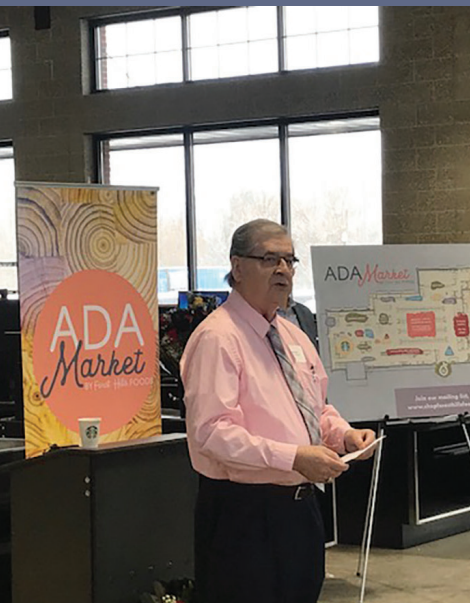




ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY COMMUNITY REPORT





Dear Ada Community,

With a vision and planning so much can get done in a community! As you walk, bike, eat, shop, work and/or live in Ada Township you can't help but see how "Envision Ada" is unfolding before your eyes.

We want to thank you for your patience and flexibility throughout the many changes – change is never easy and usually messy – and your willingness to see it through has been inspiring.

As you may recall, the redevelopment of downtown Ada Village began in 2013 when more than 100 forums took place to get feedback from business owners, residents and township officials to clarify the vision and Master Plan for Ada's village and the M-21 corridor area. The DDA was created in 2008 to help implement your vision and focus resources and effort on the economic vitality, physical appearance and walkability/livability of the village and M-21 corridor.

The DDA has played a large part in the resulting Envision Ada plan, providing funding and support for a variety of projects that include (but not limited to):

- Constructing a new entryway into the village via the new Headley Street.
- Reconstructing Ada Drive to permit expansion of the village business district.
- Redeveloping the Thornapple River frontage, creating a new riverfront park and walking trail that will ultimately connect the core of the Village to the M-21 bridge.
- Supporting the expanding Ada Farmer's Market.
- Improving our street lighting, sweeping and snow removal and creating additional parking to serve the new and existing businesses.

And this year we share in your great anticipation for the completion of Amy Van Andel Library and Community Center in the heart of the village!

Activating and bringing people downtown was another goal we set to ensure our residents engage and support our local retailers and restaurants. The participation by our community (and beyond) in our annual Beers at the Bridge and Brats and Bonfires events, along with the Leprechaun Hunt has been phenomenal. We have seen that "if you build it, they will come"!

We could not do this work without the support of the property, business and residential owners whose investments in the development, improvement and upkeep of homes and businesses in the DDA District have made an incredible impact for our entire community.

There is more to be done. We'd love to hear from you; please feel free to contact us with any questions, comments or ideas as we head into this new decade!

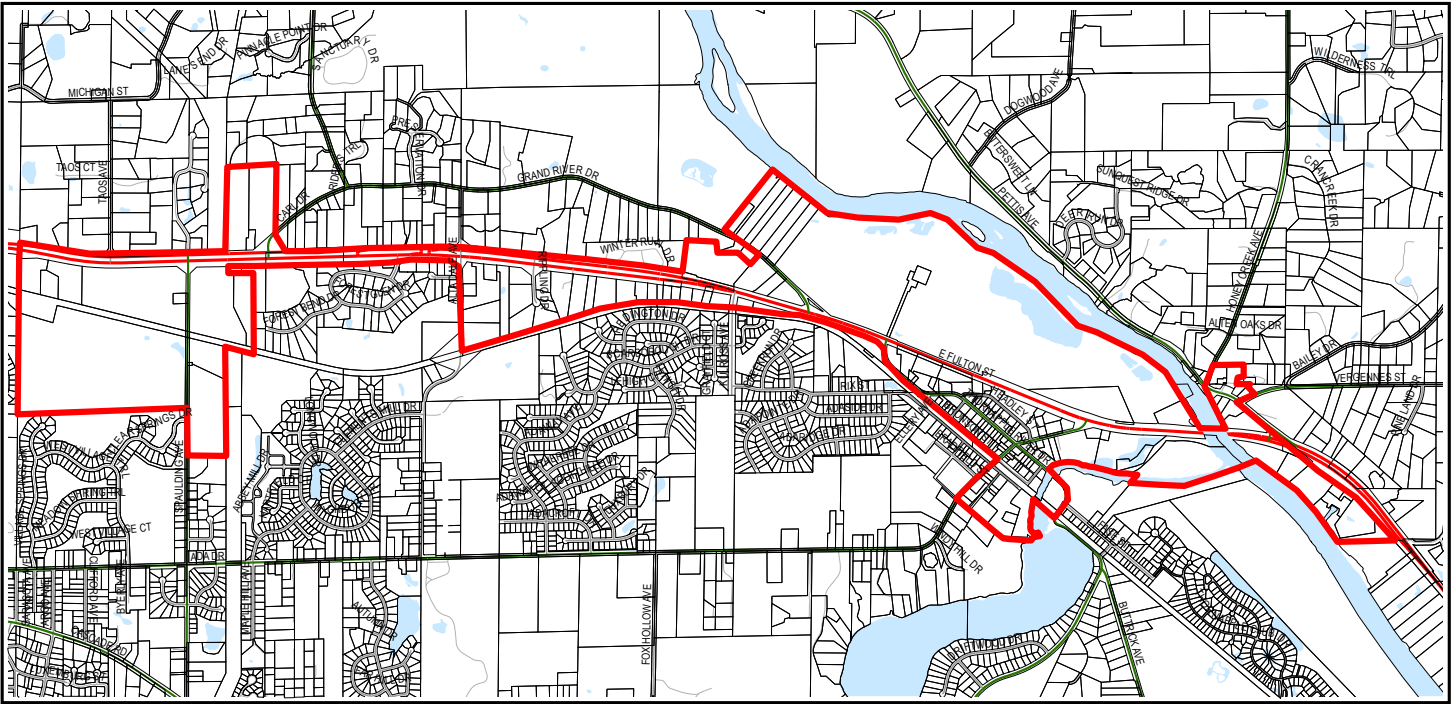
Terry Bowersox
Chair, DDA



Margaret Idema
Vice-Chair, DDA



The DDA District Boundaries



DDA BOARD OF DIRECTORS

The DDA is made up of nine appointed members who represent businesses or who are residents within the DDA District. DDA Board meetings are generally held on the 2nd Monday of each month at 8:00 a.m. at the Ada Township Hall. The public is always invited to attend these meetings, and meeting minutes and agendas are posted on the Township web site.

Terry Bowersox	Justin Knapp
Dawn Marie Coe	Devin Norman
George Haga	Walt VanderWulp
Bryan Harrison	Ted Wright
Margaret Idema	Brian Hilbrands,
	<i>Coordinator</i>

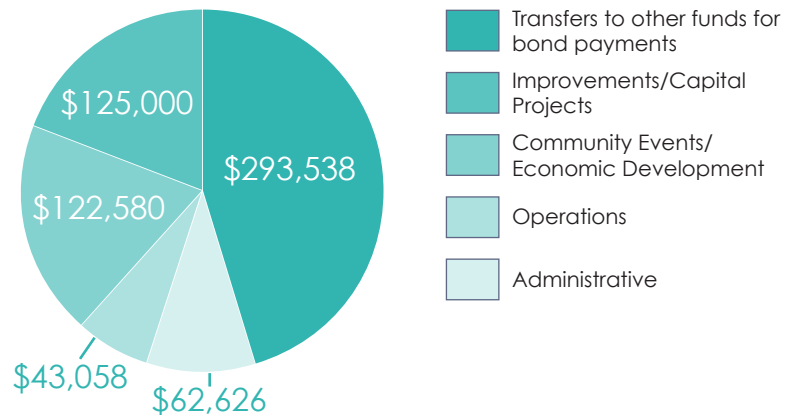
CITIZENS COUNCIL

There is also a DDA Citizens Council made up entirely of persons who reside in the DDA District to help facilitate public input and advise the DDA Board. The DDA Board welcomes and encourages residents, members of the business community and other stakeholders to become involved and engage with the DDA or Council at any time.

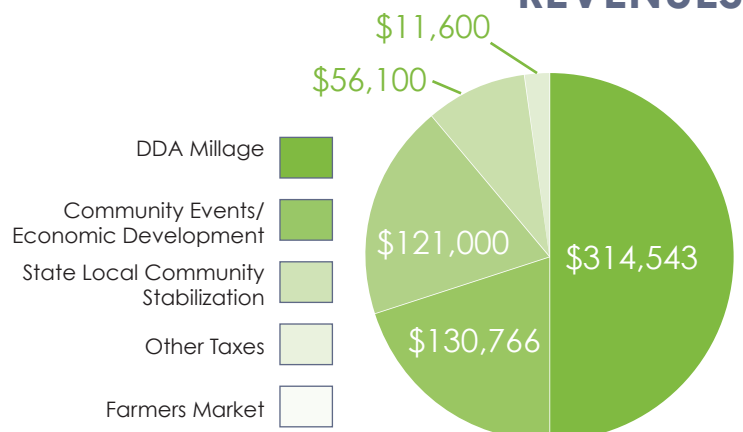
Tom Bogerd	Margaret Idema
Marcel Burgler	Tom Mulligan
Chris Czekai	Zack Schaff
Noelle Divozzo	Bev Swanson
Joel Harner	

2019-2020 DDA BUDGET

EXPENDITURES



REVENUES



DOWNTOWN BEAUTIFICATION

before

Street Improvements

Ada Drive and Headley Street



Additional Parking

Bronson Street: 26

Other: 195

after

Coming in 2020:

New Welcoming
Signs



Street Sweeping & Sidewalk Snow Removal Services



Improved Street Lighting in the Village



Street Pole Banners & Wayfinding Signage



Holiday Garland



ECONOMIC DEVELOPMENT

Investment & Growth

118,329
*sq. feet of commercial
space (since 2016)*



68
*Building
Permits
Issued in 2019*

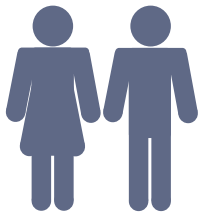
221
*Parking Spaces
Added*

Employment

44
*New Businesses
2012 - 2019*

144
*DDA District
Employers*

Downtown Living



274
households

8

New Homes



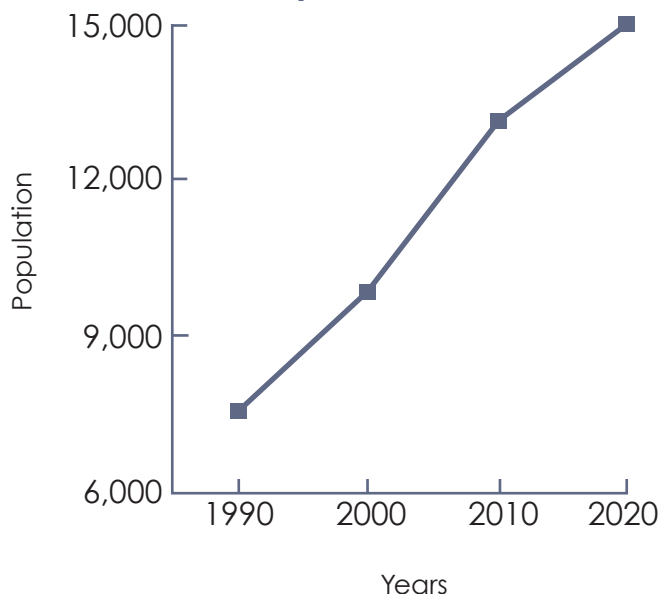
(since 2016)

29

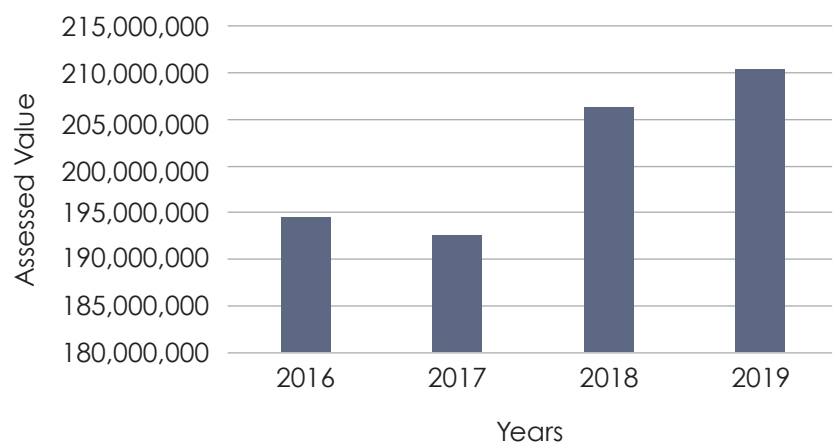
New Condos

Township & DDA Growth

Ada Township
Population Growth



Growth in the Assessed Value in the DDA



DDA SPONSORED COMMUNITY EVENTS



12 Events (2015 - 2019)
8,929 Individuals interested on social media
58 Unique Sponsors
22,544 Total attendees between 2015 - 2019



5 Events (2015 - 2019)
5,269 Individuals interested on social media
41 Unique Sponsors
4,570 Total attendees between 2015 - 2019



3 Events (2017 - 2019)
750 Total attendees visiting local businesses
23 Businesses participating



102 Farmers Market Days (2015-2019)
132 Farmers Market vendors since 2015

WELCOMING MORE EVENTS TO ADA

Easter Chicks Visit

Farmers Market

Grand Rapids Triathlon

Ada Classic Criterium

July 4th Parade & Fireworks

August in Ada

Chili and Beer Festival

Forest Hills Community Expo

Trunk or Treat

Tinsel, Treats & Trolleys

Santa & Reindeer

Santa Parade

NEW PARKS & CIVIC BUILDINGS

**Legacy Park in
Memory of Helen
and Rich DeVos**



Amy Van Andel Library and Community Center

7215 Headley Street SE

\$12 Million Project

Funds raised through

- \$7 Million Capital Campaign
- \$5 Million Township/DDA





THANK YOU

All of these improvements could not be made without the support of our community. If you have any questions or would like to learn more about the work that the DDA is doing please visit our website:

www.adatownshipmi.com

WELCOME TO THE NEIGHBORHOOD! *(since 2012)*

21 Handshake
ACME Marine Group
Ada Fresh Market
Ada Liquor
Ada Pour House
Ada Village General Store
Advent Physical Therapy
Alkalign Studios
American International Foods Inc.
Bailey and James
Boost Marketing
BP Ventures
Brody's Be Cafe
Cascade Optical
Cascade Rental Center
Classic Equestrian
Dan Carter Advisors
Dixon Architecture
DMC Design Custom Interiors
Gravel Bottom Craft Brewery
Hungry Howie's
ITS Partners

Jamnbean
Jude's Barbershop
Kamchi
Label Motorsports
Lifeologie Counseling
Lown Homes
Mensa Capital
Mercy Health
Metro Signs & Lighting
Michigan Software Labs
Misar Motors
Nonna's Trattoria and Pantry
Periwinkle's
Pilates in Ada
Pursuit
Spectrum Health
Sprinkles Donut Shop
The James Salon & Spa
TO & FRO Activewear
Union Bank
Veenstra's
Zhang Financial



GIVE US YOUR THOUGHTS OR QUESTIONS.

Brian Hilbrands
Ada Township, DDA Coordinator
616.676.9191
bhilbrands@adatownshipmi.com

Check us out!

