
<tr>
<td>DDA grant request</td>
<td>$100,000</td>
<td>0</td>
</tr>
<tr>
<td>Other government grants/millage dollars</td>
<td>$150,000</td>
<td>0</td>
</tr>
<tr>
<td>Corporate/foundation grants</td>
<td>$1,025,000</td>
<td>$755,000</td>
</tr>
<tr>
<td>Individual donations</td>
<td>$1,697,239</td>
<td>$906,729</td>
</tr>
<tr>
<td>Ark Operations Contributions</td>
<td>$930,000</td>
<td>$792,000</td>
</tr>
<tr>
<td>Other (e.g. In-kind, etc.)</td>
<td>$3,100</td>
<td>$3,100</td>
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<tr>
<td><strong>Total project funding</strong></td>
<td>$3,905,339</td>
<td>$2,456,829</td>
</tr>
</tbody>
</table>

## Project Expenses (amount should match project funding)

| Project costs, e.g. construction            | $3,197,724|
| Soft costs                                  | $ 557,615|
| Other (e.g. In-Kind, etc.)                  | $ 150,000|
| **Total project costs**                     | $3,905,339|

Please attach a detailed cost breakdown (include, for example, work items broken into units, quantity, and per unit cost, or staff cost).
## The Ark
### Acquisition and Renovation Budget

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase of 316 S. Main Street Condo</td>
<td></td>
</tr>
<tr>
<td>Mortgage loan</td>
<td>$1,490,000</td>
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<tr>
<td>Down payment</td>
<td>$560,000</td>
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<tr>
<td>Interest</td>
<td>$139,000</td>
</tr>
<tr>
<td>Other costs (closing, appraisal, etc)</td>
<td>$55,615</td>
</tr>
<tr>
<td>Renovation - Design &amp; Construction*</td>
<td>$1,147,724</td>
</tr>
<tr>
<td>Renovation - Staffing &amp; Administration</td>
<td>$38,000</td>
</tr>
<tr>
<td>Campaign Planning &amp; Implementation</td>
<td>$325,000</td>
</tr>
<tr>
<td>Facility Maintenance Fund</td>
<td>$150,000</td>
</tr>
<tr>
<td></td>
<td><strong>$3,905,339</strong></td>
</tr>
</tbody>
</table>

*see attached detail*
## Renovation Master Plan - Estimate of Probable Costs

### Phase 1 - UPPER LEVEL GUEST SERVICES - Labor and Materials Costs

<table>
<thead>
<tr>
<th>Description</th>
<th>Probable Cost</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concessions, Top of Stair Arrival, Upper Level Lobby</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Photo Gallery, General Requirements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phase 1 Labor and Materials Sub Total</td>
<td>$483,696.00</td>
<td></td>
</tr>
</tbody>
</table>

### Phase 1 Soft Costs

| Description                                                                 |               |            |
| Design and Construction Contingencies                                      |               |            |
| Contractor Fees and Escalation                                             |               |            |
| A/E Fees                                                                    |               |            |
| Phase 1 Soft Costs Sub Total                                               | $57,277.00    |            |
| Total Phase 1 Costs                                                       | $550,973.00   | 48.00%     |

### Phase 1a - FORD LISTENING ROOM - Labor and Materials Costs

<table>
<thead>
<tr>
<th>Description</th>
<th>Probable Cost</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listening Room Upgrades, General Requirements</td>
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<td></td>
</tr>
<tr>
<td>Phase 1a Labor and Materials Sub Total</td>
<td>$174,940.00</td>
<td></td>
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</tbody>
</table>

### Phase 1a Soft Costs

| Description                                                                 |               |            |
| Design and Construction Contingencies                                      |               |            |
| Contractor Fees and Escalation                                             |               |            |
| A/E Fees                                                                    |               |            |
| Phase 1a Soft Costs Sub Total                                              | $35,204.00    |            |
| Total Phase 1a Costs                                                      | $210,144.00   | 18.31%     |

### Phase 2 - STREET LEVEL ENTRY - Labor and Materials Costs

<table>
<thead>
<tr>
<th>Description</th>
<th>Probable Cost</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canopy, Storefront, Entrance Lobby, AODA Easement, General Requirements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phase 2 Labor and Materials Costs Sub Total</td>
<td>$207,873.00</td>
<td></td>
</tr>
</tbody>
</table>

### Phase 2 Soft Costs

| Description                                                                 |               |            |
| Design and Construction Contingencies                                      |               |            |
| Contractor Fees and Escalation                                             |               |            |
| A/E Fees                                                                    |               |            |
| Phase 2 Soft Costs Sub Total                                              | $65,480.00    |            |
| Total Phase 2 Costs                                                       | $273,353.00   | 23.82%     |

### Phase 3 - SUPPORT SPACES - Labor and Materials Costs

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
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</tr>
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<tbody>
<tr>
<td>Volunteer Lounge Area, Artist Space Upgrades</td>
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<tr>
<td>Guest Restrooms Upgrades, Misc Electrical, General Requirements</td>
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<tr>
<td>Phase 3 Labor and Materials Costs Sub Total</td>
<td>$86,170.00</td>
<td></td>
</tr>
</tbody>
</table>

### Phase 3 Soft Costs

| Description                                                                 |               |            |
| Design and Construction Contingencies (13%)                                 | $0.00         |            |
| Contractor Fees and Escalation (10.5%)                                      | $0.00         |            |
| A/E Fees (8%)                                                               | $0.00         |            |
| Phase 3 Soft Costs Sub Total                                                | $77,144.00    |            |
| Total Phase 3 Costs                                                         | $113,314.00   | 9.87%      |

### Total Estimated Labor and Material Costs, all Phases

<table>
<thead>
<tr>
<th></th>
<th>Probable Cost</th>
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<tr>
<td>Total Estimated Labor and Material Costs</td>
<td>$952,679.00</td>
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<tr>
<td>Total Estimated Soft Costs, all Phases</td>
<td>$195,045.00</td>
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</tr>
<tr>
<td>GRAND TOTAL, all Phases</td>
<td>$1,147,724.00</td>
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</tr>
</tbody>
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Project Overview
The Ark is requesting DDA support for a major initiative that will expand The Ark’s impact in downtown Ann Arbor for decades to come. The initiative has two components: first, the purchase of The Ark’s venue on Main Street, which assures The Ark’s long-term security and provides new capacity to increase programming. Second, a master plan for renovations focuses on internal and external improvements to the facility to accommodate these new programs and create a new façade, marquee, and entrance (“entryway”) to benefit both Ark users and the broader public.

1. The project enables the DDA to meet its mission and aligns with DDA goals on multiple fronts.
   The entire project sparks nearly $4 million in private investment within the DDA District. It strengthens the downtown by enabling The Ark to expand its programming and audience, enhancing quality of life and promoting economic growth and sustainability (see below). It includes a transformative renovation of The Ark’s storefront on Main Street, which will cultivate a memorable sense of place that reinforces downtown Ann Arbor’s unique identity, highlights the mix of downtown uses and users, and enhances pedestrian walkability. If granted, DDA funds will be directed toward entryway renovation.

2. The project promotes economic growth and quality of life.
   The Ark currently brings nearly 57,000 people to downtown Ann Arbor each year with events at its venue on Main Street. While The Ark’s evening programming is at its limit at 300-plus concerts per year, it largely remains unused during the day. This project increases The Ark’s capacity to expand its programming by freeing up resources and creating facility enhancements that enable it to add new daytime events and activities, drawing more people to downtown and increasing The Ark’s economic impact.

3. The project promotes development of properties within the DDA District by private investment.
   In December of 2012, The Ark purchased its venue at 316 S. Main Street as a condominium, enabling the organization to own its home for the first time in its 51-year history. The Ark has reinvested nearly $800,000 of its reserve funds to help pay for the purchase. A capital campaign begun in 2013 has raised over $2.6 million to date from private philanthropy—allowing The Ark to pay off the mortgage loan and fund the first phase of renovations, which began in November and focus on the concessions area and photo gallery. Additional renovations will be completed in phases as funding allows. In its entirety, the Acquisition and Renovation Project will generate nearly $4 million in private investment.

2a. The project supports a unique offering that is integral to the character of the neighborhood.
   With an international reputation as one of the finest listening rooms in the world, The Ark has long been a cultural landmark in Ann Arbor. As the only dedicated entertainment venue on Main Street, it plays a unique role in the neighborhood’s landscape and is a vital component of the mix of downtown uses and users. This project secures The Ark’s future as a unique asset integral to downtown Ann Arbor’s character.

4. The project addresses a gap in the marketplace/underserved market.
   This project creates new organizational capacity that allows The Ark to explore and expand daytime programming. Inquiries and requests for daytime usage indicate that The Ark’s 400-seat venue in the heart of downtown Ann Arbor is a significant untapped resource. To help address the gap in downtown venue
availability, The Ark has piloted daytime events over the last year—including two business conferences, a school field trip, and three celebration of life/merorial services—each with 200-300+ participants.

2b. The project will act as a catalyst for additional revitalization in the Main Street Area. By adding four daytime programs per month, The Ark will bring an estimated 10,000-15,000 more people downtown annually, spurring additional economic impact to the downtown area. (See below.) In addition, re-envisioning and renovating one of the least attractive storefronts in the neighborhood will completely transform the entryway’s appearance, the streetscape, and the pedestrian experience.

2c. The project will have significant impact to investment and activity. Purchasing the venue has provided The Ark with unprecedented security and stability. The project also has important economic impact for the DDA District. The Ann Arbor Area Community Foundation’s 2015 Arts and Economics Prosperity IV Study indicates that local patrons spend an average of $21.05 per arts event in addition to purchasing tickets; out-of-region visitors spend an average of $45.58 per event. With 60% of Ark audience members coming from outside Ann Arbor, 10,000-15,000 new Ark program participants will generate $357,680 - $536,520 annually for other downtown businesses. One year of expanded Ark programming will generate more spending in downtown businesses than the estimated $275,000 cost of the entryway renovation.

2d. Project funding sources:

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>Individual contributions</td>
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<tr>
<td>Corporate/Foundation grants</td>
<td>$1,025,000</td>
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<tr>
<td>DDA Request</td>
<td>$100,000</td>
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<tr>
<td>Other Government grants (MCACA)</td>
<td>$150,000</td>
</tr>
<tr>
<td>Funding from Ark Operations</td>
<td>$930,000</td>
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</table>

2e. The project has been planned so that it remains financially sustainable over time. The project will stabilize The Ark’s financial position by eliminating the ongoing expense of rent, retiring the mortgage early (completed 9/16), and covering the costs of facility renovations. The project will support The Ark’s ability to pay for new costs associated with ownership and ongoing maintenance by establishing a facilities maintenance fund and developing new fundraising capacity for ongoing operations.

3. The purpose of The Ark’s Acquisition and Renovation Project is to ensure the long-term sustainability of The Ark as a unique cultural institution in downtown Ann Arbor that is integral to the character of its Main Street neighborhood and the entire DDA District. The entryway component of the project will represent and communicate that permanency and place-making to the public and accomplish the following:

3a. Support an engaging and attractive downtown experience.
3b. Reinforce downtown’s identity, unique sense of place, neighborhoods/community stewardship.
3e. Reinforce the Main Street neighborhood’s unique identity and connect to the adjacent sidewalk to enhance quality of place and pedestrian activity.

Twenty years ago, The Ark’s entryway was an exciting new addition to Main Street. Today, the opaque entrance is seen as unwelcoming, outdated and ineffective. The new entryway is designed to better represent The Ark to the public. A lively etched glass mural across the front doors communicates to the general public what The Ark is all about—the music, the artists, the rich history and national recognition. The design connects to the adjacent sidewalk and enhances the pedestrian experience by providing interest and amenity. Whereas the current storefront seems closed off, these doors introduce transparency so that passersby can see what’s happening inside and get more information. An extended marquee canopy provides shelter for pedestrians in bad weather and announces what is currently showing; new modernized
display cases on each side provide coming attractions information in a better lit, more accessible format. A matching fairy door is also featured.

The redesigned entry will greatly enhance the unique look of the Main Street corridor of downtown. The overall effect is significantly enhanced communication between The Ark and the broader public, an exciting and informative storefront for pedestrians, and the transformation from a closed off, private looking entrance to a spectacular and inviting one.

3c. The project strengthens commerce and economic vitality downtown, as covered in 1 and 2 above.

3d. The project will demonstrate environmental practices and sustainability wherever practical and affordable, including the replacement of all house lights with LED lights, the installation of fuel efficient water heaters, and the reuse of current materials wherever possible.

3e. Covered with 3a and 3b above

3f. The project improves universal accessibility by creating a dedicated entrance for patrons in wheelchairs or others needing access to the elevator to reach The Ark on the second floor or Melange in the basement. The entrance offers the most direct access to the elevator and eliminates waiting in line.

3g. The project redevelops a historical building/blighted property
The Ark’s building is in the historic district, but the façade has lacked architectural interest. New design elements will infuse visual interest at the street level, as outlined above. The design has met with initial support from a Historic District Commission representative, and will be responsive to HDC input.

3h. The project strengthens local artistic, cultural and historic significance
The Ark’s world-class programming and its 51-year history play a major part in Ann Arbor’s characterization as a culturally rich, arts-loving community. The New York Times singled out The Ark among the city’s music venues, writing “...The Ark... has developed an international reputation, not just for preserving American music... but also for showcasing world music from Africa, the Caribbean and elsewhere.”

3i. The project will leverage DDA grant money in a way that makes other funding possible.
The Ark has identified additional public and private prospects that could be leveraged by a leading grant from the DDA. State support from MCACA is particularly responsive to following local public support. A lead grant from the DDA will allow The Ark to undertake the entryway renovation over the next year.

4. Previous similar projects and experience of staff members involved
In 1995, The Ark signed on as the long-term tenant at 316 S. Main Street. At that time, The Ark completed renovation of the second floor, transforming it into the world-class listening room it is today. The current renovation project is overseen by The Ark’s Renovations Steering Committee: Co-Chair Emily Ross, The Ark’s Production and Facilities Director, has been on staff since 2004. Ark Board Member Kathryn Huss Co-Chairs the Committee. Kathryn is the Interim Director of the University of Michigan Museum of Art and was point person for the expansion the museum undertook from 2006-2009. Executive Director Marianne James has been with The Ark for 19 years and was instrumental in securing The Ark’s purchase of 316 S. Main. Local architects Mitchell & Mouat have extensive experience with public spaces and facades, and specific expertise with Ann Arbor’s identity. Phoenix Contractors is the Construction Manager.

5. DDA Recognition.
A DDA Leadership grant of $100,000 to support a new public face for The Ark would be prominently recognized as part of the entryway with public visibility. The DDA would also be prominently recognized on The Ark’s donor wall in the venue. The press has been attentive to The Ark’s Campaign, and we would use all of our channels to gain coverage for the DDA’s gift. There would be additional opportunities for recognition and publicity during renovation, and when the new entryway is presented to the public.

Project Timing
1. The project started in 2012 with the purchase of the venue as a condominium. A capital campaign has been underway since 2013 and will conclude in 2017. Phase I of renovations is underway, with additional phases to be scheduled as funding permits. If DDA funding is approved, The Ark will schedule the entryway project to be completed within the next year.
2. The Campaign for The Ark has positioned the organization to secure low-interest loans to complete renovations while pledges are paid over two to five years. DDA grant funds could be expended in the 17-18 year, or could be spread over 2-3 years.

Project Evaluation
1. The immediate results of the entryway renovation completion will be to: a) create a much more attractive storefront and a distinctive physical identity for The Ark and for the center of Main Street, b) increase pedestrian interest and amenities on Main Street, c) strengthen the connection between the general public and The Ark as a key cultural institution with an inviting and informative storefront, d) improve universal accessibility by creating a more direct, dedicated wheelchair accessible entry for patrons for The Ark and Melange. The long-term results of the entire Acquisition and Renovation project will be to: a) strengthen the cultural identity of the Main Street corridor; b) generate increased attendance and daytime use of The Ark (adding 10,000-15,000 to annual patron numbers); c) increase economic impact on other downtown businesses; and d) inspire additional private investment in the DDA District.
2. Criteria for success will include a revitalized property, expanded services, increased economic impact on neighboring businesses, and significantly improved streetscape for the public good.

3. and 4. Measurement and Quantification: Project results will be measured through feedback collected through observation, public comment, and survey of patrons, staff and volunteers. Anecdotal evidence will be compiled to quantify changes in the general public’s relationship with The Ark, such as how many people stop to seek shelter under the canopy, how many stop to get information, etc. The Ark carefully tracks venue usage and patron numbers, and so the long-term impact of the Acquisition and Renovation project on private investment and increased economic impact will be quantified by comparing annual daytime usage rates and total patron numbers.

Conclusion
Having raised over $2.6 million to-date in private investment for this initiative, The Ark is requesting a DDA grant of $100,000 to lead the public improvement part of this project forward. The Ark has identified gift prospects that could be leveraged by DDA leadership to help make this Main Street transformation a reality. The project would significantly improve interest, amenity and information for the general public, and secure The Ark’s presence on Main Street as a unique cultural icon integral to the character of downtown Ann Arbor.
RESOLUTION TO APPROVE A GRANT TO THE ANN ARBOR ART CENTER

Whereas, The DDA Development Plan sets forward that the DDA will support downtown organizations through grants;

Whereas, The DDA Grant Program works to encourage projects that support a unique offering that is integral to the character of a downtown neighborhood, and encourage additional projects or investment;

Whereas, The Ann Arbor Art Center has been in its currently location since 1975, and the organization is pursuing a building renovation project that will enable it to expand its first floor gallery, thus increasing its impact on downtown walkability;

Whereas, The DDA was asked for a $50,000 grant in support of the Art Center’s renovation project, with funds to be directed to its façade and a new front door;

Whereas, The Partnerships Committee discussed this grant application, and recommend approval by the DDA, because DDA funds will be matched by State, foundation and individual grants and contributions, and it will strengthen Downtown’s unique identity by increasing pedestrian interest along Liberty Street and the number of people coming downtown for events, thus serving as a catalyst for new economic activity in the Liberty Street corridor;

Whereas, The Finance Committee was asked to determine the amount of the DDA grant, and upon review, the Finance Committee recommends that the DDA approve a grant to the Art Center in the amount of $50,000;

RESOLVED, The DDA approves a grant to the Art Center in the amount of $50,000 from its FY 2017 TIF budget as recommended by its Partnerships and Finance Committees.
Ann Arbor DDA Grant Application

The DDA Grant Program works to encourage downtown projects that are transformative, fill a gap in activity or marketplace, and encourage additional downtown projects or investment. To support a project, the DDA will only invest in the elements that not only benefit the proposed project, but also serve a larger public good.

Please see the DDA Grant Policy for details about the DDA Grant Program. The total application shall not exceed 4 pages with 12 point font or greater, excluding project budget details.

Date of grant application: ____________________________

ORGANIZATION INFORMATION

Ann Arbor Art Association (dba: Ann Arbor Art Center)

Name of Organization

117 W Liberty, Ann Arbor, MI 48104

Address, City, State, Zip

www.ann Arborartcenter.org

Website

734-926-4124

Phone

Omari Rush / wrush@ann Arborartcenter.org

Contact person/email

PROPOSAL INFORMATION

Please give a 2-3 sentence summary of your request.

The Ann Arbor Art Center is requesting $50,000 in grant funding from the Ann Arbor Downtown Development Authority in support of our plans to renovate our downtown Ann Arbor building, changing our facade by bringing our gallery programs on the first floor. This renovation would add vibrancy to the streetscape and make arts experiences (free and open to the public) even more accessible to the community.

BUDGET OVERVIEW

Total project budget: $250,000

DDA grant request: $50,000

November 2016
Proposal Introduction
The Ann Arbor Art Center respectfully requests $50,000 in grant funding from the Ann Arbor Downtown Development Authority to make publicly facing and publicly accessible improvements to our building. These improvements would create an enhanced storefront presence for the arts and represent a reinvestment in and strengthening of the downtown district.

This renovation and reinvestment project allows the Art Center to bring exhibitions programs from the second floor to storefront first floor space. This would involve moving the stairwell to the building’s east wall, adding elements to secure the building and art inside, and making the space environmentally and aesthetically suitable for art shows. Preliminary drawings have already been prepared by architect Damian Farrell. Internally, our galleries would be primarily impacted by this renovation:

117 Gallery - Through our 117 Gallery, we show work of artists from throughout the country, with a specific focus on and commitment to Ann Arbor area artists. This program features a year-long series of rotating exhibitions (8-12 annually) showcasing a range of media and themes.
117 Gallery Shop - In our storefront 117 Gallery Shop we sell artwork of over 175 artists, providing Ann Arbor area residents and visitors with handmade mementos, gifts, and art treasures. We regularly participate in downtown activities, such as Midnight Madness and Ladies Night, and we are always looking for ways to create a fresh and engaging window display.

Proposal Narrative
1. The Ann Arbor Art Center project enables the DDA to meet its mission and is aligned with DDA goals
Through this renovation and reinvestment project that bringing the galleries together on the first floor, the arts will exist even more prominently adjacent to the downtown sidewalk, and both casual passersby and dedicated arts enthusiasts will be able to regularly engage with creativity and creative expression and purchase local and regional works of art. Entrance to our gallery and gallery shop are free and open to the public, and the facility is friendly to feet and wheels. While Ann Arbor is well known for its drinking and dining options, this project helps diversify the ecosystem, strengthening the quality of life in and attractiveness of experiencing downtown.

2a. This project supports an underserved market and is a unique offering
More vibrant than ever, the Art Center offers Ann Arbor residents and visitors unique opportunities to experience the visual arts. While many arts spaces in downtown have closed, the Art Center remains and provides local artists with highly visible space to show and sell work. This project allows us to reinforce the presence and value of the visual arts in downtown Ann Arbor, something that had been an important and core characteristic of downtown’s visual identity for many years.

2b. This project serves as a catalyst for additional revitalization of the area
The research by the American Planning Association highlights that arts organizations, such as the Art Center, are core contributors to the vitality of downtown. To that end, we have received reports from businesses, such as our neighbor the Beer Grotto, that during our events they see a
notable and corresponding jump in sales. This project would enable us to host more of these programs that are boundary pushing, that delight the public, that bring patrons to West Liberty and South Ashley Streets, and that broadly benefit the neighboring businesses. And these experiences would likely be free and open to the public, like many of our other new initiatives.

2c. This project significantly impacts investment
This project will create a noticeable and long-lasting impact on the Art Center. These proposed renovations will be highly visible from many vantage points (across the street, in vehicles) and will touch pedestrians compelled to look or come into our building. This permanent modification will led to other improvements internally and enhancements externally. The DDA would be able to point to this project and its positive impacts with pride and with the knowledge that it sparked reinvestment and progress in the downtown.

2d. Project Funding Sources
Towsley Foundation, Buhr Foundation, Ambassador and Eileen Weiser, State of Michigan Council for the Arts, Individual Donations, Additional Art and Class Registration Revenue

2e. This project enables long term financial stability
In general, Art Center operations are streamlined and financially healthy and stable. This renovation represents facility improvements that increase organizational visibility and flexibility, but not liability. As a one-time capital improvement, once completed is part of a comprehensive plan to add classroom space designed to eliminate waitlists, increase capacity, facility rentals, and art sales for local artists and also benefiting the Art Center.

3a. This project supports an engaging and attractive downtown pedestrian experience
Art enthusiasts, artists, pedestrians, visitors, community members, even local workforce employees will be visually engaged with a beautiful storefront that bursts out onto the sidewalk and beckons passersby to enter and engage with visual art presentation. This renovation very specifically changes and improves the facade of our building and allows us to secure the first floor gallery, thereby allowing us to increase the distinction of art on display in our building.

3b. This project contributes to the identity of downtown
Through being able to host even more artistic events and highlight that at the storefront level, this renovation project would stoke internal and streetscape vibrancy that renews the Art Center and reinforces downtown as a hub and hive of activity for the community.

3c. This project strengthens commerce and economic vitality downtown
With this growing vitality there would similarly be a growth in commerce. We expect local artists will sell more work in our Gallery Shop and more people will make a dedicated visit to the Art Center and while they are in the neighborhood, drop by one or more of the other businesses in the Liberty and Ashley corridors.

3d. This project demonstrates environmental practices and sustainability
Working with our designers and builders, we are planning to incorporate features (doors, windows, lighting) that maximize energy efficiency and make attempts to use locally sourced and environmentally sustain materials.
3e. **This project reinforces downtown’s unique identity and connects to the adjacent sidewalk**
Response addressed in question 3a.

3f. **This project improves universal accessibility**
As part of this renovation, we have an opportunity to reconstruct ramps in our building, add an additional accessible entrance, install handrails, and make other facility improvements that greatly improve universal accessibility.

3g. **This project reuses an historic building**
We are choosing to make these renovations to our Walker Building recognizing this opportunity to repurpose our use of our historical building. Erected in 1889, we are now looking to steward its significance and maximize its ability to contribute to the identity of downtown Ann Arbor.

3h. **This project strengthens local artistic and cultural significance.**
Artists will also be lured to our facility as a space that much more suitably and visibly highlights their work. Our ability to then attract artists with artistically strong, rich, or sophisticated work would increase and thereby strengthen our local artistic and cultural significance.

3i. **This project leverages DDA grant money in a way that makes other funding possible**
In writing a grant proposal to the State of Michigan Council for Arts and Cultural Affairs to fund the modernization of our aging elevator, we framed that improvement as part of our larger comprehensive project to renovate our building. We fortunately won that grant award and in order to receive the monies, we must demonstrate that we are indeed moving forward with our full plan. In that way, this DDA funding would be leveraged to make other funding possible.

4. **Similar projects undertaken with an emphasis on the experience of the staff members involved.**
1. In 2014 we replaced our back entrance door, which required both the installation of a new door frame and new doors. This improvement greatly increased our energy efficiency, and provided a wider doorway that increased accessibility.
2. In 2015, we replaced the then existing floor with new hardwood flooring. The then existing floor paint had been peeling, wood was splintering, and carpet had been worn to threads. We successfully navigated a narrow window for the timing of the renovation so that it did not inhibit building activities.
3. In 2016, we renovated our third floor metalsmithing and jewelry studio. This project included installation of heat resistant flooring, a modernized ventilation system, and safety upgrades related to work with torches and heavy-duty tools.

**Marie Klopf, President and CEO:** *Logistics and construction/financial management logistics*
Marie's management experience and education are well suited to lead the Ann Arbor Art Center in effectively accomplishing its goals and working within its mission. In 2005 she founded iSupplyCon where she provided strategic advisory and business development services to a variety of businesses throughout Michigan. She has a Master’s in Administration and a Bachelor's of Science in Engineering.
5. **How would the DDA be recognized and receive publicity if a grant were provided?**

It would be our pleasure to publicly recognize the DDA for its support of downtown Ann Arbor and the Art Center. We have a variety of standard methods for recognizing community partners and would happily co-design a recognition package with DDA staff that feels appropriate. For instance, we could provide the DDA with recognition...

- As the sponsor of gallery grand reopening events and exhibitions
- On our first virtual donor wall that scrolls through notable news and supporter thank you’s
- In press releases, social media, and editorial articles about the Art Center's renovation and reinvigoration and about downtown Ann Arbor generally

**Project Timing**

1. **When will your project begin and when is it slated to end?**
2. **When specifically do you anticipate the DDA grant would be needed/expended**

This project is very flexible in timing and could commence any time, though likely not before August 2017 given our exhibitions schedule and the need for final architectural drawings and permitting. The renovations would take six to ten weeks to complete and we are willing to consult with the DDA regarding the timing of renovations so that they fit within the agency's schedule for disbursing grant funds.

**Project Evaluation**

1. **Results from the project, both immediate and long term?**
2. **Criteria for success**
3. **How project’s impact and results will be measured**

In the **immediate term**, we anticipate an increase in foot traffic on the sidewalk in front of and into our building and an increase in sales of local artists' artwork. As a result of the renovation we will also likely launch a new gallery. **Long-term results** include local, regional, and ideally national media coverage as a destination for fun and engaging activities related to visual arts.

New efficiencies would drive more business operation stability, allowing the Art Center to thrive as an institutional anchor in downtown. Our **criteria for success** would be that construction remains on schedule and on budget and that the final product is equivalent to the product represented in architectural drawings. We expect the press to cover this project, and would see success in positive reviews of our galleries. Improved artist representation and related sales resulting from increased visibility along Liberty Street will be quantified and be a key measurable in our overall performance.

We will develop both quantitative and qualitative strategies for measuring the impact of the project: **Count the number of visitors to the storefront gallery and gallery shop** (assessing vibrancy and pedestrian activity) **Track sales figures for artwork sold in the shop and from exhibitions** (monitoring and assessing direct commerce-related impacts) **Track overall Art Center budget performance** (ensuring enhancements are fueling—not draining—sustainable business operations) **Collect press mentions and critical reviews of our exhibitions and events** (understanding external perceptions that affirm our successes or highlight opportunities) **Interview stakeholders and customers** (ensuring facility users and supporters are experiencing its positive benefits)
### Project Budget

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<th>Amount</th>
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<th>Pledged</th>
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<td>Other government grants/millage dollars</td>
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<td>Corporate/foundation grants</td>
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<tr>
<td>Individual donations</td>
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<td>Other (e.g. In-kind, etc.)</td>
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<td><strong>Total project funding</strong></td>
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### Project Costs

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<td>General Conditions (Permits, Construction Oversight)</td>
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<td>Demolition (Entry Way to Liberty, Existing Stairs, 2 Floors)</td>
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<td>Rough Construction (Drywall, Carpentry, Entry Way)</td>
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<td>Finished Construction (Carpentry, Hardware, Entry Way, Glass, Floor Refinishing, Painting)</td>
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<td>Mechanical/Electrical (HVAC, Sprinklers, Electrical)</td>
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<tr>
<td>Percentage of Total Project</td>
<td>20%</td>
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</table>
Proposed 1st Floor Plan

Enlarged exit stairwell,
2-hr rated construction

Stor.
Exis.
Blev.

Exhibition Gallery
and Shop
(2280 sf)

New open stair,
(Enclosed on 1st Floor)

New side exit

Liberty St.

Scale: 0 20' 40'

Building Renovation & Ceramics Studio Addition
Ann Arbor Art Center - 117 West Liberty Street
Parking & Transportation Report December 2016

Parking Operations

Special Events In December
12/2 KindleFest and Midnight Madness

Special Event Meter Bag Fee Waivers in December
12/2 KindleFest $2440

Meters
The meter department has been busy swapping out low batteries in epark machines. The colder weather causes the batteries to lose power more quickly than normal. They have also worked to clear snow from epark machine solar panels.

The meter department took delivery of 61 single space markers for new epark locations. They will begin installing space markers and epark machines in January as weather permits.

General Operations
Midnight Madness and KindleFest took place on Friday, December 2nd and brought many people downtown.

- 4th & Washington was near full at 1:00pm and was filled shortly after 6:00pm and remained full past 9:00pm.
- First & Washington filled shortly after 6:00pm and remained full past 9:00pm.
- Fourth & William was full at 8:00pm.
- Ann Ashley filled at 8:00pm and remained full past 9:00pm.
- Library Lane’s surface lot filled at 7:00pm and remained full past 9:00pm.
- South Ashley filled at 6:00pm and remained full past 9:00pm.
- First and Huron filled at 10:00am and remained nearly full until after 1:00pm. Then filled again at 6:00pm and remained full past 9:00pm.

The maintenance department has been prepared for and has responded well to the snowfalls and freezing temperatures this month. So far there have been 2 snow events. Both events were cleaned up promptly and completely. Staff are working extended shifts and Sundays to respond to weather conditions.

City/DDA Parking Enforcement Committee
The committee met on December 15th. There was continued discussion about parking for the churches on the Sunday of Art Fair. The 4 Art Fairs will be bringing their meter bag requests for the 2017 Art Fair to the next meeting so that they can be reviewed.

The next meeting will take place on January 19th, 2017.

Tally Hall Condominium Meeting
No meeting was held during the past month. We are trying to arrange a phone conference prior to the year end.

First & Washington Condominium Meeting
We have not received any information from either the owner of the apartments or the City’s legal department on progress towards creating a condominium association.

**Walker Parking Operational Review**
Walker Parking Consultants have completed the operational review. All parking system policies and procedures were determined to be at or above parking industry best practice. The study also looked at current operations and made recommendations for IT and software improvements. This assessment is the first step in the RFP process of selecting a parking operator. A draft RFP and contract has been written and is under review by Walker and the DDA attorney.

**Parking System Maintenance**
Fourth and William and Maynard stairwells were washed in early December prior to the freezing weather.

**Parking Equipment**
Dixon & Associates continues to evaluate different IT options for the parking system. DDA staff have received the latest draft of their report and it is being evaluated currently.

**Elevators**
There were 2 elevator service calls during the month. They were distributed as follows:

- 2 Maynard Alley Elevator

**Parking Construction**

**Fourth & William Stair/Elevator Improvement Project**
Curtain wall and elevator installation is underway. Some remaining punch list items are expected to be completed in spring when the weather warms up.

**Transportation**

**getDowntown Overall Outreach**
- Sent out Commuter Connection E-News to 3,700 subscribers on 12/7/16 & go!pass Coordinator Bulletin to 495 subscribers on 12/14/16.
- Promoting Conquer the Cold on social media. Challenge is from 1/1/17-1/31/17.
- Distributed Conquer the Cold posters to sponsors and put in buses.
- Held 2 events with Common Cycle to prepare for the Conquer the Cold Challenge – Total of 17 attendees.

**Go!pass Outreach**
- Finalized business verification walk arounds. Mailed go!pass info to 359 non-participating businesses.
- Renewal orders received to date: 401
- New orders for 2016-2017 received to date: 21
- Reached out to these companies about go!pass program:
  - Avalon Bakery & Café
  - Kosch Dining – manages Sabor Latino, Heidelberg & Siris (new restaurant)
  - Roos Roast
New go!pass companies for December-
- Avalon Bakery
- Ivory Photo
- Joel Robbins, MAcOM
- Roos Roast

2015-2016 - Go!pass sales as of December 15, 2015: 5,804 passes distributed to 427 organizations
2016-2017 – Go!pass sales as of December 15, 2016: 5,642 passes ordered by 425 organizations

Quarterly Ridership – will be reported in Jan for (Oct-Dec. 2016)

Bike Parking
- Bike Locker Rentals as of 12/18: 14 rentals of 19 available lockers (74%)
- Maynard Bike House Rentals as of 12/18: 12 rentals of 28 spaces (43%)
  Ann Ashley Bike House Rentals as of 12/18: 35 rentals of 27 spaces (126%)