



Board of Directors

Wednesday, February 28, 2007

8:00 a.m. – 9:30 a.m.

Kent County Commission Chambers
300 Monroe Avenue, NW – Grand Rapids, MI

A G E N D A

- | | |
|---|-------------|
| I. Call to Order | |
| II. Presentation on Diversity Management + Community Outreach Initial Report – Rev. Joe Jones & Skot Welch | Information |
| III. Approval of January 24, 2007, Minutes | Action |
| IV. Committee Reports | |
| a. Operations Committee | |
| i. Committee Report | Information |
| ii. CVB Report | Information |
| b. Finance Committee | |
| i. SMG January 2007 Financial Statements - DeVos Place® and Van Andel Arena® | Action |
| ii. CAA January 2007 Financial Statements | Action |
| iii. Recommendation to Co-Promote Thomas the Tank Engine Family Show at DeVos Performance Hall | Action |
| iv. SMG Food & Beverage January 2007 Revenue and Commission Report | Information |
| V. Recommendation on Wine & Food Festival | Action |
| VI. SMG Report and Facilities Calendars | Information |
| VII. Public Comment | |
| VIII. Next Meeting Date: Wednesday, March 28, 2007 | |
| IX. Adjournment | |

Convention
Arena
Authority

Steven Heacock,
Chairman
Birgit Klohs
Clif Charles
Gary McInerney
George Heartwell
Joseph Tomaselli
Lew Chamberlin



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

DEVOS PLACE

DeVos Place®
303 Monroe Ave. NW
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Kent County Convention and Arena Authority

Diversity Management + Community Outreach Initiative

Initial Report from:



Diversity Management Strategists (DMS) & Strategic Communications Group (SCG)

1/31/07

African American Focus Group

Goals

The goals for the Diversity Management + Community Outreach Initiative are to design and develop an ethnically focused programming/community outreach plan and establish internal diversity practices for long term revenue gain.

Based on these goals, initial work has concentrated so far on obtaining community input on key issues about the SMG-managed, heretofore referred to as VAA + DPH.

Quantitative Input—Diversity Management Assessment

Diversity Process Assessment (DPA) to be completed by 3/07

Qualitative Input—Focus Group Process and Results

In December 2006, Skot Welch of DMS and Joe Jones of SCG conducted two focus groups comprised of identified African American community leaders ages 18-25 years old (December 19) and 28-55 years old (December 21).

In each focus group, these questions were asked:

- What means of communication with the African-American community in Grand Rapids is most effective?
- What are the "hubs" in the African-American community in Grand Rapids?
- What marketing ideas do you have for entertainment offered at the VAA + DPH venues?
- What acts do you want to see?
- Describe your experiences at VAA + DPH functions?
- What needs to change?
- What are you willing to pay for specific acts?

Responses were recorded during each focus group and are reported in the Focus Group Data, attached. In the future, this data would be particularly important to review directly by those addressing specific topics, like marketing strategies and possible events. The data is not repeated in this report in detail but is summarized to illustrate the themes identified.

Findings—Key Themes:

Community collaborations should be developed with VAA + DPH visiting acts to benefit children.

Both groups emphasized that partnerships should be created that would ensure that, where possible and desirable, VAA + DPH events benefit children through special urban school programs and neighborhood events. Feedback alluded to potential ethnic entertainment partnerships with other organizations as well for the benefit of children.

The “not for me” phenomenon in Grand Rapids’ downtown entertainment must be addressed.

The groups registered a sense in the African-American community that downtown events are “not for me.” Possible causes and strategies to address them are discussed below.

A more complete entertainment experience needs to be developed downtown.

Both groups strongly registered the need for a more complete “ethnic entertainment experience” in the area around the arena which would address broader and more diverse communities through eating and nightlife activities. They also remarked that this experience needed to respond to all age and ethnic groups. This could include a special ethnic entertainment district surrounding the arena and partnerships with area businesses to appeal to ethnic markets.

The Grand Rapids entertainment environment needs to become more welcoming.

One of the groups asked whether the new GR marketing strategy, “Keep it a secret,” sends the message that we are ready and eager to welcome diverse entertainment and culture and their audiences. How does that strategy “fit into” a potential “ethnic” marketing strategy? The younger focus group noted that Grand Rapids needs to be presented as a more cosmopolitan and inclusive community.

The atmosphere at VAA + DPH has been positive, but needs to become more welcoming.

The younger focus group members generally seemed to register more positive experiences at the two venues in the past. The primary difference between the younger and older focus group members seemed to be in whether they felt valued as customers. Younger members did suggest a need for more diversity in the “face” of the arena, with more employees and vendors of color. They also suggested that more cultural awareness be cultivated among arena staff.

Articulation of expectation of audience etiquette

It was also suggested by older focus group members that the experience at the arena could be improved if the expectations for audience behavior on the part of the African-American community were higher and communicated to potential audiences, especially with regard to the suitability of events for young children, using assigned seating, and extending courtesy to other attendees with timely arrivals.

Communication channels should be developed that are appropriate for the anticipated audiences.

It is important to recognize that younger and older focus group members differ to some extent in the communication channels they identified. These are listed in the Focus Group Data attached. Note that younger members added the use of email, cell phones (text messaging), and on-line web presence. Data from both groups should also be considered in identifying "community hubs" since they differ.

A high quality partnership should be developed between the Convention Arena Authority and the African-American community.

This partnership needs to include a strategy for identifying and recruiting more people of color for inclusion on the CAA board, more employees of color in leadership and management positions at the CAA, paid internships in arena/convention/entertainment-related careers for young people of color, other opportunities for career development, and a more inclusive base of suppliers.

Strategies need to be developed to enhance the affordability of arena events.

The younger members of the focus groups seemed more confident in the willingness and ability of the African-American community to afford ticket prices ranging from \$45-75. Older members were concerned about prices above \$65. Both groups agreed that strategies were needed to ensure the affordability of the events. These included: sponsorships that would permit ticket prices to be set lower; complimentary and discount tickets for schools; ticket giveaways and discounts; and participation of suite holders in a program to provide free or low-cost tickets. Another viable opportunity that was suggested is for the 'packaging' of all-inclusive evenings where the ticket price included dinner before the event and desert after the event.

Suggestions for events and entertainers are wide ranging.

The older focus group members seemed comfortable in suggesting that programming should be selected based on the "existing culture" of the community, which they characterized as "conservative and faith-based," with more "crossover crowd performers." Their suggested acts are listed in the Focus Group Data. Younger focus group members included some of the specific suggestions offered by the other group, but provided an expanded list. In terms of criteria for selecting events, they included special events for young people, niche markets, and community-minded acts that visit schools and neighborhoods.

Marketing strategies need to emphasize quality programming, affordability and partnerships.

All of these strategies have been touched upon previously in this report. In addition, strategies offered included expanded and effective "street teams," incentive payments to groups and businesses for distributing information and selling tickets, Boston Square Shell Gas Station promotion, and the "reinvention of the philosophy of entertainment" in Grand Rapids.



Convention Center and Van Andel Arena Focus Groups – 12/19/06

Focus Group Demographic: African Americans, 18-35 years old

What means of communications is most effective?

- My Space Page - online
- Email invites
- Cell phones - Text messaging
- Word of mouth
- Flyers
- Posters
- Billboards (location is key)
- Hair salons/Barber shops
- Grand Rapids Times
- Churches
- Sports bars
- Street corners
- Party stores
- Burton & Eastern
- Cross promotion with other venues (Restaurants, malls, etc)
- Through sororities and fraternities

Hubs in the Community

- Southern Fish Fry
- Wing Heaven
- Orbit Room
- Chicken Coop
- Drink Ultra Lounge
- Grand Valley State University
- Grand Rapids Community College
- Hispanic Chamber of Commerce
- Reflections
- Ernie's Barber Shop
- Dept. of Human Services
- Meijer on 28th & Kalamazoo
- So-So's on Division/Wealthy
- BW-3

Marketing Ideas

- Need an aggressive Street Team
- Getting community involved with events
- Working with local promoters who the community knows
- All local churches getting together to sing at the Van Andel
- Consistency in top-notch entertainment
- Complimentary tickets or discounted tickets for schools
- Realize that ethnic markets are untapped markets and that they have a lot of buying power
- Advertise on 1140 AM, 640 AM and with Grand Rapids Times

What acts you want to see

- Children's shows
 - Nickelodeon
 - Dora the Explorer
 - Veggie Tales
- Beyonce' & The Pussy Cat Dolls
- Genre packages – Jill Scott, India.Arie and Erykah Badu
- Daddy Yankee
- Local Acts – Al Green and Adina Howard from Grand Rapids
- Pit Bull
- T.I.
- Sade
- Old School Soul
 - Frankie Beverly & Maze
 - New Edition
 - Guy
- More boxing events
- Def Poetry Slam
- Jazz shows
- Multicultural acts
- Holy Hip Hop
- Motivational speakers
 - Joyce Meyer
 - TD Jakes
 - Tony Evans
- Hair show
- Stomp
- Brian McKnight
- Well-traveled shows
- Off Broadway shows
- Gospel
 - Fred Hammond
 - Yolanda Adams
- Mariachi bands
- Educational events

- Hip Hop Summit
- Comedians
- Savion Glover
- UniverSoul Circus
- Rodeo
- Dub Car Shows
- Ethnic Conventions
- Taste of Grand Rapids (Similar to The Taste in Chicago)
- Black Lawyers Convention
- Health summits
- AIDS Quilt
- BET personalities
- Holy Hip Hop shows

Describe experience at Van Andel functions

- Great
- Friendly
- Lack of diversity with employees and vendors
- Rushed
- Isolated entertainment (No other ethnic entertainment in downtown)
- Employees may need more cultural awareness

What needs to change

- Build an ethnic entertainment district surrounding the Van Andel Arena
- Community-minded acts that visit schools and neighborhoods
- Ticket giveaways and discounts – Could suite holders pass opportunities on to community?
- Marketing to niche markets
- Increase ethnic diversity of staff (Marketing department, leadership, etc)
- Offering special events for young people
- Partner with area businesses to appeal to ethnic market (The BOB, Tre Cugini, Louis Benton's)
- Typically downtown events are "not for me"
- Can't afford tickets
- Need to develop the market – providing promoters with resources
- DDA Dollars
- Partner with DeVos Place
- We need ethnic radio
- Work with local, grassroots promoters
- We need to present Grand Rapids as a big city
- Businesses, CAA, Kent County, City of Grand Rapids need to invest in our community by assisting financially with bringing in ethnic entertainment
- How does the ethnic marketing fit into Grand Rapids' overall marketing? "Keep It A Secret"

- Join Hip Hop with marketing similar to Sprite's campaign

What are you willing to pay for tickets?

- \$65.00
- \$40.00
- R&B Acts: \$50-\$60
- Industry Veterans: \$50-\$75
 - Jay Z
 - Mary J. Blige
- Top Gospel: \$50.00
 - Fred Hammond
 - Yolanda Adams
- Genre Groupings: Up to \$65.00
 - India.Arie, Erykah Badu and Jill Scott



Convention Center and Van Andel Arena Focus Groups – 12/21/06

Focus Group Demographic: African Americans, 28-55 years old

What means of communications is most effective?

- Black Student Unions and Latino Student Unions
- Laurie Parks' emails
- Email
- 1140 AM, 640 AM and Grand Rapids Times
- WOOD TV 8 and WOOD Radio
- Grand Rapids Press
- El Vocero
- Advance
- M Live
- The Cadence
- Posters
- Billboards
- Mailings
- College papers
- College event boards
- 1300 AM
- Civic organizations
- Churches
- Fax
- 104.5 FM

Hubs in the Community

- Family Fare
- Bus stops
- Woodland Mall
- Shell Gas Station
- Head N' Soul Barber Shop
- Sandman's
- Chicken Coop
- Wing Heaven

Marketing Ideas

- Groups and businesses become ticket and information distributors and receive a kick-back for their efforts
 - Restaurants
 - Barber Shops
 - Clubs
 - Sororities and Fraternities
- Promotions and ticket discounts
- Create an entire entertainment experience in the downtown area
- Bring artists based on the existing culture of the community (Conservative and faith-based)
- More crossover crowd performers
- Sponsors to provide tickets for families
- Make sure artists visit urban schools
- Shell Gas Station Potential promotion
- Collaborations within the community
- Reinvent philosophy of entertainment in Grand Rapids
- Expand Street Teams
- Need additional entertainment for ethnic communities from all age groups
- Collaborate with other businesses downtown (Hotels, restaurants, etc)

What acts you want to see

- Sunday Evening Series
- Hair Shows
- Family-oriented shows
- TD Jakes
- UniverSoul Circus
- Jennifer Hudson
- Beyonce'
- More acts like Three More Tenors
- Broadway shows: The Lion King, The Color Purple
 - Stretch of shows- Attracting folks to Grand Rapids
- Sorority and Fraternity Conventions
 - have an artist perform the same time as conference
- Oprah Winfrey
- Boxing
- Comedy

Describe experience at Van Andel functions

- Efficient, but not personable or friendly
- Okay
- We want to be a valued customer
- We also need to educate our own community about entertainment protocol
 - babies
 - assigned seats

-on time to performances

What needs to change

- Add more people of color to the Board
- Need more employees of color in leadership and management positions
- Need to examine Board recruitment process
- Is Arena interested in the bottom line and recruiting customers of color?
- We must be able to mobilize the community to support suggested changes
- We must include faith-based communities including pastors/IDMA
- Make shows more affordable for families – Ask businesses and others ahead of time to help sponsor tickets
- We need demographics of those who are currently attending shows. Is the Arena measuring the demographics?

What are you willing to pay for tickets?

- Comedy Shows - \$45.00
 - Jamie Foxx
 - Steve Harvey
 - Cat Williams
 - Mike Epps
 - Cedric the Entertainer
- \$75.00 is too much unless you are:
 - Bill Cosby
 - Gladys Knight
 - Anita Baker
 - Patti La Belle
 - Colin Powell

**MINUTES OF THE GRAND RAPIDS-KENT COUNTY
CONVENTION/ARENA AUTHORITY
BOARD OF DIRECTORS MEETING
Wednesday, January 24, 2007**

I. Call to Order

Chairman Steve Heacock called the meeting to order at 8:00 a.m. Chairman Heacock presided and Secretary/Treasurer Birgit Klohs recorded.

Attendance

Members Present: Steve Heacock, Chairman
 Lew Chamberlin
 Birgit Klohs
 Gary McInerney
 Joseph Tomaselli

Members Absent: Clif Charles
 George Heartwell

Staff/Others:	David Czurak	<i>Grand Rapids Business Journal</i>
	Brian Dykema	
	George Helmstead	CVB
	Kurt Kimball	City of Grand Rapids
	Chris Knape	<i>The Grand Rapids Press</i>
	Chris Machuta	SMG
	Rich MacKeigan	SMG
	Steve Miller	SMG
	Susan Waddell	CAA
	Jana Wallace	City of Grand Rapids
	Jim Watt	SMG
	Richard Wendt	Dickinson Wright
	Robert White	Kent County
	Steve Wilson	CVB

II. Appointment of Board Members

Sonya R. Dean, Chief Deputy Clerk for Kent County, performed the oaths of office for Board Members Steven R. Heacock and Birgit M. Klohs.

III. Minutes of Prior Meeting

Motion: Mr. McInerney, supported by Mr. Tomaselli, moved to approve the Minutes of the November 29, 2006, meeting of the Authority. Motion carried unanimously.

III. Committee Reports

a. Operations Committee.

i. CVB Report

Mr. Wilson presented a report on recent conventions and tradeshow held at DeVos Place®. Mr. Helmstead presented a report on recent sales activities and major bid presentations.

b. Finance Committee

i. SMG November 2006 and December 2006 Financial Statements for DeVos Place® and Van Andel Arena®

Motion: Ms. Klohs, supported by Mr. Tomaselli, moved to approve the SMG Financial Statements for DeVos Place® and the Van Andel Arena® for the periods ended November 30, 2006, and December 31, 2006. After review and discussion, the motion was unanimously adopted.

ii. CAA November 2006 and December 2006 Financial Statements

Motion: Ms. Klohs, supported by Mr. Tomaselli, moved to approve the CAA Financial Statements for the periods ended November 30, 2006, and December 31, 2006. After review and discussion, the motion was unanimously adopted.

iii. Proposal for Extension of Audit Services Contract

Ms. Klohs presented a proposal from BDO Seidman, LLP for audit services for the year ending June 30, 2007. The quote is in the amount of \$14,500 and represents an increase of 3.5% over the price for auditing the fiscal year 2006 financial statements. Ms. Klohs stated that Finance Committee will be brought into the discussions earlier next year for more input.

Motion: Ms. Klohs, supported by Mr. Tomaselli, moved to approve the extension of audit services agreement with BDO Seidman LLP, to include financial statements of the CAA for the year ending June 30, 2007. The motion was unanimously adopted.

iv. SMG Food & Beverage November 2006 and December 2006 Revenue and Commission Report

Ms. Klohs presented the report and referred to the per cap comparison. A fiscal year 2006 concert average was used as a per cap comparison for the Bob Seger and Cheetah Girls concerts, since they had not performed at the Arena in the past.

V. Vice Chair Vacancy

The CVB Board has requested the reappointment of Clif Charles to the CAA Board for a term expiring December 31, 2010.

Motion: Mr. McInerney, supported by Ms. Klohs, moved to reappoint Clif Charles to the CAA Board of Directors, for a term expiring December 31, 2010. Abstain: Lew Chamberlin. The motion was adopted.

Due to time constraints, Clif Charles has relinquished his position as CAA Vice Chair. Chair Heacock opened the floor for nominations. Ms. Klohs nominated Mr. Tomaselli as Vice Chair. Mr. Tomaselli stated that he would be willing to serve if elected. Chair Heacock closed the nominations.

Motion: Ms. Klohs, supported by Mr. Chamberlin, moved to appoint Joseph Tomaselli as Vice Chair of the CAA Board of Directors. The motion was adopted unanimously.

VI. Van Andel Arena® VIP Sports Club Construction

Mr. MacKeigan requested approval to enter into an agreement with Pioneer Construction to construct a VIP Sports Club at a cost not to exceed \$350,000. The SMG food and beverage contract included plans for a new club/bar area within the Arena. Many areas were considered, but Banquet Room A has been designated as the most attractive option due to current use, external access, and access to the kitchen. A rate of 30% is being proposed to be paid to the CAA from the club's take. This rate would be effective the first year of operation with the CAA maintaining an option to renegotiate after one year. The VIP club will be an amenity for premium seat holders who pay a fee to have the first chance at buying tickets to all events. SMG received proposals from three companies and Pioneer Construction's proposal was considered the best.

Motion: Mr. McInerney, supported by Mr. Chamberlin, moved to enter into an agreement with Pioneer Construction to construct a "VIP Sports Club" within the Van Andel Arena®, at a cost not to exceed \$350,000. The motion was adopted unanimously.

VII. Ottawa Wine Festival Report

Mr. MacKeigan presented a report of the November 2006 trip to the Ottawa Wine & Food Festival. The CAA is considering additional revenue opportunities and one idea is a wine and food festival that could draw thousands of people to downtown as a showcase for local restaurants, Michigan wines, and breweries. The festival would be scheduled during a lull in the convention and trade show market. The Ottawa festival routinely attracts 25,000 people and generates \$200,000 profit. The event costs \$15, with no guarantee of entry, and patrons buy tickets for \$0.50 each that pay for samples of food and beverages.

VIII. 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®.

IX. Public Comment

None.

X. Next Meeting Date

The date for next CAA Board meeting is Wednesday, February 28, 2007, 8:00 a.m.

IX. Adjournment

There being no other business, the meeting adjourned at 9:25 a.m.

Birgit M. Klohs, Recording Secretary

DEVOS PLACE

DE VOS PLACE

**FINANCIAL STATEMENT
FOR THE PERIOD ENDED JANUARY 31, 2007**

Distribution:

Grand Rapids – Kent County Convention / Arena Authority
Robert White
Thom Connors
Gary McAneney
Howard Feldman
Richard MacKeigan
Chris Machuta



An SMG Managed Facility

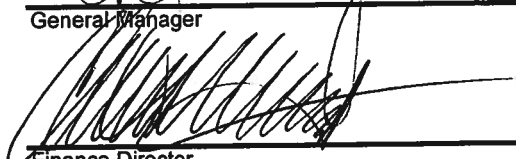
DE VOS PLACE
ROLLING FORECAST
FISCAL YEAR ENDING JUNE 30, 2007

	YTD Actual	Roll	TOTAL FYE	BUDGET FYE	VARIANCE
NO. EVENTS	363	254	617	624	(7)
ATTENDANCE	331,009	353,168	684,177	727,780	(43,603)
DIRECT EVENT REVENUE	1,278,096	1,106,838	2,384,934	2,323,417	61,517
ANCILLARY REVENUE	1,066,471	903,599	1,970,070	2,007,628	(37,558)
TOTAL EVENT REVENUE	2,344,567	2,010,437	4,355,004	4,331,045	23,959
TOTAL OTHER REVENUE	132,526	114,433	246,959	231,000	15,959
TOTAL OPERATING REVENUE	2,477,093	2,124,870	4,601,963	4,562,045	39,918
INDIRECT EXPENSES					
EXECUTIVE	76,470	89,229	165,699	140,906	(24,793)
FINANCE	125,210	82,449	207,659	205,722	(1,937)
MARKETING	39,713	36,037	75,750	78,379	2,629
OPERATIONS	754,487	597,104	1,351,591	1,343,743	(7,848)
EVENT SERVICES	468,706	461,213	929,919	961,288	31,369
BOX OFFICE	47,346	33,958	81,304	73,588	(7,716)
SALES	126,856	123,011	249,867	245,772	(4,095)
OVERHEAD	1,212,560	1,026,084	2,238,644	2,238,289	(355)
TOTAL OPERATING EXP.	2,851,348	2,449,085	5,300,433	5,287,687	(12,746)
NET REVENUE ABOVE EXPENSES	(374,255)	(324,215)	(698,470)	(725,642)	27,172
INCENTIVE FEE		166,570	166,570	153,702	12,868
NET OPERATING REVENUE OVER OPERATING EXPENSES	(374,255)	(490,785)	(865,040)	(879,344)	14,304

Comments:

DeVos Place ended January holding very consistent with budgeted expectations. January marks the beginning of the consumer show season which started very well with successful Autorama and RV events.


General Manager


Finance Director

**DE VOS PLACE
FINANCIAL STATEMENT HIGHLIGHTS
FOR MONTH ENDED JANUARY 31, 2007**

The following schedule summarizes operating results for the current month ending January 31 and the YTD ending June 30, 2007, compared to budget and to the prior year:

MONTH	January Actual	January Budget	January FY 2006
Number of Events	59	48	57
Attendance	111,012	89,950	72,072
Direct Event Income	\$298,187	\$255,033	\$278,225
Ancillary Income	159,706	181,428	175,533
Other Income	20,321	19,250	1,733
Indirect Expenses	(496,167)	(491,588)	(460,987)
Net Income	(\$17,953)	(\$35,877)	(\$5,496)

YTD	YTD 2006 Actual	YTD 2006 Budget	YTD 2006 Prior Year
Number of Events	363	365	346
Attendance	331,009	353,550	283,452
Direct Event Income	\$1,278,096	\$1,234,375	\$1,216,805
Ancillary Income	1,066,471	1,054,551	1,088,178
Other Income	132,526	134,750	94,459
Indirect Expenses	(2,851,347)	(3,058,056)	(2,700,869)
Net Income	(\$374,254)	(\$634,380)	(\$301,427)

EVENT INCOME

Event income came in ahead of budget for the month due to the success of the Autorama and RV consumer shows. These two events kicked off what will hopefully be a very strong consumer show season.

ANCILLARY INCOME

Ancillary income came in below budget for the month as spending on Audio/Visual fell well below expectations. Other areas were either consistent or ahead of budget overall.

INDIRECT EXPENSES

Indirect expenses came in at expected levels for the month.

DE VOS PLACE
FACILITY STATEMENT OF INCOME
PERIOD ENDING 01/31/07

	-----CURRENT-----			-----YTD-----		
	ACTUAL	BUDGET	LAST YEAR	ACTUAL	BUDGET	LAST YEAR
EVENT INCOME						

DIRECT EVENT INCOME						
RENTAL INCOME	316,695	268,750	290,053	1,364,294	1,246,025	1,343,913
SERVICES INCOME	<18,507>	<13,717>	<11,829>	<86,198>	<11,650>	<127,111>
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TOTAL DIRECT EVENT INCOME	298,187	255,033	278,225	1,278,096	1,234,375	1,216,802
ANCILLARY INCOME						

FOOD & BEVERAGE	57,527	56,940	67,798	413,244	423,420	402,133
NOVELTY	1,163	1,000	912	6,243	6,800	4,456
ELECTRICAL	40,067	16,062	35,340	222,388	199,036	251,045
OTHER ANCILLARY	60,950	107,426	71,483	424,596	425,295	430,544
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TOTAL ANCILLARY INCOME	159,706	181,428	175,533	1,066,471	1,054,551	1,088,178
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TOTAL EVENT INCOME	457,893	436,461	453,758	2,344,567	2,288,926	2,304,980
OTHER OPERATING INCOME	20,321	19,250	17,333	132,526	134,750	94,459
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ADJUSTED GROSS INCOME	478,214	455,711	471,091	2,477,093	2,423,676	2,399,440
INDIRECT EXPENSES						
EXECUTIVE	12,234	11,743	8,416	76,470	82,201	65,189
FINANCE	17,202	17,143	16,434	125,210	120,001	117,311
MARKETING	8,860	6,531	7,030	39,713	45,717	43,597
OPERATIONS	105,323	102,548	88,065	754,487	792,776	609,047
EVENT MANAGEMENT	67,145	79,859	63,486	468,706	559,013	444,720
BOX OFFICE	7,435	6,133	6,354	47,346	42,931	45,310
SALES	17,010	20,481	10,960	126,856	143,367	82,652
OVERHEAD	260,958	247,150	260,242	1,212,560	1,272,050	1,293,043
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INDIRECT EXPENSES	496,167	491,588	460,987	2,851,347	3,058,056	2,700,869
	-----	-----	-----	-----	-----	-----
NET OPERATING INCOME	<17,952>	<35,877>	10,104	<374,254>	<634,380>	<301,429>
OTHER EXPENSES						
	-----	-----	-----	-----	-----	-----
NET INCOME (LOSS)	<17,952>	<35,877>	10,104	<374,254>	<634,380>	<301,429>
	=====	=====	=====	=====	=====	=====

DE VOS PLACE
STATEMENT OF SERVICES INCOME
PERIOD ENDING 01/31/07

	-----CURRENT-----			-----YEAR TO DATE-----		
	ACTUAL	BUDGET	LAST YEAR	ACTUAL	BUDGET	LAST YEAR
Advertising Billed	<485>	0	0	16,926	0	30,728
Changeover Setup Billed	239	0	3,080	3,856	0	9,507
Stagehands Billed	72,879	90,050	60,080	675,061	564,950	637,861
Security Billed	25,722	23,610	24,284	88,242	100,310	120,510
Ushers & Tix Takers Billed	16,596	16,450	13,445	77,962	78,125	73,866
Box Office Billed	2,000	1,900	1,300	9,000	9,300	8,100
Ticketing Service Billed	15,203	18,150	7,971	78,985	98,265	56,650
Utilities Billed	0	0	0	3,058	0	3,000
City Police Fire Billed	2,235	225	278	28,111	775	19,723
EMT Medical Billed	4,200	3,622	3,375	27,456	11,313	15,575
Cleaning Billed	1,562	0	125	10,131	0	3,324
Insurance Billed	178	0	244	4,536	0	2,181
Group Sales Commissions Billed	0	0	0	503	0	86
Telephone Billed	3,450	1,800	3,770	21,555	16,550	27,515
Damages Billed	230	0	0	3,730	0	0
Other Production Billed	4,047	0	4,201	50,298	0	36,403
TOTAL SERVICE INCOME	148,054	155,807	122,151	1,099,410	879,588	1,045,029
Advertising Expense	0	0	1,300	17,334	0	32,537
Stagehand Wages	69,028	87,349	56,890	636,075	546,305	598,834
Contracted Security Expense	33,699	24,410	24,317	140,747	97,210	122,785
Ushers & T/T Wages	11,617	11,515	9,411	54,573	53,953	53,231
Ticket Sellers Wages	2,814	1,850	1,500	8,279	8,400	7,420
Ticket Service Charge Expense	2,241	7,260	1,006	27,977	38,045	20,267
City Police Fire Expense	2,009	0	<211>	23,288	300	25,982
EMT Medical Expense	3,168	3,572	1,727	24,238	9,813	15,978
Cleaning Wages	0	0	0	2,418	0	1,000
Contracted Cleaning Expense	33,756	33,568	32,550	185,241	137,212	172,210
Insurance Expense	168	0	225	3,938	0	2,112
Group Sales Commissions	0	0	0	207	0	34
Allocated Telephone Expense	863	0	943	5,389	0	6,879
Damage Expense	0	0	0	9,500	0	0
Production Expense	7,200	0	4,322	46,404	0	112,871
TOTAL SERVICE EXPENSE	166,562	169,524	133,979	1,185,608	891,238	1,172,140
NET SERVICE INCOME	<18,507>	<13,717>	<11,829>	<86,198>	<11,650>	<127,111>
	=====	=====	=====	=====	=====	=====

SMG DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Year to Date Event Summary Report
For Month Ended January 31, 2007

Event Type	Events/Days		Attendance		Total Event Income	
	Actual	Budget	Actual	Budget	Actual	Budget
Convention/Trade Shows	92	75	90,050	67,300	1,078,612	840,917
Consumer/Gated Shows	38	44	91,066	73,900	292,054	365,762
Devos Performance Hall	82	82	98,802	143,550	396,115	382,617
Ballroom Exclusive	38	47	25,134	34,350	280,608	327,313
Other	113	117	25,957	34,450	297,139	372,317
GRAND TOTALS	363	365	331,009	353,550	2,344,528	2,288,926

As Percentage of Overall

Convention/Trade Shows	25.34%	20.55%	27.20%	19.04%	46.01%	36.74%
Consumer/Gated Shows	10.47%	12.05%	27.51%	20.90%	12.46%	15.98%
Devos Performance Hall	22.59%	22.47%	29.85%	40.60%	16.90%	16.72%
Ballroom Exclusive	10.47%	12.88%	7.59%	9.72%	11.97%	14.30%
Other	31.13%	32.05%	7.84%	9.74%	12.67%	16.27%

DE VOS PLACE
STATEMENT OF FINANCIAL POSITION
PERIOD ENDING 01/31/07

ASSETS

CURRENT ASSETS	
CASH	1,317,718
ACCOUNTS RECEIVABLE	721,304
PREPAID EXPENSES	92,718

TOTAL CURRENT ASSETS	2,131,740

FIXED ASSETS

TOTAL ASSETS	2,131,740
	=====

LIABILITIES & EQUITY

CURRENT LIABILITIES	
ACCOUNTS PAYABLE	495,344
ACCRUED EXPENSES	244,203
DEFERRED INCOME	108,238
ADVANCED TIX SALES & DEPOSITS	737,727

TOTAL CURRENT LIABILITIES	1,585,512

EQUITY

FUNDS REMITTED	<1,150,000>
FUNDING RECEIVED	854,579
RETAINED EARNINGS	1,215,904
NET INCOME (LOSS)	<374,254>

TOTAL EQUITY	546,229

TOTAL LIABILITIES & EQUITY	2,131,740
	=====

SMG - DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
Month Ended January 31, 2007

Current - Under 30 Days	
Food & Beverage	40,038
Ticketing	328,948
Decorating	31,538
Audio/Visual	18,161
Operating	234,646
 Over 30 Days	 36,965
 Over 60 Days	 15,874
 Over 90 Days	
Donnell Productions	5,736
Paragon Leather	2,110
Saigon Entertainment	5,002
Grinder Promotions	2,286
 Total Accounts Receivable	 721,304

DE VOS PLACE
INDIRECT EXPENSE SUMMARY
PERIOD ENDING 01/31/07

	-----CURRENT-----			-----YTD-----		
	ACTUAL	BUDGET	LAST YEAR	ACTUAL	BUDGET	LAST YEAR
Salaries Administration	67,702	70,649	59,552	484,765	494,543	424,817
Part-Time	15,917	13,167	9,581	74,391	92,169	68,017
Wages-Trade	102,325	119,523	90,809	853,128	836,661	804,202
Sales Commissions Group Sales	199	0	744	371	0	1,152
Auto Allowance	2,121	0	1,971	14,846	0	13,796
Auto Expense	150	2,271	150	1,050	15,897	1,050
Taxes & Benefits	51,315	52,188	46,339	335,269	365,316	325,030
Less: Allocation/Reimbursement	<102,969>	<111,581>	<84,600>	<835,534>	<781,067>	<780,693>
TOTAL LABOR COSTS	136,760	146,217	124,547	928,285	1,023,519	857,370
Contracted Security	22,305	26,917	19,539	154,561	188,419	145,498
Contracted Cleaning	3,342	0	2,544	20,513	0	14,171
Other Contracted Services	184	200	224	1,447	1,400	1,565
Travel & Entertainment	25	1,209	884	5,325	8,463	7,272
Corporate Travel	0	417	0	0	2,919	0
Meetings & Conventions	419	1,958	128	12,002	15,206	11,379
Dues & Subscriptions	2,392	300	0	5,128	2,100	2,499
Employee Training	0	833	0	7,457	5,831	1,300
Computer Expense	2,549	6,250	5,602	33,100	43,750	27,695
Professional Fees	2,888	3,042	2,301	19,506	21,294	15,955
Marketing & Advertising	6,841	4,217	3,595	22,981	29,519	26,006
Box Office Expenses	<215>	0	12	21	0	<17>
Small Equipment	0	0	0	0	0	389
Vehicle Maintenance	14	0	0	14	0	0
Trash Removal	1,090	2,500	2,676	14,726	17,500	13,515
Equipment Rental	1,857	1,000	884	10,294	7,000	9,326
Landscaping	0	833	0	8,337	5,831	3,671
Exterminating	814	1,000	0	25,122	51,440	24,654
Cleaning	0	0	0	4,500	29,000	9,600
Construction Costs	0	0	0	150	0	0
Repairs & Maintenance	35,923	36,462	32,436	251,856	255,234	181,949
Supplies	22,992	18,250	13,058	155,511	127,750	98,337
Bank Service Charges	1,416	1,500	1,360	8,748	10,500	9,351
Insurance	30,486	22,232	22,572	145,447	155,624	143,046
Licenses & Fees	0	0	0	1,138	0	133
Printing & Stationary	0	917	78	1,332	6,419	158
Office Supplies	0	750	174	7,489	5,250	7,099
Postage	78	417	60	2,275	2,919	1,904
Parking Expense	2,177	1,500	1,719	14,448	10,500	11,808
Telephone Long Distance	7,402	6,000	7,118	52,945	42,000	39,971
Utilities	202,789	196,000	199,986	854,579	914,000	898,364
Base Fee	12,500	12,500	20,433	87,500	87,500	143,781
Less: Allocated/Reimbursement	<863>	<1,833>	<943>	<5,389>	<12,831>	<6,879>
TOTAL MATERIAL AND SERVICES	359,406	345,371	336,440	1,923,061	2,034,537	1,843,499
TOTAL INDIRECT EXPENSES	496,167	491,588	460,987	2,851,347	3,058,056	2,700,869

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SMG - Van Andel Arena & DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Management Fee Summary
Fiscal Year Ending June 30, 2007

MANAGEMENT FEE SUMMARY

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2006 Actual
Net Revenue above Expenses	1,531,770	(698,470)	833,300	603,704
Benchmark			700,000	534,919
Excess	1,531,770	(698,470)	133,300	68,785

Incentive Fee Calculation (Only if above greater than zero)

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2006 Actual
Base Fee	150,000	150,000	300,000	490,400
Incentive Fee				
Revenue	5,071,518	4,601,963	9,673,481	9,374,417
Benchmark Revenue	4,600,000	4,000,000	8,600,000	8,257,384
Revenue Excess	471,518	601,963	1,073,481	1,117,033
Incentive Fee **			297,044	229,259
Total SMG Management Fee			597,044	719,659

** 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 JANUARY 31, 2007**

Distribution:

Grand Rapids – Kent County Convention / Arena Authority
Robert White
Thom Connors
Gary McAneney
Howard Feldman
Richard MacKeigan
Chris Machuta



An SMG Managed Facility

VAN ANDEL ARENA
ROLLING FORECAST
FISCAL YEAR ENDING JUNE 30, 2007

	YTD	ROLL	TOTAL FYE	BUDGET FYE	VARIANCE
NO. EVENTS	66	51	117	121	(4)
ATTENDANCE	328,918	286,481	615,399	680,500	(65,101)
DIRECT EVENT INCOME	810,137	455,621	1,265,758	1,284,118	(18,360)
ANCILLARY INCOME	923,371	573,126	1,496,497	1,456,159	40,338
TOTAL EVENT INCOME	1,733,508	1,028,747	2,762,255	2,740,277	21,978
TOTAL OTHER INCOME	1,387,115	922,148	2,309,263	2,240,000	69,263
TOTAL INCOME	3,120,622	1,950,895	5,071,518	4,980,277	91,241
INDIRECT EXPENSES					
EXECUTIVE	83,644	64,634	148,278	118,845	(29,433)
FINANCE	109,254	87,654	196,908	197,258	350
MARKETING	173,315	83,174	256,489	315,994	59,505
OPERATIONS	861,485	518,274	1,379,759	1,337,761	(41,998)
BOX OFFICE	74,429	38,416	112,845	106,590	(6,255)
LUXURY SEATING	52,727	45,064	97,791	115,775	17,984
SKYWALK ADMIN	22,832	19,358	42,190	39,856	(2,334)
OVERHEAD	718,561	586,927	1,305,488	1,342,153	36,665
TOTAL INDIRECT EXP.	2,096,247	1,443,501	3,539,748	3,574,232	34,484
NET REVENUE ABOVE EXPENSES	1,024,375	507,394	1,531,770	1,406,045	125,725
LESS INCENTIVE FEE		130,474	130,474	103,994	(26,480)
NET REVENUE ABOVE EXPENSES AFTER CAPITAL	1,024,375	376,920	1,401,296	1,302,051	99,245

Comments:

The Arena performed at expected levels for the month of January. Additional revenue generated from the non-budgeted bull riding event and strong selling Harlem Globetrotters and Jam @ the Van was offset by higher than anticipated expenses in the operations area.



General Manager



Director of Finance

**VAN ANDEL ARENA
FINANCIAL STATEMENT HIGHLIGHTS
FOR MONTH ENDED JANUARY 31, 2007**

The following schedule summarizes operating results for the current month ending January 31, 2007 and the YTD ending June 30, 2007 compared to budget and to the prior year:

MONTH	January Actual	January Budget	January FY 2006
Number of Events	11	9	11
Attendance	53,881	43,500	46,947
Direct Event Income	\$78,737	\$45,016	\$43,702
Ancillary Income	127,265	96,207	97,976
Other Income	162,851	186,667	166,687
Indirect Expenses	(335,893)	(297,242)	(319,302)
Net Income	<u>\$32,960</u>	<u>\$30,648</u>	<u>(\$10,938)</u>

YTD	YTD 2007 Actual	YTD 2007 Budget	YTD 2006 Prior Year
Number of Events	66	64	66
Attendance	328,918	360,000	293,413
Direct Event Income	\$810,137	\$653,477	\$474,298
Ancillary Income	923,371	809,967	682,937
Other Income	1,387,115	1,306,669	1,232,108
Indirect Expenses	(2,096,247)	(2,080,694)	(2,057,102)
Net Income	<u>\$1,024,375</u>	<u>\$689,419</u>	<u>\$332,241</u>

EVENT INCOME

Event income came in higher than budget for the month. The overage was due to a bull riding event that hosted during the month that was not a part of the original budget. Sales for the Harlem Globetrotters (up 40%) and Jam @ the Van (up 225%) also helped contribute to the overage.

ANCILLARY INCOME

Ancillary income came in above budget for the month due to strong F&B per caps for the bull riding event and the higher than expected attendance on the two basketball events hosted during the month.

INDIRECT EXPENSES

Indirect expenses came in over budget due to higher than expected spending in the operations department.

VAN ANDEL ARENA
FACILITY STATEMENT OF INCOME
PERIOD ENDING 01/31/07

	-----CURRENT-----			-----YTD-----		
	ACTUAL	BUDGET	LAST YEAR	ACTUAL	BUDGET	LAST YEAR
EVENT INCOME						

DIRECT EVENT INCOME						
RENTAL INCOME	189,362	134,000	129,712	1,104,948	1,026,500	829,641
SERVICES INCOME	<110,625>	<88,984>	<86,010>	<294,811>	<373,023>	<355,342>
TOTAL DIRECT EVENT INCOME	78,737	45,016	43,702	810,137	653,477	474,298
ANCILLARY INCOME						

FOOD & BEVERAGE	114,740	83,607	88,229	778,375	674,017	578,072
NOVELTY	10,595	9,520	5,127	124,604	117,260	86,135
OTHER ANCILLARY	1,930	3,080	4,620	20,392	18,690	18,729
TOTAL ANCILLARY INCOME	127,265	96,207	97,976	923,371	809,967	682,937
TOTAL EVENT INCOME	206,002	141,223	141,678	1,733,508	1,463,444	1,157,235
OTHER OPERATING INCOME	162,852	186,667	166,687	1,387,115	1,306,669	1,232,108
ADJUSTED GROSS INCOME	368,853	327,890	308,365	3,120,622	2,770,113	2,389,343
INDIRECT EXPENSES						
EXECUTIVE	12,380	9,778	14,367	83,644	68,446	74,016
FINANCE	16,604	16,314	14,588	109,254	114,198	110,787
MARKETING	23,721	26,209	26,006	173,315	183,463	160,438
LUXURY SEATING	9,146	9,648	14,347	52,727	67,536	66,499
OPERATIONS	136,977	111,228	98,294	861,485	778,596	747,986
BOX OFFICE	10,905	8,897	8,467	74,429	62,279	60,349
SKYWALK ADMINISTRATION	4,100	3,322	4,429	22,832	23,254	22,985
OVERHEAD	122,060	111,846	138,804	718,561	782,922	814,041
INDIRECT EXPENSES	335,893	297,242	319,302	2,096,247	2,080,694	2,057,102
NET OPERATING INCOME	32,960	30,648	<10,938>	1,024,375	689,419	332,241
OTHER EXPENSES						
NET INCOME (LOSS)	32,960	30,648	<10,938>	1,024,375	689,419	332,241
	=====	=====	=====	=====	=====	=====

VAN ANDEL ARENA
STATEMENT OF SERVICES INCOME
PERIOD ENDING 01/31/07

	-----CURRENT-----			-----YEAR TO DATE-----		
	ACTUAL	BUDGET	LAST YEAR	ACTUAL	BUDGET	LAST YEAR
Advertising Billed	47,909	20,000	17,509	188,666	31,000	137,688
Sponsorship Income	5,000	0	10,000	121,593	0	10,000
Labor Billed	714	0	500	12,724	6,540	10,928
Changeover Setup Billed	108	0	158	56,345	48,000	59,504
Stagehands Billed	7,109	5,200	6,640	241,182	240,600	235,625
Security Billed	301	0	634	92,550	76,650	84,184
Ushers & Tix Takers Billed	720	1,200	759	61,370	58,700	55,154
Box Office Billed	0	0	0	4,543	4,516	5,010
Ticketing Service Billed	3,822	1,400	1,385	40,591	100,100	37,556
Utilities Billed	0	0	500	1,700	0	4,575
City Police Fire Billed	770	0	1,120	5,775	4,032	6,790
EMT Medical Billed	2,179	2,000	2,164	10,242	10,600	10,167
Production Materials Billed	0	0	0	0	0	3,778
Cleaning Billed	81	0	130	65,347	53,250	46,769
Insurance Billed	0	0	0	0	0	1,123
Group Sales Commissions Billed	2,292	0	897	5,511	0	4,615
Telephone Billed	640	500	1,430	14,305	14,800	14,770
Damages Billed	1,079	0	0	1,079	0	0
Other Production Billed	2,145	2,500	3,697	157,332	93,500	159,100
TOTAL SERVICE INCOME	74,867	32,800	47,521	1,080,854	742,288	887,334
Advertising Expense	47,494	20,000	18,871	210,977	41,000	150,082
Sponsorship Expenses	0	0	0	1,653	0	0
Labor Wages	607	0	425	10,815	6,477	9,288
Contracted Changeover Setup Expense	21,201	18,300	21,435	101,799	128,226	140,346
Stagehand Wages	8,555	7,095	7,885	252,106	264,926	240,352
Contracted Security Expense	24,603	13,650	17,989	172,086	134,610	158,243
Contracted Ushers & T/T Expense	25,028	20,150	21,986	135,875	146,370	145,666
Ticket Sellers Wages	0	0	0	4,045	0	4,258
Ticket Service Charge Expense	3,216	4,600	2,193	44,514	104,650	32,254
City Police Fire Expense	490	0	1,120	4,084	5,282	9,269
EMT Medical Expense	5,647	2,889	3,437	19,676	18,476	16,343
Contracted Cleaning Expense	26,072	20,100	23,361	119,211	158,149	140,104
Group Sales Commissions	761	0	0	4,254	0	2,009
Allocated Telephone Expense	192	0	204	4,172	4,145	3,876
Production Expense	21,627	15,000	14,628	290,398	103,000	190,586
TOTAL SERVICE EXPENSE	185,492	121,784	133,532	1,375,665	1,115,311	1,242,677
NET SERVICE INCOME	<110,625>	<88,984>	<86,010>	<294,811>	<373,023>	<355,342>
	=====	=====	=====	=====	=====	=====

SMG - Van Andel Arena
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
Month Ending January 31, 2007

Event Type	Events/Days		Attendance		Total Event Income	
	Actual	Budget	Actual	Budget	Actual	Budget
Family Show	13	14	51,644	50,500	264,693	195,393
Sporting Event	4	4	27,761	24,500	188,764	132,357
Concert	11	12	108,798	98,000	862,686	758,598
Team Home Games	26	26	111,029	130,000	267,269	258,830
Other	12	8	29,686	57,000	119,208	118,266
GRAND TOTALS	66	64	328,918	360,000	1,702,620	1,463,444

As Percentage of Overall

Family Show	19.70%	21.88%	15.70%	14.03%	15.55%	13.35%
Sporting Event	6.06%	6.25%	8.44%	6.81%	11.09%	9.04%
Concert	16.67%	18.75%	33.08%	27.22%	50.67%	51.84%
Team Home Games	39.39%	40.63%	33.76%	36.11%	15.70%	17.69%
Other	18.18%	12.50%	9.03%	15.83%	7.00%	8.08%

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VAN ANDEL ARENA
STATEMENT OF FINANCIAL POSITION
PERIOD ENDING 01/31/07

ASSETS

CURRENT ASSETS

CASH	3,922,447
ACCOUNTS RECEIVABLE	1,395,432
PREPAID EXPENSES	92,139

TOTAL CURRENT ASSETS	5,410,018
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FIXED ASSETS

TOTAL ASSETS	5,410,018
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LIABILITIES & EQUITY

CURRENT LIABILITIES

ACCOUNTS PAYABLE	<180,751>
ACCRUED EXPENSES	242,078
DEFERRED INCOME	1,632,540
ADVANCED TIX SALES & DEPOSITS	2,895,081

TOTAL CURRENT LIABILITIES	4,588,949
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EQUITY

FUNDS REMITTED	<1,700,000>
FUNDING RECEIVED	435,369
RETAINED EARNINGS	1,061,324
NET INCOME (LOSS)	1,024,375

TOTAL EQUITY	821,069
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TOTAL LIABILITIES & EQUITY	5,410,018
	=====

SMG - Van Andel Arena
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
Month Ending January 31, 2007

Current - Under 30 Days	
Food & Beverage	272,784
Ticketing	519,973
Merchandise	9,389
Permanent Advertising	40,726
Operating	365,744
 Over 30 Days	 108,491
 Over 60 Days	 48,673
 Over 90 Days	
Time Out for Women	29,652
 Total Accounts Receivable	 1,395,432

VAN ANDEL ARENA
INDIRECT EXPENSE SUMMARY
PERIOD ENDING 01/31/07

	-----CURRENT-----			-----YTD-----		
	ACTUAL	BUDGET	LAST YEAR	ACTUAL	BUDGET	LAST YEAR
Salaries Administration	56,737	59,541	51,875	401,869	416,787	395,785
Part-Time	7,927	5,833	5,243	40,256	40,831	37,897
Wages-Trade	46,721	69,232	39,832	477,274	484,624	450,849
Sales Commissions Group Sales	533	0	825	7,583	0	3,188
Auto Allowance	594	985	577	4,156	6,895	4,040
Auto Expense	300	0	300	2,100	0	2,100
Taxes & Benefits	38,568	38,187	34,367	243,544	267,309	255,799
Less: Allocation/Reimbursement	<28,814>	<59,837>	<26,194>	<387,276>	<418,859>	<361,548>
TOTAL LABOR COSTS	122,565	113,941	106,826	789,507	797,587	788,110
Contracted Security	21,537	19,760	18,203	145,326	138,320	137,384
Contracted Cleaning	2,098	3,250	2,098	16,506	22,750	19,483
Other Contracted Services	309	300	314	16,739	2,100	3,470
Travel & Entertainment	636	858	929	8,237	6,006	6,119
Corporate Travel	0	625	0	0	4,375	509
Meetings & Conventions	0	350	0	2,027	2,450	2,557
Dues & Subscriptions	2,392	208	5,442	4,826	1,456	8,394
Employee Training	0	750	0	1,808	5,250	337
Miscellaneous Expense	0	0	0	269	0	0
Computer Expense	10,958	5,417	8,546	43,223	37,919	44,100
Professional Fees	2,250	2,583	1,898	17,811	18,081	14,428
Marketing & Advertising	11,256	15,000	18,278	83,376	105,000	63,247
Box Office Expenses	25	0	41	<1,005>	0	<913>
Small Equipment	0	0	0	0	0	348
Trash Removal	1,560	1,500	663	12,221	10,500	9,181
Equipment Rental	1,598	500	1,080	10,787	3,500	9,723
Landscaping	499	483	0	3,621	3,381	2,234
Exterminating	248	300	248	1,688	2,100	2,252
Cleaning	0	150	0	2,650	1,050	2,650
Rental Office Equipment	0	750	0	0	5,250	0
Repairs & Maintenance	27,702	9,333	19,571	125,468	65,331	102,804
Supplies	18,017	15,758	9,917	136,806	110,306	100,239
Bank Service Charges	461	750	467	3,012	5,250	3,895
Insurance	13,447	15,179	10,548	97,727	106,253	90,488
Licenses & Fees	0	0	0	1,000	0	72
Other Taxes	0	0	<49>	0	0	<269>
Printing & Stationary	0	917	0	3,250	6,419	261
Office Supplies	437	1,000	0	9,482	7,000	9,615
Postage	1,520	1,000	1,222	8,477	7,000	5,114
Parking Expense	2,664	2,000	2,076	17,677	14,000	15,095
Telephone Long Distance	1,781	7,000	3,817	35,282	49,000	53,865
Utilities	83,261	68,400	91,507	435,369	478,800	444,924
Base Fee	12,500	12,500	20,433	87,500	87,500	142,286
Common Area Expense	<3,636>	<2,945>	<4,566>	<20,248>	<20,615>	<21,022>
Less: Allocated/Reimbursement	<192>	<375>	<204>	<4,172>	<2,625>	<3,876>
TOTAL MATERIAL AND SERVICES	213,328	183,301	212,477	1,306,740	1,283,107	1,268,992
TOTAL INDIRECT EXPENSES	335,893	297,242	319,302	2,096,247	2,080,694	2,057,102

**SMG - Van Andel Arena & DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Management Fee Summary
Fiscal Year Ending June 30, 2007**

MANAGEMENT FEE SUMMARY

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2006 Actual
Net Revenue above Expenses	1,531,770	(698,470)	833,300	603,704
Benchmark			700,000	534,919
Excess	1,531,770	(698,470)	133,300	68,785

Incentive Fee Calculation (Only if above greater than zero)

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2006 Actual
Base Fee	150,000	150,000	300,000	490,400
Incentive Fee				
Revenue	5,071,518	4,601,963	9,673,481	9,374,417
Benchmark Revenue	4,600,000	4,000,000	8,600,000	8,257,384
Revenue Excess	471,518	601,963	1,073,481	1,117,033
Incentive Fee **			297,044	229,259
Total SMG Management Fee			597,044	719,659

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

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Accrual Basis

Grand Rapids-Kent County Convention/Arena Authority

Balance Sheet

As of January 31, 2007

	Jan 31, 07
ASSETS	
Current Assets	
Checking/Savings	
1040 - Cash - Operations - SMG	4,299,504.10
1050 - Operations - Cash	231,699.94
Total Checking/Savings	4,531,204.04
Other Current Assets	
1070 - Kent County - Operating	19,558,736.92
1200 - Accounts Receivable	2,021,241.17
1300 - Prepaid Expenses	144,082.29
1600 - Advances/Deposits Receivable	-2,850,000.07
Total Other Current Assets	18,874,060.31
Total Current Assets	23,405,264.35
Fixed Assets	
Buildings & Structures	280,652.31
Equip	340,496.58
Vehicles	43,914.30
Total Fixed Assets	665,063.19
TOTAL ASSETS	24,070,327.54
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 - Accounts Payable	319,612.16
2005 - Accounts payable - SMG	486,224.17
Total Accounts Payable	805,836.33
Other Current Liabilities	
2200 - Accrued Expenses	717,173.61
2210 - Advance Ticket Sales	1,872,750.73
2220 - Advance deposits	299,103.00
2500 - Deferred facility income	744,284.74
Total Other Current Liabilities	3,633,312.08
Total Current Liabilities	4,439,148.41
Total Liabilities	4,439,148.41
Equity	
3000 - Opening Bal Equity	37,035,584.45
3900 - Retained Earnings	-15,526,165.80
Net Income	-1,878,239.52
Total Equity	19,631,179.13
TOTAL LIABILITIES & EQUITY	24,070,327.54

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Grand Rapids-Kent County Convention/Arena Authority

Reconciliation Detail

1050 - Operations - Cash, Period Ending 01/31/2007

Type	Date	Num	Name	Memo	Clr	Amount	Balance
Beginning Balance							443,193.18
Cleared Transactions							
Checks and Payments - 26 Items							
Bill Pmt -Check	1/2/2007	6579	Eastern Floral		X	-67.95	-67.95
Bill Pmt -Check	1/2/2007	6578	DTE Energy		X	-1,603.84	-1,671.79
Bill Pmt -Check	1/2/2007	6577	Dickinson Wright PLLC		X	-1,034.80	-2,706.59
Bill Pmt -Check	1/2/2007	6576	Consumers Energy		X	-68,860.88	-71,567.47
Bill Pmt -Check	1/2/2007	6581	Hurst Industries		X	-2,213.50	-73,780.97
Bill Pmt -Check	1/2/2007	6582	ICMA Retirement Corporati...		X	-271.40	-74,052.37
Bill Pmt -Check	1/2/2007	6583	ICMA Retirement Corporati...		X	-50.00	-74,102.37
Bill Pmt -Check	1/2/2007	6584	Priority Health		X	-370.42	-74,472.79
Bill Pmt -Check	1/2/2007	6580	Grand Rapids City Treasurer		X	-15,713.16	-90,185.95
Check	1/5/2007	10158	Susan M. Waddell		X	-1,496.00	-91,681.95
Check	1/5/2007	10157	Rich MacKelgan		X	-183.57	-91,865.52
Check	1/5/2007	10158	Susan M. Waddell		X	-865.83	-92,731.35
Check	1/5/2007	10157	Rich MacKelgan		X	-870.67	-93,602.02
Bill Pmt -Check	1/15/2007	6590	Progressive AE		X	-43,988.75	-137,590.77
Bill Pmt -Check	1/15/2007	6591	Susan Waddell		X	-864.96	-138,455.73
Bill Pmt -Check	1/15/2007	6592	United Rentals (North Amer...		X	-149,875.00	-288,330.73
Bill Pmt -Check	1/15/2007	6588	Consumers Energy		X	-35,845.28	-324,176.01
Bill Pmt -Check	1/15/2007	6589	Kent Court Dept of Public ...		X	-135,329.43	-459,505.44
Bill Pmt -Check	1/15/2007	6585	Andy J. Egan Company, Inc.		X	-22,137.00	-481,642.44
Bill Pmt -Check	1/15/2007	6588	Grand Rapids City Treasurer		X	-6,834.06	-488,476.50
Bill Pmt -Check	1/15/2007	6587	Dickinson Wright PLLC		X	-728.50	-489,205.00
Check	1/19/2007	10159	Rich MacKelgan		X	-183.46	-489,388.46
Check	1/19/2007	10160	Susan M. Waddell		X	-974.93	-490,363.39
Check	1/19/2007	10159	Rich MacKelgan		X	-870.67	-491,234.06
Check	1/19/2007	10160	Susan M. Waddell		X	-1,496.00	-492,730.06
Bill Pmt -Check	1/29/2007	6607	Progressive AE		X	-1,004.36	-493,734.42
Total Checks and Payments						-493,734.42	-493,734.42
Deposits and Credits - 160 Items							
Deposit	12/29/2006		DeVos Place parking revenue		X	88.00	88.00
Deposit	12/29/2006		DeVos Place parking revenue		X	113.00	201.00
Deposit	12/29/2006		DeVos Place parking revenue		X	67.00	268.00
Deposit	12/31/2006		DeVos Place parking revenue		X	409.50	677.50
Deposit	12/31/2006		DeVos Place parking revenue		X	390.00	1,067.50
Deposit	12/31/2006		DeVos Place parking revenue		X	266.50	1,334.00
Deposit	12/31/2006		DeVos Place parking revenue		X	32.50	1,366.50
Deposit	12/31/2006		DeVos Place parking revenue		X	71.50	1,438.00
Deposit	1/2/2007		DeVos Place parking revenue		X	73.00	1,511.00
Deposit	1/2/2007		DeVos Place parking revenue		X	9.00	1,520.00
Deposit	1/2/2007		DeVos Place parking revenue		X	293.00	1,813.00
Deposit	1/2/2007		VAA land lease/DVP parking r...		X	26,856.00	28,669.00
Deposit	1/2/2007		DeVos Place parking revenue		X	116.00	28,785.00
Deposit	1/2/2007		DeVos Place parking revenue		X	151.00	28,936.00
Deposit	1/3/2007		DeVos Place parking revenue		X	589.50	29,525.50
Deposit	1/3/2007		DeVos Place parking revenue		X	62.00	29,587.50
Deposit	1/3/2007		DeVos Place parking revenue		X	762.00	30,349.50
Deposit	1/3/2007		DeVos Place parking revenue		X	156.00	30,505.50
Deposit	1/3/2007		Van Andel Arena excess cash...		X	200,000.00	230,505.50
Deposit	1/3/2007		DeVos Place excess cash flo...		X	100,000.00	330,505.50
Deposit	1/3/2007		DeVos Place parking revenue		X	217.00	330,722.50
Deposit	1/3/2007		DeVos Place parking revenue		X	52.50	330,775.00
Deposit	1/3/2007		DeVos Place parking revenue		X	1,066.50	331,841.50
Deposit	1/4/2007		DeVos Place parking revenue		X	23.00	331,864.50
Deposit	1/4/2007		DeVos Place parking revenue		X	116.00	331,980.50
Deposit	1/4/2007		DeVos Place parking revenue		X	72.00	332,052.50
Deposit	1/4/2007		DeVos Place parking revenue		X	110.50	332,163.00
Deposit	1/4/2007		DeVos Place parking revenue		X	479.00	332,642.00
Deposit	1/4/2007		DeVos Place parking revenue		X	109.00	332,751.00
Deposit	1/4/2007		DeVos Place parking revenue		X	74.00	332,825.00
Deposit	1/5/2007		DeVos Place parking revenue		X	65.00	332,890.00
Deposit	1/5/2007		DeVos Place parking revenue		X	89.00	332,979.00
Deposit	1/5/2007		DeVos Place parking revenue		X	195.00	333,174.00
Deposit	1/5/2007		DeVos Place parking revenue		X	195.50	333,369.50
Deposit	1/5/2007		DeVos Place parking revenue		X	455.00	333,824.50
Deposit	1/6/2007		DeVos Place parking revenue		X	214.50	334,039.00
Deposit	1/6/2007		DeVos Place parking revenue		X	390.00	334,429.00
Deposit	1/6/2007		DeVos Place parking revenue		X	342.50	334,771.50
Deposit	1/6/2007		DeVos Place parking revenue		X	134.00	334,905.50
Deposit	1/6/2007		DeVos Place parking revenue		X	286.00	335,191.50
Deposit	1/6/2007		DeVos Place parking revenue		X	1,069.50	336,261.00
Deposit	1/7/2007		DeVos Place parking revenue		X	331.50	336,592.50

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Grand Rapids-Kent County Convention/Arena Authority

Reconciliation Detail

02/13/07

1050 - Operations - Cash, Period Ending 01/31/2007

Type	Date	Num	Name	Memo	Clr	Amount	Balance
Deposit	1/7/2007			DeVos Place parking revenue	X	162.50	338,755.00
Deposit	1/7/2007			DeVos Place parking revenue	X	247.00	337,002.00
Deposit	1/8/2007			DeVos Place parking revenue	X	97.00	337,099.00
Deposit	1/8/2007			DeVos Place parking revenue	X	301.50	337,400.50
Deposit	1/8/2007			DeVos Place parking revenue	X	607.00	338,007.50
Deposit	1/8/2007			DeVos Place parking revenue	X	393.00	338,400.50
Deposit	1/8/2007			DeVos Place parking revenue	X	238.00	338,638.50
Deposit	1/8/2007			DeVos Place parking revenue	X	122.00	338,760.50
Deposit	1/8/2007			DeVos Place parking revenue	X	1,393.00	340,153.50
Deposit	1/9/2007			DeVos Place parking revenue	X	345.50	340,499.00
Deposit	1/9/2007			DeVos Place parking revenue	X	949.00	341,448.00
Deposit	1/9/2007			DeVos Place parking revenue	X	271.00	341,719.00
Deposit	1/9/2007			DeVos Place parking revenue	X	58.00	341,777.00
Deposit	1/9/2007			DeVos Place parking revenue	X	46.00	341,823.00
Deposit	1/9/2007			DeVos Place parking revenue	X	1,494.50	343,317.50
Deposit	1/10/2007			DeVos Place parking revenue	X	1,219.50	344,537.00
Deposit	1/10/2007			DeVos Place parking revenue	X	1,835.50	346,372.50
Deposit	1/10/2007			DeVos Place parking revenue	X	354.50	346,727.00
Deposit	1/10/2007			DeVos Place parking revenue	X	689.50	347,416.50
Deposit	1/10/2007			DeVos Place parking revenue	X	311.50	347,728.00
Deposit	1/11/2007			DeVos Place parking revenue	X	52.00	347,780.00
Deposit	1/11/2007			DeVos Place parking revenue	X	148.50	347,928.50
Deposit	1/11/2007			DeVos Place parking revenue	X	27.00	347,955.50
Deposit	1/11/2007			DeVos Place parking revenue	X	31.00	347,986.50
Deposit	1/11/2007			DeVos Place parking revenue	X	282.50	348,269.00
Deposit	1/11/2007			DeVos Place parking revenue	X	129.00	348,398.00
Deposit	1/12/2007			DeVos Place parking revenue	X	822.00	349,220.00
Deposit	1/12/2007			DeVos Place parking revenue	X	903.50	350,123.50
Deposit	1/12/2007			DeVos Place parking revenue	X	78.00	350,201.50
Deposit	1/12/2007			Interest	X	1,516.25	351,717.75
Deposit	1/12/2007			DeVos Place parking revenue	X	2,784.00	354,501.75
Deposit	1/12/2007			DeVos Place parking revenue	X	274.50	354,776.25
Deposit	1/12/2007			DeVos Place parking revenue	X	98.00	354,874.25
Deposit	1/13/2007			DeVos Place parking revenue	X	6.50	354,880.75
Deposit	1/13/2007			DeVos Place parking revenue	X	1,084.00	355,964.75
Deposit	1/13/2007			DeVos Place parking revenue	X	587.00	356,551.75
Deposit	1/13/2007			DeVos Place parking revenue	X	2,817.50	359,369.25
Deposit	1/13/2007			DeVos Place parking revenue	X	1,125.50	360,494.75
Deposit	1/13/2007			DeVos Place parking revenue	X	676.00	361,170.75
Deposit	1/13/2007			DeVos Place parking revenue	X	1,683.50	362,854.25
Deposit	1/14/2007			DeVos Place parking revenue	X	806.00	363,660.25
Deposit	1/14/2007			DeVos Place parking revenue	X	1,371.50	365,031.75
Deposit	1/14/2007			DeVos Place parking revenue	X	273.00	365,304.75
Deposit	1/15/2007			DeVos Place parking revenue	X	63.50	365,368.25
Deposit	1/15/2007			DeVos Place parking revenue	X	381.50	365,729.75
Deposit	1/15/2007			DeVos Place parking revenue	X	473.00	366,202.75
Deposit	1/16/2007			DeVos Place parking revenue	X	89.00	366,291.75
Deposit	1/16/2007			DeVos Place parking revenue	X	83.00	366,374.75
Deposit	1/16/2007			DeVos Place parking revenue	X	211.50	366,586.25
Deposit	1/16/2007			DeVos Place parking revenue	X	283.00	366,869.25
Deposit	1/16/2007			DeVos Place parking revenue	X	593.00	367,462.25
Deposit	1/17/2007			DeVos Place parking revenue	X	507.00	367,969.25
Deposit	1/17/2007			DeVos Place parking revenue	X	465.00	368,434.25
Deposit	1/17/2007			DeVos Place parking revenue	X	270.00	368,704.25
Deposit	1/17/2007			DeVos Place parking revenue	X	577.00	369,281.25
Deposit	1/17/2007			DeVos Place parking revenue	X	513.50	369,794.75
Deposit	1/17/2007			DeVos Place parking revenue	X	125.00	369,919.75
Deposit	1/18/2007			DeVos Place parking revenue	X	106.00	370,025.75
Deposit	1/18/2007			DeVos Place parking revenue	X	539.50	370,565.25
Deposit	1/18/2007			DeVos Place parking revenue	X	671.00	371,236.25
Deposit	1/18/2007			DeVos Place parking revenue	X	27.00	371,263.25
Deposit	1/18/2007			DeVos Place parking revenue	X	208.00	371,471.25
Deposit	1/18/2007			DeVos Place parking revenue	X	1,125.00	372,596.25
Deposit	1/19/2007			DeVos Place parking revenue	X	501.50	373,097.75
Deposit	1/19/2007			DeVos Place parking revenue	X	39.00	373,136.75
Deposit	1/19/2007			DeVos Place parking revenue	X	40.00	373,176.75
Deposit	1/19/2007			DeVos Place parking revenue	X	2,643.00	375,819.75
Deposit	1/19/2007			DeVos Place parking revenue	X	676.00	376,495.75
Deposit	1/19/2007			DeVos Place parking revenue	X	722.50	377,218.25
Deposit	1/20/2007			DeVos Place parking revenue	X	898.00	378,116.25
Deposit	1/20/2007			DeVos Place parking revenue	X	799.50	378,915.75
Deposit	1/20/2007			DeVos Place parking revenue	X	494.00	379,409.75
Deposit	1/20/2007			DeVos Place parking revenue	X	1,644.50	381,054.25
Deposit	1/20/2007			DeVos Place parking revenue	X	819.00	381,873.25
Deposit	1/20/2007			DeVos Place parking revenue	X	487.50	382,360.75

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Grand Rapids-Kent County Convention/Arena Authority

Reconciliation Detail

1050 - Operations - Cash, Period Ending 01/31/2007

Type	Date	Num	Name	Memo	Clr	Amount	Balance
Deposit	1/20/2007			DeVos Place parking revenue	X	1,300.00	383,660.75
Deposit	1/21/2007			DeVos Place parking revenue	X	1,898.00	385,558.75
Deposit	1/21/2007			DeVos Place parking revenue	X	1,410.50	386,969.25
Deposit	1/21/2007			DeVos Place parking revenue	X	642.00	387,611.25
Deposit	1/22/2007			DeVos Place parking revenue	X	30.00	387,641.25
Deposit	1/22/2007			DeVos Place parking revenue	X	49.00	387,690.25
Deposit	1/23/2007			DeVos Place parking revenue	X	56.00	387,746.25
Deposit	1/23/2007			DeVos Place parking revenue	X	33.00	387,779.25
Deposit	1/23/2007			DeVos Place parking revenue	X	170.00	387,949.25
Deposit	1/23/2007			DeVos Place parking revenue	X	15.00	387,964.25
Deposit	1/23/2007			DeVos Place parking revenue	X	225.00	388,189.25
Deposit	1/23/2007			DeVos Place parking revenue	X	169.00	388,358.25
Deposit	1/24/2007			DeVos Place parking revenue	X	19.50	388,377.75
Deposit	1/24/2007			DeVos Place parking revenue	X	28.00	388,405.75
Deposit	1/24/2007			DeVos Place parking revenue	X	11.00	388,416.75
Deposit	1/24/2007			DeVos Place parking revenue	X	72.00	388,488.75
Deposit	1/25/2007			DeVos Place parking revenue	X	160.00	388,648.75
Deposit	1/25/2007			DeVos Place parking revenue	X	136.50	388,785.25
Deposit	1/25/2007			DeVos Place parking revenue	X	528.00	389,313.25
Deposit	1/25/2007			DeVos Place parking revenue	X	165.00	389,478.25
Deposit	1/25/2007			DeVos Place parking revenue	X	642.00	390,120.25
Deposit	1/26/2007			DeVos Place parking revenue	X	1,135.50	391,255.75
Deposit	1/26/2007			DeVos Place parking revenue	X	1,108.50	392,364.25
Deposit	1/26/2007			DeVos Place parking revenue	X	946.00	393,310.25
Deposit	1/26/2007			DeVos Place parking revenue	X	376.00	393,686.25
Deposit	1/26/2007			Van Andel Arena land lease: ...	X	13,461.00	407,147.25
Deposit	1/26/2007			DeVos Place parking revenue	X	306.00	407,453.25
Deposit	1/26/2007			DeVos Place parking revenue	X	26.00	407,479.25
Deposit	1/26/2007			DeVos Place parking revenue	X	158.00	407,635.25
Deposit	1/27/2007			DeVos Place parking revenue	X	552.50	408,187.75
Deposit	1/27/2007			DeVos Place parking revenue	X	1,680.84	409,868.59
Deposit	1/27/2007			DeVos Place parking revenue	X	337.50	410,206.09
Deposit	1/27/2007			DeVos Place parking revenue	X	240.00	410,446.09
Deposit	1/27/2007			DeVos Place parking revenue	X	234.00	410,680.09
Deposit	1/27/2007			DeVos Place parking revenue	X	1,451.00	412,131.09
Deposit	1/29/2007			DeVos Place parking revenue	X	190.00	412,321.09
Deposit	1/29/2007			DeVos Place parking revenue	X	95.00	412,416.09
Deposit	1/30/2007			DeVos Place parking revenue	X	531.50	412,947.59
Deposit	1/30/2007			DeVos Place parking revenue	X	76.00	413,023.59
Deposit	1/30/2007			DeVos Place parking revenue	X	149.50	413,173.09
Deposit	1/30/2007			DeVos Place parking revenue	X	23.00	413,196.09
Deposit	1/30/2007			DeVos Place parking revenue	X	348.00	413,544.09
Deposit	1/30/2007			Administrative Services	X	16,370.00	429,914.09
Total Deposits and Credits						429,914.09	429,914.09
Total Cleared Transactions						-63,820.33	-63,820.33
Cleared Balance						-63,820.33	379,372.85
Uncleared Transactions							
Checks and Payments - 19 items							
Bill Pmt -Check	4/28/2005	6112	Priority Health			-398.73	-398.73
Bill Pmt -Check	1/29/2007	6611	The Employers' Association			-291.00	-689.73
Bill Pmt -Check	1/29/2007	6610	Seaman's Air Conditioning ...			-7,238.00	-7,927.73
Bill Pmt -Check	1/29/2007	6606	Priority Health			-370.42	-8,298.15
Bill Pmt -Check	1/29/2007	6609	Robbins Lock Shop Inc.			-101.75	-8,399.90
Bill Pmt -Check	1/29/2007	6608	Rick L. Van Sweden DDS PC			-94.00	-8,493.90
Bill Pmt -Check	1/29/2007	6605	Posteroid Corporation			-223.98	-8,717.88
Bill Pmt -Check	1/29/2007	6604	Partners by Design, LLC			-59,342.50	-68,060.38
Bill Pmt -Check	1/29/2007	6603	Midwest Food Equipment S...			-306.12	-68,366.50
Bill Pmt -Check	1/29/2007	6602	ICMA Retirement Corporati...			-100.00	-68,466.50
Bill Pmt -Check	1/29/2007	6601	ICMA Retirement Corporati...			-542.80	-69,009.30
Bill Pmt -Check	1/29/2007	6600	Grand Rapids Popoom			-244.25	-69,253.55
Bill Pmt -Check	1/29/2007	6599	Grand Rapids City Treasurer			-196.40	-69,449.95
Bill Pmt -Check	1/29/2007	6598	Gordon Food Service, Inc.			-7,573.28	-77,023.23
Bill Pmt -Check	1/29/2007	6597	Gene E. Fonger, O.D.			-69.00	-77,092.23
Bill Pmt -Check	1/29/2007	6596	DTE Energy			-1,098.11	-78,190.34
Bill Pmt -Check	1/29/2007	6595	Diversity Management Strat...			-4,187.50	-82,377.84
Bill Pmt -Check	1/29/2007	6594	COVERCO Inc.			-593.80	-82,971.44
Bill Pmt -Check	1/29/2007	6593	Consumers Energy			-68,572.47	-151,543.91
Total Checks and Payments						-151,543.91	-151,543.91

10:50 AM

02/13/07

Grand Rapids-Kent County Convention/Arena Authority

Reconciliation Detail

1050 - Operations - Cash, Period Ending 01/31/2007

Type	Date	Num	Name	Memo	Clr	Amount	Balance
Deposits and Credits - 7 Items							
Sales Receipt	9/14/2006		Grand Action Committee			0.00	0.00
Deposit	1/31/2007			DeVos Place parking revenue		31.50	31.50
Deposit	1/31/2007			DeVos Place parking revenue		65.00	96.50
Deposit	1/31/2007			DeVos Place parking revenue		1,181.00	1,277.50
Deposit	1/31/2007			DeVos Place parking revenue		167.00	1,444.50
Deposit	1/31/2007			DeVos Place parking revenue		1,601.00	3,045.50
Deposit	1/31/2007			DeVos Place parking revenue		825.50	3,871.00
Total Deposits and Credits						3,871.00	3,871.00
Total Uncleared Transactions						-147,672.91	-147,672.91
Register Balance as of 01/31/2007						-211,493.24	231,699.94
New Transactions							
Checks and Payments - 4 Items							
Check	2/2/2007	10162	Susan M. Waddell			-1,496.00	-1,496.00
Check	2/2/2007	10161	Rich MacKelgan			-870.67	-2,366.67
Check	2/2/2007	10162	Susan M. Waddell			-865.61	-3,232.28
Check	2/2/2007	10161	Rich MacKelgan			-183.46	-3,415.74
Total Checks and Payments						-3,415.74	-3,415.74
Deposits and Credits - 34 Items							
Deposit	2/1/2007			DeVos Place parking revenue		1,534.50	1,534.50
Deposit	2/1/2007			DeVos Place parking revenue		305.50	1,840.00
Deposit	2/1/2007			DeVos Place parking revenue		773.50	2,613.50
Deposit	2/1/2007			DeVos Place parking revenue		581.00	3,194.50
Deposit	2/1/2007			DeVos Place parking revenue		187.00	3,381.50
Deposit	2/1/2007			DeVos Place parking revenue		97.00	3,478.50
Deposit	2/1/2007			DeVos Place parking revenue		409.00	3,887.50
Deposit	2/2/2007			DeVos Place parking revenue		1,985.50	5,873.00
Deposit	2/2/2007			DeVos Place parking revenue		1,729.00	7,602.00
Deposit	2/2/2007			DeVos Place parking revenue		533.50	8,135.50
Deposit	2/2/2007			DeVos Place parking revenue		3,599.00	11,734.50
Deposit	2/2/2007			DeVos Place parking revenue		545.00	12,279.50
Deposit	2/2/2007			DeVos Place parking revenue		1,096.00	13,375.50
Deposit	2/2/2007			DeVos Place parking revenue		518.50	13,894.00
Deposit	2/3/2007			DeVos Place parking revenue		318.50	14,212.50
Deposit	2/3/2007			DeVos Place parking revenue		2,528.00	16,740.50
Deposit	2/3/2007			DeVos Place parking revenue		222.00	16,962.50
Deposit	2/3/2007			DeVos Place parking revenue		591.50	17,554.00
Deposit	2/3/2007			DeVos Place parking revenue		1,124.50	18,678.50
Deposit	2/4/2007			DeVos Place parking revenue		1,482.00	20,160.50
Deposit	2/4/2007			DeVos Place parking revenue		477.00	20,637.50
Deposit	2/4/2007			DeVos Place parking revenue		2,470.00	23,107.50
Deposit	2/5/2007			DeVos Place parking revenue		124.00	23,231.50
Deposit	2/5/2007			DeVos Place parking revenue		169.00	23,400.50
Deposit	2/6/2007			DeVos Place parking revenue		154.00	23,554.50
Deposit	2/6/2007			DeVos Place parking revenue		66.00	23,620.50
Deposit	2/6/2007			DeVos Place parking revenue		229.00	23,849.50
Deposit	2/7/2007			DeVos Place parking revenue		201.50	24,051.00
Deposit	2/7/2007			DeVos Place parking revenue		804.00	24,855.00
Deposit	2/7/2007			DeVos Place parking revenue		88.00	24,943.00
Deposit	2/7/2007			DeVos Place parking revenue		621.50	25,564.50
Deposit	2/7/2007			DeVos Place parking revenue		61.00	25,625.50
Deposit	2/9/2007			Van Andel Arena excess cash...		100,000.00	125,625.50
Deposit	2/9/2007			DeVos Place excess cash flo...		150,000.00	275,625.50
Total Deposits and Credits						275,625.50	275,625.50
Total New Transactions						272,207.76	272,207.76
Ending Balance						60,714.82	603,907.70

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02/13/07

Grand Rapids-Kent County Convention/Arena Authority Reconciliation Detail

1070 - Kent County - Operating, Period Ending 12/31/2006

Type	Date	Num	Name	Memo	Clr	Amount	Balance
Beginning Balance							19,394,140.42
Cleared Transactions							
Deposits and Credits - 1 item							
Deposit	12/1/2006			Interest	X	164,596.50	164,596.50
Total Deposits and Credits						164,596.50	164,596.50
Total Cleared Transactions						164,596.50	164,596.50
Cleared Balance						164,596.50	19,558,736.92
Register Balance as of 12/31/2006						164,596.50	19,558,736.92
Ending Balance						<u>164,596.50</u>	<u>19,668,736.92</u>

FUND LEDGER

12/01/06 THROUGH 12/31/06
FUND : CAA-OPERATING NUMBER: 0701 221 13913

DATE	TYPE	SOURCE	ADDITIONS	DEDUCTIONS	BALANCE	TIME POSTED	POSTED BY
12/01/06	3	APPINT	80,441.97		19,394,140.42		
12/31/06	3	APPINT	84,154.53		19,474,582.39	12/28/06 14:43:06	knt102
					19,558,736.92	01/26/07 19:29:00	knt102

RECAP BY TYPE CODE

ADDITIONS		DEDUCTIONS		NET AMOUNT
TYPE	NO	AMOUNT	NO	AMOUNT
3	2	164,596.50	0	164,596.50
TOTAL		164,596.50 ✓		164,596.50
AVERAGE DAILY BALANCE				19,477,297.05

RECEIVED



1/31/07

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02/14/07
Accrual Basis

Grand Rapids-Kent County Convention/Arena Authority
Profit & Loss
July 2006 through January 2007

	<u>Jul '06 - Jan 07</u>
Income	
4040 • Private Support	0.00
4500 • Interest on Investments	561,034.81
4540 • Land Lease	88,410.00
4545 • Parking Revenues	412,273.34
4550 • Miscellaneous Revenue	16,370.00
Total Income	<u>1,078,088.15</u>
Expense	
6000 • Professional Services	40,283.87
6060 • Other Contractual Services	5,687.50
6065 • Pedestrian Safety	24,837.59
6088 • Parking Management	152,655.00
6100 • Other Supplies & Expenses	28,900.85
6200 • Capital Replacement Projects	1,050,670.53
6210 • F&B Repair & Maintenance	38,847.90
6300 • Utilities Expense	1,277,211.39
6500 • DID Assessment	50,298.90
6600 • SMG Incentive Fees	229,259.00
8000 • Personal Services	57,675.14
Total Expense	<u>2,956,327.67</u>
Net Income	<u><u>-1,878,239.52</u></u>

Grand Rapids-Kent County Convention/Arena Authority

Profit & Loss by Fund

July 2006 through January 2007

	Admin & Capital Replacement (Operations)	TOTAL
Income		
4040 • Private Support	0.00	0.00
4500 • Interest on Investments	561,034.81	561,034.81
4540 • Land Lease	88,410.00	88,410.00
4545 • Parking Revenues	412,273.34	412,273.34
4550 • Miscellaneous Revenue	16,370.00	16,370.00
Total Income	1,078,088.15	1,078,088.15
Expense		
6000 • Professional Services		
6001 • Accounting/Auditing Services	23,674.05	23,674.05
6040 • Legal Services	16,609.82	16,609.82
Total 6000 • Professional Services	40,283.87	40,283.87
6060 • Other Contractual Services	5,687.50	5,687.50
6065 • Pedestrian Safety	24,837.59	24,837.59
6068 • Parking Management	152,655.00	152,655.00
6100 • Other Supplies & Expenses		
6010 • Bank Fees	9.00	9.00
6030 • Insurance-Property/Liability	19,196.86	19,196.86
6110 • Meeting Expense	236.46	236.46
6120 • Supplies	4,988.53	4,988.53
6140 • Printing and Binding	4,470.00	4,470.00
Total 6100 • Other Supplies & Expenses	28,900.85	28,900.85
6200 • Capital Replacement Projects	1,050,670.53	1,050,670.53
6210 • F&B Repair & Maintenance	38,847.90	38,847.90
6300 • Utilities Expense		
6301 • Electricity	641,653.05	641,653.05
6310 • Natural Gas	6,044.26	6,044.26
6320 • Steam	576,694.05	576,694.05
6340 • Water & Sewer	52,820.03	52,820.03
Total 6300 • Utilities Expense	1,277,211.39	1,277,211.39
6500 • DID Assessment	50,298.90	50,298.90
6600 • SMG Incentive Fees	229,259.00	229,259.00
8000 • Personal Services		
8001 • Employee Wages	45,242.01	45,242.01
8030 • Employee Benefits	12,433.13	12,433.13
Total 8000 • Personal Services	57,675.14	57,675.14
Total Expense	2,956,327.67	2,956,327.67
Net Income	-1,878,239.52	-1,878,239.52

8:38 AM

Grand Rapids-Kent County Convention/Arena Authority

Profit & Loss Budget vs. Actual

July 2006 through January 2007

02/14/07

Accrual Basis

	Jul '06 - Jan 07	Budget	\$ Over Budget	% of Budget
Income				
4040 - Private Support	0.00			
4500 - Interest on Investments	581,034.81	457,919.00	103,115.81	122.5%
4540 - Land Lease	88,410.00	90,181.00	-1,771.00	98.0%
4545 - Parking Revenues	412,273.34	428,498.00	-16,224.66	96.2%
4550 - Miscellaneous Revenue	16,370.00	8,750.00	7,620.00	187.1%
Total Income	1,078,088.15	985,348.00	92,740.15	109.4%
Expense				
6000 - Professional Services				
6001 - Accounting/Auditing Services	23,674.05	15,169.00	8,505.05	156.1%
6040 - Legal Services	16,609.82	17,500.00	-890.18	94.9%
Total 6000 - Professional Services	40,283.87	32,669.00	7,614.87	123.3%
6060 - Other Contractual Services	5,687.50	35,000.00	-29,312.50	16.3%
6065 - Pedestrian Safety	24,837.59	46,669.00	-21,831.41	53.2%
6068 - Parking Management	152,655.00	196,721.00	-44,066.00	77.6%
6100 - Other Supplies & Expenses				
6010 - Bank Fees	9.00			
6030 - Insurance-Property/Liability	19,198.86	11,669.00	7,527.86	164.5%
6110 - Meeting Expense	236.46	2,331.00	-2,094.54	10.1%
6120 - Supplies	4,988.53	5,831.00	-842.47	85.6%
6140 - Printing and Binding	4,470.00			
Total 6100 - Other Supplies & Expenses	28,900.85	19,831.00	9,069.85	145.7%
6200 - Capital Replacement Projects	1,050,670.53	633,500.00	417,170.53	165.9%
6210 - F&B Repair & Maintenance	38,847.90			
6300 - Utilities Expense				
6301 - Electricity	641,653.05	696,500.00	-54,846.95	92.1%
6310 - Natural Gas	6,044.26	10,500.00	-4,455.74	57.6%
6320 - Steam	576,694.05	647,206.00	-70,511.95	89.1%
6340 - Water & Sewer	52,820.03	7,224.00	45,596.03	731.2%
Total 6300 - Utilities Expense	1,277,211.39	1,361,430.00	-84,218.61	93.8%
6500 - DID Assessment	50,298.90	28,966.00	21,332.90	173.6%
6800 - SMG Incentive Fees	229,259.00			
8000 - Personal Services				
8001 - Employee Wages	45,242.01	34,300.00	10,942.01	131.9%
8030 - Employee Benefits	12,433.13	12,292.00	141.13	101.1%
Total 8000 - Personal Services	57,675.14	46,592.00	11,083.14	123.8%
Total Expense	2,956,327.67	2,401,378.00	554,949.67	123.1%
Net Income	-1,878,239.52	-1,416,030.00	-462,209.52	132.6%

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02/14/07
Accrual Basis

Grand Rapids-Kent County Convention/Arena Authority
Profit & Loss Prev Year Comparison
July 2006 through January 2007

	Jul '06 - Jan 07	Jul '05 - Jan 06	\$ Change	% Change
Income				
4040 - Private Support	0.00	0.00	0.00	0.0%
4500 - Interest on Investments	561,034.81	378,620.13	182,414.68	48.2%
4540 - Land Lease	88,410.00	92,176.00	-3,766.00	-4.1%
4545 - Parking Revenues	412,273.34	335,145.15	77,128.19	23.0%
4550 - Miscellaneous Revenue	16,370.00	63,161.24	-46,791.24	-74.1%
Total Income	1,078,088.15	869,102.52	208,985.63	24.1%
Expense				
6000 - Professional Services				
6001 - Accounting/Auditing Services	23,674.05	34,270.30	-10,596.25	-30.9%
6040 - Legal Services	16,609.82	7,363.60	9,246.22	125.6%
Total 6000 - Professional Services	40,283.87	41,633.90	-1,350.03	-3.2%
6060 - Other Contractual Services	5,687.50	0.00	5,687.50	100.0%
6065 - Pedestrian Safety	24,837.59	24,196.18	641.41	2.7%
6068 - Parking Management	152,655.00	148,153.40	4,501.60	3.0%
6100 - Other Supplies & Expenses				
6010 - Bank Fees	9.00	0.00	9.00	100.0%
6020 - Computer Services	0.00	249.95	-249.95	-100.0%
6030 - Insurance-Property/Liability	19,196.86	8,630.00	10,566.86	122.4%
6110 - Meeting Expense	236.46	1,452.44	-1,215.98	-83.7%
6120 - Supplies	4,988.53	1,450.89	3,537.64	243.8%
6140 - Printing and Binding	4,470.00	0.00	4,470.00	100.0%
Total 6100 - Other Supplies & Expenses	28,900.85	11,783.38	17,117.47	145.3%
6160 - Facility Repair and Maintenance	0.00	27,306.25	-27,306.25	-100.0%
6200 - Capital Replacement Projects	1,050,670.53	1,231,062.19	-180,391.66	-14.7%
6210 - F&B Repair & Maintenance	38,847.90	0.00	38,847.90	100.0%
6300 - Utilities Expense				
6301 - Electricity	641,653.05	612,260.87	29,392.18	4.8%
6310 - Natural Gas	6,044.26	13,443.46	-7,399.20	-55.0%
6320 - Steam	576,694.05	565,276.42	11,417.63	2.0%
6340 - Water & Sewer	52,820.03	62,303.95	-9,483.92	-15.2%
Total 6300 - Utilities Expense	1,277,211.39	1,253,284.70	23,926.69	1.9%
6600 - DID Assessment	50,298.90	0.00	50,298.90	100.0%
6600 - SMG Incentive Fees	229,259.00	194,533.00	34,726.00	17.9%
8000 - Personal Services				
8001 - Employee Wages	45,242.01	8,585.55	36,656.46	427.0%
8030 - Employee Benefits	12,433.13	11,221.39	1,211.74	10.8%
Total 8000 - Personal Services	57,675.14	19,806.94	37,868.20	191.2%
Total Expense	2,956,327.67	2,951,759.94	4,567.73	0.2%
Net Income	-1,878,239.52	-2,082,657.42	204,417.90	9.8%



**Van Andel Arena® /
DeVos Place**

Memorandum

To: CAA – Finance Committee
From: Richard MacKeigan – General Manager
Date: Thursday, February 08, 2007
Re: Thomas the Tank Engine show at DeVos Performance Hall

We have been given the opportunity to host a brand new stage show based on the children's books and PBS television show *Thomas the Tank Engine & Friends*. Given the recent creation of the show, and lack of historical reference for potential ticket sales, the producer of the show is only offering the show to buildings that are willing to take a risk position on the success/failure of the event. With this memo, I am requesting CAA approval to book this event with the acknowledgement that risk is involved.

This event is available to us for a midweek play on either June 19 or 20, 2007 for two performances. Attached is a pro-forma based on the needed deal points with the producer and estimated expenses based on both show and theater staffing needs. On a straight rental deal (which would be the traditional method of booking a family show such as this) the bottom line to the facility would range between a low of \$7,500 to a high of \$12,000 for a sold out show. As you can see from the attached, while there is downside risk, the upside is much greater on a strong selling date.

The producer of *Thomas* has been in the facility before with *Dora the Explorer* and this *Aprils Go! Diego! Go!* Their products have always been of a very high quality and well received by the ticket buyers. Booking this event will also help us strengthen our relationship with the producer as a facility willing to partner and help foster the growth of a show, not just cherry picking and waiting to book established shows like the previous two mentioned. Ultimately, this should lead to additional bookings in the future of their touring shows.

In addition to the revenue potential of this particular event, and subsequent future bookings resulting from a stronger relationship, this will be additional Theater inventory that will be made available to our Theater premium seat holders. As you probably recall, a commitment of 15 events per year was made when selling these licenses. This event will not only help getting us to that number, but also help in being able to offer a more diverse inventory of events.

There is a wise saying in this business that you book with your mind, not your heart. This opportunity first presented itself this past summer. Chris Machuta ran the numbers that you are looking at now, and at that time, we were a little hesitant booking this event with a breakeven point of 2,000 paid.



DEVOS PLACE

Unbeknownst to both of us (both parents of small Thomas fans), we had each respectively purchased tickets for an event in Flint in which you took a ride on a train being "pulled" by Thomas. While our tickets were for different days, we discovered the same thing, sold out train rides and a very enthusiastic support of Thomas that we were not sure existed outside of our respective homes. Our estimates have it around 5,000 people each day, and our understanding is that they were basically sold out all 4 days of the event. After witnessing that event first hand, we went from questioning the ability to get to 2,000 paid to feeling that the number is very attainable.

The revenue potential on this event, coupled with the long term benefit of stronger relationships with both producer and premium seat holders, I feel that the overall upside of this event offsets the downside risk of this date. With the potential date being in the middle of June, there is little to no opportunity cost in booking this event. This will also help fill dates in the otherwise slow period for the Theater.

SMG - DeVos Place
Thomas the Tank Engine - Event Proforma
Tuesday, June 19, 2007 - Wednesday, June 20, 2007

Details....

Average Ticket Price	19.35	Estimated Breakeven Point	\$ 53,588
Facility Fee	2.00	Breakeven Tickets w/ Sponsorship	1,977
Merchandise Per Cap	3.00	Breakeven Tickets w/o Sponsorship	2,430
Concessions Per Cap	1.00		

Per Show Sales	500	750	1,000	1,250	1,500	1,750	2,000	2,360
Ticket Sales	19,350	29,025	38,700	48,375	58,050	67,725	77,400	91,332
Sponsorship	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Total Revenue	29,350	39,025	48,700	58,375	68,050	77,725	87,400	101,332
Show - First \$25K	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000
House - Next \$35K	4,350	14,025	23,700	33,375	35,000	35,000	35,000	35,000
Available to Split	-	-	-	-	8,050	17,725	27,400	41,332
Less: Split to Show	-	-	-	-	4,025	8,863	13,700	20,666
Net Split to Building	-	-	-	-	4,025	8,862	13,700	20,666
Total Facility Revenue	4,350	14,025	23,700	33,375	39,025	43,862	48,700	55,666
Less:								
House Expenses	14,480	14,480	14,480	16,088	16,088	16,088	17,697	17,697
Advertising	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500
Net to Facility	(22,630)	(12,955)	(3,280)	4,787	10,437	15,274	18,503	25,469
Facility Fee	2,000	3,000	4,000	5,000	6,000	7,000	8,000	9,440
Merchandise	450	675	900	1,125	1,350	1,575	1,800	2,124
Concessions	250	375	500	625	750	875	1,000	1,180
Total Event Revenue	(19,930)	(8,905)	2,120	11,537	18,537	24,724	29,303	38,213

VAN ANDEL ARENA
FOOD & BEVERAGE REVENUE & COMMISSIONS
FOR MONTH ENDED JANUARY 31, 2007

MONTH	January Actual	January Budget	January Prior Year
Concession Events	11	9	11
Gross Concessions Revenue	260,557	191,500	226,900
Less: Concessionaire Share	(122,462)	(90,005)	(115,071)
Less: Griffins/Rampage Share	(26,142)	(22,000)	(30,135)
Total Net Concessions to Arena	111,953	79,495	81,694
Gross Catering Revenue	39,014	36,700	70,905
Less: Concessionaire Share	(31,406)	(29,544)	(58,771)
Less: Griffins/Rampage Share	(2,919)	(3,044)	(5,599)
Total Net Catering to Arena	4,689	4,112	6,535
Total SMGFB Payment to Arena	116,642	83,607	88,229
Less: Branded Sales Commissions	(1,902)		
Net Food & Beverage Revenue	114,740	83,607	88,229

YEAR TO DATE	YTD 2007 Actual	YTD 2007 Budget	YTD 2007 Prior Year
Concession Events	61	61	66
Gross Concessions Revenue	1,581,105	1,449,000	1,329,196
Less: Concessionaire Share	(743,119)	(681,030)	(673,047)
Less: Griffins/Rampage Share	(117,394)	(143,000)	(118,403)
Total Net Concessions to Arena	720,592	624,970	537,746
Gross Catering Revenue	404,761	353,000	323,437
Less: Concessionaire Share	(320,089)	(284,170)	(268,494)
Less: Griffins/Rampage Share	(17,026)	(19,783)	(14,617)
Total Net Catering to Arena	67,646	49,047	40,326
Total SMGFB Payment to Arena	788,238	674,017	578,072
Less: Branded Sales Commissions	(9,863)		
Net Food & Beverage Revenue	778,375	674,017	578,072

MONTHLY EVENTS - PER CAP COMPARISON

	Previous Visit	Current Year	Percentage Change
Arenacross	\$4.92	\$5.39	9.55%
Professional Championship Bullriders ***	\$5.32	\$6.31	18.61%
Harlem Globetrotters	\$3.57	\$3.51	-1.68%
Jam @ the Van	\$2.39	\$2.50	4.60%
Griffins Games 23-26	\$5.25	\$5.11	-2.67%
Griffins - Season to Date	\$5.16	\$4.99	-3.29%

***Arena had not previously hosted the above Bullriders event, previous visit is compared to SMGFB's per cap from the September 2006 Professional Bullriders event.



Van Andel Arena®
DeVos Place®

Memorandum

To: CAA Board
From: Richard MacKEIGAN
Date: February 23, 2007
Re: Wine Food and Beer Festival

Last month I presented the board with an opportunity to host a wine, food and beer festival. The event would be based on similar events held in other communities. Since last month's meeting and subsequent media exposure, I have received very favorable feedback from the general public as well as people within the event's related industries. I am aware of no negative feedback.

I would like to formally request that the CAA approve this concept. I would also request the CAA approve the following recommendations

1. Establish a reporting protocol to the CAA through the Operations/Marketing Committee. The Committee would then report on progress to the CAA via our monthly board meetings.
2. Enter into an agreement with a show producer to partner with our efforts (next two months). I will work with Dick Wendt as well as the CAA to assure our interests are best served.
3. Develop a steering committee to assist with the planning of the event (next three months). The group will be made up of industry related professionals and be approved by the Operations/Marketing Committee.

I believe this project has immense opportunity for our venue and community. I believe the actions above will provide the groundwork necessary to maximize this opportunity. I am available should you have any questions, comments or concerns.

GKDU 10/19.

Alcohol, Wine And Beer Sparkle In State's Economy

By Chris Jackett
CAPITAL NEWS SERVICE

LANSGING — Growth in the alcohol industry is a sparkle in the champagne glass of Michigan's struggling economy.

Over the last decade, the state's beer, wine and liquor industry has grown in every way possible — sales, production, variety and even tourism.

The Michigan Beer and Wine Wholesalers Association estimates that retail sales of beer and wine reached \$2 billion last year.

"The whole food and agriculture industry is a dynamic growth industry," said Mitch Irwin, director of the Department of Agriculture. "It's a \$60.1 billion industry, after an \$8.6 billion investment over six years that is helping diversify the Michigan economy as we struggle through an economic slowdown."

Irwin attributes much of the state's success to the grape and wine industry. Michigan is the fourth-largest grape-growing state and the 13th-largest wine-producing state, he said.

"There's more demand for grapes than we have acreage planted, creating an increased growth of production from Michigan vineyards," Irwin said. He called Michigan ideal for vineyards because "the lake effect provides great protection and extends the growing season, especially 25 miles (inland) from Lake Michigan."

The whole alcohol industry has seen a growing market in Michigan and throughout the country.

"The entire industry is large and important in Michigan," said Michael Lashbrook, executive director of the association. "It's very stable, as opposed to some manufac-

turing companies in the state."

Two key reasons for the industry's steady growth are the increasing population of young adults and the improved hospitality business, Lashbrook said.

"There's a bubble in the number of 21-year-olds," Lashbrook said. "It'll keep growing for a few years before it comes back down."

"I imagine that the hospitality industry sector is benefiting just from people going out to meals. It has had a very significant economic impact and community impact," he said.

Lashbrook credits continuous product innovations for contributing to the growth.

"There's been a focus on variety of products and in styles. Beers, wines, spirits — all three segments are offering greater variety in choice," Lashbrook said. "The craft brews and craft wines have created excitement and a little more sizzle about the industry."

Five new wineries will open in the next few weeks: Free Run Cellars in Berrien Springs, Longview in Cedar, Pleasantville in Harbor Springs, Hickory Creek in Buchanan, and Robinettes in Grand Rapids, said Linda Jones, executive director of the Michigan Grape and Wine Industry Council.

Irwin said, "They have a commitment to the way of life and stewardship. Lots of people are looking for a quick buck in the business. Those in the industry are not large corporate owners. They're those seeking for quality sake, not for growth sake."

"It's enhancing Michigan's quality of life. The spirit of the agricultural entrepreneur is burning bright."

Because they use Michigan fruits, the

See Alcohol, page 19

Alcohol

Continued from page 18

wine and spirits sectors are having a positive economic impact, Irwin said.

"The growers, winemakers, will benefit directly. Consumers will benefit from wider choices," he added. "The community benefits from growing their economies."

"Visits by local residents and the traveling public add a major element to Michigan travel. Many people come to Michigan to do wine trail tours and enjoy that experience."

Growth will be fueled by the potential from a handful of new grants from the 21st Century Job Fund, he said. The grants would fund the expansion of as many as nine wineries, breweries and farms, including Chateau Operations in Traverse City, Tandem Cider in Suttons Bay, Entente Spirits in Baroda and Terrance Hill Vineyards in Watervliet.

"Vodkas are the hottest segment of spirits, with the ultra premium experiencing 7 percent growth," said Christian Moersch, general manager of Entente Spirits, which requested an \$82,000 grant for creating vodka from fruit. Vodka is normally produced from potatoes, barley, wheat or rye.

"People see this (wine and spirits) is a legitimate business activity, and I've actually had to turn (investors) away," Moersch said. "Our sales continue to grow at a steady rate and, in the last five years, five new wineries have opened nearby. We just opened a second location 20 miles away near I-94."

"Everybody's experiencing around a 10 percent increase in sales. In the last three years, we've more than doubled our profits."

Other grants range from improving mechanical vine pruning equipment to creating a wine consulting and grape-processing organization.

BJ

Michigan wineries' glass is full

STATE COUNCIL WANTS AN ADDITIONAL 10,000 ACRES DEVOTED TO GRAPES

BY CHRIS KILLIAN
PRESS NEWS SERVICE

GANGES TOWNSHIP — Not all the grapes going into Doug Welsch's Fenn Valley wines are homegrown.

This year, about 40 percent of his grapes and juice are coming from out of state.

It's a short-term solution to keep up with the demand for his wine until new acreage of grapes on his land and contracted farms is ready for harvest in five years.

"I don't have enough money to increase production of the winery and increase the acres of grapes. Not as fast as I need to. I've got to do it a step at a time," Walsh said.

Other Michigan winemakers find themselves in the same dilemma.

A state winery council hopes to increase the state's wine-grape crop by more than six times its present size, much of that in southwestern Michigan.

Michigan wines are growing in popularity, and, in response, officials in the state's wine-grape industry set an ambitious goal to keep up with demand.

The Michigan Grape and Wine Industry Council wants to expand the state's wine-grape acreage by 10,000 acres by 2024. Currently, there are about 1,500 acres devoted to growing wine grapes — almost half of which are located in southwestern Michigan.

The area is considered prime terrain for growing wine grapes because of its proximity to Lake Michigan, which helps moderate the effect of weather systems in the region, making it ripe for expansion.

"I think there is a potential for more than one-third of the 10,000 acres to be located in Southwest Michigan," said Mark Longstroth, district extension educator for horticulture and marketing for Michigan State



PRESS NEWS SERVICE PHOTOS

Keep 'em coming: Lowell Gray, of Ed Oxley Farms in Lawton, motions to keep dumping Chardonnay grapes from his truck into the receiving hopper at St. Julian Winery in Paw Paw.

University Extension Office in Van Buren County and an expert on wine grapes.

"The area is just really good for growing wine grapes," Longstroth said the new land would be a mix of existing fruit-tree orchards and land that hasn't been cultivated.

Ideal conditions

David Miller is vice president of winemaking at St. Julian Winery of Paw Paw and chairman of the Michigan Grape and Wine Industry Council's Research Advisory Committee. He believes as much as half of the acreage could be located in southwestern Michigan.

"Our area is one of the most unique spots for growing wine grapes in the world," he said.

"We're right there with California, Oregon and Washington, as well as New York, when it comes to ideal places to grow grapes."

When it comes to expanding wine-grape acreage in the area, the lake is not the only asset, Longstroth said.

The many fruit-tree groves in the southwestern corner of the state easily can be transformed from growing fruit such as cherries and peaches to growing wine grapes.

That's because the growers already know how to grow high-quality fruit and have the tools and machinery necessary for tending and harvesting fruit, Longstroth said.

"There is a big advantage for those

already growing high-quality fruit," he said. "That's what winemakers are going to want."

"Now, we need to get people interested in growing wine grapes."

Getting started is not inexpensive, however.

Initial costs are \$8,000 to \$12,000 per acre for the plants, trellises and wires, Longstroth said. And don't expect grapes to be harvested at the end of the first growing season, because it takes at least three years to begin harvesting. Full production takes four to five years.

But the returns, much like a nicely aged wine, can be delicious. Two kinds of wine grapes grow in Southwest Michigan: the European wine grape and the French-hybrid wine grape.

At full production, a vineyard can produce 1 to 2 tons of the European variety per acre and 6 tons per acre of the French-hybrid variety.

Still, Longstroth has some advice for those considering getting in on wine-grape growing.

"Don't plant until you know where you are going to sell them," he said. "This is a big investment at first, and you will have to be patient while waiting for the returns."

Michigan wine sales are growing an average of 9 percent per year. Currently, 45 commercial wineries operate in the state.

— Press staff reporter Shandra Martinez contributed to this report.

THE LIST

Going with the flow

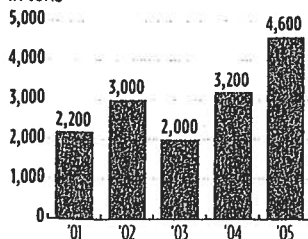
Here is a list of Southwestern Michigan wineries:

- Contessa Wine Cellars, Coloma, (269) 468-5534
contessawinecellars.com
- Domaine Berrien Cellars, Berrien Springs, (269) 473-9463
domaineberrien.com
- Fenn Valley Vineyards, Fennville, (269) 561-2396
fennvalley.com
- Free Run Cellars, Berrien Springs, (269) 471-1737
freeruncellars.com
- Hickory Creek Winery, Baroda, (269) 422-1100
www.hickorycreekwinery.com
- Karma Vista Vineyards, Coloma, (269) 468-9463
karmavista.com
- Lemon Creek Winery, Berrien Springs, (269) 471-1321
lemoncreekwinery.com
- Round Barn Winery and Distillery, Baroda, (800) 716-9463
roundbarnwinery.com
- St. Julian Wine Company, Paw Paw, (269) 657-5568 or (800) 732-6002
stjulian.com
- Tabor Hill Winery & Restaurant, Buchanan, (800) 283-3363
taborhill.com
- Warner Vineyards, Paw Paw, (800) 756-5357
warnerwines.com
- Wyncroft Winery, Buchanan, (269) 695-8000

Robust growth

Michigan's grape harvest has increased the past three years.

Michigan Wine Grape Harvest
In tons



*Frost destroyed part of the crop
SOURCE: Michigan Department of Agricultural Statistical Services

PRESS GRAPHIC/NANCY JONESFRANCIS

VAN ANDEL ARENA® WEEKLY
(Revised)

Item VI

DATE	EVENT	EC	MOD	ROOM	TIME	FUNCTION
Tue, Feb 20	Josh Groban	GC	CHRIS	Arena	7:00 PM 8:10P-8:40P 8:40P-9:10P 9:10P-10:45P 10:30 PM	Doors Angelique Kidjo Intermission Josh Groban Load-out
		DR		Banquet B/C	7A-9:30P	Backstage catering
Wed, Feb 21	Griffins vs Syracuse	GC	LYNNE	Arena	10A-12:30P 6:00 PM 7P-9:30P	Teams practice Doors Hockey game
	Rampage	DR		Banquet B		
	Stadium Savers	DR		Banquet C	5:30P-7P	Banquet
	Humana Market Point	DR		Banquet D	5:30P-7P	Banquet
Thur, Feb 22	John Mayer	GC	CHRIS	Arena	7:00 AM 8:30 AM 9:00 AM 2:00 PM 4:00 PM 6:30 PM 7:30P-8:15P 8:15P-8:45P 8:45P-10:15P 10:00 PM	Dega pick-up at AGPH Floor marking Load-in Floor set Sound check party (100 fan club) Doors Matt Kearny Intermission John Mayer Load-out
		DR		Banquet B/C/D	7A-9:30P	Backstage catering
Fri, Feb 23	Available					
Sat, Feb 24	Griffins vs Hamilton	GC	CHRIS	Arena	10A-12:30P 12:30 PM 1:30P-2:45P 3:30P-4:30P 4:30P-5:20P 6:00 PM 7P-9:30P 9:30P-10P 10P-10:30P	Teams practice Doors Youth hockey game Youth hockey game Youth hockey game Doors Hockey game Post-game autographs Post-game skate
Sun, Feb 25	Griffins vs Hamilton	GC	JIM	Arena	10A-12:30P 6:00 PM 7P-9:30P	Teams practice Doors Hockey game
Mon, Feb 26	SMG			Arena	8A-5P	Ice maintenance
Tue, Feb 27	SMG			Arena	8A-5P	Ice maintenance
Wed, Feb 28	Disney on Ice			Arena	8:00 AM	Load-in
Thur, Mar 1	Disney on Ice	GC		Arena	7:00 PM	Performance
Fri, Mar 2	Disney on Ice	GC		Arena	10:30 PM 7:00 PM	Performance Performance
Sat, Mar 3	Disney on Ice	GC		Arena	11:00 AM	Performance
					3:00 PM	Performance
					7:00 PM	Performance
Sun, Mar 4	Disney on Ice	GC		Arena	2:00 PM	Performance
Mon, Mar 5	Available					
Tue, Mar 6	Griffins vs Peoria	GC		Arena	10A-12:30P 6:00 PM 7P-9:30P	Teams practice Doors Make-up hockey game (2/3)
Wed, Mar 7	Available					

Thur, Mar 8	Rampage vs Las Vegas	GC		Arena	9:00 AM 10:00 AM 6:30 PM 7:30P-10P 10P-10:30P	Team practice Visiting team practice Doors Rampage home season opener Post-game autographs
Fri, Mar 9	Freestyle Motocross	GC		Arena	6:30 PM 7:30 PM	Doors Performance
Sat, Mar 10	Freestyle Motocross	GC		Arena	6:30 PM 7:30 PM	Doors Performance
Sun, Mar 11	Available					
Mon, Mar 12	Available					
Tue, Mar 13	Available					
Wed, Mar 14	Griffins vs Iowa	GC		Arena	10A-12:30P 6:00 PM 7P-9:30P	Teams practice Doors Hockey game
Thur, Mar 15	Rampage vs Philadelphia	GC		Arena	9:00 AM 10:00 AM 6:30 PM 7:30P-10P 10P-10:30P	Team practice Visiting team practice Doors Football game Post-game autographs
Fri, Mar 16	Griffins vs Manitoba	GC		Arena	10A-12:30P 6:00 PM 7P-9:30P 9:30P-10P	Teams practice Doors Hockey game Post-game autographs
Sat, Mar 17	Griffins vs Manitoba	GC		Arena	10A-12:30P 6:00 PM 7P-9:30P 9:30P-10P	Teams practice Doors Hockey game Post-game skate
Sun, Mar 18	Stars on Ice	GC		Arena	3:00 PM 4:00 PM	Doors Performance
		AC		Banquet B	3P-4P	Meet-N-Greet
		AC		Banquet C/D	6:30A-6:30P	Backstage catering

MARCH 2007

DATE	EVENT	ROOM	TIME	FUNCTION	EC	HOUSE STAFF	EMT'S	POLICE	ABSOLUTE
THUR MARCH 1	WEST MI HOME & GARDEN	EH A-C, G A-F, O A-H	3PM - 9:30PM	SHOW OPEN	RC	2 Coat Check 5 Ticket Takers 1 Supervisor	2 EMT 2:30P-10:00P	3:00P-9:30P 2 Traffic 1 Roamer	5 Traffic Control 8 Show Guard 1 Overnight
	MFA CONVENTION & TRADE SHOW	BALL A-D BALL PRE-FUNCT RECITAL HALL	8am-10pm	SET UP REGISTRATION SET UP	MJ	None	None	None	1 Lyon Desk 1 Welsh
	FOSTER, GUNDY, & ASSOCIATES CLIENT APPRECIATION	BOARDROOM	5p - 10p	DINNER	MJ	None	None	None	1 Welsh
FRI MARCH 2	WEST MI HOME & GARDEN	EH A-C, G A-F, O A-H	12:00PM - 9:30PM	SHOW	RC	2 Coat Check 5 Ticket Takers 1 Supervisor	2 EMT 11:30A - 10:00P	12:00P-9:30P 2 Traffic 1 Roamer	1 Traffic Contr 8 Show Guard 1 Overnight
	MFA CONVENTION & TRADE SHOW	RO A-F RECITAL HALL BALL PRE-FUNCT BALL D BALL A-C	8am - 6 pm 7p - 10p	SET UP BREAKOUT ROOMS REGISTRATION SESSION EXHIBIT	MJ	None	None	None	1 welsh 1 lyon
SAT. MARCH 3	WEST MI HOME & GARDEN	EH A-C, G A-F, O A-H	10:00AM - 9:30PM	SHOW	RC	2 Coat Check 5 Ticket Takers 1 Supervisor	2 EMT 9:30A -10:00P	10:00A-9:30P 2 Traffic 1 Roamer	1 Traffic Contr 9 Show Guard 1 Overnight
	MFA CONVENTION & TRADE SHOW	Monroe Rooms RO A-F RECITAL HALL BALL PRE-FUNCT BALL D BALL A-C	8am - 6pm	BREAKOUT ROOMS BREAKOUT ROOMS BREAKOUT ROOMS REGISTRATION GENERAL SESSION EXHIBIT	MJ	None	None	None	Welsh
SUN. MARCH 4	WEST MI HOME & GARDEN	EH A-C, G A-F, O A-H	11:00AM - 6:00PM	SHOW LOAD OUT	RC	2 Coat Check 5 Ticket Takers 1 Supervisor	2 EMT 10:30A -6:30P	11:00A-6:00P 2 Traffic 1 Roamer	10 Traffic Control 9 Show Guard 1 Overnight
	MFA CONVENTION & TRADE SHOW	RO A-F MON B-D BALL PRE-FUNCT BALL D BALL A-C	7:30am - 7:00pm	BREAKOUT ROOMS BREAKOUT ROOMS REGISTRATION GENERAL SESSION EXHIBIT MOVE-OUT	MJ	None	None	None	Welsh Lyon Street
MON. MARCH 5	WEST MI HOME & GARDEN	EH A-C, G A-F, O A-H	7:00AM - 7:00PM	MOVE OUT	RC	0	0	0	11 Traffic Con
	MFA CONVENTION & TRADE SHOW	RO A-C	8am - 4pm	BREAKOUT ROOMS	MJ	None	None	None	Welsh
	HOPE COLLEGE RECEPTION	G A-B	6:30PM-7:45PM	RECEPTION	AK	0	0	0	HOST DESK UNTIL 8PM
	HOPE COLLEGE SHOWCASE	DV	9AM-5PM 5PM-6:45PM 9PM-10PM 10PM-12AM	MOVE IN REHEARSAL PERFORMANCE MOVE OUT	AK	USHERS AS NEEDED 6 TIX 2 COAT 6:30P-10:30P	2 EMT 6P-10:30P	2 TRAFFIC 7P-10:30P	1 SD 2:30P-11P 1 FOH 6P-10:30P
	ECONOMIC CLUB OR GR LUNCHEON	BALL C-D	9AM-5PM	LUNCH	KR	None	None	None	Host Desk
TUES. MARCH 6	2007 NACAC SPRING COLLEGE FAIR	EH A G A-C		EXHIBIT BREAKOUT ROOMS					
	GRSO- CLASSICAL VII	DV	8AM-1PM 3:30PM-6PM	MOVE IN REHEARSAL	AK	0	0	0	1 SD 2PM-6:30PM
	WOMEN'S RESOURCE CENTER LUNCHEON	G D-F	6PM-10PM	SETUP	KR	0	0	0	Host Desk
	ALTICOR CORPORATION	BOARDROOM	8AM-6PM	MEETING	KR	0	0	0	Welsh Host Desk

MARCH 2007

DATE	EVENT	ROOM	TIME	FUNCTION	EC	HOUSE STAFF	EMTS	POLICE	ABSOLUTE
	SHOWSPAN	SKYWALK SHOW OFFICE	ALL DAY	STORAGE					
WED. MARCH 7	W. MICH. ASSOC. OF HEALTH UNDERWRITERS	BALL A-C	8:00AM-11:59PM	EXHIBIT	RC	0	0	0	Welsh Lyon Dock
	GRSO-CLASSICAL VII	DV	8:00AM-11:59PM 3:30PM-6PM 7:30PM-10PM	BREAKOUTS REHEARSAL REHEARSAL	AK	0	0	0	1 SD 2PM-10:30PM
	WOMEN'S RESOURCE CENTER LUNCHEON	BOARDROOM	8:00AM-1:00PM	RECEPTION	KR/RC	0	0	0	Welsh Host Desk
	KELLOGG MEETING	GO G-H	8:00AM-5:00PM 6:30AM - 5:00PM	LUNCH MEETING	RC	0	0	0	Grand Gallery/Host
	ALTICOR CORPORATION	RO E-F	8AM-6PM	MEETING	KR	0	0	0	Welsh Host Desk
	SHOWSPAN	SKYWALK SHOW OFFICE	ALL DAY	STORAGE					
THUR MARCH 8	WEST MICHIGAN WOMEN'S EXPO	EH A-B	8:00AM - 8:00PM	SETUP	RC	0	0	0	2 Mi Dock 1 Grand Galler
	ONE STOP INC	BALL B-D		SET UP					
	MICHIGAN READING ASSOCIATION	EH C	8:00AM-8:00PM	SET UP	KR	0	0	0	2 Mi Dock Grand Gallery
	GRSO-CLASSICAL VII	DV	7:30PM-10:30PM	REHEARSAL	AK	0	0	0	1 SD 6PM-10:30PM
	KELLOGG MEETING	GO G-H	6:30AM - 5:00PM	MEETING	RC	0	0	0	Grand Gallery/Host
	ALTICOR CORPORATION	BOARDROOM	8:00AM-12:00PM	MEETING	KR	0	0	0	Welsh Host Desk
	SHOWSPAN	SKYWALK SHOW OFFICE	ALL DAY	STORAGE					
FRI. MARCH 9	WEST MICHIGAN WOMEN'S EXPO	EH A-B	10:00AM - 8:00PM	EXHIBIT	RC	2 Ticket takers 9:30am-7:30pm	2 EMTS 9:30am-8:30pm	0	1 Mi Dock 1 Grand Galler 4 exhibit Hall
	ONE STOP INC	BALL C-D RO A-F BOARDROOM BALL B	8:00AM - 11:59PM	EXHIBIT BREAKOUT ROOM BREAKOUT ROOM LUNCH	SL	0	0	0	1 Lyon Loadin dock 1 Welsh Guard 1 Host Desk
	MICHIGAN READING ASSOCIATION	EH C EH C PRE-FUNCT BALL PRE-FUNCT BALL A-B BALL C-D	7:00AM-6:00PM	SETUP REGISTRATION NOT A MEAL SETUP SETUP	KR	Cost Check?	0	0	2 Mi Dock 1 Freight Elev. 1 Grand Galler Welsh Badge Checker
	GRSO-CLASSICAL VII	RECITAL HALL DV	7PM-7:30PM 8PM-10PM	UPBEAT PERFORMANCE	AK	6 USHERS 6 TIX 2 COAT 6:30PM-10:30PM	2 EMT 6:30PM-10:30PM	2 TRAFFIC 7PM - 10:30PM	1 SD 1 FOH 6:30PM-11PM
	CITY MANAGER'S MEETING	GO A	8:00AM-11:00AM	MEETING					
	KELLOGG MEETING	GO G-H	6:30AM - 5:00PM	MEETING	RC	0	0	0	Grand Gallery/Host
	SHOWSPAN	SKYWALK SHOW OFFICE	ALL DAY	STORAGE					
SAT. MARCH 10	WEST MICHIGAN WOMEN'S EXPO	EH A-B	10:00AM - 8:00PM	EXHIBIT	RC	2 Ticket takers 9:30am-7:30pm	2 EMTS 9:30am-8:30pm	0	1 Mi Dock 1 Grand Galler 4 exhibit Hall
	MICHIGAN READING ASSOCIATION	BALL C-D G A-F O A-B	7:00AM-6:00PM	GENERAL SESSION BREAKOUT ROOM BREAKOUT ROOM	KR	Cost Checker?	0	0	Host Desk Roamer 2 Airwall

MARCH 2007

DATE	EVENT	ROOM	TIME	FUNCTION	EC	HOUSE STAFF	EMT'S	POLICE	ABSOLUTE
		BALL A-B BOARDROOM BALL PRE-FUNCT EH PRE-FUNCT EH C RO A-F O A-H		GENERAL SESSION BREAKOUT ROOM NOT A MEAL REGISTRATION EXHIBIT BREAKOUT ROOM BREAKOUT ROOM					Badge Checker Welsh
	GRSO-CLASSICAL VII	RECITAL HALL DV	7PM-7:30PM 8PM-10PM 10PM - 12AM	UPBEAT PERFORMANCE MOVE OUT	AK	6 USHERS 6 TLX 2 COAT 6:30PM-10:30PM	2 EMT 6:30PM- 10:30PM	2 TRAFFIC 7PM - 10:30PM	1 SD 1 FOH 6:30PM-11PM
	SHOWSPAN	SKYWALK SHOW OFFICE	ALL DAY	STORAGE					
SUN. MARCH 11	WEST MICHIGAN WOMEN'S EXPO	EH A-B	11:00AM - 5:00PM 5:00PM - 9:00PM	EXHIBIT LOAD OUT	RC	2 Ticket takers 10:30am-4:30pm	2 EMTS 10:30am- 5:30pm	0	2 MI Dock 1 Freight Elev. 1 Grand Galler 4 exhibit Hall Host Desk Roamer 2 Airwall Badge Checker Welsh
	MICHIGAN READING ASSOCIATION	BALL C-D G A-F O A-B BALL A-B BOARDROOM BALL PRE-FUNCT EH PRE-FUNCT EH C RO A-F O A-H	7:00AM-6PM	GENERAL SESSION BREAKOUT ROOM BREAKOUT ROOM GENERAL SESSION BREAKOUT ROOM NOT A MEAL REGISTRATION EXHIBIT BREAKOUT ROOM BREAKOUT ROOM	KR	Cost Checker?	0	0	
	WHERE THE WILD THINGS ARE/Flickers- Ballet	DV/LYON DOCK	8AM - 6PM	MOVE IN	AK	0	0	0	0
	SHOWSPAN	SKYWALK SHOW OFFICE	ALL DAY	STORAGE					
MON MARCH 12	MICHIGAN READING ASSOCIATION	BALL C-D G A-F O A-B BALL A-B BOARDROOM BALL PRE-FUNCT EH PRE-FUNCT EH C RO A-F O A-H	7:00AM-6:00PM	GENERAL SESSION BREAKOUT ROOM BREAKOUT ROOM GENERAL SESSION BREAKOUT ROOM NOT A MEAL REGISTRATION EXHIBIT BREAKOUT ROOM BREAKOUT ROOM	KR	Cost Checker?	0	0	2 MI Dock 1 Freight Host Desk Roamer 2 Airwall Badge Checker Welsh
	WHERE THE WILD THINGS ARE/Flickers- Ballet	DV/LYON DOCK	8AM-6PM 7PM-10PM	MOVE IN REHEARSAL	AK	0	0	0	1 SD 5PM-11PM
	SHOWSPAN	SKYWALK SHOW OFFICE	ALL DAY	STORAGE					
TUE MARCH 13									
	WHERE THE WILD THINGS ARE/Flickers- Ballet	DV	8AM-6PM 7PM-10PM	LIGHT CUES REHEARSAL	AK	0	0	0	1 SD 5PM-11PM 1 FIREW/ATC 6PM-10PM
WED MARCH 14	GR SPORT, FISHING, RV & TRAVEL SHOW AT DVP	EH A-C, G A-F, O A-H	11am - 10pm	MOVE IN	MJ	None	None	None	6 Dock guards Service elevato Freight elevatio Grand Gallery
	WHERE THE WILD THINGS	DV		REHEARSAL					

MARCH 2007

DATE	EVENT	ROOM	TIME	FUNCTION	EC	HOUSE STAFF	EMTS	POLICE	ABSOLUTE
	ARE/FLICKERS- BALLET								
	ASSOCIATION FOR CORPORATE GROWTH	BALL A BALL A-P-FUNC EH A-C, G A-F, O A-H		DINNER RECEPTION SHOW					
THR MARCH 15	GR SPORT, FISHING, RV & TRAVEL SHOW AT DVP		8am - 10pm		MJ	2 Coatcheck 4 Ticket takers 1 Supervisor 2:30pm - 10pm	2 EMTS 2:30pm - 10pm	2 Traffic Control 1 Uniform 2:30pm - 10	6 Dock Guards 2 Gallery 4 Firewall 1 Supervisor Lyon Dock (2) Welsh Lobby
	MICHIGAN SCIENCE TEACHER ASSN. ANNUAL MEETING	RO A-F BALL A-D	8:00AM-5:00PM 12:00PM-6:00PM 7:00PM - 9:00PM	MEETING SET UP RECEPTION	RC	0	0	0	1 SD 5PM-11PM 1 FIREWATC 6PM-10PM
	WHERE THE WILD THINGS ARE/FLICKERS- BALLET	DV	8AM-6PM 7PM-10PM	LIGHT CUES REHEARSAL	AK	0	0	0	1 SD
	WHITNEY EDUCATION - STAR TRADER INTENSIVE TRAINING	MON B-D	7:00AM-12:00AM	MEETING	SL	0	0	0	1 Host Desk
FRI MARCH 16	GR SPORT, FISHING, RV & TRAVEL SHOW AT DVP	EH A-C, G A-F, O A-H	9am - 10pm	SHOW	MJ	2 Coatcheck 4 Ticket takers 1 Supervisor 10:30 - 10:30	2 EMTS 2:30 - 10:30pm	2 Traffic Control 1 Uniform 10:30 - 10:30	2 Gallery 4 Firewall 1 Supervisor
	MICHIGAN SCIENCE TEACHER ASSN. ANNUAL MEETING	RO A-F BALL A-D	8:00AM - 4:15PM 9:00AM - 5:30PM	MEETING EXHIBIT	RC	0	0	0	Welsh Lobby
	WHERE THE WILD THINGS ARE/FLICKERS- BALLET	DV	8AM-6PM 7PM-10PM	LIGHT CUES REHEARSAL	AK	USHERS AS NEEDED 6 TTX 2 COAT 6PM-10PM	2 EMT 6PM-10PM	2 TRAFFIC 6:30PM - 10PM	1 SD 4PM-11PM 1 FIREWATC 6PM-10PM 1 LOBBY 6PM-10PM
	WHITNEY EDUCATION - STAR TRADER INTENSIVE TRAINING	MON B-D	7:00AM-12:00AM	MEETING	SL	0	0	0	1 Host Desk
SAT. MARCH 17	GR SPORT, FISHING, RV & TRAVEL SHOW AT DVP	EH A-C, G A-F, O A-H		SHOW	MJ	2 Coatcheck 4 Ticket takers 1 Supervisor 9:00 - 9:00	2 EMTS 9:00 - 9:00	2 Traffic Control 1 Uniform 9:00 - 9:00	2 Gallery 4 Firewall 1 Supervisor
	MICHIGAN SCIENCE TEACHER ASSN. ANNUAL MEETING	RO A-F BALL A-D	8:00AM - 12:00PM 9:00AM - 1:00PM 1:00PM - 6:00PM 2:00PM-4PM 7:30PM-9:30PM	MEETING EXHIBIT LOAD OUT PERFORMANCE	RC	0	0	0	Lyon Dock (2) Welsh Lobby
	WHERE THE WILD THINGS ARE/FLICKERS- BALLET	DV			AK	USHERS AS NEEDED 6 TTX 2 COAT 12:30PM-4:30PM & 6PM-10PM	2 EMT 12:30PM-4:30PM & 6PM-10PM	2 TRAFFIC 1PM-4:30PM & 6:30PM - 10PM	1 SD 10:30AM-11P 1 FIREWATC 12:30PM-4:30PM & 6PM-10PM 1 LOBBY 12:30PM-10P 1 Host Desk
	WHITNEY EDUCATION - STAR TRADER INTENSIVE TRAINING	MON B-D	7:00AM-7:00PM	MEETING	SL	0	0	0	1 Host Desk
SUN. MARCH 18	GR SPORT, FISHING, RV & TRAVEL SHOW AT DVP	EH A-C, G A-F, O A-H	10am - 6pm 6pm - 10pm	SHOW Move-out	MJ	2 Coatcheck 4 Ticket takers 1 Supervisor 9:00 - 6:00	2 EMTS 9:00 - 6:00	2 Traffic Control 1 Uniform 9:00 - 6:00	6 Dock Guards 2 Gallery 4 Firewall 1 Supervisor Freight elevator Service elevator 1 SD 10:30AM-
	WHERE THE WILD THINGS ARE/FLICKERS- BALLET	DV DV/LYON DOCK	2:00PM-4PM 4PM-8PM	PERFORMANCE MOVE OUT	AK	USHERS AS NEEDED	2 EMT 12:30PM-	2 TRAFFIC 1PM-4:30PM	1 SD 10:30AM-

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DATE	EVENT	ROOM	TIME	FUNCTION	EC	HOUSE STAFF	EMT'S	POLICE	ABSOLUTE
MON MARCH 19	GR SPORT, FISHING, RV & TRAVEL SHOW AT DVP	EH A-C, G A-F	8a-5	MOVE OUT		6 TTX 2 COAT 12:30PM-4:30PM	4:30PM		4:30PM 1 FIREWATC 12:30PM-4:30PM 4:30PM 1 LOBBY 12:30PM-4:30PM 4:30PM 4 Dock
TUE MARCH 20	MICHIGAN GROUND WATER ANNUAL CONVENTION	EH A G A	8:00AM-11:59PM	MEETING BREAKOUT ROOM	SL	0	0	0	1 Grand Galler Guard 1 Host Desk
	CVB BOARD MEETING	BOARDROOM	8:00AM-3:00PM	MEETING					
WED MARCH 21	MICHIGAN GROUND WATER ANNUAL CONVENTION	EH A G A-F GO A-B	8:00AM - 5:00PM	MEETING BREAKOUT ROOMS	SL	0	0	0	1 Grand Galler Guard 1 Host Desk
	WISH BALL	BALL A	8am - 5pm	Move In	MJ	None	None	None	Lyon Welsh
	BB KING	DV/LYON DOCK DV DV/LYON DOCK	8AM-6PM 7:30PM-9:30PM 9:30PM-12AM	PERFORMANCE	AK	12 USHERS 6 TTX 2 COAT 6PM-10PM	2 EMT 6PM-10PM	2 TRAFFIC 6:30PM-10PM	1 SD 1 DOCK 7A-12A 2 FOH 6P-10P Mi Dock Welsh
	PBA WORLD CHAMPIONSHIP	EH B	8am - 5pm	SETUP	Mj	None	None	None	
	PERRIGO	BOARDROOM	8:00AM-6:00PM	MEETING	KR	0	0	0	Welsh
	CAA RECEPTION	MON A		RECEPTION					
THR MARCH 22	GVSU-LIFE SCIENCE BUSINESS SHOWCASE	BALL B	8:00AM-12:00AM	EXHIBIT	KR	0	0	0	Lyon Loading Host Desk Service Elevat Welsh
	WISH BALL	BALL A	3pm - 10pm	DINNER	MJ	None	None	None	Galler Welsh
	GRSO-POPS V	DV	8AM-1PM 7PM-10PM	MOVE IN REHEARSAL	AK	0	0	0	1 SD 3PM-10:30PM 1 Host Desk
	LASALLE BANK	GG B-F GGO A-H	8:00AM - 7:00PM	GENERAL SESSION	SL	0	0	0	
	GRSO BOARD MEETING	RECITAL HALL	4PM-6PM	MEETING	AK	0	0	0	0
	PBA WORLD CHAMPIONSHIP	EH B	8am - 8pm	SETUP	MJ	None	None	None	Mi Dock
	PERRIGO	BOARDROOM	8:00AM-6:00PM	MEETING	KR	0	0	0	Welsh Host Desk
FRI MARCH 23	BPA ANNUAL STATE LEADERSHIP CONFERENCE	BALL A-D	6:30AM-10:30AM	GENERAL SESSION					
	GRSO-POPS V	DV	9AM-5PM 8PM-10PM	AUDITIONS PERFORMANCE	AK	12 USHERS 6 TTX 2 COAT 6:30P-10:30P	2 EMT 6:30P-10:30P	2 TRAFFIC 7P-10:30P	1 SD 8AM-11PM 1 FOH 6:30PM-10:30PM Mi Dock
	PBA WORLD CHAMPIONSHIP	EH B	8am - 9 pm	SETUP	MJ	None	None	None	
	GR AREA CENTER FOR ECUMENISM	G A-F	8:00AM - 12:00PM	MEETING	SL	0	0	0	1 Host Desk
	SNOWMOBILE SHOW	BALL D	8:00AM-4:00PM	SETUP	RC	0	0	0	Lyon (2)

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DATE	EVENT	ROOM	TIME	FUNCTION	EC	HOUSE STAFF	EMT'S	POLICE	ABSOLUTE
			4:00PM-8:00PM 9:00PM-12:00AM	EXHIBIT TEAR DOWN					Welsh Lobby
SAT. MARCH 24	BPA ANNUAL STATE LEADERSHIP CONFERENCE	BALL A-D	8:00AM-3:00PM 3:01PM-9:00PM 9:01PM-11:59PM	GENERAL SESSION DINNER RECEPTION					
	GRSO-POPS V	DV	8PM-10PM 10PM-12AM	PERFORMANCE RECEPTION	AK	12 USHERS 6 TIX 2 COAT 6:30P-10:30P	2 EMT 6:30P-10:30P	2 TRAFFIC 7P-10:30P	1 SD 6:30PM-12AM 1 FOH 6:30PM- 10:30PM
	PBA WORLD CHAMPIONSHIP	EH B	8am - 9pm	GENERAL SESSION	MJ	None	None	None	Mi Dock
SUN. MARCH 25	BPA ANNUAL STATE LEADERSHIP CONFERENCE	BALL A-D	8:00AM-3:00PM	GENERAL SESSION					
	GRSO-POPS V	DV	3PM-5PM 5PM-8PM	PERFORMANCE MOVE OUT	AK	12 USHERS 6 TIX 2 COAT 1:30P-5:30P	2 EMT 1:30P-5:30P	2 TRAFFIC 2P-5:30P	1 SD 1:30PM-6PM 1 FOH 1:30PM- 5:30PM
	PBA WORLD CHAMPIONSHIP	EH B	8am - 5pm 5pm-11pm	SETUP SHOW	MJ	3 Ticket taker 5pm - 11??	2 EMT 5pm - 11??	2 Traffic 5pm - 11??	Mi Dock 4 Airwall 2 Gallery
	DENNY'S VIP BRUNCH	GG A	8:00AM-5:00PM	BREAKFAST	MJ	None	None	None	Gallery
MON MARCH 26	PBA WORLD CHAMPIONSHIP	EH B	8am - 5pm	TEARDOWN	MJ	None	None	None	Mi Dock
TUE MARCH 27	MI PETRO/MI CONVENIENCE STORES	BALL C-D EH A-B	8:00AM-5:00PM	MEETING SET UP					
	GRSO-CLASSICAL VIII	DV	8AM-1PM 3:30PM-6PM	MOVE IN REHEARSAL	AK	0	0	0	1 SD 2PM-6:30PM
WED MARCH 28	MI PETRO/MI CONVENIENCE STORES	EH A-B BALL D EH A-B	8:00AM-4:59PM 8:00AM-5:00PM 5:00PM-9:00PM	SETUP MEETING EXHIBIT					
	GRSO-CLASSICAL VIII	DV	3:30PM-6PM 7:30PM-10PM	REHEARSAL REHEARSAL	AK	0	0	0	1 SD 2PM-10:30PM
	2007 ANNUAL CONF. MI ASSC. FOR THE EDUCATION OF YOUNG CHILDREN	EH C BALL B-D	8:00AM-11:59PM 5:00PM-11:59PM	SETUP SETUP	KR	0	0	0	3 MI Dock 1 Freight Elev Host Desk
THR MARCH 29	MI PETRO/MI CONVENIENCE STORES	BALL A EH A-B EH A-B	8:00AM-12:00PM 8:00AM-3:00PM 3:01PM-10:00PM	MEETING EXHIBIT TEARDOWN					
	GRSO-CLASSICAL VIII	DV	7PM-10PM	REHEARSAL	AK	0	0	0	1 SD 5:30PM- 10:30PM
	2007 ANNUAL CONF. MI ASSC. FOR THE EDUCATION OF YOUNG CHILDREN	BALL B-D GGO GH EH C GG A-B GG C-D GG E-F GGO A-B GGO C-D GGO E-F	8:00AM-8:00PM	GENERAL SESSION BREAKOUT ROOM EXHIBIT BREAK BREAKOUT ROOM BREAKOUT ROOM BREAKOUT ROOM BREAKOUT ROOM BREAKOUT ROOM	KR	0	0	0	Welsh Host Desk
	AUTO-WARES, INC.	BOARDROOM GO A-H RO A-F BALL A-B	8:00AM-5:00PM	BREAKOUTS BREAKOUTS BREAKOUTS DINNER					

MARCH 2007

DATE	EVENT	ROOM	TIME	FUNCTION	EC	HOUSE STAFF	EMT'S	POLICE	ABSOLUTE
		BALL C-D EH C GG A-F		MEETING EXHIBIT BREAKOUTS					
FRI. MARCH 30	MI PETRO/MI CONVENIENCE STORES	EH A-B	8:00AM-12:00PM	TEARDOWN					
	GRSO-CLASSICAL VIII	RECITAL HALL DV	7PM-7:30PM 8PM-10PM	UPBEAT PERFORMANCE	AK	6 USHERS 6 TIX 2 COAT 6:30PM-10:30PM	2 EMT 6:30PM- 10:30PM	2 TRAFFIC 7PM - 10:30PM	1 SD 1 FOH 6:30PM-11PM
	2007 ANNUAL CONF. MI ASSC. FOR THE EDUCATION OF YOUNG CHILDREN	GGO E-F GGO C-D GGO A-B GG E-F GG C-D GG A-B BALL B-D EH C GGO G-H MON A-D	8:00AM-8:00PM	BREAKOUT ROOM BREAKOUT ROOM BREAKOUT ROOM BREAKOUT ROOM BREAK GENERAL SESSION EXHIBIT BREAKOUT ROOM	KR	0	0	0	Welsh Host Roamer Airwall
	PRIMERICA		8:00AM - 11:45PM	MEETING	SL	0	0	0	1 Monroe Gus 1 Host Desk
SAT. MARCH 31	PRIMERICA	MON A-D	8:00AM - 11:45PM	MEETING	SL	0	0	0	1 Monroe Gus 1 Host Desk
	GRSO-CLASSICAL VIII	RECITAL HALL DV	7PM-7:30PM 8PM-10PM 10PM - 12AM	UPBEAT PERFORMANCE MOVE OUT	AK	6 USHERS 6 TIX 2 COAT 6:30PM-10:30PM	2 EMT 6:30PM- 10:30PM	2 TRAFFIC 7PM - 10:30PM	1 SD 1 FOH 6:30PM-11PM
	2007 ANNUAL CONF. MI ASSC. FOR THE EDUCATION OF YOUNG CHILDREN	GGO G-H EH C BALL B-D GG A-B GG C-D GG E-F GGO A-B GGO C-D GGO E-F	8:00AM-5:00PM 8:00AM-5:00PM 8:00AM-5:00PM 8:00AM-5:00PM 8:00AM-5:00PM 8:00AM-5:00PM 8:00AM-5:00PM 8:00AM-5:00PM	BREAKOUT ROOM EXHIBIT GENERAL SESSION BREAK BREAKOUT ROOM BREAKOUT ROOM BREAKOUT ROOM BREAKOUT ROOM	KR	0	0	0	Welsh Host Roamer Airwall