

Board of Directors

Friday, April 1, 2011
Immediately Following
CAA Operations Committee Meeting
Kent County Commission Chambers
300 Monroe, NW – Grand Rapids, MI

AGENDA

- Convention
Arena
Authority
- Steven Heacock,
Chairman
Birgit Klohs
Floyd Wilson, Jr.
Gary McInerney
George Heartwell
Joseph Tomaselli
Lew Chamberlin
- I. **Call to Order**
 - II. **The Rapid 20-Year Master Plan – George Heartwell, Jennifer Kalczuk**
 - III. **Approve March 4, 2011, Meeting Minutes** Action
 - IV. **Committee Reports**
 - A. **Operations Committee**
 - i. **Report from Experience Grand Rapids** Information
 - B. **Finance Committee**
 - i. **SMG February 2011 Financial Statements - DeVos Place® and Van Andel Arena®** Action
 - ii. **CAA February 2011 Financial Statements** Action
 - V. **SMG Report and Facilities Calendars** Information
 - VI. **Public Comment**
 - VII. **Adjournment**

Next Meeting Date: Friday, May 6, 2011, immediately following the CAA Finance Committee meeting



Van Andel Arena®
130 West Fulton
Grand Rapids, MI 49503-2601
616.742.6600
Fax 616.742.6197

DEVOS PLACE
DeVos Place®
303 Monroe Ave. NW
Grand Rapids, MI 49503-2233
616.742.6500
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**MINUTES OF THE GRAND RAPIDS-KENT COUNTY
CONVENTION/ARENA AUTHORITY
BOARD OF DIRECTORS MEETING
Friday, March 4, 2011**

I. Call to Order

Steve Heacock, Chairperson, called the meeting to order at 8:35 a.m. Secretary/Treasurer Birgit Klohs recorded the meeting minutes.

Attendance

Members Present: Steve Heacock, Chair
Lew Chamberlin
Birgit Klohs
Floyd Wilson, Jr.

Members Absent: George Heartwell
Gary McInerney
Joe Tomaselli

Staff/Others:	Scott Atchison	Michigan Flashcard
	David Czurak	<i>Grand Rapids Business Journal</i>
	Jim Day	Kent County
	Brian Dykema	Interested Citizen
	Jay Fowler	Downtown Development Authority
	Brian Harris	Downtown Development Authority
	George Helmstead	Experience Grand Rapids
	Chris Machuta	SMG
	Rich MacKeigan	SMG
	Doug Small	Experience Grand Rapids
	Susan Waddell	CAA
	Jana Wallace	City of Grand Rapids
	Jim Watt	SMG

II. DDA Framework for the Future

Jay Fowler and Brian Harris of the Downtown Development Authority presented the findings of the DDA's 2011 plan, Framing the Future. The purpose of the study was to lay a plan to better allocate resources. The collaborative process involved all taxing jurisdictions and downtown stakeholders. Several working committees were established to focus on different areas (e.g., economic development, transportation). Community forums were held to express priorities and an on-line survey was available. The process involved over 1,400 participants. The DDA will evaluate projects and allocate its budget in three categories: economy, environment, and experience.

The vision for a vital downtown includes prosperous, livable, walkable, inclusive, green, connected, and distinctive. A prosperous downtown will include a thriving retails, community venture and innovation component, and residential and mixed-use development. Downtown will be a comfortable and enjoyable

place to be through river activation, accessibility and connections, and infrastructure and streetscape. Visitors will experience unique places, spaces, events, and culture in a downtown that is clean and safe.

III. Minutes of Prior Meeting

Motion: Ms. Klohs, supported by Mr. Chamberlin, moved to approve the Minutes of the February 4, 2011, meeting of the Grand Rapids-Kent County Convention/Arena Authority. The motion carried unanimously.

IV. Committee Reports

a. Operations Committee

Mr. Chamberlin stated that he attended the recent Lady Gaga concert and the Arena concourse expansion functioned really well, as well as enhancing the festive atmosphere. Scott Gorsline presented a Griffins hockey update. The bad news is that the Griffins team in last place in the division. The good news is that only 7 points separate the first and last teams. Attendance this year is holding steady. The group sales have increased, season tickets have decreased, and single ticket purchases have remained flat.

Mr. Small stated that, in January, Grand Rapids hotel revenue increased 17% over last January and occupancy increased 15.4% over last year. The annual meeting for Experience Grand Rapids is scheduled for March 30, 11:30a.m., in DeVos Performance Hall. Mr. Helmstead provided an overview of the CVB's recent sales activities, marketing efforts, and major bid presentations.

b. Finance Committee

i. Consolidated Financial Statements for the Period Ended December 31, 2010

Motion: Ms. Klohs, supported by Mr. Chamberlin, moved to approve the Consolidated Financial Statements for the Period Ended December 31, 2010. The motion carried unanimously.

ii. SMG January 2011 Financial Statements for DeVos Place® and Van Andel Arena®

Motion: Ms. Klohs, supported by Mr. Wilson, moved to approve the SMG Financial Statements for DeVos Place® and the Van Andel Arena® for the period ended January 31, 2011. After review and discussion, the motion carried unanimously.

iii. CAA January 2011 Financial Statements

Motion: Ms. Klohs, supported by Mr. Wilson, moved to approve the CAA Financial Statements for the period ended January 31, 2011. After review and discussion, the motion carried unanimously.

V. Sculpture Donation and Display Agreement

Chair Heacock stated that the Peter Secchia family has funded and endowed the Community Legends Project that honors individuals who helped shape Grand Rapids, by commissioning sculptures that are donated to the city or a nonprofit. The Community Legends Program has commissioned renowned artist J. Brett Grill to sculpt a statue of Jay van Andel that would be donated to the CAA and displayed on the plaza of the Van Andel Arena®. The gift is subject to a Sculpture Donation and Display Agreement.

Motion: Ms. Klohs, supported by Mr. Chamberlin, moved to approve the Sculpture Donation and Display Agreement. The motion carried unanimously.

VI. SMG Report and Facilities Calendar

Dr. Jim Fahner and Marcie Hillary of Hospice of Michigan attended the meeting to pay tribute to Rich MacKeigan, who has served on the Hospital Board for the past ten years.

Mr. MacKeigan presented a summary of the upcoming events that will be held at DeVos Place® and the Van Andel Arena®. Gary McInerney is improving tremendously and has been released from the hospital. Gary is recuperating at his Florida home and would appreciate hearing from CAA Board members.

VII. Public Comment

None.

VIII. Next Meeting Date

The date for next CAA Board meeting is Friday, April 1, 2011, in the Kent County Commission Chambers, Kent County Administration Building, 300 Monroe Avenue, NW, immediately following the CAA Operations Committee meeting. Staff will be taking an attendance poll, since that date is the Friday before spring break.

X. Adjournment

There being no other business, the meeting adjourned at 9:30 a.m.

Birgit M. Klohs, Recording Secretary

DEVOS PLACE

DE VOS PLACE

FINANCIAL STATEMENT
FOR THE PERIOD ENDED FEBRUARY 28, 2011

Distribution:

Grand Rapids – Kent County Convention / Arena Authority
Robert White
Bob McClintock
Lewis Dawley
Gary McAneney
Howard Feldman
Richard MacKeigan
Chris Machuta




An SMG Managed Facility

**DE VOS PLACE
ROLLING FORECAST
FISCAL YEAR ENDING JUNE 30, 2011**

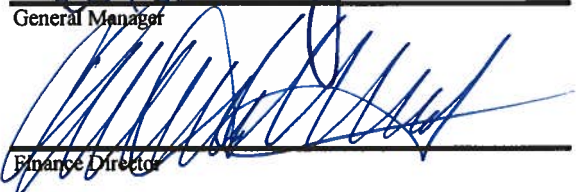
	YTD Actual	Roll	TOTAL FYE	BUDGET FYE	VARIANCE
NO. EVENTS	325	175	500	494	6
ATTENDANCE	337,989	208,914	546,903	531,500	15,403
DIRECT EVENT REVENUE	1,577,406	890,163	2,467,569	2,409,380	58,189
ANCILLARY REVENUE	1,312,243	651,577	1,963,820	1,907,266	56,554
TOTAL EVENT REVENUE	2,889,649	1,541,740	4,431,389	4,316,646	114,743
TOTAL OTHER REVENUE	116,031	76,768	192,799	190,950	1,849
TOTAL OPERATING REVENUE	3,005,680	1,618,508	4,624,188	4,507,596	116,592
INDIRECT EXPENSES					
EXECUTIVE	103,482	61,555	165,037	169,612	4,575
FINANCE	162,397	67,441	229,838	221,935	(7,903)
MARKETING	48,475	49,060	97,535	103,669	6,134
OPERATIONS	863,227	536,491	1,399,718	1,485,525	85,807
EVENT SERVICES	595,960	284,363	880,323	866,676	(13,647)
BOX OFFICE	60,803	31,290	92,093	79,211	(12,882)
SALES	227,438	118,689	346,127	355,664	9,537
OVERHEAD	1,370,553	662,987	2,033,540	1,936,247	(97,293)
TOTAL OPERATING EXP.	3,432,336	1,811,876	5,244,211	5,218,539	(25,672)
NET REVENUE ABOVE EXPENSES	(426,656)	(193,368)	(620,023)	(710,943)	90,920
INCENTIVE FEE			-	0	-
NET OPERATING REVENUE OVER OPERATING EXPENSES	(426,656)	(193,368)	(620,023)	(710,943)	90,920

Comments:

February concludes another successful month for DeVos Place as the facility continues to perform ahead of budget and consistent with prior year overall.



General Manager



Finance Director

**DE VOS PLACE
FINANCIAL STATEMENT HIGHLIGHTS
FOR MONTH ENDED FEBRUARY 28, 2011**

The following schedule summarizes operating results for both the current month and Year to Date as compared to budget and prior year:

MONTH	February Actual	February Budget	February FY 2010
Number of Events	43	43	48
Attendance	92,420	78,921	93,570
Direct Event Income	\$372,727	\$352,252	\$355,465
Ancillary Income	233,595	177,635	246,360
Other Income	15,718	19,747	10,130
Indirect Expenses	(479,019)	(434,879)	(464,669)
Net Income	\$143,021	\$114,755	\$147,286

YTD	YTD 2011 Actual	YTD 2011 Budget	YTD 2010 Prior Year
Number of Events	325	318	328
Attendance	337,989	342,223	346,725
Direct Event Income	\$1,577,406	\$1,514,279	\$1,580,773
Ancillary Income	1,312,243	1,207,629	1,190,315
Other Income	116,031	116,535	106,391
Indirect Expenses	(3,432,336)	(3,479,032)	(3,303,849)
Net Income	(\$426,656)	(\$640,589)	(\$426,370)

EVENT INCOME

Event income came in ahead of budget overall. Most events held during the month were either consistent or slightly ahead of budget leading to this overage.

ANCILLARY INCOME

Ancillary income came in ahead of budget overall. Most of the excess came from spending associated with the Auto Show as vendors spent more money in their area's than they had the previous couple of years.

INDIRECT EXPENSES

Indirect expenses came in above budget for the month. Most of the increase due to utilities with a colder month overall year to year.

DeVos Place
Income Statement
For the Eight Months Ending February 28, 2011

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	Year to Date Actual	Year to Date Budget	Variance	Year to Date Prior Year
Event Income								
Direct Event Income								
Rental Income	\$381,072	\$351,463	\$29,609	\$361,130	\$1,683,040	\$1,538,311	\$144,729	\$1,589,478
Service Revenue	206,305	189,969	16,336	172,292	1,282,511	1,229,618	52,893	1,379,700
Service Expenses	(214,650)	(189,180)	(25,470)	(177,957)	(1,388,145)	(1,253,650)	(134,495)	(1,388,405)
Total Direct Event Income	372,727	352,252	20,475	355,465	1,577,406	1,514,279	63,127	1,580,773
Ancillary Income								
F&B Concession	31,322	28,915	2,407	27,542	93,645	78,106	15,539	77,298
F&B Catering	28,525	28,246	279	49,205	389,617	356,555	33,062	318,317
Novelty Sales	394	1,518	(1,124)	147	3,765	7,284	(3,519)	6,779
Booth Cleaning	79,033	50,110	28,923	65,975	186,664	165,497	21,167	156,767
Telephone/Long Distance	0	3,682	(3,682)	1,125	225	13,174	(12,949)	2,363
Electrical Services	54,367	35,251	19,116	59,802	281,309	272,687	8,622	285,398
Audio Visual	17,415	10,861	6,554	21,496	200,847	173,568	27,279	211,121
Internet Services	8,677	4,540	4,137	7,933	43,975	27,335	16,640	29,003
Equipment Rental	13,862	14,512	(650)	13,135	112,196	113,423	(1,227)	103,269
Total Ancillary Income	233,595	177,635	55,960	246,360	1,312,243	1,207,629	104,614	1,190,315
Other Event Income								
Ticket Rebates(Per Event)	14,124	14,914	(790)	7,706	88,364	77,871	10,493	80,831
Total Other Event Income	14,124	14,914	(790)	7,706	88,364	77,871	10,493	80,831
Total Event Income	620,446	544,801	75,645	609,531	2,978,013	2,799,779	178,234	2,851,919
Other Operating Income								
Luxury Box Agreements	1,322	2,000	(678)	1,802	13,345	16,000	(2,655)	14,531
Other Income	272	2,833	(2,561)	622	14,322	22,664	(8,342)	11,029
Total Other Operating Income	1,594	4,833	(3,239)	2,424	27,667	38,664	(10,997)	25,560
Adjusted Gross Income	622,040	549,634	72,406	611,955	3,005,680	2,838,443	167,237	2,877,479
Operating Expenses								
Salaries and Wages	227,792	225,288	2,504	210,886	1,833,091	1,802,304	30,787	1,797,180
Payroll Taxes and Benefits	74,513	58,848	15,665	64,368	510,334	470,784	39,550	480,361
Labor Allocations to Events	(122,865)	(122,456)	(409)	(104,683)	(1,010,379)	(979,648)	(30,731)	(992,031)
Net Salaries and Benefits	179,440	161,680	17,760	170,591	1,333,046	1,293,440	39,606	1,285,510
Contracted Services	24,377	21,200	3,177	19,710	195,653	169,600	26,053	196,373
General and Administrative	18,360	28,058	(9,698)	25,383	204,275	224,464	(20,189)	194,230
Operations	3,101	10,312	(7,211)	5,995	66,082	82,496	(16,414)	62,294
Repair and Maintenance	34,362	41,941	(7,579)	26,562	285,426	335,528	(50,102)	289,408
Operational Supplies	20,034	21,500	(1,466)	17,184	114,385	172,000	(57,615)	117,268
Insurance	15,173	17,465	(2,292)	26,545	128,187	139,720	(11,533)	155,442
Utilities	170,804	119,500	51,304	159,478	998,337	956,000	42,337	897,543
SMG Management Fees	13,368	13,223	145	13,223	106,945	105,784	1,161	105,781
Total Operating Expenses	479,019	434,879	44,140	464,669	3,432,336	3,479,032	(46,696)	3,303,849
Net Income(Loss) From Operations	143,021	114,755	28,266	147,286	(426,656)	(640,589)	213,933	(426,370)
Other Non-Operating Expenses								
Adjusted Net Income(Loss)	143,021	114,755	28,266	147,286	(426,656)	(640,589)	213,933	(426,370)

3

SMG DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Year to Date Event Summary Report
For the Eight Months Ending February 28, 2011

Event Type	Events/Days		Attendance		Total Event Income	
	Actual	Budget	Actual	Budget	Actual	Budget
Convention/Trade Shows	78	78	79,418	97,500	1,132,914	1,109,472
Consumer/Gated Shows	34	34	93,038	92,173	593,668	615,060
Devos Performance Hall	100	93	106,008	108,500	583,475	539,236
Banquets	24	24	17,232	15,600	155,697	171,315
Meetings	58	58	18,577	14,500	301,874	171,042
Other	31	31	23,716	13,950	210,387	193,657
GRAND TOTALS	325	318	337,989	342,223	2,978,013	2,799,779

As Percentage of Overall

Convention/Trade Shows	24.00%	24.53%	23.50%	28.49%	38.04%	39.63%
Consumer/Gated Shows	10.46%	10.69%	27.53%	26.93%	19.94%	21.97%
Devos Performance Hall	30.77%	29.25%	31.36%	31.70%	19.59%	19.26%
Ballroom Exclusive	7.38%	7.55%	5.10%	4.56%	5.23%	6.12%
Meetings	17.85%	18.24%	5.50%	4.24%	10.14%	6.11%
Other	9.54%	9.75%	7.02%	4.08%	7.06%	6.92%

DeVos Place
Balance Sheet
As of February 28, 2011

ASSETS

Current Assets

Cash	1,707,330
Account Receivable	1,127,456
Prepaid Expenses	137,184

Total Current Assets

\$2,971,970

Total Assets

\$2,971,970
=====

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	52,486
Accrued Expenses	159,319
Deferred Income	73,578
Advanced Ticket Sales & Deposits	2,006,918

Total Current Liabilities

\$2,292,301

Other Liabilities

Equity

Funds Remitted to CAA	(400,000)
Expenses Paid Direct by CAA	946,593
Beginning Balance Equity	559,729
Current Year Equity	(426,654)

Total Equity

\$679,668

Total Liabilities and Equity

\$2,971,969
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5

SMG - DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
As of February 28, 2011

Current - Under 30 Days	
Food & Beverage	59,847
Ticketing	547,748
Merchandise	567
Decorating	79,032
Audio/Visual	17,414
Van Andel Arena	(31,662)
Operating	243,045
Over 30 Days	123,457
Over 60 Days	72,874
Over 90 Days	
Donnell Productions	5,736
Paragon Leather	2,110
Saigon Entertainment	5,002
Grinder Promotions	2,286
Total Accounts Receivable	1,127,456

**SMG - Van Andel Arena & DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Management Fee Summary
Fiscal Year Ending June 30, 2011**

MANAGEMENT FEE SUMMARY

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2010 Actual
Net Revenue above Expenses	1,045,426	(620,023)	425,403	916,360
Benchmark			700,000	700,000
Excess	1,045,426	(620,023)	(274,597)	216,360

Incentive Fee Calculation (Only if above greater than zero)

	Arena Estimate	DeVos Place Estimate	Total Estimate	Total Actual
Base Fee	160,417	160,417	320,834	317,343
Incentive Fee				
Revenue	4,792,607	4,624,188	9,416,795	9,777,929
Benchmark Revenue	4,800,000	4,200,000	9,000,000	8,900,000
Revenue Excess	(7,393)	424,188	416,795	877,929
Incentive Fee **	-	-	-	238,379
Total SMG Management Fee	160,417	160,417	320,834	555,722

** Incentive fee is 25% of the first \$500,000 in excess, 30% of remaining capped at base fee amount.



VAN ANDEL ARENA

FINANCIAL STATEMENT
FOR THE PERIOD ENDED FEBRUARY 28, 2011

Distribution:

Grand Rapids – Kent County Convention / Arena Authority
Robert White
Bob McClintock
Lewis Dawley
Gary McAneney
Howard Feldman
Richard MacKeigan
Chris Machuta



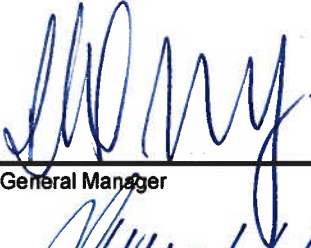
An SMG Managed Facility


VAN ANDEL ARENA
 ROLLING FORECAST
 FISCAL YEAR ENDING JUNE 30, 2011

	YTD	ROLL	TOTAL FYE	BUDGET FYE	VARIANCE
NO. EVENTS	75	25	100	111	(11)
ATTENDANCE	348,678	158,706	507,384	591,650	(84,266)
DIRECT EVENT INCOME	675,987	565,205	1,241,192	1,460,958	(219,766)
ANCILLARY INCOME	683,018	474,760	1,157,778	1,230,438	(72,660)
TOTAL EVENT INCOME	1,359,005	1,039,965	2,398,970	2,691,396	(292,426)
TOTAL OTHER INCOME	1,438,110	955,527	2,393,637	2,444,775	(51,138)
TOTAL INCOME	2,797,115	1,995,492	4,792,607	5,136,171	(343,564)
INDIRECT EXPENSES					
EXECUTIVE	114,350	48,068	162,418	191,113	28,695
FINANCE	132,623	76,128	208,751	226,903	18,152
MARKETING	189,785	93,609	283,394	289,229	5,835
OPERATIONS	974,660	542,401	1,517,061	1,607,955	90,894
BOX OFFICE	75,733	47,223	122,956	133,630	10,674
LUXURY SEATING	41,608	33,249	74,857	87,276	12,419
SKYWALK ADMIN	15,969	4,174	20,143	23,956	3,813
OVERHEAD	915,783	441,818	1,357,601	1,366,494	8,893
TOTAL INDIRECT EXP.	2,460,513	1,286,670	3,747,181	3,926,556	179,375
NET REVENUE ABOVE EXPENSES	336,602	708,822	1,045,426	1,209,615	(164,189)
LESS INCENTIVE FEE			0	-	-
NET REVENUE ABOVE EXPENSES AFTER INCENTIVE	336,602	708,822	1,045,426	1,209,615	(164,189)

Comments:

February saw the Arena host a very successful Monster Truck show in which sales increased over 10% when compared to prior year. That additional revenue helped offset some of the revenue not realized with no concert hosted during the month. The Arena continues to perform below budget overall for the fiscal year.


 General Manager


 Director of Finance

**VAN ANDEL ARENA
FINANCIAL STATEMENT HIGHLIGHTS
FOR MONTH ENDED FEBRUARY 28, 2011**

The following schedule summarizes operating results for both the current month and Year to Date as compared to budget and prior year:

MONTH	February Actual	February Budget	February FY 2010
Number of Events	11	13	13
Attendance	60,848	62,500	73,177
Direct Event Income	\$94,674	\$106,781	\$222,198
Ancillary Income	115,092	135,890	178,427
Other Income	167,846	193,747	246,929
Indirect Expenses	(318,629)	(327,214)	(308,602)
Net Income	\$58,983	\$109,204	\$338,952

YTD	YTD 2011 Actual	YTD 2011 Budget	YTD 2010 Prior Year
Number of Events	75	81	70
Attendance	348,678	395,500	388,543
Direct Event Income	\$675,987	\$990,364	\$976,450
Ancillary Income	683,018	810,178	885,804
Other Income	1,438,110	1,569,311	1,626,525
Indirect Expenses	(2,460,513)	(2,617,712)	(2,443,852)
Net Income	\$336,602	\$752,141	\$1,044,927

EVENT INCOME

Event income came in a little behind budget overall as no concerts were hosted during the month. Events hosted performed very well.

ANCILLARY INCOME

Ancillary income came in below budget due to the lack of concerts, per caps in all areas continue to perform at or above expected levels.

INDIRECT EXPENSES

Indirect expenses came in at expected levels for the month.

Van Andel Arena
Income Statement
For the Eight Months Ending February 28, 2011

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	Year to Date Actual	Year to Date Budget	Variance	Year to Date Prior Year
Event Income								
Direct Event Income								
Rental Income	\$166,816	\$172,137	(5,321)	\$248,580	\$1,063,302	\$1,337,045	(273,743)	\$1,221,886
Service Revenue	42,833	63,266	(20,433)	216,126	1,082,588	979,667	102,921	1,221,226
Service Expenses	(114,975)	(128,622)	13,647	(242,508)	(1,469,903)	(1,326,348)	(143,555)	(1,466,662)
Total Direct Event Income	94,674	106,781	(12,107)	222,198	675,987	990,364	(314,377)	976,450
Ancillary Income								
F&B Concession	102,808	109,165	(6,357)	142,727	583,526	672,118	(88,592)	733,151
F&B Catering	7,264	6,237	1,027	14,407	42,858	47,331	(4,473)	61,086
Novelty Sales	500	15,868	(15,368)	16,773	34,361	66,089	(31,728)	64,069
Booth Cleaning	0	0	0	0	355	0	355	265
Audio Visual	0	0	0	0	18	0	18	23
Other Ancillary	4,520	4,620	(100)	4,520	21,900	24,640	(2,740)	27,210
Total Ancillary Income	115,092	135,890	(20,798)	178,427	683,018	810,178	(127,160)	885,804
Other Event Income								
Ticket Rebates(Per Event)	26,688	30,410	(3,722)	70,403	195,623	242,885	(47,262)	257,867
Total Other Event Income	26,688	30,410	(3,722)	70,403	195,623	242,885	(47,262)	257,867
Total Event Income	236,454	273,081	(36,627)	471,028	1,554,628	2,043,427	(488,799)	2,120,121
Other Operating Income								
Luxury Box Agreements	86,850	104,337	(17,487)	125,936	827,151	854,426	(27,275)	934,341
Advertising	44,000	52,083	(8,083)	44,000	366,724	416,664	(49,940)	388,534
Other Income	10,308	6,917	3,391	6,590	48,612	55,336	(6,724)	45,783
Total Other Operating Income	141,158	163,337	(22,179)	176,526	1,242,487	1,326,426	(83,939)	1,368,658
Adjusted Gross Income	377,612	436,418	(58,806)	647,554	2,797,115	3,369,853	(572,738)	3,488,779
Operating Expenses								
Salaries and Wages	126,567	160,183	(33,616)	165,102	1,207,310	1,281,464	(74,154)	1,208,030
Payroll Taxes and Benefits	41,350	42,846	(1,496)	46,413	308,953	342,768	(33,815)	308,670
Labor Allocations to Events	(37,867)	(72,446)	34,579	(88,579)	(486,784)	(579,568)	92,784	(526,092)
Net Salaries and Benefits	130,050	130,583	(533)	122,936	1,029,479	1,044,664	(15,185)	990,608
Contracted Services	18,901	21,300	(2,399)	18,647	158,557	170,400	(11,843)	160,439
General and Administrative	19,886	30,742	(10,856)	26,946	213,524	245,936	(32,412)	229,415
Operations	2,903	4,996	(2,093)	1,969	15,504	39,968	(24,464)	17,223
Repair and Maintenance	12,342	17,943	(5,601)	10,445	92,181	143,544	(51,363)	108,978
Operational Supplies	10,618	19,883	(9,265)	8,548	122,339	159,064	(36,725)	98,024
Insurance	11,033	11,394	(361)	16,135	88,262	91,152	(2,890)	103,017
Utilities	99,528	77,150	22,378	89,753	633,222	617,200	16,022	630,367
SMG Management Fees	13,368	13,223	145	13,223	107,445	105,784	1,661	105,781
Total Operating Expenses	318,629	327,214	(8,585)	308,602	2,460,513	2,617,712	(157,199)	2,443,852
Net Income(Loss) From Operations	58,983	109,204	(50,221)	338,952	336,602	752,141	(415,539)	1,044,927
Other Non-Operating Expenses								
Adjusted Net Income(Loss)	58,983	109,204	(50,221)	338,952	336,602	752,141	(415,539)	1,044,927

SMG - Van Andel Arena
Grand Rapids - Kent County Convention/Arena Authority
Event Summary
For the Eight Months Ended February 28, 2011

Event Type	Events/Days		Attendance		Total Event Income	
	Actual	Budget	Actual	Budget	Actual	Budget
Family Show	14	16	32,347	30,500	130,968	154,164
Sporting Event	9	13	42,450	54,500	315,398	357,655
Concert	7	12	51,739	96,500	429,185	904,139
Team Home Games	32	32	175,385	176,000	391,847	381,696
Other	13	8	46,757	38,000	287,230	245,773
GRAND TOTALS	75	81	348,678	395,500	1,554,628	2,043,427

As Percentage of Overall

Family Show	18.67%	19.75%	9.28%	7.71%	8.42%	7.54%
Sporting Event	12.00%	16.05%	12.17%	13.78%	20.29%	17.50%
Concert	9.33%	14.81%	14.84%	24.40%	27.61%	44.25%
Team Home Games	42.67%	39.51%	50.30%	44.50%	25.21%	18.68%
Other	17.33%	9.88%	13.41%	9.61%	18.48%	12.03%

Van Andel Arena
Balance Sheet
As of February 28, 2011

ASSETS

Current Assets

Cash	5,868,931
Account Receivable	550,343
Prepaid Expenses	260,295

Total Current Assets -----
\$6,679,569

Total Assets -----
\$6,679,569
=====

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	181,547
Accrued Expenses	421,669
Deferred Income	1,459,297
Advanced Ticket Sales & Deposits	3,663,890

Total Current Liabilities -----
\$5,726,402

Other Liabilities

Equity

Funds Remitted to CAA	(1,000,000)
Expenses Paid Direct by CAA	588,681
Beginning Balance Equity	1,027,882
Current Year Equity	336,604

Total Equity -----
\$953,167

Total Liabilities and Equity -----
\$6,679,569
=====

5

SMG - Van Andel Arena
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
As of February 28, 2011

Current - Under 30 Days	
Food & Beverage	219,607
Ticketing	131,131
Merchandise	-
Permanent Advertising	-
DeVos Place	31,662
Operating	98,983
Over 30 Days	35,960
Over 60 Days	33,000
Over 90 Days	
Total Accounts Receivable	550,343

**SMG - Van Andel Arena & DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Management Fee Summary
Fiscal Year Ending June 30, 2011**

MANAGEMENT FEE SUMMARY

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2010 Actual
Net Revenue above Expenses	1,045,426	(620,023)	425,403	916,360
Benchmark			700,000	700,000
Excess	1,045,426	(620,023)	(274,597)	216,360

Incentive Fee Calculation (Only if above greater than zero)

	Arena Estimate	DeVos Place Estimate	Total Estimate	Total Actual
Base Fee	160,417	160,417	320,834	317,343
Incentive Fee				
Revenue	4,792,607	4,624,188	9,416,795	9,777,929
Benchmark Revenue	4,800,000	4,200,000	9,000,000	8,900,000
Revenue Excess	(7,393)	424,188	416,795	877,929
Incentive Fee **	-	-	-	238,379
Total SMG Management Fee	160,417	160,417	320,834	555,722

** Incentive fee is 25% of the first \$500,000 in excess, 30% of remaining capped at base fee amount.



Memorandum

To: CAA Board
CAA Finance Committee

From: Robert J. White

Subject: February 28, 2011, Administrative Financial Statements

Date: March 28, 2011

The attached Balance Sheet and Income Statement have been reformatted to provide additional information concerning the Convention/Arena Authority administrative account (unconsolidated) – excluding facility manager financial activity (separately reported).

The Balance Sheet includes a two-year comparative financial position at February 28 for fiscal years 2010 and 2011. The Income Statement provides a line item comparison of accounts for the first eight months of the current fiscal year as compared to a similar period in the prior fiscal year. In addition, the Income Statement provides a comparison of current year budget to prior year (FY 2010) actual. It will allow the reader to compare interim expenditure trends with full-year budgetary allowances.

Items of interest in the two financial statements are explained as follows:

Balance Sheet (Unconsolidated):

- The cash and investments position decreased by \$1.3 million from February 28, 2010. Cash balance decreased by \$3.1 million from the June 30, 2010 position due to a quick start on several capital improvement projects.
- Fund balance decreased by \$1.3 million from the February 28, 2010 level.

Eight-Month Revenue/Expense:

- Parking revenues have decreased by (7.8%). January 2011 deposits, for DeVos Place®, were delayed until March 3, 2011. Monthly deposits, for Area 2 parking (Van Andel Arena®), are three months delinquent. When comparing like periods, the increase over prior years is +1.6%. Revenues in this time period represents 60% of total annual.
- Interest income was budgeted (2% rate est.) to increase by 35%, but has declined by 39% from actual experience in the first eight months of the prior fiscal year. The County Investment Pool is currently paying less than 1% interest. It is now expected that interest earnings will come in \$225,000 under budget forecast.

- The “Utilities” expenditure account includes electric, gas, steam, and water/sewer for the facilities. Electric represents 62% of the total. For the eight-month comparable time period, this expense is increased by 19%.
- Parking management includes city staffing and equipment maintenance expense for the DeVos Place® facility. When adjusted for like billing periods, this expense is reduced by almost 21% from prior year. This reduction is a direct result of automation achieved in September 2009.
- Capital R/R/A spending is increased by 573% over prior year trend. Several major projects at the Arena got off to a quick start.
- Other significant expenditure account variances are primarily due to timing issues.

Hopefully, these reports provide a more on-point analysis of administrative activities over the course of the fiscal year. These reports will be updated on a monthly basis.

Grand Rapids-Kent County Convention/Arena Authority
Balance Sheet (Unconsolidated)
February 28, 2011

	<u>2010</u>	<u>2011</u>
<u>Assets</u>		
Cash - Operating	\$ 110,153	\$ 82,591
Investments - Kent County	21,548,126	20,288,000
Capital Assets (Net)	<u>659,549</u>	<u>788,841</u>
Total Assets	<u><u>\$ 22,317,828</u></u>	<u><u>\$ 21,159,432</u></u>
<u>Liabilities & Fund Balance</u>		
Accounts Payable	\$ 158,977	\$ 266,020
Fund Balance	<u>22,158,851</u>	<u>20,893,412</u>
Total Liabilities & Fund Balance	<u><u>\$ 22,317,828</u></u>	<u><u>\$ 21,159,432</u></u>

Grand Rapids-Kent County Convention/Arena Authority
Statement of Revenues, Expenditures and Changes in Fund Balance
For the Eight Months Ended February 28, 2011

	Annual			Year-To-Date		
	FY 2010	FY 2011	Percentage	FY 2010	FY 2011	Percentage
	Actual	Budget	Change	7/1 - 2/28	7/1 - 2/28	Change
Revenues:						
Transfers from SMG	\$ 2,806,184	\$ 2,686,472	(4.3)	\$ 950,000	\$ 1,400,000	47.4
Parking	903,979	982,616	8.7	539,696	497,458	(7.8)
Interest	322,422	435,000	34.9	210,955	127,957	(39.3)
Miscellaneous	95,217	30,000	(68.5)	31,180	5,474	(82.4)
Total Revenues	4,127,802	4,134,088	0.2	1,731,831	2,030,889	17.3
Expenditures:						
Operations						
- Utilities	2,366,582	2,197,800	(7.1)	1,338,242	1,472,811	10.1
- Parking Management	171,651	119,342	(30.5)	101,670	68,185	(32.9)
- Pedestrian Safety	85,348	85,000	(0.4)	42,592	29,981	(29.6)
- Landscaping	13,393	90,000	572.0	9,768	14,270	46.1
- DID Assessment	53,175	53,500	0.6	53,175	55,103	3.6
- Marketing	-	100,000	100.0	-	-	0.0
- Campaign	75,000	75,000	0.0	75,000	50,000	(33.3)
- CVB	25,000	25,000	0.0	25,000	25,000	0.0
- Sports Commission						
Capital R/R/A ⁽¹⁾						
- Capital Projects	434,467	4,108,500	845.6	435,355	2,930,778	573.2
Administration						
- Wages/Benefits	105,529	131,484	24.6	67,745	84,976	25.4
- Professional Services	74,678	71,000	(4.9)	57,667	40,669	(29.5)
- Diversity Initiative	15,106	40,000	164.8	10,877	15,670	44.1
- Procurement of Art	-	25,000	100.0	-	-	0.0
- Insurance	22,903	24,000	4.8	22,903	23,561	2.9
- Supplies/Other	76,031	105,000 ⁽²⁾	38.1	22,388	17,721	(20.8)
Total Expenditures	3,518,863	7,250,626	106.1	2,262,382	4,828,725	113.4
Excess (Deficiency) of Revenues Over Expenditures	608,939	(3,116,538)		\$ (530,551)	\$ (2,797,836)	(427.3)
Balance, beginning of period	24,119,455	24,728,394				
Balance, end of period	\$ 24,728,394	\$ 21,611,856				

NOTES:

(1)

R/R/A - Repair/Replacement/Additions

(2)

Includes an allowance of \$50,000 for an Arena long-term capital needs study

VAN ANDEL ARENA® WEEKLY

Item V

DATE	EVENT	EC	MOD	ROOM	TIME	FUNCTION
Wed, Mar 30	Available					
Thur, Mar 31	Available					
Fri, Apr 1	Available					
Sat, Apr 2	Bob Seger	GC	JIM	Arena	8:00 PM	Performance
	Arbor Mortgage	DG		Arbor Mortgage Club	7P-10:30P	Contest winner's banquet
Sun, Apr 3	Available					
Mon, Apr 4	Available					
Tue, Apr 5	Celtic Woman	GC	JIM	Arena	7:30 PM	Performance
Wed, Apr 6	Available					
Thur, Apr 7	Available					
Fri, Apr 8	Griffins vs Abbotsford Heat	GC	EDDIE	Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
	WMSHP	DG		Banquet B	6P-7P	Banquet
	W MI Young Professionals			Banquet C	6P-7P	Banquet
	West Side Beer			East Nest	6P-9:30P	Banquet
	Van Anandel-Flikkema			West Nest/Suite 101A	6P-9:30P	Banquet
	Jennifer Wooten			MOS Corner Office	6P-9:30P	40 th birthday party
	One Communications			Crease Club	6P-9:30P	Banquet
	Sat, Apr 9			Available		
Sun, Apr 10	Available					
Mon, Apr 11	Available					
Tue, Apr 12	Available					
Wed, Apr 13	Get Motivated	GC		Arena	8:00 AM	Load-in
Thur, Apr 14	Get Motivated	GC	ROD	Arena	8A-4:45P	Seminar
Fri, Apr 15	Upscale Urban Nightz	DG		5/3 Bank Vault	9P-2A	Urban mixer
Sat, Apr 16	Available					
Sun, Apr 17	Available					
Mon, Apr 18	Available					
Tue, Apr 19	Available					
Wed, Apr 20	Available					
Thur, Apr 21	Available					
Fri, Apr 22	Available					
Sat, Apr 23	Available					
Sun, Apr 24	Available 					
Mon, Apr 25	Available					
Tue, Apr 26	Available					
Wed, Apr 27	Available					
Thur, Apr 28	Available					
Fri, Apr 29	Available					
Sat, Apr 30	Grand Valley State University	GC	KATHY	Arena	10:00 AM 3:00 PM	Commencement ceremony Commencement ceremony
Sun, May 1	Davenport University	GC		Arena	2:00 PM	Commencement ceremony

DEVOSPLACE

REVISED WEEKLY - 2011

TUES. MAR 29	NACAC SPRING COLLEGE FAIR	Exhibit Hall C Exhibit Hall C Exhibit Hall C Exhibit Hall C Grand Gallery C, D, E Grand Gallery C, D, E Grand Gallery C, D, E Exhibit Hall C	7:00am 7:15am-7:45am 8:00am 8:00am-8:30am 8:30am-11:30pm 9:30am-9:50am 10:00am-10:20am 10:30am-10:50am 11:30am-5:00pm	Client Arrival Amway Hospitality Set-up Hospitality Area Opens Exhibitor Load-In/Set-up Exhibit Hall open to public Workshop Classes Workshop Classes Exhibit Hall C is Closed and Locked Exhibit Hall Unlocked/Open to Exbtrs Only Hospitality Room Opens Workshop Class Exhibit Hall C Open to the Public Workshop Class Event Concludes, Tear Down and Move Out	SM	EST. ATTENDANCE 5,000
	EXPERIENCE GRAND RAPIDS ANNUAL MEETING	Exhibit Hall C Exhibit Hall C Grand Gallery C and D Exhibit Hall C Grand Gallery C and D Exhibit Hall C Performance Hall	5:00pm 5:00pm 5:45pm-6:15pm 6:00pm-8:00pm 6:30pm-7:00pm 8:00pm 1pm - 6pm After 6pm	Exhibts Only Hospitality Room Opens Workshop Class Exhibit Hall C Open to the Public Workshop Class Event Concludes, Tear Down and Move Out Move In Operations Setup Production Load in Set-up / Client arrival Scout holding rooms	AK	EST. ATTENDANCE 600
	BOYS/SCOUTS BUILDING CHARACTER CELEBRATION DINNER	Monroe Room AD Ballrooms AB Ballrooms AB Welsh Lobby/ Secchia River Overlook F River Overlook Pre Function Monroe Rooms A-D Monroe Rooms A-D Ballrooms AB Ballrooms AB	8:00am 8:00am 3:00pm - 10:00pm 3:00pm 4:00pm- 6:00pm 4:45pm - 7:00pm 4:45pm - 7:00pm 4:45 pm - 7:00pm 5:00pm 5:00pm 6:15pm 6:15pm - 8:30pm 9:00pm	Tech Rehearsal Rehearsal Registration / Tea and Water Session VIP drinks and hors d'oeuvres Crew Dinner Volunteer Dinner Doors open to Ballroom Dinner Production Load Out (call)	DA	EST. ATTENDANCE 600
	MI. ASSOC. FOR THE ED. OF YOUNG CHILDREN 2011 ANNUAL CONFERENCE.	Ballrooms A-D Ballroom CD GG, GGO, Ballroom A-B	11:00am 12:00pm-8:00pm 12:00pm-5:00pm	Client Arrival Exhibitor Load-in IA Load-in	DA	EST. ATTENDANCE 180
	EXPERIENCE GRAND RAPIDS ANNUAL MEETING	Devos Performance Hall Devos Performance Hall Keeler Lobby Devos Performance Hall Devos Performance Hall Devos Performance Hall	8:00am 10:00am 11:00am 11:30am 11:50am - 1:45pm 1:30pm - 3:30pm	Client /Decorator Arrival Soundcheck Registration Lunch Seating Program/Lunch Move Out	AK	EST. ATTENDANCE 180

G A-F = Grand Gallery Meeting Rooms A-F
GG = Grand Gallery Area
RO A-F = River Overlook A-F

O A-H = Overlook Meeting Rooms A-H
MON A-D = Monroe Meeting Rooms

EH A-C = Exhibit Halls A-C
DV = DeVos Performance Hall
BALL A-D = Ballroom A-D

DEVOSPLACE

REVISED WEEKLY - 2011

THURS. MAR 31	MI. ASSOC. FOR THE ED. OF YOUNG CHILDREN 2011 ANNUAL CONFERENCE.	Ballroom A-D Ballroom CD Ballroom A-B Ballroom A-B	7:00am 7:30am-9:45am 8:30am-10:00am 10:15am-12:30pm	Client Arrival Exhibitor Load-in General Session OPS QUICK CHANGEOVER-pull Airwall Exhibits Open Sessions-Various Center Stage Presentations Sessions OPS TO RESET BALLROOM AB FOR 4/1	DA	EST. ATTENDANCE 2,500
	USA JUDO	Exhibit Hall A	10:00am	Client Walk Thru Banner Hang	JL	
FRI APR 1	USA JUDO	Exhibit Hall A	8:30am 12:00pm	Client Set Up Bleachers Drop Off	JL	
	MI ASSOC. FOR THE EDUCATION OF YOUNG CHILDREN 2011 ANNUAL CONFERENCE	Ballroom A-D Ballroom A-B Ballroom CD Ballroom A-B	7:00am 8:30am-10:00am 10:15am-6:30pm 10:15am-12:30pm	Client Arrival General Session Exhibits Open OPS QUICK CHANGEOVER-pull Airwall Sessions-Various Center Stage Presentations Sessions	DA	EST. ATTENDANCE 2,500
	USA JUDO	GG A-F, GGO A-H Ballroom A Ballroom B	10:30am-4:00pm 12:45pm-3:45pm 1:00pm-4:00pm	Center Stage Presentations Sessions		
SAT. APR 2	USA JUDO	Exhibit Hall A	7:00am 7:45am 8:00am 8:00am 8:00am 8:45am 9:00am	Client Arrival Referee Arrival Athlete Arrival Doors Open Referee Meeting Opening Ceremonies Competition Begins - Juvenile, Banta, Senior/Weigh-ins - Intermediate 1, 2 and IJF Junior	JL	EST. ATTENDANCE 2,000
	MI ASSOC. FOR THE EDUCATION OF YOUNG CHILDREN 2011 ANNUAL CONFERENCE	Ballroom CD	11:00am-2:00pm 5:00pm 7:30am 8:00am-12:00pm	Approx. End Time Client Arrival Exhibitor Load Out	DA	
SUN. APR 3	USA JUDO	Exhibit Hall A	7:00am 7:45am 8:00am 8:00am 8:00am 9:00am	Client Arrival Referee Arrival Athlete Arrival Doors Open Referee Meeting Competition Begins - Intermediate	JL	EST. ATTENDANCE 2,000

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DEVOSPLACE

REVISED WEEKLY - 2011

			5:00pm	1, 2, IJ Junior, and Novice Collegiate Approx End Time and Load Out	
MON. APR 4	USA JUDO	Michigan Dock	10:00am-11:00am	Trailer pick up	JL
TUES. APR 5	SMG MAINTENANCE MEETING	MONROE A	8:00AM-12:00PM	MEETING	
WED. APR 6	DARK				
THU. APR 7	NCEES ENGINEERING EXAMS	EHB STORAGE GG A-F	8:00AM-11:59PM 1:00PM-11:59PM	STORAGE MEETING SPACE	SM
FRI. APR 8	NCEES ENGINEERING EXAMS	EHB STORAGE GG A-F	8:00AM-11:59PM 8:00AM-11:59PM	STORAGE MEETING SPACE	SM
	NORTH AMERICAN BRASS BAND ASSOCIATION	Monroe A-D/Lyon Dock Recital Hall Monroe A-D Recital Hall DeVos Performance Hall DeVos Performance Hall	7am - 12pm 9am-12pm 1pm-10pm 1pm-10pm 2pm - 5pm 6pm-10pm	Vendor Move In Rehearsals Exhibits Open Rehearsals Move In Rehearsals	AK
	CITY MANAGERS MEETING	GGO A	8:00AM-12:00PM	MEETING	RC
SAT. APR 9	NORTH AMERICAN BRASS BAND ASSOCIATION	Multipurpose Room Recital Hall DeVos Performance Hall DeVos Performance Hall DeVos Performance Hall DVPH Lobby DeVos Performance Hall Monroe A-D Monroe A-D/Lyon Dock DeVos Performance Hall DeVos Performance Hall DeVos Performance Hall	7am-11pm 8am-10pm 8am 8:30am 9am 9am-7pm 9:30am - 5:15pm 9am-6pm 6pm-8pm 6:30pm 7pm-11pm 11pm-1am	Case Storage Warm Up Room Outside Doors Open Lobby Open Seating open Registration Performances Exhibits open Vendor Move Out Seating open for Championships Performances Move Out	AK
	NCEES ENGINEERING EXAMS	EHB STORAGE GG A-F	8:00AM-11:59PM 8:00AM-11:59PM	STORAGE MEETING SPACE	SM

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DEVOSPLACE

REVISED WEEKLY - 2011

SUN. APR 10	DARK								
MON. APR 11	DARK								
TUE. APR 12	MI DENTAL ASSOC. CONVENTION & TRADESHOW	EH B-C EH BC PRE-FUNCTION DVPH	8:00AM-11:59PM 8:00AM-11:59PM 8AM-1PM 2:30PM-5:30PM 7:30PM-9:30PM 9:30PM-12AM	SET UP REGISTRATION MOVE IN REHEARSAL PERFORMANCE MOVE OUT	RC AK	EST. ATTENDANE 1,200			
WED. APR 13	MI DENTAL ASSOC. CONVENTION & TRADESHOW	EH B-C BALL C PRE BALL C-D GG A-F GGO A-H CHASE EH A	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	SET UP REGISTRATION GENERAL SESSION MEETING SPACE MEETING SPACE MEETING SPACE SET UP	RC				
	GET MOTIVATED				DA				
	GRSO CLASSICAL 9: TWO DONS AND DVORAK	DVPH	8AM-12PM 3:30PM-6PM 7:30PM-10PM	MOVE IN REHEARSAL REHEARSAL	AK				
THU. APR 14	MI DENTAL ASSOC. CONVENTION & TRADESHOW	EH B-C BALL C PRE CHASE BALL C-D GG A-F GGO A-H EH A	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-4:45PM	EXHIBIT REGISTRATION BREAKOUT GENERAL SESSION MEETING SPACE MEETING SPACE MEETING	RC				
	GET MOTIVATED				DA				
	FLASHBUS TOUR EVENT	BALLROOM B	6:30AM-7:15PM	GENERAL SESSION	JL				
	MEL TROTTER VOLUNTEER RECOGNITION DINNER	BALL A RO A	8:00AM-11:59PM 8:00AM-11:59PM	DINNER RECEPTION AREA	JL				
	GRSO CLASSICAL 9: TWO DONS AND DVORAK	DVPH	3:30PM-6PM 7:30PM-10PM	REHEARSAL OPEN REHEARSAL	AK				
FRI. APR 15	MI DENTAL ASSOC. CONVENTION & TRADESHOW	EH BC PRE EH B-C BALL B BOARDROOM BALL C-D	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	REGISTRATION EXHIBIT MEETING SPACE BREAKOUT ROOM GENERAL SESSION	RC				

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DEVOSPLACE

REVISED WEEKLY – 2011

			GG A-F 8:00AM-11:59PM GGO A-H 8:00AM-11:59PM BALL A 8:00AM-11:59PM	MEETING SPACE BREAKOUT PROM		
			RECITAL HALL DVPH 7PM-7:30PM 8PM – 10PM	UPBEAT PERFORMANCE		EST ATTENDANCE 1,200
SAT APR 16	MI DENTAL ASSOC. CONVENTION & TRADESHOW		BALL C PRE 8:00AM-11:59PM EH B-C 8:00AM-11:59PM EH BC- PRE 8:00AM-11:59PM BOARDROOM 8:00AM-11:59PM BALL C-D 8:00AM-11:59PM GG A-F 8:00AM-11:59PM GGO A-H 8:00AM-11:59PM BALL B 8:00AM-11:59PM	REGISTRATION EXHIBIT REGISTRATION BREAKOUT GENERAL SESSION MEETING SPACE BREAKOUT GENERAL SESSION		RC
			INVESTTOOLS WORKSHOP			
	GRSO CLASSICAL 9: TWO DONS AND DVORAK		RECITAL HALL DVPH 7PM-7:30PM 8PM – 10PM 10PM-12AM	UPBEAT PERFORMANCE MOVE OUT		AK
SUN. APR 17	MI DENTAL ASSOC. CONVENTION & TRADESHOW		EH B-C 8:00AM-11:59PM	TEAR DOWN		RC
			BALL B GG EF 8:00AM-11:59PM	GENERAL SESSION MEAL		
MON. APR 18	2011 ANNUAL MICHIGAN WIC CONFERENCE		BALL A-SHOW OFFICE CHASE BRDRM COAT CLOSET A 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	STORAGE SETUP STORAGE		DA
TUE. APR 19	2011 ANNUAL MICHIGAN WIC CONFERENCE		BALL CD BALL B GG A-F BUSINESS C CHASE BRDRM COAT CLOSET A BALL A GGO C-H DVPH 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-5PM 8PM-10:30PM 10:30PM-1AM	EXHIBIT GENERAL SESSION MEETING OFFICE BREASTFEEDING SUITE STORAGE SHOW OFFICE BREAKOUT ROOMS MOVE IN PERFORMANCE MOVE OUT		DA AK
WED. APR 20	2011 ANNUAL MICHIGAN WIC CONFERENCE		BALLCD BALL B GG A-F BUSINESS C 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT GENERAL SESSION MEETING OFFICE		DA
	G A-F = Grand Gallery Meeting Rooms A-F GG = Grand Gallery Area RO A-F = River Overlook A-F		O A-H = Overlook Meeting Rooms A-H MON A-D = Monroe Meeting Rooms	EH A-C = Exhibit Halls A-C DV = DeVos Performance Hall BALL A-D = Ballroom A-D		5

DEVOSPLACE

REVISED WEEKLY - 2011

			GGO H CHASE BRDRM COAT CLOSET A BALL A GGO C-H RO-A	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	BREAKOUT ROOM BREAKFASTFEEDING SUITE STORAGE SHOW OFFICE BREAKOUT ROOMS MEETING	
			HUB INTERNATIONAL			
THU. APR 21	MEIJER SERVICE AWARDS		BALL A-B	7:00AM-10:00PM	BANQUET	DA
	INVESTTOOLS WORKSHOP		GG A-D	8:00AM-11:59PM	SET UP	
	LIVE NATION JACKSON BROWNE		DVPH	8:00AM-5PM 7:30PM-10PM 10:00PM-1AM	MOVE IN PERFORMANCE MOVE OUT	AK
	GRAND RAPIDS SYMPHONY		RECITAL HALL	1PM-3:30PM 7:30PM-10PM	REHEARSAL REHEARSAL	AK
FRI. APR 22	SPECTRUM HEALTH FOUNDATION GALA		BALL ABCD	8:00AM-11:59PM	SETUP	RC
	INVESTTOOLS WORKSHOP		GG A-D	8:00AM-11:59PM	GENERAL SESSION	
SAT. APR 23	SPECTRUM HEALTH FOUNDATION GALA		BALL AB BALL CD	8:00AM-11:59PM 8:00AM-11:59PM	DINNER RECEPTION AREA	RC
	INVESTTOOLS WORKSHOP		GG A-D GG EF	8:00AM-11:59PM 8:00AM-11:59PM	GENERAL SESSION MEAL	
	OPERA GR: THE BARBER OF SEVILLE		DVPH/LYON DOCK	8:00AM-8:00PM	SET UP	AK
SUN. APR 24	OPERA GR: THE BARBER OF SEVILLE		DVPH	ALL DAY	DARK	AK
MON. APR 25	MINDSHARE 2011		BALL CD BUS. CENTR..	8:00AM-11:59PM 8:00AM-11:59PM	SET UP SET UP	DA

G A-F = Grand Gallery Meeting Rooms A-F
GG = Grand Gallery Area
RO A-F = River Overlook A-F

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MON A-D = Monroe Meeting Rooms

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