

AGENDA
Cascade Charter Township
Downtown Development Authority Board of Directors
May 16, 2017
5:30 p.m.
Cascade Library Wisner Center
2870 Jacksmith Ave. SE

- ARTICLE 1.** Call the Meeting to Order
Record the Attendance

- ARTICLE 2.** Approval of the Agenda

- ARTICLE 3.** Approval of the Minutes of March 21, 2017 Meeting

- ARTICLE 4.** Acknowledge visitors and those wishing to speak to non-agenda items *(Comments are limited to five minutes per speaker)*

- ARTICLE 5.** Discuss and Consider Branding/Marketing RFP

- ARTICLE 6.** Discuss Tree Cutting/Replacement in the District

- ARTICLE 7.** Discuss Future Projects

- ARTICLE 8.** Any Other Business
 - a. Update on Planning Activities
 - b. DDA Business/Property Owner meeting – Interchange Area

- ARTICLE 9.** Adjournment

MINUTES
Cascade Charter Township
Downtown Development Authority Board of Directors
Tuesday March 21, 2017
5:30 P.M.
Cascade Library – Wisner Center

ARTICLE 1. Chairman Huhn called the meeting to order at 5:30 P.M.
Members Present: Huhn, Beahan, Kingsland, Puplava, Ridings, Rowland, and Siegle
Members Absent: Stephan and Smith
Others Present: DDA Director Sandra Korhorn, and those listed on the sign in sheet.

ARTICLE 2. Approve the current Agenda.

Motion was made by Member Beahan to approve the Agenda. Supported by Member Puplava. Motion carried 7 to 0.

ARTICLE 3. Approve the Minutes of the February 21, 2017 Meeting.

Motion was made by Member Rowland to approve the Minutes as presented. Supported by Member Puplava. Motion carried 7 to 0.

ARTICLE 4. Acknowledge visitors and those wishing to speak to non-agenda items.

No one came forward.

ARTICLE 5. Consider Sponsorship of Library Concert Series

Director Korhorn stated that Ms. Diane Cutler is again putting together a winter concert series at the Cascade Library. This would be a seven-month series of free concerts for adults which will take place one Sunday afternoon each month from October to April. The library is requesting financial support from the DDA in the amount of \$1,500. These concerts are extremely popular with residents and non-residents.

Director Korhorn recommends the DDA provide financial support for the series.

Ms. Cutler came forward to provide additional input and answer any questions the Board may have.

Discussion followed.

Motion was made by Member Puplava to approve \$1,500 on behalf of the DDA for the Library Concert Series. Supported by Member Siegle. Motion carried 7-0.

ARTICLE 6. Discuss and Consider Holiday Decorations for the Village and Tassell Park

Director Korhorn stated that at the February meeting the DDA Board directed her to get pricing on replacing the snowflakes in the Village, purchasing a tree and find out the cost of lighting Tassell Park, similar to what is done at the Museum Gardens Park.

Upon contacting Bronner's rep, and he, in turn, the plant manager, they decided to give the Township a price extension through March 23, 2017.

The request for funding new holiday decorations was presented to the Infrastructure Committee at their March meeting. They are in favor of moving forward with the project.

This will likely need to be a multi-year project due to the cost. The DDA budgeted \$15,000 and the Parks Committee budgeted \$7,500 to partner with the DDA on this project. Upon further review, \$15,000 was also budgeted for the Village for new holiday decorations. She also submitted a grant application to the Cascade Community Foundation and has also submitted a request to the Forest Hills Business Association to partner with the DDA.

A general discussion followed.

The following motions were made in regards to the holiday decorations:

Motion was made by Member Rowland to approve 45 to 50 cool white snowflakes for the Village at a cost of approximately \$14,000 - \$15,000. Supported by Member Puplava. Motion carried 7-0.

Motion was made by Member Puplava to approve the purchase, installation and maintenance of lights for Tassell Park and the Gardens at the approximate cost of \$8,300. Supported by Member Kingsland. Motion carried 7-0.

Motion was made by Member Puplava to approve the purchase of an 18 foot Christmas tree with multi-colored lights at a cost of approximately \$5,800. Supported by Member Kingsland. Motion carried 7-0.

Motion was made by Member Beahan to approve the purchase of 60" wreath for Township Hall at a cost of approximately \$250. Supported by Member Puplava. Motion carried 7-0.

ARTICLE 7. Review the 2016 Annual Report

Director Korhorn distributed the DDA Annual Report to the Board and stated that DDA's are required to submit a report on the status of the tax increment financing account annually to the State Tax Commission. These reports are also required to be published in a newspaper of general circulation and provided to the Board.

Discussion followed.

ARTICLE 8. Election of Officers

Director Korhorn let the Board know it was time to elect officers for the DDA for 2017. The Board needs to vote on the positions of Chair, Vice Chair and Secretary.

A vote was tabled at the January and February, 2017 meetings because of various officer absences.

Motion was made by Member Siegle that the current officers remain serving in their respective positions:

**Chairman - David Huhn
Vice Chair – Jennifer Pupilava
Secretary – Diana Kingsland**

Supported by Member Rowland. Motion carried 7-0.

ARTICLE 9. Any other business.

- a. Update on Planning Activities.
- b. DDA Business/Property Owner meeting – Village area. The first meeting was held March 20, 2017 at 8:30 a.m.

ARTICLE 10. Adjournment.

Motion was made by Member Pupilava to adjourn. Supported by Member Rowland. Motion carried 7 to 0. The meeting was adjourned at 6:45 p.m.

Respectfully submitted,
Diana Kingsland, Secretary

DDA MEMORANDUM

To: Cascade Township DDA Board

From: Sandra Korhorn, DDA/Economic Development Director *SKK*

Subject: Discuss and Consider Branding/Marketing RFP

Meeting Date: May 16, 2017

Last fall we began the discussions of future projects for the DDA district. Completing a marketing plan has been discussed over the years. The DDA is beginning to sponsor some events in the downtown area and it would be nice to have a logo for marketing/advertising purposes and also put together a branding/marketing initiative for the downtown district.

The process will help us develop a branding/marketing plan with the goal of creating a coordinated image and associated campaign for Cascade DDA. The goal of the plan is to highlight the features of our community with the result of attracting citizens, businesses and other entities to the different areas of our Township and to enhance Cascade's overall quality of life.

The versatile brand will be suitable for multiple applications, including but not limited to: economic development marketing, professional recruitment and retention and tourism marketing.

This project has been budgeted for in the 2017 budget. Attached is a draft RFP to be sent out in the next couple weeks with proposals due mid-June.



**CASCADE CHARTER TOWNSHIP
REQUEST FOR PROPOSAL**

**CASCADE TOWNSHIP
BRANDING/MARKETING PLAN**

DRAFT

**CASCADE CHARTER TOWNSHIP
2865 THORNHILLS AVENUE SE
GRAND RAPIDS, MICHIGAN 49546**

TELEPHONE: (616) 949-1500

**Proposals Due By: Wednesday, June 21, 2017
10:00 a.m.**

**Request for Proposals
Cascade Charter Township
Branding/Marketing Plan**

Introduction

Cascade Charter Township is seeking proposals from qualified firms interested in providing consulting services to assist the Cascade Downtown Development Authority in a comprehensive branding/marketing plan.

Project Narrative

The Request for Proposal is intended to solicit and secure proposals from consultants with experience working with communities of a similar size to Cascade Township to focus on community marketing/promotion and identification (branding).

Cascade Township DDA is interested in developing a branding/marketing plan with the goal of creating a coordinated image and associated campaign for Cascade DDA. The goal of the plan is to highlight the features of our community with the result of attracting citizens, businesses and other entities to the different areas of our Township and to enhance Cascade's overall quality of life.

The versatile brand will be suitable for multiple applications, including but not limited to: economic development marketing, professional recruitment and retention and tourism marketing.

Background

Cascade Township is located in the southeastern section of Kent County, immediately adjacent to the expanding metropolitan area of Grand Rapids. The Townships of Ada, Lowell and Caledonia border Cascade Township to the north, east and south, while the growing City of Kentwood forms a western border with the Township.

In 1993, the Cascade Charter Township Board adopted an ordinance creating the Cascade Charter Township Downtown Development Authority (DDA). Since the creation of the DDA, the DDA Board of Directors and the Township Board have adopted four (4) District Development Plans and Tax Increment Financing Plans. These plans were adopted in 1994, 2000, 2004 and 2011.

In 2003, Cascade Charter Township expanded the DDA district to incorporate additional commercial and office development west of Kraft Avenue. The 2003 expansion would bring in 380 acres of property and extend the DDA boundary to Patterson Avenue. This expansion would increase the size of the DDA district from 338 acres to 718 acres, a land area increase of 212 percent.

In November 2003, the Township received a request from the Centennial Business Park Association to expand the DDA district once again. The Association wanted to be incorporated into the DDA district as a means of attracting tenants to this office park. In April 2004, the Township adopted an ordinance incorporating the remaining portion of Centennial Park (85 acres) into the DDA district. This expansion increased the size of the DDA district from 718 acres to 803 acres.

The Cascade Charter Township DDA district does not bear a strong resemblance to a traditional downtown area like Monroe Center in Grand Rapids. There are two - 5 lane roads that run through the heart of the DDA district, with speed limits posted at either 40 mph or 45 mph.

Cascade also has somewhat of an identity problem. The majority of the mailing addresses in the Township are either Grand Rapids or Ada, along with some Lowell and Alto. There are no Cascade mailing addresses, which causes confusion among residents and business owners about what community they reside in and pay their taxes to, but also means the business owners are advertising their business as being located in Grand Rapids, MI.

Funding

The Township estimates that a new Branding/Marketing Plan will cost approximately \$25,000. The DDA and Township Board will appropriate the resources based upon creativity, thoroughness and services provided by the consultant. Funding is contingent upon award of a contract by the Township Board.

Plan Priorities

All proposals will be expected to provide a clear and unambiguous process for achieving a unifying theme or brand and marketing concepts. Activities should include the following:

1. A process for engaging the business community and reaching consensus on their view of marketing Cascade. A discussion of tools or methods to be used should be included.
2. Interaction with various Township boards, commissions, staff and related interest groups through surveying tools, community meetings or a combination of methods to identify elements of community pride which should be included or amplified in a marketing or branding process.
3. The final report will include, but not be limited to, an agreed upon symbol, trademark, slogan, color scheme, brand, etc. that will be unique to Cascade Township DDA in branding and advertising the Township for economic development purposes.
4. A final report which states the conclusions for the public process and presents specific recommendations, making the most effective investment of

existing funding (cost, service/products, etc.) for branding and marketing the township.

5. Develop marketing material to specifically promote for the Downtown District.

Other issues not on this list will most likely arise as a result of public input and future discussion.

Materials/Resources Available from Cascade Charter Township

1. Existing plans and studies, such as the DDA TIF Plan, Township Master Plan, Village Design and Land Use Evaluation
2. Access to the REGIS System.
3. Zoning Ordinance/Map

Upon completion of the plan, the consultant shall provide one unbound original copy of the Plan. In addition, the consultant shall provide electronic copies of all text, maps and graphics incorporated in the final Plan (in PDF format) to the Township. All or parts of the electronic files may be used by the Township on their website, newsletter or other publications at their discretion.

Proposal Requirements

All proposals submitted in response to the RFP are due by Wednesday, June 21, 2017 at 10:00 a.m. Eight (8) copies are required. Proposals received after this deadline shall not be considered. All costs incurred for proposal preparations, presentation or contract negotiation shall be the responsibility of the consultant.

At a minimum, each respondent shall submit the following information:

- Firm History: Name, address, and brief history of the firm. The proposal must be signed by an appropriate authorized official for the firm submitting the proposal. In addition, include relevant information of any firm that you intend to subcontract with for any portion of the project.
- Personnel: Include resumes of key personnel to be assigned to this project, indicating relevant qualifications and experience. Indicate the role that they will be playing in the development of the Marketing and Promotion Plan.
- Related Experience: Include information on projects where the firm rendered professional services similar to those requested in this RFP. List the name of key personnel assigned to each project. In addition, particular attention will be paid toward firms which have worked with any municipal, governmental or quasi-governmental entities.
- Work Plan: Provide the technical approach recommended to accomplish the required work. Include tasks, methodologies, and a description of the

client/stakeholder's involvement in the process. The process required to create the Marketing and Promotion Plan shall include an extensive effort to involve and inform the citizens, businesses, and interest groups in Cascade of the initiative.

- **Timeline:** Provide a project schedule with key meetings and deliverables noted. The DDA desires the selected consultant to begin immediately following the award of the contract.
- **Fees:** Provide a firm fixed fee quotation for the services outlined in the consultant's work. Price may not be a determining factor in the award. Proposed fees should include hourly rates, a not to exceed amount, and costs for reimbursable expenses. If any additional services are proposed, they should be clearly identified. Please include a separate sheet for the firm that would be used for contracting additional services or meetings.
- **Deliverables:** Provide a detailed list of work products that will developed as a result of the Marketing and Promotion Plan. The final product should be a result of the Marketing and Promotion Plan. The final product should be a plan with budgets for all recommendations. All items delivered as part of this project will be the sole property of Cascade Township. Both paper and electronic versions of the final Marketing and Promotion Plan should be provided to Cascade Township.

Minimum Qualifications

Proposals will be accepted from firms who meet the following minimum qualifications. Individuals or consultants that do not meet these minimum qualifications shall be deemed non-responsive and will not receive further consideration.

A. Standard Insurance Requirements:

1. **Commercial General Liability Coverage:** Commercial General Liability Coverage including products/completed operations, contractual liability, and personal injury. This insurance shall be on a commercial insurance, occurrence form. The certificate must contain, as an endorsement, the following language: "Cascade Charter Township, Michigan, its elected officials, officers, employees, boards, commissions, authorities, voluntary associations, and any other units operating under the jurisdiction of the Township and within appointment of its operating budget, including Cascade Charter Township, are named as additional insured and said coverage shall be considered to be the primary coverage rather than any policies and insurance or self-insurance retention owned or maintained by Cascade Charter Township". The limit amount for this insurance shall be not less than \$1,000,000 per occurrence and \$2,000,000 aggregate.
2. **Workers Compensation Coverage:** At a minimum, Workers Compensation Insurance as required by State of Michigan law, Michigan statutory coverage,

or evidence of an exemption for sole proprietors or a State issued exemption for corporations, partnerships or LLCs who have three or less employees. Employer Liability limits of \$500,000 each accident, \$500,000 disease policy limit and \$500,000 disease each employee.

3. Automobile Liability Coverage: The Automobile Liability Coverage shall cover all owned, non-owned, and hired automobiles with a limit of not less than \$1,000,000 combined single limit each accident.
 4. Professional Liability Insurance: A policy in an amount not less than \$1,000,000 per claim.
 5. Cancellation: Cancellation clause of insurance not less than thirty (30) days.
 6. Proof of Insurance: The Township reserves the right to require complete, certified copies of all required insurance policies at any time.
- E. The successful bidder will be required to enter into a professional service contract with the Township.

Funding

Any contract awarded as a result of this Request for Proposal is contingent upon the availability of funding, as determined by the Township Board.

Period of Performance

The period of performance of any contract resulting from this RFP is tentatively scheduled to begin on or about August 1, 2017 and conclude upon completion of the project. The final negotiated contract shall contain a clause that allows for the termination of the contract, without cause, with 120 days' notice.

Proprietary Information and Public Disclosure

Materials submitted in response to this competitive procurement shall become the property of the Township. All proposals received shall remain confidential until the deadline for submission of bids or proposals has expired, as defined by Michigan statute (MCL 15.243 (1)(i), the Freedom of Information Act).

Revisions to the RFP

In the event it becomes necessary to revise any part of this RFP, addenda will be reduced to writing and submitted to all prospective bidders known to the Township. For this purpose, the published questions and answers and any other pertinent information will be considered an addendum to the RFP and will be provided to prospective bidders.

The Township reserves the right to cancel or to reissue the RFP in whole or in part, prior to execution of a contract.

Acceptance Period

Proposals must provide 60 days for acceptance by Township from the due date for receipt of proposals.

Responsiveness

All proposals will be reviewed by the Project Administrator to determine compliance with administrative requirements and instructions specified in this RFP. Failure to comply with any part of the RFP may result in rejection of the proposal as non-responsive. The Township also reserves the right, at its sole discretion, to waive minor administrative irregularities.

Most Favorable Terms

The Township reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially on the most favorable terms that the respondent could propose. There will be no best and final offer procedure. The Township does reserve the right to contact a respondent for clarification of its proposal.

The Respondent should be prepared to accept this RFP for incorporation into a contract resulting from this RFP. Contract negotiations may incorporate some of or the Respondent's entire proposal. It is understood that the proposal will become a part of the official procurement file on this matter without obligation of the Township.

Costs of Proposal

The Township will not be liable for any costs incurred by the Respondent in preparation of a proposal submitted in response to this RFP, in conduct of a presentation, or any other activities related to responding to this RFP.

No Obligation Contract

This RFP does not obligate the Cascade Township Board to award a contract for services specified herein.

Rejection of Proposals

The Township reserves the right at its sole discretion to reject any and all proposals received without penalty and not to issue a contract as a result of this RFP.

Failure to Comply

The Respondent is specifically notified that failure to comply with any part of the RFP may result in rejection of the proposal as non-responsive.

Commitment of Funds

The Cascade Township Board or their delegates are the only individuals who may legally commit the Township to the expenditures of funds for a contract resulting from this RFP. No cost chargeable to the proposed contract may be incurred before receipt of a fully executed contract.

Signatures

The proposal must be signed and dated by a person authorized to legally bind the Respondent to a contractual relationship, e.g., the President or Executive Director if a corporation, the managing partner if a partnership, or the proprietor if a sole proprietorship.

Selection Process

Selection of a consultant will be made at the complete discretion of the DDA and Township Board, which reserves the right to accept or reject any and all proposals. All submissions or parts thereof become the property of Cascade Charter Township and are subject to Freedom of Information Act release once bids have been opened.

Proposals will be reviewed by a Committee consisting of members of the Cascade Township Staff, Downtown Development Authority Board and Township Board to determine which consultants will be invited to participate in an interview. Each proposal will be reviewed and evaluated based on the following:

- Thoroughness and clarity of proposal
- Past experience of firm with similar work
- Past experience of personnel proposed for this project
- Consultant's reputation for quality, integrity, meeting budget, meeting schedule
- Responsiveness to client
- Proposed budget and timeline
- Understanding of the issues impacting the community

It is the intent of Cascade Charter Township to select a consultant in accordance with the following schedule:

June 21, 2017	Proposals are due - 10:00 a.m.
Week of June 26	Interviews scheduled with selected consultants.
July 10-12, 2017	Interviews Conducted
July 18, 2017	DDA Board of Directors considers Committee recommendation and makes a recommendation to the Township Board.
July 26, 2017	Township Board considers recommendation and awards contract.

Please submit RFP's to:

Sandra Korhorn, DDA/Economic Development Director
Cascade Charter Township
2865 Thornhills Ave. S.E.
Grand Rapids MI 49546
(616) 949-1500

Submission of a proposal indicates acceptance by the firm of the conditions contained in the Request for Proposal.

DRAFT

DDA MEMORANDUM

To: Cascade Township DDA Board

From: Sandra Korhorn, DDA/Economic Development Director

Subject: Discuss Tree Cutting/Replacement in the District

Meeting Date: May 16, 2017

SKK

There are some trees located in the district that are dead or in bad shape. The DDA should discuss removing these trees and whether they should be replaced with new trees or if there are other options available.

DDA MEMORANDUM

To: Cascade Township DDA Board
From: Sandra Korhorn, DDA/Economic Development Director
Subject: Discuss Future DDA Projects
Meeting Date: May 16, 2017

SKK

The Community Gathering Space Plan did not pass at the April board meeting. Concerns that were raised included the potential costs, potential parking issues, the appropriateness of the skate park in this area and whether or not it was an appropriate project for the DDA to be investing in.

I have included the project list from our joint meeting in 2015 for your review. The Gateway entry signs ranks high on the priority list as a DDA project. The purchase of riverfront property ranked very high on the list as a joint project between the DDA and Township Board.

While not on the list, we should also consider a couple sidewalk/streetscape projects. They are:

1. Centennial Park – Orchard Vista loop
2. Patterson Ave. – 28th St. north to Patterson Ice Arena
3. Cascade Rd. – 28th St. to Cascade Villas (this project would be best completed with the Township Board to finish this walk from Cascade Villas to Burton St.)

Let's discuss at the meeting and come up with a preliminary plan for the next year.

Potential DDA Projects

Project	A	B	C	D
Pathway Extension – Cascade Rd. 28 th St – Cascade Villas	1,2	1,2,3,4,5	1,2,3,4,5,6,7	1
Community Gathering Area – Library/28 th St. property	1,2,3,4,5	1,2,3,4,5,6,7	1,2	1
Pathway – Library to Tassell Park	1	1,2,3,4	1,2,3,4,5,6,7	1,2,3
28 th St. Mid Block Crossing	1,2,3	1,2,3,4	1,2,3,4	1,2,3,4
28 th St. Sidewalk – Hotel Ave. to Drury Property	1,2,3,4,5,6,7	1,2,3,4,5,6	1,2	
Gateway Entry Signs - Bridge	1,2,3	1,2,3,4,5,6,7,8	1,2	1

Joint Projects – DDA & Township Board

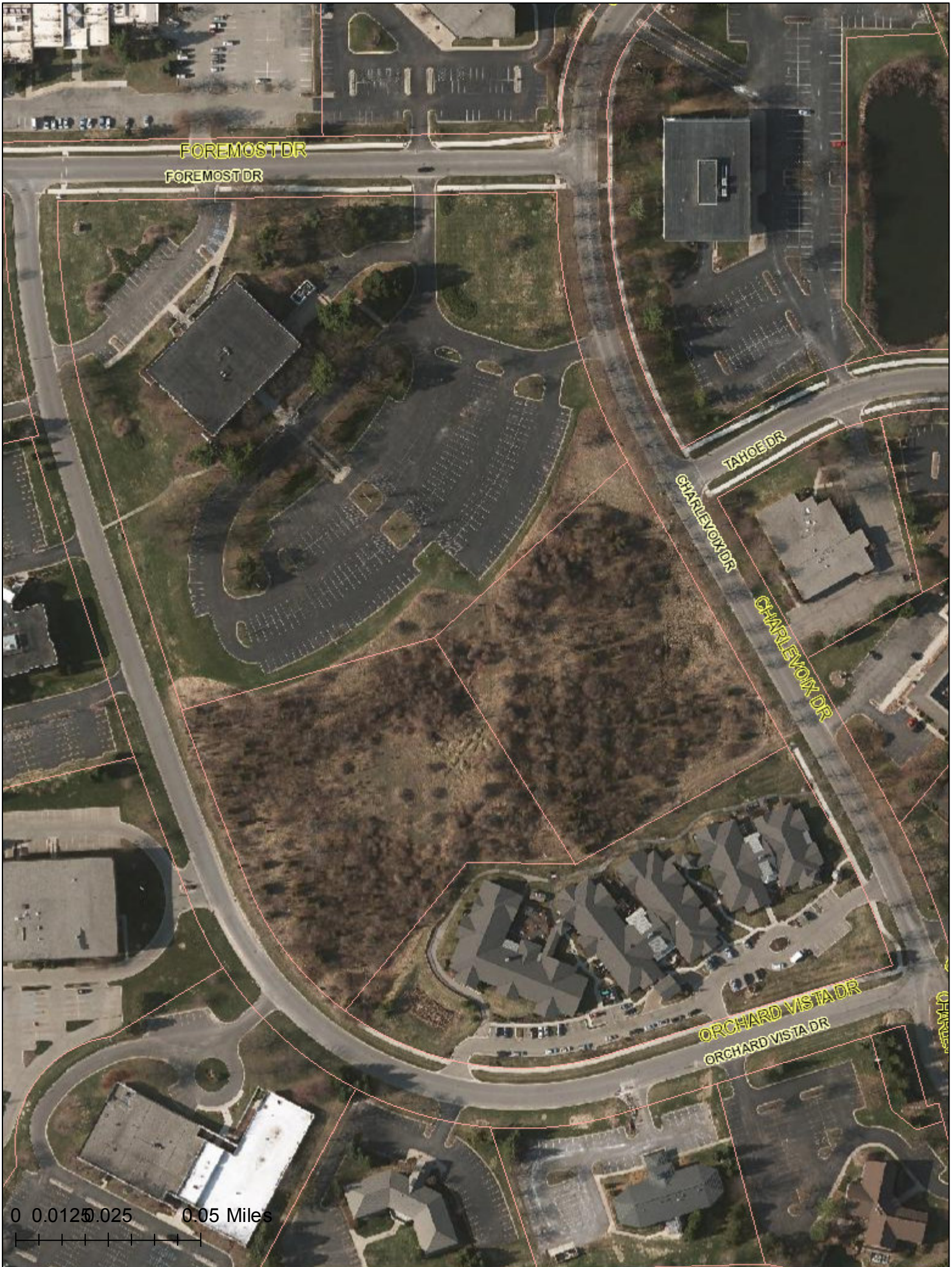
Project	A	B	C	D
28 th St. /I 96 Entry Sign	1	1,2,3,4,5,6,7,8	1,2,3,4,5	1
28 th St./Patterson Sign	1,2	1,2,3,4,5,6,7,8	1,2,3,4	1
Purchase of Riverfront Property	1,2,3,4,5,6,7,8,9,10 11,12,13	1,2		
Prevos Property	1,2,3			

Non-DDA (General Fund) Projects

Project	A	B	C	D
Pathway Extension – Thornapple River Dr. – North	1,2,3	1,2,3,4,5,6,7	1,2,3	1,2
Pathway Extension – Thornapple River Dr. – South	1,2,3,4	1,2,3,4,5	1,2,3,4	1,2
Pathway Extension – Cascade Rd. Cascade Villas to Burton St.	1	1,2	1,2,3,4,5,6,7,8	1,2,3,4
Entry Sign – 36 th St/Interchange	1,2	1,2,3,4,5,6,7	1,2,3	1,2

- ❖ *A – Essential:* urgent, high priority project that should be done if at all possible.
- ❖ *B – Desirable:* high priority project that should be done as funding becomes available.
- ❖ *C – Acceptable:* worthwhile project to be considered if funding is available.
- ❖ *D – Deferrable:* low priority project which can be postponed.

TITLE



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