



May 2026

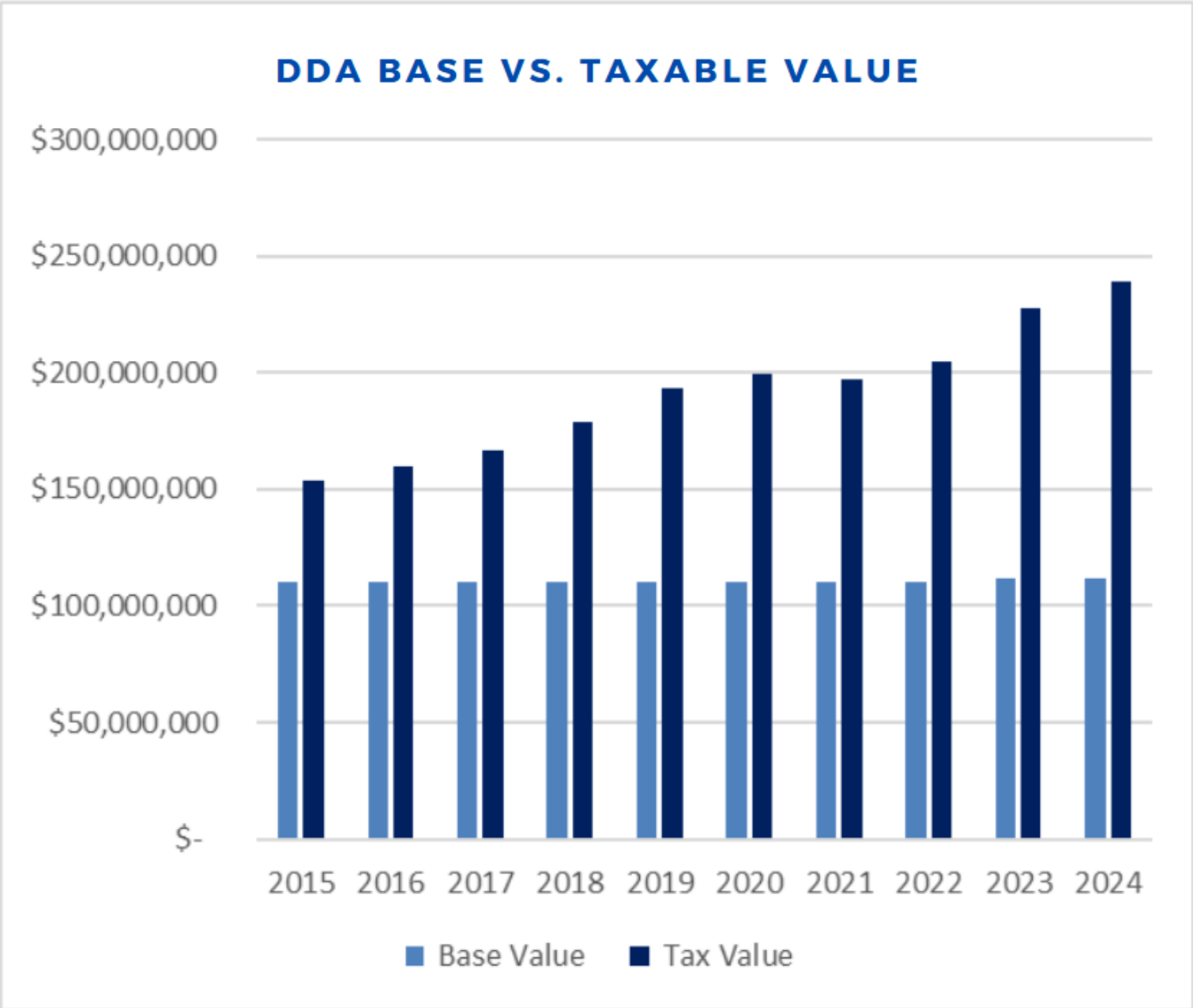
DOWNTOWN DEVELOPMENT AUTHORITY

Informational Meeting
CASCADE CHARTER TOWNSHIP



DDA BOARD MEMBERS

- Michelle Kleyla, Chair
- Steve Stephan, Vice Chair
- Scott Vogel, Secretary
- Grace Lesperance, Township Supervisor
- Rishi Makkar
- Kristin Carlson
- Chris Bingham
- Scott Preston



What is a Downtown Development Authority (DDA)?

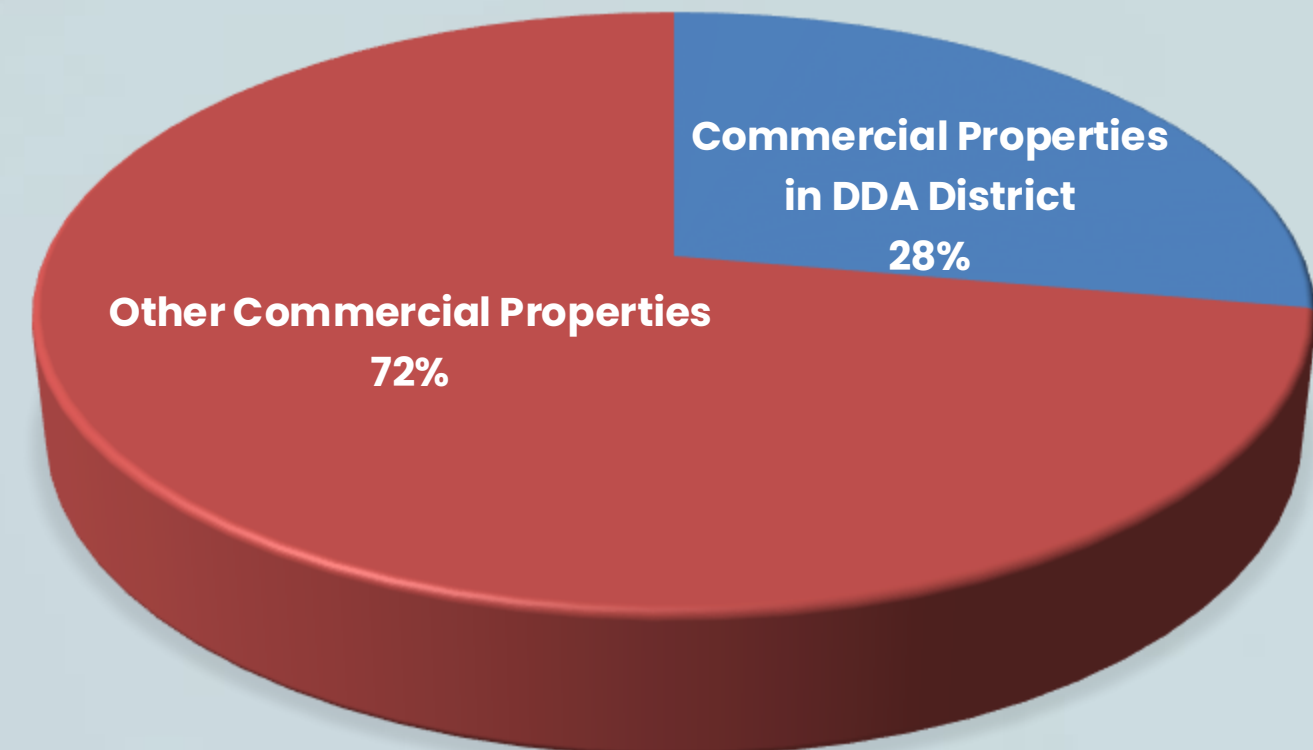
- Authorized by the State of Michigan (PA 197 of 1975)
- Purpose:
 - Halt property value deterioration and increase property tax valuation where possible.
 - Eliminate the causes of deterioration.
 - Promote economic growth.
- Cascade Township DDA
 - Established in 1993
 - Expanded in 2003 (Interchange Area)
 - Expanded in 2004 (Centennial Business Park)
- DDA is governed by a Board of Directors (9 members) appointed by the Township Board
 - Mixture of Business owners, DDA residents and at-large residents

NEW & RENOVATED

2025 Recap: Commercial Renovations & Improvements in DDA District

- 30 Building Permits issued in the DDA District in 2025
- **\$5.13 Million valuation** of work completed in the District

**2025 TOTAL VALUE
COMMERCIAL ADD/ALTER/REPAIR PROJECTS**



NEW & RENOVATED

Total Investment to Date: **\$4.5 Million**
(Based on estimated project cost associated with Building Permits issued in the DDA District)

2026 Year to Date (5/1/26): Renovations & Improvements in DDA District

Interior Renovations	Signs	Exterior/New Building
Betten Imports	Greenfield Premium Tobacco (<i>New Business</i>)	Harvest Health
iSmash (<i>New Business</i>)	Harvest Health	Old National Bank (<i>New Business</i>)
Chase Bank	iSmash (<i>New Business</i>)	
Country Inn & Suites	Jersey Mikes (<i>New Business</i>)	
State Farm	R Athletics	
Happy Nails	State Farm	
Orchard Vista Properties		
Maner Costerisan		

VILLAGE REIMAGINED



 **CASCADE VILLAGE** *Reimagined*



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



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

REIMAGINING TASSEL PARK

The Township held an open house in December of 2025, and again in March of 2026 to receive public feedback on the design concept. Following feedback from the public, DDA Board, and Board of Trustees, Troyer Group is currently finalizing design documents for the park improvement project. The DDA intends to move forward with issuing a bond in 2026 to fund the project as well as other improvements throughout the DDA District.

Construction on the first phase of the project could commence as early as the fall of 2026.





CASCADE ROAD BRIDGE DEDICATION

The improvements to the Cascade Road Pedestrian Bridge (including widened sidewalks, barriers between the sidewalk and road, decorative fencing, and ornamental street lighting) were completed in 2025. To cap off the completion of these improvements, the bridge was officially dedicated as Veterans Memorial Bridge at a ceremony on May 11, 2026.

A plaque was presented to the American Legion along with a ribbon cutting ceremony. The ceremony was followed by a reception at the historic Stonehouse.



NEW & UPCOMING DEVELOPMENTS IN THE VILLAGE AREA



In 2025, the DDA purchased the former Verburgs' Automotive property at 6915 Cascade Rd with the intent to incorporate the property into the Tassel Park improvements, creating a safer, more accessible park with improved aesthetics. The acquisition of this property provides the potential for creating a safe crossing under Cascade Rd, as well as additional riverfront access.

Harvest Health Foods, located in the village area, received approval in March 2026 for an interior and exterior remodel of its existing store. Reviewed by the Village Design Review Committee, the renovation will enhance the store's aesthetics.



FACADE GRANTS

The DDA determined that a portion of their capture should be invested into supporting building and site improvements for nonresidential properties.

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

The grant program is currently suspended, pending the adoption of Zoning Ordinance amendments that will be on the ballot as a referendum in 2026. The goal is to reopen the grant program in 2026, with criteria that best complements the new zoning regulations and the goals of the program.



Site Improvement Grant Guidelines

The Cascade Township Downtown Development Authority (DDA) has determined that a portion of their revenue should be used to enhance and support building and site improvements within the District (see attached for District boundary).

THE CASCADE TOWNSHIP DDA SITE IMPROVEMENTS GRANT PROGRAM

...is designed to encourage improvements to businesses in the DDA boundary. Grants are intended to provide financial incentives for high-quality building and site conditions that go above and beyond regular maintenance and upkeep. The primary goals for eligible improvement projects within the DDA District are to enhance pedestrian safety through appropriate roadway and traffic modifications that will enhance the shopping experience; support beautification that will enhance the streetscape and create character, identity and attract shoppers and businesses alike; support the growth of existing businesses while new businesses, offices, education, or health care industries will locate in the DDA District.

GENERAL APPLICATION ELIGIBILITY

Eligible applicants must be one of the following:

- Owners of real property within the DDA District.
- Owners of business establishments within the DDA District (tenants need written approval from the property owner).

REQUIRED CONDITIONS

Site Improvements Grant applications will be considered if the application meets the following base conditions:

- The Site Improvement Grant application has been correctly filled out and submitted to the Township with all required supplemental documentation.
- Property taxes and all other applicable Township fees must be current and paid in full.
- The property cannot have an outstanding, current, or ongoing violation of any Township ordinance.
- Project components should have a useful life of at least 10 years.
- Projects will be evaluated based on merit and funded to the extent that budgeted DDA funds are available.
- The proposal has received site plan and/or special land use approval from the Cascade Township Planning Commission (as applicable).
- All funding is at the discretion of the DDA Board.
- Based on the overall project scoring, project match requirements vary. For higher scoring projects, the DDA may require 0% match. For lower scoring projects, the DDA may require up to a 75% match.



Cascade Site Improvement Grant Application 2024

OTHER PROJECTS

Centennial Park Street Lights



Through DDA funding, the Township has contracted Hillard Electric to replace numerous streetlight luminaires that are currently not functional throughout Centennial Park. This work is expected to commence during the summer of 2026.

Flowerpots



In 2026, flowerpots in the village area will be expanded onto the Cascade Road Pedestrian Bridge. This will include hanging flower baskets from the streetlamp poles, as well as flower boxes along the pedestrian railing.

CASCADE CHARTER TOWNSHIP

LOCAL PURCHASE PREFERENCE LIST

CASCADE TWP & KENT COUNTY BUSINESS SIGNUP

INDUSTRY RELEVANT EMAILS

- Proposal Requests
- Bid Notices
- Local Preference Consideration

Local Vendor bids that have been deemed "responsive, responsible, and fully compliant", and whose price is within 5% (Township-based) or 2% (County-based) of the non-local low bidder's price may be considered the lowest responsible bidder.



LOCAL PURCHASING PREFERENCE POLICY

The Local Purchasing Preference Policy was approved by the Township Board and took effect on January 28, 2026. The purpose of this policy is to encourage the use of locally based businesses in the procurement of goods, services, materials, and equipment for Cascade Charter Township, while maintaining fairness, transparency, and getting the best value for taxpayer funds. This policy is intended to complement the Township’s Purchasing Policy by providing guidance that supports local economic activity without compromising competition, quality, or fiscal responsibility.

This policy is for the benefit of all businesses located in Cascade, including those within the DDA District. Interested businesses are encouraged to register for the Local Purchase Preference List.



New Business Ribbon Cuttings



Jersey Mikes

Jersey Mikes held its grand opening on March 18th, 2026, for its location at 6260 28th St. To celebrate the opening, Jersey Mikes gave out a free sub to any customer that donated to Pine Ridge Elementary School.

K-Pocha

K-Pocha held a ribbon cutting ceremony on May 15th 2026 to celebrate its grand opening at the former Mad Chicken suite located at 5088 28th St. K-Pocha has an established location in Holland and specializes in Korean street food such as corn dogs, ramen, and rice bowls.



DDA SPONSORED BUSINESS EVENTS



“BUILT FOR GROWTH” Event

Held on March 12th, 2026 at the Wisner Center

The Cascade DDA, Ada DDA, Ada Business Association, and Forest Hills Business Association partner with Consumers Credit Union to hold events designed to elevate local small businesses. This year’s event was held on March 12, 2026. The event was geared toward networking and bringing professionals together to share opportunities and learn from each others' insights.

The Four Pillars of Fraud

Upcoming Event: July 15th at 12:30pm at the Wisner Center

The Cascade DDA is hosting Macatawa Bank at the Wisner Center on July 15th 2026 to discuss practical ways local businesses and professionals can prevent fraud.



Upcoming Events in the District

Upcoming events in the district include the Concerts in Cascade Series held this summer at Friendship Park, as well as the Independence Day celebration. Historically, the DDA has been involved in other events throughout the year, such as Metro Cruise, Heritage Festival, and the Tree Lighting Ceremony.



INDEPENDENCE DAY

Saturday, July 4
Friendship Park
2870 Jacksmith Ave Se

Parade starts @ 9 am
followed by
carnival rides, food trucks and fun
until 1 pm!

Fireworks in Ada @ dusk



Free - This summer in Friendship Park!

Concerts in Cascade

May 14 | Mark Dvorak
(Folk Singer)

June 25 | Windbreakers
(Yacht Rock)

July 23 | Rin Tarsy and Mandarin
(Singer/Song Writer)

August 20 | Blue Water Kings Band
(12 person band)

All concerts @ 7pm

Social Media



A DDA's primary goal, for the remainder of 2026, is to continue increasing promotion of the DDA and activities within the district.

To help achieve this goal, a dedicated Facebook page for the Downtown Development Authority is currently being created by Township Staff. This will be used to further promote DDA projects, events, and other activities within the district. This page is expected to launch in May 2026.

Informational Meeting Presentation May 2026

THANK YOU
FOR YOUR INTEREST