

AGENDA
Cascade Charter Township
Downtown Development Authority Board of Directors
April 21, 2015
5:30 p.m.
Cascade Library Wisner Center
2870 Jacksmith Ave. SE

- ARTICLE 1.** Call the Meeting to Order
Record the Attendance
- ARTICLE 2.** Approval of the Agenda
- ARTICLE 3.** Approval of the Minutes of February 17, 2015 Meeting
- ARTICLE 4.** Acknowledge visitors and those wishing to speak to non-agenda items *(Comments are limited to five minutes per speaker)*
- ARTICLE 5.** Discuss DDA Sponsorship for the Metro Cruise
- ARTICLE 6.** Discuss Support for the Library Concert Series
- ARTICLE 7.** Discuss Public Transit in the DDA district
- ARTICLE 8.** Any Other Business
- a. Sculpture Pad Donation – Museum Gardens
 - b. Public Open House – Tuesday, April 28, 4-6 p.m.
 - c. Village projects bids - Due April 23
 - d. Update on Planning Activities
- ARTICLE 9.** Adjournment

*Please call 949-1500 or email me at
sandra@cascadetwp.com if you cannot attend*

MEETING MINUTES

Cascade Charter Township
Downtown Development Authority Board of Directors
Tuesday, February 17, 2015
5:30 P.M.
Cascade Library - Wisner Center
2870 Jacksmith Ave SE

ARTICLE 1. Call the Meeting to Order

Chairman Puplava called the meeting to order at 5:30 p.m.
Members Present: Rob Beahan, Jennifer Puplava, Kim Ridings, Paula Rowland, Matt Smith, Steve Stephan
Members Absent: David Huhn, Diana Kingsland, Rick Siegle (excused)
Others Present: DDA/ED Director Sandra Korhorn

ARTICLE 2. Approve the Agenda

Motion was made by Member Beahan to approve the Agenda. Support by Member Stephan. Motion carried, 5-0.

ARTICLE 3. Approve the Minutes of the January 20, 2015 Meeting

Motion was made by Member Beahan to approve the minutes of the January 20, 2014 meeting as written. Support by Member Stephan. Motion carried 5-0.

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

No one wished to speak to non-agenda items.

Matt Smith arrived.

ARTICLE 5. Discuss the Street Signage for the Intersection Projects

ED/DDA Director Korhorn presented. Thornapple River Drive intersection sign was discussed. There are two options to fit the street name on the eight foot sign. It can read "Thornapple River" or "Thornapple Riv Dr."

Member Beahan made a motion to approve the Street Signage to read "Thornapple River" at the intersection. Support by Member Stephan. Motion carried 5-1.

ARTICLE 6. Discuss the Space Needs Study

DDA/ED Director Korhorn presented. FTC&H, the Township Engineer, was hired to conduct a space needs study for Township facilities. Phase One has been completed which consisted of asking staff what their current and future space needs are. They put together a report and have concluded that we have outgrown our current Township

office space. Phase Two will look at all of our Township owned properties and facilities and determine our current uses and future planned uses for their properties. DDA has a stake in it as the Library property may be used for future growth and development. We need to get back to FTC&H to let them know what we had envisioned for this property.

Discussion followed. The DDA Board stated they're still interested in using the Library property for a community gathering area. Director Korhorn stated she'd let the DDA members know the date and time of that meeting so they can attend.

ARTICLE 7. Dates for Business Owner Meeting/Public Open House

Two meetings will be offered to discuss summer construction projects. The first one on Tuesday, March 24 at 5pm in the Wisner Center will be for property and business owners in the Village Construction Area. A letter will be sent to them with all the construction information and they'll be able to have questions answered at the meeting. The second meeting is Tuesday, April 28 from 4-6pm, also in the Wisner Center. That will be a public open house for anyone in the community to gather information and have questions answered. The DDA board members are all invited.

There will likely be another meeting for property and business owners to let them know when the project will start, who the contractor will be, the timeline, and how roads will be affected.

Discussion followed. Director Korhorn stated she's not received any negative feedback from property/business owners.

ARTICLE 8. Any Other Business

a) Museum Gardens Bid – APEX Contractors

We received two bids and APEX Contractors won the bid at \$289,000. We did allow them a flexible start date but it must be completed by October 15.

b) Speed Board

We talked about getting a permanent speed board which we requested from the Kent County Road Commission. They will not allow it because they see it as a distraction to drivers.

c) Update on Planning Activities

There are not a lot of new projects to talk about. We did get a request on the Burger King site from Lake Michigan Credit Union.

ARTICLE 9. Adjournment

**Member Rowland made a motion to adjourn. Support by Member Ridings.
Motion carried 6-0. Meeting Adjourned at 6:20 PM**

Respectfully submitted,

Diana Kingsland, Secretary
Ann Seykora, Planning Administrative Assistant
Debra W. Groendyk, Planning Administrative Assistant

DDA MEMORANDUM

To: Cascade Township DDA Board
From: Sandra Korhorn, DDA/Economic Development Director *SKK*
Subject: Discuss DDA Sponsorship for the 28th St. Metro Cruise
Meeting Date: April 21, 2015

I received a call from Laura McDowell, who sits on the board of the 28th St. Metro Cruise. This year marks the 11th Annual Cruise, which is held each year in August. Below is some history (provided by Laura) on the event:

The 28th Street Metro Cruise started years ago when M-6 was built. Traffic had stopped frequenting the Roger's Plaza area in Wyoming on 28th Street. So... the Cruise became an event that Wyoming-Kentwood Chamber of Commerce started to increase business on 28th Street. Yes, the cars would cruise 28th Street and people would come out to see the cars. It has always been a Friday & Saturday event.

However, the cars never would cruise far enough down 28th Street to get to Cascade. Historically, they would MAYBE get to Woodland/Centerpointe and turn around.

So... the Cascade Business Association (at the time) said, "let's have an event on Thursday (Warm up) to bring people to Cascade. That has now expanded to Thursday and Friday nights. At the Cascade event, the cars come and park – they don't really cruise, although some will start driving up 28th street from Cascade.

As mentioned above, the Thursday and Friday prior to the event, there has been a Metro Cruise Warm-up held in Cascade Twp, in the parking lot near Pal's Diner. This event has been sponsored in the past by the Forest Hills Business Association (FHBA) and the Cascade Community Foundation (CCF), along with other Cascade businesses.

This year the FHBA and CCF are backing off on their sponsorship of this event. Laura contacted me to see if the DDA would be interested in being involved in the event and becoming a sponsor. They are requesting financial support in the amount of \$5,000.00.

This event brings people into the community and the business district. It increases awareness of Cascade Township and our businesses. The DDA plan does allow the board to "create, manage and support annual events occurring within the DDA district".



GRNCDA
 GRAND RAPIDS NEW CAR DEALERS ASSOCIATION



Celebrating 10 years of Cruisin'

August 22-23, 2014

www.28thstreetmetrocrui.se.com

Inside

Welcome.....	2
Schedule.....	3
Longtime Volunteer....	4-5
Ultimate Cruise Fan.....	6
Pin Up Poster.....	Center
Jimmy Shine.....	11
DDA Map.....	14



It's Been 10 Years Already!

Hard to believe isn't it? Time has certainly flown! To celebrate 10 years of cruising, we're taking a look back with some of our most loyal supporters. Todd Duncan has been involved with the 28th Street Metro Cruise since it was merely an idea. Alan Wright has been to every Metro Cruise since the beginning, and has a large collection of memorabilia to show for it. Articles on these gentlemen can be found on pages 4-6.

New this year is the Pre-Cruise In Party on August 21, at Downs Custom Performance Automotive.

This year also saw our first Dust Off event in May, where we chose our Pin Up finalists. Miss Metro Cruise will be selected Friday night, August 22. A people's choice pin up will also be chosen via internet vote.

We're bringing back WKTV's red carpet event "Metro Cruise Live on the Concourse" and reality star Jimmy Shine. We are also happy to welcome back Grand Rapids New Car Dealers Association, Gun Lake Casino and Jet's Pizza as our primary sponsors and Fox 17 and Cumulus radio as our media sponsors.

This year looks to be another memorable Metro Cruise!

Welcome to the Signature Event of the Wyoming-Kentwood Area Chamber of Commerce (WKACC) - **THE 28TH STREET METRO CRUISE®**

In 2013 over 250,000 visitors descended on 28th Street in Wyoming and Kentwood to view over 15,000 Classic Cars.

Wyoming-Kentwood Area Chamber of Commerce members realize an exceptional return on their dues investment by capitalizing on our numerous networking opportunities, which increases awareness of our members' businesses, products, and services. By offering professional development, community support, government interaction with elected officials, WKACC has something for everyone.

Enjoy the 28th Street Metro Cruise and experience why our communities are a great place to locate your business, live, work and have a great life.

Thank you,

Bob O'Callaghan
Chamber President/CEO



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Metro Cruise Happenings

THU, AUG 21

Pre-Cruise In Party

Time: 4 to 8
Location: Downs Custom Performance Automotive
3961 Roger B Chaffee Wyoming, MI 49548
Open House
Food will be available for sale
Come socialize, meet some of the Pin Up Girls and celebrate the opening of the Metro Cruise

FRI, AUG 22

Fox 17 Morning Show at the Cruise

Time: 5-9:00 am
Location: W End of Rogers Plaza

Cruise Opens

Time: 4:00 pm
Vendors open

Friday cont.

Musical Entertainment

Time: 4-9:00 pm
Location: Rogers Plaza Stage
Sponsored by: Coldwell Banker

Jimmy Shine

Time: 4-9:00 pm
Location: Rogers Plaza Vendor Area
Available for free autographs
Presented by Steve's Antique Auto Repair and Progressive Building Services
Sponsored by: Marge's Donut Den, Vanguard Fire and Security Systems, Inc. and Wade & Jane Jennings

Pinup Girl Contest

Time: 6-8:00 pm
Location: Rogers Plaza Stage
Hosted by: Todd Chance - MLive
Sponsored by: Jets Pizza

Metro Cruise Live! w/WKTV

Time: 8-10:00 pm
Old Klingman's Lot

Other Attractions

Official Metro Cruise® Apparel
Food & Merchandise Vendors

SAT, AUG 23

Opening Ceremonies

Time: 9:00 am
Wyoming Wolves Band performs
Vendors Open

Jimmy Shine

Time: 9:00 am - 6:00 pm
Location: Rogers Plaza Vendor Area
Available for free autographs

Giveaways

Time: 9:00 am - 6:00 pm
Location: Rogers Plaza Stage
Prize drawings throughout the day, provided by Gun Lake Casino, Sport Clips and others

Saturday cont.

Sneaky Pete Blues Band

Times: Sets through the day
Location: Rogers Plaza Stage
Sponsored by: Sport Clips

WLAV Live Remote

Time: 12-2:00 pm
Location: Rogers Plaza

Other Attractions

Official Metro Cruise® Apparel
Food & Merchandise Vendors



Sneaky Pete Blues Band has a traditional Blues/Rock sound and will keep your toes tapping and your feet dancing. Personnel include: Dennis Edwards (Lead vocals, Guitar), Jay Hunt (Tenor Sax EWI), Greg Anson (Drums), Jon Boyd (keyboard), and Joe Silver (Guitar).

Community Happenings

MONTH OF AUGUST

Art Cruise

West End Business Leaders are hosting an Art Cruise the entire month of August 2014. Artwork will be featured at local businesses for the community to enjoy and purchase. Look for Art Cruise location signs at west 28th Street businesses. Visit www.28thstreetmetrocrui.se.com for a complete list of locations.



AUGUST 11-20



Grand Rapids New Car Dealers Association (GRNCDA)

The association is holding a fan favorite vehicle competition. Participating GRNCDA dealers will display a special vehicle from August 11-August 20. Community members are invited to visit the dealerships and vote for their favorite vehicle on display. The dealership with the most votes will be acknowledged as the fan favorite winner, and those who place a vote are eligible for prizes such as a free oil change or a voucher towards products or services. (Restrictions apply. Signage with additional details will be posted at participating dealerships.) Additional details Page 7.

THU & FRI, AUG 21 & 22

Cascade's Metro Cruise Warm Up Event

Thursday, 5:30 - 8:30 pm
Friday, 5:30 - 8:30 pm
Sponsored by: Forest Hills Business Association (www.fhba.org) & Cascade Community Foundation (www.cascadecommunityfoundation.com), Curtis Cleaner Laundry, Culvers, Pennell CPA, Family Friends Veterinary Hospital and Pet Care D&W Plaza/Pal's Diner - 6503 28th St SE
Aug 21 - 7:00 pm Firehouse Baby Back Pork Rib Competition



FRI & SAT, AUG 22-23

Berger Chevrolet

15th Annual Berger All Chevy Show.
Fri: Meet and Greet - 7:00 to 10:00 pm
Sat: All Chevy Show - 8:00 am to 2:00 pm



Entry Fee: \$25.00 per car includes on free T-shirt per entry and a dash plaque to the first 200 entrants. Additional details: www.bergerchevy.com/berger-all-chevy-show.htm

SATURDAY, AUGUST 24

Cartoon Car

Time: 9:00 am - 5:00 pm
Location: Marge's Donut Den



Saturday cont.



Support Boys & Girls Club of America at Car City

Time: Saturday, 9:00 am - 4:00 pm
Location: Car City - 1515 28th SW

Official Metro Cruise Photo Booth - Have your picture taken with your car for \$20, with \$10 going to Boys and Girls Club of America. \$1 hot dogs and pop with proceeds also being donated to the boys and girls club.

Grand Rapids Street Racers will be paying to park at Car City and those proceeds will also benefit the Club.



Harvey Automotive

Time: Saturday, 9 am - 3 pm
Location: 2600 28th Street SE - 1/2 mile west of Woodland Mall - Rain or Shine



Harvey Automotive will have the Cadillac LaSalle Club including Allante and XLR vehicles, the Olds Club and the Old Speckled Hen MG Club at the dealership. Concessions are available on site, plus a DJ spinning oldies and some awards during the day.

Additional details: www.facebook.com/events/490786877723619

Volunteer Reflects on 10 Years of Service

Todd Duncan has served many roles during his involvement with the 28th Street Metro Cruise - from committee chair, to ice boy. But one thing has remained consistent - his dedication to the success of the event. This is Todd's 10th, and final Cruise, as he is stepping down from his work on the committee and his involvement in the Wyoming-Kentwood Area Chamber of Commerce. We asked Todd to reflect back on the last 10 years. His thoughtful responses follow.

Q: How did you first become involved in the Chamber and Metro Cruise?

A: I became involved with the Chamber of Commerce around 1993 or 1994. Consumers Energy is a long-time supporter of this Chamber as well as many other community-oriented organizations. I was "recruited" by a former manager in my department to become involved with the Chamber. Since then I have been involved in many projects including the Metro Cruise and have served as the Chairman of the Board of Directors. My involvement with the Metro Cruise originated as the Board Member in charge of the first and all subsequent Cruises.



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THE ROAD.**

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Q: Thinking back to that first year, what sticks out in your mind?

A: The idea for the Cruise originated with then Chamber President John Crawford, former City of Wyoming Economic Development Director Charlie Steen, and Dan Van Dyke from Fruit Basket Flowerland. While we were trying to figure out if this was even a viable idea, we were also trying to figure out how large it could be.



Todd Duncan

During the early planning stages for year one, we actually hoped that we might get a couple of thousand people to show up and hoped to have a couple of hundred vehicles. We actually set up bleachers at a couple of locations because committee members told us people would line the streets to watch the cars drive by. I thought they were nuts! But as you have seen, thousands of people do just that.

Q: What is your favorite memory?

A: In the early evening of the first year, John, Dan and I were driving on 28th Street going from Woodland Mall to Roger's Plaza and could not believe the participation. The Police has since told us they thought we had 125,000 people in attendance. We could not believe that our Chamber had pulled off something like this.

Q: What was your favorite event?

A: My favorite event was in the second year when we gave away the new Mustang provided by Fox Ford and AT&T. The level of excitement that it generated throughout the summer and culminating in the late Saturday afternoon event in which we determined the winner has not been matched. AT&T's title sponsorship for the second and third years provided a spring board for the event to become what it has become today.

Q: What was the biggest failure?

A: In 2009, we tried to have beer tents at two of the venues. Feedback we had been getting indicated that this was an element that would be supported. Unfortunately, or maybe fortunately depending on how you look at it, this is the only year where we had consistently cool, damp weather which adversely affected the success of the beer tent. After that, we chose not to pursue this again and keep it more of a family oriented event.

Q: Biggest success?

A: I think the biggest success of the Cruise is how the community has embraced it. It was developed to draw attention to 28th Street. With the opening of M6, there was real concern that 28th street would become a ghost town with the traffic bypassing Wyoming and Kentwood. We wanted the event to showcase the area and introduce it to those who may not have known what types of businesses were located along the street. Getting the businesses to embrace the event was difficult. In the early years, we had businesses upset with us because there were too many people in their parking lot! Our job was to make them understand that those were potential customers. Now, as you look up and down the street, these businesses are having their own events in conjunction with the Cruise. It really is a 15-mile party.

Q: Where would you like to see the Cruise be in 5 more years? 10?

A: I would like to see it be a self-supporting entity such as the festivals that occur in downtown Grand Rapids. It is a tremendous family event in that it appeals to people from all walks of life and all ages. I have been proud of the fact that a family can spend the day at the Cruise and not spend any money if they do not want too.

Q: If you could change anything, what would it be?

A: I would like to see increased involvement from more of the cornerstone businesses in the area. This truly is an area-wide event that benefits that promotes all of West Michigan.

Q: What is your role at Consumer's Energy, and how has it changed (if at all) while you've been involved in the Cruise?

A: My role at Consumers Energy has always revolved around serving our largest business customers. This has made the Wyoming-Kentwood Area Chamber of Commerce a natural fit for my volunteer efforts. There are a lot of parallels between providing a great experience for the customers at Consumers Energy and providing a great experience for those who attend and participate in the Metro Cruise. No matter how chaotic at times things can be behind the scenes, the important task is to make those invisible to our guests so that all they remember is an enjoyable day.

Q: What will you miss the most about Metro Cruise?

A: The feeling of accomplishment that one gets at about midnight on Saturday after you realize that we have pulled it off again. During the event, the committee knows what is going well and what isn't, but we have always made that invisible to our guests. The thanks I have received during the course of the event have far outweighed any criticisms. Not matter how chaotic things may be going, the visitors only see the big picture of an enjoyable event.

Q: Anything personal you'd like to add? Family,**hobbies, etc.**

A: I often get asked what kind of car I have and I have to admit that I am not a "car guy!" In spite of the best efforts of people like Dan Van Dyke, before he passed away, and Rick and Steve Sturim and the guys who work over at Steve's Antique Auto Repair, who have spent countless hours trying to teach me about cars, my appreciation and knowledge of classic and antique cars does not get much past the "Wow, that is really cool looking!" stage. In many ways, the Metro Cruise weekend meant that I missed a couple of great days to play golf! Maybe that is why it has worked for me. I did not get caught up in the event and could focus on the tasks needed to make it run as smoothly as possible.

**Thank you, Todd,
for your incredible
years of service
to the Metro Cruise.
You will be missed.**

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Local Fan Never Misses the Metro Cruise

If you wander all the way to the west end of the car line up, you will find a 1979 Chevrolet Corvette, Dark Green Metallic with a dark green fabric interior. And sitting on the grass curb behind the car, you'll find the car's owner Alan Wright, in the same spot he has occupied for nearly every 28th Street Metro Cruise for the past 10 years. Alan's car sits in parking spot #1, and, in many ways, he could be considered the Cruise's #1 fan.



Alan Wright with his '79 Vette

Q: How did you come by your car, and why is it your car of choice?

A: I bought the car in the fall of 2004. When I bought the car I tried to pick out a type of car I had not owned before. I have owned Thunderbirds, Tri-Five Chevys, Mustangs and my share of station wagons, through the child-raising years, but I had never owned a Corvette. Ron and Connie Bush owned Classic Auto Show place on 84th street and Division Ave. I used to frequent the place on a regular basis and bought the car through them. The green paint and fabric on this Corvette make it quite rare and that is why I bought this particular Corvette. It has won more than one Best of Show awards because of its rarity.

Q: How did you first hear about the Metro Cruise?

A: A neighbor and friend Bill VerHulst (a Wyoming City Councilman) first told me about a new car cruise venue the City was discussing at their council meeting. He wanted my opinion about the cruise and I responded that a friend from Detroit had told me about the Woodward cruise and what excitement it was bringing to that area. WOW am I glad they decided to go for it.

Q: Thinking back to that first year, what sticks out in your mind?

A: The anticipation of the first cruise was something else. I remember getting up real early Saturday morning and getting down to Rogers Plaza just to get a good place to park. The first two years were rather a hassle finding a parking spot, but the organizers figured it out and started renting out each spot for the day. That really helped. The organizers also had an area set up at Rogers Plaza for car judging if you wanted to participate. The whole day was one exciting new experience.

Q: What is your favorite memory from the past 10 years?

A: I think some of the fun, right from the first year, along with being there, was judging cars. We had made up paddles with numbers ranging from 7 to 10. When a car

cruising down the street was worthy we would flash one of the numbers at them. It seemed to catch on because more are doing it now.

Q: What was your favorite event from the past 10 years?

A: I think by far the most memorable events so far have been the red carpet show car event, the pin-up girl contest and the number of great cars you get to view all day long.

Q: What keeps you coming back?

A: The anticipation of another great two day, fun filled, sun-up to way after dark, car party would bring any car lover back to the cruise. Bring a friend, we would love to see you out there.

Q: What other car events do you attend?

A: I attend about 15 to 20 local car shows a year. Other than the 28th Street Metro Cruise, The Gilmore Red Barn Spectacular and Charlton Park Fathers Day show are favorites.

Alan also has a large collection of Metro Cruise memorabilia and some of it is pictured below. He and his wife are members of Them Misfits car club and they reside in Wyoming. Thank you, Alan, for your on-going support of the Cruise and we hope to see you at the next 10!



A portion of Alan's Metro Cruise collection, which includes the posters, programs and t-shirts from each year.

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Finalists from the Dust Off Prelim Competition. Please vote for your favorite pin up online at www.28thstreetmetrocrui.se.com.



Who Will Be Our Beautiful Winner?

Vote Online for the Peoples' Pin Up!

2014 Metro Cruise

GRNCDA Fan Favorite Competition



Members of the Grand Rapids New Car Dealers Association are having a friendly competition - and we need your help!

Our dealership has entered this vehicle into the competition for the best GRNCDA vehicle. We hope you agree and vote for us! Of course, you are welcome to visit other participating dealerships and check out the vehicles they have on display, too. Each time you visit a different dealership between now and August 20, 2014, you can vote again. **The vehicle with the most votes will be the 2014 Metro Cruise Fan Favorite!**

Scan this QR Code to go online and submit your vote for the best vehicle on display at your local GRNCDA dealership.



Don't have the ability to scan? That's okay. Simply go online and vote: www.grnewcardealers.com/QR2014.htm

Those who participate in the voting will also be entered into a prize drawing! (Redeemable at a participating GRNCDA member dealership.) Enter into the drawing multiple times by visiting different dealerships and placing your vote at each location.

- Grand prize (1):** \$1,000 voucher toward the purchase of any products or services at a participating GRNCDA dealership*.
- Second prize (1):** \$250 voucher toward the purchase of any products or services at a participating GRNCDA dealership*.
- Third prize (5):** Voucher for a free oil change at a participating GRNCDA dealership (not to exceed \$50 each).

The GRNCDA Fan Favorite Vehicle and individual prize winners will be announced on August 23 during the 28th Street Metro Cruise.

Here's the important small print: No purchase necessary to enter. Dealers, employees and their families are ineligible to participate. Must be at least 18 years of age to enter. One vote per person, per dealership location. Only one prize may be awarded per person, per household. Incomplete entries will be invalid. Vouchers are non-transferable and not redeemable for cash. Any returns will be issued as store credit. * Total value of the prize may be redeemed during multiple visits to a GRNCDA dealer, but must be redeemed at the same dealer location each time.



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Miss Metro Cruise 2014 Finalists - From left to right, Lady Fairlane, Lucy Diamond, Abby Holiday, and Ginger Snaps. Missing - Dish Delish, Victoria Nightshade and Nikki (alternate). Photo by Al Cooley



Lexi Galaxy, Cindy Lou, Tatiana Tempestee, Lala, Victory Belle, Pink Star (alternate), Lacy Lane and shot on location at The Gilmore Car Museum. Cars provided by ClassiX Street Rod Association..

"GET OUT OF THE ELEMENTS!" Rest Area

FRIDAY 8/22: 4PM-CLOSE
SATURDAY 8/23: 11AM-CLOSE



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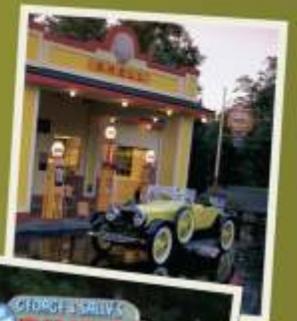
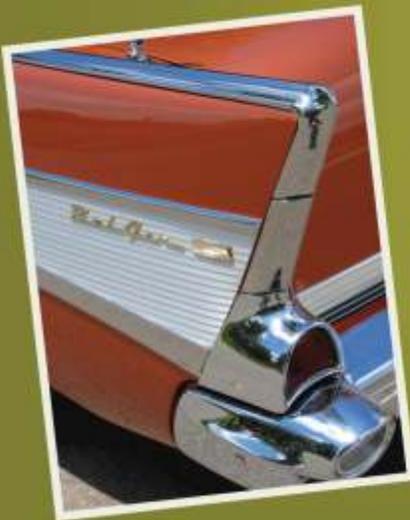
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Jimmy Shine to Return for a Second Visit

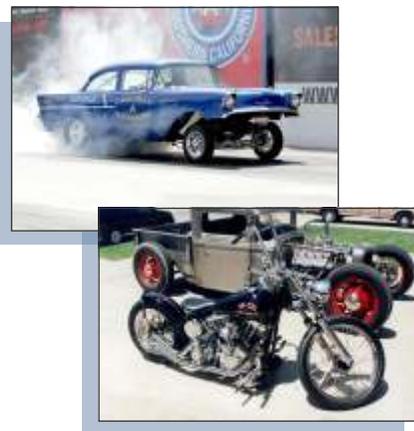
The 28th Street Metro Cruise® welcomes back reality TV star Jimmy Shine, fabricator deluxe of the SO-CAL Speed Shop in Pamon, CA, to the Metro Cruise. Shine is best known for his work on hot rods and his roles in the shows *Hard Shine* on TLC and *Car Warriors* on the Speed Channel.

Shine grew up in Temple City, CA, as James Dennis Falschlehner. He was influenced early on by dad Denny Falschlehner, who created the "Lunar Duner" – a forerunner to the monster truck phenomenon. By age 14, Shine had finished a Gasser styled Chevy powered '40 Willys pickup. He continued to hone his skills building hot rods, customs and bikes until, in 1997, he was hired as a fabricator at SO-CAL Speed Shop. Shop President, Pete Chapouris, chose to look past Shine's tattoos and cocky attitude and saw the potential craftsman beneath.

Being newcomer to SO-CAL was no easy task - expectations were high, the learning curve was long and arduous and the crew was renowned for its unmerciful teasing. Working closely with the SO-CAL crew, Shine earned key positions on projects such as: Chuck DeHeras' '40 Ford coupe, Ed Ducazau's '29 hiboy roadster, Dan Kruse's timeless Harley, Gene Olson's '51

Merc convertible, the DH Special, the Fleet Special, Bill Lindig's Ardun powered '32 hiboy roadster (featured on Discovery Channel's "Hot Rod Build-off") and a '57 Chevy Gasser for Todd Haas.

In his spare time, Shine also built two very cool Harley's and his iconic '34 Ford pickup, a Bonneville race car that put him in the prestigious 200 MPH club. He is married with 2 daughters, and in addition to his hot rods and bikes, enjoys time with his family.



Shine will be available at the Metro Cruise both Friday and Saturday, is presented by Steve's Antique Auto Repair and Progressive Building Services, and is sponsored by Marge's Donut Den, Vanguard Fire and Security Systems, Inc. and Wade & Jane Jennings.



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The Metro Cruise welcomes reality TV star **Jimmy Shine** - fabricator deluxe of the SO-CAL Speed Shop in Pamon, CA. Shine is best known for his work on hot rods and his roles in the shows *Hard Shine* on TLC and *Car Warriors* on the Speed Channel. At the Cruise in Steve's Antique Auto Repair Booth:
Friday, August 22 - 4pm to 9pm
Saturday, August 23 - 9am to 6pm
Autographs are free

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Valerie Voiture

Pin Up Model
Suzy Starliner

Pin Up Model
Jimmy Shine

TV Personality
Robb Westaby

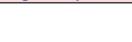
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News At Eleven

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The Grand Rapids New Car Dealers Association (GRNCDA) is a membership of new car dealers located throughout metro Grand Rapids. We invite you to visit any of our first-class dealerships whenever you are looking for a new or used vehicle, or simply need regular maintenance or repair. You will find many of our dealerships right along the cruise route, and a few other dealerships just a bit beyond the path. We look forward to meeting you!



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DDA MEMORANDUM

To: Cascade Township DDA Board
From: Sandra Korhorn, DDA/Economic Development Director *SKK*
Subject: Discuss Support for the Library Concert Series
Meeting Date: April 21, 2015

Diane Cutler is putting together a concert series at the Cascade Library. She is proposing a seven month series of free concerts for adults which will take place one Sunday afternoon each month from October to April.

The library is requesting financial support from the DDA in the amount of \$1,000 for this event. Again, the DDA plan does allow the board to "create, manage and support annual events occurring within the DDA district".

I have attached the proposal from KDL for your review. Diane will be at the meeting for questions.



Sunday Afternoon LIVE!

Proposal

For Cascade Charter Township Downtown Development Authority

Each summer our community is filled with concerts with a variety of local, Michigan, and national talents that are widely enjoyed and well attended. When summer ends, so do the concerts. The Cascade community has been highly receptive to a variety of musical programs, from summer concerts in Tassell Park to occasional music programs at the Library. The Cascade Township Branch of Kent District Library is proposing a seven month series of free concerts for adults which will take place one Sunday afternoon each month from October to April. Live music to be featured will range from world music to bluegrass to hip hop and everything in between. Anticipated attendance will range from 50 to 100 people. The library will offer an intimate live music experience with accessibility to the artists, akin to seeing a musician at your favorite small bar or bistro (but without the alcohol). Featured bands and musicians will be encouraged to participate in KDL's "Local Indie" collection, works from which will also be promoted to the audience. These are to be casual, entertaining, and enriching programs for folks with an appreciation of musical talent. Local restaurants are being asked to provide hors d'oeuvres during the concerts.

This specific request is for a 7-month period. However, as this project proves popular, our goal is to create an annual series to serve our community's musical interest through an ongoing partnership with Cascade Charter Township, Friends of the Cascade Library, Kent District Library, and other community groups.

Dates of project: October 2015 through April 2016

Amount Requested: \$1000

Total project cost: \$23,800

In the spirit of community, we are seeking funding from a variety of sources, outlined on the attached Budget page.

Sunday Afternoon LIVE!!

Budget Proposal

Expenses

Performers, including sound equipment	7 performers averaging \$1000 per performance	\$	7,000.00
	Fliers, posters, bookmarks and other promotional printing to be provided by KDL	\$	7,500.00
Printing	Marketing	\$	3,350.00
	All planning, execution and clean-up provided by KDL staff	\$	4,050.00
Staffing	Equipment	\$	500.00
	Food	\$	1,400.00
	Total expenses	\$	23,800.00

Funding sources

Kent District Library	In-kind support of staffing, printing	\$	11,500.00
Friends of the Cascade Library		\$	3,000.00
Cascade Charter Township		\$	3,000.00
Foundation request		\$	3,300.00
Individual gift		\$	2,000.00
DDA		\$	1,000.00
Total Revenues		\$	23,800.00

KDL

Kent District Library

Communication/Marketing Plan DRAFT

Program Description: Sunday Afternoon LIVE!

A free music program series to take place at the Cascade Twp. Branch of Kent District Library on one Sunday afternoon each month from October to April. West Michigan has many free concert venues during the summer months, but this series would be nearly the only offering of free music for the remainder of the year. The target demographic will be adults, ages 34-69, who enjoy a variety of music genres. Live music to be featured will range from world music to bluegrass to hip hop.

Anticipated attendance will range from 50 to 100 people. The library will offer an intimate live music experience, with accessibility to the artists, akin to seeing a musician at your favorite small bar or bistro (but without the alcohol). Featured bands and musicians will be encouraged to participate in KDL's "Local Indie" collection, works from which will also be promoted to the audience. These are to be casual, entertaining and informative programs for folks with an appreciation of musical talent.

Goals for this plan:

The marketing plan will feature ways to target the primary demographic, which does not necessarily align with the primary audience for library programs (families with young children). To reach people who actively seek live music will require more paid advertising than KDL generally does for single-branch programs. Reaching this audience calls for ads and community calendar submissions to print and online publications that feature a music section (Revue Magazine, On the Town etc.) and posting flyers at various local music venues such as record and book stores and bars.

Strategy and timing:

In-house produced brochures and signage will include details for the entire season. These will be developed in July/August for an October start date. The remaining schedule will be featured in the Cascade Township Branch Calendar each subsequent season. Signage will be posted at the Local Indie at KDL collections at both Cascade Twp and Kentwood Branches. Each session of the series will be featured in local publications (print and online) which feature live music, and KDL's social media venues will also be used to promote the event before and after (photos on Instagram).

Recommended paid advertising should be a 1/8 page ad specifically for these events each month in *On the Town* magazine. Facebook ads are also recommended.

Media	To be done?	By whom?	Costs?	In-kind or cash?
Email to KDL Staff	Monthly to announce the band & genre of music	Cascade Branch Staff	Minimal	In-kind
News Release	In early fall 2015 to announce the new series to media outlets.	Communications Department	Minimal	In-kind
KDL Blog Post, 3,500 visits per day	In early fall 2015 to announce the new series.	Communications Department	Minimal	In-kind
KDL & Cascade Twp Facebook Pages	In early fall 2015 to announce the new series.	Communications Department	Minimal	In-kind
KDL Facebook Page, 15,000+ followers	\$25 minimum per month ad targeting demographic by age and music as interest.	Communications Department to develop ads, Cascade Branch to pay for them.	\$225 minimum	Cash
Instagram	Each month with a publicity photo of the upcoming band and each month with a photo of the band during the event.	Social Media Workgroup & Cascade Branch Staff	Minimal	In-kind
eNewsletter (25,000 subscribers)	In early fall 2015 to announce the new series.	Communications Department	\$50 portion of monthly cost	Cash
Facebook Cover for Cascade Twp Branch	Each season to promote the series	Communications Dept to create	Minimal	In-kind
Branch Calendars	Print and distribute approximately 2,000 each season for Cascade Twp	Communications Dept creates and prints	\$2,000 x 3 seasons = \$6,000	In-kind
Signs/Posters	Print and distribute posters system-wide	Communications Dept creates and prints	\$500 x 3 seasons = \$1,500	In-kind
Radio Ads	WYCE supports the local music scene and may do some in-kind promotion	Communications Dept and branch staff to develop copy for PSAs	\$900	In-kind
On the Town Print Ads	1/8 ads consistently placed each month will help drive awareness and attendance.	Communications Department to develop ads, Cascade Branch to pay for them.	\$242 a month x 7 months = \$1,694	Cash

DDA MEMORANDUM

To: Cascade Township DDA Board

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

Subject: Discuss Public Transportation in the DDA District

Meeting Date: April 21, 2015

The Township receives inquiries every year regarding the availability of bus service in the community. These requests come from residents, non-residents and business owners/managers. The goal of providing public transit to and within Cascade Township is discussed in the DDA TIF plan, the Master plan and the Strategic plan.

Based on the requests, staff began discussions with The Rapid regarding potential routes and costs. The Rapid believes a 28th Street route extension is a priority for them, and a positive for the Township, residents, non-residents and business owners. The closest bus stop to the Township is at 28th St. & Acquest Dr. in Kentwood (near Art Van). We have been told there are people who get off at that stop and walk to the Cascade Meijer in order to shop.

As you know, The Mary Free Bed YMCA was recently approved and is under construction in the Township. A condition of their approval is to construct a bus pull out lane on Burton Street. This condition has recently come under question due to the fact that the Township does not currently offer bus service to its businesses or residents (with the exception of the 33rd/36th Street loop in the industrial district). Since the approval of this project, the Township, along with the YMCA, has received calls regarding the availability of bus service to the new YMCA.

Two call centers have also recently moved into the Township. Both of these call centers have requested public transit be provided to their business locations. Teleperformance is located in the Cascade Office Park and Dialog Direct is located in Centennial Business Park. In a recent visit to Dialog Direct, the human resource manager indicated they have had to turn qualified workers away due to the lack of public transit in the community.

Attached is a proposal received from The Rapid with 2 potential routes and costs for the service. Proposal 1a is the route which includes a stop at the YMCA. This proposal

also provides service to the Cascade library before it heads west back down 28th St. This route would also take advantage of the park and ride lot in the Meijer parking lot.

Our Strategic plan wanted the Township to perform a needs study specific to Cascade Township. With the development of the YMCA and the interest we have had from others, it seems that it may make more sense to “study” this effort by actually providing the service. In order to do so, we would need to have the service for at least 3 years in order to provide a meaningful measurement of use. After that, we would be able to make a decision about continuing service.

Staff believes there may be some opportunities to “partner” with businesses on the financial aspect of providing transit. These opportunities may be short lived and should not be relied upon. However, staff would like to move forward with discussions with business owners regarding this partnership possibility.

I continue to hear about the “millennials” who are not getting drivers licenses and are moving to communities that provide public transit for their needs. In order for the Township to continue to grow and provide economic development opportunities, public transit is a necessary commodity and is consistent with the goals and objectives that the Township has established.

The Township Infrastructure Committee has reviewed this request and has recommended that staff begin meeting with local businesses to find partners to assist in financing this effort, but added that recommending the service would not be contingent on any of them providing financing.

This request will then return to the Infrastructure Committee to provide an update on the business meetings and for a final recommendation to the Township Board to provide at least 3 years of full service for bus service as shown on route 1a.

The funding for public transportation would be split between the DDA and the Township Board. A likely scenario would be 75% Township Board with the remaining 25% provided by the DDA and potential businesses. Staff is looking for a recommendation to provide the service, meet with local businesses to find partners and to provide funding for the service.

To: Cascade Township

From: The Rapid

Re: Potential Transit Service Options for Cascade Township

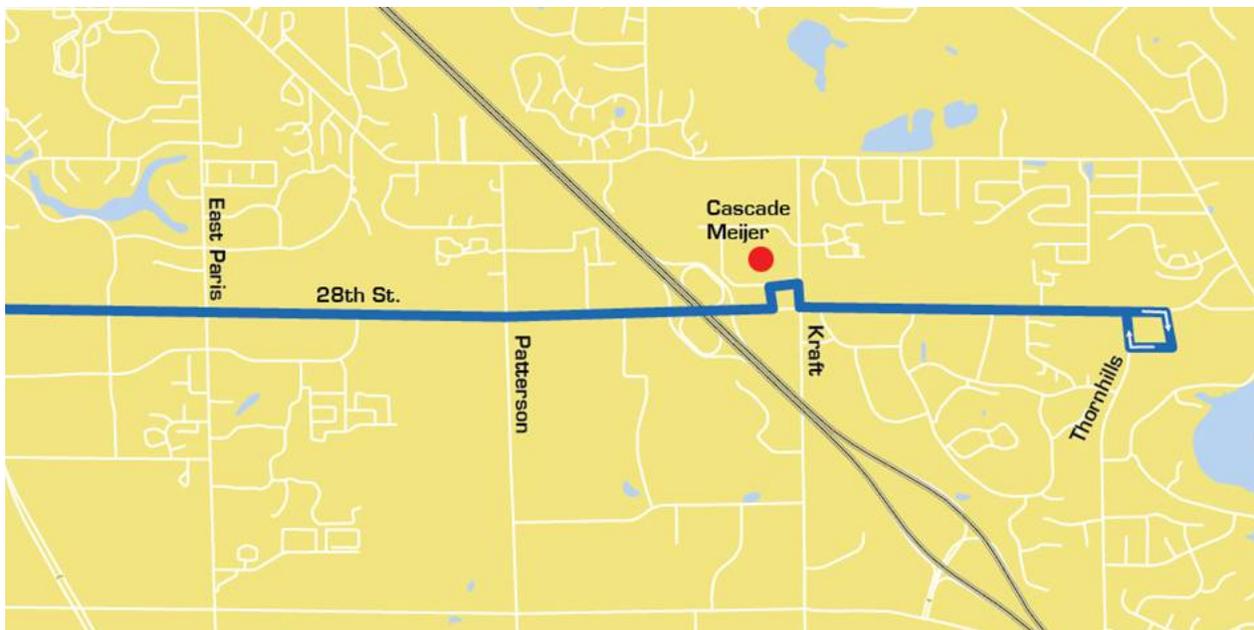
September 2014

There are two basic service models proposed here. The hours of all the proposals can be modified beyond what is listed here (for example, weekday service could potentially be 8 AM to 5 PM if desired, not 6 AM to 7 PM as is standard). Specific routings and parts of the service can all be adjusted at Cascade Township's request. These proposals are our best estimates and are subject to refinement upon service implementation.

Proposal 1: Extend Route 28 service to Cascade Township Library while continuing the existing Route 5 service to Cascade Engineering

When looking at Route extensions, segments need to be determined using "whole buses". This means that when adding new service to a route, a "whole bus" worth of service has to be added. If only half this amount of service is added, the new bus added to the route would just be idle for half the time, which is not an efficient use of service.

As a result, adding one "whole bus" to The Rapid's Route 28 would extend service from where it currently ends at Acquest and 28th Street to the Cascade Library loop. This extension would run every 30 minutes throughout the day and would provide service to the major destination centers in Cascade Township, including Waterfall Shoppes, Teleperformance, the Cascade Meijer, Wal-Mart, Cascade Library and Township offices. This service could also pull into the Cascade Meijer parking lot and have a



stop on the service drive right next to the Michigan Department of Transportation Park-and-Ride lot that is part of the Meijer parking lot.

This route has a number of advantages. The first is its efficiency – the best transit routes provide linear bi-directional service to minimize travel time and provide the quickest service possible to patrons. Using loops and/or weaving through multiple parking lots increases travel time and reduces efficiency, which makes the service less attractive to use. The second is that when paired with the current Route 5 service to Cascade Engineering this option provides service to all major transit destinations in Cascade Township in the most efficient manner possible. Third, it extends GO!Bus service coverage to a significant portion of the Township, which would enable to the Township to save on directly paying for demand-response transit service to residents within ¾ of a mile of this service extension.

To maintain service to the 36th and Patterson area, the current Route 5 service would have to remain in place. This would continue service to Cascade Engineering and provide a link to Woodland Mall and Rapid Central Station.

To summarize, Proposal 1 is the most cost effective method of providing a usable level of public transportation service to Cascade Township residents and businesses.

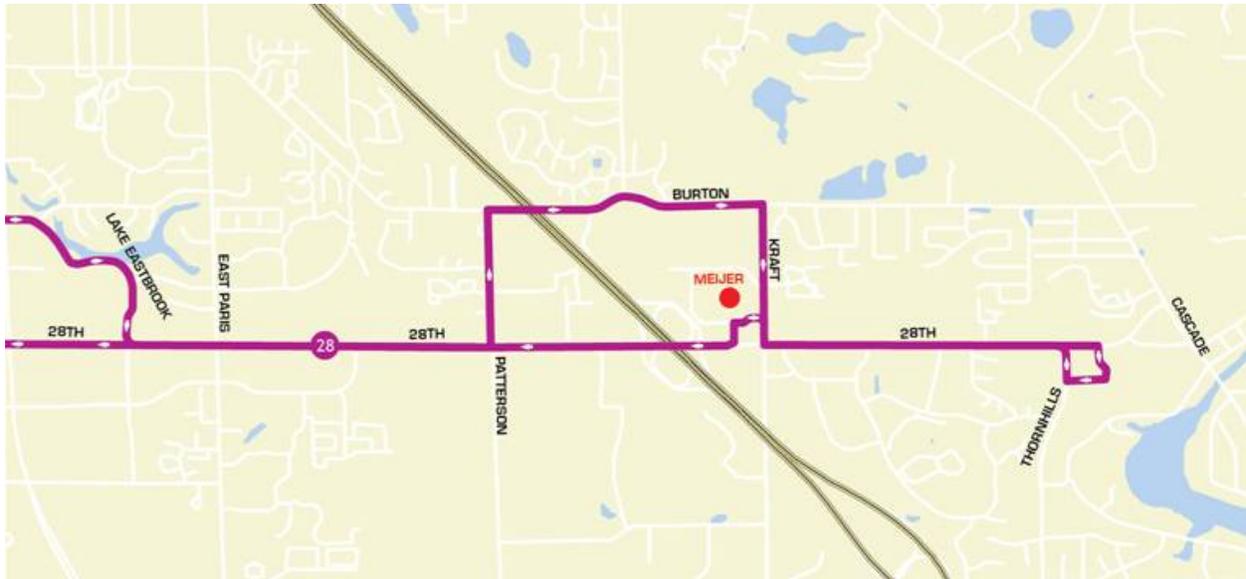
The cost of the service would depend on the number of hours per day the service was run:

Days of week	Time	Number of hours/day	Hourly Rate	Cost/Day	Days/Year	Cost/Year
Weekdays	6 AM - 6 PM	12	\$67.30	\$807.60	255	\$205,938.00
Weeknights	6 PM - 12 AM	6	\$67.30	\$403.80	255	\$102,969.00
Saturdays	7 AM - 10 PM	15	\$67.30	\$1,009.50	52	\$52,494.00
Sundays	7 AM - 7 PM	12	\$67.30	\$807.60	52	\$41,995.20
Grand Total			\$67.30	\$3,028.50	359	\$403,396.20

Note these rates are for Fiscal Year 2015 and reflect a 5.5% decrease from Fiscal Year 2014. Any combination of services can be selected from this menu, and hours can be adjusted from those listed here, but this chart gives an idea about the general cost for each level of service provided. For example, service would not necessarily have to be provided all the way from 7 AM to 10 PM on Saturday. This proposal does assume that the Township would maintain its existing service to 36th Street and Patterson. This would maintain the existing annual cost of \$28,030 for this service.

Proposal 1A: Proposal 1 but travel Patterson to Burton to Kraft on the eastbound segment of the route

With the building of the new YMCA at Burton and Kraft, bus service could be extended to the YMCA as well. To provide this service, the same routing as Proposal 1 would be used, but instead of travelling eastbound from Patterson on 28th Street, the bus would travel north of Patterson, east on Burton and south on Kraft to the Cascade Meijer where it would follow the routing for Proposal 1, including travelling westbound from Kraft on 28th Street. This could be accomplished using the same resources as proposal 1 (one bus).



The primary advantage of this alternative proposal would be the addition of service to the YMCA being built at Kraft and Burton without having to spend any additional resources. It would also extend the area where GO!Bus service would be offered to include $\frac{3}{4}$ of a mile from the Patterson-Kraft-Burton extension.

There are two drawbacks to this routing as well. First, it would create out-of-direction travel for those travelling further east on 28th Street (ex. going to the Meijer or Wal-Mart) extending this trip by a couple of minutes. Second, the section of 28th Street between Patterson and Kraft would be bypassed on the eastbound trip, meaning that someone travelling to a location on this section would either have to get off at Patterson and walk or travel out to the end of 28th Street and back substantially extending their travel time.

Since no additional service is required over Proposal 1, the cost structure for Proposal 1A is identical to the cost of Proposal 1.