



REQUEST FOR GRAND RAPIDS EDA ACTION

AGENDA DATE: July 23, 2026

STATEMENT OF ISSUE: Consider approval of an amendment to the professional services agreement with Pierson Henry LLC

PREPARED BY: Rob Mattei, Executive Director

BACKGROUND:

On June 26, 2025, GREDA accepted a proposal from the firm of Pierson Henry LLC to provide certain services to support the formation and initial organization of the Grand Rapids Downtown Alliance.

The original proposal, which is attached, consists of flat fees totaling \$41,500 for the first phase which involves deliverables for strategic communications and fundraising. The second phase is a monthly fee of \$4,200 for deliverables/assistance in supporting implementation of the communications plan, providing benchmarks, tools, support and coaching to the new Executive Director to carry out all aspects of the communications and outreach work.

With the first phase complete, Pierson Henry and the Alliance have determined that a reduction in scope for the second phase is advisable. The proposed amendment to the agreement restructures the second phase to be an hourly not to exceed monthly fee of \$500.00 for as needed consulting services.

As a reminder, this work is funded by the Blandin Foundation grant to GREDA.

RECOMMENDATION:

REQUIRED ACTION: Make a motion to approve an amendment to the professional services agreement with Pierson Henry LLC