



Ottawa County Parks &  
Recreation Commission

Jason D. Shamblin  
Director

---

Kelly N. Rice  
President

September 13, 2024

## NOTICE OF MEETING

Dear Commission Member:

The regular meeting of the Ottawa County Parks and Recreation Commission is scheduled for **Wednesday, September 18, 2024**, at **3:00 pm** at the Ottawa County Fillmore Street Complex, 12220 Fillmore St., West Olive, MI in the Board Room.

Additional public viewing will be offered via YouTube by visiting <https://www.youtube.com/@OttawaCountyParks/streams>. Public comment will be received in-person only.

The agenda for the meeting is attached for your review.

Please contact the Parks and Recreation Commission Office at (616) 738-4810 if you have any questions or need additional information.

Sincerely,

A handwritten signature in blue ink that reads "J. D. Shamblin".

Jason D. Shamblin  
Parks and Recreation Director

JDS/ksr

Enclosures

---

*Kelly Rice, President* · *Jane Longstreet, Vice President* · *Linda McAffrey, Secretary* · *Cheryl Clark, Treasurer*  
*Roger Belknap* · *Joe Bush* · *Bruce Greenlee* · *Lukas Hill* · *Allison Miedema* · *Jim Miedema* · *Paul Sachs*

Nature Education Center	8115 West Olive Rd, West Olive, MI 49460	616-786-4847	miOttawa.org/parks
Administrative Office	12220 Fillmore St, West Olive, MI 49460	616-738-4810	ocparks@miottawa.org

Ottawa County Parks and Recreation Commission  
September 18, 2024 3:00 p.m.  
Regular Meeting Agenda  
Public Access is provided via YouTube at:  
<https://www.youtube.com/@OttawaCountyParks/streams>

**Mission Statement:**  
*The mission of the Ottawa County  
Parks and Recreation Commission is  
to enhance well-being by  
stewarding a connected system of  
natural communities and  
promoting outdoor experiences.*

1. Call to Order by President
2. Roll Call: Rice  
Longstreet  
McAffrey  
Belknap  
Bush  
Greenlee  
Hill  
A. Miedema  
J. Miedema  
Sachs
3. Absences (excused/unexcused)
4. Additions/Deletions to Agenda
5. [Approval of Minutes of Previous Meeting](#)
  - a) Approve the minutes of the Commission's August 21, 2024 regular meeting.
6. [Communications](#)
  - a) Musketawa Trail reconstruction update from DNR
7. Public Comment (Public comments limited to 3 minutes)
8. [Staff Reports](#)
  - a) Director's Report
  - b) Park Operations Report
  - c) Planning and Development Report
  - d) Community Engagement Report
  - e) Natural Resources Management Report
  - f) Development Report
  - g) Strategic Plan Progress Report (*verbal*)
9. [Committee Reports](#)
  - a) Executive Committee – September 9, 2024 Meeting Report (*verbal*)
  - b) Planning Committee – September 3, 2024 Meeting Report
  - c) Finance and Policy Committee – September 10, 2024 Meeting Report
  - d) Ottawa County Parks Foundation Update (*verbal*)

10. Old Business

a) [Idema Explorers Camp Revised Business Plan](#)

Suggested Motion: *To accept the revised business plan for the Idema Explorers Camp at Ottawa Sands.*

b) [September 2024 Grant Status Report](#) - Information only

c) [OCPRC Monthly Visitation Report](#) - Information only

11. New Business

a) [Staffing Request and Reclassification Associated with Implementation of the Strategic Plan](#)

Suggested Motion: *To approve proposed position re-classifications and the addition of new positions, to authorize the appropriation of \$194,231.21 of the Parks Millage fund balance for associated expenses, and to authorize the Parks Director to work with County Human Resources and Fiscal Services to seek approval from the Board of Commissioners.*

b) [Rosy Mound Expansion Ottawa County Parks Foundation Project Agreement](#)

Suggested Motion: *To approve the Rosy Mound Expansion Ottawa County Parks Foundation Project Agreement with the Ottawa County Parks Foundation or one substantially similar contingent upon review and approval by Corporation Counsel, and forward to the County Board of Commissioners. Further, the Director is instructed to fulfill the intent of the Commission in these matters.*

12. Agenda Items for Next Meeting

13. Public Comment (Public comments limited to 3 minutes)

14. Commissioners Prerogative

15. Closed Session to discuss property acquisition Pursuant to the OMA Section 8d (not enclosed).

16. Upcoming meeting date(s):

October 23, 2024

Time: 3:00 p.m.

Fillmore Complex, Board Room

17. Adjournment

## Regular Meeting of the Parks and Recreation Commission

*Proposed Minutes*

**Date:** August 21, 2024

**Time:** 3:00 p.m.

**Place:** Board Room, Fillmore Complex

**Present:** Kelly Rice, Jane Longstreet, Linda McAffrey, Bruce Greenlee, Paul Sachs, Lukas Hill, Roger Belknap, Allison Miedema and Jim Miedema

**Absent:** Joe Bush

**Staff:** Jason Shamblin, Director; Nealy Molhoek, Coordinator of Natural Resources Management; Jason Boerger, Coordinator of Park Maintenance & Operations; Jessica VanGinhoven, Coordinator of Community Engagement; Kyle Roffey, Administrative Assistant Aaron Bodbyl-Mast, Park Planner; Tyler Allyn-White, Stewardship Supervisor

**Guests:** Jason Hoffer (Crowe LLP), David Barnosky

### Motions

#### **Approval of Minutes**

PR 24-56      Motion:      To approve the minutes of the Commission's July 24, 2024 regular meeting.  
Moved by:      Hill                                      Supported by: Longstreet                                      Unanimous

#### **MDNR Bass River Phase 1 Grant Funding**

PR 24-57      Motion:      To approve and authorize staff to execute the amendment to the Memorandum of Understanding and Agreement with the Michigan Department of Natural Resources to provide \$50,000 in funding for the Design of Phase 1 of the Idema Explorers Trail through the Bass River Recreation Area. Further, the Director is instructed to take such actions as are necessary to implement the intent of the Commission in these matters.  
Moved by:      Longstreet                                      Supported by: Belknap

#### **2024 Ottawa County Parks & Recreation Commission Strategic Plan**

PR 24-58      Motion:      To approve the 2024 Ottawa County Parks & Recreation Commission Strategic Plan. Further, the Director is instructed to take such actions as are necessary to implement the intent of the Commission in these matters.  
Moved by:      Longstreet                                      Supported by: A. Miedema

### **2025 Ottawa Beach Marina Seasonal Slip and Mooring Pricing**

PR 24-59      Motion:      To approve the amended motion of a 3.5% increase in pricing for the seasonal slips and moorings and to eliminate the 3.5% fee for credit card transactions for the 2025 boating season.  
Moved by:    McAffrey                      Supported by: A. Miedema                      Unanimous

### **Budget Transfer for Kirk Park Renovations**

PR 24-60      Motion:      To approve the transfer of \$3463.93 from project CPM004 (Renovations) to project CP2201 (Kirk Park Reconstruction).  
Moved by:    McAffrey                      Supported by: Belknap                      Unanimous

### **To go into Closed Session**

PR 24-61      Motion:      To go into Closed Session per Section 8d of the Open Meetings Act.  
Moved by:    McAffrey                      Supported by: Longstreet                      Unanimous

### **To Rise from Closed Session and Adjourn**

PR 24-62      Motion:      To Rise from Closed Session and Adjourn.  
Moved by:    Longstreet                      Supported by: A. Miedema                      Unanimous

### **Other Items Discussed**

4. **Additions/Deletions to Agenda:**

- 11a 2025 Ottawa Beach Marina pricing
- 11b Kirk Park Renovation Budget Transfer

5. **Approval of Minutes**

Approved the minutes of the Commission's July 24, 2024 regular meeting.

6. **Communications:**

None

7. **Public Heard:**

None

8. **Staff Reports**

a) **Director**

The Commission accepted the Director's Report as written.

b) **Park Operations**

The Commission accepted the Parks Operations Report as written.

c) **Planning and Development Report**

The Commission accepted the Planning and Development Report as written.

d) **Community Engagement Report**

The Commission accepted the Community Engagement Report as written.

e) **Natural Resources Management Report**

The Commission accepted the Natural Resources Management Report as written.

The Commission received Allyn-White's presentation on his Prescribed Burn training.

9. Committee Reports

- a) The Commission accepted the Executive Committee August 13, 2024 verbal report.
- b) The Commission accepted the Planning Committee meeting reports of August 6, 2024 as written.
- c) The Commission accepted the Community Engagement Committee meeting report of August 13, 2024 as written.
- d) Longstreet updated the Commissioners on the Ottawa County Parks Foundation.

10. Old Business

- a) The Parks Commission approved the amendment to the Memorandum of Understanding and Agreement with the MDNR Bass River Phase 1 Grant Funding.
- b) The Parks Commission approved the 2024 Ottawa County Parks & Recreation Commission Strategic Plan.

11. New Business

- a) The Parks Commission approved the 2025 Ottawa Beach Marina seasonal slip and mooring pricing.
- b) The Parks Commission approved the budget transfer of \$3,463.93 from CMP004 Renovations project to CP2201 Kirk Park Reconstruction project.

12. Agenda Items for Next Meeting

13. Public Heard

None

14. Commissioners Heard

15. Closed Session

16. Meeting adjourned at 4:33 p.m.

Next meeting: September 18, 2024, Time: 3:00 p.m.

Location: Fillmore Complex, Board Room

---

**From:** Sell, Jill (DNR) <[SellJ1@michigan.gov](mailto:SellJ1@michigan.gov)>

**Sent:** Friday, August 2, 2024 3:02 PM

**To:** Jason Boerger <[jboerger@miottawa.org](mailto:jboerger@miottawa.org)>; Jason Shamblin <[jshamblin@miottawa.org](mailto:jshamblin@miottawa.org)>

**Subject:** Musketawa Trail reconstruction update

Good afternoon,

I wanted to provide you both with an update on the progress towards the reconstruction work on the Musketawa Trail. Engineering is progressing very well and will be complete this fall. We have focused in on a section to complete with the funding we have available. It's looking like we will be able to do most, if not all, of the Ottawa county section of trail. We had our consultant prioritize bridge, culvert conditions, and provide a pavement condition rating for segments of trail. This is likely not a surprise to either of you, but the Ottawa County section was in the worst condition overall, considering all the assessment factors. This is also the oldest section, so that makes sense. Our EGLE permit is in process, and we should have it within the next couple weeks. Construction timeline is still TBD, I will share more in the next month or so. The scope of the Ottawa County section includes tree and brush clearing, regulatory signage updates and additions, all culverts and bridges will be replaced and/or rehabilitated and repavement of the trail surface itself with asphalt. There are specific sections of trail that need full depth reconstruction as well. I can share more specific details as we progress towards completing engineering. As far as the remaining portion of trail, I'm working on a funding plan and timeline for this. Preliminary conversations have been had with MDOT TAP grant staff and look favorable for us to utilize TAP as one of our main funding sources for the remainder of the project. Any questions, please let me know.

Thanks,

Jill Sell

Southwest Trails Specialist

Department of Natural Resources

Parks & Recreation Division

(269) 330-4849

**[TAKE THE DNR 2024 TRAILS EXPERIENCE SURVEY!](#)**

<https://www.michigan.gov/dnr/places/state-trails>





## **Grand River Greenway**

### **Harbor Island**

The former JB Sims power plant ceased operations in February 2020 and is now managed by the City of Grand Haven (City) as part of Harbor Island. The city is collecting community input as it moves this process through several avenues including the Harbor Island Community Advisory Group, of which the Ottawa County Parks Director is a member. Harbor Island provides a unique opportunity for nature-based enhancements which complement the work the OCPRC has performed in the Grand River Greenway with 144 acres of existing wetlands and approximately 10,000 feet of river shoreline. The Grand River and Lake Michigan Coastal Corridor's wetlands and tributaries make up one of the globe's most important and endangered freshwater ecosystems. This habitat has been largely degraded and lost, which can be seen with the loss of 83% wetland habitat in Grand Haven and 97% in Ferrysburg. Additional information can be found at the Renew Harbor Island webpage at: <https://www.renewharborisland.org/>

**Update:** None

### **Grand River Greenway Interpretation Plan**

Ottawa and Kent Counties have been working to develop a regional connection along the 92-mile Grand River Greenway (GRG) from Grand Haven to Lowell. As the OCPRC nears completion of the Idema Explorers Trail, staff have been coordinating with various stakeholders and partners along the Greenway to engage the public and share the ecological, cultural, and historical significance of the region. As part of this engagement effort, the OCPRC conducted the Grand River Greenway Identity Study (completed in 2020). While the study provided preliminary recommendations for enhancing the Greenway experience through possible interpretive programs and even major amenities, it established that more work is needed to refine these resources and experiences. In 2023, Kent County prioritized the construction of missing trail connections from the Kent County border to Lowell in order to complete their sections of the Grand River Greenway, opening the way to broaden public engagement with the ecological, cultural, and historical elements of the Greenway.

**Update:** Moved to Community Engagement

## **Pigeon River Greenway**

### **Consumers Energy, J.H. Campbell Decommissioning**

Consumers Energy is in the process of decommissioning the plant, which is expected to shut down in 2025. The large plant property, which is over 2,400-acres, includes high quality features along the Lake Michigan Coastal Greenway and Pigeon River Greenway (which are highlighted in the Notable Campbell Site Natural Features below). These greenways are key focus areas for the OCPRC. OCPRC has been in discussions with Consumers Energy about portions of this property for several decades. Consumers Energy even participated in the 2000 Pigeon River Greenway Plan.

Notable Campbell Site Natural Features:

- 1,505' Lake Michigan frontage
- 185 acres of designated critical dune
- 12,496' frontage along Pigeon Lake and the Pigeon River
- Several existing public recreational amenities (Windsnest Park, Sheldon Landing, Pigeon Lake Boat Launch, and a boardwalk trail along Pigeon Lake)
- Directly adjacent to parks owned by the OCPRC (Pine Bend/Hemlock Crossing).
- In close proximity to Olive Shores County Park

OCPRC sponsored a Natural Features Inventory (NFI) which is underway at several areas of the Campbell site.

**Update:**

- Parks staff met with representatives from MDNR and discussed the site, decommissioning process and desired outcomes
- A preliminary draft of the NFI has been shared with the Township's consultant McKenna facilitating their Economic Resiliency Plan (which includes an overall update of the Township's Master Plan, with a special focus on the Campbell site "subarea")



- As part of the Economic Resiliency Plan process, McKenna released a Community Survey and Open House Summary (see attachment). The summary mentions support for using the Campbell site for outdoor recreation.
- Consumers Energy has been hosting stakeholder meetings quarterly. The next meeting is scheduled for October 2. It is possible that McKenna will provide draft Master Plan concepts for the Campbell site at this meeting.
- A meeting is being organized by the Ottawa County Strategic Impact Department to discuss opportunities for monitoring protocols/citizen science efforts for Pigeon Lake/River to track its ecology after the plant is shutdown. The meeting could involve Consumers Energy, Parks staff, ODC Network, and Michigan Sea Grant (and possibly other stakeholder organizations) and residents of the area. There could be further work to revive and/or continue previous watershed work for the Pigeon River Watershed.



# Memorandum

**TO:** Port Sheldon Township Planning Commission  
**FROM:** Danielle Bouchard, AICP, Principal Planner  
Paige Brodeur, Assistant Planner  
**SUBJECT:** **Community Survey & Open House Summary**  
**DATE:** July 24, 2024

**The Township of Port Sheldon is working on updating their Master Plan and creating an Economic Resiliency Plan.** A key component of both the Master Plan and Economic Resiliency Plan is input from Township residents, business owners, and other stakeholders. The following are the results of their Community Survey posted in April of 2024 and the public open house held on June 12, 2024.

## ISSUES OF CONCERN & ISSUES OF SUPPORT

Through the community survey and open house, the following key themes and findings have been identified. A breakdown summary of all survey questions and short answer questions are described below in this report:

- In general, respondents highly support enhancements and expansions of the Township's parks and recreation network and amenities. This includes bike trails, paved shoulders, public parks, and enhancements to the Port Sheldon Township Park.
- Stakeholders would generally be in support of commercial/business growth targeted specifically to the US-31 Corridor.
- There is not much support for general housing growth in the Township.
- The Master Plan and Economic Resiliency Plan should provide a clear roadmap with various options for how to support the replacement of the Township's tax revenue gap as a result of the Consumers Energy Plant closure, but carefully balance any new development (or land uses) with the preservation of the Township's natural beauty and character.
- Many respondents indicated they would be generally in support of extension of public utilities, but only to a very clear boundary.
- Respondents would like to see enhanced programming/infrastructure to support broadband availability and cell phone service coverage.
- Respondents are generally in favor of any Township pursuits to engage in farmland preservation policies and programs.
- Butternut Drive was the most frequent answer when asked about unsafe corridors in the Township for driving.
- Respondents noted general concern for new development in place of the Consumers site.
- Respondents would generally be supportive of new zoning requirements that articulate stricter requirements for land divisions, permitted uses, and other elements to support rural preservation.



## DEMOGRAPHICS

The start of the survey asked about demographic details to get an understanding of who the respondents are. Below are some general statements about the majority of the respondents:

- A total of **386 responses**.
- The majority are residents of or own property in Port Sheldon.
- Most are **55-64 (31.49%)** or **65+ (30.03%)** years of age.
- **92.15% live in Port Sheldon year-round**, most others live there seasonally.
- **40.47% have lived in the Township over 21 years**.

## GENERAL TOWNSHIP IMPRESSIONS

The next section discussed, in general, details about what respondents like about the Township and what they would like to change. Below is a summary of responses. The lists below do not include all responses received, but common themes in the short answer responses to both questions.

- What do you *like most* about Port-Sheldon Township?
  - Waterfront on **Lake Michigan and the Pigeon River**
  - **Central location** between Holland and Grand Haven
  - **Natural areas** like woods, country farmland, and beaches with diverse wildlife
  - Privacy, peace, and **quiet**
  - **Rural character**, friendly and small
  - **Parks, trails, bike paths, and public water access**
- What would you *change* about Port Sheldon Township?
  - Nothing
  - **Minimum acreage for a house**, a lot of dense housing going up, less subdivisions, less condos, townhomes, or trailer parks
  - **Internet coverage**
  - Increase **public safety**
  - Add **bike path** on 164<sup>th</sup> between New Holland and Van Buren, bike path on Port Sheldon Street connecting to Butternut Drive, bike path along Olive Shore to Windsnest Park, bike path to 152<sup>nd</sup> Avenue
  - Clean and plow bike paths
  - Selling land for development
  - **Ensure new residents are welcomed**, some current language is exclusive
  - High taxes
  - Eliminate **short-term rentals**
  - Board **politics**
  - **Increased communication** from the township
  - Remove powerhouse
  - Increase Pigeon Lake dredging
  - More **parks, beach and water access**
  - Marina, boat slips, restaurants, grocery stores, boutiques, shops for a “fishtown experience” by Pigeon Lake
  - Decreased **traffic**
  - **City water and sewer, recycle services**



## BUSINESS/COMMERCIAL

The next section of the survey was about business and commercial development. The following are general statements regarding respondents' opinions on potential locations for business/commercial growth.

- **43.40% of respondents want the township to restrict all business growth** to preserve rural character, agriculture, and natural beauty.
- 42.01% want the Township to **target business only to develop along US-31**.
- 61.85% would like to see more **restaurants**, 55.02% more **retail businesses** and **small, locally-owned shops**.

## HOUSING

The next section of the survey asked questions about housing. The following are general statements regarding respondents' opinions on the options of housing, both present and what they would like to or not to see.

- The **majority of respondents want housing development to be restricted** in order to protect rural character, agriculture, and natural beauty.
- When asked if their homes are adequately serviced by public safety **48.28% of respondents said their home is adequately serviced**.
- **69.09%** of respondents think that the **current housing options** in Port Sheldon meet their needs.
- **52.90% do not want new single-family residential homes and neighborhoods** due to concerns about compromising rural character the rural and natural character
- **30.07% do not want new housing due to concerns about environmental impacts**, specifically availability of water.
- **66.67% of respondents would not be supportive** of the Township exploring opportunities for new housing.
- There is **not a strong consensus as to what Accessory Dwelling Unit regulations** should look like but the category with the highest percentage was that it should be regulated with certain criteria at 37.50%.

## NATURAL FEATURES

The following general statements are regarding the natural features of Port Sheldon Township including farmland and rural areas as well as lakeshore and dune areas.

- **52.73% of respondents think that the Township should strictly regulate land divisions** and property development to preserve rural character, agriculture land, and natural beauty.
- **53.68% think the Township should actively pursue farmland preservation policies and programs**, 37.13% said it depends on the program type.
- A little under half of the respondents would support the expansion of permitted uses in the agricultural district.
- **66.30% of respondents think the Township should actively pursue lakeshore and critical dune preservation policies and programs**.
- When asked to rank the goals of restricted lakeshore development the majority ranked the protection of critical dunes and **preservation of rural character** as their number one priority.



## PARKS

The following responses are regarding the adequacy of parks and trail infrastructure in the Township.

- **41.24% of the respondents said the parks and recreation facilities meet their needs** and are fine the way they are.
- **Most would like to see new bike trails along Port Sheldon Street followed by Stanton Street.**
- Kouw Park, Windsnest Park, and Township Recreational Park meet most of the respondents' needs.
  - Commenters **want improved playground at Kouw Park**
  - Some people want Windsnest Park to be for residents only as there are too many tourists
  - **People really enjoy the pickleball courts** at Township Recreational Park, some want more of them

## INFRASTRUCTURE

- **37.41% % of the respondents do not want any wind energy facilities** in the Township,
- **30.37% said to target natural features for protection** but generally allow them in other areas away from residential and commercial uses.
- There was **not a heavy consensus as to whether the Township should or should not allow solar energy**. The top three categories chose were:
  - Allow landowners broad freedom to construct solar energy facilities on their property (24.35%)
  - I do not want any solar energy facilities in the township (22.14%)
  - Target natural features, such as the coastline, for protection from solar energy facilities, but generally allow them in other areas (22.14%)

*\*Those who left comments mentioned these facilities should be placed on the Consumers site, or on rooftops or parking lots. Some people are unsure because they don't know enough about it. Others are concerned about the quality of what would be put in place.*
- **42.18% of respondents might want water/sewer extensions** depending on the financial implications for property owners
- **30.91% of respondents would like water/sewer extensions**
  - A majority of those who commented were concerned about who would be paying for it. **Many believe that it should only expand to certain neighborhoods and areas, like Sheldon Dunes or along US-31**, and that those landowners should pay for it, not taxpayers.
  - Some did not see a point when their water and sewer is fine
  - Some are concerned that it will lead to damaging overdevelopment
- When it comes to broadband internet, **39.48% think the Township should take a proactive role in encouraging the build-out of high-speed broadband infrastructure**
- **33.58% believe that the Township should chart a middle course between the aforementioned option and letting the market dictate when and where the infrastructure is constructed.**
  - Those who commented want more options, it seems there is one dominance server in the area which people would like to see change
  - Some respondents are concerned about price and believe whoever comes in to develop and wants internet should pay for it

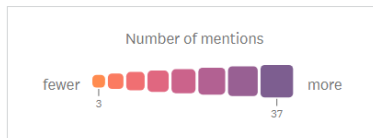


- One respondent is concerned about health impacts of having those facilities so close
- Similar to broadband speed, when it comes to cell phone service, **47.81% think the Township should take a proactive role in ensuring all areas have reliable cell service**
- **27.74% believe that the Township should chart a middle course between the aforementioned option and letting the market dictate when and where cell phone service is needed.**

## TRANSPORTATION

The next section of the survey was about transportation, both motorized and non-motorized. The following are general statements regarding respondents' opinions on the current transportation infrastructure and what they wish to see.

- **63.43% said they do not have a need for public transportation**
- **17.54% would like to have it as an option**
  - Commenters suggested Harbor Transit expand into the Township, or that Uber be allowed.
- The word cloud and list below represent the road intersections that respondents felt were the most unsafe to drive:
  - Butternut, 164<sup>th</sup> and Van Buren
  - Port Sheldon and 160<sup>th</sup>
  - Port Sheldon and US 31
  - Port Sheldon and Butternut
  - Port Sheldon and West Oliveport
  - 152<sup>nd</sup> and Port Sheldon
  - 152<sup>nd</sup> and New Holland
  - 152<sup>nd</sup> and Butternut
  - Crosswell and Lakeshore
  - Stanton and US 31
  - Stanton and Hiawatha
  - Stanton and Lakeshore





- Butternut, Port Sheldon, and US-31 are the road segments that respondents feel are too congested.
- As for roads that are in poor condition: respondents feel Stanton, Butternut, Port Sheldon, 152<sup>nd</sup>, Blair, Lakeshore, State St, Helena, and Inland Dr. need to be repaired.

## **CONSUMERS ENERGY SITE SUBAREA PLAN**

- Regarding the Consumers Energy Plant Closure, **most respondents (72.33%) are concerned about the loss of tax revenue for the Township**
  - Most comments include concerns about what will be put there next and if the site will be cleaned up or not
- For what could be done with the property, **65.80% responded with desires to remediate and use the site for outdoor recreation**
- **53.24% responded with a desire to create new public access to Lake Michigan and/or Pigeon Lake**
  - Some comments mentioned ideas to put in a marina, some restaurants and entertainment on the water, or retail. Many said they would not like new housing to be put in there.
- The response to **concerns about the development of the Consumers Energy Plant site** were spread relatively evenly across the following categories:
  - Too much residential density built in its place, 63.04%
  - New industrial businesses built in its place, 56.03%
  - Environmental impacts due to increased lakeshore development, 54.86%
  - Not enough parkland or public space dedicated in its place, 54.47%
  - Increased traffic in the Township as a result of new development, 52.53%
  - New commercial businesses built in its place, 42.02%
  - Increased development pressure throughout the Township as a result of new development at the Consumers site, 41.63%
  - New renewable energy infrastructure built in its place, such as solar farms, 24.12%
- **General concerns regarding the redevelopment of the Consumers Energy Site:**
  - No industrial use
  - No more housing developments or subdivisions
  - Nothing too noisy
  - Keep it natural and open to the public: parks, trails, woodlands, wildlife, or undeveloped
  - Concerns about remediation efforts
  - Concerns for environment



**SUGGESTIONS OR IDEAS FOR THE PORT SHELDON MASTER PLAN AND ECONOMIC RESILIENCY PLAN:**

- “Public input is good”
- “Thank you!”
- “Big decisions ahead!”
- “Please plan carefully, not a fan of increased taxed due to the loss of Consumers so a balance is needed.”
- “A Marina development on the smaller side is encouraged





- “Ideally, we would like to see the Blue Site 'subject to change' turned into recreational space like a park with tennis/pickleball courts, biking, walking/hiking trails or even an outdoor amphitheater that can be used for live music etc. It would be fine to have local shops or small-scale boutiques and coffee shops. Otherwise, I feel that we do need and can benefit from other larger scale businesses but those should be restricted to being along US-31. I feel some beaches are too crowded and would like to see a permit or allowances for residents only particularly at Windsnest.”
- “Overall, the township is a great place to live. Keep up the good work.”
- “Keep it natural as we can”
- “Let the farmland be and leave big industries out”
- “Port Sheldon area is a gem, and we need to make sure there is balanced approach going forward. Please don't allow commercialization and profit rule the decisions that are made and ruin the beauty of this lovely slice of heaven.”
- “The rural atmosphere and lower taxes are good. Some more small businesses to service the area would be beneficial and low maintenance properties for aging citizens. Not sure how all of this impacts the tax base for the township so that is definitely a consideration. Commercial and warehousing type business should be kept east of US31. I think more housing is fine if lower density.”
- “Thanks for this survey and for other opportunities to contribute to planning. Please provide feedback to the community about how many have participated in the survey and consider what might be done to encourage broader participation.”
- “Keep the population density low and prioritize parks. It would be nice to restrict kouw and windsnest to township residents as they are overcrowded too often. People are parking on the street on van Buren and that is a pain for less cal residents.”
- “These questions are scary to even be asked, we do not trust the idea of shutting down the power plant. There is enough development happening as it is in this area.”
- “Thanks for allowing the input.”
- “Keep up the good work, PST!”
- “Keep it as rural as possible.”
- “I would like to educate myself more on what is happening at Consumers Energy and what the options are for the residence of PS”
- “The more you allow neighbors to pop up without the 2-acre requirement that used to be in place, the more crime will occur. The reason people come here is for the peace and quiet and way to get away from the hustle and bustle of life. We don't want neighborhoods popping up, nor anymore trailer parks. I'd rather pay more taxes to maintain our way of living.”
- “Well, the short-term rentals should be taxed more because they are a commercial entity. Open play schedule for the pickleball courts. Give a credit to residents if you are not taxing commercial enterprises”
- “I am very opposed to Short Term Rentals!”
- “Main focus is to maintain the rural recreational aspect of the township.”
- “Consumers Power should remain!”
- “Thanks for the survey”
- “Please continue to keep Port Sheldon township A township that we would like to live in. Keep the rural character”



- “Overall, I very much enjoy living in Port Sheldon and I'm concerned that drastic changes are going to make too many changes to the area that will make me want to leave!”
- “Less government and oversight are what everyone wants! Tired of old systems and big corporation tactics as well as special interest money influencing everything!”
- “More bike paths! And thinking about the master plan to continue bringing in younger generations to keep the township thriving!”
- “More bike paths in general, and water/sewer along holly drive would be lovely.”
- “I moved my family from Rockford, MI to Port Sheldon Township because it is a small rural town with little commercial development. I think it would be a real disservice to the township to move in the direction of our neighboring communities to the north and south with large amounts of overdevelopment and industry. We truly have a unique largely untouched space and I think it should remain that way.”
- “I greatly appreciate the careful consideration of seeking Township resident and neighboring community feedback in regard to future plans! We are truly blessed to have leadership that cares about its community and its people. I pray God will bless you with clarity and wisdom as you move forward to preserve and protect our precious community. God bless you all!”
- “Leave it all alone”
- “N/A”
- “We absolutely love where we live. We feel so blessed to be here, and what we love is the quiet nature, the wonderful township with integrity to do what is best for the whole, not just looking at dollar signs. You have done so well thus far, please keep up the good work! This is our whole world and life, please preserve our sacred township. Thank you!”
- “Thank you for the weekly trash pickup.”
- “Could there be a program to remove old cars, boats, farm equipment, etc. that is no longer being used?”
- “We have heard that there's a potential lithium-ion plant coming to Ottawa County out by Polk St. What is being done to fight against this and protect our Township and its watershed?”
- “The noise ordinance should be revised to encompass the discharge of firearms. If the township wants to be more family friendly there should be further restrictions on the land size required and/or timeframe in which it is allowed for firearms to be discharged.”
- “I appreciate you going through this critically important process. I hope the results generate a half full rather than a half empty master plan that looks for long term opportunities rather than short term obstacles. Thank you in advance for your efforts.”
- “People live here because it's rural and quiet, don't ruin that”
- “Allow landowners to use their property as they see fit.”
- “Don't allow the rich guys on the lake too much influence!”
- “Thank you for this opportunity”
- “Faster snow plowing in Sheldon dunes”
- “Low development of Consumers Power sight, more natural instead.”
- “Keep our beautiful Township rural and peaceful.”
- “I appreciate the opportunity to voice my thoughts.”
- “Thank you for welcoming public input!”



- “Thanks”
- “Residential and nature townships do not need to have it as a goal to "grow". They can stay "as-is" and be considered successful.”
- “Restrict short term rentals”
- “Would like to get rid of the train along us-31”
- “I think continued input from current residents is important. Making the survey results available to residents would be beneficial.”
- “Don't over develop. Port Sheldon living is a pleasure and will be highly wanted as everyone else screws their rural areas up.”
- “You are doing a great job! Please keep doing that.”
- “We love living here because of our connection to nature and access to beautiful spaces. We would hope that others in the township also feel this way, we want to preserve the beauty that is the west Michigan lakeshore and make it accessible for others to also enjoy. It is more important now than ever to preserve and conserve agricultural land and natural open spaces. Let port Sheldon set the standard for surrounding townships on the necessity of preservation of the ecosystem.”
- “Thank you for this survey. Attempting to reach out to the community is a positive step in guiding our future direction.”
- “Port Sheldon and our county is a beautiful place to live and visit. Let's continue to be welcoming to all and not allow for over development.”
- “I would love to see a retro 60's themed beach town strip leading to access to the beach/pigeon lake where the coal plant is/the blue zone. It could have fun small businesses, restaurants and boutique shops.”
- “Plant should not be closed”
- “Please, please protect the lakeshore and wildlife habitats. Don't let this slice of heaven be degraded by over-development.”
- “I hope that water availability issues are taken into consideration with any development. I know some nearby areas have had water quantity and quality issues.”
- “Port Sheldon is an amazing place that people throughout the region flock to in order to regain health, peace and perspective in our overstressed and over-paced society. Mental Health issues are skyrocketing and Open Spaces in nature are the least expensive and among the most effective cures for these modern-day ailments”
- “Is this survey open to general public? If so, how do we protect ourselves from outside interests/pressures to overdevelop!”
- “Noise and light pollution. Any new lighting ought to be forbidden to cast shadows on adjacent, neighboring properties. Apply also to private properties.”
- “Protect and expand recreational opportunities and minimize development to limited new restaurants. No commercial or industrial development.”
- “Thank you for this opportunity!”
- “I trust you will work to preserve our little piece of heaven Thanks”
- “Clearly the plant closure will have long-lasting effects and opportunities for our township. We chose to live here for the beauty, nature, and serenity it offers. I realize big changes will come, but my hope is it



happens in such a way as to preserve what is so great about PST and enhance the assets we have. I think a cautious, judicious approach is wise in order to protect our precious resources. But I understand that some light industry and housing will likely be necessary as our township grows.”

- “Nothing at this time. I’m late for work.”
- “Thank you for asking input. Great process. Planning is so important- please be good stewards.”
- “Taxes are high. Roads are bad. Services are sparse.”
- “Focus on the basics.”
- “Thank you for the opportunity to provide some input!”
- “The bike paths should also be snow plowed. We love Port Sheldon as is!! But don’t like my address is West Olive?? Why?”
- “Y’all are doing a great job reaching out and keeping us informed.”
- “Use a portion of the Consumers land for a water treatment facility so that Port Sheldon has its own water supply”
- “More cooperation from township officials. Always seem to prevent not encourage.”
- “We need a spirit of cooperation from township. Not a free for all but more if what can be done instead of the current "oh no you can't!" Attitude. Please.”
- “Thank you for thinking ahead on how to plan for this property use. The value in living here is the quiet community.”
- “Appreciate you doing this! If I hadn’t seen this postcard I wouldn’t have known about the survey. This needs more participation and awareness!”
- “Upgrade, upgrade, upgrade. With an aging population, make sure there are services to help accommodate this demographic.”
- “Please be as transparent as possible, especially with environmental risks with coal ash and PFAS.”
- “In general, I support policies that allow landowners flexibility in what they do with their property.”
- “Change is not always bad, make sure to look at future needs, can’t always be nostalgic about what is in the past.”
- “Another concern I have is multiple families living at the same residence. Some properties near us (single family homes) with multiple families living in them have 7 or 8 cars parked on the driveway and road. This impacts safety, health, and property values.”
- “If you keep developing the township, it’s going to lose its integrity. Leave it alone.”
- “We love living here and want to see the area continue to improve and be a great place to live for people of all ages.”
- “Concern about congestion at boat slip at pigeon lake, people parking down lakeshore drive”
- “Thank you for reaching out to the community”
- “Equal tax base for both school districts.”
- “Thanks for asking for the resident’s input. I know I moved my family here for quiet and country type living away from Industrial, commercial or city development”
- “Thank you for so many environment options”



- “With property costs going up, please think of smaller lots with smaller, quality homes as well as retirement homes/condo developments.”
- “Continue to communicate and take public comment into consideration. The Consumer’s site should be viewed as an opportunity and development needs to keep tax revenue in mind.”
- “Good luck I’m sure you’ll get it right”
- “I would love to see a plan focused on natural area retention/promotion, establishing more community amenities (groceries, restaurants, entertainment), and attracting more young families to the area through reasonably priced housing initiatives.”
- “Do NOT allow low-income, high-density housing and development in this area. That is why I moved out to this area to get away from the city.”
- “It would be nice if more of the areas listed as residential (ie: White Birch Subdivision) could have bike paths.”
- “Limit growth and keep township’s rural and natural character as is”

## **PUBLIC OPEN HOUSE SUMMARY**

On June 12, 2024 Port Sheldon Township hosted a public open house. The primary purpose of the open house was to gain feedback from the community, in-person, to help inform the Master Plan and Economic Resiliency Plan. Below are comments received on each engagement poster board.

### **What’s your BIG IDEA for Port Sheldon Township?**

- Keep taking pride in our natural resources!
- VTOL port
- Ottawa county should buy power plant to keep it running to generate revenue
- Redevelop consumers’ site w/h mixed use – commercial residential – Town center
- Keep buffer between residential and business
- Better rules for blight outdoor storage junk vehicles
- Stay a great place to live in for generations to come!
- If the power plant is removed, keep area on water for public access – no million dollar homes! Build small area for nostalgic shops/ice cream.
- Add some “hamlets” of walkable neighborhoods with common areas and support for small businesses
- Battery storage and businesses related to battery research and development
- In place of power plant put coffee shop, and a ice cream store for a vacation vibe feel!
- Keep balance of farm/residential low impact commercial w/h ample greenspace/parks & maritime protection.
- TWP newsletter, communications – update website w/h agendas – stream meetings on YouTube, zoom etc.
- Encourage small business and home occupants start ups – outbuildings and second buildings for businesses

### **Consumers Site Redevelopment**

- More wide bike paths – Stanton. ST./Hiawatha
- Improve Parks Accessibility
- Preserve + wildlife, ponds & trails
- Rais to trails
- Port Sheldon known for wildlife, preserves
- Develop on cornfields instead of taking down trees
- Public access at consumers + coffee shop/ice cream



- Teco (natural attraction) – Tampa + Energy Electric Co.
- Consider solar in ash ponds area
- Waterfront dining or eating by water at park
- Micro marinas (small scale) No owner operator controlling over 20-25 slips
- Preserve dunes
- Support wooden bridge
- Odd mix of residential + commercial (potential separate?)
- Alternative greenway connection (via Windsnest)
- Importance of maintenance: trails, sidewalks, bridge.

### Housing

- Allow Large outbuildings
- No battery charging stations
- (Taylor St.) – This area for Rails to Trails parts and greenspace
- Build around golf course
- Preserve Farmland
- Concern for short-term rentals

### Commercial/Businesses

- Art Gallery
- Low impact small business
- “Anybody can be a Holland or Grand Haven... Let’s be something unique!”
- Keep Port Sheldon unique for it’s natural setting – No big commercial – (Vacation – “Laid back atmosphere”)

### Preservation

- Solar along rail corridor
- Camp Bayonet
- Keep area along water green/natural
- Keep greenway natural areas along water & public access to all water ways
- Examples of Scale: Grand Haven and Holland downtown
- Maintain agricultural zoning & greenspace – less developments
- Go slow – Phasal development

- High-end condos similar to Spyglass in Holland (Not too many, but enough to bring property tax income) – Retail on 1st level? (Ice cream/coffee shop)
- Consider fate of pier + ongoing maintenance
- Amphitheater
- Kayak launch Chamlin/M-59
- Solar panels
- Solar site should stay – protect the land for power
- Convert power to natural gas (Holland Energy Park/Zeeland)
- Eg. Innovation Hills Park

- Aging in place
- Stay low impact!
- Encourage land grants
- Build around Golf Course
- Preserve maritime presence
- Maintain larger lot sizes

- Family destination – Hiking, X-Country skiing, etc.
- Hydro-Electric energy storage (like Ludington)
- VTOL (big human carrying drones) port
- Fernald EPA Brownfield/Grand Lands
- See Quarry Park, Franklin County Ohio

- Acknowledge past owner: Goodin Kline – family plots – 400 acres
- Lot area minimum is of concern (keep it)
- We like it the way it is – don’t reduce lot sizes

# Park Operations Report

September 18, 2024

Report Covers August 2024

Submitted by: Jason Boerger



Ottawa County Parks & Recreation Commission

## Responsive Maintenance and Repairs

- 39 down or dead trees were removed from 16 park properties.
- 7 vehicles and 19 other pieces of equipment received routine maintenance or repairs.
- Replaced broken road bollards at Hemlock Crossing and Paw Paw East.

## Scheduled Maintenance and Tasks

- Set-up and clean-up were performed for 210 facility reservations. In comparison, 184 reservations were held during this time last year.
- Printed, mounted, and installed 33 park signs.
- Gravel roads and parking areas were graded at 6 Parks.
- Tested the lake water twice at Grose Park for E.coli. Both tests came back negative. No signs of blue-green algae were found either.
- Added light on/off switch and outlet to one of the trail light poles as a sample for the trail walk at Pigeon to see the process and if it will work.
- Began repainting North Area vault toilets.
- Removed and replaced the wheel stops in the parking lot for the chip sealing of the parking lot and entry drive at Grand River.
- Took delivery of new stackable chairs for the Weaver House and Pine Bend. Replaced the old chairs and stored them in the garages at Paw Paw East.



## Project Updates

### Musketawa Trail

- Filled in holes on the Musketawa Trail.
- Installed new “rough trail” signs on the Musketawa Trail.
- Trimmed back brush on the south end of the Musketawa Trail.
- Update from the DNR Trails Specialist:

*“Engineering is progressing very well and will be complete this fall. We have focused in on a section to complete with the funding we have available. It’s looking like we will be able to do most, if not all, of the Ottawa County section of trail. We had our consultant prioritize bridge, culvert conditions, and provide a pavement condition rating for segments of trail. The Ottawa County section was in the worst condition overall, considering all the assessment factors. This is also the oldest section, so that makes sense. Our EGLE permit is in process, and we should have it within the next couple weeks. Construction timeline is still TBD, I will share more in the next month or so. The scope of the Ottawa County section includes tree and brush clearing, regulatory signage updates and additions, all culverts and bridges will be replaced and/or rehabilitated and repavement of the trail surface itself with asphalt. There are*



specific sections of trail that need full depth reconstruction as well. I can share more specific details as we progress towards completing engineering.”

#### Port Sheldon Lakeshore Parks Partnership

Windsnest continues to be one of the busiest lakeshore parks. We continue to work on and hope to have a better solution for parking in the 2025 season.

#### New Memorial Benches

- Riley Trails
- 2 at Ottawa Sands

#### Fee Machine and Parking Software

- Configured the Pay Stations for permits purchased after August 15 to be valid for the rest of 2024 and all of 2025.
- Staff collected citation signatures from the citing employee for unpaid violation notices and delivered the citations to the court.

#### Park Rules Committee

No progress to report this month.

#### Oil Release at Bend Area

- Crews are on site working on plugging the 2 wells in the lake and the kayak launch area is closed to the public.
- Work is expected to finish in Early October

#### Keyless Lock Project

- New privacy locks will be installed soon on the family restrooms.

#### Ottawa Sands Idema Explorers Camp updates

- Staff continued watering of the newly planted trees for the Idema Explorers Camp.
- Installed refrigerators in the Yurts.
- **Cleaned up, waxed the floors and began organizing the laundry room area and stocking the sheets, bedspreads and towels on the storage shelves.**
- Installed the sink faucets and water pumps in the Yurts.
- **Installed the bronze plaque on the stone in the Explorers Camp area.**
- Fabricated 9 display sign holder for interpretive display signs, water trail map, and Explorers Trail Map for Ottawa Sands.
- Staff worked on the Park Caretaker and Seasonal Supervisor job descriptions for Ottawa Sands to be posted.
- Took delivery of the washers and dryers for the Visitors Center and Camp restroom building.



#### Staff Hiring Update

We have concluded interviews for the full-time East Parks Operations Technician and hope to make an offer soon.

#### Escape Ministries at-risk youth employment program

- Collected Beebalm seed from Paw Paw East.
- Pulled Spotted Knapweed at Riley Trail.
- Cleaned up around The Ottawa Beach Marina.
- Trimmed Trails at Paw Paw West.
- Their last day was on August 15 for this season.





## **Incident Reports**

- Employee involved equipment damage –0 incidents.
- Vandalism/theft/damage – 1 incident.
- Graffiti – 2 incidents.
- Visitor health and safety - 3 incidents.
- Employee health and safety – 0 incidents.
- Rules violation/law enforcement call for service – 1 incident.

## **Special Permits Issued**

- Nettie Marie Photography
- B Emerson Photography , LLC
- 2024 North Shore Trail Run (North Ottawa Dunes 10/5/24)
- 2025 Great Lake Paddle Challenge (Kirk Park 8/9/25)

**GRAND RIVER GREENWAY**

**GR Greenway – Idema Explorers Trail (IET) - Stearns Connector Segment.** The Stearns Bayou bridge has re-opened! After being closed for several months, alternating one-way traffic is now allowed across the renovated south side of the bridge. Other work continues including completion of the protective concrete exteriors on the new bridge support columns and other miscellaneous work along the trail. The completion date is now set for mid-November.

Project Budget Summary

Funding

Parks Budget	\$ 150,000.00
TAP Grant	\$ 3,428,238.00
Easement Budget	\$ 32,458.00
MNRTF Grant	\$ 300,000.00
Parks Foundation Greenway Funds (original allocation)	\$ 1,197,036.00
County ARPA Funds	<u>\$ 2,000,000.00</u>
Funding total	<u>\$ 7,107,732.00</u>

Projected Expenditures

Consultant fees	\$ 386,756.50
Additional Environmental Work	\$ 9,950.00
Mussel Relocation work	\$ 35,000.00
Archaeology	\$ 8,779.72
Tree Removal	\$ 29,757.00
Trail Construction (bid)	\$ 5,116,773.69
OCRC fees (est.)	\$ 33,079.00
Easements	<u>\$ 65,000.00</u>
Expenditure’s total	<u>\$ 5,685,095.91</u>

Balance remaining \$ 1,422,636.09



**South bridge lane open looking east**



**South bridge lane open looking west**



**Support columns in progress**



**New bridge approach**

**GR Greenway – IET-Bass River Segment.** No change since last report. Design and Engineering work continues on the first phase of trail. Plans have been resubmitted to EGLE to address comments from the State in regard to wetland and floodplain issues. We now await a decision on our Land & Water Conservation Fund (LWCF) grant application (prepared by the State DNR with our assistance) in December. This will determine a potential bidding and construction schedule.

Other work continues on desired easements for the second phase of the Bass River segment of the trail.

Project Budget Summary

Funding

Michigan DNR Grants	\$ 840,000.00
County and Greenway Campaign Funds	<u>\$ 853,686.00</u>
Funding total	<u>\$ 1,693,686.00</u>

Projected Expenditures (estimated)

Engineering Fees	\$ 67,005.00
Trail Construction (estimated)	<u>\$ 1,565,091.00</u>
Expenditure's total	<u>\$ 1,632,096.00</u>
Balance remaining	<u>\$ 61,590.00</u>

**GR Greenway – Eastmanville Connector Segment.** No change since last report. Parks planning staff have submitted a grant application to the Michigan Natural Resources Trust Fund to assist with this project. We believe we have a reasonable chance of success based on the project location within the updated urbanized area zone which improves our grant score. We will know if we are recommended for funding in December. The grant schedule also aligns well with the proposed construction schedule that is being coordinated with other Allendale Township public works projects in that area in 2025. Additional work continues to secure desired easements along the route.

**GR Greenway – Allendale Segment.** Preliminary engineering work continues including surveying of the proposed trail route, which will determine a preferred alignment and determine what easements may be needed or desirable. This work is necessary for us to apply for a Transportation Alternatives Program (TAP) grant needed to fund this segment of the trail.

**Bend Area Family Event Center Feasibility Study.** This project is complete.

## LAKE MICHIGAN COASTAL GREENWAY

**Ottawa Sands – Phase 1 Development.** Good progress continues on the day-use restroom building. Electrical and plumbing rough-ins are complete as well as most of the painting. Flooring and fixtures are next. Final site work including concrete around the restroom building and final paving of the parking lot is scheduled for the week of the September 16. Final dune grass planting is schedule for late September. All work should be ready for the October 17 dedication.

Work on the treehouses also continues, with siding and roofing complete. Interior pine walls and ceilings are also in progress, and final site work around the treehouse areas is in progress.

Parks staff are working on many details of the camp including furniture, appliances, and signage. New park trail and interpretive signage is also in progress.

### Project Budget Summary

#### Funding

Private Donations	\$ 3,480,000.00
County ARPA Funds	\$ 3,400,000.00
Additional approved parks funding	\$ 700,000.00
MNRTF Grant (Day Use Parking/Lake Loop)	\$ 300,000.00
LWCF Grant (Day Use Restroom)	<u>\$ 242,864.00</u>
Funding total	<u>\$ 8,122,864.00</u>

#### Projected Expenditures

Consultant fees	\$ 301,120.00
Phase 1 Contract	\$ 3,539,000.00
Phase 1 –Kayak Launch/Welcome Center	\$ 308,000.00
Fire Protection Additions	\$ 241,815.72
Internet Service	\$ 104,854.88
Other Contract Revisions	\$ 140,854.88
Contingency (remaining)	\$ 59,663.58
Treehouse Contract	\$ 1,667,000.00
Yurt and Treehouse Furnishings (est.)	\$ 103,690.00
Day Use Parking/Lake Loop (contract)	\$ 788,314.25
Contract Revision – Bench Pads	\$ 10,000.00
Day Use Restroom (contract)	\$ 510,000.00
Other Expenses	<u>\$ 3,971.10</u>
Expenditure's total	<u>\$ 7,769,841.55</u>
Balance remaining	<u>\$ 353,022.45</u>



**Day Use Restroom in progress**



**Treehouses with exteriors mostly completed**



**Idema Explorers Camp Plaque**

**Ottawa Sands and Harbor Island Resiliency Project.** Initial site inventory and analysis work is in progress as needed to determine opportunities and constraints for habitat enhancements and future recreational improvements.

**Rosy Mound Expansion Master Plan.** Our consultant, MCSA Group, has begun their site inventory and analysis work. Initial concepts will be developed in the next month for a public input/open house session in late October.

**Lake Michigan High Water Damage Replacement/Repairs.** No change since last report. Design and permit application preparation for repairs and replacement of stairs and boardwalks at Rosy Mound and Kirk Park are in progress.

Project Budget Summary

Funding

Ottawa County Insurance Authority Claim	\$ 170,000.00
Contingency (also through OCIA)	\$ 17,000.00
Funding total	<u>\$ 187,000.00</u>

Expenditures

Kirk Park Dog Beach Stairs Contract – Landtec	\$ 38,130.00
Rosy Mound Additional (est.)	\$ 90,000.00
Kirk Park Additional (est.)	\$ 44,000.00
Expenditure’s total	<u>\$ 172,130.00</u>
Balance (contingency) remaining	<u>\$ 14,870.00</u>

**MACATAWA RIVER GREENWAY**

**Middle Macatawa Trail Connection.** Detailed design and engineering work on this project continues as required to submit permit applications to the Road Commission for required road crossings and EGLE for work in wetlands and floodplains. Bidding and construction will commence once these permits are in although this may push this work into 2025. Discussions also continue with the adjacent property owner on possible collaboration between the park project and their facility expansion.

Initial design work on the UMNA restroom building is also in progress.

Project Budget Summary

Funding

County ARPA Funding	\$ 906,000.00
MNRTF Grant (recommended)	\$ 300,000.00
Partner Participation (Holland Township)	\$ 550,000.00
Funding total	<u>\$ 1,756,000.00</u>

Expenditures

Middle Mac trailhead and connector construction. (est.)	\$ 1,300,00.00
UMNA Restroom construction (est.)	\$ 456,000.00
Expenditure’s total	<u>\$ 1,756,000.00</u>
Balance (contingency) remaining	<u>\$ 0.00</u>

**PIGEON RIVER GREENWAY**

**Consumers Energy Trail/Sheldon Landing.** Conversations continue with various interested parties as we await clarification on the direction that Consumers Energy will determine for future use of its properties.

**OTHER PROJECTS**

**Park Entrance Drives and Parking Lot Repaving Projects.** “Chip Seal” resurfacing of the existing parking lot at Grand River Park by the Ottawa County Road Commission has been completed along with restriping.

Project Budget Summary

Funding in current parks budgets

Spring Grove Park	\$ 20,000.00
Hager Park	\$ 147,000.00
Grand River Park	\$ 110,000.00

Riverside Park	\$ 171,000.00
Paw Paw West	\$ 40,000.00
Funding total	<u>\$ 488,000.00</u>

Expenditures to date

Paw Paw West total payment	\$ 43,002.45
Riverside Park total payment	\$ 116,410.20
Hager Park total payment	\$ 157,249.27
Grand River Park total cost (est.)	\$ 53,692.00
Consultant Fees	<u>\$ 10,750.00</u>
Expenditure's total	<u>\$ 381,103.92</u>

Balance remaining \$ 106,896.08



**New parking surface and striping**

**Grose Park Beach Improvements.** The permit application for this project is in progress and should be submitted by the end of September. Bidding would occur over the winter with construction in the spring.



**PROGRAM/VISITOR NUMBERS**

Type	Participants	Programs	Notes
School Programs	64	3	
Private Programs	142	7	
Public Programs	16	270	
Engagement Outpost	-	-	
Events	2	425	
<b>Totals</b>	<b>224</b>	<b>705</b>	

Type	Count	Notes
Nature Center Attendance	1,491	<i>Below average visits; average month = 2,473*</i>
Trafx Car Count	<i>June data not available</i>	<i>Above/below; average month = 3,522*</i>
SAAA Public Observing	87	<i>August 2024; 3 cancelled events</i>

*\*Averages visits based on FY23*

**UPCOMING EVENTS**

- October 5, 9 am-1 pm – Fall Native Plant Sale with Ottawa Conservation District
- October 17, 4-6:30 pm – Grand Re-Opening of Ottawa Sands

**GOALS/OBJECTIVES – CURRENT AREAS OF FOCUS**

- **Increase participation in Outdoor Education programs**
  - May 2025 nearly full already
  - Finalizing EOY reporting
- **Increase visitation to the Nature Education Center to 25,000 in FY24**
- **Increase public program/event participation by 25%**
  - Recreation & Wellness Lead hired; begins on 9/16/24
  - Health & Wellness initiative funding from Ottawa County Parks Foundation contributing to greenway-focused Thru Hikes
- **Implement Marketing and Communications Plan**
  - Creating options for newsletter plan in FY25
  - Interim Parks brochure – completed, printed (including Spanish translation)
  - Ottawa Sands interpretive signage – completed (Spanish version of signage in development)
  - Collaborating with web developer to update website
- **Other**
  - MOU with Ottawa Conservation District in development
  - Strategic plan implementation with staff
  - Welcome to Lucy Berghorst, a new intern!





**PRESS**

- <https://www.wzzm13.com/article/sports/outdoors/apply-now-lotteries-special-hunting-permits-now-open-ottawa-county/69-b18fcb49-3b39-4ae5-b249-e898abd39f7a>
- [A century later, exploring the tragedy of Ottawa Beach Hotel \(hollandsentinel.com\)](https://www.hollandsentinel.com/story/news/local/ottawa-beach-hotel-tragedy-100-years-later)
- <https://www.wgrd.com/ixp/44/p/gator-hunters-crockery-lake/>
- [https://www.grandhaventribune.com/news/an-alligator-in-an-ottawa-county-park/article\\_5f5f9345-ef38-51c5-a886-19714d9cf9d8.html?](https://www.grandhaventribune.com/news/an-alligator-in-an-ottawa-county-park/article_5f5f9345-ef38-51c5-a886-19714d9cf9d8.html?)
- <https://www.fox17online.com/news/local-news/possible-alligator-spotted-in-ottawa-countys-crockery-lake>
- <https://www.mlive.com/news/grand-rapids/2024/08/reports-of-alligator-in-ottawa-county-lake-use-whatever-caution-you-feel-is-appropriate.html>
- [Ottawa County hunting lotteries now open | WGVU NEWS](https://www.wgvu.com/news/ottawa-county-hunting-lotteries-now-open)
- <https://www.mlive.com/life/2024/08/learn-back-dune-secrets-with-this-guided-walk-near-lake-michigan.html>
- <https://www.secondwavemedia.com/lakeshore/features/september-things-to-do.aspx>
- [Ottawa County Parks and Recreation Commission Unveils 2024 Strategic Plan | WGHN](https://www.wggh.com/news/ottawa-county-parks-and-recreation-commission-unveils-2024-strategic-plan)
- <https://www.westmichigannewspop.com/news/parks-and-recreation-commission-publishes-new-strategic-plan>

**GOVDELIVERY BULLETINS / EMAIL MARKETING**

	Date	Recipients	Open Rate	Click Rate
<b>Marketing</b>				
Lotteries for hunting permits open!	8/1/24	6,404	40%	20%
August News, Events, & More!	8/1/24	15,782	37%	20%
August Family Programs & Special Events	8/1/24	329	32%	3%
Hunting Applications Close Aug 31	8/20/24	3,299	39%	8%
Schedule your Field Trip Today!	8/20/24	1,402	28%	9%
OCPRC Unveils Strategic Plan	8/26/24	16,777	41%	21%
<b>Birding</b>				
Birding Update: Newswire	8/24/24	2,532	44%	19%



### Ottawa Sands Restoration/Creation

- Staff and contractors conducted invasive species surveys and treatments in restoration areas.
- Staff supplemented and repositioned large woody debris around the mine lake.

### Hemlock Woolly Adelgid Management

- Stewardship staff treated 172 hemlock trees (totaling 1,126 DBH inches) with imidacloprid throughout Kirk Park in August.
- Stewardship staff selectively treated 25 hemlock trees (totaling 327 DBH inches), and 8 hemlock trees (totaling 146 DBH inches) with dinotefuran at Olive Shores and Rosy Mound Natural Area, respectively.

### Stewardship Activities

- Stewardship staff continued collecting native seed from early season species throughout August.
- Staff and volunteers hand-pulled spotted knapweed and other invasive species from approximately one acre of the restoration area at Grose Park where native species have already become well-established.



- Staff continued to assist with adding and improving woody habitat structures at Ottawa Sands.
- Stewardship and operations staff began selective mowing treatments throughout restoration areas at Eastmanville Farm to reduce invasive species and encourage the expansion of native grasses and forbs.





### Partnerships

- Staff participated in the monthly West Michigan Coastal Corridor meeting.
- Staff participated in the formation of the lesser Celandine work group with several CISMAs, conservation districts, and other conservation organizations from around the state.
- Staff met with representatives of the Outdoor Discovery Center, the Villas of Holland condo association, and Fishbeck at the Macatawa River restoration site on the boundary of Paw Paw Park.
- Staff provided plant identification professional development for the Ottawa Conservation District's HWA Strike Team.

### Invasive Species Management

- Staff treated eleven invasive species across fourteen parks with selective foliar applications, including all known Japanese knotweed populations throughout five parks.
- Staff treated phragmites and other wetland invasive species throughout shoreline and interdunal wetland areas at Ottawa Sands.
- Staff began oak wilt containment efforts at Riley Trails Park using the chemical-girdle method, and expanded survey efforts at North Ottawa Dunes and Grand Ravines.
- Stewardship staff surveyed roughly 1.25 miles of the Pigeon River through Hemlock Crossing and Pine Bend for European frog-bit and wild rice populations.
- Staff and volunteers hand-pulled fifteen bags of spotted knapweed across three parks in August.

### Volunteer Updates

- Volunteer groups completed 10 workdays in July.
- **Park Stewards** volunteers pulled spotted knapweed at Ottawa Sands, removed woody invasives at Tunnel Park, thinned woody vegetation at Hiawatha Forest Open Space, and **removed purple loosestrife at Paw Paw Park.**
- Public 'Service Saturday' volunteer opportunities are scheduled for every third Saturday through the end of the year. Registration is available online; all are welcome!
- Our annual Service Appreciation Dinner (formerly Volunteer Appreciation Event) will be held on 10/22.



### Friends of Ottawa County Parks Updates

- Open Houses continue at the Weaver House and Grand Ravines Lodge.
- Planning for Lights at Night continues. The event will run from December 1-14 with the luminary walk being held on December 13 and 14.



- **Individual Gift Count:**
  - 2022 – August                      26                      Year to date:                      491
  - 2023 – August                      42                      Year to date:                      758
  - 2024 – August                      44                      Year to date:                      836
- **Percent Annual Revenue Goal**
  - 2022 – August                      0.4%;                      \*Year to date:                      187.9%
  - 2023 – August                      0.4%;                      Year to date:                      18.7%
  - 2024 – August                      6.2%;                      Year to date:                      66.1%
- **Average Donation**
  - 2022 – August                      \$ 212;                      \*Year to date:                      \$5632
  - 2023 – August                      \$ 72;                      Year to date:                      \$192
  - 2024 – August                      \$ 495;                      Year to date:                      \$277

### Development Notes

- Confirmed grant support in the amount of \$200,000 from the Grand Haven Area Community Foundation for the acquisition and initial improvements of the **Rosy Mound Nature Area**
- **Ottawa Sands** – Good progress continues the day-use restroom building.
- Work on the treehouses also continues in the **Idema Explorers' Village**, with siding and roofing complete. Interior pine walls and ceilings are also in progress, and final site work around the treehouse areas is in progress.

\*In February 2022, Ottawa County Parks Foundation received a pledge payment of \$100,000 from the Wege Foundation followed by a \$2.5M pledge from the Idema Foundation in July. These contributions severely skewed 2022 statistics.



**Present:** Roger Belknap  
Joe Bush  
Lukas Hill (via Teams, left at 4 pm)  
Kelly Rice  
Paul Sachs

**Staff:** Jason Shamblin, Director  
Curt TerHaar, Coordinator of Park Planning & Development  
Aaron Bodbyl-Mast, Park Planner

### **Strategic Plan**

TerHaar explained that with the completion of the 2024 Parks Commission Strategic Plan staff is now moving forward with rolling out the plan internally and externally as well as moving ahead with implementation.

The Community Engagement team is managing the rollout, which will include a standard presentation for staff and stakeholders, social media posts on elements of the Strategic Plan, and updates to the Parks web site. The Strategic Plan presentation will be provided at an all-staff meeting this week.

The focus of implementation will be a division-by-division review of existing documents to determine if updates are needed and/or the development of new division-level plans. This includes the update of the Parks, Recreation, and Open Space Plan, which is managed by the Planning Division. TerHaar provided a brief overview of the schedule for the Parks Plan update which will begin in early 2025

These division-based documents and plans will help to develop the operational and capital elements of the 2026 Millage renewal campaign. Staff is now also commencing preparations for the renewal, which includes determining an overall schedule and milestones, budgets, and the possible formation of a millage steering committee.

### **Consumers Energy Campbell Plant Site Natural Features Inventory**

TerHaar provided an overview of efforts by staff to support Port Sheldon Township in updating its Land-use Master Plan in light of the pending decommissioning of the Consumers Energy Campbell Plant and possible disposal of portions of the more than 2,400-acre site. This includes land along the Pigeon River and Lake Michigan Coastal greenways. Additionally, the Ottawa County Parks & Recreation Commission has been working long-term with Consumers Energy regarding expanded recreational access at the Campbell Site. This work includes the Pigeon River Greenway Master Plan, which was completed in 2000 and for which Consumers Energy allowed Ottawa County Parks to complete site investigations and develop park concepts on Consumers property.

Port Sheldon Township, in partnership with Lakeshore Advantage, has retained the planning firm McKenna to oversee the master plan update. To assist, Ottawa County Parks has retained botanist Bill Martinus to complete a natural features inventory on select areas of the Consumers property to help inform the Port Sheldon Master Plan update. Martinus completed an inventory in 2000 as an input into the Pigeon River Greenway Master Plan. A draft of the natural features inventory was provided to Planning Committee members in advance.

Shamblin inquired whether the Parks Commission would like to make a formal public recommendation regarding land preservation priorities based on the preliminary natural features inventory report. Planning Committee members were interested in pursuing a formal resolution, and staff will work with stakeholders to confirm the timeline for presenting the resolution.

### **Mission Design**

Shamblin and TerHaar provided an update on discussions with a property owner adjacent to a Parks-owned parcel on Black River Court near Hawthorn Pond. A recent meeting was very positive in regard to collaboration on several elements of the plan, and a formal agreement document is being developed that will be presented at a future Parks Commission for review.

### **Ottawa Sands**

TerHaar provided an update on the status of additional items being reviewed to add to the on-going Ottawa Sands construction projects.

The Planning Committee had previous discussions about proposed priority items that could be added to the project in light of surplus funding remaining in the capital budget for this project. Potential projects include the following: 1) a maintenance storage building near the Idema Explorers Camp (which is included in the Ottawa Sands Master Plan but would be much smaller than a full building as currently proposed), 2) play elements for campers, 3) an EV charging station for the Idema Explorers Camp parking area, 4) lighting for the lake loop pathway, 5) a site for an RV for a camp host, and 6) additional trees.

The maintenance building being proposed is a portable shed that costs around \$12,000 to purchase with additional cost to connect to electric service. It is on-track for installation. It will have enough power to support EV chargers for the camp parking lot. Staff will coordinate with Strategic Impact on getting a proposal from a vendor. The camp host site is also being developed.

Planting more hardwood trees is being considered to succeed the existing cottonwoods in the camp area and increase biodiversity. TerHaar will further discuss these plantings with the contractor.

Hill informed the committee that solar lighting that has been installed on the North Bank Trail in Spring Lake as a possible lighting option for Ottawa Sands.

Further work is also being undertaken in developing options for play features.

### **Rosy Mound Master Plan**

TerHaar reviewed the schedule for the Rosy Mound Master Plan update, which is now underway. The Master Plan is being updated to incorporate the planned 127-acre expansion. This master plan will also help to finalize proposed priority improvements that are targeted for construction in 2026. It is anticipated that a Michigan Natural Resources Trust Fund development grant will be sought in 2025 for these improvements, and this schedule will ensure that this proposed project aligns with the updated master plan.

TerHaar inquired whether the Planning Committee would like to meet separately with the consultant to provide input, but they did not think this was necessary. The Planning Committee discussed the initial concept and directed staff to provide preliminary input to the consultant. It was also noted that there will be an opportunity for input from the adjacent neighborhood association. The process is currently focused toward an open house to gather public input in late October.

### **Property Issues**

TerHaar reviewed various on-going property issues, including a utility easements Bur Oak, easements for the Idema Explorers Trail, and ongoing grant-funded acquisition projects.

**NOD Tree Damage Settlement Update**

Shamblin provided a brief update on the settlement for damage to tree at North Ottawa Dunes that occurred following emergency pumping related to high groundwater levels at North Holiday Hills. The Parks Commission had granted an emergency permit to the Ottawa County Water Resources Commissioners for this pumping and the permit required compensation for damages. A settlement agreement is awaiting additional sign-offs by various parties before a payment can be made.

**Countywide Broadband**

Commissioner Sachs provided a brief update on the Countywide Broadband initiative.

The meeting adjourned at approximately 4:55 pm.

The next regular meeting is scheduled for Tuesday, October 1, 2024 at 3 pm.



**Present:** Linda McAffrey  
Kelly Rice  
Jim Miedema  
Jane Longstreet  
Roger Belknap

**Staff:** Jason Shamblin, Director  
Jason Boerger, Coordinator of Park Maintenance & Operations  
Glenn Bosch, Coordinator of Fund Development  
Brandi Mitchem, Budget/Audit Analyst  
Jessica VanGinhoven – Coordinator of Community Engagement – virtual.

**The following items were discussed:**

- 1) Mobile sauna proposal
- 2) Grand Haven Area Visitors Bureau marketing of the Idema Explorers Camp at Ottawa Sands.
  - a) Agreement
  - b) Community Convention or Tourism Marketing ACT 395 of 1980
  - c) Tourism Marketing Program 2024
  - d) Assessment District
  - e) Sample CVB Monthly Assessment Report
- 3) 9/5/2024 Fund Summary
- 4) Strategic Plan – Organizational Realignment Recommendations and Costs Implications
- 5) Rosy Mound Expansion Project Agreement



# Action Request

Electronic Submission – Request # 385



Ottawa County Parks &  
Recreation Commission

**Committee:** Parks Board

**Meeting Date:** 9/18/2024

**Vendor/3<sup>rd</sup> Party:** IEC REVISED BUSINESS PLAN

**Requesting Department:** PARKS AND RECREATION

**Submitted By:** JASON BOERGER

**Agenda Item:** 10A IDEMA EXPLORERS CAMP REVISED BUSINESS PLAN

## Suggested Motion:

To accept the revised business plan for the Idema Explorers Camp at Ottawa Sands

## Summary of Request:

The business plan for the Idema Explorers Camp was approved by the Parks Commission on July 24, 2024 (PR 24-52) with the following motion: "To approve the Idema Explorers Camp Business plan, including the proposed fees and rules with the inclusion of policy for deposits." The deposit language referenced in the original motion is now included and is as follows: "A \$100 security deposit will be collected for each Yurt or Treehouse stay. This will be per stay and not per night. Deposits will be returned within 7 business days of departure unless damage, rules violations, or theft is noted or cleaning that exceeds the regular time by more than 1 hour is required. Visitors will be required to pay for damage, theft, or additional cleaning that exceeds \$100 or be subject to a park rule violation citation and associated fines." In addition the marketing budget was separated into \$2500 for in-house marketing and the 2% assessment for the Grand Haven Areas Visitors Bureau. It has not yet been decided if we will participate in this assessment. At the July Parks Finance and Policy committee meeting it was also decided to remove the fee for early arrivals and late stays. References to these fees have been removed, however late departures without approval could result in forfeiture of deposit. The committee agreed that these fees could be implemented in the future if there proved to be a high demand or need for them.

## Financial Information:

Total Cost: \$0.00

Parks Fund Cost: \$0.00

Included in Budget:

If not included in Budget, recommended funding source:

## Action is Related to an Activity Which Is: Non-Mandated

### Action is Related to Strategic Plan:

Goal 2: To Contribute to the Long-Term Economic, Social and Environmental Health of the County. Goal 4: To Continually Improve the County's Organization and Services.

Objective:

## Administration:

Recommended by Parks Director:

**Committee/Governing/Advisory Board Approval Date:** Finance and Policy: 07/09/2024

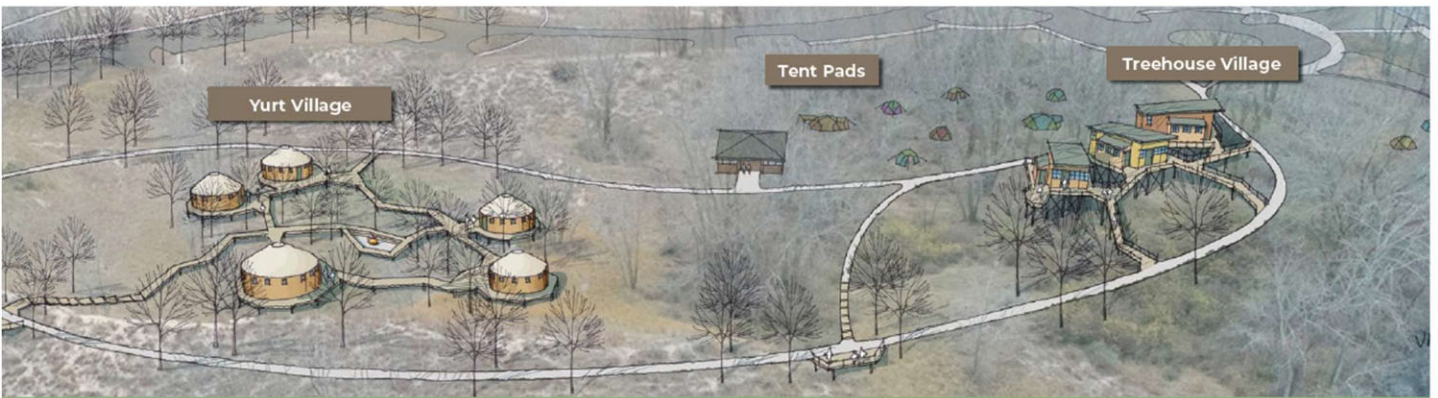


# Business Plan and Goals

Ottawa County Parks and Recreation Commission

## Idema Explorers Camp at Ottawa Sands County Park

Ferrysburg, Michigan



## Table of Contents

<b>Executive Summary</b>	Page 2
<b>Business Overview</b>	Page 2
Facility Description	Page 2
Products and Services	Page 2
<b>Management and Organizational Structure</b>	Page 4
<b>Market Analysis</b>	Page 5
Target Market	Page 5
Key Market Comparable Facilities	Page 5
<b>Pricing Strategy and Revenue Generation</b>	Page 7
Pricing Strategy	Page 7
Pricing Comparison	Page 7
Pricing Analysis	Page 7
Revenue Generation	Page 7
Pricing Structure Review	Page 7
<b>Marketing</b>	Page 8
<b>Expense Reduction</b>	Page 9
Expense Analysis	Page 9
<b>Sustainability and Environmental Responsibility</b>	Page 9
<b>SWOT Analysis</b>	Page 10
<b>Idema Explorers Camp (IEC) Goals and Objectives</b>	Page 11
<b>Ottawa County Parks and Recreation Commission Mission Statement, Goals, and Objectives</b>	Page 13
<b>Conclusion</b>	Page 14

## **Executive Summary**

The Ottawa County Parks and Recreation Commission's mission is to enhance quality of life for residents and visitors, by preserving parks and open spaces and providing outdoor and natural resource-based recreation and education opportunities. Camping at Ottawa Sands will fall in line with the 4 basic goals established by the commission to carry out the overall mission of the park system. In addition to completing the mission by offering new services to the community, camping reservations will be able to generate revenue to help offset operating costs and the costs of future renovations.

This document will review the description of products and services offered by the Idema Explorers Camp at Ottawa Sands (IEC). It will provide information on not only the marketing and revenue generation of the IEC, but also the organizational structure, and pricing strategy. Included is a market analysis of similar properties that offer a similar style of camping.

The following information is meant to provide a basic overview of IEC's facilities and services and act as a guiding document to meet the goals and objectives stated below.

## **Business Overview**

### **Facility Description**

Ottawa Sands Park is located in Ferrysburg, MI in the northern part of Ottawa County on the north bank of the Grand River. Ottawa Sands is part of the County Parks Commission and is located just off Lake Michigan and across the Grand River to Grand Haven, MI. It is one of many parks connected by the Idema Explorers Trail that extends to Kent County and connects Grand Haven to Grand Rapids. With the site's abundant natural features, scenic beauty, proximity to a waterfront urban center, and a significant amount of disturbed land (nearly 90 acres of the 345 total acres), this site as well as the entire 2000+ acre public land corridor offers tremendous opportunities for recreation, connectivity, place-making, improved natural resource management, and restoration. As a result, camping at Ottawa Sands could create a park experience that is like no other found in Michigan.

IEC offers a unique camping experience by providing 10 tent pads for visitors to the Grand River Greenway. The 10 tent pads are designed for a more rustic camping experience. Each individual site will not have amenities other than electric and a firepit however, guests will have access to water nearby, a bathhouse, and all of the other amenities of the park. The pads are intended for water trail users who have kayaked in or for those who are on a non-motorized biking or backpacking adventure; however, parking will be provided for those who drive to the IEC. Tent camping is strictly prohibited in all areas of the park except for the designated pads.

Additionally, the park offers 3 varying-sized tree houses that provide accommodations for either 2, 4, or 6 people and 5 varying-sized yurts that accommodate either 2, 4, or 6 people. Guest staying at the Treehouses and Yurts may have up to 2 additional people beyond the stated capacity. Guest must provide their own bedding (sleeping pad, air mattress, cots, sleeping bag, etc,) for the additional people. Both the tree houses and yurts will have differing amenities based on the individual unit but all will be outfitted with basic necessities for an overnight stay. The camping opportunity will be open to anyone from the most experienced outdoorsman to the novice outdoor vacationer.

### **Products and Services**

Camping at Ottawa Sands has the following products and services:

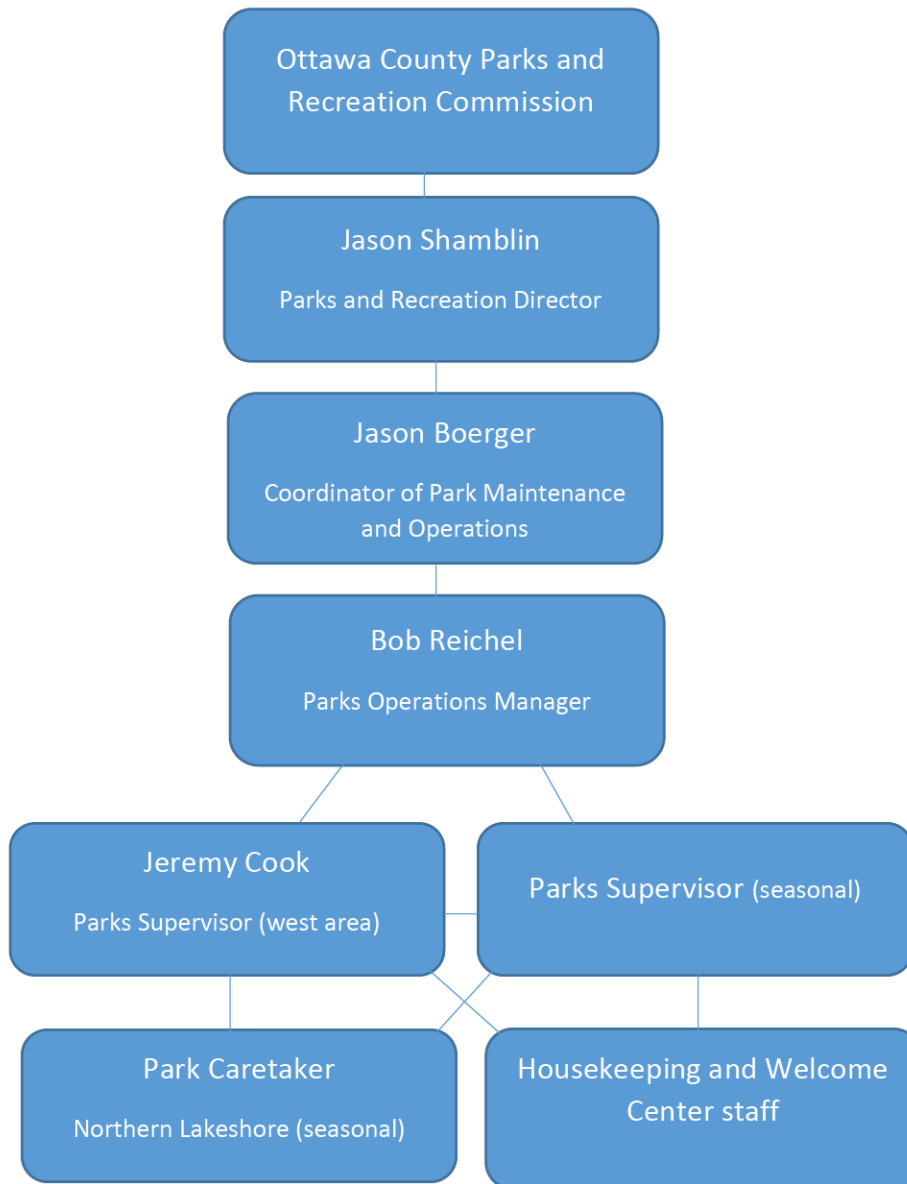
- 5 yurts in 16', 20', and 30' sizes sleep 18-28 total.
- 3 tree houses that sleep 12-18 total.
- 10 tent pads.

- Yurts and tree houses will have linens and bedding, basic furnishings and varying amenities with all having electricity, a kitchenette, small refrigerator, microwave, coffee maker, heat, and air-conditioning.
- The largest Yurt and Treehouse each have running water and a private bathroom with a shower.
- The units without running water have bottled drinking water.
- Modern family-friendly restrooms and showers nearby.
- An indoor camp kitchen area for washing dishes
- A free washing machine and dryer
- Free Wifi
- Kayak staging area and accessible launch on the Grand River.
- The existing trail system offers connections to adjacent parks, open spaces, and beaches along the Lake Michigan coastline from the Grand Haven Pier to P.J. Hoffmaster State Park.
- 80-acre fresh water inland lake.
- Dedicated parking for overnight guests.
- Welcome Center / Camp Office.

All campers will have access to the 345-acre park and its amenities. Campers can enjoy the existing trail systems of the park as well as the adjoining parks of North Ottawa Dunes and PJ Hoffmaster. They can also visit the beach at North Beach Park which is 1 mile from the camp or ½ mile from the Ottawa Sands Park entrance in addition to other water activities either on the manmade lake, Grand River, or Lake Michigan.

An additional attraction to some park users may also include the proximity to downtown Grand Haven. With local eateries, ice-cream, and souvenir shops as well as Grand Haven State Park, and an accessible kayak access on the south channel of Harbor Island. Grand Haven would be a terrific stop on anyone's water trail adventure.

## IEC Management and Organizational Structure



In this plan, the organizational structure to manage camping at Ottawa Sands would include the west area supervisor working with a seasonal supervisor, with additional housekeeping staff and administrative staff at the Welcome Center

### Parks Supervisor

Supervises the operations and maintenance of assigned County Parks and Open Spaces. Supervises employees and volunteers who provide patron services and maintain park lands, facilities, structures, and equipment. Ensures that assigned parks and open spaces are operated and maintained to the standards established by the Parks Commission and provide quality recreational experiences for county residents and visitors.

### Seasonal Supervisor

Under the supervision of the Lakeshore Parks Supervisor, assists in all areas of park operations, maintenance, repairs, public relations, rule enforcement, supervision, scheduling, and training of seasonal employees. Examples of work

include employee supervision, making minor mechanical/plumbing/carpentry repairs, fee collection accounting, preparing bank deposits, public relations/customer service, and park rule enforcement.

#### Park Caretaker

Provides general labor required for the cleaning of public areas (e.g., litter pick up, trash removal, cleaning walks and lots), restrooms, hallways, kitchen areas, grills, and fireplace(s) in assigned facilities. Collects park fees and responds to specific requests from park patrons. Opens the buildings and/or grounds and monitors events for groups. Enforces the established rules of the Ottawa County Parks & Recreation Department based on specific guidelines.

#### Housekeeping Staff

Cleans and prepares the rentals between uses.

#### Administrative Staff

Staffs the Welcome Center. Checks in and out camp guests. Answers Phone calls and emails about the camp. Provides administrative support to the Operations team.

### **Market Analysis**

#### Target Market

While Ottawa Sands Park offers services to the entire general public who wish to visit the Tri-City area, camping at the park does have a target market of outdoor enthusiasts who desire a more unique experience with a low impact on the natural area. Additionally, the tent campsites are targeted to those who are using the Grand River Greenway, water trail or long-distance bike trails like the Idema Explorers Trail and wish to have an overnight experience.

#### Key Market Comparable Facilities

Listed below are 7 comparable facilities within our target market. With very few Yurt “villages” around Michigan, some comparable facilities may only offer 1 Yurt for rental or comparable cabins. Below are the descriptions of each property in their own words.

##### *Tree Vistas - 4200 Smokey Row Ionia, MI*

Winding Springs Treehouse features a master bedroom, loft with bunk beds, and a full bathroom & a kitchenette.

Sleeps 6: Loft area with bunk beds, master bedroom with a queen bed, and a sleeper sofa in the living room.

Kitchenette: Equipped with dishes & utensils, cookware, a fridge, electric cooktop, microwave, Keurig, toaster, and electric griddle

Bath and Toiletries: Includes a full bath with Michigan-made soap, shampoo, conditioners, & lotion. (No bathtub)

Entertainment/Activities: We have smart TVs, board & other games, and a WiFi Connection (signal may vary around the Treehouse Resort).

Special Features: A spiral staircase, glass shower (can whiten for privacy), Tree-encased in glass during all seasons, patio, electric fireplace, AC/heat, washer/dryer, some Toiletries provided (shampoo, conditioner, lotion), and complimentary coffee/tea offered.

Outside/Resort: a wrap-around deck, four-season patio area, charcoal grills, fire pits (pre-laid including firewood), picnic table, treehouse swing & hammock, washer lawn game, frisbees, and bike rack. Visit the Meijer Trail and Grand River as well!

##### *Treehouse Ridge - 7344 Dinger Rd Thompsonville, MI*

After a long day of exploring, come back and relax in your own treehouse. The treehouses come with all of the amenities and comforts of home like a washer and dryer, a private balcony with a priceless view, and a cozy fireplace. Kids are

always welcome at Tree House Ridge. The treehouses have ample space for a pack 'n play. Our treehouses are also accessible for wheelchairs and strollers. Amenities include a full refrigerator, stove/oven, microwave, dishwasher, washer and dryer, fireplace, TV, and more.

#### *Au Train Beach Campground - 1331 W M28 – Munising MI*

We have 9 PYOT Rustic Campsites, 12 furnished Safari Tents, 25 furnished Yurts, 2 Grand Yurts, 2 large furnished Tipis, and 3 furnished mini-tipis! All sites have firepits, outdoor charcoal grills, and a picnic table. All of the Yurts, Safari Tents, and Tipi's are on wood platforms with solar lighting inside (Grand Yurts have full electricity and mini-fridges!). All of our sites at the Campground are walk-in access only with just a short walk from the parking area (utility wagons are available for your gear). WI-FI is available in a common area at the campground.

Most of the Yurts and safari Tents sleep up to 5 people with a twin over double bunk bed and a futon and Solar powered lighting inside with a USB port on the battery bank to charge your devices. Restrooms and showers are located just a short walk away.

Pets are allowed with a \$25 Pet fee. All you need to bring is your sleeping bag, gear, and cookware. Ice and firewood for sale.

#### *Wild Cherry RV Resort – 8563 E. Horn Rd – Lake Leelanau, MI*

This location in Northwest Michigan is a destination RV park that you won't want to leave. Peacefully quiet, large lots, wide paved roads, full hook up. We are close to Sleeping Bear national Park, 24 + local wineries, and four historic villages. The yurt is located in a secluded wooded setting. Portable bathrooms and a two room tent shower are a short distance away. The site has a fire pit, picnic table and gas grill. Go camping yet sleep on a queen size bed.

#### *Muskegon Yurt – Muskegon State Park – 3560 Memorial Dr. Muskegon MI.*

The park's yurt is located in the woods in the far east end of the Muskegon Luge Adventure Sports Park. This 20-foot-diameter yurt sleeps seven with two log bunk beds and stacking cots. You'll also find a table, chairs, a solar lantern and a woodstove for heat (firewood provided). During the warmer months, the modern toilet and shower building are available at the Lake Michigan Campground across the road, otherwise no electricity or running water is provided. You must provide your own linens and cooking ware. There is a fire ring located outside, but no cooking equipment.

#### *Timber Ridge RV & Recreation Resort – 405 E Hammond Rd. – Traverse City*

Timber Ridge Resort is an all-season resort, located just 8 minutes from downtown Traverse City, Michigan. Guests can enjoy camping in tents, RVs or cabins; planning events like weddings, company meetings and retreats, athletic outings; or outdoor adventures on over 60 kilometers of Timber Ridge-groomed trails and the connecting Vasa trail system. The modern yurt is also an ideal lodging option for families looking to spend quality time together, indoors or out. Their circular shape and the often accompanying fire pit outside, bring families together for food, rest, and fun. But please note we have 2 types of Yurts available, a Basic Yurt (no running water) and a Deluxe Yurt (kitchen and bathroom).

#### *Red Arrow Cabins – 6264 Elm Drive – Sawyer*

A small cabin resort in beautiful Harbor Country Michigan. Our cabins are comfortably decorated with local antiques, cozy furnishings, and custom lighting. Everything you need is here; bathrooms with showers, heat/ac, and kitchenettes, just to name a few. Unwind while you enjoy the wooded setting from your rustic front porch. Minutes away from Warren Dunes State Park and other great attractions.

The following chart shows a comparison of services between all 6 campgrounds (including Ottawa Sands.) The services listed below are in accordance to what each individual marina advertises.



Services	Outfitted Camping							
	Tree Vistas (Treehouse)	Treehouse Ridge (Treehouse)	Au Train (Basic Yurt)	Wild Cherry (Yurt)	Muskegon S.P. (Yurt)	Timber Ridge (Basic Yurt)	Red Arrow (Cabin)	Ottawa Sands
Running Water	x	x					x	x
Electricity	x	x				x	x	x
Wood stove		x			x			
Bathroom w/ Shower	x	x					x	x
Kitchenette	x	x					x	x
Microwave	x	x				x	x	x
Cooking Utensils	x	x					x	x
Linens / Bedding	x	x		x			x	x
TV	x	x						
Heat	x	x				x	x	x
AC	x	x				x	x	x
Picnic Table	x	x	x	x	x	x	x	x
Grill	x	x	x	x	x	x	x	x
Fire Pit	x	x	x	x	x	x	x	x
Yurt Village			x			x		x

## Pricing Strategy and Revenue Generation

### Pricing Strategy

When setting prices, we are striving to achieve the following: provide a value, do not undercut private businesses providing a similar service, generate revenue to offset expenses for future upkeep, and to lessen the burden on taxpayers by utilizing user-generated revenue for general park maintenance expenses. Pricing is established by the Parks management staff and is currently using existing market data to establish a nightly rate. Research on other local area facilities will be conducted every other year to ensure the pricing structure of the facilities remains comparable to the overall market.

### Pricing Comparison

Nightly Rates		
	Weekday	Weekend
Tree Vista	\$375	\$425
Treehouse Ridge	\$275	\$300
Au Train	\$189*	\$179*
Wild Cherry	\$165 +	\$165 +
Muskegon S.P.	\$78	\$78
Timber Ridge	\$172	\$220
Red Arrow	\$ 189	\$229
Toledo treehouse	\$200	\$200
Local VRBO average	\$275	\$350
Holiday Inn Spring Lake	\$259	\$321
<b>Ottawa Sands 20' Yurt</b>	<b>\$225</b>	<b>\$275</b>

\* Price reflects 16' yurt only \$20 increase for larger units  
+ Price reflects June 15 – Sept 7, 2 night minimum

### Pricing Analysis

The above pricing reflects IEC's 20' Yurt price schedule. The pricing for the 16' Yurt is set at \$200/\$225 and the 30' at \$275/\$325. We used the 20' Yurt price as it best aligns with the service the current market provides.

IEC is priced below local competitors like the Holiday Inn (the closest hotel) and local vacation rental homes. We are slightly above similar yurt camping in other Michigan locations, however, we plan to provide more value-added amenities like kitchenettes, linens, and a superior location and view.

### Revenue Generation

The only source of revenue for IEC is its nightly rental fee, welcome center merchandise, and firewood sales. Other fees such as cleaning, booking, early or late arrival, or parking have been discussed and will be evaluated annually. The projected revenue is in the budget report.

### Resident / Non-Resident rates

Although it is common practice with other park rental facilities and with motor vehicle permit sales to offer a discounted rate for Ottawa County Residents, we have not offered such discounts at the more recently developed facilities that are run with the intention of producing revenue and reducing our reliance on tax funding for park operations. Neither the Pigeon Creek Lodge winter operations nor the Ottawa Beach Marina offer resident discounts. In addition, the majority of the funds used to develop the Idema Explorers Camp came from a private donation with the intention of that those funds would help build a source of revenue generation that would help fund other park maintenance and projects.

### Security Deposit

A \$100 security deposit will be collected for each Yurt or Treehouse stay. This will be per stay and not per night. Deposits will be returned within 7 business days of departure unless damage, rules violations, or theft is noted or cleaning that exceeds the regular time by more than 1 hour is required. Visitors will be required to pay for damage, theft, or additional cleaning that exceeds \$100 or be subject to a park rule violation citation and associated fines.

### Pricing Structure Review

The projected revenue is calculated on an occupancy assumption. The first column represents 100% occupancy while the second and third columns represent an occupancy of 65% and 40% respectively. The assumption, given data from key market comparable properties, is our weekend occupancy will be much closer to 100% than our weekday. Knowing that our weekend and holiday demand will be much higher, IEC has used a strategy to capitalize on that demand. Prime Holidays include Memorial Day (4 days) Independence Day (4 days) Coast Guard Festival (10 days) Labor Day (4 days). Winter Holidays include: Thanksgiving (2 days) Christmas (2 days) New Years (2 days) Valentine's (1 day) Easter (1 day). Weekends include Friday and Saturday nights.

As mentioned in the Pricing Strategy, reviews of pricing structure are completed every other year in addition to researching comparable facilities in the local area. Additionally, research on comparable rental items like kayaks and bicycles will be conducted.

### **Marketing**

In addition to Ottawa Sands Park's ever-increasing popularity, a description of Ottawa Sands Camping services as well as all of the Ottawa County Parks can be found on [miottawa.org/parks](http://miottawa.org/parks).

Currently, we have a \$2,500 marketing budget specifically for IEC. This will be used mostly for in-state marketing. We will also be assessing 2% of each stay for the Visitors Bureau bed tax. The Visitors Bureau will market our facility nationwide. A review of marketing initiatives will be completed after the first full year of operation.

## **Expense Reduction**

The parks office will conduct annual audits on expenses, which include utilities, staffing, and service contracts. We will also ensure ongoing staff training to minimize outsourcing of maintenance and groundskeeping.

### Expense Analysis

Total projected expenses for an anticipated 65% occupancy in the first full year of operation is \$235,462 versus the total projected revenue of \$571,396. These projections result in an annual surplus of \$335,993 per year. Given the objective to not only cover existing expenditures, but to also provide enough revenue to cover the additional costs of repairs, upgrades, and service expansion, IEC is challenged with a 10% profit increase year over year. This goal will be achieved through maximizing revenue generation while focusing on expense reduction. As Ottawa Sands Camping operations continue, new services at the park will develop increasing demand and traffic. Likewise, IEC staff will learn cost-saving measures and better align resources to maximize returns. \$50,000 of the projected surplus will be set aside each year for future upkeep, repairs, and upgrades to the Idema Explorers Camp. Surplus funds above and beyond \$50,000 will be utilized for maintenance, repairs, and upgrades to the rest of Ottawa Sands and other Ottawa County Parks and Open Spaces.

## **Sustainability and Environmental Responsibility**

Ottawa Sands Camping is proud to build on an existing park plan that has adopted a natural systems philosophy. Natural Systems are an interconnected network of waterways, wetlands, woodlands, wildlife habitats, and other natural areas that support native species, maintain natural ecological processes, sustain air and water resources, and contribute to the health and quality of our communities. Natural Systems are a cost-effective, resilient approach to managing rainfall and wastewater that provides many human and ecological benefits. While conventional piped drainage and water treatment systems are designed to move water away from the built environment, green infrastructure celebrates water as a resource by reducing, filtering, absorbing, and re-using it at its source; delivering environmental, social, and economic benefits.

The Idema Explorers Camp is also committed to using environmentally sustainable practices and products to maintain the camp and to manage the natural resources surrounding the camp for native plants, wildlife habitat, and natural beauty.

We will use the 2017 Ottawa County Parks Sustainability Plan as a guideline for measuring and maintaining sustainability in the camp.

## SWOT Analysis

### Strengths

- Location between Lake Michigan and the Grand River situated centrally to Ferrysburg, Village of Spring Lake, Grand Haven, and Spring Lake Township
- 80 acre freshwater inland lake
- Disturbed areas ripe for recreational opportunities
- Undulating forested and critical dune terrain allows for vistas, seclusion, and habitat development
- Adjacency to the Grand River allows for increased river access to the site as well as increased recreational programming opportunities
- Abundant and unique flora and fauna to the area is an attraction for visitors
- The existing trail system offers connections to adjacent parks, open spaces, and beaches along the Lake Michigan coastline from the Grand Haven Pier to P.J. Hoffmaster State Park
- Education and interpretation opportunities based on the unique history of the site and the ecological importance of protecting and enhancing the biological diversity

### Weaknesses

- Recreational fires at campsites may cause air quality concerns for other park users.
- Additional traffic brought into the park may slow the natural reclamation process.
- Camping structures will only accommodate up to 30 guests.
- Not a current core competency for the Ottawa County Parks System.
- Authorized tent camping may encourage unauthorized use outside of the approved area.
- Staffing needs are based on customer demand impacting staff scheduling.

### Opportunities

- Adding marketing avenues such as Airbnb or other online booking sites.
- Adding boat/jet ski slips.
- Boat launch along the Grand River for guests (or partner with a nearby private launch.)
- Weekly rates.
- Discounted rates for bringing your own bedding.
- Camp store/nature center.
- Gap of rate charge compared to other properties in the target market area.
- Across lake Ferry (lake taxi)
- Public Rentals – bikes, kayaks, fishing equipment.
- Overnight parks programs.
- Water, trail, and conservation park programs
- Beach transportation.

### Threats

- Natural setting invites natural pests into sleeping areas.
- New Camping amenities may drive away existing park users (increased disturbance)
- Recent increase in user-owned camping equipment (RV's) may have reduced the overall need for rustic lodging.
- Overnight guests on-site without park employee presence.

## Idema Explorers Camp (IEC) ongoing Goals and Objectives

### 1. G:4, O:C – Ensure that the IEC has an occupancy rate over 65% or higher through advertising, promotion, and quality high level service.

	Responsible	Deadline
Provide a level of maintenance, service, and amenities that most would perceive as the same or better than most local hotels or B&Bs.	Park Supervisor	Review semiannually 5/1 & 12/1
Re-invest in continued marketing aimed at new customers	Community Engagement	Review semiannually 5/1 & 12/1

### 2. G:3, O:B – Provide opportunities for discounted or priority use by partners, volunteers, or county residents.

	Responsible	Deadline
Reserve one or more days a month for programming, maintenance, or special use.	Park Supervisor / Community Engagement	Review semiannually 5/1 & 12/1
Offer free stays as a reward for volunteer benchmarks, or as auction or raffle items for local charities.	Community Engagement / Volunteer program supervisor	Review semiannually 5/1 & 12/1

### 3. G:4, O:F – Ensure that income exceeds direct costs.

	Responsible	Deadline
Accurately estimate operating costs	Park Supervisor / Operations Manager	Review semiannually 5/1 & 12/1
Determine market value through comparables	Park Supervisor	Review semiannually 5/1 & 12/1
Adjust pricing based on season or other factors (Coast Guard, 4 <sup>th</sup> of July... )	Coordinator of Operations	Review semiannually 5/1 & 12/1
Produce rental income that exceeds operating expenses by 20%.	Coordinator of Operations	Review semiannually 5/1 & 12/1
Maintain a minimum of 65% occupancy	Park Supervisor	Review semiannually 5/1 & 12/1

**4. G:4, O:B – Use environmentally sustainable practices and products to maintain the IEC.**

	Responsible	Deadline
Maintain camp rules and policies that minimize negative environmental impact	Coordinator of Operations/ Coordinator of NRM	Review annually 12/1
Maintain signage to inform visitors of these practices and interpret natural features	Community Engagement / NRM / Park Supervisor	Review annually 12/1
Control indoor climates minimally when unoccupied.	Park Supervisor	Review semiannually 5/1 & 12/1
Use natural or non-toxic cleaning products whenever possible.	Park Supervisor	Review annually 5/1

**5. G:1, O:A – Manage the natural resources surrounding the IEC for native plants, wildlife habitat, and natural beauty.**

	Responsible	Deadline
Remove invasive plants	Coordinator of NRM	Review semiannually 5/1 & 12/1
Plant native plants	Coordinator of NRM	Review semiannually 5/1 & 12/1
Utilize boardwalks and improved trails to reduce erosion	Coordinator of Park Planning	Review annually 12/1
Maintain signage to inform visitors of these practices.	Planning / Park Supervisor	Review annually 12/1

**6. G:3, O:B – Offer a high-quality experience to all users.**

	Responsible	Deadline
Ensure that all facilities meet or exceed the requirements of the Americans with Disabilities Act	Coordinator of Park Planning	Review annually 5/1
Consider accessibility when adding new features	Coordinator of Operations	Review annually 5/1

IEC goals were established using SMART goals that are:

**S**– Specific, **M** – Measurable, **A** – Achievable, **R** – Relevant, & **T** – Time-Bound

The Mission, Goals, and Objectives below are currently receiving an overhaul as part of the ongoing strategic planning process. The business plan will be updated to reflect the new Mission, Goals, and Objectives during the Fall of 2025 after the first full summer of operation.

## **Ottawa County Parks and Recreation Commission Mission Statement**

To enhance well-being by stewarding a connected system of natural communities and promoting outdoor experiences.

## **Ottawa County Parks and Recreation Commission Goals and Objectives**

This plan was developed using the Goals and Objectives developed prior to the 2024 Strategic Plan. Future edits of this plan will incorporate the Mission, Vision, Values, and Initiatives established in the 2024 plan.

To carry out its mission, the OCPRC has identified four basic goals. For each goal, a series of objectives is outlined. The goals and objectives correspond to needs identified in the community.

**GOAL 1:** Preserve and manage park and open space lands which protect and enhance significant landscapes and natural communities, to benefit both people and wildlife.

Objectives:

- a. Provide a high level of stewardship for natural lands.
- b. Identify high quality natural resource features in Ottawa County and seek to preserve key parcels and interconnected natural lands through establishment of new parks and open spaces.
- c. Advocate for improved water-quality levels for all regional waterways and water bodies.

**GOAL 2:** Provide high quality outdoor and natural resource-based recreation opportunities for residents and visitors of all levels of ability.

Objectives:

- a. Provide a wide range of outdoor and natural resource-based recreation opportunities and facilities to meet identified needs in the long-range parks and open space plan.
- b. Identify areas within Ottawa County not adequately served by county park lands and facilities and expand recreation opportunities in these areas when natural resource features suitable for county park development are available.
- c. Maintain high standards for maintenance and operation of all park and open space lands and facilities.
- d. Provide lands and facilities which are accessible to individuals of all levels of ability (comply with and exceed standards established by the Americans with Disabilities Act, with a goal to achieve universal accessibility).

**GOAL 3:** Promote understanding and appreciation of the natural and cultural history of Ottawa County and awareness of Commission-operated facilities, programs, and services.

Objectives:

- a. Provide a wide range of educational and outdoor recreation programs and special events for people of all ages, interests, and abilities.
- b. Provide interpretive facilities for both natural and cultural history at park lands and open spaces. Promote good stewardship of county park lands and open spaces.
- c. Utilize programs and special events to promote awareness and use of the park and open space system.

**GOAL 4:** Ensure organizational sustainability.

Objectives:

- a. Continue to emphasize responsible financial management and transparency in all aspects of park system administration.
- b. Maintain and operate the park system in a cost-effective manner that minimizes environmental impacts and demonstrates organizational commitment to conservation values.
- c. Emphasize a strong communications and marketing program to make the public aware of the lands, facilities, and programs offered by the Parks Commission.
- d. Maintain a diversified financial base for both short- and long-term development, expansion, operation, and maintenance of the park system.
- e. Leverage tax dollars whenever possible by maximizing grant funds and private donations.
- f. Implement user fees where appropriate and consistent with Commission policies and in a socially responsible manner.

- g. Expand partnerships to help achieve identified goals.
- h. Sustain the dedicated parks millage as the base funding source for maintenance and operation.

## **Conclusion**

The addition of camping into the Ottawa County Parks system falls directly in line with the mission and objectives of the Parks Commission. Featuring never before offered services to residents and visitors, camping speaks to our continued focus on improving the quality of life in both areas of recreation and education. With a 65% occupancy rate, camping will provide the Parks system with significant net positive revenue. This means that camping at Ottawa Sands will operate from a position of financial strength with a pricing strategy similar to the competitors in the area, but with far less operating expenses in terms of staffing and overhead. With a continued focus on user feedback we will better understand our weaknesses and explore more opportunities for increased revenue generation as well as user satisfaction.





## Idema Explorers Camp Rules

All park rules established under Ordinance 94-3 as amended by Ordinance 17-1 are in effect in addition to the following rules for Idema Explorer's Camp:

### General Rules

- No Fireworks.
- Smoking or vaping of any substance is prohibited in yurts, treehouses, campsites, bathrooms or any other part of the Idema Explorers Camp. Smoking is permitted in the parking lot.
- Alcoholic beverages are permitted at your campsite, treehouse, or yurt only. However, excessive use or use of any illegal drugs are strictly prohibited. As solely determined by park staff, drunkenness, disorderly conduct, illegal drug use, obscene language, any disrespectful or rowdy behavior will result in immediate eviction without a refund.
- Alcohol is strictly prohibited in the shared use areas of the camp and outside of the camp area.
- Camping is limited to pre-established tent sites, yurts, or treehouses.
- Moving picnic tables from other campsites is prohibited.
- All trash must be deposited in a provided trash can or onsite dumpster. Do not leave trash bags unattended outside as they will attract animals that will make a mess of them.
- The sink in the kitchenette of the 2 or 4 person treehouses and yurts drains only to a gray-water tank. Do not dump liquids other than the provided bottled water down these drains and please clean any dirty dishes in the camp kitchen located in the front of the restroom/shower house.
- Please do not leave the camp area while doing laundry.
- For stays longer than 5 days, a fresh set of linens will be provided on day 5.

### Pet Guidelines and Regulations

- Pets are prohibited in any yurt, treehouse, bathroom building, or other on-site park buildings.
- Dogs are permitted in a limited number of tent sites. Please be sure to reserve a pet-friendly site if you plan to bring your dog. There is a maximum 2 dogs per site.
- Dogs must be on a leash and under control at all times and cannot be left unattended.
- Dog owners must pick up after their pets.
- Disability Service dogs as defined by the Americans with Disabilities Act of 1990 are always welcome. Please note that therapy or comfort animals do not qualify for special accommodations under the ADA.

### Camp Hours

- Quiet time 10 pm - 7 am.
- Check out time is at 11 am.
- Check in time is at 3 pm.
- Late departures or early arrivals must be approved by on-site staff only on the day it is needed. Late departure without approval may result and deposit forfeiture.
- Welcome Center (camp office) hours may be adjusted based on camp occupancy but will generally be from 3pm to 7pm daily.
- Swimming or boating is prohibited after dark.
- No non-registered guests permitted past 10pm.

**Vehicles / Bicycles & Parking**

- 1 vehicle overnight per tent site
- 2 vehicles per yurt or treehouse.
- Vehicles must be registered by license plate number at check in.
- No Golf Carts, ATV's or other off-road vehicles.
- Bike riding is restricted to paved paths only.
- Bikes should be secured to the provided bike rack overnight and are not allowed at any campsite or deck.

**Booking / Cancellation**

- Maximum stay is 10 consecutive nights per tent site, yurt, or treehouse.
- Premium rates are charged on Holidays including Memorial Day (4 days) Independence Day (4 days) Coast Guard Festival (10 days) Labor Day (4 days) Thanksgiving (2 days) Christmas (2 days) New Years (2 days) Valentine's (1 day) Easter (1 day)
- Weekend rates are in effect on Friday and Saturday nights.
- All reservations on days subject to the holiday rate will require a minimum of a 2 day stay. The second day can be the non-holiday rate day before or after the holiday. Valentines Day and Easter are exempt from this requirement.
- If a reservation is canceled more than 30 days from the check-in date an 80% refund will be issued, or the reservation may be re-scheduled free online or over the phone for a \$20 rescheduling fee.
- Any cancellation made from 30 days to 1 day prior to the check-in date will be issued a refund minus the cost of the first night.
- Any cancellation made less than 24 hours from check-in time will be issued a refund minus the cost of the first 2 nights if applicable. No refunds will be issued for reservations that are two days or less.

**People / Amenities per site**

- Each Yurt or Treehouse has a set specific number of occupants of either 2, 4, or 6 people based on accommodations. The specified occupancy may be exceeded by up to 2 people, however bedding and linens are only provided for the specified occupancy number.
- The maximum number of guests per tent site is 6.
- Infants sleeping in a portable crib do not count towards maximum occupancy.
- No more than one sleeping tent and one dining canopy per tent site.

**Firewood - Grilling**

- Firewood is available for purchase online when making your reservation or at the camp store.
- Outside firewood is not allowed due to possible infestation.
- Collecting firewood from the park is prohibited. Fallen deadwood provides a home or nutrients to many plants and animals that live at the park.
- Campfires are permitted in the provided fire rings only, and fires must be completely out before leaving the site or going to bed. Do not move the fire ring.
- Propane grills and propane are provided for our yurt and treehouse guests.
- Yurt and Treehouse guests may not bring their own grill.
- Grills, hotplates, and camp stoves are not allowed indoors.
- Tent campers may bring their own grill.
- Hot ashes or spent coals must be deposited into provided coal buckets.

## IDEMA EXPLORERS CAMP AT OTTAWA SANDS BUDGET REPORT

## REVENUE

	Units Available	Rate	Available nights	100%	65%	40%
<b>Grand Yurt with restroom (prime season April 1 - October 31)</b>				\$66,850	\$43,453	\$26,740
One (1) 30-foot sleeps 6 Weekend rate	1	\$325	50	\$16,250	\$10,563	\$6,500
One (1) 30-foot sleeps 6 Weekday rate	1	\$275	142	\$39,050	\$25,383	\$15,620
One (1) 30-foot sleeps 6 Holiday rate	1	\$525	22	\$11,550	\$7,508	\$4,620
<b>Grand Yurt with restroom (winter season November 1 - March 31)</b>				\$37,900	\$24,635	\$15,160
One (1) 30-foot sleeps 6 Weekend rate	1	\$275	42	\$11,550	\$7,508	\$4,620
One (1) 30-foot sleeps 6 Weekday rate	1	\$225	102	\$22,950	\$14,918	\$9,180
One (1) 30-foot sleeps 6 Holiday rate	1	\$425	8	\$3,400	\$2,210	\$1,360
<b>Yurts (prime season April 1 - October 31)</b>				\$205,900	\$133,835	\$82,360
Two (2) 20-foot sleeps 4 Weekend rate	2	\$275	50	\$27,500	\$17,875	\$11,000
Two (2) 20-foot sleeps 4 Weekday rate	2	\$225	142	\$63,900	\$41,535	\$25,560
Two (2) 20-foot sleeps 4 Holiday rate	2	\$425	22	\$18,700	\$12,155	\$7,480
Two (2) 16-foot sleeps 2 Weekend rate	2	\$225	50	\$22,500	\$14,625	\$9,000
Two (2) 16-foot sleeps 2 Weekday rate	2	\$200	142	\$56,800	\$36,920	\$22,720
Two (2) 16-foot sleeps 2 Holiday rate	2	\$375	22	\$16,500	\$10,725	\$6,600
<b>Yurts (winter season November 1 - March 31)</b>				\$123,400	\$80,210	\$49,360
Two (2) 20-foot sleeps 4 Weekend rate	2	\$225	42	\$18,900	\$12,285	\$7,560
Two (2) 20-foot sleeps 4 Weekday rate	2	\$200	102	\$40,800	\$26,520	\$16,320
Two (2) 20-foot sleeps 4 Holiday rate	2	\$375	8	\$6,000	\$3,900	\$2,400
Two (2) 16-foot sleeps 2 Weekend rate	2	\$200	42	\$16,800	\$10,920	\$6,720
Two (2) 16-foot sleeps 2 Weekday rate	2	\$175	102	\$35,700	\$23,205	\$14,280
Two (2) 16-foot sleeps 2 Holiday rate	2	\$325	8	\$5,200	\$3,380	\$2,080
<b>Grand Treehouse with restroom (prime season April 1 - October 31)</b>				\$80,220	\$52,143	\$32,088
One (1) treehouse sleeps 6 Weekend rate	1	\$390	50	\$19,500	\$12,675	\$7,800
One (1) treehouse sleeps 6 Weekday rate	1	\$330	142	\$46,860	\$30,459	\$18,744
One (1) treehouse sleeps 6 Holiday rate	1	\$630	22	\$13,860	\$9,009	\$5,544
<b>Grand Treehouse with restroom (winter season November 1 - March 31)</b>				\$45,480	\$29,562	\$18,192
One (1) treehouse sleeps 6 Weekend rate	1	\$330	42	\$13,860	\$9,009	\$5,544
One (1) treehouse sleeps 6 Weekday rate	1	\$270	102	\$27,540	\$17,901	\$11,016
One (1) treehouse sleeps 6 Holiday rate	1	\$510	8	\$4,080	\$2,652	\$1,632
<b>Treehouses (prime season April 1 - October 31)</b>				\$123,540	\$80,301	\$49,416
One (1) treehouse sleeps 4 Weekend rate	1	\$330	50	\$16,500	\$10,725	\$6,600
One (1) treehouse sleeps 4 Weekday rate	1	\$270	142	\$38,340	\$24,921	\$15,336
One (1) treehouse sleeps 4 Holiday rate	1	\$510	22	\$11,220	\$7,293	\$4,488
One (1) treehouse sleeps 2 Weekend rate	1	\$270	50	\$13,500	\$8,775	\$5,400
One (1) treehouse sleeps 2 Weekday rate	1	\$240	142	\$34,080	\$22,152	\$13,632
One (1) treehouse sleeps 2 Holiday rate	1	\$450	22	\$9,900	\$6,435	\$3,960
<b>Treehouses (winter season November 1 - March 31)</b>				\$74,040	\$48,126	\$29,616
One (1) treehouse sleeps 4 Weekend rate	1	\$270	42	\$11,340	\$7,371	\$4,536
One (1) treehouse sleeps 4 Weekday rate	1	\$240	102	\$24,480	\$15,912	\$9,792
One (1) treehouse sleeps 4 Holiday rate	1	\$450	8	\$3,600	\$2,340	\$1,440
One (1) treehouse sleeps 2 Weekend rate	1	\$240	42	\$10,080	\$6,552	\$4,032
One (1) treehouse sleeps 2 Weekday rate	1	\$210	102	\$21,420	\$13,923	\$8,568
One (1) treehouse sleeps 2 Holiday rate	1	\$390	8	\$3,120	\$2,028	\$1,248
<b>Tent sites- non-outfitted (prime season April 1 - October 31)</b>				\$75,800	\$49,270	\$30,320
Ten (10) tent camping sites Weekend rate	10	\$40	50	\$20,000	\$13,000	\$8,000
Ten (10) tent camping sites Weekday rate	10	\$30	142	\$42,600	\$27,690	\$17,040
Ten (10) tent camping sites Holiday rate	10	\$60	22	\$13,200	\$8,580	\$5,280
<b>Tent sites- non-outfitted(winter season November 1 - March 31)</b>				\$45,600	\$29,640	\$18,240

Ten (10) tent camping sites Weekend rate	10	\$30	42	\$12,600	\$8,190	\$5,040
Ten (10) tent camping sites Weekday rate	10	\$30	102	\$30,600	\$19,890	\$12,240
Ten (10) tent camping sites Holiday rate	10	\$30	8	\$2,400	\$1,560	\$960
<b>Sales / Misc.</b>				<b>\$9,280</b>	<b>\$6,032</b>	<b>\$3,712</b>
Visitors Bureau Assessment		2%		\$17,575	\$11,423	\$7,030
prepackaged firewood bundles	1040	\$7		\$7,280	\$4,732	\$2,912
Welcome center merchandise				\$2,000	\$1,300	\$800
<b>Revenues Total</b>				<b>\$888,010</b>	<b>\$577,207</b>	<b>\$355,204</b>

**EXPENSE**

<b>PERSONNEL</b>	<b>hours</b>	<b>rate</b>		<b>100%</b>	<b>65%</b>	<b>40%</b>
Housekeeping staff (12 hrs/day)	4380	\$16.12		\$70,606	\$70,606	\$70,606
Seasonal Supervisor (23 hrs/week)	1200	\$19.24		\$23,088	\$23,088	\$23,088
Administrative in Welcome Center(4 hrs/ day)	1460	\$16.12		\$23,535	\$23,535	\$23,535
Payroll fringe/benefits/taxes				\$10,058	\$10,058	\$10,058
Employee uniforms				\$380	\$380	\$380
CPR training				\$140	\$140	\$140
After hours on-call stipend	265	\$45.00		\$11,925	\$11,925	\$11,925
<b>Personnel Total</b>				<b>\$139,733</b>	<b>\$139,732</b>	<b>\$139,732</b>
<b>UTILITIES</b>						
Water				\$9,000	\$5,850	\$3,600
Septic pumping				\$1,000	\$500	\$500
Communications/Internet (Starlink)				\$6,504	\$6,504	\$6,504
Camp phone / after-hours phone				\$600	\$600	\$600
Garbage Service				\$3,000	\$2,000	\$2,000
Propane (Welcome Center)				\$1,800	\$1,800	\$1,800
Electricity				\$10,000	\$6,500	\$4,000
<b>Utilities Total</b>				<b>\$31,904</b>	<b>\$23,754</b>	<b>\$19,004</b>
<b>EXPENSES</b>						
Marketing				\$2,500	\$2,500	\$2,500
Visitors Bureau assessment		2%		\$17,575	\$11,423	\$7,030
Supplies (Janitorial, hotel soap, coffee, notepads)				\$20,000	\$13,000	\$8,000
IT supplies				\$1,500	\$1,500	\$1,500
Welcome Baskets (\$15 per 2 day stay)				\$21,900	\$14,235	\$8,760
Bottled Water				\$4,000	\$2,600	\$1,600
Propane tanks				\$7,200	\$4,680	\$2,880
Repairs				\$3,500	\$2,500	\$2,500
Linens				\$30,000	\$19,500	\$12,000
Firewood bundles (\$4.75 each)	1040	\$4.75		\$4,940	\$3,211	\$1,976
Welcome center merchandise				\$1,000	\$650	\$400
Permitting fees				\$100	\$100	\$100
<b>Expenses Total</b>				<b>\$114,215</b>	<b>\$75,899</b>	<b>\$39,716</b>
<b>REVENUES</b>				<b>\$888,010</b>	<b>\$577,207</b>	<b>\$355,204</b>
<b>EXPENDITURES</b>				<b>\$285,851</b>	<b>\$239,386</b>	<b>\$198,452</b>
<b>AVAILABLE BALANCE (contingency)</b>				<b>\$602,159</b>	<b>\$337,821</b>	<b>\$156,752</b>
Contingency set aside annually for maintenance and improvements				\$50,000	\$50,000	\$50,000
Remaining balance				\$552,159	\$287,821	\$106,752

Prime Holidays include Memorial Day (4 days) Independence Day (4 days) Coast Guard Festival (10 days) Labor Day (4 days)

Winter Holidays include Thanksgiving (2 days) Christmas (2 days) New Years (2 days) Valentine's (1 day) Easter (1 day)

\*2 day minimum on all holidays except Valentine's Day and Easter

Weekends include Friday and Saturday nights

# Action Request

Electronic Submission – Request # 388



Ottawa County Parks &  
Recreation Commission

**Committee:** Parks Board

**Meeting Date:** 9/18/2024

**Vendor/3<sup>rd</sup> Party:** SEPTEMBER 2024 GRANT STATUS REPORT

**Requesting Department:** PARKS AND RECREATION

**Submitted By:** AARON BOBBYL-MAST

**Agenda Item:** 10B SEPTEMBER 2024 GRANT STATUS REPORT

**Suggested Motion:**

Information only.

**Summary of Request:**

Report attached.

**Financial Information:**

Total Cost: \$0.00

Parks Fund Cost: \$0.00

Included in Budget:

If not included in Budget, recommended funding source:

**Action is Related to an Activity Which Is: Non-Mandated**

**Action is Related to Strategic Plan:**

Goal 4: To Continually Improve the County's Organization and Services.

Objective:

**Administration:**

Recommended by Parks Director:

**Committee/Governing/Advisory Board Approval Date:**



This document is meant to summarize the status of pending grant applications and active grants.

### • Pending Grant Applications

#### Land and Water Conservation Fund (LWCF): 2024 Development Grants

- **Project:** Upper Macatawa Natural Area – Greenway Trailhead (Grant #: LW24-0025)
- **Request Amount:** \$347,500
- **Parks Commission Action:** **UPDATE**
- **Status:** **Grant Application Scores Anticipated**
- **Update:** After a Michigan Natural Resources Trust Fund grant application for a planned modern restroom and related amenities project for the 84<sup>th</sup> Avenue entrance of the Upper Macatawa Natural Area was unsuccessful, staff determined that it would be a competitive project for a LWCF grant application. This grant will help fund sustainable and universal design features. A grant application was submitted at the end of March and grant application scores are now anticipated to be received this month. Since engineering costs can be a reimbursable item before a grant application is approved, engineering is moving ahead to continue to make progress on this project.

#### LWCF: 2024 Development Grants with the MDNR

- **Project:** Idema Explorers Trail – Bass River Segment Phase 1 (Grant #: Unknown)
- **Request Amount:** \$750,000
- **Parks Commission Action:** **UPDATE**
- **Status:** **Grant Application Scores Anticipated**
- **Update:** An operating agreement is now in place with the MDNR that allows us to design, construct, and operate the Bass River Segment of the Idema Explorers Trail. With this agreement in place, Parks staff has been coordinating with MDNR staff on securing additional funding to construct the trail. Three grants have previously been made available to assist with trail design. In consultation with the MDNR staff, it was determined that Phase 1 of this segment would be a competitive LWCF project and that the MDNR would be the most suitable applicant as they are allowed to request a larger grant amount. Parks staff assisted the MDNR with completing this grant application and it was submitted by the end of March. Grant application scores are now anticipated to be received this month. Eng, Inc has been retained for engineering, which is underway for Phase I (of 4) of the Bass River Segment.

#### Michigan Natural Resources Trust Fund (MNRTF): 2024 Development Grants

- **Project:** Idema Explorers Trail -- Eastmanville Connector Project (Grant #: TF24-0045)
- **Request Amount:** \$400,000
- **Parks Commission Action:** **UPDATE**
- **Status:** **Grant Application Scores Anticipated**
- **Update:** Since 2018, Parks staff have been actively working to engineer and identify funding for the Idema Explorers Trail - Eastmanville Connector project which would connect Eastmanville Bayou Open Space to neighborhoods in northeast Allendale Township. Because of the project's natural features access and its location within a Census urbanized area boundary, Parks staff believe that it would be a competitive MNRTF grant project. The application was approved for submission on March 12 by the Board of Commissioners and was submitted at the end of March. Grant application scores are now anticipated to be received this month.

Coastal Zone: 2024 Acquisition Grants

- **Project:** Rosy Mound Expansion
- **Request Amount:** \$500,000 (\$100,000 for the Ottawa County Parks and Recreation Commission or OCPRC)
- **Parks Commission Action:** **UPDATE**
- **Status:** **Grant Application Pending**
- **Update:** In February, MNRTF staff approached Parks staff with an opportunity for additional funding for the Rosy Mound Expansion project through the federally funded Coastal Zone program, which is managed by the Michigan Department of Great Lakes, Environment, and Energy (EGLE). The Coastal Zone program is limited to communities directly along or near Great Lakes shoreline and this 2024 acquisition funding only recently became available. The Rosy Mound Expansion project was the only project that fit the grant requirements. EGLE staff are preparing an application and handling communications with federal staff. Under this arrangement, the amount of funds provided by the MNRTF would be reduced by \$400,000 and the Parks amount by \$100,000. This funding comes with some additional steps that were completed and provided to EGLE staff, including an updated appraisal according to federal standards. It is anticipated this funding would become available near the end of this year. It now appears that this funding will be provided directly to the Trust Fund but will reduce the match amount that is required by Ottawa County Parks.

MNRTF: 2023 Acquisition Grants

- **Project:** Rosy Mound Expansion Phase II (Grant #: TF23-0030)
- **Request Amount:** \$1,642,000
- **Parks Commission Action:** **UPDATE**
- **Status:** **Grant Recommended**
- **Update:** An application to assist with the purchase of land adjacent to Rosy Mound Natural Area in Grand Haven Township has been submitted. On December 13, 2023, the Michigan Natural Resource Trust Fund Board recommended this grant for funding. Since due diligence is already underway through the Phase I Expansion, the next step for this grant will be appropriation by the Michigan Legislature sometime in the near future.

MNRTF: 2023 Development Grant for Holland Township

- **Project:** Middle Macatawa Improvements (Grant #: TBD)
- **Request Amount:** \$300,000
- **Parks Commission Action:** **UPDATE**
- **Status:** **Grant Recommended/Engineering Underway**
- **Update:** The Board of Commissioners awarded \$906,000 of American Rescue Plan Act funding for improvements to the Macatawa Greenway between Hawthorn Pond and Upper Macatawa Natural Area in collaboration with Holland Township, the ODC Network, and possibly Zeeland Township. This includes construction of a trailhead and modern restroom at Hawthorn Pond, and development of a natural surface pathway between Ottawa County Parks land and ODC Network land east of Hawthorn Pond to Adams Street. Part of the funding plan included a proposed MNRTF development grant in 2023. Parks staff assisted with the submission of a grant application by Holland Township. On December 13, 2023, the Michigan Natural Resource Trust Fund Board recommended this grant for funding. Engineering has commenced while the project team awaits appropriation by the Michigan Legislature sometime in the near future.

Ottawa County Parks Foundation Grant

- **Project:** Rosy Mound Expansion t #: N/A)
- **Request Amount:** \$1,013,550
- **Parks Commission Action:** **APPROVAL OF GRANT AGREEMENT**
- **Status:** **Project Ongoing**
- **Update:** This grant agreement governs distribution of funds that are anticipated from the Fulfilling the Rosy Mound Vision Capital Campaign that is being undertaken by the Ottawa County Parks Foundation. These funds will help with the acquisition of 127 acres of property adjacent to Rosy Mound Natural Area, an update of the Rosy Mound Master Plan in light of this pending acquisition, and needed priority improvements to provide access and protect sensitive features. The Ottawa County Parks Foundation is now working on completing this campaign, with several grants approved or pending with institutional non-profit foundations. These grants will have formal agreements that are being overseen jointly with Parks and Foundation staff.

• **Current Grants**

Michigan Natural Resources Trust Fund (MNRTF): 2022 Acquisition Grants

- **Project:** Rosy Mound Expansion (Grant #: TF22-0039)
- **Request Amount:** \$3,291,800 (\$1,650,000 awarded)
- **Next Grant Report Due:** March 15, 2025
- **Parks Commission Action:** **UPDATE**
- **Status:** **Market Value Established**
- **Update:** With the grant agreement now in place, due diligence and, as required by the MNRTF, two appraisals have been completed. The appraisals were submitted to the Trust Fund and one appraisal has been selected as the “established market value.” A purchase agreement is nearing completion, and staff are preparing for an escrow closing. For additional information, refer to the monthly closed session report.

MNRTF: 2022 Development Grants

- **Project:** Ottawa Sands Lake Loop and Idema Explorers Connector (Grant #: TF22-0153)
- **Request Amount:** \$300,000
- **Next Grant Report Due:** March 15, 2025
- **Parks Commission Action:** **UPDATE**
- **Status:** **Construction Underway**
- **Update:** This grant will help fund the 1.6-mile paved loop around the mining lake, day-use parking area, paved trail connection to North Shore Drive, and wayfinding and trailhead improvements along the Idema Explorers connector route in Ferrysburg. Construction is underway and nearly completed except for finishing elements.

Land and Water Conservation Fund 2022 (LWCF)

- **Project:** Ottawa Sands Day-Use Restroom (Grant #: LW22-0037)
- **Request Amount:** \$242,900
- **Next Grant Report Due:** March 15, 2025
- **Parks Commission Action:** **UPDATE**
- **Status:** **Construction Underway**
- **Update:** This grant will help fund development of a modern restroom at the day-use area at Ottawa Sands in Ferrysburg. Construction is now underway.



Fisheries Habitat Grant Program 2022

- **Project:** Ottawa Sands Lake Nearshore Habitat Enhancements (Grant #: FH22-0002)
- **Request Amount:** \$142,800
- **Next Grant Report Due:** December 11, 2024
- **Parks Commission Action:** **UPDATE**
- **Status:** **Construction Underway.**
- **Update:** This grant will match Sustain Our Great Lakes grant funding for a project underway at Ottawa Sands, which includes enhancements of 2,500' of the Ottawa Sands mining lake shoreline, construction of 6 acres of dunal wetland at Ottawa Sands, acquisition of a property to expand Stearns Creek (completed), and invasive species management at Stearns Creek. GEI and Jackson Merkey are under contract to design and implement this project at Ottawa Sands. Parks staff and GEI have assembled an advisory team for the design process. The fisheries grant would match the shoreline habitat improvements. Construction is nearly complete with planting ongoing.

Michigan Department of Natural Resources (MDNR) Recreational Improved Fund (RIF)

- **Project:** Idema Explorers Trail Bass River Segment
- **Next Grant Report Due:** N/A
- **Request Amount:** \$50,000
- **Parks Commission Action:** **UPDATE**
- **Status:** **Project Design**
- **Update:** An operating agreement is now in place with the MDNR that allows us to design, construct, and operate the Bass River Segment of the Idema Explorers Trail. With this agreement in place, Parks staff has been coordinating with MDNR staff on securing additional funding to construct the trail. Two grants have been made available to assist with trail design, including this \$50,000 RIF grant. Eng, Inc has been retained for engineering, which is underway for Phase I (of 4) of the Bass River Segment. A grant extension is in process and a portion of this grant could be used to commence work on Phase II Design.

Michigan Department of Natural Resources (MDNR) Cooperative Agreement 2

- **Project:** Idema Explorers Trail Bass River Segment
- **Next Grant Report Due:** N/A
- **Request Amount:** \$715,000
- **Parks Commission Action:** **UPDATE**
- **Status:** **Project Design**
- **Update:** An operating agreement is now in place with the MDNR that allows us to design, construct, and operate the Bass River Segment of the Idema Explorers Trail. With this agreement in place, Parks staff has been coordinating with MDNR staff on securing additional funding to construct the trail. Three grants have been made available to assist with trail design, including \$715,000 in funding through this cooperative agreement. Eng, Inc has been retained for engineering, which is underway for Phase I (of 4) of the Bass River Segment.

Michigan Department of Natural Resources (MDNR) Cooperative Agreement 1

- **Project:** Idema Explorers Trail Bass River Segment
- **Next Grant Report Due:** N/A
- **Request Amount:** \$75,000
- **Parks Commission Action:** **UPDATE**
- **Status** **Project Design**
- **Update:** An operating agreement is now in place with the MDNR that allows us to design, construct, and operate the Bass River Segment of the Idema Explorers Trail. With this agreement in place, Parks staff has been coordinating with MDNR staff on securing additional funding to construct the trail. Two grants have been made available to assist with trail design, including \$75,000 in funding through this cooperative agreement. Eng, Inc has been retained for engineering, which is underway for Phase I (of 4) of the Bass River Segment.

MNTRF Acquisition Grant 2020

- **Project:** Bend Area Expansion Phase III (Grant #: TF20-0175)
- **Grant Amount:** \$504,700
- **Next Grant Report Due:** March 15, 2025
- **Parks Commission Action:** **UPDATE**
- **Status:** **Negotiations Ongoing**
- **Update:** This grant will help fund a 194-acre expansion of the Bend Area in Georgetown Township. More information about the status of this complex acquisition is available in the closed session report. The grant project agreement expires on November 30, 2024. On November 3, 2023, a market value was established by the Trust Fund and negotiations with the landowner are continuing. Additional detail on the project status is available in the monthly closed session report.

MNTRF Development Grant 2021

- **Project:** Kirk Park Renovation (Grant #: TF21-0139)
- **Grant Amount:** \$237,000
- **Next Grant Report Due:** N/A
- **Parks Commission Action:** **UPDATE**
- **Status:** **Construction Underway on Restroom, Septic Field, and Playground**
- **Update:** This grant will help fund renovations of the restroom, replacement and relocation of the playground and trailhead amenities at Kirk Park. Construction on the restroom renovation, septic field, and playground is nearly complete and a reimbursement request will be submitted by the end of 2024.

MNTRF Development Grant 2021

- **Project:** Idema Explorers Trail – Stearns Bayou Connector (Grant #: TF21-0039)
- **Grant Amount:** \$300,000
- **Next Grant Report Due:** March 15, 2025
- **Parks Commission Action:** **UPDATE**
- **Status:** **Construction Underway (Grant Extension in Process)**
- **Update:** This grant will help fund the construction of a 2.4-mile segment of the Idema Explorers Trail in Robinson Township, including a major addition to the north side of the Green Street bridge over Stearns Bayou. A contractor has been secured for this project and has been approved by Trust Fund staff. Construction is underway.

National Fish and Wildlife Foundation (NFWF) 2022 National Coastal Resilience Fund (NCRF)

- **Project:** Design work for Shoreline and Wetland Restoration/Enhancements at Harbor Island and Ottawa Sands
- **Request Amount:** \$275,000
- **Next Grant Report Due:** October 27, 2024
- **Parks Commission Action:** **UPDATE**
- **Status:** **Project Underway**
- **Update:** On December 12, the Board of Commissioners approved the contract with NFWF for this grant to fund restoration design at Ottawa Sands and Harbor Island and will soon be submitted to NFWF for processing. Given this project involves Harbor Island, the City of Grand Haven will be a close project partner. A team of consultants led by GEI has been retained and work has started on-site assessments and natural features inventories.

Ottawa County ARPA Grant 2022

- **Project:** Ottawa Sands Phase I Improvements (Grant #: N/A)
- **Grant Amount:** \$3,400,000
- **Parks Commission Action:** **UPDATE**
- **Status:** **Construction**
- **Update:** This grant will help fund the construction of various elements at the Ottawa Sands, matching funding from the Bea and Bill Idema Family Foundation, MNRTF, LWCF, Sustain Our Great Lakes, and Parks Millage. These improvements include the Idema Explorers Camp and access drive and utilities, day-use parking area and restroom, kayak launch at the Sag, a 1.6-mile paved loop around the mining lake, the Idema Explorers Connector to North Shore Drive, and other trail connections within the park. This funding is already being utilized to assist with current improvements underway at the site, including the kayak launch, renovation of the welcome center, and the Idema Explores Camp.

Ottawa County ARPA Grant 2022

- **Project:** Idema Explorers Trail – ARPA Projects (Grant #: N/A)
- **Grant Amount:** \$2,000,000
- **Parks Commission Action:** **UPDATE**
- **Status:** **Construction Underway**
- **Update:** This grant will help fund the construction of segments of the Idema Explorers Trail in western and central Ottawa County (Allendale and Robinson townships). This includes the 2.4-mile Stearns Bayou Connector segment, for which construction with underway, and portions of the Bass River Segment through Riverside Park and the Bass River State Recreation Area (mileage to be determined). Next phase design work on the western portion of the Bass River Segment is underway.



Ottawa County ARPA Grant 2022

- **Project:** Middle Macatawa Trail System & Amenities (Grant #: N/A)
- **Grant Amount:** \$906,000
- **Parks Commission Action:** **UPDATE**
- **Status:** **Project Design/Securing Additional Grant Matching Funding**
- **Update:** This grant will fund improvements to the Macatawa Greenway between Hawthorn Pond and Upper Macatawa Natural Area in collaboration with Holland Township, the ODC Network, and possibly Zeeland Township. This includes construction of a trailhead and modern restroom at Hawthorn Pond, development of a natural surface pathway between Ottawa County Parks land and ODC Network land east of Hawthorn Pond to Adams Street. An additional project for this grant includes development of a modern restroom with mountain biking amenities at the 84<sup>th</sup> Avenue lot of the Upper Macatawa Natural Area in Zeeland Township. Staff is working with stakeholders on project design and securing additional grant funds. Construction is currently targeted for 2024.

Michigan Department of Transportation (MDOT) Transportation Alternatives Program (TAP)

- **Project:** Idema Explorers Trail – Stearns Bayou Connector (Grant #: 2020039)
- **Conditional Commitment Amount:** \$3,428,238
- **Next Grant Report Due:** N/A
- **Parks Commission Action:** **UPDATE**
- **Status:** **Construction Underway**
- **Update:** This grant will help fund the construction of a 2.4-mile segment of the Idema Explorers Trail in Robinson Township, including a major addition to the north side of the Green Street bridge over Stearns Bayou. After the bids came in over construction estimate, the TAP grant amount was increased. Construction is underway.

Hope College Andrew W. Mellon Foundation Grant

- **Project:** Art in the Parks (Grant #: N/A)
- **Grant Amount:** \$33,500
- **Next Grant Report Due:** N/A
- **Parks Commission Action:** **UPDATE**
- **Status:** **Project Ongoing**
- **Update:** This grant is funding a collaboration with the Hope College Humanities Department to solicit input from residents and stakeholders and determine if arts-based programming could help improve park usage in the southwestern portion of the county. The grant steering committee completed the focus groups, and a summary of the final Frost Center report will be shared at an upcoming Parks Commission meeting. The committee has invited Encompass Socio-ecological Consulting to assist with program recommendations, which should be completed soon.

Bill and Bea Idema Family Foundation Grant

- **Project:** Ottawa Sands – Idema Explorers Camp (Grant #: N/A)
- **Request Amount:** \$2,500,000
- **Next Grant Report Due:** Fall 2024.
- **Parks Commission Action:** **UPDATE**
- **Status:** **Construction**
- **Update:** This grant will help fund the construction of various elements at Ottawa Sands, matching funding from Ottawa County ARPA funds, MNRTF, LWCF, Sustain Our Great Lakes, and Parks Millage. These improvements include the Idema Explorers Camp and access drive and utilities, kayak launch at the Sag, day-use parking area and amenities, and the Idema Explorers Connector to North Shore Drive. This funding is already being utilized to assist with current improvements underway at the site, including the kayak launch, renovation of the welcome center, and the Idema Explores Camp. A grant report was provided to the Foundation in Spring 2024.

Ottawa County Parks Foundation Grant

- **Project:** Grand River Greenway (Grant #: N/A)
- **Request Amount:** \$6,815,000
- **Next Grant Report Due:** N/A
- **Parks Commission Action:** **UPDATE**
- **Status:** **Project Ongoing**
- **Update:** This grant agreement governs distribution of funds for the Grand River Greenway project. These funds will help to complete the 36.5-mile-long Idema Explorers Trail and core Greenway property acquisitions. The Ottawa County Parks Foundation holds most funds donated to this project, including numerous grants with formal agreements that are being overseen jointly with Parks and Foundation staff. Some of these grants are now closed (e.g. Wege Foundation and Frey Foundation) and some are still in process (e.g., Secchia Family Foundation).

Ottawa County Parks Foundation Grant

- **Project:** Staffing Support Grant (Grant #: N/A)
- **Request Amount:** \$260,000
- **Next Grant Report Due:** September 30, 2024
- **Parks Commission Action:** **UPDATE**
- **Status:** **Staff Member On-Board**
- **Update:** This 3-year grant will fund the addition of staffing capacity to Parks Foundation fund-raising efforts. A position is being created that will focus on evolving the Foundation’s “major gifts” program, which intensive time and effort to implement. The grant agreement was approved by the Board of Commissioners in December and the position was approved in January. The coordinator is working on various fund development projects, especially the Fulfilling the Rosy Mound Vision Campaign.



*Sustain Our Great Lakes (SOGL) Grant 2022*

- **Project:** Restoring Coastal Wetlands for Birds and People in the Grand River Coastal Corridor (Grant #: N/A)
- **Request Amount:** \$400,000
- **Next Grant Report Due:** November 1, 2024
- **Parks Commission Action:** **UPDATE**
- **Status:** **Construction Underway**
- **Update:** This grant will help fund enhancements of 6,000' of the Ottawa Sands mining lake shoreline, construction of 4 acres of dunal wetland at Ottawa Sands, acquisition of a property to expand Stearns Creek (completed), and invasive species management at Stearns Creek. GEI and Jackson Markey are under contract to design and implement this project at Ottawa Sands. Parks staff and GEI have assembled an advisory team for the design process. Construction is nearly complete with planting ongoing.

# Action Request

Electronic Submission – Request # 396



Ottawa County Parks &  
Recreation Commission

**Committee:** Parks Board

**Meeting Date:** 9/18/2024

**Vendor/3<sup>rd</sup> Party:** MONTHLY VISITATION REPORT

**Requesting Department:** PARKS AND RECREATION

**Submitted By:** AARON BOBBYL-MAST

**Agenda Item:** 10C DRAFT OCPRC MONTHLY VISITATION REPORT

**Suggested Motion:**

Information only.

**Summary of Request:**

Report attached.

**Financial Information:**

Total Cost: \$0.00

Parks Fund Cost: \$0.00

Included in Budget:

If not included in Budget, recommended funding source:

**Action is Related to an Activity Which Is: Non-Mandated**

**Action is Related to Strategic Plan:**

Goal 4: To Continually Improve the County's Organization and Services.

Objective:

**Administration:**

Recommended by Parks Director:

**Committee/Governing/Advisory Board Approval Date:**

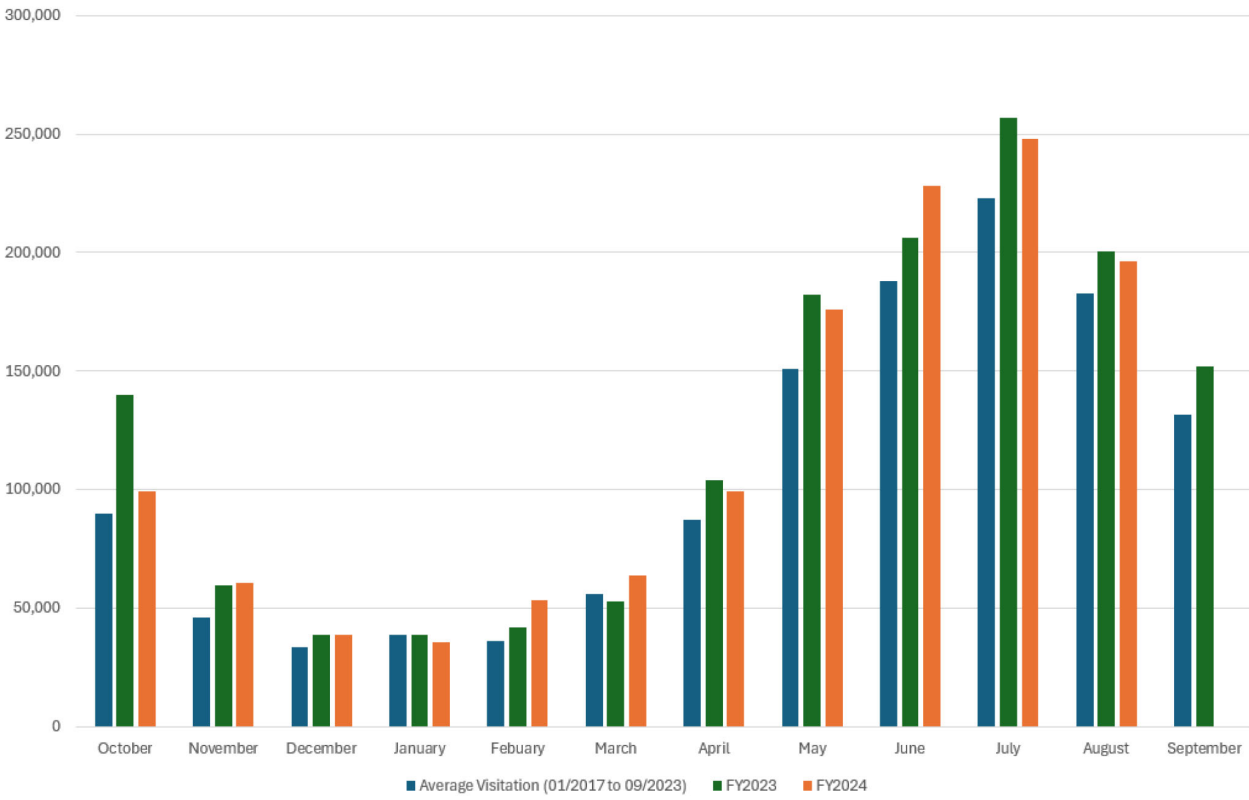


**Ottawa County Parks and Recreation Commission**  
**Draft** Visitation Monthly Report (*Informational Purposes Only*)  
August 2024





**Ottawa County Parks and Recreation Commission  
Total Parks Monthly Visitation (According to Placer.ai) -  
Fiscal Year 2024 vs Average & Fiscal Year 2023**

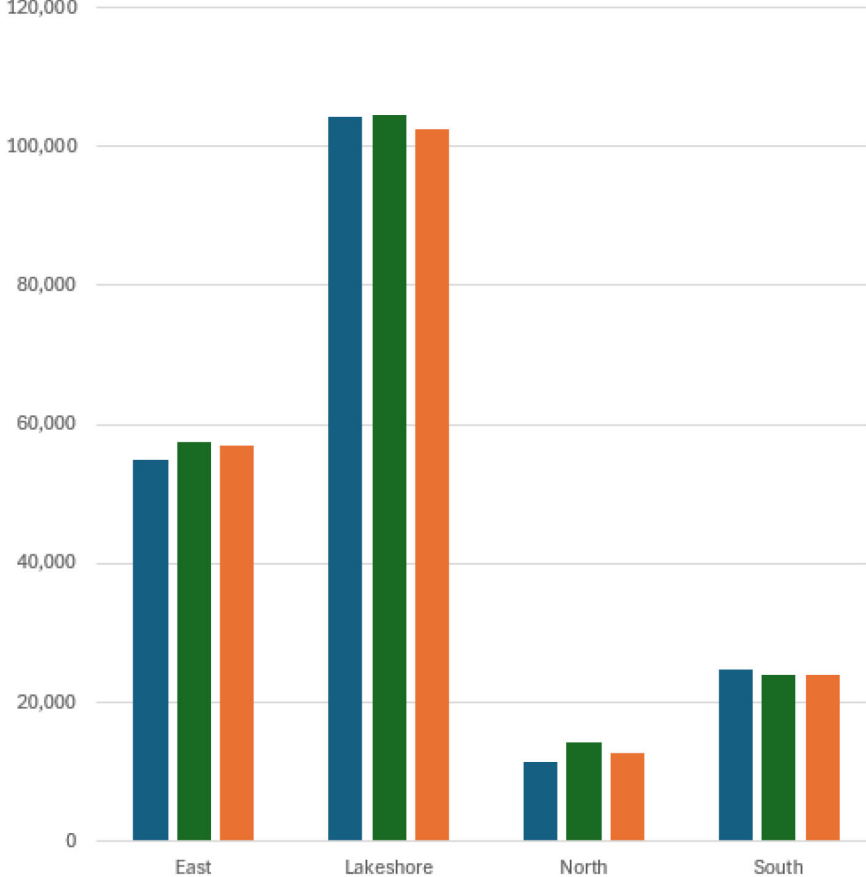


- **FY 2024 Total Visits to-date: 1,298,812**
- **Average Visits to-date: 1,131,402**
- **FY 2023 Total Visits through August: 1,321,329**

Location	Average Monthly Visits for Aug*	Aug 2017 (for Reference)	Aug 2024 Visits (Yellow Highlight for Above Average)	Change from Average	% Above/Below Average	Highest Aug Visit Total & Year
Adams Street Landing	696	213	663	-33	-4.78%	1,200 2020
Bend Area	2,625		2,700	75	2.86%	3,200 2022
Connor Bayou	1,871	1,800	1,800	-71	-3.82%	2,200 2019
Crockery Creek	705	101	541	-164	-23.26%	1,300 2022
Deer Creek	440	124	1,100	660	149.84%	1,100 2024
Eastmanville Bayou	1,387	857	2,300	913	65.86%	2,300 2024
Eastmanville Farm	1,414	1,600	1,400	-14	-1.01%	1,700 2023
Grand Ravines	21,729	13,900	24,100	2,371	10.91%	26,900 2020
Grand River Open Space	681	334	1,100	419	61.53%	1,100 2020; 2024
Grand River Park	3,200	2,400	5,100	1,900	59.38%	5,100 2023; 2024
Grose Park	3,900	1,400	3,400	-500	-12.82%	4,900 2018; 2020
Hager Park	17,429	14,000	15,600	-1,829	-10.49%	21,100 2019
Hemlock Crossing/Pine Bend	4,443	6,400	4,600	157	3.54%	6,400 2017
Hiawatha Forest	842	843	1,100	258	30.57%	1,300 2022
HOBS - Black Lake Boardwalk East	2,614	2,900	2,300	-314	-12.02%	3,600 2020
HOBS - Black Lake Boardwalk West	4,386	3,100	6,400	2,014	45.93%	6,400 2024
HOBS - Mt. Pisgah	9,729	8,700	7,300	-2,429	-24.96%	11,400 2020
Idema Explorers Trail - Jenison Mill Segment (all visits)	592		528	-64	-10.81%	592 2023
Jubb Bayou	144	0	56	-88	-61.03%	341 2018
Kirk Park	12,986	10,200	14,700	1,714	13.20%	15,900 2021
Kouw Park	2,000		2,700	700	35.00%	2,700 2024
North Beach Park	15,343	14,800	7,700	-7,643	-49.81%	21,200 2018
North Ottawa Dunes	1,062	678	1,700	638	60.12%	1,700 2024
Olive Shores	2,729	2,300	3,500	771	28.27%	3,800 2020
Ottawa Sands	2,720				0.00%	3,000 2020; 2023
Paw Paw East	2,743	2,700	2,800	57	2.08%	3,700 2020
Paw Paw West	1,884	847	1,600	-284	-15.09%	5,000 2018
Pigeon Creek Park	2,800	2,700	3,200	400	14.29%	3,500 2020
Pigeon Forest	344	256	256	-88	-25.52%	542 2022
Riley Trails	6,529	6,100	6,100	-429	-6.56%	7,800 2018
Riverside Park	2,843	1,600	3,400	557	19.60%	3,900 2020
Rosy Mound	8,400	7,900	7,300	-1,100	-13.10%	11,600 2020
Spring Grove	6,900	7,100	6,000	-900	-13.04%	10,400 2020
Stearns Creek	615		477	-138	-22.41%	931 2023
Tunnel Park	32,671	28,700	36,000	3,329	10.19%	40,300 2023
Upper Macatawa Natural Area	4,043	3,300	3,300	-743	-18.37%	5,200 2020
Van Buren Street Dunes	509		479	-30	-5.85%	627 2020
Windsnest Park	9,700		12,800	3,100	31.96%	12,800 2024
<b>Totals</b>	<b>205,608</b>	<b>147,853</b>	<b>196,100</b>	<b>-9,508</b>	<b>-4.62%</b>	<b>211,803 2020</b>

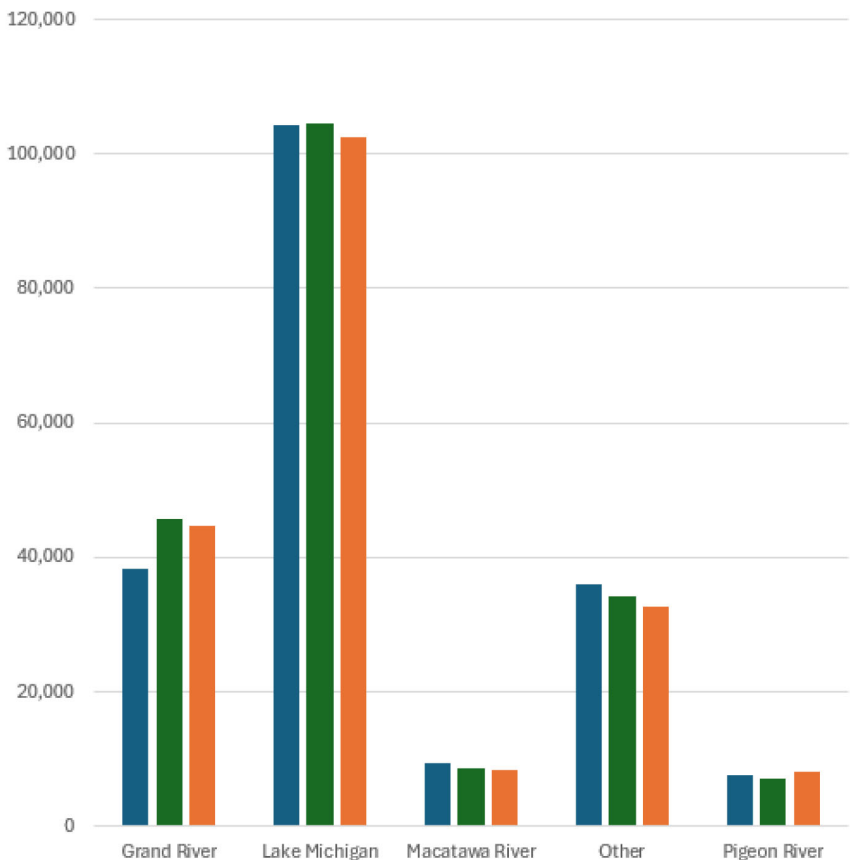
\*Based on data from June 2017 to September 2023

# August 2024 Visitation by Operational Zone according to Placer.ai Data



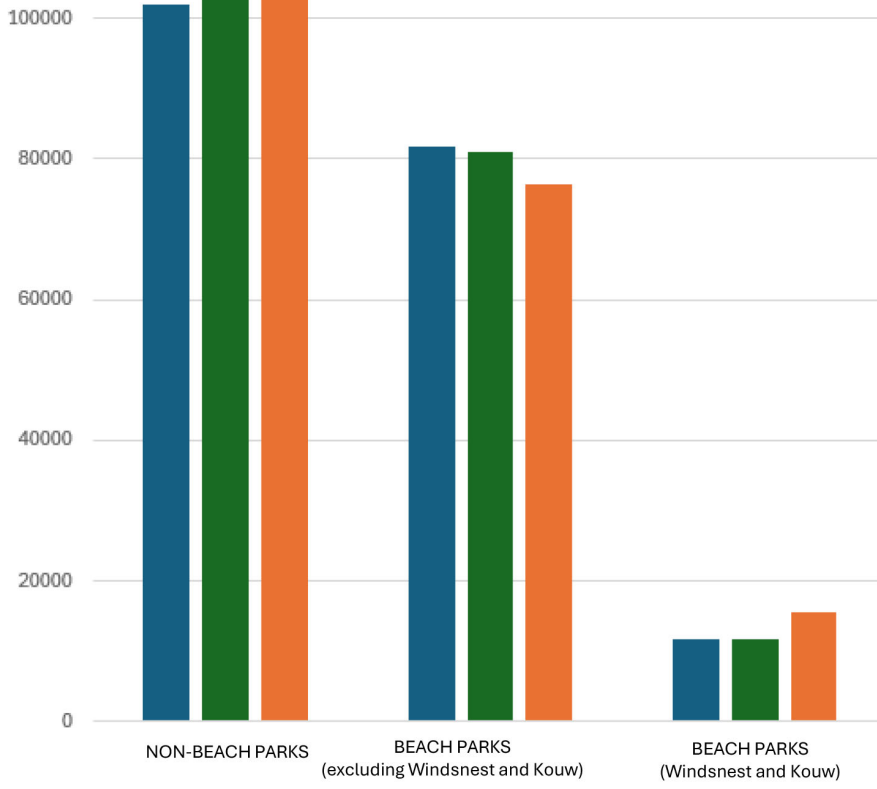
- Average Monthly Visits for June
- August 2023 Visits
- August 2024 Visits

# June 2024 Visitation by Greenway according to Placer.ai Data



120000

# June 2024 Visitation Beach Parks/Non-Beach Parks according to Placer.ai Data



 Average Monthly Visits for June

 June 2024 Visits

# Action Request

Electronic Submission – Request # 394



Ottawa County Parks &  
Recreation Commission

**Committee:** Parks Board

**Meeting Date:** 9/18/2024

**Vendor/3<sup>rd</sup> Party:** PARKS COMMISSION

**Requesting Department:** PARKS AND RECREATION

**Submitted By:** SHAMBLIN

**Agenda Item:** 11A STAFFING REQUEST AND RECLASSIFICATION ASSOCIATED WITH IMPLEMENTATION OF THE STRATEGIC PLAN

## Suggested Motion:

To approve proposed position re-classifications and the addition of new positions, to authorize the appropriation of \$194,231.21 of the Parks Millage fund balance for associated expenses, and to authorize the Parks Director to work with County Human Resources and Fiscal Services to seek approval from the Board of Commissioners.

## Summary of Request:

This request is to approve position re-classifications and the addition of new positions and to authorize the appropriation of \$194,231.21 of the Parks Millage fund balance for associated expenses. A spreadsheet is attached which outlines the estimated increase in costs. It should be noted that the proposed Coordinator of Visitor & Business Operations position will be funded through anticipated revenue from the Idema Explorers Camp. An organizational chart has been attached for reference. The organizational chart highlights the recommended reclassifications and new positions utilizing Crowe's immediate recommendations, Senior Leadership input, parks data, and input from staff, Human Resources, and Parks Commissioners.

**Background:** As the system overseen by the Ottawa County Parks and Recreation Commission (OCPRC) has grown in acreage, amenities, programming, and services over the past several decades, there have been ongoing efforts to evolve the organizational structure and staffing to best meet the needs of users. This has included previous realignments, additions, and reclassifications. These previous changes were implemented as the result of several factors, including opportunities related to changes in staff or to address other immediate needs.

In preparing for the Strategic Plan process, there had been parallel efforts to move forward with an overall organizational analysis, including an effort to retain a staffing consultant in 2022. Due to budget concerns at that time, it was determined to forego comprehensive organizational analysis and instead incorporate an organizational analysis as part of the Strategic Plan process. In the interim, senior leadership staff worked with Human Resources to facilitate a staff survey to better understand staff needs and challenges.

In 2023, the Strategic Plan Request for Proposal was released, and the proposed work plan included an organizational analysis that would help identify the most suitable organizational structure to implement the Strategic Plan, address current needs, and to possibly grow in the future if and when additional operational funding is secured. A national consulting firm, Crowe LLC, with experience in organizational assessments and staffing was retained.

The organizational analysis by Crowe was performed taking into account the previous staffing survey results, stakeholder engagements, including direct input from OCPRC staff, Commissioners, online and scientific surveys, the pending opening of the Idema Explorers Camp, visitation data, and the final mission, vision, values, and strategic priorities. These input, and particularly the staffing survey and stakeholder engagements, guided Crowe's recommendations, which included immediate and future recommendations (dependent on additional operational funding).

## Financial Information:

Total Cost: \$194,231.21

Parks Fund Cost: \$194,231.21

Included in Budget: No

If not included in Budget, recommended funding source:

**Action is Related to an Activity Which Is: Non-Mandated**

---

**Action is Related to Strategic Plan:**

---

Goal 4: To Continually Improve the County's Organization and Services.

---

Objective:

---

**Administration:**

Recommended by Parks Director:

---

**Committee/Governing/Advisory Board Approval Date:** Finance and Policy: 09/10/2024 Executive: 09/09/2024

---

Ottawa County Parks and Recreation Commission

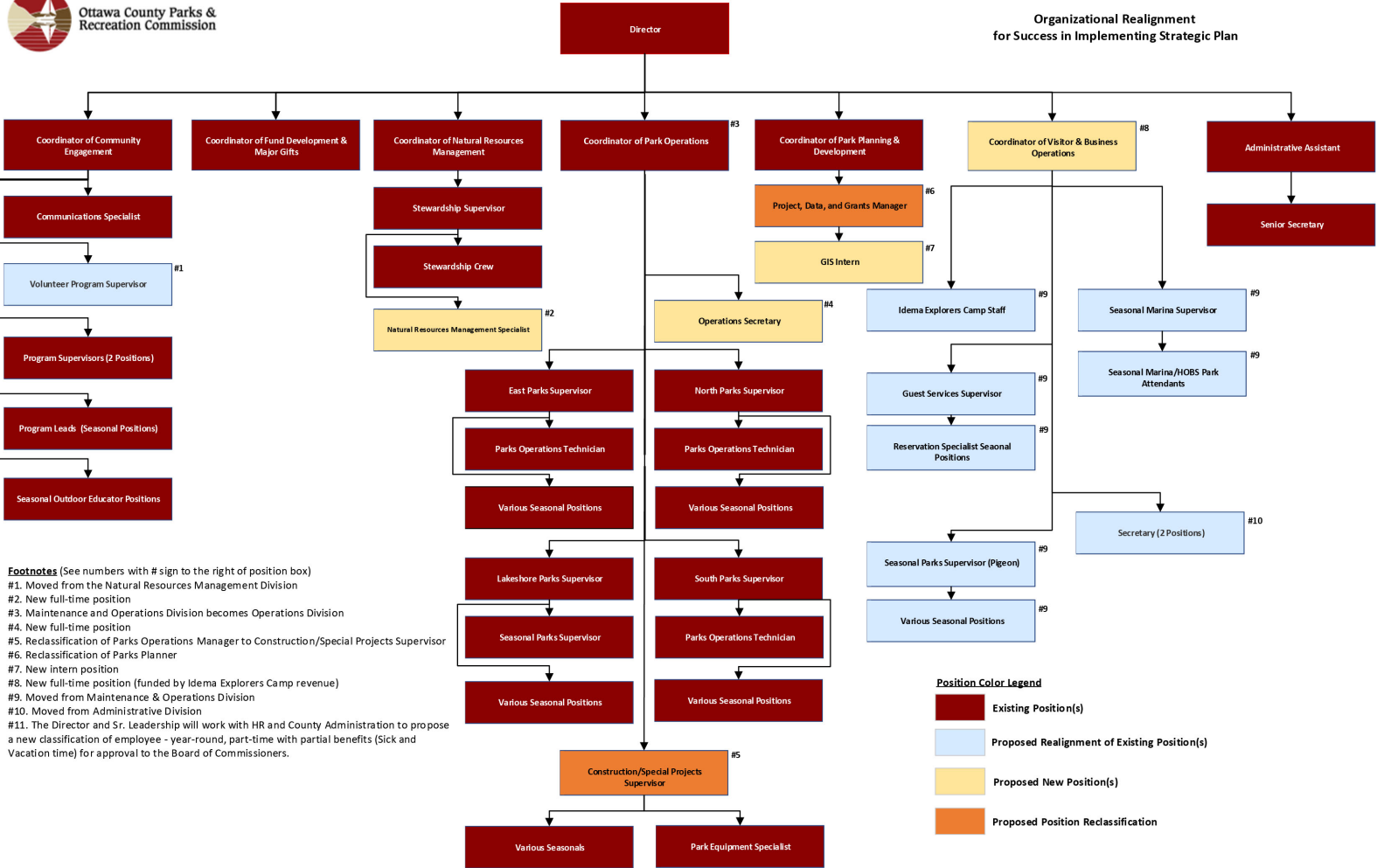
Realignment to Position Organization for Success in Implementing Strategic Plan - Cost Implications



Proposed Positions Additions/Changes	Notes	# New of Positions	Projected Wage Scale	Projected Wage	Estimated Benefits	Total Projected Cost	Total Net Cost Increase for Park Millage
Coordinator of Visitors & Business Services	Funded by Anticipated Idema Explorers Camp Revenue (est. \$285,933 in net revenue annually for 65% occupancy)	1	14	\$100,539.14	\$35,888.64	<b>\$136,427.78</b>	<b>\$0.00</b>
Project, Data, and Grants Manager	Reclassification of Parks Planner	0	12	\$9,757.00	\$3,000.00	<b>\$12,757.00</b>	<b>\$12,757.00</b>
Construction/Special Projects Supervisor	No immediate cost impact (based on reclassification of Parks Operations Manager and will eventually result in cost savings)	1	9	\$71,713.72	\$33,799.45	<b>\$105,513.17</b>	<b>\$0.00</b>
NRM Specialist		1	7	\$62,518.04	\$29,228.69	<b>\$91,746.73</b>	<b>\$91,746.73</b>
Operations Secretary		1	3	\$47,707.66	\$28,341.82	<b>\$76,049.48</b>	<b>\$76,049.48</b>
GIS Intern Position		1		\$13,680.00	\$0.00	<b>\$13,680.00</b>	<b>\$13,680.00</b>
<b>Totals (where applicable)</b>		<b>5</b>		<b>\$305,915.56</b>	<b>\$130,258.60</b>	<b>\$436,174.16</b>	<b>\$194,233.21</b>



**Organizational Realignment  
for Success in Implementing Strategic Plan**



**Footnotes** (See numbers with # sign to the right of position box)

- #1. Moved from the Natural Resources Management Division
- #2. New full-time position
- #3. Maintenance and Operations Division becomes Operations Division
- #4. New full-time position
- #5. Reclassification of Parks Operations Manager to Construction/Special Projects Supervisor
- #6. Reclassification of Parks Planner
- #7. New intern position
- #8. New full-time position (funded by Idema Explorers Camp revenue)
- #9. Moved from Maintenance & Operations Division
- #10. Moved from Administrative Division
- #11. The Director and Sr. Leadership will work with HR and County Administration to propose a new classification of employee - year-round, part-time with partial benefits (Sick and Vacation time) for approval to the Board of Commissioners.

**Position Color Legend**

- Existing Position(s)
- Proposed Realignment of Existing Position(s)
- Proposed New Position(s)
- Proposed Position Reclassification

# Action Request

Electronic Submission – Request # 395



Ottawa County Parks &  
Recreation Commission

**Committee:** Parks Board

**Meeting Date:** 9/18/2024

**Vendor/3<sup>rd</sup> Party:** PARKS FOUNDATION

**Requesting Department:** PARKS AND RECREATION

**Submitted By:** SHAMBLIN

**Agenda Item:** 11B ROSY MOUND EXPANSION OTTAWA COUNTY PARKS  
FOUNDATION PROJECT AGREEMENT

## Suggested Motion:

To approve the Rosy Mound Expansion Ottawa County Parks Foundation Project Agreement with the Ottawa County Parks Foundation or one substantially similar contingent upon review and approval by Corporation Counsel, and forward to the County Board of Commissioners. Further, the Director is instructed to fulfill the intent of the Commission in these matters.

## Summary of Request:

The Parks Commission (Commission) formally requested Ottawa County Parks Foundation (Foundation) financially support the acquisition and development of the Rosy Mound Expansion Property in December 2023 (PR 23-88) and the Foundation agreed. The Foundation was recently awarded a grant from the Grand Haven Area Community Foundation. This project is scheduled to span several years and includes funds to be held for future development phases. With that in mind, it is appropriate to formalize the roles and responsibilities between the Commission and Foundation. (attached: Draft Project agreement, Case for Support, GHACF Grant Agreement)

## Financial Information:

Total Cost: \$1,013,550.00

Parks Fund Cost: \$1,013,550.00

Included in Budget: Yes

If not included in Budget, recommended funding source:

## Action is Related to an Activity Which Is: Non-Mandated

### Action is Related to Strategic Plan:

Goal 4: To Continually Improve the County's Organization and Services.

Objective:

## Administration:

Recommended by Parks Director:

**Committee/Governing/Advisory Board Approval Date:** Finance and Policy: 09/10/2024

**Project Agreement, between  
Ottawa County Parks Foundation and  
Ottawa County Parks and Recreation Commission**

This agreement is made between Ottawa County Parks Foundation (hereafter “Foundation”) and Ottawa County, by and through its Parks Commission (hereafter “Commission”), effective: \_\_\_\_\_, 202 .

**I. Statement of Purpose:**

The Foundation’s purpose is to provide financing assistance to the Commission in the development and operation of the Ottawa County Parks System, operated by the Commission. This Agreement is intended to facilitate the financing of a particular project, described as the Rosy Mound Expansion and Phase I Development “*Fulfilling the Rosy Mound Vision*” (hereafter “Project”). A further description of the Project and projected milestones is attached as **(Exhibit A)** and incorporated herein by reference.

The total estimated cost of the Project is **\$5,980,550**. The Foundation may solicit grants and or private donations to fund a portion of this Project. The Foundation may contribute some of its own funds to the Project. The total amount of funds committed by the Foundation to this Project is \$1,013,550.00 (with no more than 1.7% for fundraising expenses and staff support totaling approximately \$100,000 being added to the overall project Detailed Budget **(Exhibit A)**). The Parks Commission will assume responsibility through its own funds or its own fundraising to finance the remaining costs of the Project or any cost overruns.

If there is a grant being received by the Foundation to fund a portion of this Project, it will be attached hereto as **(Exhibit B)** and the conditions of the grant are incorporated herein by reference and the Parks Commission agrees to spend any grant funds contributed by the Foundation to the Project according to the terms and conditions of the grant.

**II. Parks Commission’s Duties:**

The Parks Commission’s duties pursuant to this Agreement are as follows:

1. Complete the Project as described in **(Exhibit A)**.
2. To the best of its ability, complete the Project in compliance with any and all grant terms and conditions.
3. Cooperate with the Foundation and any Grantor regarding grant compliance or audit requests or procedures.

**III. Foundation Duties:**

The Foundation's duties pursuant to this Agreement are as follows:

1. Provide the grant funding at the intervals and upon the requirements stated in the grant agreement (**Exhibit B**).
2. Otherwise provide the committed funding for the Project not later than 30 days after submission by the Parks Commission of an itemized invoice.

#### **IV. Indemnification:**

The Parks Commission shall defend and indemnify and hold harmless the Foundation, its officers, directors, agents, and employees in respect of any and all claims, Injuries, losses, diminution in value, damages, liabilities, whether or not currently due, and expenses including without limitation, settlement costs and any reasonable legal or other expenses for investigating or defending any actions or threatened actions arising out of the from any actions or omissions in the Project by the Parks Commission, its officials, employees, contractors, agents, and/or assigns.

#### **V. Insurance:**

The Parks Commission shall carry appropriate workers' compensation, hazard and liability insurance coverage from the Ottawa County, Michigan Insurance Authority regarding its obligations under this Agreement and the Project.

#### **VI. Non-discrimination:**

The Parks Commission agrees to comply with applicable federal and state laws prohibiting discrimination and commits that no person shall be discriminated against on the basis of race, sex, color, religion, natural origin or ancestry, age, marital status, handicap, or Vietnam-era veteran status.

#### **VII. Amendments:**

This Agreement may be amended from time to time. However, no supplement, modification or amendment to any term, provision or condition of this Agreement shall be binding or enforceable unless executed in a signed like writing by both the Foundation and the Parks Commission.

#### **VIII. Authorized Signatures:**

The individuals signing below certify by their signatures that they are authorized to sign this Agreement on behalf of the respective parties.

OTTAWA COUNTY PARKS FOUNDATION

OTTAWA COUNTY PARKS & RECREATION  
COMMISSION

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

Ottawa County

By: \_\_\_\_\_

Joe Moss, Chairperson  
Board of Commissioners

Date

By: \_\_\_\_\_

Justin F. Roebuck, Clerk/Register

Date

# Fulfilling the Rosy Mound Vision Campaign

---

*Grand Haven Area Community Foundation | Community Impact Grant Application (Summer 2024)*

## ***Ottawa County Parks Foundation***

---

Ms. Anita Yoder  
PO Box 314  
West Olive, MI 49460

info@ottawacountyparksfoundation.org  
O: 616-215-6544

## ***Mr Aaron Bodbyl-Mast***

---

12220 Fillmore St  
West Olive, MI 49460

abodbyl-mast@miottawa.org  
O: 616-738-4689  
M: 616-499-3472

# FollowUp Form

---

## *Grant Awarded Program/Project Details*

---

### Project Title

Title of Grant Request (Current Year)

*Example: STEM Programming for 5th Graders (2022)*

Fulfilling the Rosy Mound Vision Campaign

### Amount Awarded

\$200,000.00

### Decision Date

08/22/2024

## *Terms and Conditions*

---

This Agreement is being entered into by the Foundation and the Grantee to set forth the terms and conditions of the Grant. In consideration of the Foundation making the Grant to the Grantee, the Grantee accepts all of the terms and provisions of this Agreement and the parties agree as follows:

### **I. Public Information**

Compliance with the public information requirements of the Grant Agreement is required to retain the Grant and to be eligible for possible future financial assistance from the Foundation. Please refer to Guidelines for Communicating about Your Grant.

### **II. Grant Payment**

Grant funds will be released when a signed Grant Agreement is received by the Foundation office. Please allow at least two weeks for check processing. If special conditions of the grant have been specified in Section VII below, documentation must have been received by the Foundation from Grantee evidencing Grantee's full compliance before grant funds will be distributed.

The Foundation reserves the right to discontinue, modify, or withhold any payments that might otherwise be due under the Grant, to require a refund of any unexpended Grant funds, or both, if, in the Foundation's judgment:

- 1. Grant funds have been used for purposes other than those addressed by this Agreement and/or the Application;*
- 2. Such action is necessary to comply with the requirements of any law or regulation affecting the Foundation including, but without limitation, Grantee's failure to maintain in good standing its status as a tax exempt organization under the Internal Revenue Code; or*

*3. Grantee's performance under the Grant has not been satisfactory. The Foundation, in its sole and absolute discretion, will determine whether performance is satisfactory.*

### III. Expenditure of Funds

A. The Grant is to be used only for the purposes described in the Application. The program/project funded by the Grant may only be modified with the Foundation's prior written approval.

B. Grantee shall return to the Foundation any unexpended funds at the completion of the project/program.

C. The Grantee shall maintain its books and records so as to show, and separately account for, all funds received under this Grant. These books and records shall be maintained in a manner consistent with general accepted accounting practices and shall be retained for five (5) years after the final Grant payment. Grantee shall permit the Foundation to have reasonable access to its books and records, files, and personnel during the term of the Grant and for five years after the final Grant payment for the purpose of making financial audits, verifications, or program/project evaluations.

### IV. Grant Evaluation

The Grantee shall complete an evaluation upon completion of the grant project period.

The Foundation may also require Grantee to make quarterly or semi-annual reports during the funded program/project with such information pertaining to the Grant and the funded program/project as the Foundation determines necessary.

### V. Grant Expiration

The Grant will be considered expired if it has not been used as outlined in this Grant Agreement within two years of the date of Grant. If Grantee does not anticipate meeting this deadline, a letter requesting an extension must be sent a minimum of two weeks prior to this deadline. A decision regarding any possible extension will be made by the Foundation and communicated in writing to the Grantee.

### VI. Miscellaneous

A. All correspondence (including all required reports) and questions relating to the Grant from the Foundation to Grantee shall be directed to Holly Cole, Vice President of Grants & Program.

B. This Agreement and the Application contain the entire agreement and understanding between Grantee and the Foundation. In case of a conflict between this Agreement and the Application, the terms of this Agreement shall control.

C. The individual signing this Agreement represents to the Foundation that he/she has the authority to sign this Agreement on the Grantee's behalf.

### VII. Special Conditions of the Grant

None.



## ***Acknowledgement of Terms and Conditions***

---

### **Agreement to Terms\***

*By signing below, Grantee agrees to the terms set forth in this Grant Agreement.*

### **Today's Date\***

## File Attachment Summary

---

### *Applicant File Uploads*

*No files were uploaded*



# FULFILLING THE ROSY MOUND VISION CASE FOR SUPPORT

## PROTECTING OUR DUNES/EXPANDING ACCESS

This project represents a rare opportunity to acquire 127 acres of dune land, including 108 acres of critical dune, all within a growing urbanized area. The site not only provides a critical buffer for the existing park but also conserves important ecological, recreational, and aesthetic resources.



# A GROWING COMMUNITY



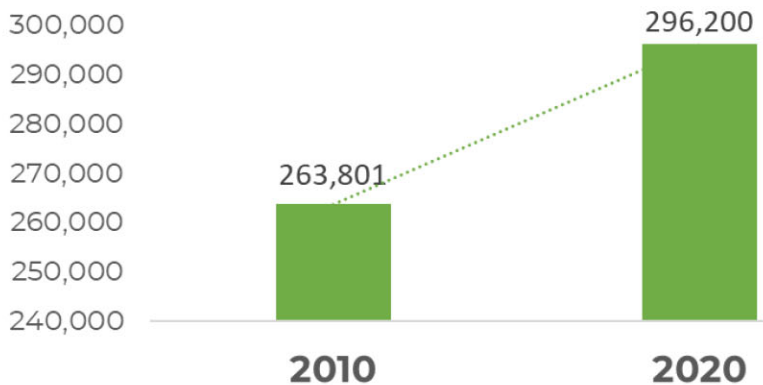
**Only 3.7% of all land in the County is protected for public recreation and conservation purposes.**

## Balancing Growth & Preservation

Ottawa County has been and continues to be Michigan's fastest growing county. While that growth provides economic benefits, it also impacts our land and waters. Since 2004, an estimated 12,000 acres of large land tracts have been split into smaller parcels, making it more difficult to preserve and protect that land. Without additional financial resources to acquire priority acreage, more land in critical areas will be lost to development.

Nowhere is this concern more acute than along Lake Michigan, where very few large parcels remain that are undeveloped and can be protected. Protecting critical dune areas is vital to safeguard this globally-unique ecosystem for future generations.

## Ottawa County Population Growth (U.S. Census)



Ottawa County's population grew by **10.6%** from 2010 to 2020.

# A BELOVED PARK A 35-YEAR VISION

The vision for Rosy Mound Natural Area began in 1989, when the Ottawa County Parks and Recreation Commission identified acquisition of a nearly 300-acre sand mine property along Lake Michigan as a high priority.



This 164-acre park features stunning views of Lake Michigan and its dunes, forested trails, and a 3,640'-long natural beach.

## Iconic Natural Features

Rosy Mound Natural Area is a popular showcase dune property, featuring 116 acres of state designated critical dunes. Rosy Mound is known for its stunning views of Lake Michigan and its dunes, forested trails, and natural beaches. The trail system is routed both above and within an iconic blow-out dune, featuring 1,000 feet of stairs which take users up and down the dune ridges.



Rosy Mound Natural Area features the longest stretch of beach in the Ottawa County Parks system.

## A Long-term Vision

The current 164-acre property was originally purchased in 1994 from a sand mining company. At the time, there was the intention to complete Rosy Mound with the purchase of a 127-acre adjacent property where the sand mining company was still operating. **In recent years mining operations have ceased, and the site has been reclaimed in accordance with state mining regulations. The landowner is now working collaboratively with Ottawa County Parks to sell the property.**



# A RARE OPPORTUNITY

**In a rapidly growing Census Urbanized Area, the acquisition of 127 acres of duneland, including 108 acres of Critical Dune Area, is a unique and significant opportunity for Ottawa County Parks.**

## **Expanding Rosy Mound**

Ottawa County has the opportunity to fulfill the vision to complete Rosy Mound with the purchase of this 127-acre property. Despite being mined for several decades, the site features 72 acres of undisturbed and high-quality land, with the remainder under restoration. This site not only provides a critical buffer for the existing Rosy Mound Natural Area, but conserves important ecological, recreational, and aesthetic resources for future generations.

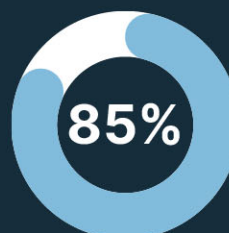
## **Building Momentum**

Significant work has already been accomplished in completing this estimated \$4,722,700 acquisition - public funding is committed for over 75% of the acquisition costs.

**The remaining funding needed is anticipated to come from private sources. Fortunately, the landowner has committed to a \$1,000,000 donation of value. While other lead gifts totaling \$45,000 have been received, additional private funding is still needed before the end of the 2024 to ensure that this acquisition is completed (see detailed budget on page 8 for total funding needed).**

## **What is a Critical Dune Area?**

In the 1980s, it was discovered that developmental pressures could harm the future of Michigan's dunes along Lake Michigan and Lake Superior. In response, 74,000 acres of dunes along 265 miles of coastline were designated as Critical Dune Areas (CDAs) in 1989 for protection.



**of the proposed expansion site features Critical Dune acreage**

# A BALANCED APPROACH

An improvement project is proposed to provide sufficient access while protecting sensitive natural features at this popular destination.

## A Multi-Step Plan

While the proposed expansion is ecologically critical and provides breathtaking scenery, it presents challenges for public use which are not typical of other acquisitions by Ottawa County Parks.

Dunes, some of which are critical dunes, surround and enclose the property, making it inaccessible from the current Rosy Mound entrance. Because of the fragile nature of this ecologically significant dune property, there are challenges in facilitating public use, especially for those with mobility limitations, while also protecting the site's natural features. For this reason, key improvements are included in this case for support to allow for these improvements to be completed soon after acquiring the land.

**Additional private funding is needed to complete these improvements** (see detailed budget on page 8 for total funding needed).

## Proposed Access Improvements:

2+ miles of newly designated trail, including a 1/2-mile accessible loop



Stairs to protect barrier dunes & access Lake Michigan overlook



Paved connection to Lakeshore Drive at new north entrance



Two new public beach access points at northern end of park



New scenic overlook



Proposed access enhancements would **double the size** of the Rosy Mound trail system.



# OUR PROPOSAL

## Expanded Rosy Mound

Complete a 291-acre park with 224 acres of state designated critical dune, preserved for generations.

## Proposed Access Improvements

Add 2+ miles of newly designated trail, including a 1/2-mile accessible loop, a paved connection to Lakeshore Drive, and new stairs to provide access to the Lake Michigan overlook and protect barrier dunes. The plan also includes two new public beach access points, north parking access, and a scenic overlook to enhance the user experience.

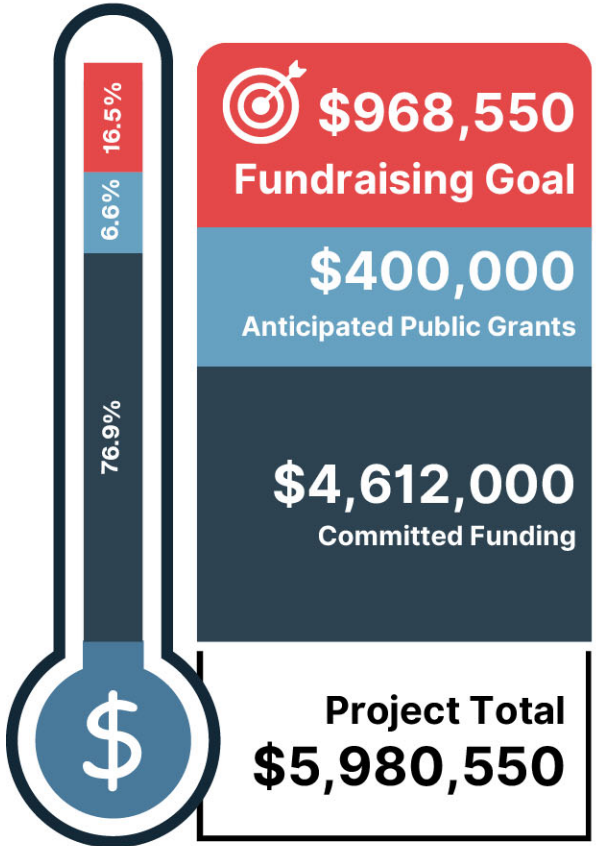
## Next Phase Planning and Funding

Secure funding for next steps in implementation of the updated master plan.

-  Advance outdoor recreation
-  Protect a large & unprotected critical duneland tract
-  Increase access to the County's 3rd most popular park

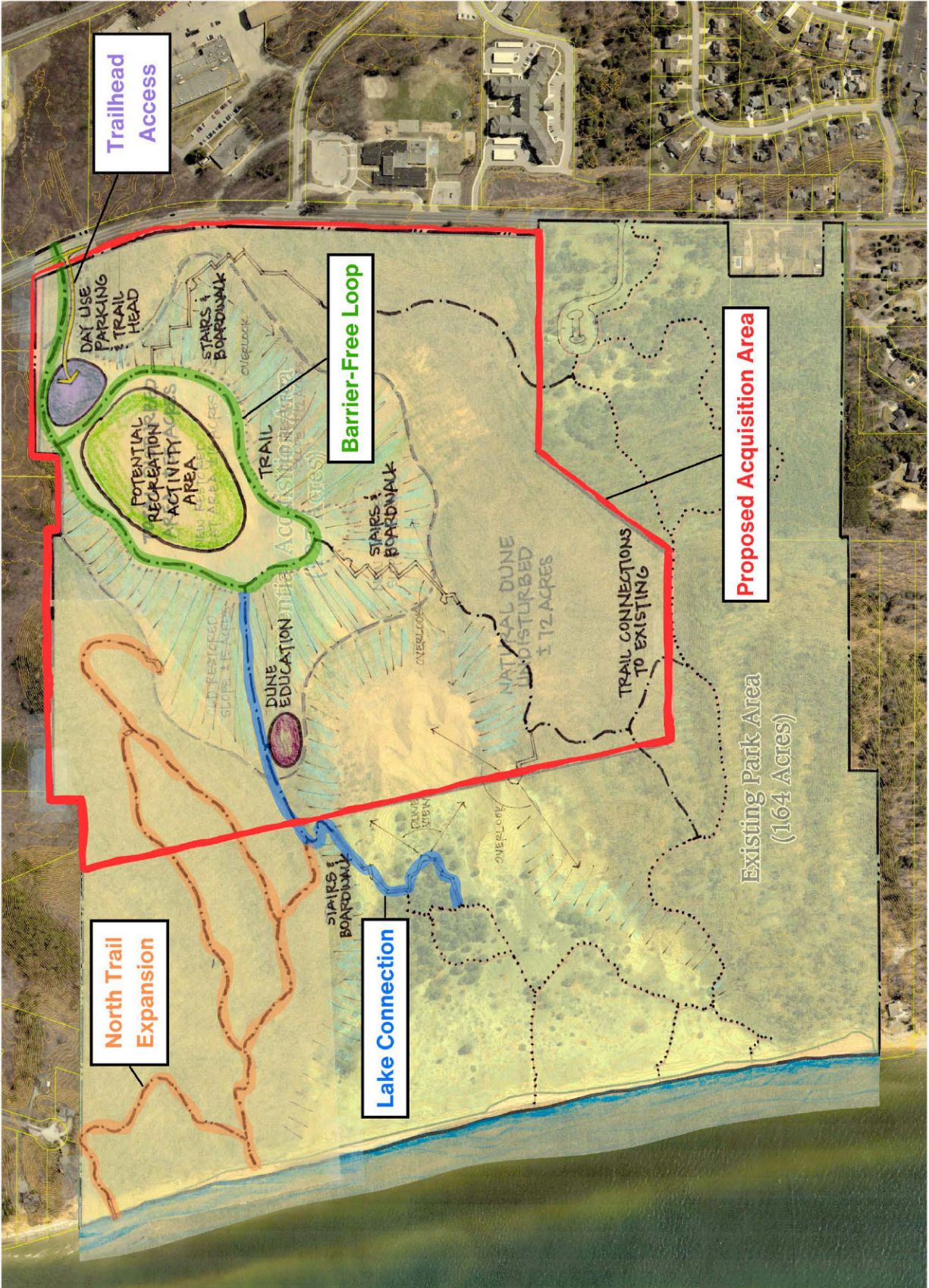
## Fullfilling the Rosy Mound Vision Timeline

- 2024**
  - Complete Acquisitions
    - Open to Public
  - Complete Initial Improvements
  - Begin Master Plan Update
- 2025**
  - Seek Public Grants for Priority Improvements
  - Complete Master Plan Update
- 2026**
  - Design & Permitting for Priority Improvements
  - Construction Underway
- 2027**
  - Complete Construction
  - Public Dedication





# CONCEPT PLAN



# DETAILED BUDGET

Proposed Expenses		
Items	Amount	% of Project Total
Acquisition	\$4,722,700	79.0%
Master Plan Update & Implementation	\$140,000	2.3%
Access Improvements	\$1,017,850	17.0%
Fundraising Expenses	\$100,000	1.7%
<b>TOTAL EXPENSES</b>	<b>\$5,980,550</b>	

Total Proposed Funding			
Funding Source (Purpose)	Status	Amount	% of Project Total
Michigan Natural Resources Trust Fund (Acquisition)	Secured	\$3,292,000	55.0%
Ottawa County Parks Millage (Acquisition & Planning)	Secured	\$275,000	4.5%
Public Grants (Improvements)	Proposed	\$400,000	6.6%
Private Donations (Acquisition & Improvements)	Secured	\$1,045,000	17.4%
<b>Remaining Campaign Goal</b>	<b>Proposed</b>	<b>\$968,550</b>	<b>16.5%</b>
<b>TOTAL EXPENSES</b>		<b>\$5,980,550</b>	

# OUR LEGACY



## Trustworthy Stewards

Usage and public support of the Ottawa County Parks system is at an all-time high. A quality parks system is necessary to support the health and well-being of all residents, strengthen the economic vitality of communities, and preserve the natural environment, especially particularly sensitive habitats, for future generations.

Further investment in these areas will lead to additional benefits to the County - balancing the desire for continued population growth as more people seek the quality of life residents have come to enjoy with the need to preserve and activate priority properties that remain untouched.

Those who invest in these efforts will see the impact of their contributions amplified. Their gifts will leverage millions of dollars in already committed funding and help fulfill a conservation and stewardship vision that has been handed down over generations.

**Ottawa County has been recognized nationally as an excellent steward of its natural environment for decades through continual investment.**



**Thank you for considering your support for Ottawa County's future as an active outdoor destination for residents, families, and visitors.**

