



Holland Charter Township

353 North 120th Avenue • Holland, MI 49424 • phone: 616.396.2345 • Fax: 616.396.2537

Memorandum

TO: Board of Trustees
FROM: Steve Bulthuis
DATE: March 16, 2026
SUBJECT: Renewal of Township Parks and Recreation Plan

The Township has a five-year Parks and Recreation Plan which is scheduled for renewal. The plan functions as a planning document as it contains proposed capital improvements and related costs.

With the proposed renewal and update of the document, a public input process through an online survey will gather the views of residents as to what improvements and amenities they would like to see in our park system. With this information the existing plan will be reevaluated and updates to all components (demographics, recreation inventory, needs assessment, etc.) will be made.

Once this input and updating is complete, the document will be ready for submittal to the Michigan Department of Natural Resources (MDNR). This is necessary to keep the Township eligible for grant funding from the MDNR as well as other state and federal agencies.

MCSA Group, Inc. has assisted the Township with numerous plan updates in the past and has submitted the attached proposal to complete this update at a cost of \$14,500. MCSA Group, Inc. is very familiar with the Township's park system and the MDNR's processes.

Staff recommends approval of the attached proposal to update the Township's Parks and Recreation master plan at a cost not to exceed \$14,500.

Please contact me should you have any questions concerning this matter.



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March 3, 2026

Steve Bulthuis, Manager
Holland Charter Township
353 North 120th Avenue
Holland, MI 49424

RE: Update of Community Parks and Recreation Plan (2027-2031)

Dear Steve,

MCSA Group, Inc. is pleased to submit this proposal to Holland Charter Township for the preparation and update of the Township's Community Parks and Recreation Plan. This project will provide a comprehensive update and refinement of the Township's previous plan and will position the Township for continued eligibility for state and federal recreation grant funding.

The updated plan will meet and exceed the requirements of the Michigan Department of Natural Resources (MDNR) Grants Management Guidelines for the Development of Community Park, Recreation, Open Space and Greenway Plans (current edition). The document will be complete, data-driven, and fully compliant with MDNR standards, ensuring eligibility for grant funding for a five-year period following plan approval. In addition to meeting grant requirements, the plan will serve as a practical working guide for Township staff and officials in prioritizing improvements and investments.

We will conduct a thorough review of the Township's existing plan and update all required components, including demographics, recreation inventory, needs assessment, and capital improvement planning. A key component of the process will be robust public engagement. We will work closely with Township staff to update and administer a comprehensive public input survey using an accessible online platform, allowing residents to provide meaningful input regarding recreation needs, priorities, and future opportunities. MCSA will manage survey tabulation and provide a detailed analysis of results for inclusion in the final plan. Note that it will be the Township's responsibility to advertise this survey.

The planning process will include a structured series of meetings, including progress review and strategy sessions with Township staff, Township Board members, and other key stakeholders. In addition, we anticipate conducting public workshops to review findings, discuss recreation trends, evaluate community needs, and encourage public participation in shaping the future of Holland Charter Township parks and recreation facilities.



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Upon completion, MCSA Group will assist the Township through the formal review and adoption process, including submission to the Michigan Department of Natural Resources. Following MDNR approval, the plan will remain valid for five years from the date of adoption, maintaining the Township's eligibility to apply for MDNR and related recreation grant programs.

The updated plan will reassess and provide recommendations regarding parks, recreation facilities, non-motorized pathways, open space, and related amenities. The document will prioritize capital improvements and strategic initiatives to ensure Holland Charter Township continues to enhance and expand its high-quality park system.

MCSA Group proposes to complete the Community Parks and Recreation Plan update for a professional fee of \$14,500.00, inclusive of survey administration and public engagement meetings. The final copy of plan will be provided in both printed and electronic formats, including all supporting digital files. Additional copies be billed at actual cost.

We appreciate the opportunity to submit this proposal and look forward to partnering with Holland Charter Township on this important planning effort. Please feel free to contact me with any questions or requests for additional information.

MCSA Group, Inc.

Tiffany Smith
President