



Board of Directors

**Friday, December 3, 2010
Immediately Following
CAA Operations Committee Meeting
Kent County Commission Chambers
300 Monroe, NW – Grand Rapids, MI**

A G E N D A

- | | |
|---|-------------|
| I. Call to Order | |
| II. Approve November 5, 2010, Meeting Minutes | Action |
| III. Committee Reports | |
| A. Operations Committee | Information |
| i. CVB Report | Information |
| B. Finance Committee | |
| i. SMG October 2010 Financial Statements -
DeVos Place® and Van Andel Arena® | Action |
| ii. CAA October 2010 Financial Statements | Action |
| IV. Booking Policy Task Force Update | Information |
| V. SMG Report and Facilities Calendars | Information |
| VI. Public Comment | |
| VII. Adjournment | |

**Next Meeting Date: Friday, January 7, 2011, immediately following the
CAA Finance Committee meeting**

Merry Christmas & Happy New Year!

**MINUTES OF THE GRAND RAPIDS-KENT COUNTY
CONVENTION/ARENA AUTHORITY
BOARD OF DIRECTORS MEETING
Friday, November 5, 2010**

I. Call to Order

Steve Heacock, Chairperson, called the meeting to order at 8:20 a.m. Secretary/Treasurer Birgit Klohs recorded the meeting minutes.

Attendance

Members Present: Steve Heacock, Chair
Lew Chamberlin
George Heartwell
Birgit Klohs
Joe Tomaselli
Floyd Wilson, Jr.

Members Absent: Gary McInerney

Staff/Others:	Scott Atchison	Michigan Flashcard
	David Czurak	<i>Grand Rapids Business Journal</i>
	Jim Day	Kent County
	Daryl Delabbio	Kent County
	Brian Dykema	Interested Citizen
	Meg Goebel	Broadway Grand Rapids
	Scott Gorsline	DP Fox
	Tim Gortsema	Grand Rapids Griffins
	George Helmstead	CVB
	Peter Kjome	Grand Rapids Symphony
	Chris Knappe	<i>The Grand Rapids Press</i>
	Mike Lloyd	Broadway Grand Rapids
	Chris Machuta	SMG
	Rich MacKeigan	SMG
	Larry Robsen	Grand Rapids Symphony
	Eddie Tadlock	SMG
	Susan Waddell	CAA
	Jana Wallace	City of Grand Rapids
	Jim Watt	SMG
	Richard Wendt	Dickinson Wright

II. Presentation by Grand Rapids Griffins

Tim Gortsema, Senior Vice President of Business Operations, presented a report on the Grand Rapids Griffins, the primary tenant of the Van Andel Arena®. The Griffins are 15 years old this year with 10 years in the American Hockey League. Since the Griffins' inception in 1996, 111 different players - 16 goalies and 95 skaters - have gone on to play at least one game in the National Hockey League.

Some of the more accomplished members of the Griffins' alumni class include 13 Stanley Cup champions. A Griffins alumnus has had his name engraved on the Stanley Cup each of the last three years (2008-2010) and five times in the last six seasons. Fifteen former Griffins were on the playoff

roster of the 2008 Stanley Cup champion Detroit Red Wings, nine of whom now have their names engraved on the Cup. Forty-two Griffins alumni logged ice time with 18 different NHL teams during the 2009-10 regular season. At season's end, Chicago's Tomas Kopecky became the first former Griffin to win his second Stanley Cup.

All 30 NHL teams have had a former Griffin play for them at some point. 53 players have made their NHL debuts after first playing for the Griffins, including 32 who made their debut during the same season they played in Grand Rapids.

Last year, the Griffins won the fan experience award. During the 2008/2009 season, the Griffins won awards for most attendance and community service. The Griffins established a youth foundation in 1995 that allows 300+ underserved children to participate in skating and hockey activities.

This year, hockey nights are branded individually to drive attendance: Winning Wednesday; dollar beer dollar dogs on Friday; Saturday night giveaways; and Sunday is Fun day. While group sales are increasing, full season ticket sales present a strong challenge due to time and money. Individual sales are driven by concessions and continue to be solid because of dollar beer dollar dog night.

Chair Heacock stated that the CAA appreciates its partnership with the Griffins.

III. Minutes of Prior Meeting

Motion: Mr. Heartwell, supported by Ms. Klohs, moved to approve the Minutes of the October 1, 2010 meetings of the Grand Rapids-Kent County Convention/Arena Authority. The motion carried unanimously.

IV. Committee Reports

a. Operations Committee

Mr. Chamberlin stated that the Committee's next meeting is Friday, December 3.

Mr. Helmstead presented the CVB report. Restaurant week is November 4-November 13. September and October were the first back-to-back \$10 million revenue months in three years. From the recent the Rejuvenate convention (competitor of RCMA), CVB staff booked 65 appointments and obtained 15 leads. The Connect hobby convention resulted in 35 appointments and 4 leads.

b. Finance Committee.

Ms. Klohs stated that she would make one motion to cover all four items, since they were discussed at length during the Finance Committee meeting held beforehand.

- i. SMG Financial Statements for DeVos Place® and Van Andel Arena® for the periods ended September 30, 2010.
- ii. CAA Financial Statements for the period ended September 30, 2010.
- iii. Special Purpose Financial Statements as of and for the Years Ended June 30, 2010 and 2009.
- iv. Amendment to FY 2011 Capital Budget.

Motion: Ms. Klohs, supported by Mr. Tomaselli, moved to accept the Finance Committee action items. The motion carried unanimously.

V. Booking Policy Recommendation

This past January, Mr. MacKeigan requested feedback from the frequent users on the present booking policy. All expressed an interest in maintaining the current policy with the exception of the Broadway Grand Rapids, which voiced a desire to receive more favorable dates. The current policy has the Broadway working with the other arts tenants and in a fourth priority positions. The policy provides a higher priority to the other arts tenants primarily due to the fact that the talent is mostly local and the majority of the revenue for the ballet, opera, and symphony stays in west Michigan, while Broadway shows are paid a fee with the overage retained by Broadway. Mr. MacKeigan recommended that no change be made to the booking policy at this time. Mr. MacKeigan also recommended another review next year, if necessary. SMG will insert itself into the date negotiations for the next scheduled season (2012/13). This will provide SMG first-hand involvement in the scheduling practices for a better position to assess the policy's strengths and weaknesses.

Meg Goebel, Board Chair, and Mike Lloyd, Executive Director, of Broadway Grand Rapids addressed the CAA Board for support of its position to change the booking policy to be on equal status with the other arts tenants. Mr. Lloyd declared that Broadway's second-tier status makes it difficult to book top-level shows because it has access to lousy dates once the other arts tenants have filled their calendars. Broadway's partnership with the MSU Wharton Center has given it leverage to secure popular shows, such as Legally Blond. MSU will also bring additional educational programs to Grand Rapids in conjunction with its performing arts programs.

Larry Robsen, Board Chair, and Peter Kjome, Executive Director, of the Grand Rapids Symphony addressed the CAA Board in support of maintaining the current booking policy. The current booking policy is in line with the intentions of those who built DeVos Performance Hall by giving first priority to local artists. The policy realizes the vision of those who created DeVos Hall 30 years ago. The policy helps local arts groups create and maintain jobs. Changes would create uncertainty regarding income and scheduling. The policy is flexible and the arts groups already work with Broadway to accommodate its needs.

Motion: Ms. Klohs, supported by Mr. Wilson, moved to establish a task force, appointed by the Board Chair, to review the booking policy issues and develop a solution with a recommendation to be presented to the CAA Board at its February 4, 2011, meeting.

Discussion followed. Mr. Heartwell concurred that there were not enough good dates for everybody and there is no silver-bullet solution. He is delighted with the success of Mike Lloyd and Broadway, which was at a precipice. Broadway is acquiring diverse offerings that are important to the community in attracting and retaining young people. Mr. Heartwell asked the arts tenants to be flexible and stated that inserting SMG at the table is very important.

Mr. Tomaselli stated that a lot has changed in the 20 years since the CAA inherited the original booking policy. It's a great opportunity to review the policy and come up with recommendations. As part of the review, the task force should look at how the rehearsal hall is being used to free up dates. Ms. Klohs added that the CAA Board has a fiduciary responsibility to understand how this works. Conventions and other entertained need to be figured in. Chair Heacock agreed that a task force was worth the effort and would like the work completed within 6-8 weeks. Mr. Chamberlin inquired whether the task force would examine some sort of criteria. Chair Heacock responded that criteria will be established, prioritized, and weighted. Discussion concluded.

The motion carried unanimously.

VI. Parking Operation and Maintenance Agreement

This item was addressed at the Finance Committee held beforehand.

Motion: Ms. Klohs, supported by Mr. Tomaselli, moved to accept the Parking Operation and Maintenance Agreement. The motion carried unanimously.

VII. SMG Report and Facilities Calendar

Mr. MacKeigan presented a summary of the upcoming events that will be held at DeVos Place® and the Van Andel Arena®.

Mr. MacKeigan stated that the SMG Management Agreement and SMG Food and Beverage Agreement expire June 30, 2011. There is a deadline of December 31, 2010 for notice to either party not to extend the agreements. SMG legal counsel has provided preliminary documents. Attorney Wendt and Bob White have reviewed the documents and identified issues that need to be addressed. Mr. MacKeigan requested that Chair Heacock appoint a Board member to act as liaison in the process, which he expects should be completed by January.

Motion: Ms. Klohs, supported by Mr. Wilson, moved to authorize the Board Chair to extend the contract deadlines, if necessary. The motion carried unanimously.

VIII. Public Comment

Scott Atchison of Michigan Flashcard, Grand Rapids, Michigan, attended the meeting to request written support for a Grand Rapids direction and information booth,

IX. Next Meeting Date

The date for next CAA Board meeting is Friday, December 3, 2010, in the Kent County Commission Chambers, Kent County Administration Building, 300 Monroe Avenue, NW, immediately following the Operations Committee meeting.

X. Adjournment

There being no other business, the meeting adjourned at 9:55 a.m.

Birgit M. Klohs, Recording Secretary

DEVOS PLACE

DE VOS PLACE

FINANCIAL STATEMENT
FOR THE PERIOD ENDED OCTOBER 31, 2010

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	159	329	488	494	(6)
ATTENDANCE	99,068	413,680	512,748	531,500	(18,752)
DIRECT EVENT REVENUE	601,380	1,776,575	2,377,955	2,409,380	(31,425)
ANCILLARY REVENUE	635,794	1,277,298	1,913,092	1,907,266	5,826
TOTAL EVENT REVENUE	1,237,174	3,053,873	4,291,047	4,316,646	(25,599)
TOTAL OTHER REVENUE	45,539	139,355	184,894	190,950	(6,056)
TOTAL OPERATING REVENUE	1,282,713	3,193,228	4,475,941	4,507,596	(31,655)
INDIRECT EXPENSES					
EXECUTIVE	51,444	118,168	169,612	169,612	-
FINANCE	72,083	149,852	221,935	221,935	-
MARKETING	13,677	89,992	103,669	103,669	-
OPERATIONS	418,035	1,067,490	1,485,525	1,485,525	-
EVENT SERVICES	282,120	584,556	866,676	866,676	-
BOX OFFICE	27,543	51,668	79,211	79,211	-
SALES	105,032	250,632	355,664	355,664	-
OVERHEAD	617,842	1,318,405	1,936,247	1,936,247	-
TOTAL OPERATING EXP.	1,587,777	3,630,763	5,218,539	5,218,539	-
NET REVENUE ABOVE EXPENSES	(305,064)	(437,535)	(742,598)	(710,943)	(31,655)
INCENTIVE FEE			-	0	-
NET OPERATING REVENUE OVER OPERATING EXPENSES	(305,064)	(437,535)	(742,598)	(710,943)	(31,655)

Comments:

October performed well for DeVos Place as ancillary income continues to come in at budgeted numbers and showing an increase over prior year. October also included the season starts for both the Symphony and Ballet in the Performance Hall.


General Manager


Finance Director

**DE VOS PLACE
FINANCIAL STATEMENT HIGHLIGHTS
FOR MONTH ENDED OCTOBER 31, 2010**

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

MONTH	October Actual	October Budget	October FY 2010
Number of Events	71	71	69
Attendance	46,320	58,300	48,756
Direct Event Income	\$283,926	\$258,552	\$287,902
Ancillary Income	283,501	264,660	267,017
Other Income	18,045	14,725	11,092
Indirect Expenses	(411,678)	(434,879)	(439,071)
Net Income	<u>\$173,794</u>	<u>\$103,058</u>	<u>\$126,940</u>

YTD	YTD 2011 Actual	YTD 2011 Budget	YTD 2010 Prior Year
Number of Events	159	152	162
Attendance	99,068	124,450	103,469
Direct Event Income	\$601,380	\$566,649	\$657,427
Ancillary Income	635,794	627,139	521,589
Other Income	45,539	41,047	32,211
Indirect Expenses	(1,587,777)	(1,739,516)	(1,545,506)
Net Income	<u>(\$305,064)</u>	<u>(\$504,681)</u>	<u>(\$334,279)</u>

EVENT INCOME

Event income came in a little ahead of budgeted levels with most of the overage coming from conventions hosted during the month that used more of the facility than original anticipated.

ANCILLARY INCOME

Ancillary income came in ahead of budget for the month and continues to show growth over prior fiscal year.

INDIRECT EXPENSES

Indirect expenses came in at expected levels for the month.

DeVos Place
Income Statement
For the Four Months Ending October 31, 2010

	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	\$319,761	\$269,848	\$49,913	\$297,033	\$684,024	\$599,882	\$84,142	\$658,833
Service Revenue	208,014	210,402	(2,388)	310,674	484,337	514,406	(30,069)	594,364
Service Expenses	(243,849)	(221,698)	(22,151)	(319,805)	(566,981)	(547,639)	(19,342)	(595,770)
Total Direct Event Income	283,926	258,552	25,374	287,902	601,380	566,649	34,731	657,427
Ancillary Income								
F&B Concession	10,913	8,440	2,473	12,853	28,104	19,385	8,719	24,444
F&B Catering	84,406	90,970	(6,564)	68,207	226,894	215,665	11,229	159,293
Novelty Sales	0	600	(600)	590	502	2,222	(1,720)	4,238
Booth Cleaning	37,611	26,230	11,381	33,619	56,804	60,456	(3,652)	46,705
Telephone/Long Distance	0	2,268	(2,268)	338	225	5,292	(5,067)	900
Electrical Services	92,968	60,619	32,349	94,212	132,548	147,466	(14,918)	125,321
Audio Visual	29,437	46,330	(16,893)	29,420	110,581	107,056	3,525	99,799
Internet Services	8,797	6,489	2,308	3,033	29,751	14,241	15,510	13,819
Equipment Rental	19,369	22,714	(3,345)	24,745	50,385	55,356	(4,971)	47,070
Total Ancillary Income	283,501	264,660	18,841	267,017	635,794	627,139	8,655	521,589
Other Event Income								
Ticket Rebates(Per Event)	8,487	9,892	(1,405)	9,150	27,867	21,715	6,152	23,181
Total Other Event Income	8,487	9,892	(1,405)	9,150	27,867	21,715	6,152	23,181
Total Event Income	575,914	533,104	42,810	564,069	1,265,041	1,215,503	49,538	1,202,197
Other Operating Income								
Luxury Box Agreements	1,802	2,000	(198)	1,733	7,208	8,000	(792)	6,933
Other Income	7,756	2,833	4,923	209	10,464	11,332	(868)	2,097
Total Other Operating Income	9,558	4,833	4,725	1,942	17,672	19,332	(1,660)	9,030
Adjusted Gross Income	585,472	537,937	47,535	566,011	1,282,713	1,234,835	47,878	1,211,227
Operating Expenses								
Salaries and Wages	254,951	225,288	29,663	301,019	817,344	901,152	(83,808)	860,664
Payroll Taxes and Benefits	77,667	58,848	18,819	85,863	213,152	235,392	(22,240)	218,972
Labor Allocations to Events	(169,641)	(122,456)	(47,185)	(228,224)	(430,371)	(489,824)	59,453	(490,972)
Net Salaries and Benefits	162,977	161,680	1,297	158,658	600,125	646,720	(46,595)	588,664
Contracted Services	21,923	21,200	723	27,046	98,287	84,800	13,487	99,537
General and Administrative	24,422	28,058	(3,636)	35,751	83,450	112,232	(28,782)	91,834
Operations	2,865	10,312	(7,447)	7,359	47,992	41,248	6,744	40,979
Repair and Maintenance	38,518	41,941	(3,423)	54,544	131,429	167,764	(36,335)	170,002
Operational Supplies	18,924	21,500	(2,576)	27,058	55,609	86,000	(30,391)	74,176
Insurance	16,772	17,465	(693)	18,099	67,092	69,860	(2,768)	56,191
Utilities	111,909	119,500	(7,591)	97,333	450,321	478,000	(27,679)	371,232
SMG Management Fees	13,368	13,223	145	13,223	53,472	52,892	580	52,891
Total Operating Expenses	411,678	434,879	(23,201)	439,071	1,587,777	1,739,516	(151,739)	1,545,506
Net Income(Loss) From Operations	173,794	103,058	70,736	126,940	(305,064)	(504,681)	199,617	(334,279)
Other Non-Operating Expenses								
Adjusted Net Income(Loss)	173,794	103,058	70,736	126,940	(305,064)	(504,681)	199,617	(334,279)

SMG DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Year to Date Event Summary Report
For the Three Months Ended October 31, 2010

Event Type	Events/Days		Attendance		Total Event Income	
	Actual	Budget	Actual	Budget	Actual	Budget
Convention/Trade Shows	49	49	41,850	61,250	680,352	696,976
Consumer/Gated Shows	4	4	2,940	6,000	27,801	38,616
Devos Performance Hall	32	25	24,124	29,500	179,850	141,270
Banquets	13	13	6,703	8,450	94,088	92,794
Meetings	41	41	11,146	10,250	194,393	120,909
Other	20	20	12,305	9,000	88,557	124,940
GRAND TOTALS	159	152	99,068	124,450	1,265,041	1,215,505

As Percentage of Overall

Convention/Trade Shows	30.82%	32.24%	42.24%	49.22%	53.78%	57.34%
Consumer/Gated Shows	2.52%	2.63%	2.97%	4.82%	2.20%	3.18%
Devos Performance Hall	20.13%	16.45%	24.35%	23.70%	14.22%	11.62%
Ballroom Exclusive	8.18%	8.55%	6.77%	6.79%	7.44%	7.63%
Meetings	25.79%	26.97%	11.25%	8.24%	15.37%	9.95%
Other	12.58%	13.16%	12.42%	7.23%	7.00%	10.28%

DeVos Place
Balance Sheet
As of October 31, 2010

ASSETS

Current Assets		
Cash	846,886	
Account Receivable	676,701	
Prepaid Expenses	31,256	
	<hr/>	
Total Current Assets		\$1,554,843
Total Assets		\$1,554,843
		<hr/> <hr/>

LIABILITIES AND EQUITY

Current Liabilities		
Accounts Payable	79,789	
Accrued Expenses	233,835	
Deferred Income	26,915	
Advanced Ticket Sales & Deposits	535,069	
	<hr/>	
Total Current Liabilities		\$875,608
Other Liabilities		
Equity		
Expenses Paid Direct by CAA	424,569	
Beginning Balance Equity	559,729	
Current Year Equity	(305,064)	
	<hr/>	
Total Equity		\$679,235
		<hr/>
Total Liabilities and Equity		\$1,554,843
		<hr/> <hr/>

5

SMG - DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
As of October 31, 2010

Current - Under 30 Days	
Food & Beverage	89,767
Ticketing	-
Merchandise	247
Decorating	37,611
Audio/Visual	29,436
Van Andel Arena	(94,847)
Operating	445,927
 Over 30 Days	 31,746
 Over 60 Days	 121,680
 Over 90 Days	
Donnell Productions	5,736
Paragon Leather	2,110
Saigon Entertainment	5,002
Grinder Promotions	2,286
 Total Accounts Receivable	 676,701

**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	1,049,086	(742,598)	306,488	916,360
Benchmark			700,000	700,000
Excess	1,049,086	(742,598)	(393,512)	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	4,975,642	4,475,941	9,451,583	9,777,929
Benchmark Revenue	4,800,000	4,200,000	9,000,000	8,900,000
Revenue Excess	175,642	275,941	451,583	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 OCTOBER 31, 2010**

Distribution:

Grand Rapids – Kent County Convention / Arena Authority

Robert White

Bob McClintock

Lewis Dawley

Gary McAneney

Howard Feldman

Richard MacKeigan

Chris Machuta



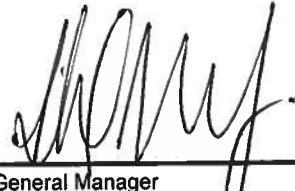
An SMG Managed Facility


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

	YTD	ROLL	TOTAL FYE	BUDGET FYE	VARIANCE
NO. EVENTS	19	88	107	111	(4)
ATTENDANCE	90,985	476,639	567,624	591,650	(24,026)
DIRECT EVENT INCOME	224,776	1,090,258	1,315,034	1,460,958	(145,924)
ANCILLARY INCOME	164,425	1,031,561	1,195,986	1,230,438	(34,452)
TOTAL EVENT INCOME	389,201	2,121,819	2,511,020	2,691,396	(180,376)
TOTAL OTHER INCOME	610,903	1,853,719	2,464,622	2,444,775	19,847
TOTAL INCOME	1,000,104	3,975,538	4,975,642	5,136,171	(160,529)
INDIRECT EXPENSES					
EXECUTIVE	52,671	138,442	191,113	191,113	-
FINANCE	66,944	159,959	226,903	226,903	-
MARKETING	90,869	198,360	289,229	289,229	-
OPERATIONS	527,488	1,080,467	1,607,955	1,607,955	-
BOX OFFICE	28,033	105,597	133,630	133,630	-
LUXURY SEATING	23,755	63,521	87,276	87,276	-
SKYWALK ADMIN	4,408	19,548	23,956	23,956	-
OVERHEAD	431,352	935,142	1,366,494	1,366,494	-
TOTAL INDIRECT EXP.	1,225,519	2,701,036	3,926,556	3,926,556	-
NET REVENUE ABOVE EXPENSES	(225,415)	1,274,502	1,049,086	1,209,615	(160,529)
LESS INCENTIVE FEE			0	-	-
NET REVENUE ABOVE EXPENSES AFTER INCENTIVE	(225,415)	1,274,502	1,049,086	1,209,615	(160,529)

Comments:

October kicked off the new Griffins season with numbers comparable to prior year. Overall the Arena fell short of budget as ticket sales for the Detroit Pistons and TNA Wrestling events fell below budgeted expectations.


General Manager


Director of Finance

**VAN ANDEL ARENA
FINANCIAL STATEMENT HIGHLIGHTS
FOR MONTH ENDED OCTOBER 31, 2010**

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

MONTH	October Actual	October Budget	October FY 2010
Number of Events	6	6	10
Attendance	29,561	36,000	50,649
Direct Event Income	\$33,243	\$56,188	\$128,790
Ancillary Income	67,038	91,999	122,583
Other Income	151,682	184,607	212,562
Indirect Expenses	(324,158)	(327,214)	(288,422)
Net Income	(\$72,195)	\$5,580	\$175,513

YTD	YTD 2011 Actual	YTD 2011 Budget	YTD 2010 Prior Year
Number of Events	19	20	15
Attendance	90,985	108,500	110,097
Direct Event Income	\$224,776	\$311,069	\$286,757
Ancillary Income	164,425	214,183	269,309
Other Income	610,903	738,310	792,447
Indirect Expenses	(1,225,519)	(1,308,856)	(1,103,887)
Net Income	(\$225,415)	(\$45,294)	\$244,626

EVENT INCOME

Event income fell below budget due to lower than anticipated ticket sales for Pistons and Wrestling.

ANCILLARY INCOME

Ancillary income fell below expectations due to lower ticket sales.

INDIRECT EXPENSES

Indirect expenses came in at expected levels for the month.

Van Andel Arena
Income Statement
For the Four Months Ending October 31, 2010

	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	\$79,112	\$115,800	(36,688)	\$176,052	\$326,091	\$413,011	(86,920)	\$365,947
Service Revenue	47,088	59,760	(12,672)	154,866	502,115	469,288	32,827	334,661
Service Expenses	(92,957)	(119,372)	26,415	(202,128)	(603,430)	(571,230)	(32,200)	(413,851)
Total Direct Event Income	33,243	56,188	(22,945)	128,790	224,776	311,069	(86,293)	286,757
Ancillary Income								
F&B Concession	58,932	76,010	(17,078)	97,741	145,174	180,692	(35,518)	217,856
F&B Catering	3,556	6,629	(3,073)	8,463	5,905	13,277	(7,372)	19,527
Novelty Sales	1,870	6,780	(4,910)	14,029	10,648	17,634	(6,986)	26,576
Audio Visual	0	0	0	0	18	0	18	0
Other Ancillary	2,680	2,580	100	5,350	2,680	2,580	100	5,350
Total Ancillary Income	67,038	91,999	(24,961)	125,583	164,425	214,183	(49,758)	269,309
Other Event Income								
Ticket Rebates(Per Event)	8,038	17,000	(8,962)	32,528	36,880	63,230	(26,350)	78,990
Total Other Event Income	8,038	17,000	(8,962)	32,528	36,880	63,230	(26,350)	78,990
Total Event Income	108,319	165,187	(56,868)	286,901	426,081	588,482	(162,401)	635,056
Other Operating Income								
Luxury Box Agreements	95,988	108,607	(12,619)	131,046	367,078	439,080	(72,002)	480,394
Advertising	44,000	52,083	(8,083)	44,000	190,724	208,332	(17,608)	212,534
Other Income	3,656	6,917	(3,261)	4,988	16,221	27,668	(11,447)	20,529
Total Other Operating Income	143,644	167,607	(23,963)	180,034	574,023	675,080	(101,057)	713,457
Adjusted Gross Income	251,963	332,794	(80,831)	466,935	1,000,104	1,263,562	(263,458)	1,348,513
Operating Expenses								
Salaries and Wages	149,598	160,183	(10,585)	152,649	606,736	640,732	(33,996)	533,069
Payroll Taxes and Benefits	36,481	42,846	(6,365)	40,869	129,658	171,384	(41,726)	133,365
Labor Allocations to Events	(24,986)	(72,446)	47,460	(65,448)	(181,483)	(289,784)	108,301	(192,449)
Net Salaries and Benefits	161,093	130,583	30,510	128,070	554,911	522,332	32,579	473,985
Contracted Services	19,771	21,300	(1,529)	19,801	81,499	85,200	(3,701)	77,023
General and Administrative	27,877	30,742	(2,865)	31,397	106,928	122,968	(16,040)	97,686
Operations	2,218	4,996	(2,778)	1,867	6,632	19,984	(13,352)	5,940
Repair and Maintenance	2,577	17,943	(15,366)	7,829	32,324	71,772	(39,448)	58,146
Operational Supplies	17,300	19,883	(2,583)	9,499	59,000	79,532	(20,532)	32,588
Insurance	11,033	11,394	(361)	11,703	44,131	45,576	(1,445)	30,502
Utilities	68,921	77,150	(8,229)	65,033	286,622	308,600	(21,978)	275,126
SMG Management Fees	13,368	13,223	145	13,223	53,472	52,892	580	52,891
Total Operating Expenses	324,158	327,214	(3,056)	288,422	1,225,519	1,308,856	(83,337)	1,103,887
Net Income(Loss) From Operations	(72,195)	5,580	(77,775)	178,513	(225,415)	(45,294)	(180,121)	244,626
Other Non-Operating Expenses								
Adjusted Net Income(Loss)	(72,195)	5,580	(77,775)	178,513	(225,415)	(45,294)	(180,121)	244,626

SMG - Van Andel Arena
Grand Rapids - Kent County Convention/Arena Authority
Event Summary
For the Four Months Ended October 31, 2010

Event Type	Events/Days		Attendance		Total Event Income	
	Actual	Budget	Actual	Budget	Actual	Budget
Family Show	6	7	22,283	23,000	63,738	60,396
Sporting Event	1	2	3,578	14,000	132,937	141,475
Concert	2	3	8,655	25,500	61,218	215,339
Team Home Games	4	4	19,690	22,000	40,616	47,712
Other	4	4	26,908	24,000	151,322	147,560
GRAND TOTALS	17	20	81,114	108,500	449,831	612,482

As Percentage of Overall

Family Show	35.29%	35.00%	27.47%	21.20%	14.17%	9.86%
Sporting Event	5.88%	10.00%	4.41%	12.90%	29.55%	23.10%
Concert	11.76%	15.00%	10.67%	23.50%	13.61%	35.16%
Team Home Games	23.53%	20.00%	24.27%	20.28%	9.03%	7.79%
Other	23.53%	20.00%	33.17%	22.12%	33.64%	24.09%

Van Andel Arena
Balance Sheet
As of October 31, 2010

ASSETS

Current Assets

Cash	4,150,518
Account Receivable	1,257,363
Prepaid Expenses	184,890

Total Current Assets	\$5,592,770
-----------------------------	--------------------

Total Assets	\$5,592,770
	=====

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	28,944
Accrued Expenses	278,862
Deferred Income	1,832,307
Advanced Ticket Sales & Deposits	2,833,262

Total Current Liabilities	\$4,973,375
----------------------------------	--------------------

Other Liabilities

Equity

Funds Remitted to CAA	(450,000)
Expenses Paid Direct by CAA	266,928
Beginning Balance Equity	1,027,882
Current Year Equity	(225,414)

Total Equity	\$619,395
---------------------	------------------

Total Liabilities and Equity	\$5,592,770
	=====

5

SMG - Van Andel Arena
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
As of October 31, 2010

Current - Under 30 Days	
Food & Beverage	149,489
Ticketing	63,363
Merchandise	-
Permanent Advertising	684,816
DeVos Place	94,847
Operating	106,203
 Over 30 Days	 125,645
 Over 60 Days	 33,000
 Over 90 Days	
 Total Accounts Receivable	 1,257,363

**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	1,049,086	(742,598)	306,488	916,360
Benchmark			700,000	700,000
Excess	1,049,086	(742,598)	(393,512)	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	4,975,642	4,475,941	9,451,583	9,777,929
Benchmark Revenue	4,800,000	4,200,000	9,000,000	8,900,000
Revenue Excess	175,642	275,941	451,583	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: October 31, 2010, Administrative Financial Statements

Date: November 22, 2010

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 September 30 for fiscal years 2010 and 2011. The Income Statement provides a line item comparison of accounts for the first three 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 first quarter 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 \$.71 million from October 31, 2009. Balance decreased by \$1.58 million from the June 30, 2010 position due to a quick start on several capital improvement projects.
- Fund balance decreased by \$.85 million over the October 31, 2009 level.

Three-Month Revenue/Expense:

- Parking revenues have increased by 14%. The July through October time period is a seasonally slow period. Revenues in this time period (4 months = 33%) represent only 16% of total annual.
- Interest income was budgeted (2% rate est.) to increase by 35%, but has declined by 40% (comparative time periods) from actual experience in the first four months of the prior fiscal year. The County Investment Pool is currently paying 1% interest.
- Capital R/R/A spending is increased by 423% 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
Statement of Revenues, Expenditures and Changes in Fund Balance
For the Four Months Ended October 31, 2010

	Annual			Year-To-Date		
	FY 2010 Actual	FY 2011 Budget	Percentage Change	FY 2010 7/1 - 10/31	FY 2011 7/1 - 10/31	Percentage Change
Revenues:						
Transfers from SMG	\$ 2,466,913	\$ 2,686,472	8.9	\$ 950,000	\$ 450,000	0.0
Parking	903,979	982,616	8.7	144,225	164,397	14.0
Interest	322,422	435,000	34.9	100,530	43,166	(57.1)
Miscellaneous	95,217	30,000	(68.5)	5,000	5,000	0.0
Total Revenues	3,788,531	4,134,088	9.1	1,199,755	662,563	(5.3)
Expenditures:						
Operations						
- Utilities	2,141,494	2,197,800	2.6	453,139	609,534	34.5
- Parking Management	171,651	119,342	(30.5)	57,151	15,907	(72.2)
- Pedestrian Safety	85,348	85,000	(0.4)	10,002	15,285	52.8
- Landscaping	13,393	90,000	572.0	-	-	0.0
- DID Assessment	53,175	53,500	0.6	53,175	55,103	3.6
- Marketing	-	-	-	-	-	-
- Campaign	-	100,000	100.0	-	-	0.0
- CVB	75,000	75,000	0.0	-	-	0.0
- Sports Commission	25,000	25,000	0.0	25,000	25,000	0.0
Capital R/R/A ⁽¹⁾						
- Capital Projects	460,063	4,108,500	793.0	276,728	1,447,927	423.2
Administration						
- Wages/Benefits	105,529	131,484	24.6	36,294	35,953	(1.0)
- Professional Services	74,678	71,000	(4.9)	66,881	10,269	(84.6)
- Diversity Initiative	15,106	40,000	164.8	8,237	556	(93.2)
- Procurement of Art	-	25,000	100.0	-	-	0.0
- Insurance	22,903	24,000	4.8	22,903	23,561	2.9
- Supplies/Other	68,574	105,000 ⁽²⁾	53.1	19,137	19,418	1.8
Total Expenditures	3,311,914	7,250,626	118.9	1,028,647	2,258,513	119.6
Excess (Deficiency) of Revenues Over Expenditures	476,617	(3,116,538)		\$ 171,108	\$ (1,595,950)	385.3
Balance, beginning of period	24,119,455	24,596,072				
Balance, end of period	\$ 24,596,072	\$ 21,479,534				

NOTES:

(1)

R/R/A - Repair/Replacement/Additions

(2)

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

Grand Rapids-Kent County Convention/Arena Authority
Balance Sheet (Unconsolidated)
October 31, 2010

		<u>2009</u>	<u>2010</u>
<u>Assets</u>			
Cash	- Operating	\$ 360,699	\$ 58,879
Investments	- Kent County	22,215,115	21,803,209
Capital Assets (Net)		<u>659,549</u>	<u>788,841</u>
Total Assets		<u><u>\$ 23,235,363</u></u>	<u><u>\$ 22,650,929</u></u>

<u>Liabilities & Fund Balance</u>			
Accounts Payable		\$ 291,463	\$ 555,631
Fund Balance		<u>22,943,900</u>	<u>22,095,298</u>
Total Liabilities & Fund Balance		<u><u>\$ 23,235,363</u></u>	<u><u>\$ 22,650,929</u></u>

DATE	EVENT	EC	MOD	ROOM	TIME	FUNCTION
Wed, Dec 1	Available					
Thur, Dec 2	Available					
Fri, Dec 3	Michael Bublé	GC		Arena	8:00 AM 9:00 AM 10:00 AM 4:00 PM 7:00 PM 8P-8:40P 8:40P-9P 9P-10:45P 10:30 PM	Floor mark Pre-rig Load-in Sound check Doors Naturally 7 Intermission Michael Bublé Load-out
Sat, Dec 4	Griffins vs San Antonio	GC	ROD	Arena	10A-12:30P 12:30 PM 1P-2P 2:30P-3:30P 4P-5P 6:00 PM 7P-9:30P	Team practice Doors Pre-game youth hockey Pre-game youth hockey Pre-game youth hockey Doors Hockey game
				Banquet B	6P-8P	Drawstring Backpack Giveaway
				Crease Club	6P-9:30P	Band performance
	EnerSys, Inc.	DG		Banquet C	6P-9:30P	Banquet
	KDP Retirement Services			East/West Nests	6P-9:30P	Banquet
	W. Mich Sports Banquet			MOS Corner Office	6P-9:30P	Banquet
	Dean Foods			Suite 101A	6P-9:30P	Banquet
	Nutech Systems			Suite 101B	6P-9:30P	Banquet
	Sun, Dec 5	Griffins vs San Antonio		GC	KATHY	Arena
Crease Club			3P-7:10P			Band performance
Kraft Business Systems		DG	East Nest	3P-7:10P		Banquet
Cambridge Partners			MOS Corner Office	3P-7:10P		Banquet
Mon, Dec 6		Available				
Tue, Dec 7	Ozzy Osbourne	GC	CHRIS	Arena	7:30 PM	Performance
Wed, Dec 8	Griffins vs Milwaukee	GC	TODD	Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
				Banquet B/C	6P-7P	Banquet
	Boise Cascade Products	DG		Banquet D	9:30P-10:30P	Post-game meal
	Milwaukee Admirals			East Nest	6P-9:30P	Banquet
	Open Systems Technologies			MOS Corner Office	6P-9:30P	Banquet
	IT Resource			Suite 101A	6P-9:30P	Banquet
Armour Eckrich Meats						
Thur, Dec 9	Available					
Fri, Dec 10	Griffins vs Texas	GC	TODD	Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
				Select Bank	DG	East Nest
	Informs	West Nest		6P-9:30P		Banquet
	Jennifer Maxson	Suite 101A		6P-9:30P		Banquet
	Brian Dixon	Suite 120B		6P-9:30P		Banquet
Sat, Dec 11	GVSU	GC	ROD	Arena	10:00 AM	Commencement Ceremony

Sun, Dec 12	Griffins vs Texas	GC	JIM	Arena	10A-12:30P 12:30 PM 1P-2P 3:00 PM 4P-6:30P 6:30P-6:50P	Team practice Doors Pre-game youth hockey Doors Hockey game Post-game skate
		DG		Crease Club	3P-6:50P	Band performance
	Texas			Banquet D	12P-3P	Pre-game meal
	Lakeview Family Chiro	DG		East Nest	3P-6:50P	Banquet
	J & H Oil			Suite 101A	3P-6:50P	Banquet
Mon, Dec 13	Available					
Tue, Dec 14	Available					
Wed, Dec 15	Griffins vs Houston	GC	EDDIE	Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
	Northwood University	DG		Banquet B	6P-7P	Banquet
	John Hancock Mutual Fund			Crease Club	6P-9:30P	Banquet
	Gerber Products	DG		East Nest	6P-9:30P	Banquet
	Advance Auto Parts			West Nest	6P-9:30P	Banquet
	CUSO Development			MOS Corner Office	6P-9:30P	Banquet
Thur, Dec 16	Available					
Fri, Dec 17	Griffins vs Peoria	GC	LYNNE	Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
	Hickey Combs	DG		East Nest	6P-9:30P	Banquet
	Zeeland Generating Station			West Nest	6P-9:30P	Banquet
	Saranac Dental			MOS Corner Office	6P-9:30P	Banquet
	Tina Wray			Suite 101A	6P-9:30P	Banquet
Sat, Dec 18	Available					
Sun, Dec 19	Available					
Mon, Dec 20	Available					
Tue, Dec 21	Available					
Wed, Dec 22	Griffins vs Toronto	GC	EDDIE	Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
	Courtyard by Marriott	DG		East Nest	6P-9:30P	Banquet
	Keller & Almassian			MOS Corner Office	6P-9:30P	Banquet
Thur, Dec 23	Available					
Fri, Dec 24	Closed – Holiday 🎄🎅					
Sat, Dec 25	Holiday 🎄🎅🌟					
Sun, Dec 26	Griffins vs Lake Erie	GC	TODD	Arena	10A-12:30P 3:00 PM 4P-6:30P 6:30P-6:50P 6:50P-7:10P	Team practice Doors Hockey game Post-game skate Post-game autographs
	March of Dimes	DG		West Nest	3P-7:10P	Banquet
	Nancy Gamby			Suite 101A	3P-7:10P	Banquet
Mon, Dec 27	Available					
Tue, Dec 28	Available					
Wed, Dec 29	Trans Siberian Orchestra	GC	CHRIS	Arena	3:00 PM 8:00 PM	Performance Performance
Thur, Dec 30	Available					

Fri, Dec 31	Griffins vs Toronto	GC	JIM	Arena	10A-12:30P 5:00 PM 6P-8:30P 8:30P-8:50P	Team practice Doors Hockey game Post-game skate
		DG		Crease Club	5P-8:50P	Band performance
	West Side Beer			East Nest	5P-8:50P	Banquet
	Griff's Ice House			West Nest	5P-8:50P	Banquet
	Delta Imports			Suite 101A	5P-8:50P	Banquet
Sat, Jan 1	Griffins vs Peoria	GC		Arena	10A-12:30P 6:00 PM 7P-9:30P 9:30P-9:50P 9:50P-10:10P	Team practice Doors Hockey game Post-game skate Post-game autographs
		DG		Banquet B	6P-8P	UoM/MSU Hat Giveaway
	Van Andel Flikkema			Suite 101A	6P-10:10P	Banquet
Sun, Jan 2	Available					

REVISED WEEKLY - 2010

	MICHIGAN FARM BUREAU						EST. ATTENDANCE 1,500
TUE. NOV 30	Ballroom AB Ballroom AB Amway Concourse Ballroom CD Business Center Chase Boardroom Chase Boardroom Amway Concourse Amway Concourse Ballroom AB SKYWALK DVPH	GVSU ART EXHIBIT	6:00am 9:00am 8:00am-6:00pm Morning All Day All Day All Day 1:30pm 1:00pm-6:30pm 5:15pm-6:15pm 6:30pm-10:00pm 7:30AM-5:30PM 8A-5P 7P-10P	Client Arrival Production Call President's Banquet Setup Member Services Exhibit Setup Delegate Session Setup Press Room Policy Development Committee Policy Development Committee Lunch Delegate Registration Member Services Reception President's Banquet VIEWING HOURS MOVE IN REHEARSAL	DA		
WED. DEC 1	MI FARM BUREAU FALL 2010 ANNUAL SHOW		6:00am 8:00am-6:30pm 7:00am-12:00pm All Day All Day All Day All Day All Day All Day All Day 8:00am-10:30am 8:30am-11:45am 7:00am-5:00pm 9:30am-10:30am 10:30am-11:30am 12:00pm-12:45pm 11:30am 1:00pm 1:30pm 2:15pm-3:45pm 3:45pm 5:30pm 6:30pm-9:00pm 8:00pm-10:00pm	Client Arrival Delegate Registration Koffee Klatcheteria Press Room Policy Development Committee Storage FFA Discussion Meets FFA Discussion Meets Young Farmer Interview Rooms Young Farmer Registration Delegate Session Young Farmer Judges Tally Room Discussion Meet Round 1 Discussion Meet Round 2 Young Farmer Lunch Young Farmer Contestant Recognition River Overlook Change Over Operations quick change into dinner setup Young Farmer Activities Semi-Finals Educational Workshops Operations changeover for IA reset Young Farmer Reception Mi's Rising Star Banquet Young Farmer Committee Meeting	DA		EST. ATTENDANCE: 1500

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

DEVOS PLACE

REVISED WEEKLY – 2010

	GVSU ART EXHIBIT	SKYWALK	7:30AM-5:30PM	VIEWING HOURS	ET
	GR BALLET NUTCRACKER	DVPH	8:00AM-11:59PM	SETUP	AK
THURS. DEC 2	MI FARM BUREAU FALL 2010 ANNUAL SHOW	Amway Concourse Secchia Lobby by CD Business Center Chase Boardroom Ballroom AB Grand Gallery AB Lobby Ballroom CD Grand Gallery A-F Grand Gallery AB Grand Gallery A-F Ballroom BCD Secchia Lobby by CD Ballroom AB West Grand Gallery Ballroom AB Grand Gallery A-F Ballroom CD Grand Gallery A GG Overlook H Secchia Lobby by CD Secchia Lobby by CD Ballroom AB Ballroom AB	6:00am 6:30am-7:00AM 7:00am-All Day All Day All Day 7:00am-8:30am 8:30am-9:00am 8:45am-11:30am 8:30am-5:00pm 8:30am-9:00pm 9:00am-11:30am 9:00am 12:00pm-4:30pm 11:45am-1:30pm 1:30pm-2:00pm 1:30pm 2:00pm-5:00pm 2:00pm-5:00pm 3:30pm-5:30pm 4:00pm-5:00pm 5:15pm-6:15pm 6:30pm-8:00pm 6:45pm-9:30pm 10:00pm	Client Arrival Delegate Registration Koffee Klatcheteria Press Room Policy Development Committee AgriPac Breakfast Farmers CARE Registration Delegate Session Farmers CARE Workshops Farmers CARE General Session Farmers CARE AM Session Operations quick change into lunch setup Taste of Michigan Load In P & E Luncheon Communicators Awards AgPromoter/Educator Awards Ice Cream Social Operations quick change into dinner setup Farmers CARE PM Session Delegate Session P & E Critique Newly Elected Officials Gathering Taste of Michigan Taste of Michigan Load Out Annual Banquet DSA – Presentation Production Load Out	DA
	GVSU ART EXHIBIT	SKYWALK	7:30AM-5:30PM	VIEWING HOURS	ET
	GR BALLET NUTCRACKER	DVPH	8:00AM-11:59PM	SETUP	AK
FRI. DEC 3	GRAND RAPIDS GYMNASTICS	Ballrooms AB Ballroom B Chase Boardroom – Ballrooms Show Office Ballrooms AB Exhibit Hall C – Door 7 Ballroom CD, Secchia Lobby, Grand Gallery Ballrooms CD Ballroom C Secchia Lobby	7:00AM TBD? 8:00AM TBD? 8:00AM – 11:00PM 9:00AM 12:00PM – 4:00PM 12:30ishPM 1:00PM 1:00PM 2:00PM	City of GR bleachers Load In Production load in Judges/Coaches Lounges Apparatus Load In Vendor Load in (hall c only) OPERATIONS CHANGEOVER Apparatus Load In Art Craft Bleacher Build Vendor Load In	RC

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

DEVOS-PLACE

REVISED WEEKLY - 2010

		Ballrooms - Secchia Lobby Ballrooms Ballrooms Ballrooms Ballrooms Grand Gallery - River Overlook	4:00PM 5:00PM 5:30PM 6:00PM 6:05PM 10:15PM 11:00PM	Ball COMPLETE - Show ready Doors Open Open Warm Up Athlete March In Timed Warm up - Event Begins Awards Event End		
	MI FARM BUREAU FALL 2010 ANNUAL SHOW	Business Center Chase Boardroom Secchia Lobby by CD Secchia Lobby Michigan and Lyon Dock Ballroom CD Ballroom CD SKYWALK DVPH	6:30am 7:00am-12:30pm 7:00am-12:30pm 7:00am-12:30pm 8:00am-12:30pm 12:00pm-4:00pm 9:15am-12:30pm 10:00am-10:30am 12:30pm 7:30AM-5:30PM 8:00AM-11:59PM	Client Arrival Press Room Policy Development Committee Koffee Klatcheria Delegate Registration Vehicle Load Out Delegate Session Break Production Load Out VIEWING HOURS PERFORMANCE /SHOW	DA	
	GVSU ART EXHIBIT	SKYWALK	7:30AM-5:30PM	VIEWING HOURS	ET	
	GR BALLET NUTCRACKER	DVPH	8:00AM-11:59PM	PERFORMANCE /SHOW	AK	
SAT. DEC 4	SPIRIT ROCKS CHEER AND DANCE COMPETITION	EH A GG A-F EH A-B	8:00AM-8:00PM 8:00AM-11:59PM 8:00PM-11:59PM	PERFORMANCE BREAKDOWN ROOM TEARDOWN	RC	
	GRAND RAPIDS GYMNASTICS	Ballrooms Chase Boardroom - Ballrooms Show Office Ballrooms - Secchia Lobby Ballrooms Ballrooms Ballrooms Grand Gallery - River Overlook Ballrooms Ballrooms Ballrooms Grand Gallery - River Overlook Ballrooms Ballrooms Ballrooms Grand Gallery - River Overlook	6:30AM 7:30AM - 11:00PM 7:30AM 8:00AM 8:30AM 8:35AM 12:15PM 12:30PM 1:00PM 1:05PM 4:30PM 5:00PM 5:30PM 5:35PM 9:00PM	Client Arrival Judges/Coaches Lounges Doors Open Open Warm Up Athlete March In Timed Warm up - Event Begins Awards Open Warm Up Athlete March In Timed Warm up - Event Begins Awards Open Warm Up Athlete March In Timed Warm up - Event Begins Awards Event End VIEWING HOURS PERFORMANCE /SHOW		
	GVSU ART EXHIBIT	SKYWALK	8:00AM-6:00PM	VIEWING HOURS	ET	
	GR BALLET NUTCRACKER	DVPH	8:00AM-11:59PM	PERFORMANCE /SHOW	AK	

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

DEVOS-PLACE

REVISED WEEKLY - 2010

SUN. DEC 5	GREAT LAKES FRUIT, VEGETABLE & FARM MARKET EXPO	Exhibit Halls A-C Registration/Halls B-C	8:00AM - 5:00PM 2:00PM	Equipment Setup - Load-In only Client Arrival	RC	
	GRAND RAPIDS GYMNASTICS	Ballrooms Chase Boardroom - Ballrooms Show Office Ballrooms - Secchia Lobby Ballrooms Ballrooms Ballrooms GG-RO Ballrooms Ballrooms Ballrooms GG-RO Ballrooms Ballrooms GG-RO Ballrooms Ballrooms Ballrooms GGRO	6:30AM 7:30AM - 11:00PM 7:30AM 8:00AM 8:30AM 8:35AM 12:15PM 12:30PM 1:00PM 1:05PM 4:30PM 5:00PM 5:30PM 5:35PM 9:45PM 10:00PM	Judges/Coaches Lounges Doors Open Open Warm Up Athlete March In Timed Warm up - Event Begins Awards Open Warm Up Athlete March In Timed Warm up - Event Begins Awards Open Warm Up Athlete March In Timed Warm up - Event Begins Awards Load Out VIEWING HOURS	RC	
	GVSU ART EXHIBIT	SKYWALK	8:00AM-6:00PM	VIEWING HOURS	ET	
	GR BALLETT NUTCRACKER	DVPH	8:00AM-11:59PM	PERFORMANCE /SHOW	AK	
MON. DEC 6	GREAT LAKES FRUIT, VEGETABLE & FARM MARKET EXPO	Welsh Lobby GG, ROL, GGOL, Ballrooms C and D Grand Gallery Breakouts Exhibit Halls A-C Exhibit Halls A-C BALL AB	6:00AM - 8:30AM 12:00PM 4:00PM - 8:00PM 3:00PM 8:00AM - 6:00PM 6:00PM - 8:00PM 8:00AM-11:59PM	Tour pickup Production Load In Registration Open Client Walk-thru Exhibitor Load In Exhibitor Load In (dock closed) DINNER	RC	
	HOLLAND HOME DINNER	DVPH	8:00PM-10:00PM	PERFORMANCE /SHOW	DA	
	BEAVER PRODUCTIONS /BRYAN ADAMS	SKYWALK	7:30AM-5:30PM	VIEWING HOURS	AK	EST. ATTENDANCE 1,800
	GVSU ART EXHIBIT	BALL-AB	7:00AM-TBD	CITY OF GR BLEACHER LOAD OUT	ET	
	GRAND RAPIDS GYMNASTICS					
TUES. DEC 7	GREAT LAKES FRUIT, VEGETABLE & FARM MARKET EXPO	Grand Gallery Grand Gallery Exhibit Halls A-C Exhibit Hall A Show Office GGA-B, C, D, E-F, GO	6:30AM 8:00AM - 5:00PM 8:00AM - 5:00PM 8:00AM - 5:00PM 9:00AM - 11:00AM	Client Arrival Registration Open Trade Show Open Am Fruit-Veggie Grower Interviews Sessions	RC	EST. ATTENDANCE 4,000

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 – 2010

		A-B, C-D, E, F, G-H Ballroom C and D Ballroom D	9:00AM – 11:00AM 11:00AM – 12:30PM	Sessions Session Session Sessions Sessions Operations Changeover Fruit Variety Showcase MVC Annual Meeting MI State Hort. Society Annual Meeting Farm Marketing and Agri-Tourism Gathering Farm Market Roundtable VIEWING HOURS		
	GVSU ART EXHIBIT	GG C GGA-B, C, D, E-F, GO A-B, C-D, F, G-H Ballroom C and D Ballroom C and GGOL GH Ballroom D GG C GG D Grand Gallery Overlook GH Ballroom C SKYWALK	11:30AM – 1:00PM 2:00PM – 4:00PM 2:00PM – 4:00PM 4:00PM 4:30PM – 5:30PM 4:30PM – 5:30PM 4:30PM – 5:30PM 5:00PM – 6:00PM 6:00PM – 7:00PM 7:30AM-5:30PM		ET	
WED. DEC 8	GREAT LAKES FRUIT, VEGETABLE & FARM MARKET EXPO	Grand Gallery Grand Gallery Exhibit Halls A-C Exhibit Hall A Show Office GGA-B, C, D, E-F, GOA-B, C-D, E-F, G-H ROL A-B, C-D, E Ballroom C and D GGOL CD Exhibit Hall C Show Office Exhibit Hall B Show Office GGA-B, C, D, E-F, GO A-B, C, D, E-F, G-H ROL A-B, E Ballroom C and D Ballroom D Grand Gallery E-F SKYWALK	6:30AM 8:00AM – 5:00PM 8:00AM – 5:00PM 8:00AM – 5:00PM 9:00AM – 11:00AM 9:00AM – 11:00AM 9:00AM – 11:00AM 11:00AM 12:00PM – 1:30PM 1:00PM – 2:30PM 2:00PM – 4:00PM 2:00PM – 4:00PM 2:00PM – 4:00PM 4:30PM – 5:30PM est 4:00PM 7:30AM-5:30PM	Client Arrival Registration Open Trade Show Open Am Fruit-Veggie Grower Interviews Sessions Sessions Sessions Operations Changeover MI Onion Committee Meeting Floriculture Board of Directors Sessions Sessions Sessions Orchard Floor Mgt Operations & Maintenance Changeover VIEWING HOURS	RC	
THUR. DEC 9	GVSU ART EXHIBIT	Grand Gallery GG C	6:30AM 7:30AM – 8:30AM	Client Arrival Vendors and Late Arrival Meeting	RC	

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 – 2010

		Grand Gallery Grand Gallery (EH-A) Exhibit Halls A-C Exhibit Hall A Show Office GGA-B, C, D, E-F, GOA-B, C, D, E-F, G-H GG A-B, C, D, GO G-H Exhibit Hall C Show Office Exhibit Halls A-C Exhibit Halls A-C	8:00AM – 12:00PM 8:00AM – 9:00AM 8:00AM – 1:00PM 8:00AM – 3:00PM 9:00AM– 11:00AM 1:00PM – 3:00PM TBD 1:10PM – 8:00PM 8:00PM - 11:00PM	Registration Open Winning Ciders Tasting Trade Show Open Am Fruit-Veggie Grower Interviews Sessions Sessions Meeting Exhibitor Load-Out Exhibitor Load-Out (specially arranged) SETUP SETUP VIEWING HOURS MOVE IN REHEARSAL REHEARSAL TEARDOWN SETUP SETUP SETUP SETUP SETUP SETUP SETUP SETUP SCHOOL SHOW SCHOOL SHOW PERFORMANCE		
	GFS 2010 ANNUAL EMPLOYEE MEETING	BALL A-B BALL C-D SKYWALK	8:00AM-11:59PM 7:00PM-11:59PM 7:30AM-5:30PM		JL	
	GVSU ART EXHIBIT				ET	
	GR BALLET / NUTCRACKER	DYPH	8AM-5PM 6PM-9PM		AK	
	GRAND RAPIDS SYMPHONY	RECITAL HALL	10AM-12:30PM		AK	
FRI DEC 10	GREAT LAKES FRUIT, VEGETABLE & FARM MARKET EXPO	EH A-C	8:00AM-11:59PM		RC	
	GFS 2010 ANNUAL EMPLOYEE MEETING	BALL A-D GG A-F GO A-H RO A-F BOARDROOM EH A EH B EH C MON A-D DYPH	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 8:00AM-11:59PM 10AM-10:45AM 12:45PM-1:30PM 7:30PM-9:30PM		JL	
	GR BALLET / NUTCRACKER				AK	
SAT. DEC 11	GFS 2010 ANNUAL EMPLOYEE MEETING	BALL A-D GG A-F GO A-H RO A-F BOARDROOM EH A EH B EH C MON A-D DYPH	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 8:00AM-11:59PM 2PM-4PM 4PM-5PM	GENERAL SESSION MEETING BREAKOUT ROOM BREAKOUT ROOM BREAKOUT ROOM MEETING MEETING MEETING CREW MEALS PERFORMANCE SUGAR PLUM PARADE	JL	
	GR BALLET / NUTCRACKER				AK	

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

DEVOS-PLACE

REVISED WEEKLY - 2010

				7:30PM-9:30PM	PERFORMANCE		
SUN. DEC 12	GFS 2010 ANNUAL EMPLOYEE MEETING						
				8:00AM-12:00PM	TEAR DOWN		
				8:00AM-12:00PM	TEAR DOWN	JL	
				8:00AM-12:00PM	TEAR DOWN		
				8:00AM-12:00PM	TEAR DOWN		
				8:00AM-12:00PM	TEAR DOWN		
				1PM-3PM	PERFORMANCE	AK	
				3PM-4PM	SUGAR PLUM PARADE		
				5:30PM-7:30PM	PERFORMANCE		
				7:30PM-11PM	MOVE OUT		
MON. DEC 13	DARK						
TUES. DEC 14	NESTLE GERBER 2011 INNOVATION AWARDS						
				8:00AM-11:59PM	SETUP	DA	
	MANNHEIM STEAMROLLOER						
				8AM-5PM	MOVE IN	AK	
				7:30PM-9:30PM	PERFORMANCE		
				9:30PM-12A	MOVE OUT		
WED. DEC 15	NESTLE GERBER 2011 INNOVATION AWARDS						
				8:00AM-11:59PM	SETUP & REHEARSALS	DA	
	GRAND RAPIDS SYMPHONY						
	NESTLE GERBER HOLIDAY POPS			8:00AM-5PM	MOVE IN	AK	
				7P-10P	REHEARSAL		
THUR. DEC 16	NESTLE GERBER 2011 INNOVATION AWARDS						
				8:00AM-11:59PM	DINNER	DA	
	GRAND RAPIDS SYMPHONY						
	NESTLE GERBER HOLIDAY POPS			7:30PM-9:30PM	PERFORMANCE	AK	
FRI. DEC 17	GRAND RAPIDS SYMPHONY						
	NESTLE GERBER HOLIDAY POPS			8PM-10PM	PERFORMANCE	AK	
				10:00PM-12:00AM	CONCERTINI		
SAT. DEC 18	GRAND RAPIDS SYMPHONY						
	NESTLE GERBER HOLIDAY POPS			3PM-5PM	PERFORMANCE	AK	
				8PM-10PM	PERFORMANCE		
				12:00PM-2:30PM	LUNCH/ACTIVITIES		
SUN. DEC 19	GRAND RAPIDS SYMPHONY						
	NESTLE GERBER HOLIDAY POPS			3PM-5PM	PERFORMANCE	AK	
				5PM-8PM	MOVE OUT		

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

DEVOS PLACE

[illegible]

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