



Agenda

Board of Directors

Friday, February 3, 2012

Following CAA Operations Committee Meeting

Kent County Commission Chambers

300 Monroe, NW – Grand Rapids, MI

- | | | |
|----|---|-------------------|
| 1. | Call to Order | Steven R. Heacock |
| 2. | Presentation by Grand Rapids Ballet Company | Glenn Del Vecchio |
| 3. | Minutes of January 6, 2012 | Action |
| 4. | Committee Reports | |
| | A. Operations Committee | |
| | i. Budget Amendment for Capital Expenditure | Action |
| | ii. Budget Amendment for Diversity Initiative | Action |
| | iii. Extension of Wine Show Agreement with ShowSpan | Action |
| | B. Finance Committee | |
| | i. Acceptance of SMG Financial Statements | Action |
| | ii. Acceptance of CAA Financial Statements | Action |
| 5. | SMG Report and Facilities Calendars | Information |
| 6. | Public Comment | |
| 7. | Adjournment | |

**Next Meeting Date: Friday, March 2, 2012 Immediately
Following the CAA Finance Committee Meeting**

**MINUTES OF THE GRAND RAPIDS-KENT COUNTY
CONVENTION/ARENA AUTHORITY
BOARD OF DIRECTORS MEETING
Friday, January 6, 2012**

1. Call to Order

Steve Heacock, Chairperson, called the meeting to order at 8:00 a.m. Secretary/Treasurer, Birgit Klohs, recorded the meeting minutes.

Attendance

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

Members Absent: Gary McInerney

Staff/Others:	Daryl Delabbio	Kent County
	Brian Dykema	Interested Citizen
	Scott Gorsline	Grand Rapids Griffins
	Tim Gortsema	Grand Rapids Griffins
	George Helmstead	Experience Grand Rapids
	Chris Machuta	SMG
	Rich MacKeigan	SMG
	Stan Ponstein	Kent County
	Doug Small	Experience Grand Rapids
	Greg Sundstrom	City of Grand Rapids
	Eddie Tadlock	SMG
	Susan Waddell	CAA
	Jim Watt	SMG
	Jana Wallace	City of Grand Rapids
	Rod Weeber	SMG
	Richard Wendt	Dickinson Wright

2. Going Green in Grand Rapids

Eddie Tadlock, Assistant General Manager-DeVos Place®, and Rod Weeber, Director of Facilities, attended the meeting to present an update on SMG's continuous commitment to be environmentally conscious, by implementing green practices into facility operations. SMG has adopted the latest methodologies in sustainability, such as automated faucets and flushing systems, as well as a membrane style roof that is light in color to help reflect heat away from the building, thereby reducing energy costs. To help minimize power usage, DeVos Place® uses computer controlled lighting and HVAC systems designed to control lights, heating, and cooling during peak event activities. SMG participates with local business in a city-wide composting program. SMG purchases recycled paper products for office use and

recycles toner cartridges. SMG is switching over to environmentally green housekeeping products where practical and has replaced 7,000 florescent lamps at the convention center and 2,200 at the arena (from 32 watts to 25 watts). Savor uses disposable and biodegradable food and beverage containers. Single-stream recycling was implemented in 2008 and SMG has implemented a battery recycling program. DeVos Place® was the first convention center in Michigan to be certified as a green venue. SMG has been adjusting the ice plant temperatures and has found a 5-10% energy savings by turning up the temperature a couple of degrees when the ice is not in use. The Amway Grand Plaza is doing its share by participating in the composting program and donating food to charities.

3. Minutes of Prior Meeting

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

4. Election of Officers

Officers of the CAA are elected in January of every second year since the initial organizational Board meeting of April 18, 2000. The current slate of officers is: Steven R. Heacock – Chair; Joseph A. Tomaselli – Vice Chair; and Birgit M. Klohs – Secretary/Treasurer. The recommended slate of officers is: Steven R. Heacock – Chair; Joseph A. Tomaselli – Vice Chair; and Birgit M. Klohs – Secretary/Treasurer.

Motion: Mr. Chamberlin, supported by Mr. Tomaselli, moved to approve the recommended slate of officers, for terms expiring in January 2014. The motion carried unanimously.

5. Committee Reports

A. Operations Committee.

Mr. Chamberlin reported that there have been no new developments since the Operations Committee met in October 2011. Mr. Helmstead provided an overview of the CVB's recent sales activities, marketing efforts, and major bid presentations.

B. Finance Committee.

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

Motion: Ms. Klohs, supported by Mr. Tomaselli, moved to accept the SMG Financial Statements for DeVos Place® and the Van Andel Arena® for the period ended November 30, 2011. The motion carried unanimously.

ii. CAA Financial Statements

Motion: Ms. Klohs, supported by Mr. Tomaselli, moved to accept the CAA Financial Statements for the period ended November 30, 2011. The motion carried unanimously.

Ms. Klohs stated that the Rossetti report would be presented at the March Finance Committee meeting. Chair Heacock asked the Finance Committee to look at long-term capital needs and what would happen at the useful end of life of the venues.

6. SMG Report and Facilities Calendar

Mr. MacKeigan presented a summary of the upcoming events that will be held at Van Andel Arena® and DeVos Place®. LaughFest returns to Grand Rapids in March, and the box office will handle all of the ticketing again. The Whitecaps Winter Banquet returns to DeVos Place® on January 18. Amy Carrigan, Savor's Regional Director of Food and Beverage, has accepted another position in Chicago.

7. Public Comment

None.

8. Next Meeting Date

The date for next CAA Board meeting is Friday, February 3, 2012, in the Kent County Commission Chambers, Kent County Administration Building, 300 Monroe Avenue, NW, immediately following the CAA Operations Committee meeting.

9. Adjournment

Chair Heacock would like improved communication and reporting with the County Board and City Commission. Chair Heacock asked members to begin thinking of Board and committee successors. There being no other business, the meeting adjourned at 8:50 a.m.

Birgit M. Klohs, Recording Secretary



To: CAA Board Members

From: Richard MacKeigan

Date: January 18, 2012

Re: FY 2012 Budget Amendment

Convention
Arena
Authority

Steven Heacock,
Chairman
Birgit Klohs
Floyd Wilson, Jr.
Gary McInerney
George Heartwell
Joseph Tomaselli
Lew Chamberlin

On June 4, 2010, the CAA Board approved its FY 2011 Administrative Operating Budget and Consolidated Income Statement that included a capital expenditure in the amount of \$50,000 for Lyon Street Design Costs. Only \$29,000 was spent during the course of the fiscal year. Although this line item was not fully expended, the balance of \$21,000 was not included on the FY 2012 budget request as a carryover item. The design team is looking at completing their Lyon Street work and they require additional funds to do so. The project will refurbish that portion of Lyon Street between the Amway Grand Plaza Hotel and DeVos Place®. The total project estimate is currently being developed, as is the requested payment towards the project by each of the parties involved. The participants in the project include the CAA, DDA, Windquest, and the Amway Grand Plaza Hotel. Each is being asked to provide an additional \$50,000 in funding to go towards the completion of the design, which will also provide an accurate total project cost.

Based on the above, I am requesting the CAA Board of Directors amend the Capital Budget for this current fiscal year to allow for the additional work for design costs in an amount not to exceed \$50,000. If approved, I will authorize Sue Waddell to provide a check for the design team. I anticipate a line item in the upcoming budget for the completion of the actual construction work.



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

DEVOS PLACE

DeVos Place®
303 Monroe Ave. NW
Grand Rapids, MI 49503-2233
616.742.6500
Fax 616.742.6590



To: CAA Board Members

From: Richard MacKeigan

Date: January 23, 2012

Re: FY 2012 Budget Amendment

Convention
Arena
Authority

Steven Heacock,
Chairman
Birgit Klohs
Floyd Wilson, Jr.
Gary McInerney
George Heartwell
Joseph Tomaselli
Lew Chamberlin

On June 3, 2011, the CAA Board approved its FY 2012 Administrative Operating Budget and Consolidated Income Statement that included a line-item for the diversity initiative in the amount of \$50,000 and placed under the direction of the Community Inclusion Group (CIG). The original budget for the CIG did not anticipate securing entertainment events, yet it has revealed itself to be a priority amongst CIG members, as well as the communities we are trying to attract. Therefore, I would like to request an additional \$40,000 to secure events with targeted demographics in the African-American and Hispanic markets.

Based on the above, I am requesting the CAA Board of Directors amend the Budget for this current fiscal year to allow for the additional allocation in an amount not to exceed \$40,000.



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To: CAA Board Members

From: Richard MacKeigan

Date: January 15, 2012

Re: Extension of Memorandum of Agreement with
Wine & Food Festival, LLC

Convention
Arena
Authority

Steven Heacock,
Chairman
Birgit Klohs
Floyd Wilson, Jr.
Gary McInerney
George Heortwell
Joseph Tomaselli
Lew Chamberlin

On July 15, 2011, the CAA Board entered into a Memorandum of Agreement with Wine & Food Festival, LLC, ("WFF") to co-promote and co-own an annual consumer wine and food event at DeVos Place®. Pursuant to Section 3, Term, I am recommending that the CAA extend said agreement, upon the same terms and conditions contained therein, for three (3) additional years.

The festival has established itself as the largest in the Midwest for the celebration and tasting of the finest foods, wines, beers and spirits. The CAA and WFF have enjoyed an excellent working relationship, and the event grows more successful each year.

Based on the above, I am requesting the CAA Board of Directors approve a three-year extension of the Memorandum of Agreement with Wine & Food Festival, LLC. SMG will work with Attorney Dick Wendt to finalize the agreement. ShowSpan has expressed a desire to extend under the current terms, so we will see no significant changes to the agreement.



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DEVOS PLACE

DE VOS PLACE

**FINANCIAL STATEMENT
FOR THE PERIOD ENDED DECEMBER 31, 2011**

Distribution:

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



An SMG Managed Facility

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

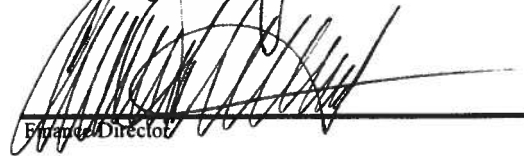
	YTD Actual	Roll	TOTAL FYE	BUDGET FYE	VARIANCE
NO. EVENTS	261	221	482	477	5
ATTENDANCE	208,538	310,000	518,538	513,000	5,538
DIRECT EVENT REVENUE	1,020,430	1,504,308	2,524,738	2,531,170	(6,432)
ANCILLARY REVENUE	969,824	991,672	1,961,496	1,890,266	71,230
TOTAL EVENT REVENUE	1,990,254	2,495,980	4,486,234	4,421,436	64,798
TOTAL OTHER REVENUE	136,865	110,600	247,465	218,245	29,220
TOTAL OPERATING REVENUE	2,127,119	2,606,580	4,733,699	4,639,681	94,018
INDIRECT EXPENSES					
EXECUTIVE	74,410	105,000	179,410	176,104	(3,306)
FINANCE	117,410	108,500	225,910	230,513	4,603
MARKETING	43,380	57,600	100,980	104,162	3,182
OPERATIONS	693,214	755,000	1,448,214	1,440,134	(8,080)
EVENT SERVICES	433,118	505,000	938,118	966,856	28,738
BOX OFFICE	51,095	37,000	88,095	79,211	(8,884)
SALES	175,831	190,000	365,831	362,659	(3,172)
OVERHEAD	965,159	1,075,300	2,040,459	2,055,546	15,087
TOTAL OPERATING EXP.	2,553,618	2,833,400	5,387,017	5,415,184	28,168
NET REVENUE ABOVE EXPENSES	(426,499)	(226,820)	(653,318)	(775,503)	122,186
INCENTIVE FEE			-	0	-
NET OPERATING REVENUE OVER OPERATING EXPENSES	(426,499)	(226,820)	(653,318)	(775,503)	122,186

Comments:

DeVos Place continues to perform very well as compared to both budget and prior year in both overall rental revenue and ancillary spending. Current bookings for the balance of the fiscal year look to be strong and should continue the strong overall performance of the facility. The first couple of months of the calendar year will give us a strong indication on the consumer show season which could lead to some upside when compared to the forecast of exceeding budget by \$120,000.



General Manager



Finance Director

**DE VOS PLACE
FINANCIAL STATEMENT HIGHLIGHTS
FOR MONTH ENDED DECEMBER 31, 2012**

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

MONTH	December Actual	December Budget	December FY 2011
Number of Events	46	51	36
Attendance	62,895	49,235	42,150
Direct Event Income	\$243,901	\$212,324	\$182,648
Ancillary Income	200,403	124,328	201,401
Other Income	33,054	31,975	27,099
Indirect Expenses	(470,603)	(451,266)	(506,273)
Net Income	<u>\$6,755</u>	<u>(\$82,639)</u>	<u>(\$95,125)</u>

YTD	YTD 2012 Actual	YTD 2012 Budget	YTD 2011 Prior Year
Number of Events	261	266	235
Attendance	208,538	223,706	180,503
Direct Event Income	\$1,020,430	\$1,106,522	\$942,674
Ancillary Income	969,824	927,449	931,273
Other Income	136,865	108,600	91,439
Indirect Expenses	(2,553,618)	(2,707,596)	(2,484,483)
Net Income	<u>(\$426,499)</u>	<u>(\$565,025)</u>	<u>(\$519,097)</u>

EVENT INCOME

Direct event income came in higher than budget for the month with much of the overage due to a very successful Broadway run of Les Miserables and Ballet run of Nutcracker which were both the highest attended runs for the respective arts groups in many years.

ANCILLARY INCOME

Ancillary income exceeded budgeted expectations, however, was consistent with prior year. Spending overall was very good and the variance to budget is more due to the budgeting of averages and the mix of December events are stronger in the ancillary area.

INDIRECT EXPENSES

Indirect expenses came in at expected levels for the month.

DeVos Place
Income Statement
For the Six Months Ending December 31, 2011

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	Year to Date Actual	Year to Date Budget	Variance	Year to Date Prior Year
Event Income								
Direct Event Income								
Rental Income	\$234,249	\$195,480	\$38,769	\$177,589	\$1,077,809	\$1,127,632	(\$49,823)	\$1,013,391
Service Revenue	448,745	261,534	187,211	256,908	1,296,458	1,004,111	292,347	910,208
Service Expenses	(439,093)	(244,690)	(194,403)	(251,849)	(1,353,837)	(1,025,221)	(328,616)	(980,925)
Total Direct Event Income	243,901	212,324	31,577	182,648	1,020,430	1,106,522	(86,092)	942,674
Ancillary Income								
F&B Concession	15,761	6,813	8,948	11,789	47,379	42,029	5,350	43,740
F&B Catering	61,880	42,678	19,202	74,637	353,137	316,622	36,515	334,672
Novelty Sales	1,738	1,697	41	1,215	4,901	7,141	(2,240)	3,119
Booth Cleaning	19,712	8,384	11,328	19,640	81,179	92,159	(10,980)	83,528
Telephone/Long Distance	0	756	(756)	0	113	7,554	(7,441)	225
Electrical Services	41,985	23,311	18,674	39,884	197,931	196,424	1,507	188,430
Audio Visual	35,074	18,170	16,904	32,678	168,319	152,980	15,339	159,589
Internet Services	4,298	1,661	2,637	2,711	26,859	21,871	4,988	32,721
Equipment Rental	19,955	20,858	(903)	18,847	90,006	90,869	(863)	85,249
Total Ancillary Income	200,403	124,328	76,075	201,401	969,824	927,449	42,375	931,273
Other Event Income								
Ticket Rebates(Per Event)	31,424	27,392	4,032	23,051	123,498	81,102	42,396	67,102
Total Other Event Income	31,424	27,392	4,032	23,051	123,498	81,102	42,396	67,102
Total Event Income	475,728	364,044	111,684	407,100	2,113,752	2,115,073	(1,321)	1,941,049
Other Operating Income								
Luxury Box Agreements	1,357	1,750	(393)	1,802	8,145	10,500	(2,355)	10,811
Other Income	273	2,833	(2,560)	2,246	5,222	16,998	(11,776)	13,526
Total Other Operating Income	1,630	4,583	(2,953)	4,048	13,367	27,498	(14,131)	24,337
Adjusted Gross Income	477,358	368,627	108,731	411,148	2,127,119	2,142,571	(15,452)	1,965,386
Operating Expenses								
Salaries and Wages	416,417	231,512	184,905	330,831	1,469,142	1,389,072	80,070	1,372,892
Payroll Taxes and Benefits	103,394	60,020	43,374	79,690	395,406	360,120	35,286	343,437
Labor Allocations to Events	(303,140)	(123,027)	(180,113)	(197,342)	(879,143)	(738,162)	(140,981)	(755,919)
Net Salaries and Benefits	216,671	168,505	48,166	213,179	985,405	1,011,030	(25,625)	960,410
Contracted Services	29,471	23,340	6,131	28,534	150,105	140,040	10,065	148,833
General and Administrative	33,230	28,475	4,755	49,638	155,916	170,850	(14,934)	155,614
Operations	2,202	9,812	(7,610)	5,390	62,712	58,872	3,840	58,990
Repair and Maintenance	35,999	41,922	(5,923)	37,621	249,299	251,532	(2,233)	202,844
Operational Supplies	2,414	19,083	(16,669)	3,505	86,431	114,498	(28,067)	79,512
Insurance	19,646	17,192	2,454	15,307	88,490	103,152	(14,662)	97,842
Utilities	117,428	129,450	(12,022)	139,731	694,010	776,700	(82,690)	700,230
SMG Management Fees	13,542	13,487	55	13,368	81,250	80,922	328	80,208
Total Operating Expenses	470,603	451,266	19,337	506,273	2,553,618	2,707,596	(153,978)	2,484,483
Net Income(Loss) From Operations	6,755	(82,639)	89,394	(95,125)	(426,499)	(565,025)	138,526	(519,097)
Other Non-Operating Expenses								
Adjusted Net Income(Loss)	6,755	(82,639)	89,394	(95,125)	(426,499)	(565,025)	138,526	(519,097)

SMG DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Year to Date Event Summary Report
For the Six Months Ending December 31, 2011

Event Type	Events/Days		Attendance		Total Event Income	
	Actual	Budget	Actual	Budget	Actual	Budget
Convention/Trade Shows	59	63	50,884	70,245	887,432	902,853
Consumer/Gated Shows	13	13	16,703	26,001	107,853	158,922
Devos Performance Hall	72	72	84,070	83,650	500,260	448,593
Banquets	30	26	16,198	16,900	163,726	190,268
Meetings	69	69	17,705	16,560	257,352	227,631
Other	23	23	22,978	10,350	197,128	186,806
GRAND TOTALS	266	266	208,538	223,706	2,113,752	2,115,073

As Percentage of Overall

Convention/Trade Shows	22.18%	23.68%	24.40%	31.40%	41.98%	42.69%
Consumer/Gated Shows	4.89%	4.89%	8.01%	11.62%	5.10%	7.51%
Devos Performance Hall	27.07%	27.07%	40.31%	37.39%	23.67%	21.21%
Ballroom Exclusive	11.28%	9.77%	7.77%	7.55%	7.75%	9.00%
Meetings	25.94%	25.94%	8.49%	7.40%	12.18%	10.76%
Other	8.65%	8.65%	11.02%	4.63%	9.33%	8.83%

**DeVos Place
Balance Sheet
As of December 31, 2011**

ASSETS

Current Assets

Cash	682,643
Account Receivable	896,040
Prepaid Expenses	95,903

Total Current Assets

\$1,674,585

Total Assets

\$1,674,585

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	(275,213)
Accrued Expenses	319,822
Deferred Income	38,380
Advanced Ticket Sales & Deposits	952,128

Total Current Liabilities

\$1,035,118

Other Liabilities

Equity

Funds Remitted to CAA	(300,000)
Expenses Paid Direct by CAA	604,350
Beginning Balance Equity	761,617
Current Year Equity	(426,500)

Total Equity

\$639,468

Total Liabilities and Equity

\$1,674,586

SMG - DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
As of December 31, 2011

Current - Under 30 Days	
Food & Beverage	77,641
Ticketing	32,392
Merchandise	-
Decorating	19,711
Audio/Visual	49,868
Van Andel Arena	68,053
Operating	492,524
 Over 30 Days	 113,027
 Over 60 Days	 42,824
 Over 90 Days	
 Total Accounts Receivable	 896,040

**SMG - Van Andel Arena & DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Management Fee Summary
Fiscal Year Ending June 30, 2012**

MANAGEMENT FEE SUMMARY

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2011 Estimate
Net Revenue above Expenses	989,734	(653,318)	336,416	368,125
Benchmark			750,000	700,000
Excess	989,734	(653,318)	(413,584)	(331,875)

Incentive Fee Calculation (Only if above greater than zero)

	Arena Estimate	DeVos Place Estimate	Total Estimate	Total Estimate
Base Fee	162,500	162,500	325,000	320,834
Incentive Fee				
Revenue	4,877,915	4,733,699	9,611,614	9,514,544
Benchmark Revenue	4,800,000	4,200,000	9,100,000	9,100,000
Revenue Excess	77,915	533,699	511,614	414,544
Incentive Fee **	-	-	-	-
Total SMG Management Fee	162,500	162,500	325,000	320,834

** 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 DECEMBER 31, 2011**

Distribution:

Grand Rapids – Kent County Convention / Arena Authority

Robert White

Bob McClintock

Lewis Dawley

Gary McAneney

Howard Feldman

Richard MacKeigan

Chris Machuta



An SMG Managed Facility

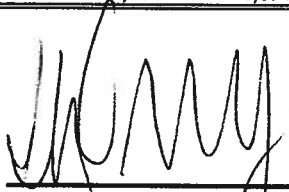
**VAN ANDEL ARENA
ROLLING FORECAST
FISCAL YEAR ENDING JUNE 30, 2012**

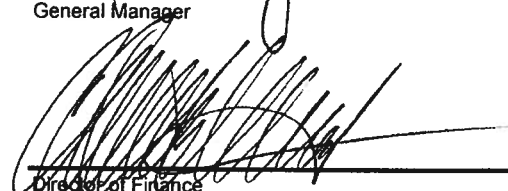
	YTD	ROLL	TOTAL FYE	BUDGET FYE	VARIANCE
NO. EVENTS	41	62	103	100	3
ATTENDANCE	217,856	294,500	512,356	542,200	(29,844)
DIRECT EVENT INCOME	521,373	715,000	1,236,373	1,259,448	(23,075)
ANCILLARY INCOME	451,214	585,000	1,036,214	1,101,555	(65,341)
TOTAL EVENT INCOME	972,587	1,300,000	2,272,587	2,361,003	(88,416)
TOTAL OTHER INCOME	1,210,328	1,395,000	2,605,328	2,635,440	(30,112)
TOTAL INCOME	2,182,915	2,695,000	4,877,915	4,996,443	(118,528)
INDIRECT EXPENSES					
EXECUTIVE	92,501	95,500	188,001	178,704	(9,297)
FINANCE	102,161	126,000	228,161	239,921	11,760
MARKETING	123,678	138,000	261,678	272,230	10,552
OPERATIONS	748,689	845,000	1,593,689	1,603,341	9,652
BOX OFFICE	51,959	66,000	117,959	124,564	6,605
LUXURY SEATING	21,716	52,500	74,216	87,276	13,060
SKYWALK ADMIN	8,717	14,200	22,917	23,956	1,039
OVERHEAD	666,560	735,000	1,401,560	1,395,230	(6,330)
TOTAL INDIRECT EXP.	1,815,980	2,072,200	3,888,181	3,925,222	37,041
NET REVENUE ABOVE EXPENSES	366,935	622,800	989,734	1,071,221	(81,487)
LESS INCENTIVE FEE	-	-	-	-	-
NET REVENUE ABOVE EXPENSES AFTER INCENTIVE	366,935	622,800	989,734	1,071,221	(81,487)

Comments:

At the half way point of the fiscal year the Arena continues to have strong activity, however, with sales on a handful of key events falling short of expectations causing a shortfall as compared to budget, however, well ahead of where the facility was at prior year.

It is anticipated that activity will continue to be strong throughout the fiscal year, with most of the forecasted events already on sale, but the mix of events does not appear that it will offset the shortfall.


General Manager


Director of Finance

**VAN ANDEL ARENA
FINANCIAL STATEMENT HIGHLIGHTS
FOR MONTH ENDED DECEMBER 31, 2011**

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

MONTH	December Actual	December Budget	December FY 2011
Number of Events	10	10	15
Attendance	73,072	68,900	89,127
Direct Event Income	\$183,201	\$188,733	\$162,133
Ancillary Income	111,373	113,775	152,300
Other Income	240,695	222,208	258,000
Indirect Expenses	(347,010)	(327,101)	(364,229)
Net Income	<u>\$188,259</u>	<u>\$197,615</u>	<u>\$208,204</u>

YTD	YTD 2012 Actual	YTD 2012 Budget	YTD 2011 Prior Year
Number of Events	41	43	47
Attendance	217,856	246,900	217,384
Direct Event Income	\$521,373	\$665,027	\$394,509
Ancillary Income	451,214	505,937	381,278
Other Income	1,210,328	1,338,748	1,003,037
Indirect Expenses	(1,815,980)	(1,962,606)	(1,850,153)
Net Income	<u>\$366,935</u>	<u>\$547,106</u>	<u>(\$71,329)</u>

EVENT INCOME

Event income came in at expected levels for the month as the TSO concert held during the month helped offset lower than expected sales for The Gaither Homecoming.

ANCILLARY INCOME

Ancillary income came in at expected levels for the month as per cap spending continues to be strong.

INDIRECT EXPENSES

Indirect expenses came in consistent with expectations overall.

Van Andel Arena
Income Statement
For the Six Months Ending December 31, 2011

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	Year to Date Actual	Year to Date Budget	Variance	Year to Date Prior Year
Event Income								
Direct Event Income								
Rental Income	\$203,017	\$221,937	(18,920)	\$205,166	\$627,886	\$811,707	(183,821)	\$619,877
Service Revenue	164,998	148,492	16,506	226,843	691,007	674,002	17,005	756,941
Service Expenses	(184,814)	(181,696)	(3,118)	(269,876)	(797,520)	(820,682)	23,162	(982,309)
Total Direct Event Income	183,201	188,733	(5,532)	162,133	521,373	665,027	(143,654)	394,509
Ancillary Income								
F&B Concession	93,092	95,827	(2,735)	123,998	369,842	417,927	(48,085)	326,168
F&B Catering	8,590	7,700	890	11,810	32,295	33,062	(767)	21,253
Novelty Sales	5,171	5,628	(457)	9,457	36,287	43,128	(6,841)	20,104
Booth Cleaning	0	0	0	355	0	0	0	355
Audio Visual	0	0	0	0	0	0	0	18
Other Ancillary	4,520	4,620	(100)	6,680	12,790	11,820	970	13,380
Total Ancillary Income	111,373	113,775	(2,402)	152,300	451,214	505,937	(54,723)	381,278
Other Event Income								
Ticket Rebates(Per Event)	58,480	35,174	23,306	66,397	172,399	223,044	(50,645)	106,886
Total Other Event Income	58,480	35,174	23,306	66,397	172,399	223,044	(50,645)	106,886
Total Event Income	353,054	337,682	15,372	380,830	1,144,986	1,394,008	(249,022)	882,673
Other Operating Income								
Luxury Box Agreements	123,556	128,035	(4,479)	134,475	693,487	761,710	(68,223)	584,309
Advertising	54,000	52,083	1,917	44,000	317,133	312,498	4,635	278,724
Other Income	4,659	6,916	(2,257)	13,128	27,309	41,496	(14,187)	33,118
Total Other Operating Income	182,215	187,034	(4,819)	191,603	1,037,929	1,115,704	(77,775)	896,151
Adjusted Gross Income	535,269	524,716	10,553	572,433	2,182,915	2,509,712	(326,797)	1,778,824
Operating Expenses								
Salaries and Wages	199,414	160,923	38,491	221,609	949,497	965,538	(16,041)	915,138
Payroll Taxes and Benefits	46,464	45,035	1,429	50,924	235,553	270,210	(34,657)	206,176
Labor Allocations to Events	(87,278)	(72,806)	(14,472)	(123,668)	(433,146)	(436,836)	3,690	(346,494)
Net Salaries and Benefits	158,600	133,152	25,448	148,865	751,904	798,912	(47,008)	774,820
Contracted Services	21,402	22,140	(738)	15,167	115,429	132,840	(17,411)	119,774
General and Administrative	32,260	27,758	4,502	33,917	140,820	166,548	(25,728)	175,923
Operations	1,789	4,742	(2,953)	2,965	11,740	28,452	(16,712)	13,066
Repair and Maintenance	12,114	17,599	(5,485)	33,744	127,966	105,594	22,372	78,054
Operational Supplies	9,491	17,550	(8,059)	17,381	75,004	105,300	(30,296)	93,064
Insurance	15,663	10,840	4,823	11,033	55,187	65,040	(9,853)	66,196
Utilities	82,149	79,833	2,316	87,789	456,506	478,998	(22,492)	449,048
SMG Management Fees	13,542	13,487	55	13,368	81,424	80,922	502	80,208
Total Operating Expenses	347,010	327,101	19,909	364,229	1,815,980	1,962,606	(146,626)	1,850,153
Net Income(Loss) From Operations	188,259	197,615	(9,356)	208,204	366,935	547,106	(180,171)	(71,329)
Other Non-Operating Expenses								
Adjusted Net Income(Loss)	188,259	197,615	(9,356)	208,204	366,935	547,106	(180,171)	(71,329)

SMG - Van Andel Arena
Grand Rapids - Kent County Convention/Arena Authority
Event Summary
For the Six Months Ended December 31, 2011

Event Type	Events/Days		Attendance		Total Event Income	
	Actual	Budget	Actual	Budget	Actual	Budget
Family Show	11	12	26,651	25,000	58,871	81,066
Sporting Event	1	1	9,052	9,000	77,269	57,480
Concert	9	13	61,304	113,500	783,626	1,025,206
Team Home Games	10	16	47,777	94,400	206,600	215,808
Other	1	1	6,503	5,000	18,618	14,448
GRAND TOTALS	32	43	151,287	246,900	1,144,986	1,394,008

As Percentage of Overall

Family Show	34.38%	27.91%	17.62%	10.13%	5.14%	5.82%
Sporting Event	3.13%	2.33%	5.98%	3.65%	6.75%	4.12%
Concert	28.13%	30.23%	40.52%	45.97%	68.44%	73.54%
Team Home Games	31.25%	37.21%	31.58%	38.23%	18.04%	15.48%
Other	3.13%	2.33%	4.30%	2.03%	1.63%	1.04%

Van Andel Arena
Balance Sheet
As of December 31, 2011

ASSETS

Current Assets

Cash	3,214,868
Account Receivable	462,720
Prepaid Expenses	108,321

Total Current Assets	\$3,785,909
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Total Assets	\$3,785,909
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LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	172,893
Accrued Expenses	885,772
Deferred Income	1,160,004
Advanced Ticket Sales & Deposits	948,636

Total Current Liabilities	\$3,167,305
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Other Liabilities

Equity

Funds Remitted to CAA	(500,000)
Expenses Paid Direct by CAA	285,173
Beginning Balance Equity	466,496
Current Year Equity	366,935

Total Equity	\$618,604
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Total Liabilities and Equity	\$3,785,909
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5

SMG - Van Andel Arena
Grand Rapids - Kent County Convention/Arena Authority
Summary of Accounts Receivable
As of December 31, 2011

Current - Under 30 Days	
Food & Beverage	204,977
Ticketing	174,137
Merchandise	-
Permanent Advertising	-
DeVos Place	(68,053)
Operating	101,313
 Over 30 Days	 17,346
 Over 60 Days	 33,000
 Over 90 Days	
 Total Accounts Receivable	 462,720

**SMG - Van Andel Arena & DeVos Place
Grand Rapids - Kent County Convention/Arena Authority
Management Fee Summary
Fiscal Year Ending June 30, 2012**

MANAGEMENT FEE SUMMARY

	Arena Estimate	DeVos Place Estimate	Total Estimate	FY 2011 Estimate
Net Revenue above Expenses	989,734	(653,318)	336,416	368,125
Benchmark			750,000	700,000
Excess	989,734	(653,318)	(413,584)	(331,875)

Incentive Fee Calculation (Only if above greater than zero)

	Arena Estimate	DeVos Place Estimate	Total Estimate	Total Estimate
Base Fee	162,500	162,500	325,000	320,834
Incentive Fee				
Revenue	4,877,915	4,733,699	9,611,614	9,514,544
Benchmark Revenue	4,800,000	4,200,000	9,100,000	9,100,000
Revenue Excess	77,915	533,699	511,614	414,544
Incentive Fee **	-	-	-	-
Total SMG Management Fee	162,500	162,500	325,000	320,834

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



Memorandum

To: CAA Board

From: Robert J. White

Subject: December 31, 2011, Administrative Financial Statements

Date: January 25, 2012

The attached interim Balance Sheet and Income Statement are formatted to provide additional information concerning the Convention/Arena Authority administrative account (unconsolidated) – excluding facility manager financial activity (separately reported). Consolidated statements will continue to be compiled on a quarterly basis.

These statements are prepared on a cash basis. The Balance Sheet includes a two-year comparative financial position at December 31 for Fiscal Years 2011 and 2012. The Income Statement provides a line item comparison of accounts for the current fiscal year as compared to a similar period in the prior fiscal year. In addition, the Income Statement provides a comparison of current year budget to prior year (FY 2011) actual. It will allow the reader to compare expenditure trends with full-year budgetary allowances.

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

Balance Sheet (Unconsolidated):

- The cash and investments position decreased by \$.5 million from June 30, 2011. This is generally in line with the budget forecast.
- Fund balance increased by \$1.2 million from the December 31, 2010 level. This increase is attributed primarily to capital additions of equipment. The working capital position increased by \$.24 million.

December Revenue/Expense:

- Transfers from SMG. The decrease from prior year is attributed to a more conservative forecast for FY 2012 concert activity at the Van Andel Arena®. This revenue item will move back to budget forecast through the balance of the fiscal year.
- Parking Management. Current-year expenses include \$57,715 for sealing/stripping of the DeVos Place® parking facility. After discounting for this activity, recurring expenses are within budget.

- **Interest earnings.** The FY 2012 budget forecast was based on an average interest earnings rate of 1%. Interest was reported at 0.76% for July, declining to rate of 0.534% for December. At current trends, a revised full-year forecast would approximate \$120,000, resulting in a budget shortfall of \$86,000.
- **Utilities.** Current expenditures do not include all electrical charges at DeVos Place® for November and December. After accrual for these invoices, current expenses are trending at 3.1% over prior year, which is in line with budget.
- **The current DID assessment expense** includes only partial payment. The City has not yet mailed the invoice for Van Andel Arena®. Upon receipt and payment of the invoice, expenses will match the budget.
- **Overall Expense.** Operating expenses are budgeted at a 9.7% annual increase. For the first six months of the fiscal year, actual operating expenses are running at a 4.2% increase over prior year.

These reports are intended to provide a summary analysis of administrative activities over the course of the fiscal year. These reports continue to be updated on a monthly basis.

Grand Rapids-Kent County Convention/Arena Authority
Balance Sheet (Unconsolidated)
December 31, 2011

		<u>2010</u>	<u>2011</u>
<u>Assets</u>			
Cash	- Operating	\$ 251,642	\$ 351,370
Investments	- Kent County	20,571,889	20,715,011
Capital Assets (Net)		<u>788,841</u>	<u>1,611,131</u>
Total Assets		<u><u>\$ 21,612,372</u></u>	<u><u>\$ 22,677,512</u></u>
<u>Liabilities & Fund Balance</u>			
Accounts Payable		\$ 314,896	\$ 185,725
Fund Balance		<u>21,297,476</u>	<u>22,491,787</u>
Total Liabilities & Fund Balance		<u><u>\$ 21,612,372</u></u>	<u><u>\$ 22,677,512</u></u>

Grand Rapids-Kent County Convention/Arena Authority
Statement of Revenues, Expenditures and Changes in Fund Balance
For the Year Ending June 30, 2012

	Annual			Year-To-Date		
	FY 2011 Final	FY 2012 Budget	Percentage Change	FY 2011 7/1 - 12/31	FY 2012 7/1 - 12/31	Percentage Change
Revenues:						
Transfers from SMG	\$ 2,652,127	\$ 2,645,318	(0.2)	\$ 1,150,000	\$ 800,000	44.4
Parking	956,690	1,090,000	13.9	344,453	385,664	12.0
Interest	200,030	206,000	3.0	111,845	68,674	(38.6)
Miscellaneous	30,981	30,000	(3.2)	5,474	9,578	75.0
Total Revenues	3,839,828	3,971,318	3.4	1,611,772	1,263,916	(21.6)
Expenditures:						
Operations						
- Utilities	2,284,002	2,349,600	2.9	991,476	941,655	(5.0)
- Parking Management	190,802	263,579	38.1	52,936	113,472	114.4
- Pedestrian Safety	104,015	108,000	3.8	25,231	19,846	(21.3)
- Marketing - CVB/Sports	100,000	100,000	-	25,000	25,000	-
- DID Assessment	55,103	58,721	6.6	55,103	38,398	(30.3)
- Landscaping	17,895	30,000	67.6	14,270	16,367	14.7
- Food & Beverage Repairs	7,500	40,000	433.3	-	-	-
Administration						
- Wages/Benefits	144,169	116,724	(19.0)	61,474	46,928	(23.7)
- Consulting Services ⁽²⁾	-	76,663	100+	-	52,667	100+
- Professional Services	77,697	71,000	(8.6)	34,154	34,991	2.4
- Diversity Initiative	35,828	50,000	39.6	12,820	28,256	120.4
- Procurement of Art	9,100	30,000	229.7	-	9,229	100+
- Insurance	23,561	24,000	1.9	23,561	27,502	16.7
- Supplies/Other	36,386	67,500	85.5	16,497	13,560	(17.8)
Operating Expenditures	3,086,058	3,385,787	9.7	1,312,522	1,367,871	4.2
Capital R/R/A ⁽¹⁾						
Total Expenditures	3,416,302	926,000	(72.9)	2,693,022	289,401	(89.0)
Excess (Deficiency) of Revenues	6,502,360	4,311,787		4,005,544	1,657,272	
Over Expenditures	(2,662,532)	(340,469)	87.2	\$ (2,393,772)	\$ (393,356)	83.6
Balance, beginning of period	24,728,394	22,065,862				
Balance, end of period	\$ 22,065,862	\$ 21,725,393				

NOTES:

(1) R/R/A - Repair/Replacement/Additions

(2) Includes a \$50,000 allowance for the cost of an economic impact study and \$26,663 for an SMG administrative contract

VAN ANDEL ARENA® WEEKLY

Item 5

DATE '12	EVENT	EC	MOD	ROOM	TIME	FUNCTION
Wed, Jan 25	Griffins vs Rochester	GC	TODD	Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
	Big-L-Lumber	DG		Banquet B/C	5:30P-7P	Banquet
	The Printery			East Nest	6P-9:30P	Banquet
	Dematic			West Nest	6P-9:30P	Banquet
	Studio3Twenty/IT Resource			MOS Corner Office	6P-9:30P	Banquet
	St. Stephens Church			Suite 101A	6P-9:30P	Banquet
	Dave Austin			Suite 101B	6P-9:30P	Banquet
	Thur, Jan 26			Available		
Fri, Jan 27	Available					
Sat, Jan 28	Available					
Sun, Jan 29	Available					
Mon, Jan 30	Savor	KH		Banquet B	6P-7P	TIPS training
Tue, Jan 31	Available					
Wed, Feb 1	Available					
Thur, Feb 2	Available					
Fri, Feb 3	Griffins vs Hamilton	GC	EDDIE	Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
	Creative Dining Services	DG		Banquet B/C	5:30P-7P	Banquet
	Young Professionals of W. Mich			5/3 Vault/Banquet D	5:30P-7P	Banquet
	Priority Health			Crease Club	6P-9:30P	Banquet
	Hickey Combs			West Nest	6P-9:30P	Banquet
	Michigan Office Solutions			MOS Corner Office	6P-9:30P	Banquet
	New Horizons Great Lakes			Suite 101A	6P-9:30P	Banquet
Sat, Feb 4	Griffins vs Hamilton	GC	JIM	Arena	10:30 AM 11A-5P 6:00 PM 7P-9:30P 9:30P-9:50P 9:50P-10:10P	Doors Cross Ice jamboree Doors Hockey game Post-game skate Post-game autographs
	Gentex Corporation	DG		Banquet B/C	5:30P-7P	Banquet
	Lake Michigan Credit Union			East Nest	6P-9:30P	Banquet
	Gordon Food Service			West Nest	6P-9:30P	Banquet
	Williams Form Engineering			MOS Corner Office	6P-9:30P	Banquet
	Great Wolf Lodge			Suite 101A	6P-9:30P	Banquet
	Bruce Whetter			Suite 316	6P-9:30P	Banquet
Sun, Feb 5	Available					
Mon, Feb 6	Available					
Tue, Feb 7	Available					
Wed, Feb 8	Available					
Thur, Feb 9	Available					
Fri, Feb 10	Griffins vs Houston	GC	ROD	Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
	Michigan Tech Alumni	DG		Banquet B/C	5:30P-7P	Banquet
	Lori Hess			Banquet D	6P-7P	Banquet
	Priority Health			Crease Club	6P-9:30P	Banquet
	West Side Beer			East Nest	6P-9:30P	Banquet
	Downtown Courtyard Marriott			MOS Corner Office	6P-9:30P	Banquet
	Shaw Industries			Suite 101A	6P-9:30P	Banquet

Sat, Feb 11	Griffins vs Houston	GC	LYNNE	Arena	10A-12:30P 12:30 PM 1P-3P 6:00 PM 7P-9:30P 9:30P-9:50P	Team practice Doors Pre-game hockey game Doors Hockey game Post-game skate
	Juvenile Diabetes Research Fndtn	DG		Banquet All	5:30P-7P	Banquet
	Grand Haven Cheer Team			Crease Club	6P-8P	Staging area
	Fox Shawmut Hills			East Nest	6P-9:50P	Banquet
	Summit Training Source			West Nest	6P-9:50P	Banquet
	Rodgers Printing			MOS Corner Office	6P-9:50P	Banquet
	J & H Oil Company			Suite 101A	6P-9:50P	Banquet
	Lux for Men			Suite 101B	6P-9:50P	Banquet
Sun, Feb 12	Griffins vs San Antonio	GC	JIM	Arena	10A-12:30P 4:00 PM 5P-7:30P 7:30P-7:50P 7:50P-8:10P	Team practice Doors Hockey game Post-game skate Post-game autographs
		BE		Banquet D	3:30P-6:30P	Bingo
	Jaded 8	RM		Crease Club	3:30P-8:10P	Band performance
	Northwood University	DG		Banquet B	4P-5P	Banquet
	WGVU			Banquet C	4P-5P	Banquet
	March of Dimes Sig Chef Auction			East Nest	4P-8:10P	Banquet
	Mackenzie's Animal Shelter			West Nest	4P-8:10P	Banquet
	Certificate winner			MOS Corner Office	4P-8:10P	Banquet
	Lake Michigan Credit Union			Suite 101A	4P-8:10P	Banquet
	Mon, Feb 13			Available		
Tue, Feb 14	Available					
Wed, Feb 15	Available					
Thur, Feb 16	Casting Crowns		CHRIS			
Fri, Feb 17	Available					
Sat, Feb 18	Griffins vs Peoria	GC	TODD	Arena	10A-12:30P 1P-2P 2:30P-3:30P 4P-5P 6:00 PM 7P-9:30P 9:30P-9:50P	Team practice Pre-game hockey game Pre-game hockey game Pre-game hockey game Doors Hockey game Post-game autographs
	Custom Profile	DG		Banquet All	6P-7P	Banquet
	Steve Kane			Crease Club	6P-9:50P	Banquet
	Metro Health			East Nest	6P-9:50P	Banquet
	Hovingh Concrete			West Nest	6P-9:50P	Banquet
	Purple Game Donation			MOS Corner Office	6P-9:50P	Banquet
	Action Mold & Machining			Suite 101A	6P-9:50P	Banquet
	US Army 322 nd Medical Company			Suite 101B	6P-9:50P	Banquet
Sun, Feb 19	Available					
Mon, Feb 20	Available					
Tue, Feb 21	Available					
Wed, Feb 22	Griffins vs Hamilton	GC	EDDIE	Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
	Northwood University	DG		Banquet B	6P-7P	Banquet
	Edward Jones			Banquet C	6P-7P	Banquet
	Service Now			Banquet D	6P-7P	Banquet
	Railside Golf			Crease Club	6P-9:30P	Banquet
	The Printery			East Nest	6P-9:30P	Banquet
	Delta Dental of Michigan			West Nest	6P-9:30P	Banquet
	Service Now			MOS Corner Office	6P-9:30P	Banquet
	Nordic Hot Tubs			Suite 101A	6P-9:30P	Banquet
	Metals USA			Suite 101B	6P-9:30P	Banquet

Thur, Feb 23	Available					
Fri, Feb 24	Griffins vs Lake Erie	GC	LYNNE	Arena	10A-12:30P 6:00 PM 7P-9:30P	Team practice Doors Hockey game
	TWB	DG		Banquet C	6P-7P	Banquet
	Kohl's			Banquet D	6P-7P	Banquet
	Dance Network Academy			Crease Club	6P-8P	Staging area
	Earthlink			East/West Nest MOS Corner Office	6P-9:30P	Banquet
	Star Tickets			Suite 101A	6P-9:30P	Banquet
Sat, Feb 25	Available					
Sun, Feb 26	Disney Live!: Three Classic Fairy Tales		CHRIS			

DEVOSPLACE

REVISED WEEKLY – 2012

TUES. JAN 31	Association of Presbyterian Church Educators 2012 National Convention	Ballroom A-D Ballroom AB	7:00am 8:00am- 1:00pm 3:30pm	Client Arrival Production/AV Load-In/Client Set-Up Piano Tuner	JD	
	Grand Rapids Camper, Travel and RV Show	Exhibit Hall A-C	7:00am 7:30am-6:00pm	Client Arrival Vendor Load In	JL	
	Opera GR: <i>The Magic Flute</i>	DVPH	8am – 6pm 7:30pm – 10:30pm	Move In/Lighting focus and Cueing Rehearsal with Orchestra	AK	
WED. FEB 1	Association of Presbyterian Church Educators 2012 National Convention	Ballroom AB	1:00pm-2:30pm 2:45pm- 5:30pm	Practice for Welcome Welcome Gathering and Worship	JD	Est. Attendance: 700
	Grand Rapids Camper, Travel and RV Show	Exhibit Hall A-C	7:30am 8:00am-6:00pm	Client Arrival Vendor Load In	JL	
	Opera GR: <i>The Magic Flute</i>	DVPH	8am – 6pm 7:30pm – 10:30pm	Move In/Lighting focus and Cueing Open Dress Rehearsal with Orchestra	AK	Est. Attendance: 1200
THURS. FEB 2	Association of Presbyterian Church Educators 2012 National Convention	Ballroom AB Ballroom AB Ballroom AB RO and GGO Rooms Ballroom AB	9:00am 9:45am-11:15am 1:30pm- 3:00pm 3:00pm- 6:00pm 4:00pm- 5:30pm	Practice for Gathering Worship Gathering Gathering Plenary Production Load-In Conversation with Event Artist	JD	Est. Attendance: 700
	Grand Rapids Camper, Travel and RV Show	Exhibit Hall A-C Exhibit Hall A-C Exhibit Hall A-C	7:30am 8:00am-12:00pm TBD	Client Arrival Vendor Load In Fire Inspection Show Hours	JL	Est. Attendance: 3,750
	Opera GR: <i>The Magic Flute</i>	DVPH	3:00pm-9:30pm	Dark		
FRI. FEB 3	Association of Presbyterian Church Educators 2012 National Convention	River Overlook E River Overlook C River Overlook D River Overlook F River Overlook B GG Overlook G GG Overlook D GG Overlook F GG Overlook B GG Overlook C GG Overlook E GG Overlook H River Overlook A	8:00am 9:00am-10:30am	Client Arrival Workshops 1 - 20	JD	Est. Attendance: 700
			9:00am-3:30pm	Seminar		

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		GG Overlook E GG Overlook G GG Overlook D GG Overlook A GG Overlook F GG Overlook C GG Overlook H GG Overlook B River Overlook D River Overlook C River Overlook F River Overlook E	11:00a-12:30p	Workshops 25 – 40		
		River Overlook B River Overlook F River Overlook D River Overlook C River Overlook E GG Overlook G GG Overlook A GG Overlook C GG Overlook F GG Overlook E GG Overlook D GG Overlook B GG Overlook H	2:00pm- 3:30pm	Workshops 41- 59		
		Ballroom AB GG Overlook G GG Overlook E GG Overlook C GG Overlook F GG Overlook H GG Overlook A GG Overlook B River Overlook E River Overlook B River Overlook D River Overlook C River Overlook F	3:00 pm 4:00pm- 5:30pm	Banners come together on stage Workshops 63- 81		
		Ballroom AB	5:00pm- 6:00pm 6:30pm 6:00pm- 9:00pm	Awards Presentation Practice Banquet Served Meeting, Awards Banquet, APCE's Got Talent	JL	Est. Attendance: 3,750
Grand Rapids Camper, Travel and RV Show		Exhibit Hall A-C Exhibit Hall A-C	9:00am 10:00am 12:00pm-9:30pm	Client Arrival Vendors Allowed in Hall Show Hours	AK	Est. Attendance: 1200
Opera GR: The Magic Flute		DVPH Orchestra Seating	6:00pm 6:30pm 7:00pm	Outside Doors Open Lobby Open Seating Open		

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			7:30pm – 10:30pm	Performance		
SAT. FEB 4	Association of Presbyterian Church Educators 2012 National Convention	Ballroom AB	7:00am 8:00am-9:00am 9:00am-12:00pm 2:00pm-5:00pm	Client Arrival Breakfast Gathering Closing Worship Production Load-Out	JD	Est. Attendance: 700
	Grand Rapids Camper, Travel and RV Show	Exhibit Hall A-C Grand Gallery AB Exhibit Hall A-C	7:30am 8:00am 9:00am-11:00am 10:00am-9:00pm	Client Arrival Vendors Allowed in Hall Pancake Breakfast Show Hours	JL	Est. Attendance: 3,750
	Opera GR: <i>The Magic Flute</i>	DVPH	6:00pm 6:30pm 7:00pm 7:30pm – 10:30pm 10:30pm – 2:30am	Outside Doors Open Lobby Open Seating Open Performance Move Out	AK	Est. Attendance: 1200
SUN. FEB 5	Grand Rapids Camper, Travel and RV Show	Exhibit Hall A-C Exhibit Hall A-C Exhibit Hall A-C	7:30am 8:00am 10:00am-6:00pm 6:15pm-10:00pm	Client Arrival Vendors Allowed in Hall Show Hours Vendor Load Out	JL	Est. Attendance: 3,750
MON. FEB 6	Grand Rapids Camper, Travel and RV Show	Exhibit Hall A-C	7:30am 8:00am-3:00pm	Client Arrival Vendor Load Out	JL	
TUES. FEB 7	GRS CLASSICAL 6: ROMANTIC PIANO	DVPH	8:00AM-11:59PM	SETUP		
WED. FEB 8	WEST MI GOLF SHOW	EH B EH B STORAGE	8:00AM-11:59PM 8:00AM-11:59PM	SETUP OFFICE		
	Auto-Wares 2012 Annual Customer Outing	Exhibit Hall C	All Day	ArtCraft Set Up	DA	
	GRS CLASSICAL 6: ROMANTIC PIANO	DVPH	8:00AM-11:59PM	SETUP		
THURS. FEB 9	WEST MI GOLF SHOW	EH B EH B STORAGE	8:00AM-11:59PM 8:00AM-11:59PM	SETUP SETUP		
	Auto-Wares 2012 Annual Customer Outing	Ballroom CD Exhibit Hall C Grand Gallery F Exhibit Hall C Ballroom AB	8:00am 8:00am 8:00am-5:00pm 10:00am-7:00pm 10:00am	Client Arrival Finish AV Set Up Registration Set Up PBE Meeting Vendor Load In AV Set Up Client Departure	DA	Est. Attendance: 2500

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	GRS CLASSICAL 6: ROMANTIC PIANO	DVPH	8:00AM-11:59PM	SETUP		
FRI. FEB 10	WEST MI GOLF SHOW	EH B EH B STORAGE	8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT OFFICE		
	Auto-Wares 2012 Annual Customer Outing	Exhibit Hall C Pre-Function Exhibit Hall C Chase, GGO A-H, GG A-F, & RO A-F Ballroom CD Ballroom AB Ballroom CD Ballroom Pre-Function Ballroom CD Exhibit Hall C Exhibit Hall C Ballroom CD to Ballroom C, D	6:00am 7:00am-9:00pm 7:00am-1:45pm 7:00am 9:00am-11:30am 11:00a-12:15p 12:30pm-2:30pm 2:30pm-2:45pm 2:45pm-5:15pm 4:15pm-4:30pm 5:30pm-9:00pm After 6pm 9:30pm	Client Arrival Registration Vendor Set Up Set Up Breakouts Company Store Meeting AWI/CSC Lunch Sessions Break Sessions Vendor Meeting Trade Show & Reception OPS CHANGEOVER Client Departure MEETING	DA	Est. Attendance: 2500
	CITY MANAGERS MEETING	MON A	8:00AM-11:59PM	MEETING	DA	
	GRS CLASSICAL 6: ROMANTIC PIANO	DVPH	8:00AM-11:59PM	PERFORMANCE		
SAT. FEB 11	WEST MI GOLF SHOW	EH B EH B STORAGE	8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT OFFICE		
	Auto-Wares 2012 Annual Customer Outing	Exhibit Hall C Exhibit Hall C Ballroom C Chase Boardroom, GGO A-H, GG A-F, & RO A-F Ballroom D Exhibit Hall C Ballroom AB Chase Boardroom, GGO A-H, GG A-F, & RO A-F Exhibit Hall C Ballroom AB Ballroom AB Ballroom C, D, Breakouts Ballroom AB	6:00am 6:30am-8:00am 6:30am-3:00pm 8:00am-3:30pm 8:00am-11:00am 9:00am-3:30pm 10:00am-2:00pm 11:00am-2:00pm 1:00pm-5:00pm 2:00pm 2:00pm 3:30pm-6:00pm 4:00pm 6:00pm-9:00pm 9:00pm-11:00pm 11:30pm	Client Arrival Coffee & Pastries Registration State Certification Testing Sessions What's "New" Sessions Trade Show Lunch Sessions Vendor Load Out OPS CHANGEOVER to PM Room Set Set Up for Casino Night AV Load Out Casino Night Casino Night Tear Down Client Departure PERFORMANCE	DA	Est. Attendance: 2500
	GRS CLASSICAL 6: ROMANTIC PIANO	DVPH	8:00AM-11:59PM	PERFORMANCE		

DEVOSPLACE

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SUN. FEB 12	WEST MI GOLF SHOW	EH AB EH B STORAGE EH A-C	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT OFFICE SETUP		
	GRAND RAPIDS BOAT SHOW	DVPH	8:00AM-11:59PM	PERFORMANCE		JD
	BROADWAY GR: RAIN					
MON. FEB 13	GRAND RAPIDS BOAT SHOW	EH A-C GG GG A-F GGO A-H	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW		JD
	Spartan Stores GM/HBC Show	Ballroom A-D, Business Center DVPH	11:00am 12:00pm-6:00pm 8:00AM-11:59PM	Client Arrival Spartan Stores Load In SETUP		DA
	GRS SYMPHONICBOOM: LORD OF THE RINGS: THE RETURN OF THE KING					
TUES. FEB 14	GRAND RAPIDS BOAT SHOW	EH A-C GG GG A-F GGO A-H	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW		JD
	Spartan Stores GM/HBC Show	Ballroom A-D, Business Center, Secchia Lobby	6:30am 7:00am 8:00am-3:00pm 3:00pm-6:00pm 6:00pm-8:00pm 8:30pm	Client Arrival Spartan Stores Arrival Vendor Load In Show Open - Sneak Peak Show Open - Tuesday Night Madness Client Departure		DA Est. Attendance: 400
	GRS SYMPHONICBOOM: LORD OF THE RINGS: THE RETURN OF THE KING	DVPH	10AM-12:30PM 2PM-4:30PM 7PM-10PM	REHEARSAL REHEARSAL REHEARSAL		AK
WED. FEB 15	GRAND RAPIDS BOAT SHOW	EH A-C GG GG A-F GGO A-H	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW		JD
	Spartan Stores GM/HBC Show	Secchia Lobby Ballroom A-D, Bus. Center Secchia Lobby Ballroom A-D, Bus. Center DVPH	6:30am 7:00am-9:00am 8:00am-4:00pm 11:30am-1:00pm 4:00pm-7:00pm 7PM-10:30PM	Client Arrival Breakfast Show Open Lunch Vendor & Spartan Stores Load Out REHEARSAL		DA Est. Attendance: 400
	GRS SYMPHONICBOOM: LORD OF THE RINGS: THE RETURN OF THE KING					AK
THURS. FEB 16	GRAND RAPIDS BOAT SHOW	EH A-C GG GG A-F GGO A-H	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW		JD

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	FIFTH THIRD ANNUAL OFFICERS MEETING	BALL C	8:00AM-11:59PM	MEETING	AC
	GRS SYMPHONICBOOM: LORD OF THE RINGS: THE RETURN OF THE KING	DVPH	8:00AM-5PM 7PM-10:30PM	SETUP REHEARSAL	AK
FRI. FEB 17	GRAND RAPIDS BOAT SHOW	EH A-C GG GG A-F GGO A-H	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW	JD
	2012 GVSU Presidents' Ball	Ballroom A-D Monroe D Ballroom A-D Secchia Lobby Ballroom A-D River Overlook Ballroom A-D	9:00am-4:00pm 10:00am-5:30pm 1:00pm-2:00pm 1:00pm 4:00pm 5:30pm-6:30pm 6:30pm-8:00pm 8:00pm-8:30pm 8:00pm-8:30pm 8:30pm-12:30am 11:00pm 12:30am-2:30am	Production Load In Client/Committee Setup Crew Lunch Operations to place Stage and set Tables DJ Load in/Sound check Reception/Cocktails Dinner Dessert Reception Changeover from Dinner to Dance Dance Doors Close to new guests Production Load Out RECEPTION	TJ Est. Attendance: 4,500
	MSAE MEMBER MIXER	SKYWALK	8:00AM-11:59PM	RECEPTION	AC
	GRS SYMPHONICBOOM: LORD OF THE RINGS: THE RETURN OF THE KING	DVPH	7PM-10:30PM	PERFORMANCE	AK
SAT. FEB 18	GRAND RAPIDS BOAT SHOW	EH A-C GG GG A-F GGO A-H	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW	JD
	AFBF YOUNG FARMER & RANCHER CONFERENCE	SECCHIA BALL AB BALL CD RO A-F CHASE MON A-D RECITAL BUS. CNTR BALL A COAT	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT LUNCH GENERAL SESSION BREAKOUT BREAKOUT BREAKOUT BREAKOUT OFFICE STORAGE PERFORMANCE MOVE OUT	DA
	GRS SYMPHONICBOOM: LORD OF THE RINGS: THE RETURN OF THE KING	DVPH	7PM-10:30PM 10:30PM-1:30AM	PERFORMANCE MOVE OUT	AK
SUN. FEB 19	GRAND RAPIDS BOAT SHOW	EH A-C GG GG A-F GGO A-H	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW	JD
	AFBF YOUNG FARMER & RANCHER CONFERENCE	SECCHIA BALL AB BALL CD RO A-F	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT LUNCH GENERAL SESSION BREAKOUT	DA

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		CHASE MON A-D RECITAL BUS. CNTR BALL A COAT DVPH MON ROOMS	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 3PM-6PM 7PM-9PM 9PM-11PM 9PM-10PM	BREAKOUT BREAKOUT OFFICE STORAGE MOVE IN PERFORMANCE RECEPTION MOVE OUT		
		GOOD VS EVIL AN EVENING WITH ANTHONY BOURDAIN AND ERIC RIPERT				AK
MON. FEB 20		GRAND RAPIDS BOAT SHOW	EH A-C GG GG A-F GGO A-H	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW	JD
		AFBF YOUNG FARMER & RANCHER CONFERENCE	BALL CD BALL A COAT	8:00AM-11:59PM 8:00AM-11:59PM	GENERAL SESSION STORAGE	DA
		125th LINCOLN DAY DINNER	BALL AB CHASE RO A-F	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	RECEPTION RECEPTION RECEPTION	JD
		BROADWAY GR. MARY POPPINS	DVPH	TBD	HOUSE STRIP	AK
TUES. FEB 21		GRAND RAPIDS BOAT SHOW	GGO AB	8:00AM-11:59PM	OFFICE	JD/D A
		MI ASSOC. OF INSURANCE AGENTS 2012 ANNUAL CONV.	SECCHIA LOBBY BALL A-D	8:00AM-11:59PM 8:00AM-11:59PM	REGISTRATION EXHIBIT SET UP	JL
		BROADWAY GR. MARY POPPINS	DVPH/LYON	TBD-12AM	MOVE IN	AK
WED. FEB 22		GRAND RAPIDS BOAT SHOW	GGO AB	8:00AM-11:59PM	OFFICE	JD/D A
		S. ABRAHAM & SONS	EH BC	8:00AM-11:59PM	SETUP	DA
		MI ASSOC. OF INSURANCE AGENTS 2012 ANNUAL CONV.	SECCHIA LOBBY BALL A-D GG A-F	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	REGISTRATION EXHIBIT BREAKOUT ROOMS	JL
		BROADWAY GR. MARY POPPINS	DVPH	8:00AM- 6:00PM 7:30PM-10:15PM	MOVE IN PERFORMANCE	AK
THURS. FEB 23		GRAND RAPIDS BOAT SHOW	GGO AB	8:00AM-11:59PM	OFFICE	JD/D A
		S. ABRAHAM & SONS	EH A EH BC GG C-F	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	DINNER EXHIBIT BREAKOUT	DA
		GVSU CAREER FAIR	BALL A-D	8:00AM-11:59PM	EXHIBIT	AC
		BROADWAY GR. MARY POPPINS	DVPH	7:30PM-10:15PM	PERFORMANCE	AK

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FRI. FEB 24	GRAND RAPIDS BOAT SHOW	GGO AB	8:00AM-11:59PM	OFFICE	JD/D
	S. ABRAHAM & SONS	EH BC GG C-F BALL A-D	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	EXHIBIT BREAKOUT DINNER	DA
	RPOA ANNUAL MEETING	RO A-F RO LOBBY	8:00AM-11:59PM 8:00AM-11:59PM	MEETING MEETING	AC
	ST. MARY'S RECOGNITION EVENT	EH A	8:00AM-11:59PM	RECEPTION	JD
	BROADWAY GR. MARY POPPINS	DVPH	8:00PM-10:45PM	PERFORMANCE	AK
SAT. FEB 25	GRAND RAPIDS BOAT SHOW	GGO AB	8:00AM-11:59PM	OFFICE	JD/D
	WEST MICHIGAN WEDDING ASSOCIATION	BALL A-D	8:00AM-11:59PM	EXHIBIT	JD/D
	RPOA ANNUAL MEETING	RO A-F RO LOBBY	8:00AM-11:59PM 8:00AM-11:59PM	MEETING MEETING	AC
	BROADWAY GR. MARY POPPINS	DVPH	2:00PM-4:45PM 8:00PM-10:45PM	PERFORMANCE PERFORMANCE	AK
SUN. FEB 26	GRAND RAPIDS BOAT SHOW	GGO AB	8:00AM-11:59PM	OFFICE	JD/D
	WEST MICHIGAN WEDDING ASSOCIATION	BALL A-D	8:00AM-11:59PM	EXHIBIT TEARDOWN	JD/D
	BROADWAY GR. MARY POPPINS	DVPH	1:00PM-3:45PM 6:30PM-9:15PM 9:30PM-5:30AM	PERFORMANCE PERFORMANCE MOVE OUT	AK
MON. FEB 27	WEST MI HOME & GARDEN SHOW	EH ABC GG GG A-F GGO A-D	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW	DA
	SMG	BALL A-D MON A-D SECCHIA	ALL DAY	MAINTENANCE	RW
	GRS: FIFTH GRADE CONCERTS	DVPH	1PM-5PM	MOVE IN	JH
TUES. FEB 28	WEST MI HOME & GARDEN SHOW	EH ABC GG GG A-F GGO A-D BALL AB	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW MOVE-IN	DA
	FIFTH THIRD TREASURY MANAGEMENT FORUM				AC
	GRS: FIFTH GRADE CONCERTS	DVPH	9:40AM-10:40AM 11:10AM-12:10P	PERFORMANCE PERFORMANCE	JH
WED. FEB 29	WEST MI HOME & GARDEN SHOW	EH ABC GG	8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW	DA

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		GG A-F GGO A-D	8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW		
	FIFTH THIRD TREASURY MANAGEMENT FORUM	BALL AB CHASE GGO E-H RO A-F	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	MEETING BREAKOUT BREAKOUT BREAKOUT		AC
	GRS: FIFTH GRADE CONCERTS	DVPH	9:40AM-10:40AM 11:10AM-12:10P	PERFORMANCE PERFORMANCE		JH
THURS. MAR 1	WEST MI HOME & GARDEN SHOW	EH A-C GG GG A-F GGO A-H	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW		
	MI FLORAL ASSOC. 2012 CONVENTION & TRADESHOW	RO A-F BALL A BALL A PRE	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	SET UP SET UP		
	DTE CUSTOMER ASSISTANCE DAY	BALL AB CHASE	8:00AM-11:59PM	PUBLIC SHOW		
	GRS: FIFTH GRADE CONCERTS	DVPH	8:00AM-11:59PM	PUBLIC SHOW PERFORMANCES		
FRI. MAR 2	WEST MI HOME & GARDEN SHOW	EH A-C GG GG A-F GGO A-H	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW		
	MI FLORAL ASSOC. 2012 CONVENTION & TRADESHOW	RO A-F BALL A BALL A PRE	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	STAGING AREA BREAKOUT ROOMS SET UP		
	GRS: FIFTH GRADE CONCERTS	DVPH	8:00AM-11:59PM	REGISTRATION PERFORMANCES		
	CELEBRATION OF SOUL	BALL CD BALL CD PRE-FUNC	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	BANQUET REGISTRATION		
SAT. MAR 3	WEST MI HOME & GARDEN SHOW	EH A-C GG GG A-F GGO A-H	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW		
	MI FLORAL ASSOC. 2012 CONVENTION & TRADESHOW	RO A-F BALL A BALL A PRE	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	STAGING AREA BREAKOUT ROOMS SET UP		
	GRS: SYMPHONY WITH SOUL	DVPH	8:00AM-11:59PM	REGISTRATION PERFORMANCE		
SUN. MAR 4	WEST MI HOME & GARDEN SHOW	EH A-C GG GG A-F GGO A-H	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW		

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	MI FLORAL ASSOC. 2012 CONVENTION & TRADESHOW	RECITAL HALL RO A-F BALL A BALL A PRE DVPH	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	STAGING AREA BREAKOUT ROOMS SET UP REGISTRATION PERFORMANCE		
	GRAND RAPIDS YOUTH SYMPHONY					
MON. MAR 5	WEST MI HOME & GARDEN SHOW	EH A-C GG GG A-F GGO A-H MON ABCD	8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM 8:00AM-11:59PM	PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW PUBLIC SHOW RECEPTION		
	HOPE COLLEGE RECEPTION					
	HOPE COLLEGE SHOWCASE	DVPH	8:00AM-11:59PM	PREFORMANCE		

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