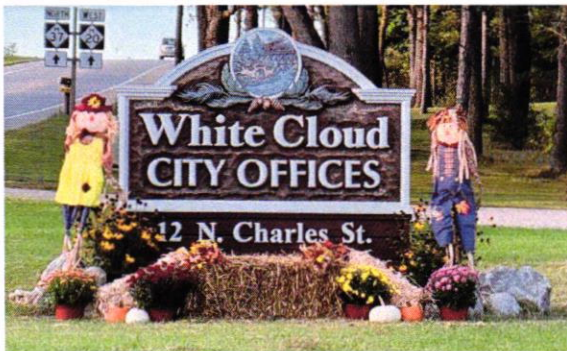


REQUEST FOR PROPOSAL (RFP)



CONSULTING SERVICES TO PREPARE A NEW MASTER PLAN



PROJECT DESCRIPTION:

The City of White Cloud (“City”) is roughly 2 square miles in size and is centrally located in Newaygo County. White Cloud is the county seat and the county maintains a campus in the downtown. The major north/south access through the City is M-37 (Charles Street), with M-20 (Wilcox Street) serving as the major east/west access. M-37 runs parallel to I-131 which is located 16 miles to the east. Nearby cities to White Cloud are Newaygo which is located 9 miles to the south on M-37, Fremont located to the southwest on M-82, and Big Rapids located 24 miles to the northeast along I-31. The nearest larger city is Grand Rapids which is located 50 miles to the south along I-131.

The White River is a gorgeous State designated Natural River. The trout stream begins in White Cloud with the confluence of Five Mile and Flinton Creeks with the south branch of the White River. Mill Pond, an impoundment of the White River, is located at the southeast edge of town and provides a beautiful setting with a swimming area and picnic facilities. The Mill Pond is an important node for community activities.

Commercial development is primarily located in the downtown and along M-37. White Cloud’s downtown is centered around the intersection of M-37 and M-20 (Charles and Wilcox Streets).

Industrial development in the city is located primarily in industrial parks located in the north central portion of the city just east of M-37.

The city also has a small airport located in the north central part of the city located just west of M-37 and the city’s industrial parks. This airport is used heavily for recreational aviation but is also available for industrial or commercial purposes. The runway is only adequate to service smaller aircraft.

The city is in the process of becoming a Redevelopment Ready Community (RRC) through the Michigan Economic Development Corporation. As such, the city’s master plan must be prepared consistent with RRC policies.

The city’s current master plan became effective on March 17, 2010 and was amended in 2014 and 2018. This master plan project should be considered a comprehensive update to the plan.

PROPOSAL TIMELINE:

Request for Proposal Release Date: Jan. 9, 2023

Deadline to Ask Questions Regarding the Proposal: February 1, 2023

Proposals Due: February 15, 2023

Planning Commission Reviews proposals (End of February)

Contract Award: March/April 2023

The City reserves the right to modify any element of the timeline should that become necessary.