



Board of Directors

Wednesday, February 27, 2008

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

Convention
Arena
Authority

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

- | | |
|---|-------------|
| I. Call to Order | |
| II. Approval of January 23, 2008, Minutes | Action |
| III. Election of Officers | Action |
| IV. Committee Reports | |
| a. Operations Committee | |
| i. Operations Committee Report | Information |
| ii. CVB Report | Information |
| b. Finance Committee | |
| i. SMG January 2008 Financial Statements
DeVos Place® and Van Andel Arena® | Action |
| ii. CAA January 2008 Financial Statements | Action |
| iii. SMG Food & Beverage Revenue and
Commission Report | Information |
| V. Diversity Initiative Report & Recommendations Update | Information |
| VI. SMG Report and Facilities Calendars | Information |
| VII. Public Comment | |
| VIII. Next Meeting Date: Wednesday, March 26, 2008 | |
| IX. Adjournment | |



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
Grand Rapids, MI 49503-2233
616.742.6500
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**MINUTES OF THE GRAND RAPIDS-KENT COUNTY
CONVENTION/ARENA AUTHORITY
BOARD OF DIRECTORS MEETING
Wednesday, January 23, 2008**

I. Call to Order

Chair Steve Heacock called the meeting to order at 8:05 a.m. Chair Heacock presided and Treasurer/Secretary Birgit Klohs recorded the meeting minutes. Inasmuch as a quorum was not present, all action items were deferred to the next CAA Board meeting.

Attendance

Members Present: Steve Heacock, Chair
 Birgit Klohs
 Joseph Tomaselli

Members Absent: Lew Chamberlin
 Clif Charles
 George Heartwell
 Gary McInerney

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

II. Minutes of Prior Meeting

Action on this item was deferred to the next CAA Board meeting.

III. Election of Officers

Action on this item was deferred to the next CAA Board meeting.

IV. Committee Reports

a. Operations Committee

Mr. Tomaselli reported that The Van Andel Arena® scoreboard matrix and outdoor marquee have been installed. The equipment for the directional signage at DeVos Place® has arrived and will be installed and programmed within the next month. The flat-screen signage is fully programmable with maps, lists of convention activities, and split screen capabilities. There is a leak in the snow melt system at the Arena, but the source has not been located. A ground looking radar will attempt to find the leak.. Mr. Tomaselli briefly touched on the proposed Cobo Hall expansion project. The expansion will add 150,000 square feet to the facility at a cost of nearly \$400 million. There is discussion about new legislation that would make convention centers tax-free zones. The legislation possibly would extend to all stand-alone convention centers in Michigan.

Steve Wilson reported that DeVos Place ended the year hosting a record 150,000 convention delegates, with a \$5.4 million economic impact. Several national groups arrived into town for the first time during 2007. National and regional conventions now comprise 50% of the market mix. 2008 is expected to be a softer year due to the rotation pattern of state groups. Mr. Helmstead distributed a pace report for years 2008 through 2012. The pace report is a graphical representation of peak and valley periods. The strategy to fill the valley periods is to find groups that typically meet during those times. For a fee, the CVB subscribes to an on-line service that finds groups that meet during specific periods. In answer to a question from Ms. Klohs, Mr. Helmstead stated that the pace report depicts events booked specifically by the CVB and does not reflect those booked by either SMG or the Amway Grand Plaza Hotel. Mr. Heacock inquired about the impact of the proposed Cobo Hall expansion project. Mr. Wilson responded that a strong Detroit is important to the entire state and the Detroit CVB is very supportive of west Michigan. Mr. Wilson added that he is more concerned about the casino expansion in Mt. Pleasant.

b. Finance Committee.

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

Mr. Machuta presented the October 2007 SMG financial statements. Action on this item was deferred to the next CAA Board meeting.

ii. CAA Financial Statements

CAA staff presented the September CAA financial statements. Action on this item was deferred to the next CAA Board meeting.

V. SMG Report and Facilities Calendar

Mr. MacKeigan presented a summary of the upcoming events that will be held at DeVos Place® and the Van Andel Arena®. Mr. MacKeigan reported that the WAVE award ceremony will be held in conjunction with the wine and food festival. The wine and food festival is scheduled for November 21-23, 2008.

VI. Public Comment

None.

VII. Next Meeting Date

The date for next CAA Board meeting is Wednesday, February 27, 2008.

VIII. Adjournment

There being no other business, the meeting adjourned at 9:00 a.m.

Birgit M. Klohs, Recording Secretary



JENNIFER M. GRANHOLM
GOVERNOR

STATE OF MICHIGAN
OFFICE OF THE GOVERNOR
LANSING

JOHN D. CHERRY, JR.
LT. GOVERNOR

February 26, 2008

Mr. Gary J. McInerney
2010 Robinson Road
East Grand Rapids, Michigan 49506

Dear Mr. McInerney:

I am pleased to reappoint you to the Grand Rapids- Kent County Convention /Arena Authority for a term commencing March 1, 2008 and expiring February 29, 2012.

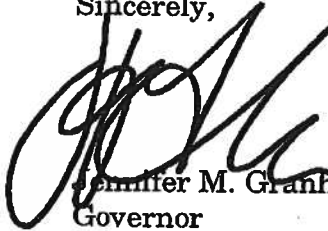
I have every confidence that you will continue to find great personal satisfaction in this important position and that the State of Michigan will benefit from your background and experience.

It is a great and noble privilege to serve the people of Michigan. I know that you will do the people's work with excellence and integrity and that you will never take lightly the responsibility the people have given you.

Thank you for, once again, taking on this challenge and thank you for working with me to build a strong and bright future for our great state.

Warm personal regards.

Sincerely,



Jennifer M. Granholm
Governor



Memorandum

To: C/AA Board Members

From: Susan Waddell, Administrative Manager

Date: February 22, 2008

Re: Election of Officers

Convention
Arena
Authority

According to Section 5.1 of the Grand Rapids-Kent County Convention/Arena Authority Bylaws, the officers of the Board are the Chairperson, Vice Chairperson, Secretary and Treasurer. The Chairperson and Vice Chairperson shall be selected by the Board from its directors. The Secretary and Treasurer shall be selected by the Board but need not be directors of the Board. The same person may hold the office of Secretary and Treasurer.

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

The Bylaws also provide that officers shall be elected at the initial organizational meeting of the Board and biannually at the Board meeting in January of every second year thereafter. The first officers were elected at the inaugural Board meeting on April 18, 2000. An election of officers should be held for terms expiring in January 2010.

The current officers are:

Chairman	Steven R. Heacock
Vice Chairperson	Joseph A. Tomaselli
Secretary/Treasurer	Birgit M. Klohs

Recommended slate:

Chairman	Steven R. Heacock
Vice Chairman	Joseph A. Tomaselli
Secretary/Treasurer	Birgit M. Klohs

Action Requested: Elect officers of the Board for terms expiring in January 2010.



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DEVOS PLACE

DE VOS PLACE

**FINANCIAL STATEMENT
FOR THE PERIOD ENDED JANUARY 31, 2008**

Distribution:

Grand Rapids – Kent County Convention / Arena Authority

Robert White

Bob McClintock

Lewis Dawley

Gary McAneney

Howard Feldman

Richard MacKeigan

Chris Machuta



An SMG Managed Facility

DE VOS PLACE
ROLLING FORECAST
FISCAL YEAR ENDING JUNE 30, 2008

	YTD Actual	Roll	TOTAL FYE	BUDGET FYE	VARIANCE
NO. EVENTS		621	621	647	(26)
ATTENDANCE		684,507	684,507	723,350	(38,843)
DIRECT EVENT REVENUE	1,288,639	1,239,149	2,527,788	2,541,693	(13,905)
ANCILLARY REVENUE	1,182,543	838,028	2,020,571	2,060,745	(40,174)
TOTAL EVENT REVENUE	2,471,182	2,077,177	4,548,359	4,602,438	(54,079)
TOTAL OTHER REVENUE	108,785	111,789	220,574	229,000	(8,426)
TOTAL OPERATING REVENUE	2,579,967	2,188,966	4,768,933	4,831,438	(62,505)
INDIRECT EXPENSES					
EXECUTIVE	82,055	79,121	161,176	166,596	5,420
FINANCE	117,747	86,408	204,155	208,548	4,393
MARKETING	40,125	64,532	104,657	104,657	-
OPERATIONS	767,232	594,065	1,361,297	1,385,380	24,083
EVENT SERVICES	554,377	389,434	943,811	944,447	636
BOX OFFICE	38,560	41,324	79,884	77,626	(2,258)
SALES	125,536	88,338	213,874	248,723	34,849
OVERHEAD	1,283,173	948,289	2,231,462	2,217,749	(13,713)
TOTAL OPERATING EXP.	3,008,805	2,291,511	5,300,316	5,353,726	53,410
NET REVENUE ABOVE EXPENSES	(428,838)	(102,545)	(531,383)	(522,288)	(9,095)
INCENTIVE FEE		153,300	153,300	153,300	-
NET OPERATING REVENUE OVER OPERATING EXPENSES	(428,838)	(255,845)	(684,683)	(675,588)	(9,095)

Comments:

DeVos Place fell short of expected levels for the month. Most of the shortfall was a result of lower than expected rent for a couple of the larger shows hosted during the month. Ancillary income came in consistent overall with expectations. The next couple months of activity at DeVos Place will be important to determine the overall performance of the fiscal year as it compares to budget.

General Manager

Finance Director

**DE VOS PLACE
FINANCIAL STATEMENT HIGHLIGHTS
FOR MONTH ENDED JANUARY 31, 2008**

The following schedule summarizes operating results for the current month ending January 31, 2008 and the YTD ending June 30, 2008, compared to budget and to the prior year:

MONTH	January Actual	January Budget	January FY 2007
Number of Events	33	48	59
Attendance	54,622	71,100	111,012
Direct Event Income	\$219,300	\$264,582	\$298,187
Ancillary Income	136,332	139,160	159,706
Other Income	11,621	19,083	20,321
Indirect Expenses	(517,420)	(504,303)	(496,167)
Net Income	(\$150,167)	(\$81,478)	(\$17,952)

YTD	YTD 2008 Actual	YTD 2008 Budget	YTD 2007 Prior Year
Number of Events	319	387	363
Attendance	297,499	360,100	331,009
Direct Event Income	\$1,288,639	\$1,353,140	\$1,278,096
Ancillary Income	1,182,543	1,316,306	1,066,471
Other Income	108,785	133,581	132,526
Indirect Expenses	(3,008,805)	(3,068,041)	(2,851,347)
Net Income	(\$428,838)	(\$265,014)	(\$374,254)

EVENT INCOME

Event income fell below expectations for the month. Rent generated from the RV Show and Great Lakes Trade Expo fell below budget.

ANCILLARY INCOME

Ancillary income came in consistent with budget for the month. Lower than expected Food & Beverage revenue was offset by higher spending in electrical services.

INDIRECT EXPENSES

Indirect expenses were consistent with expectations for the month.

DE VOS PLACE
FACILITY STATEMENT OF INCOME
PERIOD ENDING 01/31/08

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

DIRECT EVENT INCOME						
RENTAL INCOME	239,986	291,825	316,695	1,427,171	1,501,550	1,364,294
SERVICES INCOME	<20,685>	<27,243>	<18,507>	<138,532>	<148,410>	<86,198>
	-----	-----	-----	-----	-----	-----
TOTAL DIRECT EVENT INCOME	219,300	264,582	298,187	1,288,639	1,353,140	1,278,096
ANCILLARY INCOME						

FOOD & BEVERAGE	41,572	52,780	57,527	473,095	512,541	413,244
NOVELTY	260	895	1,163	5,813	7,242	6,243
ELECTRICAL	42,129	29,496	40,067	266,438	263,841	222,388
OTHER ANCILLARY	52,370	55,989	60,950	437,197	532,682	424,596
	-----	-----	-----	-----	-----	-----
TOTAL ANCILLARY INCOME	136,332	139,160	159,706	1,182,543	1,316,306	1,066,471
	-----	-----	-----	-----	-----	-----
TOTAL EVENT INCOME	355,632	403,742	457,893	2,471,182	2,669,446	2,344,567
OTHER OPERATING INCOME	11,621	19,083	20,321	108,785	133,581	132,526
	-----	-----	-----	-----	-----	-----
ADJUSTED GROSS INCOME	367,253	422,825	478,214	2,579,967	2,803,027	2,477,093
INDIRECT EXPENSES						
EXECUTIVE	13,199	13,884	12,234	82,055	97,188	76,470
FINANCE	17,049	17,379	17,202	117,747	121,653	125,210
MARKETING	4,829	8,722	8,860	40,125	61,054	39,713
OPERATIONS	127,621	109,287	105,323	767,232	800,729	754,487
EVENT MANAGEMENT	84,467	78,454	67,145	554,377	549,178	468,706
BOX OFFICE	6,111	6,469	7,435	38,560	45,283	47,346
SALES	14,407	20,728	17,010	125,536	145,096	126,856
OVERHEAD	249,737	249,380	260,958	1,283,173	1,247,860	1,212,560
	-----	-----	-----	-----	-----	-----
INDIRECT EXPENSES	517,420	504,303	496,167	3,008,805	3,068,041	2,851,347
	-----	-----	-----	-----	-----	-----
NET OPERATING INCOME	<150,167>	<81,478>	<17,952>	<428,838>	<265,014>	<374,254>
OTHER EXPENSES						

NET INCOME (LOSS)	<150,167>	<81,478>	<17,952>	<428,838>	<265,014>	<374,254>
	=====	=====	=====	=====	=====	=====

DE VOS PLACE
STATEMENT OF SERVICES INCOME
PERIOD ENDING 01/31/08

	-----CURRENT-----			-----YEAR TO DATE-----		
	ACTUAL	BUDGET	LAST YEAR	ACTUAL	BUDGET	LAST YEAR
Advertising Billed	0	0	<485>	8,909	0	16,926
Changeover Setup Billed	179	0	239	9,651	0	3,856
Stagehands Billed	33,344	84,546	72,879	721,963	711,747	675,061
Security Billed	16,145	20,652	25,722	87,425	81,440	88,242
Ushers & Tix Takers Billed	10,913	12,885	16,596	73,389	65,955	77,962
Box Office Billed	1,400	1,800	2,000	7,700	9,400	9,000
Ticketing Service Billed	10,185	16,560	15,203	52,590	71,210	78,985
Utilities Billed	1,200	0	0	5,250	0	3,058
City Police Fire Billed	1,520	1,475	2,235	14,818	5,150	28,111
Traffic Control Billed	0	0	0	350	200	0
EMT Medical Billed	2,675	3,275	4,200	15,219	15,975	27,456
Cleaning Billed	1,263	0	1,562	8,060	0	10,131
Insurance Billed	0	0	178	3,320	0	4,536
Group Sales Commissions Billed	0	0	0	0	0	503
Telephone Billed	2,100	1,900	3,450	20,260	16,760	21,555
Damages Billed	1,793	0	230	1,793	0	3,730
Other Production Billed	5,045	0	4,047	47,239	0	50,298
TOTAL SERVICE INCOME	87,761	143,093	148,054	1,077,933	977,837	1,099,410
Advertising Expense	0	0	0	9,359	0	17,334
Stagehand Wages	30,811	82,009	69,028	675,643	690,394	636,075
Contracted Security Expense	28,308	27,898	33,699	157,395	127,285	140,747
Ushers & T/T Wages	7,639	9,020	11,617	47,514	46,171	54,573
Ticket Sellers Wages	2,276	4,400	2,814	7,008	29,750	8,279
Ticket Service Charge Expense	770	5,796	2,241	16,389	24,925	27,977
City Police Fire Expense	1,520	0	2,009	8,522	0	23,288
EMT Medical Expense	2,022	3,275	3,168	13,806	15,975	24,238
Cleaning Wages	0	0	0	7,172	0	2,418
Cleaning P/R Taxes Bene	0	0	0	677	0	0
Contracted Cleaning Expense	24,759	37,938	33,756	207,522	191,747	185,241
Insurance Expense	100	0	168	3,312	0	3,938
Group Sales Commissions	0	0	0	0	0	207
Allocated Telephone Expense	525	0	863	5,065	0	5,389
Equipment Rental Expense	0	0	0	1,025	0	0
Damage Expense	1,793	0	0	1,793	0	9,500
Production Expense	7,922	0	7,200	54,264	0	46,404
TOTAL SERVICE EXPENSE	108,446	170,336	166,562	1,216,465	1,126,247	1,185,608
NET SERVICE INCOME	<20,685>	<27,243>	<18,507>	<138,532>	<148,410>	<86,198>
	=====	=====	=====	=====	=====	=====

SMG DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Year to Date Event Summary Report
For Month Ended January 31, 2008

Event Type	Events/Days		Attendance		Total Event Income	
	Actual	Budget	Actual	Budget	Actual	Budget
Convention/Trade Shows	107	103	132,155	146,400	1,466,930	1,479,741
Consumer/Gated Shows	18	23	35,194	49,600	202,759	229,954
Devos Performance Hall	71	83	81,052	98,250	374,615	373,712
Ballroom Exclusive	34	58	22,339	40,200	234,028	402,343
Other	89	120	26,759	25,650	192,850	183,696
GRAND TOTALS	319	387	297,499	360,100	2,471,182	2,669,446

As Percentage of Overall

Convention/Trade Shows	33.54%	26.61%	44.42%	40.66%	59.36%	55.43%
Consumer/Gated Shows	5.64%	5.94%	11.83%	13.77%	8.20%	8.61%
Devos Performance Hall	22.26%	21.45%	27.24%	27.28%	15.16%	14.00%
Ballroom Exclusive	10.66%	14.99%	7.51%	11.16%	9.47%	15.07%
Other	27.90%	31.01%	8.99%	7.12%	7.80%	6.88%

SMG - DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Statement of Financial Position
For Month Ended January 31, 2008

ASSETS

CURRENT ASSETS:

CASH	1,064,399	
ACCOUNTS RECEIVABLE	784,842	
PREPAID EXPENSES	99,171	
TOTAL CURRENT ASSETS		1,948,413

INTANGIBLE ASSETS

CONTRACT RIGHTS		
TOTAL INTANGIBLE ASSETS		-

TOTAL ASSETS		<u>1,948,413</u>
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LIABILITY & EQUITY

CURRENT LIABILITIES:

ACCOUNTS PAYABLE	241,220	
ACCRUED EXPENSES	321,738	
DEFERRED INCOME	109,805	
ADVANCED DEPOSITS	322,915	
REFUND LIABILITY	9,716	
ADVANCED TICKET SALES	633,494	
TOTAL CURRENT LIAB.		1,638,888

FUND EQUITY

FUNDING TO CITY - CASH	(500,000)	
FUNDING FROM CITY - NON CASH	855,634	
CURRENT YEAR EARNINGS	(428,838)	
AMOUNT DUE CAA	382,729	
TOTAL FUND EQUITY		<u>309,525</u>

TOTAL LIAB & EQUITY		<u>1,948,413</u>
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SMG - DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
For Month Ended January 31, 2008

Current - Under 30 Days	
Food & Beverage	41,572
Ticketing	127,863
Decorating	30,529
Audio/Visual	5,089
Operating	430,940
 Over 30 Days	 97,621
 Over 60 Days	 36,094
 Over 90 Days	
Donnell Productions	5,736
Paragon Leather	2,110
Saigon Entertainment	5,002
Grinder Promotions	2,286
 Total Accounts Receivable	 784,842

DE VOS PLACE
INDIRECT EXPENSE SUMMARY
PERIOD ENDING 01/31/08

	-----CURRENT-----			-----YTD-----		
	ACTUAL	BUDGET	LAST YEAR	ACTUAL	BUDGET	LAST YEAR
Salaries Administration	67,375	75,069	67,702	482,774	525,483	484,765
Part-Time	16,860	13,167	15,917	79,684	92,169	74,391
Wages-Trade	72,270	121,023	102,325	878,667	847,161	853,128
Sales Commissions Group Sales	168	0	199	168	0	371
Auto Allowance	2,121	2,271	2,121	14,846	15,897	14,846
Auto Expense	150	0	150	1,050	0	1,050
Taxes & Benefits	54,980	52,468	51,315	413,585	367,276	335,269
Less: Allocation/Reimbursement	<61,206>	<113,125>	<102,969>	<876,032>	<791,875>	<835,534>
TOTAL LABOR COSTS	152,717	150,873	136,760	994,742	1,056,111	928,285
Contracted Security	22,661	21,000	22,305	170,541	147,000	154,561
Contracted Cleaning	2,223	0	3,342	15,059	0	20,513
Other Contracted Services	199	200	184	1,353	1,400	1,447
Travel & Entertainment	555	1,209	25	10,497	8,463	5,325
Corporate Travel	0	417	0	0	2,919	0
Meetings & Conventions	2,104	1,958	419	13,874	15,206	12,002
Dues & Subscriptions	42	300	2,392	3,864	2,100	5,128
Employee Training	0	833	0	1,009	5,831	7,457
Computer Expense	4,861	6,250	2,549	37,441	43,750	33,100
Professional Fees	2,250	3,042	2,888	15,750	21,294	19,506
Marketing & Advertising	4,139	6,800	6,841	24,888	47,600	22,981
Box Office Expenses	<10>	0	<215>	<55>	0	21
Vehicle Maintenance	0	0	14	0	0	14
Trash Removal	1,689	2,500	1,090	18,045	17,500	14,726
Equipment Rental	1,867	1,000	1,857	9,687	7,000	10,294
Landscaping	0	833	0	5,308	5,831	8,337
Exterminating	814	1,000	814	27,329	29,220	25,122
Cleaning	0	0	0	5,250	12,000	4,500
Construction Costs	0	0	0	0	0	150
Repairs & Maintenance	52,057	39,792	35,923	341,290	278,544	251,856
Supplies	42,340	24,583	22,992	132,774	172,081	155,511
Bank Service Charges	1,467	1,500	1,416	11,678	10,500	8,748
Insurance	20,852	22,187	30,486	147,017	155,309	145,447
Licenses & Fees	2,000	0	0	2,165	0	1,138
Printing & Stationary	495	417	0	911	2,919	1,332
Office Supplies	124	750	0	7,113	5,250	7,489
Postage	190	417	78	2,406	2,919	2,275
Parking Expense	2,335	1,500	2,177	16,478	10,500	14,448
Telephone Long Distance	7,460	6,000	7,402	51,998	42,000	52,945
Utilities	179,677	198,000	202,789	855,633	888,200	854,579
Base Fee	12,838	12,775	12,500	89,863	89,425	87,500
Less: Allocated/Reimbursement	<525>	<1,833>	<863>	<5,103>	<12,831>	<5,389>
TOTAL MATERIAL AND SERVICES	364,703	353,430	359,406	2,014,063	2,011,930	1,923,061
TOTAL INDIRECT EXPENSES	517,420	504,303	496,167	3,008,805	3,068,041	2,851,347

8

**SMG - Van Andel Arena & DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Management Fee Summary
Fiscal Year Ending June 30, 2008**

MANAGEMENT FEE SUMMARY

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2007 Actual
Net Revenue above Expenses	1,371,526	(531,383)	840,143	1,238,267
Benchmark			700,000	700,000
Excess	1,371,526	(531,383)	140,143	538,267

Incentive Fee Calculation (Only if above greater than zero)

	Arena Estimate	DeVos Place Estimate	Total Estimate	Total Estimate
Base Fee	153,300	153,300	306,600	300,000
Incentive Fee				
Revenue	5,141,375	4,768,933	9,910,308	10,411,774
Benchmark Revenue	4,650,000	4,050,000	8,700,000	8,600,000
Revenue Excess	491,375	718,933	1,210,308	1,811,774
Incentive Fee **	153,300	153,300	306,600	300,000
Total SMG Management Fee	306,600	306,600	613,200	600,000

** 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, 2008

Distribution:

Grand Rapids – Kent County Convention / Arena Authority

Robert White

Bob McClintock

Lewis Dawley

Gary McAneney

Howard Feldman

Richard MacKeigan

Chris Machuta



An SMG Managed Facility

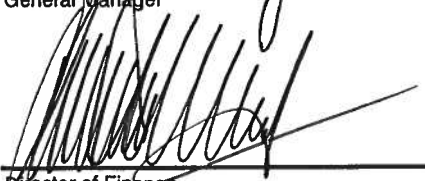
VAN ANDEL ARENA
ROLLING FORECAST
FISCAL YEAR ENDING JUNE 30, 2008

	YTD	ROLL	TOTAL FYE	BUDGET FYE	VARIANCE
NO. EVENTS	58	49	107	116	(9)
ATTENDANCE	298,039	309,175	607,214	666,500	(59,286)
DIRECT EVENT INCOME	715,513	479,793	1,195,306	1,183,930	11,376
ANCILLARY INCOME	734,072	753,979	1,488,051	1,567,304	(79,253)
TOTAL EVENT INCOME	1,449,586	1,233,772	2,683,357	2,751,234	(67,877)
TOTAL OTHER INCOME	1,398,617	1,059,401	2,458,018	2,395,000	63,018
TOTAL INCOME	2,848,203	2,293,173	5,141,375	5,146,234	(4,859)
INDIRECT EXPENSES					
EXECUTIVE	91,738	58,832	150,570	146,498	(4,072)
FINANCE	108,820	88,400	197,220	204,274	7,054
MARKETING	142,901	127,542	270,443	282,151	11,708
OPERATIONS	840,214	618,184	1,458,398	1,487,583	29,185
BOX OFFICE	77,195	66,902	144,097	119,613	(24,484)
LUXURY SEATING	77,894	36,916	114,810	117,298	2,488
SKYWALK ADMIN	24,069	16,080	40,149	39,856	(293)
OVERHEAD	784,520	609,642	1,394,162	1,378,745	(15,417)
TOTAL INDIRECT EXP.	2,147,351	1,622,498	3,769,849	3,776,018	6,169
NET REVENUE ABOVE EXPENSES	700,852	670,675	1,371,526	1,370,216	1,310
LESS INCENTIVE FEE			153,300	153,300	-
NET REVENUE ABOVE EXPENSES AFTER INCENTIVE	700,852	670,675	1,218,226	1,216,916	1,310

Comments:

The Arena fell below budget for the month, however, consistent with revised expectations. Most of the shortfall was a result of lower than expected sales for the Globetrotters and Martina McBride shows. February through May look to be very strong months for the Arena which should push the Arena ahead of budget in the coming months.


General Manager


Director of Finance

**VAN ANDEL ARENA
FINANCIAL STATEMENT HIGHLIGHTS
FOR MONTH ENDED JANUARY 31, 2008**

The following schedule summarizes operating results for the current month ending January 31, 2008 and the YTD ending June 30, 2008 compared to budget and to the prior year:

MONTH	January Actual	January Budget	January FY 2007
Number of Events	14	13	11
Attendance	63,325	66,000	53,881
Direct Event Income	\$138,004	\$108,929	\$78,737
Ancillary Income	120,465	171,168	127,265
Other Income	179,064	199,583	162,852
Indirect Expenses	(362,505)	(344,044)	(335,893)
Net Income	<u>\$75,029</u>	<u>\$135,636</u>	<u>\$32,960</u>

YTD	YTD 2008 Actual	YTD 2008 Budget	YTD 2007 Prior Year
Number of Events	58	61	66
Attendance	298,039	332,000	328,918
Direct Event Income	\$715,513	\$637,102	\$810,137
Ancillary Income	734,072	880,020	923,371
Other Income	1,398,617	1,397,081	1,387,115
Indirect Expenses	(2,147,351)	(2,173,308)	(2,096,247)
Net Income	<u>\$700,852</u>	<u>\$740,895</u>	<u>\$1,024,375</u>

EVENT INCOME

Event income came in ahead of budget for the month. Overall rent was slightly behind, however, lower than expected tickets sales for a couple of the events, and groupings of Griffins games with no changeovers helped keep staff expenses down.

ANCILLARY INCOME

Ancillary income fell below budget. The savings in staff expenses was more than offset by lower spending in ancillary income categories from both a lower than expected attendance, and the Martina McBride show being a below average spending crowd no matter how many patrons are in the facility.

INDIRECT EXPENSES

Indirect expenses came in above budget for the month, most of the overage was due to some backstage doors that needed to be updated for fire code purposes.

VAN ANDEL ARENA
FACILITY STATEMENT OF INCOME
PERIOD ENDING 01/31/08

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

DIRECT EVENT INCOME						
RENTAL INCOME	198,684	216,500	189,362	965,548	1,035,600	1,104,948
SERVICES INCOME	<60,679>	<107,571>	<110,625>	<250,035>	<398,498>	<294,811>
	-----	-----	-----	-----	-----	-----
TOTAL DIRECT EVENT INCOME	138,004	108,929	78,737	715,513	637,102	810,137
ANCILLARY INCOME						

FOOD & BEVERAGE	106,158	140,543	114,740	610,050	716,225	778,375
NOVELTY	10,956	26,775	10,595	98,285	139,315	124,604
OTHER ANCILLARY	3,350	3,850	1,930	25,737	24,480	20,392
	-----	-----	-----	-----	-----	-----
TOTAL ANCILLARY INCOME	120,465	171,168	127,265	734,072	880,020	923,371
	-----	-----	-----	-----	-----	-----
TOTAL EVENT INCOME	258,469	280,097	206,002	1,449,586	1,517,122	1,733,508
OTHER OPERATING INCOME	179,064	199,583	162,852	1,398,617	1,397,081	1,387,115
	-----	-----	-----	-----	-----	-----
ADJUSTED GROSS INCOME	437,533	479,680	368,853	2,848,203	2,914,203	3,120,622
INDIRECT EXPENSES						
EXECUTIVE	14,152	12,083	12,380	91,738	84,581	83,644
FINANCE	15,287	16,898	16,604	108,820	118,286	109,254
MARKETING	19,031	23,388	23,721	142,901	163,716	173,315
LUXURY SEATING	17,321	9,775	9,146	77,894	68,425	52,727
OPERATIONS	136,690	123,714	136,977	840,214	865,998	866,017
BOX OFFICE	9,452	9,968	10,905	77,195	69,776	74,429
SKYWALK ADMINISTRATION	4,874	3,322	4,100	24,069	23,254	22,832
OVERHEAD	145,698	144,896	122,060	784,520	779,272	714,028
	-----	-----	-----	-----	-----	-----
INDIRECT EXPENSES	362,505	344,044	335,893	2,147,351	2,173,308	2,096,247
	-----	-----	-----	-----	-----	-----
NET OPERATING INCOME	75,029	135,636	32,960	700,852	740,895	1,024,375
OTHER EXPENSES						
	-----	-----	-----	-----	-----	-----
NET INCOME (LOSS)	75,029	135,636	32,960	700,852	740,895	1,024,375
	=====	=====	=====	=====	=====	=====

VAN ANDEL ARENA
STATEMENT OF SERVICES INCOME
PERIOD ENDING 01/31/08

	-----CURRENT-----			-----YEAR TO DATE-----		
	ACTUAL	BUDGET	LAST YEAR	ACTUAL	BUDGET	LAST YEAR
Advertising Billed	37,757	20,000	47,909	172,185	46,000	188,666
Sponsorship Income	0	0	5,000	0	0	121,593
Labor Billed	1,250	540	714	9,844	6,000	12,724
Changeover Setup Billed	7,788	3,300	108	72,200	37,500	56,345
Stagehands Billed	25,915	20,900	7,109	374,667	206,200	241,182
Security Billed	7,333	6,000	301	77,597	64,650	92,550
Ushers & Tix Takers Billed	4,954	5,000	720	56,167	50,230	61,370
Box Office Billed	0	400	0	774	4,116	4,543
Ticketing Service Billed	4,069	9,400	3,822	47,883	95,200	40,591
Utilities Billed	<1,400>	0	0	3,600	0	1,700
City Police Fire Billed	1,260	336	770	6,895	3,696	5,775
EMT Medical Billed	3,033	2,600	2,179	10,149	8,750	10,242
Cleaning Billed	2,701	3,600	81	55,292	41,150	65,347
Group Sales Commissions Billed	1,529	0	2,292	6,173	0	5,511
Telephone Billed	250	1,425	640	12,035	13,250	14,305
Damages Billed	0	0	1,079	0	0	1,079
Other Production Billed	19,968	9,800	2,145	109,409	71,200	157,332
TOTAL SERVICE INCOME	116,406	83,301	74,867	1,014,870	647,942	1,080,854
Advertising Expense	39,111	20,000	47,494	175,280	56,000	210,977
Sponsorship Expenses	0	0	0	0	0	1,653
Labor Wages	1,063	459	607	8,963	5,100	10,815
Contracted Changeover Setup Expense	9,778	27,150	21,201	109,344	124,390	101,799
Stagehand Wages	33,840	22,549	8,555	383,812	217,411	252,106
Contracted Security Expense	29,382	23,850	24,603	163,323	143,470	172,086
Contracted Ushers & T/T Expense	9,997	28,050	25,028	115,562	141,870	135,875
Ticket Sellers Wages	0	0	0	658	0	4,045
Ticket Service Charge Expense	6,304	13,280	3,216	48,391	100,670	44,514
City Police Fire Expense	662	336	490	3,825	4,446	4,084
EMT Medical Expense	5,615	4,161	5,647	17,814	17,808	19,676
Contracted Cleaning Expense	9,887	28,473	26,072	112,993	145,859	119,211
Group Sales Commissions	0	0	761	2,073	0	4,254
Allocated Telephone Expense	236	264	192	3,651	3,716	4,172
Production Expense	31,212	22,300	21,627	119,216	85,700	290,398
TOTAL SERVICE EXPENSE	177,085	190,872	185,492	1,264,904	1,046,440	1,375,665
NET SERVICE INCOME	<60,679>	<107,571>	<110,625>	<250,035>	<398,498>	<294,811>

SMG - Van Andel Arena
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
Month Ending January 31, 2008

Event Type	Events/Days		Attendance		Total Event Income	
	Actual	Budget	Actual	Budget	Actual	Budget
Family Show	15	20	52,267	80,000	240,687	321,221
Sporting Event	4	4	22,959	27,000	152,833	169,881
Concert	13	11	100,246	92,000	763,788	754,298
Team Home Games	24	24	108,437	120,000	257,932	253,428
Other	2	2	14,130	13,000	34,346	18,294
GRAND TOTALS	58	61	298,039	332,000	1,449,586	1,517,122

As Percentage of Overall

Family Show	25.86%	32.79%	17.54%	24.10%	16.60%	21.17%
Sporting Event	6.90%	6.56%	7.70%	8.13%	10.54%	11.20%
Concert	22.41%	18.03%	33.64%	27.71%	52.69%	49.72%
Team Home Games	41.38%	39.34%	36.38%	36.14%	17.79%	16.70%
Other	3.45%	3.28%	4.74%	3.92%	2.37%	1.21%

5

SMG - Van Andel Arena
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
Month Ending January 31, 2008

ASSETS

CURRENT ASSETS:

CASH	4,798,017	
ACCOUNTS RECEIVABLE	819,990	
PREPAID EXPENSES	104,822	
TOTAL CURRENT ASSETS		5,722,828

INTANGIBLE ASSETS

CONTRACT RIGHTS	-	
TOTAL INTANGIBLE ASSETS		-

TOTAL ASSETS		<u><u>5,722,828</u></u>
--------------	--	-------------------------

LIABILITY & EQUITY

CURRENT LIABILITIES:

ACCOUNTS PAYABLE	201,022	
ACCRUED EXPENSES	255,898	
DEFERRED INCOME	1,761,830	
ADVANCED TICKET SALES	3,228,707	
TOTAL CURRENT LIAB.		5,447,457

FUND EQUITY

FUNDS REMITTED	(1,600,000)	
FUNDING RECEIVED FROM CAA	496,764	
CURRENT YEAR EARNINGS	700,852	
AMOUNT DUE CAA	677,755	
TOTAL FUND EQUITY		<u>275,371</u>

TOTAL LIAB & EQUITY		<u><u>5,722,828</u></u>
---------------------	--	-------------------------

SMG - Van Andel Arena
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
Month Ending January 31, 2008

Current - Under 30 Days	
Food & Beverage	139,175
Ticketing	440,956
Merchandise	12,147
Permanent Advertising	(4,627)
Operating	159,021
 Over 30 Days	 54,371
 Over 60 Days	 18,947
 Over 90 Days	
 Total Accounts Receivable	 819,990

VAN ANDEL ARENA
INDIRECT EXPENSE SUMMARY
PERIOD ENDING 01/31/08

	CURRENT			YTD		
	ACTUAL	BUDGET	LAST YEAR	ACTUAL	BUDGET	LAST YEAR
Salaries Administration	54,643	63,488	56,737	417,127	444,416	401,869
Part-Time	8,237	5,833	7,927	44,725	40,831	40,256
Wages-Trade	63,640	69,903	46,721	567,777	489,321	477,274
Sales Commissions Group Sales	249	0	533	2,832	0	7,583
Auto Allowance	594	985	594	4,156	6,895	4,156
Auto Expense	300	0	300	2,100	0	2,100
Taxes & Benefits	39,907	40,100	38,568	229,425	280,700	243,544
Less: Allocation/Reimbursement	<52,643>	<59,022>	<28,814>	<503,520>	<413,154>	<387,276>
TOTAL LABOR COSTS	114,927	121,287	122,565	764,622	849,009	789,507
Contracted Security	22,077	21,000	21,537	151,317	147,000	145,326
Contracted Cleaning	2,098	2,500	2,098	16,350	17,500	16,506
Other Contracted Services	330	300	309	36,365	2,100	16,739
Travel & Entertainment	2,007	858	636	11,591	6,006	8,237
Corporate Travel	0	625	0	0	4,375	0
Meetings & Conventions	2,341	350	0	3,333	2,450	2,027
Dues & Subscriptions	42	208	2,392	3,000	1,456	4,826
Employee Training	0	750	0	535	5,250	1,808
Miscellaneous Expense	0	0	0	0	0	269
Computer Expense	3,244	5,417	10,958	36,437	37,919	43,223
Professional Fees	2,300	2,583	2,250	17,430	18,081	17,811
Marketing & Advertising	15,201	12,083	11,256	73,013	84,581	83,376
Box Office Expenses	<990>	0	25	<324>	0	<1,005>
Trash Removal	1,545	1,500	1,560	11,640	10,500	12,221
Equipment Rental	2,733	1,250	1,598	9,355	8,750	10,787
Landscaping	0	483	499	2,070	3,381	3,621
Exterminating	248	300	248	1,733	2,100	1,688
Cleaning	0	900	0	7,825	6,300	2,650
Repairs & Maintenance	30,831	16,166	27,702	164,663	113,162	125,468
Supplies	18,885	17,008	18,017	113,296	119,056	136,806
Bank Service Charges	603	750	461	4,340	5,250	3,012
Insurance	16,048	15,037	13,447	82,817	105,259	97,727
Licenses & Fees	2,000	0	0	2,000	0	1,000
Printing & Stationary	514	917	0	1,586	6,419	3,250
Office Supplies	0	1,000	437	9,205	7,000	9,482
Postage	1,420	1,000	1,520	7,941	7,000	8,477
Parking Expense	2,678	2,000	2,664	18,647	14,000	17,677
Telephone Long Distance	3,579	7,000	1,781	33,922	49,000	35,282
Utilities	109,525	101,317	83,261	496,764	474,219	435,369
Base Fee	12,838	12,775	12,500	89,863	89,425	87,500
Letter of Credit Fee	0	0	0	394	0	0
Common Area Expense	<4,322>	<2,945>	<3,636>	<21,344>	<20,615>	<20,248>
Less: Allocated/Reimbursement	<195>	<375>	<192>	<3,611>	<2,625>	<4,172>
TOTAL MATERIAL AND SERVICES	247,578	222,757	213,328	1,382,151	1,324,299	1,306,740
TOTAL INDIRECT EXPENSES	362,505	344,044	335,893	2,146,773	2,173,308	2,096,247

**SMG - Van Andel Arena & DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Management Fee Summary
Fiscal Year Ending June 30, 2008**

MANAGEMENT FEE SUMMARY

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2007 Actual
Net Revenue above Expenses	1,371,526	(531,383)	840,143	1,238,267
Benchmark			700,000	700,000
Excess	1,371,526	(531,383)	140,143	538,267

Incentive Fee Calculation (Only if above greater than zero)

	Arena Estimate	DeVos Place Estimate	Total Estimate	Total Estimate
Base Fee	153,300	153,300	306,600	300,000
Incentive Fee				
Revenue	5,141,375	4,768,933	9,910,308	10,411,774
Benchmark Revenue	4,650,000	4,050,000	8,700,000	8,600,000
Revenue Excess	491,375	718,933	1,210,308	1,811,774
Incentive Fee **	153,300	153,300	306,600	300,000
Total SMG Management Fee	306,600	306,600	613,200	600,000

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



Memorandum

To: Members of the CAA

From: Susan Waddell, Administrative Manager

Date: February 22, 2008

Re: CAA Financial Statements

Convention
Arena
Authority

The following is a summary of financial activity in the two operating accounts as of January 31, 2008:

	<i>1050: Operations</i>	<i>1070: Kent County Operating</i>
Beginning Balance	\$334,468.93	\$20,793,183.49
Cleared Transactions	<u>12,798.75</u>	<u>84,859.93</u>
Cleared Balance	347,627.68	20,878,043.42
Uncleared Transactions	<u>25,209.31</u>	<u>0.00</u>
Ending Balance	<u>\$322,058.37</u>	<u>\$20,878,043.42</u>

- Interest on investments continues to exceed budgeted expectations.
- The land lease is below this year's budget and last year's comparison due to timing. We received December, January, and February payments in February.
- The unusually cold winter has resulted in a higher-than-anticipated electric expense.
- Pedestrian safety is significantly below budget due to timing.

If you have any questions or would like additional information, please contact me at 742-6594 or swaddell@smggr.com. Thank you.



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
Grand Rapids, MI 49503-2233
616.742.6500
Fax 616.742.6590



2:29 PM
02/11/08
Accrual Basis

Grand Rapids-Kent County Convention/Arena Authority
Balance Sheet
As of January 31, 2008

Item IV.b.ii.

	Jan 31, 08
ASSETS	
Current Assets	
Checking/Savings	
1040 · Cash - Operations - SMG	4,068,974.10
1050 · Operations - Cash	322,058.37
Total Checking/Savings	4,391,032.47
Other Current Assets	
1070 · Kent County - Operating	20,878,043.42
1200 · Accounts Receivable	1,420,074.17
1300 · Prepaid Expenses	161,220.35
1600 · Advances/Deposits Receivable	-2,100,000.07
Total Other Current Assets	20,359,337.87
Total Current Assets	24,750,370.34
Fixed Assets	
Buildings & Structures	
Depreciation	-41,778.69
Original Cost	322,431.00
Total Buildings & Structures	280,652.31
Equip	
Depreciation	-589,296.08
Original Cost	969,236.60
Total Equip	379,940.52
Vehicles	43,914.30
Total Fixed Assets	704,507.13
TOTAL ASSETS	25,454,877.47
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	238,596.71
2005 · Accounts payable - SMG	598,094.17
Total Accounts Payable	836,690.88
Other Current Liabilities	
2200 · Accrued Expenses	877,731.86
2210 · Advance Ticket Sales	1,993,226.73
2220 · Advance deposits	291,205.00
2500 · Deferred facility income	906,555.74
Total Other Current Liabilities	4,068,719.33
Total Current Liabilities	4,905,410.21
Total Liabilities	4,905,410.21
Equity	
3000 · Opening Bal Equity	37,035,584.45
3900 · Retained Earnings	-14,930,471.70
Net Income	-1,555,645.49
Total Equity	20,549,467.26
TOTAL LIABILITIES & EQUITY	25,454,877.47

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02/11/08

Accrual Basis

Grand Rapids-Kent County Convention/Arena Authority
Profit & Loss Budget vs. Actual
July 2007 through January 2008

	Jul '07 - Jan 08	Budget	\$ Over Budget	% of Budget
Income				
4500 • Interest on Investments	525,070.88	416,666.65	108,404.23	126.0%
4540 • Land Lease	54,317.20	73,738.00	-19,420.80	73.7%
4545 • Parking Revenues	432,830.00	503,365.31	-70,535.31	86.0%
Total Income	1,012,218.08	993,769.96	18,448.12	101.9%
Expense				
6000 • Professional Services				
6001 • Accounting/Auditing Services	25,149.62	17,500.00	7,649.62	143.7%
6040 • Legal Services	6,305.10	20,416.62	-14,111.52	30.9%
Total 6000 • Professional Services	31,454.72	37,916.62	-6,461.90	83.0%
6060 • Other Contractual Services	48,312.57	93,041.62	-44,729.05	51.9%
6065 • Pedestrian Safety	17,303.09	52,500.00	-35,196.91	33.0%
6068 • Parking Management	168,638.43	213,058.37	-44,419.94	79.2%
6100 • Other Supplies & Expenses				
6010 • Bank Fees	499.09			
6030 • Insurance-Property/Liability	20,258.00	21,000.00	-742.00	96.5%
6110 • Meeting Expense	296.43	5,833.31	-5,536.88	5.1%
6120 • Supplies	300.94	2,916.62	-2,615.68	10.3%
Total 6100 • Other Supplies & Expenses	21,354.46	29,749.93	-8,395.47	71.8%
6200 • Capital Replacement Projects	473,072.10	401,916.62	71,155.48	117.7%
6210 • F&B Repair & Maintenance	13,045.38	20,416.62	-7,371.24	63.9%
6300 • Utilities Expense				
6301 • Electricity	724,404.71	718,666.62	5,738.09	100.8%
6310 • Natural Gas	4,686.46	10,500.00	-5,813.54	44.6%
6320 • Steam	572,180.28	569,500.00	2,680.28	100.5%
6340 • Water & Sewer	80,271.56	65,625.00	14,646.56	122.3%
Total 6300 • Utilities Expense	1,381,543.01	1,364,291.62	17,251.39	101.3%
6500 • DID Assessment	51,350.58	29,791.37	21,559.21	172.4%
6600 • SMG Incentive Fees	300,000.00	178,850.00	121,150.00	167.7%
8000 • Personal Services				
8001 • Employee Wages	49,490.63	49,914.06	-423.43	99.2%
8030 • Employee Benefits	12,298.60	11,383.75	914.85	108.0%
Total 8000 • Personal Services	61,789.23	61,297.81	491.42	100.8%
Total Expense	2,567,863.57	2,482,830.58	85,032.99	103.4%
Net Income	-1,555,645.49	-1,489,060.62	-66,584.87	104.5%

2:31 PM

02/11/08

Accrual Basis

Grand Rapids-Kent County Convention/Arena Authority
Profit & Loss Prev Year Comparison
July 2007 through January 2008

	Jul '07 - Jan 08	Jul '06 - Jan 07	\$ Change	% Change
Income				
4040 · Private Support	0.00	0.00	0.00	0.0%
4500 · Interest on Investments	525,070.88	561,034.81	-35,963.93	-6.4%
4540 · Land Lease	54,317.20	88,410.00	-34,092.80	-38.6%
4545 · Parking Revenues	432,830.00	412,273.34	20,556.66	5.0%
Total Income	1,012,218.08	1,061,718.15	-49,500.07	-4.7%
Expense				
6000 · Professional Services				
6001 · Accounting/Auditing Services	25,149.62	23,674.05	1,475.57	6.2%
6040 · Legal Services	6,305.10	17,012.82	-10,707.72	-62.9%
Total 6000 · Professional Services	31,454.72	40,686.87	-9,232.15	-22.7%
6060 · Other Contractual Services	48,312.57	7,815.89	40,496.68	518.1%
6065 · Pedestrian Safety	17,303.09	24,837.59	-7,534.50	-30.3%
6068 · Parking Management	168,638.43	152,655.00	15,983.43	10.5%
6100 · Other Supplies & Expenses				
6010 · Bank Fees	499.09	9.00	490.09	5,445.4%
6030 · Insurance-Property/Liability	20,258.00	19,196.86	1,061.14	5.5%
6110 · Meeting Expense	296.43	236.46	59.97	25.4%
6120 · Supplies	300.94	4,988.53	-4,687.59	-94.0%
6140 · Printing and Binding	0.00	4,470.00	-4,470.00	-100.0%
Total 6100 · Other Supplies & Expenses	21,354.46	28,900.85	-7,546.39	-26.1%
6200 · Capital Replacement Projects	473,072.10	1,058,085.81	-585,013.71	-55.3%
6210 · F&B Repair & Maintenance	13,045.38	44,207.14	-31,161.76	-70.5%
6300 · Utilities Expense				
6301 · Electricity	724,404.71	641,653.05	82,751.66	12.9%
6310 · Natural Gas	4,686.46	6,044.26	-1,357.80	-22.5%
6320 · Steam	572,180.28	576,694.05	-4,513.77	-0.8%
6340 · Water & Sewer	80,271.56	52,820.03	27,451.53	52.0%
Total 6300 · Utilities Expense	1,381,543.01	1,277,211.39	104,331.62	8.2%
6500 · DID Assessment	51,350.58	50,298.90	1,051.68	2.1%
6600 · SMG Incentive Fees	300,000.00	229,259.00	70,741.00	30.9%
8000 · Personal Services				
8001 · Employee Wages	49,490.63	28,872.01	20,618.62	71.4%
8030 · Employee Benefits	12,298.60	12,433.13	-134.53	-1.1%
Total 8000 · Personal Services	61,789.23	41,305.14	20,484.09	49.6%
Total Expense	2,567,863.57	2,955,263.58	-387,400.01	-13.1%
Net Income	-1,555,645.49	-1,893,545.43	337,899.94	17.8%

**VAN ANDEL ARENA
FOOD & BEVERAGE REVENUE & COMMISSIONS
FOR MONTH ENDED JANUARY 31, 2008**

MONTH	January Actual	January Budget	January F/Y 2007
Gross Concessions Revenue	246,655	297,000	260,557
Less: Concessionaire Share	(115,928)	(139,590)	(122,462)
Less: Griffins/Rampage Share	(30,660)	(26,250)	(26,142)
Total Net Concessions to Arena	100,067	131,160	111,953
Gross Catering Revenue	54,485	68,800	39,014
Less: Concessionaire Share	(43,860)	(55,027)	(31,406)
Less: Griffins/Rampage Share	(4,426)	(4,390)	(2,919)
Total Net Catering to Arena	6,199	9,383	4,689
Huntington Club Revenue	4,894	-	-
Less: Concessionaire Share	(3,426)	-	-
Less: Griffins/Rampage Share	(529)	-	-
Total Net Catering to Arena	939	-	-
Total SMGFB Payment to Arena	107,205	140,543	116,642
Less: Branded Sales Commissions	(1,576)	-	(2,101)
Net Food & Beverage Revenue	105,629	140,543	114,541

YEAR TO DATE	YTD 2008 Actual	YTD 2008 Budget	YTD 2007 Prior Year
Gross Concessions Revenue	1,283,749	1,466,500	1,581,105
Less: Concessionaire Share	(603,362)	(689,255)	(743,119)
Less: Griffins/Rampage Share	(112,184)	(126,000)	(117,394)
Total Net Concessions to Arena	568,203	651,245	720,592
Gross Catering Revenue	285,023	425,200	404,761
Less: Concessionaire Share	(228,888)	(339,148)	(320,089)
Less: Griffins/Rampage Share	(13,896)	(21,072)	(17,026)
Total Net Catering to Arena	42,239	64,980	67,646
Huntington Club Revenue	24,099	-	-
Less: Concessionaire Share	(16,869)	-	-
Less: Griffins/Rampage Share	(1,031)	-	-
Total Net Catering to Arena	6,199	-	-
Total SMGFB Payment to Arena	616,641	716,225	788,238
Less: Branded Sales Commissions	(7,621)	-	(7,961)
Net Food & Beverage Revenue	609,020	716,225	780,277

MONTHLY EVENTS - PER CAP COMPARISON

	Previous Visit	Current Year	Percentage Change
Martina McBride/SMGFB	\$2.92	\$4.11	40.75%

Recurring Focus Group Themes

- Staff more reflective of broader community
- Additional Investment for Top Level Talent
- Supplier Diversity Vendor Initiative
- Community Reinvestment Strategy

Possible Action Steps for “Recurring Group Themes”

- Staff more reflective of broader community
 - Timing: 12 months
 - Action Steps –
 - **Work with FT/PT and staffing firms for specific events**
 - Dialogue has been had with internal staff as well as contract partners to assess and develop plans. New language will be inserted into contracts as renewal opportunities present themselves.
 - Event receptionist has been hired who is bilingual. Customer Service Area now has a bilingual person there for most events.
 - Creation of a Diversity Mission Statement.
 - All employment postings are now inclusive of minority targeted media.
 - **SMG/CAA develop a minimum of two (2) paid and college internships both of which have the potential to develop into a sustainable career track**
 - Will look to initiate once current internships have expired

Possible Action Steps for “Recurring Group Themes”

- Additional Investment for Top Level Talent
 - Timing: 12 months
 - Action Steps –
 - **Identify familiar and organized community event to support and bolster**
 - Have had meetings with a number of possible opportunities, will continue to assess. These range from an urban expo concept to Soul Music Festival to Basketball Tournament.
 - **Identify national event/act focusing on the African-American and Hispanic/Latino communities (i.e. Disney on Ice, circus, concerts etc.)**
 - Have a Car Hop event for this year's Monster Trucks, will look to use this as a spring board towards other events.
 - Played a role in securing the Mayweather weekend events. Professional relationships have been developed and there is the potential for future events, as well.
 - Continue to discuss major acts and assess their viability.
-

Possible Action Steps for “Recurring Group Themes”

- **Supplier Diversity Vendor Initiative**
 - **Timing: 13-24 months**
 - **Action Step –**
 - **SMG staff and corporate partners should develop a local vendor list for broader business opportunities (this includes local talent and acts as well)**
 - Supplier list has been provided to Joe and Skot who will cross reference with their resources to provide new bid options.
 - Host vendor open house with vetted list of suppliers and vendors, as a means of introducing them to the SMG business model.
 - Supplier development: increase capacity of qualified vendors.

Possible Action Steps for “Recurring Group Themes”

- **Community Reinvestment Strategy**
 - **Timing:** 13-24 months
 - **Action Step**
 - **SMG to work with GRPS and Student Advancement Foundation to provide discount and/or comp ticket opportunities to students making additional effort to model leadership, good behavior etc.**
 - Very preliminary discussions...no milestones achieved yet
 - Conversations have taken place with Dr. Bernard Taylor and Susan Heartwell
 - Secure sponsors to cover transportation issues
 - Look to philanthropic organizations for sponsorships
 - Develop community advisory council to include focus group members and others

Item VI

DATE	EVENT	EC	MOD	ROOM	TIME	FUNCTION
Wed, Feb 20	Available					
Thur, Feb 21	Jonas Brothers	RS	CHRIS	Arena	10:00 AM 5:30 PM 7:00 PM 8P-10P 10:00 PM	Load-in Security meeting Doors Performance Load-out
		MJD		Banquet B/C	8A-9:30P	Backstage catering
	Arbor Mortgage	MJD		Arbor Mort Club	6:30P-10P	Banquet
Fri, Feb 22	Griffins vs Manitoba	GC	JIM	Arena	10A-12:30P 6:00 PM 7P-9:30P 9:30P-9:50P	Teams practice Doors Hockey game Post-game autographs
		MJD		Banquet All	6P-7P	Faith/Family night activities
	West Side Beer Distributing			E. Nest/N. Tunnel	6P-9:50P	Banquet
	Griffins			Talsma Terrace	6P-9:50P	ETW Promotion
Sat, Feb 23	Griffins vs Manitoba	GC	JIM	Arena	10A-12:30P 12:00 PM 1P-2P 1:30 PM 2:30P-3:30P 3:00 PM 4P-5:30P 6:00 PM 7P-9:30P 9:30P-9:50P	Teams practice 1 st game teams arrive First pre-game hockey game 2 nd game teams arrive Second pre-game hockey game 3 rd game teams arrive Third pre-game hockey game Doors Hockey game Post-game skate
	Total Logistics	MJD		Banquet All	6P-7P	Banquet
	Lake MI Credit Union			East Nest	6P-9:50P	Banquet
	Crystal Flash			West Nest	6P-9:50P	Banquet
	Purina			Talsma Terrace	6P-9:50P	Banquet
	TDS Metrocom			North Tunnel	6P-9:50P	Banquet
	West Michigan Golf Show			Suite 101A	6P-9:50P	Banquet
Sun, Feb 24	Blue Man Group	RS	CHRIS	Arena	9:30 AM 2:30P-3P 5:00 PM 6:30 PM 7:30P-9:30P 9:00 PM	Load-in Chair set Security meeting Doors Performance Load-out
		MJD		Banquet All	6:30A-9:30P	Backstage catering
		MJD		Arbor Mort Club	6:30P-7:30P	Emery Ent. Reception
Mon, Feb 25	SMG	KA		Arena	8A-5P	Football field maintenance
Tue, Feb 26	SMG	KA		Arena	8A-5P	Football field maintenance
Wed, Feb 27	SMG	KA		Arena	8A-5P	Football field maintenance
Thur, Feb 28	Acquire the Fire	RS		Arena	7:00 AM 8:00 AM 12:00 PM 2:00 PM 5:00 PM 7:00 PM	Show arrives Load-in Lunch Sound check Dinner Done for the day

Fri, Feb 29	Acquire the Fire	RS		Arena	8:00 AM 9:00 AM 12:00 PM 2:00 PM 4:00 PM 4:30 PM 6:00 PM 7P-10P 11:00 PM	Building access Workday begins Lunch break Rehearsals/Sound check Dinner break/Volunteer check-in Registration starts Doors Session #1 Building vacated
Sat, Mar 1	Acquire the Fire	RS		Arena Banquet All	7:00 AM 8:00 AM 9A-12P 12P-1:45P 1:45P-3P 3P-4:45P 4P-5P 5:15P-7P 7P-9:30P 9:30 PM	Building access/volunteer check-in Doors/Registration Session #2 Lunch break Session #3 Breakout session Concert Dinner break Session #4 Load-out
Sun, Mar 2	Griffins vs Lake Erie	GC		Arena	10A-12:30P 3:00 PM 4P-6:30P 6:30P-6:50P 6:50P-7:15P	Teams practice Doors Hockey game Post-game autographs Post-game skate
Mon, Mar 3	Available					
Tue, Mar 4	Available					
Wed, Mar 5	Griffins vs Toronto	RS		Arena	10A-12:30P 6:00 PM 7P-9:30P	Teams practice Doors Hockey game
	Barnes & Thornburg	MJD		Suite 101A	6P-9:30P	Banquet
Thur, Mar 6	USHRA Thunder Nationals	GC		Arena	8A-5P	Load-in
Fri, Mar 7	USHRA Thunder Nationals	GC		Arena	6:30 PM 7:30 PM	Doors Performance
Sat, Mar 8	USHRA Thunder Nationals	GC		Arena	11:30A-12:30P 1:00 PM 2P-4:30P 4:30P-6:30P 6:30 PM 7:30P-10P	Pit party Doors Performance Quick clean Doors Performance
Sun, Mar 9	USHRA Thunder Nationals	GC		Arena	1:00 PM 2P-4:30P	Doors Performance
Mon, Mar 10	Rampage vs San Jose	GC		Arena	10:00 AM 11:00 AM 6:00 PM 7P-9:30P 9:30P-10P	Team practice Visiting team practice Doors Rampage Home Opener Post-game autographs
	Dee Roscioli	MJD		Banquet B	6P-7P	Reception
	AT&T			Banquet C	6P-7P	Banquet
				Talsma Terrace	6P-10P	Banquet
	Direct Electronics			Banquet D	6P-7P	Banquet
	Expressions Dance Acadmy				8P-9:30P	Banquet
	Imagestar			East TD Deck	6P-10P	Banquet
	Direct Electronics			West TD Deck	6P-10P	Banquet
	Centennial Wireless			Suite 101A & B	6P-10P	Banquet
Tue, Mar 11	Available					
Wed, Mar 12	Griffins vs Toronto	RS		Arena	10A-12:30P 6:00 PM 7P-9:30P	Teams practice Doors Hockey game
	Barnes & Thornburg	MJD		Suite 101A	6P-9:30P	Banquet
Thur, Mar 13	Available					

Fri, Mar 14	Rampage vs Chicago	RS		Arena	10:00 AM 11:00 AM 5P-6:30P 6:00 PM 7P-9:30P 9:30P-10P	Team practice Visiting team practice Street party Doors Rampage Home Opener Post-game autographs
		MJD		Banquet C/D	5:30P-6:45P	Kitna autograph session
	Gordon Food Service			Banquet B	6P-7P	Banquet
	Allendale Gymnastics Co.				8P-9:30P	Banquet
	GVSU			East TD Deck	6P-9:30P	Banquet
	TDS			West TD Deck Talsma Terrace	6P-9:30P	Banquet
	UPS			Suite 101A	6P-9:30P	Banquet
	Centennial Wireless			Suite 101B	6P-9:30P	Banquet
Sat, Mar 15	Griffins vs Lake Erie	GC		Arena	10A-12:30P 3:00 PM 4P-5P 6:00 PM 7P-9:30P 9:30P-9:50P	Teams practice Pre-game hockey teams arrive Pre-game hockey game Doors Hockey game Post-game skate
	Barnes & Thornburg	MJD		Suite 101A	6P-9:30P	Banquet
Sun, Mar 16	Stars on Ice	RS		Arena	4:00 PM	Performance
		MJD		Banquet B	2:00 PM	Pre-show meet-n-greet
Mon, Mar 17	Available					
Tue, Mar 18	Available					
Wed, Mar 19	Griffins vs Toronto	RS		Arena	10A-12:30P 6:00 PM 7P-9:30P	Teams practice Doors Hockey game
Thur, Mar 20	High School Musical	GC		Arena	8A-5P	Load-in
Fri, Mar 21	High School Musical	GC		Arena	7:00 PM	Performance
Sat, Mar 22	High School Musical	GC		Arena	11:00 AM 3:00 PM 7:00 PM	1 st performance 2 nd performance 3 rd performance
Sun, Mar 23	High School Musical	GC		Arena	1:00 PM 5:00 PM	1 st performance 2 nd performance

DEVOS-PLACE

WEEKLY -- 2008

TUES. FEB 19	GRSO CLASSICAL VI	DVPH	3:30PM-6:00PM 7:30PM-10:00PM	REHEARSAL REHEARSAL	AK	
	GVSU JOB FAIR	BALL A-D	8:45AM 11:30AM-2:00PM 2:00PM-6:00PM 6:00PM-8:00PM	CLIENT ARRIVAL EXHIBITOR LOAD IN JOB FAIR EXHIBITOR LOAD OUT SHOW OFFICE	KR	EST. ATTENDANCE: 1000
	GRAND RAPIDS BOAT SHOW	GO A-B			MJ	
WED. FEB 20	2008 CENTRAL DIVISION MEETING (ACDA)	BALL A	12:00PM ???	CLIENT ARRIVAL IA / AV SETUP PIANO / ORGAN SETUP GREENVILLE COLLEGE REHEARSAL GOSHEN COLLEGE REHEARSAL HASLETT HS REHEARSAL	KR	EST. ATTENDANCE: 2500
	GRSO CLASSICAL VI	DVPH	3:30PM-6:00PM 7:30PM-10:00PM	REHEARSAL REHEARSAL	AK	
	WEST MICHIGAN GOLF SHOW	EH A GO A-B	7:00AM-10:00PM 6:00PM-10:00PM	PAR 3 CONSTRUCTION SHOW OFFICE SETUP	MJ	
	AIMWEST	BALL C	4:45PM 5:30PM-7:30PM 7:00PM	SET-UP / CLIENT ARRIVAL CASH BAR AND APPETIZERS DOORS OPEN PRESENTATION	BB	EST. ATTENDANCE: 300
	INVESTTOOLS INVESTOR WORKSHOP	GG A-B	7:15PM-9:15PM 7:00AM-8:30AM 8:30AM-10:15AM 10:15AM-10:30PM 10:30AM-12:00PM 12:00PM-12:30PM 12:30PM-2:00PM 2:00PM-2:15PM 2:15PM-5:00PM	REGISTRATION & BREAKFAST MEETING BREAK MEETING LUNCH MEETING BREAK MEETING	BB	EST. ATTENDANCE: 70
	FORD MOTOR COMPANY	RO A	8:00AM 8:30AM-9:30AM 9:30AM-1:00PM	CLIENT ARRIVAL CONTINENTAL BREAKFAST SESSION	MJ	EST. ATTENDANCE: 30
THURS. FEB 21	2008 CENTRAL DIVISION MEETING (ACDA)	MON D MON C, B BALL A	8:00AM 8:30AM-9:15AM 9:00AM-10:15AM 9:10AM-9:15AM 9:15AM-10:45AM	CLIENT ARRIVAL CHOIR MEETING ROOM CHOIR MEETING ROOM WELCOME CONCERT SESSIONS	KR	EST. ATTENDANCE: 2500

G A-F = Grand Gallery Meeting Rooms A-F
O A-H = Overlook Meeting Rooms A-H
GG = Grand Gallery Area
RO A-F = River Overlook A-F
MON A-D= Monroe Meeting Rooms

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

DEVOSPLACE

WEEKLY - 2008

		MON B-D BALL A	11:00AM-11:30AM 11:45AM-12:15PM 12:30PM-1:00PM 1:00PM-2:30PM 1:30PM-3:00PM 5:30PM-6:00PM 6:15PM-6:45PM 7:00PM-7:30PM AFTER 7:30PM	GOLD COMPANY SOUND CHECK IL WESLEYAN U. S.C. ST. JOSEPH VALLEY S.C. CHOIR MEETING ROOMS CONCERT SESSIONS BGSU SOUND CHECK JEFFERSON H.S. S.C. ANDREWS U. SOUND CHECK LA STAGE CHANGE OVER	
	WEST MICHIGAN GOLF SHOW	EH A	7:00AM 7:00AM-10:00PM 8:00AM-6:00PM	CLIENT ARRIVAL PAR 3 CONSTRUCTION DRIVE IN ACCESS FOR EQUIPMENT DEALERS LARG EXHIBITOR LOAD-IN SHOW OFFICE	KR
	GRSO CLASSICAL VI	GO A-B DVPH	ALL DAY 7:30PM-10:00PM	REHEARSAL	AK
	WEST MICHIGAN MOTORCYCLE & ORV SHOW	EH C	9:00AM 9:00AM-8:00PM 8:00PM-11:00PM 11:00PM	CLIENT ARRIVAL EXHIBITOR LOAD-IN LOADING DOCK CLOSES EXHIBITORS IN HALL HALL CLOSE	MJ EST. ATTENDANCE: 10,000
	INVESTTOOLS INVESTOR WORKSHOP	GG A-B	7:00AM-8:30AM 8:30AM-10:15AM 10:15AM-10:30PM 10:30AM-12:00PM 12:00PM-12:30PM 12:30PM-2:00PM 2:00PM-2:15PM 2:15PM-5:00PM	REGISTRATION & BREAKFAST MEETING BREAK MEETING LUNCH MEETING BREAK MEETING	BB EST. ATTENDANCE: 70
FRI. FEB 22	2008 CENTRAL DIVISION MEETING (ACDA)	MON D MON B-C BALL A MON D MON B-C BALL A	8:00AM 8:30AM-9:10AM 9:00AM-10:15AM 9:15AM-10:45AM 10:45AM-11:15AM 11:30AM-12:00PM 12:15PM-12:45PM 12:45PM-2:45PM 1:00PM-2:45PM 1:15PM-2:45PM 3:00PM-4:45PM 6:30PM-7:30PM 7:45PM-9:45PM	CLIENT ARRIVAL CHOIR MEETING ROOM CHOIR MEETING ROOM CONCERT SESSIONS OTTERBEIN SOUND CHECK MSU WOMEN'S SOUND CHECK INDIANAPOLIS YOUTH CHORALE SOUND CHECK CHOIR MEETING ROOM CHOIR MEETING ROOM CONCERT SESSIONS H.S. HONORS CHOIR REHEARSAL ELEMENTARY CHOIR REHEARSAL COLLEGIATE CHAMBER CHOIR REHEARSAL	KR EST. ATTENDANCE: 2500

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DEVOS-PLACE

WEEKLY - 2008

	WEST MICHIGAN GOLF SHOW	EH A	7:00AM 8:00AM-2:00PM 2:00PM 4:00PM-9:00PM ALL DAY	CLIENT ARRIVAL EXHIBITOR MOVE IN FIRE MARSHALL SHOW OPEN SHOW OFFICE	KR	EST. ATTENDANCE: 15,000
	GRSO CLASSICAL VI	DVPH RECITAL HALL DVPH	6:00PM 6:45PM 7:00PM-7:30PM 7:30PM 8:00PM-10:00PM	OUTSIDE DOORS OPEN LOBBY OPEN UPBEAT SEATING OPEN PERFORMANCE	AK	EST. ATTENDANCE: 2500 OVER 2 SHOWS
	WEST MICHIGAN MOTORCYCLE & ORV SHOW	EH C	9:00AM 12:00PM 5:00PM-9:00PM 12, 2PM, 4PM, 6PM 9:00PM-10:30PM	CLIENT ARRIVAL EXHIBITORS ALLOWED IN FIRE INSPECTION SHOW HOURS FASHION SHOW TIMES JUDGING	MJ	EST. ATTENDANCE: 10,000
	PRIMERICA	BALL C	11:00AM 1:00PM-4:30PM 10:00AM-10:30AM	CLIENT ARRIVAL / SETUP SESSION PRESS CONFERENCE	BB	EST. ATTENDANCE: 125
	GRSO NEWS CONFERENCE	DVPH LOBBY	6:00PM	CLIENT WALK-THRU AND SETUP	BB	
	RENTAL PROPERTIES OWNERS ASSOC. ANNUAL MEETING	GO G-H, RO A-F	6:00AM-6:00PM	MEETING	BB	
	INVESTTOOLS INVESTOR WORKSHOP	GG A-B				
SAT. FEB 23	2008 CENTRAL DIVISION MEETING (ACDA)		MORNING 8:00AM 8:30AM-9:00AM 9:15AM-9:45AM 10:00AM-1:00PM 10:15AM-1:00PM 1:00PM	ORGAN TO BE DELIVERED CLIENT ARRIVAL H.S. HONORS CHOIR WARMUP ELEMENTARY WARM UP CHOIR MEETING ROOMS CONCERT SESSIONS IA TEARDOWN / ORGAN PICKED UP	KR	EST. ATTENDANCE: 2500
	WEST MICHIGAN GOLF SHOW	EH A	9:00AM 9:00AM-10:00AM 10:00AM-7:00PM ALL DAY	CLIENT ARRIVAL EXHIBITOR PREP SHOW OPEN SHOW OFFICE	KR	EST. ATTENDANCE: 15,000
	RENTAL PROPERTIES OWNERS ASSOC. ANNUAL MEETING	GO A-B GO G-H, RO A-F GO WEST LOBBY GO/RO P-FUNC AREA GO/RO P-FUNC AREA GO G-H, RO A-F	6:00AM-6:30AM 6:30AM-7:00AM 7:00AM 7:00AM-8:30AM 7:00AM 7:30AM 9:15AM-12:15PM 11:30AM-12:00PM 12:00PM-1:30PM 1:00PM	CLIENT (STAFF) ARRIVAL EXHIBITOR LOAD-IN VOLUNTEERS ARRIVA REGISTRATION SILENT AUCTION OPENS EXHIBITS OPEN SESSIONS EXHIBITOR LUNCH ATTENDEE LUNCH SILENT AUCTION CLOSURES	BB	EST. ATTENDANCE: 200

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BALL A-D = Ballroom A-D

DEVOS-PLACE

WEEKLY - 2008

				1:30PM-5:30PM 2:00PM-3:00PM 6:30PM	SESSIONS EXHIBITOR LOAD-OUT STAFF LEAVES		
	PRIMERICA		BALL C-D	7:30AM 9:00AM-12:15PM 12:15PM-1:30PM 1:30PM-4:30PM	CLIENT ARRIVAL / SETUP SESSION LUNCH SESSION	BB	EST. ATTENDANCE: 300
	GRSO CLASSICAL VI		DVPH RECITAL HALL DVPH	6:00PM 6:45PM 7:00PM-7:30PM 7:30PM 8:00PM-10:00PM 10:00PM-12:00AM	OUTSIDE DOORS OPEN LOBBY OPEN UPBEAT SEATING OPEN PERFORMANCE MOVE OUT	AK	EST. ATTENDANCE: 2500 OVER 2 SHOWS
	WEST MICHIGAN MOTORCYCLE & ORV SHOW		DVPH EH C	8:00AM 8:00AM 10:00AM-8:00PM 12, 20PM, 4PM, 6PM 8:00PM-9:30PM	CLIENT ARRIVAL EXHIBITORS ALLOWED IN SHOW HOURS FASHION SHOW JUDGING	MJ	EST. ATTENDANCE: 10,000
SUN. FEB 24	2008 CENTRAL DIVISION MEETING		BALL B-D BALL A	8:00AM-5:00PM 6:00PM-11:59PM	GENERAL SESSION TEARDOWN	KR	
	WEST MICHIGAN GOLF SHOW		EH A	8:00AM 9:00AM-10:00AM 10:00AM-5:00PM 5:00PM-8:00PM 8:00PM-4:00AM	CLIENT ARRIVAL EXHIBITOR PREP SHOW OPEN BOOTH LOAD-OUT PAR 3 DECONSTRUCTION	KR	EST. ATTENDANCE: 15,000
	WEST MICHIGAN HOME & GARDEN SHOW		GO A-D	GOLF SHOW 7:30PM	SHOW OFFICE MOVE IN SHOWSPAN STAFF MEETING	RC	
	WEST MICHIGAN MOTORCYCLE & ORV SHOW		EH C	9:00AM 9:00AM 11:00AM-4:00PM 1:00PM 4:15PM-8:00PM	CLIENT ARRIVAL EXHIBITORS ALLOWED IN SHOW HOURS FASHION SHOW LOAD-OUT	MJ	EST. ATTENDANCE: 10,000
MON. FEB 25	WEST MICHIGAN HOME & GARDEN SHOW		GO A-B, GO C-D EH A-C, GG A-F BALL A-D	7:00AM 7:00AM-7:00PM 8:00AM-12:00PM 1:00PM-7:00PM	SHOW OFFICE - EXHIBITOR LOUNGE LOAD-IN PRODUCTION IN TRAINING	RC	EST. ATTENDANCE: 50 OVER 3 DAYS
TUES. FEB 26	GRSO 5TH GRADE CONCERT		DVPH	8:45AM 9:40AM-10:40AM 11:10AM-12:10PM	OUTSIDE DOORS OPEN PERFORMANCE PERFORMANCE	AK	EST. ATTENDANCE: 16,000 OVER 8 SHOWS

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DEVOSPLACE

WEEKLY - 2008

	WEST MICHIGAN HOME & GARDEN SHOW	GO A-B, GO C-D EH A-C, GG A-F BALL A-D	7:00AM 7:00AM-7:00PM 8:00AM-7:00PM	SHOW OFFICE - LOUNGE LOAD IN TRAINING	RC	EST. ATTEND: 50 OVER 3 DAYS
WED. FEB 27	GRSO 5TH GRADE CONCERT	DVPH	8:45AM 9:40AM-10:40AM 11:10AM-12:10PM	OUTSIDE DOORS OPEN PERFORMANCE PERFORMANCE	AK	EST. ATTENDANCE: 16,000 OVER 8 SHOWS
	WEST MICHIGAN HOME & GARDEN SHOW	GO A-B, GO C-D EH A-C, GG A-F	7:00AM 7:00AM-7:00PM	SHOW OFFICE - LOUNGE LOAD IN	RC	
	BLUEWATER TECHNOLOGIES EQUIPMENT TRAINING	BALL A-D	8:00AM-5:00PM 5:00PM	TRAINING / SHOWCASE PRODUCTION OUT	RC	EST. ATTENDANCE: 50 OVER 3 DAYS
THURS. FEB 28	GRSO 5TH GRADE CONCERT	DVPH	8:45AM 9:40AM-10:40AM 11:10AM-12:10PM	OUTSIDE DOORS OPEN PERFORMANCE PERFORMANCE	AK	EST. ATTENDANCE: 16,000 OVER 8 SHOWS
	MFA CONVENTION & TRADESHOW	BALL A-B RECITAL HALL	8:00AM 8:00AM-10:00PM 9:00AM	ARTCRAFT SETUP AND CLIENT MOVE IN FLOWERS ARRIVE	MJ	
	WEST MICHIGAN HOME & GARDEN SHOW	GO A-B, C-D GG SKYWALK EH A-C, GG A-F	7:00AM TBD 8:00AM-3:00PM 10:00AM 3:00PM-9:30PM	SHOW OFFICE - LOUNGE FLOWER SHOW LOAD IN HAND CARRY LOAD IN ONLY FIRE INSPECTION SHOW OPEN	RC	EST. ATTENDANCE: 35,000
FRI. FEB. 29	GRSO SPECIAL CONCERT V	DVPH	12P-5P 7:30P-10P	CHANGEVER REHEARSAL	AK	
	GRSO 5TH GRADE CONCERT	DVPH	8:45AM 9:40AM-10:40AM 11:10AM-12:10PM	OUTSIDE DOORS OPEN PERFORMANCE PERFORMANCE	AK	EST. ATTENDANCE: 16,000 OVER 8 SHOWS
	WEST MICHIGAN HOME & GARDEN SHOW	GO A-B, C-D EH A-C, GG A-F	9:00AM 8:00AM-11:00AM 11:00AM-12:00PM 12:00PM-9:30PM 4:00PM-8:00PM	SHOW OFFICE - LOUNGE JR. MASTER GARDENERS EXHIBITORS ALLOWED IN SHOW OPEN GARDENING CONF. SETUP	RC	EST. ATTENDANCE: 35,000
	GRSO SPECIAL CONCERT V	MON A-D DVPH / LYON DOCK	12:00PM-5:00PM 7:30PM-10:00PM	CHANGEVER REHEARSAL	AK	
	MFA CONVENTION & TRADESHOW	SECCHIA LOBBY BALL A-B RECITAL HALL BALL C SECCHIA LOBBY	8:00AM-8:00PM 8:00AM-6:00PM 8:00AM-12:00AM 12:00PM 3:00PM-7:00PM 4:00PM-6:30PM	REGISTRATION DESK OPEN EXHIBITOR MOVE IN DESIGN ROOM CLIENT TO TAPE FLOOR FINE ART AT DEVOS SETUP DESIGN CONTEST	MJ	

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DEVOSPLACE

WEEKLY - 2008

		WELSH LOBBY RO E-F	6:00PM 6:00PM 7:00PM-8:15PM	REGISTRATION BALLROOM CLOSED RETAIL SHOW TOUR MEETING LOCATION WORKSHOP		
SAT. MARCH 1	GRSO SPECIAL CONCERT V	DVPH	9:00AM-10:00AM 3:30PM-6:00PM 6:30PM 7:00PM 7:30PM 8:00PM-10:00PM 10:00PM-12:00AM 7:30AM 8:00AM-10:00PM 8:00AM-5:00PM 9:00AM-5:00PM 12:00PM-2:00PM 10:00AM-7:00PM 9:00AM-11:30AM 9:00AM-3:30PM 1:00PM-3:00PM 10:30AM-11:45AM 12:30PM-1:30PM 3:30PM-4:45PM 2:00PM-3:30PM	AUDITIONS (MUST BE QUIET) REHEARSAL OUTSIDE DOORS OPEN LOBBY OPEN SEATING OPEN PERFORMANCE MOVE OUT CLIENT ARRIVAL DESIGN ROOM REGISTRATION OPENS SHOW LUNCH FINE ARTS AT DEVOS CONCURRENT SESSIONS SESSION MAIN STAGE MAIN STAGE MCF WRITTEN TEST	AK	EST. ATTENDANCE: 1500
	MFA CONVENTION & TRADESHOW	RECITAL HALL SECCHIA LOBBY BALL A-B BALL C RO D-F RO A-B BOARDROOM BALL B RO C BOARDROOM	8:00AM 6:30AM 8:30AM-5:00PM 9:00AM-10:00AM 10:00AM-9:30PM	SHOW OFFICE - LOUNGE GARDENING CONF. ARRIVAL SESSIONS GARDENING CONF. EXHIBITORS ALLOWED IN SHOW OPEN	RC	EST. ATTENDANCE: 35,000
SUN. MARCH 2	YOUTH SYMPHONY	DVPH	10AM-1PM 1PM-2:40PM 3:00PM-5:15PM 5PM-6PM	CHANGEOVER REHEARSAL PERFORMANCE MINIMAL MOVE OUT	AK	
	MFA CONVENTION & TRADESHOW	SECCHIA LOBBY RECITAL HALL BALL A-B BALL C RO D-F RO A-B	7:00AM 7:30AM-5:00PM 8:00AM-6:00PM 8:00AM-3:30PM 8:00AM-8:30AM 12:00PM-2:00PM 11:00AM-6:00PM 9:00AM-11:30AM 11:00AM-12:00PM	CLIENT ARRIVAL REGISTRATION OPENS DESIGN ROOM SHOW BREAKFAST LUNCH FINE ARTS AT DEVOS CONCURRENT SESSIONS SESSION	MJ	EST. ATTENDANCE: 1000-1500

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DEVOSPLACE

WEEKLY - 2008

		BOARDROOM BALL B	1:00PM-2:30PM 3:00PM-4:30PM 1:00PM-3:00PM 8:00AM-9:00AM 9:15AM-10:45AM 11:00AM-12:15PM 1:30PM-3:30PM 3:30PM-10:30PM	SESSION SESSION MAIN STAGE MAIN STAGE MAIN STAGE MAIN STAGE EXHIBITOR TEAR DOWN RIVER OVERLOOK CHANGEOVER		
	WEST MICHIGAN HOME & GARDEN	GO A-B, C-D EH A-C, GG A-F	9:00AM 10:00AM-11:00AM 11:00AM-6:00PM 6:00PM-10:00PM	SHOW OFFICE - LOUNGE EXHIBITORS ALLOWED IN SHOW OPEN LOAD-OUT	RC	EST. ATTENDANCE: 35,000
MON. MARCH 3	HOPE COLLEGE RECEPTION	MON A-D	6:30PM-7:45PM	RECEPTION	AK	
	HOPE COLLEGE SHOWCASE	DVPH	9A-5P 5PM-6:45PM 8PM - 10PM 10PM - 12AM	MOVE IN REHEARSAL PERFORMANCE MOVE OUT	AK	
	WEST MICHIGAN HOME & GARDEN	GO A-B, C-D EH A-C, GG A-F	8:00AM 8:00AM-7:00PM	SHOW OFFICE LOAD-OUT	RC	
	PERRIGO GLOBAL FINANCE MEETING	RO D	7:30AM 8:00AM-5:00PM 12:00PM 2:00PM	CLIENT ARRIVAL & BREAKFAST MEETING LUNCH BREAK	BB	EST. ATTENDANCE: 35
	MFA CONVENTION & TRADESHOW	RO A-B, E-F RO D	8:00AM 9:30AM-3:30PM 12:00PM-1:00PM	CLIENT ARRIVAL MEETINGS LUNCH	MJ	
TUES. MARCH 4	ICSC WEST MICHIGAN ALLIANCE	BALL C	7:00AM-2:00PM	MEETING		
	2008 MACUL CONFERENCE	G A-F, GO A-H	10:00AM-5:00PM	IA & PRESENTER SETUP	MJ	
	RENT	DVPH/LYON DVPH	8AM-4PM 8PM - 10:30PM	MOVE IN PERFORMANCE	AK	
	PERRIGO GLOBAL FINANCE MEETING	RO D	7:30AM 8:00AM-5:00PM 12:00PM 2:00PM	CLIENT ARRIVAL & BREAKFAST MEETING LUNCH BREAK	BB	EST. ATTENDANCE: 35
	WEST MICHIGAN ASSOCIATION OF HEALTH UNDERWRITERS	BALL A-B	??? 3:30PM 4:00PM-8:00PM	PRODUCTIONS LOAD-IN CLIENT ARRIVAL EXHIBITOR LOAD IN		

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DeVos-PLACE

WEEKLY - 2008

WED. MARCH 5	2008 MACUL CONFERENCE	EH A-C GG A-F GO A-H EH C BALL B-D	7:00AM 7:30AM-9:00AM 8:30AM-6:30PM 8:30AM-12:00PM 1:00PM-4:30PM 7:00PM-9:00PM 3:00PM-10:00PM	CLIENT ARRIVAL REGISTRATION EXHIBITOR MOVE IN PRE-CONFERENCE WORKSHOP PRE-CONFERENCE WORKSHOP KICK-OFF RECEPTION IA SETUP	MJ	EST. ATTENDANCE: 2500
	PERRIGO GLOBAL FINANCE MEETING	RO D	7:30AM 8:00AM-5:00PM 12:00PM 2:00PM	CLIENT ARRIVAL & BREAKFAST MEETING LUNCH BREAK PERFORMANCE MOVE OUT	BB	EST. ATTENDANCE: 35
	RENT	DVPH DVPH/LYON	8PM - 10:30PM 10:30PM - 2AM		AK	
	WEST MICHIGAN ASSOCIATION OF HEALTH UNDERWRITERS	BALL A-B RO A RO B RO C BALL A-B BALL C BALL A-B BALL C	7:30AM ??? 8:00AM-9:00AM 8:00AM-11:00AM 9:00AM-11:00AM ??? 11:00AM-11:30AM 11:30AM-1:00PM 1:00PM-2:00PM 2:00PM-3:50PM 3:50PM 3:50PM-6:00PM 4:15PM-6:00PM	CLIENT ARRIVAL EXHIBITORS ALLOWED IN EXHIBITS OPEN CE CLASS CE CLASS CE CLASS EXHIBITS OPEN LUNCH KEYNOTE SPEAKER EXHIBITS OPEN AUCTION EXHIBITOR TEAR DOWN COCKTAILS		EST. ATTENDANCE: 400
THURS. MARCH 6	WEST MICHIGAN WOMEN'S EXPO	EH A-B	7:00am - 7pm	SETUP	RC	
	GRSO POPS V	DVPH	8AM-1PM 7:00PM-10PM	MOVE IN REHEARSAL	AK	
	2008 MACUL CONFERENCE	EH C BALL B-D GO A-D, G-H GRAND GALLERY GG A-F GO E-F	6:30AM 7:00AM-5:00PM 10:00AM-5:00PM 8:30AM-9:30AM 8:30AM-11:00AM 1:00PM-5:00PM 11:00AM-1:00PM 10:00AM-11:00AM 1:00PM-2:00PM 2:30PM-3:30PM 4:00PM-5:00PM	CLIENT ARRIVAL REGISTRATION EXHIBITS OPEN FEATURED SPEAKER WORKSHOPS WORKSHOPS STUDENT TECH SHOWCASE SESSIONS SESSIONS SESSIONS DINNER	MJ	EST. ATTENDANCE: 2500
	GERALD R. FORD COUNCIL - BOY SCOUTS	BALL A	8:00AM-11:59PM			

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DEVOS-PLACE

WEEKLY - 2008

FRI. MARCH 7	WEST MICHIGAN WOMEN'S EXPO	EH A-B	7:30am - 9:00am 10am - 8:00pm 8:00PM-10PM	SETUP EXHIBIT PERFORMANCE	RC	
	GRSO POPS V	DVPH			AK	
	2008 MACUL CONFERENCE	EH C GG A-F GO E-F GO A-D, G-H BALL B-D EH C	7:00AM 7:30AM-2:30PM 8:30AM-9:30AM 10:00AM-11:00AM 11:30AM-12:30PM 1:00PM-2:00PM 8:30AM-3:30PM 2:30PM-3:30PM 2:30PM-5:00PM	CLIENT ARRIVAL REGISTRATION EXHIBITS OPEN SESSIONS WORKSHOPS CLOSING SESSION EXHIBITOR MOVE OUT	MJ	EST. ATTENDANCE: 2500
SAT. MARCH 8	WEST MICHIGAN WOMEN'S EXPO	EH A-B	10am - 8pm	EXHIBIT	RC	
	GRSO POPS V	DVPH	8:00PM-10PM	PERFORMANCE	AK	
SUN. MARCH 9	WEST MICHIGAN WOMEN'S EXPO	EH A-B	11am - 5pm 5:15pm - 8pm	EXHIBIT LOAD OUT SETUP	RC	
	MICH. ASSOC. OF BROADCASTERS	BALL C-D BOARDROOM DVPH			RC	
	GRSO POPS V		3:00PM - 5PM	PERFORMANCE	AK	
MON. MARCH 10	MICH. ASSOC. OF BROADCASTERS	BALL A-B BALL C-D RO A-F BOARDROOM GG D-F GO A		EXHIBIT DINNER BREAKOUT ROOMS BREAKOUT ROOMS BREAKOUT ROOMS MEETING	RC	
	MASTER SOLUTIONS, LLC		8:00AM-11:59PM		BB	
TUES. MARCH 11	MICH. ASSOC. OF BROADCASTERS	RO A-F BOARDROOM GO A-H BALL C-D BALL A-B GG E-F EH A-C GO A-B DVPH GO A		BREAKOUT ROOMS BREAKOUT ROOMS BREAKOUT ROOMS GENERAL SESSION EXHIBITS BREAKOUT ROOMS SETUP SETUP REHEARSAL MEETING	RC	
	THE ULTIMATE SPORT & RV SHOW		8:00am - 6:00pm		MJ	
	GRSO CLASSICAL VII		7:30PM		AK	
	MASTER SOLUTIONS, LLC		8:00AM-11:59PM		BB	

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DEVOS-PLACE

WEEKLY - 2008

WED. MARCH 12	GRSO CLASSICAL VII	DVPH	3:30PM 7:30PM	REHEARSAL	AK	
	THE RIGHT PLACE BOARD OF DIRECTOR'S MEETING	BOARDROOM	8:00AM-5:00PM	MEETING	BB	
	THE ULTIMATE SPORT & RV SHOW	RO A-B EH A-C GO A-H	8:00am - 6:00pm	SETUP SETUP SETUP	MJ	
	MASTER SOLUTIONS, LLC	GO A	8:00AM-11:59PM	MEETING	BB	
THURS. MARCH 13	GRSO CLASSICAL VII	DVPH	7:30PM-10PM	REHEARSAL	AK	
	THE ULTIMATE SPORT & RV SHOW	RO A-B EH A-C GO A-H	8:00am - 2:00pm 3:00p - 10:00pm	SETUP EXHIBIT BREAKOUT	MJ	
FRI. MARCH 14	BPA ANNUAL STATE LEADERSHIP CONFERENCE	BALL A-D	8am-12pm 5pm 6pm 6:30pm-7pm 7:30pm-9pm 7PM-7:30PM 8PM-10PM 11:00am - 10:00pm	MOVE IN REHEARSAL SEATING MEETING OPENING SESSION PERFORMANCE UPBEAT EXHIBIT EXHIBIT BREAKOUT MEETING	TJ	
	GRSO CLASSICAL VII	RECITAL HALL DVPH			AK	
	THE ULTIMATE SPORT & RV SHOW	RO A-B EH A-C GO A-H			MJ	
	CITY MANAGER'S MEETING	SKYWALK	8:00AM-11:00AM		BB	
SAT. MARCH 15	BPA ANNUAL STATE LEADERSHIP CONFERENCE	BALL A-D	8am-3pm 5pm 6pm 6:30pm-8:45om 8:45pm-9:30pm 9:30pm-12am 7PM-7:30PM 8PM-10PM 10P-12A 9:00am - 9:00pm	OPEN TESTING REHEARSAL DOORS DINNER CHANGEOVER DANCE PERFORMANCE UPBEAT MOVE OUT EXHIBIT EXHIBIT BREAKOUT	TJ	
	GRSO CLASSICAL VII	RECITAL HALL DVPH			AK	
	THE ULTIMATE SPORT & RV SHOW	RO A-B EH A-C GO A-H			MJ	

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DEVOS-PLACE

WEEKLY - 2008

SUN. MARCH 16	BPA ANNUAL STATE LEADERSHIP CONFERENCE	BALL A-D	7:30am 9am-12pm 12pm-3pm	REHEARSAL AWARD SESSION MOVE OUT	TJ	
	THE ULTIMATE SPORT & RV SHOW	RO A-B EH A-C GO A-H	10:00am - 6:00pm	EXHIBIT EXHIBIT BREAKOUT	MJ	
MON. MARCH 17	THE ULTIMATE SPORT & RV SHOW	RO A-B EH A-C GO A-H	8:00am - 12:00pm	TEAR DOWN TEAR DOWN TEAR DOWN	AK	
	BGR - TWELVE ANGRY MEN	DVPH	TBD	HOUSE STRIP	MJ	
TUES. MARCH 18	BGR - TWELVE ANGRY MEN	DVPH	TBD	HOUSE STRIP	AK	
	CVB LUNCHEON	BOARDROOM	8:00AM-5:00PM	LUNCH		
WED. MARCH 19	BGR - TWELVE ANGRY MEN	DVPH	8:00PM-5:00PM 7:30PM-9:10PM	MOVE IN PERFORMANCE (NO INTERMISSION)	AK	
	WISH BALL	BALL A		SETUP		
	LEADERSHIP GRAND RAPIDS	BALL B	8:00AM-11:59PM	DINNER		
	ASSOCIATION FOR CORPORATE GROWTH	BALL C-D BALL P-FUNC	12:00PM-11:59P 12:00PM-11:59P	DINNER RECEPTION		
	HUB INTERNATIONAL MIDWEST	RO A-B	8:00AM-5:00PM	MEETING		
THUR. MARCH 20	GRSO BOARD MEETING	RECITAL HALL		MEETING		
	BGR - TWELVE ANGRY MEN	DVPH	2:00PM-3:40PM 7:30PM-9:10PM	PERFORMANCE PERFORMANCE (NO INTERMISSION)	AK	
	WISH BALL	RO E-F BALL A		LUNCH DINNER		
FRI. MARCH 21	BGR - TWELVE ANGRY MEN	DVPH	8PM-9:40PM	PERFORMANCE (NO INTERMISSION)	AK	
SAT. MARCH 22	BGR - TWELVE ANGRY MEN	DVPH	2:00PM-3:40PM 8PM-9:40PM	PERFORMANCE PERFORMANCE (NO INTERMISSION)	AK	

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DEVOS-PLACE

WEEKLY - 2008

SUN. MARCH 23	BGR - TWELVE ANGRY MEN	DVPH	2:00PM-3:40PM 7:30PM-9:10PM 9PM-12AM	PERFORMANCE PERFORMANCE (NO INTERMISSION) MOVE OUT	AK	
MON. MARCH 24	DON QUIXOTE	DVPH/LYON DVPH	8AM - 6PM 7PM-10PM 10PM-10:30PM	MOVE IN REHEARSAL NOTES ON STAGE	AK	

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