



Information
City

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Please place this
communication in the
04/15/25 City
Commission Agenda
under Petitions and
Communications.

4/2/2025

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City of Grand Rapids
Mayor, Commissioners, City Manager & Staff
300 Monroe Ave. NW
Grand Rapids, MI 49503

**RE: Re-designing of the (DDA), (DID) and (DGRI) with the Goal of Improving
Downtown Through a Better Information System by Design. New Responsibilities for
the DDA, DID and DGRI.**

RE: Re-designing the Downtown Development Authority (DDA) and Downtown Improvement District (DID) and Downtown Grand Rapids Inc. (DGRI) with the Goal of Improving Downtown Grand Rapids Through a Better Information System by Design That Will Promote Downtown.

Mayor, Commissioners, City Manager & Staff,

The staff at the DDA, DID and DGRI are doing a good job, but they are doing a complete job. They are not going in the direction of providing great daily real time information to all who visit downtown Grand Rapids, MI as a primary purpose or a primary duty. When the DGRI was created there were 5 employees and no Ambassador program.

Now there are at least 21 employees at the DRGI location at 29 Pearl St. and with at least 20 Ambassadors located at the city owned property located at 331 Winter Ave. NW. The DDA, DID, DGRI and Ambassador programs need to be looked at like the Federal Government is doing with the Department of Government Efficiency (DOGE). It seems the DDA/DID/DGRI do more consultant shopping and studies and this needs to change immediately. The DDA/DID/DGRI needs to be held responsible for the construction of an information center/kiosk at the Pearl and Monroe behind the statue of Rosa Parks. Then the staff of the DDA/DID/DGRI needs to be collecting the daily information from the restaurants, bars, retail shops, museums, movie theater and all other downtown facilities for a data base that will be updated daily and accessed daily by scanning a QR code. The DDA/DID/DGRI have at least 21 staff members and they should be doing this. I think it is time to for a local Department of Government Efficiency (DOGE) for downtown.

I find it highly strange that there is no information center in downtown Grand Rapids at the main downtown Grand Rapids intersection of Pearl & Monroe aka Rosa Parks Circles. The city of Grand Rapids (who created the DDA/DID/DGRI) should immediately redesign the responsibilities of the DDA/DID/DGRI to include as a PRIMARY duty to provide great daily information.

Note to Mayor, Commissioners, City Manager & Staff:

It is in your power to cancel the DDA/DID/DGRI and re-instate the DDA/DID/DGRI with new goals and duties including an information center/kiosk construction at Rosa Parks Circle and collecting and providing great daily information accessible by scanning a QR code. I will be placing another communication stating "that those who say and think that the city of Grand Rapids can not build an information center/kiosk behind the statue of Rosa Parks" are wrong and should change their tune. If they are elected or appointed officials who think this, they should resign and move far away.

Scott A.