

Fulmar Property Holdings

TO: Members - Grand Rapids City Commission

FROM: Brad Thomas, Principal, Progressive Companies
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DATE: Monday, December 2, 2024

SUBJECT: Fulton & Market Project Benefits

On behalf of Fulmar Property Holdings, and in advance of City Commission consideration of the resolution approving a transformational brownfield plan of the City of Grand Rapids Brownfield Redevelopment Authority for the Fulton and Market project on Tuesday, December 3, we have prepared a summary of Fulton & Market project benefits.

Many of these benefits have been outlined in previous documents, shared in our presentations to the Grand Rapids Brownfield Redevelopment Authority on September 25 and October 16, discussed in briefings with members of the commission, presented at the Grand Rapids City Commission public hearing on November 12 and shared during numerous neighborhood engagement sessions. We hope it is helpful prior to tomorrow's meeting to have this information in a consolidated document.

PROJECT OVERVIEW

Today, an expansive surface parking lot sits at the intersection of Grand Rapids' namesake river and our flourishing downtown sports and entertainment district. If realized, Fulton & Market will, instead, be a vibrant hub where thousands of people work, live, visit, operate businesses, dine, shop and access the Grand riverfront and trails daily. This proposed project is consistent with the City's Master Plan and the GR Forward Plan.

In place of nearly seven acres of asphalt, a corporate headquarters, residential tower, hotel and condominium complex, and retail-, hospitality- and residential-lined parking decks will bring up to 1,900 workers and add nearly 700 residences, 130 hotel rooms, more than 2,500 parking spaces and nearly 38,000 square feet of retail space for distinct shops, restaurants and other amenities in the heart of downtown.

ECONOMIC IMPACT

- Estimated 4,400 construction jobs with a local labor impact of approximately \$330M during the construction period.
- A strong commitment to inclusion of minority-owned, women-owned and micro-local contractors in project construction and professional services.

- Up to 1,900 permanent jobs on site with an average wage approximately 40% higher than the average wage in the City of Grand Rapids and a total labor impact of approximately \$162M.
- Exciting new retail and hospitality opportunities—including opportunities for minority-owned, women-owned, and locally-owned businesses—in a new downtown commercial hub.
- Approximately \$28M paid to the Grand Rapids Public Schools Debt millage and \$30 million paid to the Downtown Development Authority over the 30-year plan period—all in excess of what would be generated without this development.
- Approximately \$200 million of City Income Taxes paid by occupants of the site over the 30-year plan.
- 130-room boutique hotel brings a new hospitality product to the market and will increase tourism and entertainment spend at local businesses by non-city residents.

HOUSING

- A contribution to the City’s Affordable Housing Fund providing the City with the flexibility to pursue a variety of affordable housing opportunities across the community.
- Creation of nearly 700 downtown housing units at price points that the Grand Rapids Chamber’s Housing Needs Analysis identified as the level at which the plurality of demand exists.

CONNECTIVITY & PUBLIC ACCESS

- Public promenade provides river access from the Heartside neighborhood and will stimulate new opportunities for waterfront engagement.
- Creates riverfront pedestrian and cycling trail connectivity from Fulton Street to the Acrisure Amphitheater, Roosevelt Park, Blacks Hills and the City’s southern neighborhoods.
- Connects key downtown business, hotel, sports and entertainment districts with a 1.2M square-foot development comprised of three skyline defining high-rise riverfront towers.
- In all, creates 68,200-square-feet of space available to the public, including promenade, riverwalk, lookouts, and riverfront steps.

ALIGNMENT WITH CITY MASTER PLAN

Supports several goals and strategies in the GR Forward Plan:

- Establish Grand Rapids as the hub in a regional trail system with universal access along the river on both the east and west sides.
- Enhance neighborhood access to the river.
- Leverage development opportunities to hit critical mass – goal is 10,000 residents living downtown.

- Support initiatives that improve downtown living for existing residents and attract new residents downtown.
- Preserve and expand a variety of housing opportunities.
- Concentrate retail and close the retail services gap.
- Expand job opportunities and ensure continued vitality of the local economy.

ENVIRONMENTAL IMPACT AND SUSTAINABILITY

- Addressing previously existing onsite environmental contamination in accordance with applicable environmental regulations.
- Incorporate green stormwater infrastructure.
- Added tree canopy and reintroduction of plants native to the banks of the Grand River.

In addition to the many benefits that have been previously outlined, the development team has been listening closely to feedback from the commission, downtown residents and neighbors. We have heard this feedback and are proposing the following updates to the project's inclusion and sustainability commitments:

1. Increasing the project's commitment to inclusion of minority-owned, women-owned and micro-local contractors in project construction and professional services to \$50 million, which represents a 76% increase over our previously stated commitment.
2. The project is committed to working with Downtown Grand Rapids Inc and the City, leveraging the DDA's Downtown Retail Business Innovation Grant, to recruit diverse entrepreneurs and small business owners to occupy ground floor retail space within the development.
3. The project will be built to LEED Silver or comparable certification level.

We greatly appreciate the Grand Rapids City Commission's consideration of this resolution.