



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS
MONDAY, JUNE 12, 2017 MEETING, 8:00 A.M.
ADA TOWNSHIP OFFICES, 7330 THORNAPPLE RIVER DR. SE
ADA, MICHIGAN**

AGENDA

- I. Call to Order/Roll Call
- II. Approval of Agenda
- III. Approval of Minutes of May 8, May 22 and June 5, 2017 Meetings
- IV. Approval of Amendment No. 1 to Public Infrastructure, Amenities and Grant Agreement
- V. Acceptance of Parking Study Update Final Report and Parking Committee Report and Recommendations
- VI. Capital Campaign Feasibility Study
 - a. Review/Discussion of Feasibility Study Report
 - b. Resolution to Support Initiation of a Capital Campaign, to Carry Out Park and Civic Projects in the Village and Approve Retention of Hopkins Fundraising Consultants to Assist in Carrying Out the Campaign
- VII. Reports and Communications
 1. DDA Coordinator Recruitment
 2. Tax Sharing Agreement between DDA and Ada Township
 3. Design for Riverfront Park
 4. Status of Ada Drive Reconstruction
 5. Status of Bronson St. Parking Project
 6. DDA Financial Report, 5/31/17
- VIII. Board Member Comment
- IX. Public Comment
- X. Adjournment

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE MAY 8, 2017 MEETING
ADA, MICHIGAN**

Draft

I. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 8:00AM by Chairman Bob Kullgren at the Ada Township office, 7330 Thornapple River Drive, Ada, MI.

BOARD MEMBERS PRESENT: Terry Bowersox, Bryan Harrison, Jim Ippel, Bob Kullgren, Devin Norman, Walt VanderWulp

BOARD MEMBERS ABSENT: Sarah Andro, George Haga, Ted Wright

STAFF PRESENT: Jim Ferro, Planning Director

PUBLIC PRESENT: Ken Dixon, Jennie MacAnaspie, Eileen McNeil, David Madiol

II. APPROVAL OF AGENDA

The agenda was approved by consent.

III. APPROVAL OF MINUTES OF APRIL 10 MEETING

It was moved by Bowersox, seconded by Harrison, to approve the April 10 minutes as presented.

Motion passed unanimously.

IV. FARMERS' MARKET, 2016 ANNUAL REPORT

Jennie MacAnaspie, Farmers' Market Manager, presented information regarding vendor registration fees for the 2017 season and the mix of vendors anticipated in the market this year.

Kullgren commented that we should try to maintain a vendor mix that is predominantly food vendors.

Ferro pointed out that at last month's meeting, Sarah Andro had commented on the impact that the market has on the Blimpie/Saburba parking lot, and that some vendors were parking there last year. He asked that Jennie monitor this and take steps to prevent it.

Kullgren asked MacAnaspie to prepare a vendor category chart for 2017 for the Board, similar to the chart she prepared for 2016.

V. EXTENSION OF AGREEMENT WITH THE COMMUNITY CHURCH FOR USE OF PROPERTY FOR FARMERS' MARKET

Ferro presented a proposed letter agreement with The Community church to extend the arrangement for use of The Community church parking area for the Farmers' Market through the 2017 season.

It was moved by Harrison, seconded by Bowersox, to approve the agreement.

Motion approved unanimously.

VI. REPORTS AND COMMUNICATIONS

1. DDA Coordinator Recruitment

Ferro provided an update on recruitment for the DDA Coordinator position. Kullgren asked that we

contact the GVSU placement office as a source for candidates.

The Board discussed the process that should be used for the candidate review and selection. Bowersox expressed an interest in participating on a review/selection Committee. It was suggested Andro be contacted regarding her interest in participating.

2. Parking Study Update and Parking Committee Report

Ferro updated the Board on the status of the parking study update and the completed Parking Committee report. He noted there may be additional refinements to the Parking Committee report and recommendations. He shared with the Board the table and maps from the draft parking study report showing projected building square footage and future parking supply and demand by sub-area in the Village.

Ferro noted there would be a future joint work session of the Township Board, DDA Board, Planning Commission and the Parking Committee to review and discuss these reports, and that the final Parking Study Update report would be distributed to DDA Board members this week.

3. Capital Campaign Feasibility Study Report

The Capital Campaign Feasibility Study Report was distributed to Board members. He stated another joint work session between the Township Board and DDA Board would be scheduled to hear a presentation from Hopkins Fundraising Consultants regarding the results of the feasibility study. Ferro stated a meeting date poll would be conducted to try to maximize attendance.

Norman commented that the square footage projections for the block he is located in do not appear to be accurate. Ferro indicated he would look into the accuracy of the data for that block.

Kullgren stated we need to verify the accuracy of all the data.

4. Amendment No. 1 to Public Infrastructure, Amenities and Grant Agreement and Tax Sharing Agreement between DDA and Ada Township

Kullgren reported that the two agreements are not yet ready for Board review, and that the Township Treasurer is poring over the Township financials to provide input to these agreements.

5. Construction Plans and Specifications for Riverfront Park

Ferro reported we are moving ahead with design work on the riverfront park, including repurposing the schoolhouse on the park site for public use, with the goal of having plans out for bid by early June, with a construction start date of late-July to early August.

Norman asked whether we gave any consideration to the building being used for anything other than bathrooms, for other public use.

Ferro responded that the proposal is to divide the building into two separate spaces, with a portion used for restrooms and a portion used as multipurpose space for displays and small group gatherings.

Board members discussed the relative pros and cons of use of the schoolhouse as proposed versus the interest expressed by a private entity to use the building for private business use.

Following discussion, the consensus of the Board was that Kullgren should obtain additional details from Geld, LLC regarding the nature of the private use that has been contemplated as an alternative to the

Township's proposed use, and communicate this information to the DDA Board.

6. Status of Ada Drive Reconstruction

Ferro stated that things seem to be going well in terms of the public understanding how to access Ada Drive businesses during construction. He noted we have had some citizen contact expressing concern with the left turn delays at the Headley/Ada Dr. intersection in the morning. Ferro noted Phase 2 of the construction on Ada Drive was planned to start in early June.

Eileen McNeil, Seyferth PR, noted that the phase 2 plan for access to businesses would be more complicated, and we are gearing up for the communications effort to educate the public on how to access businesses.

Ippel asked whether we are communicating personally with individual businesses in the shopping center. Ferro stated he has spoken with Vitale's ownership, and Chase Bank branch representatives, but not others.

Norman commented that there seems to be a much more rapid response by the Township to concerns raised than there was previously.

Ippel asked when Vitales would be moving. Ferro stated he believed that the property owner is working with Vitales to develop a plan for them to remain open in their current location until their new location is completed.

7. Status of Bronson St. Parking Project

Ferro reported that the Bronson St. parking project should be completed prior to Memorial Day.

VII. BOARD MEMBER COMMENT

Norman asked whether the large sign on the Thornapple Valley Baseball dugout on Thornapple River Dr. was being removed. Ferro stated that the Township has communicated to the baseball league and Lion's Club that it needs to be removed.

Ippel stated that in considering whether to add special events at The Community parking lot, we need to consider the impact this has on parking, and shifting of employees to parking in other locations.

Ippel expressed concern that the parking study does not take into consideration real life, on-the-ground circumstances. Ferro stated that the analysis is based on actual counts of parking space useage.

Ippel stated the different conditions on Tuesdays when The Community Church lot is not available for public use is an example of actual conditions that need to be considered. Ferro responded that the parking study included collection of parking usage data during Farmers' Market operations, and that the data is in the Final Report.

Ippel asked whether the Township has actively pursued a permanent parking arrangement with The Community church. Ferro stated we have, and that the church's current position is they are not ready to engage in any active discussions or commitments until their leadership group consults with the entire church membership regarding the future direction of the church, which they plan to do on a Sunday in June.

Kullgren stated that The Community has expressed a desire to remain in the Village.

Harrison stated that there are many moving pieces, and that if we have the Headley Street property available, public parking at the church site may not be the highest and best use.

XI. Public Comment

Eileen McNeil, Seyferth PR, updated the Board on the business window art display and competition that is being jointly organized by the Ada Business Association, Ada Arts Council and Kendall College. She encouraged Board members to see the window art on a number of business display windows in the Village.

ADJOURNMENT

It was moved by Bowersox, seconded by Harrison, to adjourn the meeting at 9:30 a.m.

Motion approved unanimously.

Respectfully submitted:

Devin Norman, Secretary/Treasurer

**ADA TOWNSHIP TOWNSHIP BOARD / ADA TOWNSHIP DDA
WORK SESSION
MONDAY, MAY 22, 2017 - 7:00 P.M.
ADA TOWNSHIP HALL
MINUTES**

The meeting was called to order by Supervisor Haga at 7:00 pm.

Present from the Township Board: Supervisor Haga, Treasurer Moran, Clerk Smith, and Trustees Hurwitz and Jacobs. Absent – Trustees LeBlanc and Proos.

Present from the DDA: Bob Kullgren, Walt VanderWulp, Terry Bowersox, George Haga, Bryan Harrison. Absent – Sarah Andro, Jim Ippel, Devin Norman, and Ted Wright.

Also present: Keith Hopkins, Hopkins Fundraising Consultants; Lance Werner, Kent District Library; Michelle Boisvenue-Fox, Kent District Library; Bill Payne, Amway; Eileen McNeil, Seyferth PR; Penny Zurgable, Michael Zurgable, Gary McAleenan.

Bob Kullgren explained the “Case for Support” and the scope of the feasibility study, which involved the two public spaces (the space between Headley and M-21 and the “Settler’s Grove along the riverfront.) After determining preliminary financial numbers of \$1.5 million for Settler’s Grove and \$7 million for a library, Keith Hopkins was retained to conduct a feasibility study regarding the potential to raise funds for development of the properties.

Keith Hopkins, Hopkins Fundraising/Consulting, gave an overview of the feasibility study process and report. He stated the question of raising money had an overwhelmingly positive response. Most people were pleased to see Ada moving ahead and felt the proposed development would increase visitors to Ada. People generally felt that the Settler’s area was very much an underutilized asset, and most thought it very possible to raise \$4 million. Concerns include the community perception regarding Amway’s involvement as well as the parking issue. Some felt a library/community center was not needed and/or that it was irrelevant; however, some very prominent members of the community were very much in favor and willing to provide funding. Some felt that such a campaign should be run by community and civic leaders, not the government. Many suggested the splash pad was too close to Fulton and that the riverfront was a more appropriate place for the Farmer’s Market.

Hopkins felt that Ada is in a good position to raise between \$2.5 million and \$4.4 million.

Key suggestions from Hopkins included the following:

- A letter should be sent to interviewees
- The Township Board/DDA must act soon and cannot sit on it
- A campaign would probably run for 10 – 12 months
- There is a need to move very quickly

Questions/comments from those present included:

We need to consider the suggestions regarding Farmer’s Market

We need to listen to the opinions presented

There is a need to educate or understand

Next steps include:

The DDA and Township need to come together

Decide on a goal for the amount to raise

Timetable: 2-3 months planning; 2-6 months quiet campaign; 2-3or4 months public campaign

Decide whom to staff the campaign (professionals, volunteers, etc.)

There was a question about the effect of inflation. Hopkins responded that typically a contingency is included.

There was a question about how much could be raised during the quiet period. Hopkins replied approximately 70%. Another question of whether both projects would be included together or if they would be separate. Hopkins replied that they should be together.

There was a question about up-front costs and/or other short-term methods.

There was a comment that when input is received from the public, serious consideration should be given. It was suggested we look at timing.

There was a question about a proposal for the campaign.

There was a comment that the first take at the design of Headley showed a lack of parking.

A question was asked to Jim Ferro about Anika and the expertise with regeneration rates regarding libraries. Ferro said he was struck by how low.

There was a comment that a library would drive foot traffic.

A question was asked if any of the \$2.5 to \$4.4 million would be earmarked for parking. The answer was no.

There was a comment about the Facebook page, and Penny Zurgable stated she had set it up with minimal involvement.

The work session was adjourned at 8 p.m.

Respectfully Submitted

Jacqueline Smith
Ada Township Clerk

**ADA TOWNSHIP TOWNSHIP BOARD / ADA TOWNSHIP DDA
/ ADA TOWNSHIP PLANNING COMMISSION
WORK SESSION
MONDAY, JUNE 5, 2017 - 7:00 P.M.
ADA TOWNSHIP HALL
MINUTES**

The meeting was called to order by Supervisor Haga at 7:00 pm.

Present from the Township Board: Supervisor Haga, Treasurer Moran, Clerk Smith, and Trustees Proos and Jacobs. Absent – Trustees LeBlanc and Hurwitz.

Present from the DDA: Bob Kullgren, Walt VanderWulp, Terry Bowersox, George Haga, Bryan Harrison, Devin Norman, Ted Wright. Absent – Sarah Andro, Jim Ippel.

Present from the Planning Commission: Angela Butterfield.

Present from the Parking Committee: Linda Anderson, Warren Rempel, Chris Czekai.

Also present: Dave Madiol, Bill Payne, Noelle DiVozzo, Mike Zurgable.

The work session was opened by Supervisor Haga and then turned over to Planning Director Jim Ferro.

Ferro explained that the appointed nine-member Parking Committee held three meetings and had a couple presentations from the parking consultant. They had received results of more recent parking occupancy counts. The end results were in terms of projected future parking surplus/deficiencies.

Ferro explained the process of conducting and reporting on the parking study.

There were comments and questions from those present regarding how to read the maps, accuracy of the maps, future plans of some of the businesses, and some potential solutions.

Topics regarding potential solutions included the east lot at the township building and the ATT lot, the Community Church, and establishing maximum time limits.

Parking Committee recommendations include approval of the Ada Village Parking Study Final Report by the township board, planning for the future additional parking spaces needed, and the township taking steps to secure and hold land in appropriate locations for additional parking use.

There were additional comments and questions regarding the focus being on areas 2A and 2B, handicap parking, the art (not science) of determining deficits, the best use of the green space on Fulton, the goal of 50% of parking being municipal, and the importance of determining solutions.

There was discussion regarding the Community Church. They want to stay in the area and want to contribute to the community, but they do not have needed resources.

There were additional comments regarding the deficient supply of parking, the needed increase in public parking, and the need for setting up a time schedule. There was also a suggestion that we should not “overbuild.”

It was stated that the Parking Committee needs an achievable goal.

The work session was adjourned at 8:47 p.m.

Respectfully Submitted

Jacqueline Smith
Ada Township Clerk



MEMORANDUM

Date: 6/2/17

TO: Ada Township Board, Ada Township DDA Board
FROM: Jim Ferro, Planning Director
RE: Proposed Amendment to Development Agreement with Geld, Llc

An amendment to the Public Infrastructure, Amenities and Grant Agreement (“Development Agreement”) signed in July 2015 between Ada Township, the Ada Township DDA and Geld, LLC is proposed, and attached. The amendment revises the allocation of project costs between the Township and Geld, LLC, with no net change in the total financial responsibility of either party. The intent of the re-allocation of project costs is to better align the Township’s various funding sources with the specific components of the Envision Ada public infrastructure and facility projects. More specifically, the re-allocation shifts most of the financial responsibility for public water and sewer projects that were already completed by and paid for by Geld, LLC in Headley St. to the Township, as well as the cost of public water and sewer infrastructure that will be constructed by Geld, LLC this summer in the new River St. and Settler’s St. in the redeveloping shopping center area. At the same time, an equal share of project costs for non-utility public infrastructure components is shifted from the Township to Geld, LLC. The total dollar amount of the shift in financial responsibility that results from the amendment is \$800,829.

The need for this amendment arises due to a mismatch between Township funding sources and the assignment of project responsibility between the Township and Geld, LLC that was inherent in our original financing plan and the original Development Agreement. Attached is an April 15, 2014 summary of available Township funding sources that was contained in correspondence dated August 15, 2014 from Township bond counsel Jim White to the DDA Board and Township Board. The funding sources identified for repayment of a \$5.315 million Township bond issue included an allocation of \$1.235 million of the bonded debt being repaid from Township water and sewer enterprise funds (\$385,000 from the sewer enterprise fund, and \$850,000 from the water enterprise fund). These amounts were based on the preliminary cost estimates for public utilities prepared by Progressive AE that were contained in the 2013 Envision Ada project Final Report.

When the Development Agreement was negotiated with Geld, LLC in 2015, financial responsibility for completing the Headley Street and River Street projects, including the related public water and sewer infrastructure, was assigned to Geld, LLC, with the Township responsible for completion of the Ada Drive project and park/civic amenities. As you know, expenditure of funds from the water and sewer enterprise funds are legally restricted to being spent on public water and sewer projects, respectively, and may not be used to pay for other Envision Ada-related public facility costs. As a result, in the absence of an amendment to the original Development Agreement, the Township does not have sufficient funds available from non-utility fund sources to pay for its assigned projects under the original agreement.

The proposed amendment corrects this mismatch between funding sources and assigned projects by shifting financial responsibility for all public water and sewer projects, including those already completed by Geld or planned to be completed by Geld, to the Township.

If the proposed amendment is approved, the Township will make a cash payment of \$800,829 to Geld, LLC, to be applied to the cost of public water and sewer projects completed by Geld, LLC, and Geld, LLC will make an equivalent cash payment to the Township, to be applied by the Township toward non-public utility costs associated with the Ada Drive project. These payments are addressed in a new Section 4.4 and amended Section 5.3 in the Development Agreement, and in a revised Exhibit H to the Development Agreement.

The proposed amendment has been reviewed and approved by Geld, LLC, and is recommended for approval by the DDA Board and Township Board, by adoption of the attached resolution.

SUMMARY

TOWNSHIP OF ADA – ENVISION ADA PROJECT PUBLIC SOURCES OF FUNDING OF PUBLIC INFRASTRUCTURE AND PUBLIC BUILDINGS

	Totals	
Funds on Hand		
General Fund – Current Funds on Hand	\$ 500,000	
DDA – Current Funds on Hand	225,000	
DDA – Tax Increments to be paid in 2014/2015, 2015/2016 and 2016/2017 F/Ys	150,000	
Parks and Land Preservation Fund	<u>350,000</u>	
		\$ 1,225,000
Township Bond Issue(s)		
Sources of Repayment:		
Township General Fund	\$1,200,000	
DDA – Tax Increment Revenue	480,000	
DDA – 1 Mill Levy	2,400,000	
Sewer Enterprise Fund	385,000	
Water Enterprise Fund	<u>850,000</u>	
		\$ 5,315,000
Grants		
MDNR – Greenspace Development Grant	\$ 300,000	
MDOT – TAP Grant	<u>927,750</u>	
		\$ 1,227,750
Other		
Consumers Energy	\$ 195,750	
DTE Energy	<u>195,750</u>	
		\$ <u>391,500</u>
Total:		\$ 8,159,250

1. The public sources of funding summarized above (1) should be considered as preliminary, (2) are subject to further discussion and refinement by Ada Township and the Ada Township Downtown Development Authority, and (3) are subject to approval by the Ada Township Board and, where appropriate, the Ada Township Downtown Development Authority.
2. The grants summarized above are subject to application by the Township and award of the grants by the granting agency.
3. The funding contributions by Consumers Energy and DTE Energy are subject to the successful negotiation of this funding responsibility with Consumers Energy and DTE Energy.

Dated April 15, 2014

RESOLUTION NO. _____

TOWNSHIP OF ADA

COUNTY OF KENT, MICHIGAN

**RESOLUTION TO APPROVE AMENDMENT NO. 1 TO PUBLIC
INFRASTRUCTURE, AMENITIES AND GRANT AGREEMENT**

Minutes of a regular meeting of the Township Board of the Township of Ada, Kent County, Michigan, held at the Township Hall in said Township on the ____ day of _____, 2017, at 7:00 p.m. Local Time.

PRESENT: Members: _____

ABSENT: Members: _____

The following resolution was offered by Member _____ and supported by Member _____:

WHEREAS, on July 15, 2015, the Township Board of the Township of Ada (the "Township") adopted Resolution R-071515-1, entitled "Resolution to Approve Public Infrastructure, Amenities and Grant Agreement," which authorized and directed the Township Supervisor and Clerk to enter into a Public Infrastructure, Amenities and Grant Agreement (the "Agreement") by and between the Township, the Township's Downtown Development Authority ("DDA"), and Geld, LLC, and supported by the Additional Undertaking of Alticor, Inc., with respect to the Envision Ada Project; and

WHEREAS, it is necessary and in the best interest of the Township to amend certain provisions of the Agreement; and

WHEREAS, an amendment to the Agreement ("Amendment No. 1") has been prepared and presented to the Township for approval, in the form on file with the Township Clerk; and

WHEREAS, it is in the best interest of the Township to approve and enter into Amendment No. 1 to the Agreement.

NOW, THEREFORE, BE IT HEREBY RESOLVED AS FOLLOWS:

1. Amendment No. 1 to the Agreement, in the form on file with the Township Clerk including all exhibits thereto, is hereby approved.

2. The Township Supervisor and Township Clerk are hereby authorized and directed to execute and deliver Amendment No. 1 to the Agreement on behalf of the Township in the form on file with the Township Clerk, with such immaterial additions and deletions deemed necessary and in the best interest of the Township by the Township Supervisor and Clerk with the assistance of the Township's special legal counsel.

3. All resolutions or portions thereof inconsistent with the provisions of this resolution are hereby rescinded.

AYES: Members: _____

NAYS: Members: _____

ABSTAIN: Members: _____

RESOLUTION DECLARED ADOPTED.

Jacqueline Smith, Clerk
Township of Ada

STATE OF MICHIGAN)
) ss.
COUNTY OF KENT)

I, Jacqueline Smith, the duly qualified and acting Clerk of the Township of Ada, Kent County, Michigan (the "Township") do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Township Board of the Township at a regular meeting thereof held on _____, 2017, the original of which is on file in my office. Public notice of said meeting was given pursuant to and in compliance with Act No. 267 of the Public Acts of Michigan of 1976, as amended, including in the case of a special or rescheduled meeting, notice by publication or posting at least eighteen (18) hours prior to the time set for the meeting.

IN WITNESS WHEREOF, I have affixed my official signature this ____ day of _____, 2017.

Jacqueline Smith, Clerk
Township of Ada

AMENDMENT NO. 1 TO PUBLIC INFRASTRUCTURE, AMENITIES AND GRANT AGREEMENT

This Amendment No. 1 to Public Infrastructure, Amenities and Grant Agreement (the “**Amendment**”) is made as of _____, 2017 (the “**Effective Date**”), between the **Township of Ada**, a Michigan general law township, the address of which is 7330 Thornapple River Drive, S.E., Ada, Michigan 49301 (the “**Township**”), the **Ada Township Downtown Development Authority**, a public body corporate, the address of which is 7330 Thornapple River Drive, S.E., Ada, Michigan 49301 (the “**DDA**”), and **Geld, LLC**, a Michigan limited liability company, the address of which is 7575 Fulton Street East, Mail Code 26-2F, Ada, Michigan 49301 (“**Geld**”), and amends that certain Public Infrastructure, Amenities and Grant Agreement, dated of July 27, 2015, between the Township, the DDA and Geld (the “**Agreement**”).

RECITALS

1. The Agreement provides for the design, financing, construction, conveyance, if applicable, and ownership of Public Infrastructure Improvements, including the Public Amenities, for the Project (all as those terms as set forth and defined in the Agreement).

2. Both the Township and Geld have undertaken and completed portions of the Public Infrastructure Improvements including, but not limited to, the Township completing all or a portion of the Township Improvements, and Geld completing all or a portion of the so-called Headley Street Corridor infrastructure improvements that are part of the Geld Improvements. Work on the so-called River Road Corridor improvements that are part of the Geld Improvements has not yet commenced.

3. Under the Agreement, the Township anticipated expending a total of \$1,235,000 for the public utility infrastructure components of the Township Improvements from the Township’s water and sewer funds.

4. Based on the as-constructed costs of the Geld Improvements and the estimated cost of the Township Improvements, it is necessary to (a) revise the Project Budget attached to the Agreement as **Exhibit H**, and (b) adjust the allocation of costs for the Public Infrastructure Improvements for the Project among the Township, DDA and Geld to: (i) shift a portion of the public utility infrastructure costs for the Geld Improvements to the Township, and (ii) shift a portion of the non-public utility infrastructure costs of the Township Improvements to Geld.

NOW, THEREFORE, THE PARTIES AGREE AS FOLLOWS:

Section 1. Amendment of Section 4.1. Section 4.1 of the Agreement is hereby amended in its entirety to read as follows:

4.1 The Township and the DDA shall identify and authorize legally available sources of funding, up to a not-to-exceed amount of \$6,500,000.00 or such greater amount as may be funded by sources approved by the Township and DDA, to pay (a) the Township Share of the Improvements, (b) the Township’s portion of the

Geld Share of the Improvements in the so-called Headley Street Corridor (as described on **Exhibit A** and shown on **Exhibit H** as part of Phase I public infrastructure components) totaling not more than \$331,029, and (c) the Township's portion of the Geld Share of the Improvements (public utility infrastructure work only) in the in the so-called River Road Corridor (as described on **Exhibit B** and shown on **Exhibit H** as part of Phase II public infrastructure components) in an amount not to exceed \$469,800, all as shown on **Exhibit H**. As part of this process, the Township and the DDA shall consider any amendments to the DDA's Development Plan and Tax Increment Financing Plan determined necessary by either the Township or the DDA to support the funding of the Township Share of the Improvements and the Township's portion of the Geld Share of the Improvements. It is understood and agreed by the Township and the DDA that such sources of funding may include, but shall not be limited to, legally available funds on hand of either the Township or the DDA, proceeds of legally levied property taxes, proceeds of grants awarded to the Township or the DDA, as the case may be, amounts funded by Geld in accordance with Section 5.3, and proceeds of indebtedness legally issued by either the Township or the DDA or both. It is agreed by Geld that the final determinations of the sources of funding and the amount of funding to be derived from each source of funding by the Township and the DDA are decisions reserved exclusively to the Township and the DDA. Notwithstanding anything to the contrary in this Agreement, the Township and the DDA combined shall not be obligated to pay any costs and expenses for the Project in excess of \$6,500,000.00 or such greater amount as may be funded by sources approved by the Township and DDA.

Section 2. Addition of New Section 4.4. A new section, Section 4.4, is added to the

Agreement to read in its entirety as follows:

4.4 The Parties agree that Geld shall pay to the Township the additional amount of \$800,829 (the "Geld Payment") to be used by the Township to pay costs of the Township Improvements as more particularly described in the Agreement and shown on **Exhibit H**. The Township shall have the sole discretion to determine how the Geld Payment to the Township is to be spent and apportioned between the various components of the Township Improvements; provided, however, that no portion of the Geld Payment to the Township pursuant to this Section 4.4 shall be used by the Township for Public Amenities. Geld shall pay the Geld Payment to the Township within 60 days of the receipt by Geld of a written request from the Township for payment of the Geld Payment. The Geld Payment shall be included in Geld's total payment obligation as set forth in Section 5.1.

Section 3. Amendment of Section 5.3. Section 5.3 of the Agreement is hereby amended in its entirety to read as follows:

5.3. Pursuant to Section 4.1, the Township shall pay to Geld the amount of \$331,029 for public infrastructure components for Phase I (as shown on **Exhibit**

H) and the not to exceed amount of \$469,800 for the public infrastructure components for Phase II, also as shown on **Exhibit H**, for a combined total of \$800,829 (collectively, the “Township Payment”). The Township shall pay the Township Payment to Geld following (i) completion of the construction of the Geld Improvements, and (ii) within 60 days of the receipt of a written request from Geld, which shall be reviewed and approved for payment by the Township’s Design Consultant prior to payment by the Township. Other than the payment of the Township Payment to Geld, the Township and the DDA shall have no further liability or obligation to Geld with respect to the Geld Improvements or the utility infrastructure work in the River Road Corridor (as described in **Exhibit B**).

Section 4. Amendment of Exhibit H. Exhibit H to the Agreement is amended in its entirety as shown on the attached.

See attached Revised Exhibit H

Section 5. Counterparts. This Amendment may be executed in counterparts, each of which when so executed shall be deemed to be an original and such counterparts shall together constitute one and the same instrument.

Section 6. No Other Changes to Agreement. Except as otherwise provided in this Amendment, all other terms, conditions and provisions of the Agreement shall remain unchanged, and are ratified and affirmed.

IN WITNESS WHEREOF, the Parties hereto have caused this Amendment to be executed and delivered by their respective duly authorized officers, all as of the day and year first written above.

TOWNSHIP OF ADA

By _____
George Haga
Its Supervisor

By _____
Jacqueline Smith
Its Clerk

GELD, LLC,
a Michigan limited liability company

By _____
Name _____
Its _____

**ADA TOWNSHIP DOWNTOWN
DEVELOPMENT AUTHORITY**

By _____
Robert Kullgren
Its Chair

By _____

Its Secretary

STATE OF MICHIGAN)
) ss.
COUNTY OF KENT)

Acknowledged before me in Kent County, State of Michigan, on _____, 2017, by George Haga and Jacqueline Smith, the Supervisor and Clerk, respectively, of the Township of Ada, a Michigan general law township, on behalf of the Township.

Name _____
Notary Public, Kent County, Michigan
Acting in Kent County
My commission expires: _____

STATE OF MICHIGAN)
) ss.
COUNTY OF KENT)

Acknowledged before me in Kent County, State of Michigan, on _____, 2017,
by _____, the _____ of Geld, LLC,
the _____ of Geld LLC, a Michigan limited liability company, on behalf of the company,
who is known to me or who has produced _____ as
identification.

Name _____
Notary Public, Kent County, Michigan
Acting in Kent County
My commission expires: _____

STATE OF MICHIGAN)
) ss.
COUNTY OF KENT)

Acknowledged before me in Kent County, State of Michigan, on _____, 2017,
by Robert Kullgren and _____, the Chair and Secretary, respectively, of the Ada
Township Downtown Development Authority, on behalf of the Authority, who are known to me
or who have produced _____ as identification.

Name _____
Notary Public, Kent County, Michigan
Acting in Kent County
My commission expires: _____

Additional Undertaking of Payment Obligations of Geld, LLC

By signing below, the undersigned, Alticor Inc., a Michigan corporation, in exchange for valuable consideration, the receipt of which is hereby respectively acknowledged, agrees for the benefit of the Township and the DDA, to undertake and pay, or cause to be paid, all payment obligations, including, but not limited to, indemnification obligations, of Geld, LLC (“Geld”) under the foregoing Public Infrastructure, Amenities and Grant Agreement, dated as of July 27, 2015 (“Agreement”), as amended by Amendment No. 1 to the Agreement, dated as of _____, 2017 (the “Amendment”) (collectively the Agreement as amended by the Amendment are referred to herein as the “Agreement, as amended”) the provisions of which Agreement, as amended, are hereby incorporated. Notwithstanding anything to the contrary herein, the undersigned's obligations under this Additional Undertaking of Payment Obligations of Geld, LLC shall terminate on the later of December 31, 2019 or the date upon which Geld has satisfied all of its obligations under the Agreement, as amended. The termination of the undersigned's obligations under this Additional Undertaking of Payment Obligations of Geld, LLC shall be tolled by the commencement of an Enforcement Action.

The foregoing payment obligations of the undersigned shall be subject to all conditions to Geld’s payment obligations as set forth in the Agreement, as amended, unless such applicable condition or conditions are waived by Geld. All capitalized terms not otherwise defined above shall have the meanings ascribed to such terms in the Agreement, as amended. Notwithstanding anything to the contrary herein, the Township and DDA must first (a) sue or otherwise enforce payment by Geld prior to seeking any recovery from the undersigned; and (b) notify the undersigned of any presentment, protest, notice, demand or action of any nature on any delinquency with respect to the payment obligations of Geld (each an “Enforcement Action”).

ALTICOR INC.

By _____

Its _____

STATE OF MICHIGAN)
) ss.
 COUNTY OF KENT)

Acknowledged before me in Kent County, State of Michigan, on _____, 2017, by _____, the _____ of Alticor Inc., the _____ of Alticor Inc., a Michigan corporation, on behalf of the company, who is known to me or who has produced _____ as identification.

 Name _____

Notary Public, Kent County, Michigan

Acting in Kent County

My commission expires: _____

**REVISED
EXHIBIT H TO AGREEMENT**

EXHIBIT H
Project Budget

	Project Estimate	Township Share of the Improvements	Geld Share of the Improvements	Total
Phase I - Headley St. Corridor				
Phase I Project Components				
Headley St. - Phase 1 (2015)	\$ 3,170,000			
Headley St. - Phase 2 (2016)	\$ 635,000			
Phase I Project Estimate Subtotal:	\$ 3,805,000			
Phase I Cost Breakdown				
Public Infrastructure Components		\$ 331,029	\$ 2,779,177	\$ 3,110,206
Engineering and Design Fee (20%) ^{1,2}		\$ -	\$ -	\$ -
Contingency, General Conditions and Soft Costs (25%) ¹		\$ -	\$ 694,794	\$ 694,794
Subtotals:		\$ 331,029	\$ 3,473,971	\$ 3,805,000
Phase II River Road Corridor (Includes "Settlers Street")				
Phase II Project Components				
River Street	\$ 1,800,000			
River Street Enhanced Streetscape	\$ 440,000			
Envision Ada Public Amenities (to be determined)	\$ 455,000			
Phase II Project Estimate Subtotal:	\$ 2,695,000			
Phase II Cost Breakdown				
Public Infrastructure Components		\$ 469,800	\$ 1,534,621	\$ 2,004,421
Engineering and Design Fee (20%) ¹		\$ -	\$ 306,924	\$ 306,924
Contingency, General Conditions and Soft Costs (25%) ¹		\$ -	\$ 383,655	\$ 383,655
Subtotals:		\$ 469,800	\$ 2,225,200	\$ 2,695,000
Phase III Ada Drive Corridor				
Phase III Project Components				
Ada Drive ³	\$ 2,960,000			
Thornapple River Drive Public Amenities (Remaining Projects)	\$ 4,305,000			
Phase III Project Estimate Subtotal:	\$ 7,265,000			
Phase III Cost Breakdown				
Public Infrastructure Components		\$ 4,209,516	\$ 800,829 ⁵	\$ 5,010,345
Engineering and Design Fee (20%) ¹		\$ 1,002,069		\$ 1,002,069
Contingency, General Conditions and Soft Costs (25%) ¹		\$ 1,252,586		\$ 1,252,586
Subtotals:		\$ 6,464,171	\$ 800,829	\$ 7,265,000
TOTAL OF ALL PHASES		\$ 7,265,000⁴	\$ 6,500,000	\$ 13,765,000

Footnote 1: Engineering and Design Fees and other soft and preliminary costs to be included in the project budget and incurred by the Parties prior to the Effective Date shall be separately itemized.

Footnote 2: Engineering and Design Fee for Phase 1 has been accounted for separately (\$475,000).

Footnote 3: Information from Moore & Bruggink letter to Ada Township, dated January 26, 2017

Footnote 4: Pursuant to Section 4.1 of the Public Infrastructure, Amenities and Grant Agreement, as amended, the Township's and DDA's combined total financial obligation is \$6,500,000, notwithstanding the "Township Share of Improvements" shown above of \$7,265,000. In accordance with Section 4.1 and an approved change order pursuant to Section 5.2, the Township and DDA have sole discretion to pay costs for Improvements, including public amenity costs, in excess of \$6,500,000

Footnote 5: Amount to be used by the Township only for non-public utility portions of Ada Drive reconstruction (e.g., used for street paving, sidewalks, streetlighting, storm water, etc.).



**REPORT OF PARKING COMMITTEE
TO
ADA TOWNSHIP BOARD
ADA TOWNSHIP DDA BOARD
ADA TOWNSHIP PLANNING COMMISSION**

May 1, 2017

Overview of Committee Process:

The 9-member Parking Committee was appointed by the Township Supervisor in February 2017, and charged with evaluating future parking needs in the Ada Village area, and developing a recommended strategy for meeting those needs. In carrying out this charge, the Committee worked with Township staff and the Township's parking consultant, Rich & Associates, in updating the parking study that was initially completed in early 2016. Since its appointment in February, the Committee has held 3 meetings, at which it carried out the following tasks:

- Review of parking inventory data and parking space occupancy data collected in the last year by Township staff for public and private parking spaces in the Village.
- Review of projections of future parking demand and future parking supply in the Village, based on anticipated redevelopment plans for properties in the Village.
- Assessment of projected areas of future parking deficiency and surplus on a block-by-block basis.
- Evaluation of alternative locations for future development of additional public parking.
- Review of recommended parking management measures contained within the updated Parking Study report, to obtain better utilization of the existing parking supply in the Village.

Parking Committee Findings:

The following overall approach and principles should guide the development of public parking in the Village:

1. On-street parking is the least costly means of meeting parking needs, as the travel lane in the street doubles as the access lane in a parking lot and any additional construction and maintenance costs pertain only to the stalls themselves. It therefore makes sense to make maximum use of existing on-street parking and add more where feasible.
2. Remaining parking needs in the Village should be met with public surface parking areas rather than a parking structure, due to the visual impact, the very high initial cost per stall and high life cycle operation and maintenance costs of a parking structure compared to surface parking.
3. Smaller, dispersed public parking areas are preferable to a single large parking area. Smaller lots:
 - allow the flexibility to increase parking supply as the actual demand is determined, rather than 'betting' incorrectly and providing too much initially. This way, parking may be added incrementally to suit evolving requirements.
 - can be constructed more quickly, avoiding a potentially harmful lag time between newly recognized demand and increased supply.
 - can be strategically located closer to areas of actual need.

- may be tucked within oddly-shaped 'leftover' parcels.
- have less negative impact on the urban environment, as they are more easily screened with landscaping and/or development.
- can be converted to other uses such as development sites or open space and plazas, acting as 'placeholders' within the community in the event that parking demand is ever reduced.

Parking Committee Recommendations:

Based on the process described above and with the above-stated principles in mind, the Committee unanimously approved the following three recommendations:

1. The Committee recommends that the Township Board approve the Ada Village Parking Study, Final Report.
2. The Committee finds there will likely be a future need for 30 to 90 additional public parking spaces in the Village, based on the buildout projections contained in the Parking Study Final Report.
3. The Committee recommends that the Township take steps to secure and hold land in appropriate locations in the Village for development of additional public parking in the future, if needed, or for development of other public facilities or sold for private development, if warranted by changed future conditions.

In addition, the Committee discussed the need for the Township to have an ongoing process for evaluating parking needs and making future decisions regarding development of public parking and implementing parking management measures, based on the information contained in the Parking Study Final Report.

ADA TOWNSHIP BOARD
ADA TOWNSHIP DDA BOARD
ADA TOWNSHIP PLANNING COMMISSION
TUESDAY, JUNE 6, 2017 WORK SESSION MEETING

**REVIEW/DISCUSSION OF PARKING STUDY UPDATE
AND PARKING COMMITTEE REPORT**

Projected Future Parking Surplus/Deficit, by Block

Example of Square Footage Projections Used to Project Parking Demand

Ada Liquor Store	Shopper Goods, Convenien Store, Retail	Retail	1400	0	0	0	0	0	0	0	0	0	0	0
Ada Barber Shop	Personal Services	Service	800	0	800	0	0	0	0	0	0	0	0	0
Nonna Trattoria	Eating/Drinking/Food Servi former Betsy Ratzsch Pottery	Restaurant/Bar	1152	0	0	0	0	0	1,152	0	0	0	0	0
Jam'nBean Coffee	Eating/Drinking/Food Servi Store, Retail	Restaurant/Bar	2220	0	0	0	0	0	2,220	0	0	0	0	0
Residential	Eating/Drinking/Food Servi Store, Retail	Residential	2	0	0	0	0	0	0	2	0	0	0	0
Vacant	Vacant, Commercial former Clever Ewe	Medical Office	1963	0	1,963	0	0	0	0	0	0	0	0	0
Vacant	Vacant, Commercial former Clever Ewe	Medical Office	759	0	759	0	0	0	0	0	0	0	0	0
Township Offices	Office, Other Township Offices	Government	8400	0	0	8,400	0	0	0	0	0	0	0	0
			16,696	0	2,722	8,400	1,400	800	0	0	3,372	2	0	0

Projected Future Parking Surplus/Deficit, by Block

Table S

Updated Future Daytime Parking Demand Matrix

Block	Office	Medical Office	Gov.	Retail	Service	Day Care	Grocery	Mixed Use	Restaurant/ Bar	Residential (per unit)	Warehouse/ Auto Repair & Sales	Library	Community	Vacant	Demand	Demand	Parking Supply	Surplus/ Deficit	Surplus/ Deficit
Current Parking Generation Ratios	2.00	2.75	2.67	2.25	1.75	3.50	5.00	2.85	6.25	1.50	0.65	1.50	0.50	2.85	w/current PGR (1)	w/future PGR (1)		w/current PGR	w/future PGR
Future Parking Generation Ratios	2.45	3.50	2.65	2.75	2.00	3.50	5.00	2.85	7.00	1.50	0.65	2.00	0.60	2.85	(5% increase)	(5% increase)			
1	10,992	7,086	-	1,100	-	-	-	-	-	-	-	13,480	-	3,333	64	82	204	140	122
2A (2)	29,109	-	-	33,020	6,306	-	-	-	10,548	8	-	-	-	-	221	261	231	10	-30
2B (2)	22,184	-	-	19,448	-	-	9,568	-	14,849	4	7,120	-	-	-	239	270	207	-32	-63
3	-	-	-	2,286	-	-	-	-	-	-	-	-	-	-	5	6	15	10	9
4 (1)	-	2,722	8,400	1,400	800	-	-	-	3,372	2	-	-	-	-	60	66	52	-8	-14
5															0	0	36	36	36
6															0	0	52	52	52
7 (1)	3,488	668	-	13,467	1,796	-	-	-	7,139	2	5,641	-	-	-	99	113	71	-28	-42
8 (1)	15,295	-	-	3,000	538	-	-	5,000	2,798	2	-	-	-	-	75	86	110	35	24
9 (1)	11,656	1,980	-	13,402	3,497	-	-	-	-	24	360	-	7,380	2,161	109	124	194	85	70
10 (1&3)	8,086	24,396	4,988	-	5,075	-	-	22,800	-	-	-	-	-	1,708	179	203	175	-4	-28
11 (1)	-	-	-	3,370	4,046	11,991	-	-	3,530	-	-	-	-	-	82	87	124	42	37
Totals	100,810	36,852	13,388	90,493	22,058	11,991	9,568	27,800	42,236	42	13,121	13,480	7,380	7,202	1,134	1,297	1,471	337	174
															(stalls)	(stalls)	(stalls)	(stalls)	(stalls)

(1) Future Demand includes a 5% increase in development (mixed use ratio)

(2) Parking supply includes potential on-street and parking lot numbers

(3) Block 10 has use restrictions that will not allow any high intensity land uses

Parking Generation Rates – Current and Future

- Daytime parking demand generation rates (PGR's), expressed as # of parking spaces per 1,000 square feet of floor area, for each land use type.
- Current PGR's are based on 2016 conditions in the Village, based on square footage inventory and parking occupancy rates as inventoried by the consultant.

Block	Office	Medical Office	Gov.	Retail	Service	Day Care	Grocery	Mixed Use	Restaurant/ Bar	Residential (per unit)	Warehouse/ Auto Repair & Sales	Library	Community	Vacant
Current Parking Generation Ratios	2.00	2.75	2.67	2.25	1.75	3.50	5.00	2.85	6.25	1.50	0.65	1.50	0.50	2.85
Future Parking Generation Ratios	2.45	3.50	2.65	2.75	2.00	3.50	5.00	2.85	7.00	1.50	0.65	2.00	0.60	2.85

Parking Generation Rates – Current and Future

- Daytime parking demand generation rates (PGR's), expressed as # of parking spaces per 1,000 square feet of floor area, for each land use type.
- Future PGR's are potential future higher generation rates, based on the assumption that the Village will become a more attractive visitor destination in the future, with higher levels of visitor and business customer traffic.

Block	Office	Medical Office	Gov.	Retail	Service	Day Care	Grocery	Mixed Use	Restaurant/ Bar	Residential (per unit)	Warehouse/ Auto Repair & Sales	Library	Community	Vacant
Current Parking Generation Ratios	2.00	2.75	2.67	2.25	1.75	3.50	5.00	2.85	6.25	1.50	0.65	1.50	0.50	2.85
Future Parking Generation Ratios	2.45	3.50	2.65	2.75	2.00	3.50	5.00	2.85	7.00	1.50	0.65	2.00	0.60	2.85

Percentage change in Parking Generation Rates, from Current to Future

Office	23%
Medical Office	27%
Gov.	-1%
Retail	22%
Service	14%
Day Care	0%
Grocery	0%
Mixed Use	0%
Restaurant/Bar	12%
Residential (per unit)	0%
Warehouse/Auto Repair & Sales	0%
Library	33%
Community	20%
Vacant	0%



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<p>ADA VILLAGE AREA PARKING STUDY</p> <p>ADA, MICHIGAN</p>	<p>RICH & ASSOCIATES PARKING CONSULTANTS</p> <p>ARCHITECTS • ENGINEERS • PLANNERS</p> <p>BLOCK NUMBER</p>	<p>LEGEND:</p> <p>STUDY AREA</p> <p>SURPLUS OF PARKING</p> <ul style="list-style-type: none"> +100 0 through 99 <p>DEFICIT OF PARKING</p> <ul style="list-style-type: none"> -99 through -1 -100 + 	<p>BLOCK FACE KEY PLAN:</p>	<p>Sheet Title:</p> <p>PARKING SURPLUS / DEFICIT CURRENT PARKING GENERATION RATIOS</p>	<p>MAP Number:</p> <p>MAP 4.1</p> <p>Pg. 39</p>
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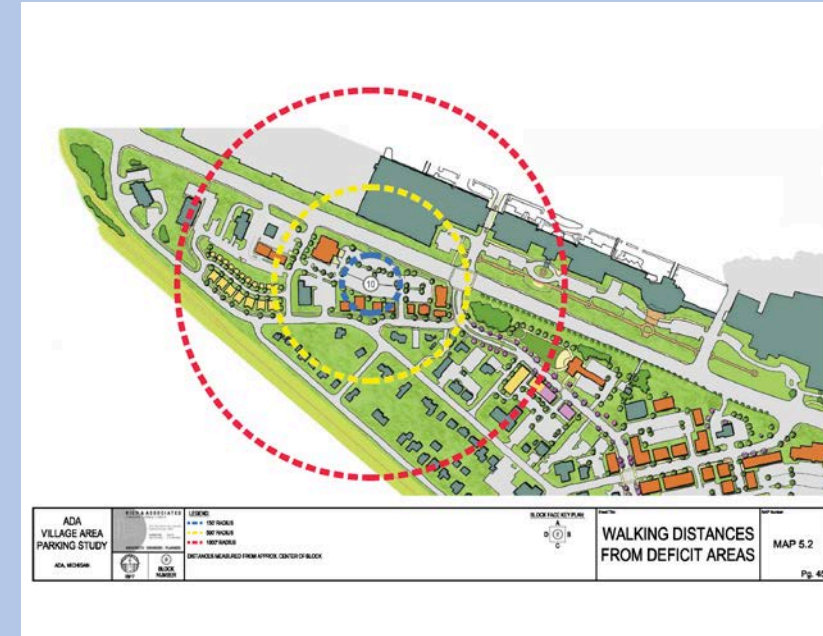
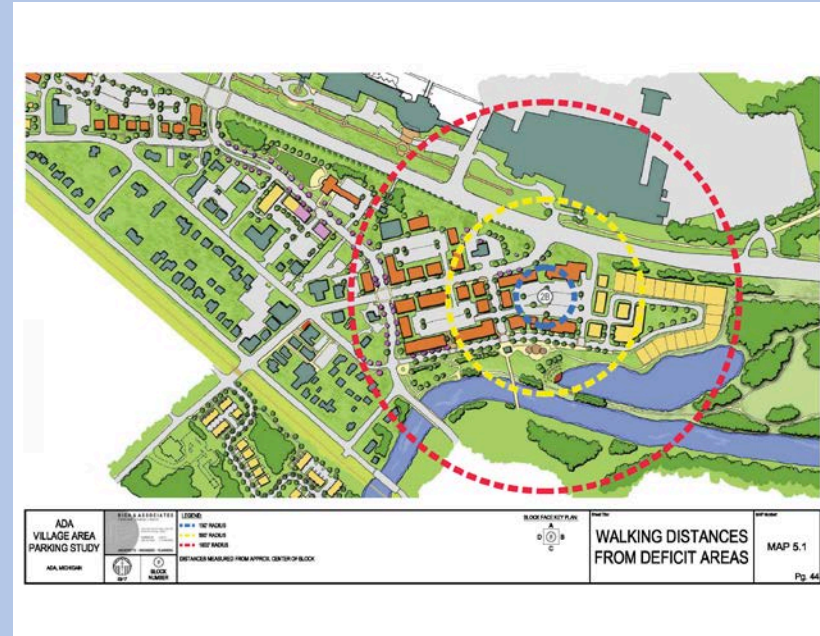
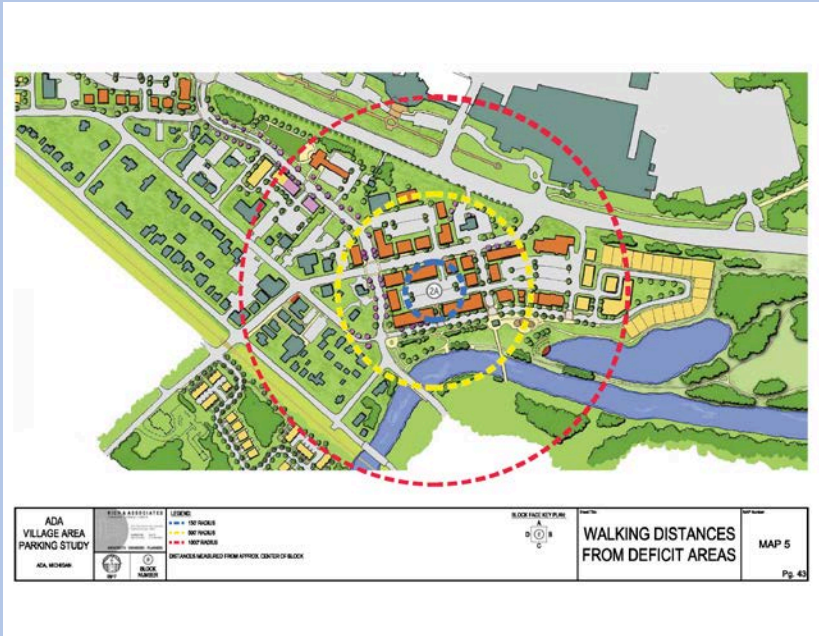
<p>ADA VILLAGE AREA PARKING STUDY</p> <p>ADA, MICHIGAN</p>	<p>RICH & ASSOCIATES PARKING CONSULTANTS</p> <p>ARCHITECTS - ENGINEERS - PLANNERS</p> <p>BLOCK NUMBER</p>	<p>LEGEND:</p> <p>STUDY AREA</p> <p>SURPLUS OF PARKING</p> <ul style="list-style-type: none"> +100 0 through 99 <p>DEFICIT OF PARKING</p> <ul style="list-style-type: none"> -99 through -1 -100 + 	<p>BLOCK FACE KEY PLAN:</p>	<p>Sheet Title:</p> <p>PARKING SURPLUS / DEFICIT FUTURE PARKING GENERATION RATIOS</p>	<p>MAP Number:</p> <p>MAP 4.2</p> <p>Pg. 40</p>
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Projected Future Parking Deficits

- Block 2A (west half of former shopping center): +10 to -30 spaces
- Block 2B (east half of former shopping center): -32 to -63 spaces
- Block 10: (Ada West Commercial Center): -4 to -28 spaces

- Block 7 (Ada Hardware to GR Bicycle Co.) and Block 4 (Township Hall) have a future deficit, but with 88 adjacent head-in spaces on Bronson St. considered, the area as a whole has a projected parking surplus.

Alternatives for Meeting Future Parking Needs





44 SPACES
+ 17 NET GAIN
61 TOTAL SPACES

APPROXIMATE
SCALE - 1" = 40' 0"

POTENTIAL
FUTURE SITE





Recommended Areas for 3 Hour Parking Limit



Parking Committee Recommendations

GUIDING PRINCIPLES

1. Maximize use of on-street parking.
2. Meet remaining parking needs with public surface parking areas rather than a parking structure.
3. Smaller, dispersed public parking areas are preferable to a single large parking area. Smaller lots:
 - allow the flexibility to increase parking supply incrementally as the need arises.
 - can be constructed more quickly.
 - can be strategically located closer to areas of actual need.
 - may be tucked within oddly-shaped 'leftover' parcels.
 - have less negative visual impact, as they are more easily screened with landscaping and/or development.
 - can be converted to other uses such as development sites or open space and plazas, acting as placeholders within the community in the event that parking demand is ever reduced.

Parking Committee Recommendations

RECOMMENDATIONS

1. The Committee recommends that the Township Board approve the Ada Village Parking Study, Final Report.
2. The Committee finds there will likely be a future need for 30 to 90 additional public parking spaces in the Village, based on the buildout projections contained in the Parking Study Final Report.
3. The Committee recommends that the Township take steps to secure and hold land in appropriate locations in the Village for development of additional public parking in the future, if needed, or for development of other public facilities or sold for private development, if warranted by changed future conditions

RESOLUTION NO. _____
ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY
COUNTY OF KENT, MICHIGAN

**RESOLUTION TO SUPPORT THE INITIATION OF A CAPITAL CAMPAIGN FOR
FINANCIAL SUPPORT OF PARK AND CIVIC AMENITY PROJECTS ASSOCIATED
WITH THE ENVISION ADA VILLAGE REDEVELOPMENT PROJECT**

Minutes of a regular meeting of the Board of the Downtown Development Authority, Township of Ada, Kent County, Michigan, held at the Township Hall in said Township on the 12th day of June, 2017, at 8:00 a.m. Local Time.

PRESENT: Members: _____

ABSENT: Members: _____

The following resolution was offered by Member _____ and supported by Member _____:

WHEREAS, in 2013, Ada Township carried out the Envision Ada planning process, which resulted in a plan for redevelopment in the Ada Village area based on significant involvement of residents and businesses in the community; and

WHEREAS, the Envision Ada Plan for Village redevelopment includes plans for significant public park space and civic amenities in the Village, including the need for a multi-purpose civic building in the Village; and

WHEREAS, preliminary design plans for public parks in the Village have been completed, with proposed park improvements having an estimated cost of \$4.4 million; and

WHEREAS, significant public interest has been expressed in the development of a Kent District Library branch in the Village; and

WHEREAS, a preliminary plan has been developed by the DDA for the development of a civic building of approximately 14,000 square feet in the Village that would include a Kent District Library Branch, civic meeting space and a multi-purpose event space, with an estimated cost of \$4.3 million; and

WHEREAS, the Ada Township DDA retained Hopkins Fundraising Consulting to complete a capital campaign feasibility study, to assess community response to and extent of financial support for the projects proposed to be completed; and

WHEREAS, the feasibility study included preparation of a "Case for Support" which identified a potential capital campaign to financially support the projects described above, with a potential campaign goal of approximately \$4.4 million; and

WHEREAS, the results of the feasibility study indicated that there is significant support and enthusiasm for the projects proposed in the Case for Support, and a high likelihood that a capital campaign with a goal of \$4.4 million would be successful,

NOW, THEREFORE, IT IS HEREBY RESOLVED AS FOLLOWS:

1. The DDA Board hereby expresses its support for the initiation of a community capital campaign to financially support completion of park and civic amenity projects in the Village.

2. The DDA Board hereby expresses its intent to carry out the Envision Ada park and civic projects in the Village, including development of a civic building in the Village to include a Kent District Library branch and community meeting and event space.

3. The DDA Board hereby approves the retention of Hopkins Fundraising Consulting to assist in carrying out the capital campaign, as set forth in the proposal from Hopkins Fundraising Consulting dated May 5, 2017.

On a roll call vote on the adoption of the above resolution, the vote was:

AYES: Members: _____

NAYS: Members: _____

ABSTAIN: Members: _____

RESOLUTION DECLARED ADOPTED.

Devin Norman, Secretary/Treasurer
Ada Township Downtown Development Authority

Feasibility Study Report

**Presented to the
Ada Downtown Development
Authority and Ada Township**

May, 2017

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Feasibility Study Methodology

As a precursor to initiating a major fundraising campaign, a feasibility study was conducted to assess community response to the Envision Ada project, a proposed \$4.4 million fundraising effort to develop the river front and build a community center and library in downtown Ada.

To prepare for the study process, the following tasks were completed:

- Hopkins Fundraising Consulting familiarized itself with the history of the Envision Ada project and the anticipated community benefits to accrue from a campaign.
- Working with staff leadership, a Case for Support document was developed highlighting the project plan and the rationale for a community-based campaign to achieve the outlined objectives.
- A list of community leaders was developed. This list included long time, generous local philanthropists, Foundation leadership, area business leaders, and other key community opinion leaders.
- The Case for Support was mailed to the selected leadership with an invitation to participate in an interview process that would result in a feasibility study report to be delivered to the leadership of the Downtown Development Authority and the Township.

To properly assess the Township's prospects for a campaign, I interviewed 24 community opinion leaders throughout the community during the winter of 2017. Interviewees were assured that their individual responses to questions would remain confidential to ensure candid responses.

Those who were interviewed represented an excellent cross-section of the broader business, corporate, and professional leadership in the area. The objective of the feasibility study was to evaluate answers to the following questions:

- What is the community understanding/perception of the Envision Ada project?
- What is the community reaction to the proposed project (as outlined in the Case for Support document)?
- What are the strongest elements of the proposed project plan?
- What are the weakest elements of the proposed project plan?
- Is a fundraising campaign for this project feasible at the level proposed in the Case for Support?
- Are community members willing to accept major leadership roles in a campaign effort on behalf of the Envision Ada project?
- What type of financial support is the community willing to dedicate to this plan?
- What is the proper timing and strategy for a campaign effort?
- What potential obstacles might be encountered if a campaign was initiated for this plan?
- What other strategies/options might be explored to achieve the desired objective?

Interviews were conducted with an emphasis on giving the respondents ample opportunity to provide additional information not covered in the above questions.

The following pages provide a synopsis of those interviews, a summary of positive and cautionary trends identified through the interview process, conclusions and recommendations regarding a decision to move ahead with a campaign effort, and supporting materials to assist the leadership in their final decision making.

Hopkins Fundraising Consulting has a great deal of confidence in the findings and recommendations summarized in this report based on twenty years of experience in conducting fundraising campaigns in the region.

**Throughout this report, italicized sections represent paraphrased comments that reflect the sentiments of a majority of the interview population.*

Positive Trends

1. Overall reaction to the Envision Ada project was overwhelmingly positive. Respondents are excited about the development in downtown Ada and are greatly anticipating the use of the riverfront as a centerpiece of a redefined Ada community. There was additional positive response (to lesser degrees) to the community center/library concept, the enhancement of the Farmers Market, and the additional community green space. In summary, nearly every interviewee could find something in the plan that they liked.
2. The majority of respondents believe that the development of Ada and the completion of the Envision Ada project will greatly boost visitors to the village and that is anticipated to have a very positive effect for local business owners. As one interviewee noted: *“It will take a while to get some traction and attract the right business mix, but in a few years, Ada should rival Rockford and East Grand Rapids as destination communities.”* Another suggested: *“Ada has the potential to be one of the very best places in our community for small businesses.”*
3. Most interviewees liked that the Envision Ada leadership made an intentional effort to preserve the “village feel” of downtown Ada. These respondents strongly encouraged DDA and township leaders to keep a village concept at the center of any development plans.
4. Respondents ranked the Envision Ada project elements (in priority order) in the following way:
 - 1st: Riverfront development/outdoor amphitheatre/green space along the Thornapple river/walkability of the riverfront
 - 2nd: Farmers Market expansion
 - 3rd: Community Center/Library
 - 4th: Green space along Fulton

Community members were very interested in the use of the Thornapple River as a community asset, loved the idea of summer concerts along the river, and encouraged the leadership of Envision Ada to “highlight the environmental aspects of the plan” to encourage donorship.

5. Interviewees suggested that achieving a \$4 million goal should be doable if the right leadership can be attracted to the project. Many believed that the project would garner broad community support and many agreed with the respondent who suggested: *“Ada is one of the wealthiest communities in Kent County. The funding potential is there if a leadership team is willing to work.”*
6. There was widespread appreciation for the role that the Amway Corporation has played in helping to secure properties in downtown Ada to ensure that this project has the potential to become a reality. As one interviewee noted: *“Amway made a catalytic investment in Ada that has spurred all this opportunity. The entire community is benefitting from their foresight, generosity, and goodwill.”*
7. The Downtown Development Authority’s willingness to contribute half of the funding for the full project was applauded. Interview respondents recognized the power of a private/public partnership in achieving this goal and several suggested positioning the DDA commitment as a match to donated charitable funds.
8. The concept of a community center in downtown Ada was viewed quite favorably. Respondents like the idea of a community gathering space in the center of the village but cautioned that leadership carefully consider the parking ramifications of such a facility (see Cautionary Trends).
9. Several respondents suggested the potential for a collaborative effort with Meijer Gardens to host a concert series along the river. These

interviewees believed that the leadership of the gardens would welcome a cooperative effort with a smaller, geographically local venue and many believed that the village would benefit from the expertise that Meijer Garden leadership could contribute to such a facility.

10. Several respondents compared this plan to the development of downtown Holland several decades ago. As one interviewee noted: *“When Holland began investing in their downtown, there was some initial skepticism, but look at it now. It’s one of the most attractive communities in West Michigan and Elsa Prince helped jumpstart that effort. Now, the Amway families are doing the same thing here.”*

Cautionary Trends

1. There was some concern expressed by interview respondents that because of the project's close proximity to the Amway Corporation, that there may be a community assumption that Amway (and its founding families) will cover the project cost. These same respondents cautioned that any campaign effort must include small business leadership and community leaders at large to demonstrate that the fundraising burden must be shared by the entire community and not just a few donors. As one interviewee suggested: *"This must have the feel and voice of the entire community. We can't make this an 'Amway' project. The benefits will be enjoyed by everyone, so everyone should participate in making this project a reality."*
2. Availability of parking was an overwhelming concern of interview respondents. The density of the community and the anticipated increase in visitors that the Envision Ada project will bring to downtown caused the majority of respondents to suggest that a comprehensive parking plan that fits into the village plan must be developed and shared with the community as part of any fundraising effort. As one respondent noted: *"Whenever I go to Rockford, I struggle to find parking. We've got to find a better solution in Ada."*
3. There was some disagreement among respondents regarding the inclusion of a library as part of the development plan. Some viewed the library as unnecessary given the close proximity of the Cascade branch of KDL, while others questioned the need for libraries in a technology saturated community. Others realized that the demand for library services is very high (the Cascade branch of KDL is the busiest branch in the system) and knew that library usage in the area is increasing, not decreasing and as a result, viewed the library project as attractive and worthwhile. Note: There is support for the library from some key donors in the region.

4. There will be limited Foundation support for this project from the broader Kent County community. Area foundation leaders are hesitant to support small community projects for fear that they will be asked to support *all* small community projects. In the words of one Foundation leader: *“This is a very attractive project, but we can’t participate as a funder because it would open a floodgate of requests from other communities for similar development ideas and we simply don’t have the funds to help every community.”*
5. There was near unanimous agreement that an Envision Ada campaign should be led by area business leaders and not by governmental leadership. Respondents cautioned that a campaign with civic leadership would feel less like a charitable endeavor and more like a governmental mandate.
6. Interview respondents suggested two modifications to the existing plan:
 - Most respondents suggested the elimination of the green space adjacent to the community center/library building. There was significant concern about the safety and security of children in close proximity to the busy traffic on Fulton Street. Many suggested that this land be used for additional parking instead
 - A majority of interviewees suggested moving the Farmers Market to the riverfront to take full advantage of this venue and to highlight one of Ada’s best known outdoor events.
7. Several small business owners suggested that there is a “wait and see” attitude among some area business leaders. The main concerns are parking availability, the ability of township leaders to draw additional attractive businesses to the downtown, and some trepidation about increasing rent. Despite this, there was broad agreement that an

investment in the downtown region was very likely to result in an increase in customers and visitors to the region.

Conclusions

Given the above positive and cautionary trends identified in the interviews, it is the judgment of Hopkins Fundraising Consulting that the Envision Ada project has the potential to raise significant funding in support of the proposed project.

In setting a campaign goal, DDA and township leadership should consider one of the following funding scenarios:

Conservative Campaign Goal: \$2,500,000

Requirements to reach goal:

- All questions in the feasibility study answered adequately.
- Campaign leadership drawn from the surrounding small business leadership and from the general community.
- All feasibility study respondents participating at the low end of the gifting range they discussed as part of the study.
- Low level participation in the campaign by the broader community.

Moderate Campaign Goal: \$3,000,000 to \$3,500,000

Requirements to reach goal:

- All questions in the feasibility study answered adequately.
- Campaign leadership drawn from the broader Ada community to include small business leaders, general community leadership, and Amway corporate leaders.
- Widespread community endorsements of the campaign effort.
- All feasibility study respondents participating at the high end of the gifting levels they mentioned as part of the study.
- Good participation in the campaign by the broader community.

Aggressive Campaign Goal: \$4,000,000+

Requirements to reach goal:

- All questions in the feasibility study answered adequately.

- Very compelling case statement based on feedback from feasibility study participants.
- Campaign leadership drawn from the top echelon of the Ada community and proven area leaders.
- Engaged volunteers committed to executing proven, time-tested and successful fundraising practices.
- Widespread community endorsements of the campaign effort.
- All feasibility study respondents participating at or above the high end of the gifting range they mentioned as part of the study.
- Securing at least a \$1 million lead gift (especially if the overall goal exceeds \$4 million).
- Exceptional participation in the campaign by the broader local community.

Regardless of the goal that is identified for the project, an important consideration should be reviewed:

- Positioning the project with two distinct construction phases:
 - Phase One: Riverfront development
 - Phase Two: Community Center/Library Facility
 - Funding for both phases to be secured under the auspices of one fundraising campaign, but leadership should position the Riverfront development as the initial phase given the positive reviews of that project component from the feasibility study.

Raising funds in support of this effort will not be easy and it will require the dedication of committed community volunteers. However, with hard work, a good plan, and passionate leaders, the Envision Ada project has significant potential for success.

Based on the key trends identified in this report, and pursuant to answering several of the important questions posed by community leaders during this study, the leadership of the DDA and the township should be confident that it can achieve some philanthropic funding for this plan given careful planning and conscientious cultivation of community donors.

Recommendations

Should the leadership of Envision Ada determine that a fundraising effort should be initiated, Hopkins Fundraising Consulting suggests the following steps in preparation for a successful campaign:

1. Set a campaign goal not to exceed \$4 million. Show all relevant line items, including campaign expenses.
2. If setting an “aggressive” fundraising goal, begin immediate conversations with key donors to determine the likelihood of a \$XX million lead gift possibility.
3. Complete the parking study and provide the community with the reassurance that parking issues can be addressed to benefit area businesses.
4. Focus initial fundraising efforts on the redevelopment of the river, the walkability of the community, the preservation of green space, and the family friendly amenities that will result from a successful campaign.
5. Work with KDL leadership to flesh out the plan for the library with specifics to include unique programming aspects and community benefits not found at other library locations. Consider the elimination of green space along Fulton due to safety and security concerns.
6. Highlight the enhancement of the Farmers Market as a result of the Envision Ada project. Show how the improvements will lead to a more robust market that attracts new visitors to downtown Ada.
7. Position the DDA financial commitment as a match of charitable funds that are committed to the project. Highlight the public/private partnership opportunity that this project provides.
8. Begin thoughtful consideration of recruiting campaign leadership. Campaign leadership for this project must be derived from Board leaders, business leadership, community volunteers and Amway corporate

representation. A tri-chair leadership configuration of Amway leadership, small business leadership, and community at-large leadership is likely the best scenario for success.

9. Seek an honorary chair(s) that is/are widely respected, recognized, and passionate about the project plan.
10. Consider whether or not the Envision Ada project will require campaign consulting assistance to plan, organize, and implement a successful fundraising effort. Identify an internal staff member to serve as the campaign coordinator and key contact person for all campaign related inquiries. This will require a near full time equivalent.
11. Prepare answers to the questions raised during the feasibility study (see Cautionary Trends).
12. Begin a series of meetings with interested stakeholders to communicate the findings of the feasibility study and to explain key steps going forward.
13. Develop a tentative timeline for the campaign effort.
14. Build a community-wide endorsement council of opinion leaders and area philanthropists who will “endorse” the project by lending their name to the effort.
15. Approve a gift chart that outlines a road map to the campaign goal. Ensure that the leadership team understands the necessary gifting levels to achieve campaign success.
16. Seek gift commitments from DDA and township Board members/staff to demonstrate the leadership’s belief and investment in the project plan and the proposed campaign.
17. Identify key themes for the campaign based on feedback from the feasibility study. These themes should include: Ada as a destination community, a focus on family friendly amenities, creation of gathering

space for the development of community connections and the preservation and utilization of the riverfront asset.

18. Meet with potential lead donor candidates to review the feasibility study and to discuss their role in making a significant leadership gift to the campaign.
19. Prepare simple but compelling campaign materials (i.e. campaign brochure, pledge cards, letterhead, envelopes, acknowledgement cards) detailing the funding objectives of the campaign. In all marketing materials, emphasize the impact on the lives of your Ada residents and on the broader community.
20. Concentrate initial solicitation strategies on key major gift prospects. The ability to raise substantial funding support will clearly be a function of the success in this area. Each one of these special contacts must be made with ample preparation, careful attention to the request, and the selection of the most appropriate solicitation team. In order to reach the goal, it will be necessary to secure approximately 70% to 80% of the funds from these key advanced gift donor prospects.
21. Implement any community-wide fundraising strategies only after completing successful fundraising efforts with leadership gifts. Time the fundraising strategies of this effort to coincide with a public announcement of the campaign and appropriate media strategies to support that effort.
22. Consider implementation of a broad based direct mail campaign to current Ada residents. This effort should only be launched after more personal solicitation strategies have been exhausted and should include a lower entry donor point (i.e. buy a brick) option.
23. Develop and implement a donor acknowledgement process (which may include naming opportunities) and a gift/pledge payment system that will ensure timely receipt of gifts and appropriate acknowledgement of donors.

It is important to remember that a campaign effort for the Envision Ada project will succeed, in the long run, because supporters understand the benefits that will accrue to the community as the result a redeveloped downtown.

No campaign effort is easy—but through hard work, careful planning, and dedicated and committed leadership, you can be successful.

Tentative Gift Chart

Campaign Goal: \$4,000,000

Level	Number of Gifts	Gift Range	Cumulative Total
A	1	\$500,000	\$500,000
B	3	\$300,000	\$1,400,000
D	4	\$150,000	\$2,000,000
E	5	\$100,000	\$2,500,000
F	6	\$50,000	\$2,800,000
G	8	\$25,000	\$3,000,000
H	10	\$15,000	\$3,150,000
I	15	\$10,000	\$3,300,000
J	20	\$5,000	\$3,400,000
K	40	\$3,000	\$3,420,000
L	Many	Less than \$3,000	\$4,000,000

***For every one gift, assume three prospects.*

Tentative Campaign Schedule

Until the Board of the Ada DDA makes a final decision to proceed with a campaign, it is difficult to construct an exact campaign timetable. However, it is my experience that a campaign of this magnitude will require approximately 12 to 14 months to complete.

Four to Six Months

- Review of Feasibility Study.
- Board decision and approvals to proceed with a campaign.
- Revisions to the Case for Support.
- Determination of final campaign goal, timetable, etc...
- Determination of a campaign organizational structure.
- Determination of lead donor cultivation activities.
- Accumulation of the critical project endorsements.
- Development of campaign marketing materials.
- Identification/recruitment of top campaign leaders.
- Identification/recruitment of a representative Campaign Cabinet.
- Implementation of solicitation strategies among Board members.
- Implementation of a staff solicitation plan.
- Identification and evaluation process of key major donor prospects.
- Initiation of private conversations with lead donor prospects.

- Development of appropriate naming opportunities.
- Development of a gift/pledge acknowledgment process.
- Convene leadership cabinet to begin the campaign effort.

Four to Six Months

- Ongoing Campaign Cabinet meetings.
- Identification and evaluation of major gift prospects.
- Initiation of Advanced Gift strategies among key prospects.
- Solicitation training for community volunteers.
- Identification of local/regional Foundation prospects.
- Foundation grant submissions.

Four to Six Months

- Launch the "public phase" of the campaign.
- Initiation of any community-wide solicitation efforts.
- Follow-up to key prospects unable to respond to initial requests.
- Coordination of the records management needs of the campaign.
- Implement volunteer and donor recognition.
- Hold campaign/community celebration.
- Other campaign strategies deemed necessary.

Tentative Campaign Budget

Although it is difficult to judge precisely the appropriate operating budget for this campaign, it should be the goal of campaign leadership that the total campaign budget should not exceed five percent of the final campaign goal.

The elements to be considered in the development of a comprehensive campaign budget include:

- Campaign Counsel (optional)
- Solicitation Materials
 - Brochure
 - Pledge Cards & Return Envelopes
 - Stationery & Envelopes
 - Thank You Notecards & Return Envelopes
 - Mailing Labels
 - Campaign Video (optional)
- Office Support
 - Supplies
 - Equipment
 - Donor Database Software (optional)
 - Postage
- Awareness Activities
 - Campaign web site and social media strategies
 - Donor cultivation activities
 - Volunteer training sessions
 - Various community awareness events
 - Public Announcement activities
- Contingency

As the campaign action plan is developed, the budget will also take shape. It must be approved prior to solicitation and should be shown as a line-item in all published campaign materials.

Feasibility Study Interviewees (24)

Alan Hartline (Kingmas)
Ben Wickstrom (Erhardt Construction)
Bill Payne (Amway)
David Dams (Old National Bank)
David Madiol and Michelle Meulendyk (One by One Foundation)
Devin Norman (Norman Dentistry)
Fred Keller (Keller Foundation)
Jason Zylstra and Ginny VanderHart (DeVos Family Foundations)
Jim and Mary Nelson (Community Volunteers)
Jim Rosloniec (Ada Business Leader)
Julie Ridenour (Steelcase Foundation)
Kate Luckert Schmidt (Grand Rapids Community Foundation)
Margaret Idema (Community Volunteer)
Pat Lonergan (Fifth Third Bank)
Scotty Kehoe (DTE Energy Foundation)
Stacie Behler (Meijer)
Steve and Amy Van Andel (Amway)
Steve Wilson and Lynne Ferrell (Frey Foundation)
Tom Smith (Ada Bike Shop)

Suggested Leadership

Alan Hartline

Ben Wickstrom

Bert Bleke

Bill Payne

Dan Vos

Dave Ellis

Penny and Jamie Ladd

Devin Norman

Doug and Maria DeVos

Jim Rosloniec

Joel Harner

John and Bonnie Sebright

Margaret Idema

Mary and Bill Ford

Mike Rosloniec

Steve and Amy Van Andel

U. Turan

Suggested Gift Support

Amway
Bill and Mary Ford
Dan Vos Construction
DeVos Families
Erhardt Construction
Frey Foundation
Gary Tilkin
Gilmore Family
Grand Rapids Community Foundation
JC Huizenga
Jeff VandenBerg
Jerry and Marcie Tubergen
Jim and Marianne Delavan
John and Bonnie Sebright
Kate Pew Wolters
Local Banks
McDonalds
Meijer
Peter Cook Foundation
Randy Damstra and Julie Duisterhof
Secchia Family
Steelcase Foundation
Van Andel Families
Wege Foundation

Next Steps

Following Board and staff review of the results of this feasibility study, Hopkins Fundraising Consulting recommends the following:

A letter should be mailed to all feasibility study participants. It should:

- Thank the participant(s) for their time
- Provide a brief synopsis of the feasibility study results
- Indicate the next steps in the process

Appendix:
Case for Support



February 8, 2017

Name
Title
Address
City, State, Zip

Dear:

In 2006, our community came together to begin planning for the future of Ada Village. Since then, business leaders, township officials, and area residents have worked to craft a plan that will enhance the Village as a destination, improve the business climate, and create green space that highlights our location on the Thornapple River.

If you drive through the Village, you can see that significant progress has already been made in achieving this vision for our community. Additional improvements are scheduled for 2017 and beyond. One important aspect of this plan calls for the creation of gathering spaces in the Village to give Ada a greater sense of community.

Accomplishing this goal will require a significant charitable investment from our community and our leadership team is considering the initiation of a capital campaign to help achieve these goals. Before undertaking such an ambitious endeavor, the Downtown Development Authority is now seeking community input and reaction to our plan. Enclosed is a "case for support" document detailing the need and rationale for the proposed campaign. We have sent this document to you because we value your opinion as a community leader and because we believe you may have some interest as a potential supporter of this important funding initiative.

Please review the enclosed case. We have recently engaged Hopkins Fundraising Consulting, experienced fund development counsel, to conduct a pre-campaign feasibility study on our behalf. In the next few days, [insert staff member name and title], will contact you to request your participation in this study. We only seek 30 minutes of your time. Your opinion is very important to us as we plan for our future.

Thank you in advance for your consideration of this effort. Charting the future of Ada is an important priority for all of us and we welcome your guidance as we consider initiation of this endeavor.

Sincerely,

Bob Kullgren, Chairperson
Ada Township Downtown Development Authority



TOWNSHIP

A Case for Support
February, 2017

The Community of Ada...Yesterday and Today

Ada has come a long way since it was founded by fur trader Rix Robinson in 1821 as Kent County's first permanent settlement. Today, it is home to more than 13,000 residents and thirty-seven square miles of great neighborhoods, abundant recreational opportunities, and thriving businesses.

Nestled near the convergence of the Grand and Thornapple Rivers, Ada offers the perfect place to live, work, and play, with more than 1,000 acres of public land, several community parks and nature reserves, and miles of trails. The township is also home to over one hundred progressive businesses, award winning schools and a vibrant community.

As a result, Ada is one of the most desirable places to live in West Michigan.

Looking to the Future

Despite these many advantages, local leaders believe that Ada can be much more.

In 2006, business and community leaders came together to begin planning for the future of Ada Village. Drawing on resident input, a design plan was developed that centered on several key principles, including:

- Taking full advantage of Ada's natural assets—specifically the Thornapple River—through a river walk and potential trail connections.
- Creation of a focal point in the heart of the Village, consisting of a civic building and surrounding public space that could serve as a community hub and gathering space.
- Ensuring that roadway corridors complemented Ada's distinctive village feeling, with slower traffic and improved safety.
- Improving walk ability throughout the Village.
- Encouraging building types that preserve the quaint, historic feeling of the Village.
- Reconfiguration of the Thornapple Village shopping center to reduce the prominence of parking, improve green space, provide for more trees, and encourage pedestrian access to the river.
- Striking a balance between residential and commercial uses within the Village.
- Expanding outdoor recreational opportunities and enhancing and connecting existing parks and trails.

The design plan developed in 2006 to carry out these principles featured a generous public green space surrounding a new civic building in the heart of the Village. While the

specific type of civic space was not firmly established, possible alternative uses identified for the building at that time included a multipurpose community center, library, Township offices or art center.

Envision Ada

In 2013, after significant investment in property acquisition by Amway, a follow-up planning process was undertaken by the Township, to refine and specify in greater detail the desired new public facilities and development pattern in the Village. Township, business and community leadership worked with local architects and engineers to develop a refined plan, based on further rounds of community input, for the redevelopment and redesign of Ada Village. This plan has become known as *Envision Ada*.

While construction plans were being prepared for the first round of street system changes in the Village, stakeholder groups were convened and a public input survey was undertaken to define in more detail the specific amenities desired in the two significant public green spaces and the civic building depicted on the Plan. Stakeholder groups and survey respondents identified two key priorities for green space and civic building space in the Village:

- Establishment of a downtown community center with a preference for an attached library space and farmers market (65% identified this as a top priority).
- Construction of an outdoor civic space along the Thornapple River for public gatherings, events, and concerts (89% rated this as a top priority).

This past year, significant investment from the Amway Corporation and the Township, allowed for a number of initial and noteworthy changes to jumpstart the redevelopment process in Ada. These improvements include:

- Construction of Headley Street through the center of Ada Village.
- Construction of new commercial buildings along Headley.
- Announcement of new investment in Ada, including a Kingma's Market to locate in the center of downtown.
- Significant changes to downtown parking with more on street, easy access parking.

These improvements are just the beginning. In 2017, additional road construction will occur to raise Ada Drive out of the floodplain, setting the stage for future demolition of the Thornapple Village Shopping Center and its redevelopment into a walkable, attractive collection of shops and restaurants in a "downtown" setting. A new street will also be constructed adjacent to a planned public park along the Thornapple River.

Headley Commons

Leadership envisions a 14,400 sq. ft.; two story community center and library on the triangular strip of land bordered by Headley Street and Fulton Street (see Appendix). This community center, to be named Headley Commons, would consist of:

- A Kent District library branch in downtown Ada.
- Community meeting and indoor event space.
- An adjacent three season multiuse pavilion for use by the nearly decade old farmers market and other community activities (2,600 sq. ft).
- An events plaza and community green space.
- A splash pad and ice skating rink.
- A sculpture plaza.

In response to the community interest in a local library, Ada Township has held exploratory discussions with Kent District Library (KDL) leadership regarding the potential for developing a single facility containing shared use space for both KDL events and programs and for other general community activities. Both have concluded that a shared-use facility and adjacent site amenities hold great promise in serving as an “anchor” community gathering place that will contribute greatly to the vitality and attractiveness of the Village.

Under the KDL funding model with local governments, the local municipality is responsible for financing the cost of a library branch facility and maintaining it, and KDL covers all costs of staffing the library, the catalog holdings and technology for the facility. KDL also develops and carries out a robust schedule of popular programs and events that serve all age groups.

Settlers Grove Riverfront Park

In the present location of a portion of the Thornapple Village shopping center, leaders envision a riverfront park (see Appendix) to be bordered by the Thornapple River and River Street (a road to be constructed in 2017). The park would include the following amenities:

- A river walk.
- River overlooks.
- A kayak launch pad.
- Relocation and repurposing of the historic Ada schoolhouse.
- A playground with a picnic area for families.

- An amphitheater for outdoor concerts and performances.
- A sculpture plaza.

In addition to the development of the plans for Headley Commons and Settlers Grove Riverfront Park, a team of business and Township leaders are exploring how these projects will impact downtown parking and developing potential solutions to account for the anticipated increase in Village visitors. A final study of parking should be finished by mid-2017.

Projected Cost and Timetable

Achieving the vision of improving Ada Village by developing Headley Commons and the Settlers Grove Riverfront Park will require \$8.6 million in funding. Approximately \$4.2 million in funding is currently available for these projects from Downtown Development Association revenue sources. To fund the remainder, community and township leaders are considering the initiation of a \$4.4 million capital campaign to raise philanthropic funds for this project.

The overall budget includes:

Development of Headley Commons	\$7,100,000
Development of Settlers Grove Riverfront Park	\$1,550,000
Total Projected Cost	\$8,650,000
Minus Current Funding Sources	\$4,263,000
Proposed Capital Campaign	\$4,387,000

Help Guide Our Future

Investing in Ada and its future is an important undertaking that requires the goodwill and interest of many. Before initiating this endeavor, *Envision Ada* leadership has decided to further explore this concept through a philanthropic feasibility study. Community input and reaction to our plans will be critical in helping us determine the future of Ada Village and its impact on the region.

As an area leader, we seek your participation in this process, which will serve as our guide in charting our future course. Your opinion is very important to us, and will help us continue to strive toward a more vibrant Ada community.

Attachments

- **Master Plan of Headley Commons**
- **Master Plan of Settlers Grove Riverfront Park**
- **Library/Community Center Preliminary Plans**
- **Envision Ada Leadership**



Concept Plan For Headley Commons

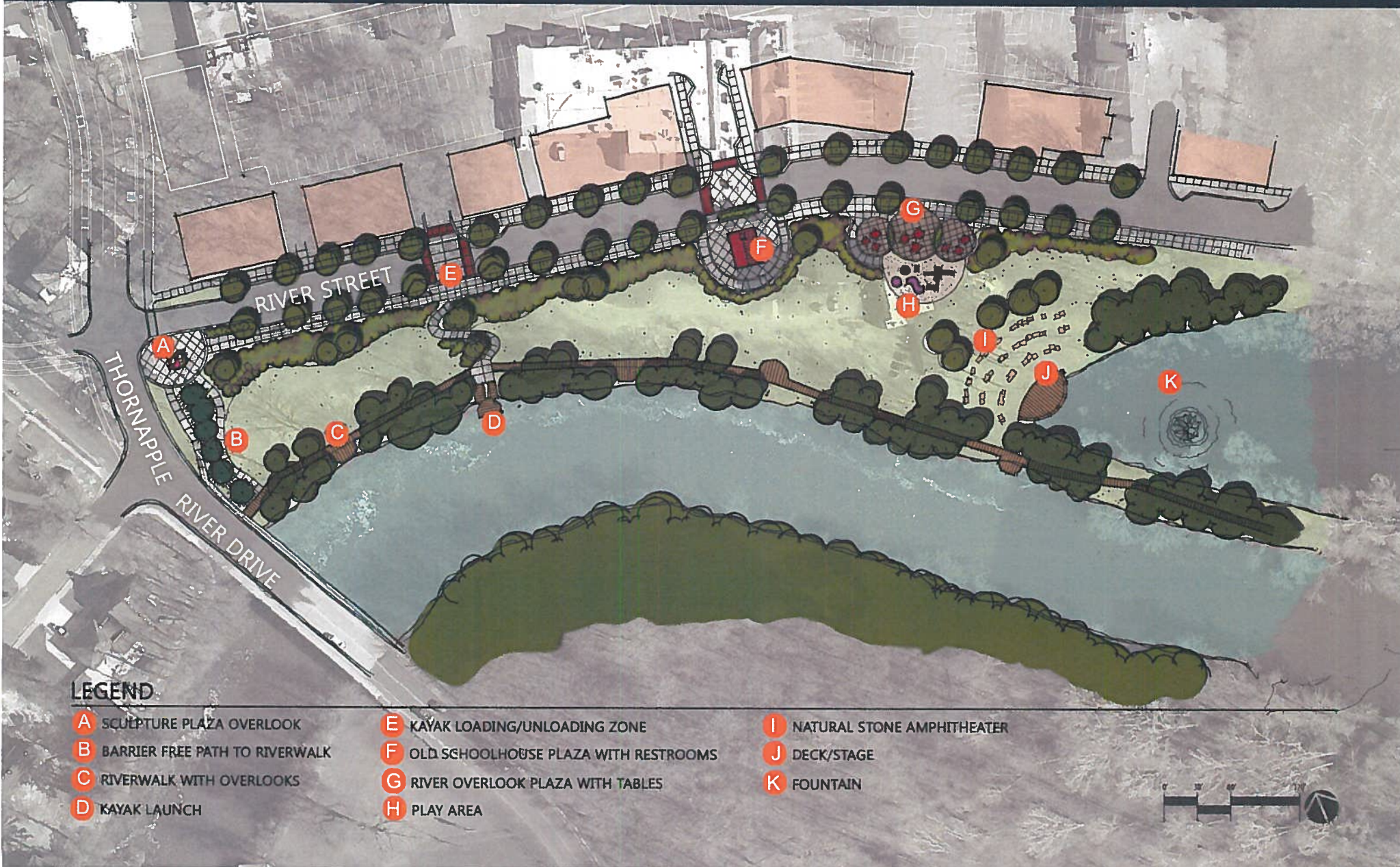
progressive|ae





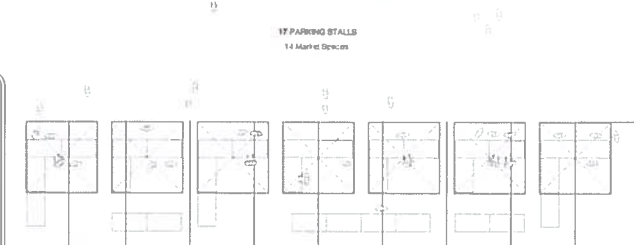
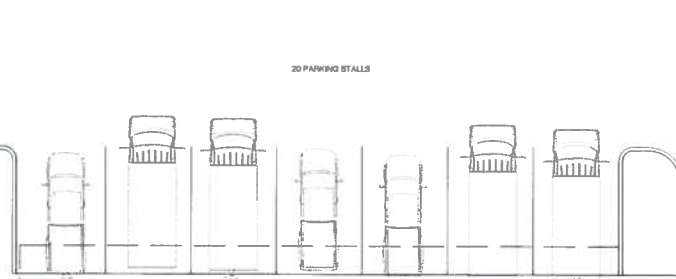
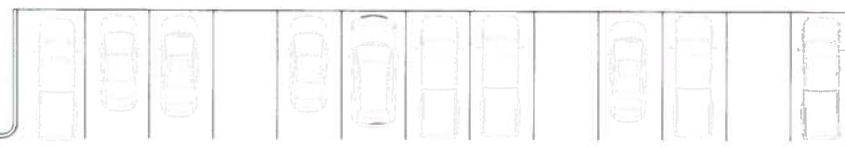
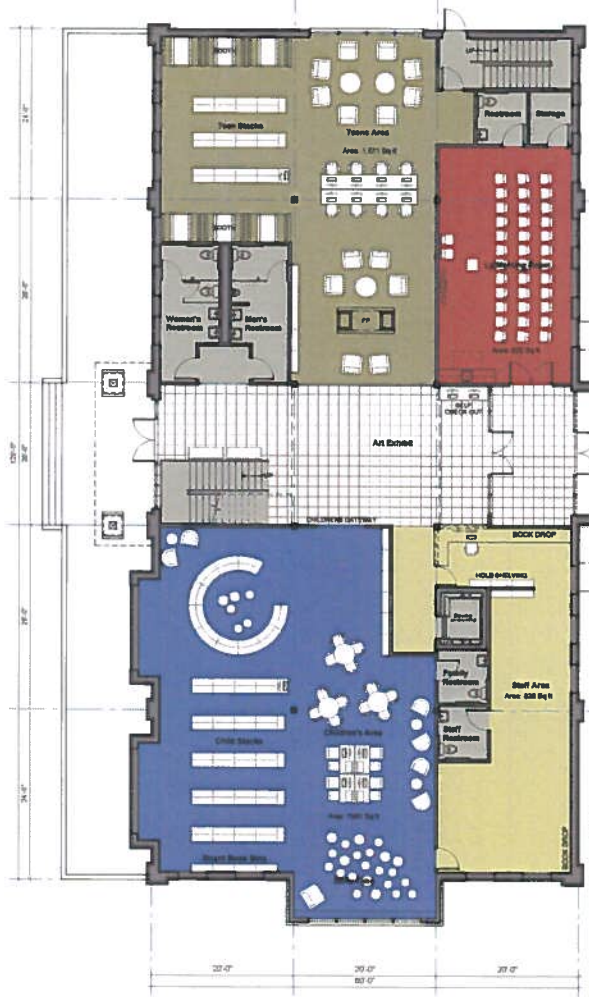
Concept Plan for Settler's Grove Park

progressive|ae



1ST FLOOR SPACE KEY

RESTROOMS, STORAGE & STAIRS	STUDY ROOMS	SEASONAL INDOOR / OUTDOOR SPACE	STAFF AREA
TEEN AREA	COPYING & EXHIBIT SPACE	CHILDRENS AREA	



1. First Floor Plan
 SCALE: 1/8" = 1'-0"
 FLOOR AREA: 7,204 SQ FT



ONE WAY BOOK DROP-OFF

dixon
 ARCHITECTURE
 1174 Ada Drive SE, Suite 201
 PO Box 404
 Ada, MI 49301
 P (810) 682-4578
 F (810) 628-5145
 www.dixonarch.com

Client
 Client Address
 Grand Rapids, MI 49503
 P (616)
 F (616)
 www.vestata.com

Ada Library and Community Building
 1400 S. Street
 Ada, Michigan
First Floor Plan

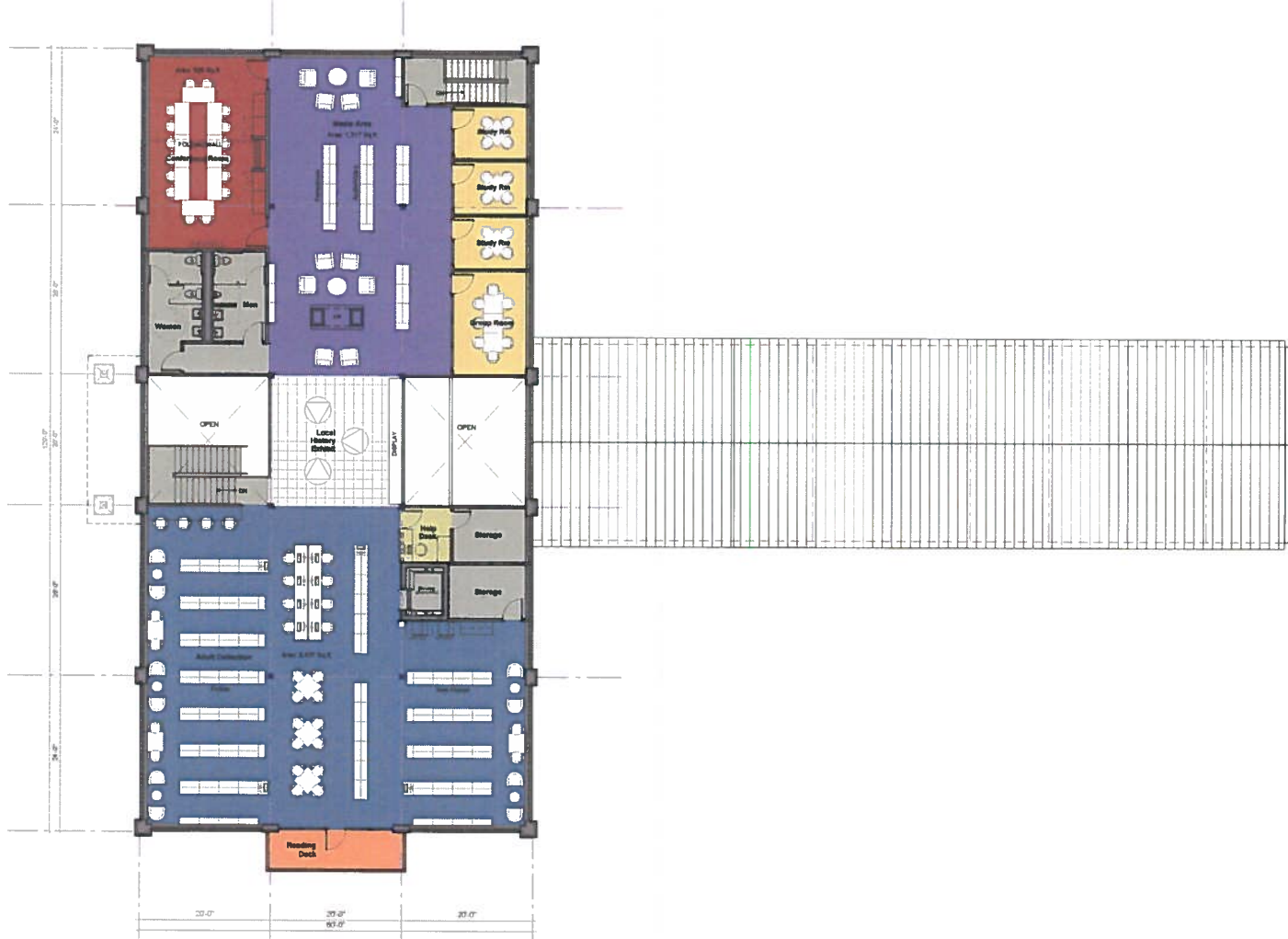
Revisions:

Project No: 213120-B
Issue Date: 10/19/16
Reviewer: KCD
Drawn By: KCD

A2.1

2ND FLOOR SPACE KEY

	RESTROOMS, STORAGE & STAIRS		STUDY ROOMS		SEASONAL INDOOR / OUTDOOR SPACE		STAFF AREA
	CONFERENCE & MEETING ROOMS		COMMON & EXHIBIT SPACE		ADULT COLLECTION		MEDIA AREA



1. Second Floor Plan
 SCALE: 1/8" = 1'-0"
 FLOOR AREA: 8,158 SQ FT

dixon
 Architecture
 319 Ada Drive SE, Suite 203
 PO Box 404
 Ada, MI 49301
 p: (616) 682-4578
 f: (616) 628-5745
 www.dixonarch.com

Client
 Client Address
 Grand Rapids, MI 49503
 p: (616)
 f: (616)
 www.ecstate.com

Ada Library and Community Building
 Hensley Street
 Ada, Michigan
Second Floor Plan

Revisions:

Project No: 213120-B
 Issue Date: 10/18/16
 Reviewer: KCD
 Drawn By: KCD

A2.2







Envision Ada Plan Leadership

Ada Township Board

George Haga, Township Supervisor
Jacqueline Smith Township Clerk
Kevin Moran, Township Treasurer
Paul Hurwitz, Township Trustee
Catherine Jacobs, Township Trustee
Paul LeBlanc, Township Trustee
Bob Proos, Township Trustee

Ada Township Downtown Development Authority Board

Bob Kullgren, Chairperson
Terry Bowersox, Vice Chairperson
Dr. Devin Norman, DDS, Secretary-Treasurer
George Haga, Township Supervisor
Sarah Andro
Bryan Harrison
Jim Ippel
Walt VanderWulp
Ted Wright

PERIOD ENDING 05/31/2017

ADA TOWNSHIP DDA

INCLUDING FARMERS' MARKET

GL NUMBER	DESCRIPTION	2017-18 ORIGINAL BUDGET	ACTIVITY FOR MONTH 05/31/17 INCR (DECR)	YTD BALANCE 05/31/2017 NORM (ABNORM)	UNENCUMBERED BALANCE	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Fund 248 - DDA FUND							
Revenues							
Dept 000.000							
248-000.000-401.405	TAXES- ADA TOWNSHIP	40,000.00	0.00	0.00	2,560.00	0.00	0.00
248-000.000-665.000	INTEREST REVENUE	1,000.00	0.00	0.00	1,000.00	0.00	0.00
Total Dept 000.000		41,000.00	0.00	0.00	3,560.00	0.00	0.00
Dept 020.000-TAXES							
248-020.000-406.000	TAXES: DDA MILLAGE	339,661.00	0.00	0.00	339,661.00	0.00	0.00
248-020.000-423.000	TAXES: IFT	23,574.00	0.00	0.00	23,574.00	0.00	0.00
Total Dept 020.000-TAXES		363,235.00	0.00	0.00	363,235.00	0.00	0.00
Dept 028.000-FARMER'S MARKET							
248-028.000-694.001-FRM MKT 12-1	REGISTRATIONS	9,000.00	1,075.00	5,360.00	3,640.00	59.56	0.00
Total Dept 028.000-FARMER'S MARKET		9,000.00	1,075.00	5,360.00	3,640.00	59.56	0.00
TOTAL REVENUES		413,235.00	1,075.00	5,360.00	370,435.00	1.43	0.00
Expenditures							
Dept 170.000-DDA OPERATIONS/CONSTRUCTION							
248-170.000-704.000	WAGES	19,692.00	1,568.93	3,122.48	16,569.52	15.86	0.00
248-170.000-715.000	FICA - TOWNSHIP SHARE	1,220.00	92.94	184.93	1,035.07	15.16	0.00
248-170.000-716.000	FICA - MEDICARE TWP SHARE	286.00	21.74	43.25	242.75	15.12	0.00
248-170.000-719.000	RETIREMENT - EMPLOYER COST	1,969.00	156.90	312.26	1,656.74	15.86	0.00
248-170.000-719.001	MEDICAL, DENTAL INSURANCE	4,221.00	279.46	558.92	3,662.08	13.24	0.00
248-170.000-740.000	OPERATING SUPPLIES/SERVICES	5,600.00	75.00	75.00	5,295.58	5.44	229.42
248-170.000-740.000-FRM MKT 12-1	OPERATING SUPPLIES/SERVICES	3,295.00	68.13	68.13	2,459.53	25.36	767.34
248-170.000-800.000	CONTINUING EDUCATION	200.00	0.00	0.00	200.00	0.00	0.00
248-170.000-800.000-FRM MKT 12-1	CONTINUING EDUCATION	75.00	0.00	0.00	75.00	0.00	0.00
248-170.000-801.000	CONTRACT SERVICE	45,000.00	0.00	0.00	45,000.00	0.00	0.00
248-170.000-801.000-FRM MKT 12-1	CONTRACT SERVICE	8,745.00	0.00	0.00	8,745.00	0.00	0.00
248-170.000-820.000	MEMBERSHIP & DUES	125.00	0.00	0.00	125.00	0.00	0.00
248-170.000-820.000-FRM MKT 12-1	MEMBERSHIP & DUES	250.00	0.00	0.00	250.00	0.00	0.00
248-170.000-821.000	ENGINEERING	12,000.00	0.00	0.00	12,000.00	0.00	0.00
248-170.000-870.000	MILEAGE & EXPENSES	105.00	0.00	0.00	105.00	0.00	0.00
248-170.000-870.000-FRM MKT 12-1	MILEAGE & EXPENSES	500.00	0.00	0.00	500.00	0.00	0.00
248-170.000-974.000	IMPROVEMENTS	173,375.00	0.00	0.00	173,375.00	0.00	0.00
Total Dept 170.000-DDA OPERATIONS/CONSTRUCTION		276,658.00	2,263.10	4,364.97	271,296.27	1.94	996.76
Dept 211.000-LEGAL & ACCOUNTING							
248-211.000-828.000	LEGAL SERVICES	0.00	(2,678.37)	(2,678.37)	2,678.37	100.00	0.00
Total Dept 211.000-LEGAL & ACCOUNTING		0.00	(2,678.37)	(2,678.37)	2,678.37	100.00	0.00
Dept 900.000-OTHER TOWNSHIP EXPENSES							
248-900.000-719.002	LIFE INSURANCE, OTHERS	165.00	15.73	31.45	133.55	19.06	0.00

PERIOD ENDING 05/31/2017

ADA TOWNSHIP DDA

INCLUDING FARMERS' MARKET

GL NUMBER	DESCRIPTION	2017-18 ORIGINAL BUDGET	ACTIVITY FOR MONTH 05/31/17 INCR (DECR)	YTD BALANCE 05/31/2017 NORM (ABNORM)	UNENCUMBERED BALANCE	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Fund 248 - DDA FUND							
Expenditures							
248-900.000-947.000	TRANSFERS OUT TO OTHER FUNDS	300,000.00	0.00	0.00	300,000.00	0.00	0.00
Total Dept 900.000-OTHER TOWNSHIP EXPENSES		300,165.00	15.73	31.45	300,133.55	0.01	0.00
TOTAL EXPENDITURES		576,823.00	(399.54)	1,718.05	574,108.19	0.47	996.76
Fund 248 - DDA FUND:							
TOTAL REVENUES		413,235.00	1,075.00	5,360.00	370,435.00	1.43	0.00
TOTAL EXPENDITURES		576,823.00	(399.54)	1,718.05	574,108.19	0.47	996.76
NET OF REVENUES & EXPENDITURES		(163,588.00)	1,474.54	3,641.95	(203,673.19)	1.32	(996.76)
BEG. FUND BALANCE		506,475.23		506,475.23			
NET OF REVENUES/EXPENDITURES - 2016-17				275,150.16	275,150.16		
END FUND BALANCE		342,887.23		785,267.34			

PERIOD ENDING 05/31/2017

ADA FARMERS' MARKET

GL NUMBER	DESCRIPTION	2017-18 ORIGINAL BUDGET	ACTIVITY FOR MONTH 05/31/17 INCR (DECR)	YTD BALANCE 05/31/2017 NORM (ABNORM)	UNENCUMBERED BALANCE	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Fund 248 - DDA FUND							
Revenues							
Dept 028.000-FARMER'S MARKET							
248-028.000-694.001-FRM MKT 12-1	REGISTRATIONS	9,000.00	1,075.00	5,360.00	3,640.00	59.56	0.00
Total Dept 028.000-FARMER'S MARKET		9,000.00	1,075.00	5,360.00	3,640.00	59.56	0.00
TOTAL REVENUES		9,000.00	1,075.00	5,360.00	3,640.00	59.56	0.00
Expenditures							
Dept 170.000-DDA OPERATIONS/CONSTRUCTION							
248-170.000-740.000-FRM MKT 12-1	OPERATING SUPPLIES/SERVICES	3,295.00	68.13	68.13	2,459.53	25.36	767.34
248-170.000-800.000-FRM MKT 12-1	CONTINUING EDUCATION	75.00	0.00	0.00	75.00	0.00	0.00
248-170.000-801.000-FRM MKT 12-1	CONTRACT SERVICE	8,745.00	0.00	0.00	8,745.00	0.00	0.00
248-170.000-820.000-FRM MKT 12-1	MEMBERSHIP & DUES	250.00	0.00	0.00	250.00	0.00	0.00
248-170.000-870.000-FRM MKT 12-1	MILEAGE & EXPENSES	500.00	0.00	0.00	500.00	0.00	0.00
Total Dept 170.000-DDA OPERATIONS/CONSTRUCTION		12,865.00	68.13	68.13	12,029.53	6.49	767.34
TOTAL EXPENDITURES		12,865.00	68.13	68.13	12,029.53	6.49	767.34
Fund 248 - DDA FUND:							
TOTAL REVENUES		9,000.00	1,075.00	5,360.00	3,640.00	59.56	0.00
TOTAL EXPENDITURES		12,865.00	68.13	68.13	12,029.53	6.49	767.34
NET OF REVENUES & EXPENDITURES		(3,865.00)	1,006.87	5,291.87	(8,389.53)	117.06	(767.34)

ADA FARMERS' MARKET
2017 SEASON REVENUE, EXPENSE AND NET INCOME
5/31/17

General Ledger No.	Date	Description	Revenue	Expenditure	Balance	Net Income from 1/31/17
		Total Revenues and Expenditures, 4/1/16 to 1/31/17	\$9,895.00	\$10,344.78	\$12,686.40	
248.170.801	02/06/17	Market Master Services - January, 2017		\$105.00	\$12,581.40	-\$105.00
248.170.740	3/03/17	Internet Services- 1&1, Inc.		\$68.13	\$12,513.27	-\$173.13
248.170.801	3/21/17	Market Master Services - February, 2017		\$150.00	\$12,363.27	-\$323.13
248.170.801	3/31/17	Market Master Services - March, 2017		\$450.00	\$11,913.27	-\$773.13
248.170.740	3/31/17	Vendor Kickoff Event, Supplies		\$102.75	\$11,810.52	-\$875.88
248.028.694	4/30/17	Vendor Registration Fees	\$4,285.00		\$16,095.52	\$3,409.12
248.028.694	5/31/17	Vendor Registration Fees	\$1,075.00		\$17,170.52	\$4,484.12
248.170.740	5/31/17	Internet Services- 1&1, Inc.		\$68.13	\$17,102.39	\$4,415.99

Total, 2017 Season, beginning 2/1/17	\$5,360.00	\$944.01	\$4,415.99
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Total, Fiscal YTD, beginning 4/1/17	\$5,360.00	\$68.13	\$5,291.87
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