

AGENDA

Cascade Charter Township
Downtown Development Authority Board of Directors
March 18, 2025
5:30 p.m.
Cascade Library Wisner Center
2870 Jacksmith Ave. SE

Public may access the meeting via video conference software Zoom
<https://us02web.zoom.us/j/88196996148>

- ARTICLE 1.** Call the Meeting to Order
 - Record the Attendance
- ARTICLE 2.** Approval of the Agenda
- ARTICLE 3.** Approval of the February 18, 2025 Meeting Minutes
- ARTICLE 4.** Acknowledge visitors wishing to speak regarding any agenda or non-agenda items (*Comments are limited to five minutes per speaker*)
- ARTICLE 5.** Metro Cruise Presentation
- ARTICLE 6.** DDA Annual Report
- ARTICLE 7.** April Meeting Date
- ARTICLE 8.** Staff Updates
- ARTICLE 9.** Any Other Business
- ARTICLE 10.** Adjournment

MINUTES

Cascade Charter Township
Downtown Development Committee
February 18, 2025, at 5:30pm
Cascade Library Wisner Center
2870 Jacksmith Ave. SE

- ARTICLE 1.** Chair Kleyla called the meeting to order at 5:33pm.
Members Present: Vogel, Carlson, Preston, Kleyla, Bingham, Stephan, Makkar
Absent: Lesperance
Others Present: Township Manager Jade Smith, Executive Assistant Jessica Stine
- ARTICLE 2. Approval of the Agenda**
Motion was made by Makkar to approve the current agenda. Supported by Member Carlson. Motion carried 7 to 0.
- ARTICLE 3. Approval of the Minutes of the November 19, 2024 Meeting**
Motion was made by Member Bingham to approve the minutes as written. Supported by Member Vogel. Motion carried 7 to 0.
- ARTICLE 4. Acknowledge Visitors & Public Comment**
There were not any visitors that wished to speak at that time.
- ARTICLE 5. Election of Officers**
Motion was made by Member Stephan to elect Chair Kleyla as Chair. Supported by Member Carlson. Motion carried 7 to 0.
Motion was made by Member Vogel to elect Member Stephan as Vice Chair. Supported by Member Carlson. Motion carried 7 to 0.
Motion was made by Member Makkar to elect Member Vogel as Secretary. Supported by Member Preston. Motion carried 7 to 0.
- ARTICLE 6. Onboarding**
Manager Smith introduced the DDA to their new onboarding binders and explained that every new member would get one. The members were appreciative and said it was what they had been asking for.
- ARTICLE 7. Landscaping**
Manager Smith explained that they would be going out to bid to get a combined contract for flowerpots, median islands, and holiday decorations.
The 28th St medians and the Cascade entrances/exits will be a separate project with Native Edge.

Members talked about the Tuffy property and asked if there was anything they should be doing to activate the space. That will be one of the first areas that will be addressed with the OHM plan, and it is currently a construction site, so there wasn't anything to do at that time.

Member Bingham shared a bridge decoration that the members liked for an entrance to Cascade and discussed banners to include on the bridge.

ARTICLE 8. Communications Plan

Manager Smith explained that the whole Township would be completing a branding study in 2025 and the DDA will be a part of that. The Township wants to standardize branding across departments to create an image that is uniquely Cascade. Members suggested creating an FAQ regarding what a DDA is. This could be included in the next newsletter and tie in with the informational meeting.

ARTICLE 9. Yearly Calendar

Member Vogel requested two discussions on crime in the district be held in conjunction with the Sheriff's office each year. This would help the board understand if DDA resources are being properly used to promote safety in the district.

Members asked if they were still pursuing yearly joint meetings with the Township Board and Manager Smith said that would be up to the Board of Trustees. They stated that Manager Smith does a great job of informing them on what's happening in other aspects of the Township, since he touches every facet, but that may be more difficult with a new DDA manager.

ARTICLE 10. Staff Updates

Manager Smith went through each entry of the staff update. Member Preston inquired about the hotel ordinance and manager smith stated that all hotels have turned in their license applications and paid the application fee but not all applications are complete or satisfactory, so the Township is working with those property owners. The Roadway Inn was the first to receive a license. There has been a decrease in police and fire calls to the hotels and residents report more visibility of patrols.

ARTICLE 11. Any Other Business

Member Vogel suggested applying cold patch to the turn lanes of the pedestrian bridge, before construction resumes due to safety hazards.

ARTICLE 12. Adjournment

Motion was made by Member Vogel to adjourn the meeting. Supported by Member Makkar. Motion carried 7 to 0. The meeting adjourned at 5:33 p.m.

Respectfully submitted,

Scott Vogel, Secretary

28th Street Metro Cruise®

PO Box 501

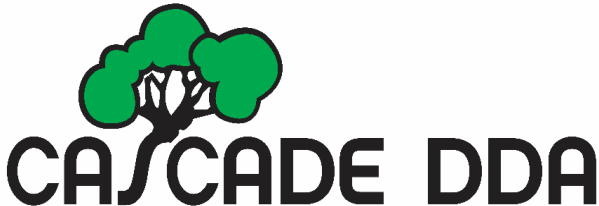
Grandville, MI 49468

EMAIL: metrocruise@gmail.com

OFFICE: 616-570-2120



CUSTOM PROPOSAL FOR:



**ATTN: Jade Smith, Dan Zwick,
Jessica Stine, Cascade DDA
Board**

Cascade Township & DDA –

Thanks so much for your interest and previous support of the *Metro Cruise*® events! We value your partnership and involvement. We are excited to see the growth and development of Cascade Village, and we're proud to be able to aid in the building and awareness of that. We have deep respect for community partnerships like these, and we're excited to celebrate potentially 3 official *Metro Cruise*® events in Cascade this year! This year will be the 20th anniversary, and we plan on adding some special features and events.

We hope to host 3 events in the Cascade DDA area this year:

1. **Cascade's Metro Cruise Warm Up** – Thursday, August 21 from 4pm-8pm
 - a. Cascade Retail Center parking lot (in front of Fowling Warehouse)
2. **Metro Cruise PIT STOP at Cascade Village** – Saturday, August 23 from 11am~3pm
 - a. Cascade Retail Center parking lot
3. **Metro Cruise PIT STOP at Friendship Park** – Saturday, August 23 from 11am~3pm

The event will remain completely free – free admission, free entertainment, free parking. Because of this we will strongly rely on DDA support, potential new sponsorships, and some vendor fees to fund the event. With anticipated costs over \$17,000, we are asking for \$14,000 in support from the Cascade DDA.

We are pleased to offer you the following Proposal. The **WARM UP + PIT STOP** package offers title sponsorship of all 3 events, with Cascade's logo/name/verbiage on all event-related materials related to these events.

Best Regards,

Brandon Simmons

Metro Cruise® Event Manager

Office: 616-570-2120

Cell: 231-735-5179

FOLLOW US!

www.28thstreetmetrocrui.se.org | www.facebook.com/metrocruise | www.instagram.com/metrocruise | www.twitter.com/metrocruise28th

APPROXIMATE COSTS FOR ALL 3 OF THE 2025 METRO CRUISE® EVENTS IN CASCADE

ITEM	WARM UP 8/21	CASC VILLAGE 8/23	FRIENDSH PK 8/23
Dash Plaques	200	150	150
Security	300	500	200
Staffing	800	800	800
Photography/Video	300	400	0
Rentals (generator, cones, equipment, etc)	600	300	300
Volunteers snacks/meal	200	300	200
Entertainment features	1000	1500	1500
Social media management, promotion	400	200	200
Tent rental	900	0	0
Table/chair rentals	150	0	150
Signage	500	300	300
Band/sound fee	1500	0	1000
Advertising – flyers, posters, Programs, etc	500	300	200
TOTALS	7350	4750	5000

GRAND TOTAL OF ANTICIPATED COSTS: \$17,100

**Here are the benefits YOU would receive in exchange for your support:

WARM UP + PIT STOP PACKAGE (ALL 3 Cascade events)

<u>Benefit</u>	<u>Details</u>	<u>Duration</u>	<u>Form</u>
Sponsor/Naming	<p>NAMING RIGHTS – “Cascade’s Metro Cruise Warm Up presented by Cascade DDA”, or similar</p> <p>NAMING RIGHTS – “Metro Cruise PIT STOP at Cascade Village, presented by Cascade DDA”, or similar</p> <p>NAMING RIGHTS – “Metro Cruise PIT STOP at Friendship Park, presented by Cascade DDA”, or similar</p>	7 months	Naming, Brand awareness, Impressions
Printed Media	<p>6’x3’ vinyl banner display on Main Stage – ALL events</p> <p>Two 4’x2’ vinyl banners throughout event site – ALL events</p> <p>Half page Ad in 2025 Metro Cruise Official Program (12k distributions, digital & printed)</p> <p>‘Sponsored’ article in Official Program</p> <p>Cascade DDA Logo on Metro Cruise Flyers</p> <p>Cascade DDA Logo on official Metro Map</p>	5 months	Impressions, Brand Awareness
Digital Media – Website	Prominent logo with link on Home page AND on Sponsors page in Major Sponsors section	7 months	Digital
Social Media	10+ organic posts on Metro Cruise’s official Facebook/ Twitter/ Instagram pages	2 months	Digital, Social
Major Media – Press Release	Mentions in Press Release(s) with quoted content	2 months	Impressions, Brand awareness
Merch Logoing	Cascade DDA logo on official 2025 Warm Up T-shirt Cascade DDA logo on official 2025 Metro Cruise MAIN EVENT T-shirt	12+ months	Brand awareness, Promo items
Exhibit Area	Option to set up a vendor/exhibit space at event site (up to 20’x20’) – ALL events	2 days	Experience, Brand awareness
Pre-event Engagement	Township-chosen location for our followers to visit – required pickups, drop-offs, early access to Official Programs, gift card giveaways, etc.	1-2 months	Brand awareness, Experience
Main Stage Engagement	Four, 2 min interviews on Main Stage with your rep(s): speak to crowd, hand out promo items, discuss Township initiatives, etc. – ALL events	2 days	Experience, Verbal, Promo items, Membership
<i>Investment: \$14,000/year</i>			



DRAFT

**DOWNTOWN
DEVELOPMENT
AUTHORITY**

**ANNUAL
REPORT**

2024

MEMBERS

DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEMBERS

Michelle Kleyla, Chair, District Resident
Steve Stephan, Vice Chair, Culver's Cascade
Scott Vogel, Secretary, Nothing Bundt Cakes
Grace Lesperance, Township Supervisor
Rishi Makkar, International Beverage
Scott Preston, District Resident
Kristin Carlson, Bridal Elegance
Chris Bingham, MillerKnoll

TOWNSHIP STAFF ASSISTING THE AUTHORITY

Jade Smith, Township Manager
Andrea Hendricks, Community Planning & Development Director
Dan Zwick, Parks & Facilities Director
Aric Thorne, Township Engineer
Jessica Stine, Executive Assistant

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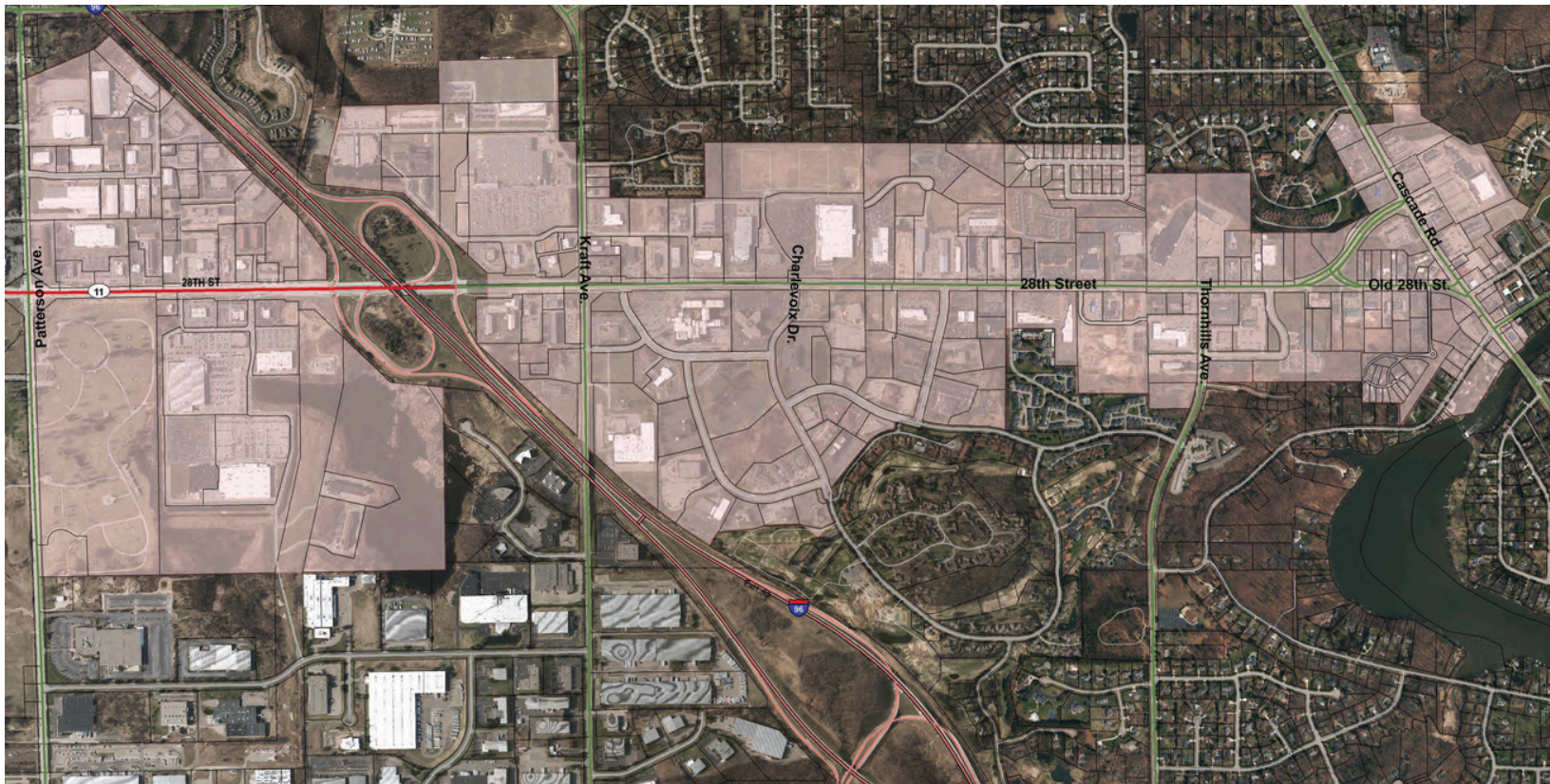
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PURPOSE OF THE DOWNTOWN DEVELOPMENT AUTHORITY

The primary purpose of the Downtown Development Authority (DDA), as established by Public Act 197 of 1975 (now Public Act 57 of 2018), is:

- To halt property value deterioration
- Increase property tax valuation
- Eliminate the causes of deterioration
- Promote economic growth
- Create and provide for the operation of the DDA

The Cascade Downtown Development Authority was established in 1993. It was expanded in 2003 to include the Interchange area and again in 2004 to include Centennial Business Park.



DDA FUNDING

The DDA's fiscal year runs from January 1 – December 31 and receives its revenues from Tax Increment Financing (TIF).

- The DDA can capture the taxes generated by subsequent growth in the district.
- Taxing jurisdictions always receive the tax revenues from the base taxable value.
- The DDA receives tax revenues generated from any taxable value growth from the base year, for the duration of the TIF Plan.
- Local school millages and the State Education Tax are not subject to capture – they continue to receive tax revenues on growth.



Parooz Boutique Gift Shop

DDA BASE VALUES BY AREAS

Village and 28th Street to Kraft Ave. (Created in 1993)

- Base Value - \$38,047,476
- 2024 Taxable Value - \$115,449,763

28th Street - Kraft Ave. to Patterson Ave. (Added to DDA in 2003)

- Base Value - \$50,522,517
- 2024 Taxable Value - \$92,904,637

Centennial Business Park (Added to DDA in 2004)

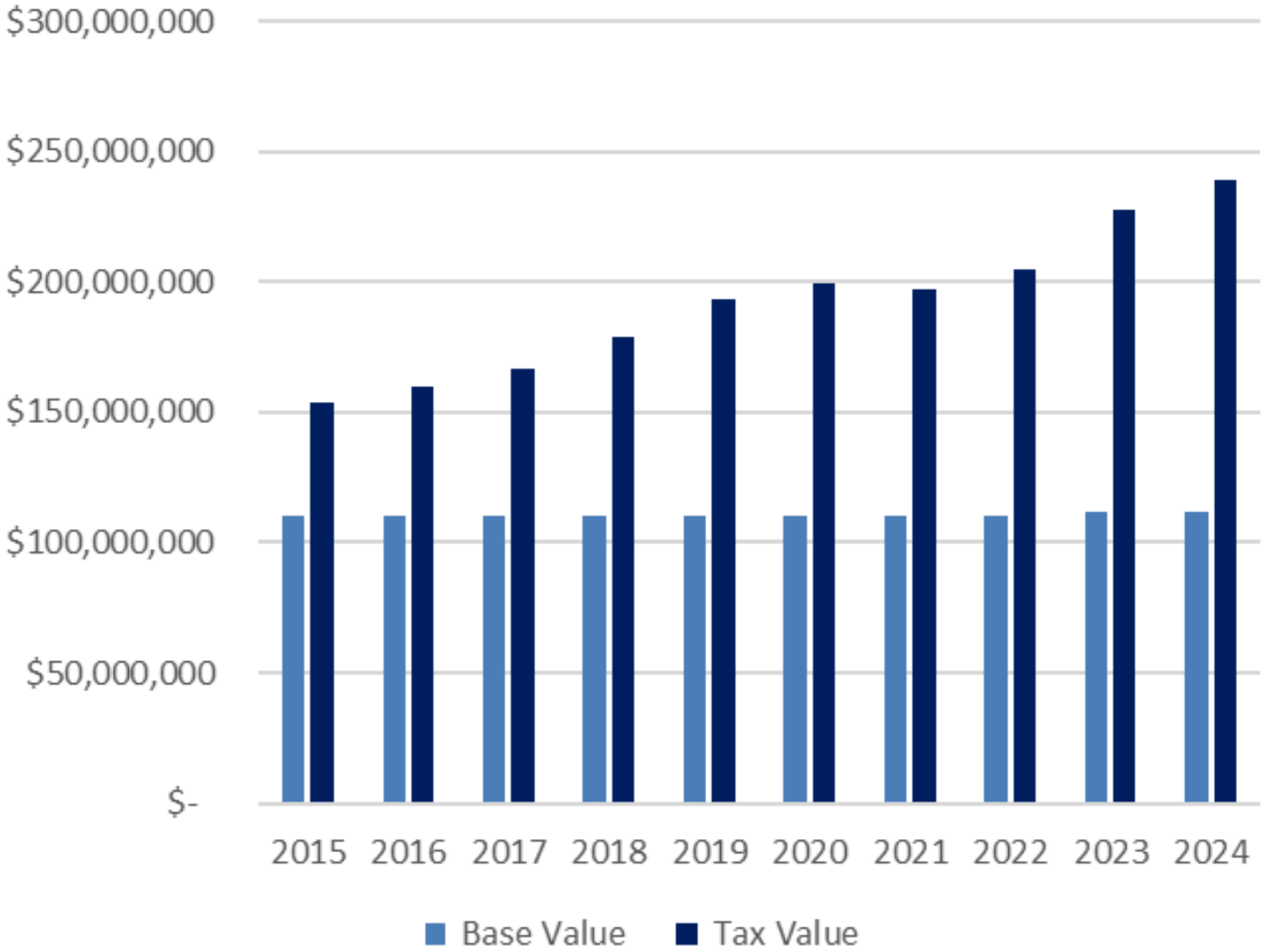
- Base Value - \$23,184,574
- 2024 Taxable Value - \$28,618,465

Robinson Dental (Added to DDA in 2021)

- Base Value - \$89,100
- 2024 Value - \$2,189,100



DDA BASE VS. TAXABLE VALUE



DDA BASE VS. TAXABLE VALUE

Year	Base Value	Tax Value
2015	\$109,961,113	\$153,415,090
2016	\$109,961,113	\$159,652,995
2017	\$109,961,113	\$166,603,703
2018	\$109,961,113	\$178,803,566
2019	\$109,961,113	\$193,713,250
2020	\$109,961,113	\$199,137,353
2021	\$109,961,113	\$197,076,414
2022	\$109,961,113	\$205,099,058
2023	\$111,913,664	\$227,320,032
2024	\$111,913,667	\$239,161,965

2024 NEW & RENOVATED BUSINESSES

Interior Renovations

- Bright Future Financial Services
- Cascade Hospital for Animals
- Cascade Township Office
- CU*Answers
- Drury Inn & Suites
- Hello Homes GR/The Addition/Rose Chiropractic
- Mad Chicken
- Meijer
- Our Daily Bread Ministries
- Pinnacle Elite Accounting
- Solid Rock Investing
- The Cancer & Hematology Center

Roofing

- AGO
- Cascade Hospital for Animals
- Cascade Township Office

New Building/Expansion

- Digital Designs LLC
- Kingsland Ace Hardware & Rental

New Sign

- Bank of America
- Body Bar Pilates
- Citgo
- Hello Homes GR/The Addition/Rose Chiropractic
- Mad Chicken
- SpringHill Suites
- Verizon Wireless
- Vintage Firearms, Inc

Other

- A.K. Rikk's
- Cascade Fire Station 1
- Chapel Hill Memorial Cemetery
- Citgo
- Costco
- Friendship Park
- Hampton Inn & Suites

CASCADE VILLAGE




CASCADE VILLAGE

Reimagined



Visit www.CascadeTwp.com/Village or scan the QR code to learn about the future of Cascade Village!

Cascade Township
DDA

VILLAGE REIMAGINED

When surveying residents to create Cascade’s Strategic Plan, adopted September 2022, resident’s top priority was ‘Creating a Downtown Village’ and their second greatest concern was the ‘Lack of a Village Area’. Cascade’s Township Board quickly took action to begin purchasing land, collaborating with local business owners, and establishing a vision to ‘reimagine’ the heart of Cascade.

With an overall goal of preserving Cascade’s unique character and enhancing the quality of residents' lives, the plan to reimagine the area around Cascade Road and 28th Street, extending to the Thornapple River, quickly blossomed into many simultaneous projects. Now in the design phase, this venture to reinvigorate the area, creating a more walkable village with an idyllic, small-town ambiance, has begun.



OHM

To advance the DDA’s goal of creating a defined village area, the Township partnered with OHM Advisors to develop a comprehensive concept plan and strategy. OHM, a firm with deep expertise in urban planning and design, was selected for its ability to collaborate with both Township staff and the DDA Board to establish a clear vision and actionable implementation plan.

Through a series of planning activities, OHM began their research and will deliver a final plan in 2025 that includes:

1. A cohesive vision, development principles, and design objectives.
2. An illustrative Preferred Alternative Master Plan.
3. A targeted development strategy for up to three key focus areas.
4. Concept-level budget estimates for development and redevelopment.
5. Streetscape and multi-modal transportation strategies.

This effort will provide a strategic foundation for the Township to guide future development and enhance the community’s identity.



NEW VILLAGE DEVELOPMENTS



The DDA has already played a large part in village redevelopment. The Township bought out the remainder of the lease on the Tuffy Muffler and Auto Services site and the DDA has since paid for demolition of the building and will be integrating the property into Tassell Park.

The DDA also purchased the Stone House property at 2781 Orange Ave.

Inside the DDA boundaries, this property was first used for the 2024

Heritage Festival and a Christmas event. The Township and DDA are still working with OHM to determine how this building will be used in the future.



This is an example of a draft rendering that the Village Design Review Committee assessed for approval in the Village District.



Kuiper & Kraemer Law Firm was one of the first businesses in the Village to propose a design and be approved by the Village Design Review Committee. They were issued a building permit on September 20, 2024 and construction on the building is nearing completion. This 5,143 sqft building adds approximately \$1,100,000 to the District's taxable value.

FRIENDSHIP PARK

In less than one year, the 3.5-acre property surrounding KDL-Cascade Branch transformed from an underutilized open lawn into a stunning outdoor gathering space. With support from the Friends of the Cascade Library, Michigan Economic Development Corporation, and private donations, the DDA funded the majority of the \$1.75 million project. The park boasts a 60-foot pavilion with a green roof, a granite fountain, a wooded exploration area, native gardens, prairie/meadow restorations, and three lawn gathering areas.

VIRGIL NISHIMURA WESTDALE MEMORIAL PARK

The DDA partnered with the Kent County Garden Club to make Virgil Nishimura Westdale Memorial Park one of their 2024 volunteer projects. Phase one of the project, removing dead plants, planting new ones, moving the flag pole, and installing a live evergreen for the holiday display, was completed during the summer of 2024. The organization will complete Phase 2, which will consist of removing existing hardscape and replacing foliage with a late 19th century-style perennial garden, in 2025.

FACADE GRANTS

The DDA determined that a portion of their capture should be invested back into the District to enhance and support building and site improvements for nonresidential properties within the DDA District.

They developed a grant program to provide financial incentives to DDA business-owners for high-quality building and site conditions that go above and beyond regular maintenance and upkeep.

The primary goals for eligible improvement projects within the DDA District are to enhance pedestrian safety through appropriate roadway and traffic modifications that will enhance the shopping experience; support beautification that will enhance the streetscape and create character, identity and attract shoppers and businesses alike; support the growth of existing businesses while new businesses, offices, education, or health care industries will locate in the DDA District.



INFRASTRUCTURE



LANDSCAPE PROJECTS

28th St Median Islands

The DDA considered making improvements to 28th St median islands in 2024 but decided to expand the project to include the entrance to Cascade. Due to the increased project scope, the project was pushed to 2025.

Centennial Park Median Islands

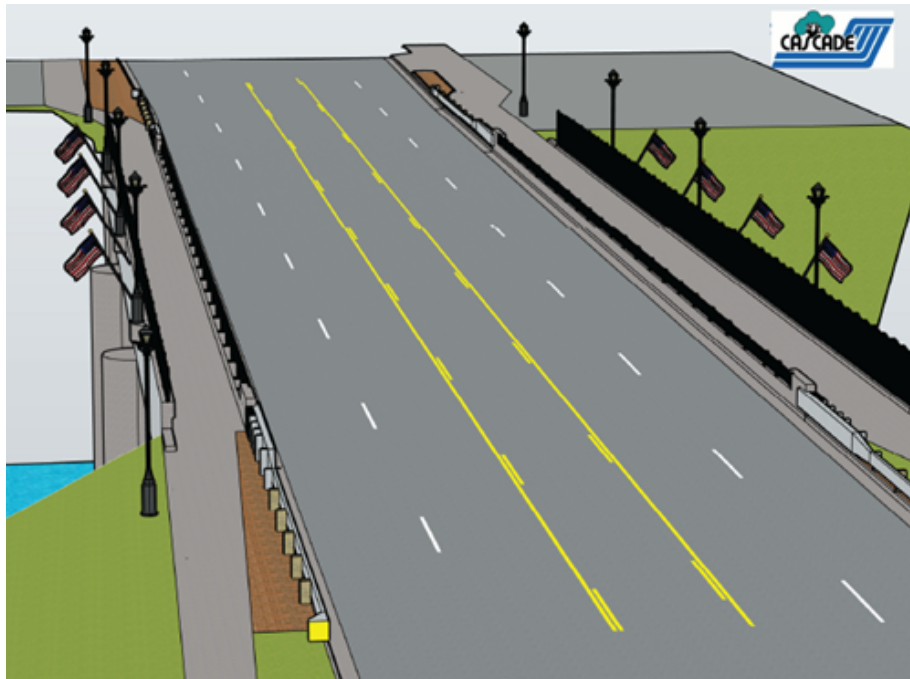
For 2024, the DDA engaged local business, Native Edge to improve the median islands throughout Centennial Park. Previously rather empty, Native Edge improved the median islands and made Centennial Park safer to traverse in the snow.

Cascade Village Holiday Lighting

Holiday lighting in the village was expanded for 2024 and connected back to the Stone House on Orange St and further into Tassell Park. Outdoor Lighting Perspectives did a great job and the expansion elicited only positive feedback.

CASCADE RD BRIDGE

Reconstruction of the pedestrian paths on both sides of the bridge to improve safety began in 2024 and will continue into 2025. Between state ARPA grant contributions and DDA funding, the bridge will create a new, safer entryway into the DDA district. Improvements include widened sidewalks, vehicle-rated barriers between the sidewalk and road, decorative fencing, and ornamental street lighting to better tie in with anticipated Cascade Village improvements.



HOTEL ORDINANCE

In response to a high volume of emergency service calls at certain hotels and motels, the Township explored regulatory solutions to address public safety concerns. Between January 2022 and February 2024, these establishments accounted for 1,590 service calls, straining Township resources and impacting emergency response times. Additionally, issues such as crime, unsanitary conditions, and non-compliant business operations have been identified.

To improve public health, safety, and welfare, the Township has developed a Hotel Licensing Ordinance to ensure responsible management and provide safe accommodations. The ordinance was passed on May 8, 2025, and staff is working with all 16 hotels to obtain compliance. The District will benefit from this ordinance as it becomes safer and more desirable to Cascadians and visitors alike. Ensuring compliance and requiring high standards will directly affect the taxable value of the District in a positive manner.



EVENTS & PROMOTIONS



METRO CRUISE

In 2024, Cascade began a direct partnership with the official Metro Cruise organization for the Warmup and to host two Pit Stops in Cascade Township!

Local car enthusiasts were able to attend the Cascade Metro Cruise Warm-Up on Thursday, Aug. 22 and come back Saturday, Aug. 24 for an official Metro Cruise Pitstop. This free event was a collaboration between the Cascade Township DDA and Metro Cruise.

This event featured many vintage cars as well as activities to entertain the whole family, including balloon sculpting; live music, food trucks; and a merchandise tent selling Metro Cruise-related attire.

Looking forward to 2025, the DDA is excited about the possible expansion and utilization of DDA-funded Friendship Park.



HERITAGE FESTIVAL

In celebration of the unique character and history of Cascade Township, the fourth annual Cascade Heritage Festival took place on September 14, 2024. The free, all-ages community event moved across the street from its previous location in order to take advantage of the Township's recently acquired Stone House.

The event included a beer and wine tent, food trucks, tours of the Stonehouse, art by AllArtWorks, and live music from Scooter McGee. Additionally, the Cascade Museum and Cascade Christian Church Chapel were open for attendees to learn Cascade's rich history. The event was well attended and well received by the community with roughly 1,000 attendees.



CHRISTMAS FESTIVITIES

Each year, the Cascade Township DDA and Historical Society bring holiday cheer to the community with the annual Christmas Tree Lighting Ceremony at the historic Township Museum. Families gather to watch the towering tree illuminate the park, enjoy festive carols from the Original Dickens Carolers, and greet Santa as he arrives with the assistance of the Cascade Fire Department.



This year, the holiday festivities expanded with a special event at the Stone House, where visitors enjoyed a cozy evening featuring Santa, a firetruck visit, hot cocoa, cookies, ornament-making, a holiday raffle, and a chance to spread joy by creating cards for local seniors.





TOWNSHIP STAFF UPDATE

DDA Meeting

March 18, 2025

CASCADE VILLAGE REIMAGINED

- OHM will have a final draft of the Village Plan complete and will present to the DDA on April 17th at 5:30. This will take place of our regular DDA meeting for April.
- Timeline: We will discuss the next steps and hopefully move right into engineering for the park improvements. At the same time, we will engage Cascade's engineering department and KCRC to look at road improvements.
- Township Staff are in discussions regarding bonding to fund portions of the village project.

METRO CRUISE

- Presentation on 3/18/2025 and consider 2025 sponsorship.

DDA MANAGER HIRING

- The Manager position is still posted, and a few applications have been received.
- One good lead. Hope to have more to share soon.

LIBRARY REFRESH

- Has started and is on schedule to be completed in June.
- Updates to the Wisner Center were approved by the Board of Trustees. These will occur after the library updates.

ANNUAL REPORT

- Completed! Thank you, Jessica!

MUSIC SERIES

- Looking into creating a summer music series at Friendship Park to start in 2026.
- This would be a great opportunity for DDA involvement and the DDA businesses.

PEDESTRIAN BRIDGE

- Phase two is set to take place from March to May of 2025.
- Phase two starts on March 17th.
- There is the possibility of a ribbon cutting to open the new pedestrian pathways. We'll probably incorporate this into the Heritage Festival.

EVENTS

- Easter Egg Hunt – April 19th at 10:00 a.m. at Rec Park
- Metro Cruise - August 21-23, 2025
- Heritage Festival – Fall
- Tree Lighting – We will be discussing this with the Historical Society to combine efforts and add activities.